



**Katarína Bartovičová**

European Digital Rights (BE)



**Katalin Kovácsné Béres**

SOS Children's Villages  
International (HU)



CEE FUNDRAISING  
CONFERENCE

## EFFECTIVE CORPORATE FUNDRAISING FOR TODAY'S WORLD

### Masterclass

**Speaker:** **Katalin Kovácsné Béres** SOS Children's Villages Intl. (HU)  
**Katarína Bartovičová** EDRI (BE)/Slovak Fundraising Centre (SK)

**Date:** **Wednesday 12 October 2022** – 14:30-18:00

**Venue:** AC Hotel by Marriott, Vysoká 2A, Bratislava, Slovakia

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**14:00-14:30 >>** **Delegate Registration for the Masterclass Program**

**14:30-16:00 >>** **Part 1**

**16:00-16:30 >>** **Coffee Break**

**16:30-18:00 >>** **Part 2**

This masterclass will offer a practical hands-on approach to how to start and develop relationships with corporate donors in order to diversify potential income and increase the future financial sustainability of your organisation.

The masterclass will cover a wide range of topics, starting with principles and fundamentals, through trends in the changing landscape of corporate giving against the backdrop of the impact of the Covid-19 pandemic and the war in Ukraine, to inspiring examples of corporate-NGO partnerships from the CEE region. Presentations and interactive discussions between presenters and participants will be complemented by individual and group work.



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### **Learning outcomes:**

Understanding the principles, strategies and practices in corporate fundraising in order to build masterclass participants' knowledge, expertise and confidence:

- Basic ingredients, pre-requisites, practices and tools of corporate fundraising,
- Corporate fundraising cosmos today – trends & insights,
- Strategy and Activity Planning & Working Cycle,
- Inspiring examples of corporate-NGO partnerships,
- Communication aspects in corporate fundraising,
- Pitching vs co-creation,
- Stewarding your corporate partner for a better world,
- Guide to corporate foundations.

### **Who should attend:**

- Fundraisers who are starting or already have some experience in corporate fundraising,
- Leaders wishing to refresh their knowledge and experience,
- Everyone interested in corporate fundraising.

**Katalin** graduated as an economist and also holds a diploma in communication for electronic media. She has 15 years of retail sales and marketing experience at multinational companies (Shell, Unilever, Sara Lee) and more than 10 years of fundraising experience at an INGO. She is an expert in developing and stewarding partnerships, marketing and cause-related cooperation, customer programmes, loyalty schemes and regional projects. Katalin is a natural leader, a certified business and life coach, and is experienced in leading and advising virtual, international teams and expert networks.

Katalin has been working for SOS Children's Villages International since 2011 – driving the Leadership Giving fundraising of 29 Member Associations in the CEE/CIS/ME region by advising, supporting and building fundraising capacities, but also by establishing and stewarding regional partnerships. She has vast speaking experience: organized, hosted and spoke at numerous regional and global corporate fundraising conferences at SOS Children's Villages International, held workshops at corporate partners' events, at the Austrian Fundraising Congress, at IFC in 2019, as well as at two previous CEE Fundraising Conferences. Her motto is "Whether you think you can or whether you think you can't, you're right." (Henry Ford).



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**Katarína** holds a master's degree in Film and Television Production & Management from the Academy of Performing Arts in Bratislava. After over a decade of fundraising experience gained primarily at Greenpeace Central and Eastern Europe, and at various local Slovak NGOs, she co-established the Slovak Fundraising Centre in 2009 and has been its Deputy Chair since then.

In 2016 she joined the leading European advocacy organisation defending human rights and freedoms in the digital environment – the European Digital Rights/EDRI – based in Brussels (BE), as a Senior Fundraising Manager. As well as working for EDRI, she continues to provide fundraising consultancy to NGOs which hold a special spot in her fundraising heart, such as the European Remembrance organisation Post Bellum SK, and the LGBT+ organisation Saplinq. She also conducts fundraising trainings in Slovakia and abroad, and co-organises fundraising conferences and workshops together with her colleague and lifelong friend Eduard Marček.

**Please evaluate  
this masterclass at**

[bit.ly/2022katalinkatarina](https://bit.ly/2022katalinkatarina)

**Thank you!**



[ceefundraising.org](https://ceefundraising.org)  
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