

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 與募款責信的新時代

Global perspective on NGO accountability
and ICT use in fundraising—

A new era for accountability.

(ICT: new devices of Information and Communication Technology)



International Committee on Fundraising Organizations
ICFO — the association of national monitoring agencies



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

2013 ICFO AGM Program

- Theme: **Global perspective on NGO accountability and ICT use in fundraising- A New Era for Accountability.** (ICT: new devices of Information and Communication Technology)
- Organizers: Taiwan NPO Self-Regulation Alliance (TWNPO)
International Committee on Fundraising Organization (ICFO)
- Date & Time: 08:40-17:00, Friday, 3 May, 2013
- Venue: International Convention Center, Tsai Lecture Hall, College of Law, National Taiwan University (Intersection of Sec.2, Fuxing S. Rd & Xinhai Rd)
- Participant: local and international NGO experts, scholars, Public Sector officers, the public in general. (Estimated 228 persons.)



Preface

Along with the Globalization, fundraising accountability is no longer the subject of a single region. With the high development of technology and the diversity of NPO, donation by the electronic media is getting popular. Thus, multinational organizations such as International Committee on Fundraising Organization (ICFO) must work together to encounter the global accountability issues that affect all of us. Therefore, this public conference is organized to address the issues of accountability and new devices of information and communication technology (ICT) used in fundraising.

When it comes to fundraising, there is no national boundary nowadays. The Asian experiences may inspire counterparts in other parts of the world. As a member of ICFO, Taiwan NPO Self-Regulation Alliance (TWNPO) would like to invite more Asian partners joining this Forum to share good experiences and to promote the fundraising accountability in Asia.

NGO Accountability Public Session Agenda

08.40-09.00 Registration

09.00-09.20 Welcome and introduction

Organizers

Guests of honor

Gov Representative

09.20-10.15 Keynote Address : Opportunities and Challenges Today

Nowadays social media is highly used to form social networking. What is more, new technologies create new dimensions in donation. All kinds of high-tech devices are gradually used as tools to make easier access to donors. By this way, it opens up to immense opportunities for NPO worldwide. Nevertheless, accountability and transparency in donation through high-tech devices comes along with doubts and uncertainties from donors. A mechanism for cross border accountability and risk reduction urgently needs to be evolved in this ever-changing Internet age. We must make good use of the existence of opportunities to overcome challenges we are facing today.

Moderator : Sin-Jen Cheng, Standing director, TWNPO **(5mins)**

Speaker : Martina Ziegerer, President, ICFO **(30mins)**

Joyce Yen Feng, President, TWNPO **(20mins)**

10.15-10.30 Tea Break

10.30-12.00 Session 1 : Global Perspective

The concept of accountability in NPOs has received significant attention in research and practice, partly because of its importance, but also because it is challenging to define, measure and implement. The nature of accountability is complex, ambiguous and highly context-dependent, especially in this global era of information explosion. The intention that combines experiences from countries could have a better chemistry.

Moderator : Hui Jung Chi, President, the Garden of Hope Foundation **(15mins)**

Speakers : Patricia de Roda García, Executive Director, Fundación Lealtad, Spain
(25mins)

Art Taylor, Chief Executive Officer, BBB Wise Giving Alliance, U.S.A.
(25mins)

Burkhard Wilke, Executive Director, DZI, Germany (25mins)

12.00-13.00 Lunch Break

13.00-15.00 Session 2 : Accountability in Asia

While an active civil society is progressing, then the accountability is an issue that admits of no delay. NPOs need to have a sense of risk, to reform in an open and transparent environment where the public can question the credibility of these organizations all the time. We especially introduce Asian experiences to understand how they work it out respectively.

Moderator : John Pellowe, Chief Executive Officer, CCCC, Canada (20mins)

■Philippine Perspective (25mins)

Speaker: Luis Morales, Executive Director, PCNC, the Philippines

The Philippines PCNC (Philippine Council for NGO Certification), is authorized by Philippines Ministry of Finance to certify Philippine NGO.

■Japan Perspective (25mins)

Speaker: Tomoyuki Hashimoto, Executive Director, The Nippon Foundation

CANPAN project, Japan

Nippon Foundation CANPAN project creates a database in collecting information of the domestic grant-funding programs.

■China Perspective (25mins)

Speaker: You ping Liu, Vice Director, China Charity & Donation Information Center

China Charity Information Centre (CCIC) is a leading monitoring and appraisal organization governed by the Social Welfare and Charity Promotion Department under the Ministry of Civil Affairs (MoCA) in China.

■Taiwan Perspective (25mins)

Speaker: Wen-Liang Chen, Secretary General, United Way Taiwan

UW Taiwan as the salient Intermediary NPO plays an important role in the developments of Taiwan third sector's accountability, and the creation of Charitable Donation Act.

15.00-15.15 Tea Break

15.15-16.45 Sessions 3: Taiwan ICT & Fundraising

In 2009, the amount of smart phone users in Taiwan increased almost 50%. In 2010, more than 1 million smart phones were sold. In this timing of technology transformation, fundraising could be done through multiple tools: social media, cell phones, website use, and online auction. In recent years, the level of technology available to both organizations and to everyday people has changed the way in which nonprofits view the task of fundraising. Many people have access to cell phones and computers, and use the Internet on a daily basis now. Technology is thus a highly effective way to reach people, acquire donations, and organize fundraising activities.

Moderator : Adri Kemps, Secretary General, ICFO **(15mins)**

■ E-Invoice on Fundraising & Accountability (25mins)

Speaker: Zhi-Shan Lu, Senior System Analyst, Financial Data Center, Ministry of Finance, Taiwan

The Ministry of Finance forms an accessible E-Invoice environment for NPO to promote the public use of E-Invoice. It is easy for people to donate, and good for monitoring the transparency of donation on line as well.

■ Taiwan Mobile Phone Fundraising Platform (25mins)

Speaker: Josephine Juan, CEO, Taiwan Mobile Foundation, Taiwan

“5180 Instant Donation” is Taiwan's first telecommunications platform providing a secure mobile micro-donation channel.

■ Fundraising Platform on website (25mins)

Speaker: Richy Li, Director, Media Center, YAHOO! Taiwan

YAHOO! provides free channel for Taiwan NPO to upload their messages for fundraising and activities promotion. It also offers free on-line donation services for TWNPO members.

16.45-17.00 Conclusion and Closing

Martina Ziegerer, President, ICFO **(5-7mins)**

Joyce Yen FENG, President, TWNPO **(5-7mins)**