



„FICE SRBIJA“  
 Udruženje stručnjaka za podršku deci i porodicama  
 Association of professionals for children and family support  
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CHILD PERSPECTIVES  
 ZWOLLE, HOLLAND  
 Ms Martine Tobe, director

SUBJECT:

## FINAL REPORT ABOUT PROJECT REALIZATION “DONOR MARKET”

### BASIC DATA ABOUT ORGANIZATION WHICH REALIZED PROJECT

NAME OF THE ORGANIZATION	Association of professionals for children and family support “FICE SRBIJA”
Legal status of organization	Civil Society Organization – Association of professionals
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Name of the PROJECT:

DONOR MARKET
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### Resume of Project Idea

The main goal of the Project was to organize event - DONOR MARKET for “FICE SRBIJA” members in order to collect funds for specific project activities in different institutions in Serbia.

Specific goals were:

- Strengthening management of “FICE SRBIJA” members in basic fund raising skills
- Increasing awareness and knowledge of potential donors about specific needs of FICE members
- Creating contacts and potentially providing long term partnerships between FICE members, and potential donors
- Transfer of experiences of West European countries in the field of organizing **Donor markets**
- Increasing credibility of “FICE SRBIJA”, as network which supports children and professionals in institutions, through support from credible foreign donor (**CHILD PERSPECTIVES**, Holland)



**Expectations were that the realization of project will lead to:**

- ✚ Increased responsibility of companies for the wellbeing of vulnerable groups
- ✚ Providing funds for realization of “FICE Srbija” members projects
- ✚ Promotion of “FICE SRBIJA” in public by long term donor – Child Perspectives (VJK) from Holland

Estimated duration of the project was five months



## REPORT ABOUT PROJECT REALIZATION

“DONOR MARKET” was realized as singular event on which 28 institutions and organizations in social care field – members of “FICE SRBIJA” presented 56 individual projects. (The list of participants is part of this report)

Presented projects were related with needs of beneficiaries of each institution which had a role of exhibitor. The goals of those projects were mainly: providing conditions for improvement of life conditions in institutions, development of missing services in the social welfare system – especially aimed for socially excluded groups of children and youth (from social care institutions), as well as sensitization and enhancement of public awareness and improvement of cooperation between “FICE SRBIJA” members and social responsible companies and individuals.

Members of “FICE SRBIJA” presented to potential donors services or programs which they wanted to develop, in order to gain their attention, trust and interest which could result with financing presented projects under agreed conditions (financially, or by donating equipment and services)

Presented projects referred to programs of additional support in the field of stimulation of development, integration and reintegration, inclusion, education, occupational and creative activities, respectively creation of possibilities for living in chosen or least restrictive environment...

Special contribution to the realization of the project was designing of catalog of projects in electronic form, which was distributed to all invited guests in advance... (Catalog in electronic form is part of this report.

Each of 28 institutions made two projects. One pleading for financial support and one pleading for support in equipment or different kind of services, which potential donors (companies and individuals) could offer to them.

Target groups in the project were:

- ❖ Institutions in social care field / members of “FICE SRBIJA”
- ❖ Individuals and companies with social responsible policies
- ❖ Media
- ❖ Decision makers in local communities

Direct beneficiaries were:

1. “FICE SRBIJA” members and also a number of “FICE SRBIJA” associates

Project was realized in three phases:

1. Phase of preparation
  2. Phase of realization
  3. Phase of evaluation
1. Phase of preparation took place during March, April and May 2013 and focus of project activities was on:
    - a. Creation of the project proposal and applying for funding
    - b. Communication with potential participants
    - c. Preparations of exhibitors for realization of DONOR MARKET
    - d. Preparation of the data base about potential donors



- a. Project was approved from "Child Perspectives" during March of 2013 and funds were ipating of transferred in June 2013.
- b. During preparation phase we got approval for participation of 29 institutions ("FICE SRBIJA" members) at DONOR MARKET.
- c. During preparation phase it was also created and realized one day seminar for representatives of institutions – exhibitors with main goal to improve their skills in the field of fund raising, as well as creating mutual plan for DONOR MARKET activities. Agreement was reached about the number of participants, content of presentations, duration of presentations, dead lines for creation of presentations etc. Seminar was held in "SOS Children village" in Sremska Kamenica. On the seminar 32 representatives of "FICE SRBIJA" members took part.

It is important to say that main contribution in creation of the concept of DONOR MARKET gave Dutch organization "Child Perspectives", whose representative Ms. Dijana Jankovic in very inspiring way transferred to participants experiences of Donor market keeping in Holland for already seven years.

Her advices at this preparation seminar helped in great deal to participants to prepare and work out their presentations through which they promoted the needs of their target groups and activities which they wanted present in order to provide funds necessary for the improvement of life conditions of children and youth under their direct protection.

D. During preparations for invitation of potential donors first it was made extensive exploration and insight in activities of social responsible companies in Serbia, either domestic, or foreign with representative offices in Serbia.

For those purposes it was organized meeting with Dutch embassy during May of 2013 were, thank to kindness of representatives of embassy, we got the list of foreign investors in Serbia ("Foreign investors list").

Dutch embassy supported DONOR MARKET. Representative of embassy was present at the event, she commended organization and promised that next time embassy will also support this kind of activity.

## 2. Phase of realization implied:

- a. Designing, printing and distribution of catalogs with projects of exhibitors (catalog in printed form is part of this report)
- b. Organization and realization of DONOR MARKET (event) in Serbian Chamber of Commerce (invitations and photos are in attachment)

Contribution to the DONOR MARKET gave also Ms. Brankica Jankovic, State Secretary for social welfare who opened the event and advocated for idea of promotion of institutions in the field of social care at this innovative way. Grantor of the project (Dutch organization "Child Perspectives" honored us through presence and support of Ms. Martine Tobe, who with her inspiring speech at the opening of MARKET and her genuine belief that in Serbia in this way could be found additional resources for improvement of living conditions of vulnerable groups, gave initial energy to the participants to represent their projects in best manner to potential donors. Additional contribution of Ms. Tobe was her presence at each and every stand and informing about concrete projects and specific needs of individual institutions.

At DONOR MARKET (event was held on June 12<sup>th</sup>) four donor contracts were signed, but also few more exhibitors had fruitful negotiations with guests – potential donors.

Institutions signed donor contracts in direct communication and cooperation with donors, defined dead lines, conditions of contract realization, as well as ways of informing donors about funds using. Market was organized in the tradition of European experiences concerning space, materials and duration of event itself.



3. Phase of evaluation implied:

- a. Analysis of project results on the level of organization and project realization team ("LEARNED LESSONS")
- b. Feedback gained from "FICE SRBIJA" members - participants of DONOR MARKET
- c. Distribution to participants and all stakeholders (interested parties) materials and information concerning EVENT.
- d. Continuation of the project through translation and distribution of presentations to the Dutch companies and similar institutions in Holland.

"Child Perspectives", our Holland partner, whose director, Ms. Martine Tobe was present at this first DONOR MARKET in Serbia in the social care field, showed readiness to translate all presentations on Dutch and distribute them to social responsible companies in her country as well as similar institutions with aim to establish future direct cooperation between institutions which can lead to the long partnerships and exchange of programs and good practice examples. This fact is additional benefit of whole project.

*Realization of the project was followed by media announcement. (Material is part of this report), as well as with presence of large number of reporters on the event (list in attachment)*

At the end of manifestation it was made TV report for the emission "PLACE FOR US" on the national network (RTS2) link: <http://youtu.be/wkmQsG26px4>

## CONCLUSION

Project "DONOR MARKET" fulfilled its aim of sensitization of target group of public (mostly social responsible companies), with main goal to induce their attention and to motivate them to start activities concerning donating and investing in social care field. It gathered members of "FICE SRBIJA", improved their skills and knowledge about fund raising and strengthened their belief that personal engagement (through actions and activities like DONOR MARKET) can improve conditions in which live the children and youth under their protection.

Of course, innovative practice, which for the first time was realized in Serbia in this way, generated for the most potential donors more curiosity than undertaken concrete actions of supporting shown projects. But the positive result of presence of representatives of companies at DONOR MARKET, which did not donate funds this time is their promise to predict in advance and dedicate some funds for this kind of activity in the future.

All activities were realized according to the approved project proposal – timetable was respected, organization of the event was in our opinion on high level, and all funds were spending in accordance to proposed budget.

This project (supported by "Child Perspectives" had also few more donors:

1. Serbian Chamber of Commerce did not charge using of their space when they realized what kind of activity we are trying to organize
2. Restaurant "Caruso" donated refreshments for participants
3. Volunteers of "FICE SRBIJA" did great part of job during preparation and realization of the project

In attachment there are all required financial documents

Belgrade, July 2013.

Project Coordinator  
Zeljka Burgund