



## PRACTICAL PHILANTHROPY ACROSS EUROPE

**4<sup>TH</sup> ANNUAL KBFUS ALUMNI-PPE CONFERENCE | 18 MAY 2018**  
**ZACHĘTA – NATIONAL GALLERY OF ART, WARSAW, POLAND**

### A New Need for Solidarity

Those of us privileged to call ourselves alumni of the King Baudouin Foundation US Conference have been meeting every year since 2015 to share our challenges, opportunities and successes. At our previous conference at the Institut des Hautes Études Scientifiques in Paris in 2017, we created our own association called *Practical Philanthropy across Europe* (PPE) that brings us together as the leaders in philanthropy across Europe. All of us have the inspirational responsibility to help make the world a better place owing to our activities in strengthening the work of Culture, Science and Education in Europe. At this time of growing uncertainty, there is a need for a new solidarity for those of us who believe in the role of culture, science and education to guide the world to a kinder and more positive place.

This year we gather in Warsaw at Zachęta – National Gallery of Art, where we will learn from experts and each other, at our 4<sup>th</sup> Annual KBFUS-PPE Conference. We hope that you will join us at Conference so that we might have the benefit of your views and insights, and leave with a new sense of solidarity about the value of our endeavours.

Below you will find the Conference Programme, information regarding the venue, payment details and discounted accommodation. The Organising Committee looks forward to welcoming you to Warsaw!

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## PROGRAMME

4<sup>TH</sup> ANNUAL KBFUS ALUMNI-PPE CONFERENCE | 18 MAY 2018

A NEW NEED FOR SOLIDARITY

ZACHĘTA – NATIONAL GALLERY OF ART, WARSAW, POLAND

09h00 - 09h15

**Registration and tea & coffee**

09h15 - 09h30

**Welcome by Hanna Wróblewska, Director of Zachęta – National Gallery of Art**

### PART I – BEST PRACTICE

09h30 - 10h15

**Best practice from the KBF-US Alumni and Practical Philanthropy across Europe**

**Breakaway Session 1: Best Practice - Fundraising for Arts & Culture**

**Breakaway Session 2: Best Practice – Fundraising for Universities & Research**

10h15 - 10h45

**Does your brand cut it?**

Using the case study of the University of Winchester's rebrand and overhaul of marketing, Sam Jones will look at the importance of getting savvy with our branding, communication and marketing in a crowded and increasingly complex global marketplace.

Sam Jones, Director of Communications and Marketing, University of Winchester, UK

**10h45 - 11h00: Coffee Break**

11h00 - 11h30

**Fundraising through an Art Auction: How to succeed**

Holding an art auction is an excellent way to raise money, for collectors to buy great art at a good price and for artists to promote their work. But how to start and what to do to make your auction a successful long-term endeavour? How to reach the fundraising target, but with consideration for the other two pillars of the project?

Katarzyna Kulczyk, Board Member, Bator Tabor Foundation

Zuzanna Podgórska - Szafran, Development Manager, Bator Tabor Foundation

11h30 - 12h15

**Philanthropy and NGO partnerships. Agile collaborations to address societal challenges**

In this presentation, the panelists will talk about their hands-on project collaborations in Poland and beyond, focusing on topics such as media literacy and citizenship education. They will illustrate their joint history of operational projects developed through solid and sustainable partnerships.

Alicja Pacewicz, Vice President, Center for Citizenship Education, Member of the Board of the Evens Foundation

Eva Van Passel, Media Programme Manager, Evens Foundation

12h15 – 12h30

**An introduction to Transnational Giving Europe**

More European citizens are willing to make cross-border gifts and donations to help and support international causes and foreign charities. The TGE network covers 18 countries and enables donors, both corporations and individuals, resident in one of the participating countries, to financially support non-profit organisations in other Member States, while benefiting directly from the tax advantages provided for in the legislation of their country of residence.

Agnieszka Sawczuk, President, Foundation for Poland

**12h30 - 13h00: Lunch Buffet**

**PART II – CASE STUDIES**

13h00 - 13h30

**The Museum of the History of Polish Jews: Public-Private Partnership**

The Museum of the History of Polish Jews is the first public-private partnership institution of its kind created by the Ministry of Culture, City of Warsaw, and the Association of the Jewish Historical Institute of Poland. The Association initiated the Museum project and was responsible for the development and production of the core exhibition. Thanks to the support of donors from all over the world, between 1993 and 2014, the Association raised PLN 145 million for this purpose. After the opening of the core exhibition in October 2014, the Association continues to work with partners from around the world to raise awareness of this unique place and garner support from an international community of donors.

Marta Wróbel, Director of Development, Association of the Jewish Historical Institute of Poland

13h30 - 14h00

**The Museum of Modern Art in Warsaw: Museum-in-Construction**

The Society of Friends of the Museum of Modern Art in Warsaw was formally established on February 26, 2009. Its main objective is to support the emerging Museum. The Museum of Modern Art in Warsaw is a public cultural institution brought into being by the ordinance from April 6, 2005, issued by the Minister of Culture and National Heritage. It is currently in the process of building its destination quarters, whose erection on the northern side of the Parade Square (in front of the Palace of Culture and Science) has already been planned. The Society supports this goal, as well as educational activities and acquisitions to the collection.

Katia Szczeka, Board Member, Society of Friends of the Museum of Modern Art in Warsaw

Natalia Cetera, Coordinator of the Society of Friends of the Museum of Modern Art in Warsaw

14h00 – 14h30

**The National Museum in Warsaw and the tradition of philanthropy**

The Society of Friends of the National Museum in Warsaw is a growing community. It focuses on projects that promote the National Museum and its collection. The Society supports the Museum in organizing temporary exhibitions, research, art acquisitions to the collection and buying out deposits, conservation of artworks, educational programmes, new investments and restorations.

The Society is very successful in fundraising for the Museum, through donations, charity auctions and esteemed galas that unite philanthropists, artists and art lovers.

Paweł Kastory, Board of Trustees of the National Museum in Warsaw, President of the Society of Friends of the National Museum in Warsaw

14h30 - 15h30

**Cutting through the clamour: crafting your Case for Support in a turbulent world**

The narrative around universities and charities and cultural organisations is changing. Once we were seen as the solution to so many social and economic imperatives. Now we are in the firing line as part of the problem. In that shifting context, how do we best craft a Case for Support to cut through the white noise and convince old friends and new to work with us?

Joanna Motion, Partner, More Partnership

***15h30 - 15h45 Coffee Break***

15h45 - 16h15

**What's next and Farewell. The future of Practical Philanthropy across Europe**

Panel discussion and interactive session, facilitated by the planning committee

16h30 - 18h00 **Networking, drinks and canapés**

**18h00 – Preview of the exhibition “What is Enlightenment? 200 years of the Prints Cabinet of the University of Warsaw Library”, Museum of Modern Art, Warsaw**

A dialogue between drawings and prints from the historical collection and its interpretations by contemporary artists.

## AN ONLINE SURVEY FOR OUR BEST PRACTICE SESSION

For our Best Practice Session we kindly ask you to complete an online survey “Best Practice in Fundraising”.

**The survey will be sent out on the 17 – 18 April 2018.**

## IMPORTANT INFORMATION ON THE 4<sup>TH</sup> ANNUAL KBFUS ALUMNI CONFERENCE Payment

Conference fee: 60 Euro

(Please note that your registration will be completed once your payment is processed. Please would you register and pay before 30<sup>th</sup> April 2018.)

**Account number for Zachęta – National Gallery of Art: PL44 1130 1017 0020 1460 8920 0001  
SWIFT – GOSKPLPW**

**Zachęta – Narodowa Galeria Sztuki  
Plac Małachowskiego 3  
00-916 Warszawa**

**Title of the transfer: Workshop “Practical Philanthropy Across Europe” 18<sup>th</sup> May 2018**

### Location



Zachęta – National Gallery of Art, Plac Małachowskiego 3 is located in the heart of Warsaw, opposite Sofitel Victoria Hotel and the Tomb of the Unknown Soldier, near Saski Garden.

<https://www.google.com/maps/place/Zach%C4%99ta+%E2%80%93+Narodowa+Galeria+Sztuki/@52.2393277,21.0093341,17z/data=!3m1!1e3!3m4!1s0x471ecc604ed95455:0x96b7656020e5d9e!8m2!3d52.2393277!4d21.0115228>

## Accommodation

Our group has a discounted rate of 530 złotych (130 euros) for a single room in Radisson Blue Hotel, ul. Grzybowska 24, which is a walking distance from Zachęta.

Please note that the special rate is valid until 25<sup>th</sup> April 2018. The password is “Zachęta” or “Zachęta – National Gallery of Art”

## Food

Lunch will be served and coffee will be provided at Zachęta throughout the day. We will also arrange a reception at the Museum of Modern Art on Friday evening.

We will be happy to arrange a dinner for the group on Friday night. We kindly ask you to confirm your interest in participating in the dinner by 30<sup>th</sup> April 2018.

## Proposal for Saturday

For those of you who are staying for Saturday, we would like to offer an inside tour of Warsaw and arrange visits to artistic and cultural institutions which give the city its unique character, for example, The Centre for Contemporary Art, POLIN – Museum of History of Polish Jews, Keret House, Królikarnia Sculpture Museum and more. We kindly ask you to let us know if you would be interested in a Saturday programme by 30<sup>th</sup> April 2018.

## Your Organising Committee

### Zofia Koźniewska

Development Coordinator  
Zachęta, National Gallery of Art, Warsaw

### Erica Lutes

Executive Director  
Fulbright Belgium, Luxembourg, Schuman

### Marie Caillat

Directrice du développement  
et de la communication  
Institut des Hautes Études Scientifiques, Paris

### Elke Kristofferson

Head of Partnerships & Foundation Relations  
Centre for Fine Arts, Brussels

### Bruno van Dyk

Director  
Development and Alumni Relations Office  
Durham University, England

### Lars Hamann

Head of Communication and Development  
Museum Jorn, Denmark