I’ve been involved in fundraising long enough to know that I should start this annual review of Rogare by talking about you, our Associate Members and members of our Advisory Panel.

And yet these donorcentrist ideas don’t come easily to me. Whenever I ask Amanda Shephard, the AP’s co-ordinator, to check over something I’ve written, she often comes back to me and says, ‘make it more about them, you know, be more donorcentric’.

Which I guess is why I’m not a fundraiser, but you all are.

But it’s absolutely true that Rogare is all about you. Rogare is its Advisory Panel. Without you, Rogare would not exist. Or if it did exist, it would be far, far less relevant to the fundraising profession.

Your role is twofold.

First, you show us the gaps in fundraising’s professional knowledge that you think Rogare could fill.

Second, having filled those gaps, you take those ideas and use your networks to disseminate and embed them throughout fundraising.

Without you, we are just a minor academic vanity project producing white papers few people will read, and even fewer will act on.

Rogare has grown from a standing start to become an influential think tank that is changing ideas, attitudes and behaviours in the fundraising profession.

But we’ve had to build the Rogare ship as we sail it, putting the Advisory Panel together and working out as we go along how you can contribute to our objective of delivering a paradigm shift in how fundraisers use theory and evidence to tackle the challenges they face in their profession.

I think that we’ve achieved some pretty remarkable things since we launched in April 2014. But our most remarkable achievements lay ahead of us. Thank you all in advance for making those happen.

Ian MacQuillen
Director, Rogare
ASSOCIATE MEMBERS

Associate Members – we wouldn’t exist without you

Without the support of our Associate Members, Rogare would not be able to pay our bills. So first things first, let’s thank Bluefrog, DTV Group, Ethicall, Home Fundraising, Pursuant and Rapidata.

Bluefrog and Rapidata have been with us since we started in 2014, Ethicall and Home joined us in 2015 and DTV and Pursuant this year.

Dallas-based fundraising agency Pursuant, is our first US Associate Member. As Lead Associate Member for North America, they’re taking a very active role in establishing the Advisory Panel in the USA and Canada.

Pursuant’s expertise and involvement with Rogare has already been immensely helpful. They were co-sponsors (with Bloomerang) of our review of Relationship Fundraising, released in January 2016, and also hosted our first retreat for North American Advisory Panel members in November 2016.

And special thanks are also due to the Resource Alliance, whose two-year research association will culminate by the end of 2016 with the publication of the ‘Tomorrow’s Philanthropy’ report.

All have made valuable contributions to Rogare’s work – so thank you all once again.
Welcome to our new Advisory Panel Members

This year, our Advisory Panel grew from 60 to 100 fundraising thought leaders, including new members from North America, South America, Europe and Africa, establishing Rogare as an international organisation. We would like to take the opportunity to welcome these new members to the team, and to thank both new and existing members for your continued support.

The time that our Advisory Panel volunteers contribute, particularly through our lively Slack discussions, is so valuable to Rogare’s progress. Thank you for your effort and enthusiasm over the past year. To ensure you benefit from your involvement with Rogare, feel free to contact Alice O’Malley regarding any element of your membership.

We would also like to say thank you to Jennifer Brake for offering her expertise as Slack champion/czar/resident expert. We are aware that some AP members have experienced teething problems with Slack, so please do get in touch with Jennifer should you require advice or guidance on how to make the most of this platform.

**Strategy for Change**

Rogare’s goal is to help remodel the fundraising profession, encouraging professional fundraisers to use theory and evidence to develop effective fundraising strategies, close knowledge gaps, and engage critically with their profession.

We’ve developed a Theory of Change to enable us to do this and during November, we rolled this out for consultation to you, our AP members, along with further ideas about refocusing the Advisory Panel to emphasise a more active role for it.

We aim to implement some changes in early in 2017, and there’s plenty more to come as we develop this strategy, so keep an eye on the Strategy for Change channel on Slack.

Thanks to the steering group, led by the AP’s co-ordinator Amanda Shepard, who helped draft this strategy: Paul Farthing (on whose suggestion we actually did this), Nick Mason, Meredith Niles, Adrian Salmon, Curt Swindoll, Hilary Noon and Nathalie Veenman.

**On-going recruitment to the panel**

From January we’ll be moving to monthly recruitment for the Advisory Panel, rather than the single burst we have done in Northern summer for the past two years. If you know of anyone who would be a great addition to our team, please point them in the direction of the Rogare website.

This is a bit more work for us, so a big thank you to Curt Swindoll, Howard Lake, Nathan Hand, Clive Pedley, Laura Boulton, Amanda Shepard and Nathan Hand for their on-going work in helping to sift through and assess these applications.
Ethics review

Our current major project is to review fundraising’s professional ethics and promote a new theory of fundraising ethics that seeks to balance fundraisers’ duties to the donors and their beneficiaries – surprising as it may seem, most current ideas only consider ethical duties to donors, not to beneficiaries.

The first white paper – Rights Stuff – was published in September and is available to download from the Rogare website.

This will be an on-going project throughout 2017 that we deliver with the help of the steering group for this project, which includes academics and practitioners with a background in philosophy, including AP members Roewen Wishart, Heather McGinness, Meredith Niles and Cherian Koshy.

As part of this review, we’re also working with the UK’s umbrella body for aid organisations – BOND – to apply our rights balancing ideas to the question of how beneficiaries are ‘framed’ in fundraising materials. Derek Humphries of DTV will take a leading role in this project and AP members Beth Oppenheim-Chan and Ruth Smyth have already volunteered their services. Updates will be posted on Slack in the Beneficiaries channel.

Tomorrow’s Philanthropy

The research into how philanthropy is likely to change through the influence of factors such as social entrepreneurship and impact investment – which is supported by the Resource Alliance and led by Jen Shang – is due to be published by the end of the year, so you might have already seen all the attendant press and PR and read the report by now. You’d have got a sneak preview of the findings if you attended Jen’s IFC’s session.
Fundraising Regulation

Twenty-sixteen was a big year for fundraising regulation in the UK with the establishment of a new regulator and the development of the Fundraising Preference Service.

Rogare was active in this area, submitting ideas to three different consultations on the regulation of fundraising in the UK, and also contributing to reviews of fundraising regulation in Finland and New Zealand.

Various events and conferences

It’s been another busy year for Rogare, event-wise.

Ian spoke at the national conferences in USA, New Zealand, England, Scotland, Ireland and Finland, the IFC in Holland, as well as a number of regional and special interest events, mainly speaking about ethics (including the opening plenary in NZ) and relationship fundraising.

Adrian Sargeant presented ideas from the Relationship Fundraising Review at conferences across the USA that are too many to mention.

We ran our second awayday, again at the Geffrye Museum in London, for Associate Members and their guests to hear the latest ideas emanating from Rogare and the Hartsook Centre for Sustainable Philanthropy.

The Advisory Panel convened twice: in London in May and in Colorado Springs in November – the first time we’ve held a full meeting outside the UK.

And thanks again to the Resource Alliance for hosting our annual drinks reception at the International Fundraising Congress.

Adrian Sargeant at Rogare’s second awayday

Ian MacQuillin at Fundraising Institute of New Zealand 2016 with AP Member Clive Padley and TV journalist Heather du Plessis Allen
Twenty-seventeen will be another busy year. We’ll be taking forward our review of fundraising ethics by developing the ideas in the Rights Stuff white paper and conducting a global survey of ethical decision making by fundraisers.

We shall also rerun the Scoping Study to identify knowledge gaps in the sector that you think Rogare could fill. Please take the time to engage with this study, as this is one of the most important contributions to Rogare that you can make as an Advisory Panel member.

As well as consolidating our presence in the USA, where we’d like to at least double the numbers of AP members to 45, we’re intending to launch the Rogare network throughout Australasia in the Southern winter.

Finally, our Strategy for Change will throw up many more ways that you can get more actively involved in Rogare’s work, including more task groups to look at particular topics.

It’s going to be a challenging year and we’ll need your help to make all this happen.

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**THANK YOU!**

As Ian said at the top of this review of 2016, Rogare is our Associate Members and Advisory Panel. So we would like to say one final thank you to you for supporting us through such a successful year.

We hope you have a wonderful Christmas break, and look forward to an engaging and productive New Year.

All the best,

**Ian and Alice at Rogare and Jen, Adrian, Claire, Emma and Sophie at the Hartsook Centre for Sustainable Philanthropy.**
Rogare is supported in its work by the following associate members:

In research association with: