


Charities Institute Ireland & The Ireland Funds

Building a Stronger Nonprofit Sector

by Lucy Masterson, CEO, Charities Institute Ireland

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CEO



At home and abroad, Irish charities represent some of the best aspects of Irish life and society – a desire for altruism, community support and social cohesion. Irish society has given to the charity sector for decades and the charity sector has given back to Irish society for just as long. But the last decade has seen so much change in our country. We have suffered catastrophic economic collapse and moved to recovery – albeit with huge pain.

We are living in a period of transition and change. The latest revolution in technology and economics have changed the way we shop, the way we bank, the way we consume media. Our sense of local engagement has changed. And, the charity sector in Ireland has also undergone a huge period of change. Until recently, it was unregulated, scandals occurred, and public trust has sadly eroded. This has made rebuilding trust and confidence a slow and painful process. Through this period of uncertainty and change gave rise to **CHARITIES INSTITUTE IRELAND**. We were formed as a result of a merger between two organizations who represented the charity sector. ICTR (Irish Charities Tax Research) and Fundraising Ireland. We were established to help rebuild our sector and over the course of one year, we are proud at what we have achieved together with our members and with the support our funders.



WHAT ARE THE TOOLS CII OFFERS TO THE NONPROFIT SECTOR?

Cii works with each organization to assist them on their journey to best practice, good governance and transparency. To date we have 180 members, the best known and well-regarded charities. The Charities Regulator's Register lists in excess of 8000 charities with an estimated value in excess of €5bn. Combined, our member organizations account for €2.2bn which demonstrates the size and scale their operations.

• **The Triple Lock: transparent reporting, good fundraising and governance**

We have developed the Triple Lock Standards mark, a visible way to demonstrate to donors and beneficiaries that we are cognizant of the trust they put in us and of the impact they expect us to deliver. The Triple Lock mark is awarded to members who are exemplars in transparent reporting, ethical fundraising and good governance structures. I am delighted to report that our members who are fully Triple Locked have doubled in numbers in just one short year.

• **A Code of Practice:**

We have developed the first set of legally reviewed Codes of best practice for Fundraising. Long awaited by the sector, the Codes provide the necessary guidance on what must and should be done by those undertaking fundraising activity.

• **Professionalizing:**

We are building a stronger sector through the development and delivery of high quality training and education in fundraising and financial reporting. Staff of nonprofit organizations can avail of classes across a range of topics including all aspects of fundraising, financial management, data protection and communications, instilling a cross disciplinary mindset charity wide. We are delighted to say that over 600 people have been through one or more of our accredited training programs in the last 12 months.

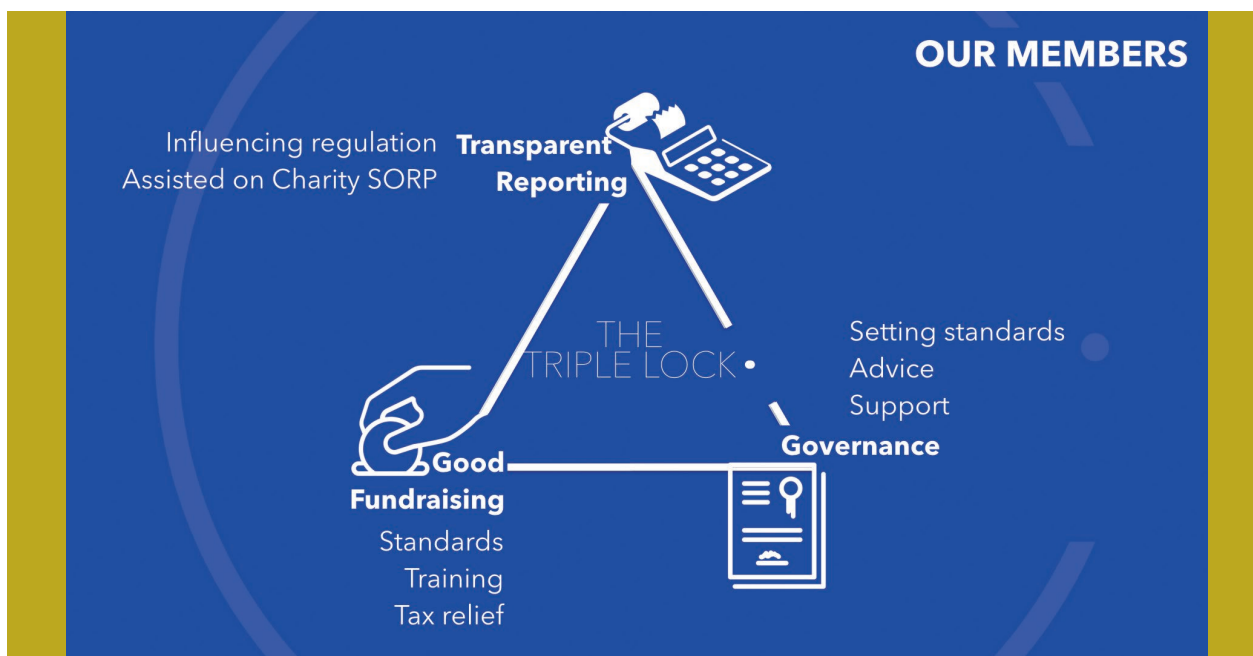
LOOKING TO THE FUTURE WITH HELP FROM THE IRELAND FUNDS: CHARITIES 2037

When our sector is weak, people suffer. Our job is to continue to build on the work we have done, to continue to educate and professionalize what we do, to continue the implementation of the Triple Lock, to continue to drive the stories of impact. To always be forward looking and striving to be the best we can be. That is why with the support of The Ireland Funds we were able to commission the largest piece of research on the sector for many years.

Charities Institute Ireland and Amarach Research designed 'Charities 2037' as a program of research with the aim of providing stakeholders with an opportunity to consider how the charity sector should evolve over the next two decades. We wanted to both engage and challenge people to describe how they see the role of charitable

organizations developing in contemporary Ireland. The research was conducted with 1000 members of the public, 350 staff of charities, 100 volunteers and in-depth interviews with 25 leaders and opinion formers from across the business, political, media and academic landscape. Charities 2037 is a study that began with the end in mind. It sought out current perspectives so that we could build on the sectors strengths and address weaknesses and concerns.

It concludes that the Charity sector will remain a core part of Irish society in 2037 but for that to happen it needs to plan strategically. Charities Institute Ireland will build on this strategic framework in 2018. A full copy of the Study is available on the Charities Institute Ireland website.



WHAT DOES IT MEAN FOR A CHARITY IN IRELAND TO ACHIEVE THE TRIPLE LOCK STANDARD?

1) Ethical Fundraising

Your board has formally adopted the Guidelines for Charitable Organizations on Fundraising from the Public. Your staff, volunteers and anyone else fundraising on your behalf are fully trained on the requirements and you have implemented controls to ensure that all your fundraising practices are fully in line with the "Guidelines" and any related Codes of Practice. You review and report annually on compliance.

2) Annual and Financial Reporting

Your charity prepares a trustees annual report and financial statements in full compliance with the Charity SORP (Standard of Reporting Practice under FRS102) and makes them easily available to the public on your website.

3) Governance

Your board has formally adopted and is publicly signed up to the Governance Code for the Community and Voluntary Sector (or another Governance Code). Your charity has adopted the recommended practices under each of the five principles of good governance as appropriate to the size and scale of your organization and you have a plan in place for ongoing review and self-evaluation.

"When we made our funding application for support from The Ireland Funds we were clear in our focus. By supporting the very best charities committed to transparency, accountability and delivering impact, we would help drive this sector forward. And that has been our strategy ever since. Without the support of The Ireland Funds, this road map would not have been possible."

— *Lucy Masterson, CEO, Charities Institute Ireland*

The Importance of Ireland's Nonprofit Sector

IRISH CHARITIES CREATE A
POSITIVE SOCIAL IMPACT AND ARE
AN ESSENTIAL PART OF THE
FABRIC OF SOCIETY.

**Irish charities contribute
€5.5 billion to the Irish economy**
(Food and Agriculture contribute €4.6 billion,
Tourism contributes €5.5 billion,
Construction contributes €5.7 billion)

500,000
PEOPLE ACROSS IRELAND
VOLUNTEER WEEKLY WITH
NOT-FOR-PROFIT ORGANIZATIONS.

JOBS CREATED IN IRELAND

- Ireland's not-for-profit sector = 132,000 jobs
- Ireland's tech industry = 86,000 jobs
- Ireland's construction industry = 87,000 jobs