



FERENCVÁROSI KÖZÖSSÉGI ALAPÍTVÁNY

JOURNEY NOTES 2014

We are happy to share our journey, the progress of the Ferencváros Community Foundation with English-speaking members of the Ferencváros community (Budapest, district 9) and others beyond the borders of the district who are interested in the work of the first community foundation in Hungary.



First of all we would like to reach out to those who feel an attachment or connection with Ferencváros, the 9th district of Budapest, where the community foundation works. We know that many foreign students study and live here, we also know that people from all over the world work in this district, that many more visit our neighbourhood, and that there are many others who are connected to the district on a daily basis. We also believe that our English-language section would be of interest to those who have family or other roots in Ferencváros, who are interested in its life and people, who have some memories of the area. Those who would like to know more about our district visit [Wikipedia](#).

We also believe that there might be interest in our work from community foundations in other countries. As a way to reciprocate all the support, good advice and encouragement we have received over the years from our colleagues from all over the world, we are happy to share our news, experiences and ideas with our fellow travellers. And of course we are eager to have your feedback so that we can keep on learning from you.

We define ourselves as a community foundation. For those who are not familiar with the concept, we suggest to visit the site of the [Worldwide Initiative for Grantmaker Support's site on community foundations](#), where you can learn the basic definitions, facts and figures of this ever-growing global movement.

[Please contact us if you have an interest in the district, together we can make it a better place!](#)

Report on the activities in 2014 of the Ferencváros Community Foundation



PROGRESS REPORT: January – June 2014

During the first six months of 2014 we made a lot of progress at the Ferencváros Community Foundation (FCF) as we continued the work which we had planned previously.

We hired the **FCF's first staff**. From among the many great candidates we selected Judit Fleischer who impressed us with her hard working attitude, interest in the community foundation concept, good communication skills and ability to work in a complex environment. Judit is a sociologist, and has experience working in a nonprofit as well as in research, international work and public relations. More than that, she is a resident of our district and committed to making it a better place to live and work in. Her main task is captured in her title – **co-ordinator of the board**. In this role Judit will work with the trustees to support and co-ordinate our work; in addition, she will help to put our ideas into practice, run our daily activities and manage the foundation's office. Sounds like a fantastic person? Yes! We are very happy to have Judit (Fröcsi to her friends) and we are confident that she will make a positive contribution to FCF's work.



Judit Fleischer
co-ordinator of the board

We announced the **first open call for proposals** – which attracted a stream of enquiries. In response we published two longer pieces on our website as we believe that our thinking can be captured better in this way than in formal grant rules. Here are a few quotes:

"We would like to break away in a conscious manner from the strong tradition in the NGO sector that somebody somewhere will tell applicants what kind of ideas are expected. [...] We are curious to find out what we can do with our freedom ..."

"We established the Ferencváros Community Foundation in the belief that there isn't a single authority, institution or organisation which alone can tell us what is good for the members of our community, except the community itself. So we need to support members of the community [...] to express their values and needs. [...] If we succeed in doing this, then we will be helping to create a great district, with happy and active citizens, where the principles of good governance are followed."

By the March deadline, we received eight strong proposals. Trustees selected four of these, following input from several of our funders (totalling HUF 683,000, – approximately €2,250):

- Volunteers of Underpass Youth Bureau (Alul-járó Ifjúsági Iroda) – to make one of the busiest subways in the district more colourful with their art work;
- Association for the History of Ferencváros (Ferencvárosi Helytörténeti Egyesület) – to introduce children and youth to local history, helping them to become attached to their district and to mature into responsible adults;
- Our School Group (Mi Tanodánk Csoport) – to organise summer activities to enable members of socially marginalised families to spend quality time together and support their children in school work; and
- Spirited Youngsters – peers supporting marginalised youth (Talpraesők – Kortárs segítők a hátrányos helyzetű gyerekekért) to help marginalised youth to express themselves and shape the world around them through slam poetry and football.

Naturally, we also continued our fund-raising efforts. We introduced the Sweetfleet (Sütiflotta), offering home-made cakes in exchange for small donations. Our Sweetfleet quickly became a regular guest, and it was invited to a range of local events including community celebrations, family days and official receptions organised by large corporations based in the district. Offering cakes, sharing recipes and other kitchen 'secrets', and eating together have proven to be a great way to meet local residents and people working in the district, to connect with them, to talk about their dreams and needs, and to raise the profile of the community foundation. The other valuable aspect of the Sweetfleet is that it enables us to work with more volunteers (people bake, deliver and sell the cakes) and local businesses who provide the ingredients pro bono. In the first six months we raised about HUF 200,000 (€650).



The other main fund-raising event of the spring was the 'Dad the Goalie' Football Cup (FAKK) for the district's elementary schools. It is hard to believe, but this was the fourth such event in the history of FCF. What was new was the record-breaking amount we raised: after giving prizes to the winning teams and covering all expenses, we managed to contribute more than HUF 700,000 (€2,300) to the Public Spaces Fund.

One of the key strategic directions for FCF in 2014 is communications. We decided to put more effort and resources into promoting FCF's work in the district. We want to reach more individuals, companies and institutions in the district so that they can learn about and understand our work and are inspired to find ways to work with us for the development of the district. To support this long-term communication campaign, we applied to V4 Community Foundation Maturity Programme run by the Academy for the Development of Philanthropy. In June we learned that our application was selected for support, and we can begin implementation in September.

PROGRESS REPORT: July-December, 2014

The Ferencváros Community Foundation (FCF) is a trustee-led organisation, and this year one of our most important tasks was appointing new trustees. While this was something new for us, it helped us to realise how much progress and even traditions we have built up over the past years....

In FCF all important decisions are taken together by the trustees. Trustees also do a lot of the daily work; as a result they are well informed about all the activities of the foundation, the issues it's facing, and have a strong sense of ownership. Therefore the single most important task in the second half of 2014 was the appointment of new trustees, for the next three-year period. The appointment was also a good opportunity to conduct an internal review of FCF's work, since the foundation was registered at the end of 2011. They were satisfied with the results of our work so far, we had laid strong cornerstones, established a dedicated team of trustees, honorary trustees and volunteers, given a good taste of our work to the district's community where more and more people know us, and become known as the first community foundation in Hungary. Trustees and honorary trustees played a hugely important role in all of this: They gave their name to FCF to make it into a credible, trusted organisation in the community, spared no efforts in promoting the community foundation concept and the specific activities of the foundation, contributed their own money as well as time and other resources to help raise funds locally for the operations and programmes of FCF, and used their extensive social networks to root the foundation locally. Without the trustees and their hard work, the Ferencváros Community Foundation is unimaginable. It is with great pleasure we report that all nine 'old' trustees decided to stay on as 'new' trustees. As for honorary trustees, Zoltán Kucsera and László Nándori will continue to serve FCF; they are joined by Judit Fleischer, Rute Viáis and Elica Winchester. We were sad that József Répási left us, but we remain grateful for his persistent encouragement and financial support.

Elica Winchester lives in Ferencváros and she has her own travel agency and event organising company based in the district. For Elica, FCF is in the same kind of work as her company: it is an opportunity to enrich the lives of people in the district, through more events, activities, businesses, etc.



Rute Viáis, a native of Portugal, lives and works in Budapest and sees FCF as a perfect 'means' to pursue her interest in learning about new cultures and communities and bringing them closer to each other.



Judit Fleischer is also a resident in the district, well rooted in the local community, and has served FCF in the last year as our first employee.



Another new landmark in our work was the development of a three-year plan for 2015-2017. The plan grew out of the internal review and aims to provide a **strategic framework for the development of FCF**. Among other things, we have reaffirmed the most important principle of our work: we are committed to develop our community primarily from local resources, including money, time, and ideas from the community. In the next three years we would like to become a **sustainable and reliable community institution with a good understanding of our community, regular grant-making, on-going local fund-raising, commitment to bringing different community actors together and building our endowment**. The full plan (called After the End of Heroic Beginnings) is available in Hungarian on our website and will be soon translated to English.

In the autumn we also launched a project (supported by a grant from the Academy for the Development of Philanthropy in Poland), which will transform our communication with the community. Instead of using professionals, we decided to **work with volunteers representing our major target groups locally** such as residents, owners of local SMEs, students and people working in the district. We are hoping that our volunteers, after receiving practical on-the-job training and with guidance from an expert, will be able to produce communication that is more credible and personal and will better catch the attention of the community. The first experience of this new approach will be during February 2015 when we will be promoting the call for proposals to transform community places.

Other highlights of the period included:

- In the summer we paid a study **visit to the Cluj Community Foundation**, where we peeped into the finishing touches of the organising of, as well as had a look at the Swimathon event itself. It was very inspiring, we all felt like seeing a new and successful way of fundraising that can, and have to be implemented into our community. We hope to realise it in 2016, keeping in mind its complexity. We are very grateful to the Community Foundation Support Programme in Hungary for supporting our trip, and for the Cluj CF for sharing their knowledge and ideas with us, especially at the very last moments before the realizing of this big yearly event.
- Erika and Judit on behalf of FCF took part in the **'20th anniversary of community foundations in the Visegrad Region'** study visit and conference in September, and had benefited from the long term experiences of our neighbouring countries' CFs.
- We won a special prize in the **'Tell me your story'** competition organised by the Academy for the Development of Philanthropy in Poland with our *prezi*. The story introduced our team of trustees as a group of adventurers, pursuing the magical 'blue bird' of happiness (and realising our dreams) from Maurice Maeterlinck's famous book.
- Erika Barna, our trustee ran a half-marathon and raised more than HUF 350,000 (€1,150) for the Foundation. She had never run such a long distance before, and **nobody had raised money for FCF this way before**.
- We were invited (together with the Tuzla Community Foundation) by the Board of the Global Fund for Community Foundations to talk about our work, the community foundation field and the **best ways how international funders** and community foundations can co-operate and support each other. We were glad that the blue bird inspired trustees of the Global Fund too.
- In early December we spent **two days in London** as guests of The Funding Network to study **Donor Circles**. We saw (and loved) their event, talked with several key people, studied materials and came away with a strong commitment to organise one in Budapest in 2015. We are grateful to people in The Funding Network for their friendly and professional guidance! The study trip was made possible with the support of the C. S. Mott Foundation.
- At the end of the year, just before Christmas the blue bird, this time as a symbol of love and compassion (and as the 2014 edition of our **annual Christmas event the 'Calendar of Gifts'**), continued her flight over our district bringing the cakes of our volunteers to places where she could rest and even nest, and also to places where she had waited in vain for a long time. The blue bird asked many people what they wished for Christmas as a present. Perhaps the most moving wish was made by two homeless people living in the subway: 'An undisturbed, peaceful day ... at least one quiet, peaceful day during 2015.'



Thank You for your attention!
Our Journey Notes are to be continued in June, 2015.

SNAIL DONATION - Facebook campaign

Fingers crossed:)

Amount of money raised:
HUF 350,000 (€1,150)
Thank you!



By joining my initiative you sign up to telepathically support my first half-marathon experiment and donate at least €5 for Ferencváros Community Foundation, where I have been an active trustee in the last 4 years as a volunteer, and became a staff member in a newly started project from September 2014.

'I would never.... That's the last sport I would ever try!' – is what I thought and also said about RUNNING, until 2012. Although, I could never imagine what people like about it, and couldn't understand why my friends – seemingly completely normal – share positive thoughts and experiences about it, I started it – actuated by rage. In spring 2012 I put on my red pants, and started jogging in the mornings. Soon my inhibition released, as I started posting my impossible trials under the notion 'Oh, my god I'm jogging!' I was amused to see how many people jittered, replied, and how many women got inspired to start running too! The first time I succeeded to run 20 minutes at one go, I set up the [Almodovar Running Club \(Almodóvar Futó Egylet\)](#) facebook group for women (as he really likes and respects women, and I respect him). Our colour is red and our totem animal is snail. The only term of becoming a member is the desire to run joyfully. For me running is not a sport in the first place, but it is the time I spare for myself caring for my body and my soul few times a week. I am not fast, and rather a lonely runner, so I don't go for races, but have participated in a few. And I enjoyed it! The longest distance I ran in a race so far was 12 kms, this autumn I aim for 21 kms, thus a half-marathon. I'm going to participate at Balaton Marathon and Half-marathon, at Siófok on 15th of November 2014.

If I succeed, I ask you to support by at least €5 the Ferencváros Community Foundation, for whom I have worked in the last 4 years by heart. For me the biggest experience here is that so many different people cooperate successfully. This foundation is a special human experiment in Ferencváros to raise local money to support local issues. Our basic activity is fundraising, grant-making and community development through many different programmes.

At the moment I am not going to give you a definite aim what to donate for within the foundation, as the board of 9 trustees is going to make a responsible decision where we give this money to.

The bank account number of Ferencvárosi Közösségi Alapítvány is:
SWIFT/BIC: OTPV HU HB, IBAN: HU32 1170 9002 2013 0381 0000 0000
Please note when you transfer: 'Snail Donation'

My suggestion for donating:

5 €: Take it easy!

10 €: Run Era, run!

20 € +: Long run, big trip!



Erika Barna

I do not have an expected time result. My aim is to cover the whole distance and finish before the car. If you trust me so, that you transfer your money ahead, it is more than welcome, but I can't promise to give you back that money in case if....

Thank you for joining, and supporting. I promise not to take advantage of it.