

MADRID
23
MAR
2023

INTERNATIONAL CONFERENCE OF CHARITY MONITORS



International Committee on
Fundraising Organizations
The association of national
monitoring agencies

raising trust

#NGOEvaluatorConference

CONFIANÇA

FIDUCIA

TRUST

> 9.00 - 9.30 _ **REGISTRATION**

> 9.30 - 9:40 _ **INSTITUTIONAL OPENING EVENT**

SALVADOR GARCÍA-ATANCE, President and co-Founder of Fundación Lealtad

> 9.45 - 9.55 _ **TWO REASONS TO INVEST IN MONITORING**

The role of the evaluator in building trust

ANA BENAVIDES, President at ICFO and CEO of Fundación Lealtad

> 9.55 - 10.40 _ **MONITORS AROUND THE WORLD**

Evolution: tradition, innovation and trends

HARMIENKE KLOEZE, CEO of CBF (The Netherlands)

JAVIER GARCÍA, CEO of CONFÍO (Mexico)

BURKHARD WILKE, CEO of DZI (Germany)

MARTINA ZIEGERER, CEO of ZEW0 (Switzerland)

Moderator: ANA BENAVIDES, CEO of Fundación Lealtad and President of ICFO

> 10.40 - 11.00 _ **DO WE TRUST IN INSTITUTIONS?**

A global view of trust in governments, media, business and NGOs

PELAYO ALONSO and **LUCÍA CARBALLEDA**, co-General Managers of Edelman Spain

> 11.00 - 11.45 _ **UNITED STATES: DIFFERENT PATHS TO A SINGLE DESTINATION**

Gathering, enriching and disseminating the work of NGOs using public information

ART TAYLOR, President and CEO of BBB Wise Giving Alliance

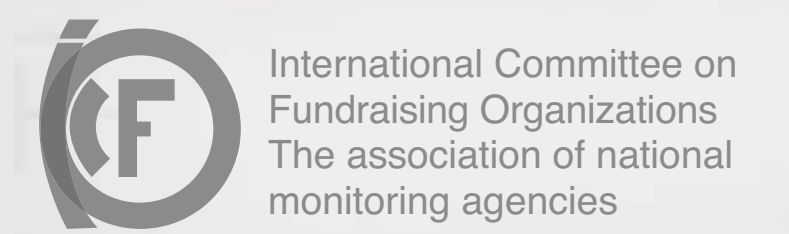
MICHAEL THATCHER, President and CEO of Charity Navigator

Moderator: SALVADOR GARCÍA-ATANCE, President and co-Founder of Fundación Lealtad

> 11.45 - 12.15 _ **COFFEE**

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> 12.15 - 12.55 _ **TRUST: A KEY COMPONENT IN THE THIRD SECTOR**

Supporting the relationship with donors, beneficiaries, volunteers, employees, collaborators and counterparts criteria

GUILLERMO GONZÁLEZ DE LA TORRE, Head of strategy and quality at Manos Unidas

NACHO SEQUEIRA, CEO of Fundación Exit

RAQUEL GONZÁLEZ, Coordinator of MSF Spain

Moderator: MARTA COLOMINA, CEO of Fundación PwC

> 12.55 - 13.15 _ **TRUST IN EXTREME ENVIRONMENTS AND SITUATIONS**

JERÓNIMO LÓPEZ, Scientist and mountaineer

> 13.15 - 13.55 _ **HOW INSTITUTIONAL DONORS SELECT?**

Why do people donate to one NGO... and not another? Strategy, focus and criteria

JOANA PRATS, Director at area of relations with social entities of Fundación Bancaria "la Caixa"

INÉS ENTRECANALES, CEO of the Fundación Juan Entrecanales de Azcarate

CELESTINO RODRÍGUEZ, Executive Director of corporate coordination, INECO

Moderator: PATRICIA DE RODA, CEO of Lealtad Instituciones

> 13.55 - 14.15 _ **PRESCRIBERS SERVING A CAUSE**

What motivates them to connect with an NGO? How do they approach the responsibility involved?

ÁNGEL EXPÓSITO, Journalist and Director of the program La Linterna at radio Cope

NATHALIE PICQUOT, Director of corporate marketing, brand experience and digital engagement at Banco Santander

> 14.15 - 14.30 _ **CLOSURE**

IGNACIO GARRALDA, President of Mutua Madrileña and co-Founder of Fundación Lealtad

> 14.30 - 16.00 _ **COCKTAIL**