

# Europe's first online Transnational Giving Platform

Press release  
June 2020

## Harnessing the digital shift to launch Europe's first online cross-border giving platform boosting European philanthropy

On June 29th, 2020, FEDORA is pleased to introduce **the new online Transnational Giving Europe Platform**, built by the **Transnational Giving Europe Network**, to facilitate philanthropy across Europe. This solution is made available on the occasion of the launch of the fundraising campaigns of the nominees of the FEDORA Prizes 2020.

The platform aims at simplifying the process of European **online cross-border donations** through a digital user-friendly experience, allowing individuals and companies to make donations to causes and organisations of their choice across Europe while benefiting from **tax deductions** in their country of residence in a **secured legal and fiscal framework**.

### AN INTERDISCIPLINARY PIONEERING PILOT PROJECT

This initiative is co-funded by the **Creative Europe programme of the European Union**, and the **Swiss Philanthropy Foundation** in Geneva, with the support of the **King Baudouin Foundation** in Brussels, and is powered by **iRaiser**, a leading expert in Europe for digital fundraising solutions for non-profit organisations.

Two organisations have participated in the development of this system and will also be **the first non-profit organisations in Europe to use this new online donation platform: FEDORA**, the European Platform supporting innovation and intercultural dialogue in the fields of opera and ballet, and **Common Goal**, a philanthropic movement that encourages professional football players, managers and businesses to pledge a minimum of one percent of their earnings to sports-based non-profit organisations that advance the United Nations Sustainable Development Goals.

How does Transnational Giving Europe work? [www.transnationalgiving.eu/how-does-it-work](http://www.transnationalgiving.eu/how-does-it-work)

Individual and corporate residents from the following countries can benefit from national tax deductions on their donations thanks to the collaboration with **Transnational Giving Europe's national partner foundations**:

**Austria** - [Philanthropie Stiftung Österreich](#)  
**Belgium** - [King Baudouin Foundation](#)  
**Bulgaria** - [BCause](#)  
**France** - [Fondation de France](#)  
**Germany** - [Maecenata Stiftung](#)  
**Greece** - [Higher Incubator Giving Growth & Sustainability - HIGGS](#)  
**Hungary** - [Carpathian Foundation Hungary](#)  
**Italy** - [Fondazione Lang Europe Onlus](#)  
**Romania** - [Odorheiu Secuiesc Community Foundation](#)  
**Spain** - [Empresa y Sociedad Fundación](#)  
**Switzerland** - [Swiss Philanthropy Foundation](#)  
**United Kingdom** - [Charities Aid Foundation](#)

### NEED FOR ONE SINGLE MARKET OF PHILANTHROPY IN EUROPE

Cross-border giving is subject to many constraints. Donors are not enabled yet to support online non-profit organisations close to their heart on a European level. National fiscal regulations vary from country to country and the absence of uniformity induces slow processes of donations. In collaboration with other actors, Transnational Giving Europe advocates for a single market of philanthropy in Europe with high standards of good governance.

By 2021, the pilot version of the online Transnational Giving Europe Platform will be scaled up to include a large number of European countries and as many beneficiaries as possible, the goal is to **make this solution accessible to the entire European non-profit sector by enabling any non-profit organisation to raise funds across Europe**.

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"The European Commission is delighted to contribute through FEDORA and its Creative Europe programme to a pioneering pilot project to facilitate cross-border giving and boost philanthropy in Europe. The new online Transnational Giving Platform will be important to shape the European approach to philanthropy. We are pleased that this private-public interdisciplinary digital project, co-developed by Transnational Giving Europe in collaboration with FEDORA and Common Goal (representing the cultural and sports sectors) is likely to benefit in the long term the entire European non-profit sector. Solidarity and generosity should not be hindered by borders, especially in today's challenging times."

**Barbara Gessler**

**Head of Unit, Creative Europe, General Direction for Education, Youth, Sport and Culture of the European Commission**

"In a quickly changing world and with raising uncertainties, the first online Transnational Giving Europe Platform, built by the Transnational Giving Europe Network, offers added value for donations. This project puts a digital tool at the service of the pure human need to give to causes close to one's heart. With this new online giving solution, we bridge the gap between European donors and the non-profit sector and move one step closer to a single European market for philanthropy. Doing good has never been easier, so let us unlock the full potential of generosity across Europe together!"

**Cvjetana Plavsá-Matic**

**Chairwoman of Transnational Giving Europe**

"This European initiative harnesses the digital shift and unites us all in the support of artists across borders. Together, we can unlock the full potential of creativity in the interdisciplinary fields of opera and dance through innovative collaborative projects that engage our hearts and minds. As a non-profit cultural organization, FEDORA is honored to pioneer this new online giving solution which transforms the way donors can support and establish ties with artistic projects around Europe."

**Jérôme-François Zieseniss**

**President of FEDORA**

"Common Goal is a proud supporter of the Transnational Giving Europe Platform initiative and excited for its launch. The platform will transform an integral part of our operations as we can now offer a more efficient way for our members to make tax deductible donations. This digital solution will help us direct more resources into focusing on our purpose - to unite the global football community in supporting charitable initiatives that help drive progress towards the UN Sustainable Development Goals."

**Thomas Preiss**

**Co-Founder of Common Goal**

"As a UK-based donor since 2017, this digital solution will make donating to Common Goal much easier and faster. I definitely see this tool aiding in making philanthropy more efficient and inclusive across Europe and the UK."

**Juan Mata**

**Manchester United Midfielder and Common Goal Member**

"We believe in collaborations and in promoting philanthropy. The creation of a digital donation platform on a European scale is an essential milestone to facilitate access to philanthropy and promote cross-border generosity between donors and beneficiary organisations, while meeting the highest requirements of good governance. Swiss Philanthropy Foundation is proud to support this project carried by the Transnational Giving Europe network, in collaboration with FEDORA and Common Goal."

**Sabrina Grassi**

**Director General of Swiss Philanthropy Foundation**

"As coordinator of the Transnational Giving Europe Network, the King Baudouin Foundation is pleased to introduce this innovative digital solution that will finally facilitate cross-border generosity in Europe. Now, more than ever, European philanthropy will be able to play its complementary role to public action. Many European donors will be able to use this platform to support projects of general interest in most European countries under the best conditions."

**Ludwig Forrest**

**Head of International Philanthropy of King Baudouin Foundation**

### Pioneering Partners



### Pioneering Supporters



Co-funded by the  
Creative Europe Programme  
of the European Union



Creating and Managing Philanthropic Funds