

Fund raising expert conducts crash course



Marianne G. Quebral is a pioneer in fund raising in the country and was trained at The Fund Raising School in Indiana, USA. (Photo by Anna Llamas of UPOU)

The Los Baños Science Community Foundation, Inc. (LBSCFI) recently invited fund raising expert Marianne G. Quebral to conduct a one-day crash course on fund raising at the Centennial Center for Digital Learning Auditorium of the University of the Philippines Open University in Los Baños, Laguna.

Quebral is the Asian Institute of Management's (AIM) Vice President for Institutional Advancement. She is also one of the founders and previous executive director of Venture for Fund Raising.

As a former Resource Development Officer of United Nations Children's Fund in the Philippines, she managed the largest non-profit direct mail campaign in the country with over one million letters sent annually, raising more than P85 million in less than four years.

LBSCFI is one of the four science communities established by the Department of Science and Technology in accordance with Presidential Executive Order No. 784 in 1984. For the past 30 years, PCAARRD has served as its secretariat.

LBSCFI hosted the activity to build its members' skills to start and support fund raising endeavors; orient the members on their roles in the fund raising activity through the transfer of the required skills and technology; and to guide the long-term fund raising efforts and ensure that these are integrated with the Foundation's mission.



The AIM VP receives a plaque of appreciation from LBSCFI President Cecilio R. Arboleda (right). (Photo by Apple A. Itchon, S&T Media Service)

Forty representatives from the Foundation's 23 member-agencies participated in what Quebral also describes as a "Fundraising 101". (Butch S. Pagcaliwagan, S&T Media Service)