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## FUNDING NETWORK MEETING BRUSSELS -14TH NOVEMBER 2024



Cofinanciado por la Unión Europea



[www.diaconia.es](http://www.diaconia.es)

**We care about people**

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# Who are we?

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Diaconía is an organization created in 1997 by the Federation of Spanish Evangelist organizations

We are a social action platform of protestant origin oriented to action and work with the most vulnerable people.

We facilitate their social integration, development, the improvement of their living conditions and the restitution of their rights.



We believe in building alliances with other social entities, as well as in the promotion and training of volunteers.

**We care about people, and they are the main driver of everything we do.**



# Projects



WOMEN AND ANTI-TRAFFICKING



RECEPTION OF ASYLUM SEEKERS

- **“#DesactivaLaTrata” (DeactivateTrafficking)** : A program dedicated to awareness-raising and prevention among young people and society.
- **“Asilo y Trata” (Asylum and Trafficking)**: Specialized support for victims seeking international protection due to traumatic circumstances.
- **“#RompeLaCadena” (BreakTheChain)**: A collaborative network of organizations providing comprehensive assistance to victims.
  
- **“Acogida a solicitantes de asilo” (Reception of asylum seekers)**. We are one of the few organizations through which the Government manages the reception of applicants for Asylum, Refuge and International Protection. We provide essential support to refugees and asylum seekers within Spain. This comprehensive assistance includes accommodation and tailored guidance for successful integration. With over **500 placements** available, the programme facilitates individualized pathways for socio-occupational inclusion, especially for individuals and families in vulnerable circumstances, including women impacted by trafficking. Additionally, it organizes initiatives aimed at raising awareness within local communities.
- **In 2023, we supported a total of 1,152 asylum seekers, including 228 individuals with vulnerable profiles.**





# Projects



SOCIAL EMERGENCY



MIGRATION

- **“Atención a la Urgencia Social” ( Attention to Social Emergency)** : focuses on urgent support for individuals facing poverty and social exclusion in Galicia, Spain, by providing essential aid such as food, housing, and healthcare, along with social guidance. In Lugo, it includes a **supervised housing (flat) for homeless people**, offering stays of up to one year to promote self-sufficiency.
- **“Compensación de desigualdades educativas” (Educational Inequality Reduction)**: encourages school attendance and decreases absenteeism, especially among vulnerable children.
- **“Proyecto Zoé” (Project Zoé)**: focuses on prevention by raising awareness about suicide among professionals and civil society through training, campaigns and events.
- **“Contigo” (With you)**: A support network for young refugees (featured with UNHCR)
- **“Pasarela” (footbridge)**: Reception for migrant in situation of social vulnerability.
- **“Vecindad Inclusiva” (Inclusive Neighborhoods)**: Housing access assistance.
- **“Comunidad Diversa” (Diverse Community)**: Promotes multicultural coexistence.
- **“Sin etiquetas, sin odio” (No labels, no hate)** : Support for hate crime victims.
- **“Punto de Empleo” (Employment Point) and “Relanzad@s” (Relaunched)**: Programs for job integration and entrepreneurship.



# Projects



VOLUNTEER PROMOTION



SUSTAINABILITY

- **“Solidaridad en Red” (Network solidarity)** project by Diaconía España promotes volunteer work to expand social support for vulnerable groups, including migrants, refugees, victims of trafficking, and at-risk youth. It focuses on three key areas: promoting volunteerism through awareness and training, offering courses via Diaconía's School, and recognizing volunteers through an annual awards gala. The program also engages in collaborative activities within the third sector.
- **“Diaconia Innova” (Innovative Diaconia)** : is a project focused on the technological adaptation of the organization, initiating digital document management to improve accessibility and sustainability as well as using AI to enhance donation acquisition and donor loyalty.
- **“Diaconia Sostenible” (Sustainable Diaconia)** : is a project focused on sustaining an impact platform driven by environmental responsibility and financial sustainability.





# Funding



- **Government Ministries and Delegations:**
  1. Ministry of Inclusion, Social Security and Migrations
  2. Ministry of Education, Culture, and Sports
  3. Ministry of Social Rights and 2030 Agenda
  4. Government Delegation against Gender Violence
- **Regional Governments:**
  1. Community of Madrid
  2. Community of Andalucía
  3. Community of Galicia
- **International and European Funds:**
  1. European Social Fund
  2. UNHCR
  3. Dutch Council of Refugees
  
- During **2023**, our funding structure was:  
Public funding: **99,3%**  
Private funding: **0,4%**  
Own funds: **0,3%**



# Challenges

The main issues with public funding for NGOs in Spain include:

- 1. Bureaucracy and delays:** Administrative processes are complex, and funds often arrive late, affecting project implementation.
- 2. Funding calls are announced only after activities have already begun in January.** This creates financial instability since organizations might face the risk of receiving less funding than anticipated or, worse, having their subsidies denied. In such cases, they would need to cover all expenses incurred since the start of the year out of pocket.
- 3. Lack of flexibility:** Funds are often tied to specific rules, leaving little room to adapt to unforeseen needs.
- 4. High competition:** Limited resources lead to competition between NGOs, hindering collaboration and requiring more administrative resources for fundraising.
- 5. Short-term projects.** Most grants are designed for projects with a 12–24 months duration. Once completed, there is no assurance of continuation, which forces frequent reformulation of new projects and hinders the long-term impact of those already implemented.
- 6. Most grants do not cover structural costs,** which makes difficult the sustainability in the long run.





# Sustainability

In the last few years, in Diaconia we shifted to a new approach of sustainability based on 5Ps: Planet, People, Prosperity, Peace, and Partnership. This comprehensive approach drives us to adapt our structure and foster an organizational culture where sustainability and innovation are key pillars.

The main aspects we are working on are:

➤ **Sustainable initiatives**

CSR initiatives include sustainable product use, extensive recycling programs, reusable bottles, a second-hand book library, and nature-based team building. Additional efforts involve garden refurbishing, furniture upcycling, and powering down equipment after working hours.

➤ **Volunteering as a Sustainability Strategy**

Our focus is on strengthening alliances with like-minded organizations and expanding volunteer efforts in areas of sustainability and social impact.

➤ **Financial Sustainability**

We are promoting strategic partnerships to secure funding and spread shared values. We implement crowdfunding campaigns, micro-donations, and sustainable charitable events.



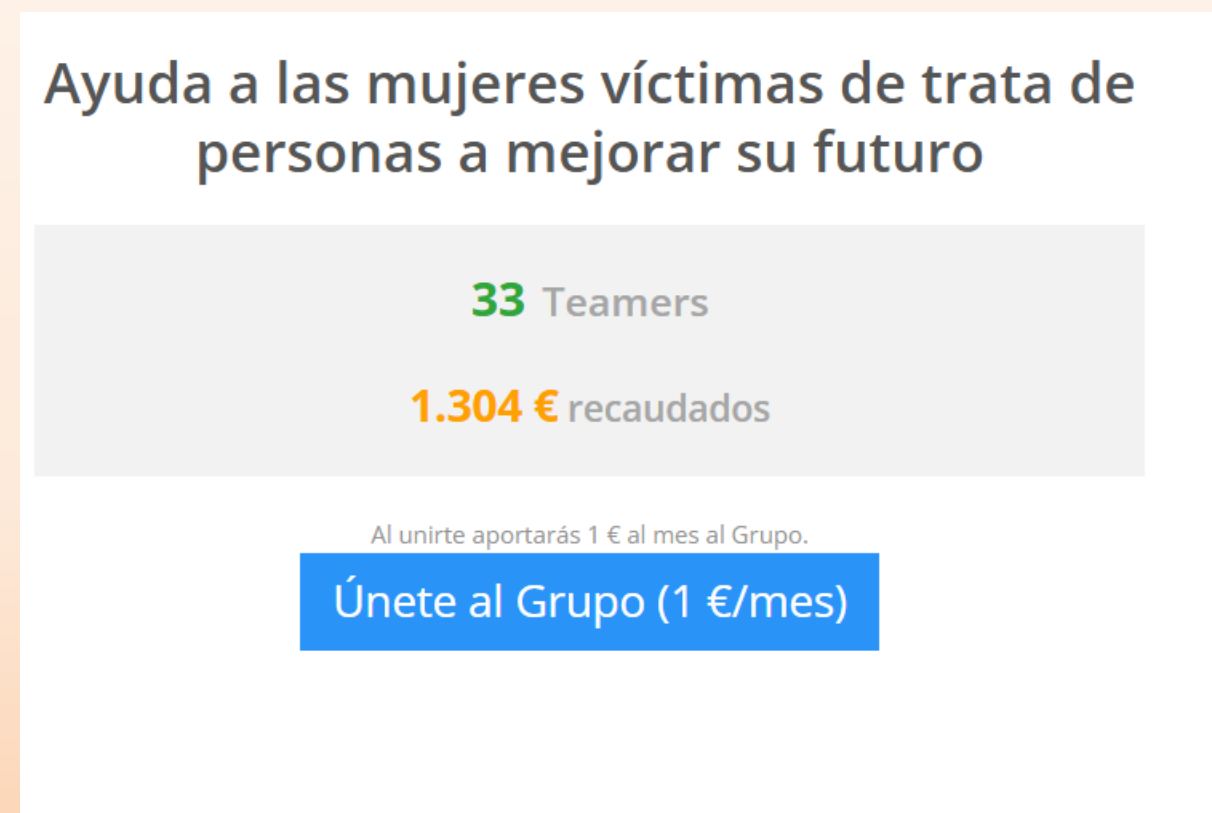
# Good practices in fundraising



## ➤ Crowdfunding and Micro-donation campaigns

- **Individual Donations:** We inform individuals about the option for their donations to be tax-deductible as an incentive to encourage giving (donations over 250 euros/year)

- **Microdonations:** we promote campaigns to be part of teams where you can donate a monthly amount (1 euro/month).





# Good practices in fundraising



## ➤ Campaigns with partners and B-Corps to promote passive donations

**Café SOLIDARIO**  
A BENEFICIO DE Diaconia ESPAÑA  
#EMKACoffee | Diaconia ESPAÑA

Durante todo el 2024 📍 en C/ Rosario Pino 8, Madrid.

¡Disfruta de un delicioso **café de especialidad** y colabora con las personas que más lo necesitan!

Café latte: 3€\*

· Tu colaboración puede marcar la diferencia ·

De cada **copa de Vino Solidario**, durante el mes de marzo, se destinará un porcentaje a Diaconia España con el fin de ampliar sus programas sociales a personas en situación de vulnerabilidad.

|   |        |
|---|--------|
| VIZAR Prestigio 2022 TINO DE PAGO           | 4.80€* |
| EL HOYO del Franco                          | 4.00€* |
| CILLAR Rosado DE BILIOS QUINTANA DEL PIEDRO | 4.35€* |

**Postre & Arte SOLIDARIOS**  
ART & SUSHI | Diaconia ESPAÑA SOSTENIBLE

A BENEFICIO DE Diaconia ESPAÑA

Degusta nuestro Tatin de manzana con helado mientras disfrutas de una exposición de arte creada por los colectivos vulnerables apoyados por Diaconia España

Hasta el 30 de junio 📍 Calle Carranza, 9. Madrid

**Postre SOLIDARIO**  
por el mes de la mujer

A BENEFICIO DE Diaconia ESPAÑA

¡Cada bocado contribuirá a la lucha contra la explotación sexual y la trata de personas!

En marzo 📍 En todos los restaurantes 80 Grados.

Crème de caramel de palomitas y palomitas caramelizadas





# Good practices in fundraising



## ➤ Charity events

A BENEFICIO DE  
**Diaconía**  
ESPAÑA

COLABORAN  
**ALCALÁ DE HENARES**  
AYUNTAMIENTO **amazon**

*Concierto Día de la mujer*  
**GÓSPEL SOLIDARIO**  
**LAS VOCES INVISIBLES**

SÁBADO 9 MARZO · 18:30 A 20:00H

AUDITORIO PACO DE LUCÍA · ALCALÁ DE HENARES

CON LA ACTUACIÓN DE  
**LIVINGWATER**  
CORO GOSPEL

**Diaconía** | **SOSTENIBLE** **ESPAÑA**

Junta de Andalucía **esad Málaga**

**TEATRO SOLIDARIO**

19 DE JUNIO · 21H  
ESAD MÁLAGA

**4,5€**  
Aportación solidaria

**El escondido y la tapada**  
Pedro Calderón de la Barca



# Good practices in fundraising



## ➤ Other initiatives

- We do **fundraising with the help of volunteers**, with physical stalls in spaces provided by partners, such as shopping centres or events organised by other organisations.
- We nurture and maintain **constant contact** with our recurring and one-off donors, sending information related to **transparency** and the use of resources.
- We run **digital campaigns**, through our website and social media.
- We are designing a **proposal for the use of AI in fundraising** and donor loyalty.
- We sign **collaboration agreements** with companies, organisations and universities, which become strategic allies for the management of our actions and the reduction of costs.
- We have a yearly **event** where we recognise the commitment of the companies and entities that work together for the social objectives pursued by our organisation.



amazon

DECATHLON

ALE-HOP

DIM PARIS





# Weaknesses & Strengths

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## ➤ Weaknesses

- Low monetization (work in progress)
- High efforts that do not always involve new resources
- Uncertainty on the possibility of developing new strategies (need of specific funding that covers innovation & sustainability projects).

## ➤ Strengths

- Reinforcement of the organisation's positive image
- Innovative and creative methods
- Collaboration with different stakeholders
- Advertising that impacts different segments of the population
- Building trust with civil society and companies



**¡THANK YOU!**

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