Opportunities and Challenges Today
Martina Ziegerer, President ICFO

ICFO AGM 2013
National Taiwan University, Taipei
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Globalization

Drivers
• Transportation
• ICT
• Opening of boarders

Affected aspects
• Economic
• Social
• Cultural
• Political
Civil Society

- #OccupyWallStreet
- Time for action
- Earth needs fans
- You can't stop the spring
World of Giving

Global participation in giving

45% help a stranger
28% donate to charity
18% volunteer time

Source: World Giving Index 2012, Charities Aid Foundation
Continents differ how they give

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

Source: World Giving Index 2012, Charities Aid Foundation
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:
- United States: 23%
- China: 17%
- Other OECD: 18%
- Other non-OECD: 12%
- Euro area: 17%
- India: 6%
- Japan: 7%

2030:
- United States: 18%
- China: 28%
- Japan: 4%
- Euro area: 12%
- Other OECD: 15%
- Other non-OECD: 12%

Source: OECD Economic Outlook 91 long-term database
Rise of Middle Class

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

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
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!

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.

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.*

Source: http://crowdfunding.com

keep it all transfer to charity all or nothing
Social Media

Create Your Site  Share with Friends  Collect Donations

Source: www.gofundme.com
Online Platforms

Congratulations to everyone who ran the London marathon.

Can you spot yourself in our photos?

See the photos

Source: www.justgiving.com

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

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

Sponsor a friend
Support your friend by donating to their page.

Become a charity member
Find out how JustGiving works for your charity.

Make your page
Charity’s name Search
Friend’s name Search
About charity membership
Direct Micro-credits

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

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 >

Source: www.kiva.org
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.

Source: www.givedirectly.org
Facebook Friendships

Mapping the World's Friendships
Learn which countries share the closest friendship connections on Facebook.
Methodology

1. Germany
2. Republic of Serbia
3. Portugal
4. France
5. Austria

Source: www.facebookstories.com
Taiwan

Mapping the World's Friendships
Learn which countries share the closest friendship connections on Facebook.
Methodology

Source: www.facebookstories.com
Giving is emotional

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

Source: World Giving Index 2012, Charities Aid Foundation
The demand for from different stakeholders of charities will increase.
Independent Monitoring of Charities
Work-split in Society

Profit World  Civil Society  Government
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.

Source: Steffen Butz
Governments

**Regulation**
- Law
- Duties

**Incentives**
- Tax breaks for giving
- Low administrative burdens for NGOs

**Financing**
- Crisis and deficits
- South-south cooperation
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.
With the comparative survey we give an overview on various monitoring systems, the charity sector and the fundraising in the respective markets.
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E-learning

BBB Wise Giving Alliance

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.
Thank you