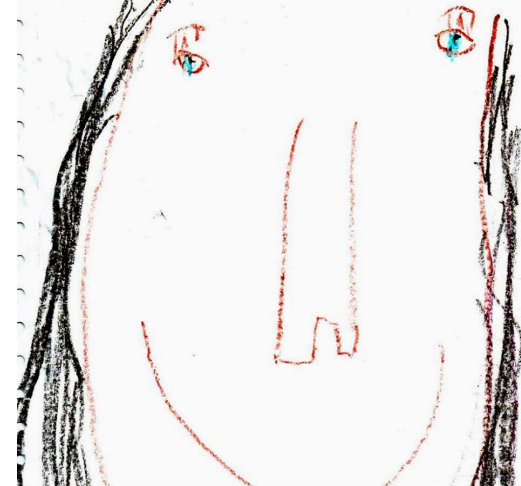


Bulgarian Charities Aid Foundation – effective fundraising from scratch

Elitsa Barakova for
Euclid Network Summit, 25 February 2016
Zagreb

About Elitsa Barakova

- 20 years with BCAAF
- Background in educational studies
- Topics: philanthropy, civil society and social enterprises
- Skills: grantmaking, fundraising, impact evaluation



About BCAF

- BCAF works with the mission to change lives of people and communities through development of donor culture and effective civil society organisations.
- To do that we provide funding and training to non-profits and public organisations, and advice and support with implementation of donors – companies, foundations and individuals.
- We manage donor funds for variety of beneficiaries and pride ourselves with knowing who works where what and how successful.
- We also do promotion activities to foster giving and volunteering – such as research, campaigns and initiatives like Philanthropy through the Lens and Giving Tuesday.

Impact

For 20 years grew funds under management from 50 K to 3.5
Local donations constitute 2/3 of income and 85% of expenditure.

In term of non-financial results of our activities in Bulgaria:

- We had substantial effect on the way companies volunteer
- We introduced payroll giving, SMS giving and crowdfunding
- We influenced the way companies design and report on. CSR
- We introduced the practical fundraising training and support programmes for NGOs
- We are one in two or three organisations which everyone – government, companies – will list when asked about Social responsibility and philanthropy
- We support social enterprises and attract companies' attention towards them.

Bulgaria in 1996

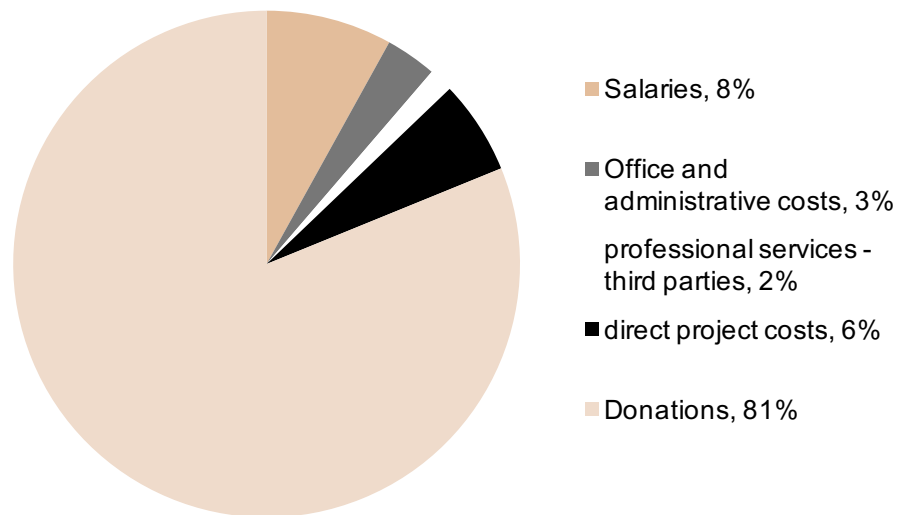
- NGOs started growing in number. First civil society grantmakers stopped mailing application forms.
- 15 banks went bankrupt.
- Economic crisis and inflation
- Political crisis
- Bulgaria 3-2 Germany [Euro Qualifying 1996 | Group Stage | Group 7]

Philanthropy in 90-ies

- Post socialist dependence on state to solve all issues
- Everybody seemed to have values but was left alone to help in practice. Abuse of trust was not too far.
- Some 35 000 “orphans” in institutions attracted givers’ attention,
- No volunteering, no local community activities.

An ant of an elephant?

- Our aspired expenditure pie



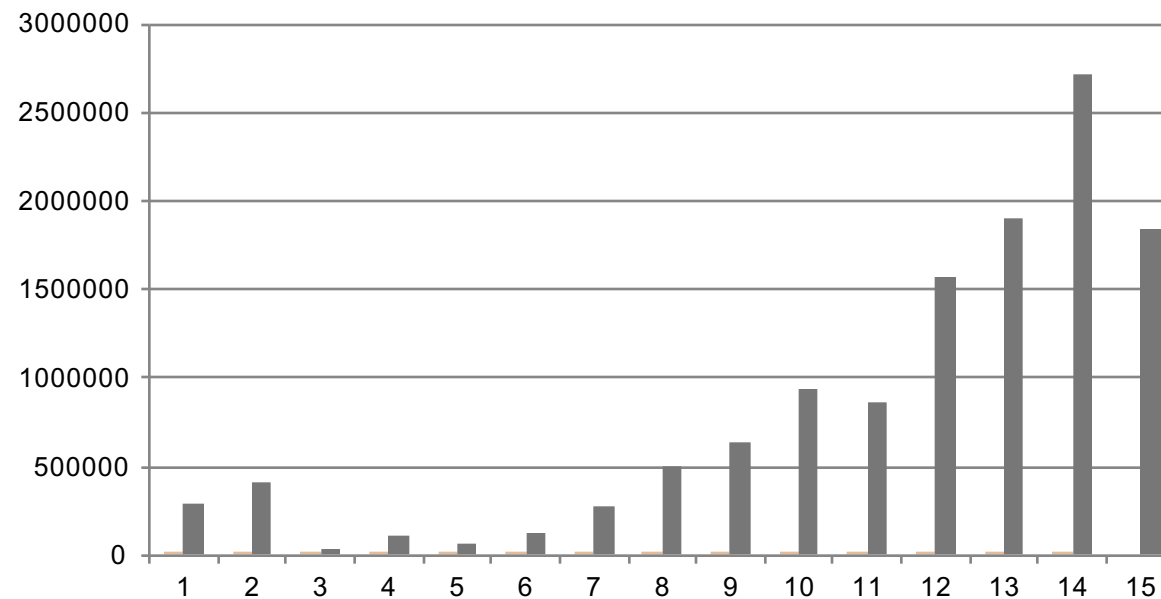
BCAF and CAF



- Tools?
- Culture?

BCAF in 2016

- Financial receipts growing
- Respected by corporations, individuals, NGOs, government and media



What we do now?

- Corporate grantmaking
- Payroll giving
- DMS
- Advisory
- Pool funds
- Campaigns

Stories about change

- Individuals:

Small but regular – payroll giving and first givers

- Companies:

From buying machines to paying salaries.

- Non-profit organisations:

Donors' needs, not yours!

More and More - Payroll Giving

- 1 716 104 BGN, growth by 50-20%
- Some 130 NGO beneficiaries, 30+ supported every year
- 3500 individual givers, turnover of another 500
- Back office administration – serious resources needed

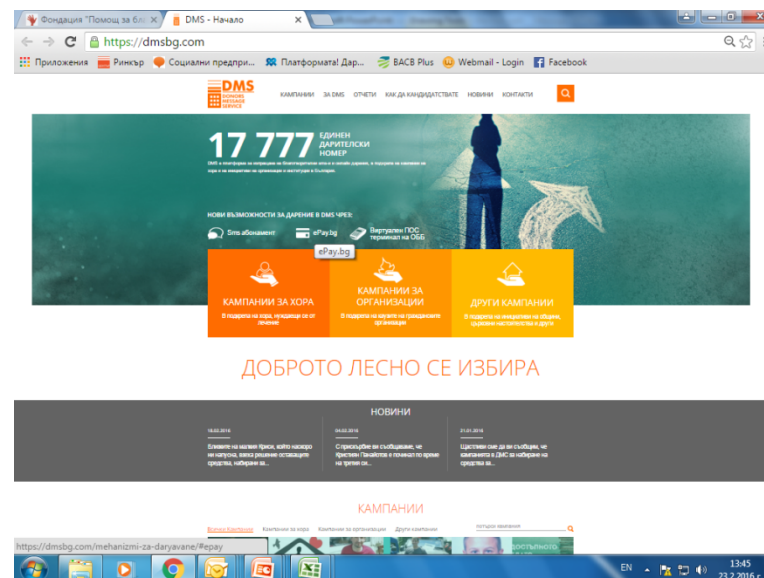
Funds and Campaigns

- 120-180 000 BGN annually
- A solution for small scale donors
- An entry point for big donors
- An education tool for companies
- An annual receipts of 40-13% of all donations

DMS 17777

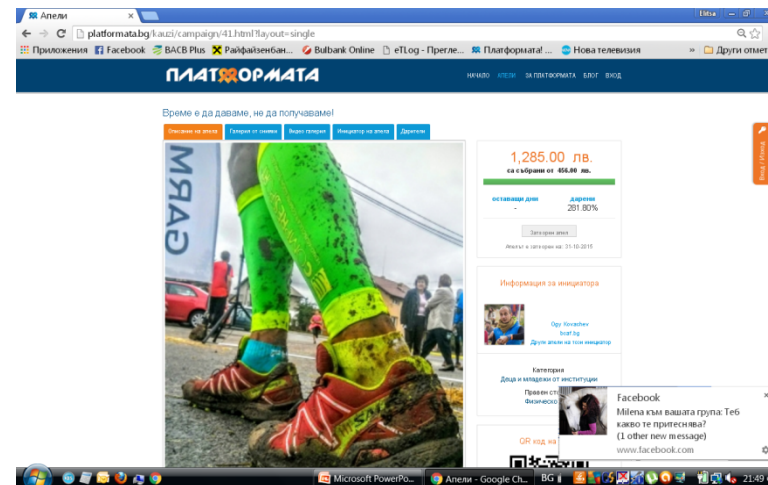
Operated with Bulgarian Donor Forum

- Giving through text messages and online
- A solution for NGOs, public institutions, other charitable organisations
- A tool for emergency fundraising
- Annual receipts of 50% of all donations (1 m annually)
- Launched with Czech Donors Forum support



Platformata.bg

- Social media for donors to give online (“Give with Me”)
- Crowdfunding on the rise
- Good for organising sports, cultural charity events



Key steps to success

- Persistence and patience
- Reasonable compromise
- Focus and enough resources, people,
- Management priority
- Integrity and openness

- Your culture
- Your pace
- Your path