**International Federation of Red Cross and Red Crescent Societies**

**Asia Pacific Fundraisers Network**

Progress report / South East Asia /October 2022

# Introduction

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 facilitated various peer to peer exchanges within and outside the region to ensure continuous learning and skill-building to our fundraising practitioners.

APFN has launched its Strategy 2021-25 that captured 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 IFRC Asia Pacific Regional Resource Mobilization strategy. Through the strategy, APFN also aims to complement and enhance regionwide fundraising and resource mobilization activities.

# Key progress in 2022

APFN progressed with the following key accomplishments to be able to operate and deliver support to Asia Pacific National Societies:

1. **Election of the new APFN Chair and forming of new Steering Committee.** The new APFN Chair has been elected from Australian Red Cross. Other Steering Committee members include Nepal Red Cross Society, Japanese Red Cross Society, Fiji Red Cross, Vietnam Red Cross and Afghan Red Crescent Society.
2. **Prioritize key aspects of the new APFN strategy for implementation.** The Steering Group agreed to streamline and identify key priorities for the network to achieve for 2022. The identified priorities are as follows: *Training (webinars and skillshares),* *Peer to Peer Support*, *eNewsletters, and Movement Sharing Platform.*
3. **Engagement of a full-time Secretariat.** In the middle of the year, the network was able to fundraise and cover the costs for the Secretariat position once again. The engagement of a dedicated Secretariat Staff was recognized as a strategic priority to enhance support for APFN as a self-sustained network of National Societies. The position takes the lead, facilitates, advises and supports implementation of APFN strategy.
4. **Hosted the following webinars so far in 2022:**

* Expanding Income through First Aid (31 May 2022)
* Leveraging Partnerships with Post Office (27 April 2022)
* Global RM Discussion on Ukraine Crisis (14 March 2022)
* Convert Social Media Followers to Donors (28 February 2022)
* Digital Fundraising in Practice (26 January 2022)

1. **Preparations for Regional Virtual Fundraising Skillshare.** With the theme, *Reconnecting, innovating, inspiring,* a virtual fundraising skillshare will be held on 23-24 November 2022. Through this skillshare, APFN aims for National Societies to exchange practices and better prepare for fundraising for future crisis or disasters, including pandemics or epidemics as well as addressing the socio-economic problems that emerged after the Covid-19 pandemic. We take this as an opportunity to rebuild and rethink as a Movement the way we do fundraising in changing environments. The preparation of this event is bringing together a motivated group of fundraisers from the movement as planning committee (NSs, IFRC and ICRC) which shows once again the appetite and commitment towards APFN
2. **Working on a Peer-to-Peer model to allow more exchange among NSs.** Peer to peer support, as one of APFN’s flagship programs, is currently being reviewed to identify the most relevant working model to allow more peer-to-peer exchanges among National Societies.

**Key recommendations for decision**

APFN would like to propose continuous collaboration with Southeast Asia National Societies through the following initiatives and support:

* **Sharing of leads among Asia Pacific National Societies and within the subregion**. APFN encourages sharing of information to support Asia Pacific National Societies in strengthening corporate partnerships and share opportunities in which National Societies can leverage partnerships. With this, we aim to collaborate more, broker partnerships, and develop the corporate fundraising income stream across our region that remains untapped despite its potential.
* **Leadership support.** APFN requests our leaders to support active engagement of their respective fundraising practitioners with the network through peer-to-peer support, participation to our webinars and skillshares, sharing of best practice, and other network activities. In addition, leaders have primary role and involvement in the strategic growth of fundraising within their respective National Societies so attending leadership discussions targeted around fundraising and resource mobilization is relevant and necessary.
* **Financial contribution.** APFN has put on hold collecting annual fees to its members and instead opened its membership to all Asia Pacific National Societies for free. The network, however, needs to sustain its activities which depends primarily on the commitment of its members like voluntary financial contribution. APFN is proposing co-financing modalities.
* **Empowerment and investment in fundraising.** We encourage our leaders to make fundraising and resource mobilization a priority as it is crucial to achieve financial independence to carry out our humanitarian mandate.

**Summary plans for 2023**

APFN looks forward to the following:

* **Organizing a face-to-face Skillshare on all levels of fundraising.** APFN aims to resume hosting face to face annual meetings and skillshares to ensure relationship development and ongoing skill-building within the network.
* **Contribute to the development of the Sharing Platform - RM community of practice.** Our practitioners need a platform where we can share insights, access resources and facilitate peer to peer exchanges with National Societies within our region and from across the **world.** APFN will collaborate with IFRC in the development of this sharing platform to ensure it supports our needs in the region.
* **Facilitate more Peer-to-Peer among National Societies.** Peer-to-peer support, among others, provides APFN an opportunity to mobilize its member National Societies and National Societies in other parts of the world that have diverse experience and learning in fundraising and resource mobilization. National Societies can offer support to other National Societies that have a need in learning about different fundraising methods and techniques.
* **Host monthly webinars in between the Skillshares.** Webinars ensure ongoing learning opportunities for our fundraising practitioners. APFN encourages Southeast Asia National Societies to support as a speaker or participant.
* **Knowledge sharing and communications.** APFN aims to send out monthly e-newsletters to allow flow of information, sharing of interesting practices from within and outside the Movement and cascade relevant initiatives.

# Contact information

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