

Endowment-concept in Russia:
Promotion and Professional Network Development

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GOAL

To promote the concept of endowment in Russia and support sustainable endowments network development

CHALLENGES

- Non sustainable financing of nonprofit organizations
- Limited number sources of income
- Lack of investment mechanisms of tax free nonprofit funds investments – endowment is the only option

UK LESSONS LEARNED

Endowment fundraising

Oxford University
Philanthropy Bridge Foundation
Charity Aid Foundation

Investment and income generation

Oxford University Endowment Management Ltd., Charity Aid Foundation, Morgan Stanley Association of Charitable Foundation (ACF)
Association of Chief Executives of Voluntary Organizations (ACEVO)

Lobbying

Interaction, networking and promotion of the concept

ACF, ACEVO, The European Network of Third Sector Leaders

PROMOTION

- Discussions and presentations at state and local levels including
 - IX International investment Forum Sochi – 2011,
 - VI All-Russia conference of the Ministry of economy
 - III Investfunds Forum,
 - Donors Forum Annual conference,
 - Museums Festival,
 - Other opportunities
- Media relations – publications, reviews, ratings
- Formal training – seminars and consultations for interested parties

NETWORKING

- Web-platform on and for endowments development and promotion
- Endowments formal membership in the Donors Forum
- Training, consulting
- Peer –exchange platform development
- Endowments development survey
- Experts recommendations on further legislation on endowments development

OUTCOMES

Short-term (1 year)

- to adopt legislation on endowments development with recommendations of endowments-experts
- to increase number of endowment funds up to 80 (60 now)
- to create endowments to support museums for at least 3 (now we have none)
- to develop sustainable endowments network

Long-term (3 years)

- to increase number of endowment funds up to 200 (60 now)
- to create endowments for regional development for at least 3 (now we have none)
- to create independent Association of Endowment Funds

SPECIAL THANKS

The John Smith Memorial Trust
Promoting Democracy and Good Governance



Morgan Stanley



CAF Charities Aid Foundation

Third Sector Leaders
ACEVO