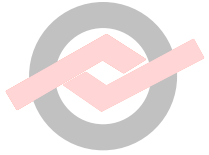


October 25th, 2012. Lisbon

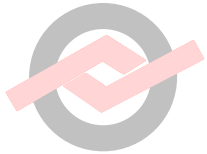
# **Setting the scene: Current experience with financing of patient organisations in Spain**

**ALFONSO SERRANO MOVILLA**





- 1. FEAFES. WHO WE ARE.**
- 2. Current situation in Spain.**
- 3. Good practices in terms of getting national and EU funding for patient organisations.**
- 4. Key challenges associated with fundraising for patient organisations and ways to overcome them.**
- 5. Lessons learned from unsuccessful attempt of fundraising.**
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## 1. FEAFES. WHO WE ARE

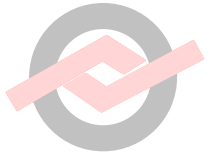
# FEAFES – SPANISH CONFEDERATION OF GROUPINGS OF FAMILIES AND PEOPLE WITH MENTAL ILLNESS



➤ FEAFES is the only organization in Spain that joins, since 1983 all the federations and associations of people with mental illness and families.

➤ Nowadays FEAFES integrates 283 groupings with more than 45.000 members.



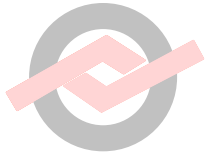


## MISSION

- To improve the quality of life of people with mental illness and their families.
  - To defend their rights.
  - To represent the Associative Movement.
- 
- The approximate percentage of private donations in our annual budget is 26%.
  - The approximate percentage of public donations in our annual budget is 71%.
  - The approximate percentage of other donations in our annual budget is 3%.

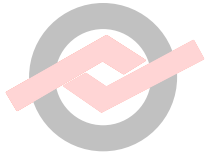
The profile of our three major donors is as follows:

- Spanish Ministry of Health, Social Services and Equality.
- ONCE foundation (The Spanish Blind Association).
- Janssen Pharmaceuticals (Pharmaceutical Company).



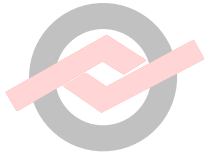
## 2. Current situation in Spain

- There is a great number of NGOs in Spain, distributed in more than 55 areas of interest. It is very hard to know exactly how many we are.
- Most of the NGOs in Spain are mainly funded by public institutions.
- Increasing budget cuts during the last few years in social services, health and education: A great number of NGOs in danger of disappearing.
- Corporate social responsibility is a quite new term for companies in Spain, but it can be a great source of funding for NGOs.
- 9% of Spanish people collaborate with NGO vs. 70% in the Netherlands, Sweden or Switzerland. Lack of culture and tradition of private donations.
- NGOs are forced to compete for funds, but also cooperation amongst them is needed, sharing their tools for fundraising and good practices!



### 3. Good practices in terms of getting national and EU funding for patient organisations

- The more diverse our sources of funding, the more we will be able to achieve financial sustainability.
- Creating an individual donor program is a *must* for a diverse funding base.
- Successful fundraising is based on strong relationships, and these require cultivation and management (and time and resources...).
- The importance of seeking funding that is congruent with our missions.
- To create a system of communication with donors, including written acknowledgements for any single contribution.
- To pay attention to the existing laws for protection of the personal data while managing our relationship with donors.



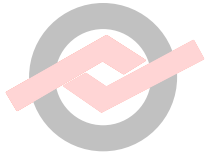
#### 4. To highlight key challenges associated with fundraising for patient organisations and ways to overcome them.

**Lack of tools to measure productivity and efficiency in all our activities, including those of fundraising.** We are trying to establish a budget (including the cost of human resources) for each activity of our Annual Plan, and for the next years we use the criterion of efficiency in order to select our activities.

**Part of our staff has not specific training / experience in fundraising campaigns or in searching new sources of funding.** We have offered our staff a specific training plan in fundraising, developed by professionals on this area of knowledge.

**Our funders are mainly public funders.** We have focused our efforts in attracting private funders (individuals, companies...).

**Lack of visibility of the importance of fundraising in our NGO.** We have created and included in our organization chart a group aimed specifically at fundraising activities and formed by representatives of all FEAFES' areas.



## 5. Lessons learned from unsuccessful attempt of fundraising.

We have found that too many funders have turned our applications away because our mission and the funders' giving priorities do not match.

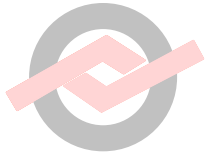
Fundraising is a primary responsibility of *all* board members. If our board isn't contributing to the cause, it's hard to ask others to do so.

Special events are not the panacea that we tend to think. They can play an important role in increasing our organization's visibility, but they also consume our resources.

Sometimes we want to apply to a large number of Projects without an adequate work plan; Deadlines, resources...

You have to use your contacts in order to get some hints about the projects you want to apply to: Local EU office...





## 6. Sources of EU funding for patient organisations

As far as we know...

- EU
  - Direct Access Funds
    - ✓ Funded and controlled by the EC
  - Structural Funds
    - ✓ Funded by the EC but managed by national authorities

An example of European projects at FEAFES:

### ***PROSPECT***

- Part funded by the Leonardo da Vinci programme at DG Education
- Remainder of funding through Lilly

# Thank you very much!



## FEAFES

CONFEDERACIÓN ESPAÑOLA DE  
AGRUPACIONES DE FAMILIARES Y  
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