



A RECOGNISED INDEPENDENT CENTRE OF THE UNIVERSITY OF OXFORD

Oxford Centre for Hindu Studies

Friends and Funds Strategy

Introduction

The purpose of this strategy summary document is to define the proposed fundraising model for the OCHS to achieve financial security and future development. This is part of our two-pronged Friends and Funds programme for Friend-raising and Fund-raising.

The **first phase** of the Centre's development was realised with the granting of Recognised Independent Centre status by Oxford University.

The **second phase** of OCHS development is to ensure that our annual revenue matches our current operating budget. Annual fund-raising campaigns will be used to realise this goal.

The **third phase** of development will be the launch of our Endowment Campaign. Our long term financial stability rests on our ability to achieve significant endowments for lectureships, scholarships, research, and publishing. This campaign is aimed at high-net-worth individuals and corporations. The first and second phases provide the most credible basis for us to launch this campaign.

Annual fund-raising campaigns

Amount – £100,000 per year

Following from the success of the Deficit Campaign in December 2006, the OCHS has launched annual fund-raising campaigns to cover the running expenses of the Centre and to guard against future shortfalls. Annual fund-raising campaigns aim to establish financial stability for the OCHS, enabling it to work towards the launch of its Endowment Campaign.

Other distinct campaigns may be held for special projects. Developed and run by OCHS Benefactors, these can include campaigns for areas such as scholarships, library expansion, computers and IT, and student accommodation.

The Endowment Campaign

Amount – £12m

Building on official recognition from Oxford University and successful annual fund-raising campaigns we propose to launch an Endowment Fund Campaign. The Endowment Fund will facilitate the long-term development and security of the OCHS. The Endowment Fund aims to cover the Centre's running costs from 2014.

Overseas fund-raising

A Friends of the OCHS has been established as a not-for-profit in the US. This handles donations from US supporters and provides capacity for further development profile-raising in a potentially lucrative market.

A similar body is proposed for India. A natural base of support for the OCHS.

Administration

Our Friends and Funds programme needs to be run with good follow-up of donors and friends, transparent accountability, and effective communication.

The Director is ultimately responsible for fund development with the assistance of the Development Administrator. The Development Administrator needs to be qualified in issues of IT, web development, database development, editing and writing, communications, and team work. The Administrator will also be available to assist Benefactors and volunteers who want to help push this plan forward.

The OCHS avails itself of professional support and feedback whenever possible.

- Applications are being made to Accenture for donated time to be used to streamline and strengthen infrastructure.
- Discussions have been held with the University's Development Office to find mutually beneficial ways in which we can work together.
- The OCHS regularly consults with benefactors with professional and business experience.

Resources

To support these substantial campaigns we have overhauled our current website, www.ochs.org.uk, and developed a section for Friends and Benefactors, www.ochs.org.uk/friends-and-benefactors. The Friends and Benefactors page makes it easy for visitors to see how they can become involved with the OCHS. It contains resources aimed at prospective

supporters and volunteers who wish to help with the Friends and Funds strategy. Content includes the OCHS brochure, a Case for Support, annual reports, video overview, newsletters, and standing order forms.

A Fund Development Manual was presented to the Board of Governors in May 2007. This manual will serve to establish our fund-raising ethos and provide clear principles and guidelines for anyone wishing to raise Friends or Funds on behalf of the OCHS.

We propose establishing a formal body from among our Benefactors, to be called the Benefactors Council. This body will have officers, serving for a fixed term, who will help advance the Centre among our target audiences, promote the Friends and Funds programme, co-ordinate projects and events, and offer advice and support to maintain efficient and effective management of the Centre.

Discussions are underway with friends in the USA to explore ways to develop our strategy in North America, including our Friends of the OCHS Inc.

Friends organisations

We are actively encouraging the formation of local 'Friends of the OCHS' organisations. These have so far been successful in London and Leicester in terms of fund-raising and awareness-raising. Events have included youth festivals, plays, golf days, public bhajan performance, public and private dinners, and rasa garbha. These organisations operate under a constitution and are conducted on behalf of the Centre, without drawing away from its existing staff or funding resources.