

Project: FUNdRAISING - Professional Qualification of Fundraisers in Social Organisations in Europe".

Applicant: Diözesan-Caritasverband für das Erzbistum Köln e.V.

Project duration: 1.10.2023 - 30.09.2025 (24 months)

The cooperation project aims at the professional qualification of fundraisers in Europe. The focus is on professional exchange between the European partners and on learning about good practice. In addition, joint further training on the topic is planned.

The target group of the transnational cooperation project are professionals from the fields of grant acquisition, foundation management and fundraising of non-profit organisations who would like to further professionalise themselves in the field of acquiring third-party funding and are willing to look beyond their own horizons and exchange ideas with other professionals in Europe.

The following partners are participating in the project:

- Diözesan-Caritasverband für das Erzbistum Köln (Germany).
- Caritas of the Archdiocese of Vienna - Hilfe in Not (Austria)
- Fondazione Diocesana Caritas Trieste Onlus (Italy)
- Caritas Alba Iulia (Romania)

In concrete terms, four 2.5-day workshops are planned over a period of two years, with up to 16 professionals from each of the participating countries taking part. One workshop will take place in each partner country. The exchange is intended to create a common knowledge base and to promote professional development and professionalisation in the field of fundraising across countries. In addition, we are planning to hold two transnational seminar days with external lecturers in digital form for further professional qualification.

The term fundraising describes all measures with the aim of acquiring funds for non-profit organisations and social projects that promote the inclusion and equality of disadvantaged people in our societies. Fundraising is mainly used in larger non-profit organisations, foundations and other social enterprises. It is about more than just raising funds, but also about providing services and benefits in kind, recruiting volunteers or networking with supporters and funders.

Qualification content as well as professional qualification opportunities in fundraising have developed dynamically in recent years. Whereas until the turn of the millennium there were hardly any opportunities for more comprehensive further and advanced training in fundraising, there is now a wider range of opportunities available in different forms, quality and quantity in the EU member states.

Sufficient funding is the foundation of any quality training and counselling offer for the inclusion of socially excluded people and the promotion of diversity. Larger organisations and associations that are committed to the educational work and vocational qualification of disadvantaged people and the promotion of their social participation employ professionals who take care of the financing of the qualification and educational offers for the target groups concerned and continuously acquire third-party funding. This includes European funding as well as state and federal funding, funds from private and public foundations or, more recently, crowd-funding.

The participating project partners independently select those professionals for participation in the project and the transnational workshops who have sufficient professional experience in the acquisition of funding or who would like to gain professional experience as newcomers in this field. The professionals usually have a university degree in the field of social work, education, psychology, business or economics or a sound commercial education.