

## RETHINKING THE WAY IN WHICH NGOs DO BUSINESS

BRATISLAVA, SLOVAKIA

MARCH 3 – 5, 2005

### THURSDAY, MARCH 3, 2005

**7:00 PM**            **Gala Dinner and Reception**  
**Hotel IBIS**

### FRIDAY, MARCH 4, 2005

**9:00 – 9:15**            **WELCOME**

Kelly Janiga, Manager of Research Programs, The William Davidson  
Institute

Lenka Surotcak, Executive Director, Pontis Foundation

**9:15 – 10:45 AM Partnerships**

Moderator: Lenka Surotcak, Executive Director, Pontis Foundation

NGO – Local Government Collaboration

*Community Based Organizations – Approaches to Sustainability*

Yulia Antonian, Eurasia Foundation

Armenia

NGO - Small and Medium Enterprises (SME) Alliances

*Strategic Partnerships Between NGOs and SMEs: The Serbian Case Study*

Robert Molnar, European Movement in Zrenjanin

Serbia & Montenegro

NGO Network and Collaborations with Socially Responsible Corporations

*NGO Sustainability in Crisis Situations*

Aleksandar Janakievski, Center for Civil Motivation and Cultural Management “Aktiva”

Macedonia

NGO - Private Sector Partnerships

*Changing the “Not-for-Profit” Mentality: The Case of the Ukrainian NGOs*

Oleksander Sydorenko, Consortium for the Enhancement of Ukrainian Management Education (CEUME)

**10:45 – 11:00      BREAK**

**11:00 – 12:30      Launching Social Enterprises**

Moderator: Eva Varga, NESsT

The Creation of a Public Museum

*Advantages of Cross-Sector Partnerships Based on Professional Groups*

Elena Afanasyeva, Totem Center of the Youth Initiatives

Promoting Social Enterprise Development.

*Promoting Social-Enterprise Development in Bulgaria*

Tania Kapoor, Counterpart International

Bulgaria

Analysis of Social Enterprises in Central Asia

*NGO Survival Strategies in Central Asia*

Anara Alymkulova and Didara Seipulnik, Counterpart International

Kyrgya Republic and Kazakhstan

Social Enterprises in Eastern Europe

*Social Enterprises: An Eastern European Experience*

Jo Lucas and Arman Vardanyan, Social Policy and Development Center

Albania, Armenia and Ukraine.

**12:30 – 14:00      LUNCH – Keynote – Eva Varga, NESsT**

**14:00 – 15:30      Commercial Methods for Generating Funds**

Moderator: Robert Kennedy, Executive Director, The William Davidson Institute

Introduction of Fees for Services - Publications

*The Road to Financial Independence*

Liljana Cekovska, Macedonian Business Lawyer Association

Macedonia

Exchange of Services for Donations and In-Kind Donations

*Challenges of Finding Funding at Home: A Belarusian Case Study*  
Ina Ramasheuskaya, Belarusian Red Cross Society  
Belarus

Marketing of Handicrafts  
*Innovative and Commercially Sustainable Approaches to Poverty Alleviation*  
Alan Bussard and Lea Uhrinova, Integra Foundation, Slovakia

**15:30 – 16:00      BREAK**

**16:00 – 17:30      Contributed Income Strategies and Legal Issues**  
Moderator, Nilda Bullain, International Center for Non-Profit Law

Payroll Giving  
*All for One – The Bulgarian Face of Payroll Giving*  
Elitsa Barakova, Bulgarian Charities Aid Foundation.

Methods to Reduce Grant Dependency  
*Between Dependency and Stability*  
Cornelia Predoiu, The Princess Margarita of Romania Foundation  
Romania

Policy/Legal Issues attached to Various Strategies  
*New Approaches for Local Resource Mobilization*  
Tony Dimov, Bulgarian Center for Not-For-Profit Law  
Bulgaria

Analysis of Diversification Strategies in the Ukraine  
*The Development of the NGO Sector in the Ukraine: Achieving Sustainability?*

**17:30- 17:45      Summary of First Day – Final Thoughts**

**18:30                      DINNER**  
**Three Musketeers Restaurant**  
**Sladkovicova 7**  
**Phone: 5443 0019**

## **SATURDAY, MARCH 5, 2005**

**9:00 – 11:00      Communication Strategies**  
**Nancy Kotzian, Faculty, UM Ross School of Business**

**11:00 – 11:15      BREAK**

**11:15 – 12:15      Policy and Legal Environment – A Comprehensive View**  
**Nilda Bullain, International Center for Non-Profit Law**

**12:15 – 13:45      LUNCH**

**13:45 – 15:15      The Basics of Drafting a Business Plan – Robert Kennedy,  
Professor of Business Administration and WDI Executive Director**

**15:15 – 15:30      BREAK**

**15:30 – 17:00      Mission-Based Marketing  
Amy Gillett, Director of Executive Education, WDI  
Kelly Janiga, Manager of Research Programs, WDI**

**17:00 -17:30      Concluding Thoughts and Next Steps  
Lenka Surotcak, Executive Director, Pontis Foundation**

**18:30                  DINNER  
Pivnica u Zlatej Husi  
Family Jajcayov  
Pezinska 2  
Slovensky Grob  
33-647-82-25**