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

**Asia Pacific Fundraisers Network**

Progress report / South East Asia /September 2023

# 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 2023

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

1. **Webinars.** APFN Hosted the following webinars so far in 2023:

* Individual Giving: Scaling up your donor acquisition strategy through face to face fundraising (5 April 2023)
* Emergency Fundraising Series 1: What to do before and during emergencies (24 May 2023)
* Emergency Fundraising Series 2: Learning from the experience of Indonesia Red Cross Society and Turkish Red Crescent (31 May 2023)
* Emergency Fundraising Series 3: What you should do after emergencies? (31 August 2023

1. **Communications.** APFN strives to be a resourceful and professional network by communicating with and engaging fundraising practitioners though the publication of bi-monthly e-Newsletters and regular coordination with NS focal persons. We have also set up an online forum on whatsapp where National Societies and fundraising practitioners are benefited on the regular knowledge sharing and information exchange.
2. **Peer to Peer Support**. APFN has launched a survey to capture the needs of National Societies and the various support they can offer in terms of fundraising and resource mobilization. The outcomes of this survey were our reference on our webinars hosted and resources shared across different platforms. Adhoc requests were also facilitated including sharing of sample fundraising strategies, fundraising training manuals, NS fundraising journey and connecting National Societies with each other to learn topics such as face to face fundraising.

The overall peer to peer support, as one of APFN’s flagship programs, is also currently being reviewed to identify the most relevant working model to allow more peer to peer exchanges among National Societies.

**6. Emergency Fundraising Tools and Resources.** In the pipeline is the development of this emergency

fundraising tools and resources as a follow up of the emergency fundraising webinar series that were recently hosted. A survey was conducted to identify relevant support for all the National Societies to better fundraise during emergencies. In that survey, the following are some of the resources that have been identified as needs of the National Societies: editable campaign templates, emergency fundraising policies, partnership agreement contracts and others. APFN is therefore encouraging all National Societies and Movement partners to share samples of these resources. These resources will be shared across Asia Pacific National Societies once completed.

**7. Documentation of Fundraising Best Practice.** APFN is also currently documenting various

fundraising best practice that can be replicated by National Societies.

**8. New partnerships**. APFN’s key priority is to sustain its services and programs to support National

Societies thus, new partnerships have been initiated with Movement partners like Kuwait Red

Crescent and Turkish Red Crescent.

**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. APFN is therefore proposing to resume its collection of annual membership fee in the amount of CHF500.
* **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.
* **Commitment to professionalization of fundraising.** We request our leaders to invest in fundraising staff and capacity building programs to ensure strengthening of skills and continuous learning.

**Summary plans for 2024**

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 continuously send out e-newsletters to allow flow of information, sharing of interesting practices from within and outside the Movement and cascade relevant initiatives.

# Contact information

**Vanessa Byrne**

Head of Fundraising, Australian Red Cross and

Chair, Asia Pacific Fundraisers Network  
Email: fundraisersnetwork.AP@ifrc.org

*IFRC Secretariat support to the network*

**Laura Verges Eroles**

Resource Mobilization Coordinator

IFRC Asia Pacific Regional Office

Email: laura.verges@ifrc.org