

DATE

20 May 2011

LANGUAGE

English

INFORMATION

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LOCATION

Volkshaus Zurich
 Stauffacherstrasse 60
 8004 Zurich
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PUBLIC TRANSPORT

The Volkshaus can be reached easily using public transport.

FROM HOTEL SORELL RÜTLI

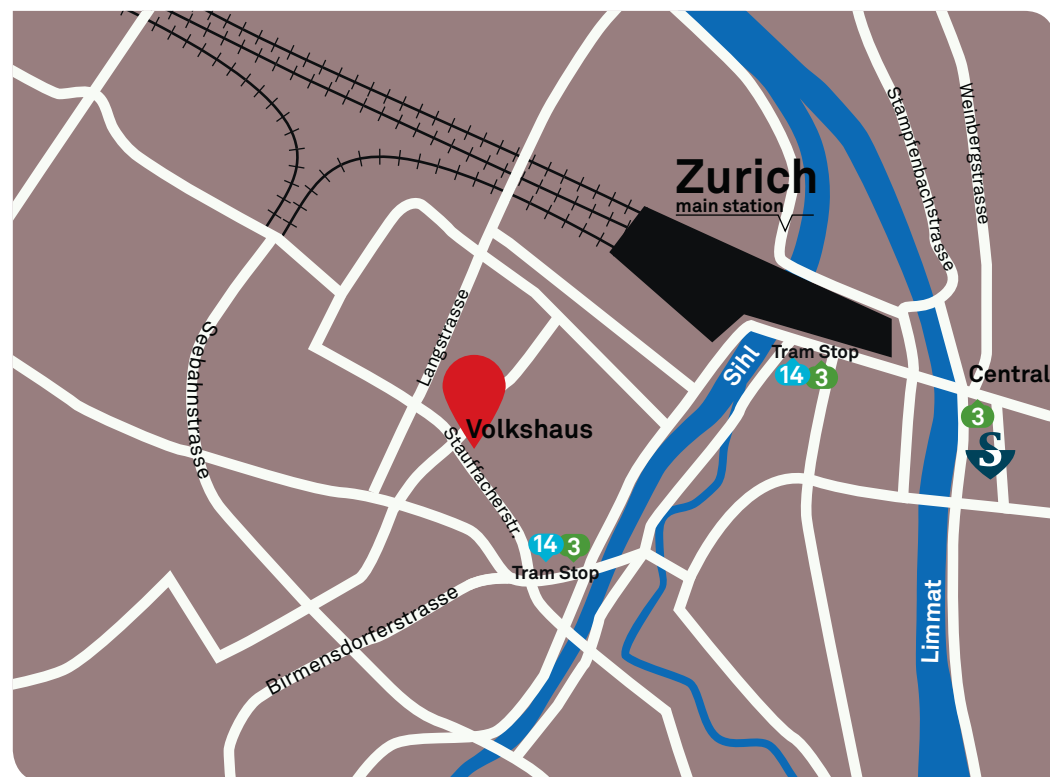
At Central take tram number 3 in direction of Albisrieden and get off after 7 minutes (4 stops) at Stauffacher. Turn to the right and follow Stauffacherstrasse, after a short walk you get to number 60, where the Volkshaus is located.

FROM MAIN STATION

At the main train station take tram number 3 in direction of Albisrieden or number 14 in direction of Triemli and get off after 5 minutes (3 stops) at Stauffacher. Turn to the right and follow Stauffacherstrasse, after a short walk you get to number 60, where the Volkshaus is located.



International Committee on
 Fundraising Organization
 The association of national
 monitoring agencies



GLOBAL CHARITY TRENDS

CHALLENGES FOR NATIONAL MONITORING ORGANIZATIONS



ZEWO/ICFO EVENT 20 MAY 2011 | VOLKSHAUS ZURICH

This year the annual events of Zewo and the International Committee on Fundraising Organizations (ICFO) will be combined. Together we focus on global trends in the charity sector and the challenges involved for national monitoring organizations: New fundraising channels based on internet-technology, mobile phones and apps are coming up. At the same time, international NGOs develop fundraising activities in different local markets. More and more charities need to prove that they are transparent and accountable for what they do. What do donors, development agencies and NGOs in this context expect from national monitoring organizations?

GLOBAL CHARITY TRENDS

CHALLENGES FOR NATIONAL MONITORING ORGANIZATIONS

9.00 REGISTRATION

9.30 WELCOME

Trix Heberlein, President, Zewo

9.40 ENGAGING AN INVOLVING CIVIL SOCIETY

Rollin van Broekhoven, President ICFO, USA

How does civil society develop around the World? What do research and studies say about global charity trends? How can ICFO help national monitoring organizations to be prepared?

10.00 FUNDING THE FUTURE

John Low, Chief Executive, Charities Aid Foundation (CAF), UK

Internet, mobile phones and apps open up new possibilities to make payments. How could charities use these new options to raise funds? What are the upcoming trends in fundraising?

10.40 WHAT ABOUT DONORS ?

Art Taylor, President and CEO, BBB Wise Giving Alliance, USA

How do donors feel about new fundraising trends? What can be recommended to them? Where are potential risks of misuse? How should monitoring agencies deal with the new developments?

11.00 COFFEE BREAK

11.20 INTERNATIONAL FUNDRAISING

Burkhard Wilke, Executive Director, Deutsches Zentralinstitut für soziale Fragen (DZI), Germany

International NGOs raise funds in various local markets. What are their most common business models? What are the challenges for a monitoring agency operating in the European market. What does DZI request from international NGOs and their local subsidiaries to deserve donors trust?

11.50 HOW DOES AN INTERNATIONAL DEVELOPMENT AGENCY ENFORCE ACCOUNTABILITY?

Ruud Ruben, Director, Policy and Operations Evaluation Department / IOB – Ministry of Foreign Affairs, Netherlands

Member of OECD/DAC Network on Development Evaluation

How do international development agencies measure the effectiveness of their activities to reduce poverty in developing countries? What do they require from their partner organizations? What do they expect from national charity monitoring organizations?

ZEWO/ICFO EVENT

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12.30 LUNCH BREAK

13.30 REQUIREMENTS OF SWISS DEVELOPMENT AGENCY TOWARDS NGO

Frédéric Noirjean, Economic Advisor, Institutional Partnerships, Swiss Agency for Development and Cooperation (SDC)

What are the requirements of the Swiss Agency for Development towards international NGOs? What role does a national monitoring organization like Zewo play in this context? Presentation of the new admission process of SDC. What are the main challenges?

14.10 WHAT ROLE CAN A NATIONAL MONITORING AGENCY PLAY IN INSTITUTIONAL FUNDRAISING?

Patricia de Roda, General Manager, Fundación Lealtad, Spain

More and more companies are willing to act with social responsibility. At the same time charities look more and more for institutional donations and cooperation with companies. What is needed for a good cooperation? What do institutional donors expect from national monitoring agencies? What role can a national monitoring agency play in this context?

14.40 COFFEE BREAK

15.00 PANEL DISCUSSION: CHALLENGES FOR MONITORING CHARITIES

Moderator: John Pellowe, Chief Executive Officer, Canadian Council of Christian Charities (CCCC), Canada

- **Adri Kemps, General Secretary, International Committee on Fundraising Organizations (ICFO)**
- **John Low, Chief Executive, Charities Aid Foundation (CAF)**
- **Caroline Morel, Executive Director, Swissaid**
- **Ruud Ruben, Director, Ministry of Foreign Affairs, Netherlands**
- **Konrad Specker, Head Institutional Partnerships, Swiss Agency for Development and Cooperation (SDC)**
- **Martina Ziegerer, Executive Director, Stiftung Zewo**

16.00 CLOSING REMARKS

Rollin van Broekhoven, President ICFO