

# 2013 ICFO 國際研討會

ICFO Annual General Meeting 2013  
3 May 2013, Taipei, Taiwan


## 全球觀點之資訊科技 與募款責任的新時代


Global perspective on NGO accountability  
and ICT use in fundraising —  
**A new era for accountability.**

(ICT) use division of Information and Communication Technology

 International Committee of Fundraising Organizations  
ICFO — the association of national fundraising operators

 台灣公益團體自律聯盟  
Taiwan NGO Self-Regulation Alliance

 ICFO — an association of national fundraising operators  
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## Opportunities and Challenges Today

Martina Ziegerer, President ICFO

ICFO AGM 2013

National Taiwan University, Taipei

3<sup>rd</sup> May 2013

# Globalization



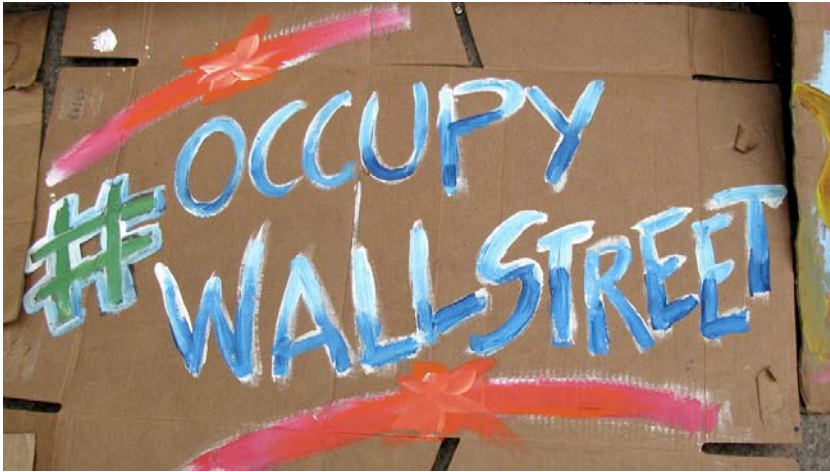
## Drivers

- Transportation
- ICT
- Opening of borders

## Affected aspects

- Economic
- Social
- Cultural
- Political

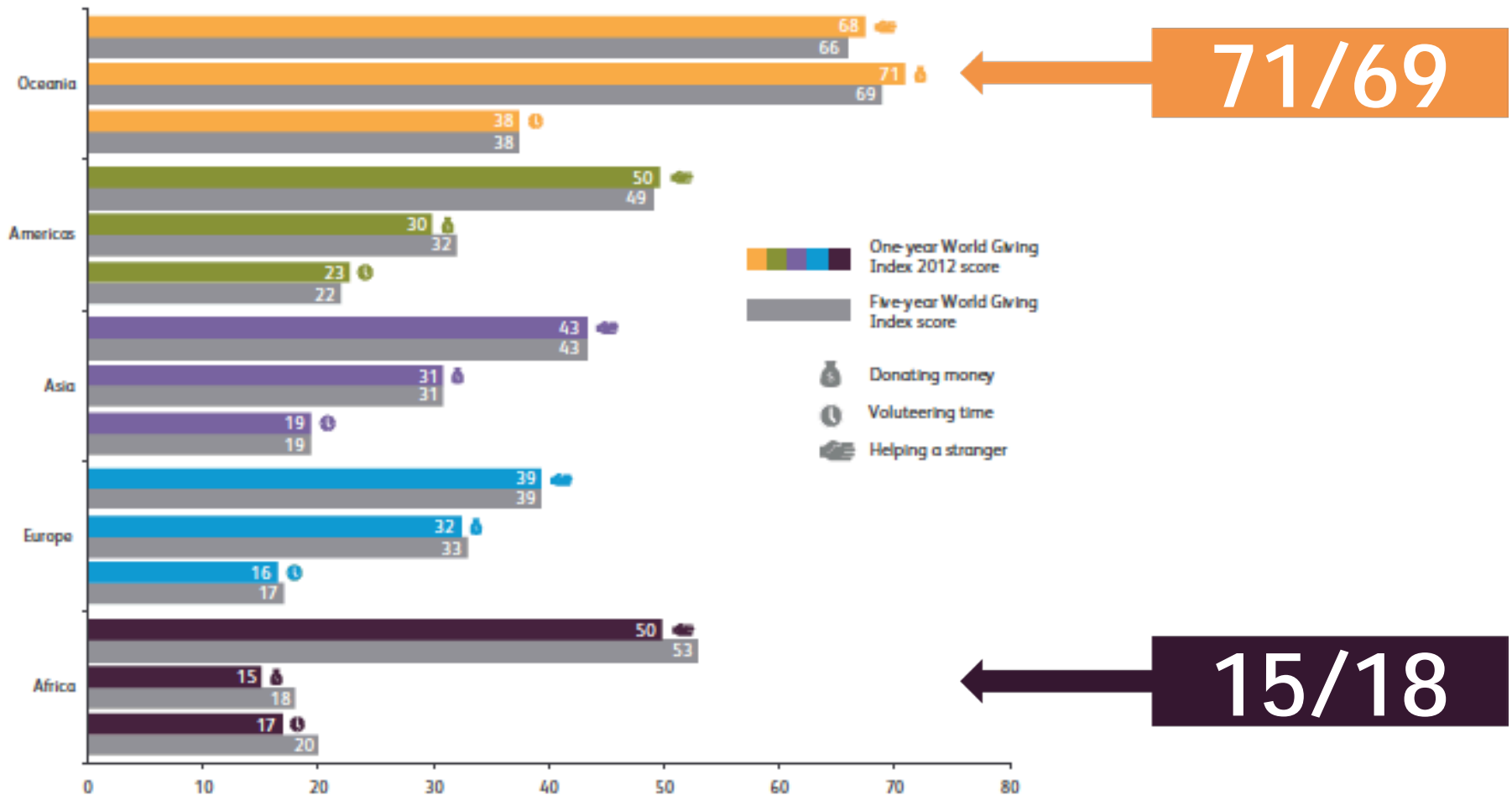
# Civil Society





# Continents differ how they give

Figure 10: Continental participation in donating money, volunteering time and helping a stranger, and five-year participation





# Disposable Income

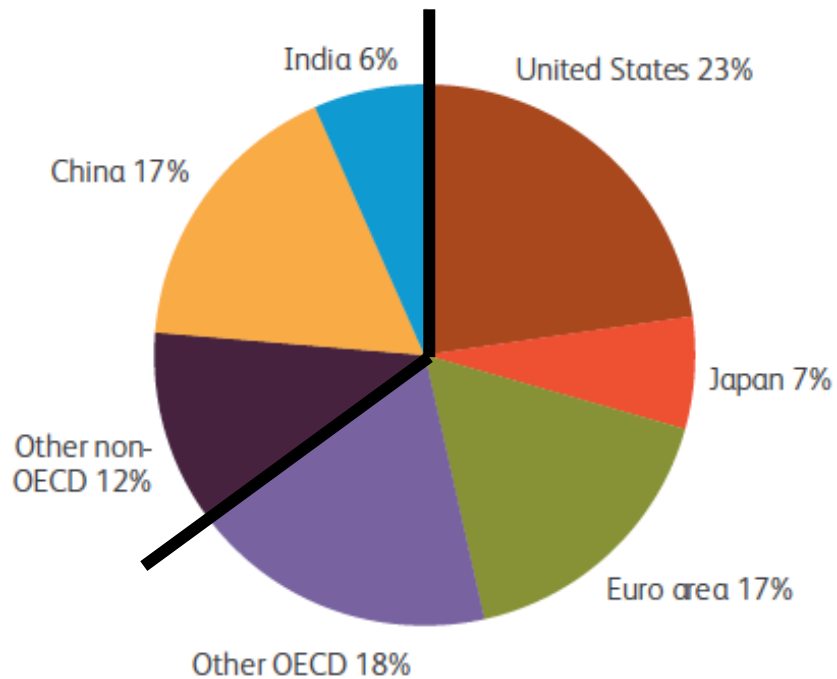


In the next 20 years, millions of people will have disposable income for making donations.

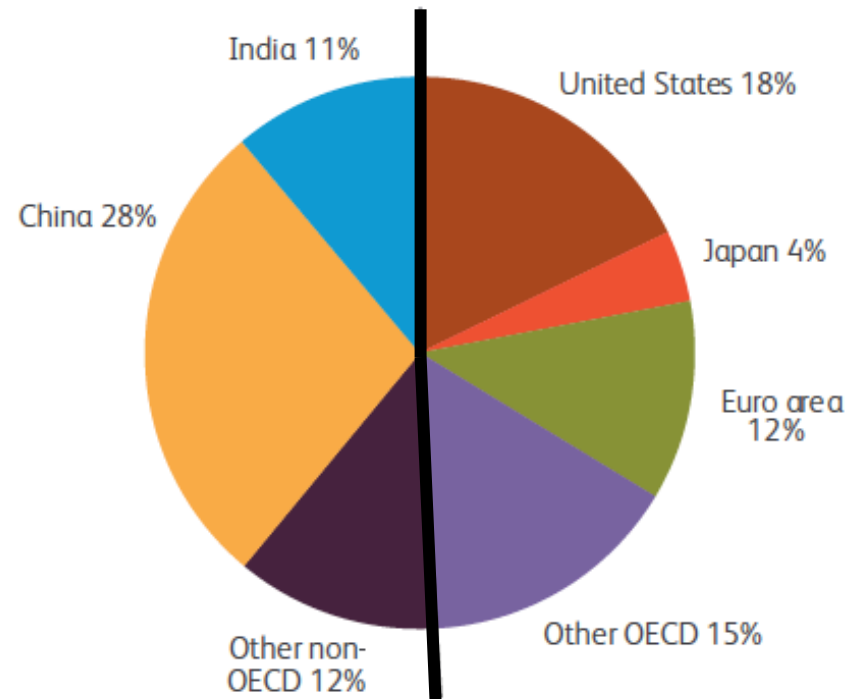
Source: Reuters, Rushhour, Taipei

# Changing of global wealth

2011



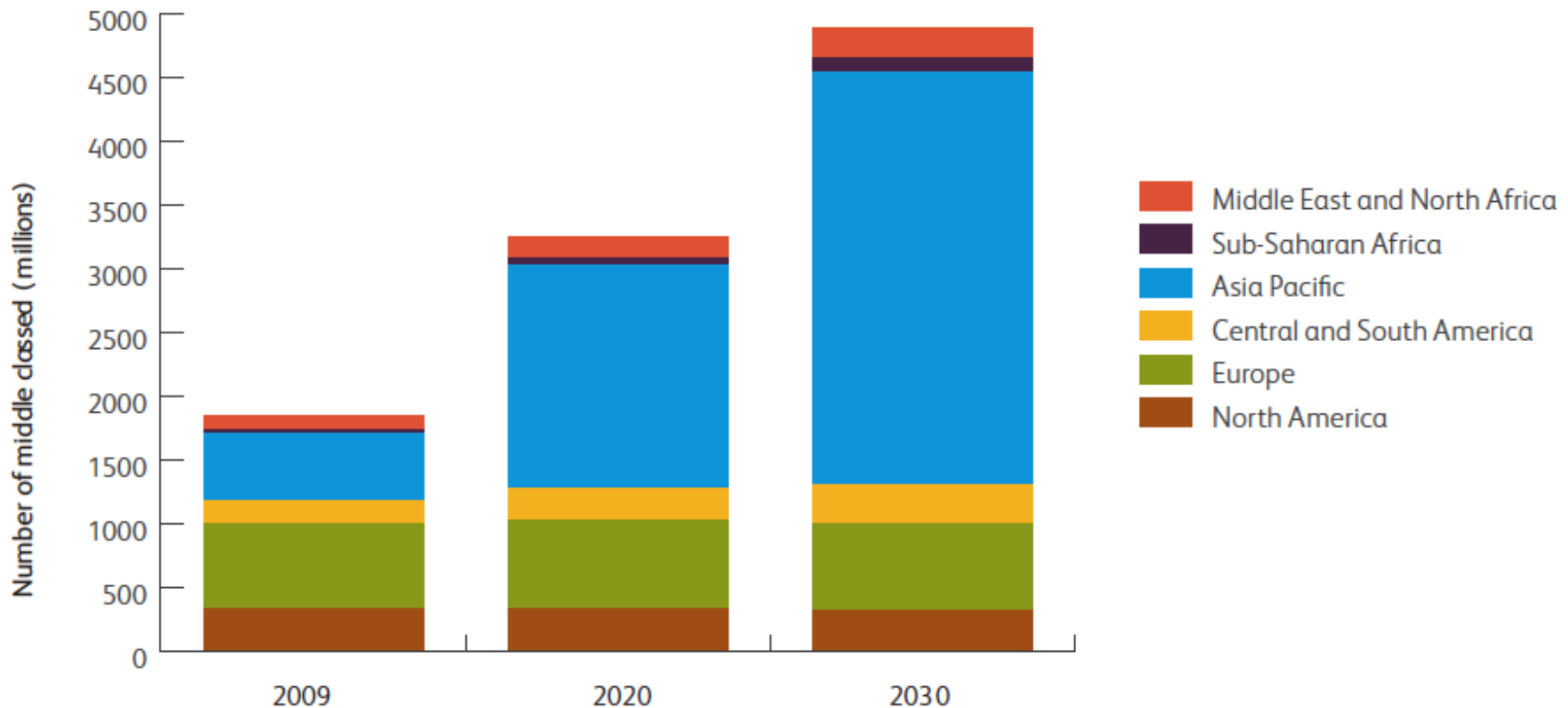
2030



Source: OECD Economic Outlook 91 long-term database

# Rise of Middle Class

Fig. 3 Size of middle class by region 2009 to 2030

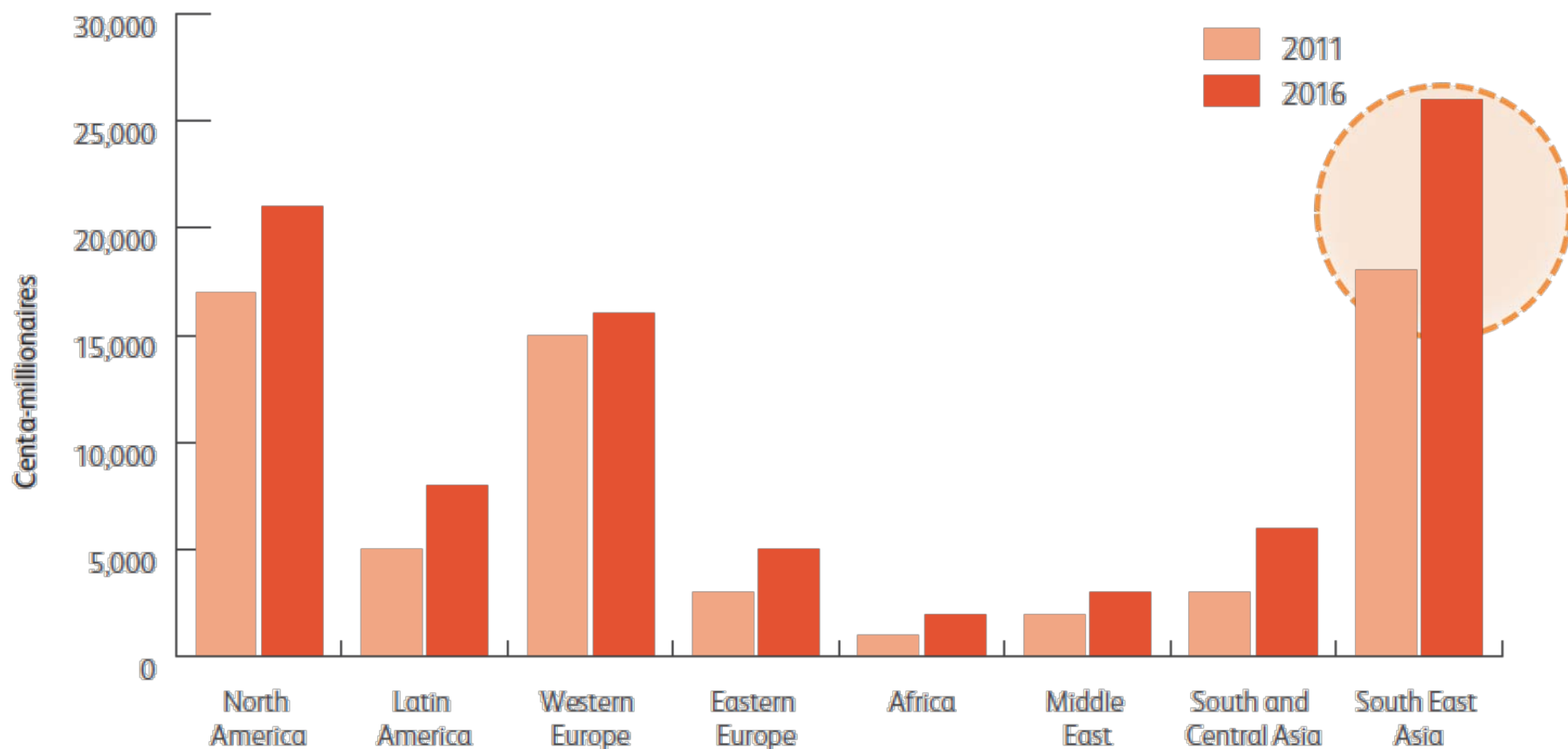


Source: Kharas, H, Working Paper No. 285, The Emerging Middle Class in Developing Countries, OECD Development Centre, 2010



# Super-rich

Fig. 4 Projected rises in the number of centa-millionaires by region



Source: The Wealth Report 2012, published on behalf of Knight Frank and Citi Private Bank by Think Publishing

# ICFO AGM in Asia



Taiwan NPO  
Self-Regulation Alliance

Taiwan NPO Self-Regulation Alliance (TWNPO) – the first Asian ICFO member, who joined ICFO made it possible.

# New Technology



# Crowd Funding

## Personal Donation Campaign

Raise money for things like medical bills, school tuition, volunteer travel and more!



No need to worry about deadlines or goals, every payment is yours to keep!

**SELECT**

## Raise Money for Charity

Search our database of millions of U.S. & U.K. charities to raise money for.

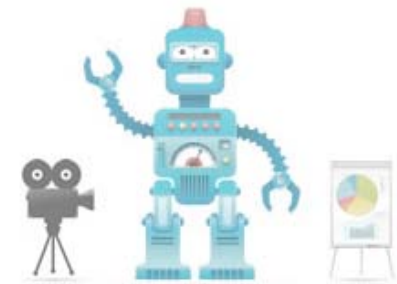


Every donation gets sent directly to the non-profit or charity you choose.

**SELECT**

## Projects, Products & Startups

Launch an all-or-nothing crowdfunding campaign with the best tools around.



Your supporters are charged only if you reach your goal by the deadline you set.\*

**SELECT**

Source: <http://crowdfunding.com>

keep it all

transfer to charity

all or nothing

# Social Media



*Create Your Site*



*Share with Friends*



*Collect Donations*



# Online Platforms

**JustGiving™**

Fundraising ▾ | Giving ▾



## Start fundraising

- Step 1. Make your page
- Step 2. Share it with your friends
- Step 3. Raise money for your charity

[Make your page](#)

## Donate to charity

Give to one of 8,000 charities and projects on JustGiving.

[Search](#)

## Sponsor a friend

Support your friend by donating to their page.

[Search](#)

## Become a charity member

Find out how JustGiving works for your charity.

[About charity membership](#)

# Direct Micro-credits



[Make a loan](#)

[Why Kiva?](#)

[How does it work?](#)

[About](#)


[Go to Kiva.org's home page](#)

## Change a life for \$25

Every day, Kiva connects thousands of people to borrowers and partner institutions around the world, working together to create opportunity and alleviate poverty. It only takes \$25 to get started.

### Mirshamil

Farming


 Azerbaijan

Lend Now

Mirshamil is a 52-year-old with two children. It is already 24 years that he has been growing fruits and vegetables and selling them. His wife stays at home, but is usually...[Read their story >](#)



[more borrowers >](#)

 Photo: Rice field in Siem Reap, Cambodia, by Cissy Deluca



# Text Message Services



give now

## introducing a radical new way to give: directly

Use GiveDirectly to send money directly to the poor

- ① You donate through our webpage
- ② We locate poor households in Kenya
- ③ We transfer your donation electronically to a recipient's cell phone
- ④ The recipient uses the transfer to pursue his or her own goals

### latest news

GiveWell has named GiveDirectly one of three "top-rated" charities.

GiveDirectly has received a Global Impact Award from Google. Read more on our blog and from Google.



overview

values

how it works

FAQs

financials

evidence

contact

team

blog |

© 2012 GiveDirect, Inc.  
a 501(c)3 non-profit

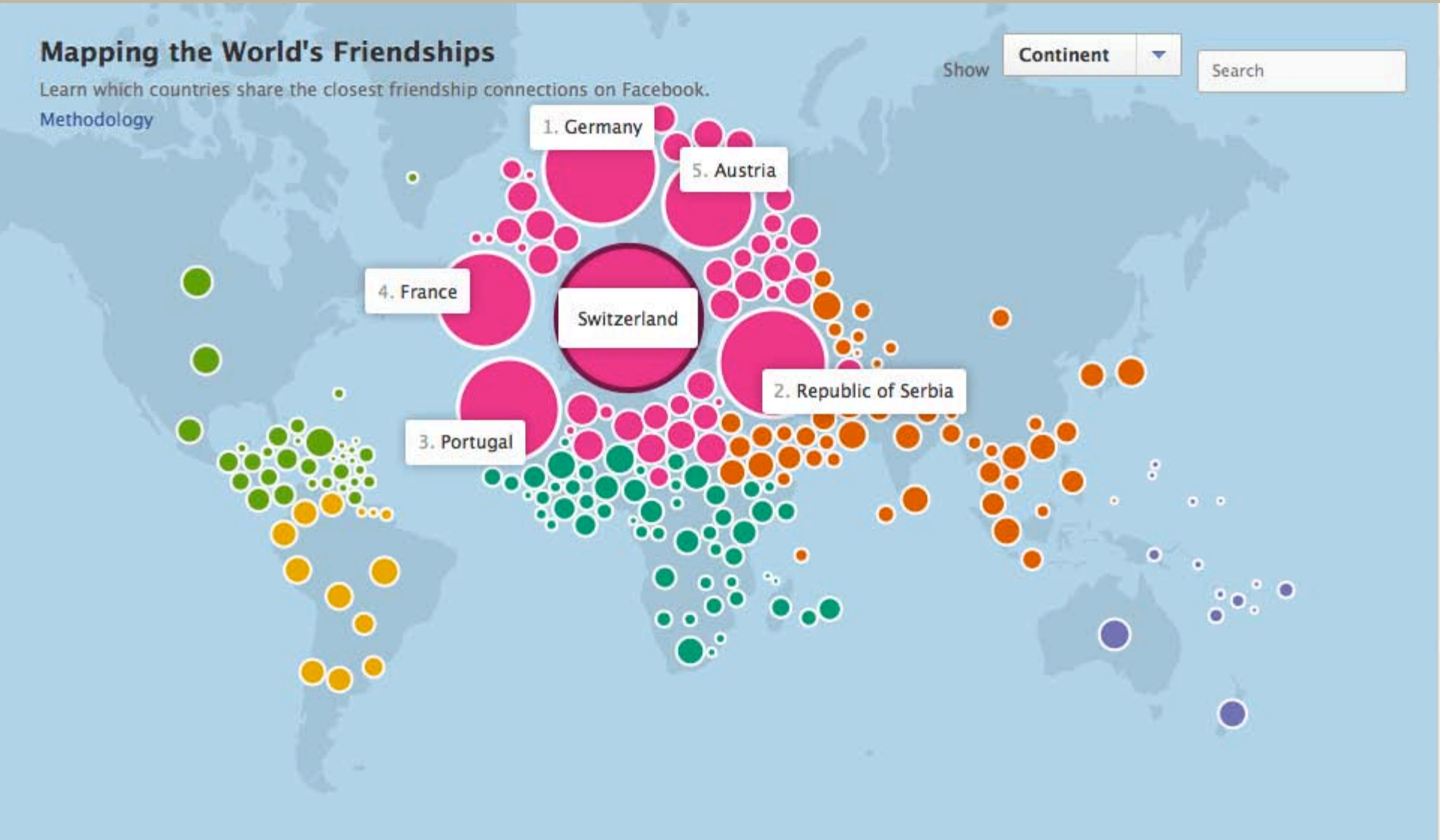
# Facebook Friendships

## Mapping the World's Friendships

Learn which countries share the closest friendship connections on Facebook.

Methodology

Show



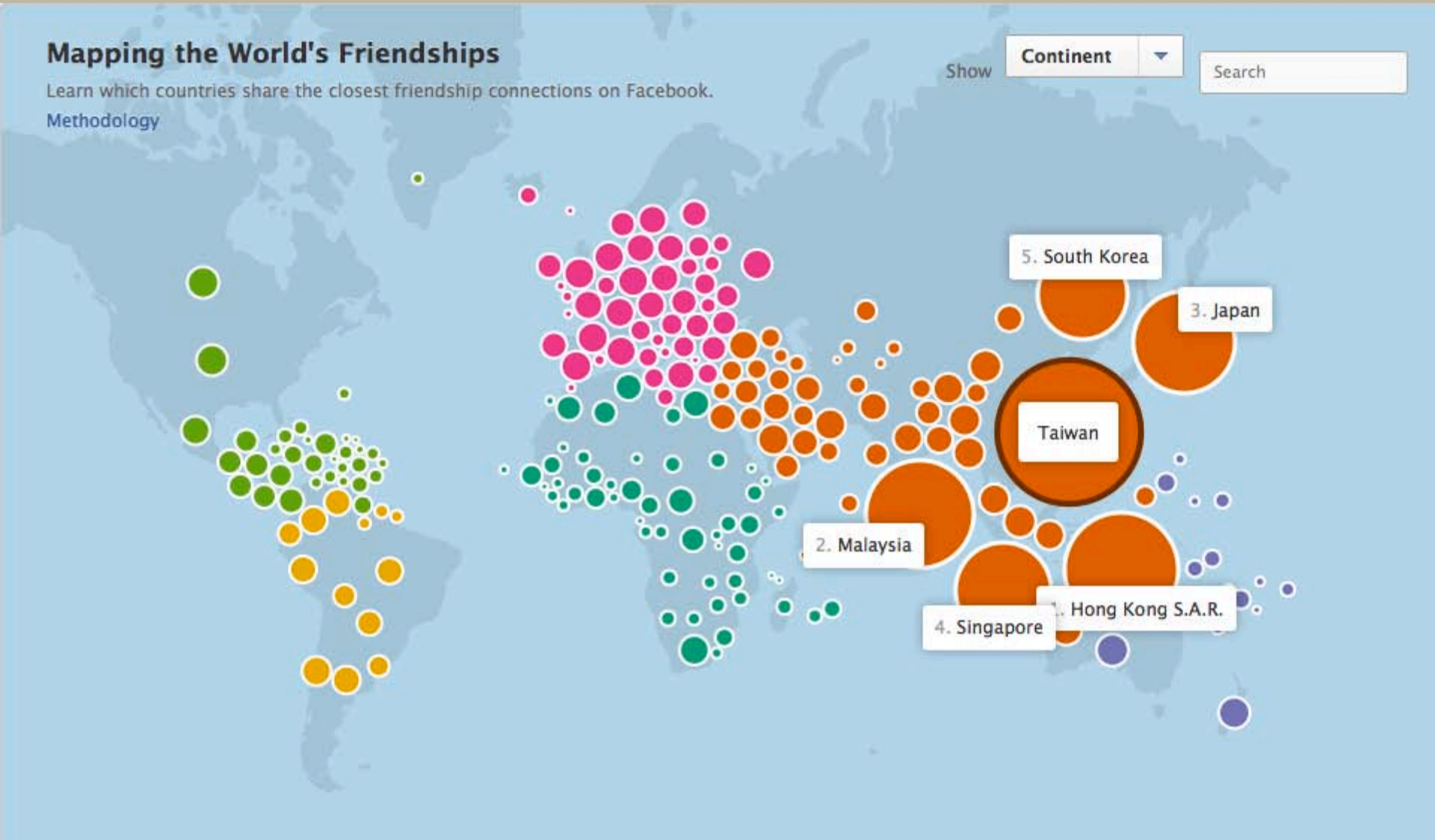
# Taiwan

## Mapping the World's Friendships

Learn which countries share the closest friendship connections on Facebook.

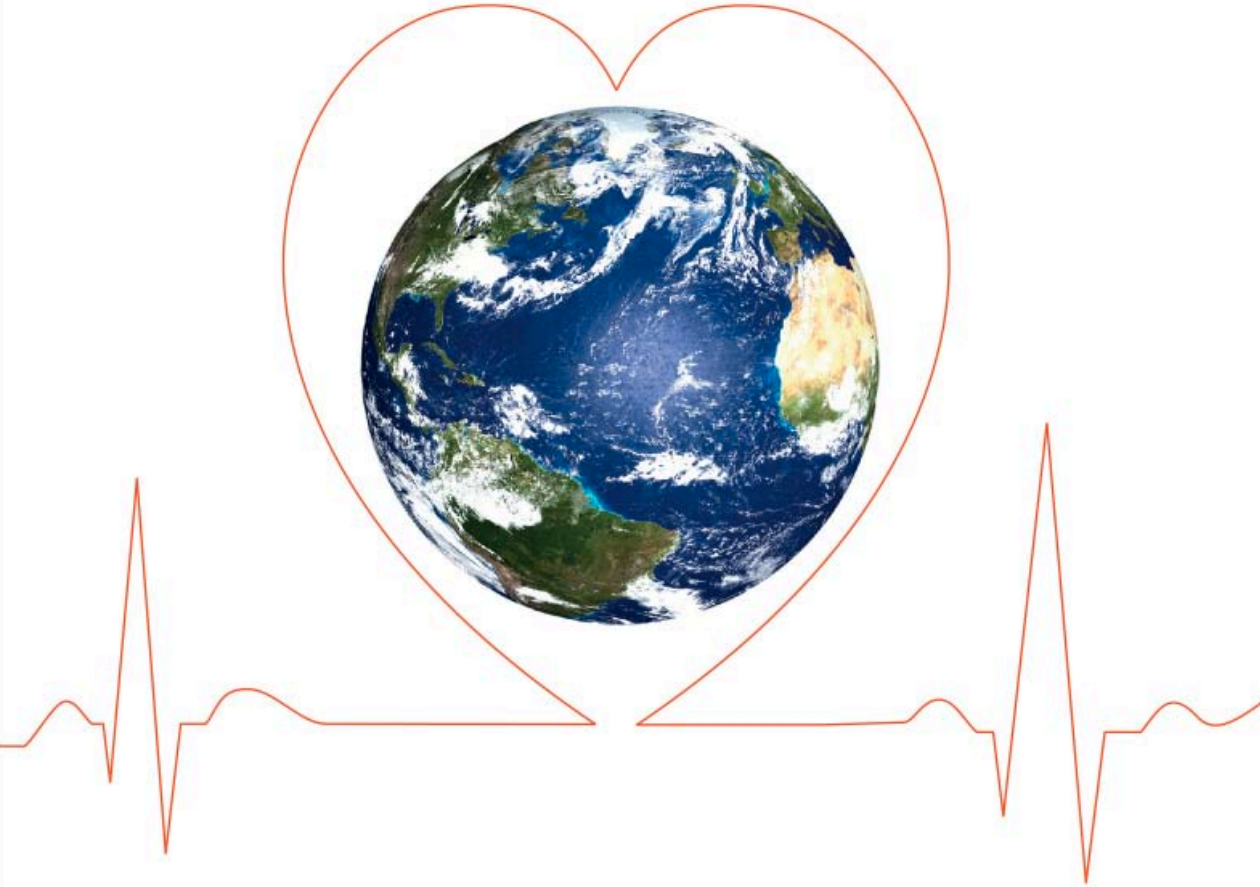
[Methodology](#)

Show





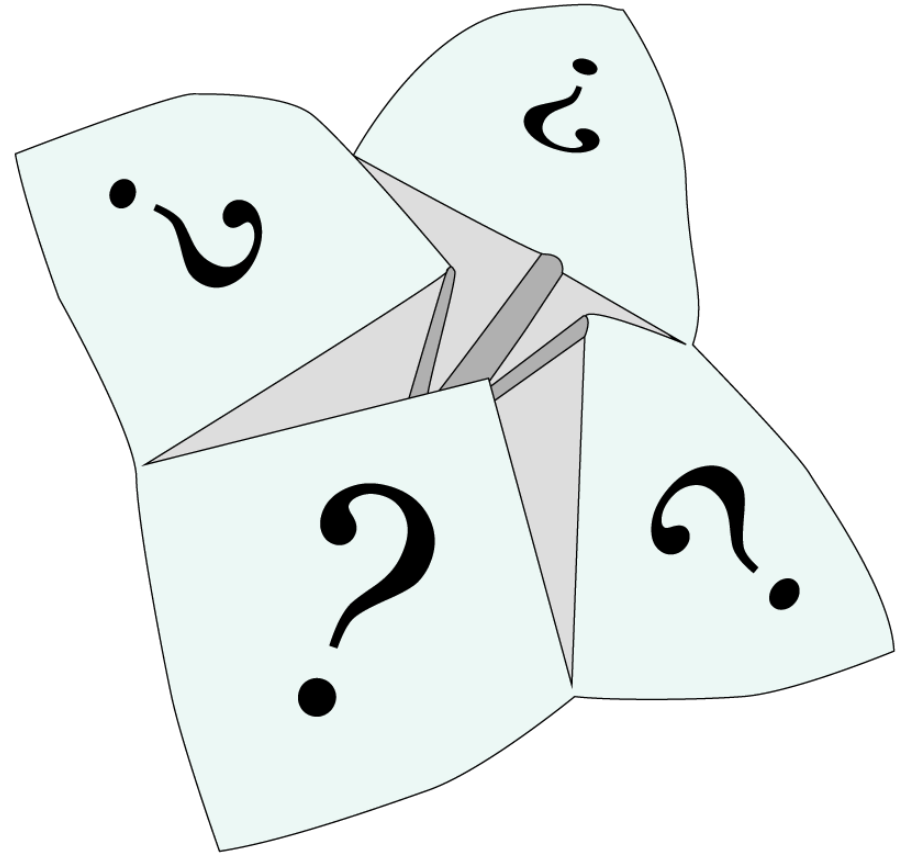
# Giving is emotional



How to maintain trust and close relations with donors in a global world with increased use of high-tech devices?

# Transparency, Accountability, Impact

The demand for from different stakeholders of charities will increase.

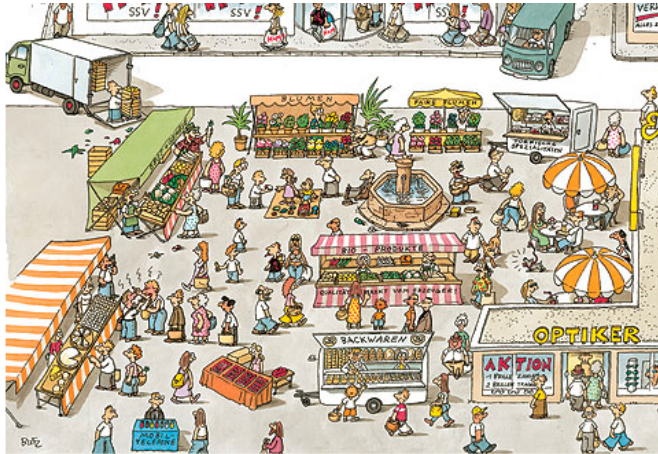


# Independent Monitoring of Charities



# Work-split in Society

Profit World



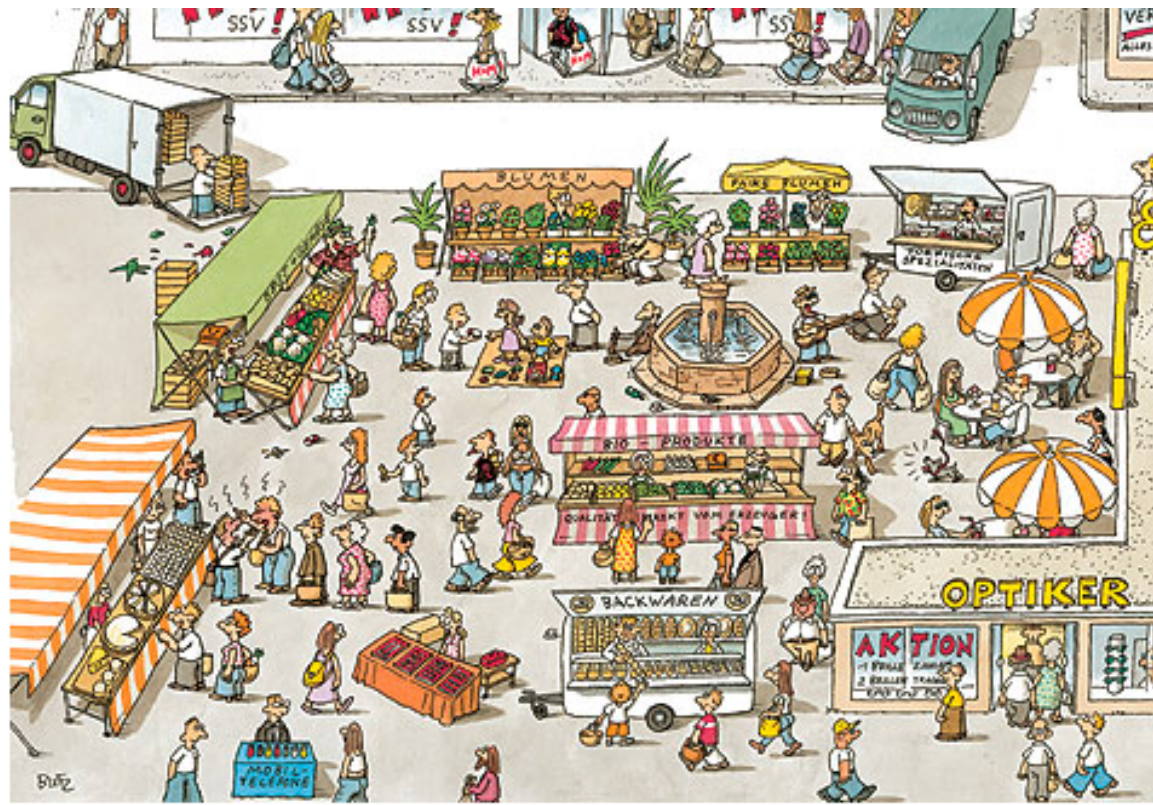
Civil Society



Government



# Profit World



« **Social** initiatives from companies impact the work of NGOs. As social enterprises enter the traditional field of NGOs and NGOs start acting like companies boundaries blur. »



# Governments

## Regulation

- Law
- Duties

## Incentives

- Tax breaks for giving
- Low administrative burdens for NGOs

## Financing

- Crisis and deficits
- South-south cooperation



# Context for Charities



According to the context charities are developing differently in different parts of the world.

The level of professionalization is diverse.

Cultures of giving are distinct.

# ICFO – the Association of National Monitoring Organizations



We believe that monitoring of charities should be based on similar principals - but needs to be adapted to the specific context.

There is no one-size-fits-it-all approach.

# ICFO-Members Enhance Donor's Trust



# Learn from each other

To face today's challenges and opportunities, we need to learn from each other. ICFO is a unique platform to do so.



# Comparative Overviews

Independent monitoring of NGOs:  
Enhancing donor trust on a global basis

**ICFO Annual  
General Meeting  
2012** Hosted by: Fundación Lealtad  
18 May 2012. Madrid

A COMPARATIVE OVERVIEW  
ON ICFO MEMBERS  
AND THE CHARITY SECTORS IN THEIR COUNTRIES



Published by the  
International Committee on Fundraising Organizations (ICFO)

With the comparative survey we give an overview on various monitoring systems, the charity sector and the fundraising in the respective markets.



Published by the  
International Committee on Fundraising Organizations (ICFO)





## International Committee on Fundraising Organizations

The association of national monitoring agencies

**Member** : Stiftung ZEWO  
**User** : Ziegerer, M. (Member admin)  
**Date** : Monday, 22 april 2013

**ICFO Member Area**

**Log off**

### Menu

- » [Agenda](#)
- » [Documents](#)
- » [Members](#)
- » [Working groups](#)
- » [Contact persons](#)
- » [Monitored charities](#)
- » [Coordinating bodies/INGOs](#)
- » [e-Learning](#)
- » [Administration](#)

### Documents

Selection

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Document type:	:	<input type="text" value="Country report"/>	<input type="button" value="Unselect"/>
Member	:	<input type="text" value="Select a member"/>	

Record 1 - 17 of 17

Title	Date posted	Document type	Member
Netherlands (CBF) - Country Report Feb. 2013	15-02-2013 12:58	Country report	Stichting Centraal Bureau Fondsenwerving
Country Report Taiwan (Taiwan NPO) 1	30-11-2012 13:51	Country report	ICFO
Country Report Canada (CCC) ICFO Jan 2012	30-11-2012 13:19	Country report	ICFO
Country Report Italy (IID)_Countryreport2011	30-11-2012 13:18	Country report	ICFO
Country Report France (CC) 2012	30-11-2012 13:18	Country report	ICFO
Country Report Mexico (Confio) for ICFO 230112	30-11-2012 13:17	Country report	ICFO
Country Report Norway (IK) 120112	30-11-2012 13:16	Country report	ICFO
Country Report The Netherlands (CBF) 2011	30-11-2012 13:16	Country report	ICFO
Country Report Spain (Fundacion Lealtad) Jan 2012	30-11-2012 13:15	Country report	ICFO
Country Report Switzerland (ZEWO)_04_12	30-11-2012 13:14	Country report	ICFO

# E-learning



Better Business Bureau®  
Start With Trust®

## BBB Wise Giving Alliance



Participants		
Name	Joining Time	Leaving Time
Alice...ooten	05:05 PM	06:00 PM
Art Taylor	05:05 PM	06:00 PM
Marti...gerer	05:05 PM	06:00 PM

Table of Contents		
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Activity	Time	
Recording Start	00:00:00	
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App/Desk...are (1) End	00:54:55	
Recording End	00:54:55	



Marketing Plan  
Presented by Porter Novelli Public Services

# Skype Conferences

## Principles of Good Practice for International Charities

### ◆ Money flows in international networks

- ◆ B.1 Organizations should provide detailed information on how the money flows in the international network work.
- ◆ B.2 Organizations should have a system that guarantees the use of money sent to the international network according to imposed restrictions.

### ◆ General information about the network

- ◆ B.a Organizations should provide information on the organization and the governing bodies of the international network.



Aktiver Anruf





Thank you

