



## Dear Business Owner/Manager:

Businesses that operate in Palestine have been generous to the Palestinian people. Palestinians are suffering politically, economically, and emotionally, and businesses care. But there are at least two other reasons why businesses fund Palestinian charity.

First, “social investment,” that is, investment in Palestinian civil society, helps bring stability to the area, which in turn, leads to a more conducive environment for doing business. Simply stated, access to quality basic services, higher education, and opportunities for civic participation and cultural expression contribute to an environment in which people buy and sell actively, work with energy, and invest with confidence.

Secondly, Palestinians expect companies operating locally to demonstrate their support for Palestinian rights and well-being. They expect companies to make donations, sponsor events, and participate in civic life as good corporate citizens.

Being a good corporate citizen is, however, easier said than done. If you have ten local societies asking you to sponsor events, how can you choose among them? If you have twenty youth groups asking for equipment donations, which do you respond to? How can you determine which are the serious, professional non-profit organizations and which are ineffective? And how can you say “no” when necessary without compromising your reputation in the local community? You are running a company, not a charity, yet in Palestine, charitable works can take up a good deal of your time and effort – without clear results for civil society or for your business. Dalia Association can help.

Dalia Association was founded by a diverse group of members of the Palestinian community who came together to establish a mechanism for sustainable funding for the Palestinian civil society sector. The group decided that the internationally known and proven mechanism known as the “community foundation” would provide the structure, credibility and flexibility to facilitate long-term investment in civil society. Dalia Association receives contributions from corporations, individuals, and institutions. We facilitate grants to community initiatives, decided by the community itself through transparent and professional grantmaking processes.

**Make an investment** in Palestinian-led social change and sustainable development by contributing to Dalia Association. Or, establish a corporate named fund at Dalia Association. You set the charitable objectives, make the investment, and we can run your entire corporate philanthropy program for you. You can direct any inquiries to us with confidence that we’ll handle them professionally and in the best interests of the Palestinian people. To open a fund in your company's name, you only need to commit to an annual contribution of at least \$2,500 for a minimum of three years.

For more information, contact Saeeda Mousa, Acting Director, Dalia Association at 0599-734-357 or [saeedam@dalia.ps](mailto:saeedam@dalia.ps).

## FREQUENTLY ASKED QUESTIONS ABOUT OPENING A NAMED COMPANY FUND

**Q: What do I have to do to open a fund in my company's name?**

Agree to make an annual contribution of at least \$2,500 with a 3-year commitment. From then on, you may direct any community groups that seek funding from you to Dalia Association. Your company will be listed among Dalia Association's core supporters. You can also advertise your fund and how to access it.

**Q: What will happen to the money I contribute to the fund in my company's name?**

Your annual contribution will be mingled with contributions raised from other companies and individual donors. When the amount is sufficient, Dalia Association will run an annual small grants program focusing on local priorities. Like all Dalia Association grantmaking, the process will be transparent and controlled by the community. Dalia Association will use a small percentage to fund the grantmaking process, capacity building for grantees, and community outreach.

**Q: How can I be sure the money will be managed properly and that the grants will be good ones?**

Dalia Association maintains the highest standards of credibility. We are registered in Belgium and comply with Belgian and Palestinian nonprofit laws. We have legal representation in Brussels and the US. We are members of several international bodies that set grantmaking standards, including National Committee for Responsive Philanthropy, the Association of Small Foundations, and Grantmakers without Borders. However, the most important scrutiny comes from the local community -- through our highly reputable board of directors, community committees, and the community members that make grantmaking decisions. YOUR involvement as a core supporter will help us maintain high standards of professionalism and accountability.

**Q: Will my company get to decide what grants to make?**

When you establish your fund, you can set general philanthropic objectives, such as, to fund youth initiatives or to support rural development. You can also encourage certain civil society groups to apply. However, the final decision will not be yours. The principles that underlie a community foundation dictate that communities decide themselves how to use their own funds -- not donors. When you support the Palestinian community through Dalia Association, you are not only investing in "development" but also in the community's right to lead its own development agenda.

**Q: Why is opening a fund at Dalia Association better than just making direct contributions myself?**

Most companies do not have the resources to properly evaluate every request for funding to be sure the group is legitimate. Also, most companies can't invest the time needed to follow up on contributions they make to be sure they were spent as they were intended and that the impact is positive. Simply, companies are companies, they are not grantmakers. Dalia Association is a grantmaker. When you make your community contributions through Dalia Association, you can be sure the request was carefully evaluated in a transparent and professional way by community members with an interest in making a good decision. You can be sure the grantees get help and support to use the grant well and to build their capacity to serve their community. You will also get a report showing how your contribution was used and with what outcome. Equally important, you will never have to say "no" to a request for funding again. You can tell everyone who asks, "Yes of course we support our community. Please go to Dalia Association to find out how to access our community funds."

**Q: Who do I call to get more information about opening a named company fund at Dalia Association?**

Contact Saeeda Mousa, Acting Director, Dalia Association at 0599-734-357 or 02-298-9121 or saeedam@dalia.ps.