



## Newsletter: Issue No. 2 May 2016

### 2into3 Ireland's *Not-for-Profit Specialists*

Welcome to the latest issue of 2into3's Quarterly Newsletter.

Each quarter we will offer insights into the not-for-profit sector, fundraising, management consulting, philanthropic trends and developments within 2into3. This newsletter is intended to inform, educate and promote thought and discussion.

We hope you find the content interesting and useful, and we welcome your feedback.

2into3 Team

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**2into3** assists not-for-profits develop and deliver on their missions. We work with not-for-profit sector leaders and collaborate with partners to help scale impact, develop sustainability, build leadership and innovate.

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## **Group Consulting Workshop Series**

### **Service Offering**

A Group Consulting Model tailored to support the needs of smaller clients in the area of fundraising strategy development.

For each workshop series, 2into3 will work with 5- 8 organisations in a high quality collaborative process in order to develop capacity and customised fundraising strategies.

On completion, participants will have developed a fundraising strategy for their organisation and an increased knowledge of fundraising implementation.

### **Process**

A 14 week group workshop model, using a proven approach to preparing a fundraising strategy; participants will develop a tailored fundraising strategy using tools and templates which build organisational capacity as well as readiness to engage in fundraising implementation. The model utilises 2into3's in conjunction

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with Prospect23, Diaspora Matters and invited experts. The organisations work through the stages of the process simultaneously with advice and instruction.

## Outcomes

- An organisation- specific fundraising strategy according to best practice standards
- Increased capacity on how to build donor networks
- A coherent understanding and approach to fundraising at organisational level

## Topics





WORKSHOP

1

Key fundraising concepts and principles including definitions, fundraising methods and the wider fundraising landscape

WORKSHOP

2

Key organisational principles needed in order to fundraise effectively and the steps to get there

WORKSHOP

3&4

Understand your business model, determine your long-term vision and pinpoint your fundraising target per annum, for 3-5 years

WORKSHOP

5&6

Develop a plan to assist in reaching the fundraising goal, including best practice methodologies. Participants will be facilitated to develop a plan that will complement the strategic framework of the organisation and work within the parameters of its ethos and

WORKSHOP

7

Facilitated workshop identifying potential valuable donors unique to each specific organisation

WORKSHOP

8&9

A case for support framework which will inform the development of effectual communication

WORKSHOP

10

Identifying respective roles in the cultivation, recruitment and stewardship of donors

## Suitability Criteria

- The organisation will need to have sufficient buy-in at executive and board level. The CEO/Director, a Board representative and, if applicable, the fundraiser will be required to attend each workshop session and input into the strategy development process.
- The organisation must take a holistic approach to fundraising and be willing to make changes as a result of the outcomes of the strategy development process.
- The organisation must be in a financial position, and want to grow.

*To express interest or for more information on 2into3's Group Consulting Workshops, contact Amy Power, Consultant on [Amy.Power@2into3.com](mailto:Amy.Power@2into3.com) or call 01 640 1824*



## Quarterly Monitoring Service

2into3 are Ireland's leading specialist advisors and capacity builders for the Not-for-Profit sector. Each year, 2into3 produces an *Annual Fundraising Report*, the only one of its kind in Ireland.

There has been a request by the sector for a more frequent and up-to-date monitoring service which 2into3, in partnership with Fundraising Ireland, now provide.

### Benefits

- Provides frequent and comprehensive information on Ireland's fundraising landscape.
- Provides extensive benchmarking data, allowing you to compare your fundraising experience with that of your peers both within and across subsectors.
- Every quarter, the following will be reported for the Not-for-Profit sector as a whole and by subsector:
  - Total fundraised income
    - By quarter
    - Year to date
    - Compared with previous quarter
  - Moving average of fundraised income.
  - Fundraised income by method.
  - Cost of fundraising by method.
  - Cost of recruitment channel used for specific methods.

### What's Involved?



### Cost

Subscription to the 2into3 Quarterly Fundraising Monitor is based on an affordable annual fee as set out below. Fees are subject to VAT @ 23%.

Organisation's Annual Fundraising Income	12 Month Subscription
> €5m	€1,500
> €1m < €5m	€900
> €250k < €1m	€600
< €250k	€300

*For more information on our Quarterly Monitoring Service,  
please click [here](#)*



## The Dóchas Annual Conference 2016: 2into3 Sponsor the Global Citizen of the Year Award



Amy Power, Consultant with 2into3, presented Colette Nkunda of Misesan Cara with the Dóchas Global Citizen of the Year Award at the inaugural Dóchas Annual Conference in Croke Park on Thursday May 5th 2016.

2into3 were proud to sponsor this award which recognises inspiring individuals working for global justice and celebrates those unsung heroes working to alleviate poverty and who strive for equality for all. We have known Colette for some time as she previously worked with Glenree Centre for Peace and Reconciliation as Programme Manager before taking her current role as Learning and Development Officer at Misesan Cara.





President Michael D. Higgins also attended the event to deliver the keynote address. It was a momentous gathering of international and domestic NGOs, government representatives, environmental groups, activists, civil society and private sector organisations coming together to connect, collaborate and make change happen. The Summit celebrated the journey international development has travelled so far and looked to the future. A big congratulations to all the winners!



## Introducing: Leona Kavanagh, Associate

2into3 are delighted to welcome Leona Kavanagh to our team.

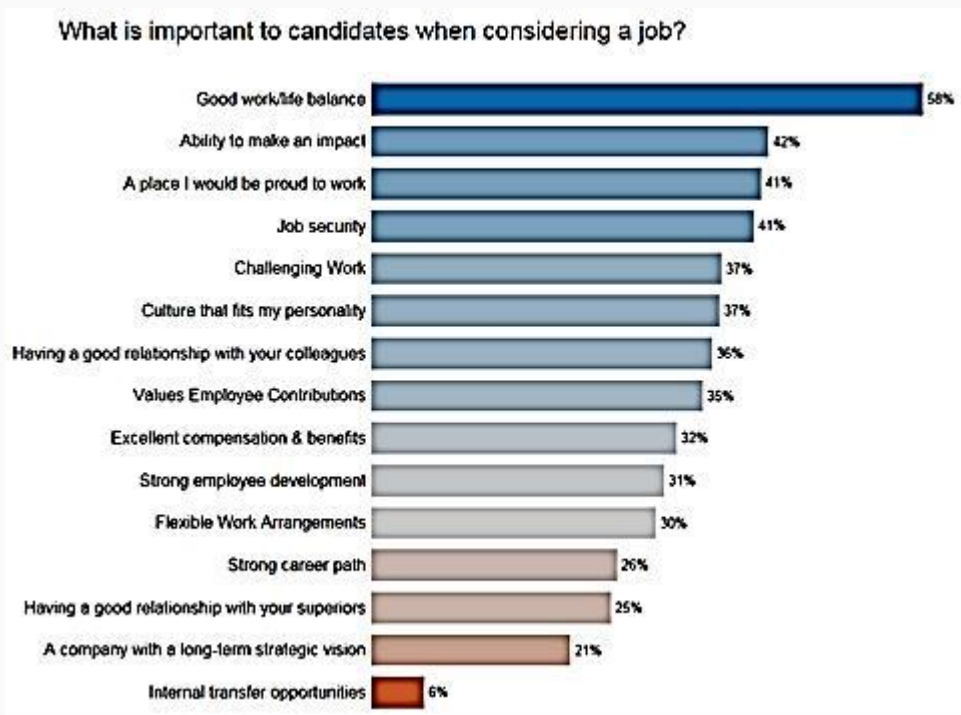


Leona Kavanagh is an Associate of 2into3, currently working as Development Manager for the Dublin International Piano Competition. Leona has over 15 years' experience in the not-for-sector, including 12 years in overseas development. Prior to her role at the Dublin International Piano Competition, Leona was Head of Fundraising & Marketing at Trócaire, managing all aspects of the Fundraising, Marketing and CRM portfolio as well as having involvement in brand strategy development and management. Leona received a B.A. in English and History from University College Dublin, followed by a BBS in Business and Marketing from the Institute of Technology. She also holds a Diploma in Digital Marketing.



## Job Satisfaction in the Not-for-Profit Sector

2into3 obtained exclusive data via LinkedIn outlining what candidates are most interested in when securing a job in the Not-for-Profit sector. The survey was conducted by LinkedIn in Quarter 3 2015, and was based on a sample size of 1,248 participants across the U.K. and Ireland. The survey revealed that when considering a job in the Government, Education or Not-for-Profit industries, a good work-life balance is the most important factor taken into account. Making an impact, challenging work and job security were also listed as significant factors.



## Increasing Giving Levels in Ireland

2into3's latest report, *The Irish Not-for-Profit Sector: Fundraising Performance Report (2015)*, outlined a substantial disparity between giving levels in the United Kingdom and Ireland. The report found that in 2013 Ireland's giving per capita was €161, only half that of the United Kingdom's €321 per capita. Ireland has scope to increase its charitable giving by learning from the United Kingdom.

There are several areas where differences in the fundraising landscapes of the two countries account for the greater level of giving in the United Kingdom, namely: incentives to give in tax code, giving culture and transparency and trust.

There are significant differences in tax codes between the two countries. In the United Kingdom, a donation to a charitable cause benefits the donor as well as the charity that receives it e.g. 20% refund is gained if the donor pays tax at the higher rate of 40%. In Ireland, there is no personal tax benefit for the donor with the charity receiving a 31% refund of taxes paid.

In Ireland, an inheritance gift to a charitable cause is exempt from gift tax and inheritance tax but in the United Kingdom, the incentive is far greater. Provided 10% or more of the net value of an estate is left to charity, the overall inheritance tax rate is reduced from 40% to 36%.

For corporate giving there are also significant differences. In the United Kingdom, after making a charitable donation, a company may deduct the value of the donation from the total business profits before paying tax. In Ireland, a company is entitled to claim a deduction at the 12.5% corporation rate of tax for the charitable donation alone.

Even for smaller donations, the tax system in the United Kingdom offers greater incentives to give to charities. The Payroll Giving scheme ensures a £1 donation costs 80p and if the donor pays tax at the higher rate or additional rate it costs just 60p or 55p. No such structure exists in Ireland.

Changes in the Irish tax code to bring it in line with the United Kingdom could close the “giving gap” which is a prize of €736m per annum in increased philanthropy. A prize most certainly worth pursuing.

Dennis O'Connor, Director

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