

investing in students' future

bono
pro

Discussion

Launching the bono pro sponsorship fund

Marc Laperrouza & Ralph Hefti

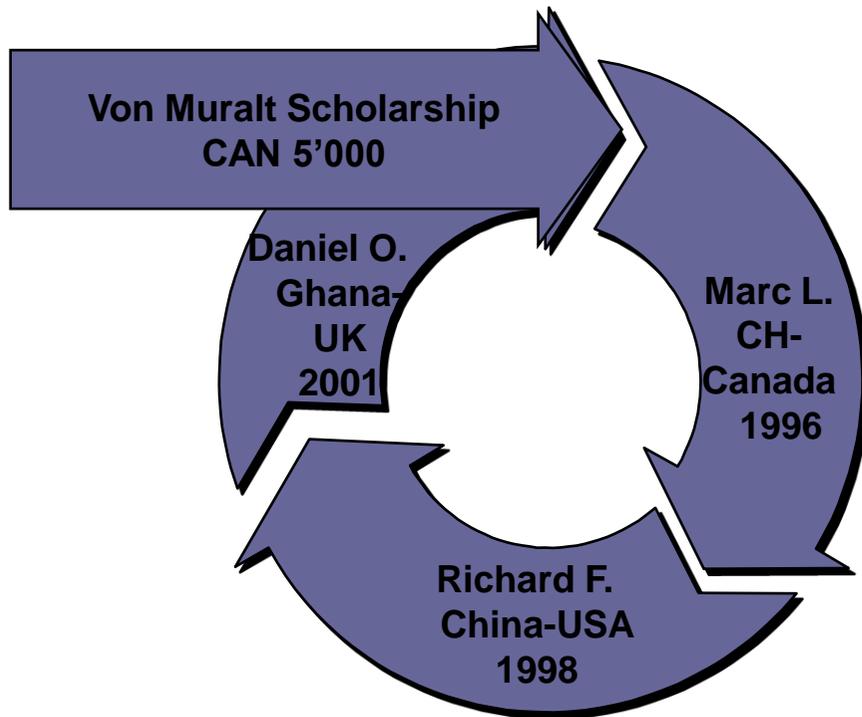
March 2008

AGENDA



- About *bono pro* – how it all started
- Mission and objectives – create a sponsorship fund that makes THE difference
- So... – what YOU can do and why
- Q&A

How it all started: from the von Muralt scholarship to a virtuous cycle



Rolling scholarship has benefited three in ten years

1996 - thanks to a CAN 5000 scholarship, Marc L. (now a PhD expert in telecommunication) can attend the international MBA exchange program at the University of Western Ontario, Canada

- Marc promises to return the favour as soon as enough money aside

1998 - Marc wires the money to Richard F., a Chinese friend, so that he can get his MBA in the USA

- Richard morally commits to « pass the buck further » in the same spirit as Marc has done

- Richard is now Professor at the University of San Jose

2001- Daniel O, a Ghanaian student, becomes the third student to benefit from this « rolling » scholarship

Success of rolling scholarships has called for an institutionalisation of the practice

→ creation of bono pro

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Mission and objective: create a sponsorship fund that makes THE difference

Mission

While education has a cost it is priceless. bono pro supports deserving students who could otherwise not attend tertiary education in Switzerland through honour loans

Objective

- Support financially students (max. CHF 15'000 over 3 years) through the creation of a donors syndicate (individuals and institutions)
- Offer practical support to student through the creation of a coaches/mentors network



- In order to “roll more than one rock at a time”, bono pro will raise new capital to feed & grow the virtuous cycle
- A light structure ensures transparency/continuity of the concept in the long term

***bono pro* is different from other scholarships**

- The fund targets recipients for whom a **sponsorship makes THE difference** – making it possible to attend university vs. getting a job
- Donors take part in the beneficiaries selection process. A mentor evaluates each application but all the association's member vote → it is about taking ownership of a problem and helping **find a solution together**. Donors are encouraged to propose candidates
- bono pro is based on the values of **community and solidarity**. By signing the bono pro charter, beneficiaries make the moral – but not legal – commitment to contribute to the fund at a later stage → not a loan, rather a gift with thin strings attached
- Each beneficiary has access to one or several coaches/mentors during his/her studies → the wealth of experience of the bono pro community can be leveraged by the recipients at any stage

Who is behind *bono pro*?

- bono pro is a private, non-profit-making association, independent of any political and religious affiliation
- The association was founded in December 2006 by Marc Laperrouza et Ralph Hefti. All individual donors are members of the association
- bono pro brings together individuals with different academic backgrounds (law, economics, liberal arts, engineering, etc.), from different cultural backgrounds and with different professions (private bankers, consultants, research fellows, etc.)
- The bono pro also comprises institutional donors

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Are you an individual donor?

You play a central role in the creation of the community

- Individual donors **share the ideal** of supporting deserving students who would otherwise **not be able to attend university**
- Each donor can be asked to **act as coach/mentor**. All donors can be **leveraged by all the recipients**
- Individual donors have access to the community's **pool of competence** via the bono pro website and **network**
- Individual donations start at **CHF 1'200** (probably less than 1% of your combined annual income). They can be made in one go or over 12 months (CHF 100 per month). Pledges are called upon only when beneficiaries have been identified



How much have you benefited from quality education?
How can you contribute differently to the community this year?

Are you an institutional donor?

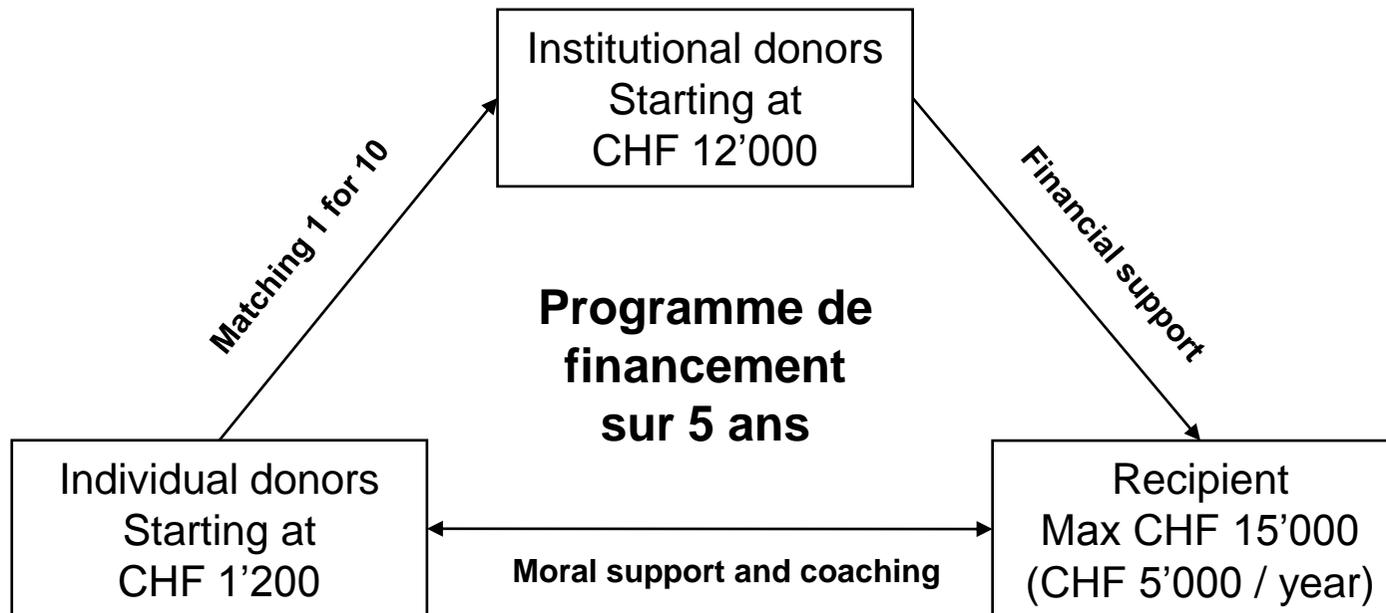
You play a central role in scaling up the concept

- Institutions value the effort of the bono pro community to support deserving students
- Institutions' contributions go into the bono pro fund – their contribution ensures quicker growth of the recipients base but allows growth with a human dimension (1 private donor = 1 institutional donor)
- Institutional donations start at **CHF 12'000**, which represents a matching of funds of 1 to 10 for individual donations



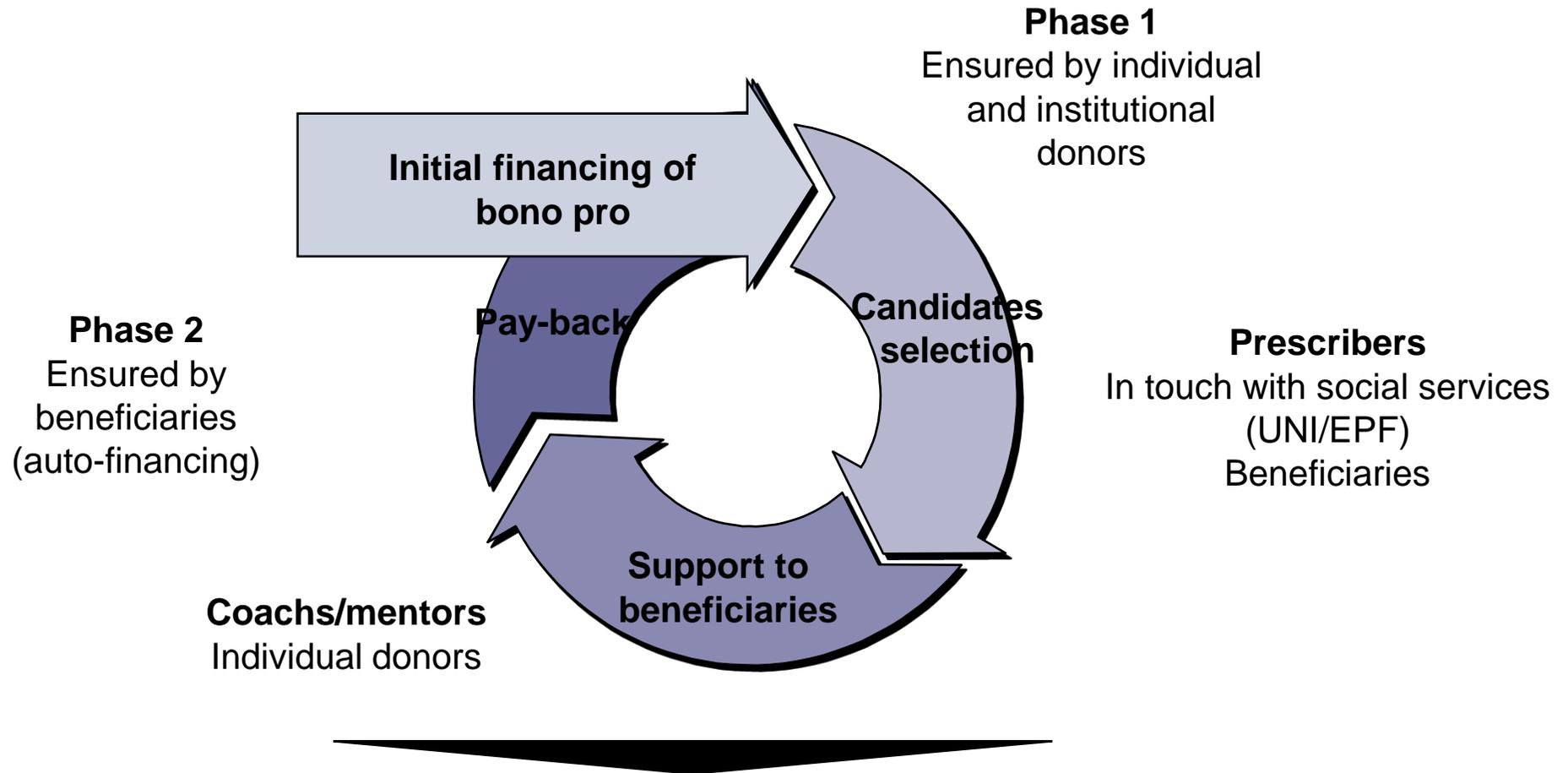
bono pro is not free but **it delivers value**
bono pro is not about making a difference but **making THE difference**
bono pro is more than a donation, **it is an investment**

Private-private partnership: making individuals and large donors co-exist



- A partnership with a human dimension
- beneficiaries' growth is linked to individual donors' growth
 - institutions ensure leverage by supplying 9/10 of financial support

bonopro : ecosystem and life cycle



A 5-year initial life cycle (1st generation of beneficiaries) ensured by a competent and voluntary management committee

But... why *bono pro*?

- We are witnessing simultaneously an increase in the cost of studies and in the number of students. Paradoxically, the number of scholarships and subsidies available are decreasing and the trend is intensifying → a segment of the student population is increasingly jeopardised
- 19% of students who interrupt their studies give as principal reason **financial difficulties**
- Among the 16% of students whose scholarship demand has been refused, more than half indicate that it will result in having to spend more time doing paid work (56%) and a third having to borrow money from their relatives (34%). Close to a fifth estimate that the duration of studies will increase and **6% consider abandoning studies altogether**



bono pro aims at alleviating the negative consequences of the diminishing subsidies and scholarships and **reinforcing access to university on the basis of merit**

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Questions and answers 1/2

Who are the potential recipients?

Any student residing in Switzerland who would otherwise not be able to attend tertiary education or for whom the sponsorship makes a significant difference . Candidates must have successfully completed their first year of studies

What do we require from the candidates?

Candidates must provide a **letter of motivation** and a **detailed budget**. They must be in a position to demonstrate they have applied for other scholarships and subsidies (university and foundations). They must **personally meet at least one member of the donors' community**. They must demonstrate a strong moral sense to contribute to the fund at a later stage by signing the bono pro charter

How does the selection process work?

A patron is appointed to evaluate the candidacy. The patron will then issue a short memo and give his/her recommendation to the other members. The final decision is reached through a vote of the members' association. Successful demands require a minimum 2/3 of votes from respondents. The total evaluation process shall not last longer than 30 days (3 weeks for patron evaluation and 1 week for voting).

What does coaching imply?

Coaches accompany beneficiaries during their studies. All donors can be leveraged by all the beneficiaries

Questions and answers 2/2

How do we measure success?

Success is measured through circulation of sponsorships (repayment rate). Incentives are built around the recipients to maximize recovery → coach-recipient relationship, recipients peer pressure, links via the bono pro network

How is the money spent?

Projects go ahead once the full amount for each recipient is secured (max. CHF 15'000) – a maximum of CHF 5'000 is allocated per annum. The sponsorship is reviewed on an annual basis by the mentor and the executive committee

Where is the money going?

The money goes to the bono pro association's bank account. All payments require the double signature from the President and Vice-president of the association. The association is registered in Switzerland

Is the donation fiscally deductible?

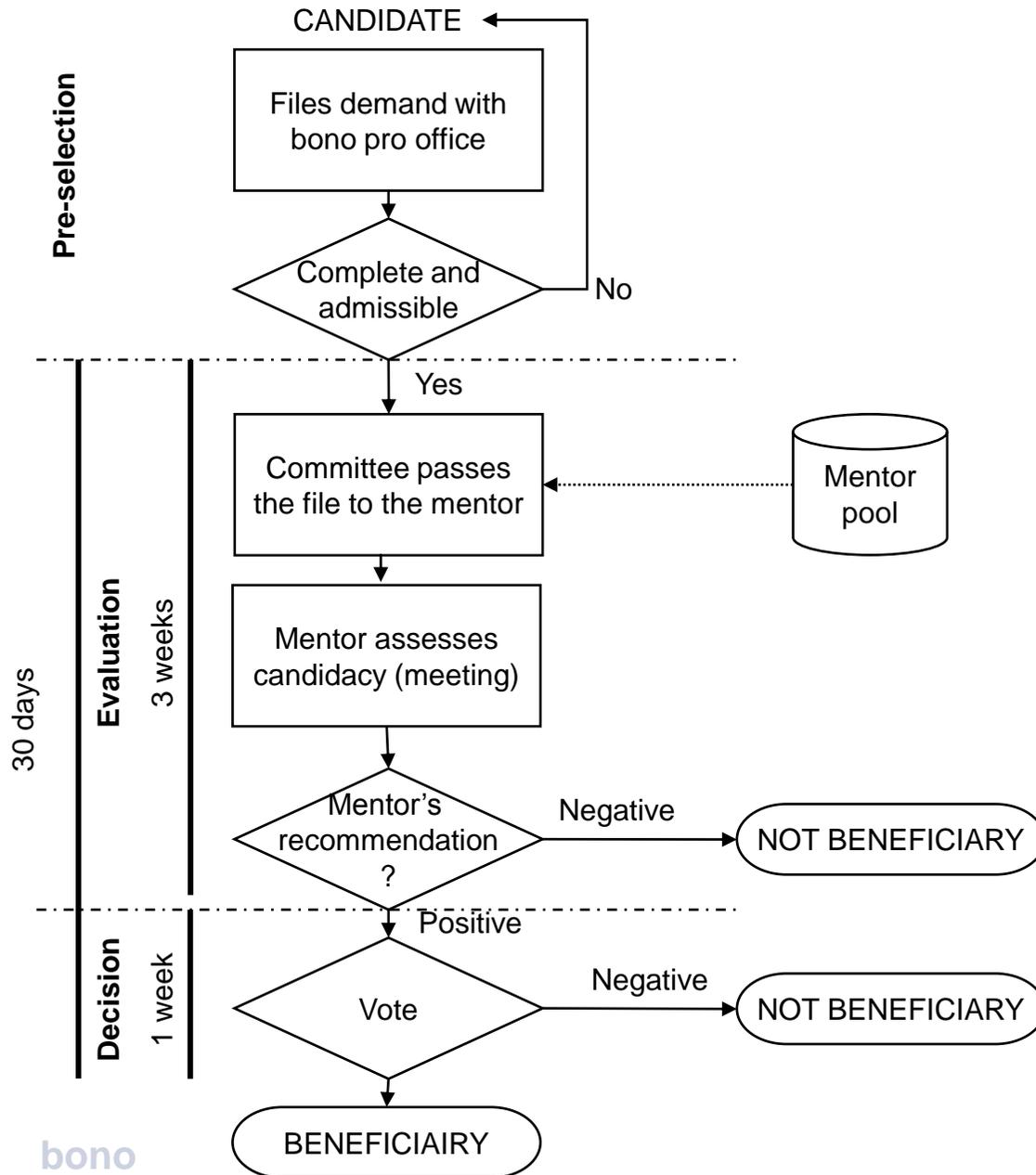
Yes, the fiscal authorities have granted bono pro the status of association “d'utilité publique”

I still have question...

Don't hesitate to contact us: founders@bonopro.org or www.bonopro.org

Appendix

Pre-selection, evaluation and decision processes



Complete and receivable

- 1st year completed
- Motivation letter
- 2 other scholarship demands
- Detailed budget
- Sufficient financial mean
- Not more than 5 demands in the pipeline

Criteria

- Profile
- Geography
- Availability

Criteria

- Determination to complete studies
- Motivation to improve financial situation
- Adherence to charter

Follow-up process

