



Fundraising from Individuals and the Public

From Mobilizing Resources and Support in Foundation Building Sourcebook: A practitioners guide based upon experience from Africa, Asia, and Latin America
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Section 4 Fundraising from Individuals and the Public

This section discusses how foundations have built a capacity to mobilize contributions from individuals and the public.

Example 1 Direct Mail, Events and the Internet
Child Relief And You (India)

Example 2 Members, Financial Adoption, Volunteers
Abrinq Foundation For Children's Rights (Brazil)

What Can Individuals Contribute?

Promoting and encouraging a local culture of giving is a priority of many grantmaking foundations. Through this effort, foundations can raise local contributions and involve people in solving their own problems and those faced by their neighbors and other communities in their country. Individual contributions can go beyond money and include time, ideas, labor and political action. For example, Child Relief and You (CRY), raises more than a third of its income from contributions from individuals and has empowered thousands to become directly involved.

For both the Abrinq Foundation for Children's Rights and CRY, mobilizing the resources of individuals and the public is essential to accomplishing programmatic goals. They see themselves as a channel for unreleased energy. The effects of getting many people involved and aware of ways they can contribute to their society go beyond the dollars and cents that a foundation raises and puts to good use.

Why Do People Give to Foundations?

Why people give is, of course, related to who they are and may differ radically based on their cultural and economic contexts. Reaching the right constituency and giving them an appropriate means to respond and become involved is part of the challenge. A foundation, in particular, is well-placed to offer individuals the opportunity to have a larger impact on the problems they care about by channeling their funds to strong initiatives. Abrinq and CRY have given people the opportunity of making a difference in the lives of poor children through this approach.

Neither of these foundations have focused their efforts solely on the wealthiest people in their societies. By having a cross-section of levels of giving and types of activities, they have created a supportive network of contributors from various economic classes and professional backgrounds.

A foundation can also be an attractive vehicle for contributions because people care that their money is wisely spent and that it does not end up being diverted from its intended ends. A foundation is likely to appeal to them to the extent that it excels at

accounting for how funds are used and maintaining strong systems of monitoring and evaluation through its internal procedures. Tax deductions, where laws have been written to encourage philanthropic activities, may also influence an individual's decision to give.

The two foundations in this chapter are committed to children's causes, which clearly have a direct emotional appeal to many people. Other foundations and organizations around the world have demonstrated that individuals will give for a broad array of causes, depending on their own commitments. These causes include but are not limited to environment, health, community development, education, sports and arts and culture. Examples of mobilizing resources from individuals for endowments are discussed in Chapter 3.2.

How Do Foundations Reach Individuals?

Foundations have used a range of approaches to reach individuals. Nothing is as powerful as direct contact with a committed board member or volunteer. People respond to requests from people, not abstract organizations, and they are more likely to trust someone they know. Many of the approaches discussed here build on such people-to-people contact and facilitate these efforts by backing them up with concrete programs, timely communication and information about the foundation's values, strategies and programs. Both Abrinq and CRY have pursued fundraising methods that link with their programs and, thus, are a central part of what they do. Approaches discussed in the following cases are:

- Affiliation programs (such as Friends of CRY)
- Awards
- Direct mail
- Overseas fundraising
- Public events
- The Internet
- Volunteer programs

Summary Points

Individuals within the foundation's network can help reach new constituencies. Both Abrinq and CRY started by involving people who were close to the founders and who were motivated by the chance to make a difference. This core of individuals brought ideas and links to new people. As the network grew, each foundation began to try new approaches, always coming back to and reinforcing its relationship with long-term supporters.

Marketing expertise, whether donated or hired, is essential to reaching a broader public. Good marketing helped the foundations to reach out beyond the people-to-people network and send a consistent message. It also assisted with the goals of raising public awareness and increasing the credibility of their partner grantees.

Follow up with reports, thank you letters, publicity and events encourages people to keep giving and stay connected. Both Abrinq and CRY invest time and energy into maintaining contact with their donors and friends through a variety of means. This contact keeps their network involved in their work and encourages them to contribute. It also lets contributors know that the foundations are accountable for the contributions they accept and transparent about how they accomplish their goals.

Donated professional services and expertise are resources that should not be overlooked. Donations from artists and other professionals have been a key to the success of many of the efforts of these foundations. Abrinq has had success also in launching programs that link professionals (dentists and doctors) directly to needy children.

Example 1

Direct Mail, Events and the Internet
Child Relief And You, India

Child Relief and You (CRY) originated in 1979 through the efforts of a local activist, Rippan Kapur, his friends and family to restore to deprived Indian children their basic rights to food, shelter, health and education. Its fundraising strategy was modeled partly on UNICEF's greeting card program and it has since expanded into direct mail and other forms of cause-related marketing. As an example, CRY mobilized 90.1 million rupees (US\$2.1 million) in its 1997-98 fiscal year, 73 percent from donations and 22 percent from product sales.³⁶

Soliciting by Mail

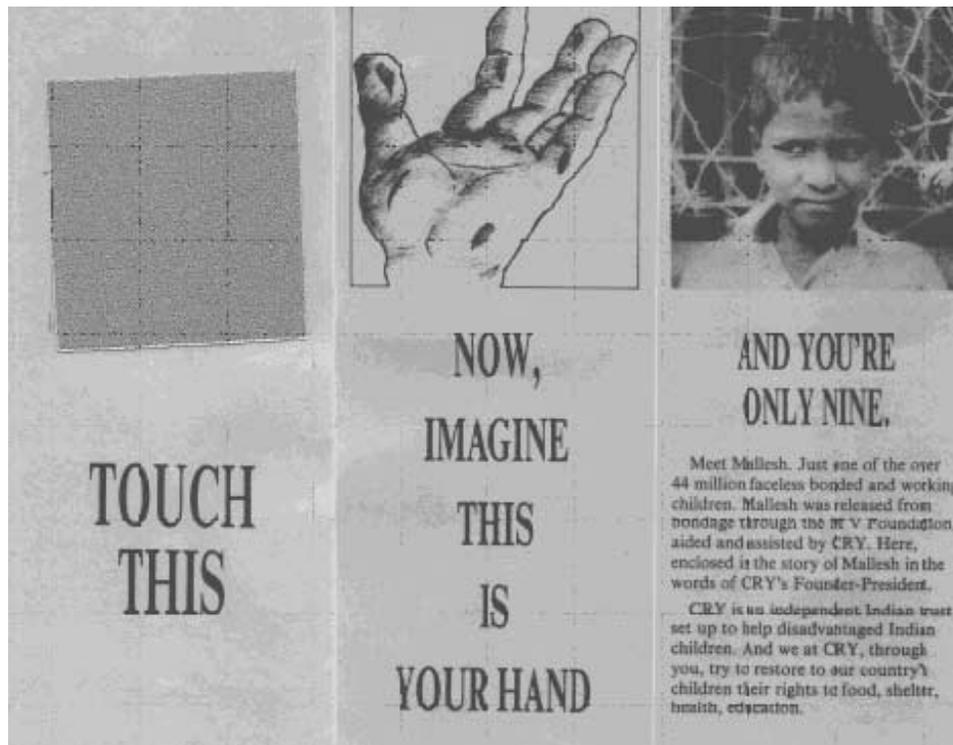
In 1993, CRY began soliciting contributions from individuals through direct mail. Direct mail was not a common approach in India at the time. Through a bilateral agreement between the Government of India and Norway, CRY received technical assistance from the Stromme Memorial Foundation (SMF)—a Norwegian foundation that seeks to increase local fundraising capacity in Africa and Asia—to create a direct mail program relevant to local conditions in India. CRY decided to

try direct mail because it wanted to increase the scale of its child sponsorship program. CRY staff had been soliciting individual donations through visits, especially to businesses. Although this received a good response, it was an expensive way to reach out to people.

The SMF trained CRY staff to design, plan, budget for, execute, monitor and evaluate direct-mail fundraising campaigns. CRY also received assistance in designing its back-office operations and using donation processing software. SMF staff visited CRY regularly to evaluate and assist its efforts.

Direct mail materials were designed by professional agencies, which donated their services at CRY's request. CRY found that many of the companies and organizations that had been providing it with support in the past—such as banks, clubs and airlines—were happy to share their mailing lists.

The following is an example of an insert in one of CRY's direct mail appeals. In large type on the mailing envelope the question is posed: "What does bonded labor feel like?" Inside the envelope are a letter, a return envelope, a donation card, and, on top, a slip of paper upon which is mounted an actual sample of sandpaper and the response to the above question:³⁷



The appeal attempts to make a direct link between the work of the Foundation and the reader. It does this by communicating what CRY does (provides material assistance and professional expertise, its track record is in measurable terms (reaching over 500,000 children in 13 years) and how the reader can get involved (make a contribution).

Cry is supported by you. Because CRY is Child Relief and - and YOU.

CRY supports dedicated individuals who work with underprivileged children. By offering them vital funds to help start new projects, and by funding their existing active projects that have a potential to grow. CRY also provides whenever possible and wherever needed, material assistance as well as professional expertise.

For the past 13 years, CRY has been reaching out to over 500,000 underprivileged children. There are many, many more.

If you can show these children that you care a bit, you can make them feel human again. Not abused, exploited persons, born to be ruled. Enclosed is a donation card. All you have to do is fill out and mail this card to us with your cheque/draft.

You can further help us by adding (on the back of the donation card) the names and addresses of others whom you think would like to extend financial support to us. And you'll discover how a small contribution from you can change someone's future. Make it bright. And sunny.

Note: Donations of Rs. 250 and above are eligible for tax relief under Section 80 G.³⁸

Once an individual has contributed, CRY encourages them to continue donating through regular updates, feedback on its programs and regular appeals. In CRY's experience, the success of this approach is related to building a good mailing list that targets people with an expressed and potential interest in assisting children, as well as regular communications with its supporters. To strengthen and increase its mailing list, CRY also asks contributors for names and addresses of others who would be interested in CRY's programs.

The estimated receipt from direct mail donors for the first year's effort (1993/94) was 4.7 million rupees (about US\$150,000) out of a total of donations from individuals of 17.74 million rupees (about US\$565,000).

Encouraging the participation of individuals can take forms other than soliciting donations. On the back of a form requesting cash contributions, CRY has printed a questionnaire. In addition to names, addresses, and occupations, this form asks for the following information from individuals:

I would like to help children by:

- Selling/acquiring orders for CRY products
- Persuading friends/family members to support CRY schemes
- Acquiring members' lists of associations/organizations/clubs for CRY's use
- Raising financial support from corporate sector/business houses/ housing societies/ associations like _____
- Raising material donations from friends/suppliers for CRY's Materials Bank
- Spreading awareness through media involvement by writing/speaking to journalists/letters to the editor/contacting schools and colleges/ _____
- Providing my skills if CRY needs them writing/designing/photography/computer programming _____

Volunteering my time for CRY Events/Office work

No. of days in a week I can assist _____

No. of hours I can spare in a day _____

At CRY office or from my residence _____

Kind of work I can do for an event:

____ Sell tickets ____ At the venues ____ Run a CRY stall _____

Names and addresses of my friends whom CRY can write to:

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Volunteers are primarily asked to raise awareness about CRY's work and to solicit donations on its behalf. Volunteers organize small events and collection drives as well.

Public Events

Public events are a lynchpin in CRY's strategy to reach out to individuals. Events serve both CRY's program (raising awareness or highlighting an issue) and resource mobilization (contributions and volunteers) goals. The functions of advocacy, fundraising and education are intermingled, as they are all seen as leading to the same goal—building support for improving the conditions of children. A chronology of major public events from 1979 to 1994 illustrates the scope and type of these events:

- 1979: Buy a Brick, Build a School (Bombay)
- 1981: Circus Magic: three clowns from London stage a traveling workshop for children and raise funds for CRY (Bombay)
- 1983: Children's Day: celebrated Indian artist M.F. Hussain paints in the company of 1,000 children (Bombay)
- 1985: Audio-visual screening of CRY activity for associations and schools (Bombay)
- 1986: School to School program to sensitize affluent children to the needs of the less fortunate (Bombay)
- 1988: Art for CRY: 144 artists donate 180 pieces of work to mark CRY's 10th anniversary; companies support the ensuing exhibit which travels across all CRY regions
- 1993: Bal Sawaal (Bombay): traveling festival of hope held over three weekends
- 1994: Aladdin: premiere showing (in all regions);
- 1995: Art for Cry: 15th anniversary exhibit (Bombay and Delhi)
- 1995: Remembering Rippan [CRY's founder]: a tribute (national)⁴⁰

These special events served the major purpose of involving a broader constituency in CRY's work and raising the level of contributions. The cost of the events and media coverage were sponsored by corporate partners with ticket proceeds coming to CRY. The extensive use of volunteers contributed to the success of the events.

The 1988 Art for Cry exhibit (which marked CRY's tenth anniversary) is a good example. CRY asked the Tata Group of Companies to underwrite the expenses. It then called on the large network of volunteers, professionals and artists to donate their work and time.

From time-to-time, CRY organizes special events which give a larger number of people the chance to participate. In the process, a substantial amount of incremental funds are raised, enabling CRY to extend improved services to more and more children. One such event was "Art for CRY" in August '88—a touring exhibition of the donated works of 140 Indian artists. Accompanying products like posters, an art catalogue and other publications were fully sponsored by corporate contributions, and made with the help of a huge pool of professionals—photographers, printers, designers, paper merchants—as part of their contribution.⁴¹

World Wide Web Solicitations

CRY has a web page at <http://www.cry.org> that it uses primarily to raise awareness about CRY; its annual report and updates on its projects can be downloaded. It also is pioneering the use of the web as a way of making and maintaining contact with potential donors and volunteers. It has not actively started raising funds directly from the web, but it has received a small amount of donations from contributors who reach it through the internet. Donations must still be sent by regular mail. CRY includes a form for contributors to print out and send in with their donation. It also collects their contact information electronically with their pledged donations or offers to volunteer.

site-map
feedback
home

child relief & you = ☺☺

What you can do

To send your donation to CRY, kindly take a print out of the duly filled form and fax or mail it to us.

-Donation

YES, I BELIEVE IN THE FUTURE OF OUR CHILDREN
And I would like to help by donating for the :

Education

Rs. 600 for a child
 Rs. 1800 for 3 children
 Rs. 3000 for 5 children
 Rs. ____ for ____ children

Education & Health

Rs. 1000 for a child
 Rs. 3000 for 3 children
 Rs. 5000 for 5 children
 Rs. ____ for ____ children

you

Art of Giving
Thank You
What You Can Do

e-mail a card
Do-It-Your-Printing

We accept donations in all currencies.

We need your signature to offer you tax exemption. All donations are 50% tax exempt under section 80G. For 100% tax exemption under section 35AC / 80GGA, please tick option no.1 or specifically ask for the same in your letter when you donate to CRY.

Please note: Tax exemption is valid only in India. If you would like to contribute to CRY from US or anywhere outside India, & want to avail tax exemption, please forward your contribution to CRY Inc. (<http://www.us.cry.org>)

Mr. C	Ms. C
Name	<input type="text"/>
Address	<input type="text"/>
Tel.	<input type="text"/>
Fax	<input type="text"/>
E-mail	<input type="text"/>
Organisation	<input type="text"/>

Signature:

Co. seal (if donation is being made by a company):

Overseas Funding

As a strategy for raising funding from foreign sources, CRY established a representative branch in the US in 1991. CRY USA offices target primarily nonresident Indians in the US. The headquarters is in Princeton, New Jersey. Being registered as a section 501(c)(3) under US tax code enables CRY to solicit contributions and earn support from contributors who want a US tax deduction.

CRY has offices or volunteer contacts in many US cities: among them, San Francisco, Los Angeles and Atlanta. The offices collect donations and sell CRY products with the help of volunteers (in 1999, CRY USA hired its first full-time employee). Many of them get involved through the network, because they are aware of CRY's activities in India and see it as a way to stay connected. The success of CRY USA arises from its ability to take advantage of this natural constituency in the United States.⁴²

The organization sees itself as more than a US support organization for its Indian parent. It is organized in the same way as its Indian parent and sets aside about 10 percent of what it earns for US projects. From the proceeds of a CRY event in Atlanta, for example, CRY supported a local day shelter for woman and children.

One challenge it faces is to maintain good communications and manage expectations with CRY in India. It has made use of the internet (both email and linked websites) to keep the connection strong. A web-based appeal is shown below. In addition, the Management Committee (eight members in different cities) meets over a conference call once every two weeks.

Fundraising events are sponsored through local chapters. For example, CRY Walk in Atlanta in 1998 raised US\$50,000 and gained the support of local companies. In 1999, CRY plans to expand this event to two new cities—San Francisco and Dallas. Through its website it solicits donations and participation in its events. The website helps it reach a third of its contributors who live in cities where it does not have representatives. Many of these people discovered CRY USA through its website.



Pave-A-Path for a Childs' future

- October 02 - Atlanta, GA
- October 10 - SFO Bay Area, CA
- October 10 - Dallas, TX



As of 08/17/99 12:40 **53 Donors** have pledged a total of **\$6705**
Our Goal is to raise \$100,000 by October 15th.

Pledge Your Support Now!

Donate using Credit Card,
Check or Stocks.

You Made A Difference
How You Can Help

[Fliers](#)

[CRY Walk/Run](#)

[CRY home page](#)

Continuing to act on the belief that we can make a difference and help millions of underprivileged children, CRY is organizing a 3K/5K/10K Walk/Run- in three major cities in the U.S.

This fundraiser seeks to generate funds for child development initiatives, and to raise the awareness about CRY's activities and its involvement in the local community.

Beneficiaries:

Institute of Child Health, Calcutta, India

Local Beneficiaries

- *StreetCats, San Francisco, CA, USA*
- *Atlanta Day Shelter for Women and Children, GA, USA.*

While you may be too far away to actually walk or run, your thoughts, wishes and support are deeply valued. Through the "PAVE A PATH" pledge drive, you have an opportunity to show that you do care.

As a token of appreciation, you will receive a CRY Walk button with a minimum pledge of \$10.00 and a CRY Walk t-shirt with a minimum pledge of \$50.00.

All donations to CRY are tax-deductible under IRS Code Section 501(c)3. ⁴³

In 1998, CRY USA gave US\$200,000 in support to CRY and in 1999 it intends to raise close to US\$700,000, having expanded its presence to a number of new cities. The CRY USA network has grown to 15 centers. Building on its success with the Indian community in the US, CRY in the late 1990s began to extend its reach beyond Americans of Indian origin.

Example 2

Members, Financial Adoption, Volunteers
Abrinq Foundation for Children's Rights (Brazil)

The Abrinq Foundation was started in 1990 in the defense of children's rights in Brazil. Abrinq defines fundraising as one of its main pillars of action. In addition to raising funds for its projects, it sees resource mobilization as an important strategy in creating a bridge between the potential of society and the needs of Brazilian children.

Abrinq's programs in the area of advocacy, communication and its partnerships with child-care organizations generate a large amount of interest on their own, thus contributing to its recognition and support from individuals. An example is the annual award it gives to individuals and organizations who have been especially active or dedicated to children's interests (discussed in Chapter 5). The event serves to strengthen the foundation's network, introduce additional potential sponsors to the foundation and promote the type of action that Abrinq is working to mobilize.

Abrinq has a particular emphasis on involving individuals. Individuals who associate themselves with the Foundation do so through cash and in-kind donations to programs, becoming sustaining members and volunteering their time, skills and labor. Abrinq's website notes a number of ways that an individual can contribute:

- Become a sustaining member
- Give to the endowment
- Adopt the financial needs of a child
- Finance a project

Becoming a Sustaining Member

Abrinq has invited individuals and businesses to become sustaining members as a way to solicit support and expand its constituency. According to Abrinq's Executive Director, Ana Maria Wilhelm, Abrinq has solicited members through direct mail marketing and has now conducted numerous individual campaigns. Revenue from members represented 70% of Abrinq's annual income for institutional maintenance in 1998.⁴⁴ Abrinq has considered responses from around two percent of the total solicitations to be good. On the average Abrinq expects a campaign to last about three months.⁴⁵

One of the challenges to conducting a campaign is to obtain mailing lists of individuals of the right size and profile to make the campaign cost effective. Abrinq generally seeks mailing lists of between 50,000 and 100,000 names but has used some with as many as 500,000 names.⁴⁶ Its strategy is to ask its corporate partners to provide it with their mailing lists. Often working with a particular type of company, Abrinq has focused its efforts on reaching specific professional groups.

In instituting a direct mail campaign, Wilhelm says the following factors are very important to consider:

- The geographic region to be reached
- The level of circulation of money within society
- The economic situation of the country
- Degree of mobilization of civil society on social questions

Abrinq launched its affiliation program in 1991 and by the end of 1998 had over 1200 sustaining members. It has four levels of membership:

- Patrons - minimum R10,000 endowment gift
- Benefactor - minimum R5000 endowment gift
- Honorable Associates - minimum R5000 program gift
- Sustaining Members - Minimum R50 per month

In order to become a Sustaining Member individuals make a commitment to contribute to Abrinq a minimum of R50 monthly (a little less than US\$50 in 1999).

The categories of Patrons and Benefactors were added to accommodate the launch of an endowment-building effort in the 1990s. The following is the text and form used in a direct mail campaign. Abrinq asks for donations and emphasizes the number of children it has benefited and how support has reached them. The form asks for set amounts and gives people two methods of contacting Abrinq—phone and mail. It also asks how an acknowledgement should be made; this facilitates response and helps people who are looking for a tax deduction.

The Abrinq Foundation for the Rights of Children administers more than 20 projects benefiting Brazilian children. In order to reach more children, Abrinq needs more partners. It needs you. With your participation, thousands of children and adolescents will be able to have a better life.

To give you an idea, currently 281,461 children are benefiting from 411 Child Friendly Companies and 112,083 from 34 projects to improve public school financing through the Believe It to See It Program. The Living Library Program has already trained 159 educators and provided 84 children's book collections to 31,365 children. Already the Our Children and Ahead with the Ball projects benefit 11,773 children, The Abrinq Foundation has arranged for 40 toy libraries in various cities of the country that are visited by at least 12,000 children and calls on a network of 65 journalists who work in defense of the rights of children and adolescents. Participate. Help to meet the needs of our children by filling out the coupon or calling 0800 55 1220.

I would like to become a Sustaining Member of the Abrinq Foundation and to contribute to projects that benefit Brazilian children.

Name: _____
 Occupation: _____
 Name of business: _____
 Street or P.O. box address: _____
 City: _____ State: _____ Zip code: _____
 Business telephone: _____ Home telephone _____

I pledge to contribute monthly:

___ R\$ 50 ___ R\$ 75 ___ R\$ 100 ___ R\$ 150 ___ R\$200
 ___ R\$ 250 ___ R\$ 300 ___ Other amount R\$ _____

Payments should be made through a bank draft sent by mail.

I would like to receive acknowledgment in the name of:

___ Business _____ Fiscal person

Date: ____/____/____ Signature: _____

Send this form by mail or fax:
 Rua Alberto Faria, 473–Alto de Pinheiros
 05459-000–Sao Paulo-SP
 Fone/Fax: 0800 55 1220 ⁴⁸

Abrinq maintains a special telephone number through which the caller can reach it free of charge to respond to requests. The toll-free number is a key element in accessing potential contributors. The line is reserved for contributors and potential contributors. Abrinq's three person fundraising staff manages an average of about 60 calls per month over the line.

As Brazilians do not normally send checks or other types of cash payments through the mail, Abrinq asks for contributions to be made through a system of bank drafts, commonly used for making payments in Brazil. At the end of the month, Abrinq submits lists of these slips to its bank, which directly debits the accounts of its contributors.

Financial Adoption

In addition to its ongoing drive for sustaining members, Abrinq's periodic fundraising campaigns at times take on a life of their own. One example, is the Our Children Project, which Abrinq launched in 1992. The idea was to create a capillary system of private social fundraising to assist children in risk situations. Abrinq's role is to identify and select institutions that provide direct assistance to children

(nursery schools, youth centers, and shelters), and then raise funds from companies and individuals to support them. Each monthly contribution finances assistance to a child in these institutions.



Abrinq calls its solution “financial adoption.” Through monthly contributions, individuals and corporations fund assistance for one child. Abrinq manages the contribution and supports selected institutions guaranteeing the full application of the funds raised go to the assistance of children, an increase in the number of children assisted and an improvement in the quality of assistance. In order to ensure that it can directly monitor the funding, Abrinq limited the program to the greater São Paulo area where it has its headquarters. Abrinq set up an advisory board for the project with participation of specialists from UNICEF and Brazilian companies and social institutions.

Two initial partners were crucial in the launching of the program. The W.K. Kellogg Foundation gave a grant for the staff and material costs. The Lew, Lara, Propeg Advertising agency produced a commercial that received wide play on television stations in São Paulo. The commercial showed a business executive who begs for money in a reversal of position with street children. The media campaign started in September 1993 with ads in magazines and newspapers, radio spots and a TV commercial. It achieved high public impact, wide spread recognition for the Abrinq name and stimulated a rapid accumulation of funds.

In addition to the media campaign, the project received the support of the Credicard company, which made its 100,000 person client database available to Abrinq for a direct marketing campaign. An example of a direct mail marketing pitch follows:

If nothing is done now, nothing will change tomorrow.

Since 1993, the Our Children Project of the Abrinq Foundation for the Rights of Children, has counted on the participation of companies and persons like you who, through a system of financial adoption, now contribute to an improvement in the lives of many children and adolescents.

The complete transfer of contributions to the child-care institutions has the objective of covering the direct costs of caring for the child (human resources, nutrition, educational material, etc).

Through information and reports you are regularly informed about the activities of the project.

Today **1300 companies and individuals** contribute **R\$91 monthly** to **2388 children and youth** who are cared for in 43 social organizations in the metropolitan São Paulo area.

You too should participate.

Collaborate with the Our Children Project⁴⁸

In ten months, the project raised assistance for over 2,000 children, not only meeting its goal for the first year, but raising twice what it had expected to raise in the second year. Over five years (1993-7), it raised in total the equivalent of over US\$6 million.

Abrinq reports back to the contributors to the Our Children Program through semester reports. These reports account for how Abrinq has spent the contributions it receives, thank the donors and encourage them to keep contributing to the program. The introduction to the 8th semester report (January to June 1997) explains:

The story of a mustard seed is known; it is small but it grows into a big plant. The analogy seems appropriate to us as we finish the quarter in the Our Children Project. What was born in June of 1993 as an emergency initiative has been transformed into one of the most successful Brazilian projects for the care of children and adolescents, benefiting today more than 2400 children. And that principally thanks to people like you, our contributors.

Abrinq believes the success of this campaign can be traced to two important factors:

- There are people, corporations and organizations that want to help children and have the resources to do so but do not know how or what to do
- There are child-care institutions with knowledge and experience, needing funds but that do not know how to raise them⁴⁹

Involving Volunteers

Volunteers are fundamental to many of Abrinq's programs and objectives. Abrinq seeks to mobilize Brazilian society behind child rights and development. Volunteers represent not only an important resource in terms of labor and skills but Abrinq sees them as fundamental to encouraging full participation of Brazilian society in improving the condition of its children. Abrinq reaches out to volunteers in almost all its program areas. In some cases, as in the Our Children Project, the extent of participation may not go beyond a monthly contribution, in others, such as the Adopt a Smile Program, the volunteer is the heart of the program. In 1997, Abrinq's count of the people it had involved through its various projects was:

- Adopt a Smile Project—281 dentists
- Our Children Project—1,289 people
- Living Library Project—187 teachers
- Child-Friendly Company Program—902 companies
- Mayors for Children Project—628 mayors
- Ahead with the Ball Project—26 organizations
- Child-Friendly Journalist Project—65 journalists⁵⁰

Volunteers also contribute time and efforts to the development of Abrinq itself. For example, Abrinq's 1997 annual report it thanks three volunteers who assisted it on human resources and legal issues.⁵¹

The Adopt a Smile Project was launched by Abrinq in June of 1997 with 15 dentists and counted over 300 dentists by 1999. The participating dentists pledge to care for the teeth of a child until the child reaches adulthood. In return they are licensed to use the Abrinq Adopt a Smile stamp pictured below. Abrinq developed this program in partnership with DOC (a radiological dentistry company) and a committed dentist (Fábio Bibancos) who wanted to encourage his colleagues to help children. Here is a description of the project:

What is the Project



The project is a movement of dentists to give dental health to children and adolescents cared for by institutions connected to Abrinq. The goal is that each dentist "adopts" the dental treatment of a child or adolescent and receives the stamp "*Adopt a Smile.*"

What is the Stamp

Dentists who care for a child or an adolescent will be authorized to use this stamp "*Adopt a Smile*" which shows that they participate in improving the health conditions of children and adolescents in our country. Participating dentists can use this stamp in their practice (for example, on prescription books and in their waiting rooms). This will be a way for us to know:

MY DENTIST CARES.

How to Participate

The dentist should call t (011) 67.2251 and request an enrollment form and orientation details about how the project works.⁵²

References

- ³⁶ CRY Annual Report, 1997, pg 23.
- ³⁷ CRY direct mail materials. Undated.
- ³⁸ *Ibid.*
- ³⁹ *Ibid.*
- ⁴⁰ D'Souza, Anthoy T. *Child Relief & You (India): A Case Study*. New York: The Synergos Institute, 1997.
- ⁴¹ CRY brochure. Undated.
- ⁴² Phone conversation with Vijay Vemulapalli, Management Committee Member, CRY USA. August 1999.
- ⁴³ CRY USA. Website: www.us.cry.org/.
- ⁴⁴ Abrinq fundraising presentation. August 1999.
- ⁴⁵ Phone discussion with Anamarie Wilhelm, Executive Director, the Abrinq Foundation. March 1999.
- ⁴⁶ *Ibid.*
- ⁴⁷ Abrinq direct mail source. Undated.
- ⁴⁸ Abrinq program brochure. Undated.
- ⁴⁹ *Abrinq Foundation for Children's Rights: A History of Action 1990-1997*.
- ⁵⁰ *Ibid.*
- ⁵¹ Abrinq Report of Activities 1997.
- ⁵² Abrinq brochure. Undated.