

Enhancing NGOs' Capability with Strategic Management, Accounting, and Governance Competency

ExCEL3 Self-Initiated Project Forum
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Online Survey

- A tool to design workshops towards the needs of NGOs

- Part 1: Strategic Management & Governance Competency
 - Best person to answer: CEOs, MDs, Managers.
 - http://hkufbe.asia.qualtrics.com/SE/?SID=SV_3eMih3dyca2ymAB
- Part 2: Financial & Management Accounting
 - Best person to answer: CFOs, FCs, Accounting Managers.
 - http://hkufbe.asia.qualtrics.com/SE/?SID=SV_cNhbXzUtt9jAufX

Target Group

Survey Invitations were sent to NGOs through:

- FSS contact list
 - 736 NGOs on the list
- Self compiled contact list
 - 1,700 NGOs on the list
 - 970 invitations sent (25 delivery failures)
- Personal contact with JP Morgan

Survey periods

- Round 1:
 - Jan 6, 2013 – Jan 31, 2013
- Round 2:
 - April 8, 2013 – May 3, 2013

2 Case Studies Hong Kong Blind Union & Fu Hong Society

Objectives of the studies:

- To understand the governance and compliance requirements of local NGOs and their implications for operations, accountability and performance measurement.
- To compare and contrast the concept and practices of accountability for NGO and for private sector.
- To explore the challenges faced by NGO sector

Next Steps

- To identify more NGOs to write cases on
- To design the workshop :
 - Summarize and analyze survey feedback to identify NGO needs
 - Design workshop materials based on NGO needs
 - Working with Corporations
(e.g. JP Morgan, Goldman Sach, PWC)
 - Invite local and overseas speakers
 - Select workshop participants
 - Workshop promotion in July
- Conduct workshops in Oct and Dec 2013
 - Total 160 participants

Issues to think about

- Survey response rate as of Apr 17, 2013:
 - Strategy & Governance – 31 responses
 - Financial and Managerial Accounting – 19 responses
- Workshops to be delivered in Cantonese or English?
- How to select participants for the workshops?
- How to identify more NGOs to work with and write more cases?

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Management, Accounting and Governance