

# DIALOGUE WITH A FOUNDATION!

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# KRISTIAN KROGH HANSEN

- **Board member: Cycling Without Age**
- **Advisor Nordea-fonden**
- *Advisor A.P. Møller-foundation*
- *Danish Institute for Voluntary Effort*
- *Danish NGO's: Danish Refugee Council, DanAge...*
- **Basketball coach**

# DANISH DONOR-SYSTEM

- State
- Local government/municipalities
- Foundations
- Private companies/private donors

TJETG  
FOND  
EN

LOKALE  
ANLÆGS  
FONDEN

LANDSBYGGGEFONDEN

novo nordisk  
fonden

NORDEA  
FONDEN

TrygFonden

TUBORG  
FONDET

:INDUSTRIENS FOND

dreyersf

15. Juni Fonden

The LEGO Foundation



CARLSBERGFONDET



AAGE OG JOHANNE  
LOUIS-HANSENS FOND

EGMONT  
Fonden

ebbefos  
fonden

A.P. MØLLER FONDEN

Realdania

VELUX FONDEN



LUNDBECK  
FONDEN

AUGUSTINUS FONDEN  
STIFTET 25. MARTS 1942

Ole Kirk's Fond

BIKUBENFONDEN

VILLUM FONDEN





## The PREMISE for the work foundations do

- Legal framework: Bi-laws or foundation on which it is build
- Agenda setting vs. agenda supporting
- Demand driven vs. catalytic philanthropy
- Foundations are not agents of change – the recipients/organizations are (most of the time)
- **Therefore foundations support projekts – not organizations –**  
we want organizations who can implement!

## **The PREMISE for communicating with a foundation**

- RELAX - They need you as much as you need them
- Know who you are talking to

Tell them:

- What problem do you want to solve
- How is it solved
- Who is going to solve it
- What is the assumed outcome
- How much money do you want

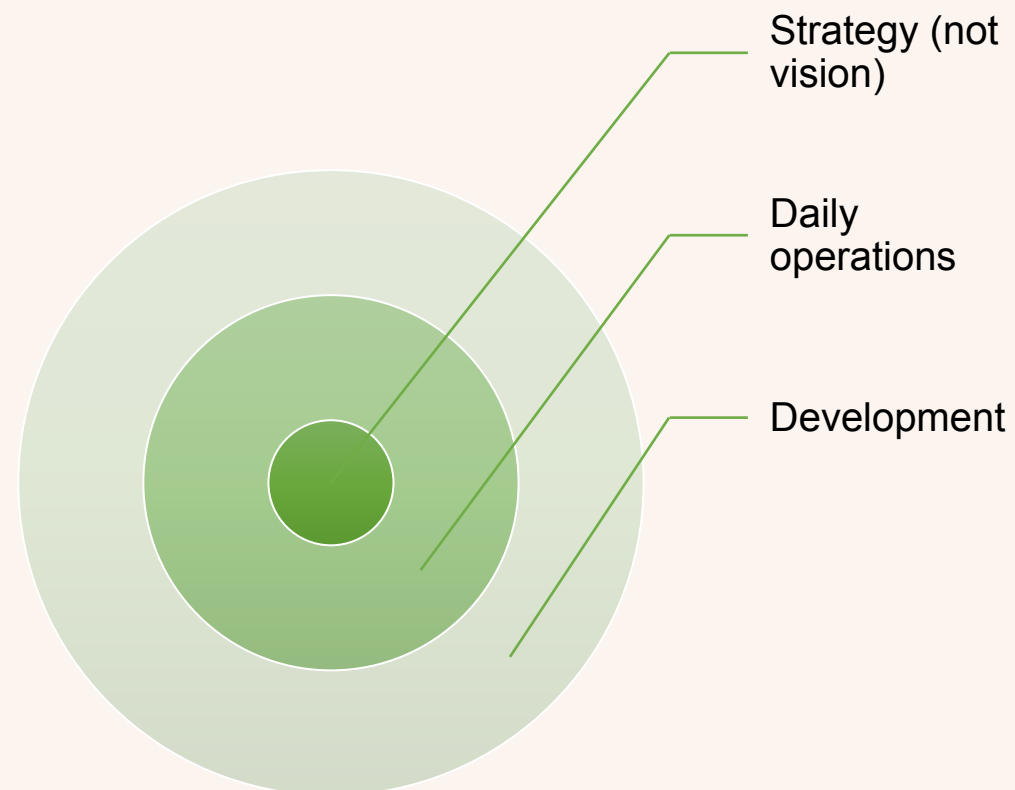


## **SUSTAINABILITY - Does the organization have the set-up to implement the 'newly developed' way in the organization?**

- Do not come back and ask for the same thing twice
- Foundations want to see an exit plan for the project – and see how it can lead to a change of culture, intervention, treatment etc.
- The different a project creates, stays!

# FOCUS!

- Stick to the strategy of your organization, not of the foundation
- Focus on daily operations – not the money – creates healthy stable organizations
- If you want everything – you get nothing
- Healthy organizations have multiple donors – not only one





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## **Some insides!**

- Foundations, are by default more risk-tolerant than e.g. public institutions
- Do not sell us the world, be realistic. Sometimes less is more. We are not i\*\*\*\*\*
- We talk amongst each other
- Many of us have worked in organizations – we often know how it is on the other side
- Most of the time we want to help and see great projects succeed
- Play hard to get – say no

THANK YOU!

