

ICFO AGM 2014  
23rd of May, Paris  
**Martina Ziegerer, President ICFO**

# International Network of Charity Monitoring Organizations



Canada



USA



USA



Mexico



France



Germany



Italy



Norway



Spain



Sweden



Switzerland



The Netherlands



Luxemburg



Belgium



Tschechien



Osterreich



China

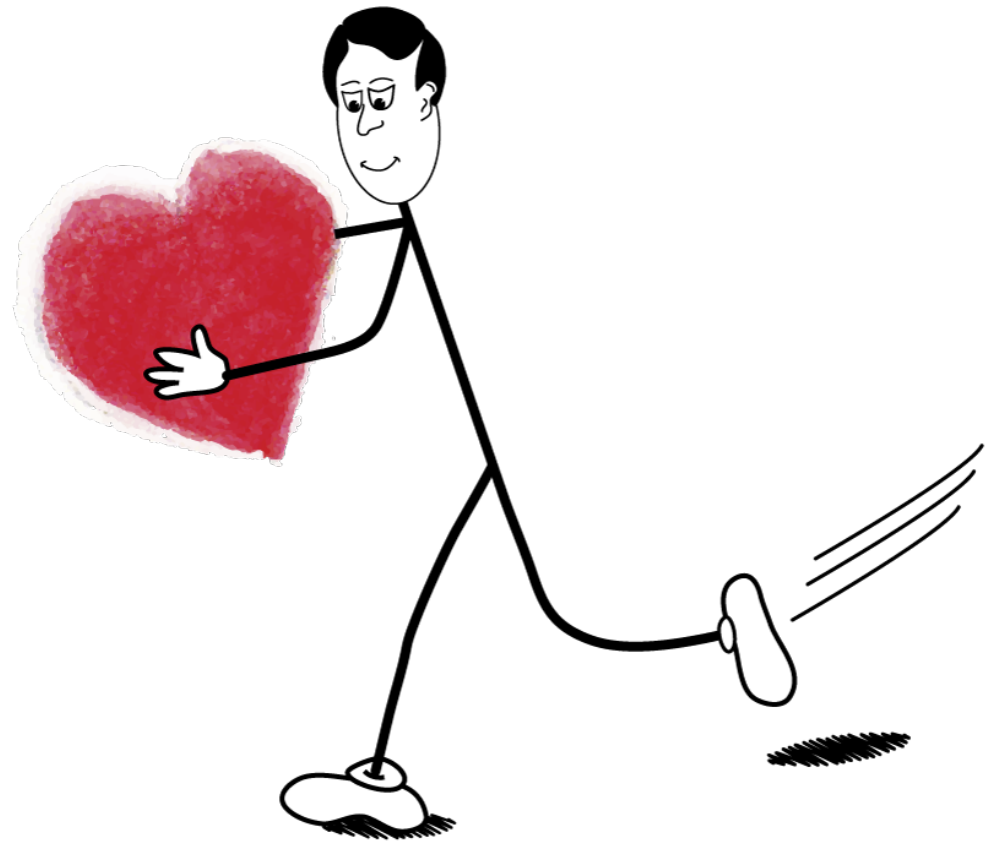


Taiwan



# Donor's Trust

Give **confidence** donors, that donations are used for the purpose for which they are given.



# Reputation Risks

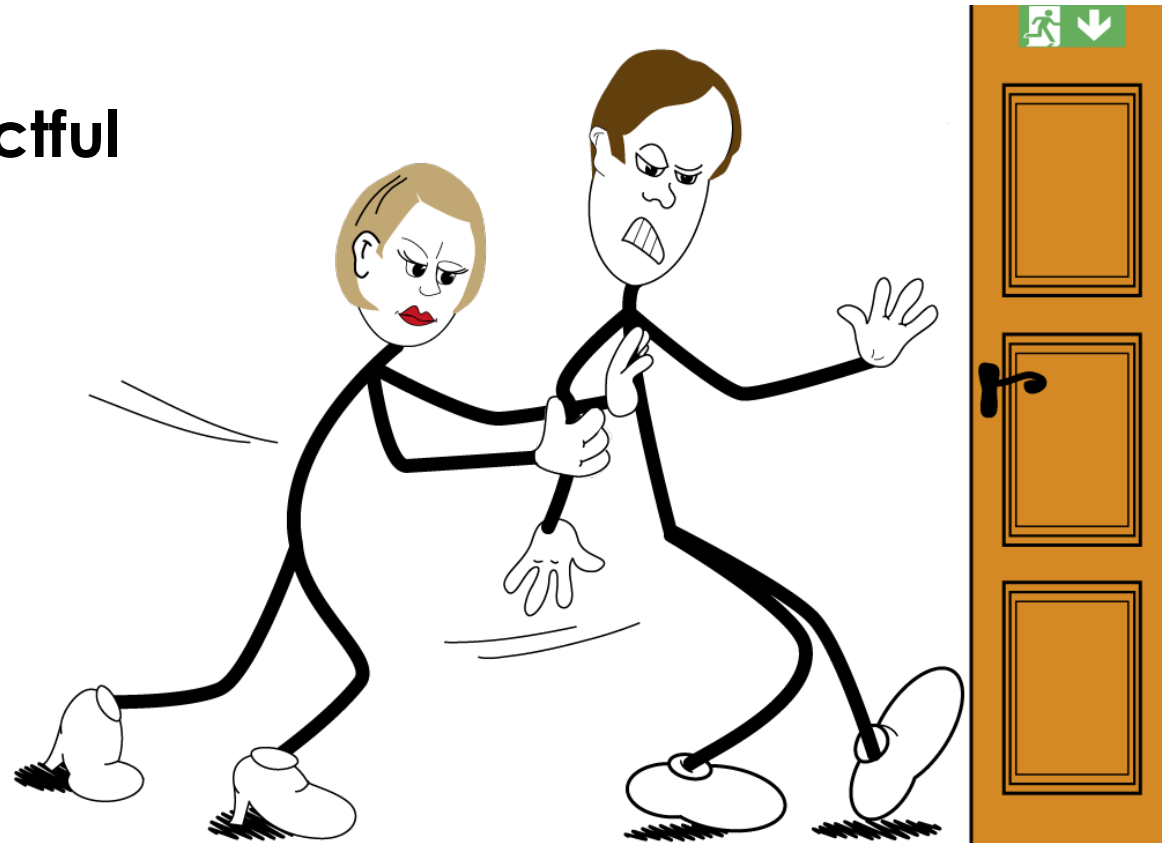


# Bad Fundraising Practices

**Misleading** Information

**Pressure** on Donors

Not **ethical** and **respectful**

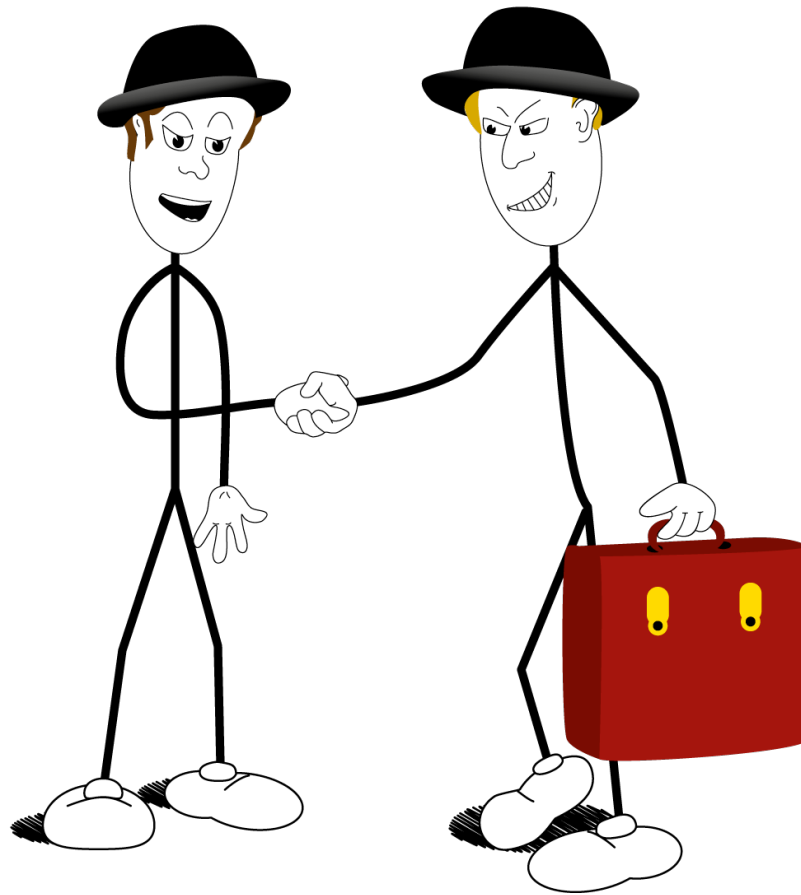


# Corruption



- **Fraud**
- **Nepotism**
- **Bribery**
- **Kickbacks**

# Money Laundering / Tax Fraud



# High Renumeration



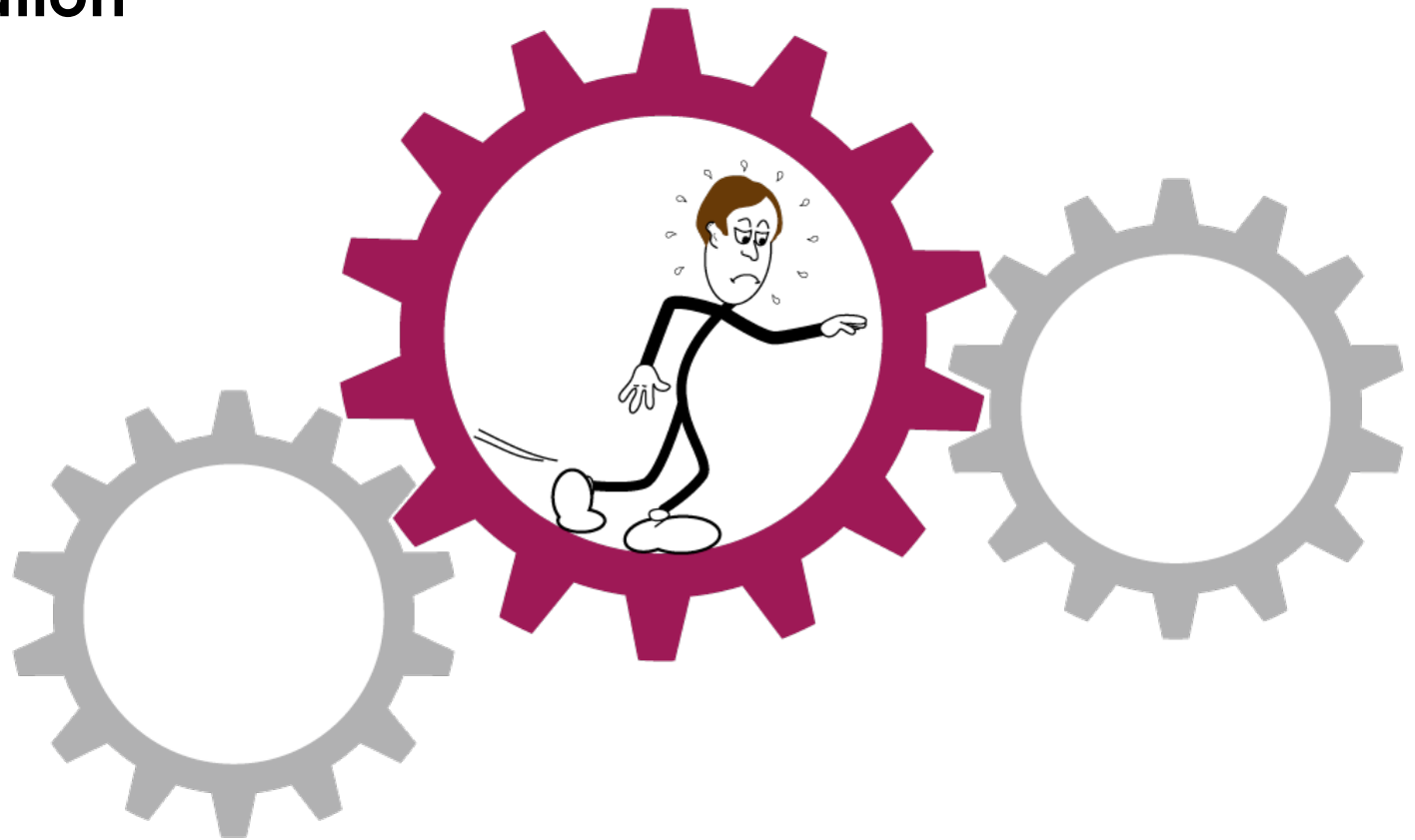


# Not Spending the Money



# Inefficiency

- **Fundraising**
- **Administration**



# Bad Performance

Not match with **promises made**

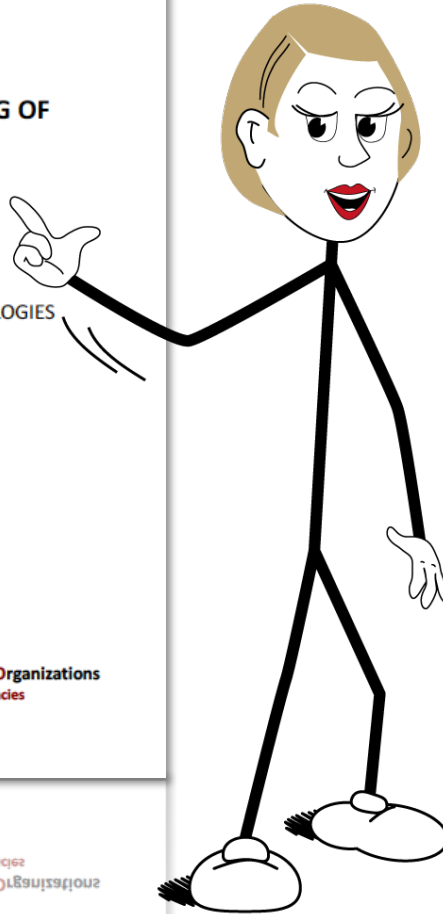
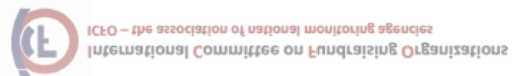
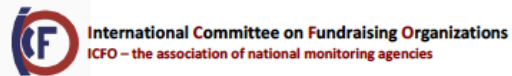
Not bring the **desired improvements** for the beneficiaries



# Build Bridges of Trust

## BRIDGES OF TRUST: INDEPENDENT MONITORING OF CHARITIES

A COMPARATIVE OVERVIEW  
OF ICFO MEMBERS  
AND THEIR MONITORING METHODOLOGIES



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

# Standards for Charities

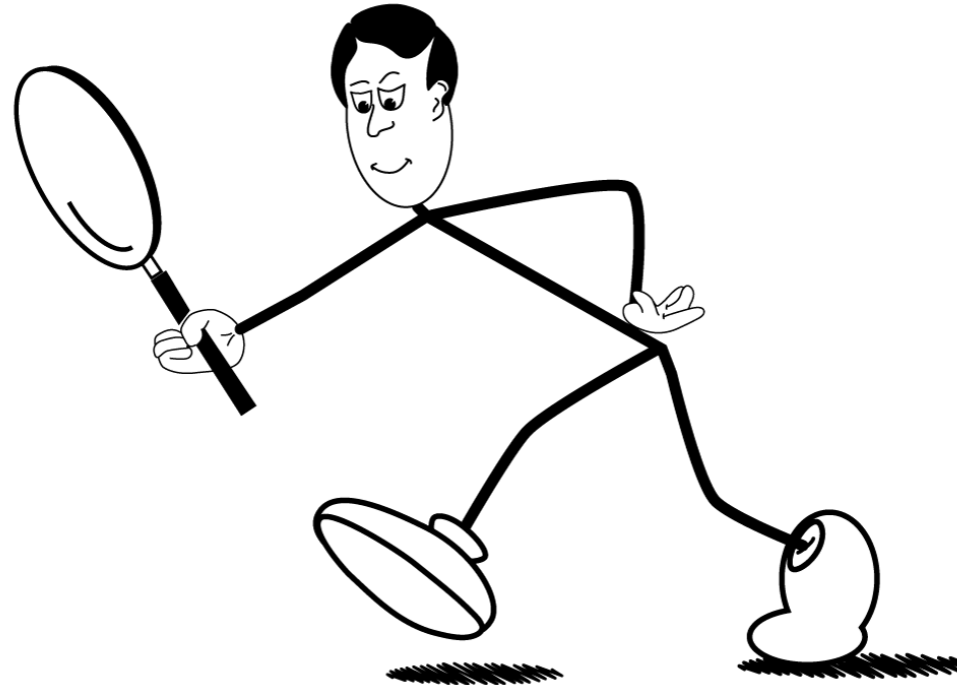
For example:

- **Corporate Governance**
- **Fundraising and Communication**
- **Accounting and Reporting**
- **Risk-Management**
- **Audit an internal control systems**

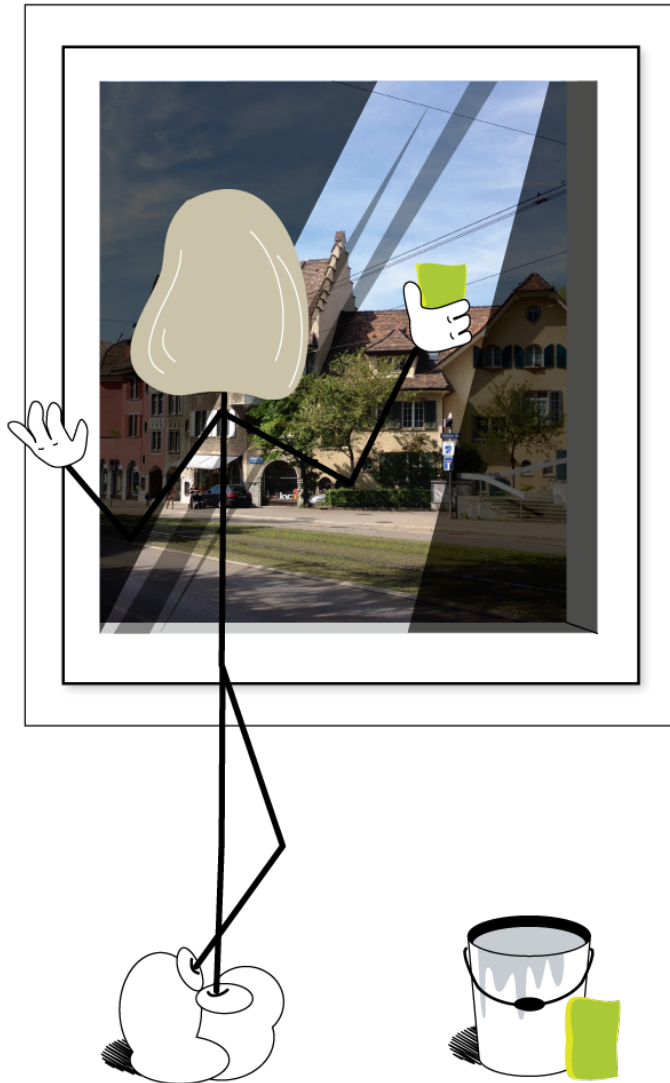


# Monitoring Charities

Enforce standards through  
**monitoring** and **accreditation**  
e.g. by Seal



# Transparency



Make informed and **wise giving** possible.

No **ranking** or **ratings**

# Donor Advise Services



Help donors to keep the **overview**.

**Warning** and **complaints**.





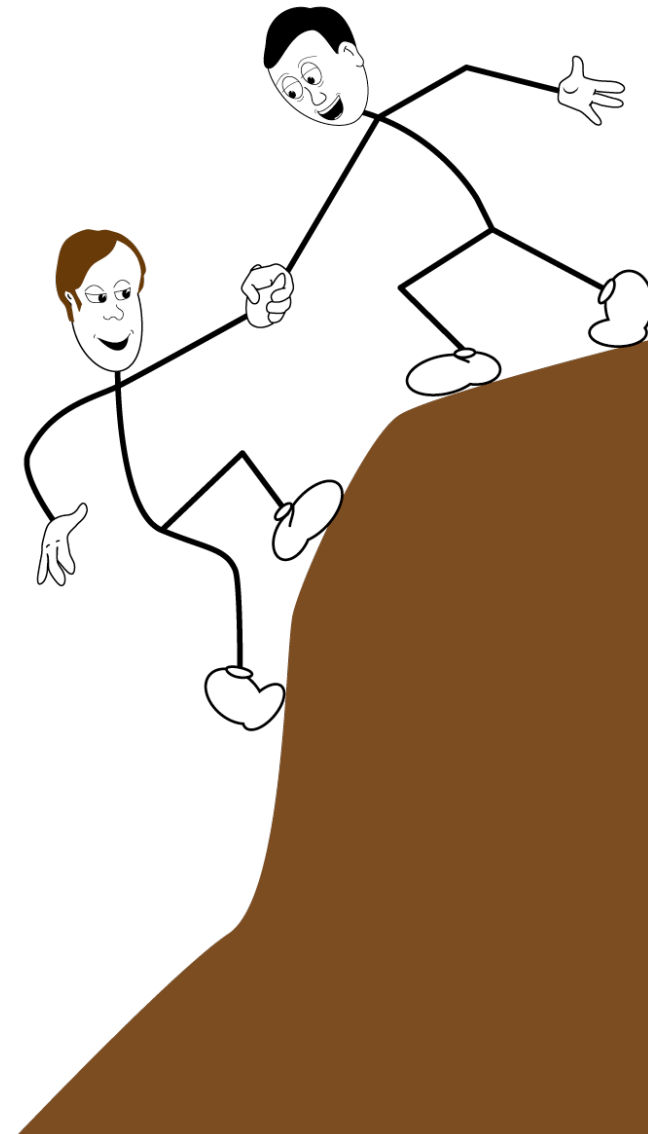
# International Network



# New Monitoring initiatives

## Emerging Markets

- **South-America**
- **Asia**
- **Central Europe**



# Exchange Experience

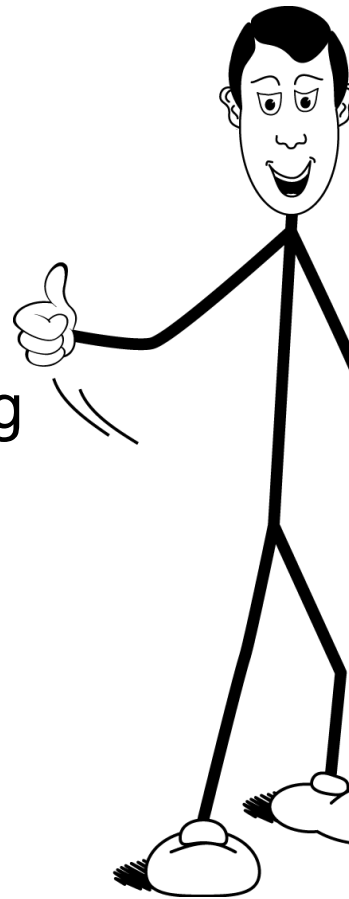


# Share Information, Know how and Methodologies



# Tools for ICFO-Members

**Good Practice  
Recommendations for  
Monitoring Charities working  
internationally**



# Identify New Trends

**Crowdfunding**

**SMS-Services**

**Social Media**



# E-Learning Video's

- **Marketing** of the Seal
- **Impact** Measurement
- Use of **Social Media**



# Conference

- Focus on specific **monitoring topics**
- Develop **new contacts** with NGO sector
- Strengthen **ICFO-Network**





# Thank you

