



VASTUULLINEN LAHJOITTAMINEN RY

Fundraising in Finland giving and asking culture & trends

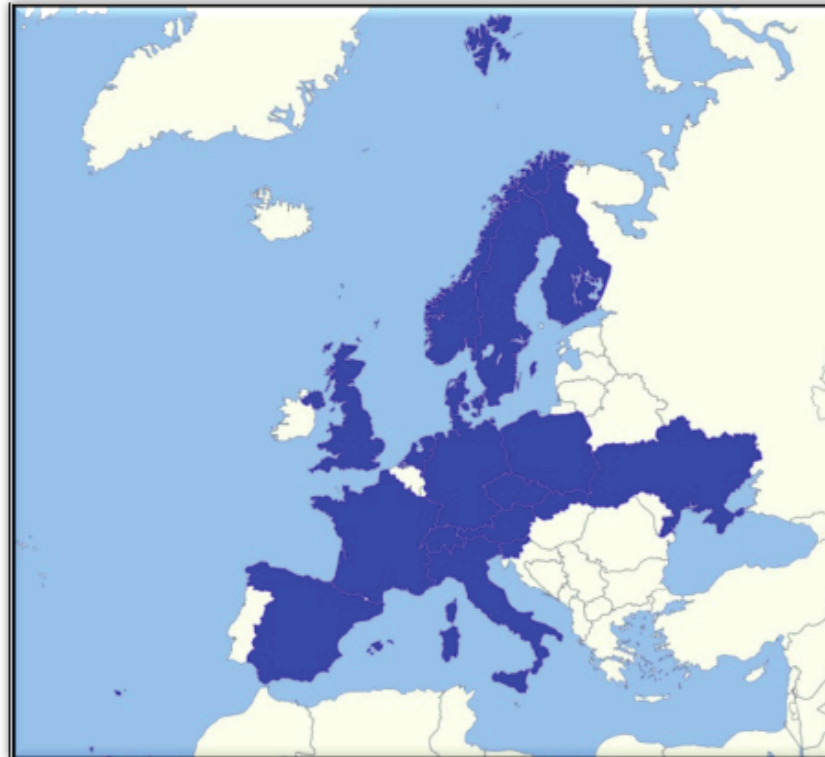
11 November 2016

www.vala.fi

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Fundraising in Europe

- ▶ EFA, European Fundraising Association: www.efa-net.eu
- ▶ 1500 NGOs in 17 countries
- ▶ Events, webinars, research, newsletter
- ▶ Law & legislation in EU: Data protection, FAFT (money laundry and terrorism), Payment Directive



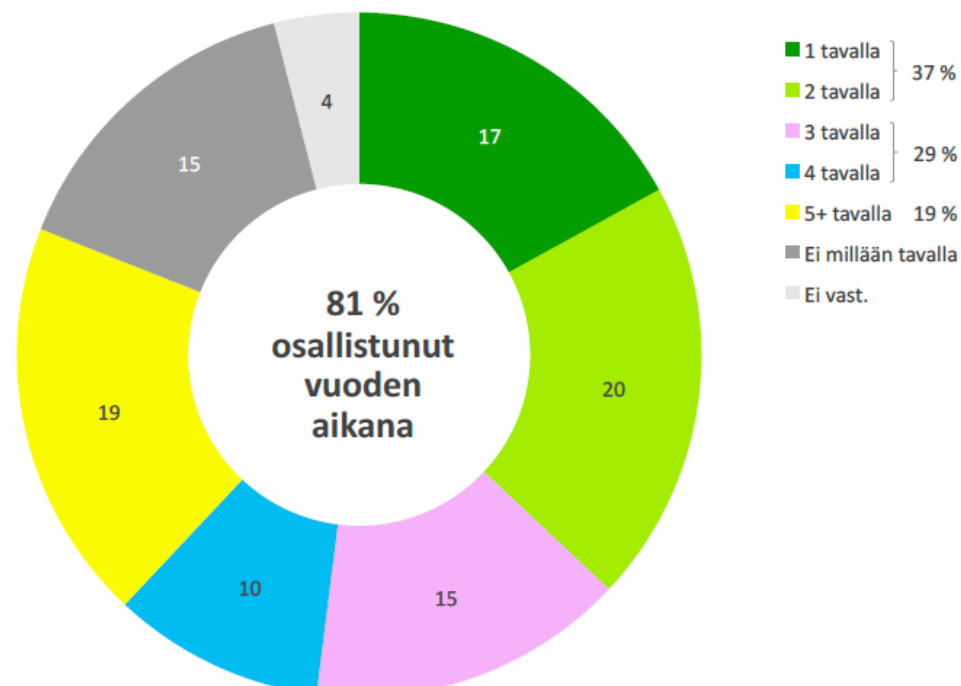
Giving, % of population

Nation	Population that Donated in the Past Month (%)
United Kingdom	75%
Netherlands	73%
Ireland	60%
Sweden	60%
Austria	52%
Germany	49%
Norway	49%
Switzerland	48%
Slovenia	42%
Finland	39%
Ukraine	38%
Spain	35%
Italy	32%
France	27%
Slovakia	23%
Czech Republic	20%

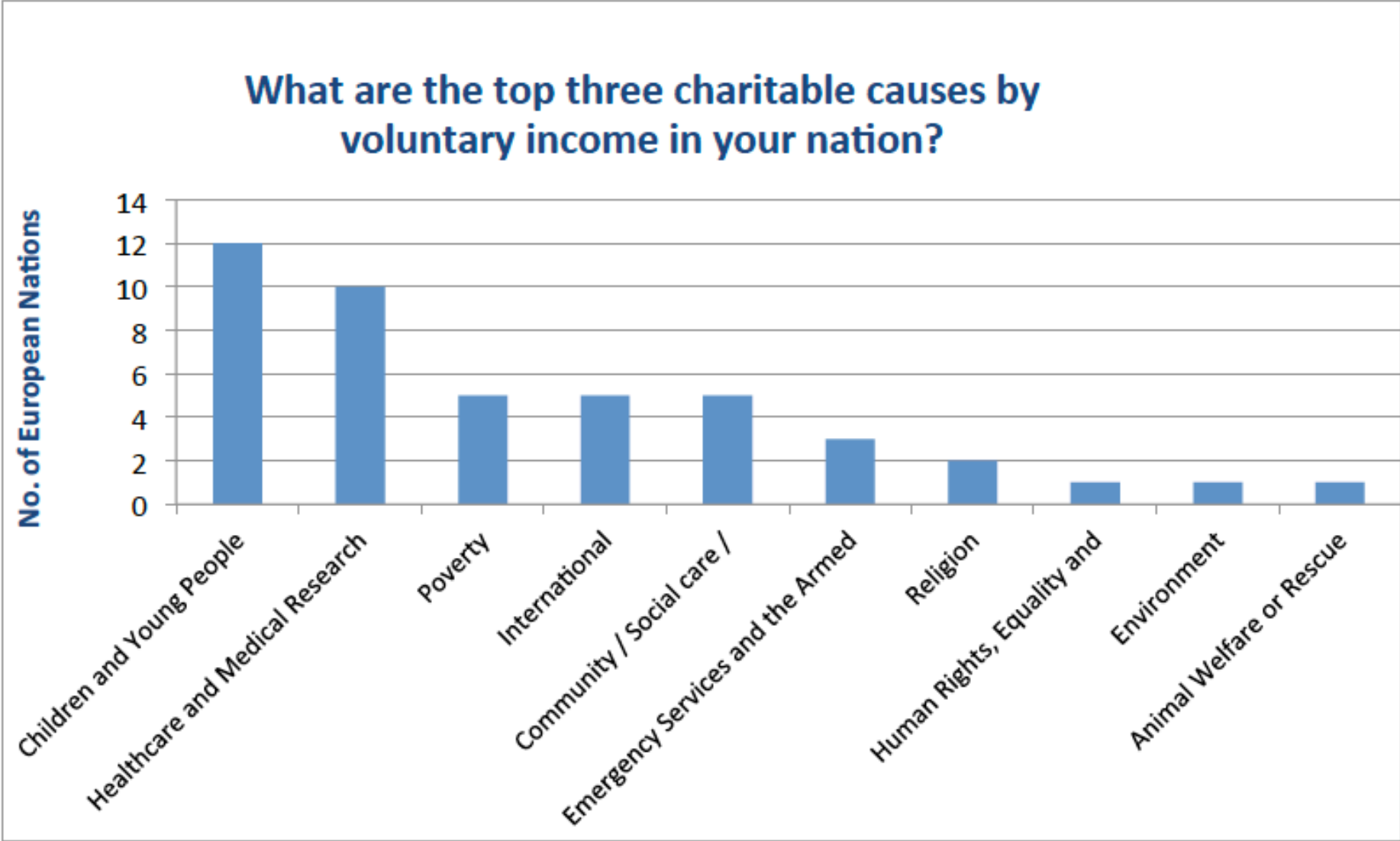
Source: [CAF's World Giving Index 2015](#)

Note: This table includes only the sixteen nations covered by this report. See CAF's World Giving Index report for the full data set.

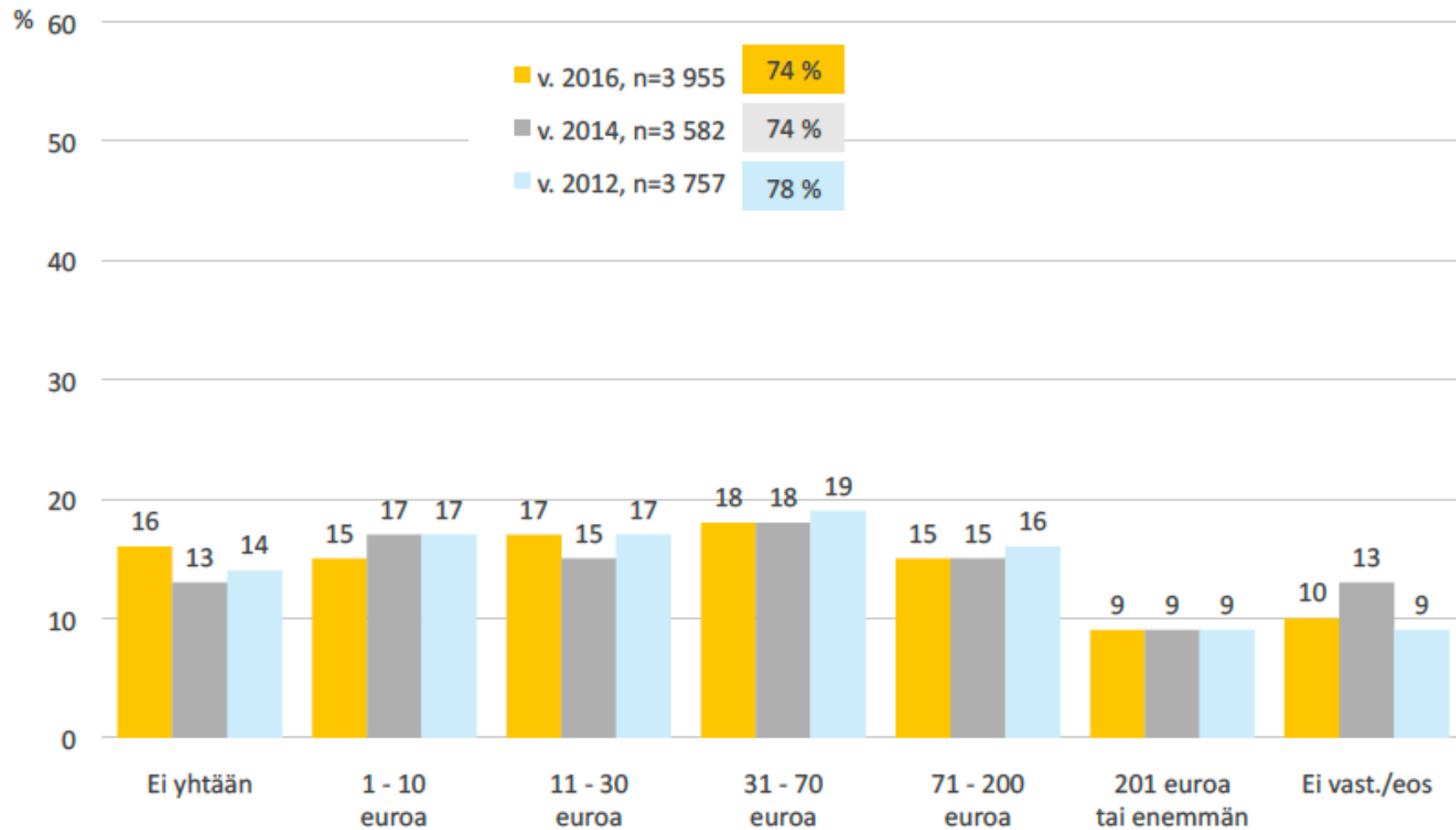
Hyväntekeväisyys: osallistumistapojen määrä vuoden aikana



Giving, cause



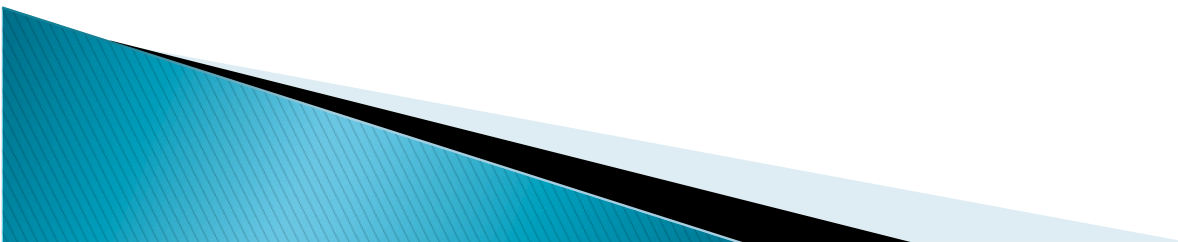
Giving, amount



Asking, methods

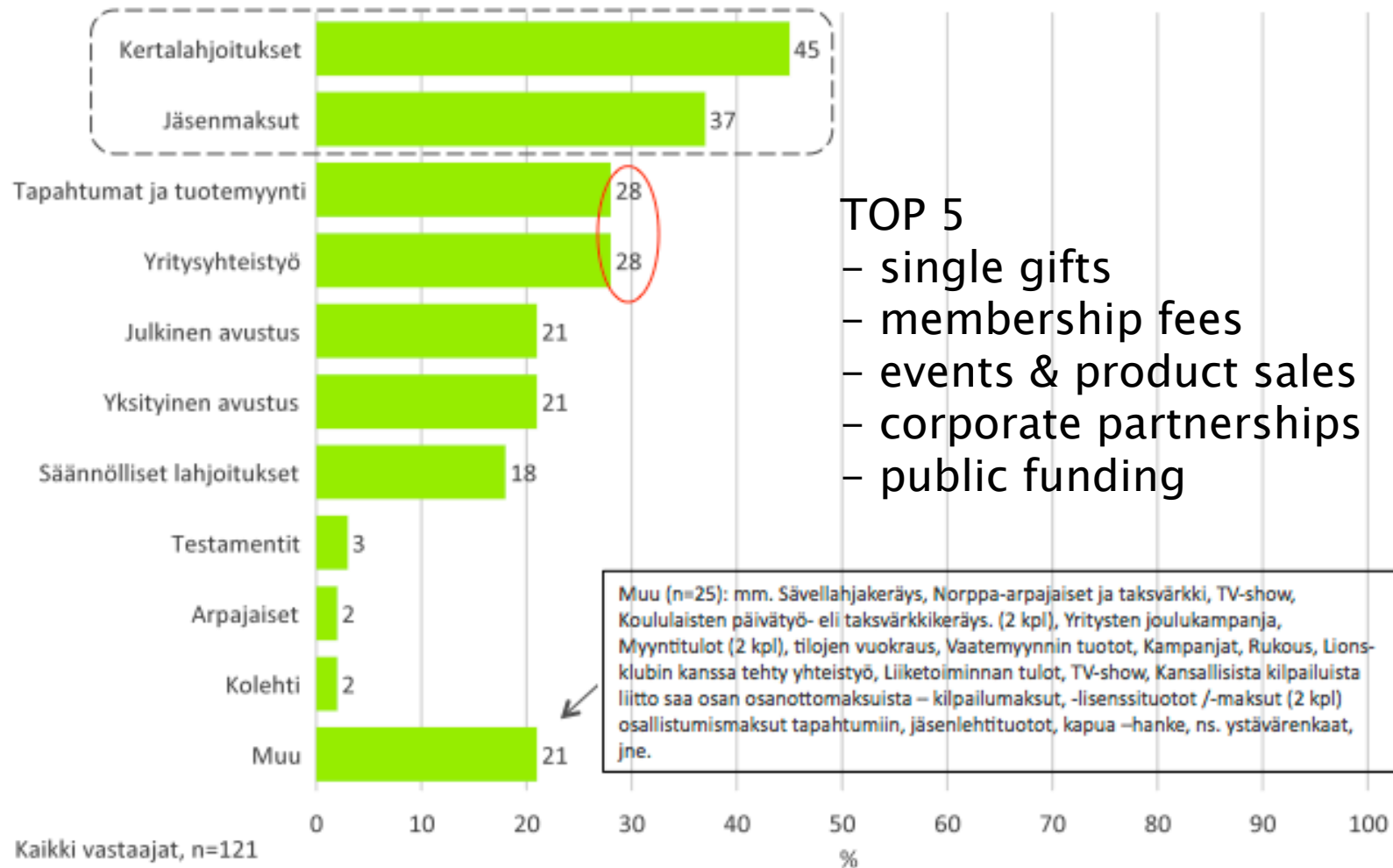
What three fundraising methods are the largest sources of voluntary income in your nation?

Public Collections (cash and direct debit)	53%
Direct mail	47%
Corporate fundraising	29%
Membership income	29%
Legacy giving (gifts made in a will)	24%
Trust fundraising / Statutory grants	24%
Online / Email fundraising	18%
Mobile / SMS fundraising	12%
Telephone fundraising	12%
Event fundraising	12%
Major donor fundraising	12%
Advertising (print, radio, TV)	12%



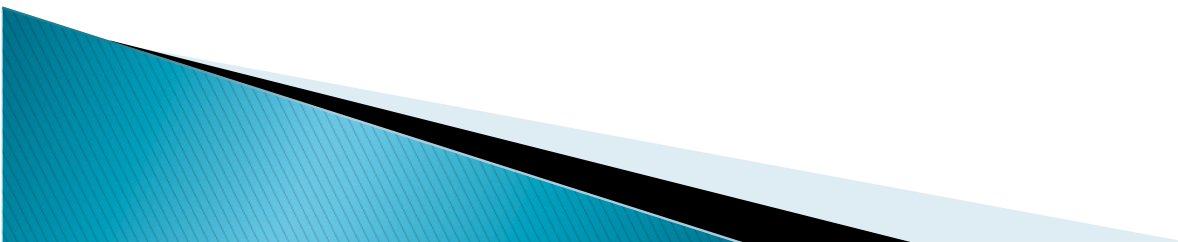
Asking, income sources

Tärkeimmät lahjoitus- ja tukimuodot viimeisten 12 kuukauden aikana



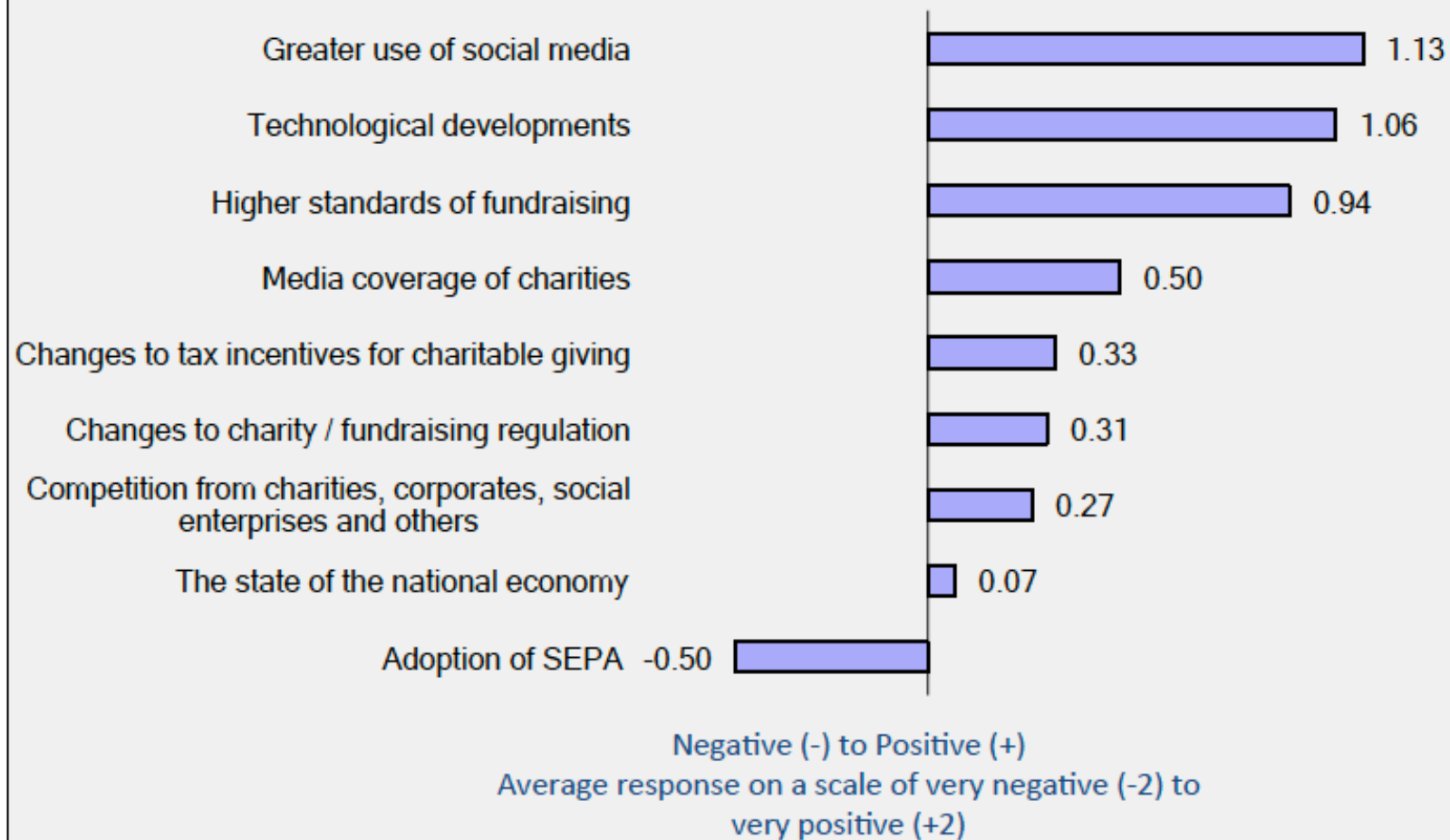
Asking, environment

- In Finland the charity sector and money collection are controlled by the police administration
 - Population 5.5 million
 - + 100 000 registered associations + 2000 foundations
 - about 550 non-profits have money collection licence
 - we do not have a self-regulating system officially
 - VaLa's work is to develop responsible fundraising
- ▶ Market: about 150 MEUR / year
 - Exceptional periods in 2010's when universities were entitled to fundraising
 - Tax deduction and matching system



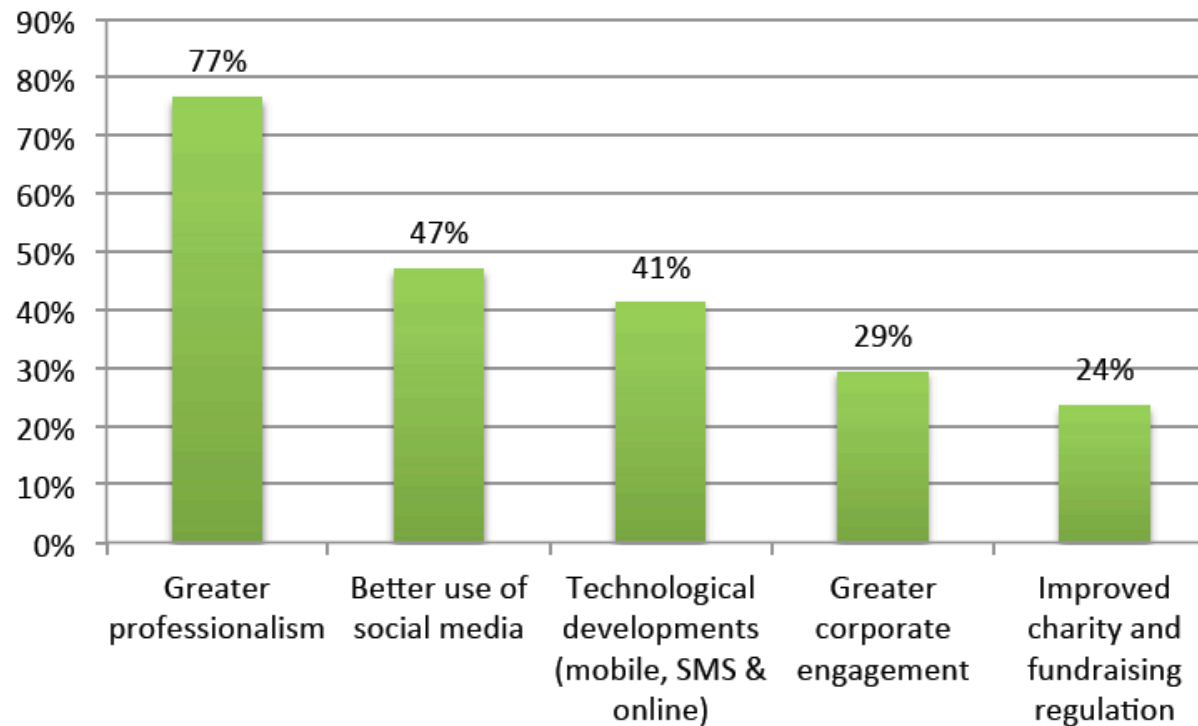
Trends in general

What impact did the following factors have on fundraising from 2013 to 2014?



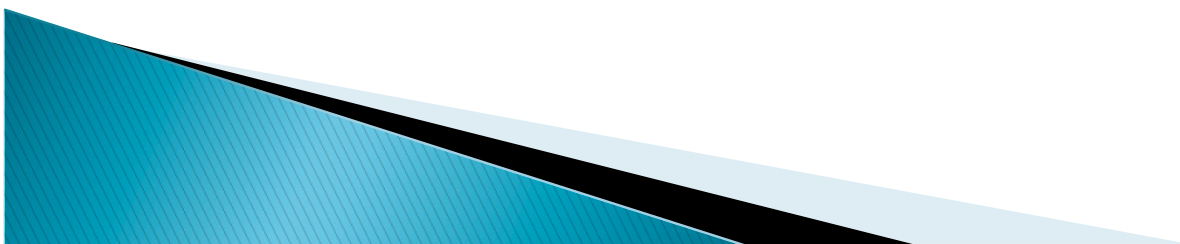
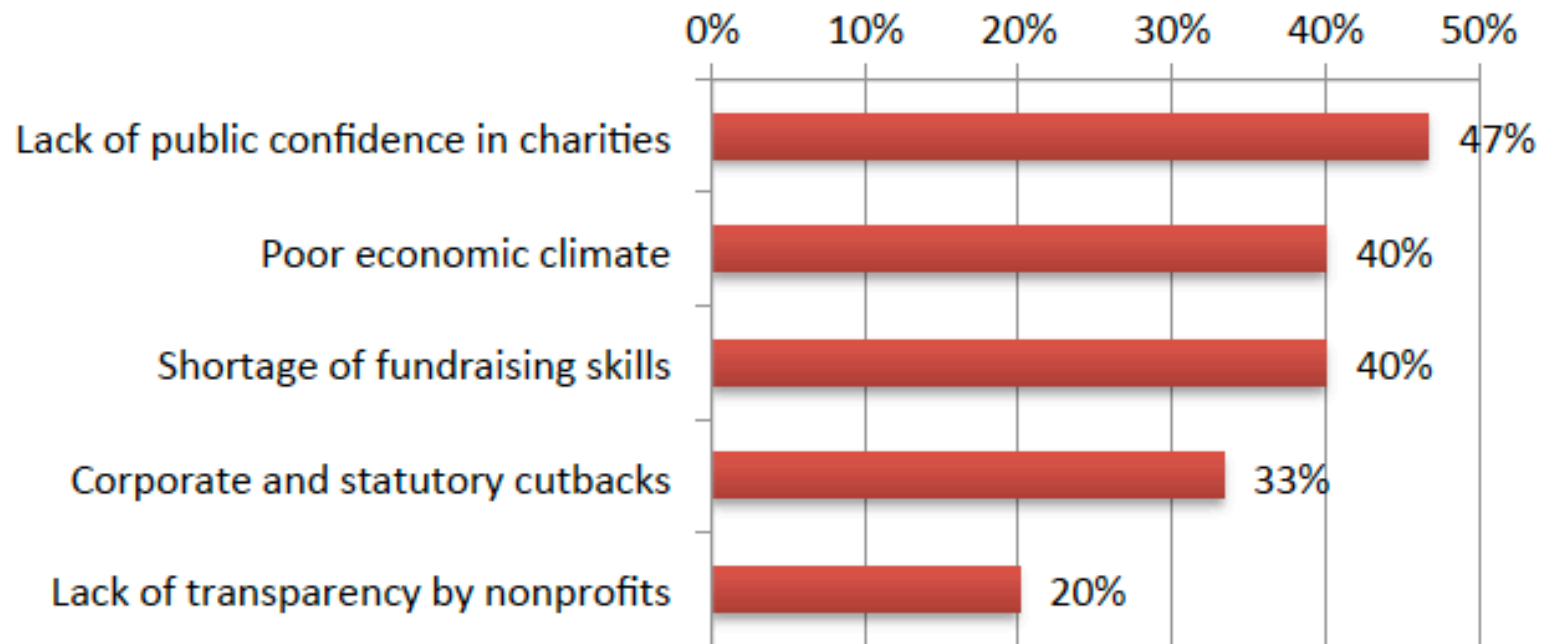
Positive factors

What 3 factors will have the most positive impact on fundraising in 2014?



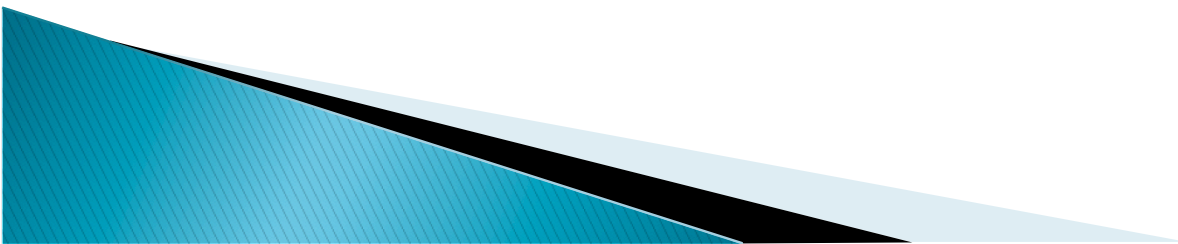
Challenges

What 3 factors have had the most negative impact on fundraising in 2013?



Donors demand results

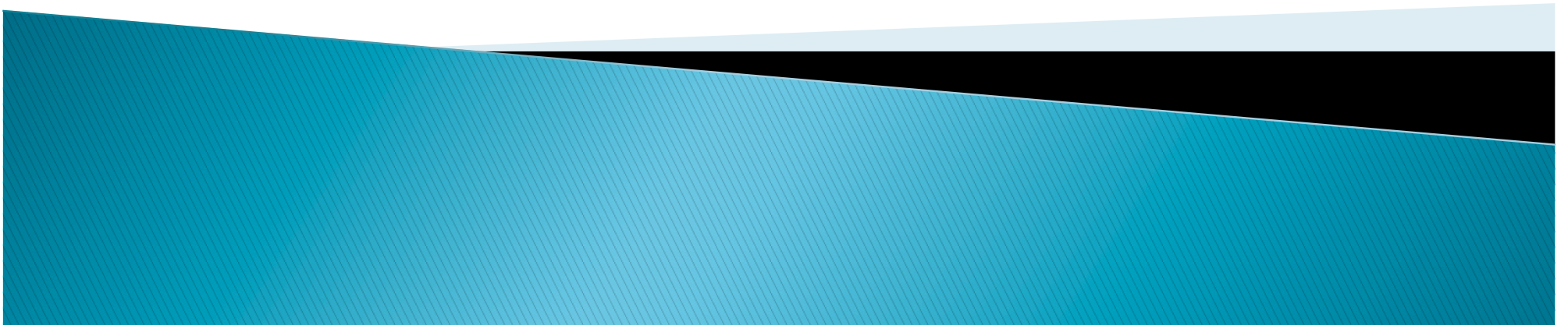
- Donors want impacts
 - How to measure? How to report?
 - What you really can achieve with my donation?
- NGOs need to meet donors' demands
 - Different options for participation
 - NGOs can strengthen fundraising via impacts
 - Transparency and accountability
 - Good reputation is rewarded by donors



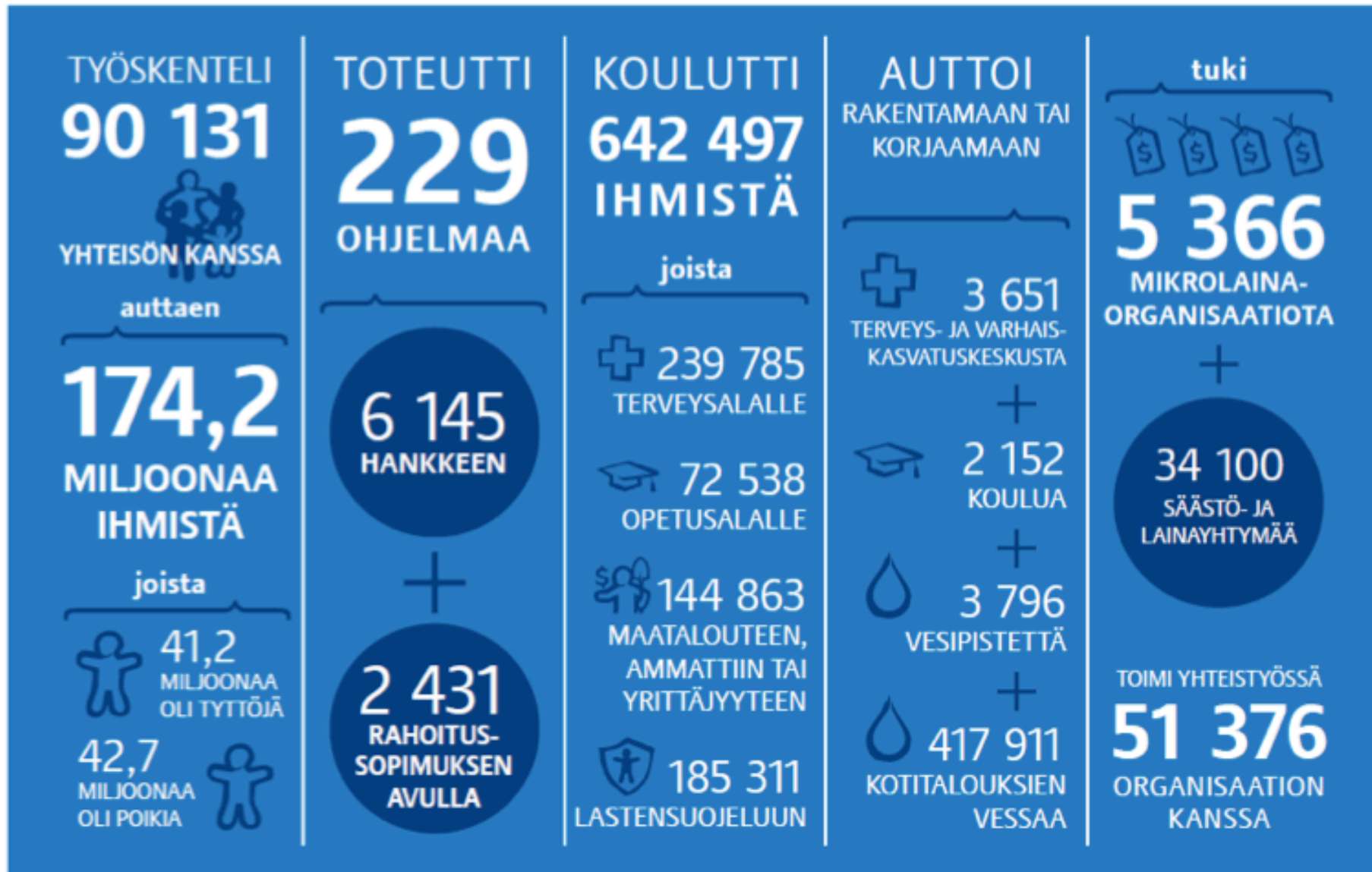
SHOWCASE OF IMPACTS ON DONOR'S REQUEST

Vaja

VASTUULLINEN LAHJOITTAMINEN RY



Plan International Finland



100 % model

- ▶ Donors want results
 - They do understand the costs of fundraising and good governance
 - Open and transparent communication

Our commitment to you

100% TO THE CAUSE

100% of your donations are directed to strengthen the child health services in underserved areas.

[Learn more](#)

100% TRANSPARENCY

We track every donation and provide you with implementation and impact reports.

[Learn more](#)

100% LOCAL OWNERSHIP

We work with our local partners to implement and sustain low-cost and high-impact interventions.

[Learn more](#)



100% MODEL

Private donors fund our operating costs so 100% of your donations go straight to the field.

Speed!

- ▶ Media
 - Celebrity – ordinary donor
 - Big data analysis
- ▶ Technology
- ▶ Payments
 - Innovations;
www.slush.org/impact_day/



In the first week using the VR headsets there was a 16 per cent increase in sign-ups on the street.

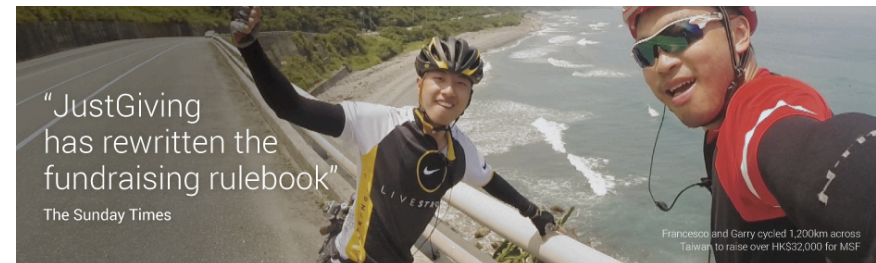
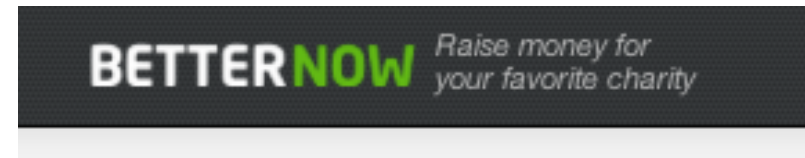


In a couple of cases people have been in tears and others have expressed shock and outrage at what they're seeing in the viewers.



Crowd funding and sourcing

- ▶ Cross border giving and asking
- ▶ When donors and supporters ask for you
 - Where the money goes first, transactions?



JustGiving is the world's social platform for giving

Our mission is to ensure no great cause goes unfunded.
Founded in London in 2001, so far we've helped people in
164 countries raise over \$3.3 billion for causes they care about.

Philanthropy

- Venture Philanthropy
- Tax deduction:
In Finland the donation is deductible for companies, when it donates min 850 eur max 50 000 eur to culture, art and science
OR
university max 250 000 eur
- exception: individuals
min 850 eur max 0,5 Meur
in 2016–2019

Our objective is to diminish social inequality and exclusion of children, youth and families in Finland. Every child and teenager should have equal access to a safe environment in which to grow up, develop and live a good life, regardless of family background. The core purpose of the foundation is to support ventures that will increase such equality in our society. We also support environmental protection in Finland. Our founders, Mr. Ilkka Paananen and Mr. Mikko Kodisoja, are both serial entrepreneurs, who are founding members of gaming companies, such as Supercell and Sumea. In addition, they are both financing Finnish start-ups through the Lifeline Ventures fund. The We Foundation was registered in the spring of 2015 under its Finnish name Me-säätiö; “Me” is the Finnish word for “we”.

We are happy to support

The ideal venture for us to support meets the following criteria:


- **We aim to be the best in the world.** Whatever the project’s objectives, it must have a worldwide perspective and high standards. We strive for excellence in everything we do.

Philanthropy

MARK ZUCKERBERG AND PRISCILLA CHAN DONATE \$3 BILLION TO RID THE WORLD OF DISEASE

The emotional new parents explain the mission behind their lofty goal.

Legacy fundraising



KETKÄ OVAT SINUN PERILLISESI?
Jaa iloa. Tee hyvä testamentti.



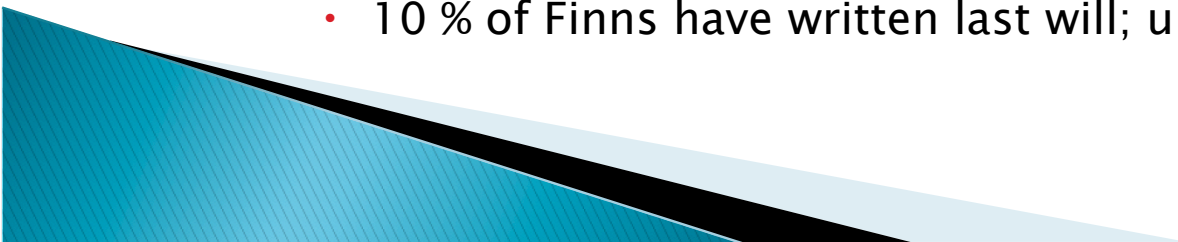
Hyvä testamentti
jää elämään

Tutustu testamenttilahjoittamiseen: hyvatestamenti.fi
#hyvatestamenti

- AIVOLIITTO • AMNESTY INTERNATIONAL • ANIMALIA • FIDA INTERNATIONAL • GREENPEACE • HELSINGIN DIAKONISSALAITOS • HERÄTTÄJÄ-YHDISTYS • KANSANLÄHETYS • KUUROJEN LIITTO • PATMOS LÄHETYSSÄÄTIÖ
- PELASTAKAA LAPSET • PLAN INTERNATIONAL SUOMI • PÄIJÄNTEEN LUONNONPERINTÖSÄÄTIÖ • SUOMEN SETLEMENTTILIITTO • SEY SUOMEN ELÄINSUOJELUYHDISTYSTEN LIITTO • SOS-LAPSIKYLÄ • SUOMEN LÄHETYSSEURA
- SUOMEN MERIMIESKIRKKO • SUOMEN MERIPELASTUSSEURA • SUOMEN PIPLIASEURA • SUOMEN REUMALIITTO • SUOMEN SYDÄNLIITTO • WORLD VISION • WWF (MAAILMAN LUONNONSÄÄTIÖ)

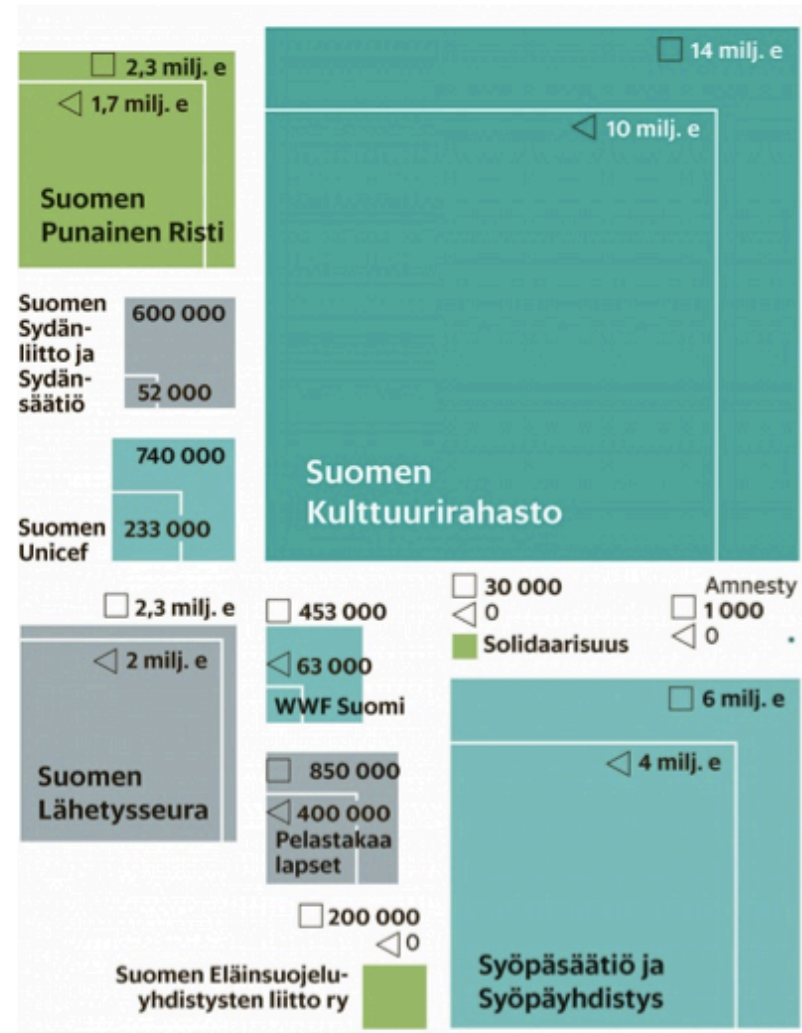
Why legacy fundraising?

- Many European countries run national legacy campaigns
 - UK: www.rememberacharity.org.uk ; <https://www.youtube.com/watch?v=ZBL4yADPSeU>
 - Switzerland: <http://www.myhappyend.ch>
 - Sweden: godatestamentet.se
- Fact in Finland: Number and value of legacies going to government will increase. In 2012: 24 MEUR, in 2015 nearly 40 MEUR.
- Charity research in 2014 (Taloustutkimus)
 - Only 1 % of Finns think that legacy giving is good way to support charities
- Research with Kaleva (life insurance company) in 2014
 - 10 % of Finns have written last will; unawareness and tabu



Results in 2015: www.hyvatestamentti.fi

- ▶ Visitors on website
 - +20 000
- ▶ Media coverage
 - 45
- ▶ Contacts to partner Legistum
 - About 2 per week, active 1–3 per day
- ▶ Written last wills
 - Our attorney +40



BETTER ASKING AND GIVING CULTURE

CARING CULTURE

Vaja

VASTUULLINEN LAHJOITTAMINEN RY

Vastuullinen Lahjoittaminen ry

Finnish Fundraising Association (VaLa ry) acts as a co-operational network for non-governmental and non-profit organisations in Finland.

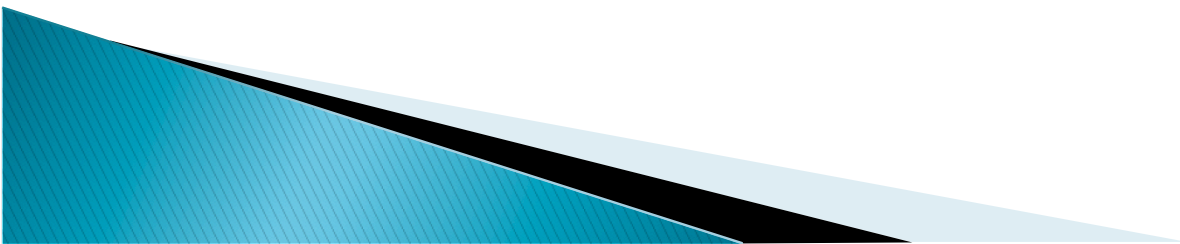
VaLa's mission is to support the development of **responsible fundraising**. The main objectives are:

- ▶ improve and develop the circumstances related to fundraising and organisations' private funding in co-operation with authorities, decision makers and service providers.
- ▶ promote the standards and principles related to fundraising and good governance.
- ▶ provide fundraising and good governance education for organisations.



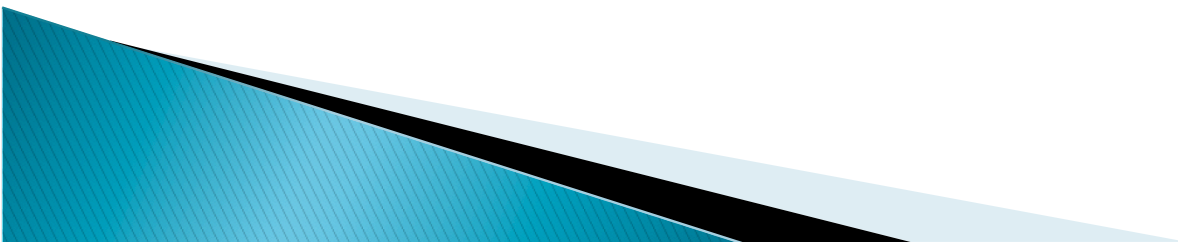
Our members represent

- ▶ 47 organisations
- ▶ 270 000 individual members
- ▶ 22 000 trustees, 3300 employees
- ▶ About one million donors/ supporters



Success factors

- ▶ Circumstances
 - Atmosphere among organisations
 - Financial and political
 - Legislative
- ▶ Co-operation and networking
 - Politicians, civil servants and public institutions
 - Members and non-members
 - Service providers and partners
 - Member benefits
 - Legacy Campaign

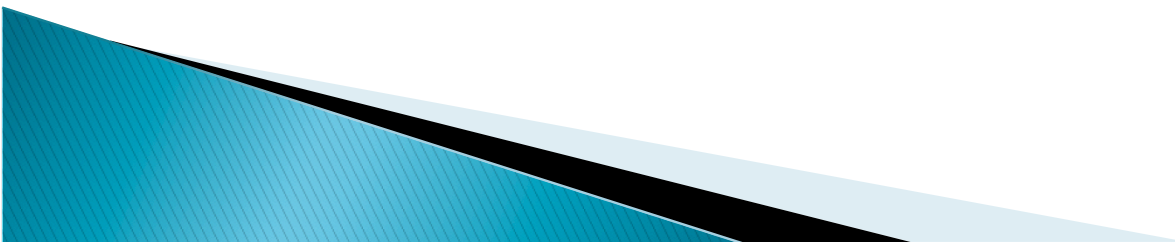


Success factors

Promoting the profession

- ▶ Ethics
 - ▶ ROGARE – the fundraising think tank
- ▶ Education
 - Seminars, events
 - Low price for members: trainings, seminars
 - Co-operation with Resource Alliance – International Fundraising Congress: www.resource-alliance.org
 - National Awards
 - Certified Fundraiser Program
 - -> EFA Certification in 2017

**SUSTAINABLE
PHILANTHROPY
WITH
PLYMOUTH
UNIVERSITY**



Donors demand results

We can support NGOs

- VaLa provides research, material and education
 - Ethical principles for fundraising
 - Guidelines for good governance
 - Professional values
 - “Donors’ Rights”
- Many EFA organisations have self regulation systems in different areas
- Governments can encourage fundraising and acknowledge the importance of donations
 - Clear legislation, NGO–friendly taxation etc.

