

united communications joins Association of German Foundations

Berlin, July 2008 – united communications has recently become a member of the Bundesverband Deutscher Stiftungen (Association of German Foundations), the national umbrella organisation for German non-profit foundations. The Association represents the interests of German foundations to the public as well as in political and government contexts. It also supports foundations and their missions by organising events and providing consultation and advanced training.

The Association's main objective is to support further development of the non-profit sector, particularly when it comes to networking between foundations. It also aims to raise public awareness of the importance of foundations for a well-functioning, modern civic society.

Foundations are indispensable, especially when public budgets are tight. But more than this, they are a vital force in society, acting as a hub for investors and project sponsors while pursuing innovative solutions to current and future social challenges. The commitment and work of the non-profit sector makes an important contribution to the development of a liberal and democratic civic society. Foundations frequently assume important social responsibilities by initiating and funding social, ecological or political engagement.

Fortunately, a rise in challenges is accompanied by a boom in the non-profit sector. However, the growing presence of foundations in public life creates new responsibilities for their management. These include ensuring that their work is transparent, efficient handling of financial and human resources, and professional communication. "But", says Manfred Großert, Managing Director of united communications, "it will be a long time before all foundations acquire the professionalism they need to represent their cause to the public and target funding. They need expert counsel. united communications helps patrons and trust managers in their challenging roles. Fundraising, fund allocation strategies, trust management and above all communicating their mission are all fundamental tasks for the future. This is where we can help".

About united communications:

The Berlin based agency specialises in creative brand communications for both business enterprises and non-profit organisations. Its team of around 25 multilingual specialists has worked for Olympus Europa Holding GmbH since 1996. Other long-term clients include ViewSonic Europe and HVB Immobilien AG. united communications is a member of the international advertising agency network ComVort, the Forum of Corporate Publishing, the Association of German Foundations and the United Nations Global Compact.

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