



MAREK ŠEDIVÝ

- **Management of non-profit organizations, functioning of management boards, strategic planning**
- **Public Relations – cooperation with journalists, event organization, brand building, networking, lobbying**
- **Fundraising**



Date
March–June 2019



Numer of hours
22 hours



Organizations
15 patient organizations

Mentor Feedback

The most frequent questions within a wide topic of management, fundraising and public relations were seemingly simple, such as: How do we raise more money? What should we do to get greater visibility in the media? How to motivate our association members to become more active?

The colleagues from patient organizations and I tried to find answers that were not often that easy to find. It became obvious that the theory of management of non-profit organizations also applies to patient organizations that do not perceive themselves as “classical” non-profit organizations.

It became apparent how important it is to know in fundraising, brand building and management in general what exactly we want, where we are heading, for whom we are working and what we can offer. This is key information for generating money for the running of non-profit organizations.

We talked about problems with discipline, which is essential for achieving plans and with which struggle the organizations where only or mostly volunteers work. We talked about the responsibility of management bodies that should set up a clear plan and work rules and should create such conditions so that PO non-members, who have a direct experience with a certain illness or handicap, could work there as well and not just PO members.

It is obvious that people in patient organizations are still enthusiastic and passionate about what they do, which helps them to handle difficult situations during their gradual professionalization. I believe that we were able to figure out together how to continue and develop the activity of patient organizations and to feel good about a great job done, which is one of the basic preventive cures against burnout.

PATIENT ORGANIZATIONS and their feedback:

Monika Kekrtová
ZSALSA, z. s.

I would like to thank you very much for the free consultation. Marek Šedivý is very inspirational and has a lot of experience that is useful for our work. He opens up horizons and provided me with a valuable view of an unbiased person. It was very important to me. I would like to attend other consultations in the future.

Jana Vičarová
Dystonie – rodina
spolu, z. s.

Thank you so much for the consultation that I consider very useful. What did it bring to us? An outside perspective of a potential donor, sponsor. A solution for an urgent need to organize an educational event. And other advice, tips and contacts. All this was provided with an understanding for our problems and needs and, what's important, in a very understandable and illustrative way.

Lubomír Mazouch
Spolek pro Atypické
parkinsonské syndromy, z. s.

The consultation with Mr. Marek was very apt in terms of content and very open and the discussion was very friendly. It was absolutely wonderful as far as I am concerned.

Petra Plánková
Mamma HELP, z. s.

I found the meeting definitely beneficial. It confirmed to me what I have been feeling as well as how to handle and approach certain things. For me, the consultation also worked as some kind of psychologic consultation.

Daniel Kostan
SMÁci, z. s.

Thank you for having organized this meeting – it was very good and beneficial. I would very much appreciate a similar opportunity in the future. I would like to thank all organizers and implementers.

Lucie Žáčková
Nedoklubko, z. s.

It was wonderful. I realized and figured out certain things and I have a good feeling in general. Thank you so much! I have nothing negative to say.



PATIENT ORGANIZATIONS and their feedback:

Jan Švanda
Dialogos, z. s.

The consultation was very useful and “opened up my eyes” in many respects, as to how to raise money for projects and for the operation of our association. Mr. Šedivý was very pleasant and open. I feel that two hours were enough to discuss everything we needed to discuss and not to be flooded with information that I would not have time to process.

Barbora Lacinová
Spolek KOLUMBUS

I would like to thank you very much for the opportunity to consult with Mr. Marek Šedivý. Mr. Milan Jíša and I attended the consultation on behalf of our association. I realized a lot of things that we were doing wrong or not at all and I also enjoyed two excellent pieces of advice for us, which was to raise money for a professional fundraiser and to pay him for at least 12 or 18 months as well as to praise and recognize in our team especially those who work hard and help instead of those who do not work well. A praise is a good motivation. Thank you for your help.

Jana Dobrkovská
CEREBRUM, o. s.

Thank you for the opportunity to evaluate our meeting with Mr. Šedivý. I am very happy to have an opportunity to talk with experts in financing non-profit organizations. For me, our meeting was very beneficial and the comments on our activities very useful. However, it is more difficult to find an opportunity and a partner who would provide his own money especially now when the funds from the public administration are being cut down. I would like to thank for this opportunity and I am looking forward to future cooperation.

Miriám Svatá
Unie ROSKA, z. s.

The consultation with Mr. Šedivý was very useful for us. We learned interesting and important information that will help to solve matters that trouble us. Thank you for the opportunity to take advantage of the consultation.

Eva Pecháčková
ČOPN

The consultation was beneficial at least thanks to the opportunity to discuss different opinions and to clarify in detail some financing options. Thank you!

Jana Tlustá
Popálky, o. p. s.

The time spent with Marek Šedivý was very useful for me. It answered a lot of questions and gave me a boost in my future activity. He was critical, but kind. We would like to stay in contact with him in the future and we would not mind paying for consultations.

And others...