

PPE

**Practical Philanthropy across Europe
4th Annual KBFUS ALUMNI-PPE Conference**



photo: Piotr Bednarski

A NEW NEED FOR SOLIDARITY

18 May 2018

Zachęta — National Gallery of Art, Warsaw, Poland



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 the previous conference at the Institut des Hautes Études Scientifiques in Paris in 2017, we created our own association, called Practical Philanthropy across Europe (PPE), which 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 in guiding 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 4th Annual KBFUS-PPE Conference. We are happy to welcome you at the 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.

Location: Zachęta — National Gallery of Art

From the very beginning, Zachęta was a community and national initiative. It is worth stressing the role of numerous donors, without whom the fine building, reminiscent of the 19th-century architecture of European metropolises, such as Vienna, Berlin or Paris, would have never been built.

The history of Zachęta began in 1860 when, on the initiative of a group of painters and philanthropists, the Society for the Encouragement of Fine Arts (TZSP) was founded. The main goal of the Society was originally to promote and support Polish art and artists at a time when Poland did not exist as an independent state. Among the founders and members of the Society were the most prominent representatives of Warsaw's social and cultural life, such as painters Wojciech Gerson, Julian Fałat, and Leon Wyczółkowski, writer Henryk Sienkiewicz, banker Leopold Kronenberg and philanthropist Feliks Sobański. The Society not only founded a national collection of art, but also made its mark by educating and inspiring new generations of art lovers. One of the most prominent achievements of the Society, made possible due to the hard work of its members and the generosity of donors, was the construction of the Society's headquarters in 1900. Designed by Warsaw architect Stefan Szyller, to this day it is the seat of one of the most important Polish art institutions, the Zachęta — National Gallery of Art, which established itself as the natural successor to the Society and has continued its traditions.

Welcome by Hanna Wróblewska on the exhibition: *The Future Will Be Different. Visions and Practices of Social Modernisation after 1918*

An exhibition devoted to the interwar period in Poland, with a narrative built around the key social ideas that were born after the country regained its independence in 1918.

The modernising ideas, focusing around the needs of previously underprivileged social groups, are shown through the perspective of the broadly understood visual culture of this time (from architecture and design to the most modern medium of the time, film). The seeds of ecological thinking or the very modern architectural practices based on social participation, collective theatrical activities resulting from the activation of the local community, or progressive concepts of education are only some aspects of the dynamic social and cultural changes of that time. The image of interwar Poland, as seen through the history of these 'underdogs' and the process of their emancipation, will illustrate the emergence of valuable ideas born at that time, which appear to be still valid and inspiring today.

PROGRAMME

4th Annual KBFUS ALUMNI-PPE Conference | 18 May 2018

A NEW NEED FOR SOLIDARITY

Zachęta – National Gallery of Art, Warsaw, Poland

9–9.15 a.m.

Registration and tea & coffee

9.15–9.30 a.m.

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

Part I: Best Practice

9.30–10.15 a.m.

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

10.15–10.45 a.m.

Does your brand cut it?

Using the case study of the University of Winchester's
rebranding 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

10.45–11 a.m.

Coffee break

11–11.30 a.m.

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 do you start one and what
do you do to make your auction a successful long-term
endeavour? How do you reach the fundraising target, but
with consideration for the other two pillars of the project?

Zuzanna Podgórska-Szafran, Development Manager, Bator
Tabor Foundation

11.30 a.m.–12.15 p.m.

Philanthropy and NGO partnerships. Agile

collaborations to address societal challenges

In this presentation, the panellists 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, Centre for Citizenship

Education, Member of the Board of the Evens Foundation

Eva Van Passel, Media Programme Manager, Evens
Foundation

12.15–12.30 p.m.

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

12.30–13 p.m.

Lunch buffet

Part II: Case Studies

13–13.30 p.m.

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, the 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.

Prof. Barbara Kirshenblatt-Gimblett — Senior Advisor to the
Director, Chief Curator of the core exhibition, POLIN
Museum of the History of Polish Jews

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

13.30–14 p.m.

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 of the Republic of Poland. It is currently in the process of building its future headquarters, whose erection on the northern side of Plac Defilad (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

14–14.30 p.m.

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 organising 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

14.30–15.30 p.m.

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 noise and convince old friends and new to work with us?

Joanna Motion, Partner, More Partnership

15.30–15.45 p.m.

Coffee break

15.45–16.15 p.m.

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

Panel discussion and interactive session, facilitated by the planning committee

16.30–17.30 p.m.

Networking, drinks and canapés

17.30 p.m.

A walk to the Museum of Modern Art by the old University of Warsaw campus

18 p.m. – **Preview of the exhibition**

What is Enlightenment? 200 Years of the Prints Cabinet of the University of Warsaw Library, Museum of Modern Art in Warsaw

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

THE ORGANISING COMMITTEE

Bruno van Dyk – Senior Vice President (UK and Europe) for Grenzebach Glier and Associates. In the years 2012 – 2018 Director of Development and Alumni Relations at Durham University



Bruno van Dyk has been involved in development work, university advancement and international activities for more than 25 years, in Africa, Europe, the US, the Gulf, Asia-Pacific and the UK. He has two Master's degrees and a certificate in Managing Partnerships and Strategic Alliances from INSEAD. Author of publications on literary, educational and polemical issues and member of the editorial board of *GIVING: Thematic Issues in Philanthropy and Social Innovation*, taught for many years on the Master's in International Studies in Philanthropy and Social Entrepreneurship programme at the University of Bologna and has contributed to current debates by presenting and facilitating at over 30 conferences. He has been and is an ordinary member and Chair of a number of University and other non-profit national and international Boards.

Lars Hamann – Head of Communication at Museum Jorn



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

Zofia Koźniewska – Development Coordinator, Zachęta – National Gallery of Art



Master of Arts (Institute of Art History, University of Warsaw), Senior fundraiser in Zachęta – National Gallery of Art, Warsaw, in 2010–2013 board member and since 2013, Coordinator of the Society for the Encouragement of Fine Arts. She 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 for over 10 years). Since 2010, she has been in charge of the Society for the Encouragement of Fine Arts, which is a group of private donors supporting the gallery.

Elke Kristoffersen – Head of Partnerships and Foundation Relations at the Centre for Fine Arts (BOZAR), Brussels



Elke Kristoffersen started her career in advertising and media and has been working for the Centre for Fine Arts (BOZAR) for 12 years. After developing the overall corporate and private fundraising strategy, her current mission focusses on the development of relations and partnerships with the Philanthropy sector, namely with Public Benefit and Private Foundations. In the face of the current humanitarian and existential crises, the Centre for Fine Arts, whose sole raison d'être is to serve the public, remains convinced that the only response is more exchange, more engagement and more debate. Indeed, they believe that the 'soft power' of Arts and Culture is a tool to combat intolerance and indifference, to build trust in order to contribute to the common good. The initiated partnerships with foundations are based on shared values and synergies between programs, they are a means to increase the respective project and societal impact. Elke has a Double Major B.A. in Mass Communications and Sociology from York University, Toronto. The understanding of stakeholder needs and a flexibility in meeting them, as well as building long term relationships have been her dedicated approach throughout the years.

Erica Lutes – Executive Director, Fulbright Commission



Erica Lutes graduated as an international relations major and romance language minor and did her junior year abroad at Yale College. After graduation, she worked on the European Sales desk for Goldman Sachs in their Equity Department. She holds three master's degrees from the University of Leuven (Belgium) in political economy, conflict and peace studies, and international business. From 2006–2008 she served as the staff aide to US Ambassador to Belgium. She has been working for the US State Department as the Education USA adviser and Fulbright Belgium-EU program officer since 2009. In 2012, at the age of 31, she became the youngest Executive Director of a Fulbright Commission. She is a visiting lecturer at the University College of Brussels (HUB part of the University of Leuven) in business and culture.

SPEAKERS

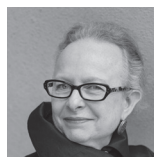
Sam Jones joined the University of Winchester in September 2015 as Director of Communications and Marketing. Since joining, Sam has overseen major projects to rebrand the University and overhaul its marketing, with particular emphasis on its digital aspects. Prior to joining the University, Sam was Head of Communications for University Alliance after spending six years in the civil service. Whilst in Government, Sam was Head of the Ministerial Communications Unit for the Department for Business, Innovation and Skills, where he was responsible for delivering strategic communications for ministers and Number 10. Sam lives in Winchester with his wife and three kids.



Paweł Kastory graduated from the Faculty of Finance and Statistics at the Main School of Planning and Statistics (currently: Warsaw School of Economics) and the Faculty of Philosophy and Sociology at the University of Warsaw. In 1991, he established the Corporate Profiles advertising agency and became its CEO. Upon the merger of Corporate Profiles and DDB Worldwide in 1997, he became the CEO and President of the Management Board of DDB Warszawa. Since 2000, he has been the president of DDB Group. Member of the SAR Marketing Communication Association, he has been its President for 6 years. Co-owner and President of Corporate Profiles Real Estate, which deals with constructing and renting real estate. He currently chairs the Board of the Józef Piłsudski Museum in Sulejówek and the Friends of National Museum in Warsaw Association where he is responsible for developing members base, growing the quality and number of activities open to members, building fundraising system around the Museum. He is also Vice-president of the Warsaw's National Museum Board of Trustees. Member of the Polish Business Roundtable (2013–2015 Vice-President). Advisory Board Member of Ronald McDonald House Charities in Poland. He was honoured with the Knight's Cross of the Order of Polonia Restituta and the following titles: Brief Advertising Man of the year 2012, AdMan 2012 (Press), Polish Advertising Guru by Home & Market Magazine (2007), Man of the Polish Advertising Industry (2004).



Prof. Barbara Kirshenblatt-Gimblett is Senior Advisor to the Director, Chief Curator of the core exhibition, POLIN Museum of the History of Polish Jews and University Professor Emerita and Professor Emerita of Performance Studies at New York University. Her books include *Destination Culture: Tourism, Museums, and Heritage*; *Image before My Eyes: A Photographic History of Jewish Life in Poland, 1864–1939* (with Lucjan Dobroszycki); *They Called Me Mayer July: Painted Memories of a Jewish Childhood in Poland Before the Holocaust* (with Mayer Kirshenblatt), *The Art of Being Jewish in Modern Times* (with Jonathan Karp), and *Anne Frank Unbound: Media, Imagination, Memory* (with Jeffrey Shandler), among others. She is the recipient of honorary doctorates from the Jewish Theological Seminary of America, University of Haifa, and Indiana University. She was decorated with the Officer's Cross of the Order of Merit of the Republic of Poland for her contribution to the POLIN Museum and was recently elected to the American Academy of Arts and Sciences.



Joanna Motion graduated from the University of Oxford and started her career with Oxfam. She worked for 20 years at universities in the UK and Australia in communications, alumni relations and fundraising roles. During a decade with CASE (Council for Advancement & Support of Education), as vice president for international operations, she oversaw dynamic growth in advancement activity across Europe, Asia-Pacific, Africa and Latin America. The University of Kent and Loughborough University have awarded Joanna Honorary Doctorates in recognition of her championing of change encouraging philanthropy and her service on many government-led advisory groups and forums. Joanna joined the international fundraising consultancy, More Partnership, in 2011. Her More clients range from the University of Helsinki to the Australian National University and from the Natural History Museum to the Warburg Institute.



Alicja Pacewicz is Co-Founder and Senior Advisor of Centre for Citizenship Education, one of the leading Polish NGOs working in the area of quality education, civic engagement and school reform. She is the co-author of numerous programmes, publications and textbooks



on citizenship/human rights education and competences for democratic culture. Alicja is also an expert and trainer in effective instruction methods, student assessment, professional development of teachers and open learning environments. She serves as the Chairperson of the Supervisory Board of the School with Class Foundation, a civil society organisation implementing whole school approach to developing key competences for lifelong and lifewide learning among both students and teachers. For her merits in building civil society in post-communist Poland, she was awarded the Officer's Cross of the Order of Polonia Restituta.

Agnieszka Sawczuk — since 2004, President of the Board of the Foundation for Poland, which promotes philanthropy and corporate giving in Poland. She has over 20 years' experience working in the non-profit and foundation sectors in Poland and Europe. Philanthropy expert and advisor. She was a member of the Team for Financing Social and Civic Activities at the Chancellery Office, the Chair of the Transnational Giving Europe network, and a member of the Board of the Polish Donors' Forum. Author of articles and publications on philanthropy and social engagement in Poland.



Zuzanna Szafran, Director of Development at the Bator Tabor Foundation Poland, graduated in Landscape Architecture at the Catholic University in Lublin. She has vast experience in working for the NGO sector. Zuzanna worked as a project expert for the WWF where she was responsible for campaigns for endangered species. Art enthusiast, activist, traveller. For the past four years, she has organised the Contemporary Art Auction in Warsaw on behalf of the Foundation.



Katia Szczeka, Head of the Collection Department at the Museum of Modern Art in Warsaw, graduated from the University of Warsaw and Sotheby's Institute of Art in London. In 2007–2010 she worked as a specialist in contemporary art appraisal at Sotheby's Auction House in London. Since 2014 she is the Member of the Board of the Society of Friends of the Museum of Modern Art in Warsaw, where she is responsible for relations with donors and building fundraising partnerships.



Eva Van Passel works as media programme manager at the Evens Foundation, a public benefit organisation based in Antwerp, Belgium and with offices in Paris and Warsaw. The Evens Foundation initiates and supports sustainable projects, and awards biennial prizes that contribute to the progress and strengthening of Europe based on cultural and social diversity. In line with the Foundation's mission, Eva coordinates a range of projects that foster media literacy and quality of information as crucial aspects in contemporary European citizenship. The Foundation stresses the need for critical education, including media education, in support of norms and values in the European reality. Eva has extensive expertise in project management, implementation and research. Prior to taking up her current position in 2017, she spent almost 10 years at imec-SMIT (Vrije Universiteit Brussel) as a researcher in the fields of digital culture and media, with expertise in regional, national and European projects. Eva graduated in Communication Studies at the Katholieke Universiteit Leuven (Belgium), for which she also spent one semester at Loughborough University (UK), and obtained an additional Master's in Film Studies and Visual Culture at the Universiteit Antwerpen (Belgium).



Marta Wróbel is Director of Development, Association of the Jewish Historical Institute of Poland. Since mid-2008 contracted by the Association of the Jewish Historical Institute of Poland to raise funds for POLIN Museum. She was in charge of corporate fundraising and special events. In 2011–2014, she coordinated the key fundraising project — the Capital Campaign for the POLIN Museum's Core Exhibition and specialised in major gifts and naming opportunities. Since the Museum opening in 2014 she has continued raising support for the Museum programs and special projects. Grantee of the International Visitor Leadership Program Public-private partnership and Fundraising in Support of Cultural Institutions of the US State Department. In 2014 awarded with the Badge of Honour 'Merit for Polish Culture' for her contribution to the creation of the POLIN Museum. Promoter of culture and philologist by education, she graduated from University of Warsaw and from postgraduate studies at the School for Social Research of the Institute of Philosophy and Sociology at the Polish Academy of Sciences.





Generously supported by:

