From Project to Donor

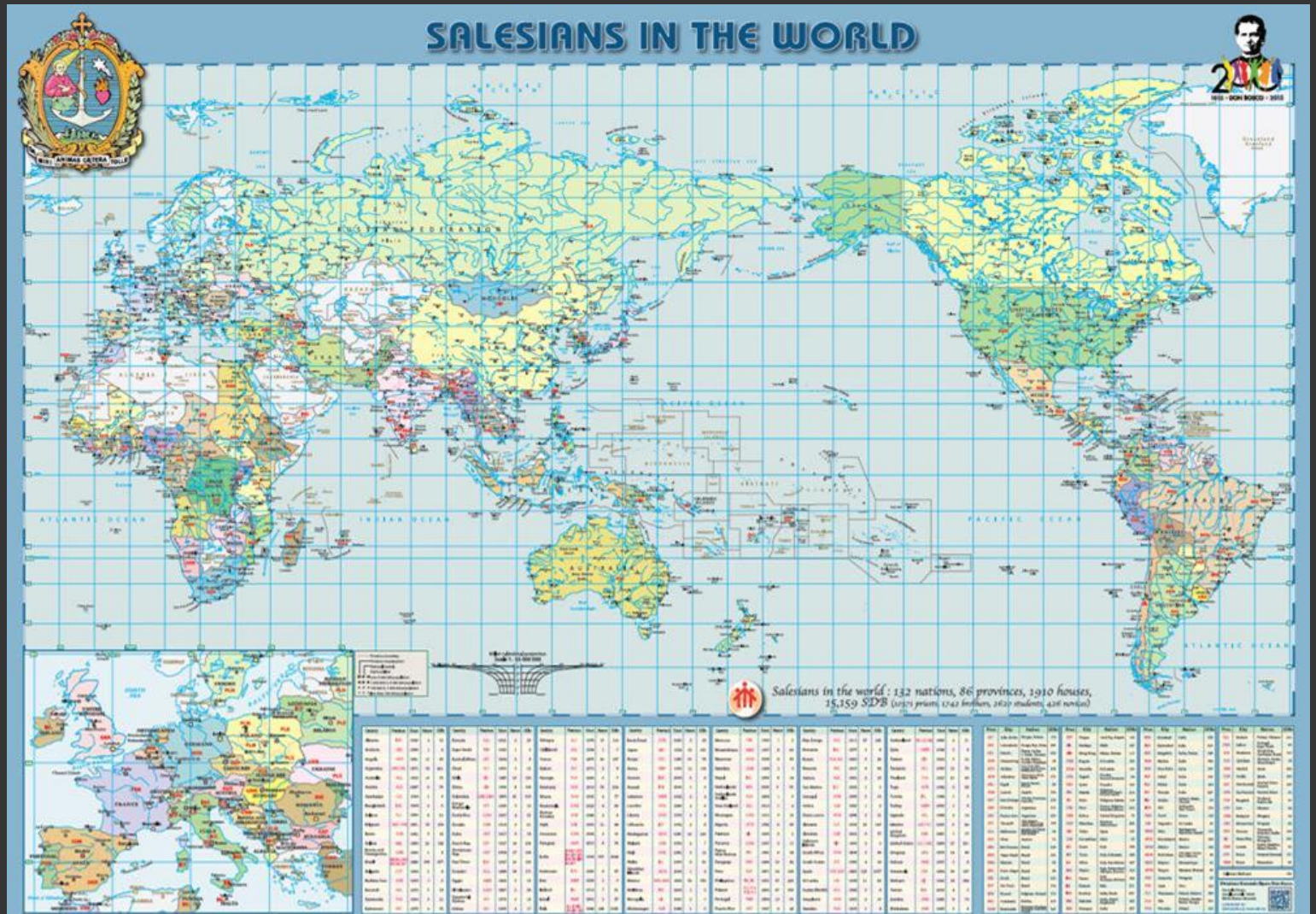
Kevin Delaney - Don Bosco Care
Email: Kevin@donboscocare.ie
Twitter: @kevmagic

all bevegelse er bra

132 Nations

88 Provinces

15,000 SDB


SALESIANS IN THE WORLD
Salesians in the world : 132 nations, 86 provinces, 1910 houses,
15,159 SDB (10371 priests, 1742 brothers, 2621 students, 426 novices)

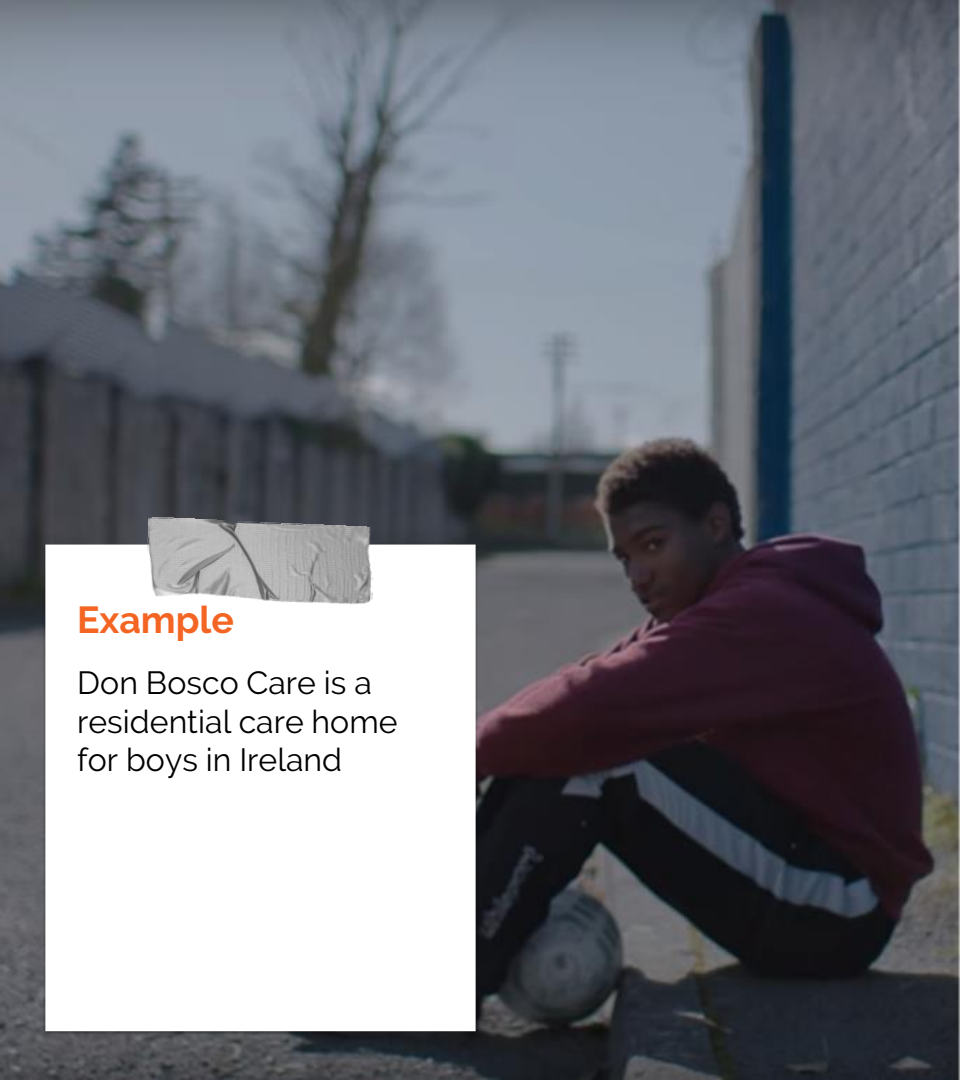
1847

Kindred Spirits

The Choctaw Nation collected and donated $170 towards the famine relief in Ireland where 1,000,000 people eventually died.

This was only 16 years after 2,500 of their people died and many more had faced starvation during their Trail of Tears resettlement ordeal.

WHY DO WE EXIST?



Example

Don Bosco Care is a residential care home for boys in Ireland

Don Bosco Care exists because….

There are children being neglected, beaten, abused, raped and ignored in their own homes

Salesian Ugandan Mission Exists Because there are 34,000 South Sudanese refugees in the Palabek Refugee Camp

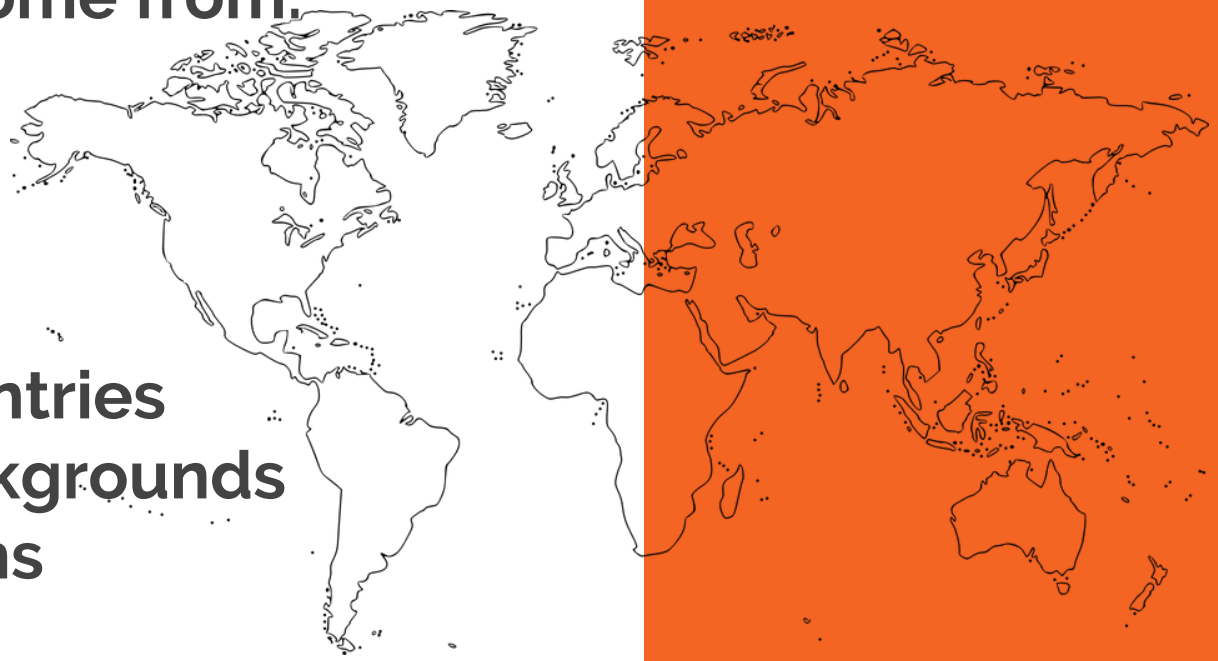
Camp Don Bosco Exists because many children from poorer families in Chicago cannot afford to go to camp where they can run, jump, play and make friends

Salesian Schools exits because every child deserves the opportunity to become aware of and achieve their potential. Regardless of their background

We exist because...

We exist because ...
We exist because
- We need to love and make a difference
- We need to make the world a home
We exist because we are part of something beautiful if seems if working together & doing good
We exist because there is always someone who is in difficult situations and that alone could not overcome them. Our mission there is to offer ways of being able to move forward, with faith and joy with the salesian Charism
We exist because God wants us to exist - To help young people
We exist because we want to support the needy thing in mission places in the world
We exist because
- There are children on the streets who are in need of CARE & PROTECTION
- There are Boys infected with HIV/AIDS for no fault of theirs
- There are girls who are abused
We exist because
We are called to SERVICE
to BASSIN
to VOCATION
We exist for sensibilise education about young's needs. We exist to help in different ways children and young in the world. With education and love
Because every child deserves a chance at a better life
All those kids need to be evangelized

Supporters of Salesian work come from:

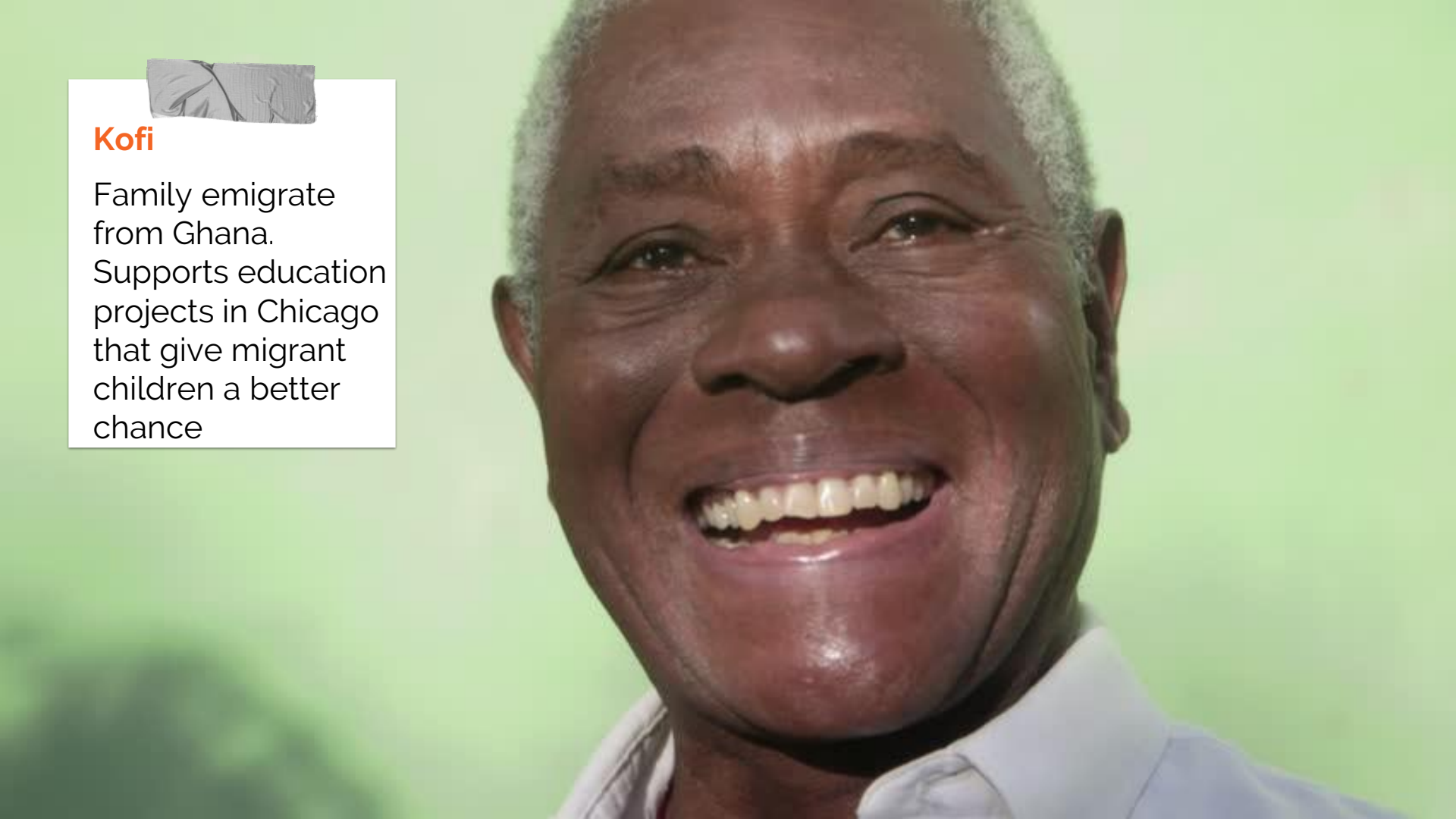


All countries
All backgrounds
All faiths

We begin with their stories

Julia - Germany

Very interested in supporting projects for poor children. Donates to Don Bosco Mundo supporting projects in Swaziland.



Kofi

Family emigrate from Ghana. Supports education projects in Chicago that give migrant children a better chance

Amar

Went to Don Bosco school in New Delhi. Likes to hire young people who have come through Don Bosco projects in slums to help them improve their lives

Natalia - Georgian / Irish

A former refugee now living in Ireland. She is passionate about the plight of communities of refugees around the world.

Sofia

Has a deep devotion to Don Bosco and tries to live a life of kindness and love. She donates what she can through her church.

What connects all these people?

Sofia

Does Sofia know that there are projects inspired by the life of Don Bosco all over the world?

In countries she has visited?

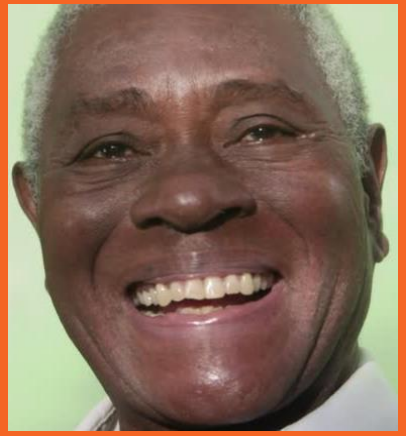
Working on causes she is passionate about?

Kofi

Does Kofi know about Salesian projects in his parents home town?

Does he know he could volunteer there?

His company has an office in New Delhi



Natalia - Georgian / Irish

Has she heard of Don Bosco?

Does she know of Salesian work with refugees around the world - including in Ireland?

Julia - Germany

Is Julia aware of Don Bosco youth projects in Berlin and across Germany? Has she heard of our work with children in Denver, US where her sister lives?

Amar

As a member of India's growing middle class is Amar aware of how he can give back?

Is he aware of Salesian projects in all the countries around the world that his company has offices?

Can his story inspire others?

Me!

I'm passionate about young people and projects to give people a chance.

I have lived in New Zealand.

I have done work in Ireland, UK, Norway, Netherlands, Italy, US, NZ

I work for a Salesian organisation.

I know about dozens of Don Bosco projects around the world.

I have NEVER been asked to donate

Do we agree?

Everyone has the right to support and donate to a cause or project that is important to them.

If you don't ask me for money you are denying me the right to support a cause I am passionate about!!

So let’s look at the competition

Yes I said competition

Oxfam
International

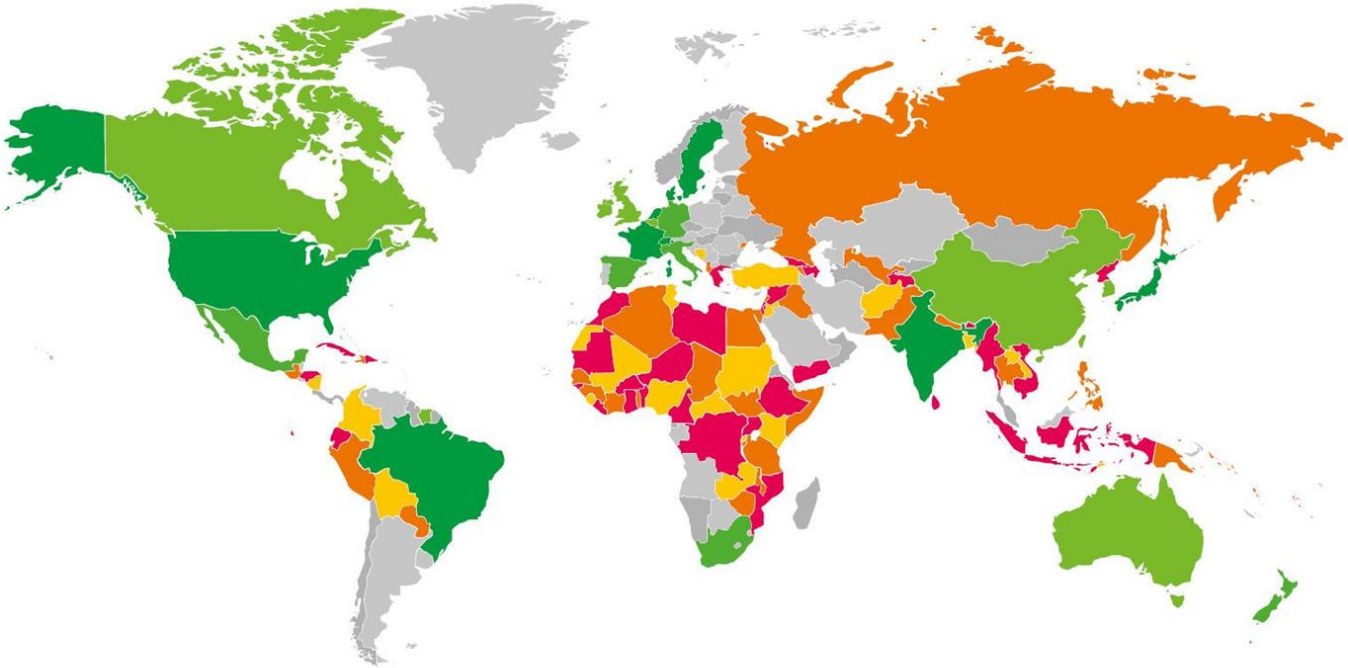
Oxfam International

A confederation of 20 independent charitable organisations

- The work of the global Oxfam confederation is governed by their **board** based on their Constitution and driven by a **commitment to human rights.**
- A commitment to manage program work under a single management structure to make a greater impact on the lives of those living in poverty.
- ## Vision

  Oxfam's vision is a just world without poverty. We want a world where people are valued and treated equally, enjoy their rights as full citizens, and can influence decisions affecting their lives.

WHERE WE WORK



AROUND THE WORLD, OXFAM MOBILIZES THE POWER OF PEOPLE AGAINST POVERTY

OXFAM HEADQUARTER COUNTRIES

COUNTRIES WHERE WE WORK

OXFAM

to Donor - | Mother Yvonne visits Ge | salesians tbilisi georgia - | Facebook | oxfam global goals - Goo | Oxfam Ireland | Irish Cha | Where We Work | Oxfam
Oxfam Republic of Ireland [IE] | https://www.oxfamireland.org
okmarks | iBusiness Banking (IE | Gmail | Facebook | Merchant Manageme | 0 | Salesian Projects 201

PLEASE DONATE SAVE LIVES Urgent appeal for the people of Rohingya ▸

OXFAM Ireland

Oxfam is a world-wide development organisation that mobilises the power of people against poverty

Search

News & Stories | Get Involved | Unwrapped | Log in | My Basket

Proving It | Shop | Donate

Rohingya Crisis

We urgently need your help to provide food and life-saving clean water to those fleeing Myanmar. 100% of your donation goes to this appeal.

Donate now

GIFT RANGE

TAKE ACTION

GIVE MONTHLY

From Project to Donor - | Mother Yvonne visits Ge | salesians tbilisi georgia - | Facebook | oxfam global goals - Goo | Oxfam Canada | Ending G | Where We Work | Oxfam

Secure | https://www.oxfam.ca

Apps | Bookmarks | iBusiness Banking (IE | Gmail | Facebook | Merchant Manageme | 0 | Salesian Projects 201

Oxfam Canada | Oxfam Unwrapped

OXFAM Canada

Ending Global Poverty Begins with Women's Rights

Home | Publications | Blogs | Members

Search Oxfam Canada

About Oxfam | Our Work | Get Involved | News | Donate

WOMEN'S RIGHTS: CHANGING LAWS, CHANGING MINDS.

Transforming gender and power relations is critical to ending poverty and challenging inequality. Read examples of how Oxfam and our partners are strengthening the laws that protect the rights of women and girls.

Find out more ▸

1 2 ||

News

Oxfam announces leaders of Independent Commission on Sexual Misconduct

March 16, 2018

Zainab Bangura and Katherine Sierra will co-chair an Independent Commission on Sexual Misconduct, Accountability and Culture

DONATE

SIGN UP for Oxfam Updates

Features

Hungry for Peace: South Sudan

March 7, 2018

Months after marking four years of devastating war, South Sudan has reached another critical point: more South Sudanese are hungry than ever before. ... *more*

SDGs-horizontal-ic....jpg | where_we_work_m....jpg | 800px-oxfam_inte....png | Show all

TOGETHER AGAINST INEQUALITY

We are better together in the fight against Inequality. Oxfam believes that the realisation of a Uganda free from extreme inequality will require that we work in partnership and alliance with other players at different levels. This way, we are able to do more with less.

Features

'Refugee is just a name': one Ugandan's quest to help her neighbors

Growing up, Jean-Christabel Asipkwe took a different path than many of her female contemporaries in Uganda, where girls often don't get the same educational opportunities as boys. She went to school—all the way through a master's program in public

Rebuilding lives with beads and a megaphone

In Uganda's Bidibidi refugee resettlement camp, one woman is helping others make money—and heal—through a jewelry-making group. Forced from their homes after three years of brutal civil war in South Sudan, more than a million people are starting again as refugees in resettlement

Food Rights Alliance - Our partner in creating a world free from hunger

The world produces enough foods to feed everyone but up to 795 million people of whom 70% are directly involved in production are malnourished. UNFAO also estimates that 800 million people go to bed hungry daily. Interestingly 80% of the food

where_we_work_m....jpg
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Do you want to translate this page?

Translate Options

OXFAM Brasil

Quem Somos | O que fazemos | Conheça | Doe

CONHEÇA

Conheça nossos projetos e as pessoas alcançadas por nosso trabalho

CAMPANHAS

Faça parte do movimento contra as desigualdades

DOE

Seu apoio ajuda a mudar vidas

Últimas Notícias

Secure | https://asia.oxfam.org

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Welcome to **Oxfam in Asia**

OXFAM | The power of people against poverty

Search Oxfam in Asia

Contact us | Where we work

Who we are | What we do | Take Action | Publications

WE ARE OXFAM IN ASIA

We help create lasting solutions that empower people here in Asia to create a future that is secure, just, and free from poverty.

Who we are ▸

Features

Women's Woes: Surviving daily life inside a refugee camp

As more and more Rohingya refugees arrive, so do the needs. Women, girls, and nursing mothers are particularly vulnerable and need to be protected.

Mekong Water Governance

We aim to strengthen civil society and empower communities, so that more farmers and fisherfolk in the Mekong region will fully realize their rights to secure and sustainable livelihoods.

Redefining Inclusive Growth in Asia

Download our Paper that sets out how Asia-Pacific Economic Cooperation (APEC) can achieve an economy that leaves no one behind.

SDGs-horizontal-ic....jpg | where_we_work_m....jpg | 800px-oxfam_inte....png | Show

Oxfam Ireland
www.oxfamireland.org
Clothing Home Books Music Vintage Bridal

THE GLOBAL GOALS
For Sustainable Development

Ōxfam is 20+ Organisations but

It feels like the one Oxfam.

Consistency of messages, values, priorities no matter where you're from

I can find my area of interest and follow it around the world. It feels like its about me.

– Save the Children

Let’s get back to us.

A simple search for Salesian logo

SALESIANS OF DON BOSCO
Journeying with the young
Salesian College
SUNBURY
SOUTH ASIA SALESIAN FAMILY 2015
SALESIAN
COLLEGE
CHADSTONE EST.1957
EDUCATING FOR LIFE
FOUNDED 1901
SALESIAN
SALESIAN HIGH
Istituzioni
Salesiane
di Educazione
Superiore
Happy Vocation
SALESIAN HIGH SCHOOL
SMS
ST MARY'S
AFC
SALESIAN
AUDENTIS FORTUNA IUVAT
SAPIENTIA ET VERITAS
SALESIAN
COLLEGE PREPARATORY

Search for Don Bosco logo

DON BOSCO TARLAC
Ducere Est Servire
ASCENDE SUPERIUS
DON BOSCO TECHNICAL COLLEGE
1953
DON BOSCO
among us
2013
DON BOSCO
among us
2013
2000
1815 • DON BOSCO • 2015
DUCERE CUM AMORE PROVIDO
UNIVERSIDAD DON BOSCO
CARITAS DON BOSCO SCHOOL
1994
954 × 1300 - donb...
DON BOSCO TECHNICAL SCHOOL
PHNOM PENH
DON BOSCO TECHNICAL INSTITUTE
Don Bosco
Technical Institute
Solomon Islands
UNITED KINGDOM
2013
Don Bosco
ARDUA NON TIMEO
DON BOSCO
DON BOSCO
ශ්‍රී ලංකා
Don Bosco Community Center
Port Chester New York
DON BOSCO
PAMPANGA
DON BOSCO GREYWOLVES
DON BOSCO
Don Bosco
DON BOSCO
KHARAGPUR

And Oxfam?

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International
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Proudly supporting
OXFAM
New Zealand
OXFA
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OXFAM
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ऑक्सफैम इंडिया
OXFAM
India
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OXFAM
OXFAM
Ireland
OXFAM

When we try to explore the Salesian / Don Bosco World

TAG: GERMANY

30 Oct

GERMANY – REFUGEES IN MUNICH AND NUREMBERG ARE HELPED BY THE BNP PARIBAS FOUNDATION AND THE SALESIANS

RECENT POSTS

› Don Bosco Care Young Representative at 10th year Anniversary of Fundamental Rights Agency

› DBN General Assembly visits European Institutions led by DBI

› A "normal" Salesian House in one of the most inhospitable places

› Day of Europe: an occasion to make Europe more accessible to its citizens

› The Salesian Network Welcomes Migrant Minors

Don Bosco Inter...
1407 "Mi piace"
Mi piace questa Pagina
Piace a 3 amici

www.donboscocare.ie

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DON BOSCO CARE

CHALLENGE PARTNER

ty CARES

HOME WHAT DO WE DO? WHY WE EXIST? HOW CAN I HELP? CONTACT

Create Yo

Donate

Don Bosco Care is home to vulnerable children who cannot live with their families anymore.

https://www.salesiansireland.ie/get-involved/salesian-youth-movement/
Apps Bookmarks iBusiness Banking (IE Gmail Facebook Merchant Manageme 0 Salesian Projects 201

SALESIAN YOUTH MOVEMENT

The Salesian Youth Movement (SYM) is a related combination of groups and associations that have a relationship to Don Bosco, his pedagogy and his spirituality.

We aim to help young people progress in knowledge, understanding and sharing of the values and recommendations of Salesian Youth Spirituality. We try to foster the Christian and human maturing of young people in accordance with Don Bosco's recommendations for a Christian life. We promote collegiality among groups, in order to assist them in the task of formation according to Salesian educational and pastoral principles.

There are various levels of involvement in the SYS. Some young people who attend Salesian work, have some relationship to the figure of Don Bosco and feel happy in a Salesian environment; others form a group for activities or to share particular interests and have some wish for formation. Then there are those young people who are following a course of Christian formation. Finally, there are young animators, marked by the values of Salesian Youth Spirituality, who commit themselves to helping others.

We try to encourage those with lesser involvement, through their interest in, and gradual commitment to, their own human and Christian formation, hopefully leading to

GET INVOLVED

Vocations

Volunteering

Mission Office

Salesian Youth Movement

- Michael Curtin (Celbridge) elected to European Small Team of SYM

Don Bosco Youth-Net

VIDEOS

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SALESIAN MISSIONS
What's your mission?

Giving hope to millions of youth around the globe.

Follow Us:

About Us | Our Work | Ways to Help | News | Publications | Gift Items | Donate Now »

Helping South Sudanese Refugees in Uganda

Thousands seek relief from violence, drought and famine at the Palabek Refugee Camp.

Read More ▸

Puerto Rico Still Needs You | Dignity and Hope for Victims of Violent Abuse | Helping South Sudanese Refugees in Uganda | Helping Child Soldiers be Kids Again

Help Care for Youth
Provide Clean, Healthy Water

Your monthly gift to our Water Initiative will help build wells and supply fresh water to those who need it most.

Send 1-Time Gift » | Give Monthly »

Free thank-you book!

Find Your Mission
Give Hope around the Globe

Explore the types of work we do, the places we do it, and find out how you can help too.

Get Inspired
Words of Faith and Help

Every day Salesian Missions is working to provide inspiration and hope to hurting youth around the world.

Watch Us in Action
Video Channel

▸ Giving hope through love and education

Salesian-Missions-l....jpg | color-logo.png | Salesian-modern-L....jpg | TheGlobalGoals_Ic....png | SDGs-horizontal-ic....jpg | where_we_work_m....jpg | Show all

There is nothing wrong with any of the logos, website or even project pages but if we compare to Oxfam we don’t seem as organised, transparent, professional

So what do we need?

We need to look and feel like one organisation.

We need to have consistent values, goals and language

We need to focus on our donors from bottom to top

We obviously can’t do that right now but we can start on the roadmap

Could we divide all Salesian projects around the world into a number of pillars? For example

Just for example

Working with refugees

Children living in poverty

Education

Sharing Don Boscos Values

What could our pillars be? Maybe it's time for a group work

Group 1: 4

- Education, instruction (and formation)
- Protection of Children, social works and gender equality
- Environment, sustainable development, water wells/drinkable water
- Emergency Relief

Group 2: 4

- Education and Evangelisation
- Technical and Professional Education/training
- (Formation is different category...SDB field)
- Social and Community (Rural/Urban) Development
- Synergy and networking/Capacity Building of the organisation
    - Main priority is poor youth at risk connecting all above points

Group 3: 3

- From Universal Perspective
- Better Life for those in need/Help those most in need
- Empower Youth
  - Education
  - Technical skills

Group 4: 1-3?

- Feeding Support
- Infrastructure Support: Churches, schools, orphanages...capital building
- Education
- Humanitarian Support

Group 5: 7

- Education
- Health Aid: medical support, medicine
- Youth and families at Risk
- Don Bosco Values
- Capacity building and development: infrastructural
- Emergency Relief
- Human Rights and Advocacy

Growing a Person:

a. Education and Training
b. Community Infrastructure
c. Protection and Advocacy of Young and Family
d. Working for all at Risk
e. Emergency and Medical Aid
f. Safe and sustainable Environment

Global / National

a. Building/promoting public Awareness of Social Justice and Rights

We exist because...

We are tackling under these 5 pillars...

Our work with refugees in Uganda addresses...

We see the importance of the work in Uganda at our centres around Europe...

Many unaccompanied minors from refugee camps find their way to our care services in UK & Ireland...

Our goal is to be able to link every single Salesian project into a chain that flows into one of our core pillars and ultimately connects with why we exist.

Now the easy part

Every donor no matter where they are in the world is part that chain.

They share our values

They care about our children

They are invested emotionally & financially in one of our projects

They are making the work happen

We have to show them how

How does my €10 make a difference?

Can we connect multiple projects and donors to this simple story

- **Work with Refugees**
- **Programmes in East Africa**
- **Programmes working with childrens rights across europe**
- **Children in the care system**
- **Children in poverty**
- **Similar projects in South America**
- **Ensuring children's voices are heard**
- **Lobbying the EU and UN**

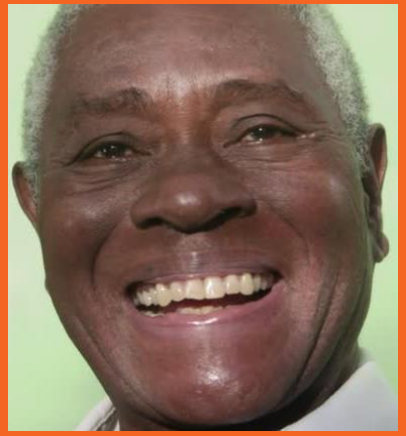
Can we imagine the story about a kid living in care in Ireland being of interest and relevant to some of the people we spoke about earlier?

Sofia

Would she see Don Bosco in the story about Junior and maybe look for similar stories in her locality?

Kofi

Would Junior's story remind him of his parents story and maybe seek to advance the rights of migrant children in his home town?



Natalia - Georgian / Irish

Will she donate to Don Bosco Care where Junior lives when she sees the work they do?

Julia - Germany

Would Julia be interested to know if there was a child from Germany at the conference and look for opportunities to support local projects?

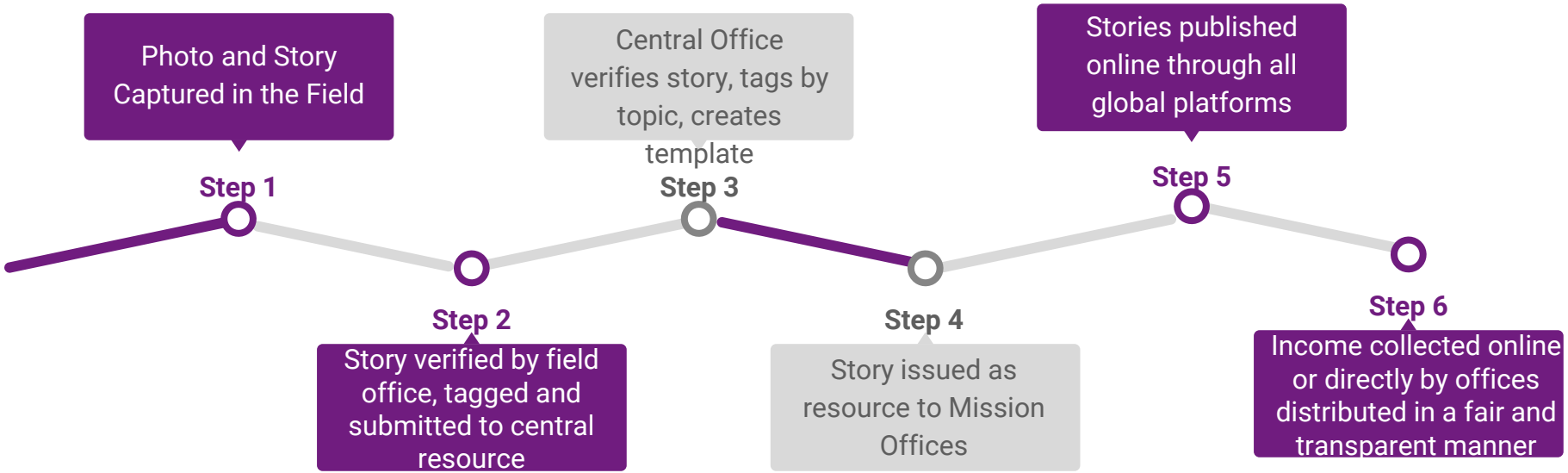
Amar

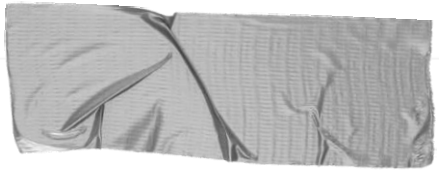
Went to Don Bosco school in New Delhi. Likes to hire young people who have come through Don Bosco projects in slums to help them improve their lives.

Could Amar be inspired by the focus on children's rights in Europe and become interested in Salesian work in this area in India?

So can we connect every donor to every project?

Let's look at a sample Roadmap





0. Agreement

We need an agreement between a number of Salesian Mission Offices to work as one.

- **Single Brand**

  This is just a very rough idea but we will need to have a number of MO's sign up to the project in order to have both enough stories generated from the field and to have enough outlets for those stories.

- **Single Voice**

  At least for these stories the language, story and ask need to be the same

1. In the Field

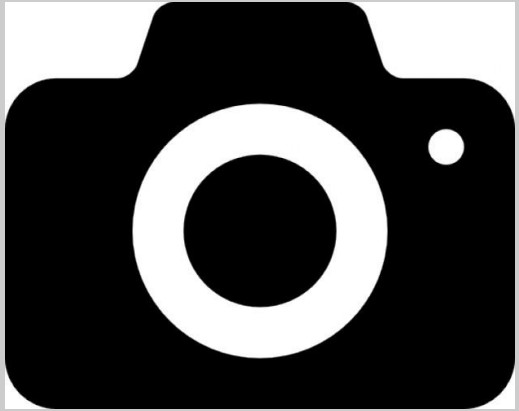
Any field worker can potentially capture and image that tells the story of their work

- **Images**

  Even a phone can capture a high quality usable image or video

- **Story**

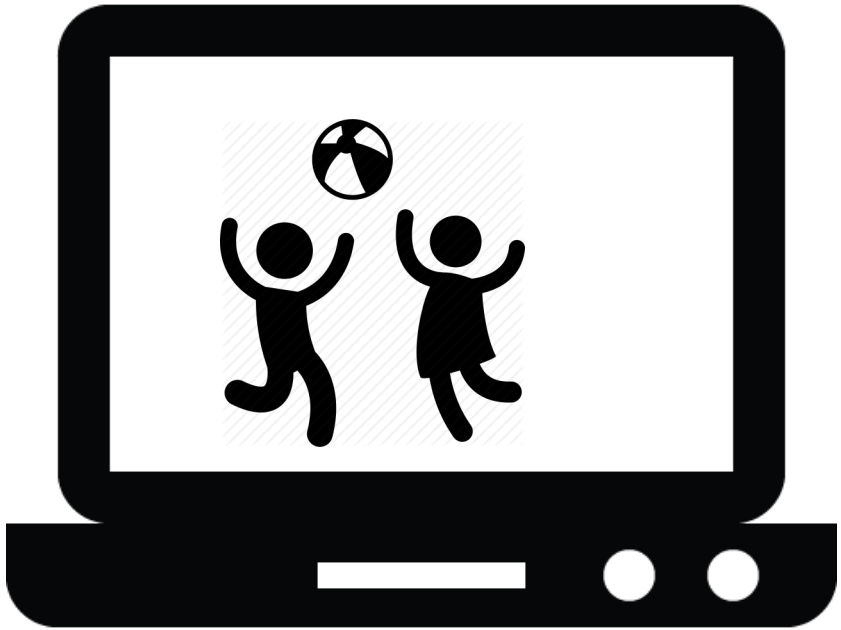
  A short story about the shot can me captured via text, email or even a pencil



2. In the field office

A designated person collects the stories and uploads them to a central location providing all the relevant information

- **Story** What is this image about and what is the background
- **Tags** Attach relevant tags: refugee, shelter, education to story to help with filtering
- **Attach relevant info** Project brief, funding situation, future plans etc
- **Submit to Central Location**



3. Central Point

- Assigns Project id number
- Story Outline
- Hi Quality Images
- Project Background
- Goals
- Mission
- Funding Need
- Print / Online / Social Media / Video

4. Mission Offices

Mission Offices receive full pack and implement them as part of their fundraising programme.

- → **Direct Mail**
- → **News Stories**
- → **Major Donor**
- → **Corporate Partners**
- → **Online**

5. Online

Central Office also create online and social media campaign to distribute globally

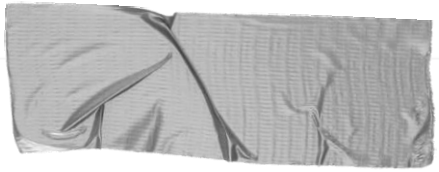
→ **Organic Reach**

→ **Paid Promotion**

6. Donors

Donors hear and see clear stories from the field about the people they care about

- ➔ **Single Story** If they are connected to the Salesian world they will see th same story in a number of locations
- ➔ **Local** They will see how global projects are connected to their local community - similar work, same ethos etc
- ➔ **Impact** They will be able to see their direct impact on the lives of others

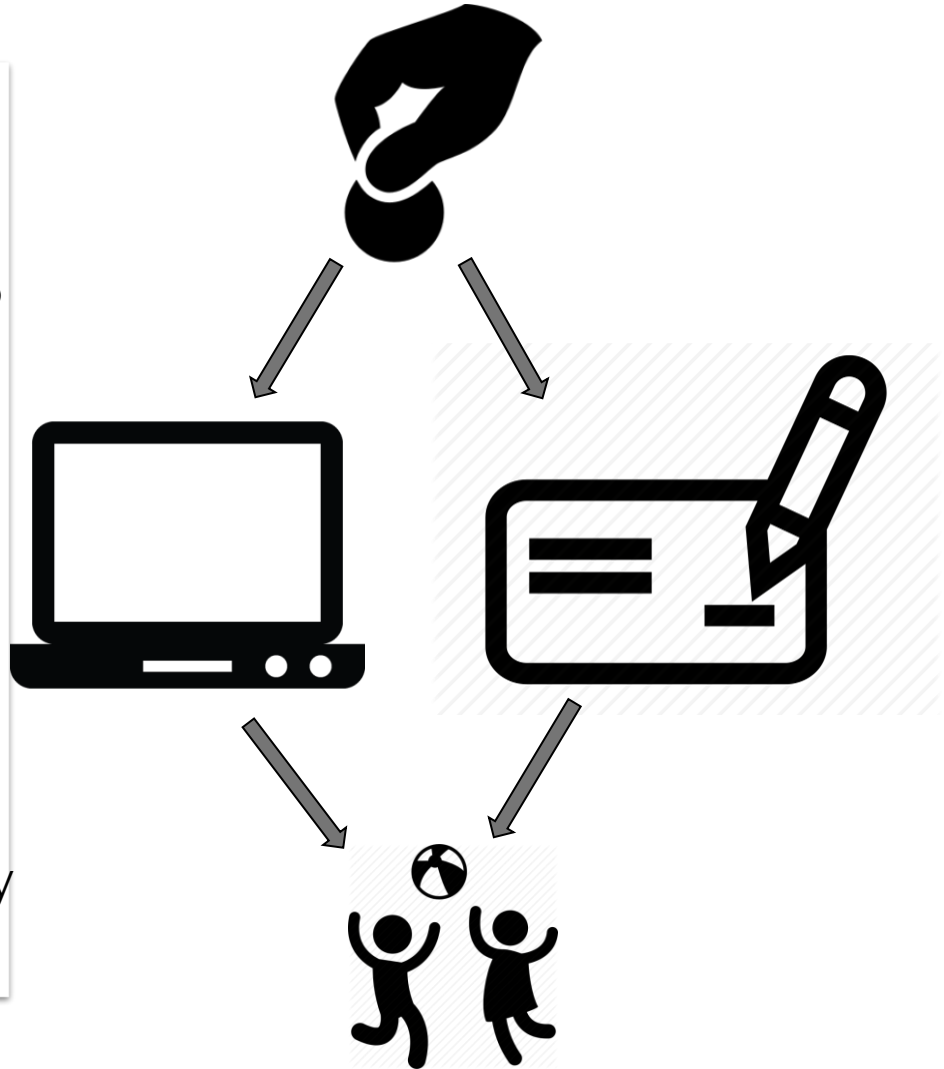


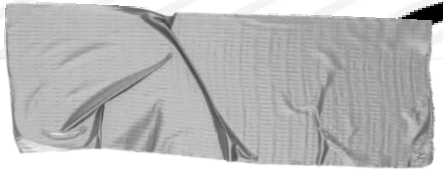
7. Donations

Donations can be received and sent to Mission Offices for distribution to:

- ➔ **A Particular Project**
- ➔ **Similar Projects**
- ➔ **A Particular Country**
- ➔ **A Region**
- ➔ **A Pillar**
- ➔ **Unrestricted**

This can all be included in the tagging and documents created centrally or by MO





8. Field

Projects have a clear and fast method of communicating with potential donors

- → **Access to donors**
- → **Access to volunteers**
- → **Potential to collaborate**
- → **Less time spent filling out funding applications**
- → **More money to do work**

0. Feedback

Once the system is in place it is easy to keep a constant flow and conversation between donors and projects.

Could we make something like this work?

Let’s go group by group and make a list

Group 1: What do we need in order to have agreement to have project like this?

- A collaboration to create platform (similar to DBN) and from mission grounds insert story and create campaign around this story
- Noted the different cultures and sensibilities
- To have a place where have different stories and if one story good in our country then elaborate and use
- Collection positive, shaping to be done more local to the donor
- As Salesian family need more cooperation and communication: FMA, PDO…
- Need for collaboration with VIS, prepare personnel with trial project on a fw stories, discover good practices from other countries and create ready made templates

Group 2:

What information/stories do we want to hear from the field and what does not work?

- Interested in the actions of others on the ground...so this allows the creation of a strategy…..testimonies...witnesses with a concrete name…
- Long and giving context to allow for editing
- Impact but not over top
- Not need success story but give hope to the people
- Images to accompany story, videos, photos, ...tell us the problem...faces and persons…
- Safeguard minors and follow proper procedures (European law strict)
- Photos where parents gave permission
- Do not want: ?

Group 3:

How we make/expand on the story once received? Do we need check who funds it, director, ethos of the project? What wider context need?

- Know challenges of making it happen already so moved to discussion on what could be done
- Agreed support concept of joining DBN and utilising this platform
- Create a working group to perfect the platform with current coordinator
- How make it mutually beneficial, market platform, messaging of platform across the SDB world and make it useful for marketing purposes

Group 4:

How should we communicate these stories?

- Discussion went on the content, the source, and the end user
- Legal issues at all stages...legislative instrument for collection of materials for sharing on the common platform
- Have clear communication on source and use of all material

Group 5: How would we like these stories packaged: do we want a template, social media posts, how imagine this shared global story would look like? What make on my desk so I can send it out?

- Question of how package: content of the photos as favoured per location...send raw files: videos under 2 mins, 8 photos
- Make it part of formation training to explain the importance of photos/build awareness of their involvement as support to mission of Don Bosco and MO...this fund raising is part of our Charism...bring in the Salesian family...it is the duty/responsibility of all and not just Provincial/MO
- Legal permission for photos...MO communicate directly with the project/local houses because now had permission of the parents (Argentine)
- Get info back a technical requirement but there is the issue f enforcement of this

How we begin

- Working/test group to explore how bring this idea t next level
- Test stories/campaign and how work
- Explore DBN platform as communication stream...explore needs of a communication platform in general terms first
- Campaign out to Salesian Family to highlight importance stories etc among
- Protocol around sharing of Photos etc
- Thinking of a way to connect a webpage with links (portal) to everybody else
- This group would reach out to larger group for feedback
- Test the waters...many people using google...use google drive to explain practices as interim step
- Try some test and ut this will come needs and challenges and work through …
- Could we use the annual missionary group at Congregational level...establish formative module
- Not a clear set of statistics that we all use and working group work to validate regularly
- To be able to work on the common messages

Volunteers for Group: Ana, Hannah, Barbara, Maria, Victor, Vincent...DBN and MC in support...group can co-opt/seek help from others

Timeline: To be set by group

What have we agreed?

What have we agreed upon?:

- Young are at the centre of all our projects
- That simple project for connect donors wherever they are to stories direct from the field should be created
- We have a basic structure for 6 pillars under which our projects are delivered
- We agree that at a national/global level our advocacy/lobbying work sits alongside
- We've discussed in depth what we need from the field and how we might communicate them.
- The Core Salesian ethos and Don Bosco does not stand alone but is embedded in our project

- We've agreed the need to share more resources around:
  - Methodology
  - Metrics
  - Fundraising tactics
  - Policies
- Why we exist: We've gathered all our thoughts can begin to combine them to help us frame our fundraising ask
- We agree we need to find a way to look and feel a little bit more consistent around the world
- We agree that we do not want or need to be 'like oxfam' but can learn from organisations like them
- We agreed to work on a Worldwide Salesian Day and have volunteer group willing to take the lead on coordinating
- We have set up a group to begin developing a method of sharing stories

Next Steps

1. Kevin will write up all of the information/suggestions we've captured and share with the whole group
2. Kevin will share the slides including the feedback notes to the whole group
3. Group to come together and coordinate global day for Salesian projects
4. Working group to being discussions and report back to the whole group by -