

Development Program

IWF Congress
31 October
Ashgabat



Development Program General



- ▶ Maximum contribution the IWF provides:
 - ▶ 6.000 USD for MFs for equipment
 - ▶ 8.000 USD for MFs for seminar
 - ▶ 10.000 USD for RFs for seminar

Development Program General



► Projects to apply for:

► Equipment

► Barbells, discs, bars, sport clothing

OR

► Seminar

► Coaching, Anti-Doping, Technical Officials, Gender Equality, etc

Development Program 2018



- ▶ Total 66 countries applied
- ▶ 15 countries have not finished the requirements yet

Development Program 2018



- ▶ Number of applications for Equipment:

29 (Ok: 23)

- ▶ Number of applications for Seminar:

37 (Ok: 28)

Development Program 2018



- ▶ Total number of received applications in 2018:

66

- ▶ In 2017 70
- ▶ In 2016 65

The number of countries which benefit from the IWF Development Program is constant.

Development Program 2018



► The estimated financial support

350.000 USD

Development Program 2018



Actual status in terms of equipment by end of October:

- Equipment has been ordered for 19 countries already
- 4 countries to be in next weeks

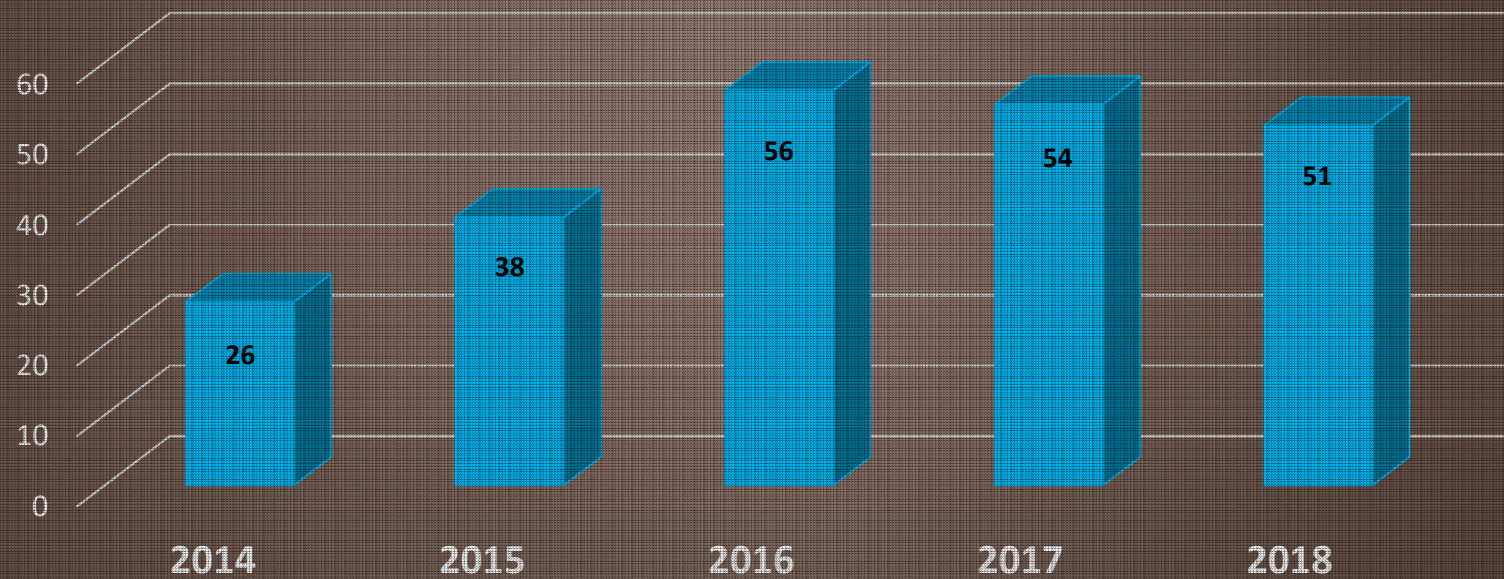
Actual status in terms of seminar by end of October:

- 18 countries have already organized the seminar
- 10 countries to organize in the upcoming weeks

Development Program 2014- 2018



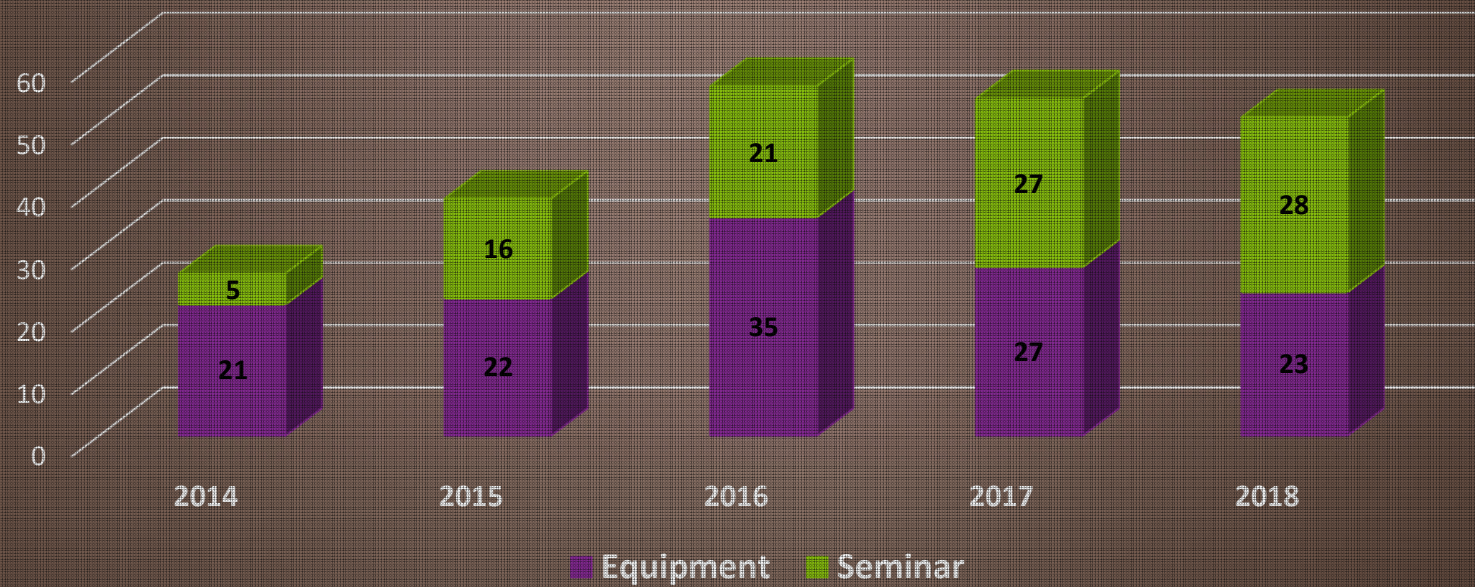
Supported applications



Development Program 2014- 2018



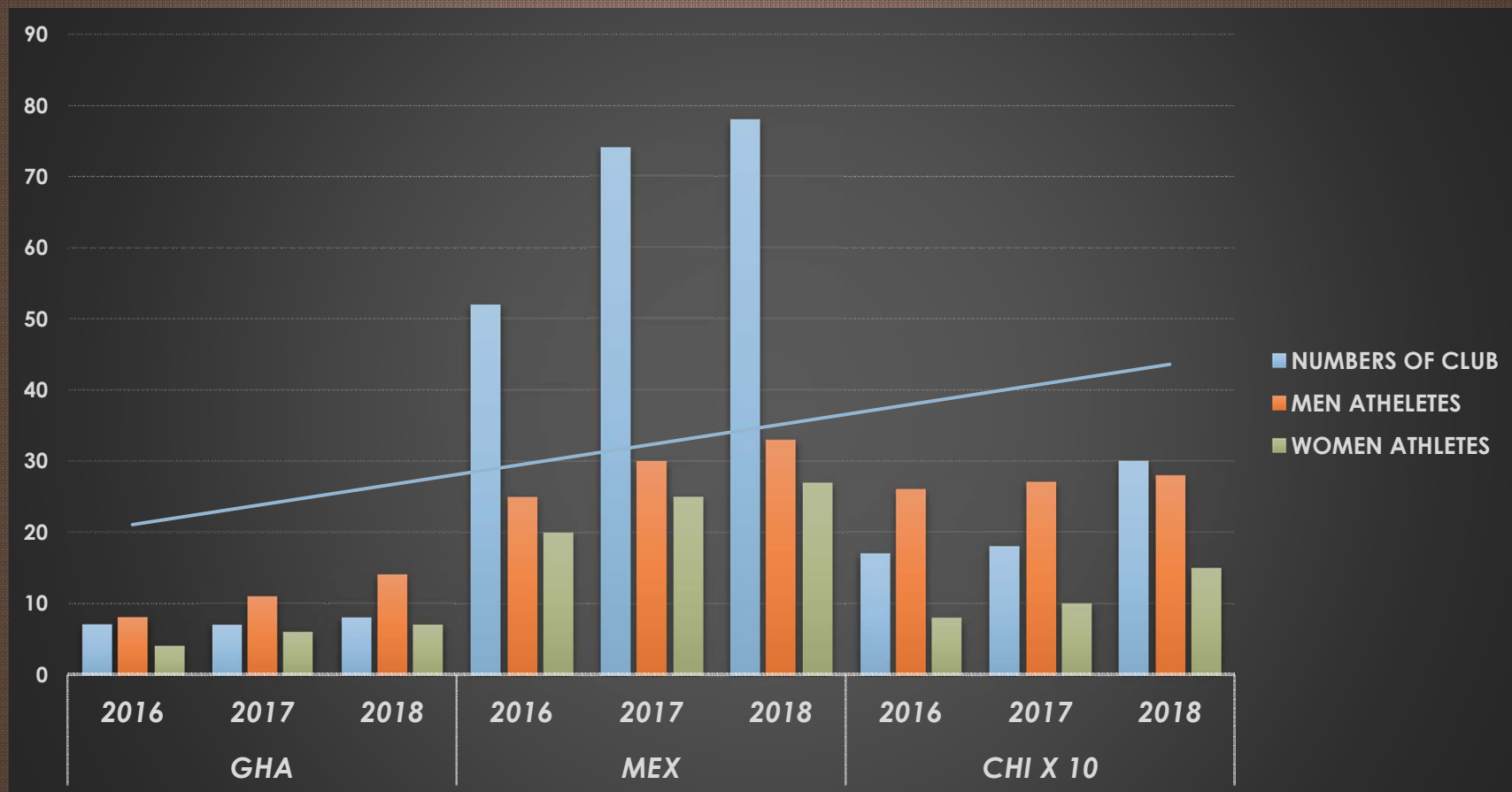
Supported applications by function



Development Program 2016- 2018



► Example



Development Program 2019



- ▶ In 2019 the same conditions
- ▶ Continuing the supports

Education



- ▶ Different Education Seminars
- ▶ E-learning projects
 - ▶ Pilot project – for South America
 - ▶ Main project – Anti Doping Platform
 - ▶ Main Future project - Coaching Platform
(to be presented in Las Vegas)

Corporate Giving Overview

DEVELOPMENT & EDUCATION COMMISSION

Corporate Giving Background



► Current Trends:

- **Company Giving Strategies** are linked to parent company's business focus
- Corporations are becoming **MORE** focused on **FEWER** issue areas
- Corporations **WANT** to **MEASURE IMPACT** (financial return, social impact of investments & sound management of funds donated)



What does this mean for Nonprofits?



- ▶ Traditional charity approaches are no longer sufficient
- ▶ Current and future nonprofit strategy is making changes to line up with assets and goals of major companies to ensure financial support
 - ▶ Accountability, tracking, clear return on investment
 - ▶ Understanding and lining up IWF goals to Corporate Goals for finding donors



Introducing the Crowd-Funding Concept



- ▶ What is it?
 - ▶ Raising small amounts of money from large groups of people, typically via the internet
- ▶ Ideas: Build campaigns that reward donors and incentivize them to donate to IWF
- ▶ Examples of crowdfund locations: Go Fund Me, PayPal

Project Types



Short-Term (small)

- Equipment
- Seminars
- Infrastructure

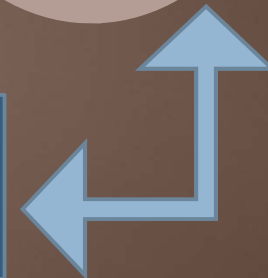
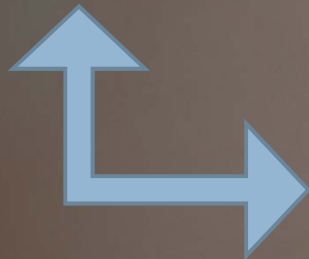
Medium-Term (mid)

- Annual Programs
- Recruitment Campaigns
- Training Bases

Long-Term (large)

- Multi-Year Programs
- Olympic Cycles
- Cross-Cutting/Strategic Alliances
- Regional High-Performance Centers

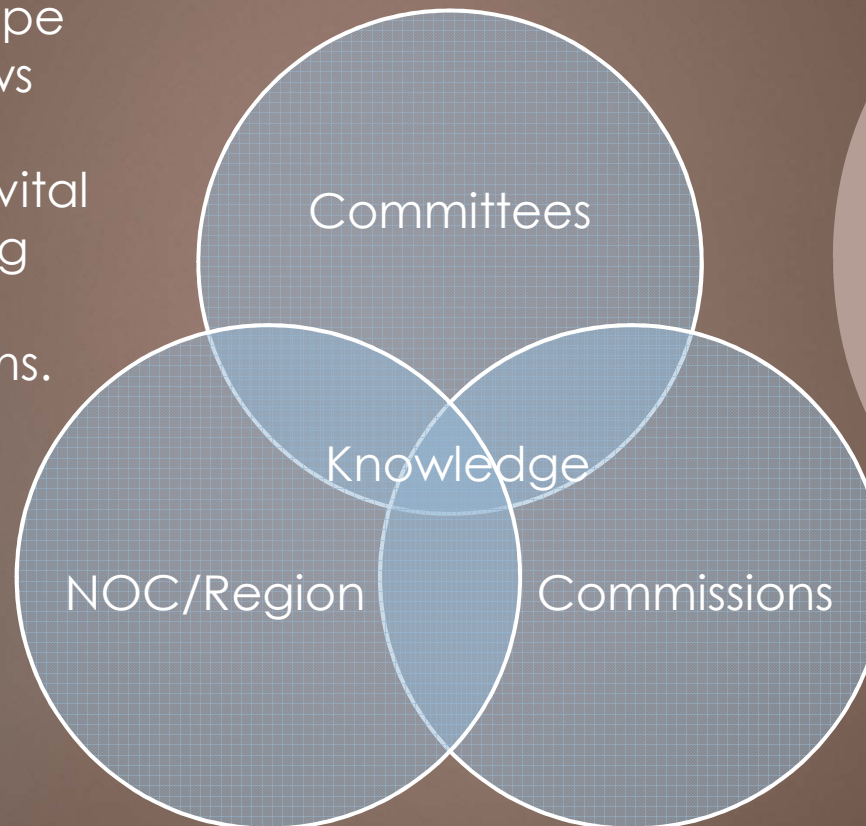
Sponsors (by size and terms)
Companies, National / Member Federations, National
Olympic Committees, IWF



Future Vision



As geographical scope and complexity grows due to increasing sponsor support, it is vital to keep incorporating the knowledge & expertise of IWF teams.



Knowledge-Share Benefits the MFs !!

Example: World Rowing – Kafue River and Rowing Center

- ▶ In 2011, World Rowing & World Wide Fund for Nature (WWF) began strategic alliance
- ▶ Located in Zambia & 200 meters from a local school
- ▶ Crowd-Funded by donations from donors all over the world



WORLD ROWING STRATEGIC ALLIANCE



Kafue
River & Rowing
Centre



Funding Model for Kafue

- ▶ Donors can donate on-line worldwide
- ▶ Ambassadors used to promote awareness & marketing towards cause
- ▶ Crowd -Funding used to support it

The screenshot shows the 'www.worldrowing.com/environment/kafue-river-rowing-centre/give' page. The header includes the 'world rowing' logo, navigation links for 'ROWING', 'EVENTS & RESULTS', and 'ATHLETES', and a 'Media Centre' link. Below the header is a navigation bar with links to 'KAFUE RIVER & ROWING CENTRE', 'FISA'S ENVIRONMENTAL POLICY', 'FISA WWF STRATEGIC ALLIANCE', and 'TELL US YOUR STORY'. The main heading is 'Your Support'. Below this is a three-step process diagram: 1. Click on DONATE NOW to pledge your support (with an image of a woman carrying a child on her back), 2. Make credit, debit and PayPal payments all via PayPal (with an image of industrial smokestacks), and 3. 100% of your donation goes directly to the centre* (with an image of a village by a river). To the right, there is a 'PLEASE DONATE' section with text about pollution and industry, a link to 'The Kafue Flats in Zambia', and a call to join rowers around the world with the hashtag #onwaterforwater. At the bottom right, there is a 'Donate' button with a geometric pattern.

Media Centre

world rowing™

ROWING ▾ EVENTS & RESULTS ▾ ATHLETES ▾

KAFUE RIVER & ROWING CENTRE FISA'S ENVIRONMENTAL POLICY FISA WWF STRATEGIC ALLIANCE TELL US YOUR STORY

Your Support

- 1 Click on DONATE NOW to pledge your support
- 2 Make credit, debit and PayPal payments all via PayPal
- 3 100% of your donation goes directly to the centre*

*Paypal takes between 2.9% and 3.4% of the donation. With this exception, 100% of the donation goes directly to the centre, not to administrative or overhead costs.

PLEASE DONATE

Pollution, industry, and hydropower, and drink faces complex water

The Kafue Flats in Zambia

Join rowers around the world
#onwaterforwater

Don

Invitation to MFs



- ▶ We invite all MFs to:
- ▶ Workshop in Las Vegas, at 2019 Youth World Championships
- ▶ Workshops Topics Covered Include:
 - ▶ Introduce Crowd-Funding Concept further
 - ▶ How to Create Strategic Alliance with Corporations for Tailor-Made Projects
 - ▶ Discussion on Education & Development
 - ▶ E-Learning Possibilities

As requested, it will be possible to have workshops in all 5 continents on the occasion of Continental Championships.

Development Program



- ▶ If you have any questions please do not hesitate to contact us:
 - ▶ development@iwfnet.net
 - ▶ timea.horvath@iwfnet.net

Thank you for your attention!