ICFO AGM 2014
23rd of May, Paris
Martina Ziegerer, President ICFO
International Network of Charity Monitoring Organizations
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

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