



# **2013 APFN Plan of Action**

## **Asia Pacific Fundraisers' Network**

Strengthening Resource Mobilization  
of Asia Pacific National Societies



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:

*The Philippine Red Cross created a "Sea of Red" when almost 1.1 million volunteers run on its Million Volunteer Run 2 (MVR2) held on February 10, 2013 in all key cities nationwide. The MVR 2 aims to raise funds; create strategic partnerships; and heighten public awareness on the importance of disaster preparedness with the involvement of volunteers down to the barangay level.*

## Resource mobilization in Asia Pacific

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Resource Mobilization is our Red Cross Movement's ability and endeavour to acquire resources and mobilize people towards accomplishing our goals. It works towards bringing money; supporters; attention of the media; alliances with strategic partners; and refining the organizational structure. Resource Mobilization includes fundraising, income generation activities, donations in-kind and other partnerships to strengthen our capacity to better assist more vulnerable people.

Asia Pacific National Societies have been working hard to mobilize resources to work for vulnerable people despite the challenges shared globally such as increased competition for emergency income and development funding and weak capacity building. There are also disparities in Asia Pacific National Societies where some societies enjoy the growing economy and the corresponding enabling environment for fundraising but others strive to mobilize resources in the challenging economic conditions.

In this context, Asia Pacific National Societies have made a commitment at the Singapore Regional Conference in 2006 to enhance fundraising in Asia Pacific and to develop their fundraising skills. The concept of an Asia Pacific Fundraisers' Network (APFN) was devised to help fundraising professionals within National Societies to form a self-sustaining network to consolidate fundraising skills, and share knowledge and experience among the Asia Pacific National Societies.

APFN has successfully developed itself since then and provided several initiatives to support Asia Pacific National Societies to maximize its Resource Mobilization capacity. To further extend its service to the member National Societies and realize its full function, APFN set out its Plan of Action to further strengthen networking, shared learning and collaboration towards its vision; strengthen Resource mobilization through professional skills and expertise to help more vulnerable people.

### Challenges and opportunities of Resource Mobilization in Asia Pacific

The Federation-Wide Resource Mobilization Strategy is driven by five critical challenges which are also shared by Asia Pacific National Societies.

- Increased competition for emergency income
- Low growth in non-emergency income
- Domestic income challenges
- Further effort in working in partnerships
- Weak capacity building of the National Societies Resource mobilization

Also in the Asia Pacific, a lack of enough professional fundraisers, linked to the fact that fundraising is not seen as a major priority in many National Societies, especially a fundraising for their regular programmes compared to the one for emergency response.

On the other hand, the Red Cross and Red Crescent Movement remains as one of the most known brand. More and more National Societies are aware of the importance of branding and positioning, linking it to its Resource mobilization initiatives. In spite of the global economical



challenges, new economies have been growing in Asia Pacific and the National Societies face new opportunities. At the same time, there are several grown-up economies and the National Societies who have set up strong Resource Mobilization Capacities. The APFN, started as a National Society-led initiative, has a big potential to activate sharing of the expertise and learning within the Asia Pacific National Societies to achieve their Resource mobilization potential.

## Asia Pacific Fundraisers Network: history and vision & mission

Over the course of 2009, preparations took place for the inaugural meeting of the Asia Pacific Fundraisers' Network. These preparations were led by Mr John Ware and chaired by Ms Clare Cain from New Zealand Red Cross and were supported by a steering group of five members from Hong Kong branch of Red Cross Society of China, Singapore Red Cross, Nepal Red Cross, Philippines Red Cross and Fiji Red Cross, representing the four regions of the Asia Pacific zone.

The inaugural meeting or Hui (the Maori name for meeting) was held in Auckland, New Zealand on 27-30 April 2010. Thirty full 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 Ms Gwendolyn Pang, Secretary General of the Philippine Red Cross has taken over the role of Chair and a new Steering Group has been formed with Mr David Armstrong, Australian Red Cross, Mr Otohiko Hori Japanese Red Cross (replacing Mr Ryoichi Hattori, Japanese RC), Mr Sirajul Islam Molla, Bangladesh Red Cross (replacing Mr Indra Adhikari, Nepal Red Cross) and Ms Janprapa Vichitcholchai, Thai Red Cross.

The new Steering Group members agreed on the vision and mission officially set out in the Terms of Reference of APFN as well as formalized the network mechanism to further realize the concept of self-sustaining network of professional NS fundraisers. The Steering Group also confirms that The Asia Pacific Fundraisers' Network plays an important role in the implementation of the strategy in Asia Pacific.

### Vision

1. Do more – Bringing together National Societies in Asia Pacific to work on common goals related to Resource Mobilization.
2. Do better – Building a strong network of fundraising leaders with professional skills and expertise
3. Reach further– Increasing income to help more vulnerable people

### 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 resourceful network, resource persons or 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 fundraising mentors within themselves
4. To appreciate their role as fundraiser and eventually stay with the National Society in the longer term

The Asia Pacific Fundraisers' Network is following the concept of a professional association with an annual fee for any National Society who wishes to be a member. The membership fee is CHF 500. The APFN has welcomed 23 members (as of 31 December 2012).

Afghanistan Red Crescent	Japanese Red Cross	Philippine Red Cross
Australian Red Cross	Kiribati Red Cross	Samoa Red Cross
Bangladesh Red Crescent	Laos Red Cross	Singapore Red Cross
Fiji Red Cross	Maldivian Red Crescent	Thai Red Cross
Hong Kong Branch of Red Cross Society of China	Mongolian Red Cross	Tonga Red Cross
Macau Branch of Red Cross Society of China	Myanmar Red Cross	Vanuatu Red Cross
Indonesian Red Cross	Nepal Red Cross	Vietnam Red Cross
	New Zealand Red Cross	
	Pakistan Red Crescent	

### **APFN strategic priorities and plan of action**

In January 2012, the Steering Group members of APFN had a meeting to plan out the strategic priorities and action steps 2012 and 2013 as follows;

To start up the initiatives, each Steering group member is 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 the initial steps for further development of the Working Groups. This Working Group is set up with a concept where the member National Societies join the working group of their choice, each lead by one Steering Group member to further broaden the reach of APFN. The Working Group will be 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 5 thematic areas; APFN Meeting, Capacity Building, PR/Communication, Knowledge Management and Sharing and Income Stream Development.

# APFN strategic priorities and plan of action

## Strategic Priorities

Strategic priority	Aim	APFN member	Budget 2013
1. Membership	Broaden the membership base of the APFN	APFN steering group members	CHF 0
2. APFN sustainability networking & cooperation	Together with the membership base networking and cooperation is a key to sustain the APFN through various partnerships with other organization		CHF 5000
3. APFN secretariat support	Enhance the APFN secretariat and support all the priority areas as a self-sustained network of National Society		CHF 25000
Thematic area	Aim	Working group member NSs	Budget 2013
1. APFN meeting	Hold a yearly meeting open to Asia Pacific fundraisers to learn, share and network	<b>Chair: Ms Gwendolyn Pang</b> Member: Philippine Red Cross	CHF 40000
2. Knowledge management and sharing	Collect and share the experience and learning within AP NSs on Resource mobilization.	<b>Chair: Mr Otohiko Hori</b> Members: Japanese Red Cross, Philippine Red Cross, Singapore Red Cross, Sri Lanka Red Cross	CHF 10000
Resource Mobilization Guidebook	Develop Resource Mobilization Guidebook for Asia Pacific fundraisers to support their daily work.		
3. PR/Communications	Establish and maintain communication platforms such as websites, emails, social media and online seminars, to share the information and promote the APFN.	<b>Chair: to be identified</b> Members: Indonesia Red Cross, Macau Red Cross, Korea Red Cross, Singapore Red Cross, Thai Red Cross	CHF 2000
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.	<b>Chair: Ms Janprappa Vittholchai</b> Members: Hongkong Red Cross, Myanmar Red Cross, Philippine Red Cross, Thai Red Cross, Vietnam Red Cross	CHF 5000
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.	<b>Chair: Mr David Armstrong</b> Members: Australian Red Cross, Bangladesh Red Crecent, Mongolia Red Cross, New Zealand Red Cross, Philippine Red Cross, Solomon Islands Red Cross, Vanuatu Red Cross	CHF 30000
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	CHF 10000
<b>Total</b>			<b>CHF 127000</b>

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. They 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 this 2013 APFN Plan of Action. The APFN further aims at involving its members in a strategic way asking them to contribute technically and financially to the further development of its works.

## APFN membership – broadening the membership base to be a sustainable network of professional fundraisers in Asia Pacific

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.

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.

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.

### Main action points in 2013:

Engage the members more actively and maintain the membership base to be a sustainable network of professional fundraisers in Asia Pacific.

1. To keep promoting the APFN membership as well as maintaining the appropriate set-up for registration and yearly payment of the membership fee.
2. To make sure the member National Societies will enjoy the benefits of membership.
3. To make sure the member National Societies will receive an accurate and up-to-date information with regards to the APFN action plan and financial status.

Membership	2013
Total	CHF 0

## Sustainability, networking & cooperation

The APFN wants to develop partnerships that can provide access to knowledge, experience and capacity building for National Societies as well as financial support to the network. Creating a strong network of supporters of the network is crucial to further deliver on the aim of the APFN and its sustainability. The APFN looks for parties that can contribute:

### NS leaders

The APFN regard it essential for the National Society leaders to invest in fundraising to provide services and programmes as well as to sustain the organization in a sustainable manner.

### Local, regional and international networks

These networks can contribute with knowledge and access to other networks.

- Resource Alliance – the Resource Alliance is the global network for building fundraising capacity and inspiring philanthropy

### Consultancies

Consultancies can play a role in further developing the specific topics, like contributing to events and seminars, working on tools and materials and supporting in the capacity building of National Societies.

- Organisations with knowledge of fundraising in Asia like Daryl Upsall, the Management Centre

### Individuals

Persons that can support the network in a variety of ways, by participating in

- Persons that are willing and capable of supporting the network with knowledge, information, access to support and other networks

### Financial/technical supporters

RCRC internal and external partners that can support the network financially and technically, including a deployment of their staff to support the network secretariat and other service delivery.

### Main action points in 2013

Create a strong network of partners and individuals that play an important role in the development of the APFN, enhancing fundraising and the development of fundraising skills in Asia Pacific.

1. Liaise with partners to contribute to the vision and mission of APFN (on-going)
2. Promoting Red Cross/Red Crescent fundraisers as speakers on international (internal and external) events.
3. Develop a “yellow page” with important contacts, consultants, organisations that can contribute to developing fundraising in different areas, speakers, etc. (to be part of the RM Guidebook)
4. Advocating investment in fundraising with leadership NSs.

Networking and cooperation	2013
Total	CHF 5000



## APFN secretariat support

To enable the above-mentioned priorities and plan, APFN needs to have an effective secretariat which can coordinate and support the member National Societies playing main roles in APFN work. Currently the secretariat consists of one Philippine RC staff (half-time) supported by two IFRC staff (part-time). In order to realize a self-sustainable network as a National Societies' initiative as it is, it is expected that the independent secretariat function be set up to ensure the sustainability of the network. The independent secretariat would also like to start working with volunteers and interns to support the APFN and to work on topics that need to be developed, e.g. in the area of communications, creating networks, professional development, organizing webinars, etc.

### Main action points in 2013

Enhance the APFN secretariat functions to coordinate and support all the priority areas as a self-sustained network of National Societies.

1. To review the secretariat function and prepare job description(s) necessary for an independent and effective secretariat.
2. To resource the secretariat based on the above-mentioned job description(s). This includes staffing (including options such as intern, volunteer, delegate supported by a supporting NS, local staff recruitment and consultant), hardware, capacity building if necessary.

APFN secretarial support	2013
Secretarial support	CHF 25000
Total	CHF 25000

### APFN meeting

The APFN annual meeting aims to bring together National Societies for knowledge and experience sharing and inspire professionals in their field of work.

The National Societies of the Asia Pacific Zone are continuously searching for greater excellence and opportunities to strengthen their strategic resource mobilization work. Many have also succeeded in strengthening their linkages between resource mobilization and communications, public relations, and positioning strategies. There is a wide variety of experience across all the societies of the AP zone, with some having invested in highly developed and professional teams, skills and competencies, whilst others are still exploring the best approaches in their specific contexts to take clear and measurable steps to strengthen their ongoing capabilities. The meeting needs to address the needs of experienced and less experienced National Societies (also look at Chapter 4 of the FWRMS in which the capabilities and potential matrix is outlined).

The proposed steering group would ideally meet at least once and prepare all aspects of the meeting including the proposed agenda and session plans, participant's profiles, timing and venue, resource persons to be invited, budget and fundraising for the meeting's costs, and overall logistics. Once the steering group has agreed a draft agenda, it is anticipated that it will consult with all other societies to fine tune the contents and inputs. It is also envisaged that the steering group will continue its work through email and teleconference mechanisms at appropriate and agreed intervals.

The APFN Meeting 2012 took place, hosted by the Thai RC with 49 participants, 17 speakers and other guests. Based on evaluation of the APFN meeting in 2012 in Bangkok we will set new objectives for a meeting in 2013. Location of the APFN meeting in 2013 will be in the Philippines.

## Elements of an APFN meeting

The following elements should be included in an APFN meeting which will consist of three categories of sessions; courses (capacity building and development of fundraisers), skill sharing/networking among the participants, and the APFN membership meeting.

- External speakers and experienced fundraisers/consultants by income streams to be invited
- Internal fundraising champions to be invited
- Fellow fundraisers in Asia Pacific should be celebrated on their work
- External partners: Corporate partners like Coca-Cola
- Programs may include;
- Plenary sessions (theme)
- Master courses
- Practical fundraising activities/experience
- Beginners and Advanced Sessions
- Break-out Sessions
- One-on-one consultation sessions
- APFN Awards – Idea of “celebrating” good examples (launch in 2012/first award in 2013)
- APFN Membership Meeting to discuss the Asia Pacific Fundraisers’ Network
- Sharing of fundraising materials and resources (encourage participants and speakers to bring)

### Participants’ profile

- to have experiences in the field of resource mobilization, marketing or communication
- and being a leader/key person of the NS to enhance their resource mobilization capacity through knowledge and skills shared during the course to realize significant increase of income
- (for member NSs) to represent his/her own National Society in APFN network meeting

### Participation fee

National Societies are asked for a participation fee to cover accommodation, meals, printing materials and cost for (external) resource persons. It is encouraged that each National society considers to plan in the participation costs to APFN meeting in their annual budget in order to facilitate the learning, sharing and networking for their fundraisers.

- Funding will be asked from the Movement and external partners, and the speakers will be asked to cover costs by themselves.
- Budget will be also made available from APFN budget (in case needed and appropriate)

## Main action points in 2013

To organize a APFN Meeting 2013, bringing together National Societies for knowledge and experience sharing and inspire professionals in their field of work.

APFN meeting	2013
Total	CHF 40000

## Knowledge management and sharing

Sharing the inspiring practice and learning among the Asia Pacific National Societies through the network is key to realize the APFN vision and mission. Through the initiatives listed as below, the APFN promotes the culture of shared learning and enable further development of Resource Mobilization capacity building.

- Collect case studies about successful fundraising strategies and programmes.
- Collect the relevant data from the National Societies which will inform the member National Societies as well as the APFN to better plan the support it provides.
- Distribute case studies, profiles of fundraising teams and examples of fundraising activities- from around Asia Pacific through the APFN communication platforms (FedNet and other social media pages) to engage thinking and dissemination of ideas (linked with global RM toolkit and Community of practice).
- Promote and make available the access to the global Resource Mobilization toolkits and knowledge base being developed by the IFRC secretariat, and help train National Societies on their use. Compile the data collected and provide the overview of Resource Mobilization Strengths and Targets of AP National Societies.

## Main action points in 2013

Share the experience and learning within AP NSs on Resource mobilization

1. Make the 27 cases collected from 2010 available on the APFN FedNet page.
2. Develop and conduct APFN joint survey which will inform the APFN action in 2013 and beyond, (collaboration with other Working Groups).
3. Work closely with member NSs to collect new cases, develop a factsheet (quick reference) and share widely through APFN FedNet page.
4. Select good cases to further develop into detailed case studies in 2013/2014.

Knowledge Management and Sharing	2013
Total	CHF 1500

## Resource Mobilization Guidebook – supporting Asia Pacific fundraisers in their daily work in the headquarters/branches

The objectives of this guidebook are to serve as a common guide for beginner as well as experienced fundraisers based on RC/RC principles and objectives, to share the policies, guidelines and framework around resource mobilization, and to inspire the readers to raise funds. The guidebook aims to complement the Resource Development Handbook published by IFRC in 1994, and to be linked to other initiatives such as the global RM toolkit, training curriculums and RM Community of Practice.

The plan is to have four volumes in the APFN RM Guidebook:

- Volume 1: Reference: compiling all the relevant policies, guidelines and framework.
- Volume 2: Case studies, regularly updated magazine-like format.
- Volume 3: Manual: practical guide for fundraisers including templates available from NS practice (checklist, forms and templates etc).
- Volume 4: “Yellow page”: contact list of RCRC internal and external experts and their areas of strength/expertise.

The consultant has been attracted to work on the drafting of these volumes as well as collecting baseline information and case studies from Asia Pacific National Societies since March 2012. Volume 1 (policies and guidelines) is published in February 2013. Other volumes will be developed in 2013 and 2014.

### Main action points in 2013

Develop Resource Mobilization Guidebook for Asia Pacific fundraisers and made it available in printing and online to support their daily work.

1. Resource Mobilization guidebook: 3 volumes to be developed and published in the “RM guidebook” folder, to be distributed in the APFN meeting 2013

Resource Mobilization Guidebook	2013
Total	CHF 8500

## PR/communications for APFN promotion

APFN wants to be a professional network making use of communication platforms available for communication about the Network and the development of a diversity of communication platforms to be used for sharing of the knowledge and learning.

- Communication platforms (IFRC public website and FedNet, Facebook and twitter).
- A bi-monthly newsletter with the latest developments, news and references to information that can be found on the platforms, personal experiences of National Society fundraisers. A schedule for the coming newsletters planned and topics collected.

### The following platforms, therefore, have been realized and will be further developed

- Open platform as an entry point: <http://www.ifrc.org/en/get-involved/asia-pacific-fundraisers-network> with information on the APFN that links to FedNet and Facebook and that can be shared with members, non-members and people from outside that would like to know more about the network, such a consultants/experts outside RC. The links will first be integrated in the current web page and it will move to the specific Asia Pacific Zone part in the future. A first part is live on the website with an initial outline and texts, and will be further developed.
- Resources and archives: APFN FedNet page (<https://fednet.ifrc.org/en/ourifrc/offices/AP/asia-pacific-fundraisers-network-apfn/>) The pages are ready to provide detailed information on the network such as current membership, Steering Group members, APFN resource centre for fundraisers, events as well as various links. All the information material produced by APFN will be available here.
- Interactive website with news and posts: on [www.facebook.com](http://www.facebook.com), APFN page is renovated to be managed by the APFN. We can also use other social networking sites e.g. [Linkedin.com](http://www.linkedin.com), a professional network, but not everybody is using this.
- Platform only accessible by members: some of the APFN pages on FedNet Here we will share information that will only be available for members, like training and other learning opportunities.

### Main action points in 2013

Establish and maintain communication platforms such as websites, emails, social media and online seminars, to share the information and promote the APFN.

1. Complete launch of the APFN Facebook page
2. Bi-monthly newsletters to be published
3. APFN pages on ifrc.org and on FedNet will be maintained and up to date.

PR/Communications	2013
Total	CHF 2000



## 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.

As the APFN collects key information on Resource mobilization strengths and targets of AP National Societies, the Steering Group members and the Working Group member will decide which income stream(s) the APFN will focus. Working Group will be set up for each income identified and further plan the objectives. On a global level Community of Practices per income stream will be developed and APFN is able to contribute and link to that.

### Main action points in 2013

Focus on income stream(s) to work on and develop the APFN membership support on each stream, including various regional and global partnership opportunities

1. Develop and conduct “APFN joint survey” with “Knowledge management” working group.
2. Work with “knowledge management/ capacity building” working groups to support member NSs in developing fundraising target/plan.
3. identify a regional corporate partnership to further develop.

Income Stream Development	2013
Total	CHF 5000

## Capacity building of AP fundraisers

Professional development of fundraisers in Asia Pacific National Societies is one of main goals of the APFN as stated in its vision and mission. In this regard, the APFN meeting and the RM Guidebook as well as “resource center” on APFN web pages will serve to build the capacity of Asia Pacific fundraisers. The APFN decided to take a step forward to support Asia Pacific National Societies in professional development of their fundraisers through the following three initiatives;

### Peer-to-peer support among the member National Societies

APFN recognizes that there are many expertise and inspiring practice to be mobilized in Asia Pacific National Societies and that the NS practitioners who wish to share their learning and experiences with other NS practitioners are not rare. APFN coordinate and facilitate the pairing of these kinds of peer support initiatives, and support them financially and technically. Spending time and working direct with other Societies provides professional skills development to fundraisers as well. It enables recipient national Societies to benefit from the experience of others, helping to review their strategy, provide a fresh perspective and additional capacity to their Resource Mobilization. Secondments can last from 1 week to several months. APFN will seek to facilitate these arrangement through National Societies. For this, the APFN will prepare a guideline to clarify the application, financial support, conditions and reporting requirements for the two National Societies who wish to avail the scheme. Peer to Peer support is one of the

Strategy Implementation Group 20 initiatives and Asia Pacific Fundraisers' Network can play an important role in designing this support and share lessons learned.

### **Promoting to participate in internal/external training opportunities**

APFN compiles the information about various capacity building opportunities on Resource mobilization available internal and external to RC/RC and make it available for the member National Societies. The APFN will promote attendance to these local, regional and international network events, like the Global Skillshare that is organized by British Red Cross every year, and the International Fundraising Conference (IFC) that is held in Holland and IWRM Asia. The last two events are initiatives of the Resource Alliance: the Resource Alliance is the global network for building fundraising capacity and inspiring philanthropy. The member NS who wants to send their staff to these training opportunities can apply for this scholarship scheme to be financially supported for the participation. For this, the APFN will prepare a guideline to clarify the application, financial support, conditions and reporting requirements for National Societies who wish to avail the scheme.

### **Organization and facilitation of shared learning (webinar, sharing on the website etc)**

APFN has started organizing webinars to share experience and knowledge through an online meeting. The first Webinar was held in November 2011 with the topic of 'Learning from the Global Fundraising Skillshare'. APFN aims to organize a webinar every three months after the APFN Meeting in Bangkok in July 2012.

### **"Investment Programme" for the member National Societies**

Together with the IFRC secretariat, APFN explores to set up "Investment Programme" which the member National Societies can access to start up their new fundraising initiative. Create a resource centre online for member National Societies as a reference centre for knowledge management and capacity building.

### **Main objectives**

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.

1. Promote the importance of professional development of fundraisers as well as the culture of sharing and mutual learning through the network. (on-going)
2. Finalize the peer-to-peer support guidelines and facilitate the pairing and support the peer support initiatives (including a program of staff-on-loan or secondments) financially and technically. 5 pairs in 2013.
3. Support the Asia Pacific fundraisers to participate in various capacity building opportunities. 10 fundraisers from the member National Societies will be supported in 2013
4. Organize and facilitate 3 webinars which will provide quarterly learning opportunity organized by APFN together with APFN Meeting in July.
5. Exploration/research on possibilities in working together with universities for development of fundraising programmes.

Professional development	2013
Total	CHF 30000

## APFN fundraising award

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The APFN launches the APFN Annual Fundraising Awards in 2013 to achieve the following objectives across the National Societies in the Asia Pacific region:.

- Recognize, share and celebrate excellence in resource mobilization
- Provide platforms to promote accountability, transparency and good standards and practices in resource mobilization
- Identify and strengthen successful resource mobilization strategies and practices
- Create examples and inspiration for other National Societies outside the region and promote global learning
- Strengthen the resource mobilization capacities through public recognition of best practices.

It has always been an amazing journey for a fundraiser in accomplishing every fundraising strategy. The APFN promotes full recognition of these efforts thus, this annual fundraising awards is introduced. The APFN, therefore encourages all National Societies across the AP region to submit entries based on categories and criteria stated herein. This is your time to share and shine!

### **APFN Awards 2013 will be given for different categories as follows**

#### **Awards for National Societies**

1. Most Outstanding National Society in Fundraising
2. Most Successful Fundraising Initiative

#### **Award for Individual Fundraisers**

1. Best Employee-Fundraiser

### **The winner for each category will receive**

1. An APFN Award Plaque
2. A scholarship for one person to attend either the global fundraising Skillshare or the annual APFN Meeting (to be confirmed)
3. An opportunity to be featured in the APFN Website and other communications

### **The selection process is on the specific awards evaluation criteria and categories**

#### **It comprises**

- Initial screening of applications
- The Awards Committee reviews applications and submit score sheets
- Shortlisted applicants are informed and requested to submit further information if needed;
- The Awards Committee deliberates and selects winners.

The Awards Committee shall be composed of:

1. APFN Steering Group members
2. External Fundraising Consultant
3. IFRC Secretariat staff

## Main objectives

Recognize, share and celebrate excellence in resource mobilization and to award National Societies and Individuals with their achievements.

1. Finalize the criteria and other details, and publish marketing material
2. Organize the APFN Awards process for the winners to be awarded during the APFN Meeting in July 2013

APFN Awards	2013
Total	CHF 10000

## Planning, monitoring, evaluating and reporting

### The proposed process for the APFN is as follows

- Plan of Action of the year is developed by the Steering Group during the annual Steering Group meeting (beginning of the year), based on the inputs from the member NSs during the APFN Meeting in the previous year
- Plan of Action will be circulated to the member NSs for consultation
- APFN Meeting will serve as a platform for the member NSs to give their inputs to Plan of Action for the following year (mid-year)
- Reporting will be made annually, based on the Plan of Action for the previous year (beginning of the year)

### Structure of the network

The structure and set-up is specified in the Terms of Reference of APFN as follows. The APFN is set up with members, a Chair, a Steering Group, a secretariat and support team from IFRC. The Steering Group has a two-year tenure, starting on the 1st of January and ending on the 31st of December of the following year, and will be elected by member National Societies of the Network, based on the nominations by the member National Societies. The current Steering Group will be in place from 1 January 2012 until 31 December 2013. Members of the Steering Group should include representatives from National Societies of each sub-region in the Asia Pacific. The size of the Group should be kept within 8 persons. The Network's chair will be elected within the Steering Group members through a vote among them. A chair should at least have extensive experience as a fundraiser and be passionate about the Network. It is also recommended that the chair is selected from the previous Steering Group members so as to ensure the continuity.

### The Network's Chair will be responsible for

- Overall coordination of the working groups
- Reporting back to members, with support from IFRC's Asia Pacific zone secretariat, on a regular basis the progress of the Network towards its objectives
- Managing the financial resources of the Network and keeping appropriate financial accounts to keep the membership fees, IFRC contribution and donations, as well as be accountable for the funds used in pursuit of the Network's activities
- Leading the Steering Group, with the support of the IFRC's Asia Pacific zone secretariat, to host one meeting of the Network

## The responsibilities of the steering group include

- Execute the APFN vision and mission
- Host a thematic meeting
- Strategic implementation of the Network (Chairing at least one Working Group, raising funds for the Network, program development/planning, fund management)
- Communication and knowledge management (Website and other media. Reporting back to the APFN member National societies and the partners, Sharing the progress with National Societies in Asia Pacific and other regions)
- Coordination and communication in the respective region
- Liaise with IFRC on the progress (the Chair as a member of the SIG and IFRC support team member as member of the global team responsible for successful implementation of the FWRMS & SIG 20 initiatives)
- Produce the communication materials and Resource Mobilization tools
- Professional development (Mentoring/training/learning)

## Fund management of APFN

The APFN has developed its Guidelines for Fund Management to clarify its ways to raise, manage and use the necessary fund.

There are three funding sources identified as follows:

- Membership fees: fees collected from the member NS annually and held at IFRC Asia Pacific Zone Office (APZO). The membership fee is 500 CHF per year.
- Funds committed from IFRC or raised by IFRC: Funds committed from IFRC APZO for 2011 and 2012 respectively and other funds committed or raised by IFRC.
- Funds raised by APFN: various funds raised through APFN initiatives and held at IFRC APZO. The usage and authorization process will be guided by the nature of the funding source as follows, and the funding source should be specified in the APFN Plan of Action and its Budget for each activity.

Funding sources	Funds can be used for	Authorization process
a. Membership fee	APFN general purpose based on the needs of the APFN.	Payments must be supported by the APFN Chairperson and spent based on Plan of Action and its Budget agreed with the Steering Group
b. Funds committed from IFRC or raised by IFRC	APFN general purpose which will benefit all National Societies.	Joint decision-making of Steering Group and IFRC: Payments must be supported by the APFN Chairperson, based on the Plan of Action and its Budget agreed with the Steering Group, who will seek approval from the IFRC APZO (budget holders) for its authorization in written format.
c. Funds raised by APFN	Depending on the source it can be used for the general purpose or for specific purpose. Any other programs/projects in line with the APFN strategy that need to be funded and that are in line with the strategy of the APFN.	Payments must be supported by the APFN Chairperson and spent based on Plan of Action and its Budget agreed with the Steering Group.



For further information, please contact:

#### **APFN STEERING GROUP MEMBERS**

**Gwendolyn Pang**, Chair, APFN; Co-Chair, Strategy Implementing Group – FWRMS; and Secretary General, Philippine Red Cross  
Email: [gwendolyn.pang@redcross.org.ph](mailto:gwendolyn.pang@redcross.org.ph)

**David Armstrong**, Head of Fundraising, Australian Red Cross  
Email: [darmstrong@redcross.org.au](mailto:darmstrong@redcross.org.au)

**Otohiko Hori**, Director General, Organizational Development Department, Japanese Red Cross  
Email: [o-hori@jrc.or.jp](mailto:o-hori@jrc.or.jp)

**Janprappa Vitchitcholchai**, Assistant Director, Fundraising Bureau, Thai Red Cross  
Email: [pr-fund@redcross.or.th](mailto:pr-fund@redcross.or.th)

**Sirajul Islam Molla**, Fundraising Head, Bangladesh Red Crescent  
Email: [sirajul.islam@bdrcs.org](mailto:sirajul.islam@bdrcs.org)

#### **SECRETARIAT**

**Charina Bognalbal**, APFN Secretariat/ Philippine Red Cross  
Email: [charina.bognalbal@redcross.org.ph](mailto:charina.bognalbal@redcross.org.ph)

#### **SUPPORT**

**Martine Zoethoutmaar**, Relationship Manager, IFRC AP Zone  
Email: [martine.zoethoutmaar@ifrc.org](mailto:martine.zoethoutmaar@ifrc.org)

**Rika Ueno**, Organizational Development Delegate, IFRC AP Zone  
Email: [rika.ueno@ifrc.org](mailto:rika.ueno@ifrc.org)

**Kaori Nakagawa**, Director International Department, Japanese Red Cross  
Email: [k-nakagawa@jrc.or.jp](mailto:k-nakagawa@jrc.or.jp)



