

How to raise funds internationally as a Swiss NGO

Agenda

1. Reasons to take your fundraising across the border
2. Potential of foreign markets
3. Overview of main elements to successfully fundraise across borders (5-step model)
4. Insider tips and tricks how to raise your fundraising success
5. Transfer of donations to Switzerland

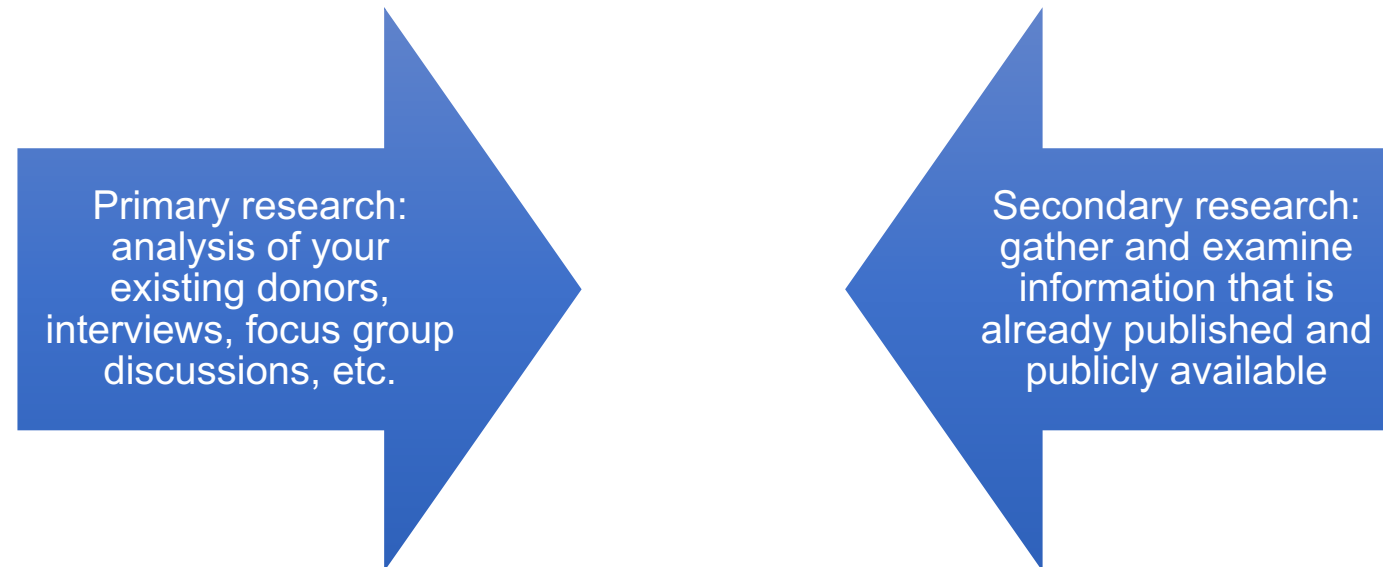
Reasons to take your fundraising across the border

- ✓ Your organisation plans to/does already operate in another jurisdiction
- ✓ Arising opportunities, depending on your existing network, or thanks to introductions
- ✓ Your existing donor market is saturated
- ✓ Estimated high potential of foreign markets

How to decide whether a foreign market has potential?

- Does your organisation already operates in your target country?
- Do you already have an existing network in your target country?
- Does your organisation have sufficient funds to invest in new avenues?

- Do a market research (including on the political, legal and social environment, other organisations who are already present in a given market (your competitors), direct and indirect beneficiaries, available in-country support, etc)



By country/potential



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.

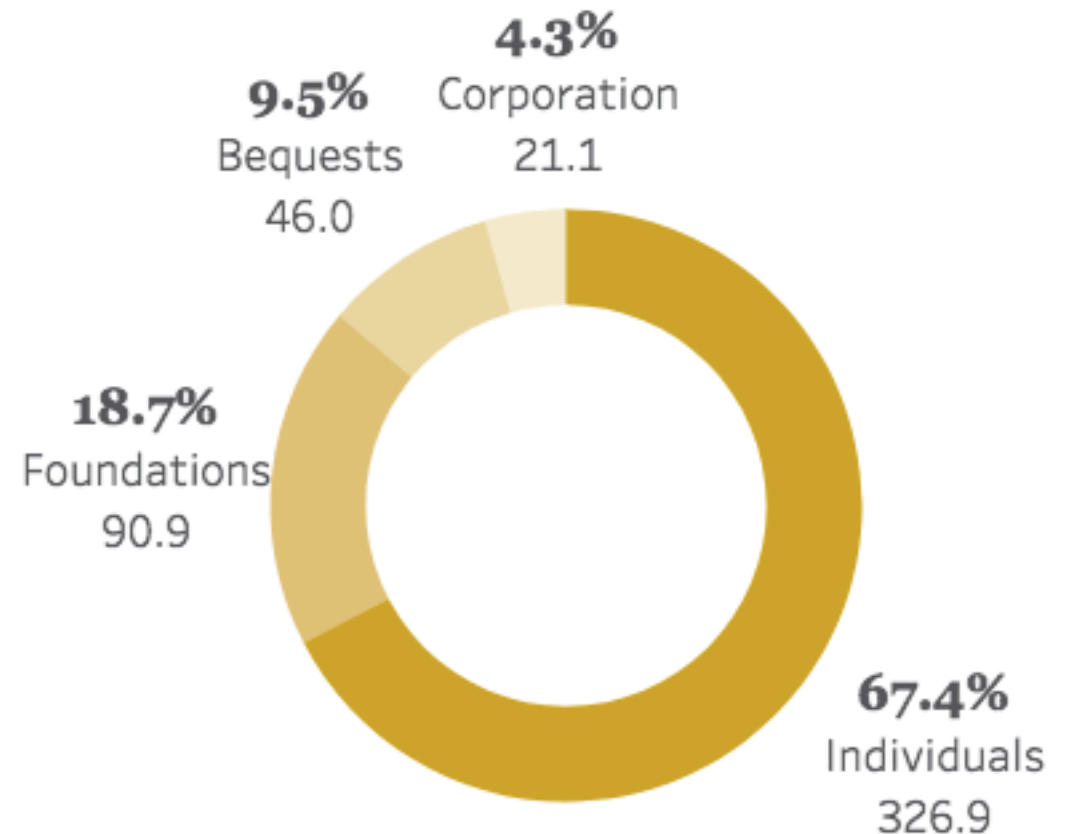
By country/potential



£12.7bn

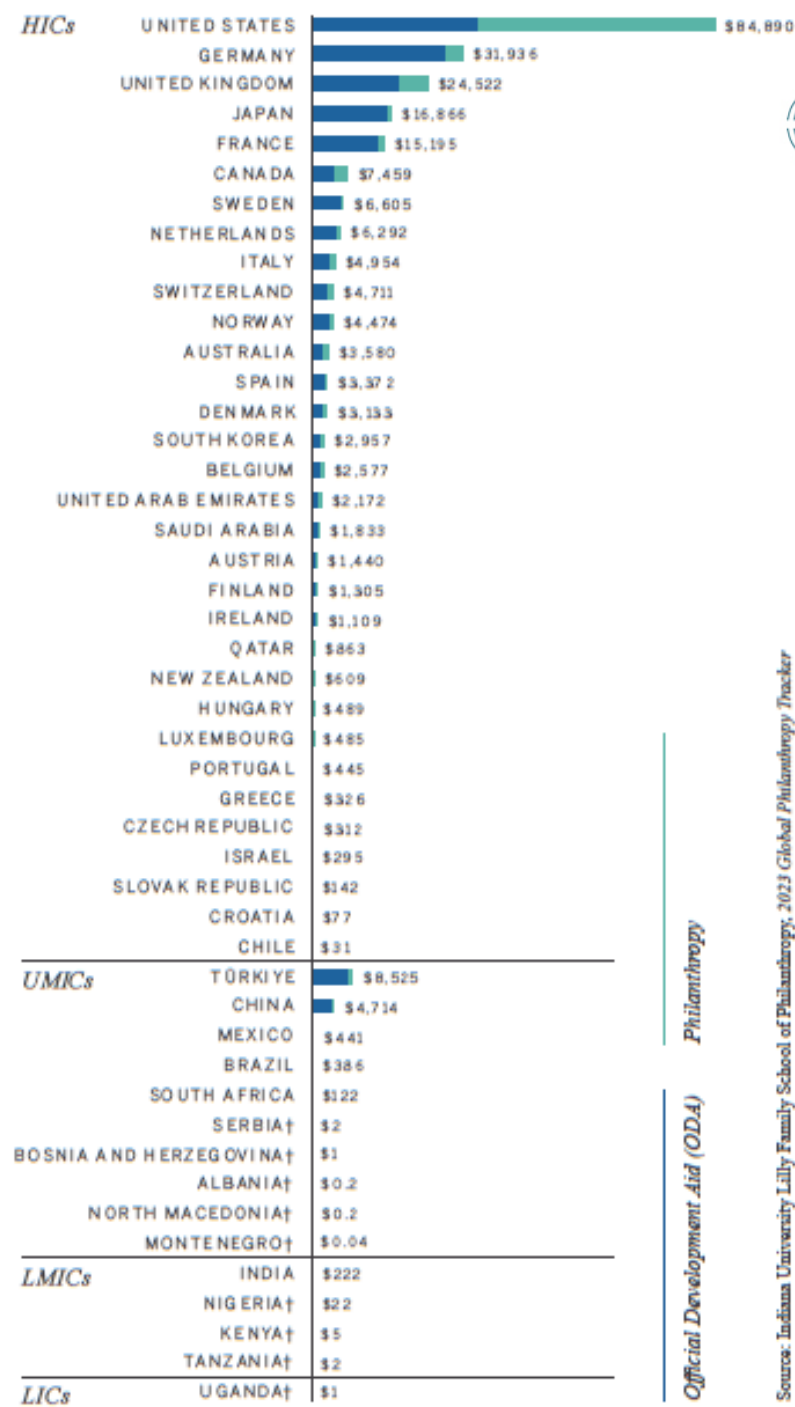
Total amount given to charity
over the course of 2022
(up £2 billion on previous year)

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



By country/ potential

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

By donor preferences

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

By donor
persona/
behaviour

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

By regulatory requirements:

Is your cause eligible for fundraising in your target country?

Do you have the necessary legal infrastructure to accept donations?
Or do you know who to work with to do so?

Do you have a bank account? And the permission to transfer donations beyond the target country's borders?

Case for Support

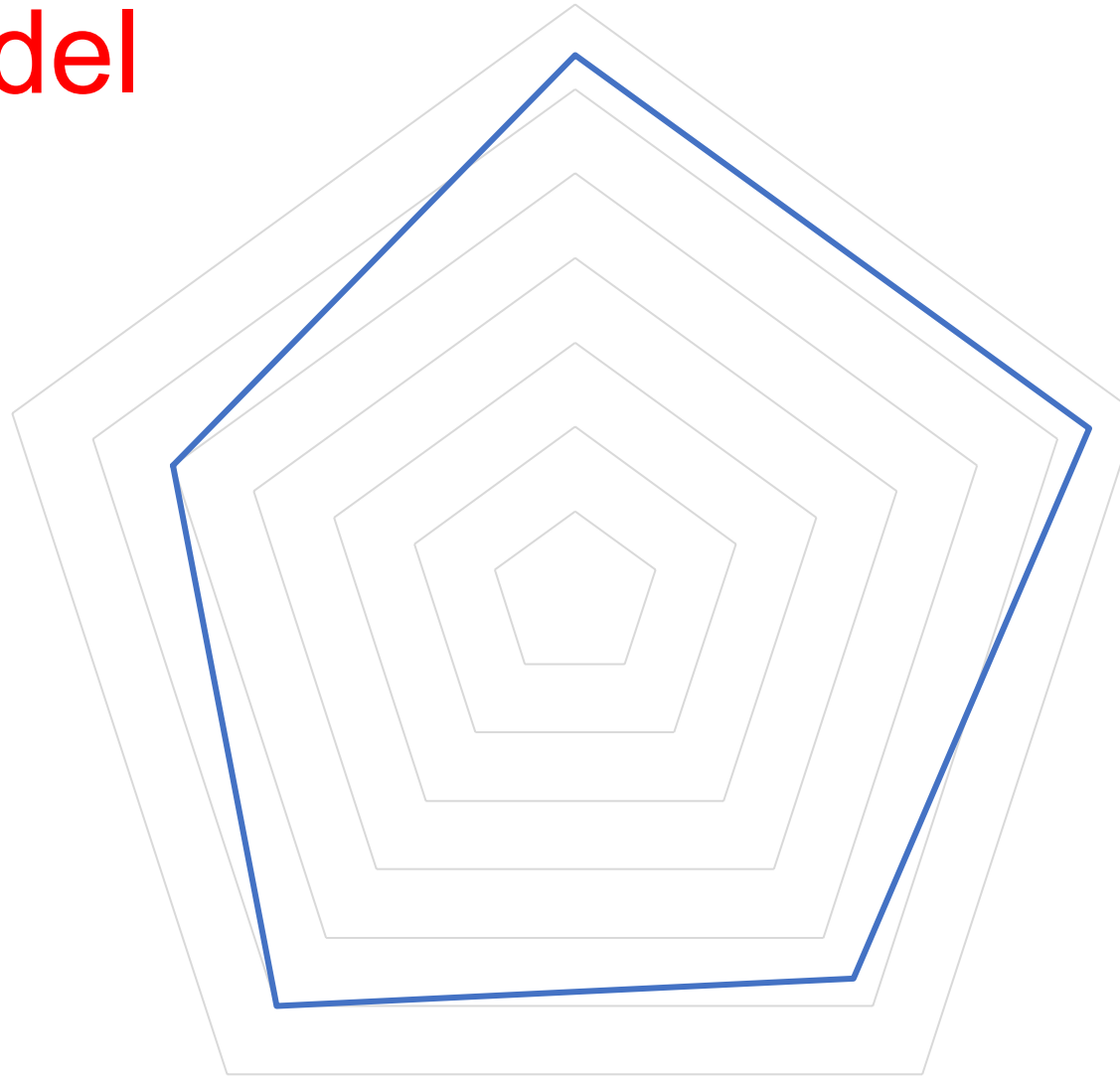
5-step model

Stewardship

Leadership

Network

Impact



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

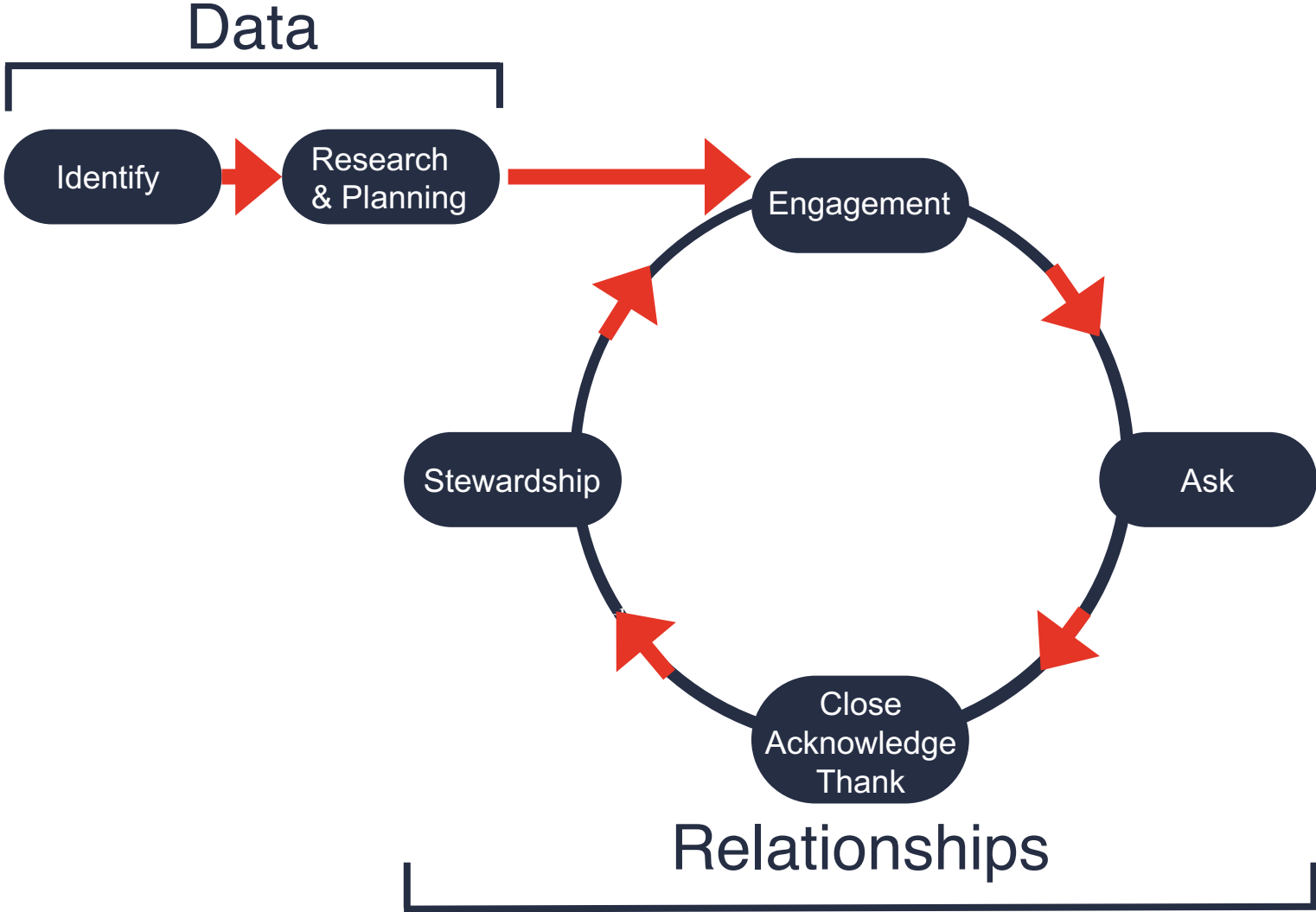
Story - Case for Support

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:

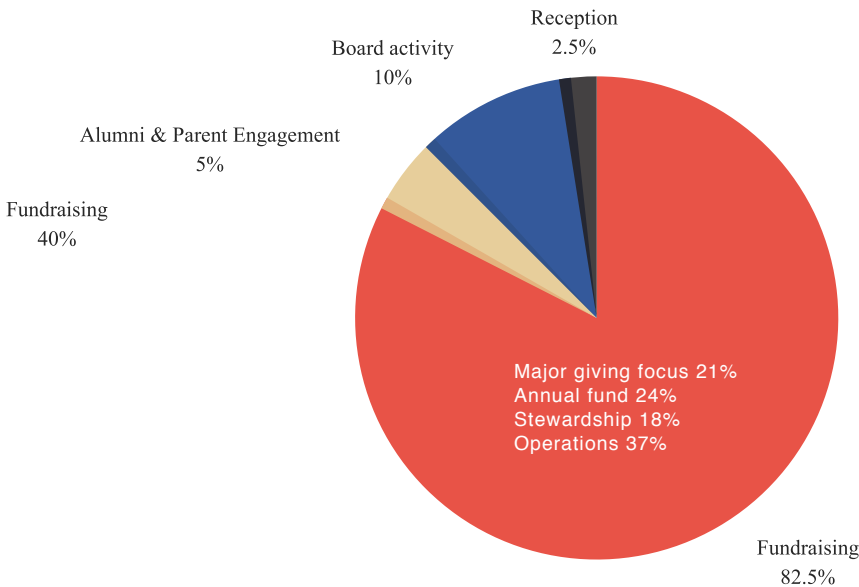
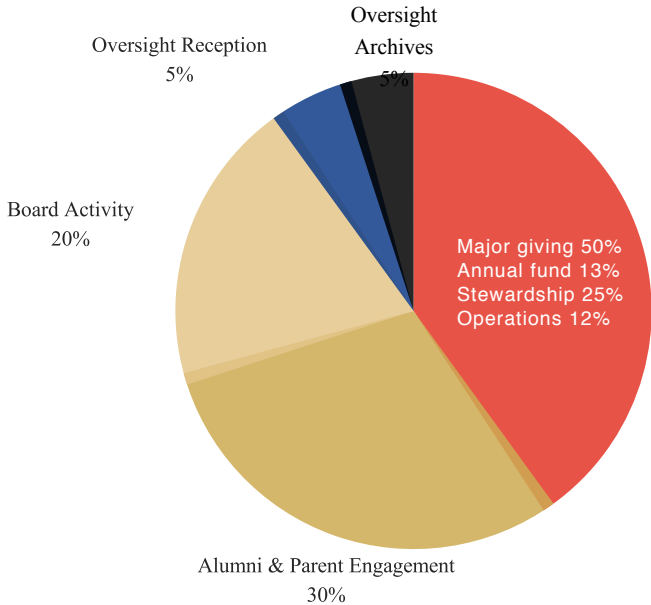
Canada, US, UK, Hong Kong, Netherlands



KAREN SANDRI
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





1949 SOCIETY


Certificate of Membership
Grand Muveran Circle

proudly presented to

Caitlin Gaslawski

as an honoured member of the 1949 Society
in recognition of your lifetime support of Aiglon College

Nicola Sparrow
School Director



Karen Sandri
Director of Philanthropy
and Community Engagement

Transfer of donations to Switzerland tax-effectively

1. Ask a like-minded organisation for help
2. Work with an intermediary, such as Chapel & York
3. Establish your own entity / Friends of XX

Fragen und Anregungen?

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

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