



BUILDING SUCCESSFUL FUNDRAISING PARTNERSHIP IN 2016

2nd KBF US ALUMNI WORKSHOP

BRUSSELS - APRIL 15, 2016

PROGRAM

- 9:00 am - 9:30 am** REGISTRATION
- 9:30 am - 9:45 am** Welcome by KBF US alumni organizing committee
- 9:45 am - 10:30 am** **LUDWIG FORREST**, Philanthropy Advisor at the King Baudouin Foundation :
“*Working with American foundations and fundraising in the U.S.*”
- 10:30 am - 12 pm** Breakout sessions on fundraising :
- CHRISTINE JAKOBSSON**, Cooperation coordinator at the Swedish University of Agricultural Sciences : “*higher education*”.
- LARS HAMANN** : “*Building political support*”
- 12 pm - 1 pm** **WETWORKING LUNCH** (sponsored by Transnational Giving Europe)
- 1 pm - 2:30 pm** **GEORGE PERLOV** : “*Thinking Outside the Box on Fundraising*”
- We will explore fundraising from a social marketing (behavior change) perspective — how can you increase engagement and decrease resistance to giving? We’ll also look at creative ways others have campaigned and raised funds for their organizations from around the world.
- 2:30 - 2:45 pm** **COMFORT BREAK**
- 3:00 - 4:30 pm** Panel on Fundraising Tips and Tricks:
- FREDERIC DIEPENDAELE**, Fundraising & Sponsoring at Kazerne Dossin in Mechelen: “*How to Build the Relationship – The Basis for Successful Major Gift Fund-Raising*”
- ZOFIA KOZNIIEWSKA**, Senior Fundraiser at Zachęta - National Gallery of Art, Warsaw : “*The effect of a board on fundraising, How to begin sponsorship and donor campaigns, Identifying the right donors*”
- MARIE CAILLAT**, Director of Development and Communication at IHES :
“*International fundraising and planning events (galas)*”
- 4:30 pm** Walk to the BOZAR for a tour of an exhibit (TBD)
- 5:15 pm** **RECEPTION** at the BOZAR

BELVUE!

MUSEUM 

Address: Place des Palais 7
1000 Brussels

You can reach the museum by:

- Train (Brussels – Central)
- Metro lines (to the "Trône/Tron", "Porte de Namur/Naamse Poort", "Park/Parc" station)
- Tram 92 or 94
- Bus 27, 38, 71 and 95
- Car: car parks are available at Stuiversstraat (Albertina)/Rue des Sols (Albertine), Paleizenplein/Place des Palais, Troonplein/Place du Trône, Hertogstraat/Rue Ducale



The workshop will be held in the Borgendael Room of the BELvue Museum.



SPEAKERS BIOS



LUDWIG FORREST, Philanthropy Advisor at the King Baudouin Foundation

Ludwig Forrest works at the KBF's Centre for Philanthropy that provides information, guidance and tailor-made help on strategic philanthropy to private donors, families, business and professional advisers who wish to engage in public benefit initiatives. Helping donors and beneficiaries to find effective solutions for philanthropic intentions and fostering and simplifying the European cross-border giving environment by promoting the Transnational Giving Europe network are his main objectives.



CHRISTINE JAKOBSSON, Cooperation coordinator, Swedish University of Agricultural Sciences

Christine Jakobsson joined the Faculty of Veterinary Medicine and Animal Science at the Swedish University of Agricultural Sciences in 2011 to establish both fundraising and a network for cooperation between research and the industry. She works with philanthropic funding of research and leads the faculty's EU team on EU research financing.

Christine has a Master of Science in agronomy and has experience of more than 30 years from working as Secretary General for Baltic 21- an Agenda 21 for the Baltic Sea Region at the Ministry of Environment, Director of the Baltic University Programme at Uppsala University, International Research Director at the Swedish Institute of Agricultural and Environmental Engineering and at the Board of Agriculture. Her work has focussed on change, the environment and sustainable development.

LARS HAMANN, Head of Communication at Museum Jorn



Hamann studied at the University of Copenhagen and has a Master's degree in Rhetoric & Speech. Lars was active in the student union, labor union, and in European politics. He has worked for almost ten years at DNP – the world's second largest communication corporation. Lars currently works as Head of Communication at Museum Jorn and is involved in many fields of communication among also writing historical crime novels set in the renaissance.



GEORGE PERLOV

Is new transplant to Brussels from New York City, where he has helped many foundations and nonprofit organizations increase the impact of their marketing and communications efforts through strategic use of research, planning and evaluation. He has also raised over \$2 million for various programs with which he has been associated. More about George can be found on his consulting website.



ZOFIA KOZNIEWSKA, - Master of Arts (Institute of Art History, University of Warsaw), Senior fundraiser in Zachęta – National Gallery of Art, Warsaw, in the years 2010-2013 board member and since 2013 Coordinator of the Society for the Encouragement of Fine Arts.

Has over 10 years experience of working with corporate sponsors and private donors. Fundraising projects include fundraising for major exhibitions, but also strategic projects like the revitalisation of Zachęta in 2007 and 2011. Zofia Koźniewska manages long-term relations with the gallery's sponsors (some over 10 years). Since 2010 is in charge of the Society for the Encouragement of Fine Arts, which is a group of private donors supporting the gallery.

WIFI : KBS-GUEST

Code: KaBeEsGu3st/