

How to use Accountable Now for fundraising purposes?

Webinar – 07 October 2016



**Accountable
Now**

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Registered participants

Organisation	Last Name	First Name	Position
ActionAid Hellas	Delli	Natalie	Cause Related Marketing Coordinator
ActionAid The Gambia	Kanyi	Foday	Programme Coordinator
ADRA	Parada	Jair	Director for Organizational Compliance
Amnesty International	Quevedo	Gabriela	Organisational Learning and Accountability Officer
Amnesty International	Barrett	Nicola	Global Trusts and Foundations Relationship Manager
CARE	Miller	Sarah	Head of OD & Accountability
CBM - Christian Blind Mission	Laub	Elvira	Programme Officer - Accountability
CIVICUS: World Alliance for Citizen Participation	Taylor	Amy	Head of Partnerships
Educo	Razafindramanana	Sarah	Regional Fundraising Manager
Greenpeace	Doherty	Maeve	Interim Fundraising Director
Plan International Sweden	Hast	Mirjam	Head of Institutional Partnerships
Restless Development	Brown	Jessica	Design, Evaluation and Learning Manager
Restless Development	Dunlop	Holly	Supporter Planning Manager
SOS Children's Villages International	Radelsboeck	Manuela	Organisation Development Advisor
SOS Children's Village	Shahale	Mercy	Regional IPD Advisor
SOS Children's Village	Umur	Hasan Umur	Cooperate Fundrasier
SOS Children's Villages	Mrowiec	Agnieszka	Public Funding Adviser
SOS Children's Villages Belarus	Joneja	Tatiana	National Corporate Fundraiser
SOS Children's Villages Belarus	Vikhareva	Olga	Corporate fundraiser
SOS Children's Villages Benin	Issifou	Salimane	CEO of SOS Children's Villages Benin (West Africa)
SOS Children's Villages Bosnia	Subasic Radonic	Dzenita	Fundraising and Communications Director
SOS Children's Villages Bosnia	Turcilo	Lamija	Fundraising Associate
SOS Children's Villages Bosnia	Mesić	Una	Corporate Fundraiser
SOS Children's Villages Bulgaria	Zhivkova	Sonia	Head of Corporate Partnerships
SOS Children's Villages Burundi	Nahayo	Jean	National IPD Advisor
SOS Children's Villages Croatia	Novak	Gordan	Corporate Fundraiser

Registered participants

Organisation	Last Name	First Name	Position
SOS Children's Villages Croatia	Varga	Ljiljana	Corporate Fundraiser
SOS Children's Villages Ghana	Boateng	George Yaw	Programme Coordinator
SOS Children's Villages Ghana	Cobbina	Eugenia Serwaah	IPD Coordinator
SOS Children's Villages International	Buley	Jennifer	Messaging Advisor
SOS Children's Villages International	Stricker	Barbara	Institutional Partnership Development Coordinator
SOS Children's Villages International	Kutija	Kaja	Legal & Compliance Advisor
SOS Children's Villages International	Zdenko	Sedlar	SOS CVIR
SOS Children's Villages International	Darakhchan	Reyhaneh	Compliance & Legal Advisor
SOS Children's Villages International	Boehme	Heike	General Integrity, Compliance & Legal Counsel
SOS Children's Villages Kazakhstan	Akhmenova	Aigul	Public Funding Advisor
SOS Children's Villages Kenya	Manoti	Lydia	IPD Manager
SOS Children's Villages Lithuania	Lacitė	Aistė	Head of Fundraising and Communication department
SOS Children's Villages Nigeria	Omopariwa	Gladys	Institutional Partnership Development Coordinator
SOS Children's Villages Romania	Bruma	Carmen	Fund Development & Communications Director
SOS Children's Villages Serbia	Svetlana	Damnjanovic	Corporate Fundraiser
SOS CV Rwanda	Aimee	Muziranenge	Institutional Partnership Development manager
SOS CV Somalila/Somaliland	Mutie	Rosemary	IPD Manager
SOS CVSA	Moyo	Busani	Individual Giving
SOS Kinderdorf International	Wanjiru	Leila	Regional Institutional Partnership Development Advisor-ESAF
Taiwan Fund for Children and Families	Huang	Carol	Director of Secretariat
Transparency International Secretariat	Visser	Ronald	Director Institutional Donor Partnerships
World Vision India	Sanjay	Mall	Associate Director
World Vision International	Gasagara	Elie	Partnership Leader, Global Accountability
World Vision International	Chakharyan	Gayane	Design Monitoring and Evaluation Officer
World YWCA	Lemp Bitsacopoulos	Caterina	Operations Officer – Compliance and Movement Coordination

Today's agenda



Introduction from Merle Rutz, **INGO Accountability Charter**, Coordinator



Case study and input from Patricia Molano, **SOS Children's Villages**, Head of International Corporate Partnerships



**RESTLESS
DEVELOPMENT**
THE YOUTH-LED DEVELOPMENT AGE

Informal inputs from other fundraisers
(**Amnesty International, Restless Development**)

Key take aways:

1. Having learnt possibilities how Members' fundraising efforts can benefit from Accountable Now (e.g. proposals, project pitches and conversations with donors)
2. Having explored ways to apply the new Accountable Now logo in fundraising

Setting the context

- Shrinking civic space: Increasing public scrutiny and funding going more and more also to businesses offering similar services to CSOs.
- Documenting that Members of Accountable Now are particularly well run can help – but it must be promoted collectively!
- The environmental CSOs actively contributed to building a brand – i.e. the Stewardship Forest Council (SFC) logo.

New name, new brand

While the former creative concept saw the organisation as the guardian of a codified commitment (Charter, book) ...

... the new creative concept portrays us as an organisation which invites current and potential Members to **continuously improve** their accountability practice **with us**.

→ It's not about following our standard – it's about the organisation **helping** you to **practice** what you preach, **develop it further together**, and be worthy of the **trust of our stakeholders**.

New name, new brand

Inspiration for the new visual identity:

- **Dynamic**
- **Interactive**
- **Modern & fresh**
- **Collective collaboration**
- **Evolving process**



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New name, new brand



- To demonstrate our collective commitment to accountability, we need to display it more prominently.
 - Creating the new brand, was agreed by all Members...
 - ...Making it work, needs to be a continuous effort by all of us.
-
- **Do your communications colleagues and fundraisers know of Accountable Now?**
 - **Do you tell people about your Membership on your website?**

New name, new brand



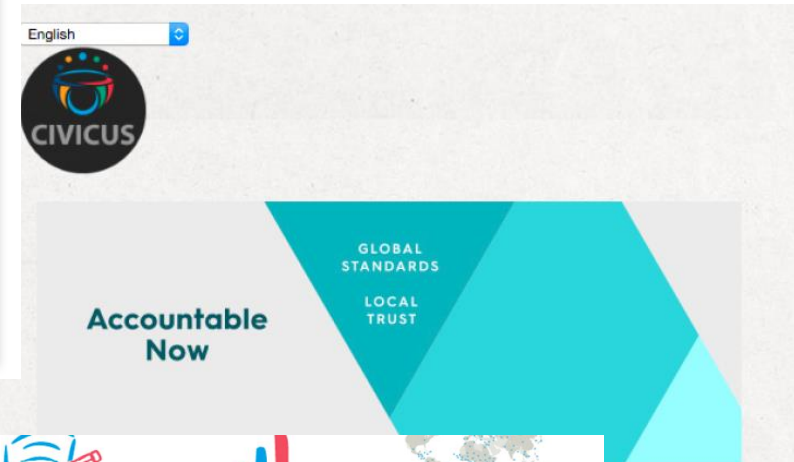
Transparency and Accountability



Accountability Charter for International Non-Governmental Organisations
International Non Governmental Organisations (NGOs) play an increasingly influential role in shaping global policies. Global public opinion surveys show higher trust in NGOs than in government and

- On this page
- Accountability Charter for International Non-Governmental Organisations
 - INGO Accountability Charter

- Greenpeace Victories
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- Core Values
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- Greenpeace and You
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Accountable Now

19.09.2016 - SOS Children's Villages took a key role at a high-level UN meeting by calling for the rights of migrant and refugee children to be included in discussions and in a declaration adopted by the UN General Assembly.

» More

Where we help

- Africa
- Americas
- Asia
- Europe
- Oceania

Careers

- Working with us
- Vacancies
- Principles
- SOS parent profession
- Internships and volunteering
- How to find us

Media centre

- Press contacts
- Media coverage
- Press kit
- Press releases
- Latest news

Like us

Accountable Now

Benefits for our Members

- Accountable Now **demonstrates great transparency and accountability to partners and donors** who demand exactly that.
- One of the main reasons for membership of Accountable Now is to show an organisation's **credibility as value proposition to funders.**
- Members have shared with us that membership has helped them to **underpin their reputation**, as well as to secure **greater recognition** – and in some cases even **grants.**



Good fundraising examples so far



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- International Civil Society Centre has used hosting agreement in due diligence / questionnaire for OSF application.
- Translating accountability report for marketing purposes (e.g. Educo's summary report).

educo

Transparency

INGO Accountability Charter: We subscribe to the principles set forth by the INGO Accountability Charter and apply these throughout the organization. The Charter reviews our Accountability Report and publishes it on their website.

We are in the process of formulating a new institutional **Transparency Policy**, whose objective is to ensure the dissemination of relevant and up-to-date information, making this available to our stakeholders, and to guarantee that we are acting with the utmost transparency.

Since 2015 we are an **"NGO accredited" by Fundación Lealtad**, a Spanish organization that promotes transparency and good practices among NGOs. Among other indicators, this accreditation recognizes our efficacy in our use of resources and the coherency with the foundational mission. Educo fully complies with the nine Principles of Transparency and Good Practices of Fundación Lealtad, which consist in over 40 indicators.

Transparency is one of the four institutional principles that guide all of our actions: "We base our work on honesty, responsibility and maximum access to information regarding the management of resources and the impact of our actions, in pursuit of the highest level social and economic accountability".

We are also in the process of launching **new websites for all of our program countries**, in the interest of maximizing accessibility to detailed information about our programs and projects, both at the local and global levels.

In 2015, we carried out a **Social Return on Investment Analysis (SROI)** of our Social Action Program in Spain (PAS, for its abbreviation in Spanish). The SROI, an innovative calculation method, enables us to know and communicate the real social impact of the program, that is, the direct benefits for participants and the social changes achieved, thus enhancing the level of transparency and accountability to all of the involved stakeholders. The results of the SROI have demonstrated that for every euro invested in the PAS, the **return to society** is: 5.52€.

The **SROI report** has been shared with all of the entities that participated in the project and is published on our website. We hope to be able to take advantage of this methodology to analyze other projects in our program countries.

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Good fundraising examples so far



- Selling point for credibility as external evaluations (particular for smaller CSOs who can't afford services from KPMG or PwC).
- Transparency International
 - Used membership of Accountable Now and other initiatives / models (IATI, IFRS etc.) to show their accountability to donors
 - More and more important to show CSOs' transparency, accountability and effectiveness with donors
- SOS Romania used Accountable Now membership to support grant acceptance from a German foundation.

“Accountable Now is actually a great fundraising tool. We recently used our membership and annual report in negotiations with a multinational company to demonstrate how we set and monitor our standards and how we manage risks. The positive response to it from their compliance team certainly was a key driver to the establishment of a new long-term global partnership.”



SOS Children's Villages



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Other fundraisers in the room

Nicola Barrett, [Amnesty International](#), Global Trusts and Foundations Relationship Manager

- Using Accountable Now membership in due diligence documents
- Using input from annual accountability report for Accountable Now to include issues in Amnesty's proposals and reports to donors
- Since Amnesty seeks more unrestricted funding going forward, membership will help to promote Amnesty's accountability and effectiveness with donors.

Other fundraisers in the room

Holly Dunlop, Restless Development

- Using membership for Bond's Transparency Award
- Exploring, promoting, and using membership as a due diligence for partners they work with within the Youth Collective

Q&A round

- What else do you need from Accountable Now to use membership in your fundraising?
- What do you think donors expect as accountability minimums?
- How to best position your accountability work in fundraising?

Next webinar



Getting up to speed:

How to protect our data and privacy in the digital age?

December 2016

Expert input by

Heike Boehme, SOS Children's Villages

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1 = not useful at all

5 = very useful

Thank you!

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Thank you

