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NEWSLETTER COMPILED BY

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(SAIF National Office)

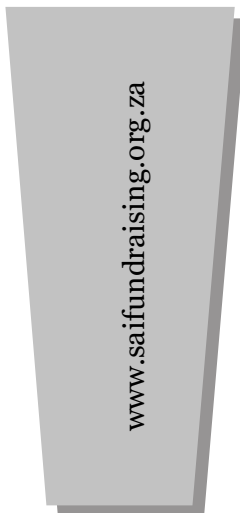
**DEADLINE FOR MAY EDITION
ISSUE NO 7**

Please submit all material by
7 April

Email: admin@saifundraising.org.za

or

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To be appointed

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*Newsletter of the Southern Africa
Institute of Fundraising*

**SAIF ANNUAL
MEMBERSHIP FEES
FOR THE YEAR
2003/4 ARE NOW DUE**

FEBRUARY/MARCH 2003

SAIF News

Encouraging Philanthropic Fundraising in Southern Africa

February/March2003/ISSUENO6

DYNAMIC PLANS FOR SAIF'S FUTURE

Reported by Frances Lake, National Secretary



Working together on a new communications strategy, (left) Lindiwe Myeza Vice President Marketing and Communications and (right) Christine Fortuin Member at Large with special responsibilities for communication.

branch function, has now been taken into a newly created national project portfolio of Events and the next one is planned for May 2004 in Cape Town.

SAIF is the voice of the industry, but can only be as strong as the membership and therefore National Council will be seeking out every opportunity to provide a better service to satisfy the needs of members. In line with this policy, new categories of membership have been designed to cater for entry level membership - including those who are new to fundraising and need training; regular members, and accredited members who will have received some form of recognised training or prior learning experience in fundraising. There will, of course, still be higher levels of membership for long service and for special members who have achieved outstanding service to the industry.

National Council recently undertook its annual strategic planning session and formulated some dynamic plans to grow and take the organisation forward. I am sure you too will be excited by the potential development of new branches, outreach and communication with a wider audience and more training opportunities under the direction of the office bearers within their new portfolios.

It is hoped that every member will strive to become an accredited member in line with SAIF's long-term vision of greater self-regulation for the industry. SAIF's new communication department will be informing members of the new categories as soon as possible, but do not let this prevent you from renewing your membership under the existing scheme as soon as you receive your renewal advice. I would like to remind you that the membership year now starts on 1st April in line with our financial year-end and not from February, as has been the case previously.

Your National Council is a voluntary body consisting of an Executive, elected Members at Large, Branch Chairmen who are automatically members plus Branch Representatives who are elected by their Branch Committees. Owing to the fact that the Council is spread out over Southern Africa, it normally meets by teleconference and it was therefore special to be able to interact on a personal basis for the two days of the strategic planning and put names to faces.

SAIF is set to lead the way and perhaps it is a good time to be reminded of the Mission Statement:

SAIF The Institute
"To be recognised as a professional body representing fundraising practitioners which promotes & encourages high standards of ethics, practice and public service in South Africa".

Barnie van der Walt, the Chairman of the Namibia Branch and Eva Weitz the Namibian Branch Representative said how especially meaningful it had been for them to attend the session to see how the Namibian Branch fitted into the structure of SAIF and they were glad that they had been able to attend. They left having made new friends, experienced their first spectacular highveld storm and motivated to work harder for their Branch. We hope to see great things coming out of Namibia.



Tsoane Mtshali, newly elected Member at Large with responsibilities for outreach and development assisting Vice President Development Jill Ritchie, participating in the SAIF Strategic Planning Workshop in January.

Anne Wright, the Chairman of Western Cape, spoke on behalf of all Branch Chairmen when she said that she was very pleased with the plans for the new style of management of SAIF. These changes meant that branches would not be so isolated and would receive more support from the national team. For example, the Convention, which had previously been a

INSIDE OUT FUNDRAISING

“Establishing strong links of friendship and trust”

-David L Cuthbert, CFRE, FSAIF

(A series of thought-starters from your Canadian connection)



David L. Cuthbert

This is the third piece, in a series that argues that effective fundraising for any Non-profit Organisation (NPO) starts from within, discusses the need to set up a conscious program to draw prospective and active donors closer to you.

About three years after I began my 27-year fundraising career I began to realize that it was more cost effective to build relationships with existing supporters, than to just look for new donors year-after-year. In the early 1980's I worked out that it was costing over R250 on average to find each new donor, whereas it took R5 a year, of ongoing contact, to keep each current supporter happy. At the time I did not know how to do this effectively, other than send out an occasional newsletter or report to donors.

Today the fundraising world has become fascinated with building relationships through the discipline of “Moves Management”, borrowed from the business sector. Basically this argues that a donor moves through identifiable stages in their relationship with an NPO, or its project. And providing you know what these stages are you can plan to move the donor towards making a funding decision in your

favour. For instance, once you have discovered a prospective donor (whether an individual or an institution) and their interests, you will present your case that matches or nearly matches those interests. Having got their attention you can increase their interest by having them visit the project or beneficiaries; link them to a person in their peer group that is already committed to your NPO; help them motivate for a gift, and payment method, that both matches their financial ability and your project's budget; give them the arguments that answer their questions or remove objections; and establish the timing of the gift. After the donation is made the ongoing relationship must be planned and managed.

I remember having a meeting with an international donor in Malawi in 1995, who helped me see that major donors today do not want to be kept at arms length. The representative said, “I wish these NPOs would stop throwing paper at me, and engage.” Serious donors are looking for serious involvement today. This is a far cry from the occasional newsletter or report.

The NPO, small or large, that plans to build a stable and predictable support base has to set up a system of establishing strong links with its donors. This starts with having a team of people helping with the contacts and canvassing. You might call this the fundraising committee, but this is a mixture of staff, board members and other volunteers who are given the responsibility of looking after a certain number of prospective and active donors each. They work to a timetable of activities through the year, that not only opens the doors to new prospects but maintains closer relationships with existing donors. These contact people have themselves to be donors and sold out to your organisation the point I made in the first two articles in this series.

The most important part of building these relationships is to allow the donor the opportunity to make their input. This is the difference between “throwing paper” and “engagement”. It means that from the initial approach to the donor, the NPO representative spends more time listening to the donor than talking. It means asking questions of the donor, such as:

“What do you know about the work of our organisation?”

“As we plan (implement) this project, what advice can you give us?”

“What are your perceptions of our effectiveness?”

“What factors are going into your donation decisions?”

“It is important to us that our donors have satisfying experiences as they help us achieve our goals. How can we best help you, to help us?”

The ultimate aim of this “engagement” must always be an “ask” for support. So I conclude with a checklist of the key steps to a successful ask:

1. Know your organisation and its programme or projects.
2. Make your own financial commitment first.
3. Plan each meeting in advance.
4. See your most likely prospects first.
5. Visit a donor in pairs whenever possible.
6. See your prospect face-to-face if at all possible.
7. Relate your own personal experiences with the NPO or program
8. Involve the prospect through their own experiences.
9. Do not apologise. You are not asking for yourself but on behalf of others.
10. Ask for a specific amount, and aim high.
11. Listen. Deal with questions and misunderstandings carefully and tactfully.
12. Be enthusiastic, sincere and persistent.
13. Always confirm the decision of a meeting in writing.
14. Always know what your next step will be.

Looking for financial sustainability? Build this through donor friends that trust you.

COMMENTS ON THE BUDGET SPEECH BY MINISTER OF FINANCES, MR TREVOR MANUAL IN PARLIAMENT 2003



My response and understanding of the TREVOR PLUM BUDGET as a fundraiser. *Lindiwe Myeza (Vice President: Marketing)*

Trevor Manual spoke to the Nation. His traditional equating of fruit in his budget goes down very well. In the year 2000 he used the symbol of the LEMON, with the understanding that LEMONS always ripen before the SWEET PLUM. In the year 2001 he produced APPLES as a symbol to mark the BEGINNING of the DELIVERY of the FRUIT OF DEMOCRACY. The year 2002 was symbolised by bunches of GRAPES he said this marks “The FRUIT OF our LABOUR.” 2003, he uses the

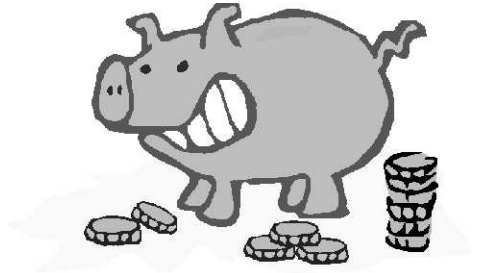
sweet fully ripe PLUM hence the name “PLUMBUDGET”.

He said “we have it in our power to determine for ourselves the quality of LIBERTY we earned from the struggle.” He further simplified his expression saying, “You plant a seed, you work at it, you nurture and cultivate it, and the FRUIT RIPENS with time.

The SWEET PLUM this year was chosen to co-incide with the most expansionary Budget, and next year, he hoped we would be eating “FRUIT SALAD”.

As fundraisers, who struggle to access funding, we need to heed that the basket of mixed fruit does not just happen on its own, it is in our power to determine for ourselves the quality of the LIBERTY. We need to adjust and to be hard at work! It is pleasing that the Minister is pleased that he handed out SWEET PLUMS to the person in the street. As South Africans we can “Celebrate the 30-billion hand out from the finance minister”.

BRAVO TREVOR BRAVO - We must overcome poverty!



RESOURCE MOBILISATION & FUND DEVELOPMENT

Another hugely successful Resource Mobilisation & Fund Development Course was held in November 2002. Thirty delegates spent and enjoyable three days workshopping, networking and learning the in's and out's of their

important task of fundraising. The delegates now have a year to complete their assignments in order to qualify for their fully recognised certificates in “Resource Mobilisation and Fund Development”.



SAIF: Education and Training - Programme 2003

Date	Location	Facilitator	Workshop/Course
FEBRUARY			
Cancelled	Johannesburg	Maggie Verster	Incorporating Fundraising into an effective web strategy & presence for your NPO (full day) Using IT for effective e-mail and web campaigning (full day) Understanding E-commerce and how it can work for NPO's (half-day)
Cancelled	East London	Jill Ritchie	Resource Mobilisation & Fundraising Development (Cancelled lack of participation)
MARCH			
3	Cape Town	Jill Ritchie	Proposal Writing
4	Johannesburg	Mary-Ann Triebiger	Presentation skills and public speaking (half-day)
10	George	Jill Ritchie	Proposal Writing
17	Durban	Jill Ritchie	Business Plans and completing Application forms
18-20	Durban	KZN TEAM (Jill Ritchie)	Resource Mobilisation & Fundraising Development
26	Johannesburg	Alta Le Roux	Branding and Marketing your Organisation (full day)
APRIL			
2	Durban	Christina Stucky	Dealing with the Media (half day)
2	Johannesburg	Ann Bown	Developing a Business to sustain an NPO (full day)
3	Johannesburg	CORE	Roles & Responsibilities of Board members (full day)
9	Cape Town	Jill Ritchie	Foreign Fundraising
10	Cape Town	Jill Ritchie	The Internet as a Fundraising Tool
tba	Durban	June Rorich	Fundraising for Schools (full day)
MAY			
5-7	Polokwane	Tbc	Resource Mobilisation (for CBO's and GRO's)
tba	Cape Town	June Rorich / Don Macey	The role of Public Relations and the NPO (full day)
8	Johannesburg	Mary-Ann Triebiger	Presentation skills and public speaking (half day)
12-14	Johannesburg	Ann Bown	Resource Mobilisation
19-21	Bloemfontein	Tbc	Resource Mobilisation (for CBO's and GRO's)
JUNE			
3-5	Cape Town	Jill Ritchie	Resource Mobilisation & Fundraising Development
24	Johannesburg	Alta Le Roux	Branding & Marketing incl. cause related marketing (full day)
25	Johannesburg	Christina Stucky	Dealing with the Media (half day)
26	Johannesburg	Ann Bown	Fundraising for Schools (full day)
JULY			
15-17	Umtata	tbc	Resource Mobilisation (for CBO's and GRO')
AUGUST			
5	Cape Town	Don Macey	Branding & Marketing (full day)
6	Cape Town	Kelvin Glen	Fundraising for Schools (full day)
SEPTEMBER			
2	Johannesburg	Jill Ritchie	Proposal Writing (full day)
3	Johannesburg	Jill Ritchie	Special Events (full day)
4	Johannesburg	Jill Ritchie	Special Events (full day)
OCTOBER			
8	Cape Town	Christina Stucky	Dealing with the Media (half day)
20	Durban	June Rorich	Introduction to Fundraising to get you started (full day)
24-27 (weekend)	tba	SAIF team	Resource Mobilisation (for CBO's and GRO's) (Residential)
NOVEMBER			
25-27	Cape Town	Jill Ritchie	Resource Mobilisation and Fundraising Development
18	Johannesburg/Dbn/CT	Ann Bown / Jill Ritchie / Kelvin Glen	Fundraising Strategies and Plans for the New Year (full day)
DECEMBER			
Recess			

FEE GUIDE:

Half Day Workshops:	R300 (M) 350 (NM)	Full Day Workshops:	495 (M) 596 (NM)
Resource Mobilisation:	1600 (M) 1900 (NM)	IT Workshops:	575 (M) 655 (NM) (full day)
Train the Trainer:	5000 (M) 6000 (NM)	IT Workshops:	325 (M) 375 (NM) (half day)

Please note these fees, workshops, dates and venues are subject to change; please contact the National Training Centre for confirmation.

For Bookings contact Noeleen Mullett at the SAIF National Office admin@saifundraising.org.za or telephone 011 794 5224.

In order to facilitate the smooth administration of workshops, please respond at least one week prior to workshop date. Please note registration for workshops can only be confirmed once the booking form and confirmation of payment has been received. Your co-operation in this matter will be much appreciated.

AN OPEN LETTER FROM OUR NATIONAL SECRETARY

February 2003

Dear Member

Do you care about your wider community? Of course you do, otherwise you would not be working in the non-profit sector and giving 100% of yourself to your work, but could you squeeze out one very small extra effort for SAIF?

Show this to your boss. Ask him or her if he can spare you for a couple of hours every second month or so and perhaps a few more hours now and again to attend a SAIF meeting. Tell him that you are an active member of SAIF and about all the advantages that you get from sharing with like-minded people who have experienced the same problems that you are having. Tell him how much you gain when you attend meetings, trainings and seminars with top class specialist presenters and don't forget to mention the Convention every second year, which excites and motivates you.

Oh wait; I forgot to mention that you should also tell your boss that we are all volunteers. Yes, that is right, we do all of this over and above our normal work. Who are we? We are members of SAIF committees. We are the people behind the scenes who make things happen, but there are just not enough of us and we need you to join us.

We believe that you get out what you put in and what we have got out of membership is the knowledge that belonging to a professional body that represents our industry, can only make our job easier, which is strengthened by the meaningful friendships we have developed with our colleagues.

If you would like to make SAIF a stronger professional association with a louder voice then become an active member of your branch and better still, serve on your committee. Contact your branch Chairman today, or contact Noeleen in the National Office on admin@saifundraising.org.za or Tel: 011 794 5224 and she will put you in touch with the right person.

Looking forward to seeing you at the next meeting.

Best wishes
Frances



Frances Lake
Honorary National Secretary

NEW EDITOR FOR SAIF NEWS

Regretfully, Wendy Adams from the Namibia Branch is unable to continue as editor of SAIF News. We would like to thank Wendy for her time and expertise and we now have the difficult task of finding a replacement.

Have you got what it takes to put this newsletter together? Perhaps a journalism or PR student would like to take it on. Do you know someone looking for this experience?

We produce four issues a year and copy is received from anyone that would be of interest to other fund development officers, fundraising and public relations consultants, fundraising volunteers, boardmembers or CEO's who participate in the financial sustainability for their cause.

The new editor should ideally be someone who has easy access to the National Office in Randburg, but this is not essential with modern electronic communication. The job is voluntary and the reward is a job well done.

Please contact Noeleen at the National Office if you can help.

CONDOLENCES

Our sincerest condolences to Kelvin Glen and the Glen Family on the recent passing of Kelvin's mother.

Our thoughts and prayers are with Kelvin and the Family

Database advice for "have not" SAIF members

At the last SAIF Convention, Winnie Kunene said something very important. She urged delegates to "Ponder over have's and have not's in terms of fundraising facilities".

Thys Lübbe one of our member's has now come up with a possible solution - a system whereby fundraisers can be assisted with their donor database requirements and you can phone him for advice on the following:-

Import of a NPO/NPO's original data on a well defined database programme that has been proved for more than 12 years. Regular update of the database as and when regularly informed by a NPO/NGO. Supplying in the basic needs of NPO/NGO's eg name lists, birthday lists, statistics of campaigns, etc in a specific format.

Capturing of data supplied by NPO/NGO's on a continuous basis on a prescribed format.

Monthly auditing of database and accessing correct postal codes, valid postal addresses, etc.

Create queries based on the specific needs of an NPO/NGO at an additional fee.

Obtaining a PAMMS Certificate on an annual basis in order to qualify for discounts on Post Office mailing.

Supplying of mailing stickers for use in mailing campaigns, as and when required.

Contact Thys Lübbe at 082 875 7244 or 012 997 3393 and tell him you read about it in SAIF News



Brian Bailey, SAIF National Honorary Treasurer, keeping the Council members on track with finance at the Strategic Planning Workshop.

RESPECTED INTERNATIONAL SPEAKERS AT SEMINAR IN JOHANNESBURG

Terry Axelrod is the founder of *Raising More Money*® and author of *Raising More Money*®. She has worked in the fund development field for over 30 years and is a respected international speaker.

When we heard that Terry Axelrod was coming to South Africa for a brief visit and was willing to give up some of her valuable time to speak on her favourite subject, 'Raising funds from individuals', SAIF E&T very quickly put together a half-day seminar in Johannesburg on 31st January. (We are sorry that other areas missed out but we hope she will come again.)

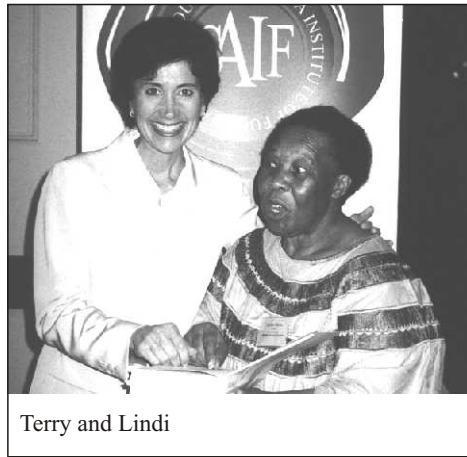
Delegates were reported as saying that the session was absolutely wonderful. They were overwhelmed by the vibrant enthusiasm of Terry and that they had gained a lot of usable information. You can find her notes on her website: www.raisingmoremoney.com.

Terry wrote to SAIF on her return to America and said, "The session was wonderful! What an outstanding group you have. Please convey my sincere thanks to everyone who made the session possible." She also said that she was captivated by the speaker from *Habitat for Humanity*.

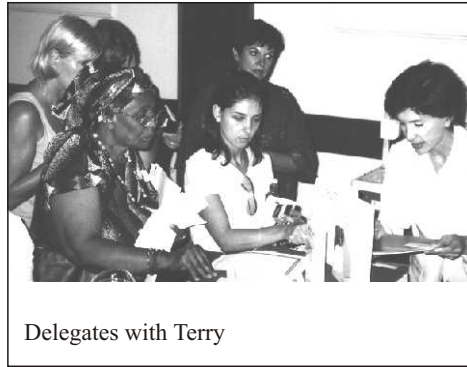
We had taken the opportunity to invite along another American friend to speak at the seminar, Kelli Givens. Kelli was named one of the *25 Most Generous Young Americans* as reported in *Worth* magazine, and has now committed three years of her life to *Habitat for Humanity* in South Africa. *Habitat for Humanity* is a Christian organisation working in partnership with communities to eliminate poverty housing. You can read more about it on their website: www.habitat.org.za.

Kelli has been quoted as saying, "I see South Africa as the next great frontier in world history..." We believe her and were delighted to hear her story.

We will be seeing lots more of Kelli as she has become a member of SAIF. Welcome Kelli



Terry and Lindi



Delegates with Terry



Kelli and Lindi



Read more about Habitat for Humanity visit their website: www.habitat.org.za

MESSAGE FROM TERRY

I spent this past week in South Africa, witnessing the remarkable transformation of that country. My sincere thanks go to the Southern Africa Institute of Fundraising for hosting my presentation of the Raising More Money Model. This outstanding organization is playing an invaluable role in building our profession in a tremendously important time in the history of the new South Africa.

ASK TERRY - Fundraising Hints

NO PHONE NUMBERS

Q: Our list of donors includes several with names and addresses but no phone numbers. Would it be appropriate to try and obtain numbers from a phone book and then call these people to invite them to a Point of Entry? They have been giving off and on to our organization in response to annual appeals etc.

Shama in New Jersey

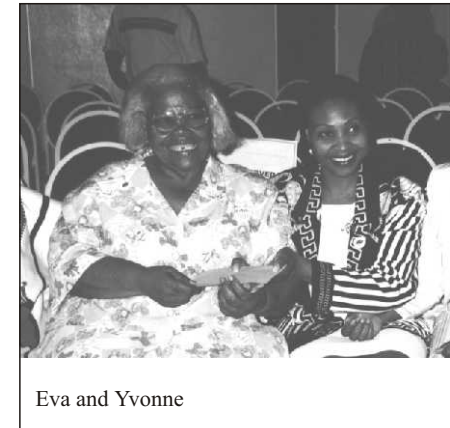
A: *If people didn't give you their phone numbers, you don't have permission to call them. You can only use whatever contact information they gave you.*

If you have their mailing address, send them a personal note thanking them for their donation, and invite them to come to a Point of Entry for your organization. From there you can get permission to call them, and then you can follow up and see how they would like to become more involved and connected to your work.

Terry
(Acknowledgement to the Terry Axelrod newsletter)

GSP UPDATE
By Linda Officer
Campaign Assistant

We had the Giving and Sharing Campaign's Media Launch on 23rd October last year and were delighted with the response from the Media, which was wonderfully represented. Yvonne Chaka Chaka, our Patron, made a huge impact on guests and media alike as she spoke from her heart about why she felt we all needed to give and share. She is an incredibly busy performer and Yvonne certainly leads by example with regard to the **giving and sharing** of her talents.



Eva and Yvonne

Two South African citizens were honoured because of the huge impact they have made in their respective communities.

Eva Makoka of Kliptown who has served her community for over 40 years, first as a nurse and now in her golden years, by running a crèche and soup kitchen. She delivered many babies herself and saw more than 50 patients a day, doing her postnatal visits early in the morning and late at night. She only ever took a week's leave annually and used that to attend her annual church conference. Now walking with some difficulty on crutches, Eva is still living her life productively, proof that age does not prevent us from giving of ourselves. There wasn't a dry eye when she addressed the audience at our Media Launch.

Joshua Langa is another inspiration. He is the owner of a funeral service in KwaZulu-Natal. He was moved by the terrible hardship many folk in his community experienced, largely due to the Aids epidemic in his province. He pays out of his own pocket for approximately 7 funerals a month and many times adopts the orphans left behind. He presently has 29 orphans in his care. Joshua is a wonderful humble man who believes that God requires him to help others.

BHP Billiton received a Corporate Citizen award from Giving and Sharing for the wonderful work their company is doing with their "Matched Giving Programme". Their staff members are encouraged to be active in their communities by volunteering of

their time, through fundraising or cash donations and the company "matches" their staff's efforts.

We have had wonderful response from the public and more and more offers of help to different organizations are being sent through to our offices.

Our plans for 2003 are to establish Regional Task Teams to highlight the campaign in each region represented. We need your help. Are you perhaps prepared to serve on one of these Task Teams and can you please tell us about the "unsung heroes" you are aware of in your communities? There are so many wonderful human beings in our country doing phenomenal work behind the scenes and we want to tell everyone about them. Please contact us on gsp@rmweb.co.za or at 011-794-1234, or visit our website on www.givingandsharing.org.za.

The campaign this year takes place from the 7th to the 14th November. Our GSP newsletter will probably be out in March, please contact us if you would like to subscribe to it.

WESTERN CAPE BRANCH HAPPENING

The first seminar of the year will be held on Thursday 8th May 2003. For more information contact Anne Wright on 021 797 5335.



Anne Wright, Western Cape, Chair and Greg Hine, Gauteng Branch member, share ideas at the Strategic Planning Workshop.

A PLEA FROM THE NATIONAL OFFICE

Did you think that the National Office had forgotten to remind you to renew your SAIF Membership?

NOT SO!

SAIF has realigned it's membership year to run concurrently with it's financial year ie 1st April to 31st March.

Therefore please renew your membership as soon as you receive your renewal advice "it's the right thing to do!"

Please assist the Office in making the "renewal rush" easier! When making a direct deposit, PLEASE quote your 2002 membership number and YOUR name as reference, and fax a copy of the deposit slip to the Office.

Every year amounts "just arrive" in our account that cannot be traced because of lack of information received.

Also PLEASE let us have up-to-date contact information. It is imperative that our database be kept current.

GAUTENG BRANCH HAPPENINGS

We are getting back up to speed after the 'shut-down' over the holiday season, which seems to last longer and longer each year. However, now is the time for action and your Branch Committee has planned some significant meetings for this year. It is important to cater for both beginners and experienced fundraisers and therefore we are planning a meeting in Soweto during April for entry-level fundraisers on running Community Events and then later in the year we will be putting together a seminar in Johannesburg on various topics of interest.

If you are a member, you are on our database and will receive notification of these events. If you are not a member and would like to be included as a guest, please contact our National Office on Tel: 011 794 5224 to be put on the mailing list.

We regret that Peter Laubscher is standing down as Chairman and we thank him for his leadership, but are pleased that Greg Hine is willing to step into his shoes as Chairman Elect. The Branch committee could really use your help. We need a Treasurer and function helpers. Please let us know if you would like to join us - don't wait to be asked.

Joan Migdin
Vice Chairman
Gauteng