

## Press Announcement

### DUCI opens Non Profit Consulting Presence in Shanghai

Madrid, January 12<sup>th</sup> 2009 – Daryl Upsall Consulting International (DUCI), the international agency that offers extensive services for the non profit sector, has announced today from its headquarters in Madrid, Spain, the opening of its operations in Shanghai, China, with the appointment of Sarah Bissell as Senior Consultant for the South East Asia Region.

DUCI's Chief Executive Daryl Upsall commented, *"In recent years many international NGOs have contacted us regarding how they can evaluate the market for fundraising and in other cases how they can simply get started with building a fundraising programme in China. Now with our opening in Shanghai and with someone with the knowledge and expertise of Sarah Bissell we can be confident that DUCI can meet these needs."*

Sarah Bissell has over 10 years fundraising experience in China, Hong Kong and Europe with specific expertise in managing high profile events, corporate fundraising and strategic planning for small charities as well as major donor and individual giving. For the previous 3 years she worked as the Corporate Partnerships Manager at the British Red Cross. She has lived and worked in China on various occasions over the last 15 years working as a volunteer, in sales and then as the Head of Fundraising at a Hong Kong charity.

Regarding her new role Sarah Bissell commented, *"I am really happy to be working with DUCI as its one of the few NGO agencies with a truly global reach. China is becoming increasingly prominent on the worldwide stage. The world's largest companies prioritise China as one of the few markets to continue growing and China is creating some of the richest people in the world, now is the time that more and more NGO's are looking beyond programme work to the possibility of fundraising in one of the largest potential donor markets of the future."*

#### **Services that DUCI will be offering in China include:**

##### New Market Development

- An overview of the charities currently operating in China, including looking at successful local charities, international NGOs and community outreach organisations.

- Understanding of the opportunities and legal requirements and restrictions in individual fundraising (including direct mail, regular giving, online, telephone fundraising along with other tools.)
- Review of the types of fundraising being undertaken (corporate, events, major donor etc) and an analysis of where there is greatest success and why.
- The legal and financial requirements for new NGOs entering China, including the pros and cons of different ways of accessing and entering the market
- Support in sourcing Chinese partners, to help improve an organisation's chance of setting up successfully.
- Consultancy in the recruitment of a local legal representative for entities establishing in China.
- Analysis of Corporate Social Responsibility and corporate giving in China as well as analysis of China's high net worth individuals and their potential as major donors.

#### Fundraising Services for established non-profits in China

- Research and development of targeted lists and profiles of corporates operating and giving in China.
- Research and development of a target list of High Net Worth individuals' giving and capacity for giving in China.
- Training for staff in China in fundraising management

#### **About Daryl Upsall Consulting International**

*Daryl Upsall Consulting International* [www.darylupsall.com](http://www.darylupsall.com) is a unique international agency offering a comprehensive range of services to charities, universities, cultural institutions and UN agencies. In the 8 years since it was founded DUCI has developed into a major international provider of services to the third sector with clients in over 20 countries including the global headquarters of many of the best known not for profit agencies.

Its extensive worldwide network of staff and associates means DUCI can provide a truly global service to the non-profit sector. We bring to our clients the experience of 25 years of working in over 42 countries for many of the world most prestigious organisations. (See attached client list and client comments.)

For more information please contact:

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