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Press release  
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## **International Fundraising Congress to host discussions on ‘internationalising’ F2F best practice**

Options for internationalising face-to-face (F2F) fundraising professional and regulatory best practice are to be discussed in October at the 30<sup>th</sup> **International Fundraising Congress (IFC)**, the world’s leading conference for fundraising development.

The **Resource Alliance**, organiser of the IFC, announces an extended session running over the entire afternoon of Thursday 21 October, convened by the UK’s **Public Fundraising Regulatory Association (PFRA)**, as a new and valuable addition to this year’s programme.

The session – *F2F United! Does F2F fundraising need to organise internationally* – aims to discover whether there is an appetite among fundraisers around the world for sharing skills, experience and best practice and, if so, what form this co-operation could take.

Mick Aldridge, PFRA’s chief executive, says: “Face-to-face fundraising is a global fundraising ‘movement’ that is practised in various forms in upward of 50 countries. Yet it is a nascent one without leadership or sharing of professional or regulatory best practice.

“This means that knowledge in dealing with the media, complaints handling, professional best practice, stewardship and working with regulators and legislators is rarely shared beyond national boundaries and has to be rediscovered from scratch each time a problem is encountered.

“That’s why we are pleased to be working with the Resource Alliance on this extended session. I was at the IFC last year and my gut feeling is that there is demand for information and exploration in this area. The PFRA, as one of the leading self-regulatory bodies in the world, will be there with a lot of expertise and experience to contribute.”

Neelam Makhijani, chief executive of the Resource Alliance says: “This additional session on face-to-face fundraising is not only adding value to the programme but it is highlighting an area of fundraising that is widely used, and used successfully.

"As the IFC is about people coming together to form a fundraising community, to explore and develop all avenues of fundraising, it is an ideal platform for this discussion to take place. The Resource Alliance is also very keen to share the findings from this session throughout the global south, through our workshops, where face-to-face fundraising is becoming very popular, especially in India and Brazil.

"With global leaders in face-to-face fundraising attending – this debate is one that can not be missed."

The session will be hosted by Mick Aldridge (UK), CEO of the PFRA, and international F2F expert Daryl Upsall (Spain), and feature contributions from Owen Watkins (Switzerland), global F2F specialist at Unicef, and PFRA's head of communications Ian MacQuillin (UK), with other renowned F2F practitioners to be confirmed.

Topics to be discussed include:

- Do fundraisers want practical skills sharing, such as swapping case studies?
- Could there be a central bank of information accessible by NGOs, such as case studies in dealing with the media or benchmarks for attrition?
- Is there a need for a full international umbrella body?

The full programme is available on the IFC website: [http://www.resource-alliance.org/ifc/latest\\_ifc\\_news/1150.asp](http://www.resource-alliance.org/ifc/latest_ifc_news/1150.asp)

Delegates will receive a full report of proceedings along with recommended next steps.

The 30<sup>th</sup> IFC will take place at the NH Leeuwenhorst Hotel and Conference Centre in Noordwijkerhout, Netherlands on October 19-22, 2010.

## **ENDS**

For further information, contact: Ian MacQuillin, head of communications [ian@pfra.org.uk](mailto:ian@pfra.org.uk), +44 (0)20 7401 8452, +44 (0)7989 447183

For further information regarding IFC generally or to arrange an interview with Neelam Makhijani, contact:

Rebecca Ward, TurnerPR, [rebecca@turnerpr.co.uk](mailto:rebecca@turnerpr.co.uk), +44 (0)7958 551855

## **Notes for editors**

**Resource Alliance** ([www.resource-alliance.org](http://www.resource-alliance.org))

The Resource Alliance is an international network working to build the capacity of not-for-profit organisations to mobilise funds and local resources for their causes. It achieves this through training, knowledge sharing and networking activities worldwide. The Resource Alliance runs conferences and workshops all round the world, runs a qualification and accreditation scheme for developing world fundraisers, and has helped set up and support national fundraising organisations, national fundraising associations and fundraising awards programmes.

## **30<sup>th</sup> International Fundraising Congress**

Date: 19-22 October 2010

Venue: NH Leeuwenhorst Hotel, Noordwijkerhout, Holland

The IFC is the world's leading conference for senior fundraisers, an international platform that annually brings together more than 1,000 fundraisers from over 50 countries for learning, high level debate and networking. Staged every year since 1980, the programme now features:

- Over 40 workshops (1.5 hours)
- 15 Masterclasses (6.5 hours) – the master class programme is now published online
- A series of 5 'Big Room' challenging and dynamic sessions that will feature insights, case studies and predictions in five key areas of fundraising practice
- Exhibition suite featuring fundraising consultants and suppliers
- Networking and social events programme

Through the IFC, the Resource Alliance aims to display the best of the best in fundraising, provide a platform for exchanging information and, ultimately, to help build capacity of non-profits across the world. For more information, go to [www.resource-alliance.org/ifc](http://www.resource-alliance.org/ifc)

### **The PFRA – [www.pfra.org.uk](http://www.pfra.org.uk)**

The Public Fundraising Regulatory Association (PFRA) is the nationally recognised self-regulator for all forms of face-to-face (F2F) fundraising activity – direct debit solicitation or data-capture – conducted in public spaces by charities and good causes anywhere in the UK. Supported by the Office of the Third Sector and the Charity Commission but without drawing on public funds, PFRA seeks to guarantee the sustainability of F2F with the donating public by working in partnership with local authorities, TCMs and BIDs to provide and enforce bespoke and free-to-user durable and Charities Act 2006-compliant local voluntary management solutions within the framework of the Institute of Fundraising national Code of Practice.

Our work and effectiveness is recognized by the Institute of Licensing, NALEO, and the Association of Town Centre Managers, all of whom occupy observer seats on our board of management. We were among the founder members of, and occupy a seat on the board of, the Fundraising Standards Board. We are a corporate affiliate of the Trading Standards Institute – committed to fair trading and consumer protection.

### **Mick Aldridge**

Mick Aldridge has been a professional charity fundraiser since 1992, initially in telemarketing and since 2000 in the field of face-to-face fundraising. In both disciplines his focus has always been on regulatory and legal compliance. Prior to that he worked in events management, local government policy development, retail logistics, and directly for a number of different charities. He has been involved in the PFRA since its inception in July 2000 and was a continuous member of its board until he became its second chief executive in April 2006. He is a member of the Institute of Fundraising, fellow of the Institute of Direct Marketing, and sits on the Fundraising Standards Board. In June 2009 he was voted the "Most Influential Person in Fundraising" (by readers of *Fundraising* magazine).