



A One-Day Fundraising Workshop for Fundraisers and Senior NGO Staff

Selling Philanthropy:

What is Major Gift Fundraising and why is it relevant to my charity?

9.30 - 17.00; Saturday, December 11th, 2010

at Sundaram Medical Foundation Auditorium, Dr. Rangarajan Memorial Hospital, Chennai

American philanthropists Bill Gates and Warren Buffett have recently established the 'Giving Pledge' to encourage all billionaires to pledge to give away at least half of their wealth in their lifetimes, and they have been touring Asia to encourage billionaires to do likewise in China, India and elsewhere. So philanthropy is very much on the agenda for at least some of the wealthy elite here in India; many of them are quite familiar with what happens in the US and are looking for worthwhile projects back home. But what is the response of the Indian not-for-profit sector to this great opportunity? There is concern that charities in India lack the skills and the confidence to build the right types of relationships with potential Indian philanthropists.

In this workshop, our international fundraising experts - Julian Marland and Surat Sandhu - will introduce participants to the basic principles of major gift fundraising, which has been such a success in American universities for many decades, and is now being successfully adopted in other not-for-profit sectors in many other countries. They will demystify the process of asking for large amounts of money and give participants examples of successful strategies.



Julian Marland is based in Hong Kong as Managing Director of Brakeley Asia, part of the global Brakeley network, which has its roots in the history of American major gift fundraising for Harvard and other Ivy League universities in the early 20th century. He has been a professional fundraiser for over 16 years, beginning his fundraising career with a successful £100m campaign for the British Museum. The title of the workshop is based on a letter Julian had published in The Economist newspaper in 2006, pointing out that for all the current hype about the new age of philanthropy, like most things in life, 'Philanthropy is sold, not bought'.



Surat Sandhu is an International Development Consultant. He was the chair of SAFRG from Oct 2005 to Apr 2009. Prior to this he was the CEO of HelpAge India. He has been a consultant with OXFAM GB, UK and a senior consultant with Brakeley Fundraising & Management Consultants, London. He also serves as the Advisor/Board Member of numerous organizations and has clients in India and abroad. He is a regular speaker at national and international conferences on Fundraising.

"In India there are lakhs of people who can give lakhs of rupees, but we need different approaches and techniques to reach them" – Surat Sandhu

About Us

South Asian Fund Raising Group (SAFRG) is a non-profit organization and has provided best-in-class fundraising and communications training in the region for more than 20 years. Established in 1989 with the mission 'To build fundraising capacity in South Asia', SAFRG has been at the forefront of such initiatives.

Sundaram Medical Foundation (SMF) is a "not for profit" Trust set up by the Sundaram Finance Group of companies. Established in 1994, the hospital seeks to provide quality medical care to the community at affordable cost. SMF works closely with the community and provides help on preventive and early detection of diseases apart from the cure.

Participation Charges: ₹ 2,500

Inclusive of: materials, lunch, refreshments, and resource book

For more details & registrations, please contact:

South Asian Fund Raising Group

D-7 / 7346, Vasant Kunj

New Delhi - 110 070 INDIA

Ph: +91 11 2613 2024

Fax: +91 11 2613 2086

Email: rosaline@safrg.org

Or programs@safrg.org

www.safrg.org