



RED CROSS RED CRESCENT ASIA PACIFIC FUNDRAISERS' NETWORK

ANNUAL REPORT 2023



Red Cross Red Crescent
Asia Pacific Fundraisers' Network

Our Vision

Increased financial growth and sustainability within Asia Pacific National Societies to transform and save more lives

Our Mission

Do more, by bringing together National Societies and partners to work on common goals related to Resource Mobilization for Asia Pacific; do better by building a strong network of fundraising leaders with professional skills and expertise; and reach further, by increasing income to help more vulnerable people.

Our Objectives

A strong and sustainable Asia Pacific Fundraisers Network that contributes effectively towards increasing the capacity of Asia Pacific National Societies in resource mobilization, enabling them to increase income and allow for greater impact on the delivery of humanitarian services.

Our Members



About the cover photo:

Becoming disaster ready in Asia Pacific. In Rakhine State, a woman impacted by Cyclone Mocha receives a dignity kit from Myanmar Red Cross volunteers in May 2023. Together with IFRC, APFN aims to support National Societies increase their capacity to achieve financial sustainability to be able to continuously meet arising needs, deliver humanitarian services and be prepared for future crises and emergencies. Photo: Myanmar Red Cross Society

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1 | Foreword



The year of 2023 was a progressive year for Asia Pacific Fundraisers Network (APFN) as we continuously aim to respond to the effects of the COVID-19 pandemic in the fundraising efforts of Asia Pacific National Societies. We focused on key priorities that enhanced and complemented regionwide fundraising and resource mobilization development. The year was also a reflection on what we could do more to support Asia Pacific National Societies to adapt to current challenges and opportunities and sustain our humanitarian works.

We kicked off the year by aligning our priorities with the IFRC considering their respective relevance to our National Societies to create more impact and clarity with our work.

We reached out to our members to fully engage them and ensure that our work meets their needs and expectations. With the limited resources that we have, we are grateful that we were able to carry out our work because of the financial support of our partners: IFRC Asia Pacific Regional Office, Hong Kong Red Cross, Australian Red Cross, Swiss Red Cross, Kuwait Red Crescent and Turkish Red Crescent.

As the recently appointed Acting Chair of APFN, it is my great pleasure to serve the network along with my fellow committed Steering Group members namely, Nasir Uddin Majumder, Bangladesh Red Crescent Society, Tessa Hourigan, Australian Red Cross, Luong Thi Hong Thuy, Vietnam Red Cross, Toshiharu Shinozaki, Japanese Red Cross Society and together with our APFN Lead Secretariat, Charina Bognalbal, Philippine Red Cross. We also take this opportunity to thank and acknowledge IFRC Asia Pacific Regional Office for their support and contribution in carrying out our programs and activities.

Moving forward in 2024, APFN aims to continue carrying out the activities as outlined in the APFN Strategy 2021-25. We also look forward welcoming our new Steering Group members in March 2024, engaging more practitioners and partners, and host a regional skillshare as deemed necessary by our members.

We ask for your continuous support and cooperation. With the extent of emergencies and humanitarian issues we are facing today, fundraising and resource mobilization development in Asia Pacific should now be a key priority more than ever.

Thank you.

A handwritten signature in black ink, appearing to read 'Romit Maharaj'.

ROMIT MAHARAJ

Financial Controller and Operations Manager,
Fiji Red Cross Society

Acting Chair of Asia Pacific Fundraisers Network

2 | Background and Development



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. As a network positioned in the global Red Cross Red Crescent (RCRC) movement, APFN aims to contribute to the goal of the Federation-wide Resource Mobilization Strategy.

It was in 2009 when preparations took place for the inaugural meeting of APFN which was led by New Zealand Red Cross and supported by a Steering Group of five members from Hong Kong Red Cross, Singapore Red Cross, Nepal Red Cross, Philippine Red Cross and Fiji Red Cross. The inaugural meeting called Hui (the Maori word for a meeting) was held in Auckland, New Zealand on 27-30 April 2010 and was attended by 30 participants from 18 National Societies.

The network's Terms of Reference and membership system were formalized in 2011 with a new set of Steering Group chaired by Philippine Red Cross with Australian Red Cross, Japanese Red Cross, Thai Red Cross, and Bangladesh Red Crescent as members.

Over the years, the APFN has played an essential role in developing technical fundraising and resource mobilization capacity within National Societies (NSs) and assisting in their efforts towards financial sustainability. After 10 years of operations, APFN also conducted a review and consultation in late 2019 to ensure its relevance to members and to 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.

APFN develops a strategic plan as 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.

APFN members elect every two years a Steering Group who will maintain the running of the network and monitor achievement of the set objectives. The Steering Group and member National Societies continue working together on establishing a flourishing and self-sustainable network.

3 | APFN Steering Group Members 2022-2024

Our APFN Steering Group members come from diverse experience and are happy to work collaboratively with our National Societies through APFN.



ROMIT MAHARAJ

Acting Chair of Asia Pacific Fundraisers Network
Financial Controller and Operations Manager,
Fiji Red Cross Society



Nasir Uddin Majumder

Resource Mobilization Manager
Bangladesh Red Crescent Society



Tessa Hourigan

Regular Giving Program Manager
Australian Red Cross



Luong Thi Hong Thuy

Director for International Relations and Devt Dept,
Vietnam Red Cross



Toshiharu Shinozaki

Deputy Director of Planning and Coordinating Division,
International Dept (Operation Sector),
Japanese Red Cross Society.

The following colleagues have moved on from their roles in their respective National Societies and we remain grateful for their contribution to the network as former Steering Group members in 2023:



Vanessa Bryne

Former Head of Fundraising, Australian Red Cross
Former Chair of Asia Pacific Fundraisers Network



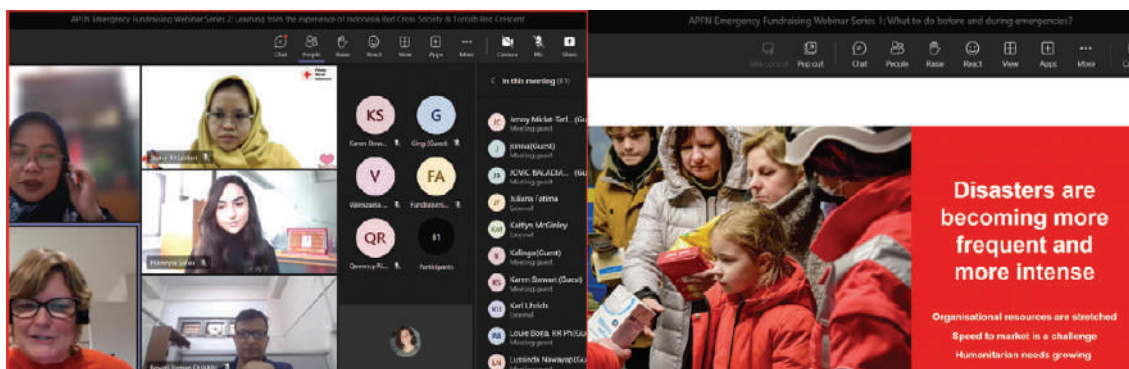
Rewati Raman Dhakal

Former Resource Mobilization Manager,
Nepal Red Cross

4 | 2023 Key Accomplishments

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

1. Provided targeted training on relevant fundraising components to help ensure diversification of funds of Asia Pacific National Societies



APFN hosted and facilitated the following webinars:

- Individual Giving: Scaling up your donor acquisition strategy through face to face fundraising (5 April 2023)
A total of 51 fundraising practitioners and colleagues attended from IFRC, ICRC and Asia Pacific National Societies.
- Emergency Fundraising Webinar (3 topic series)
More than 100 participants from Asia Pacific National Societies (NHQ and branches), , Movement partners, IFRC, and ICRC attended.
 - 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 (more than 100 participants from Asia Pacific National Societies - NHQ and Branches and Movement partners attended)

APFN also coordinated with other regions' fundraising networks for co-hosting webinars.

To maximize and share available resources and expertise across the Movement, APFN worked together with IFRC Geneva and other regions and co-hosted the webinar on the "Essentials of Digital Fundraising" on 29 November 2023 which was attended by more than 150 fundraising practitioners from National Societies within and outside Asia Pacific.

2. Launched the Emergency Fundraising Toolkit

APFN launched the **first phase of emergency fundraising toolkit** that aimed at providing Asia Pacific National Societies resources that are essential before, during and after emergencies. This is a collection of sample resources from within and outside the Movement which your National Societies can customize based on your respective context. [Read here](#) to see examples of decision-making processes, fundraisers' talking points, policies and campaigns.



This toolkit was a follow-up of the outcomes of the emergency fundraising webinar series including the survey that identified 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.

This toolkit is continuously being updated and more resources will be uploaded on the link once available. In the pipeline is the 2nd phase of the emergency fundraising toolkit to be launched in 2024, which aims at facilitating implementation support on the above mentioned priorities.

3. Documented new stories of fundraising success in Asia Pacific

APFN presented two (2) new success stories in its collection, **Resource Mobilization Guidebook – Fundraising Success Stories of Asia Pacific National Societies**. Thai Red Cross Society shared how they achieved success in events fundraising amidst the COVID-19 pandemic. In addition, Australian Red Cross highlighted their best practice on leveraging partnerships with the country's Post Office and how they were able to engage the Post Office to support communities before, during and after emergencies.



This publication is a continuing initiative and documentation of other fundraising success stories is underway. APFN invites Asia Pacific National Societies to contribute more stories as we continue to learn from each other.



4. Completed the draft guidelines of CRM

As National Societies aim to further achieve fundraising success, APFN has progressed developing a simple guide for implementing a CRM (Customer Relationship Management) System for our National Societies to be shared to National Societies in the 1st quarter of 2024. A nonprofit CRM is a type of donor software management that helps organizations understand and grow relationships with donors. Nonprofits use CRM software as a central database to manage their contacts, donors, and other supporters. As onboarding a CRM system can be a lengthy and sometimes complicated process, this guideline is accompanied by the facilitation of technical support facilitated through IFRC partnerships in the region.



5. Actively promoted the participation of Asia Pacific National Societies to the International Fundraising Leadership Forum (IFLF) Peer Review 2023

APFN has promoted the participation of Asia Pacific National Societies to the Peer Review in 2023 through its various communication platforms. The Peer Review is an annual global fundraising benchmarking project together with 16 other INGOs. In 2023, the following Asia Pacific National Societies participated: Australia, Hong Kong, Philippines, Thailand and Japan.

6. Re-launched the 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.

7. Engaged fundraising practitioners through regular communications

APFN strives to be a resourceful and professional network by communicating with and engaging fundraising practitioners through the publication of bi-monthly e-Newsletters and regular coordination with NS focal persons. APFN has also set up an online forum on whatsapp where National Societies and fundraising practitioners are benefited on the regular knowledge sharing and information exchange.

8. Initiated new partnerships

APFN carries on its work with the goal to increase relevance of its activities to translate to income results of the National Societies. It continues to focus on continuing demand-based webinars, regional skillshares, collection of best practices, facilitating Peer to Peer exchanges and exposure visits as well as an effort to expand corporate partnerships and exchange of corporate leads in Asia Pacific.

Its resources, however, are limited thus, it initiated partnerships with Movement partners who can support in expanding its resources. APFN initiated new partnerships with Movement partners like Kuwait Red Crescent and Turkish Red Crescent and renewed partnerships with Australian Red Cross, Swiss Red Cross, Hong Kong Red Cross, Turkish Red Crescent and ICRC who have pledged to provide financial contribution for 2023-2024.

9. APFN supporting the Joint Resource Mobilization Initiative of APRO

APFN continued to ensure Asia Pacific National Societies are supporting each other through the IFRC led initiative where APFN will play a key role on sustaining the support, ensuring focused peer to peer, and leveraging on existing RM capacities in the region to create tangible results.

[View this email in your browser](#)



APFN eNewsletter

Do More. Do Better. Reach Further.

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If you wish to be part of the APFN whatsapp group community, please [click this link](#) or send an email to FundraisersNetwork.AP@ifrc.org with your whatsapp number.

Register now! Early Bird Rate for 2023 International Fundraising Skillshare
Discount is offered until end of August only



24-25 October 2023 Amman

Why should you join?

This year's Skillshare has far more opportunity to network and collaborate than than the virtual skillshare held in 2021. It promises to be a bigger, better and as always offer real value providing our colleagues with vital new skills and ideas to enable them to lead the way in fundraising for the future.

Program and speakers

Renowned fundraising experts like Danyl Upsall and Hania from the Arab Foundation are confirmed to speak. Detailed programme will be announced soon and expect inspiring sessions, networking as well as cultural excursions.

Register now

Participation fee costs EURO 1250. But you can register at an early bird rate of EURO 1050 until the end of August. [Click here to register.](#)

Be a speaker

Do you have a fundraising story that you would like to share with the wider Movement and you consider presenting a session at the Skillshare? Submit your proposed session so we can ensure we have speakers that represent the whole Movement.

[Submit a session topic](#)

Locals stepping up to support the Red Cross

On 8 May, NRCS Bhaktapur District Chapter launched a month-long campaign to encourage local support and raise funds to rebuild the cold chain system for their blood storage that was damaged during the 2015 Earthquake. NRCS raised approximately CHF 3590 (€6,00,000 Nepali rupees) from local authorities, communities, and volunteers. [Click below](#) to learn how NRCS engaged the locals, and able to achieve their goal.

[Click here to learn more](#)

Fundraising Success Stories
Nepal Red Cross Society (NRCS)



Changing Funding Landscape: USAID's Localization of Aid

USAID is redoubling its commitment to empower local actors and its efforts are responsive to local priorities, draw upon local capacities, diverse networks, and resources, and are accountable to local communities. [Read here](#) to know this vision and approach of USAID.

In FY 2022, USAID's direct local funding reached nearly \$1.9 billion, the highest level and percent in at least a decade. Asia recorded the second largest increase, with a 74 percent growth over the last two years. This change is driven by large increases in local awards in a



5 | 2023 Fundraising Highlights

Below are some highlights and accomplishments as shared by some of our member National Societies. APFN acknowledges the fundraising successes of others not listed here as everyone has made significant accomplishments in fundraising and Resource Mobilization in 2023:

Australian Red Cross

Australian Red Cross launched Turkiye and Syria Earthquakes Appeal, raising \$1M in the first 48 hours, and ultimately raising \$6.8M for humanitarian aid in February 2023. In March 2023, it also launched a new peer to peer fundraising challenge – The Human Race – inviting Australians to run, bike or swim to raise funds for the National Society.

It has greatly contributed to the work of Asia Pacific National Societies through APFN by leading 3-series webinar on Emergency Fundraising to share knowledge about innovations in emergency fundraising and contributing resources for appeal decision-making and journey building to the emergency fundraising toolkit.

Bangladesh Red Crescent

The National Society completed the local donor market assessment and resource mobilization strategy in 2023 with the technical and financial support from the Swiss Red Cross and IFRC. In addition, the Fundraising Department also organized a branch level consultation meeting on the development of the strategy in Lakshmipur, Pirojpour, Khulna and Gopalganj with financial and technical support from the German Red Cross and the Swiss Red Cross respectively. The Director of Fundraising has presented a plenary presentation on “*Common Resource Mobilization*” and reviewed the Society's financial advancement considering the Multi-Year Country Support Plan 2023-2025.

The National Society also celebrated Fundraising Month in May-June 2023 that contributed to the overall fundraising targets of the National Society.

Fiji Red Cross

The National Society achieved the following significant milestones in fundraising in 2023:



- The Safety Department generated \$127,372.31 in revenue with the new training equipment obtained in 2023 through the flexible investment fund from IFRC in 2022. The department also secured approval from the National Board in June for its Business Model Canvas, a comprehensive roadmap outlining strategies for future optimization of its programs.
- The second branch of the Red Cross Shop was launched in March in Lautoka Town
- Corporate donations were enhanced by tailoring approaches, researching on CSRs, and giving history of corporates, acked with research Presentation materials were tailored for each company, reflecting thorough research into their CSR initiatives and past donations to FRCS, maximizing meeting effectiveness.
- Resources have been diversified through the approval of grant from Capacity Building Fund (CBF), Empress Shoken Fund, Flexible Investment Fund, and ASCO Motor Foundation Grant
- Various online donation platforms have been launched to provide convenient and easy options to donate such as Vodafone M-Paisa QR Code and Biller Payment, Digicel MyCash QR Code and Biller Payment, ANZ eGate Payment Method, Biller Payment and Eftpos

Hong Kong Red Cross

Hong Kong Red Cross was delighted to resume its physical events and activities with high participation rates capturing over 8,000 participants. These included the Territory-wide "Flag Day" and the "Red Cross City Challenge" which featured the well-known brand "Line Friends."

One of its fundraising strategies was to maximize funding growth through various channels, including legacy giving, high-net-worth individuals, trusts and foundations, and corporations. In line with its Corporate Strategic Plan, Hong Kong Red Cross developed a new campaign called "Emergencies Partnership" aimed at improving coordination with various corporate partners at international and local levels before, during, and after emergencies.

Japanese Red Cross

The most significant highlight in 2023 was the decrease of the donations from companies that had supported the JRCS's fight against COVID-19 due to the Japanese government's decision in May to stop treating COVID-19 as a special infectious disease and change it to a common infectious disease.

In response to this situation, the JRCS increased the number of direct mail packs sent to individuals and companies with a history of high donations, focusing on encouraging them to donate to the JRCS.

In addition, in order to formulate donation strategies based on a more detailed understanding of companies' backgrounds, JRCS partnered with a data company that has a precise company information to analyse their corresponding social contribution activities and management. JRCS intends to review these results on an ongoing basis.

Myanmar Red Cross

In 2023, the Resource Mobilization Strategy of the Myanmar Red Cross Society (MRCS) was officially approved at the Central Council Meeting and the Resource Mobilization Department had been conducting training and dissemination to its 10 Branches across the Southern Shan State.

A new and innovative fundraising stream was also created: a QR Code for facilitating donations, a simple scan is enough! MRCS received MMK 1,768,803 in 2023 via the new scan QR Code.

In terms of income generating activities, MRCS has several premises for rent plus a space with great potential: the Humanitarian Education Training Centre, a facility improved in 2023 and used for internal and external trainings. MRCS also has a kit-shop at the Headquarters that contributes to income generation.

MRCS has a digital donation platform in place and physical donation boxes for individual donations distributed nationwide. The highest picks of individual donations (financial and in-kind) were registered during disasters to support the response: MOCHA Cyclone response, and Bago Flood.

This year, MRCS also won a National Society Investment Alliance (NSIA) Accelerator Grant for a 5-year initiative focused on the systematisation and decentralisation of Commercial First Aid (CFA) activities at the different level of the NS (HQ, State/Region, Township).

Pakistan Red Crescent Society

The PRCS revitalized the Resource Mobilization and fundraising department at the National Headquarters in 2023 and hired a dedicated staff to look after its strengthening. This was made possible by utilizing the IFRC-ICRC supported National Society Investment Alliance Bridge Fund that focused on financial sustainability through evidence-based pilot actions and evolving Resource Mobilization Strategy.

To strengthen RM/Fundraising further, the PRCS was able to initiate discussions on revising its RM Strategy and executed several fundraising activities like donation box installation, sale and purchase of promotional items, fundraising lunches/events, associate membership drives, coupon competition among volunteers (Door to door fundraising campaigns) , business plan development, engage with the corporate sector and other local donors to raise funds and contribute to financial sustainability. These efforts are ongoing and the Pakistan RC is trying to build on this further and strongly position the RM department while carrying out more RM/Fundraising initiatives thereby diversifying funding sources. Throughout 2023, online capacity building support was provided to the PRCS staff by IFRC/APFN in the form of trainings, webinars, sessions and other briefing and orientation meetings.

To address the needs and fill the gaps due to the Pakistan floods in 2022 and 2023, the Pakistan RC externally engaged with potential donors, philanthropists and the corporate sector and increased funds, thereby reaching out to the vulnerable communities in different parts of the country. These gaps still exists and the PRCS aims to raise more funds in 2024.

Philippine Red Cross

In 2023, the Philippine Red Cross (PRC) has scaled up its fundraising and resource mobilization efforts by intensifying its membership and fund drive program, enhancing corporate partnerships, launching emergency fundraising campaigns and conducting special events.

This year, PRC hosted an exquisite evening featuring Michelangelo's Sistine Chapel Exhibit (Sistine Chapel Philippines) at Estancia Mall. This gave the PRC an opportunity host a dinner for a cause featuring a delectable dinner by renowned Chef Jessie Sinsioco.

Its flagship fundraising program, the Membership and Fund Drive reached 1.4M in terms of number of members enrolled (highest mark so far compared to previous years.) PRC also obtained support and endorsements from more than 30 government and private agencies. The enhanced platinum membership program was also launched as a new option for target members. A virtual meeting was then organized give training and share updates to its Chapters nationwide.

A virtual meeting was also conducted with the Chapters to organize the 2024 Fund Generation Kick-off to be held once again after 7 years.



Vietnam Red Cross Society

In 2023, the National Headquarters mobilized and received the total amount of VND 152.6 billion (USD 6,358,000), an increase of 6% in comparison with 2022. In which, cash income was VND111 billion (USD 4,625,000) and in-kind donation was VND 41.6 billion (USD 1,708,000).

The year of 2023 was a difficult year in mobilizing resources especially in domestic corporates and economic groups. As such, Vietnam Red Cross Society not only proactively approached businesses but also built programs and mobilized funds through the following:

- Coordinating with domestic digital fundraising platforms such as App Thien Nguyen, Give now to launch fundraising campaigns such as Türkiye and Syria Earthquake and Full Moon Matching campaign for the Mid-Autumn Festival. This raised a total amount of 8.1 billion VND (USD 337,500)
- Deploying periodically SMS programs on 1400 portals.
- Launching donation campaigns for Türkiye and Syria Earthquake with diversified fund raising channels, from government offices, local authorities, private sector, organizations, schools and local individuals.
- Donation and partnership agreements

6 | Financial Summary

2023 APFN Financial Summary

Source	Income (CHF)	Expenditures (CHF)	Description of Activities covered in the expenditures	Balance of the amount fundraised in 2023 for implementation in 2024
Closing Balance from 2022	26,872.00	20,065.36	Admin costs, communications, research and updating of various fundraising resources needed to accomplish all activities above (See page 5 Section 3 on 2023 Key Accomplishments)	CHF 21,806.64
Turkish Red Crescent	5,000.00			
Kuwait Red Crescent	5,000.00			
Hong Kong Red Cross	5,000.00			
TOTAL	41,872.00			

7 | APFN Partners and Supporters

APFN would like to thank the following partners who provided APFN with both technical and financial contribution in 2023:



APFN further thanks the following National Societies for sharing their fundraising best practice through our monthly eNewsletters and Resource Mobilization Guidebook:

Australian Red Cross
Nepal Red Cross Society
Thai Red Cross Society

APFN would also like to thank the below speakers and National Societies for sharing their experience and expertise during our webinars of various topics in 2023.

BERTIE BOSREDON

Independent Digital Consultant for Charities & NGOs

JASMINE EDWARDS

Director of Philanthropy, New Zealand Red Cross

KARL UHRICH

Head of Fundraising, Australian Red Cross

MIEKA HUTCHINSON

Fundraising Project Manager, Australian Red Cross

PUJI ASTUTI

Head of Resource Mobilization, Indonesia Red Cross Society

STEVIE TRI LESTARI

Resource Mobilization & Partnership, Indonesia Red Cross Society

HUMEYRA SAHIN

Specialist, CRM Department, Turkish Red Crescent

MAIKE VAN 'T LAAN

Fundraiser, Individual Giving, Netherland Red Cross

MALIN BARNO

Head of Marketing, Swedish Red Cross

KAJSA GUNNARSSON

Head of Face2face (Stockholm), Swedish Red Cross

Contact:

For more inquires on APFN please contact APFN at fundraisersnetwork.AP@ifrc.org



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