



Red Cross Red Crescent Asia Pacific Fundraisers' Network (APFN)

2012 Annual Report

Do More, Do Better, Reach Further



Red Cross Red Crescent
Asia Pacific Fundraisers' Network

Asia Pacific Fundraisers' Network Website

<http://www.ifrc.org/en/get-involved/asia-pacific-fundraisers-network>

<https://fednet.ifrc.org/en/ourifrc/offices/AP/asia-pacific-fundraisers-network-apfn/>

Cover Photo:

Working together for the resource mobilization development in the Asia Pacific Zone. A total of 52 participants from 20 National Societies and 15 high-caliber speakers attended the 2nd APFN Meeting, the "Jer Kan" held on July 15-17, 2012 in Bangkok, Thailand.

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Foreword

On behalf of the APFN members and the Steering Group, I am pleased to present to you the 2012 Annual Report of the Asia Pacific Fundraisers' Network.

I would like to congratulate all the 23 member-National Societies of the network for working together in making resource mobilization development a priority. A "job well-done" as well to the APFN Steering Group and Support Team for making sure that the plan of actions are done. A huge appreciation goes to our partners and supporters for supporting and believing in our vision and mission. Indeed, the humble accomplishments in this annual report could not have been achieved without you. For this, thank you all!

The year 2012 was a mixture of excitement and challenges. It was exciting to continue what have been started in Hui in New Zealand in 2010. It was a challenge, however, to pull people and resources together to make things happen. It's not an easy task to establish a network that will support the goals of every member-National Society coming from different background, cultures and perspectives. But a very positive outcome has come out of this initiative. This was made possible because we are united in one common goal: *to develop resource mobilization and increase our resources so we are able to serve the most vulnerable*. Yes, not an easy task, but we are enjoying the journey.

The APFN is not only about what you can get as a member, but it is also about sharing what you have. We encourage all other National Societies to join the APFN and to become active members that benefit and contribute, so that we, at the Asia Pacific Zone, can move up together, and further in resource mobilization. To do more, do better and reach further!

We are also sharing with you the 2013 APFN Plan of Action which highlights our strategic priorities for 2013 and year onwards. Indeed, we have only just begun. We look forward to working with you again this year, and the years to come!



A handwritten signature in black ink that reads "Gwendolyn Pang". The signature is fluid and cursive.

Gwendolyn Pang

Chair, Asia Pacific Fundraisers' Network
Co-Chair, Strategy Implementing Group – FWRMS
and Secretary General, Philippine Red Cross

Strategy 2020 and Federation-Wide Resource Mobilisation Strategy (FWRMS)

The Red Cross Red Crescent Asia Pacific Fundraisers' Network (APFN) is a National Society-led initiative which was born from the need and the commitment made by Asia Pacific National Societies. At the same time, as a network positioned in the global Red Cross and Red Crescent network, the APFN also supports Strategy 2020 and contributes to the goal of the Federation-Wide Resource Mobilization Strategy (FWRMS) in building the capacities of the National Societies in the Asia Pacific Zone.

Strategy 2020

Adopted by the IFRC's General Assembly in November 2009, Strategy 2020 was the result of extensive consultation within the Red Cross and Red Crescent Movement and with our external partners. Guided by the Statutes and Strategy for the Movement, it consolidates previous policies and strategies and provides the basis for doing more, doing better and reaching further.

In Strategy 2020, resource mobilization is key for realizing and achieving the humanitarian impacts through all the Enabling Actions. If the Movement does not mobilize the resources required, which includes fundraising, to deliver global and national Red Cross Red Crescent programmes, then our capacity to respond to the humanitarian challenges will be severely restricted. Resource mobilization is therefore a key to achieving the results set out in Strategy 2020.

The strategic aims of Strategy 2020

- Save lives, protect livelihoods, and strengthen recovery from disasters and crises.
- Enable healthy and safe living.
- Promote social inclusion and a culture of non-violence and peace.

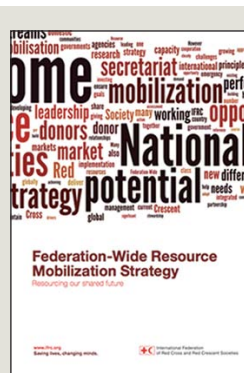
The enabling actions to deliver our Strategic Aims

- Build strong National Red Cross and Red Crescent Societies.
- Pursue humanitarian diplomacy to prevent and reduce vulnerability in globalizworld.
- Function effectively as the International Federation.



Federation-Wide Resource Mobilisation Strategy (FWRMS)

To realize the strategic aims of Strategy 2020, the Federation-wide Resource Mobilization Strategy (FWRMS) was developed and designed to maximize resource mobilization opportunities. The FWRMS was endorsed at the General Assembly in 2011.



Drawn from Strategy 2020 enabling actions, the goals of the FWRMS

- Maintain leadership in resource mobilization for emergencies.
- Grow non-emergency income for international and domestic work.
- Increase resource mobilization capacity of National Societies.

The comprehensive Strategy will help us build on our strengths and competitive advantages in resource mobilization, while eliminating practices that undermine our national and global resource mobilization capacities and objectives. To do this it is paramount that the National Societies are competitive in their markets and that the IFRC adopts an integrated (Federation-Wide) approach.

The Strategy focuses on nine key income streams within three broad income portfolios which it considers to have maximum growth potential. It is advised that each National Society look into their respective environment to assess their own key income stream growth opportunities.

Private	Governments/Multi-lateral	Other Income
Individual Giving, Foundations Corporations, High-Net Worth Individuals, Events	Governments (domestic and international), European Union, Multilateral Institutions	Income earned from sources such as blood services/hospitals, property rentals, etc

The challenge for us all being responsible for resource mobilization, is to implement strategies and activities to enable us to assist more vulnerable people... doing more, doing better, reaching further.

APFN vision and mission

Our vision

We work together to achieve the following:

- Do more – bringing together National Societies in Asia Pacific to work on common goals related to resource mobilization
- Do better – building a strong network of fundraising leaders with professional skills and expertise
- Reach further – increasing income to help more vulnerable people

Our mission

For the member National Societies:

1. To support and enable networking among the Asia Pacific member National Societies
2. To represent National Society members in partnerships and collaborations
3. To share best practices of successful fundraising tools, techniques and learning among member National Societies
4. To share a resourceful network, resource persons and work partners among National Societies
5. To change the mindset on resource mobilization, making it a priority within the work of the National Societies.

For individual fundraisers:

1. To enhance the fundraising skills of members
2. To develop them into excellent leaders in their fields of choice
3. To create a system of fundraising mentors
4. To appreciate their important role as a fundraiser and encourage them to stay with the National Society in the longer term.

History of the Red Cross Red Crescent Asia Pacific Fundraisers' Network (APFN)

The APFN was established to be an ongoing, self-sustaining, National Society-led initiative which meets the needs and gives sustained benefits to its diverse members. This was based on a commitment made by Asia Pacific National Societies during the 2006 Regional Conference in Singapore to initiate a sustainable network of fundraising professionals. The creation of the APFN supports the Red Cross Red Crescent Strategy 2020 and contributes to the goal of the Federation-Wide Resource Mobilization Strategy (FWRMS) in building the capacities of the National Societies in the Asia Pacific Zone.



The APFN aims to enhance fundraising skills of its members; to share best practices of successful fundraising tools, techniques and learning among member National Societies; to share a resourceful network, resource persons and work partners among National Societies; and member National Societies benefit in organizing good fundraising activities to increase donation income.

Over the course of 2009, preparations took place for the inaugural meeting of the APFN. These preparations were supported by Mr. John Ware, Chief Executive, New Zealand Red Cross Society, and were supported by a Steering Group of five members who represented the four regions of the Asia Pacific Zone: Ms. Bonnie So of Hong Kong branch of the Red Cross Society of China; Ms. Carol Teo of Singapore Red Cross Society; Mr. Indra Adhikari of Nepal Red Cross Society; Ms. Gwendolyn Pang of Philippine Red Cross Society; and Ms. Alison Cupit of Fiji Red Cross Society.

The inaugural meeting or 'Hui' (the Maori term for a meeting) was held in Auckland, New Zealand, 27–30 April 2010. Thirty participants from 18 Asia Pacific National Societies attended the meeting, to begin the process of regularly sharing experiences, developing the concept of a self-sustaining network, and improving fundraising skills.

In 2011, a new set of Steering Group was organized to carry on the expectations for the network. Ms Gwendolyn Pang, the Secretary General of the Philippine Red Cross, took over the role of chair and a new Steering Group was formed.

The APFN welcomed the following persons and National Societies as members of the Steering Group: Mr. David Armstrong, Australian Red Cross; Mr. Otohiko Hori, Japanese Red Cross (who replaced Mr. Ryoichi Hattori); Ms. Janprappa Viticholchai, Thai Red Cross; and Mr. Sirajul Islam Molla, Bangladesh Red Crescent (who replaced Mr. Indra Adhikari, Nepal Red Cross)

The strategy for the coming years will be defined and based on a plan of action and the Steering Group and participating National Societies will continue working on establishing a flourishing and self-sustainable network.

APFN strategic priorities

In January 2012, the APFN Steering Group had a meeting to plan out the strategic priorities and action steps for 2012 and 2013. To start up the initiatives, each Steering group member was assigned to lead the task. During the first half of 2012, the Steering Group and APFN Secretariat focused on broadening its membership base; starting a baseline data collection; and the development of a Resource Mobilization guidebook as well as preparing a new APFN meeting on 15-17 July 2012.

The second half of 2012 saw further development based on a Working Group concept where the member National Societies join the working group of their choice, each led by one Steering Group member to further broaden the reach of APFN. The Working Groups were formed according to the strategic priorities of the APFN as well as other possible thematic areas based on the needs. Among 10 Strategic priorities, Working Groups are set up for 6 thematic areas; APFN Meeting, Professional development of fundraisers, PR/Communications, Knowledge Management and Sharing and Income Stream Development.

Overall

Strategic priority	Aim	APFN member NSs
1. Membership	Broaden the membership base of the APFN	APFN Steering Group members
2. APFN sustainability networking and cooperation	Together with the membership base, networking and cooperation is a key to sustain the APFN through various partnerships with other organization	
3. APFN secretariat support	Enhance the APFN secretariat functions to coordinate and support all the priority areas as a self-sustained network of National Societies	

Working groups

Strategic priority	Aim	Working group member NSs
1. APFN meeting	Hold a yearly meeting open to Asia Pacific fundraisers to learn, share and network.	Chair: Ms Gwendolyn Pang Member: Philippine RC
2. Knowledge management and sharing	Collect and share the experience and learning within AP NSs on Resource mobilization.	Chair: Mr Otohiko Hori Members: Japanese RC, Philippine RC, Singapore RC, Sri Lanka RC
Resource Mobilization Guidebook	Develop Resource Mobilization Guidebook for Asia Pacific fundraisers to support their daily work.	
3. PR/Communications	Enhance the APFN secretariat functions to coordinate and support all the priority areas as a self-sustained network of National Societies	Chair: to be identified Members: Indonesia RC, Macau RC, Korea RC, Singapore RC, Thai RC
4. Income stream development	To further develop the work of APFN, "Overall income Stream" Working Group will be established to decide which income stream(s) to specially work on and develop the APFN membership support on each stream, including various regional and global partnership opportunities such as Coca-Cola.	Chair: Ms Janprappa Vitchitcholchai Members: Hongkong RC, Myanmar RC, Philippine RC, Thai RC, Vietnam RC
5. Capacity building	Support the professional development of fundraisers by facilitating access to various capacity building opportunities, including exploring the way to set up "Investment programme" which will support NS to start up the fundraising initiative.	Chair: Mr David Armstrong Members: Australian RC, Bangladesh RC, Mongolia RC, New Zealand RC, Philippine RC, Solomon Islands RC, Vanuatu RC
6. APFN fundraising award	Recognize, share and celebrate excellence in resource mobilization and to award National Societies and Individuals with their achievements	Awards Committee: APFN Steering Group External Consultant: IFRC Secretariat

2012 Highlights and accomplishments

Asia Pacific Fundraisers' Network Membership

In 2010, the membership set up was agreed during the first APFN meeting and in 2011 APFN has officially introduced the membership registration set up to realize the APFN concept of a professional association with an annual fee for any National Society who wishes to be a member. The aim of the membership is to seek for support to work on this topic and to seek for commitment of National Societies to invest in Resource Mobilization.

A broader membership base enables not only to enhance a self-sustainable network but also to make APFN service and support more relevant to the needs of Asia Pacific National Societies by providing broader knowledge and deeper insight to the APFN planning and initiatives.



The membership fee is CHF 500 and the APFN has welcomed 23 full members until now. The use of membership fees is decided by the members. The benefits of the membership are listed in the Terms of Reference and will be addressed through the different Strategic priorities and thematic areas.

The following are the 23 members of APFN as of December 2012:



Afghanistan Red Crescent



Kiribati Red Cross Society



Philippine Red Cross



Australian Red Cross



Laos Red Cross



Samoa Red Cross Society



Bangladesh Red Crescent



Maldivian Red Crescent



Singapore Red Cross



Fiji Red Cross



Mongolian Red Cross



Thai Red Cross



香港紅十字會
HONG KONG RED CROSS

Hong Kong Branch of
Red Cross Society of China



Myanmar Red Cross



TONGA RED CROSS SOCIETY



Macau Branch of
Red Cross Society of China

NEPAL RED CROSS SOCIETY



Vanuatu Red Cross



Indonesian Red Cross



New Zealand Red Cross



Vietnam Red Cross



Pakistan Red Crescent



JAPANESE
RED CROSS SOCIETY

Annual Steering Group Meeting

The annual Steering Group meeting was held on January 13–15, 2012 in Singapore, hosted by the Singapore Red Cross Society. It was in this meeting that the APFN vision and mission was established. The meeting further set the budget, calendar of events, working groups and the strategic direction of the APFN. It was a key meeting to get everyone together; and renew networks and commitment to resource mobilization.



2nd APFN meeting, the “Jer Kan”



The APFN took pride in having inspiring outcomes during its successful holding of the 2nd APFN Network Meeting, the Jer Kan held on July 15–17, 2012 at the Four Seasons Hotel, Bangkok, Thailand (Jer Kan is the local term for a meeting in Thailand.)

The three-day event was full-packed with learning and networking activities which radiated inspiration to the participants for them to do more, do better, and reach further in their fundraising efforts upon return to their respective National Societies.

“Raising funds is a constant endeavor and is highly competitive with many competitors in the playing field. As fundraisers, we must find innovative ways and think out of the box even more,” Mr. Phan Wannamethee, Secretary General of the Thai Red Cross Society said on his welcome speech. “Transparency, integrity and governance must be paramount in our work,” he further said.

Ms. Gwendolyn Pang, Secretary General of the Philippine Red Cross and Chair of the APFN followed this up by encouraging the Jer Kan participants “to overcome current challenges and learn the ‘art of asking’ so our supporters will continue to give – and to give more.”



The plenaries, masterclasses, and break-out sessions were such eye openers that financial sustainability is possible if key principles and techniques are applied to key income streams. Various strategies, insights and approaches from within and outside RCRC were shared that aimed at growing NS capacity to increase resources. The consultation sessions with speakers were an opportunity for the others to discuss on how to beat the fundraising challenges and achieve success. The APFN Marketplace was an interesting showcase for the innovativeness on fundraising campaigns of each participating NSs for fellow participants to learn from and take away.

The APFN Membership Meeting at the last day was fruitful and engaging as both NS members and non-members were involved in taking steps to achieve the APFN Plan of Action. The APFN got sign-ups for the following Working Groups where members can continually engage with the network: APFN Meeting, Knowledge Management and Sharing, PR/Communications, Income Stream Development, Capacity Building, and APFN Awards.



The APFN Jer Kan also showed the idea of having “fun in fundraising” during the networking dinners and raffles. Everyone got to know one another and came home as a winner of collectible Red Cross items from contributing National Societies around the world.

Ms. Anne Leclerc, Head of SEA Regional Delegation in Bangkok shared the expectation of IFRC on APFN, stressing the fact that “it is a network for members, by members and the active participation of NS leaders and fundraisers is necessary to grow together”.



A total of 52 participants, Steering Group members and support team from 20 National Societies, attended the Jer Kan. Fifteen very high-caliber speakers (from within and outside RCRC) shared knowledge and expertise to the participants including Mr. Bernard Ross of the Management Centre, UK; Mr. Lukas Sallman, Director of Marketing and Communications of Swiss Red Cross; Mr. Seth Spiro, National Brand Manager of the American Red Cross; Dr. Mechai Viravaidya, Founder and Chairman of Population and Community Development Association, Thailand; and many more.

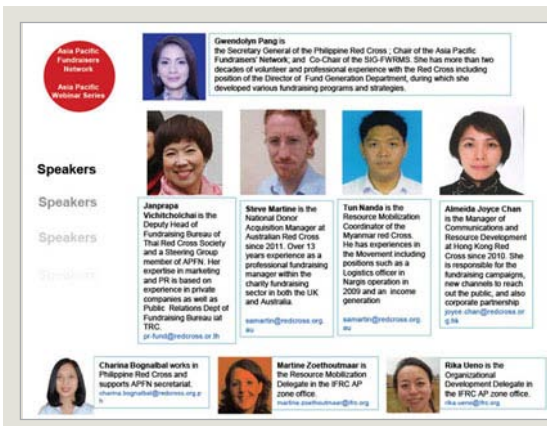
To access to the meeting programme and the full report, please visit the APFN event page on Fednet at: <https://fednet.ifrc.org/en/ourifrc/offices/AP/asia-pacific-fundraisers-network-apfn/events/>

Webinar on learning from the Global Fundraising Skillshare 2012

The Global Fundraising Skillshare is an annual event organized by the British Red Cross where fundraisers from the RC/RC Movement come together to share experiences, to gain knowledge and to network among fellow colleagues. This year, it was held on September 5–7, 2012 in London. The Skillshare was attended by 126 participants from about 60 National Societies worldwide.

The APFN facilitated e-learning for Asia Pacific National Societies through the successful holding of the webinar on Learning from the Global Skillshare 2012. This was held on October 24, 2012, hosted by IFRC Asia Pacific office in Kuala Lumpur, Malaysia. More than 40 individuals from 13 AP NSs and 4 IFRC offices participated in this webinar.

The two-hour webinar aimed at learning from the selected presentations in the Global Skillshare which was shared by Asia Pacific fundraisers who participated in the event. Five speakers shared their insights as well as their lessons learnt and challenges in applying the learning into their National Societies fundraising initiatives.

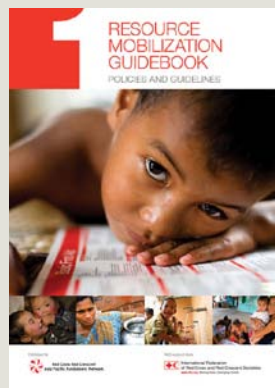


Ms. Gwendolyn Pang, Secretary General of the Philippine Red Cross and APFN Chair, opened the webinar by thanking those who made the webinar possible. She encouraged everyone to continue learning and sharing to enhance our capacities as fundraisers. “From skill-sharing, let us not forget that we should also move up to skill-building. This webinar is just one of the many tools to scale up in Resource Mobilization,” she further added.

Ms. Janprappa Vitchitcholchai, Assistant Fundraising Director of Thai Red Cross, walked the participants through a brief summary and significant points from Global Skillshare. Mr. Steve Martin, National Donor Acquisition Manager of Australian Red Cross, discussed the topic on "Get Up close and Personal with Face to Face Fundraising." "Cash is King but what else is on offer: Making the most of your corporate partnership" was the session further elaborated by Mr. Tun Nanda, Income Generation Officer, Myanmar Red Cross. Ms. Rika Ueno, OD Delegate of the IFRC Asia Pacific Zone brought the participants to a "A whole new world: What the Federation Wide Resource Mobilization Strategy and the toolkit can do for you". Ms. Joyce Chan, Manager, Communications and Resource Development of Hongkong Red Cross shared her NS strategies on "Mix it up: multi-media fundraising campaigns."

To access on the full webinar recording and presentations, please visit the APFN FedNet page <https://fednet.ifrc.org/en/ourifrc/offices/AP/asia-pacific-fundraisers-network-apfn/events/>

Resource Mobilization Guidebook



In 2012, the APFN has achieved to develop the initial draft of the Resource Mobilization Guidebook Volume 1 which aims to provide an overview of all IFRC policies and guidelines related to resource mobilization. This volume will be published in the beginning of 2013.

The Resource Mobilization Guidebook is an initiative of APFN which aims to build the capacities of Asia Pacific National Society fundraisers, and showcases exciting initiatives and share strategies that others can replicate. We are publishing different volumes, each with a specific focus. The Volume 1 aims to provide an overview of all IFRC policies and guidelines related to resource mobilization. Throughout 2013 other volumes will be published. The APFN looks forward that this Guidebook will come in handy for reference and guidance of all fundraisers.

Communication platforms

Communication plays an important role in knowledge sharing and promotion of the APFN thus, the APFN has developed communication platforms for members in 2012.

The APFN had a soft launch for its Resource Centre on Fednet where its National Societies can have access to various tools that will help scale up their capacities in resource mobilization.

Access to APFN Resource Centre is one of the benefits of APFN NS Members where useful information will be shared i.e. learning and scholarship opportunities; internal/external RM resources; peer-to-peer support guidelines; list of resource persons/National Societies; list of volunteers/interns where National Societies can engage with in fundraising; community of practice; webinar recordings; meeting presentations, and many more. The APFN invites all National Societies and their fundraisers to visit the APFN Page on Fednet

<https://fednet.ifrc.org/en/ourifrc/offices/AP/asia-pacific-fundraisers-network-apfn/> to know more about APFN and its works. National Societies Members are further encouraged to maximize this learning tool opportunity.



The quick overview on APFN can be seen on its website. Its website is represented under the www.ifrc.org with a direct link: <http://www.ifrc.org/en/get-involved/asia-pacific-fundraisers-network/>



APFN on Facebook

The APFN and Thai Red Cross have worked together on the initial set up and design of the APFN Facebook. The Facebook aims for the APFN to connect with its members through daily updates and interaction. This page is expected to be formally launched in the first quarter of 2013.



Contribution to Red Cross Red Crescent (RCRC) global meetings

The APFN took part in representing the Asia Pacific Zone in many of the RCRC global meetings. Ms. Gwendolyn Pang, APFN Chair presented APFN to encourage leadership involvement during the SEA Leaders during the SEA RCRC leaders that took place on July 11-12, 2012 in Nay Pyi Taw, Myanmar. This year was also a significant contribution that APFN has made during the International Fundraising Skillshare on September 5-7 2012 in London. From the Asia Pacific, 9 NSs with 13 delegates attended – with 5 NSs making presentations.



Ms. Janprappa Vitchitcholchai, APFN Steering Group member and Ms. Martine Zoehoutmaar, IFRC Relationship Manager/APFN Secretariat participated during the Asia Pacific Communications Forum held on November 5– 7, 2012 in Bangkok, Thailand.

Participation to external meetings

The APFN had an opportunity to promote its own speakers when Ms. Janprappa Vitchitcholchai of Thai Red Cross, Ms. Martine Zoethoutmaar of IFRC AP Zone and Ms. Budsayada Youngfengmontra of the Coca-Cola Thailand had jointly presented during the International Workshop on Resource Mobilization (IWRM) held on July 3–16, 2012 in Kuala Lumpur, Malaysia. This IWRM is an annual regional fundraising workshop organized by Resource Alliance and therefore an avenue to make our fundraisers known in the region.

Awareness of the network

It was overwhelming to note that APFN is known not only in the Asia Pacific Zone but among other National Societies in the other zones as well. During the International Fundraising Skillshare in London, many participants from other zones expressed their interest to know more about APFN and its work. Most of them acknowledged the efforts of the APFN. Many were also inspired by the APFN initiatives in enhancing the resource mobilization capacity in the Asia Pacific zone.



The APFN further represented its member National Societies to the International RCRC movement in many endeavors. This link is an important gateway for involvement and contributed to further enhance the good collaboration.

Facilitation of partnerships

The APFN plays a role in facilitation of global partnerships and promoting local engagement between National Societies and important global partners. One of the examples is the IFRC – The Coca-Cola Company (TCCC) partnership. The APFN has played an important role during the IFRC TCCC South East Asia Workshop held in Thailand on February 9, 2012. With the APFN's aim to support and enable best practice in fundraising, the workshop was able to bring together participants from 6 countries of the Southeast Asia/ASEAN region to share strategies. Focal points from Coca-Cola and the Red Cross Red Crescent Societies in Indonesia, Malaysia, Philippines, Singapore, Thailand and Viet Nam came together to share ideas and brainstorm on working together around disaster relief, important country programmes and public engagement. Two follow up webinars have taken place to share updates and to follow up on progress at country level, bringing country level focal points together on a regular basis. In 2013 similar meetings will take in South Asia and East Asia.



As shared earlier, IFRC, Thai Red Cross and Coca-Cola Thailand have shared their experiences in working as partners by being a speaker at the IWRM, one of the largest fundraising seminars in the Asia Pacific. The IWRM is organized by one of the leading agencies in this area, the Resource Alliance. We have showcased the Global Partnership with the Thai RC and Coca-Cola as a leading example on disaster relief and public engagement, with the Relief, Reunite and Rebuild Campaign during the Thailand floods in 2011 as successful campaign.

Besides that APFN has played a role in advocating, promoting and sharing information on the partnership when possibilities occurred. APFN messages sent out to members also involved the partnership: we have sent out the new years message featuring the speech of Muhtar Kent, The Coca-Cola Company to all NSs. During the APFN Meeting in Bangkok, Coca-Cola was a key note speaker during one of the plenary sessions to promote the partnership. The overall aim in AP Zone is to have many local partnerships in place before the end of the 2013 and of course many more contacts made between National Societies and Coca-Cola.

Leadership involvement

It was in 2012 when many leaders of the National Societies in the Asia Pacific Zone acknowledged the importance to prioritize resource mobilization. The following National Societies took this important step to sign up as an APFN member through the full support of their Chairmen and Secretaries General: Afghanistan Red Crescent, Australian Red Cross, Bangladesh Red Crescent, Fiji Red Cross, Kiribati Red Cross, Japanese Red Cross, Hong Kong Branch of Red Cross Society of China, Indonesian Red Cross, Laos Red Cross, Macau Branch of Red Cross Society of China, Myanmar Red Cross, Maldivian Red Crescent, Mongolian Red Cross, Nepal Red Cross, New Zealand Red Cross, Pakistan Red Crescent, Philippine Red Cross, Singapore Red

Cross, Samoa Red Cross, Thai Red Cross, Tonga Red Cross, Vanuatu Red Cross, and Vietnam Red Cross.

More so, the following National Society Leaders allowed the participation of their resource mobilization focal persons to take part as members of the APFN Steering Group: Sen. Richard J. Gordon, Chairman, Philippine Red Cross; Mr. Robert Tickner, Chief Executive, Australian Red Cross; Mr. Osamu Tasaka, Director General of International Relations Department, Japanese Red Cross; Mr. Phan Wannamethee, Secretary General, Thai Red Cross; and Capt (Retd) Abu Bakar, Secretary General, Bangladesh Red Crescent. It was also a significant contribution when Singapore Red Cross hosted the APFN Steering Group Meeting in January 2012 and Thai Red Cross hosted the 2nd APFN Meeting, the Jer Kan in July 2012 which were made possible by the full involvement of their respective leaders.

Collaboration among National Societies



The APFN had become an avenue for collaboration among NSs in the Asia Pacific zone. After the APFN “Jer Kan” Meeting in Thailand, many National Societies exchanged communications with other National Societies to further learn on their resource mobilization strategies.

Resource Mobilization contact list



Through our various events and engagements, the APFN was able to establish a good contact list of both internal and external resource mobilization focal persons and experts. This will be an important link of our member NSs to various resource mobilization opportunities like peer-to-peer support, study visit, consultancy and many more.

The APFN will make the list available through initiatives such as “yellow page” (contact list for resource persons) and sharing a participant contact list and facilitating network in APFN Meeting.

2012 Financial report

Summary:

APFN 2011-2012	Funding (CHF)	Time frame	Destination	Description	Expenditure (CHF)	Carry-over (CHF)
2011						
IFRC	20,000	31-03-2012		Support team meeting in manila	20,000	0
Total	20,000				20,000	
2012						
Australian RC	6,113	31-07-2013	APFN meeting participants/ RM Guidebook	APFN meeting 2012	926	5,187
Japanese RC	45,206	31-03-2013	APFN	APFN Meeting 2012, RM Guidebook, other publication, APFN SG Meeting 2013, Secretariat support and enhancement	40,435*	4,771
IFRC	9,750	31-12-2012	APFN	Consultancy Guidebook	9,750	0
IFRC	5,000	31-12-2012	APFN	APFN Jer Kan participants	5,000	0
Membership fee	10,791		For all members		0	10,791
Total	76,860				56,111	20,749

* estimated figures as of 20 February, 2013

2013 Estimate	Funding (CHF)
2012 carry forward	20,749
Japanese RC	40,000
IFRC	20,000
Membership fee	11,500
Total	92,249

Note:

Support from Australian Red Cross and Japanese Red Cross to be carried forward to 2013 are to be discussed and confirmed with each National Society.

The APFN has 23 NS members as of the end of December 2012. As many of the National Societies have become a member in 2012, we have not yet utilised the amount collected through the membership fees, as this total amount was collected throughout the year 2012. The membership fees will be utilised for services for all members according to the Fund Management Guidelines that have been developed. In 2013, the yearly membership fee will be collected at the beginning of March and an invoice will be shared. The APFN will start utilising the membership fee in 2013 for the benefit of all members.

Though the APFN enjoys the support from Japanese Red Cross and Australian Red Cross for 2012 among others, it is not guaranteed if these will be continued for 2013 and beyond. The APFN Steering Group will actively seek for support from partners within and outside Asia Pacific Zone to be able to execute the plan for 2013. The Steering Group will initiate partnerships with partner National Societies. Linkages with external partners will also be made through knowledge centres that work on the development or Resource Mobilisation, corporate partners and other external partners that are willing to contribute. The Steering Group will actively seek for support; prioritize initiatives; and review the budget at least every six months and make necessary adjustments if required to be able to reach the target as stated in Plan of

Action. As a mutual support network, the APFN further aims at involving the membership in a strategic way, asking them to contribute technically and financially to the further development of its works and enhancement of resource mobilization in the AP Zone.

2013 APFN Plan of Action

The APFN Steering Group had its annual meeting on January 10-12, 2013 which was hosted by the Hong Kong Branch of the Red Cross Society of China in Hong Kong. The group strategized on the action plans for APFN to move further with its NS members in 2013. Below is the brief overview:

Knowledge Management and Sharing

The publishing of the RM Guidebook which covers different volumes as handy reference for our fundraisers will be a great step towards knowledge sharing in the Asia Pacific.

Income Stream Development

The APFN shall work closely with its NSs members in developing membership support on each income stream including various regional and global partnerships.

Capacity Building

The APFN shall continue to support the professional development of fundraisers by developing and facilitating access to various capacity building opportunities which includes the following: "investment programme" to start up a fundraising initiative peer to peer support and holding of webinar series among others.

PR/Communications

The APFN shall continue to promote knowledge exchange and sharing through various platforms including the FedNet, Community of Practice; and Social Media.

APFN Awards

Together, we shall celebrate and recognize excellence in resource mobilization through this awards to be given during the APFN Meeting in 2013.

APFN Meeting

An APFN Meeting will be held in Manila in July 2013 which will be dubbed as the 3rd APFN Meeting, "Pulong".

Setting up a Secretariat and Fundraising for Network Sustainability

The APFN shall establish its own Secretariat team to facilitate all the requirements for the APFN members and act as APFN Customer Desk. The APFN shall endeavor to raise funds and engage more partners to support and sustain its initiatives for its NS members.

APFN Steering Group 2011 – 2013



Ms. Gwendolyn Pang

Chair, Asia Pacific Fundraisers' Network, Co-Chair, Strategy Implementing Group – FWRMS and Secretary General, Philippine Red Cross

Email: gwendolyn.pang@redcross.org.ph

Ms. Pang is actively involved in reducing the vulnerability of Filipinos for more than 15 years with the Red Cross. A development advocate and passionate fundraiser, she started as a youth volunteer and rose to key leadership positions such as Assistant Secretary General and Deputy Secretary General, among others. She was also the former Director of Fund Generation Department where she took the lead in initiating many strategic partnerships; enhancing donor management; professionalizing fund generation strategies; and establishing the PRC's first fundraising roadmap.



Mr. Otohiko Hori

Director General, OD Department, Japanese Red Cross Society

Email: o-hori@jrc.or.jp

Mr. Hori started his career in International Relations Department. For more than 30 years, he served on various fields at the National Headquarters, such as domestic and international relief, Red Cross volunteer and youth, policy planning and communications. He was assigned as Director General of Organizational Development in April 2012, and takes the leadership on strengthening branches activities and management, volunteers and youth, fundraising and partnership with corporate sectors.



Mr. David Armstrong

Head of Fundraising, Australian Red Cross

Email: darmstrong@redcross.au

Mr. Armstrong is responsible for leading a national team of over 40 staff across Australia raising over AUS\$75m. He has worked in fundraising for over 15 years including with the Amnesty International Australia before joining the Red Cross in 2010.



Ms. Janprappa Vitchitcholchai

Assistant Fundraising Director, Thai Red Cross Society

Email: pr-fund@redcross.or.th

Ms. Vitchitcholchai's expertise on marketing and PR is based on her wide experience on private companies as well as at the Public Relations Department of Thai Red Cross.



Mr. Sirajul Islam Molla

Fundraising Director, Bangladesh Red Crescent Society

Email: sirajul.islam@bdracs.org

Mr. Molla holds a Masters Degree in Economics. He joined Bangladesh Red Crescent Society in 1986 and has been discharging various responsibilities including Disaster Management, Human Relations and International Relations.

The APFN support team and partners



The APFN extends special thanks to the following for their support in 2012:

IFRC Asia Pacific Zone Office for making their two staff available to provide intensive support: Ms. Martine Zoethoutmaar, Relationship Manager (first from left); and Ms. Rika Ueno, OD Delegate (third from right); the Philippine Red Cross for contracting its staff, Ms. Charina Bognalbal (fourth from left) to act as Secretariat; the Japanese Red Cross for allowing Ms. Kaori Nagawa, Director, International Department (second from right) to support APFN works; and Thai Red Cross for letting Ms. Saifon Angkanawin, Head of Special Events and Data System Development participate on the Steering Group Meeting in January 2013 in Hongkong.

APFN RC/RC partners

The APFN would like to thank the following partners for their technical and financial support in 2012:

 International Federation
of Red Cross and Red Crescent Societies

 **BritishRedCross**

Swiss Red Cross 



 **JAPANESE
RED CROSS SOCIETY**

the
power of
humanity



 **American
Red Cross**

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Asia Pacific Fundraisers' Network



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