

Kranj, 19.3.2015

Prepared by SKUP, Primož Šporar

2015 CROSS-BORDER PHILANTHROPY CAMPAIGN IN SLOVENIA (Program “2015 CBP Slovenia”)

Planned activities for the Cross-border Philanthropy – CBP Campaign in Slovenia:

A. ACTIVITIES

1. PROMOTION MATERIAL

- develop a clear slogan for the campaign (partner PR Agency free of charge help)
- prepare and print materials
 - CBP pamphlets for beneficiaries, their visitors (members, clients etc.) and interested public (1.000x)
 - small set (100x) of traditional slovenian gifts with printed campaign slogan, TGE and SKUP logos. Produced by local not-for-profits. Used as a present for donors and promotion in media

2. INFORMATION AND CBP NETWORK

- Gathering data on CBP in Slovenia and problems related to CBP (summary on SKUP web page)
- Updates on SKUP webpage:
 - materials explaining CBP, TGE etc. (version of pamphlets text, FAQ).
 - publishing information, news (5x)
 - interested organisations and individuals can subscribe for news related to CBP in the web page
 - summary of data on CBP in Slovenia and problems related to CBP
- Public awareness for selected stakeholders
 - public (ministry for foreign affairs, EU financial office, departments in chamber, other donors – EEA financial mechanism, embassies etc.)

Skupnost privatnih zavodov - SKUP, Britof 469, 4000 Kranj, tel. 04 23 44 804, fax. 04 23 44 805
GSM: 031 646 896 (Tatjana Strojan), www.skup.si, info@skup.si
matična št.: 3567591, davčna št.: 42209960, TR: SI56 02068-0257843494

Smo člani in partnerji:



- communication with possible donors from Slovenia (chamber of commerce, individual larger exporter, slovenian association of managers etc.)

- unformal CBP network

3. MEDIA COVERAGE

Starting with two media sponsors (objective 6-10 media coverages):

- newspaper Dnevnik d.d. and
- not-for-profit NGO »Studio 12« covering NGOs and CSOs in Slovenia

Focus on finding journalists that would publish articles on problems/opportunities related to CBP.

4. WORK WITH BENEFICIARIES

- preparation of short questionnaire on beneficiaries contacts with possible CBP donors
- selection of potential partners – from 0,5% network already existing (50 selected organisations based on geographical, organisational type, contacts with foreign guests, members, partners etc.)
- sending them questionnaire
- analyse the results

- sending them materials (post)
- visit interested partners (25 visits)
- counselling and additional information for beneficiaries
- support to partners while approaching foreign donors

- link to Impact Tourism program
 - sending materials to tourists organisations
 - present CBP and TGE to 5 organisations working with guests from abroad (tourists and congress organisers etc.).
- link to Impact Gaming program

5. EVENT PARTICIPATION

- presenting CBP and TGE on events
- selected 5 biggest events, conferences etc. organised by others
- preparation of presentation and presentation, follow up

6. EVENT ORGANISATION

1. Evening event in Ljubljana (DPlac, Dunajska 20)
 - present the results of questionnaire
 - presentation of CBP, TGE etc.
2. CBP topic within 5th Social economy Days in Slovenia (October 2015)*

** Possibility to organise separate conference on CBP, if agreement with CNVOS and Ministry for Foreign Affairs would be reached on possible financing (larger event).*

B. PARTNER ORGANISATIONS

1. SKUP
2. TGE
3. Sklad 05 – Foundation for Social Investment

C. TEAM

SKUP and Fund 05 »2015 CBP Slovenia« team:

- Urška Križnar – program co-manager
 Zena Škerjanec – program assistant, organisation of events etc.
 Jaša Krese – project assistant, financial field
 Primož Šporar – project manager

D. COSTS

	Category	Specification	EUR	Remarks
1.	Staff costs 1 – normal work	150h, 15 EUR/hour	2.250	
2.	Staff costs 2 – demanding work	50h, 20 EUR/hour	1.000	
3.	Travel costs	30 travels, app. 100km per travel/0,36 EUR per/km	1.000	
4.	Events costs	250 EUR 750 EUR October	1.000	
5.	Printing costs	1.000 x 0,5 EUR	500	
	Total 1		5.750	
6.	Material costs, administrative costs, post costs, phones, other smaller costs	15%	860	
	Total		6.610	

* not included costs of TGE participation in the October 2015 event

E. TIMETABLE

- 9 months
- start in April 2015
- end December 31st 2015

Primož Šporar
SKUP CEO

