



SURVEY OF CID MEMBERS 2011

10 NOVEMBER 2011

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ACKNOWLEDGEMENT

We are most appreciative of the time and effort that Council for International Development (CID) members have contributed to completing the 2011 survey for their organisation. Your engagement makes the survey possible and the high level of responses received increases its credibility and value. We will be acting on feedback to make completing the 2012 survey an even smoother and more enjoyable experience.

INTRODUCTION

The Council for International Development conducts an annual survey of its members as part of its funding contract with the Ministry of Foreign Affairs and Trade (MFAT). The purpose of the survey is to gain an overview of (1) the size of the New Zealand international development NGO sector; (2) their income and expenditure streams; (3) the geographic spread of their country-level activities; (4) feedback by members on CID, issues affecting the sector and their priorities for future actions. This report summarises findings from the 2011 survey.¹

METHODOLOGY

The 2011 annual survey of CID members was sent to all current CID members in August 2011. Members were asked to report only on their international development activities, not domestic programmes. To calculate staff numbers 37-40 hours/week defined one full-time equivalent (fte), 20 hours/week as 0.5 fte, etc. Volunteers included people who are involved on a full or part-time basis, but excluded people who assist very occasionally, for example, in annual street appeals. The definition of “senior decision-making roles” was left to the CID member organisation to define, as appropriate to their agency.

Members were requested to base financial information on their most recent annual report. The financial reporting period varies between members which makes it very difficult to provide income and expenditure data for a standard 12-month period. Differences between the income and expenditure figures can be due to income received, but not spent when reporting. Members also answered expenditure questions on a country-by-country basis. Differences between country expenditure and overseas expenditure mostly relate to members’ income that is spent internationally through their international alliances and not tracked to individual country expenditure. Trend data on fluctuations in income and expenditure patterns over the past 7 years have been taken from earlier CID annual surveys. For the first time the survey was done electronically using Survey Monkey.

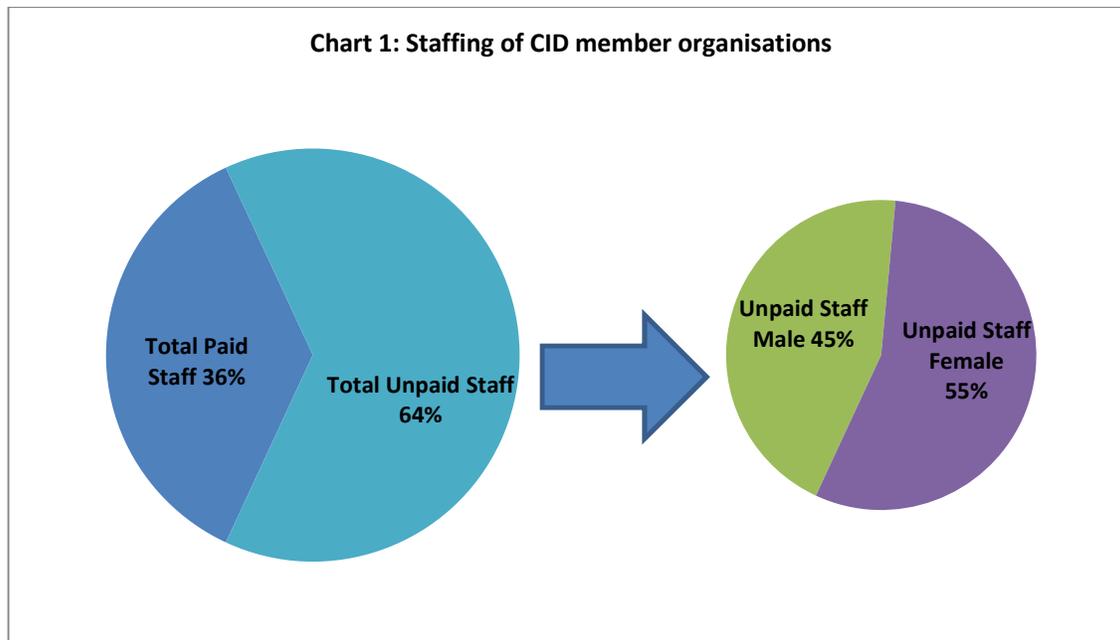
NGO STAFFING

CID member organisations engage around 600 people in New Zealand whose primary focus is international development work throughout the world. Of these staff 36% are paid employees and 64% are unpaid employees (Chart 1 – larger pie). There are nearly 400 unpaid full time equivalent individuals working primarily on international development for CID member organisations. Male

¹ CID Disclaimer: This report is compiled from un-verified returns provided by CID members. A few smaller NGO members did not complete the survey. The results are therefore a reflection of the information supplied and do not represent full membership returns.

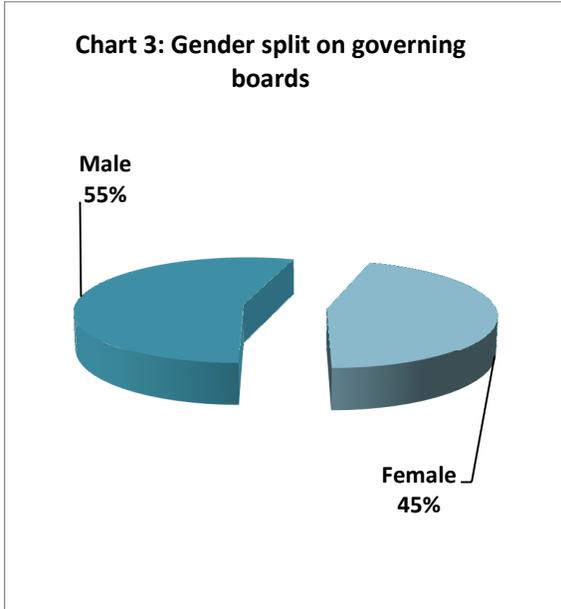
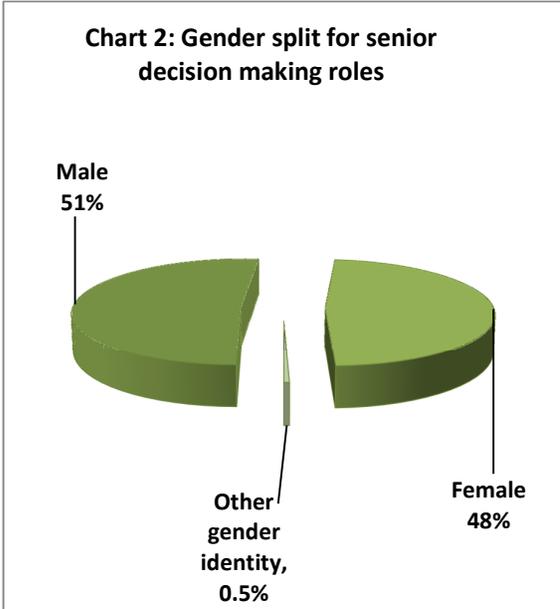


staff represent 45% of unpaid staff and female staff represent 55% of this figure (Chart 1 – smaller pie).



The gender gap is closing amongst CID member organisations with males comprising 39% of paid staff and females 61%. This shows a dramatic change from the previous year when males comprised only 13% of paid international development staff. Over 200 individuals are involved in senior decision-making roles relating to international development within their organisations (Chart 2). The gender split of these roles is fairly equal with 51% male (108 individuals) and 48% female (101 individuals). This does show a percentage drop in female representation in senior decision-making roles since last year, down from 58% (271 individuals) to 48%. While there was a drop in the actual number of females in senior decision-making roles the number of males in these roles remains stable, increasing by nine individuals.

The gender ratio on CID members' governing boards or bodies has remained reasonably stable over the last two years with a close to even split between genders (Chart 3). The total numbers on governing boards has dropped from last year but this can probably be attributed to a number of small CID members who have resigned their membership in the last year.

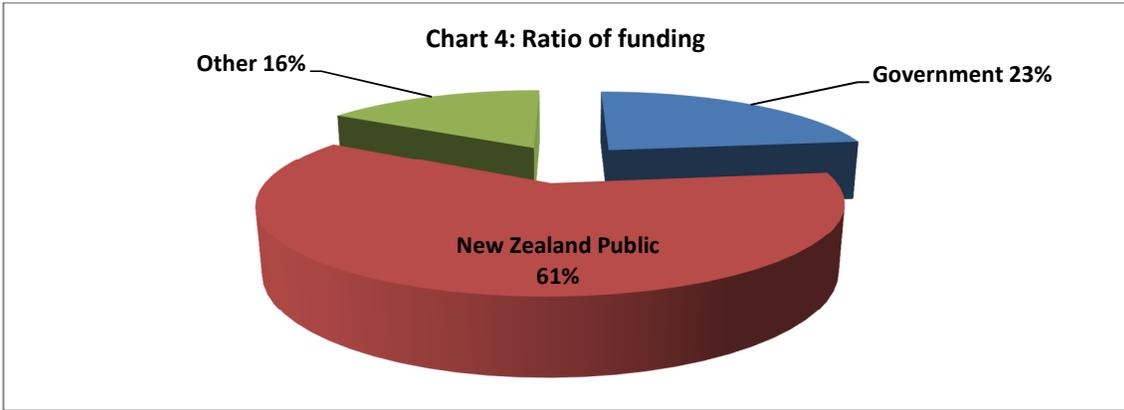


INCOME AND EXPENDITURE

CID member organisations reported their financial figures on income and expenditure for their international development work, not domestic activities. Most members reported on the previous financial year, with some variations depending on their accounting cycles.

Overview of Income

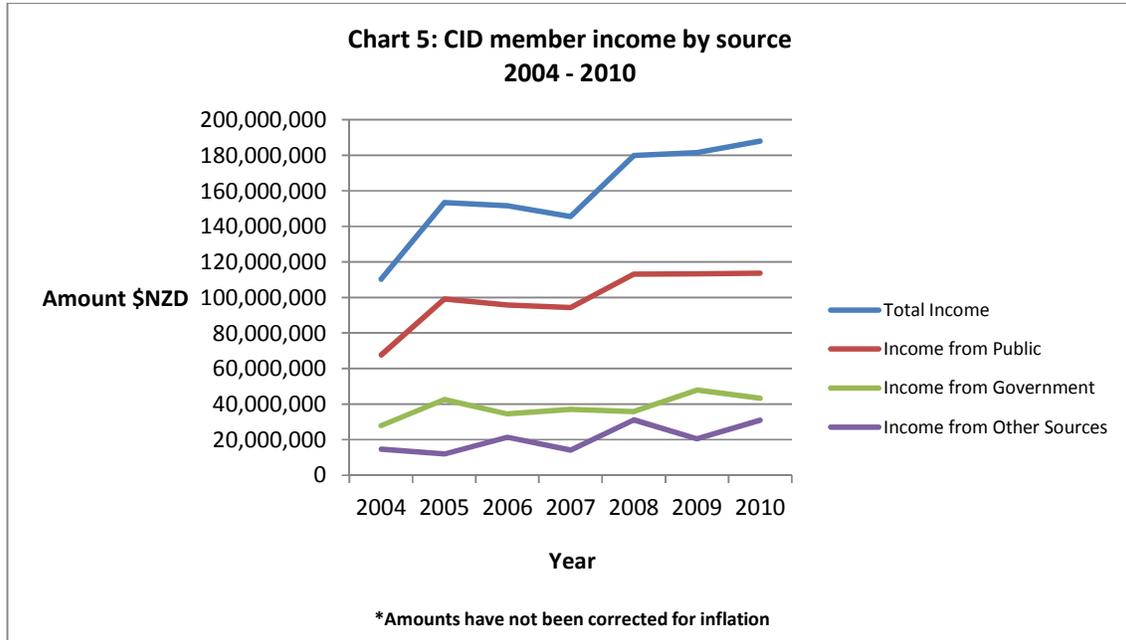
The total income for CID members over the last year was \$187,970,000. This was an increase of nearly \$6.5 million over the previous year. Grouping funding sources into three broad categories shows that 61% of funding came from the public, 23% from New Zealand government sources and the remaining 16% from an array of other income sources (Chart 4).



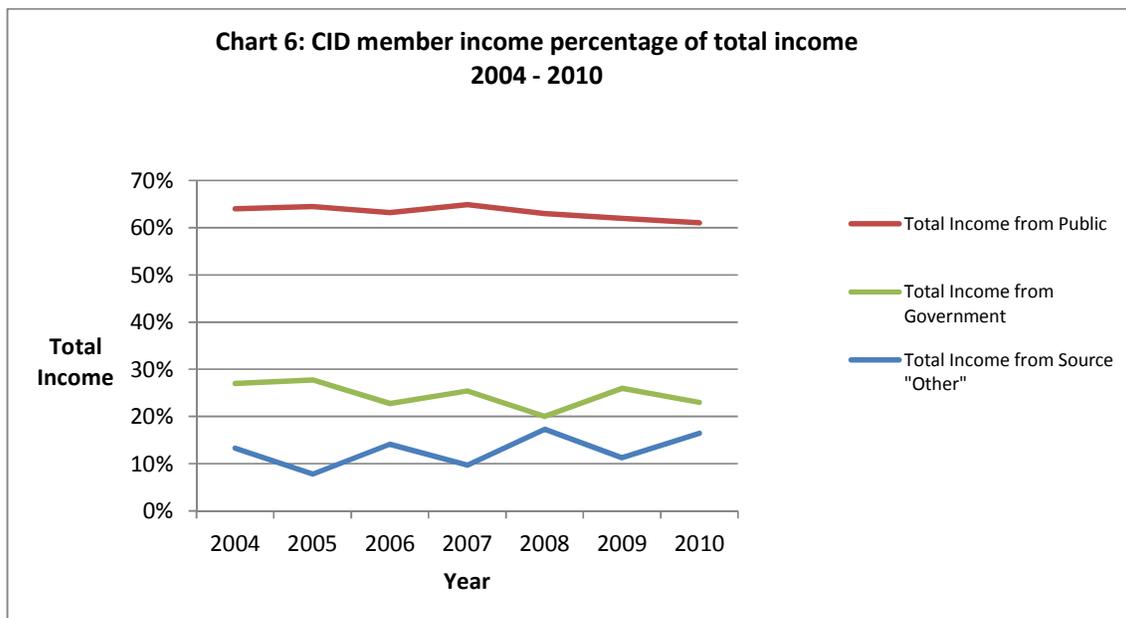
The New Zealand public’s contribution of \$113,802,700 in the last year represented the largest source of funding for CID members. Total funding by the New Zealand government in the last year dropped by around \$4.5 million to \$43,280,800. The New Zealand government percentage of



funding to CID members also declined from 26% in our 2010 survey to the current 23%. More details on government income sources are detailed below.

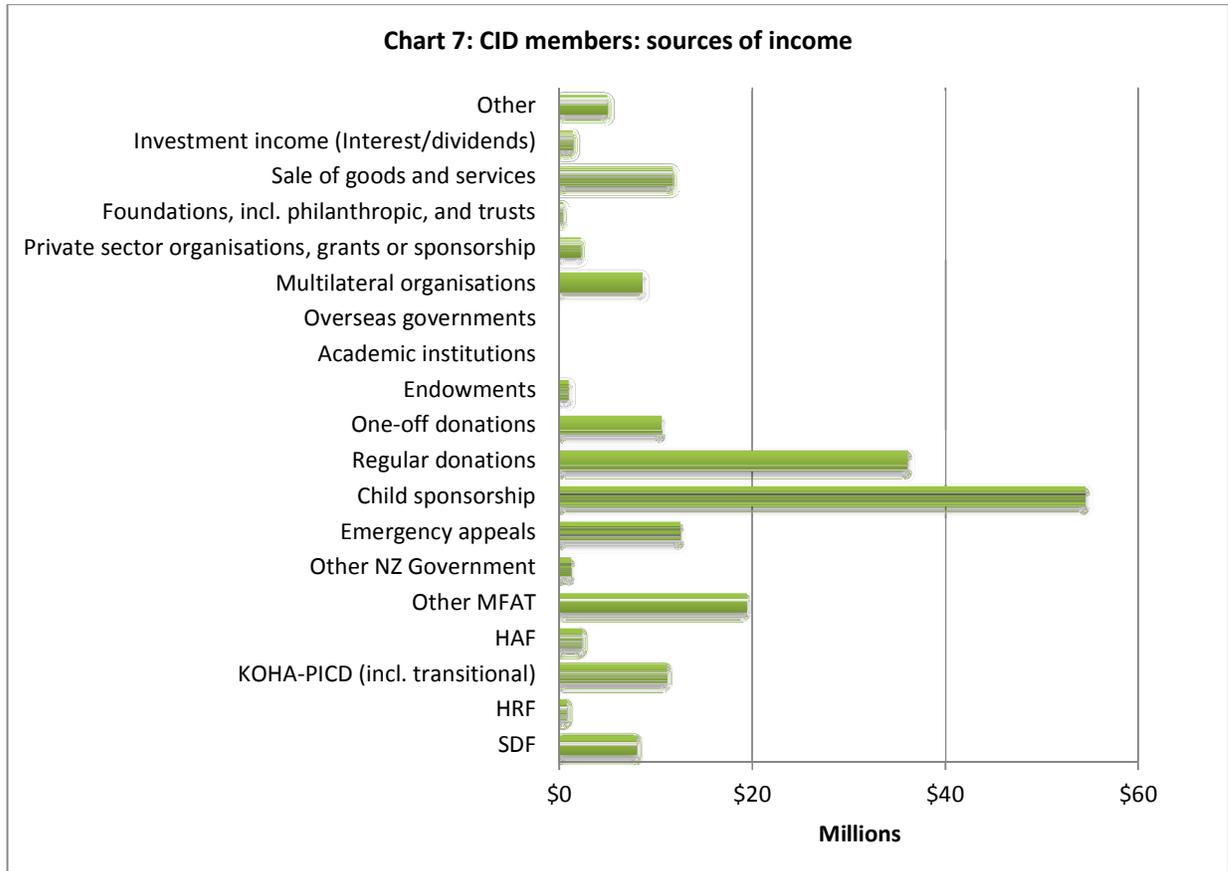


The dollar amount contributed by the New Zealand public has slowly increased over recent years (Chart 5) but as a percentage of the overall total amount of income for international development the public proportion shows a slight decline (Chart 6). Amounts were not corrected for inflation.



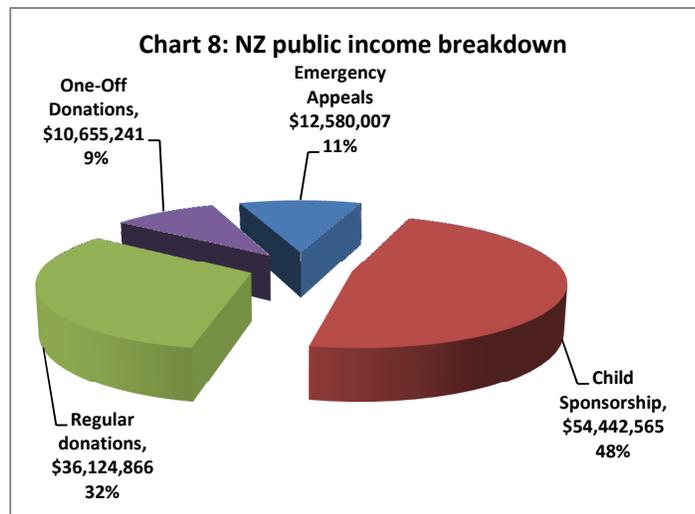


The percentage contributed by the New Zealand government has fluctuated between 20-30% over the last seven years with evidence for a small overall decline in relative importance as public and ‘other’ funding has increased (Chart 6). In the last year we saw an increase in the amount contributed from “other” sources to CID members, which accounted for the increase to overall income (Chart 5). Chart 7 gives the details of income sources for members.



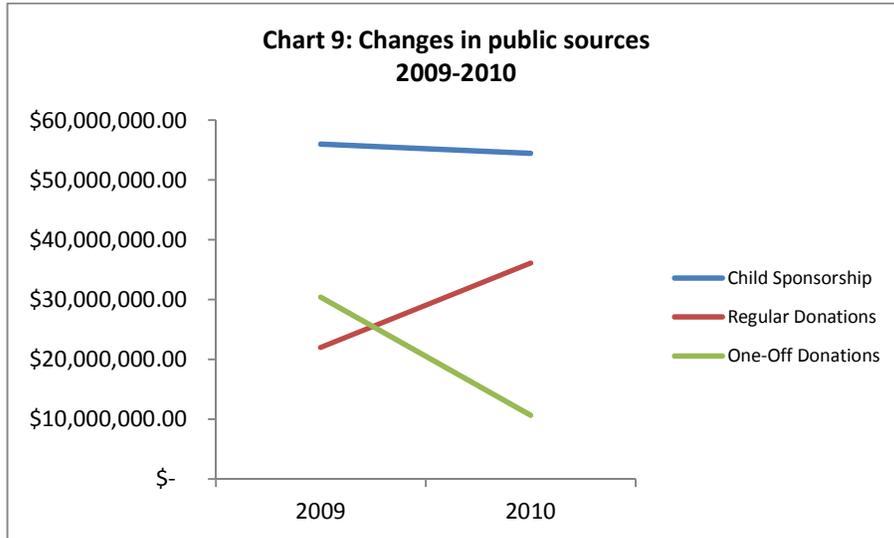
Public Sources

Nearly half of public funding to CID members for international development work comes through the form of child sponsorship (Chart 8). This is comparable to the previous year with only a two percent drop from the 2010 survey and dollar drop of around \$1.5 million (Chart 9). The sharpest change over the last year has been the reduction in the amount of one-off donations made by the New Zealand public. This amount has dropped by nearly \$20 million with the figures showing the public preferring to put their money into becoming regular donors with an increase of nearly \$14 million (Chart 9). This increased



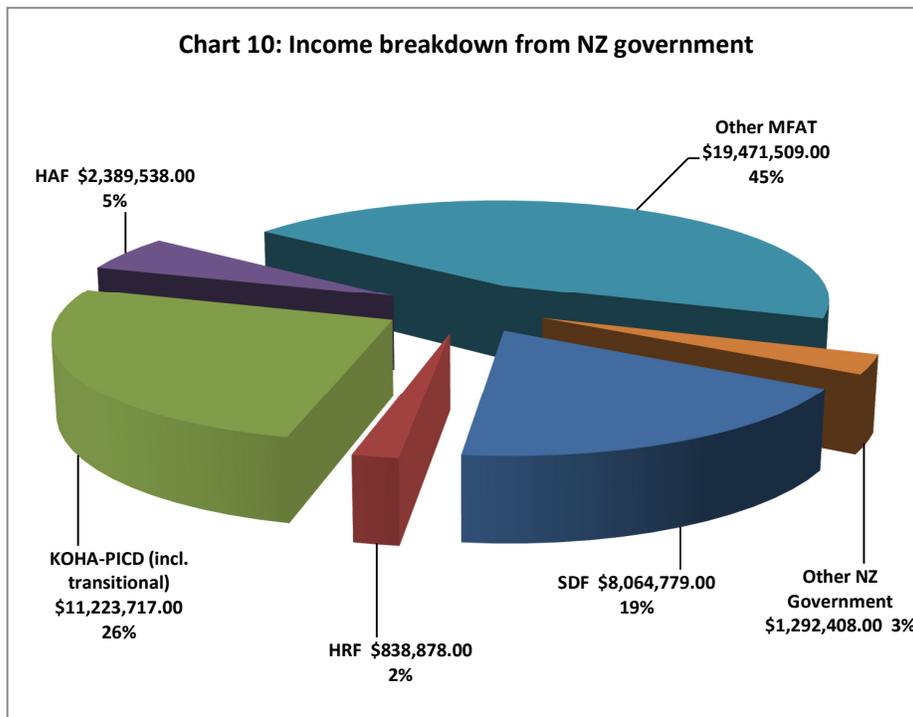


the percentage of regular donors from 19% of public funding to 32% (Chart 8). Donations to emergency appeals nearly tripled increasing the percentage share of public funding from 4% in the 2010 survey to 11% in the current survey (Chart 8).



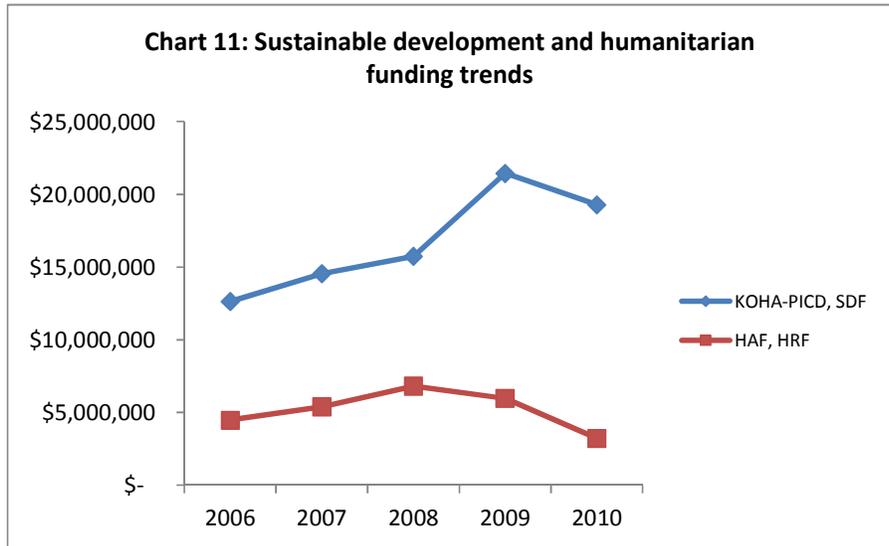
Government Sources

Of the 23% of income from the New Zealand government to CID members around a quarter was still coming through residual KOHA-PICD funding and 19% through the new Sustainable Development Fund (SDF) (Chart 10). The largest proportion was not coming through established funding mechanisms like the SDF, but through “other MFAT” funding. The “other MFAT” funding section rose by \$2.5 million since our 2010 survey.





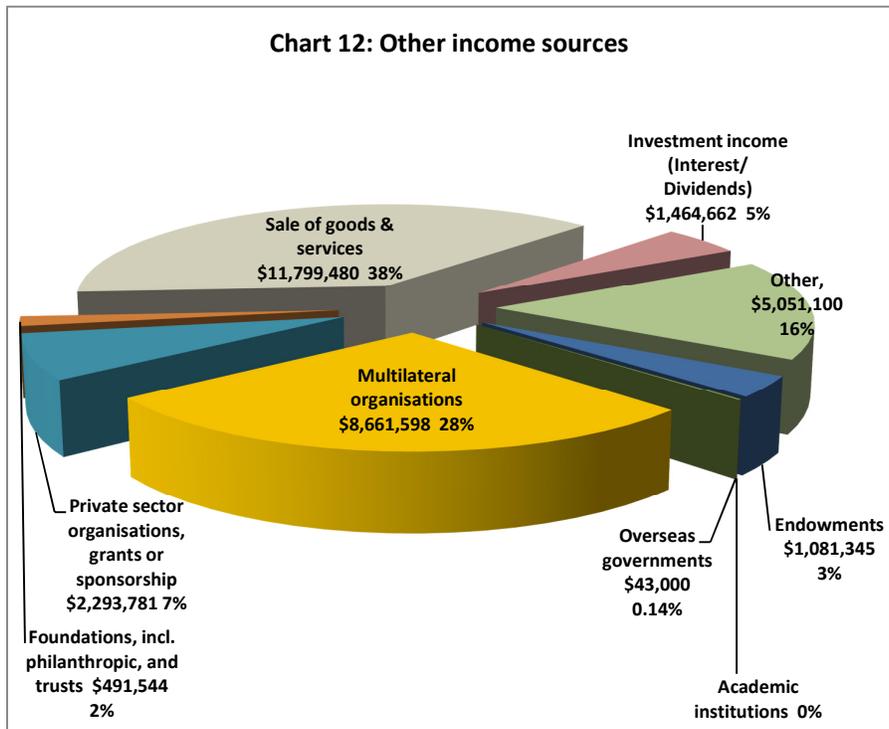
In the 2010 survey, the Humanitarian Assistance Fund (HAF), discontinued in June 2010, accounted for 12% of New Zealand government funding to NGOs. In the current survey remaining HAF funds and the new Humanitarian Response Fund (HRF) combined to account for only 7% of New Zealand government funding (Chart 10). This represents over \$2.7 million less in humanitarian funding for the last year (Chart 11).



Funding for sustainable development in the 2010 CID survey (through KOHA-PICD) accounted for 45% of New Zealand government funding to CID members. This year that percentage remains the same when the residual KOHA-PICD funding and the SDF are combined. Yet there was over \$2 million less in the actual amount received through this contestable funding stream (Chart 11).

Other income sources

Funding from other sources that were not New Zealand government or New Zealand public made up 16% of the income for CID members. The largest percentage of this was for the sale of goods and services. Over \$8.5 million came from multilateral organisations for their activities. (Chart 12)





Future Income Expectations

Over 70% of CID members expect income for the next year to either increase or remain the same. The percentage of members expecting their funds to decrease remained similar to the previous year. The only significant shift is in about 10% of membership who in the previous year thought income would increase and have now moved to expecting it to remain the same. (Chart 13)

Some of the reasons members voiced to account for the decrease in income related to reduced government funding to their organisation, either through unsuccessful applications or as a result of not receiving accreditation for the new funding pools (SDF, HRF).

Chart 13: Compared to 2010, members expect income in 2011 to:

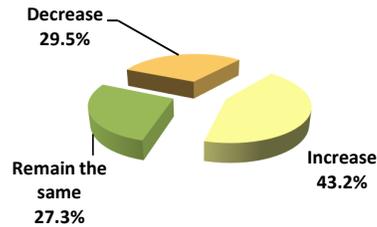
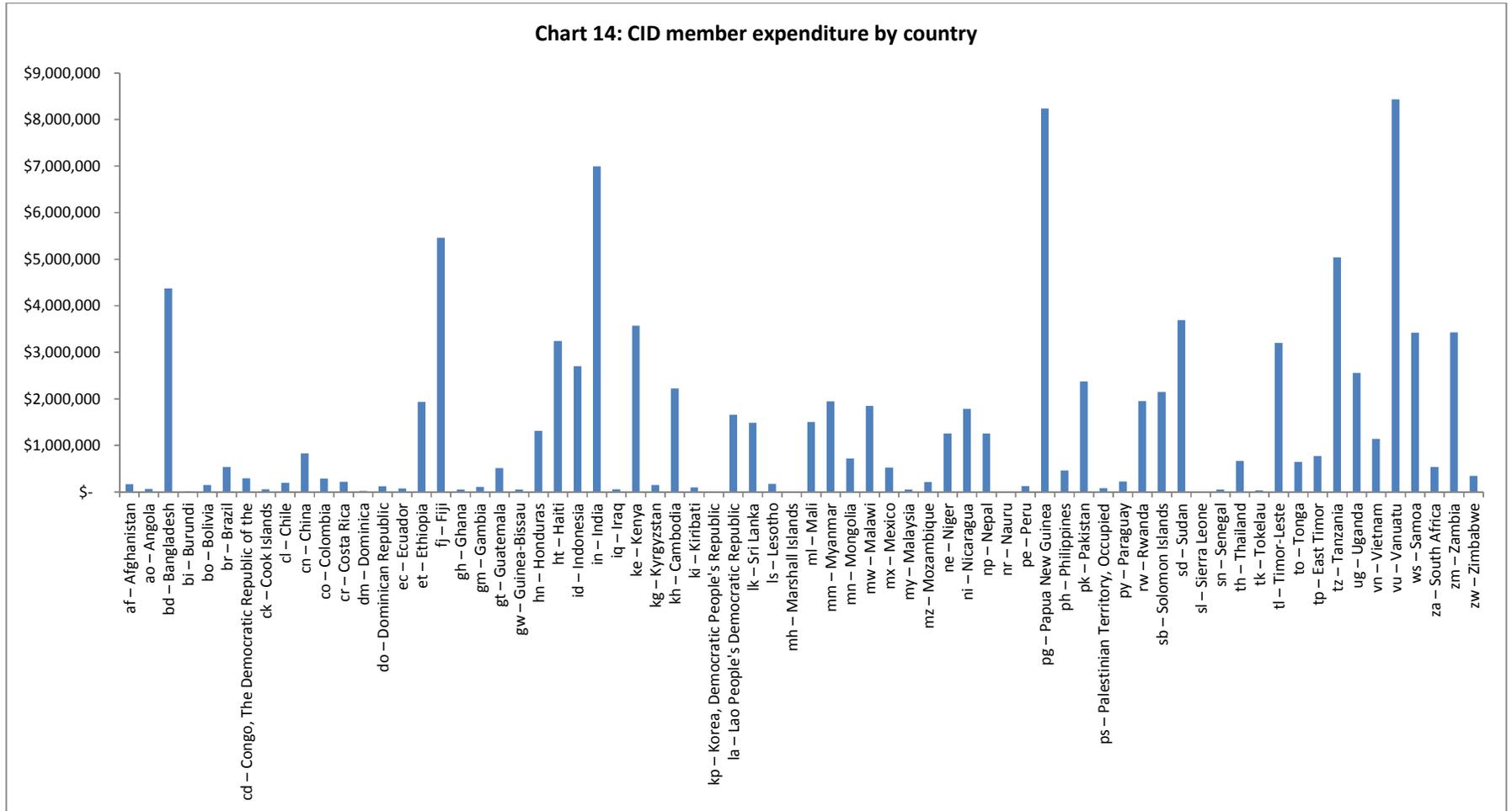




Chart 14: CID member expenditure by country





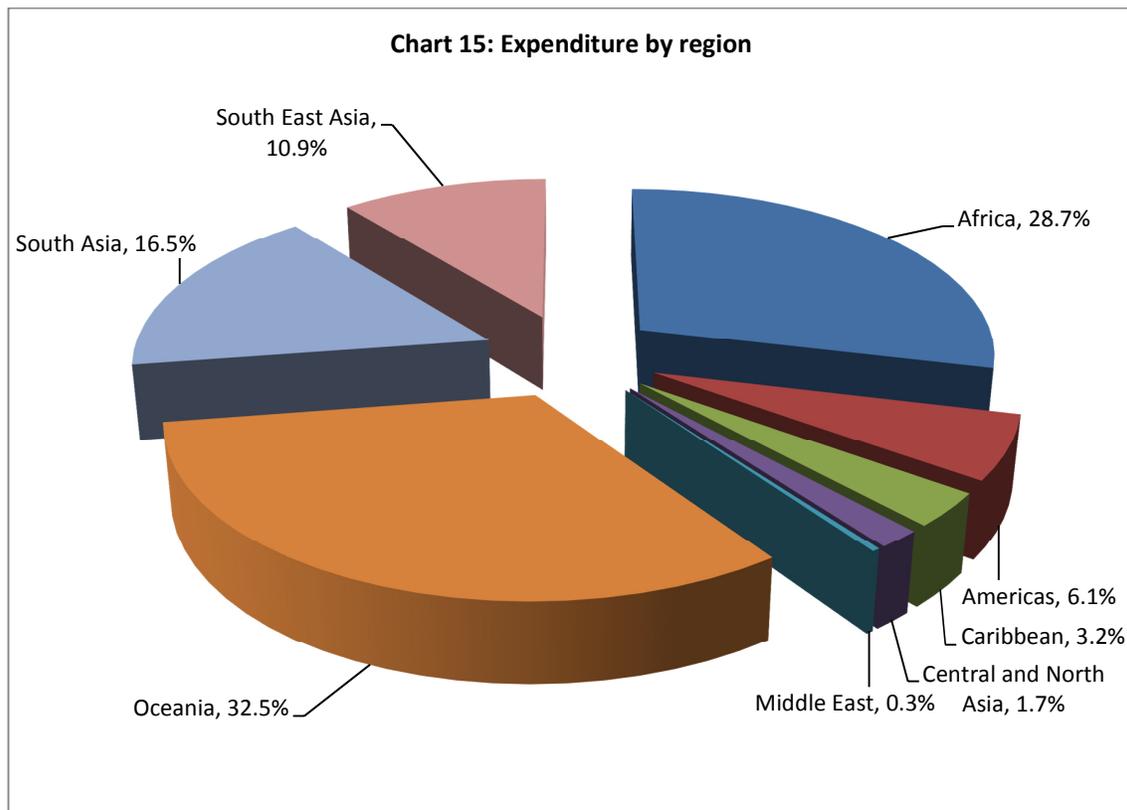
Expenditure: Geographic Spread

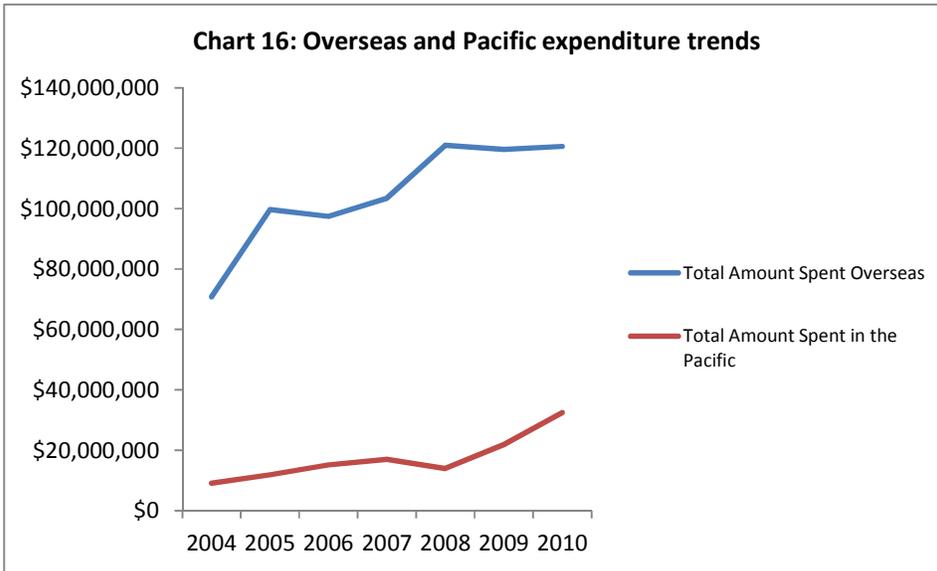
Chart 14 shows that Vanuatu was the largest recipient of funds from CID Members, followed very closely by Papua New Guinea. India, Fiji and Tanzania followed third, fourth and fifth as the top five countries supported by CID members, through partners. The survey showed that CID members are engaged with development initiatives in 65 countries spread across all regions of the world, although they have specific areas of focus.

Pacific countries received 33% of CID member expenditure (Chart 15). Asian countries combined received 29% of CID members' expenditure, closely followed by Africa with 28.7%. The Americas, Caribbean and Middle East remain minor regions for expenditure.

For this report we examined trends in expenditure over the past several years. The results are shown in Chart 16. Since 2008 the amount spent in the Pacific has markedly increased, both in real terms and as a percentage of total expenditure by members (Chart 16). Between 2008 and 2009 the percentage increased from 16% to 27% spent in the Pacific.

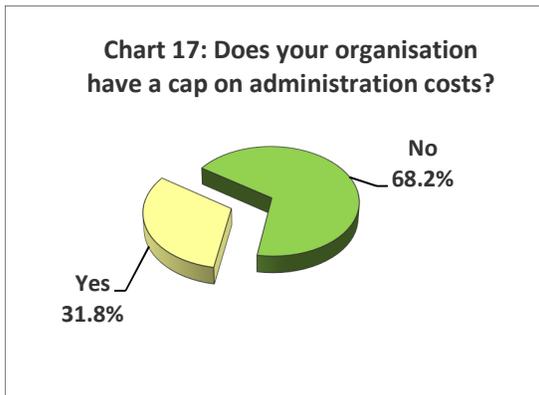
The percentage of expenditure overseas has not fluctuated greatly over the last seven years, mostly staying between 60 and 70%. In this survey 76% of expenditure was spent overseas, the balance within New Zealand.





Administrative Costs

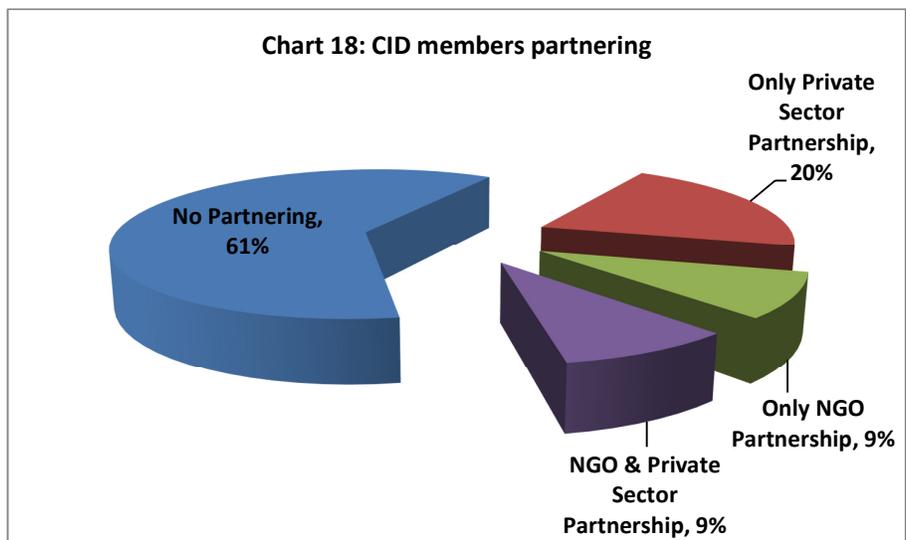
Although the majority of members answered “no” to whether they apply a cap on administration costs (Chart 17), when asked to explain, the majority answered that it was because their organisation is staffed voluntarily and therefore administration costs don’t apply. For the remainder, although they don’t have a formal cap on administrative costs, they aim to keep these below 20% and in most cases between 5-10%. The cap on administrative costs ranged between 4-20%.



“There is no formal cap but general policy is to keep admin as low as possible and where possible lower than 5% but definitely lower than 10%”
 CID Member - 2011 Members Survey

Partnering

Eighteen percent of CID members partnered with another New Zealand based NGO to implement overseas development activities in the last year. Of these, 9% also worked with a private sector partner (Chart 18). Many that did not partner in the last year are considering this approach for the future. Some of the reasons for partnering were





expressed in terms of the added value to each NGO in skill sharing and in cost saving.

Twenty nine percent of CID members partnered with a private sector organizations to implement overseas development activities in the last year. Members expressed a keenness to increase the levels of

“The principles of community development, using local resources and transferring skills is an important one for us; therefore we would need to ensure that these are upheld.”
 CID Member - 2011
 Members Survey

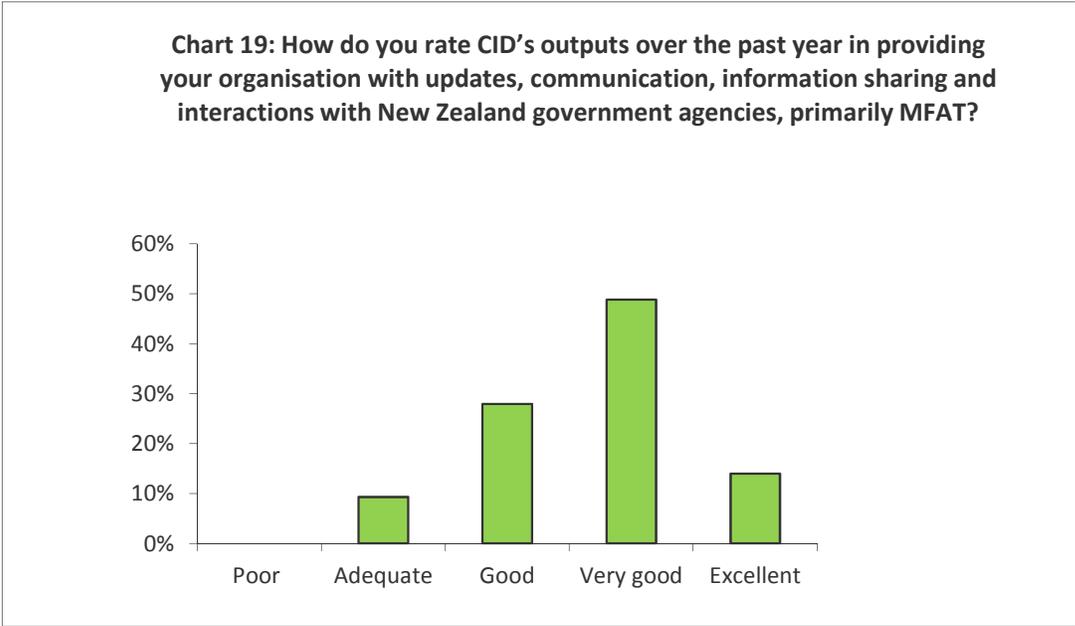
partnership with private sector organisations in the future. Some concerns were raised, however, about ensuring that standards in international development would be upheld in these partnership arrangements.

“We bring a very specific skills set and hence it’s valuable for us to work with other organisations both in terms of filling their skill gaps and them filling ours.”
 CID Member - 2011
 Members Survey

CID PERFORMANCE

Over 60% of members felt that CID’s performance was “very good” to “excellent” in providing them with updates, communication, information sharing and interactions with New Zealand government agencies (Chart 19). Less than 10% of members thought that CID’s performance was “adequate” in this role. Comments from members described a “very good” performance despite CID’s limited staffing capacity. Most referred favorably on the constant and continued communication from CID to members, especially on issues relating to New Zealand government’s international development policies.

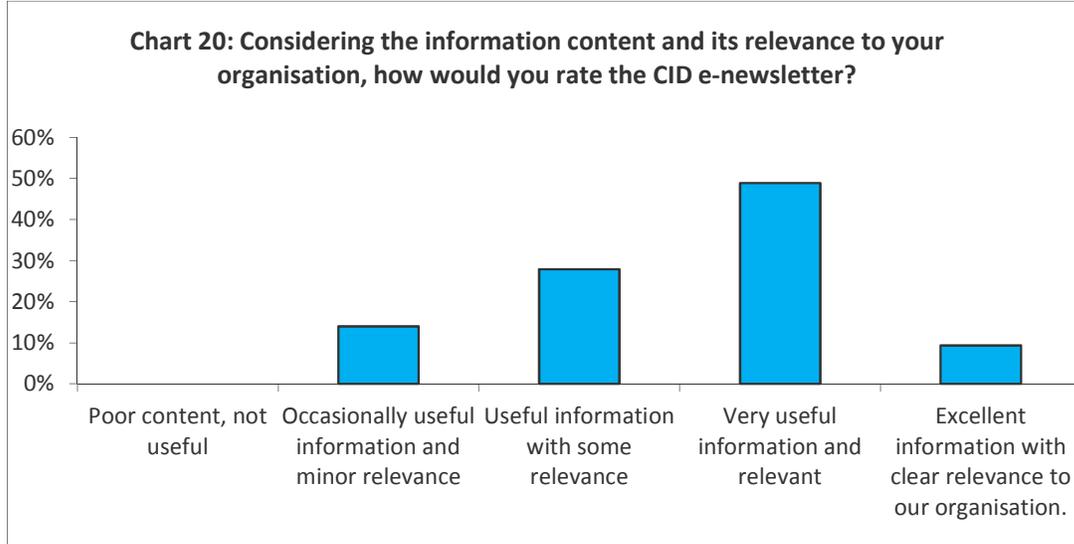
“Whilst CID has been challenged by downsizing and a lot of change, it has kept communicating with NGOs which has been much appreciated. The revised training programme is also a great adaptation to the changed environment”
 CID Member - 2011
 Members Survey



All CID members that took part in the survey had read the CID e-newsletter. Over 50% found the newsletter very useful with information provided of relevance to their organization. Forty-two

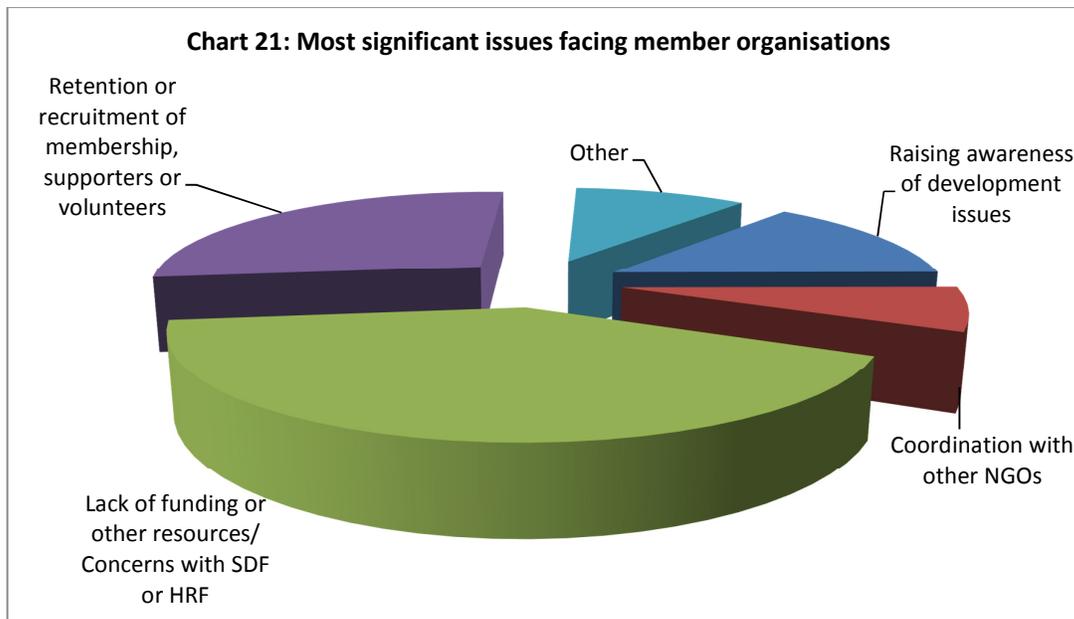


percent of members found that although containing useful information the newsletter was not always relevant to the work of their organization (Chart 20).



Major issues facing the development sector

The issue of lack of project funding or other concerns with SDF/HRF came out as the most significant issue facing member organisations (Chart 21). This was followed by a concern for the recruitment of membership, supporters or volunteers. Given the economic downturn and the importance of public support this finding was to be expected.





CID members contributed their thoughts on what they saw as the major issues for the NGO development sector over the next year. The majority of the feedback focused on the relationship with government and building stronger partnerships. Critical comments tended to be around the

“The most significant issue is around partnership with government and how to find synergy between the poverty alleviation priorities of the NGO sector and the government’s aid priorities”
 CID Member - 2011 Members Survey

lack of consistency and clarity from government in the area of funding decisions. Many members reiterated that what is needed is more trust and confidence in the relationship between NGOs and government in New Zealand.

“Establishing that NGO priorities do not have to be identical to government priorities...that to receive government funding the NGO projects need to synchronise with and contribute to overall government objectives, but they do not have to be identical”
 CID Member - 2011 Members Survey

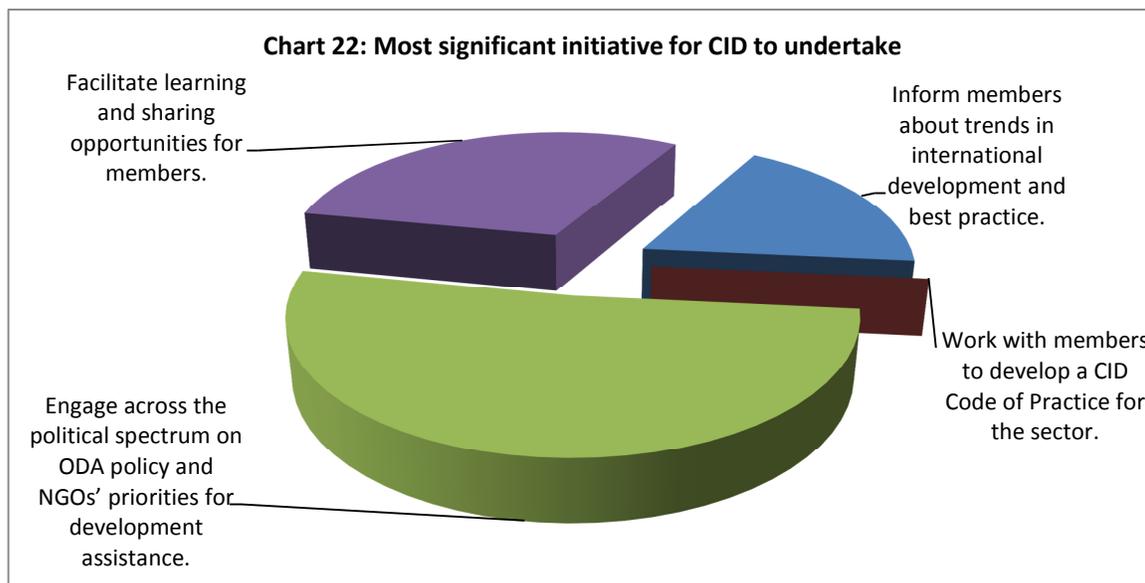
Most responses focused on the funding relationship with government which contributes to 23% of CID members funding pool. This may be a reflection of the \$4.5 million drop in funding from New Zealand government and the percentage decrease from the previous survey where government funding accounted for 26% of CID member funds. Members followed up these comments by highlighting the need to look for alternative funding sources.

There were also significant points made about the importance of cooperation and knowledge sharing within the sector. In particular, members highlighted CID’s role in promoting standards amongst the sector.

“Ensure that the development sector maintains high standards of operation, delivery, monitoring and evaluation”
 CID Member - 2011 Members Survey

The issues surrounding climate change and shrinking resources were also highlighted by some CID members.

Member’s Priorities for CID





The questionnaire listed four issues and asked members to rank them. CID members strongly identified the most significant issue they would like the Council to undertake in the coming year is engagement across the political spectrum on ODA policy and NGOs priorities for development assistance (Chart 22). This was followed by facilitating learning and sharing opportunities for members. Members felt that of the four initiatives offered in the questionnaire working with members to develop a CID code of practice for the sector was the least significant initiative.

Members felt strongly that CID has a role in facilitating a common voice in the sector and especially

“Information is the most important tool an NGO can have...working in international development is hard and having CID working for us NGOs is essential if we are to achieve our goals and accomplish our projects.”
CID Member - 2011 Members Survey

between NGOs and the government. This is especially in relation to the information flow between government and NGOs. CID communication with the media and New Zealand public was also raised in comments by a number of members as of vital

importance to the international development sector and keeping the issues of the sector on the public radar. Many members mentioned the important role of CID in sector-wide advocacy on the main issues affecting international development.

Emphasis was also put on continuing to build on the collaborative approach that currently exists amongst New Zealand international development NGOs. Sector coordination constantly arose as an important area for CID

“CID has a role to play as a sector wide mouth-piece to government and a catalyst for debate within the sector.”
CID Member - 2011 Members Survey

to focus its attention on, particularly in relation to project implementation and disaster response in the Pacific. Members also highlighted cooperation and exploring ways in which they can work together more. Currently 18% of CID members partnered with another New Zealand-based NGO in the last year.

“Exploring ways where NGOs can work together more (training, case studies, guidelines). This would not only lower the chances of doubling up, it would offer NGOs the chance to identify other agencies working in the same field and opportunities for partnerships.”
CID Member - 2011 Members Survey

Members’ desire to build on this number is a demonstration of their commitment to utilizing the tight resources of the sector to their best advantage and that of the communities they work alongside.

Tracking changes in priorities will continue in future surveys and will help to guide the annual work programme undertaken on behalf of members.



ANNEXES

Annex 1: Acronyms

CID	Council for International Development
fte	full-time equivalent
HAF	Humanitarian Assistance Fund
HRF	Humanitarian Response Fund
KOHA-PICD	Kaihono hei Oranga Hapori o te Ao - Partnerships for International Community Development
MFAT	Ministry of Foreign Affairs and Trade
NGO	Non-Governmental Organisation
ODA	Overseas Development Assistance
SDF	Sustainable Development Fund

Annex 2: Survey Respondents

ADRA New Zealand	New Zealand Children's Health & Education Trust
Altus Resource Trust	New Zealand China Friendship Society
Amnesty International	New Zealand Viet Nam Health Trust
ANCOP New Zealand	New Zealand Somali Women Inc.
BANZAid	NZIR (New Zealand -Iraqi Relief Charitable Trust)
Caritas Aotearoa New Zealand	One Asia Trust
cbm New Zealand	Oxfam New Zealand
ChildFund New Zealand	Pacific Cooperation Foundation
Christian World Service	Pacific Leprosy Foundation
Engineers Without Borders New Zealand	Quaker Peace and Service Aotearoa New Zealand
Family Planning International	RedR New Zealand
Fred Hollows Foundation New Zealand	RESPONSE
GirlGuiding New Zealand	RNZWCS Limited (Rotary New Zealand)
Global Focus Aotearoa	Rural Women New Zealand
Greenpeace	Save the Children New Zealand
Habitat For Humanity New Zealand	SurfAid International
Hope International Development Agency	TEAR Fund
IN Network NZ T/A International Needs	The Family Centre
Island Child Charitable Trust New Zealand	Trade Aid Importers Ltd
Kyrgyzstan New Zealand Rural Trust	Umma Trust
Latin America Solidarity Committee Aotearoa New Zealand	UN Women National Committee for Aotearoa New Zealand - formerly UNIFEM NZ
Leprosy Mission	UNICEF New Zealand
Livelihood International	UnionAID
Mahitahi	
New Zealand AIDS Foundation	



United Nations Association of New Zealand
 Volunteer Service Abroad

World Vision
 WWF New Zealand

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