As individuals, business owners and managers, the majority of us open our wallets to support friends and family in need or to respond to a desperate plea at our door. As a consequence, for most of us, such giving is not as targeted as we would like it to be and the benefit to the communities in which we live is limited. Mainly, planned and targeted donations, regardless of their size, have the capacity to help resolve problems rather than just heal the consequences. To increase the amount donated and improve the incentives, ease of giving and the benefits to that increased giving, the USAID project Partnerships for Giving Activity (P4G) was created.

P4G creates tools to help busy but socially responsible people and companies identify those projects and organizations in our communities that can benefit the most from their generous donations and whose actions can be most beneficial for the community.

The P4G team believe that sustainability can be best achieved when local people are actively engaged in their local communities to shape the developments that will improve their quality of life. By working together, we have the potential to drive development based on local resources. That is why we believe that philanthropy is an active and easy way for every one of us to be part of the change. You do not need to have spare time or be an expert; you just need to be willing to contribute to the change.

To do that, we want to increase the engagement between community stakeholders to better identify their needs, complemented by the nationally available infrastructure for philanthropic giving from all levels of society. We hope that this will encourage individuals, family funds, and companies of all sizes, to work together on initiatives that have a direct impact on them or are close to their hearts. We are here to bridge the gaps and help develop the connections between you.











WHAT'S IN IT FOR YOU?

P4G is launching a new state-of-the-art platform to showcase projects and civil society organizations from all parts of North Macedonia. It provides an easy-to-use way to find verified projects and organizations involved in the areas that YOU want to support. You will be able to see the details about the organization, including its mission and the people behind it, as well as the details of the project that they are trying to raise money for. For those who want to donate in person and experience the joy of giving together with other people, we will continue operating the Giving Circles that proved to be one of the favorites giving events.

For those of you who are lucky enough to have family members wanting to work together for good causes, Family Funds are a practical and powerful model which the P4G team can offer advice and support for. A fund is also an excellent option for companies, especially those who do not have the internal resources to operate a foundation. A Company Fund offers a straightforward and effective solution, while the Konekt team have extensive experience in helping setup and operate such a fund on behalf of some of the country's leading companies.

The project will not only work with institutional stakeholders to help create a more supportive regulatory environment for donating, but we will also support all giving stakeholders to utilize any available tax and other benefits.

GIVING CIRCLE

WHAT ABOUT BUSINESSES?

To help you plan better and achieve a greater impact with your generosity, Konekt also provides a range of specialized services for corporate donors and foundations that prefer a more personalized approach to donating. Additionally, you can become a member of the Responsible Business Club and use the opportunities to collaborate with the country's leading proponents of Corporate Social Responsibility (CSR). Whatever the size of your business or your ambitions in terms of CSR, just reach out to our team and we will arrange to meet you and explain the range of available services and the selection of possibilities that be fit your needs and challenges.

ОБ
КЛУБ НА ОДГОВОРНИ БИЗНИСИ

WHAT ABOUT THE CIVIL SOCIETY ORGANIZATIONS (CSO)?

We are here to guide and support you in the process of mobilizing local resources. Our Changes for Sustainability capacity-building program offers various levels of trainings, mentoring and direct support for your fundraising, including ready-made tools to simplify many of the tasks that your organization may not have the internal capacities for. If you think that you can support us in our efforts to advocate for more donating, why not become a member of the CSO Network for Financial Sustainability?

The P4G tools will provide an easy-to-use way for CSOs to promote themselves and their project initiatives in front of a much larger pool of potential donors both from their own communities and from across the country and beyond. Get the TrustMark, which is a self-regulation model, and we will recommend your organization to a wide range of donors.

Create a profile on the new crowdfunding platform (Op-Op) that will contain information about you, your mission, the people driving that mission and the projects for which you wish to raise funds. Whether you already have your own digital presence or not, using our platform allows you to share your project stories (text, images and even embedded videos) in the most effective way and communicate with potential donors in real-time.

Op-Op

IT IS EASY TO USE!

If you want to get involved, it is easy! Once the platform is launched, all you will have to do is download the App, register your details, and that's it. YOU decide if you want to donate anonymously or not, YOU decide how much you want to donate, YOU decide who you want to donate to and YOU decide when to donate. The App keeps you constantly up-to-date about the areas of interest that you select and it does not allow anyone to contact you and pester you about donations. YOU are in total control every step of the way.

IS IT SECURE?

Your donation is as secure as it can be in view of the fact that our platform is built with banking level security systems. Once you get registered, all your information is anonymized and encrypted so that not even we can know your details. The App does not store your payment card details and even if you want to donate publicly, you get to do so by using your chosen username.

Beyond the security of the donation itself, the Partnerships for Giving project will allocate substantial resources on ensuring that your philanthropy actually delivers the intended benefit. We will work to safeguard all stakeholders so as to ensure that your donation goes to its intended beneficiary and they use it exactly for what was promised and deliver the results you wanted to support.

LET US TALK ABOUT TRUST

Donation requires trust, an assurance that your hard-earned money is truly going to be used for the matters that are important to you. In order to provide you with greater peace of mind and make the beneficiary selection easier, Konekt has a self-regulation mechanism for CSOs called the TrustMark. It allows you to know that the beneficiary project owner has been thoroughly checked out and it has a proven history of accepting donations and delivering the promised benefits. The TrustMark is awarded through a carefully designed certification process by applying strict criteria for transparency, accountability, management, performance results and compliance with the legal regulations and the international standards.

Even organizations that have not yet qualified for the TrustMark are checked before they can be part of the P4G project. We are adamant about making sure that every denar is used for the purpose it was intended for.

ПРОВЕРЕНИ И ПРЕПОРАЧАНО ЗА ПОДАРОЦИ
ОЗНАКА ЗА
ДОВЕРБА
ЗА ГРАЃАНСКИ ОРГАНИЗАЦИИ

ABOUT THE PROJECT

The Partnership for Giving project (P4G for short) believes that sustainability can be best achieved when the citizens are actively engaged in the local development that shapes their lives and that the local communities and the country as a whole have the potential to drive development based on local resources, provided that the citizens and the companies are motivated to act and give to initiatives that have a direct impact on them or are close to their hearts.

The P4G project will support the building of a four-layer functional ecosystem including an adaptation of the legal framework to make donations more rewarding, a technical framework to make them easier and legally compliant, an informational framework to provide easy access to information about local initiatives and a support framework to help companies and private donors develop philanthropic strategies and plans to implement them.

We will introduce the annual Give for Good day, as an opportunity for activating the entire country to get involved in doing things to raise awareness and money for the good causes we identify within our communities. All the money raised that is not for a specific project will be put into the central Give for Good Fund, the proceeds from which will be used to support more ambitious social projects as identified and voted for by the users of the platform.

P4G is a multi-faceted collaboration between Konekt, the European Center for Non-Profit Law (ECNL), the Economic Chamber of North-West Macedonia (ECNWM), and the marketing services company Indigo and AmCham, and it offers a possibility for leveraging their expertise, practice competence and operational resources for the benefit of this exciting national initiative. Together, the P4G team will stimulate the community actors to become more actively involved, whilst providing a platform for potential donors (particularly the local ones) to better understand the community needs, identify projects that meet their specific (or ad hoc) donor aspirations and provide a secure and legally compliant platform to make such donations.



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USAID FROM THE AMERICAN PEOPLE

KONEKT



PARTNERSHIPS FOR GIVING



European Center for Not-for-Profit Law

OEMVP
ОДА ЕКОНОМИКЕ Е МАQЕDONISË VERI-PERËNDIMORE
СТОПАНСКА КОМОРА НА СЕВЕРО-ЗАПАДНА МАКЕДОНИЈА
ECONOMIC CHAMBER OF NORTH-WEST MACEDONIA

indigo

AMCHAM