

# “5TH AUTUMN REGIONAL ADVOCACY SEMINAR ON FUNDRAISING: RESOURCING PATIENT ORGANISATIONS FOR A STRONG PATIENT MOVEMENT”

**Workshop 1: Industry and Foundation funding**

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**“ A STRONG PATIENTS’ VOICE  
TO DRIVE BETTER HEALTH IN EUROPE ”**



- **Key issue 1:** Finding/spotting the industry who'd be interested in helping, what their interests are and how to contact them (cold-calling) – in Greece there is a CSR association which shows companies who do it and what they fund
- **Key issue 2:** Lack of fund-raising specialists who know what foundations are providing funding
- **Key issue 3:** Local organizations are good at providing help to their community so the umbrella organizations at national and European level should concentrate on intelligence around fund-raising opportunities (structural funds, etc).
- **Key issue 4:** Lack of knowledge in customer relationship management
- **Key issue 5:** lack of confidence and clarity when exposing and defining projects and needs. And lack of data/evidence to back-up/support the project
- **Key issue 6:** some donors request using data-base of organization

# RECOMMENDATIONS

- Recommendation 1: database of companies who do CSR
- Recommendation 2: EPF capacity building
- Recommendation 3: Umbrella associations could access tools to facilitate fund-raising (CRM) and share out to individual organizations
- Recommendation 4: Clear written agreements and transparency, Also, quality labels give credibility.
- Recommendation 5: build a long-term relationship with donors
- Recommendation 6: project presentation should be v.clear, including flexibility to meet donor needs
- Recommendation 7: professional fund-raising skills within the organization

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