

Collecter des fonds à l'international pour une ONG Suisse

Agenda

1. Pourquoi amener votre recherche de fond au-delà des frontières
2. Potentiel des marchés internationaux
3. Les 5 éléments cruciaux pour réussir votre recherche de fonds à l'international
4. Astuces et conseils pratiques pour augmenter vos revenus dans la recherche de fonds
5. Transférer vos donations vers la Suisse

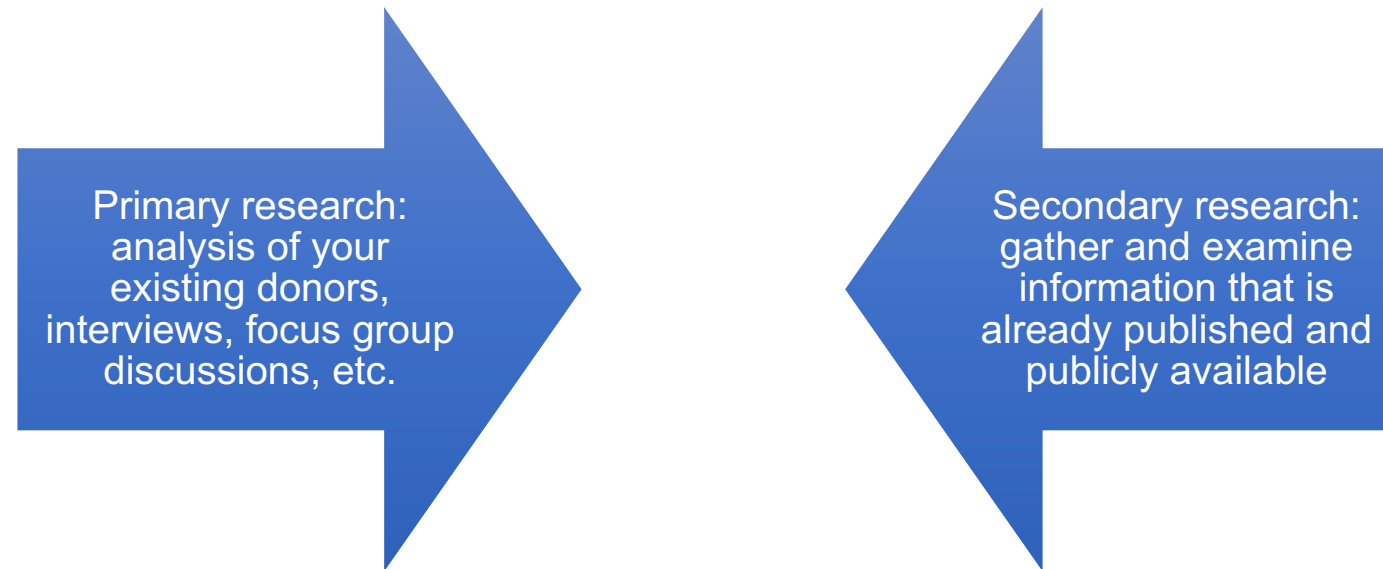
Pourquoi amener votre recherche de fond au-delà des frontières?

- ✓ Votre organisation veut s'engager/travaille déjà dans une autre juridiction
- ✓ Opportunités naissantes, grâce à votre réseau existant ou suite à des rencontres / références
- ✓ Votre marché de donateurs/donatrices existant est saturé
- ✓ Potentiel du marché international

Comment décider du potentiel d'un marché?

- Votre organisation a-t-elle des opérations dans votre pays cible pour la recherche de fonds ?
- Votre organisation dispose-t-elle d'un réseau existant dans votre pays cible ?
- Votre organisation dispose-t-elle des fonds nécessaires afin d'investir dans un nouveau marché ?

- Effectuez une recherche plus approfondie du marché (y compris sur le contexte politique, légal/juridique et social, vos concurrents, des bénéficiaires directs et indirects, le soutien administratif disponible dans le pays cible, etc.)



Par pays/potentiel



84%
of Canadians
donate.



\$446
average annual
gift by Canadian
donors.

**\$10.6
billion**

donated by
Canadians annually.



3.8 =

charities and nonprofits
average number of organizations
each donor supports.

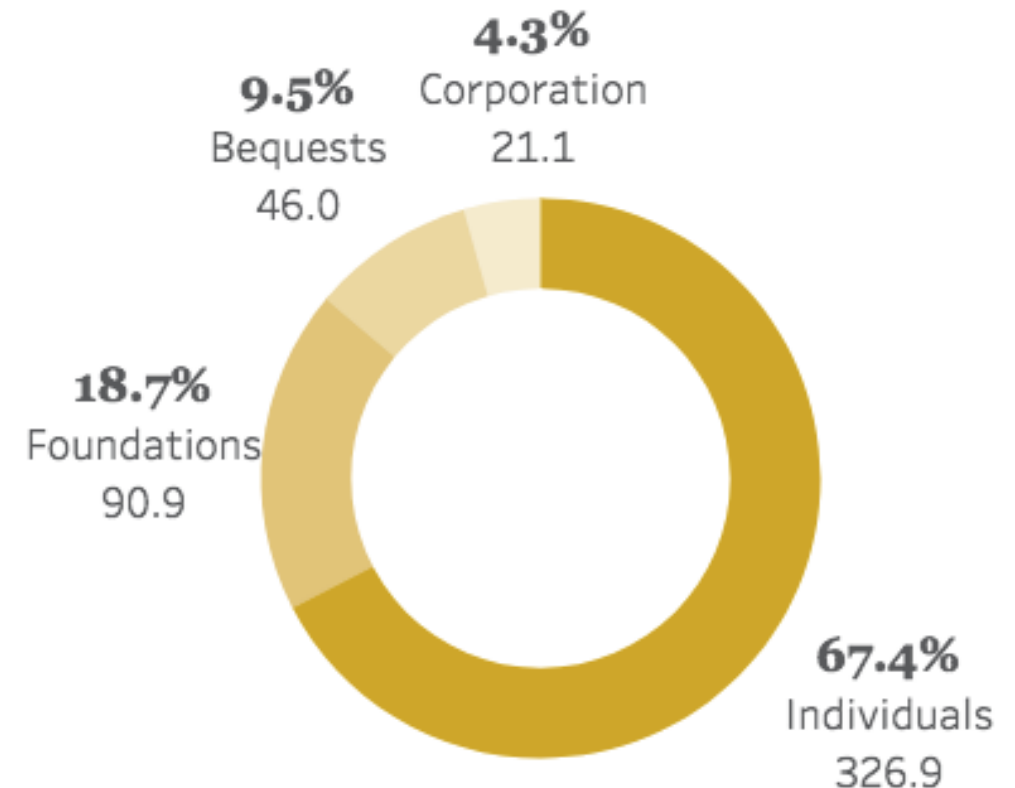
Par pays/potentiel



£12.7bn

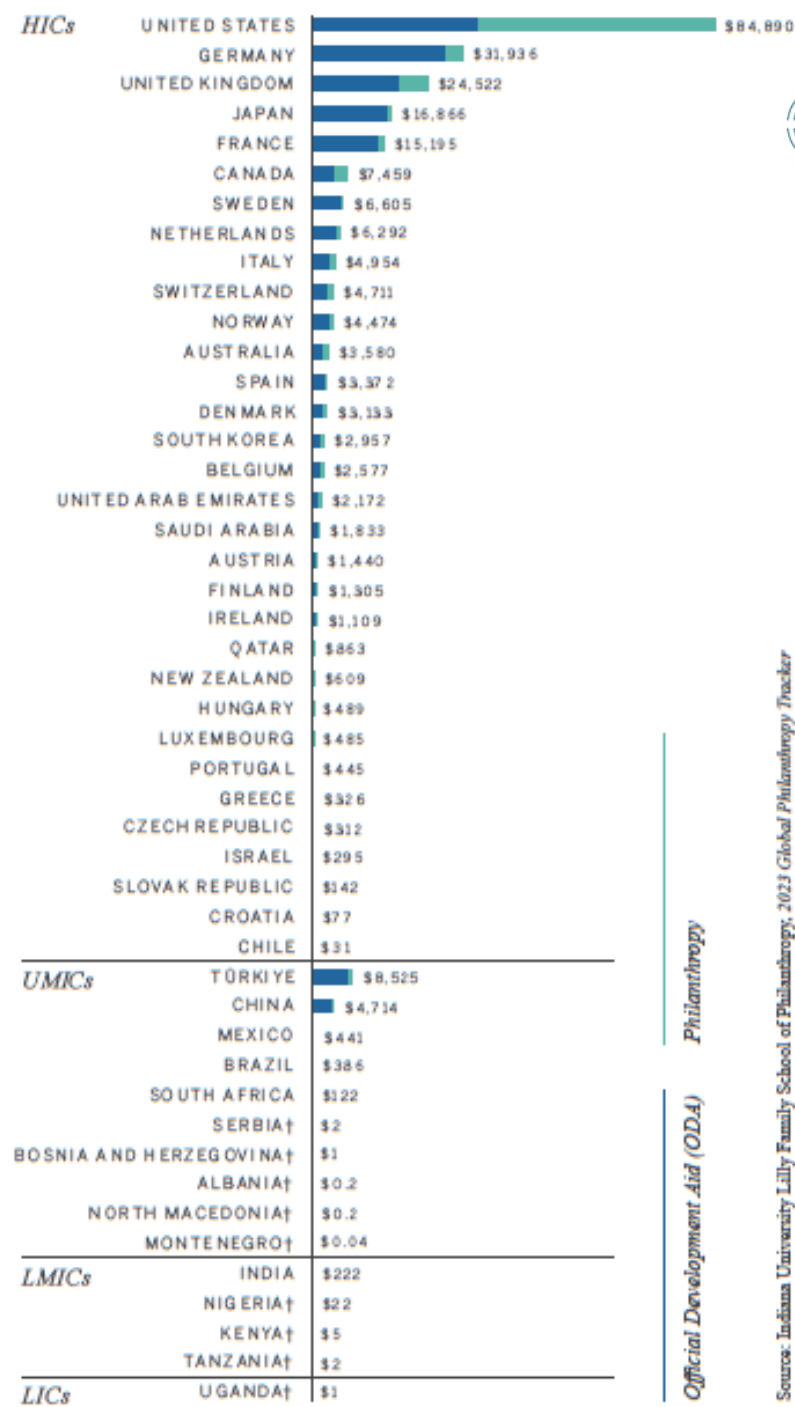
**Total amount given to charity
over the course of 2022**
(up £2 billion on previous year)

Contributions by source in billions of U.S. dollars.



Par pays/ potentiel

FIGURE 6. OFFICIAL AND PRIVATE FOREIGN ASSISTANCE BY COUNTRY, 2020 (in millions of inflation-adjusted 2020 US dollars)



Source: Indiana University Lilly Family School of Philanthropy, 2023 Global Philanthropy Tracker

Par
préférence
des
donateurs/
donatrices

TABLE 4. DATA ON CROSS-BORDER PHILANTHROPIC OUTFLOWS BY TOP CHARITABLE CAUSE

Charitable Causes	Number of Countries	Countries
EDUCATION	9	AUSTRALIA, CHINA, FRANCE, INDIA, ISRAEL, SOUTH KOREA, SPAIN, TANZANIA, UGANDA
HEALTH	9	AUSTRALIA, AUSTRIA, BELGIUM, CHINA, ISRAEL, NIGERIA, SOUTH KOREA, SPAIN, UNITED STATES
RELIGION	3	INDIA, TANZANIA, UGANDA
HUMANITARIAN AID AND EMERGENCY RESPONSE (INCLUDING COVID-19 RESPONSES)	3	AUSTRALIA, AUSTRIA, CHINA
INTERNATIONAL AFFAIRS AND DEVELOPMENT	2	FRANCE, UNITED STATES
SOCIAL INFRASTRUCTURE	2	AUSTRIA, FRANCE

Par
caractéristique
et
comportement
des donateurs/
donatrices

Swiss citizens internationally	
Country	Swiss citizens
France	203,905
Germany	96,615
United States	81,806
Italy	50,549
Canada	40,814
United Kingdom	38,853
Australia	25,827
Spain	25,122
Israel	22,064
Austria	17,582

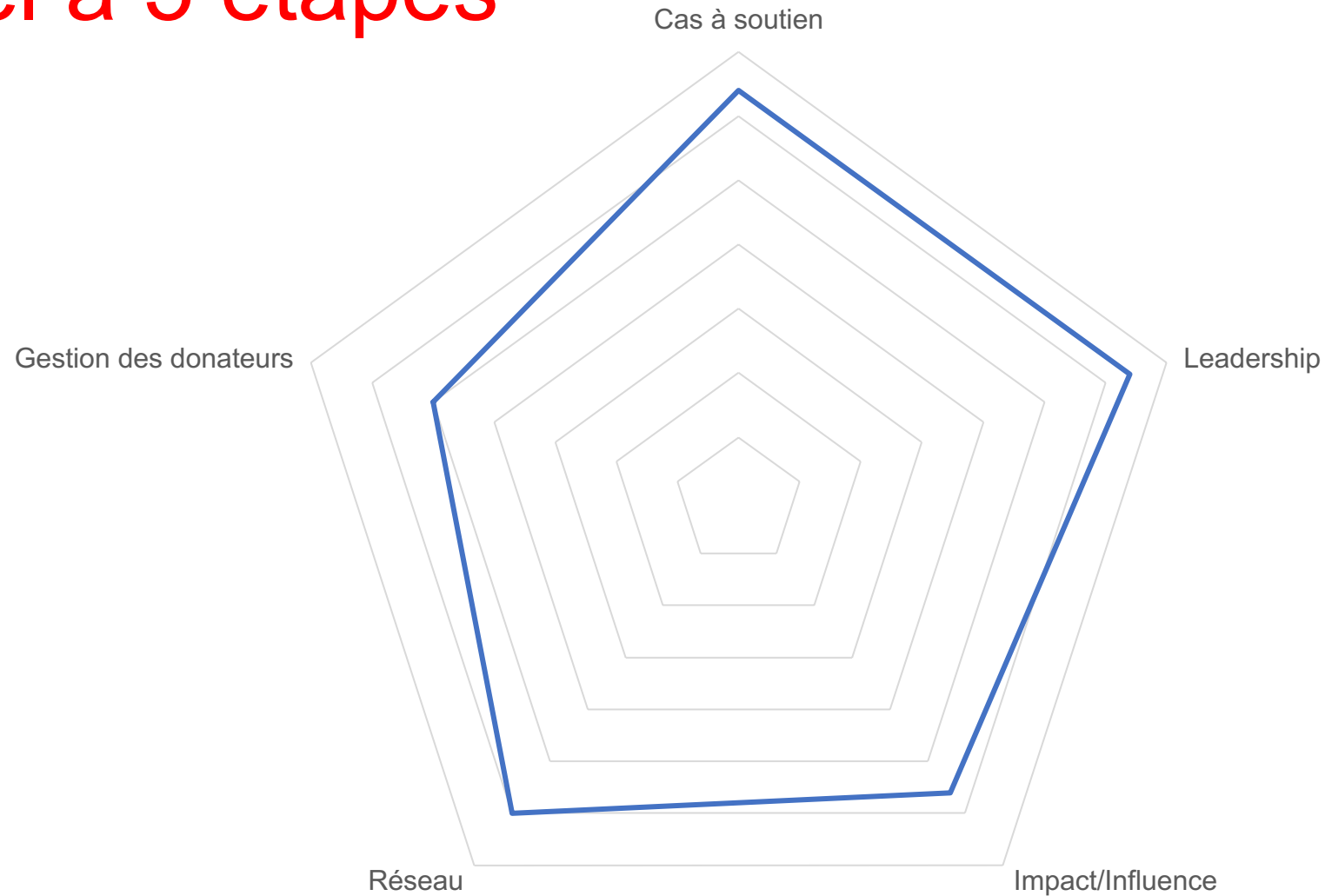
**Par conditions
et contexte
réglementaire :**

Votre cause est-elle éligible pour recevoir des dons dans le pays cible

Votre organisation dispose-t-elle d'une infrastructure juridique nécessaire afin d'accepter des dons?

Votre organisation a-t-elle un compte bancaire dans le pays cible? Et la permission de transférer des dons au-delà de la frontière?

Model à 5 étapes



Building an Enduring Culture of Philanthropy

It is about more than fundraising. It is about building meaningful relationships with our stakeholder groups who have the potential to offer an unlimited capital of:

Time



Talent



Treasure



The Four Elements of Successful Fundraising

- Story
- Audience
- Leadership
- Infrastructure

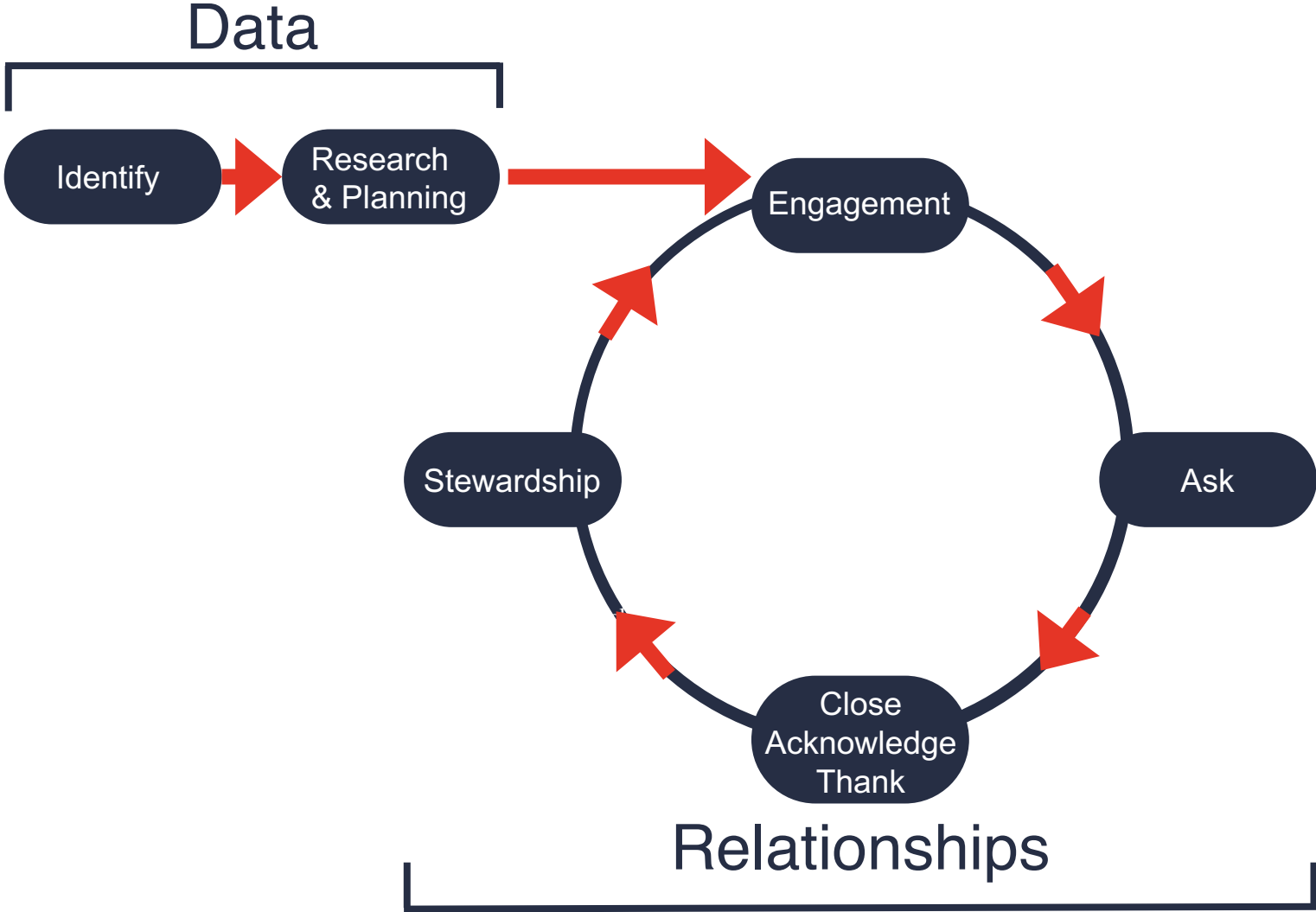
Story - Case for Support

The shop window - provides an overarching view of how philanthropy can help the school achieve its strategic vision.

Mini Cases

- Scholarship
- E-Bikes
- Football Partnership
- Assembly & Dining
- Innovation Hub
- Ski Trainer
- Business School
- Sustainability Lab





The pipeline is a cyclical process, with the ultimate goal of moving donors from one stage to the next, developing a strong donor journey so our donors continue to give continually, often at higher levels.

Stage	Rationale
Identification & Research	Identified as potential major donor based on capacity and connections to Aiglon.
Due Diligence	Due diligence research being completed on individual's flagged from initial research.
Qualification	Capacity and inclination to give confirmed. Due diligence completed. No activity.
Cultivation	Assigned to a fundraiser and active cultivation to strengthen relationship.
Solicitation	A date established to ask for a gift.
Closing	The window between a verbal agreement to give and the gift arriving.
Stewardship	Major donors within the prospect list being thanked and demonstrating impact through recognition.
Paused	Not included in fundraising activity this year, to be reviewed each year.

Roles needed for securing major gifts:

Senior Leader | Volunteer

- Reputation secures appointments
- Opens doors, provides connections, access, influence
- Inspires confidence

Senior Leader | Staff

- Stellar storyteller
- Specialist expertise in area of interest
- Provides leadership and vision
- Ensures impact

Fundraiser

- Orchestrates process
- Advises on strategy
- Moves conversation forward
- Frames timing, next steps
- Conducts follow up



KAREN SANDRI

**Director of Philanthropy
& Community Engagement**

Major Gifts, parent/alumni
engagement, office oversight



CAITLIN GASLAWSKI
**Senior Philanthropy &
Community Engagement Officer**

Annual Giving, Mentorship, prospect
research, advancement services



HICHAM RAXI
**Community
Services Officer**

Front Office management
Event Support



NATASHA STOREY
Archive Manager

Preservation, cataloging and making
accessible the Aiglon Archive.



ALEXANDER DEMISHIN
**Philanthropy & Community
Engagement Officer**

Alumni engagement
programmes, events



VIVIANE EMMERSON
**Community
Services Officer**

Front Office management,
alumni communications



DAVE SHEPHERD
Advancement Strategy Advisor
August 2022 - June 2024

CHAPEL & YORK

- Professional & legal advice
- Country Specific
- Confidence for international donors
- Grant writing help
- Ensure tax efficiency
- Managing regular and annual gifts



Data base
processes, policies and practices

Relationship Building:
face time with prospective donors
Events on and off campus

Infrastructure to make tax-efficient gifts with trust and transparency:

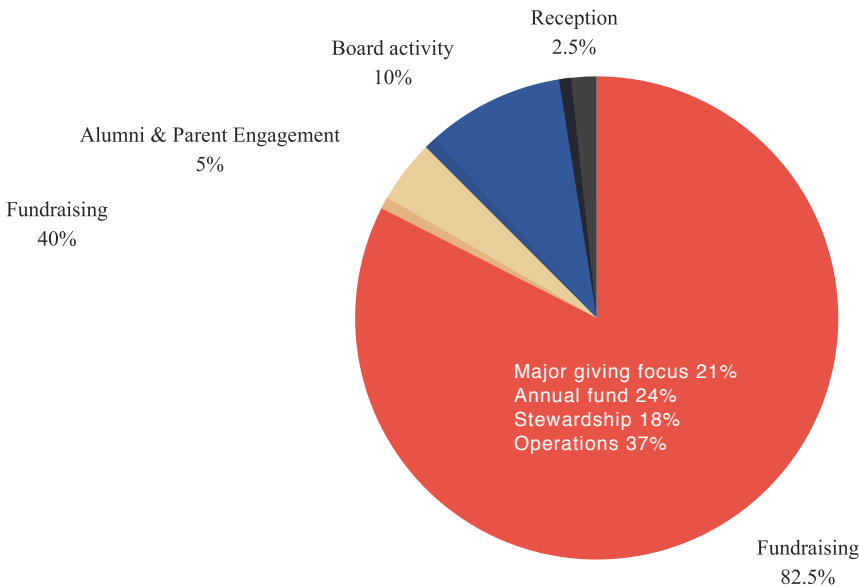
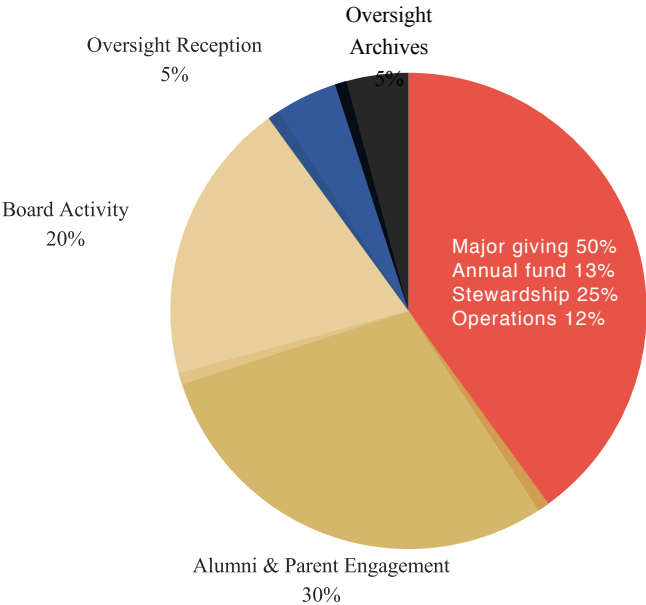
Canada, US, UK, Hong Kong, Netherlands



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Director of Philanthropy
& Community Engagement



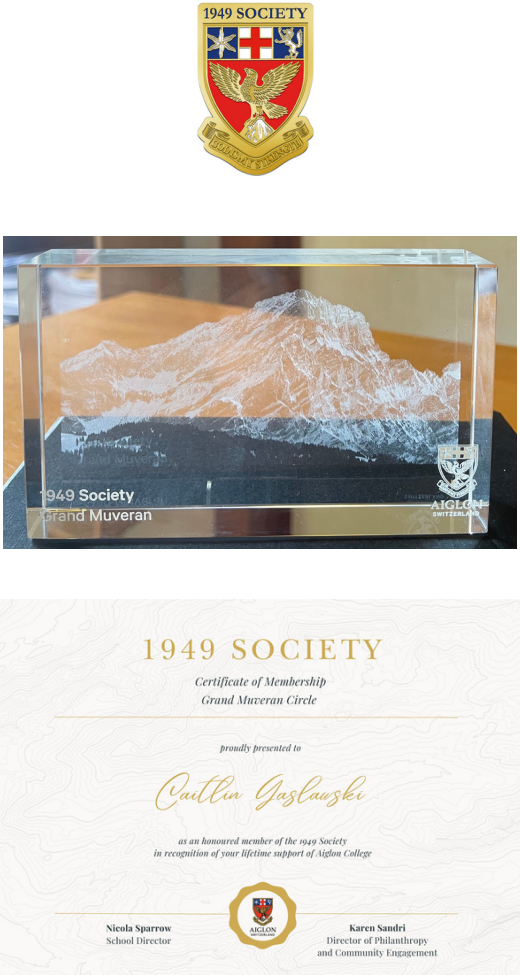
CAITLIN GASLAWSKI
Senior Philanthropy &
Community Engagement
Officer



- School Director and CFO/COO have small active cultivation lists, and attend cultivation and ask meetings as appropriate

Accumulated lifetime giving

Giving Level	Lifetime giving bands	Potential members
Mont Blanc 4,809 m	CHF 10M+	0
Dents du Midi 3,258 m	CHF 5M - 10M	0
Grand Muveran 3,051 m	CHF 1M - 5M	4
Dent de Morcles 2,969 m	CHF 500K - 1M	9
Petit Muveran 2,810 m	CHF 100K - 500K	34
L'Argentine 2,421 m	CHF 50K - 100K	43
Le Chamossaire 2,112 m	CHF 10K - 50K	227



Transfère des donations vers la Suisse avec avantages fiscaux

1. Demandez à une organisation partenaire de vous aider
2. Travailler avec un intermédiaire, comme Chapel & York
3. Créez votre propre entité juridique / Association des ami(e)s de XX

Questions et commentaires?

Die Geschäftsstelle von Swissfundraising steht bei Fragen oder Anliegen immer gerne zur Verfügung.

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