



Press Release

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Tsunami Donations: An International Comparison **Switzerland leads in per-capita donations**

The International Committee on Fundraising Organizations (ICFO) has surveyed new figures on the Tsunami appeals in several western countries (as of the end of February 2005):

Country	Total (million Euro)	per-capita (Euro)	Total (million US-Dollar)	per-capita (US-Dollar)
U.S.A.	566	1,90	745	2,50
Germany	516	6,30	679	8,20
United Kingdom	437	7,30	576	9,60
France	350	5,80	461	7,60
The Netherlands	175	10,70	230	14,10
Switzerland	170	23,00	224	30,30
Sweden	109	12,10	144	16,00
Norway	73	15,90	96	20,90
Austria	35	4,30	46	5,60
Total	2.431	4,50	3.201	5,90

President ICFO Torkild Skallerud (Norway) said in Oslo: "Big disasters tend to have a negative effect upon other fundraising activities in the same period. The Tsunami disaster appeared after most of the Christmas fundraising campaigns had reached their peaks. Most of the funds raised for this disaster can therefore be regarded as "fresh money". The negative effect of this disaster may consequently not be very long or very harmful. We'll see!"

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(See also: ICFO Recommendations on Disaster Aid Fundraising, Page 2)

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ICFO Recommendations on Disaster Aid Fundraising (for Donors)

- a Donate quickly, but not with closed eyes. Stick to one or maybe two organizations you are familiar with and have trust in – or which are registered by a national monitoring entity. The organizations should practice transparency concerning their economy and operations and should not keep an unreasonable portion of the donated money for own administration. Be careful in responding to donation appeals on the Internet.
- b Support organizations which are established in the disaster area and have local competence and experience in disaster aid – or have strong, qualified local networks.
- c Make absolutely clear for which activity your donation is given.
- d Do not send unrequested “contributions-in-kind” unless being asked for such specific donations by a competent organization.
- e Local initiatives/campaigns – often spontaneous, without own competence or local networks in the disaster area – should disclose through which organizations/entities they are channelling their aid.

ICFO Recommendations on Disaster Aid Fundraising (for Charities)

- a Do not ask for public donations unless your organization has local experience or competence in disaster aid. Or: make absolutely clear which organizations/entities you intend to cooperate with.
- b Take particular care to minimize your own costs.
- c Keep government/state support and private donations separated. Government money comes from taxpayers’ money. Large sums of government support might also turn away your private donors.
- d Say “no, thanks” when you have received enough! You need the donors’ permission to divert donations to other purposes.

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