

Giving more for Research in Europe

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Ethical Issues for Fundraising Organizations – ICFO Views

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International Committee on Fundraising Organizations



- Founded 1958
- 10 countries
- Austria, France, Germany, the Netherlands, Norway, Sweden, UK, Switzerland, USA, Canada
- also: Italy, Spain, Philippines

ICFO members are ...

- ... independent entities
- ... monitoring charitable organizations on a voluntary basis
- ... applying similar standards
- ... within differing national frameworks
- ... not identically organized

Standards of ICFO members



- **Financial means**
transparency, efficacy, efficiency
- **Management and Supervision**
competence, no conflict of interests
- **Fundraising methods**
truthfull, accurate, non-misleading,
dignity

Deutsches Zentralinstitut für soziale Fragen (DZI)

- founded 1893
- 200 certified charities
- 600 non-certified charities
- 9 professionals
- annual fee: 500 – 7.000 EUR
- further activities



Trust, Transparency, and Ethical Issues in Fundraising

- Use clear concepts and terminologies:
Transparency has to be transparent itself
- Umbrellas = self regulation
(code of conducts, etc.)
- Monitoring bodies: third party regulation
(accreditation, certification, seals/labels)
- Public oversight bodies = state regulation

Donors' trust – a decisive factor

- Donations provide financial independence and mandate
- „informed trust“ instead of „blind trust“
- UK study: 90% of non-donors more likely to donate if reliable information available

Reliable Information

- Information by the NGOs themselves:
Direct Transparency
- Information by independent
„watchdogs“
Monitored Transparency
- Independent information creates
„Bridges of Trust“

Ethical Issues in the Context of Fundraising for Foundations

1. Be clear and honest about the use of funds (direct programme expenditure vs. increasing the reserves)
2. Use true and accurate arguments, i.e. don't create false or non-realistic expectations

Ethical Issues in the Context of Fundraising for Foundations

3. Provide an informative Annual Report (sources of income and expenditure, success and failure)
4. Be clear and honest about your reserves (amount, investment policy)
5. Don't put pressure on donors

Ethical Issues in the Context of Fundraising for Foundations

6. Provide a true and fair information on administration and fundraising costs
7. Be honest about commissions

Be inspired! Find your own way!

Any further questions?



www.icfo.de

Thank you !