



FUNDRAISING MANAGEMENT AT MAMIYAI AL ITTIHADYAH BROMO ORPHANAGE MEDAN AREA DISTRICT

MANAJEMEN FUNDRAISING DI PANTI ASUHAN MAMIYAI AL ITTIHADYAH BROMO KECAMATAN MEDAN AREA

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Abstract

This research aims to investigate the Mamiyai Al Ittihadiyah Orphanage's operations, the fundraising management system, and the challenges encountered during fundraising efforts. The approach used in this kind of study is descriptive qualitative. This type of research methodology, which involves gathering both primary and secondary data, is referred to as a qualitative approach. The author also performs direct research using this methodology, and the results are backed up by statistics and firsthand knowledge. Among the methods employed for this collection are observations, documentation, and interviews. The study's findings indicate that: 1) The Mamiyai Al Ittihadiyah Orphanage uses an online form for proposals and charity boxes in order to facilitate online fundraising. The Mamiyai Al Ittihadiyah Orphanage has reaction figures/figures from the community and the government, as well as strategic institutions and excellent human resources. 2) The lack of technology, human resources, and poor communication between the administration and caretakers at the Mamiyai AI Ittihadiyah Orphanage in the Bromo Medan Area District are the deterrents to fundraising efforts at the Mamiyai Al Ittihadiyah Orphanage. 3) In addition to donations from outside sources, the orphanage also receives funding from contributions made by locals and other people.

Keywords: *Fundraising Management; Orphanage.*

Abstrak

Penelitian ini bertujuan untuk menyelidiki operasional Panti Asuhan Mamiyai Al Ittihadiyah, sistem manajemen penggalangan dana, dan tantangan yang dihadapi selama upaya penggalangan dana. Pendekatan yang digunakan dalam penelitian semacam ini adalah kualitatif deskriptif. Jenis metodologi penelitian ini, yang melibatkan pengumpulan data primer dan sekunder, disebut sebagai pendekatan kualitatif. Penulis juga melakukan penelitian langsung menggunakan metodologi ini, dan hasilnya didukung oleh statistik dan

pengetahuan langsung. Di antara metode yang digunakan untuk koleksi ini adalah observasi, dokumentasi, dan wawancara. Temuan penelitian menunjukkan bahwa: 1) Panti Asuhan Mamiyai Al Ittihadiyah menggunakan formulir online untuk proposal dan kotak amal untuk memfasilitasi penggalangan dana online. Panti Asuhan Mamiyai Al Ittihadiyah memiliki tokoh/tokoh reaksi dari masyarakat dan pemerintah, serta lembaga strategis dan sumber daya manusia yang unggul. 2) Kurangnya teknologi, sumber daya manusia, dan komunikasi yang buruk antara administrasi dan pengasuh di Panti Asuhan Mamiyai AI Ittihadiyah di Kecamatan Bromo Medan Area menjadi penghalang upaya penggalangan dana di Panti Asuhan Mamiyai Al Ittihadiyah. 3) Selain sumbangan dari sumber luar, panti asuhan juga menerima dana dari sumbangan yang diberikan oleh penduduk setempat dan orang lain.

Kata Kunci: Manajemen Penggalangan Dana; Panti Asuhan.

Introduction

The process of creating fundraising resource models, such as the grand fundraising model in a way to strengthen empowerment programs and distribute assets, and traditional fundraising techniques, either directly or indirectly, are known as fundraising management. In addition, fundraising is the process of collecting money and other resources from people or organizations by various methods so that they can be distributed to legitimate recipients. The community is greatly influenced by the institution's superior use program, strong trust development, and money management to carry out as many collection operations as possible (Najib et al., 2021).

The need to support institutions and organizations is another reason that fundraising is conducted. These institutions and organizations can get the funding they need through a student workforce, services, micro-businesses, and social institutions such as nursing homes, orphanages, and NGOs. (non-governmental organizations). Amil Zakat Institutions include BAZNAZ, LAZIZ Muh, Dompot Dhuafa, and Baitul Mal Muamalat (Jamaludin & Aminah, 2021). According to Imam Ahmad, this message came down when the Prophet Muhammad (saw) was placed on a camel. The Prophet had a terrible revelation that almost broke the camel's thigh. This verse contains several guidelines that have been given by Allah, such as the prohibition against disobeying His commands, the prohibition against betraying

the dignity of the haram month, and the prohibition against persecution. The most widely accepted interpretation is that this passage prohibits assisting in sin and transgression and requires assistance in virtue and pride. "And help one another in worship, and fear Allah and do good, and do not help in sin, evil, or enmity, for it is contrary to Allah's commandments. The story of Ibn Juraij and Ikrimah states that a man named Al-Khatam Al-Bakri arrived in Medina with a camel filled with food. He met the Prophet after selling food, where he became a Muslim. The Prophet saw him turn away and said to his companions, "He came to me with the face of a liar and turned away from me like a liar."

Al-Khatam then turned away from Islam after reaching Yamamah. Then he went again with a camel to sell food supplies to Mecca in the month of Zulkhadah. This second verse was revealed when the Prophet's friends, including some groups of Ansar and Muhajirin, received this news and got ready to follow it halfway through. In the end, they chose not to continue (Fitra Yana et al., 2020). In order for fundraising efforts by educational institutions and community organizations to be as successful as possible, they must adhere to best management and fundraising practices. This is because the funds collected will be aimed at supporting SMEs, education, and community welfare in general.

In addition to being an organization or social institution that provides education, the orphanages also get income from the local community from both repeat donors and visitors. The orphanage serves as a hub for information and data services, counseling, education, skills development, and children's social well-being (Mu'arif & Yulianto, 2023). Here are the roles played by fundraising management: The management process is to plan, organize, mobilize, develop, and guide all efforts to efficiently and effectively organize and use infrastructure, facilities, and human resources to meet the organization's goals. In order to decide and achieve predetermined goals and objectives through the use of human resources and other resources, George Terry describes management as "a typical process consisting of action, planning, activities, and supervision." (Piliyanti & Meilani, 2020).

Based on the description above, the author conducted a comparative review using information from previous research and using references for online searches

when writing this article. Furthermore, to prevent plagiarism and similarity with research, the following authors include the results of other studies.

The first previous study looked at the Raudhatul Hikmah Nursing Home in South Tangerang City as a fundraising strategy. This research was written by Syahronal, and it can be concluded that the author found a fundraising strategy from the Raudhatul Hikmah Nursing Home, namely to motivate donors through programs used to finance programs and organizational activities, to achieve the goal of collecting funds, increasing donors, improving or building the image of the institution, getting support from supporters, and increasing supporter satisfaction (Despika Susanti & Yusri, 2022).

Analysis of Fundraising Strategies and Implementation of the LAZNAS Yatim Mandiri Program in the New Normal Era is the second previous study title of Lili et al. The Covid-19 epidemic has had a significant influence on global health and economic issues since its inception in early 2020. The New Normal policy, which was implemented after the Indonesian government approved the PSBB (*Large-Scale Social Restrictions*) policy, restricts people's activities and has a significant impact on their social activities, especially the effects of employment and the economy.

Similar challenges faced by LAZNAS Yatim Mandiri during the fundraising process, including paying fake contributors or donors who later reveal themselves as regular donors of Yatim Mandiri, as well as some challenges related to the survival of the program. We will discuss how to evaluate the execution and fundraising strategy of the LAZNAS Yatim Mandiri program in Solo *Branch* in this journal. The findings show that although the pandemic has had a significant impact on institutional and community activities, LAZNAS Yatim Mandiri has a solution in the form of a strategy that continues to be developed for all current programs as well as a fundraising team to ensure that they continue to run smoothly and fulfill Mustahik's desire to get his rights from muzakki through Yatim Mandiri. Fundraising Management Study Project at the Al Ittihadiyah Nursing Home in Bromo Medan Area. The researcher used background data to carry out this task, including obstacles to fundraising at the Mamiyai Al Ittihadiyah Orphanage, technological limitations,

and misunderstandings between the administration and caregivers in Bromo Medan Area District.

Based on the context that has been provided previously, it is known that the emission statement is related to how to collect money for the Al Ittihadiyah Mamiyai Bromo Nursing Home in the Medan Area. Therefore, the researcher will conduct a research entitled "Fundraising Management in the Mamiyai Al Ittihadiyah Bromo Orphanage, Medan Area District". Based on how this problem is formulated, the purpose of this study is to find out about the management of the Mamiyai Al Ittihadiyah Orphanage, the Founding management system, and the challenges faced during the operation of the orphanage.

Research Methods

The approach used in this study is qualitative descriptive. The subjects of the study are Rifa Deliana and Mr. Haikal who are caregivers of the Mamiyai Al Ittihadiyah Orphanage. *Fundraising* Management of the Al Ittihadiyah Mamiyai Nursing Home is the subject of the research. The Mamiyai Al Ittihadiyah Orphanage, located on Jalan Bromo in Medan Area District, was the place chosen by the researchers. The investigation took about two months to complete. The data for this study were collected through observation, interviews, and documentation. After that, the research data is examined in stages, starting with data reduction, proceeding to data presentation, and ending with the writing of conclusions (Sugiyono, 2019).

Result and Discussion

A Brief History of The Establishment of The Mamiyai *Al Ittihadiyah Orphanage*

One of the social institutions mentioned in Article 2 paragraph 1 of the *Al Ittihadiyah* Association Regulation is the Al Ittihadiyah *Mamiyai Home*, which was established on May 19, 1943, from an independent body or organization of *Al Ittihadiyah*. Unity is what *Al-Ittihadiyah* means. The Arabic word *Al-Ittihadiyah* (meaning unity) comes from generic forms. The large number of poor children and orphans left behind as a result of Japanese colonization led to the creation of this institution. The creators of this orphanage aim to take care of orphans and the poor

by giving them the opportunity to enjoy education and a great place like any other child. This institution was created on the idea of Surah *Al-Ma'un*, which is basically "do not curse orphans". George Terry describes four functions of fundraising management:

1. **Planning.** Planning can be seen as a complete process of considering and carefully choosing something to do in the future to fulfill a predetermined goal (Solihin & Latifah, 2021).
2. **Organizing.** The two main components of an organization are departmentalization and division of tasks. Organization is the stage where the organizational structure is established to meet the organization's goals, available resources, and context in the environment (Bashori, 2022).
3. **Mobilization.** What is planned in the planning function by using the arrangements made in the organization is another important and prominent management function in the management process. Mobilization is related to the leadership function to do the work necessary to achieve the goals that the organization wants to achieve (Nugroho, 2019).
4. **Evaluation.** Evaluation, according to Arifin and Hadi W, is a managerial task related to performance evaluation in relation to achieving the goals that have been set. The purpose of this function is to ensure that the plan is followed and the action is carried out as intended (Hidayat et al., 2023).
5. **Controlling.** McFarland defines supervision as the process by which a leader ensures that the results of the work done by his subordinates are in accordance with predetermined plans, sequences, goals, and policies (Silalahi, 2019).

Planning Fundraising Management System at Mamiyai *Al Ittihadiyah* Orphanage

Thinking and deciding carefully what to do in the future is part of a planning strategy in fundraising management (Halim et al., 2019). The Mamiyai *Al Ittihadiyah* Nursing Home was established by an organization with a mature approach to thinking and operating, allowing it to function as an institution involved in the social sector and an institution involved in the field of education. The government (social

services) and communities (permanent users who come personally to give gifts or assistance) provide finance.

Organizing Fundraising *Management System* at Mamiyai Al Ittihadiyah Orphanage

The fundraising division divides sub-sub-divisions to support fundraising efforts in the formulation and division of work tasks. section for public fundraising. This section oversees all public fundraising initiatives and ensures they operate smoothly. He is also responsible for coordinating all fundraising events aimed at the general public (Dwi, 2022).

Supervision Fundraising *Management System* at Mamiyai Al Ittihadiyah Orphanage

Monitoring the efficiency of an organization's operations and ensuring everything is running as it should is the goal of oversight and evaluation. Making adjustments to the implementation and determining whether the goals can be achieved are two control actions (Fadjri et al., 2019). The financial management supervision system carried out by the Mamiyai Al Ittihadiyah Orphanage is to form the treasurer's duties into 2 people using the mekari system, namely by checking finances every day.

From the resource person, namely with Mr. Haikal, he said, "Supervision in finance can be a one-day document, for example, if there is finance that enters directly into the treasury and the expenditure is also made in detail, so the results of the details of financial management are always written, there are details in writing or online, but it is only known by the treasurer. Still with Mr. Haikal, he also conveyed the evaluation and opportunities that are applied at the Mamiyai Al Ittihadiyah Orphanage, namely the system is every six months, so the evaluation is about permanent donors, whether the permanent donors continue, stop or be replaced. Now if this permanent donor, no matter how many come in, the donor still enters and is not restricted, who wants to become a permanent donor is given the right to *fit back* the authority, if for permanent donors our financial statements, we hand over the letter to them, so for example, they tell us where the money goes and what it is used for. And for the same opportunities as before, to become donors we do not set

how much to give, whether it is in the form of money, food, basic materials, or clothes that are important for them to give sincerely (Interview results, 2024).

Obstacles or Obstacles in Fundraising Management at Mamiyai Al Ittihadiyah Orphanage

"Obstacle" means an obstacle or obstacle in the Great Dictionary of Indonesian which as quoted from Nisa that, this phrase refers to a situation or element that restricts, hinders, or makes it difficult to achieve a goal. Therefore, "limitations" can be interpreted as obstacles that occur during the activity time and can cause delays in the implementation of tasks. Limitations can be intentional or unintentional, and often individuals face obstacles when performing activities (Sormin, 2019).

In connection with the obstacles or obstacles to fundraising at the Mamiyai Al Ittihadiyah Orphanage, in fundraising, sometimes there are funds that come in and sometimes there are no funds that come in. According to the first speaker, Mr. Haikal, he said that the existence of these irregular donors sometimes provides funds, sometimes there are, sometimes there are none, so we don't know that the financial cycle is not always stable, sometimes there are many and sometimes it is decreasing (Interview results, 2024).

In addition, the Mamiyai Al Ittihadiyah Orphanage also utilizes donations or assistance from local residents and other individuals in the form of money, basic necessities and suitable clothing. This was conveyed by Mr. Haikal in an interview conducted by the author, there were residents and other individuals who participated in donating their property in the form of money, basic necessities, and clothes that are still suitable for the children of the orphanage. Thus, it can be concluded that the operational activities of the orphanage do not only come from donors, but also from donations from residents and other individuals. So the obstacles or obstacles in *fundraising* at the Mamiyai orphanage on Bromo Street.

1. The Mamiyai orphanage does not have permanent donors so that the orphanage is overwhelmed in managing finances to meet all the needs of the orphanage's children.

2. The funds obtained from donors are sometimes not enough to meet the needs of the orphanage, so the leadership thinks and tries hard to cover the shortfall of the funds.

Vision, Mission and Programs at Mamiyai *Al-Ittihadiyah* Orphanage

From the results of the second interview, Mrs. Rifa Deliana was born. SE said that this orphanage not only accommodates underprivileged children, but we are here to foster and nurture these children how to make them have a minimum of 12 years of education so that later after they graduate from here they have skills and have a diploma to continue their lives in the future. He also said that the Mamiyai Al Ittihadiyah Orphanage is its vision and mission not only to help or educate underprivileged children but also to improve the quality of their education both in terms of education, daily life or in the field of extracurricular education so that a positive impact can be realized for them in the future, especially in this orphanage, starting from elementary education, SMP/MTS, SMA. And the task of this orphanage is to increase motivation and help the education of underprivileged children so that the children in this orphanage do not drop out of school, at least the children in this orphanage have a minimum education of 12 years. As well as in the programs and activities implemented by this orphanage, including: Quran memorization (for those who hafiz) / learning the Quran, Mawaris (Nasyid), Scouts, and Book Learning (Interview results, 2024)

Conclusion

The Mamiyai *Al Ittihadiyah* Orphanage which is located on Jalan Bromo, Medan Area District, is one of the social institutions established from an autonomous body or *Al Ittihadiyah organization* on May 19, 1943. The fundraising management system at the Mamiyai Orphanage involves a series of activities to manage the funds obtained from the government or social services and also from the community through permanent donors who directly hand over assistance. In terms of obstacles, the orphanage management itself conveyed the obstacle, namely the existence of donors who are not permanent, making the finances at this orphanage unstable,

sometimes the donations come in, sometimes they don't. The programs, or activities as well as the vision and mission made by this orphanage are with the aim of helping, motivating and educating the orphanage children so that they are enthusiastic in obtaining a better life for the future, starting from education and daily life, so that they get a minimum of 12 years of education. The source of funds in organizing this orphanage does not only come from donors, but also from donations given by residents around the orphanage and other individuals.

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