
**The SHARE Institute Newsletter- Winter 2001-2002
(Social, Health, Assessment, Research, & Education)**

This is a quarterly newsletter written for The SHARE Institute Community. Feel free to share this newsletter by forwarding it to those who may be interested in learning about making a positive difference in people's lives. We are proud to include you as part of our community and plan on incorporating you in future SHARE Institute mailings. We respect the privacy of your email address and do not share such information with any other organizations. If you wish to be taken off the mailing list, contact sstolba@theshareinstitute.org.

Fundraising: An Art and a Science

This issue is devoted to a topic dear to many non-profit organizations, namely fundraising. On December 1st, the SHARE Institute had its first formal fundraising event. Eleven staff members and volunteers worked hard for two months to plan for this fundraising day. Our objectives were to thank community members who have supported our worldwide efforts, and to raise money for our mini-grant fund. As you know, the mini-grant fund has provided funding to 16 different projects in Pakistan, Afghanistan, Yemen, Nigeria and India. Many hours were devoted to creating a master list of people to invite, businesses to contact and tending to important organizational issues. Unfortunately, our e-mail list of invitees was not delivered to all people because of an electronic failure. We apologize to our supporters who did not receive an invitation. Despite a terrible rain storm on the fundraising day, about 50 people showed up. They supported our organization and refused to allow rain and wind to stop them from sharing our open house event. We had a nice lunch, music and a little talk about our accomplishments as a small non-profit organization. People were generous with their praise for the 16 projects funded by SHARE. Also, they were generous with their money. They wanted to prove that they cared about women and children of the world.

I hope you enjoy this issue. It has several useful tips about fundraising. We do not claim to be experts on the topic; we merely wish to share our successful experience and the lessons learned. We wish you all luck on your next fundraising event.

For those of you who have written supportive e-mails and called after the September 11th events, I am humbled and appreciative of your kind thoughts. This spirit of togetherness and love is what drives us today to carry on with our tasks despite our heavy hearts. Thank you for your thoughtfulness.

I hope you find this edition useful and interesting for your programs. Most of the sections of the Newsletter are written by our associates, volunteers and friends of the Institute. If you have comments, suggestions, or would like to share your talents, feel free to contact us at sstolba@theshareinstitute.org or (916) 966-7482. Happy holidays and enjoy the New Year.

The SHARE Institute Family and Team

More on the War Against FGM in Yemen

As many of you know, I have been working on the issue of combating FGM in Yemen for the last three years. The work was supported financially by a grant from the MacArthur Foundation and lately by the Dutch Agency for Development in Yemen. The first two years of work were spent in building coalitions with strong women leaders from the Ministry of Health and Population and other sectors of government and non-governmental organizations. We also completed a wonderful clinical-based study of 2000 women, men and religious leaders. The study was published in Arabic and over 1000 copies have been distributed. Demand is great from printing more copies. A very slick looking brochure explaining the medical effect of FGM has been printed and we ran out of the first 2000 copies printed. This heart-warming reception of the printed materials published in Yemen is good news considering the fact that the topic was considered a taboo issue up until the first conference we held early on this year in Sana'a.

After years of advocacy, the Dutch Agency for Development recognized that the model we have developed for working on sensitive social topics as worthy of funding and International Health and Development Associates was given a three-year grant to work in four governorates in Yemen. The work started in September and so far we have been honored by the support of the governor of Aden, schools, and we are starting the first campaign to be launched by NGOs in Aden. During my trip to Aden two weeks ago, I met with twelve representatives of NGOs and twenty physicians and midwives. My workshop on "Proposal Writing Skills for NGOs" was covered by T.V. radio and three local newspapers. In the opening ceremony, six female children ages 6 and 7 sang a moving song about parents killing them with a knife. The symbolic and poetic song was selected to be broadcasted on the radio to the general public.

The success of the FGM model is due to the collaborative partnerships established with Yemeni researchers and leaders. I remain grateful for the Yemeni staff who continues to work with low salaries but high spirits. I am excited that we are encountering success on making a difference particularly at these difficult times. The events of Sept-11 have taken many people by surprise and have shifted our attention away from development and the empowerment of women. I had a 44-hour flight to Yemen and I feel tired physically, but very pleased about the successes of this endeavor. I thought you might want to follow up on efforts of the project that many of you have supported during the start up period.

The SHARE Institute is keen to keep our supporters and friends, informed of the war against FGM. You might be pleased to know that the SHARE Institute gave its first grant to an NGO in Aden to work on combating FGM. Support from one of our donors made the grant possible.

Soheir Stolba, President
The SHARE Institute

The SHARE Institute's Internship/Leadership Program
By Heela Rasool, Volunteer

I learned about the SHARE Institute on March 20, 2001, during Dr. Stolba's UC Davis talk on the "Taliban and Afghani Women". It sparked my interest; yet, I only donated money and did not pursue being involved any further. This fall, I thought of joining the SHARE Institute as a volunteer. I have been working a few hours a week at the SHARE Institute on various projects. I am currently a student majoring in Political Science and hope to attend law school afterwards. I have always wanted to have a career with non-profit organizations that work on the advancement of women and families. During my time with the SHARE Institute, I have been exposed to many new and different skills. I have been able to learn more about the people, countries and causes that are funded by the mini-grants. I have also learned about fundraising and different organizations that need funding.

The Internship Program is funded by the Perinatal Foundation. There are five volunteers who have completed the first three months of a six-month program. Volunteers were assigned tasks to learn about the mini-grants and we all worked on producing a nice brochure that describes the work of the SHARE Institute. The second unit was fundraising and we all had assigned roles to play in the fundraising event. In late January 2002, the third unit will start. It will be about health and gender issues. I am looking forward to continuing my internship with the SHARE Institute and continuing this invaluable educational opportunity.

Tips for Generating Donations from the Business Community
By Susan Scheuble-Isip, Associate of the SHARE Institute

At first, the notion of seeking free services and goods from the local community members might seem rather intimidating. In this section of the newsletter, I hope to ease your fears on holiday fundraising events. Also, I would like to provide some useful ideas to get you started. Think of community solicitation as a symbiotic relationship, give and take. You are creating a relationship of mutual benefit. First of all, most individuals want to help out, especially if you present them with a good cause. Unfortunately, many people get caught up in demanding careers and find it difficult to commit to volunteering for an organization they value. This conflict becomes especially guilt producing for the small business owner as well as the corporate board of directors around the holidays. When you present your proposal, it is really an opportunity for the business community to donate the goods they have in abundance or the service they are experts in providing and feel better about the conflict. You are really doing the business community a favor and at the same time receiving valuable goods and services for your cause. For example, for the SHARE Institute's December 1st Open House, I asked the local Starbucks coffee house to donate enough coffee for eighty people. I told them about SHARE's social change work around the world and the manager was thrilled to participate. A five-gallon container of Columbian Roast with cream, sugar and stirrer was ours, free of charge. Not only are you helping the manager find a way to give to the community, you are helping the parent corporation connect to potential clients. Giving to non-profits is a tax-write-off. Some

businesses need write-offs. The more they give, the more they get from the community. In addition, corporations love to publish their philanthropic deeds to the community. It gives them a good reputation and consequently more business.

Other lessons I learned while asking our community for donations for the SHARE Institute's Open House were:

- Ask as many businesses as you can. Some will say no for various reasons. For example, some companies only give to specific organizations like schools or youth groups. The more places you ask, the better your outcome will be.
- Start as early as possible, especially if the event is around the holidays. Many places give out their allotment months in advance. Begin at least three to four months before the fundraising event. If you are asking for a service like music, people book their performance calendar early in the year. If the musicians are local college students, they need to plan around their school activities and exams.
- Think about restaurants and stores that you personally frequent. If you already have good relationship with a local business owner, they will be more likely to participate. They want to show you how much they appreciate your business by giving back to you.
- Start by calling people. You can speak to fifty businesses in one day, but driving to fifty would take you weeks.
- Carry your non-profit brochure and business card with you at all times. When you are out talking to business women and men, even for personal reasons, you have to be prepared.

**Organizing the Office Environment for the Fundraiser:
Through the Eyes of a Young Volunteer
by Heela Rasool**

Upon hearing about the expected fundraiser, my mind immediately flew to what could be done to make this event a success. My primary task was to organize pictures from various projects and display them on the walls of our office. It sounded simple, however, it was more difficult than it seemed. I had an extremely arduous time trying to discern the pictures from the different Nigerian projects. The Open House provided me with a great experience because I learned the mechanics of putting together a fundraiser. The SHARE Institute decided on a luncheon at the home of Dr. Stolba. Then the food, drinks, and specific tasks to prepare for the event had to be determined and appointed to different individuals. We feared that it would rain on the day of the event, and it did. The rain caused some difficulty and prevented some of our guests from showing up; nevertheless the Open House helped us reach our goals. The event was not only to raise funds, but to thank people for previous donations and commitment to the Institute. I had never before been a part of organizing a fundraising event and had quite a bit to learn. On the day of the fundraiser, I was responsible for one portion of jewelry sales. I did all I could to prevent myself from buying all of the jewelry for myself. While selling the jewelry, I was able

to meet new people interested in the same causes as I. I am now prepared to take on another fundraising event. My only advice is to start preparation for the event ahead of time and work as a team.

A Volunteer's Reactions to Helping Plan a Fundraising Event
by Sara Motiey

On December 1, 2001, The Share Institute held a fundraising event to help raise money for the organization. I really enjoyed helping out with this fundraiser because it enabled me to interact with many different people. My duties included setting up the sales tables, making tags for the jewelry items, and running the booths. I learned how to price items and how to interact with the buyers. This event had a great sense of community involvement, and despite the poor weather, people seemed to have a wonderful time. I really look forward to doing this again and hopefully more people will become involved in helping us raise more funds for The Share Institute's projects abroad. I am impressed with all the hard work that women's organizations perform and I wanted to help.

Making Guests Welcomed
by Laura Rader

In an Open House, it is important to welcome guests and make them feel at home. Part of this process included explaining the activities of the organization. I asked each guest to sign the "guest book" and provided them with brochures about the SHARE Institute. Also, I directed their attention to the projects currently underway, particularly the Mini Grants for which the majority of our donations are used. The Open House itself was a successful venture and I am proud to be a part of this non-profit organization and everything for which it stands. In our modern world, the needs of individuals are all too often pushed aside and forgotten. The SHARE Institute is doing all it can to assist disenfranchised peoples.

Lessons Learned from the Fundraising Event
Compiled by Liz Torrano

The following "lessons learned" from our fundraising events might be useful for your organization:

- Begin by creating a vision for the event with all team members present.
- Have frequent whole team meetings and make it fun!

- Contact media early. Most newspapers require between 1-4 months notice, depending on the season.
- Plan your event according to the climate of the season!
- Solicit community donations and involvement during the planning stages of your event.
- Make the RSVP date early enough to order an appropriate amount of food.
- Save all the invitations, signs etc. in one file for future events.
- Gather and price items to be sold and auction items early.



Gift Donation Cards

Many friends of the Institute sent holiday gift donation cards to family and friends. Gift donation cards are a great way to celebrate a holiday, accomplishment, or special occasion by giving to those who are less fortunate. By giving a tax-deductible gift donation, the “gift recipient” will receive a beautiful card acknowledging the donation in her/his name, and health and well-being projects around the world will receive the funds that they so desperately need. Gift donations can be earmarked for a certain project, or be used for the projects that most need funds.

Other ways to help:

**Donate money to the mini-grant program. Tax-deductible donations of any amount will help local people further improve their lives. Contributors may suggest types of projects for the Institute to launch.

**Spread the word. Let others know about the SHARE Institute and how they can help.

**Get involved. We would love to have you make a difference in international and domestic issues. Let us know your interests and how you can share your skills.

The SHARE Institute

WEBSITE: www.theshareinstitute.org

Northern California Office
8370 Sunset Avenue
Fair Oaks, CA 95628

TEL: (916) 966-7482
FAX: (916) 863-0665
EMAIL: sstolba@theshareinstitute.org
sshankar@theshareinstitute.org

Southern California Office
7717 Canyon Point Lane
San Diego, CA 92126-2049
TEL: (858) 693-7585
FAX: (858) 693-7586
EMAIL: jfullerton@theshareinstitute.org