

# Civil Society Forum

Vol.9



## CONTENTS

- 2021年度事業計画 1
- World Report 1: Growing Donations Through Building Trust (Canada) 2
- World Report 2: COVID-19 continues to affect Scottish charities and those they support 5

ボランティア活動国際研究会

JAPAN INTERNATIONAL INSTITUTE FOR VOLUNTEERING RESEARCH

## 2021年度事業計画

### ● 基本方針

市民社会分野における研究交流を3つの地域的範囲でそれぞれ異なる以下の事業を展開し、市民社会の発展を模索する機会創出に引き続き取り組む。

### ● 事業計画

- (1) 第12回東アジア市民社会フォーラム開催への協力と参加
  - ・日本側世話役会に共催団体として参加し、下記の活動を行う。
  - ・フォーラムのテーマ設定およびテーマに沿った日本からの発表者の人選と参加のための調整を行う。
  - ・フォーラムへの日本参加者グループを募集し旅行行程を運営管理する。

#### 【フォーラムの概要】

日 時：2021年11月上旬

場 所：中国・珠海市（オンライン開催）

テーマ：ポストパンデミックにおける市民社会組織による  
ソーシャルワーク

- (2) 機関誌「Civil Society Forum」の発刊と各国市民社会の紹介
  - ・機関誌「Civil Society Forum」を年に2回発刊する。
  - ・海外における市民社会セクターの現況について原稿執筆の依頼を行う。
  - ・寄稿記事は機関誌に掲載し、JIVRIホームページを通じて国内外に発信する。
- (3) その他
  - ・国際交流の一環として、海外からの視察団の受け入れを行う。
  - ・広報活動の一環としてJIVRIホームページの充実を図る。



## ■ WORLD REPORT

### The Ethical Fundraiser: Growing Donations Through Building Trust

Michael Nilsen  
Vice President, Marketing, Communications & Public Policy  
Association of Fundraising Professionals (AFP)

Ethics is the cornerstone of fundraising. Without it, the public simply wouldn't give to charities, and the sector's programs and services could never be provided. Ethics is the way charities demonstrate their commitment to accountability and transparency, and show the public they are worthy of its trust and confidence.

Ethics was the main reason that the Association of Fundraising Professionals (AFP), the world's largest community of fundraisers, was created in 1960. The association's original code of ethics contained four standards (there are now 25) related to professionalism, donor intent, and percentage-based compensation and commissions.

With the public giving more than \$10 billion to charities annually, according to Statistics Canada, and millions of Canadians volunteering for countless causes, it would seem that charities have done a good job of building trust and confidence. But if you dig a little deeper, the picture is a bit more cloudy.

On one hand, confidence in the charitable sector is relatively high, with nearly eight in ten Canadians saying they're confident in the country's charities and nonprofit organizations, according to AFP's What Canadian Donors Want survey. Three in four agree that charities play an important role in addressing the needs not being met by the government, public sector, and private sector.

On the other hand, only 61% agree that Canadian charities are trustworthy. Similarly, just 63% agree that most charities act responsibly with the donations they receive. When it comes to what charities say about how much they spend on overhead costs like fundraising, supplies, and administration versus the amount they spend on their cause or programs, Canadians are more divided. A growing majority (58%) still trust charities, but about a third are less trusting, and some think that charities overstate how much they spend on the cause or programs (24%), or that charities are being intentionally misleading (10%).

It's clear that the public is concerned. So how do charities and fundraisers combat this? How do we educate the public about the countless measures and safeguards that we have in place to protect their privacy and interests?

In an era of increasing donor involvement and charity accountability, people want to know what charities are doing to protect their interests, whether it's through enhanced security to safeguard online transactions or internal policies to ensure that contributions are used in the manner they were intended.

The public needs to realize that charity decisions aren't made in a vacuum, and that there is a commonly agreed-upon list of standards and checkpoints that charities follow. Many of these are encompassed in AFP's Code of Ethical Principles & Standards, as well as The Donor Bill of Rights, which lists the expectations that donors should have when they make a charitable gift.

Consider the "rights" that donors have when they make a charitable gift:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Most donors are probably not even aware of what they should expect when they give to a charity. Imagine how empowered they'll feel when you explain to them the rights they have. Imagine how positively they'll feel about your organization when they make their next giving decision.



Ethics makes everything charities do – the programs, the services, the millions of people helped everyday – possible. So, ensure that your organization is living up to the highest ethical standards possible, and make a point to talk to your donors about what you are doing to earn their trust and confidence.

October is Ethics Awareness Month, and AFP has resources and more for charities and nonprofits on their website <<https://afpglobal.org/>>.

This article was provided by Erica Ip, a marketing coordinator, Imagine Canada.



The Association of Fundraising Professionals: AFP Greater Toronto Chapter is a recognized leader in promoting philanthropy and providing education, training and best practices for those in the fundraising profession. With more than 1200 members, the Greater Toronto Chapter is the largest of the more than 240 AFP chapters throughout the world.

Imagine Canada is a national charitable organization whose cause is Canada's charities. Our three broad aims are to amplify the collective voice of charities, create opportunities to connect and learn from each other and build our capacity to succeed.

## WORLD REPORT

### COVID-19 continues to affect Scottish charities and those they support

Ian Grieve and Judith Pogorzelec  
The Scottish Charity Regulator (OSCR)

70% of charities have seen a negative impact on those they support as a result of COVID-19, according to a new survey by the Scottish Charity Regulator (OSCR).

Over 2,500 charities responded to the survey to help provide a snapshot of the impact of the pandemic on a large and representative cross section of Scottish charities. Carried out in November 2020, it builds on the comprehensive data gathered from OSCR's first COVID-19 charity survey <https://www.oscr.org.uk/about-charities/surveys/> in May.

The people and communities that charities work to benefit, together with the services charities provide are wide ranging and diverse. They include young people and those accessing services, to the wider community and beyond. The mental health and wellbeing effects of the pandemic and its associated restrictions were evident in the responses, with 51% of charities reporting increased loneliness and isolation and 43% reporting anxiety about the future as areas of concern for beneficiaries.

A third (30%) reported financial security as a threat for beneficiaries, with a quarter (24%) observing increased financial hardship and vulnerability. One third of charities (33%) reported that services to beneficiaries are currently disrupted due to COVID-19 and the restrictions

The new findings also provide detailed information on the significant financial impact of the pandemic on Scottish charity income:

- \* 79% of charities who receive income from donations and fundraising reported a decrease

- \* Lower trading income was reported by 83% of charities with this income source
- \* Grants and government funding was the least affected of the income streams tested, with a third (33%) seeing an increase and 29% a decrease for those with this income source.

One in ten charities (9%) reported a critical threat to their financial viability in the next 12 months, a decrease from 20% in May.

The data also shows that charities remain active in countering the effects of COVID-19. Eighty-four per cent of charities had taken action in the period from June to November 2020, with 43% adapting current services to respond to the restrictions. A quarter (25%) had applied for additional funding, while 37% used financial reserves.

Some charities did benefit from positive changes since the pandemic began, with 47% reporting improved use of digital technology among staff and volunteers.

Read the findings of the COVID-19 Impact on Charities (November survey) here. <https://www.oscr.org.uk/media/4059/2020-12-10-oscr-covid-19-research-wave-2-summary-report-002.pdf>

OSCR will continue to analyse the data to inform its work and to help others support the sector. The May findings supported our conversations with the Scottish Government, local government and other partners and provided insight on the variable impact of the pandemic different groups of charities. They were used to inform detailed work on volunteering, social enterprises and local support for the third sector.

Maureen Mallon, OSCR's Chief Executive said, 'I would like to thank everyone who participated in the research. The findings will help shape OSCR's ongoing regulatory work during COVID-19 and our conversations to share the priorities of others such as with Scottish Government

who partner, fund and support charities.

‘This information is crucial if we are to understand the impact of the pandemic on the resilience and sustainability of the charity sector. Charities play an essential role in Scottish society. They connect communities, provide help where it is needed most and make very significant contributions to Scotland’s economy. It is clear that some are suffering financially while trying their best to achieve their purpose. Recognising the role charities have played during the pandemic and securing widespread flexible support for the sector has never been more important than it is now.

### Background information

- \* The Scottish Charity Regulator (OSCR) is the independent registrar and regulator of Scotland’s 25,100 charities and publishes the Scottish Charity Register at [oscr.org.uk](https://oscr.org.uk)
- \* The survey was being conducted by Breaking Blue, an independent market research organisation and member of the Market Research Society.
- \* The objectives of the research were to:
  - understand the impact that COVID-19 had had on charities at the time of the research
  - quantify what sources of support were being considered and used
  - explore the most effective ways in which OSCR and other third sector organisations can support the sector throughout this time.
- \* The survey was carried out from 3-15 November 2020 with 2,548 charities responding.
- \* Representatives of approx. 21,000 charities on the Scottish Charity Register were invited to participate in the research, with the following few exclusions:
  - individuals who were the contact for multiple charities were invited to participate only once
  - charities for whom OSCR had no email address on record





JIVRIでは、私たちの活動を支え、後押しして下さる会員を募集しています。ぜひ皆様の力をお貸してください。会費は、下記の通りです。

会 費            3, 0 0 0 円 (年会費)

入会をご希望の方は、下記のメールアドレスにお名前、住所、電話番号および希望する会員区分(個人会員または賛助会員)のどちらかを記入したメールを送付してください。後日、入会申し込みの確認と会費振り込みの依頼をメールにて差し上げます。

入会申込先    email: member@jivri.org