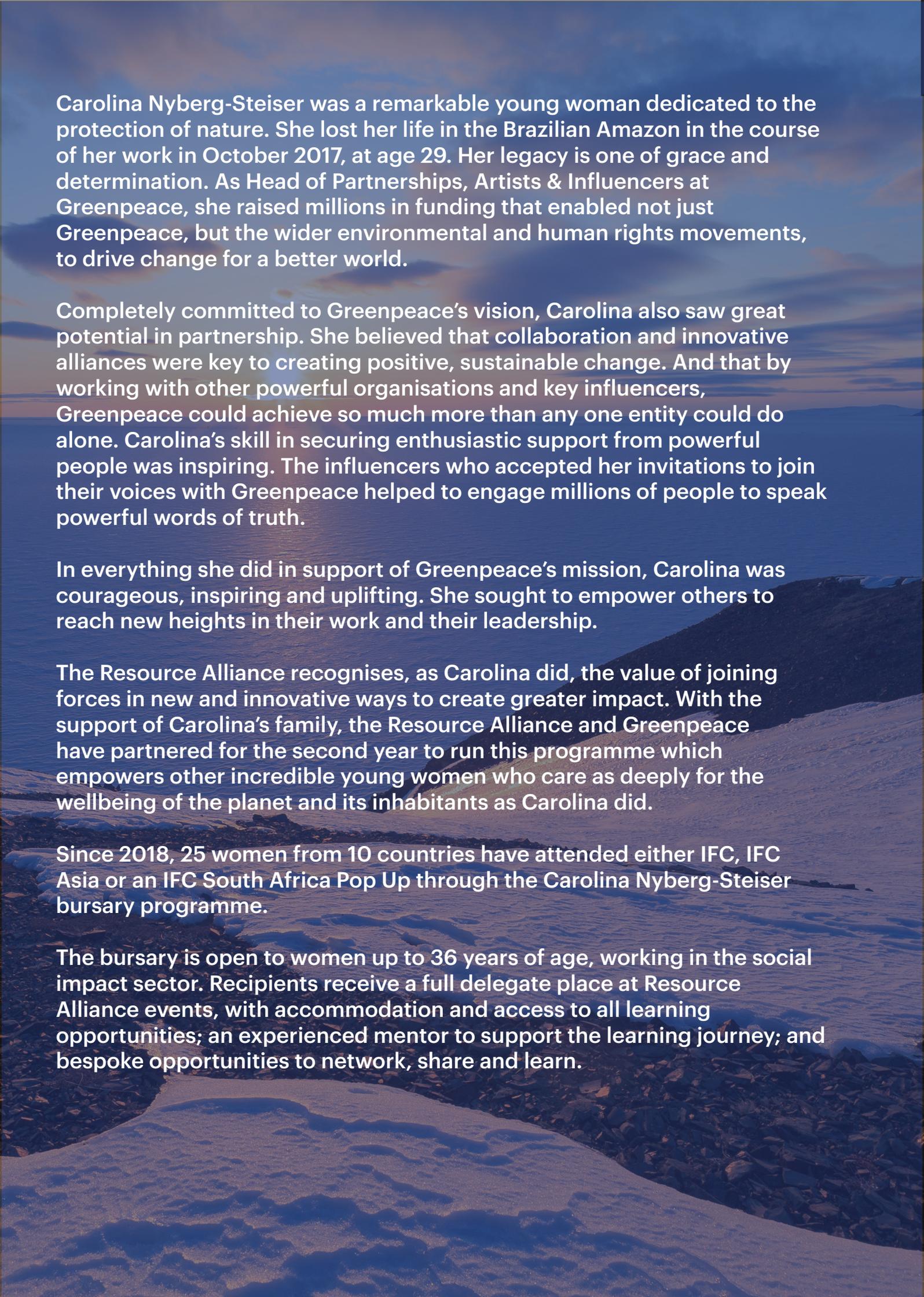


Carolina Nyberg-Steiser

Bursary Programme

2019





Carolina Nyberg-Steiser was a remarkable young woman dedicated to the protection of nature. She lost her life in the Brazilian Amazon in the course of her work in October 2017, at age 29. Her legacy is one of grace and determination. As Head of Partnerships, Artists & Influencers at Greenpeace, she raised millions in funding that enabled not just Greenpeace, but the wider environmental and human rights movements, to drive change for a better world.

Completely committed to Greenpeace's vision, Carolina also saw great potential in partnership. She believed that collaboration and innovative alliances were key to creating positive, sustainable change. And that by working with other powerful organisations and key influencers, Greenpeace could achieve so much more than any one entity could do alone. Carolina's skill in securing enthusiastic support from powerful people was inspiring. The influencers who accepted her invitations to join their voices with Greenpeace helped to engage millions of people to speak powerful words of truth.

In everything she did in support of Greenpeace's mission, Carolina was courageous, inspiring and uplifting. She sought to empower others to reach new heights in their work and their leadership.

The Resource Alliance recognises, as Carolina did, the value of joining forces in new and innovative ways to create greater impact. With the support of Carolina's family, the Resource Alliance and Greenpeace have partnered for the second year to run this programme which empowers other incredible young women who care as deeply for the wellbeing of the planet and its inhabitants as Carolina did.

Since 2018, 25 women from 10 countries have attended either IFC, IFC Asia or an IFC South Africa Pop Up through the Carolina Nyberg-Steiser bursary programme.

The bursary is open to women up to 36 years of age, working in the social impact sector. Recipients receive a full delegate place at Resource Alliance events, with accommodation and access to all learning opportunities; an experienced mentor to support the learning journey; and bespoke opportunities to network, share and learn.

Meet the 2019 Carolina Nyberg-Steiser bursary recipients: IFC Pop Ups - South Africa



LUSHANDRY KOCK
Programme Manager, Buffalo City Sports Academy
East London, South Africa

Buffalo Sports Academy empowers and provides young people in disadvantaged areas of East London with sports, life and leadership skills to build a stronger community. As programme manager, Lushandry, 29, develops concepts and proposals for new initiatives and establishes short- and long-term programme deliverables. She also researches and identifies new donors with objectives that align to the organisation's mission.

SHELLEY STEDMAN
Fundraising Events and Marketing/PR Coordinator, The Chaeli Campaign
Cape Town, South Africa

The Chaeli Campaign helps to mobilise the minds and bodies of children with disabilities and to normalise society through advocacy and education programmes and events. Shelley, 36, is responsible for arranging and managing various fundraising events for The Chaeli Campaign, as well as managing social media platforms and marketing projects.



LEANA DE BEER
CEO, Feenix
Cape Town, South Africa

Feenix is an online fundraising platform for education. As CEO, Leana, 33, is responsible for the day-to-day operations including resource and capacity management, execution of strategy and nurturing of culture and people.

PUMZA MARUBELELA
Communications & Stakeholder Manager, Shine Literacy
Cape Town, South Africa

Shine Literacy helps to break the destructive cycle of poor literacy, low educational attainment, wasted potential and poverty by offering structured English literacy support to children, providing storybooks and readers and empowering parents and caregivers through Family Literacy Workshops. Pumza, 31, ensures that the brand is visible to external audiences. She manages all external communications and is responsible for donor relationships and fundraising marketing.



Meet the 2019 Carolina Nyberg-Steiser bursary recipients: IFC Pop Ups - South Africa



MADISON BAREFIELD
Development Coordinator, S-CAPE
Muizenberg, South Africa

S-CAPE is a safe home that brings holistic restoration to women coming out of human trafficking and exploitation. Madison, 22, wears many different hats, but her main areas of focus are grant writing, social enterprise development, running an entrepreneurship skills training course for S-CAPE residents, securing long-term corporate and individual support, and assisting in the planning and execution of annual fundraisers.

HANNERIE SWART
Development Manager, National Institute for the Deaf
Worcester, South Africa

National Institute for the Deaf provides services for deaf people and persons with hearing loss of all ages. Hannerie, 31, is responsible for coordinating fundraising projects/events, marketing, logistics and sponsorships, as well as coordinating the donor bequest programme. She also assists the direct mail programme, writing newsletters and donor correspondence and oversees social media and the website.



KARABO MASEDI
Fundraising Assistant, Institute for Justice and Reconciliation
Cape Town, South Africa

The Institute for Justice and Reconciliation fights on behalf of individuals who are denied their constitutional rights. Karabo, 27, is responsible for effective project management, assisting the team with producing annual reports and ensuring that all expenses are documented and accounted for. She also offers support to the business development consultant, and she manages all online campaigns and events for fundraising, including donor research and individual donations.

CLOTILDE ANGELOCCI
Story Lead, TSIBA
Cape Town, South Africa

TSIBA is a unique social enterprise that invests in purpose-driven humans and emerging businesses that lead social change. Clotilde, 35, is responsible for the communication strategy of the TSIBA Collective. This also means telling stories of the organisation's primary stakeholders and students to amplify the impact they make in the world.



Meet the 2019 Carolina Nyberg-Steiser bursary recipients: IFC Pop Ups - South Africa



NOMTHANDAZO SIKHOSANA
Facilitator, Built Environment Support Group
Pietermaritzburg, South Africa

BESG enables poor communities to access land, basic services, housing and administrative justice. As a facilitator, Nomthandazo, 34, implements project plans, provides coordination and liaison, technical support and research support and builds the capacity of poor communities to participate in the development of their local communities.

ATEESHA RAMPERSAD
Events Administrator, The Association For The Aged
Durban, South Africa

The Association For The Aged is dedicated to serving the needs of Durban's elderly residents. As events administrator, Ateesha, 35, coordinates fundraising events and is involved in direct mailing and sponsorships.



NOKUBONGA HLONGWANE
ECD Programme Director, Zero2Five Trust
Durban, South Africa

Zero2Five Trust promotes holistic early childhood development in disadvantaged areas by improving students' health and education outcomes through nutrition and education programmes. Nokubonga, 26, is in charge of implementing a large-scale nutrition programme, a LEGO box play programme and a UNICEF WaSH programme. She also assists early childhood development facilitators to register their pre-schools and receive government funding.



DORCAS DUBE
Marketing and Communications Manager, Partners for Possibility
Johannesburg, South Africa

Partners for Possibility improves the quality of education by capacitating principals in under-resourced schools and building their leadership skills through partnerships with business leaders. Dorcas, 29, is responsible for leading the full communication and marketing programme, coordinating and leading the communications team and creating strategic marketing plans to build and maintain the organisation's brands and profile.





"I'm so grateful that I was able to attend the IFC Pop Up in Cape Town, and I truly learnt a lot and i'm excited to take back my learnings to my organisation."

Lushandry Kock

"It's great to collaborate. We are a young organisation and for us it's really important to learn, to share and to know that we're on the right track. I'm really excited as the IFC Pop Up was about trends, what is happening in the environment, where we are going and it helps me to be here and be part of those conversations."

Leana De Beer

"I'm so happy to be selected as a bursary delegate to attend the IFC Pop Up. I learnt a lot about how to move into digital marketing and fundraising, which I will take back to my organisation so we can start our own paid campaigns on Facebook."

Pumza Marubelela

"I've learnt so much about building communities and collaboration - and I'm looking forward to taking away these lessons to implement them."

Karabo Masedi

"I've learnt a lot and been challenged to go back to the drawing board and see how we can improve our fundraising and change our organisation's thinking."

Nokubonga Hlongwane

Meet the 2019 Carolina Nyberg-Steiser bursary recipients: IFC 2019

NOMFUNDO DLANGISA **CFO, Dream Factory Foundation** **South Africa**



“That conference was amazing. I wish we had more time. I learnt so many things. I did not waste any time and started implementing the fundraising skills I learnt the moment I got back to the office.”

Nomfundo’s passion for education and opportunity for young people empowered her to forge government and corporate partnerships to create an annual career expo that kicked off strong with 1,200 students and 300 teachers in attendance, with 100 schools represented, its first year.

Nomfundo, 26, is responsible for fundraising and forming partnerships at the Dream Factory Foundation, a nonprofit that empowers at-risk youth ages 13 to 25 to transition successfully into adulthood and make a full contribution to active society.

Nomfundo’s work with the Dream Factory Foundation is an extension of her desire to see improvements in education, employment and community development to support young people as they move from school to careers. She feels the nonprofit sector can help by supporting schools with extra and co-curricular activities that ignite learning and develop learner’s full potential, as well as teaching business skills to young people, and empowering and training them to take initiative and ownership of opportunities to better their communities.

Nomfundo says the Dream Factory Foundation is growing and needs to explore ‘new ways of fundraising, forming partnerships and managing operations’. Her major goal is to become more confident in the NPO space – she comes from an auditing background but is still finding her way around the workings of a nonprofit. She came to the IFC mainly to network and to engage with like-minded people who share her passion for impact.

She left with a wealth of information and a new outlook on fundraising. Her favorite session was on the modern corporate fundraiser, where she learned about resilience, vision, and ‘taking that first step’.

She plans to share her new knowledge through a feedback workshop with her team to discuss their fundraising strategy in detail, as well as in the organisation’s newsletter where she will highlight her biggest takeaways from the sessions she attended at IFC 2019.

KARABO MOSHODI
Programme Manager, Sizanani Mentorship Programme
South Africa

Being chosen from more than 3,000 applicants to attend one of the biggest radio academies in South Africa helped Karabo, 24, realise her personal power and potential to do whatever she puts her mind to do. And what she's put her mind to is helping youths in South Africa prepare for life beyond the classroom walls.

Karabo coordinates the recruitment and training of new mentors and organises career guidance workshops as part of her work for the Sizanani Mentorship Programme, which provides life-readiness education for students in Alexandra, South Africa.

Karabo's vision is of a world where children across Africa have equal opportunities for education without regard to race, gender or geographic location. She believes that when young people are equipped with vital life skills such as training in mental, sexual and financial health, they make better decisions about their futures and play a more active role in society to help achieve local and global goals without waiting for assistance from the government.

Karabo came to the IFC looking to get a better understanding of the challenges faced by fundraisers in other organisations around the world and how they overcame them. And she wants to build networks of creative thinkers who have experience in the social impact space.

'Attending the IFC opened me up to many new ideas and perspectives on how to approach funding challenges in my organisation. It served as inspiration when listening to how other organisations have tried and tested the various methods, especially local organisations who face similar obstacles', she says, adding that she had many, 'Wow, I wish I had thought of that' moments.

Karabo consults for a number of organisations in South Africa and plans to share the information she gleaned from the IFC among them. As a social impact YouTuber, she also plans to create videos featuring important takeaways to share with her followers.

"I'm grateful to be honoured with the bursary representing a young woman whose passion spoke for itself. This bursary inspires me to do more and be more, to truly honour Carolina and everything she stood for. I attended the IFC to find new, innovative ways to do fundraising and discover practical tools, engage with people doing different projects and be re-inspired."

Karabo Moshodi



SAMUKELISIWE UYS
Equipping Team Leader, Alpha South Africa
South Africa

“Receiving the bursary inspired me to believe that I can do more. It was a privilege to be able to learn new ways to break norms, find ways to simplify what we are already doing in interesting and relevant ways. Attending the IFC in South Africa has gently reminded me why I chose to work in a social impact industry and has reminded me that what I do is not for myself but for the love of humankind.”

Samukelisiwe, 34, co-founded The Earth Organisation Pietermaritzburg Chapter in 2010 to involve communities and schools in environmental conservation activities.



‘We addressed the importance of recycling, the effects pollution has on the environment and why all people in the world should not litter’, she explains. ‘Learners and teachers were briefed on what the dangers of litter actually are. Teachers tell learners not to litter, parents tell children not to litter, but have they been told why they should not litter?’ She’s continued working with her passion for education as equipping team leader for Alpha South Africa. In her role, Sam helps church leaders create a space where people from all backgrounds can have honest conversations about life, faith and meaning in a safe environment with no fear of being judged.

Child safety, security and nutrition are areas close to Sam’s heart. Her dream is that all children be afforded an opportunity to be educated and mentored in order to have a fair chance in life, that they be brought up and socialised in a safe and secure environment where they can be free to be children. To that end, she works toward equipping parents and all those entrusted with children to create an environment where this can take place. At Alpha South Africa, Sam’s responsibilities include managing strategic partnerships with volunteers, churches, donors and partner organisations. She plays a role in identifying potential donors and cultivating relationships to convert them to giving donors to create consistent income for the organisation.

Sam attended the IFC looking for new ideas ‘on how we can gain financial support that goes beyond the organisation that I work for in order to make more significant changes in my life and the lives of those in my community’. She left inspired, with ideas on exciting new venues to explore, such as social impact bonds.

Sam reported back and shared feedback and learning with the staff and board members, then put the principals and skills she gained at the IFC to create and track results around major donor fundraising, and story telling.

TATIANA SOUZA
Development Manager, Conservation International-Brazil
Brazil



“Carolina’s story is very inspiring and I’m truly honoured to attend IFC 2019 and represent Conservation International. I believe it will be an incredible opportunity to further develop my fundraising skills and learn creative ways of thinking about fundraising at IFC 2019.”

Tatiana is a warrior for nature. She has been participating in the design and implementation of a Conservation International partnership for the largest forest restoration initiative ever done in a tropical forest – one that will restore 30,000 hectares and approximately 73 million trees in the Brazilian Amazon in the next six years. The initiative is a result of a partnership between CI-Brazil and the Brazilian Ministry of the Environment, the Global Environment Facility, World Bank, Brazilian Fund for Biodiversity, Instituto Socioambiental, and the socio-environmental initiative of Rock in Rio, Amazonia Live.

She’s also leading a fundraising strategy to demonstrate a sustainable land and seascape model in one of the world’s most biologically important places by 2030.

‘Science is telling us that the planet is in crisis’, Tatiana says. ‘If we don’t take dramatic action in the next decade, no amount of money or innovation after that can jolt us back on track’.

As development manager at Conservation International-Brazil, Tatiana, 31, proposes and guides strategic processes, guidelines, tools and methodologies for the organisation’s Institutional Development Department. The organisation works to engender dialogue in a challenging scenario, increase public and private investments and private sector engagement, and mobilise the international community to influence agendas and contribute to solving the global climate challenge and its impacts on traditional livelihoods.

As the Americas field liaison for Conservation International Woman’s Network, she is also a champion for increased gender equity demonstrations directly contributing to the conservation and empowerment and well-being of women.

‘I have as a personal goal in my work to influence the inclusion of a gender approach in the implementation of my organisation’s institutional programmatic priorities’, she says. Tatiana came to IFC to improve her leadership and communications skills, advance her intersector dialogue ability, and enhance her capacity to develop transdisciplinary and innovative solutions and partnerships to fund conservation and sustainable development initiatives.

She plans on sharing her learnings internally with her organisation through presentation sessions in fundraising forums both nationally and globally. And she will write a post for the organisation’s blog on lessons learned that pertain to CI’s mission. Ultimately, she’ll use her new knowledge to improve fundraising efforts at CI-Brazil and inspire other development departments within the organisation.

MARIOLA FUMERO
Executive Director, Fundación Lifting Hands
Costa Rica

When she was 6, Mariola's father gave her \$20 and a 'life-changing' task: 'Spend this \$20 now or save for something significant.' Fifteen years later, those savings turned into one of her most prized experiences – a volunteer trip to Guinea-Bissau.

That decision at such an early age, she says, kicked off her smart decision skills and enriched her concept of what being a leader means.

Fundación Lifting Hands seeks to improve the quality of life of people who live in high-risk communities through education, health, psychology and community development. As the executive director, Mariola, 26, is in charge of the global strategy, sustainability/fundraising, annual budget, efficiency, communications and general administration. She leads a team of 180 that has increased annual income 485 percent, weekly workshops from 40 to 130 and beneficiaries from 110 to 230.

Mariola dreams of a better world where the public education system is more effective and uniform, diminishing the gap between private and public education. (She plans on becoming Costa Rica's Minister of Education.) She also wants to see a better quality of life for people who live in high-risk communities by equipping them to break the cycle of poverty.

'Poverty cycles aren't broken by giving kids backpacks in January', she says. 'Comprehensive strategies and motivation are needed to put an end to this cycle. That's why I am working and want to continue reducing social gaps and networking to empower and connect people'.

Mariola called the mentoring she received at IFC 'a priceless experience'.

'The IFC global community will empower me to better my country and enhance future projects', she says. 'Costa Rica is in its biggest political and economic crisis of all time, and donations are expected to decrease greatly. I will gain knowledge I can bring back to my team, and other close NGOs in Costa Rica, for us to adopt updated know-how from the top fundraising gurus of the world and fight the crisis back'.

Mariola has written a conference summary and planned a full day of workshops to share knowledge with her team and with six other NGOs from different sectors: girls, technology, youth, disabilities, government and health.

"I am extremely honoured to receive the Carolina Nyberg-Steiser Bursary, not only because of the big privilege it is to be selected by Greenpeace and her family, but for the people I am going to be able to learn from and network with. I believe in innovation, in breaking paths and finding new ways. But I also believe in learning from others and building alliances to enrich our work and, with it, better the world."



Going to the IFC was a life changing experience for me. I got to meet amazing professionals characterized by passion but also, a lot of knowledge and willingness. I learned far more than 3 key learnings, but I will try to summarise my week into just 3:

1. **Share, share and share!:** It was mind blowing for me to see how everyone shared not just knowledge but sensitive information from their NGOs. Based on how we all work as businesses and are competition, it is very rare to find that openness between the same sector. After IFC, I got to meet with someone from Greenpeace and Oxfam in the UK and they were so open about their strategy and knowledge that I did not have the words to thank them enough. Now I have an individual responsibility back home to do the same. I already started helping two kind of new NGOs building up their Theory of Change, organisational strategy and fundraising strategy as a volunteer. I am also going to open a new group to share knowledge between us, and open to everyone to join.
2. **Relationships are all that matter:** In Costa Rica, there is a very different focus regarding fundraising. Everyone organizes annual galas, events, etc, and even though there are various NGOs focused on children sponsorships, they do not give the sponsors good support for them to stay. At our NGO, we focused the donation program on a \$50 monthly donation linked to sponsoring a child, with a good retention strategy, but did not give little donors the possibility to join, or plan big events (because of lack of capacity). Right now, we are building up a little donations program to give more people the chance to join and get involved, taking advantage of our existing retention strategy that has been working pretty well.
3. **Try new things:** During IFC, I got to know a lot of new approaches I didn't even know that existed. At the beginning I thought: "I am not sure if that would work in Costa Rica", but after a week, I understood that everything was new in every country at some point, and if everything has been working in every market, there is no sense in thinking that it is not going to work out without trying. As a result, I am building an "influencers board" that will be involved in fundraising (I already started recruiting with amazing results) and a little donations program."

Mariola Fumero

LANAE MCMILLAN
Senior Foundations Relations Officer, Greenpeace USA
USA

“Attending IFC 2019 and representing Greenpeace USA is an incredible honour. Carolina’s memory is so treasured at Greenpeace, and being able to continue her legacy and develop my skills as a fundraiser while embracing new perspectives and challenging my thinking at IFC 2019 is an opportunity of a lifetime.”



LaNae is focused on a green and peaceful future. But to get there, we have to act fast.

‘I would like to see more of a rapid response to the climate crisis’, she says. ‘We have just over a decade before the earth is damaged beyond repair, and yet we have a lack of leadership on this issue’. As senior foundations relations officer at Greenpeace USA, LaNae, 28, focuses primarily on securing funding for environmental issues. But it goes deeper than that, she says, explaining that true change is impossible without equity and social justice infused into, and equally valued in, the discourse around global change.

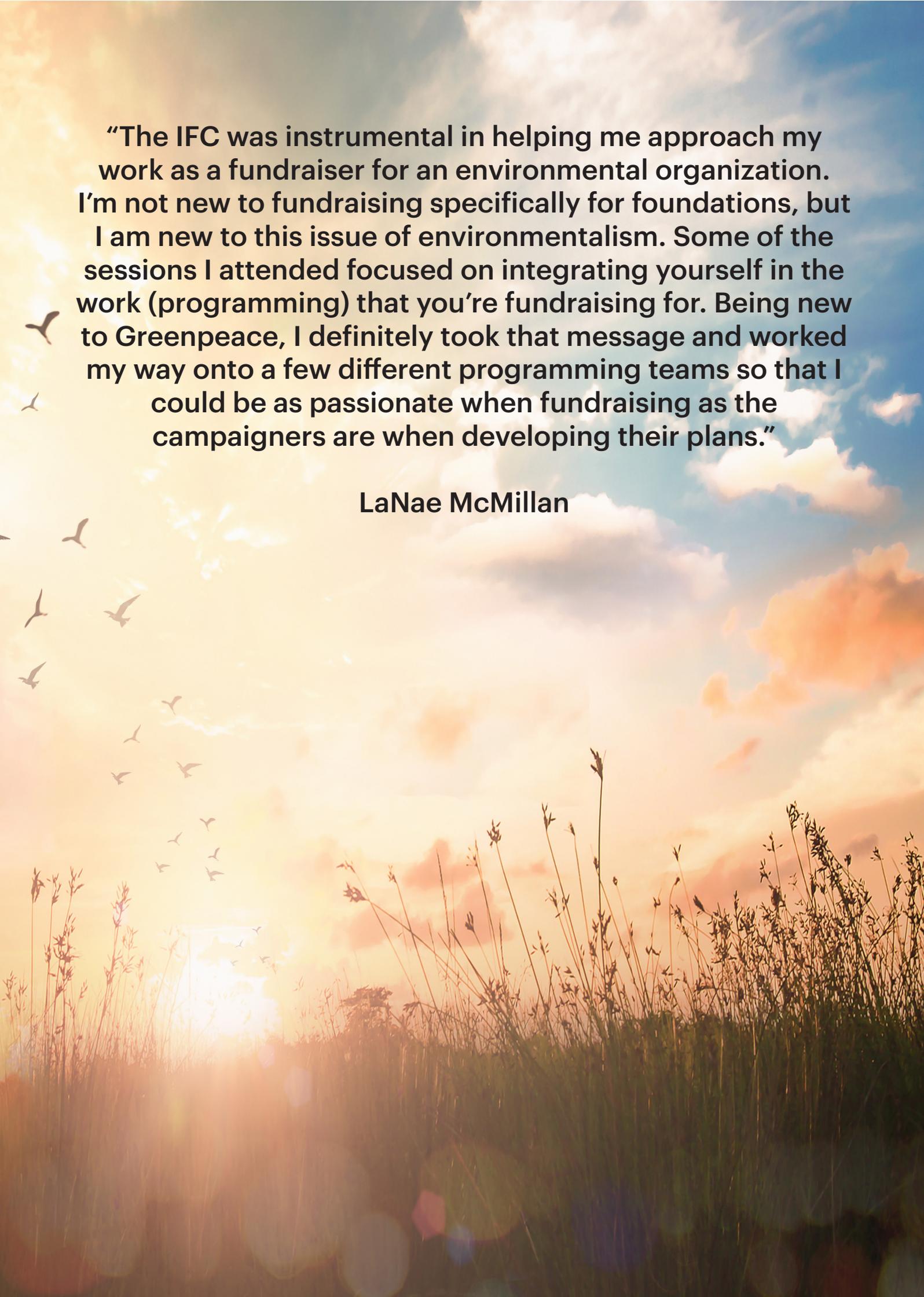
‘The resurgence of racism, xenophobia, and misogyny has permeated governments both domestically and internationally’, she says. ‘Without addressing these issues, it will continue to be difficult to effectuate change on any level’.

LaNae’s degree in social and public policy, coupled with her work at Greenpeace, allows her to curate change behind the scenes, in an effort to see it explode on national and international stages in an impactful way.

As Greenpeace begins to explore its first-ever capital campaign in conjunction with the organisation’s 50th anniversary, LaNae is drawing from past experience to move the campaign needle: Previously, she worked to secure a \$20M gift for a capital campaign at a major arts institution.

LaNae’s personal development goals include extending her network throughout the non-profit environmental and social justice sector. She went to IFC in the hope of gaining a mentor within the global community of fundraisers who are as passionate about the work as she is - to help her gain the confidence and techniques needed to build bridges and develop relationships to succeed both professionally and personally.

Attending IFC 2019 gave her the opportunity to learn from and collaborate with some of the world’s most creative fundraisers, to embrace new perspectives about methods and best practices, to challenge her thinking, expand her horizons and reinforce her determination to change the world through her work. LaNae shared her learnings from IFC 2019 with the entire US development department at Greenpeace and her foundations team, focusing on how to better approach and work with Foundations there and abroad. Her biggest takeaways were - 1) Donors at all levels want access and interaction with the organization they’re giving to; 2) Finding ways to engage donors beyond the annual gift is key to having them invest in your work; 3) Creating a “sound cloud” is crucial to increase brand awareness - don’t depend on the past interactions or what you would consider “major media moments” to explain to potential donors who the organisation is/what the organisation is really about.

A sunset scene with a bright sun low on the horizon, casting a warm orange glow. The sky is filled with soft, white and orange-tinted clouds. Numerous birds are seen in flight, scattered across the sky. In the foreground, the silhouettes of tall grasses and reeds are visible against the bright light of the sun.

“The IFC was instrumental in helping me approach my work as a fundraiser for an environmental organization. I’m not new to fundraising specifically for foundations, but I am new to this issue of environmentalism. Some of the sessions I attended focused on integrating yourself in the work (programming) that you’re fundraising for. Being new to Greenpeace, I definitely took that message and worked my way onto a few different programming teams so that I could be as passionate when fundraising as the campaigners are when developing their plans.”

LaNae McMillan

Meet The Mentors

As part of their bursary award, recipients were teamed with a professional mentor to lead them through their year-long learning journey. Mentors met with their mentees prior to IFC to prepare them in advance for the experience, guided them throughout the conference to help them make the most of their time there, and then created a plan for continued education and mentoring over the 10 months following the conference. They will also help shape a plan for the recipients to in turn share their IFC learnings with others.

SHAWN BUCK

Partner Relations Manager, Ubuntu Football Academy
South Africa

Shawn had been raising funds informally for the Ubuntu Football Academy for some time, but in 2016 he decided to take on a more serious role by increasing his education through the Resource Alliance and IFC. Shawn is now the partner relations manager at Ubuntu, helping to create and facilitate new partnerships on every level from corporates to major donors to monthly giving. As part of Shawn's role at Ubuntu, he manages the 26 children who live in the academy residence.

SARAH SCARTH

Director of Global Strategy, The Resource Alliance
South Africa

With over 20 years of experience in the nonprofit sector, Sarah is an experienced fundraising and communications practitioner who is passionate about helping social impact organisations create diversified and integrated fundraising and communications programmes. Following a three-year term as an advisory panel member for IFC, Sarah joined the Resource Alliance to head up our global strategy, working to expand our reach and engagement through various different channels.

"Sarah did an amazing job preparing me for IFC 2019. At first I was overwhelmed by the different options that were available. Sarah helped me to split the conference in categories that would make sense to me, this is the only way I could enjoy and learn as much as I could from IFC, without getting distracted by the many options or others. I'm looking forward to our meetings this year."

BELINDA ABRAHAM

Communications, Resource Development & Education Manager, Cape of Good Hope
SPCA
South Africa

Belinda has served in the NGO sector for the last decade. She considers herself an advocate for the voiceless and believes that every living being has the right to a life free from suffering, cruelty and neglect. The empowerment of women is also a cause that is very close to her heart. Belinda is a published poet, a qualified internal auditor, and a WITS Business school graduate and she has a partially completed BA degree in criminology.

MARIANA CHAMMAS

Head of Relationships and Individual Giving, Instituto Socioambiental – ISA
Brazil

Mariana is an enthusiastic fundraiser who is currently head of relationships and individual giving at Instituto Socioambiental, a significant Brazilian NGO highly regarded for its work on indigenous peoples' rights and environmental protection. She has also worked for Greenpeace Brazil as head of major donors and foundations. She has over 15 years of professional experience with a diverse background in both the nonprofit and corporate sectors, as well as experience in international organisations in Switzerland.

MARKEL MENDEZ

Founder, Key Communications for Social Innovation
Panama

Markel is a social communicator with a master's degree in communication for social development. He is passionate about social innovation and has worked with an international NGO as communications specialist for the Latin America region and globally. He is also an adviser and consultant in communications for social innovation and for the development of socio-emotional skills, focused in support for leaders and agents of social change.

"Markel has been very good! We are going to start working on a new fundraising strategy for 2020 in the next sessions. Right now, we are working on my leadership and communication skills."

CHRIS CARNIE

Director, Factory
Spain

Chris is a researcher, consultant and trainer in philanthropy and fundraising. He has worked in the non-profit sector since 1980, initially as a fundraiser in the UK. He was a researcher in the House of Commons from 1982 to 1984, working on rights for people with disabilities. In 1990 he co-founded Factory, a fundraising research agency. In 2017 he joined the team at Pallapupas, the leading health care clown organisation, to work on philanthropy and social investment. Chris has been involved in the development of venture philanthropy in Europe since 2003. His latest book is "How Philanthropy is Changing in Europe."

"Chris is amazing - he has been the funniest, most helpful, and truly kindest mentor I could have asked for. Chris with his many years of experience, has been incredibly generous in hearing some issues or difficulties I have or am facing, and offering an unbiased, thoughtful answer or example of a similar experience he has had. He's incredibly knowledgeable about philanthropy both Stateside and in the EU."



For each of the recipients, IFC was a pivotal event in their professional development – and the Carolina Nyberg-Steiser Bursary Programme made it possible for them to attend when they otherwise would not have been able to.

As diverse as their personal and professional backgrounds and the missions they represent, each found numerous new insights and practical strategies that they were able to implement in their work quickly after IFC. They saw concrete opportunities for change and growth, including simply finding new books to read; scheduling additional training opportunities; taking more time for self-care to prevent burnout; or rethinking budgets, timelines and expectations, etc. They also were empowered to further explore and hone their leadership capabilities.

Equally importantly, if not more so, they each left IFC feeling more connected, more supported and better equipped to take on the challenge of changing the world. They also left eager to share their learnings, thereby increasing the value of the bursary beyond just the recipients to a broader swath of practitioners in the social impact community around the world.

ONE YEAR LATER

Our bursary scholars come to IFC with big plans for what they'll do with their newfound knowledge. And we are always so pleased with how they take the insights and strategies that they've learned and put them to use for their organisations, communities and even colleagues from other organisations in their region.

There's Miriam Wilson, for example, who attended IFC 2018 as a Carolina Nyberg-Steiser Bursary scholar. Miriam is a digital campaigner for Greenpeace in Canada.



Working with Greenpeace, Miriam is dedicated to “affecting ambitious and immediate action on climate change to drastically reduce carbon emissions and stop catastrophic global warming; an end to the disposable culture that causes a garbage truck full of plastic to enter our oceans every minute; and urgent action for indigenous peoples in Canada and around the world who face chronic underfunding and human rights abuses at the hands of colonial governments.”

As digital campaigner, Miriam runs Greenpeace's social media accounts, email marketing program and lead generation campaigns, as well the online fundraising program.

Miriam calls her experience at IFC “a complete education,” adding that she learned about the importance of putting the donor at the centre of all communications as the hero of the story, along with inspiring examples of how to do that. And she learned about the latest trends and current best practices in the world of digital fundraising.

Since attending IFC 2018, Miriam has been developing peer-to-peer fundraising for Greenpeace, working with a consultant whose masterclass she attended at IFC and who has been acting as a strategic counsel on the new project.

“We've formed a partnership with Greenpeace Netherlands, and there is interest from other offices to make this an international campaign,” Miriam says. “We've just engaged a creative agency to develop the branding for the campaign and plan to launch in May 2020.”

Miriam will be expanding the digital team that she works with as a result of taking on the new campaign, including a new member of the team who she will be supervising – an outcome that will help her develop new skills in management.

“I'm really excited about the potential of this campaign to create a new people-powered branch of funding for Greenpeace,” she says.

