

What makes an NGO trustworthy?

A global perspective



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Fundación Lealtad



Charity Monitoring Worldwide



Donation in Spain

38% of the Spanish population over 18 years old has made a financial contribution during the last 12 months. (2024 data)

Main reasons to give:

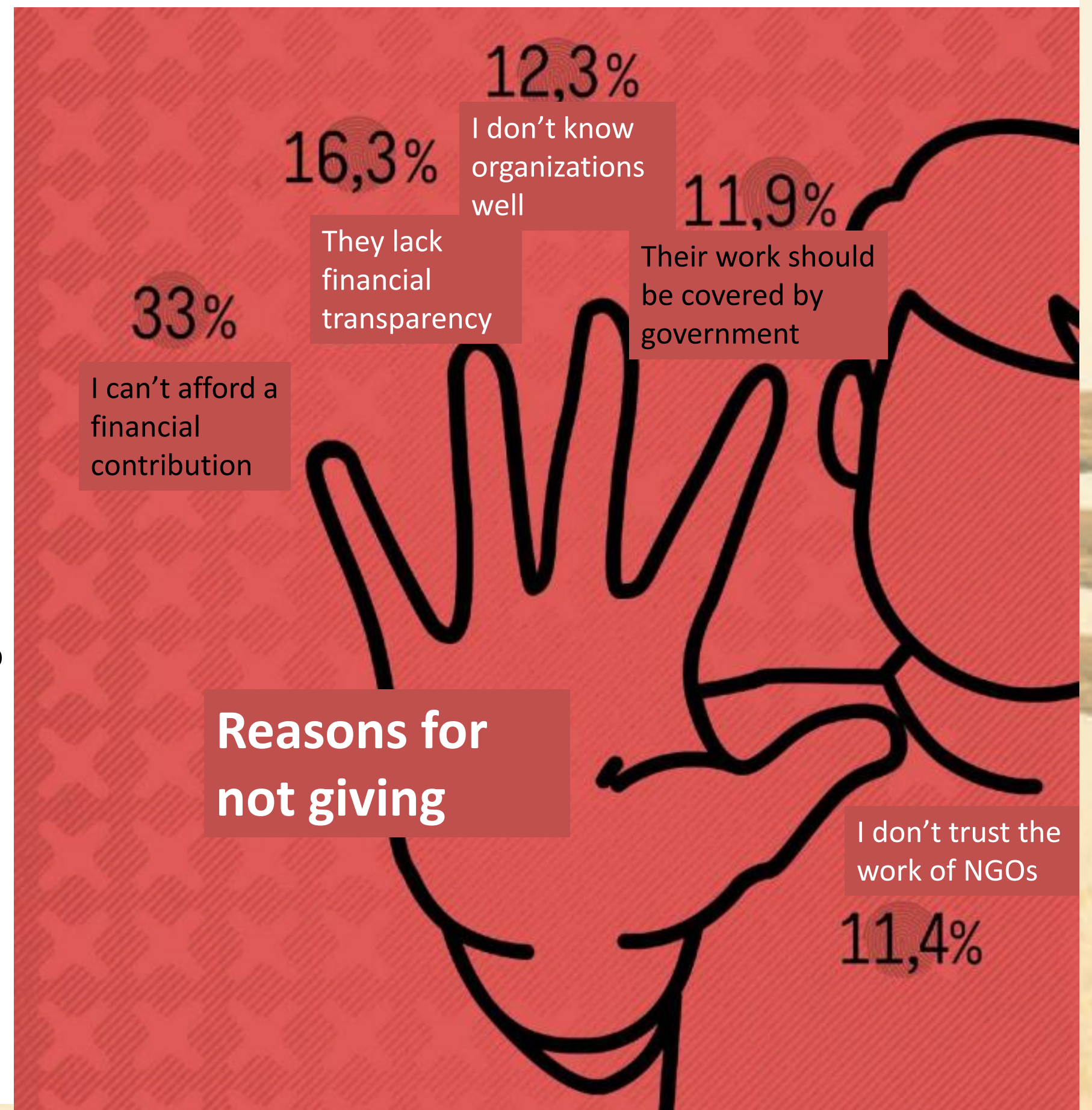
- ✓ To make a difference from my position.
- ✓ It's a well-known and trustworthy NGO.
- ✓ To feel good / be a better person.
- ✓ NGOs work with rigor and responsibility.
- ✓ Big impact on the cause.
- ✓ The cause they fight for affects me personally.
- ✓ They offer different ways to get involved.



Lack of donation in Spain

Reasons for not giving in Spain:

- Economic limitations: 33%
- Communication problems and distrust: 40%
 - Lack of financial transparency 16,3%
 - Lack of knowledge 12,3%
 - Distrust 11,4%

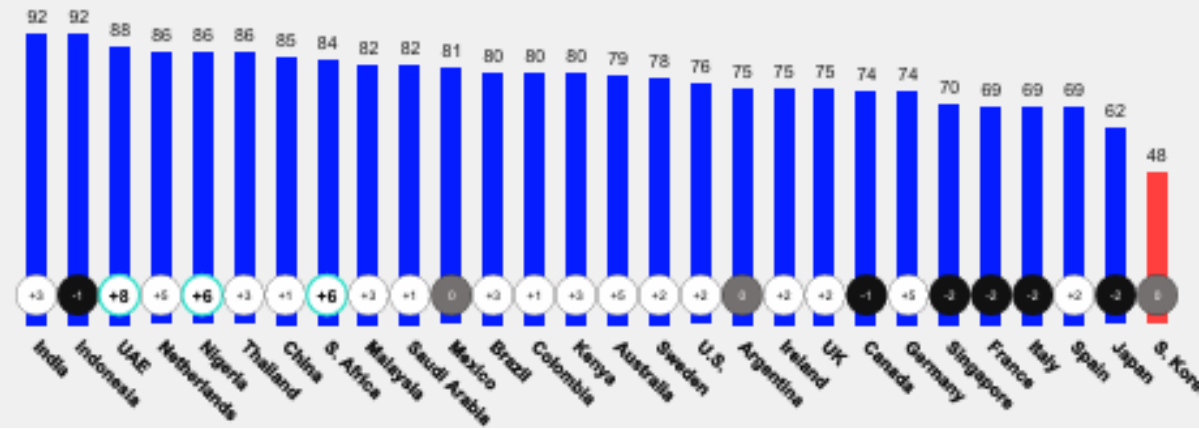


Worldwide Trust

I trust my employer to do what is right

I trust my employer to do what is right

78
+2 pts
Change, 2025 to 2026

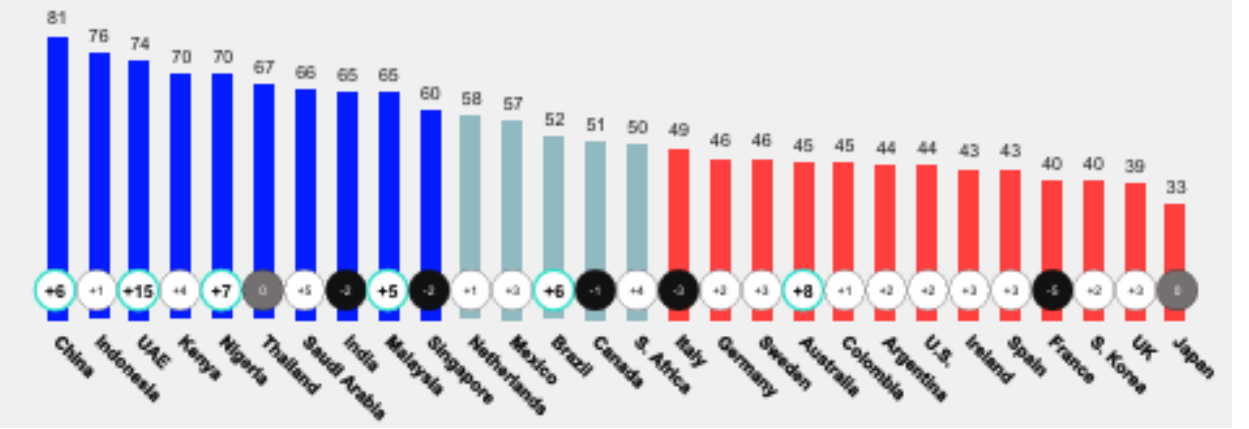


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Media

I trust media to do what is right

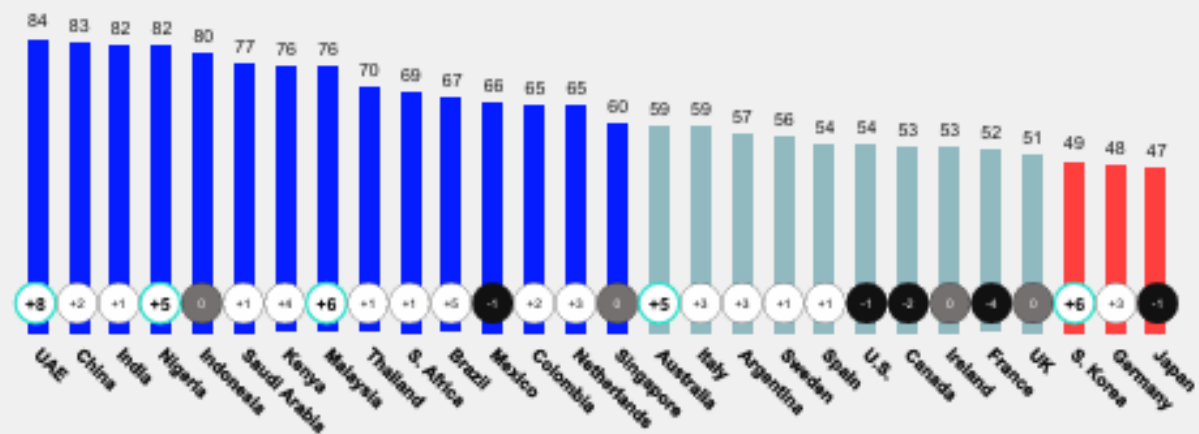
54
+2 pts
Change, 2025 to 2026



Businesses

I trust business to do what is right

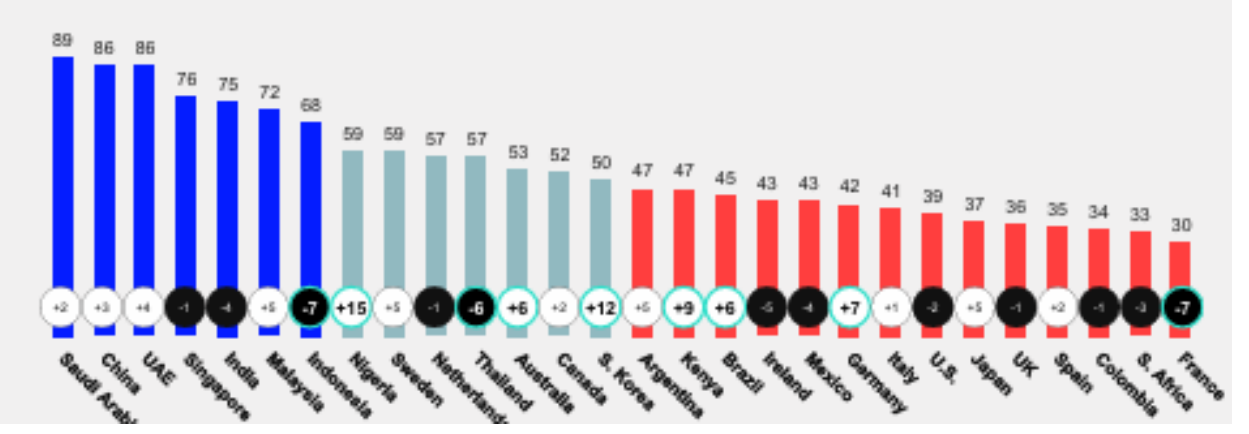
64
+2 pts
Change, 2025 to 2026



Government

I trust government to do what is right

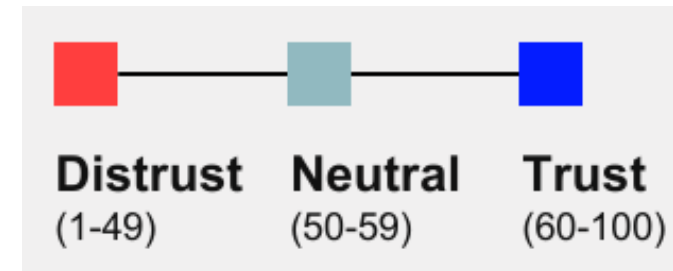
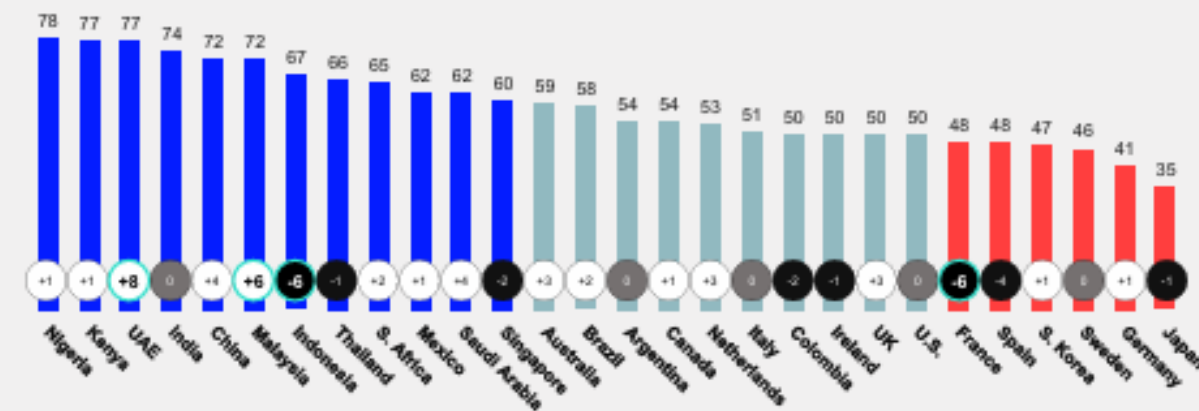
53
+1 pt
Change, 2025 to 2026



NGOs

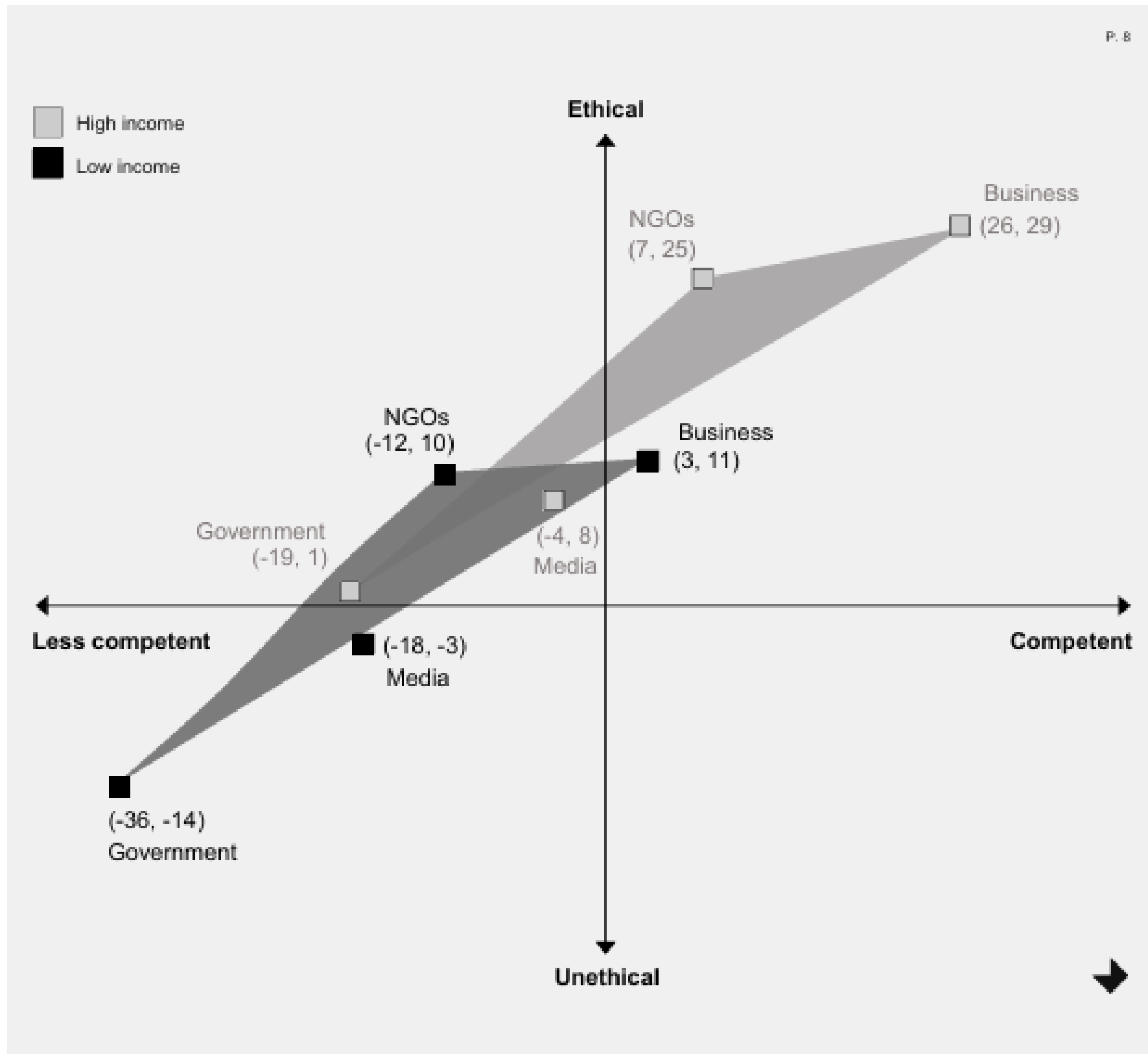
I trust NGOs to do what is right

58
0 pts
Change, 2025 to 2026

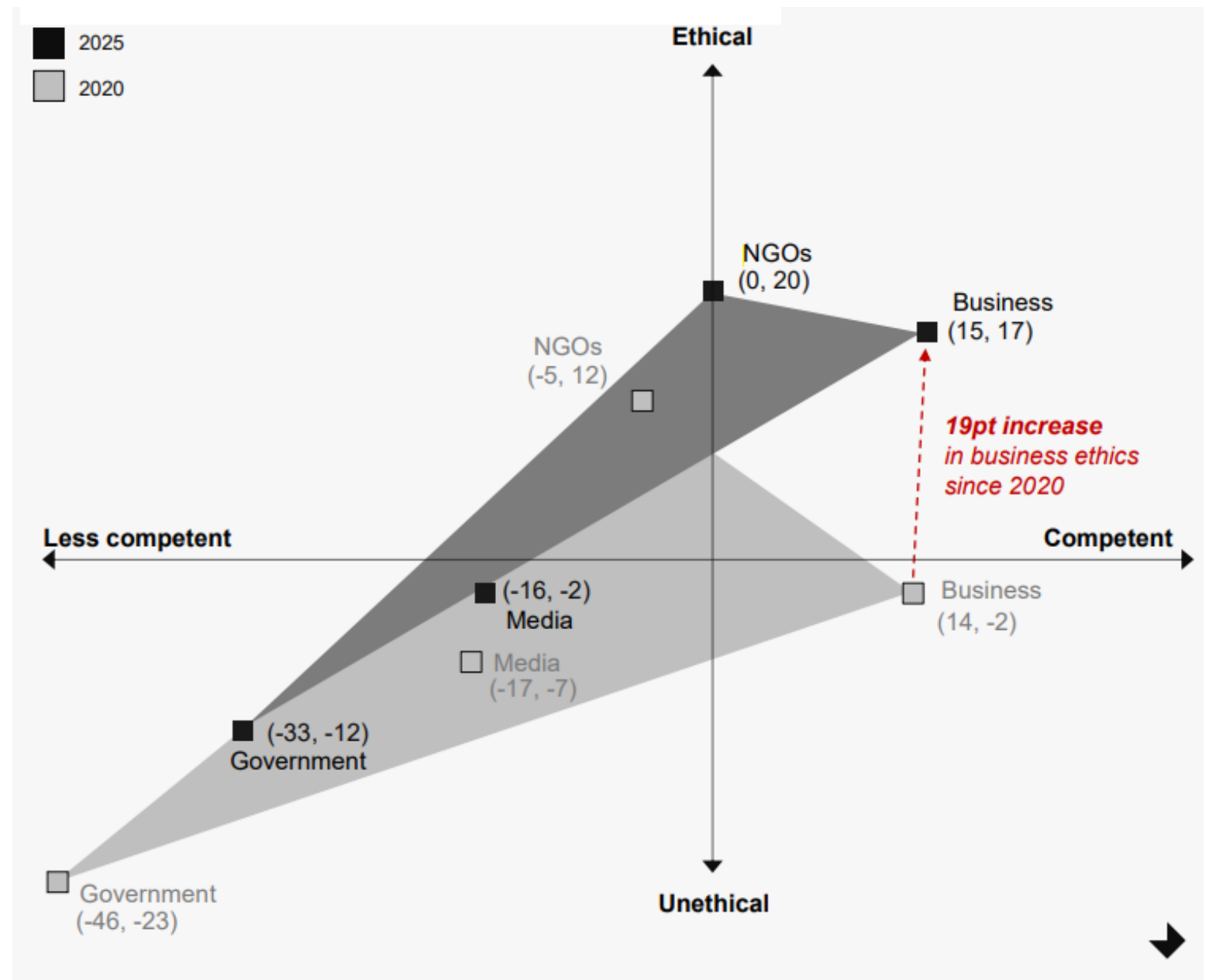


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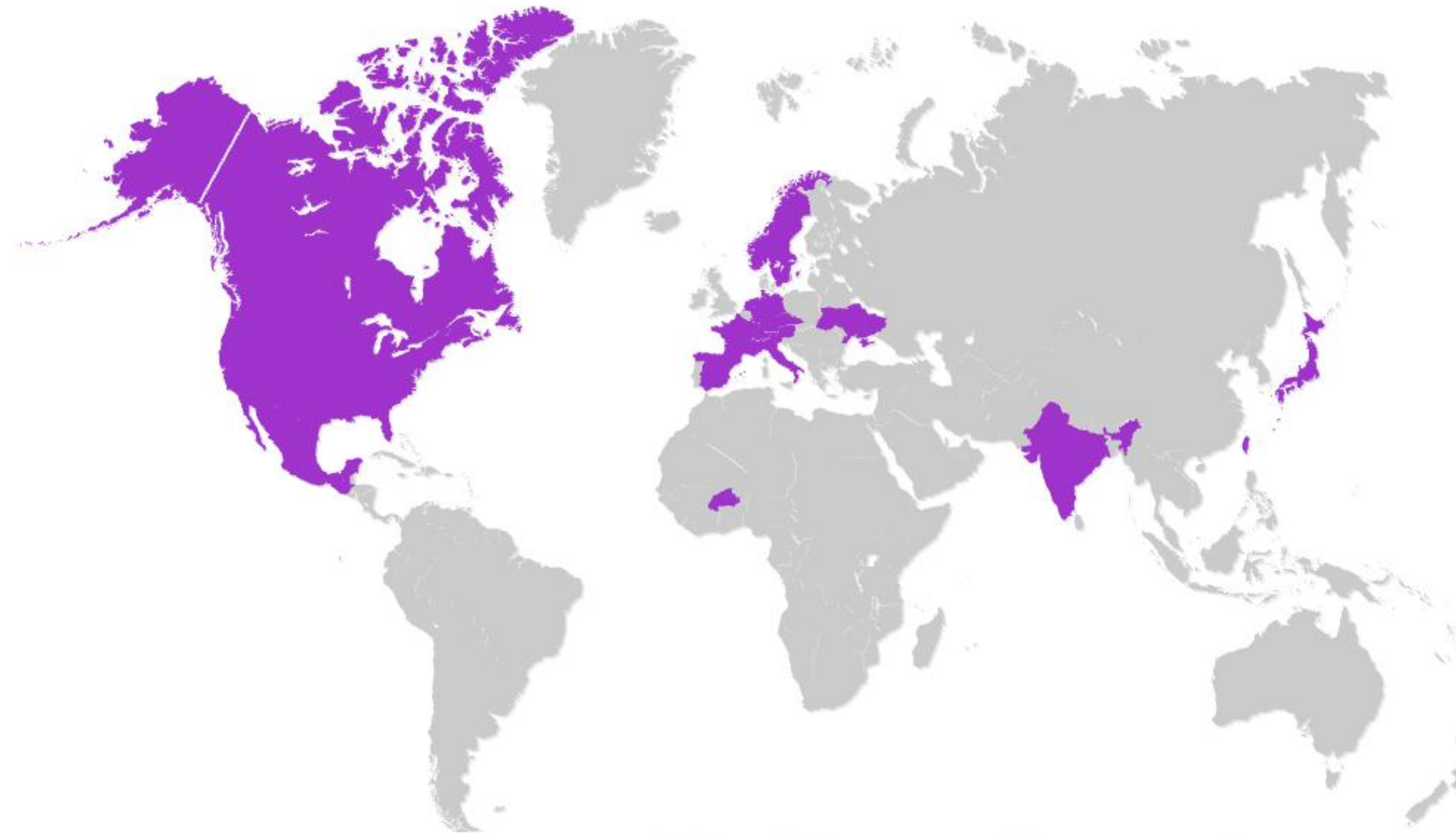
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Charity Monitoring Worldwide

Building Trust Worldwide

We advance a transparent and accountable charitable sector to promote society's trust in charities.



CMW Objectives

- Supporting Transparency
- Monitoring Effectively
- Encouraging Accountability
- Collaborating Globally
- United Voice
- Expanding Worldwide



Guidelines for Trustworthy Charities

1. Public benefit
2. Governance
3. Finances
4. Efficiency
5. Effectiveness
6. Integrity
7. Transparency

Guidelines for Evaluating Charities

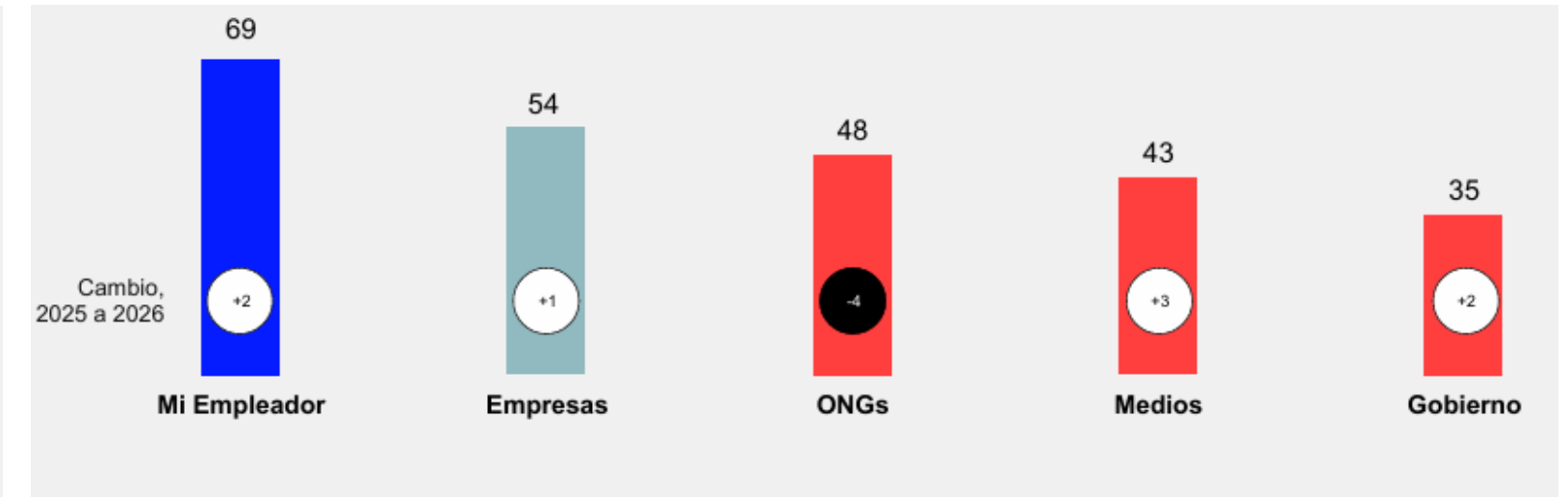
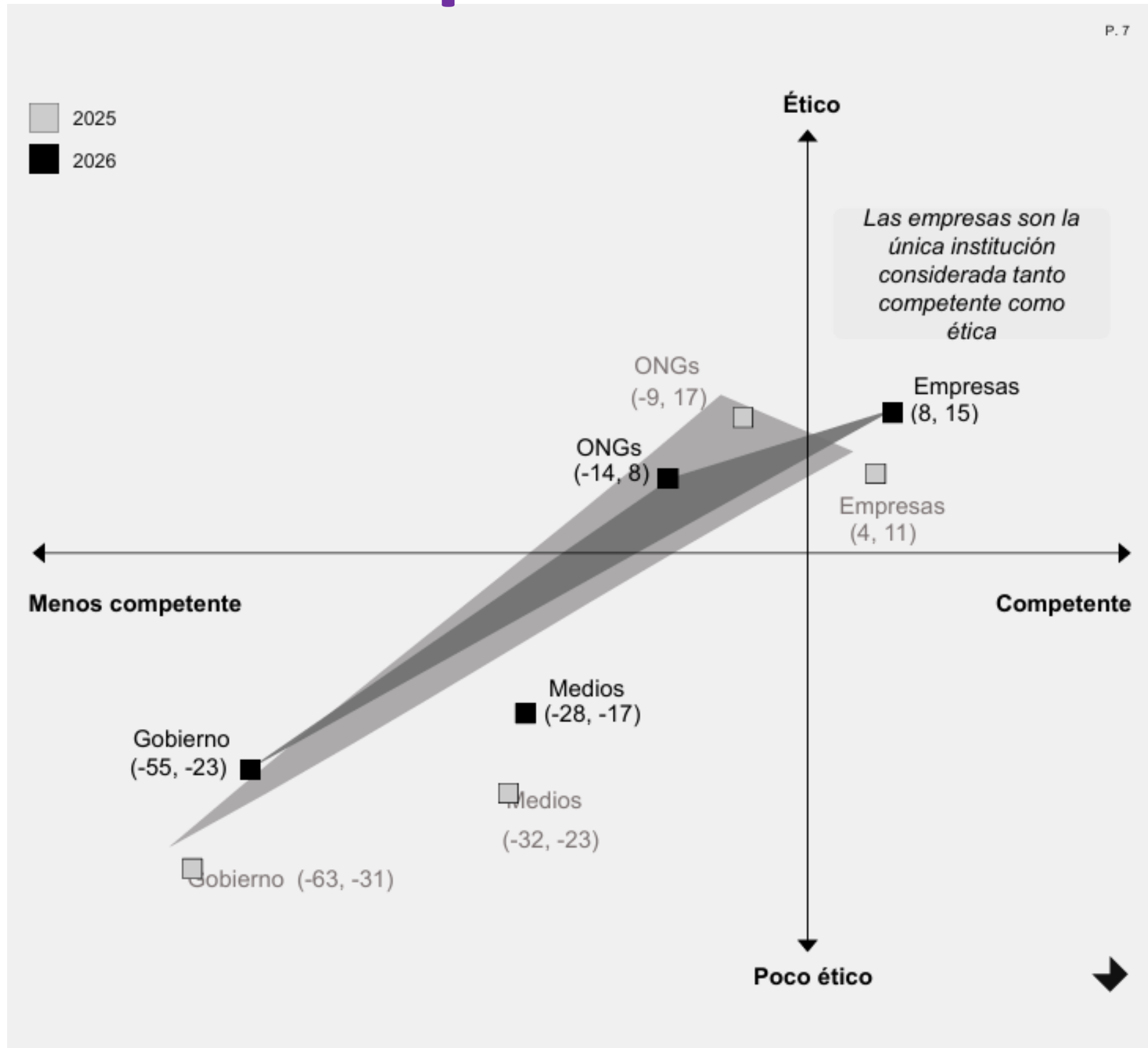
- ❖ Against a set of public standards
- ❖ Consistent across charities of the same nature
- ❖ By trained assessors that operate as representatives
- ❖ Detailed records
- ❖ Quality assurance
- ❖ Chance to submit further details
- ❖ Re-evaluated on regular bases
- ❖ Avoiding conflicts of interest
- ❖ Guidelines and procedures are updated


Guidelines for Transparency in Charity Assessment

- Standards
- Assessment process & Fees
- Result of the assessment
- Charity must be permitted to offer remarks before publication
- Charities must be informed in advance
- No rankings

Back to Spain

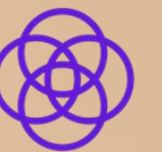
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Without trust,
nothing moves.

Charity
Monitoring
Worldwide



Thank you!

