

The Southern Africa Institute of Fundraising

"Building NonProfit Sustainability"

History and background

The Southern Africa Institute of Fundraising was conceptualised in 1985 by a group of five concerned fundraisers who felt the need for an organisation which would effectively promote and uplift the fundraising profession. After numerous informal meetings and long after hour telephone conversations a Constitution was signed in November 1987 and SAIF was launched as a voluntary association.

SAIF is the only body representing the fundraising profession in Southern Africa. It is registered as a Non-Profit Organisation with the Department of Social Development.

Celebrating 25 years in service to the development of professionalism in fundraising for South African non-profit organisations we share some of the highlights;

- ✓ SAIF Founding member is co-opted to the faculty of the Indiana University Centre of Philanthropy, a move to strengthen the profession in South Africa.
- ✓ In 1990 hosting the first-ever fundraising convention in South Africa at the Carlton Hotel with more than 500 delegates, more than half from other African countries.
- ✓ SAIF in partnership with the University of South Africa (Unisa) provided the first-ever accredited course in Fundraising Management in 1993. More than 600 students signed up for the programme over 5 years, eighty-five completed the course holding the prestigious Certificate in Fundraising Management (CFRM Unisa).
- ✓ This pioneering initiative was followed by a partnership with Intec College, which launched a correspondence course in Fundraising Administration in 1997.
- ✓ Participation in the formulation of the Non-Profit Act 1997 and National Development Agency Act of 1998.
- ✓ Lobbying in 1998 for changes to the tax status of non-profit organisations through the submission of a position paper to the South African Revenue Services that would benefit charities and good causes as well as their donors.
- ✓ In January 2000, SAIF established a new division, SAIF Education and Training, which with the full support of interrelated education institutions drove the process towards accredited trainers, formal and informal training programmes. This step was taken after an academic research study highlighted the need for in-class courses and workshops as opposed to distance learning.
- ✓ Presenting People to People (PTPI) seminars in Johannesburg and Cape Town with members of AFP to enhance international understanding and friendship.
- ✓ In early 2005, SAIF: Education and Training, in line with regulations governing training bodies that were accredited with the Sector Education and Training Authority (SETA) became a separate entity and in the process changed its name to Centre for Resource and Funding Training. This organisation remained operational and closely aligned to SAIF until new leadership agreed to change direction.

- ✓ Co-ordination of Resource Alliance, International Resource Mobilisation Workshop in Johannesburg March 2004.
- ✓ Founding members of the Council for Communication Management, a body to strengthen the position of One Voice, One Profession in regard to common standards of practice, transformation, diversity and ethics. Other members included;
- ✓ Association of Business Communicators (IABC), Government Communications (GCIS), Investor Communications of SA (IRISA), Public Relations Institute of SA (PRISA), Unitech and SAComm (academic institutions),
- ✓ Introduction of Continuing Professional Development system wherein members can accumulate credits by attending SAIF events, writing opinion pieces and sharing their experiences with new members.
- ✓ Participating in International Fundraising Summits working towards the creation of the International Statement of Ethical Principles in Fundraising, an initiative to foster the growth of a worldwide fundraising community dedicated to accountability, transparency and effectiveness in 2006.
- ✓ Signing of Cooperation agreement with Association of Fundraising Professionals (AFP) in 2011.

Conventions: Every two years SAIF hosts an International Fundraising Convention in one of the main city centres. Top international and local fundraising specialists are invited to participate as workshop leaders.

-  October 1990 "Going for Gold" Convention - Carlton Hotel, Johannesburg
-  October 1992 "Funds for Africa" Convention - World Trade Centre, Kempton Park
-  January 1995 "Fundraising for the Future" Convention - University of Cape Town
-  February 1997 "Raising the Spirit of Africa" Convention - Eskom Conference Centre, Midrand
-  March 1999 "Breaking New Ground" Convention - Protea Hotel, Umhlanga Rocks, Durban (3 days). Integrating a new module to coincide with the main event a one and a-half day basic course was held both in Durban and Cape Town
-  August 2002 "6th African Resource Mobilisation & Development" Convention - Birchwood Hotel, Boksburg, Gauteng
-  May 2005 "Dare to be Different" Convention – Riverclub, Cape Town
-  September 2007 "Unlocking Potential" Convention - Birchwood Hotel, Boksburg, Gauteng
-  May 2009 "Making Waves" – Protea Karridene Beach Hotel, Illovo Beach, KZN South Coast.
-  May 2011 "A New Dawn in Fundraising" – Glenburn Lodge, Muldersdrift, Gauteng.
-  September 2013 - Lagoon Hotel, Milnerton, Cape Town.

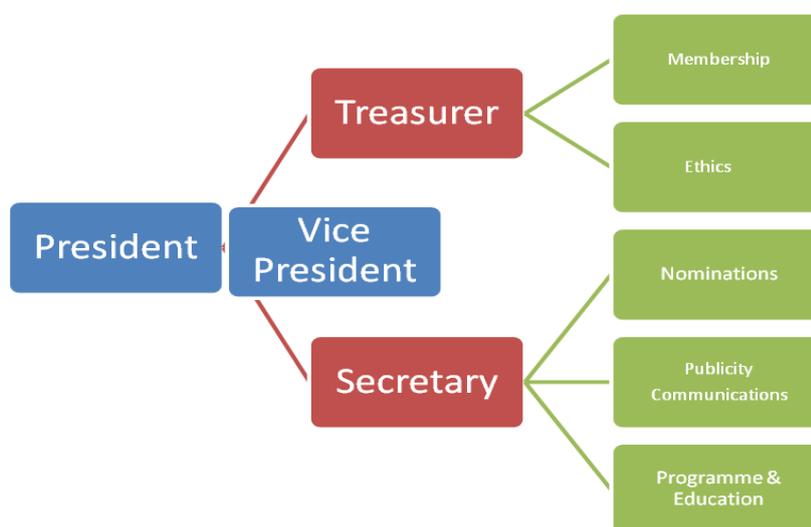
National Council: The SAIF National Council is responsible for the management and policy-making functions of the Institute at a national level and is the legal entity for the structure. Office bearers are elected on an annual basis at the Annual General Meeting in terms of the Constitution. These are: President, Vice-President, Secretary, Treasurer, the Branch Chairpersons and one representative of each SAIF branch and seven elected

members at large. The Council meets on a regular basis by means of a teleconference and in person.

Branches: In a city or area where a significant need is required by the non-profit sector, SAIF members are encouraged by National Council to establish a **Branch** in order to promote the objectives of the Institute and to offer mentoring and support to individuals. Volunteer Committee members meet on a regular basis and arrange a series of activities; seminars, workshops, presentations that will benefit and uplift the sector as a whole. In smaller areas a SAIF branch encourages the creation of **Forums** - these can be lunches or breakfast events that offer opportunities for mentoring and an exchange of ideas.

There are three formally constituted Branches – Gauteng, Western Cape and KwaZulu Natal, and three Forums – Eastern Cape, Mpumalanga and Limpopo.

Structure:



Membership:

Current membership stands at 350 but the organisation had as many as 600 members, however, this number has remained constant for the past 5 years. The member profile consists of full-time fund development officers, fundraising and public relations consultants, fundraising volunteers and board members or CEO's who are proactive in financial sustainability for their cause.

Code of Professional Ethics:

SAIF members adhere to a strict code of professional ethics that are compliant with international principles and standards of fundraising.

Policy of the Institute:

The Institute is non-sectarian and non-party political and takes no position in public affairs except in matters concerning resource mobilizing and fundraising.

Membership is held for persons individually and not as representatives of an organisation, corporate or firm.

Any income and property of the Institute, including that of its Branches shall be applied towards the objects of the Institute and shall not be the property of its members.

No member of the Institute, except those authorised by the Council shall make public statements, nor sign documents representing the view or official position of the Institute.

Networks:

SAIF participates and supports the endeavours of partnership organisations such as;

- ✓ Association of Professional Fundraisers (AFP)
- ✓ Resource Alliance (internationally and in East and Southern Africa)
- ✓ International Fundraising Congress
- ✓ Department of Social Development (NPO Directorate)
- ✓ SA Council of Churches (founder members of SAIF)
- ✓ Sangonet (SA NGO Network)
- ✓ Sangoco (SA NGO Coalition)
- ✓ Public Relations Institute of SA (PRISA)
- ✓ Council of Communications and Management

Vision

Ethical and professional fundraising practices are embraced by all non-profit organisations in South Africa

Mission

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

Goals

- ✓ To improve skills in fundraising for charitable educational and ecclesiastical purposes
- ✓ To promote establish and maintain high standards of ethics and practice among persons and organisations engaged in the raising of funds
- ✓ To encourage friendship and co-operation among members of the Institute,
- ✓ To provide means of serving the interests of members of the Institute in all matters pertaining to the profession of fundraising

- ✓ To promote meetings, conferences and conventions whose deliberations may be of benefit to the members of the Institute and to nonprofit organisations
- ✓ To promote, sponsor and encourage research, education and training in the field of fundraising and nonprofit sector sustainability.
- ✓ To promote any legislation and to enter into any negotiation or arrangement with any government or other authorities in connection with fundraising.

Values

- ✓ Mentoring and Nurturing of our members and the non-profit sector
- ✓ Professional, ethical and accountable to members and the public
- ✓ Honest and transparent in our actions and deeds
- ✓ Collaborative in association with other networks, associations and groups
- ✓ Diversity in leadership and membership

The SAIF Logo

