

V4 Workshop

✓ **SPOLEHLIVÁ**
VEŘEJNĚ PROSPĚŠNÁ ORGANIZACE

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POD SLUPKU
POD ZA VÁS

SEAL OF RELIABILITY

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HISTORY OF THE CZECH NON-PROFIT SECTOR

1938 – 1989: lack of freedom, the rule of the communist regime, civil society activities oppressed, non-existing non-profit sector.

1990 – nowadays: building up and developing the civil society / non-profit sector (legal frame, developing donorship / fundraising activities, international partnerships). Inspiration taken from European and Anglo-Saxon models.

2000 – 2014: discussion on public benefit (status) and self-regulatory tools.

2014: AVPO ČR introduced the **Seal of Reliability**.

DONORSHIP IN THE CZECH REPUBLIC


Rather **one-time donorship** is common (specific charity challenges, calls)


Lack of professional fundraisers - Fundraising not seen as a real / respected profession.

NGOs rather rely on state support (grants/subsides – a bigger amount of money once a time) than on individual / corporate donors. Result: **not enough resources** to focus on fundraising on a better level.

Modern methods gaining popularity – donor portals, crowdfunding, Donor SMS), though not a significant source of money.

THE SEAL OF RELIABILITY - APPROACH

- For*** arguments: 
- strengthening the transparency
 - security for donors
 - monitoring of efficiency and productivity (process audit)

- Contra*** arguments: 
- dividing the sector into „better“ x „worse“ NGOs
 - inaccessible for the smallest NGOs (entry requirements, finance).

THE SEAL OF RELIABILITY – ENTRY REQUIREMENTS

- Stated public benefit kind of **mission** (own definition).
- At least **10 %** of the budget coming **from private sources** (donorship, paying clients).
- NGOs with budget over EUR 12 000 – obligation to undergo audit (accounting).
- Complying with legal obligations (updated data in the public register).

THE STATISTICS OF THE SEAL OF RELIABILITY

Current number of awarded organizations



Average revenue increase in fundraising in 2017



Efficiency of awarded organizations: Cost related to mission vs. Costs related to operations and fundraising

