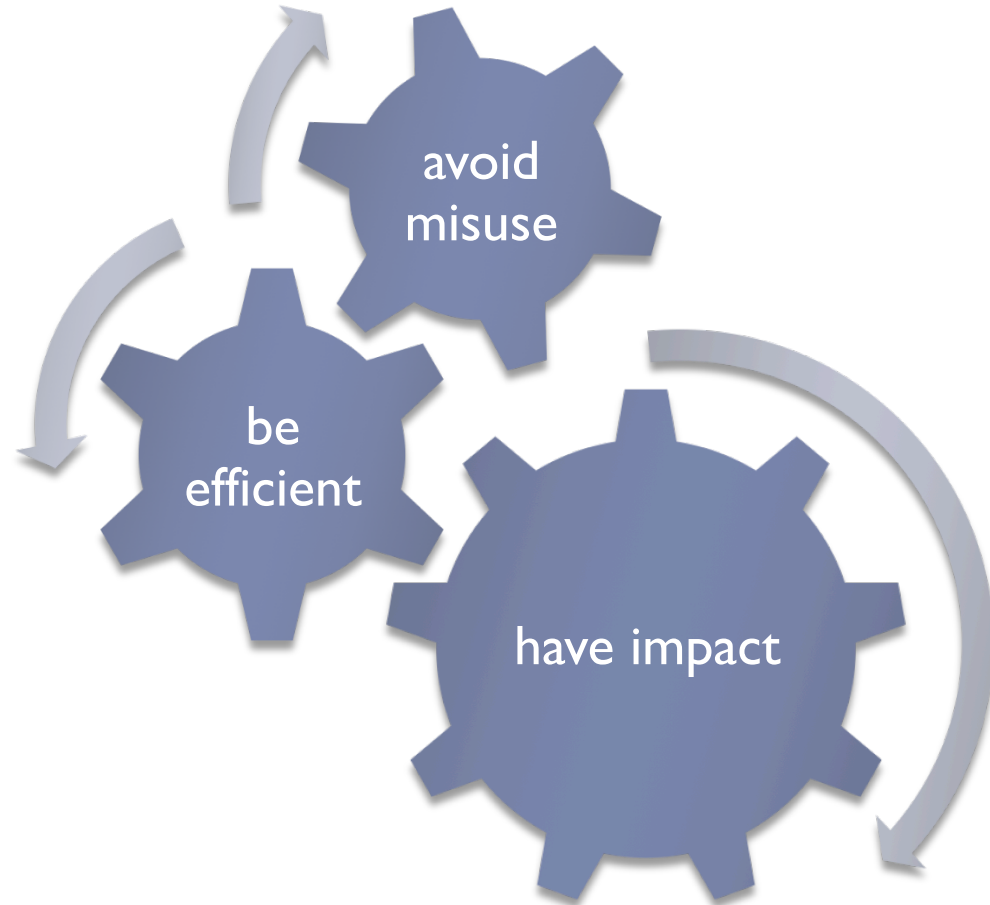


Effectiveness Trends

Martina Ziegerer, Stiftung ZEWO, Zurich

ICFO Annual General Meeting 14th – 15th May 2010
Waterloo, Canada

What are we looking for?



Focus on Efficiency

How much goes into the project?

How much should it cost to rise one \$?

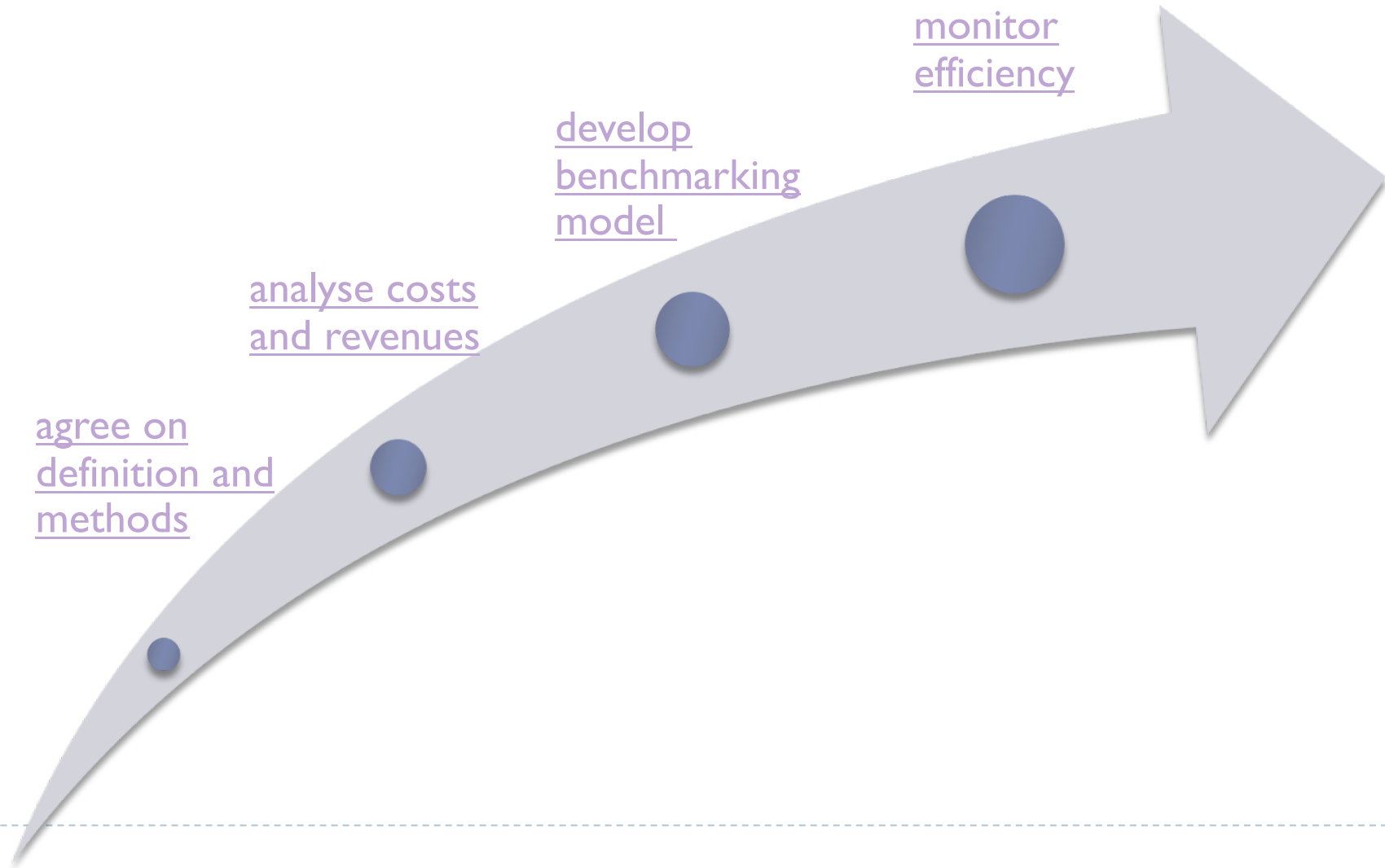


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Approach on Efficiency

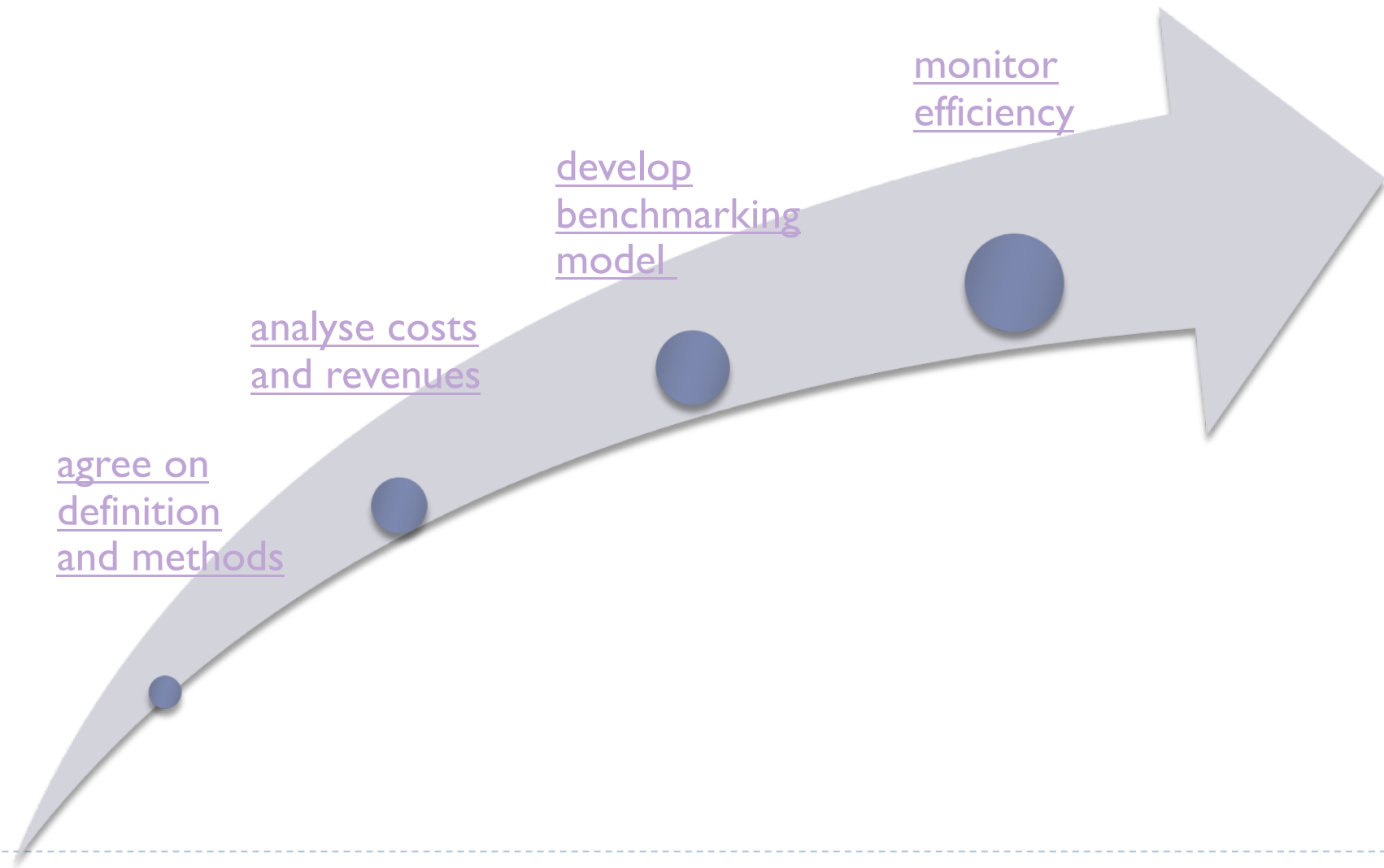


Definition and Method

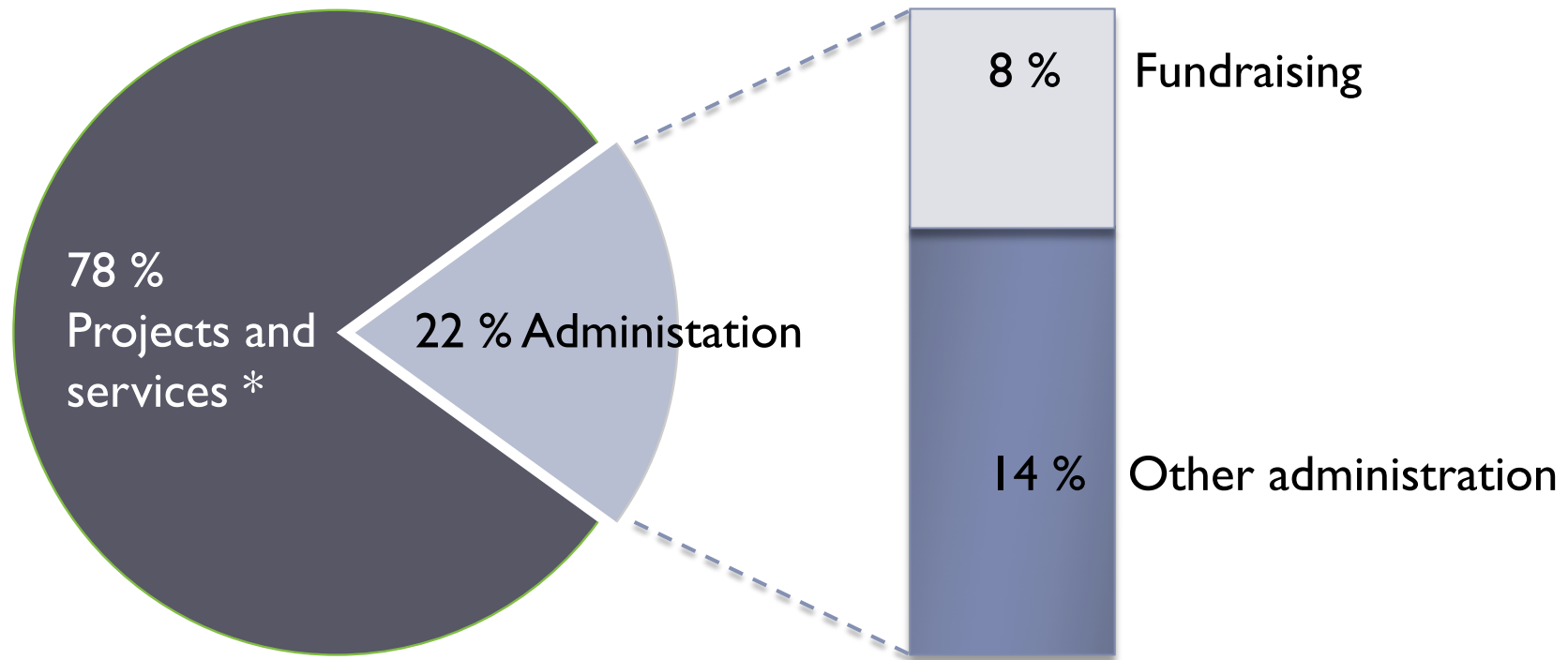


ZEWO Stiftung | Fondation | Fondazione

Approach on Efficiency

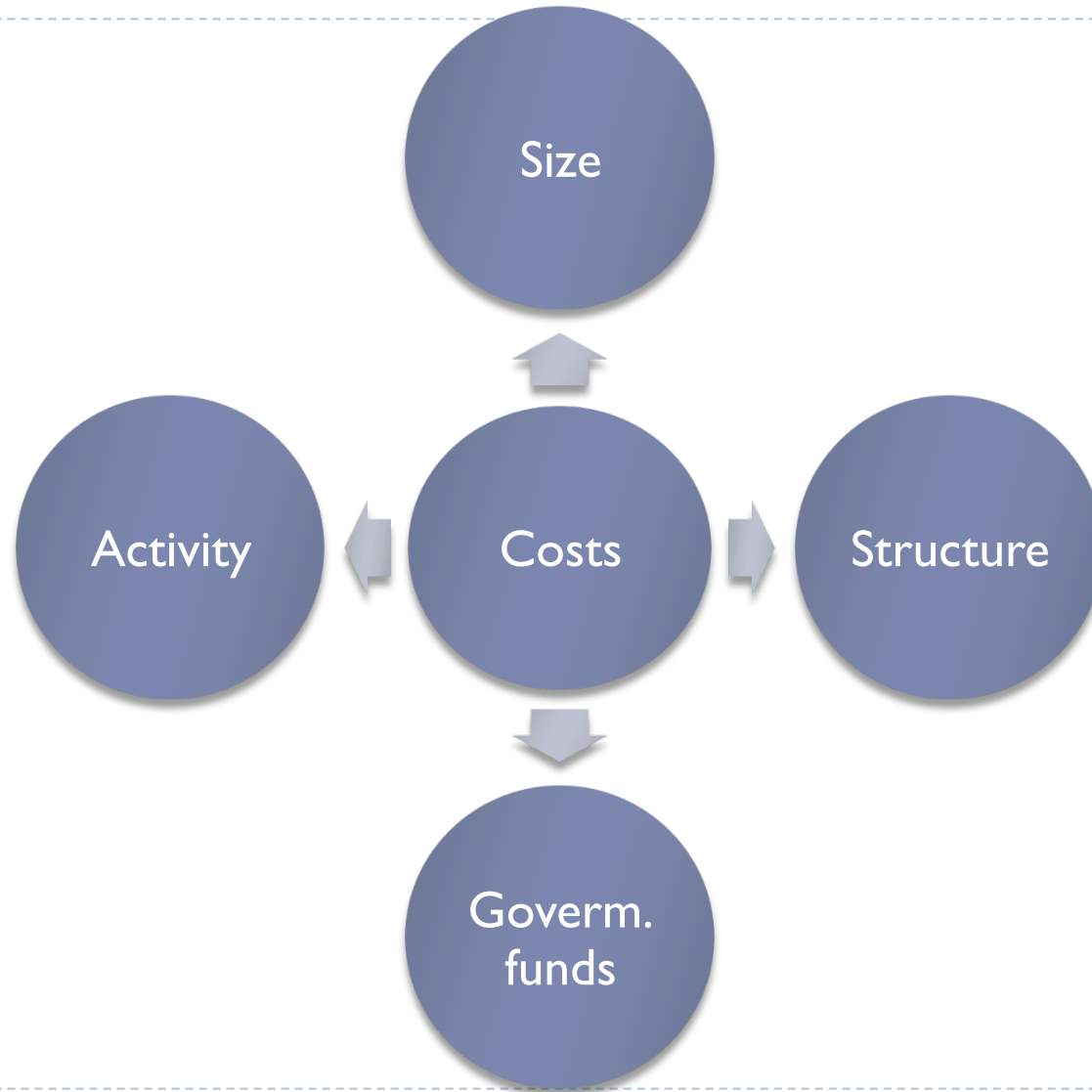


Administration Costs

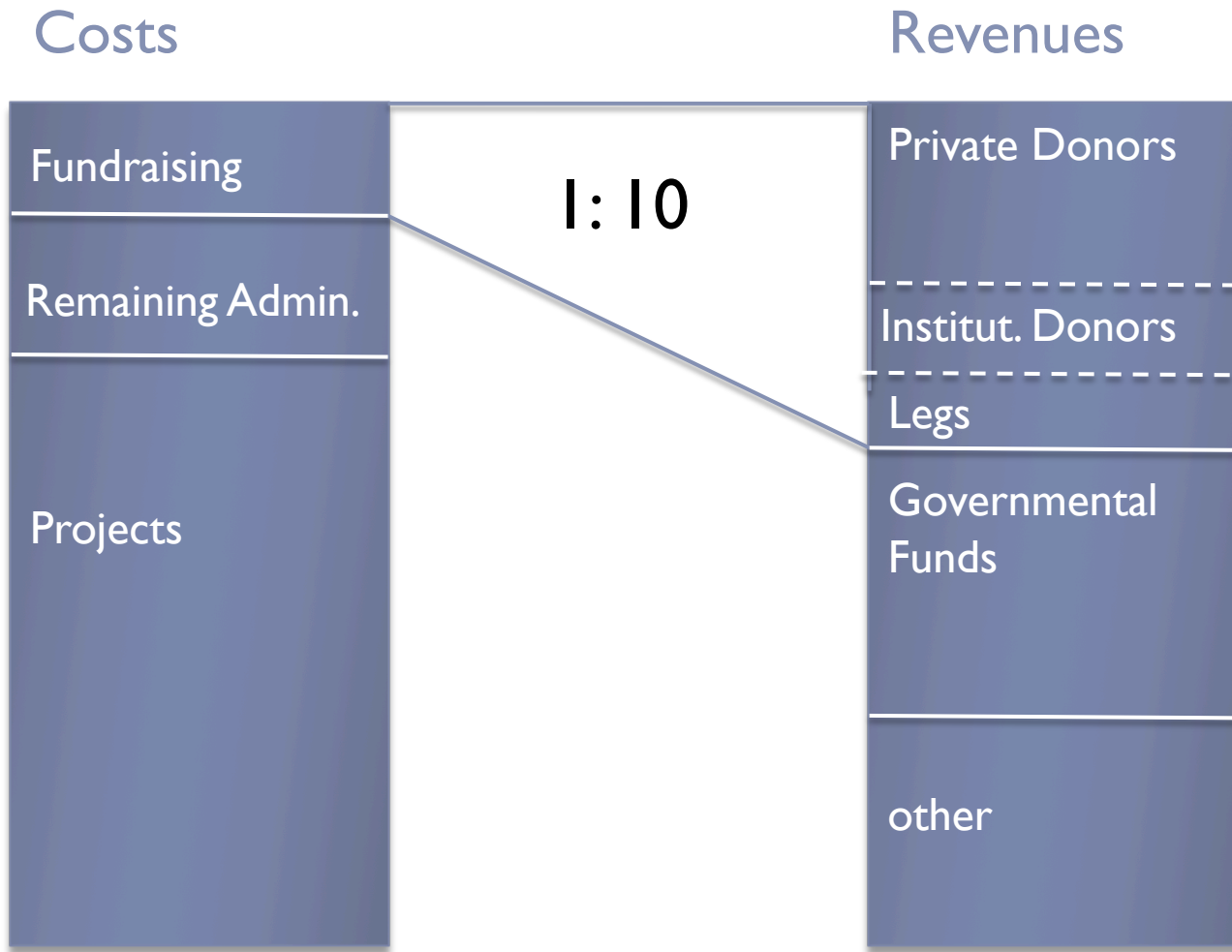


* including related costs

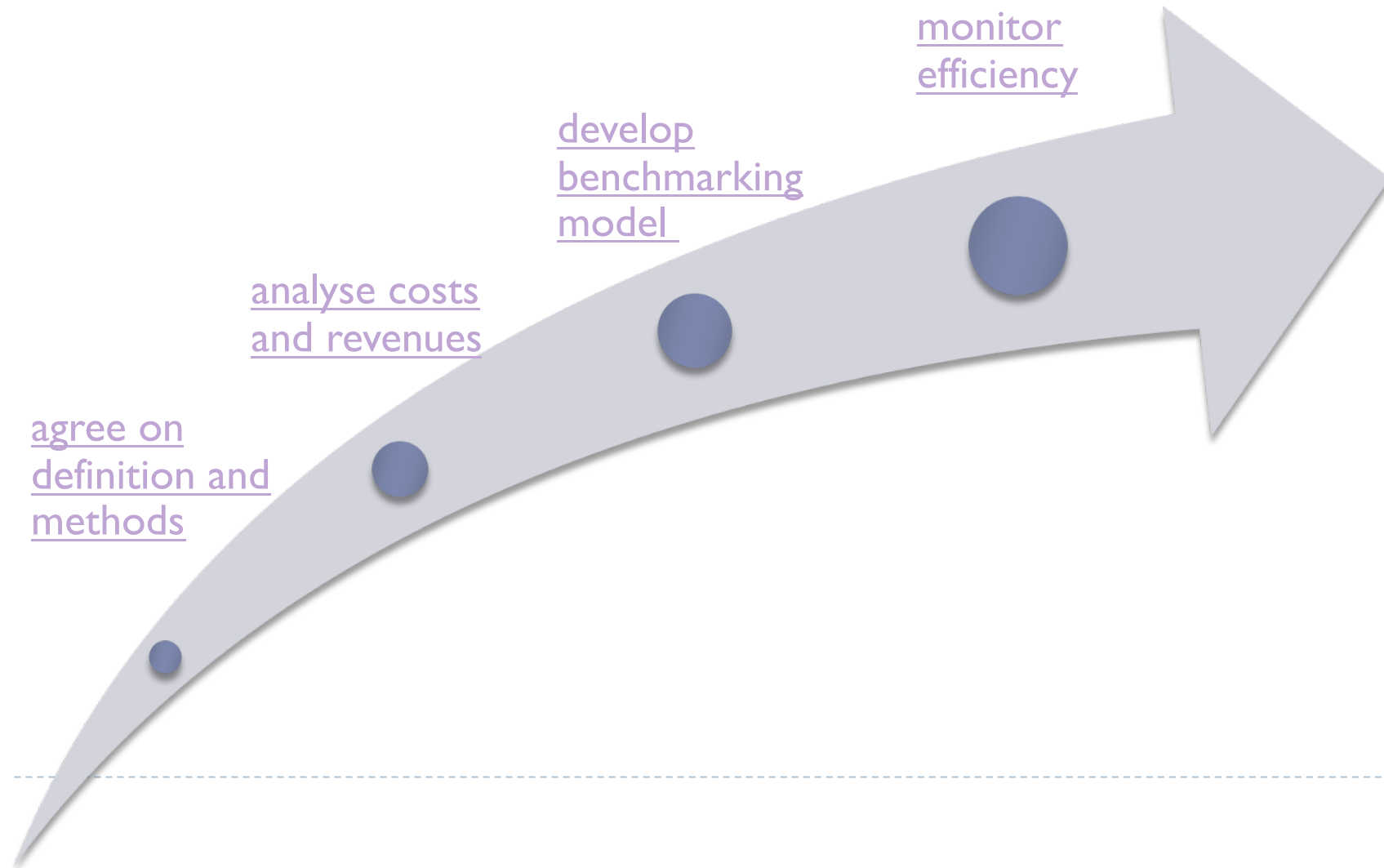
Drivers



Fundraising Efficiency



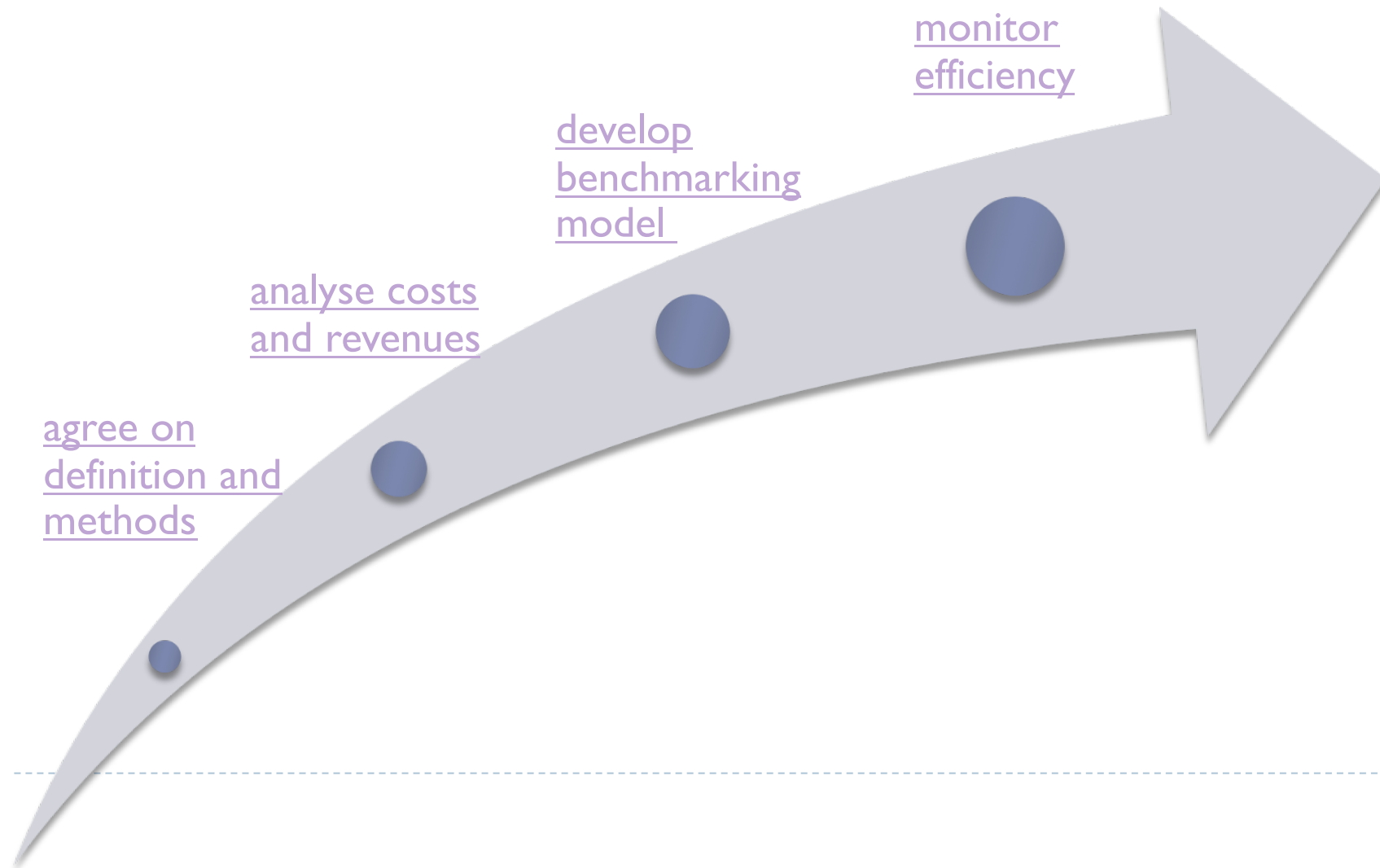
Approach on Efficiency



Benchmarks

| Drivers | | Projects and services | Fundraising | Other administration |
|----------------|-------------|-----------------------|-------------|----------------------|
| Activity | Int. Aid | 81 % | 8 % | 11 % |
| | Nat. Social | 78 % | 8 % | 14 % |
| | Nat. Health | 78 % | 7 % | 15 % |
| Size | large | 86 % | 5 % | 9 % |
| | middle | 80 % | 7 % | 13 % |
| | small | 73 % | 11% | 16 % |
| Structure | single | 82 % | 8 % | 10 % |
| | corporate | 70 % | 13 % | 17 % |
| | section | 76 % | 8 % | 16 % |
| Governm. Funds | > 40 % | 82 % | 4 % | 14 % |
| | 10-40 % | 79 % | 8 % | 13 % |
| | < 10 % | 72 % | 14 % | 14 % |

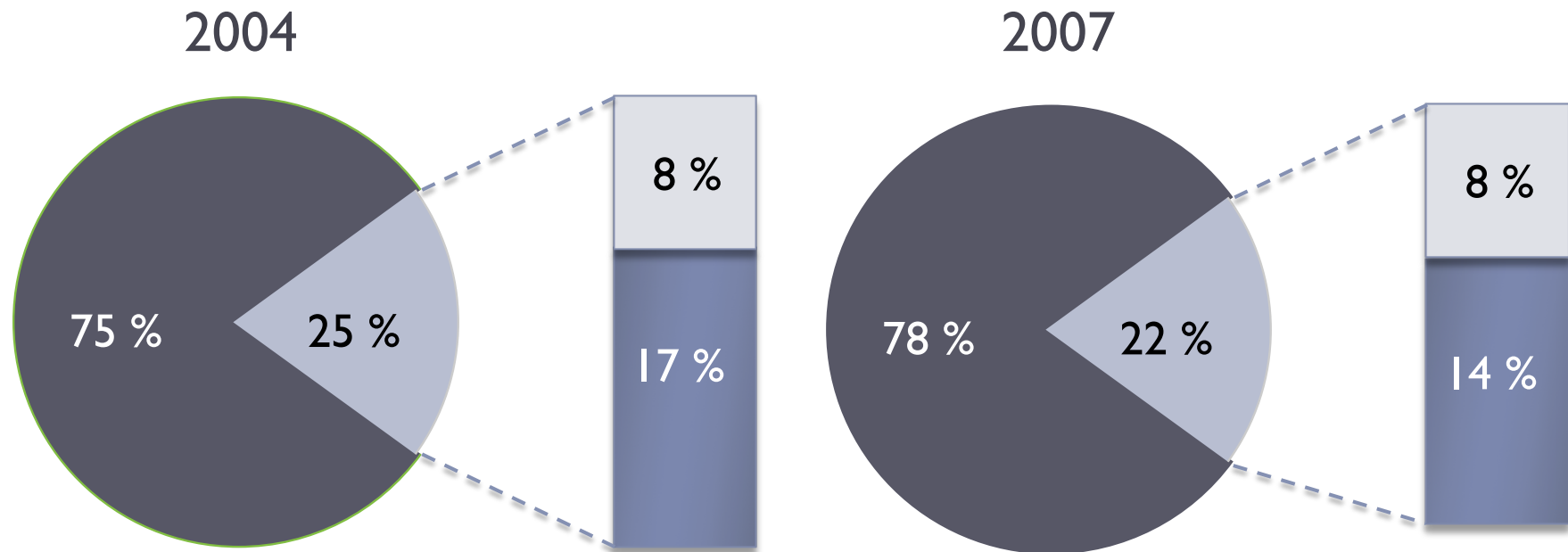
Approach on Efficiency



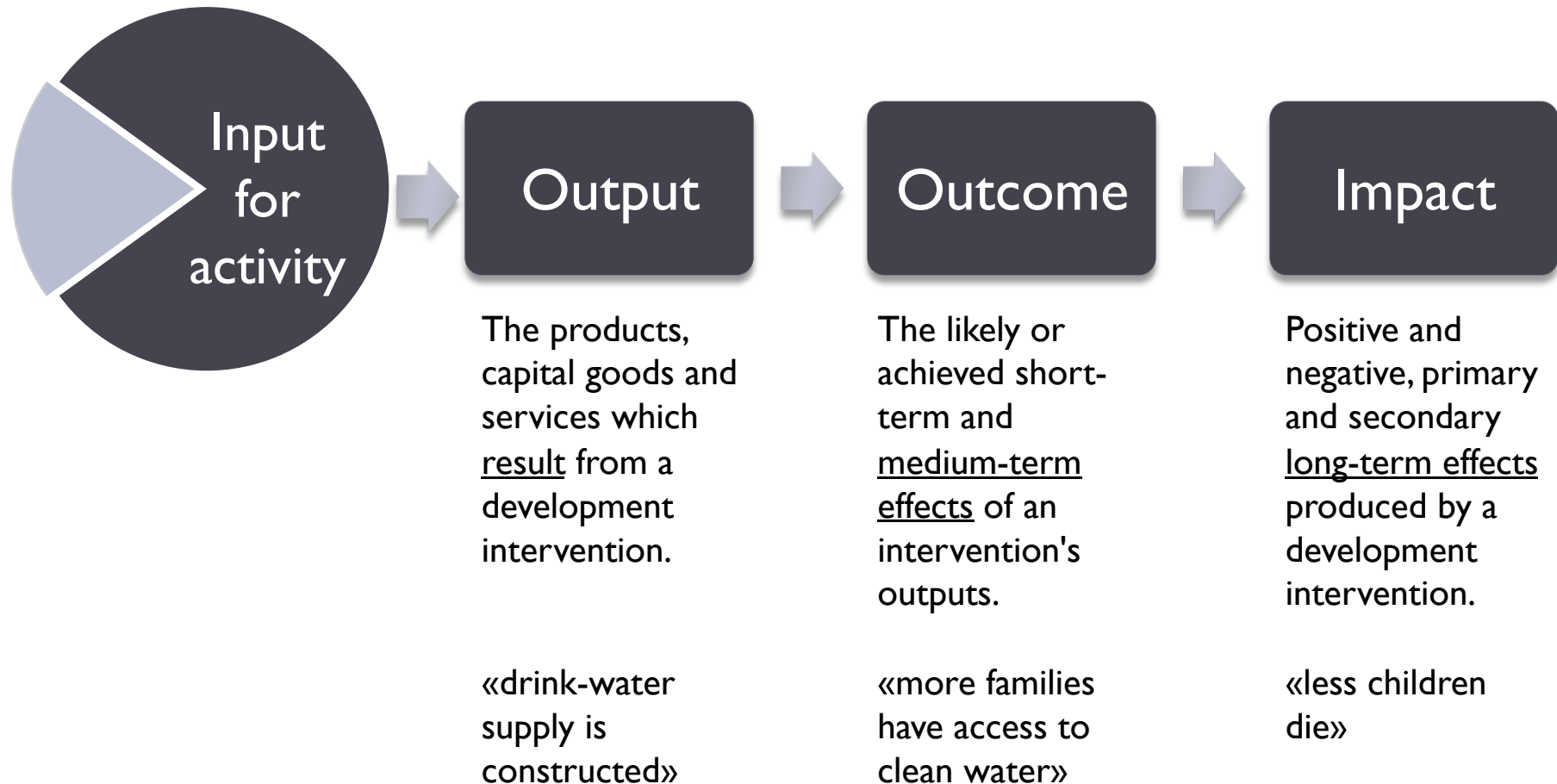
Individual Analysis

| Name of Charitiy | | Acitvity | Size | Structure | Governmental funds |
|--------------------------|-----|---------------|-------|-----------|--------------------|
| | | Health sector | Small | Single | > 40% |
| Total administration | 20% | | | | |
| Fundraising | 10% | | | | |
| Remaining administration | 10% | | | | |

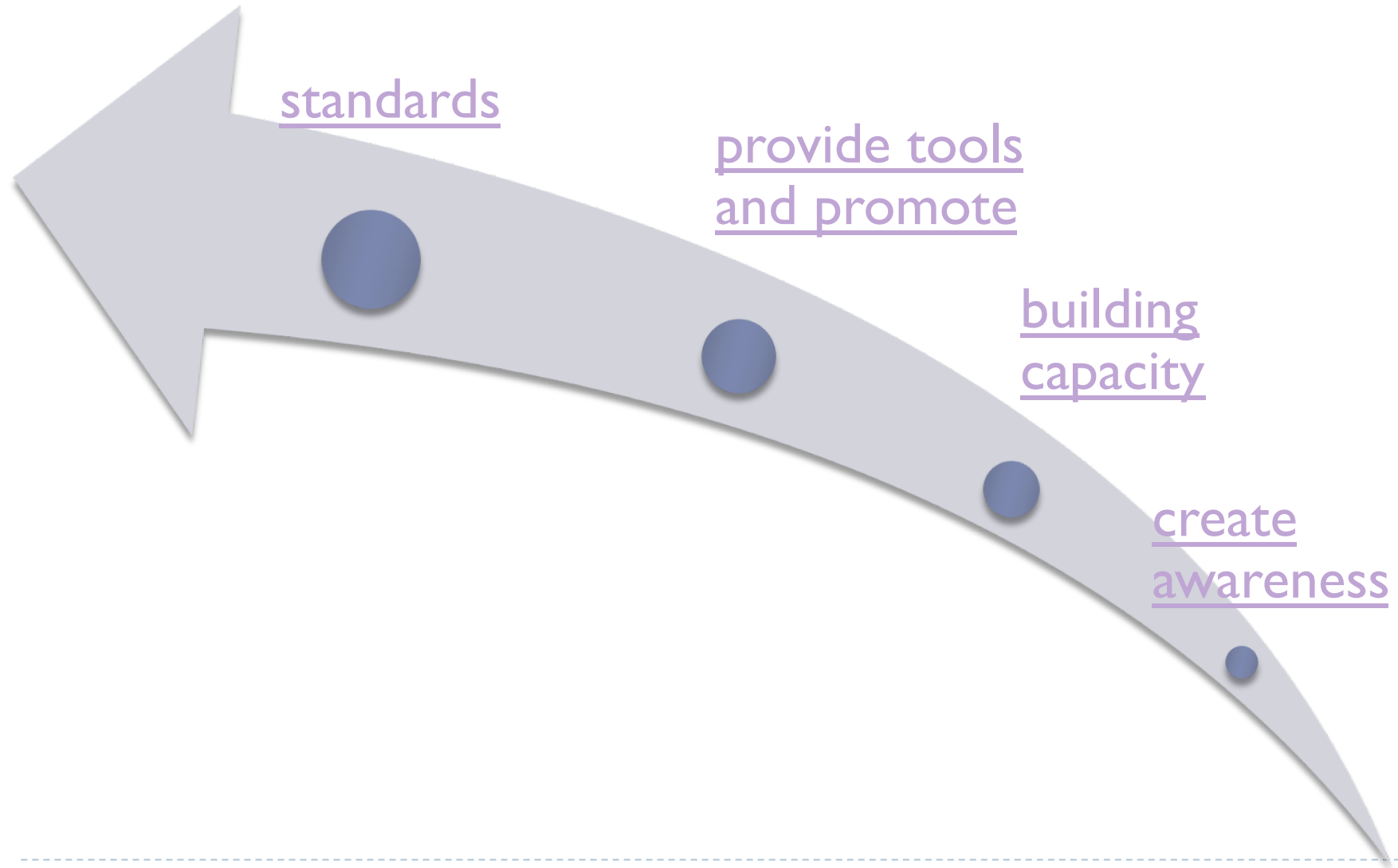
Impact of Monitoring



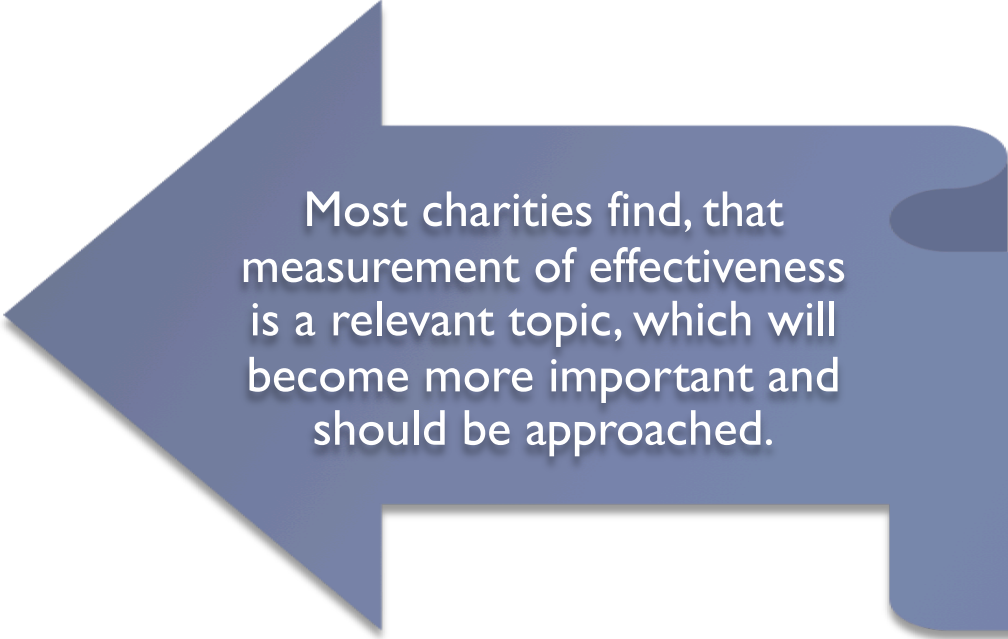
Change the Focus



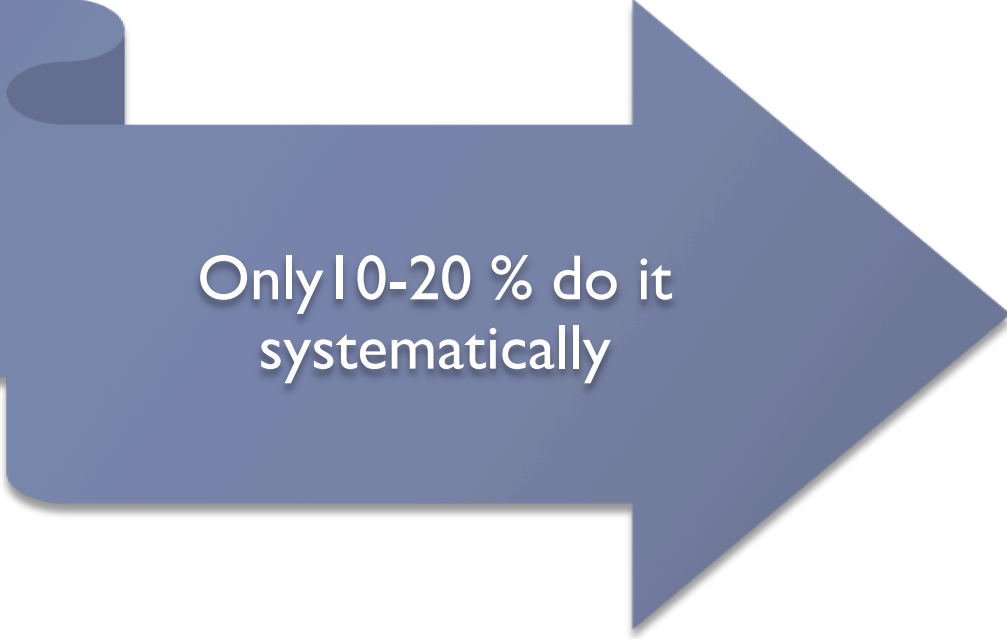
Approach on Effectiveness



Awareness



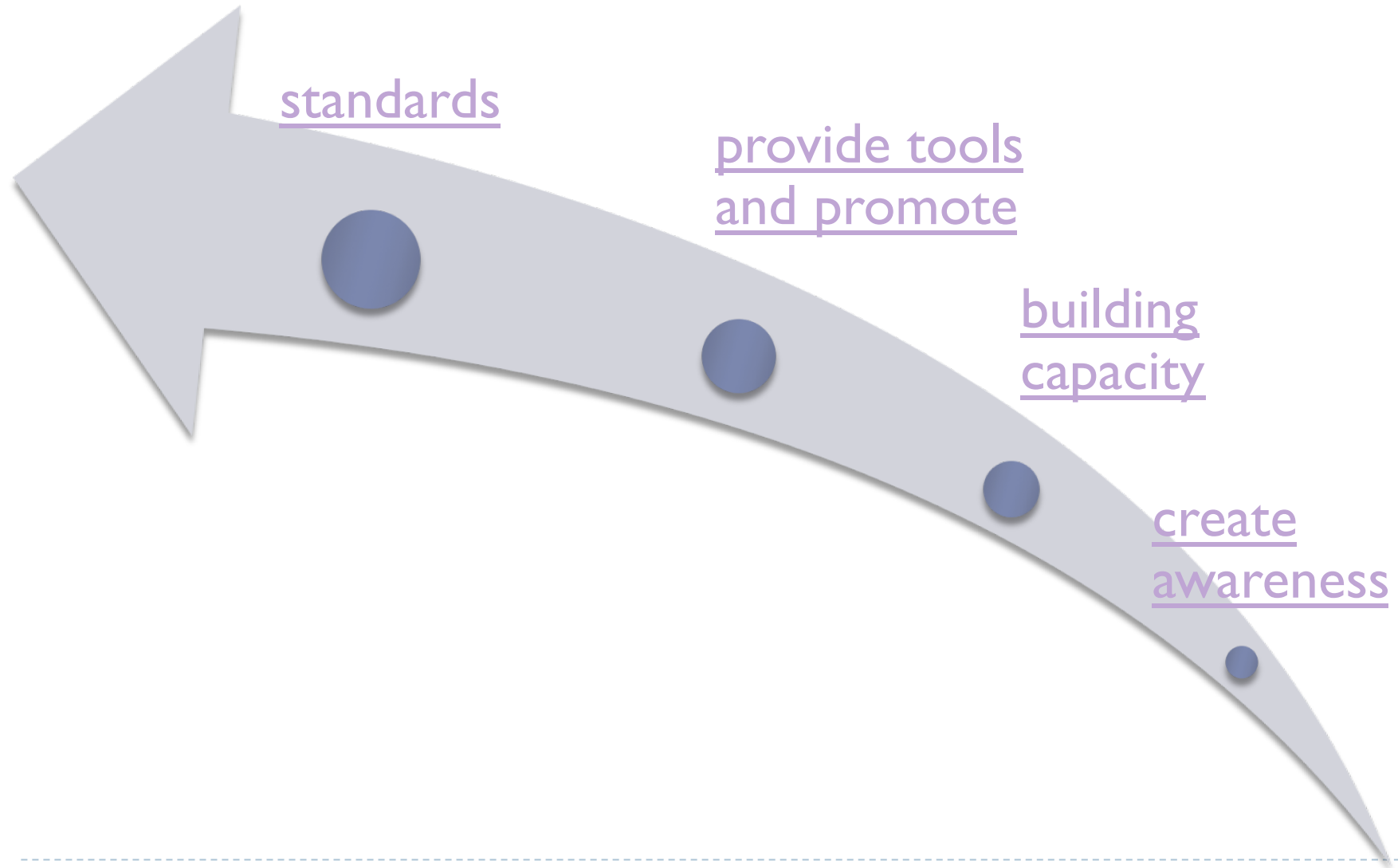
Most charities find, that measurement of effectiveness is a relevant topic, which will become more important and should be approached.



Only 10-20 % do it systematically



Approach on Effectiveness



Capacity Building

Promoting factors

Restraining factors

Content of contracts

Demand within the NPO

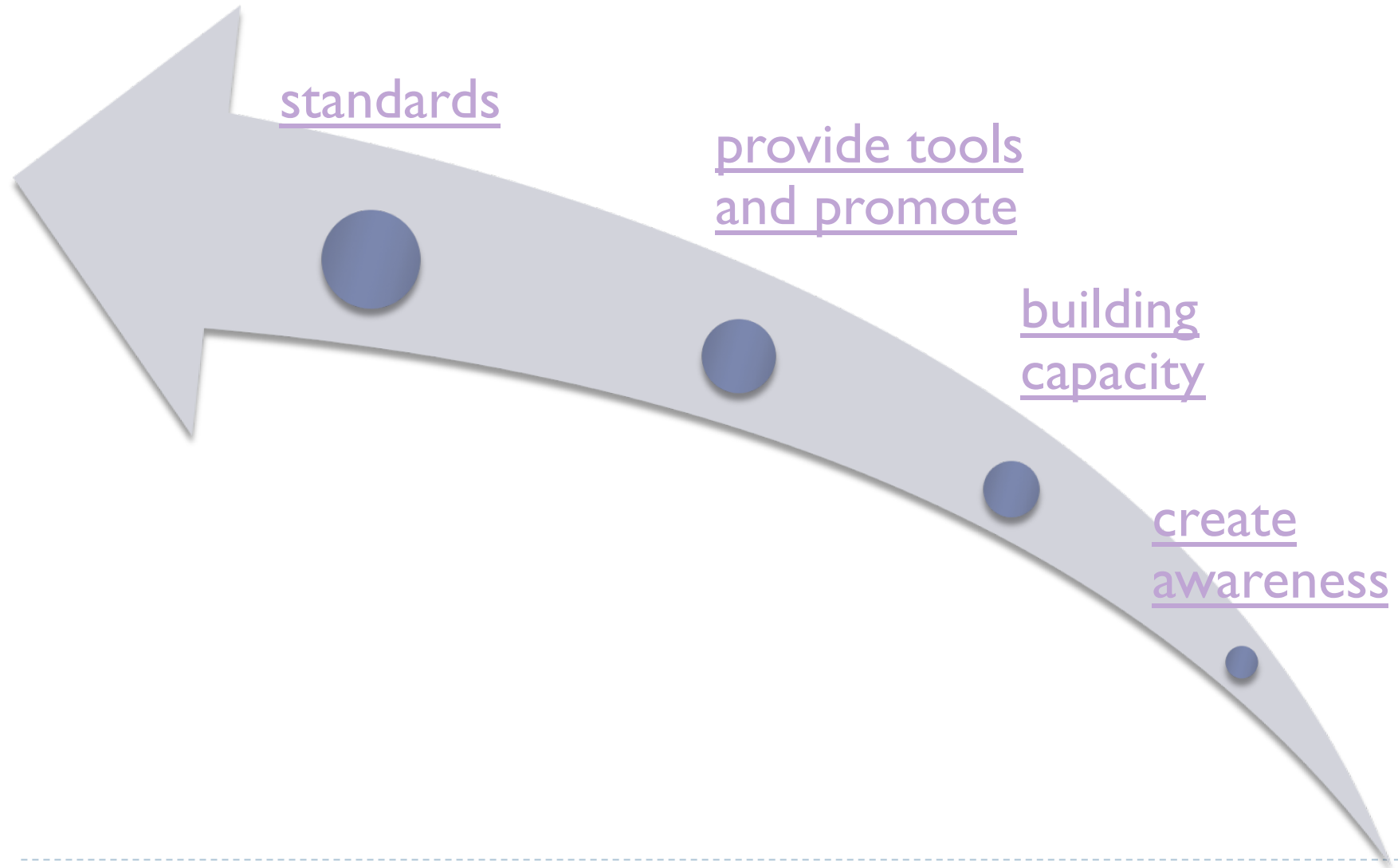
Importance for fundraising

Cost-benefit relation

Know-how and methods



Approach on Effectiveness

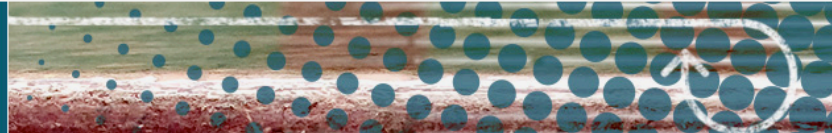


ZEWO Wirkungsmessung

Pilot-Leitfaden für die Entwicklungszusammenarbeit

[Kontakt](#) | [Sitemap](#) | [Links](#)

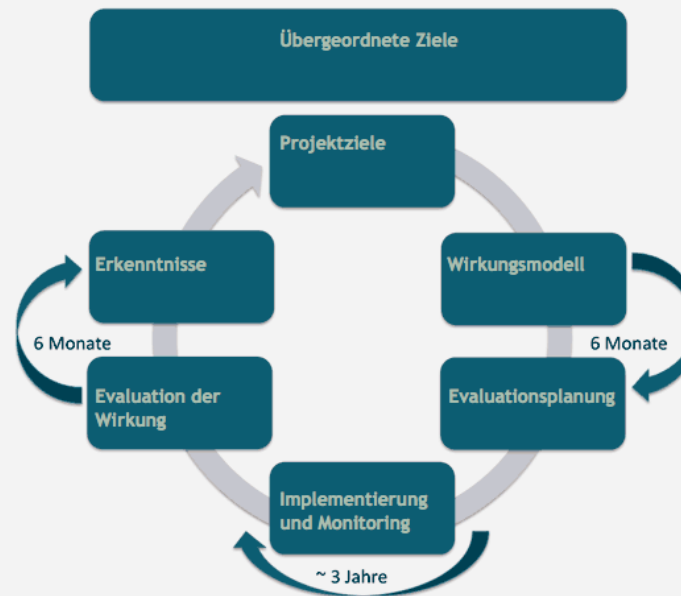
Pilot-Leitfaden der Stiftung
ZEWO in der Entwicklungs-
zusammenarbeit.
Version April 2010.



[Collapse All](#) | [Expand All](#)

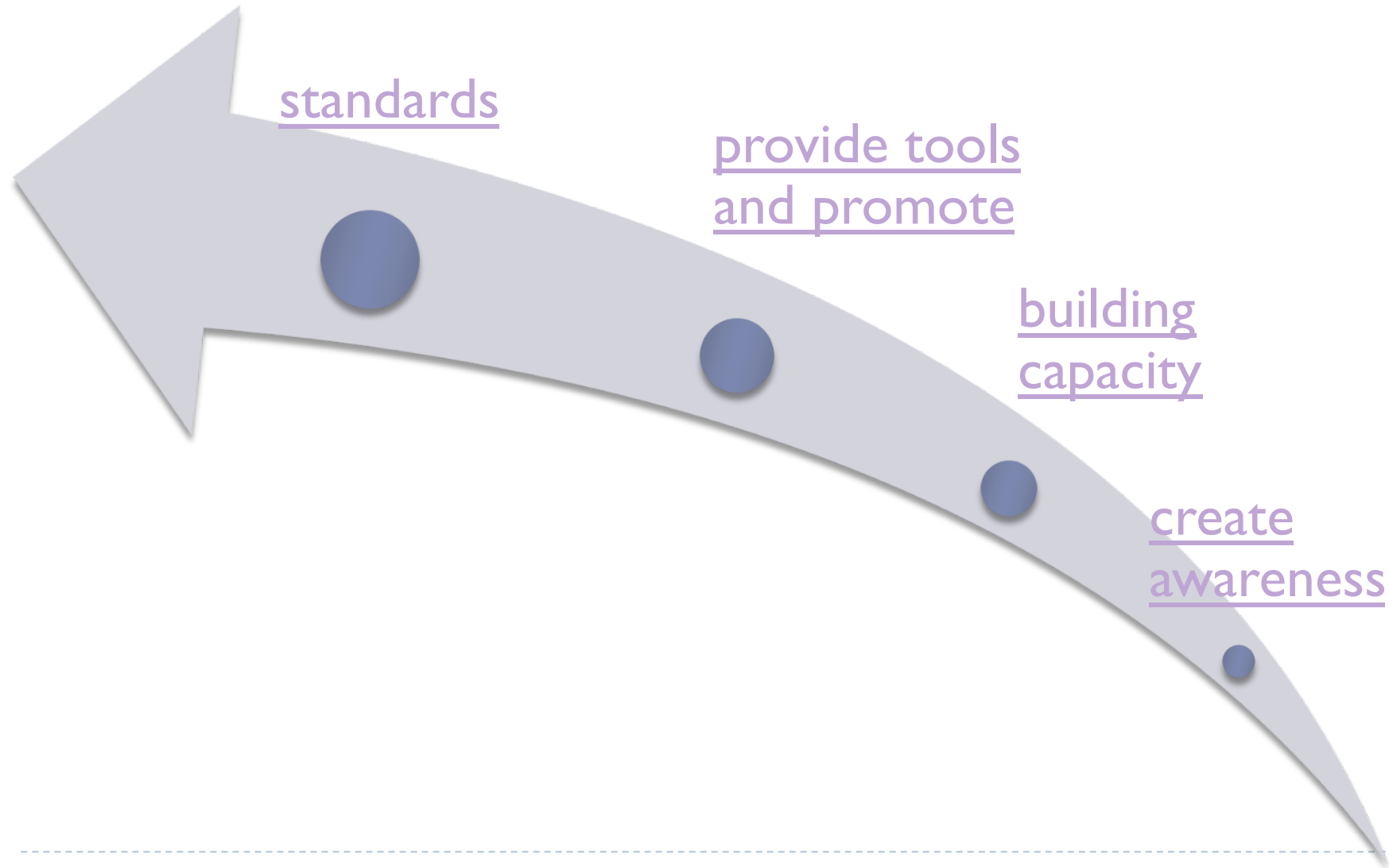
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Dieser Leitfaden zeigt Schritt für Schritt was in den einzelnen Phasen des Projektmanagement-Zyklus in Bezug auf Wirkungsmessung zu tun ist.

Approach on Effectiveness



Standards on Effectiveness

- ▶ **Implementation of and adequate system**
 - ▶ Not ONE method for all
 - ▶ No benchmarks
 - ▶ **Dealing with results**
 - ▶ Transparency
 - ▶ Communication
-

Thank you for your attention

