

# Asia Pacific Fundraisers Network

[Progress report / South East Asia](#) / September 2021

## Introduction

### APFN

The Red Cross Red Crescent (RCRC) Asia Pacific Fundraisers' Network (APFN) was established in 2010, following a commitment made by Asia Pacific National Society leaders to initiate a 'sustainable network' of fundraising professionals. It is a National Society-led initiative positioned in the global Red Cross Red Crescent (RCRC) Movement that aims to contribute to the goal of the Global Resource Mobilization Strategy 2030 (GRMS 2030).

Over the years, the APFN has played an essential role in developing technical fundraising and resource mobilization capacity within National Societies and assisting in their efforts towards financial sustainability. APFN has organized annual meetings with constant growth of National Societies and practitioners participating. It developed platforms and tools for learning to support its members including webinars, Resource Mobilization Guidebook, monthly eNewsletters, and Resource Centre on FedNet. It has also expanded its Peer-to-Peer support program by providing a focused and long-term support to member National Societies.

After 10 years of operations, the APFN conducted a review and consultation in late 2019 to ensure its relevance to its members and facilitate future development. The results of the review showed that the network is a highly valued resource to its member NSs, who feel strongly that they can continue to gain benefit from the network, on the basis that some strategic and operational changes are made to its structure and working modality. The APFN thereafter moved on with the development process of its new strategy for the next 5 years.

## Key progress in 2021

### APFN

In this year, APFN Strategy 2021-25 was developed and launched. It captures the network's response to help Asia Pacific NSs adapt to current challenges and aligns with the Global Resource Mobilization Strategy, Red Cross Red Crescent Movement Virtual Fundraising Hub and the Asia Pacific Regional Resource Mobilization strategy. It is an overarching guide on how the APFN will endeavor to operate and deliver support services designed to complement and enhance regionwide fundraising and resource mobilization activities.

In addition, APFN published newsletters to highlight fundraising updates and best practice and encourage Asia Pacific National Societies to take part in key Movement-wide initiatives like the Peer Review, International Fundraising Skillshare and others. It also recently hosted a webinar on "*Raising funds amid COVID-10 lockdowns*" that aimed at sharing how other National Societies adapted to the challenge, remained agile and successfully implemented fundraising initiatives.

## Key recommendations

### APFN

The APFN aims to work together with its member National Societies and other sub-regional networks. It looks towards collaborating, constantly coordinating initiatives to maximize resources and multiply the outcomes of efforts for the benefit of Asia Pacific National Societies. Regular communications is key and will lead to:

- **Not missing out regional and global initiatives** which we can promote together so our work is aligned and we get relevant and timely support

- **Identifying peer to peer support opportunities and needs** across and outside the Region. NS hosting learning exchange to support other NS specific areas of RM.
- **NSs sharing** their Fundraising best practices and **learning** from one another through APFN and SEA FN systems (greater engagement in monthly webinars, e-newsletter, whatsapp group, skillshare, etc).
- **Developing regional fundraising campaigns and participate in global campaigns** like COVID-19 and others that have a common impact within the Asia Pacific and SEA Region (greater participation in digital fundraising agenda)
- Improving **RM policies and strategies** and share any best practices amongst the network'
- Better **understanding of NS needs** around RM to link with existent support systems
- Participating in formal reviews or consultation processes regarding the **sustainability of the APFN**

## Summary plans for 2022

The APFN looks forward to the following:

- Full Implementation of APFN Strategy 2021-2025. The strategy serves to provide as a foundation for the development of an annual operational plan that will define the delivery of resource mobilization support activities and set objectives to measure the APFN impact.
- Strengthening of membership participation and engagement
- Ensuring of financial support and commitment from members and partners
- Development of sustainable funding strategy for the network to expand funding source and income.
- Engagement of a full-time secretariat staff

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