

**European Humanities University
Trust Fund
Donors' Assembly
Vilnius
June 2, 2009**

Part II: Fundraising Challenges

Fundraising Basics

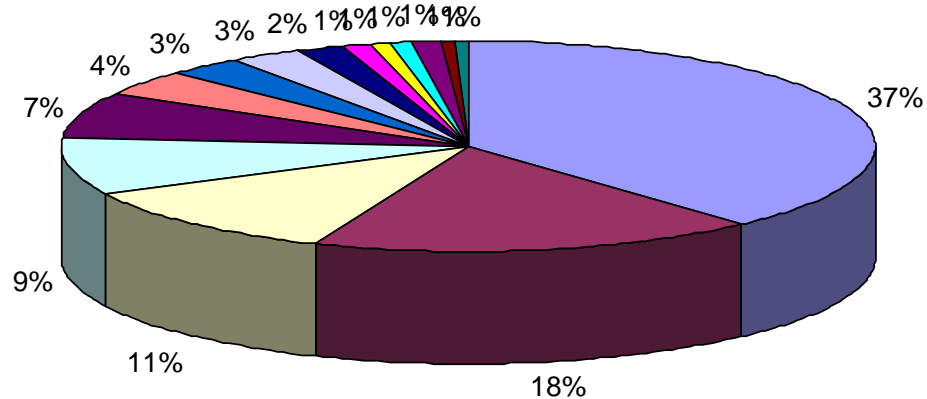
- EHU and EHU Trust Fund cooperate closely, guided by the Fundraising Plan
- Constant exchange of information about donations to Trust Fund and donations outside the Trust Fund
- Meetings with about 50 present and prospective donors were carried out in June 2008 – March 2009
- www.ehustrustfund.org is constantly updated with new donor information and news from Belarus

EHU Trust Fund Basics

- Initiated by the European Commission, established by the Nordic Council of Ministers in June 2008
- Existing Donors: European Commission, Nordic Council of Ministers, Lithuania, Czech Republic, Denmark, Estonia, Finland, France, Greece, Hungary, Ireland, Norway, Poland, Spain, Sweden
- Total donations to date 5.2 million EUR
- NCM overhead 7 % (364.592 EUR), leaving 4.8 million EUR for EHU
- Trust Fund allocation to EHU in AY 2008-2009 is 1.5 million EUR

EHU Trust Fund Donations

EHU Trust Fund Confirmed Donations 2008-2010



- | | | | |
|---------------------|-----------------------------|---------|-----------|
| European Commission | Nordic Council of Ministers | Sweden | Lithuania |
| Norway | Czech Republic | Denmark | Finland |
| Greece | Hungary | Ireland | Poland |
| Spain | France | Estonia | |

Donations outside the Trust Fund

- Existing Donors: European Commission, Nordic Council of Ministers, Lithuania, Czech Republic, France, Germany, Ireland, Luxembourg, Norway, Sweden, The Netherlands, USA, John D. and Catherine T. MacArthur Foundation, Open Society Institute, Robert Bosch Foundation
- Partners: American Councils for International Education, the Eurasia Foundation, ROI International – Dutch Institute for Public Administration
- Associate Partner: Carnegie Corporation of New York, BBC/IREX
- Secured funding from these donors totals 3 million EUR in AY 2008-2009

EHU Trust Fund Management

- EHU Trust Fund Manager and Project Coordinator based at the NCM Secretariat in Copenhagen
- Daily contact to EHU and Donors
- Advisory Committee
- Estimated management costs June 2008 – July 2009 are 375.500 EUR
- Costs include salaries, travel and meetings, communication and PR, fundraising advice, legal advice, infrastructure
- Overheads do not cover costs (additional NCM sponsorship applied)

Challenge 1

As existing project financing ends, the Trust Fund needs to provide more

- At present, 57 % of funding comes from existing projects, 29 % from the Trust Fund and 11 % from tuition fees
- In AY 2009-2010 the Trust Fund percentage is expected to be 45 %, or 2.4 million EUR
- Growing revenues from tuition fees and new sources of income are expected, but the main support is expected from the Trust Fund in the near future

Challenge 2

The continued support of governments is vital to the success of the EHU's ability to provide an affordable access to an international higher education based on academic freedom

- Funding from the EC, the NCM, and governments forms the base of the funding
- Mostly one-year grants due to budgetary regulations, but continuity is crucial

Challenge 3

Governmental funding alone will not be able to sustain the EHU in the long run

- Even if full continuity is achieved in governmental funding, the total donations to the Trust Fund are not enough
- Increased attention to private donors, cooperation with external consultant
- Online donation possibility to be opened for individuals
- Increased efforts to secure funding that falls outside the Trust Fund Terms of Reference

Challenge 4

EHU seeks to diversify its income base but encounters constraints in reaching out to non-Belarusian students and establishing effective pricing models in times of financial crisis

- Revenue-generating programs in preparation phase
- Certain programs more open to new pricing models than others
- Recruitment of Lithuanian students poses opportunities but also questions

Challenge 5

Effective fundraising in the United States requires special measures

- U.S. based structure for donations, a 501(c)3 will enable individuals to make tax deductions from their donations
- American partners willing to help in the set-up
- Possible launch autumn 2009