

**Annual PVO Conference
Washington DC
January 2005**

Why start an ethics program?

- National, local, and international scandals hurting public confidence in nonprofit organizations.
- Increased scrutiny from the media.
- Growth in the number of nonprofits.
- A public growing distrustful and confused about who to support.
- Gaps between expectations and performance.

Eighty-six percent (86%) of respondents indicated that a charity having a “seal of approval for ethical standards and accountability given by a reputable association of Maryland nonprofits” would be important to them in making giving decisions.

The Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector

- A blueprint for well managed and responsibly governed nonprofit organizations

The Standards for Excellence

- 8 Principles & 55 Standards
 - Mission and Program
 - Governing Body
 - Conflict of Interest
 - Human Resources
 - Financial & Legal
 - Openness
 - Fundraising
 - Public Policy & Public Affairs

Tools to Help Nonprofits Strengthen their Operations through Standards for Excellence

- Pledge of Commitment to the Guiding Principles
- Nonprofit Education Program
- Voluntary Certification Program
- Public Education Program

Most Challenging Standards

- Conflict of Interest Policy/Statements (61%)
- Program Evaluation (55%)
- Advocacy Policy (51%)
- Confidential Means to Report Impropriety (47%)
- Financial Policies (46%)
- Gift Acceptance Policy (43%)
- Board Development (39%)
- Employee Orientation (39%)
- Internal Review of Legal, Regulatory Requirements (36%)

Benefits of Certification

- Recognition of accountability and honesty
- Symbol of trust for donors
- Safeguard against improper behavior
- Affirmation of good work
- Method of self-improvement (ie., in challenging areas, such program evaluation, planning, financial issues, fundraising
- Measures for appropriate behavior
- Framework for a sustainable organization

“...With a small staff and limited funds, we would not have had the resources to create the “template” for change. The Standards for Excellence process provided the direction, the education and guidance to create the solid infrastructure to enable us to reach the next level of maturity...”

“...The rigorous certification process helps organizations to refine and enhance existing policies and procedures and to develop new and effective ways to commitment to exemplary organizational management and performance.”

“Completing the application not only helped us refine our policies and procedures but gave us fresh insight into various aspects of our organization.”

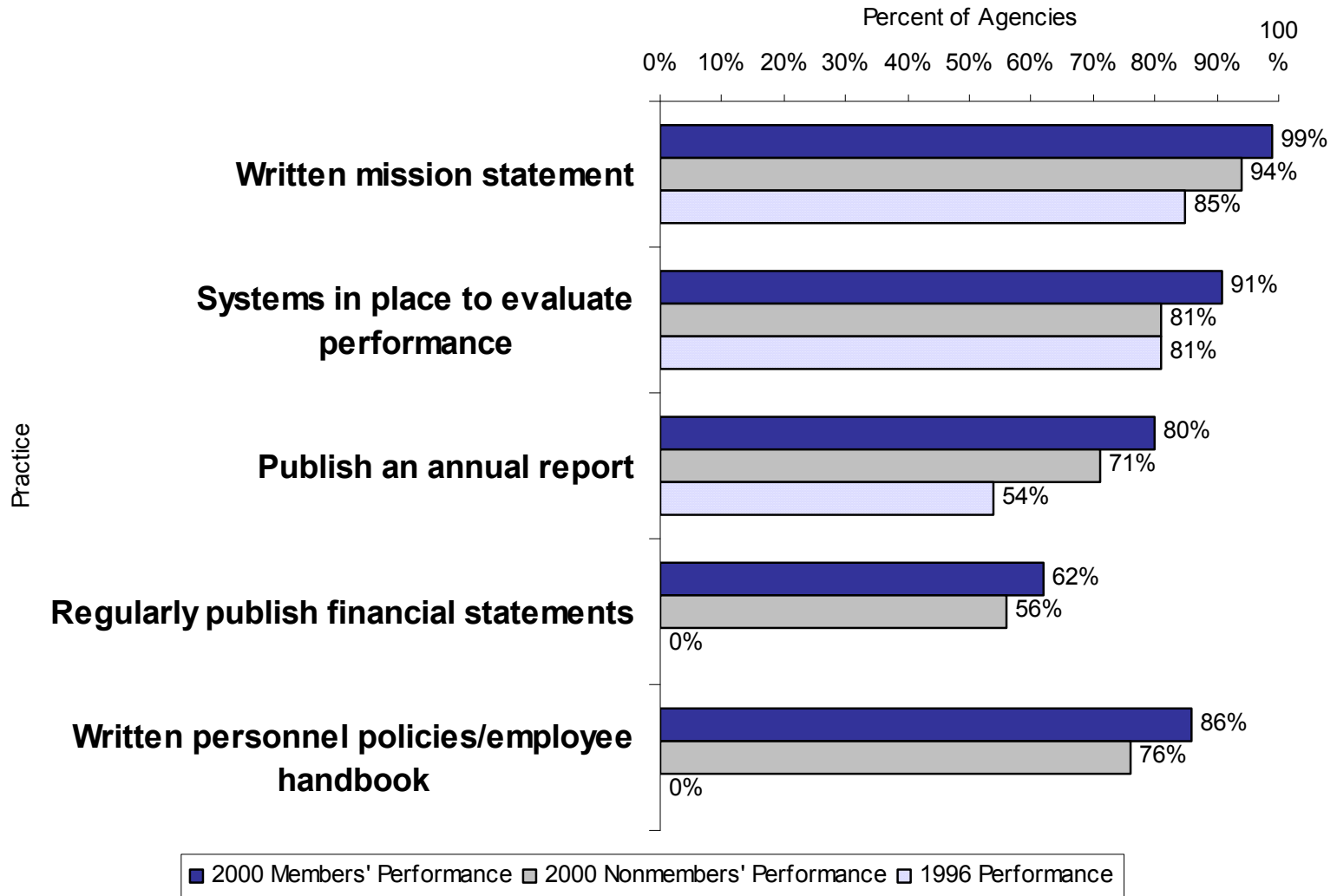
“The [Standards for Excellence] process . . . connected the Board and staff to one another, our history, structure & goals of the organization they may never have understood quite so clearly otherwise. . . .”

Maryland Nonprofits Membership Survey Results

Over the last three years:

- Over 82 % of members are more aware of legal requirements
- Over 77 % of members are more aware of ethical issues

Improvement in Nonprofit Management Practices Since the Onset of the Standards for Excellence Program



National Replication Underway!



GEORGIA CENTER
for NONPROFITS



N.C. Center for Nonprofits

PANO

WELCOME TO
THE *giving* TRUST
A way to give. A way to connect.

Standards for Excellence Replication Program

- Licenses replication partners to customize Standards for Excellence program materials in their state:
 - Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector
 - Written educational materials
 - Training programs
 - Public Education documents
 - Certification program
- Provides consulting support to aid implementation

Our Partners Speak

- "... a valuable resource for organizations in our state."
- "...we have received overwhelming support from our donor and nonprofit communities and from our state government."
- "the program has emerged as one of [our] 'signature products' and has been extremely well-received by our stakeholders."
- "At a time when we're trying to both model best practices and raise the bar for strong performance by our sector, the Standards project has been a key part of our efforts."

National Standards for Excellence Institute Launched

Expand Standards for Excellence Replication Partners by Offering Various Options for Replication...

- Customized version of the program
- State branding national version of the program
- National version of the program
- Organizations serving as distributors
- Various payment options offered

Standards for Excellence Institute & Expansion of National Replication Effort “Direct to Market” Offerings...

- National Version of the Code
- Membership for nonprofits and consultants
- Trainings offerings offered by Standards Institute, replication partners and authorized trainers
- Educational resource packets
- Website access
- On call technical assistance

National Evaluation of the Standards for Excellence

- Based on logic model approach
- Pre-post test surveying
- Site Visits
- Quarterly data collection

Early Evaluation Results

- The Standards for Excellence Program is replicable, both as it exists and in amended formats.
 - Few modifications to the code are requested and incorporated by partners
- The current model of replication is more resource intensive and slower than anticipated.
- The process of replicating the program is strengthening the participating replication partners

New Research from the Forbes Fund

- A new research study released by The Forbes Funds documents that high performing nonprofits in the Pittsburgh area have practices that align well with the *Standards for Excellence*

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