



PRESS RELEASE

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ONLY 10% OF INTERNATIONAL AID ORGANISATIONS FUNDRAISE BEYOND THE WESTERN WORLD

Only 10% of the top international aid organisations have a global fundraising strategy that looks beyond the Western World, according to a survey of the top 20 international aid organisations¹ by The Management Centre ('=mc'). The Management Centre is urging international aid organisations to 'globalise' their fundraising strategy, incorporating emerging markets such as Brazil and China, as well as largely undiscovered fundraising 'hot spots' like South Korea, Colombia, Thailand, Singapore, Argentina and UAE.

Bernard Ross, Director of The Management Centre, says:

"Philanthropy is rife far beyond European and US shores and yet many international aid organisations are yet to apply a truly global fundraising strategy that would enable them to access new donors across the world. Fundraisers must expand their horizons and seek funds in new and emerging markets, not only Brazil and China – two of the fastest growing economies, but also in new fundraising 'hot spots' like Mexico, Singapore, South Korea and UAE. Without doing so, the third sector risks facing a rapid decline in funding as more and more organisations compete for the same pot."

This research follows the publication of the World Wealth Report 2008, by Merrill Lynch and Capgemini, which reveals that the 10 million wealthiest individuals worldwide have a combined wealth of US\$41 trillion². The large majority of these mega-wealthy individuals are based in emerging markets. In 2002, these individuals gave US\$285 billion to philanthropic causes.

Commenting on the opportunity for international organisations to seek funds from the 'mega-wealthy' in emerging markets, **Francesco Ambrogetti, coordinator of the research and Senior Consultant at =mc**, adds:

¹ =mc research based on desk research and key informant interviews surveying 20 of the top international aid organisations and charities based in Europe and US, with a combined annual fundraising income in excess of £6 million.

² 41,000,000,000,000 US dollars, source: World Wealth Report 2008, Merrill Lynch and Capgemini.

“It is staggering to think that 10 million people have the power to wipe out world debt, and yet so few of them are being targeted by international aid organisations for funds. In many parts of the world, particularly Asia - where more wealthy people give and give much more than their European and US counterpart – there is a highly philanthropic culture. Fundraisers are missing a trick by failing to target these potential ‘mega-donors’ in new and emerging markets.”

The Management Centre’s seminar, ‘*Global Fundraising for International NGOs*’, taking place in London on 18th November and Geneva on 20th November 2008 will unveil untapped wealth in emerging and new markets. The seminar is designed to enable international charities to access new donors in new markets, focusing upon 4 key areas; Asia, Latin America, Australasia and the Gulf.

The event features case studies from the World Food Programme, International Union for Conservation of Nature, UNICEF and United Nations Volunteers. Speakers include: Bernard Ross, Director; Angela Cluff, Principal Fundraising Consultant and; Francesco Ambrogetti, Senior Fundraising Consultant of =mc UK, Usha Menon, Director of =mc Asia, Charlotte Grimshaw, Senior Consultant of =mc Australasia and Terek Shayya, fundraising expert for the Gulf Area and Middle East.

EVENT DETAILS

Title: Global Fundraising for International NGOs
Date: 18 November 2008 (London), 20 November 2008 (Geneva)
Time: 9.30am-5pm, followed by drinks reception
Cost: £200 +VAT (or £180+ VAT if booked before 26 September 2008)
Bookings: Visit www.managementcentre.co.uk/seminars or call 020 7978 1516

Find out more about The Management Centre’s seminar programme at:

www.managementcentre.co.uk/knowledgebase.

- ENDS -

MEDIA ENQUIRIES

For further information, please contact Moi Tu on **020 7978 1516** or email

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NOTES TO EDITORS

1. The Management Centre

The Management Centre (=mc) is the UK's leading training and consultancy provider working exclusively with not-for-profit organisations. Its customers include Amnesty International, Cancer Research UK, RNLI, Fairtrade Foundation, Concern Worldwide, and Bury Metropolitan Borough Council.

2. Key Dates from The Management Centre's Autumn Training & Development Diary

Date	Event Title	Venue
02-03 Oct 08	Managing Multiple Priorities	Central London
07 Oct 08	Developing Personal Presence*	Central London
14-16 Oct 08	Leadership Development Programme	Central London
19-24 Oct 2008	International Management Programme – Management Training for NGOs	Rama Garden Hotel, Bangkok
20 Oct 2008	Transformational Change – how charities are recreating their organisations to drive results	Central London
21-23 Oct 2008	Project Management	Central London
28 Oct 08	Balanced Scorecard: A fast track introduction*	Central London
02-07 Nov 08	National Arts Fundraising School	Sussex
12-13 Nov 08	Taking Charge of Change	Central London
18 Nov 08	Global Fundraising for International NGOs	London
19 Nov 08	Breakthrough Personal Performance*	Central London
20 Nov 08	Global Fundraising for International NGOs	Geneva
25-27 Nov 08	Strategic Leadership	Central London
25-27 Nov 2008	Transformational Presentation Skills	Central London

**events in association with Second Wave Consulting*