

Adapting to COVID-19

CID Annual Survey of the Aid Sector 2020-21

Methodology

The Council for International Development (CID) Annual Membership Survey is a year-on-year snapshot of the international development sector in Aotearoa New Zealand.

The survey was conducted in June - July 2021 and covers the last financial year for each member. The online survey provides CID's roughly sixty Full and Affiliate member agencies the opportunity to provide feedback in key thematic areas: size, scope, finances, and CID member priorities; satisfaction with the MFAT partnership and with CID; and views on future direction.

The Survey captures quantitative and qualitative data to understand CID members' global presence and state of operations. While the survey invites respondents to self-reflect on perceived strengths and weaknesses of their individual organisations and the sector, it does not aim to evaluate the effectiveness of the sector's development impact and performance across countries or themes.

47 (roughly 78% of CID members) responded to this survey, more than the last survey. Eight more members completed parts of the survey.

1

Who We Are

The Council for International Development (CID) is the umbrella organisation that unites and supports New Zealand's international NGOs and organisations working in development. We strengthen our members, support them to develop skills and professional standards, influence governments and policy-makers, and bring the sector together to share expertise

2

Snapshot of the Sector

Key findings and analysis from the survey

3

Overall funding holding

Total annual income was estimated at \$196m million, which in positive news means we are holding fairly steady despite COVID-19.

Relatively even spread across regions

Despite the MFAT focus on the Pacific, members continue to support a vast number of countries in the different regions.

Increase and decrease in partnerships

There has been a slight increase in partnerships with other NZ NGOs; partnerships with overseas (in-country) NGOs and agencies holds steady; but partnerships outside the sector have decreased with both public and private sectors.



Ongoing concerns about COVID-19, but a positive outlook

58% of members expected their income to increase in the next financial year – up from 30% last year. This is despite continued concern over COVID-19 prioritising domestic responses over international aid and humanitarian work.

Sector continues to do a lot with not many people

78% of our members are operating with less than 10FTEs, although the number of volunteers has increased by 10%. We have a healthy gender split in the sector, but could increase women on boards.

What is the most pressing issue facing your organisation today?

“COVID-19 (threat to both programmes and fundraising)”



“Impact of COVID-19 means loss of face to face contact and on-the-ground programmes”

“COVID-19 (threat to both programmes and fundraising)”



“Challenge of getting humanitarian aid into Myanmar”

“Diversifying funding away from reliance on MFAT”



“Transforming to successfully operate within a changed environment with COVID-19”



COVID and its impact on the sector

Challenges

Members have identified COVID-19 as a key challenge to the continuity of funding and programmes, as well as a threat to traditional business models. Organisations are adapting to a much more uncertain operating environment.

Responses

Most of the sector has responded with flexibility and is in the process of adapting ways of working, including building the capacity of local partners to implement development. In New Zealand, some are actively restructuring, or sharing services or office space, as well as increasing collaboration.

Risk

There is a risk that now we are 'mid-COVID', the vaccines are being rolled out, and we are all learning to live in 'COVID-normal', that complacency will set in. Complacency is the biggest risk in a context that is still dynamic. Just as bad is a continued 'wait and see' approach which may lead to positive changes such as localisation not being implemented.

Need is increasing

Need is increasing in the places where we work. The Pacific is facing decades of reversal in development gains as the tourism industry is decimated and Fiji continues to deal with the outbreak this year. On 10th July 2021, WFP estimated that "COVID-19 has pushed nearly 300 million people into a food crisis, and that 135 million people are on the brink of starvation. The dual threats of Covid and climate change have collided to create a food crisis in 23 hot spots."

Opportunities

COVID-19 has also created opportunities. A trend towards greater localisation is positive and has major implications for the business models of aid agencies. There is a greater focus on strengthening the capacity of locals to respond and drive development.

Workforce Profile

Gender, standards, and profile of CID member organisations

4



Depends on volunteers

The size of a voluntary workforce has increased almost 10% to 52% the size of the paid workforce of members, meaning that there are now more volunteers than paid staff. This is the same for members in general.

Most staff work in NZ

Most organisations have more people working in New Zealand than overseas; only 11% of responding organisations have more people (i.e. locally engaged staff) working outside of New Zealand.

1

Most are full time

The majority (80%) of members paid workers in New Zealand are employed full-time, with 20% of paid workers being employed part-time. This is an increase in the proportion of full time staff on the last survey by 7%. For members in general 63% are full time and 37% part time paid staff.

2

Doing a lot with a few

78% of our members are operating with less than 10FTEs

5

Sector does a lot with not many people

3

100% Code Compliance

All CID Full members demonstrating accountability, i.e. they have in place, or are strengthening, the policies and processes to keep staff and volunteers as safe as possible, manage complaints and show where funding has been spent

4

Most part-time staff and volunteers female

There has been an increase in male volunteers to 38%, although there was a decrease of male part-time workers with 88% female (an increase on last survey's at 79%)

The full-time split is more even at 47% male and 53% female (and one gender-diverse person)

Women on Boards

Ahead of other sectors, members of governance and boards are 54% male and 46% female. Similar to the last survey.

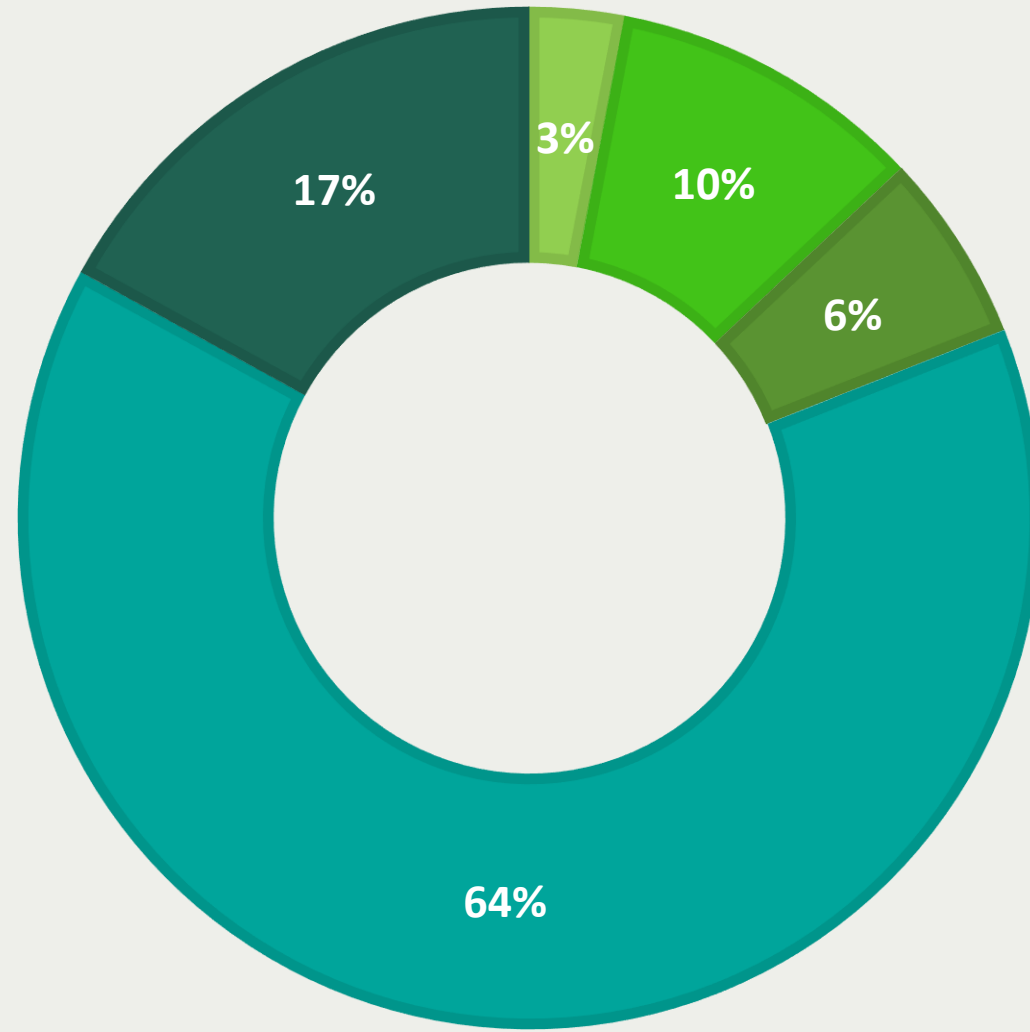
However, because women are in the majority across all staff, in relative terms female representation at governance levels is still relatively low

Gender split is healthy

This is the second time collecting data across staff, leadership and Boards, the sector appears to be doing better than in former years at addressing gender balance especially in leadership positions



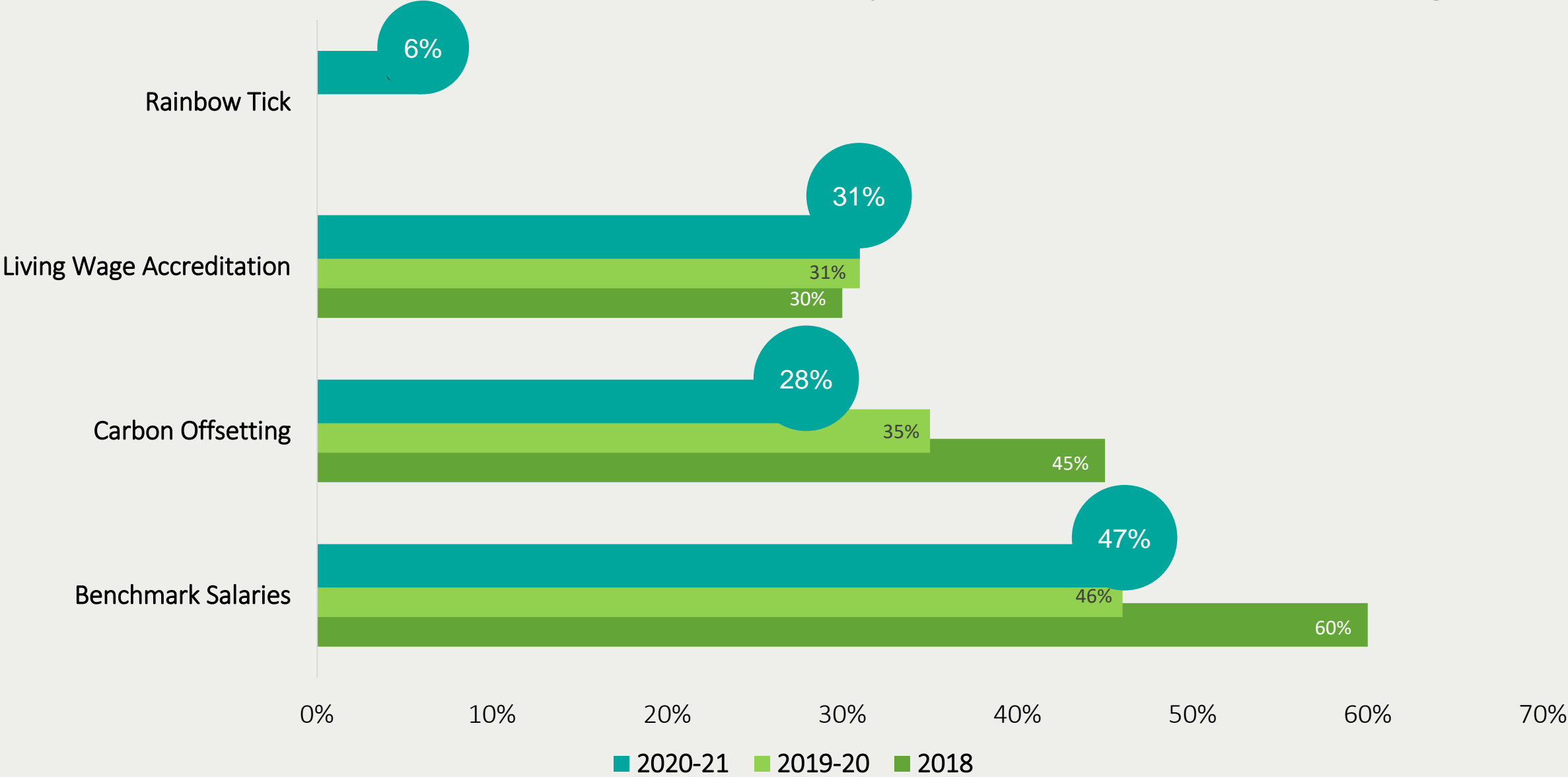
Primary identification of people working for members in NZ



This is the first time asking members this question

- Maori
- Pacific Island/Pasifika
- Asian
- European
- Another ethnicity

Social Good Measures hold steady with decline in offsetting



Finances

Where is the funding coming from, where is it being spent, and on what activities?

5

Funding holds after dropping

Financial support for CID members decreased from a high of \$215m in 2016-17, but is similar to the amount from last year. This could be due to a focus on localisation, domestic focus during COVID-19, or financial reporting changes

Humanitarian activity

While the number of crises and need increased, they could not be responded to in the same way due to COVID-19



A sign of COVID-19

The small drop could be explained by the impact of COVID-19 on CID members' financial situation

Overall income healthy

The financial health of the sector remains in viable shape, although the presence of COVID-19 factors presents a threat

Similar funding sources

Funding sources remain similar to previous surveys. Public support is still the largest source of income, and although it remains fairly static, the multi-year decline appears to be continuing.

Bequests and philanthropy remain a largely untapped source of funding for CID members, but it is increasing. Data reveals that 9% of funding came from bequests (up from 2% last year), and 0.25% from Philanthropy or endowments (up from 1%).

As traditional public donations decline, attracting larger donors and corporates becomes more important, particularly as members can be more innovative and risk-taking with these funds than with funds from government.

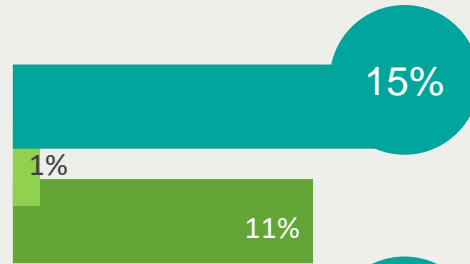
This year 5% of funding was from the private sector (up from 2%).



Funding sources

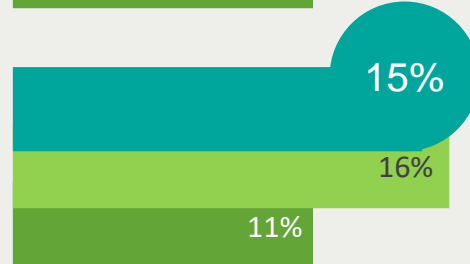
Sales, services, investments

Fairly level (discounting 2019-20 with members not completing this question, and given the increase in members)



Multilateral organisations

No significant change from last year



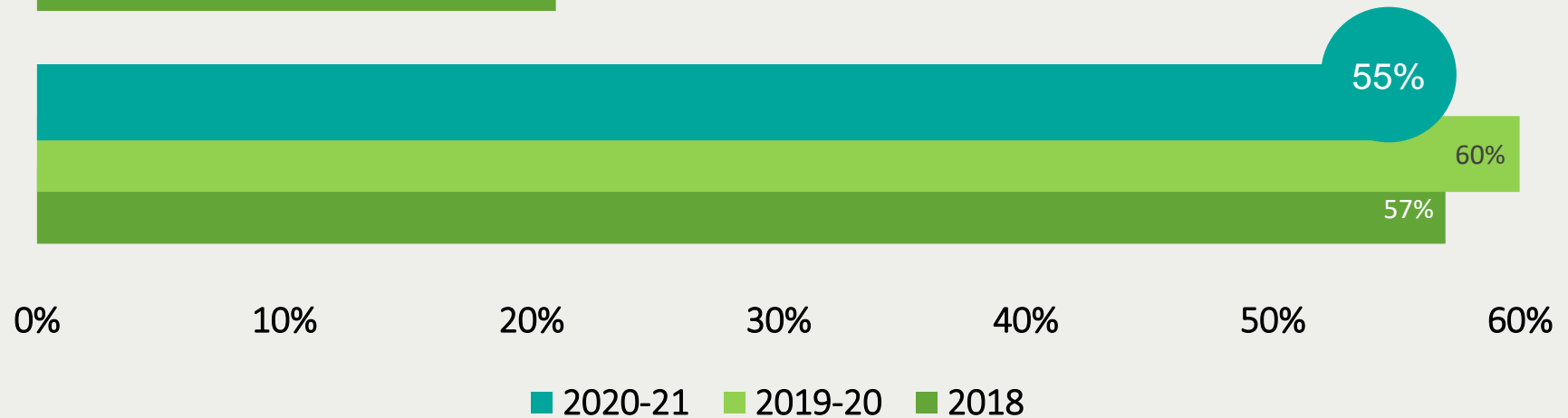
MFAT/Government

MFAT (and other government) funding decreased slightly



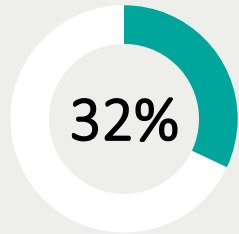
Public funding

Still the largest source of funding, with no significant change



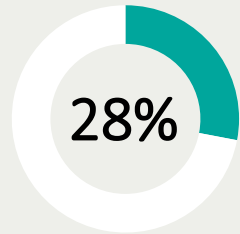
■ 2020-21 ■ 2019-20 ■ 2018

Proportion of public funding by type



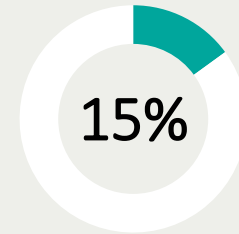
**Child
sponsorship**

Small decrease from the
last survey (39%)



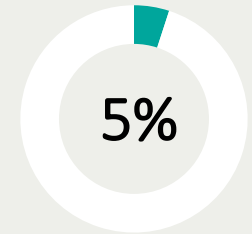
**Regular
donations**

Slightly up on last time



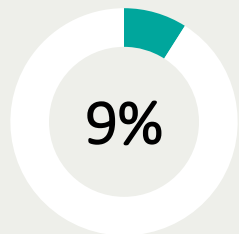
**One-off
donations**

For example, public
fundraising



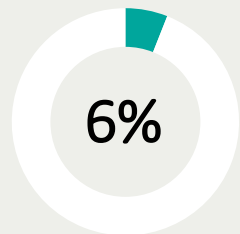
Private sector

Slightly higher than last
survey



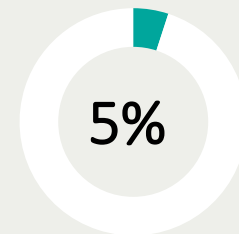
Bequests

Slightly up on the last
survey



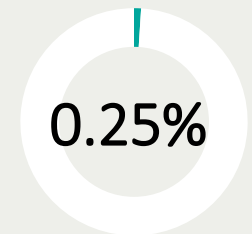
**Emergency
appeals**

For example cyclones and
disasters



**Other (e.g.
foundations)**

Low compared to other
countries



**Philanthropic
endowments**

Untapped potential

Trends in public funding

New Zealand has dropped to the 7th most charitable country. This is a significant drop since New Zealand has consistently ranked in the top 5 in the CAF World Giving Index, and was 3rd place in 2018. 51% of New Zealanders give to charity, a slight drop but still much higher figure than the global average.

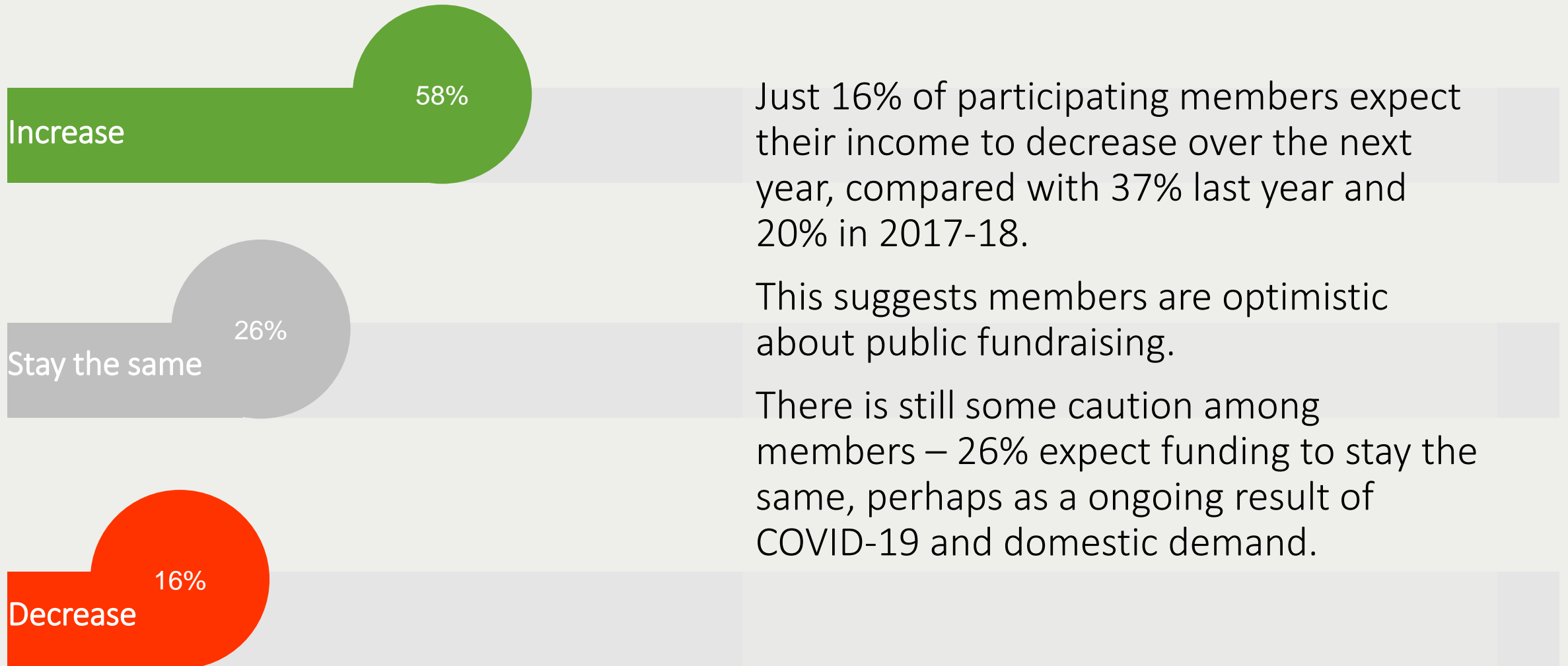
New Zealand continues to be in the top 10 of volunteering, coming in 8th, and is the top developed country for volunteering.

Trust in NGOs decreased 1% according to the Edelman Trust Barometer 2021, business tops the most trusted sector at 61%, with NGOs second, at 57%.

Confidence of the sector increases

In contrast to the previous two surveys, confidence in the financial stability of the sector has increased markedly. 58% of respondents believe their income will increase over the next financial year (compared to 30% last year), with only 16% expecting a drop. A quarter of members think it will say the same.

Increased confidence among members





Change in top ten countries

In CID membership's top ten countries for development spend constantly change and fluctuate depending on humanitarian situations, increased need, and changing projects of members.

Uganda is the new top funding destination, with 11 of the members having development-related expenditure spent there. PNG comes in second for the second year in a row. Fiji continues to remain in the top 5.

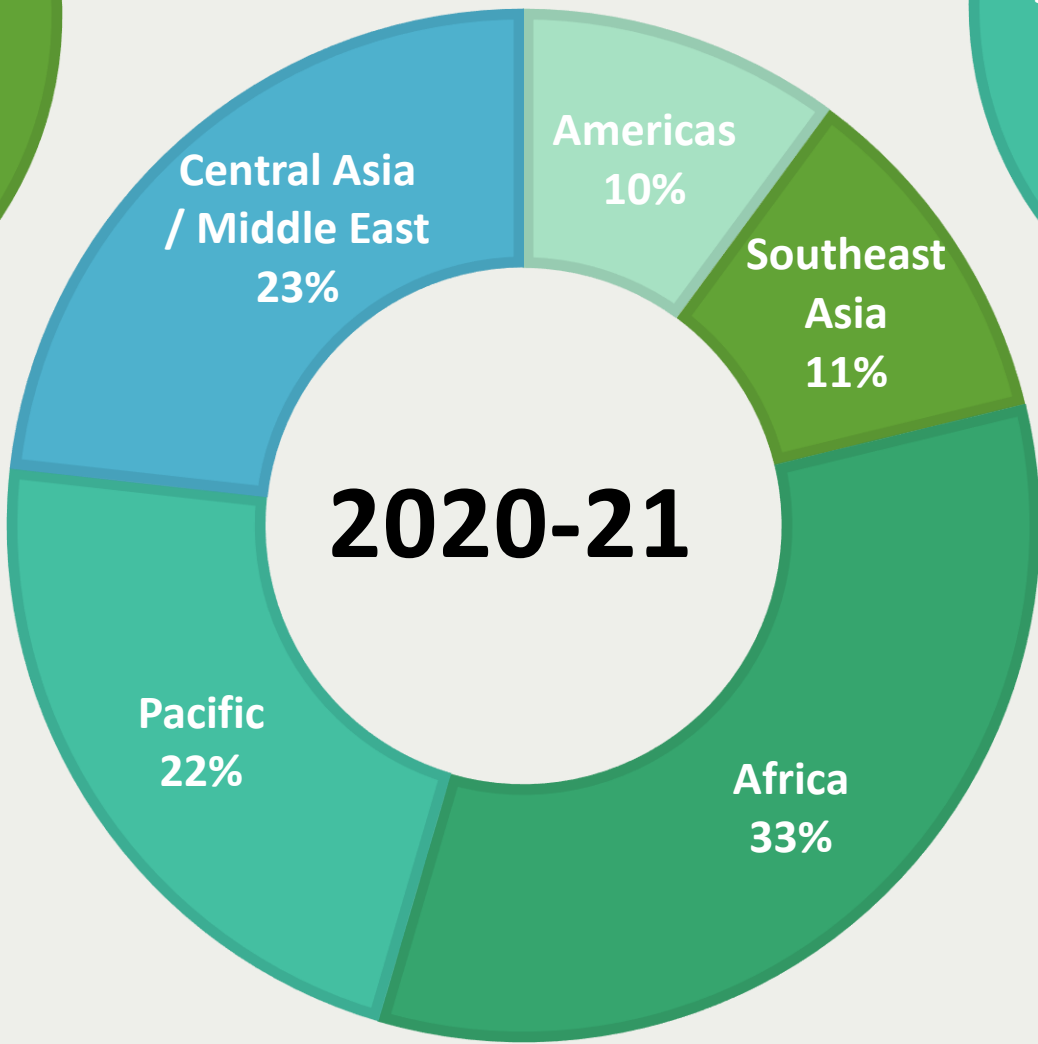
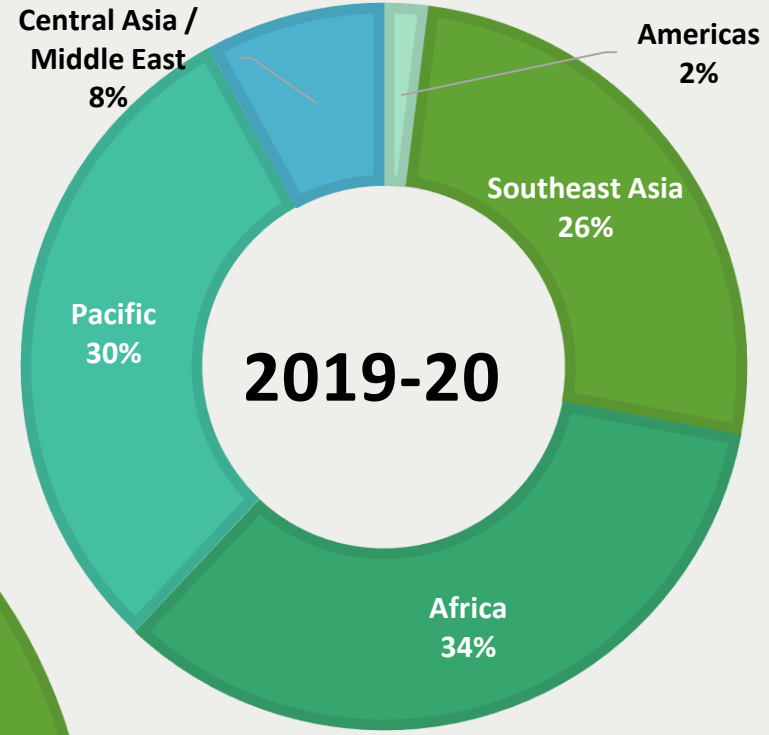
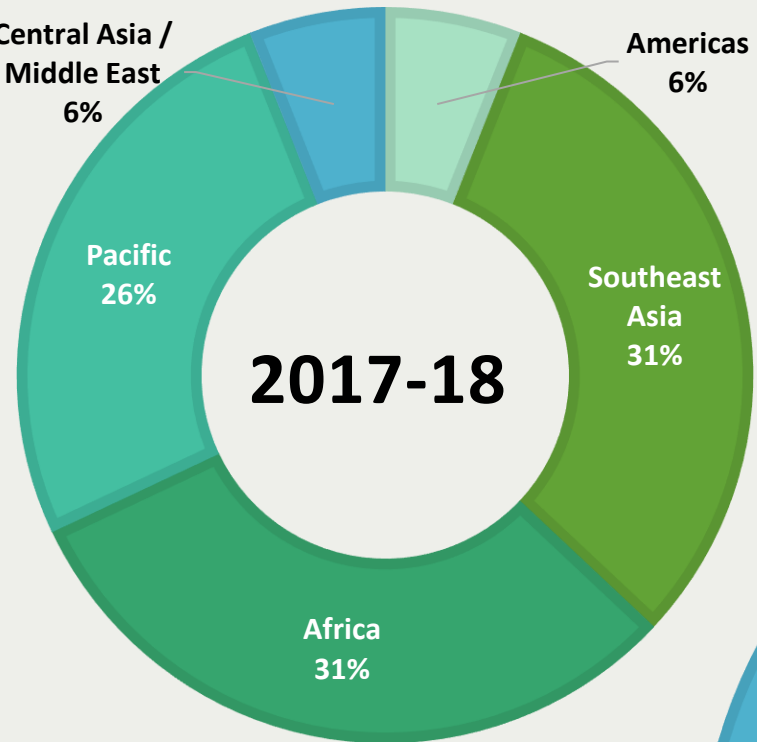
More even spread across regions

Funding has increased to the Americas, and the Middle East/Central Asia, at the expense of South-East Asia (except Myanmar), reflecting additional members, as well as COVID-19 focuses.

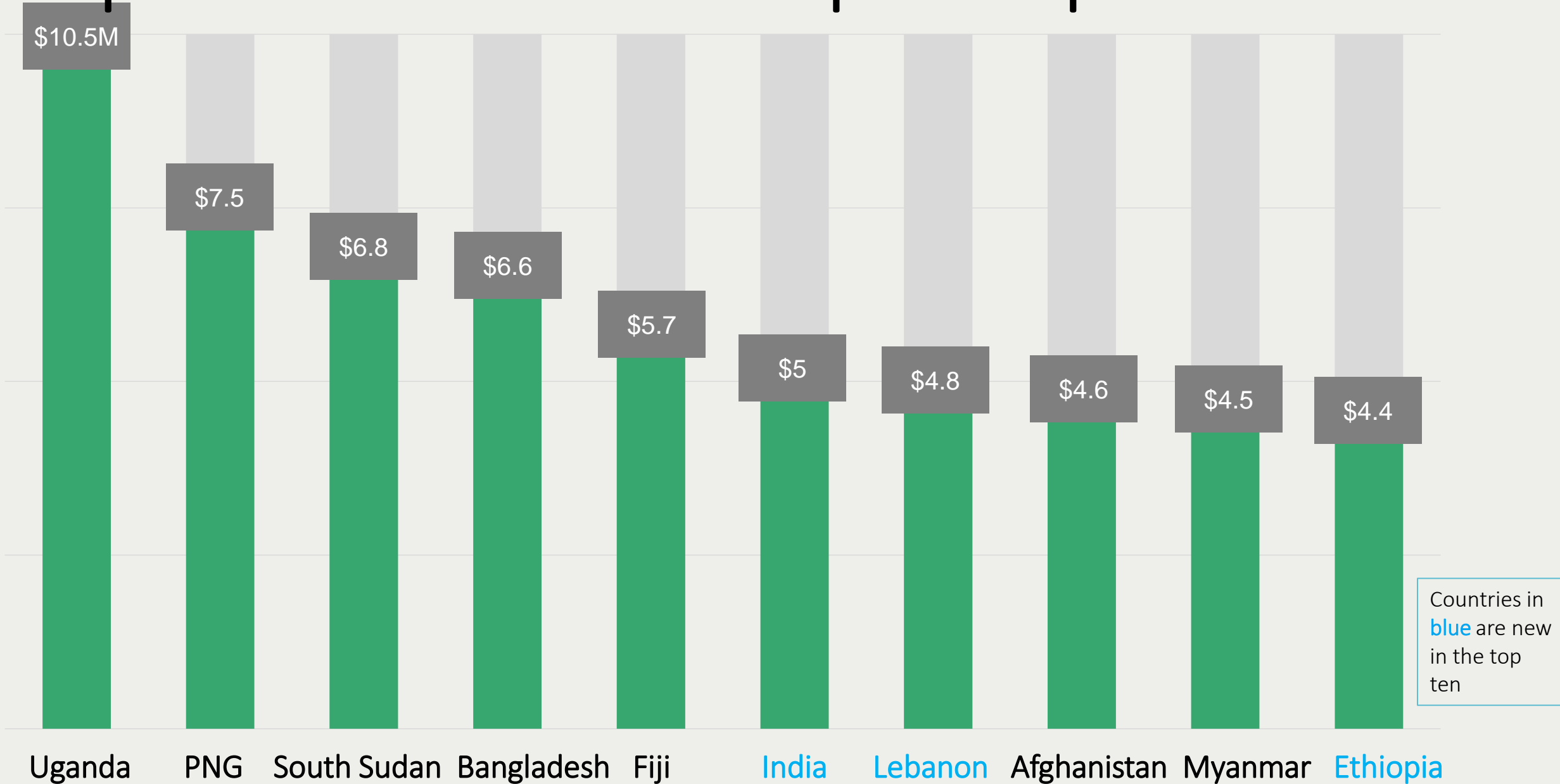
The amount to the Pacific continues to be substantial in comparison with the size and economy of the region.



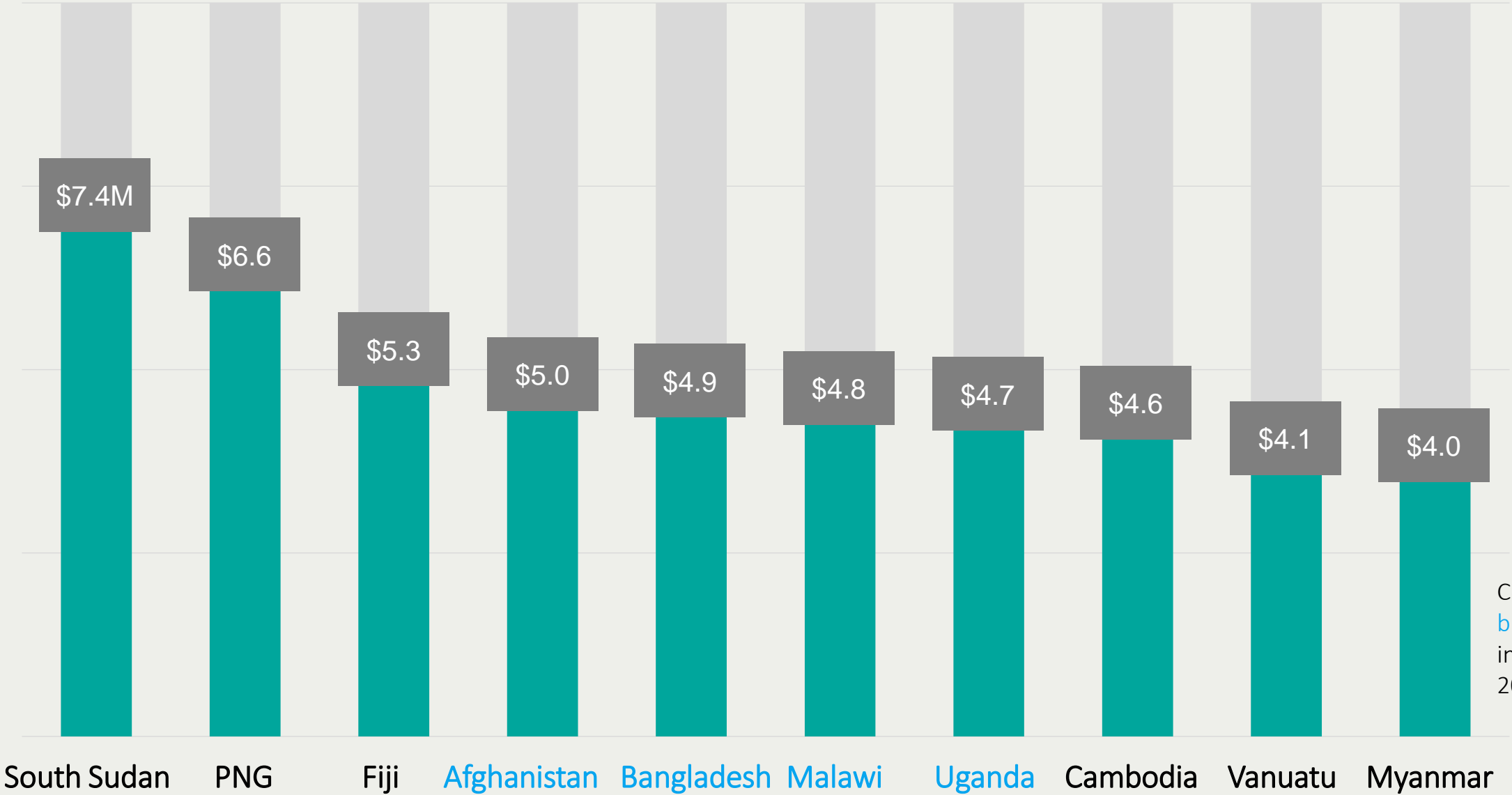
Location of spend



Top 10 countries for development spend 2020-21



Top 10 countries for development spend 2019-20

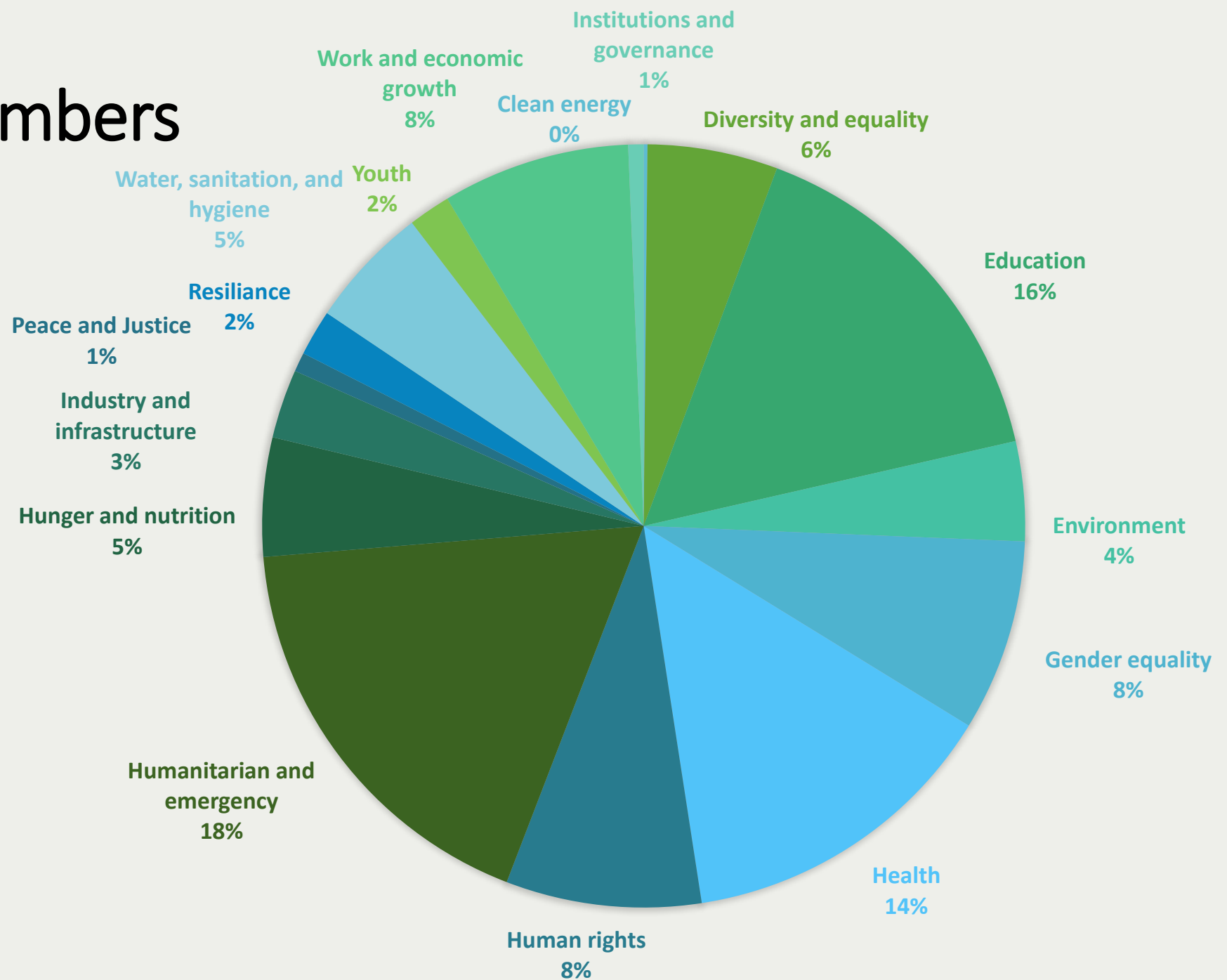


Countries in blue are new in the 2019-20 top ten

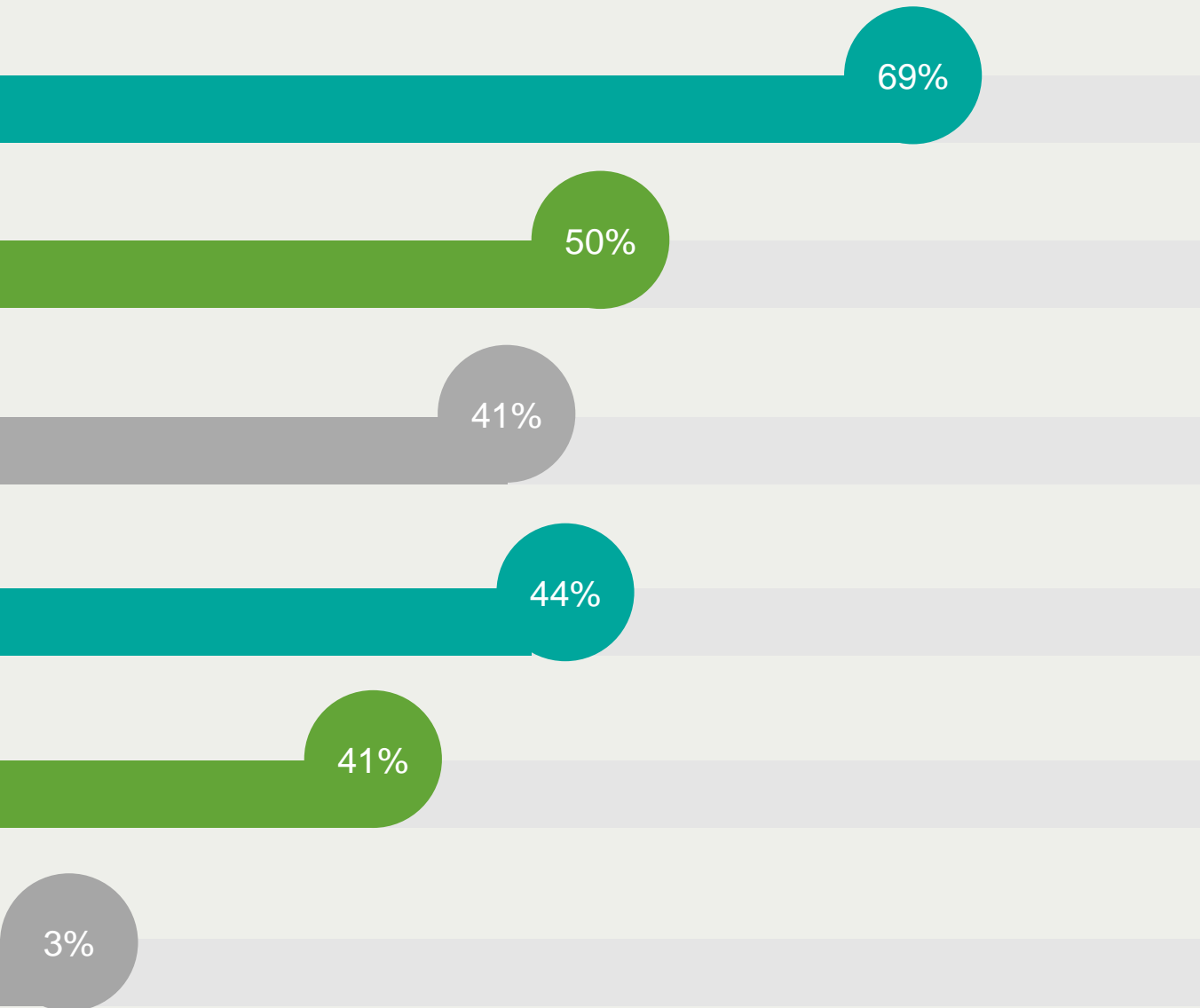
The focus of Members

Health, education, and humanitarian, continue to be a significant focus of members.

The focus of members has remained relatively static in the last two years after some more significant changes from 2018-19 to 2019-20, due to COVID-19 disruptions and the continual impact.



'Aligned priorities or programmes' to Sustainable Development Goal (SDGs) ranks highest



Aligned priorities or programme

To a particular SDG – up from 54%

Used SDG language

For example, “leave no-one behind” - same

Promoted SDGs

In New Zealand – down 1%

Amended policy or Strategy

To reflect the SDGs – up from 38%

Incorporated SDGs in Results Measurement

Into existing results measurement frameworks – up 10%

Other – down from 12%

Partnerships

Who do Members work with?

6



Partnerships slightly increase among Members

CID members continue to work together within the sector, in 2020-21, 51% conducted projects or other outputs together, compared to 43% in 2019-20, 49% in 2017-18, 50% in 2016-17, but it is still not as high as in 2015-16 when it was 63%.

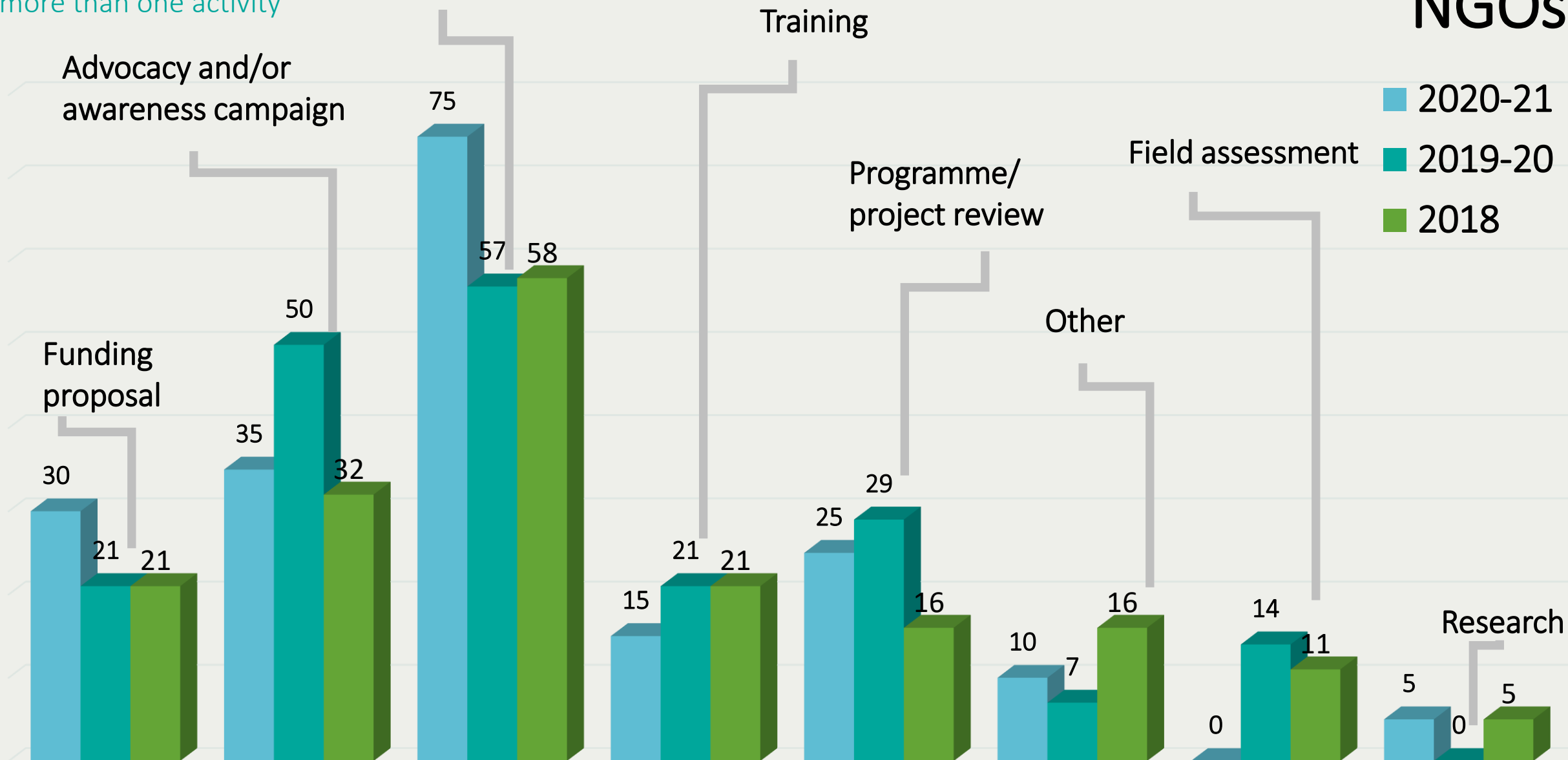
Different types of collaboration after COVID-19?

In the aftermath of COVID-19, members may not be ‘partnering’, but are collaborating in new ways such as shared services like office space, back-end finances, in-country M&E consultants, and sharing templates or research.



*Results are more than 100% as members have done more than one activity

Types of partnerships with NZ NGOs





Localisation thermometer

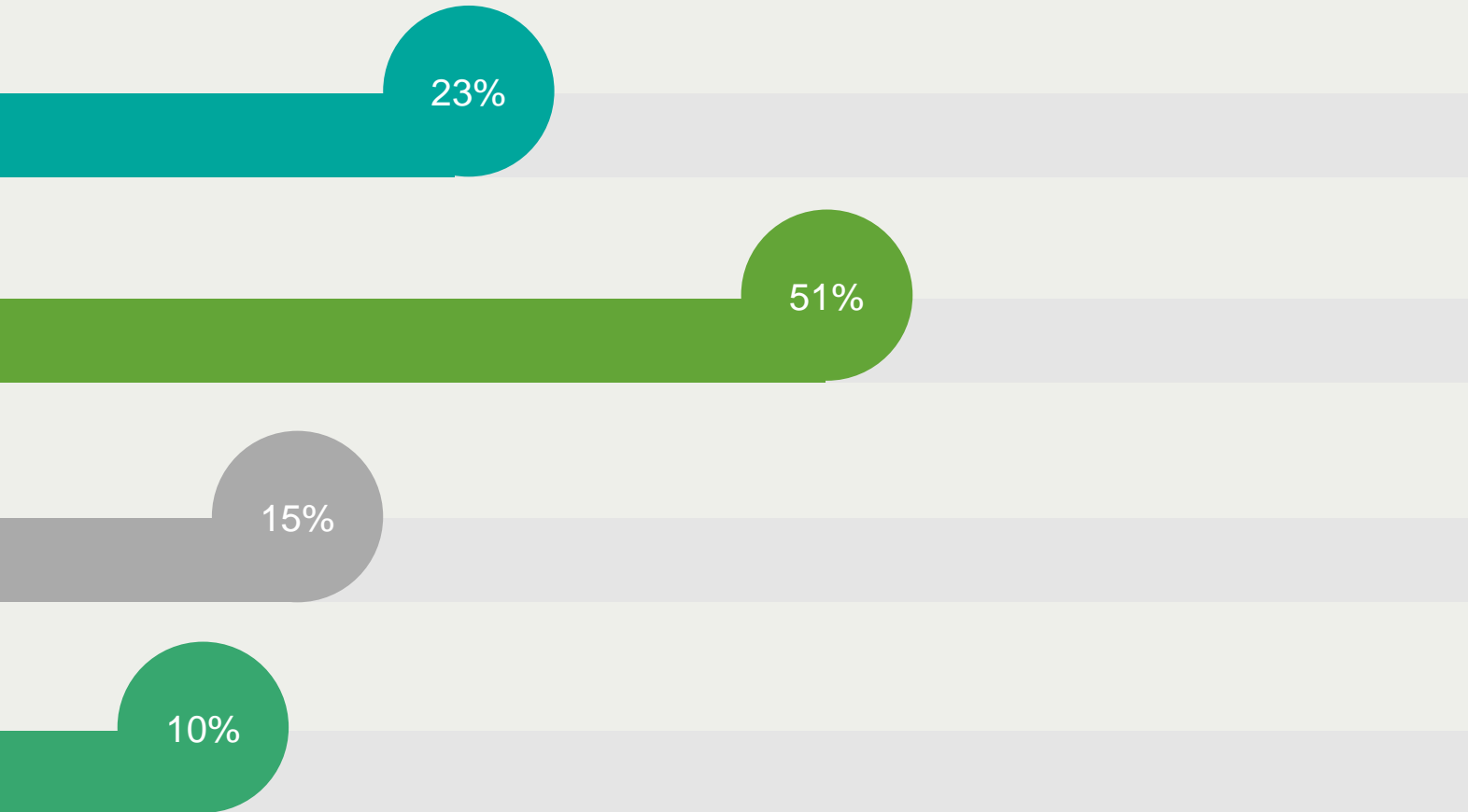
For the second year in a row, 77% of CID members reported that they worked with overseas based (in-country) NGOs or agencies, although the volume has decreased with only 10% having carried out more than ten activities with local partners, compared to 20% in the last survey.

Increased concentration due to COVID-19?

As we adjust to working under COVID-19 and the continued border closures, we see an increased concentration of both overseas partnerships with overseas NGOs and agencies, and a concentration of activities.



Number of initiatives with an overseas NGO



None

23% is high, but this may be due to members with very specialised roles without partners

1-5 local partnerships

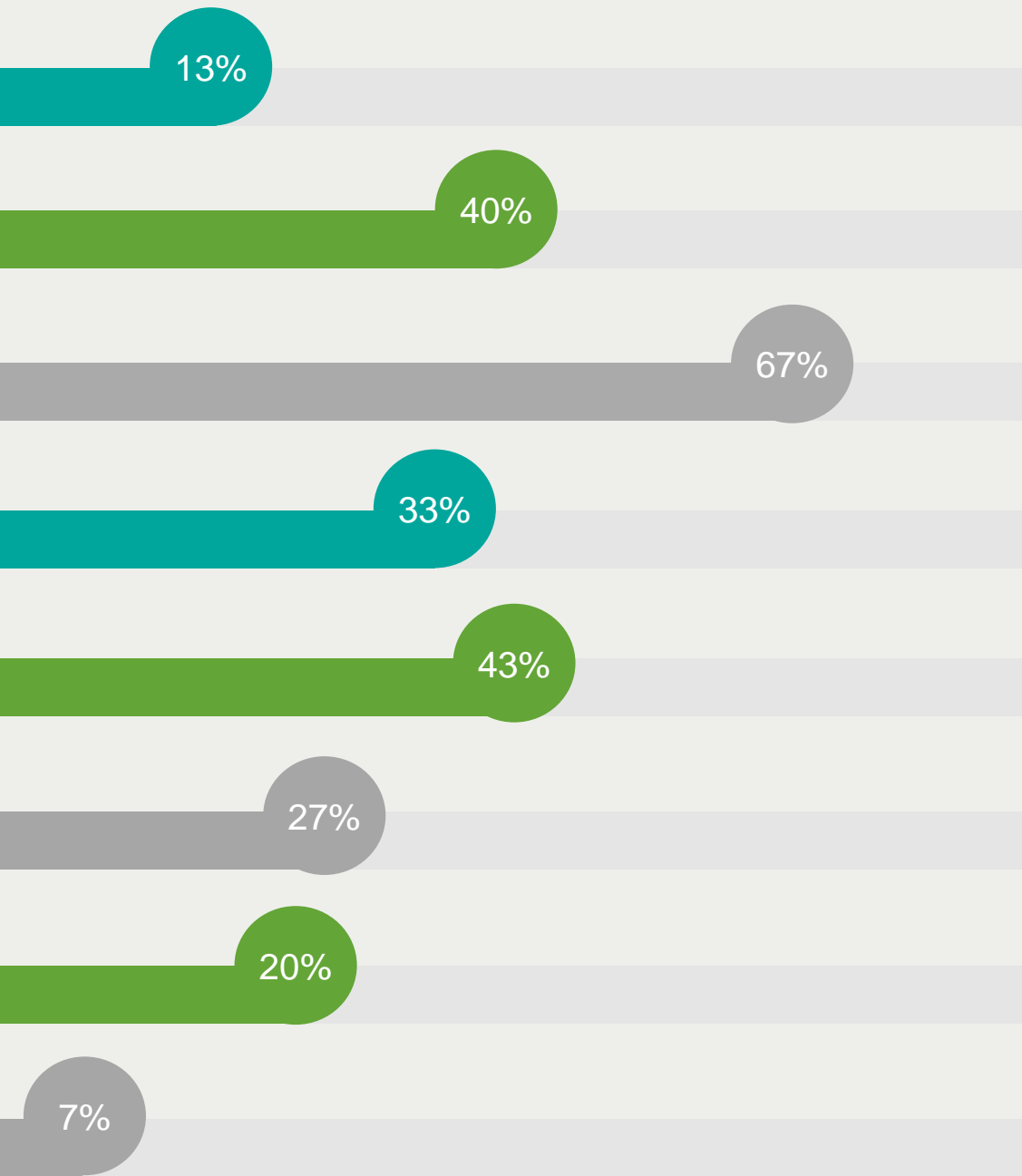
A increase from 40% in last survey

5-10 local partnerships

An decrease from 20% last survey

More than 10 local partnerships

An decrease from 23% last survey, may be related to COVID-19



Field assessment
Decrease from 21% last time

Funding proposal
Slight decrease from 42% last time

Program/project design
Decrease from 83% last time

Program/project review
Decrease from 46% last time

Advocacy and awareness campaign
Slight decrease from 42% last time

Training
Decrease from 38% last time

Research
Decrease from 25% last time

Other
Decrease from 8% last time

Types of in-country partnerships

*Results are more than 100% as members have done more than one activity



Public sector partnerships in New Zealand and overseas

For the partnerships between CID members and public sector entities, this year has seen a decrease in all public sector, with the members not partnering with the public sector at all increasing 10%, although this may reflect the new members who completed the survey this year.

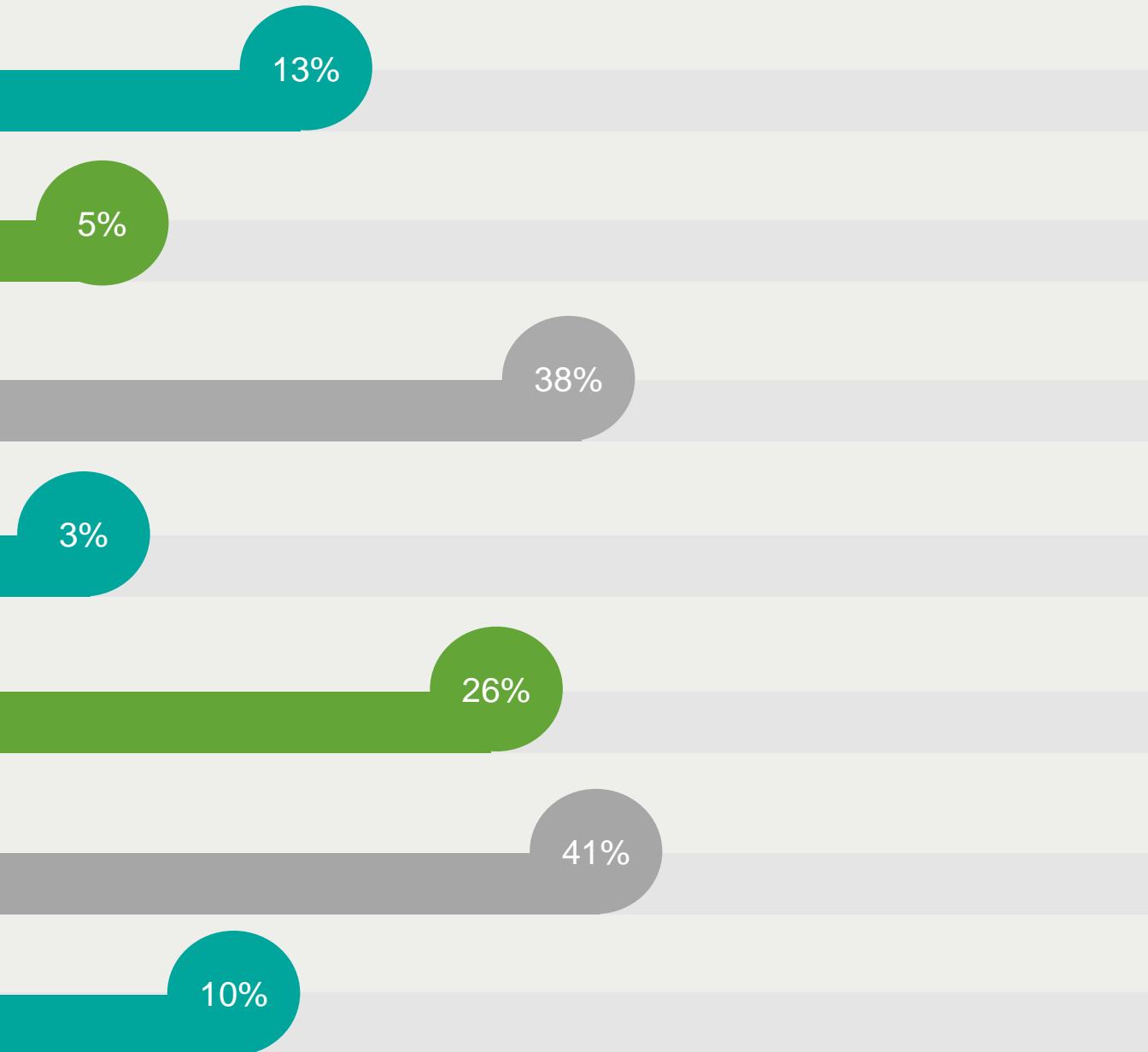
Partnerships with government departments in New Zealand (excluding MFAT) decreased the most to 5%, after a large increase last year.

Decrease reflected in types of partnerships

Partnerships for overseas development activities is the only type of partnership with the public sector that increased this year, but only by 2%. Joint funding proposals to MFAT, and other types of partnerships decreased only slightly, while joint training and research decreased, as well as in-kind donations, good, or services.



Public sector partnerships in NZ and overseas



Government departments in New Zealand (excluding MFAT)

Decrease from 21% last time

Local government in New Zealand

Decrease from 24% last time

Academic institutions

Decrease from 48% last time

Crown Research Institutions

Decrease from 7% last time

Government departments or local government overseas

Decrease from 34% last time

None

Increase from 31% last time

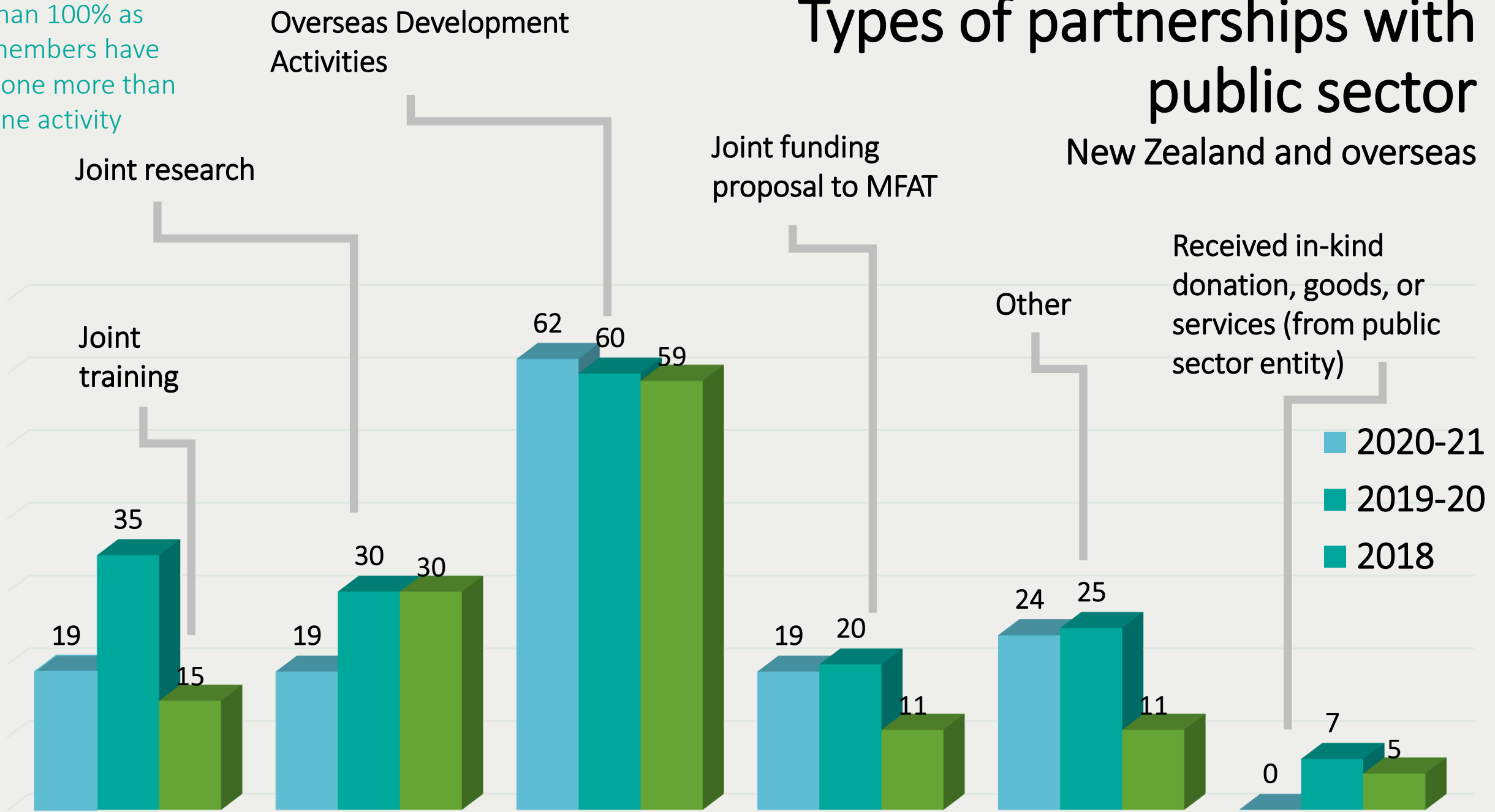
Other

*Results are more than 100% as members have done more than one activity

*Results are more than 100% as members have done more than one activity

Types of partnerships with public sector

New Zealand and overseas



Received in-kind donation, goods, or services (from public sector entity)

- 2020-21
- 2019-20
- 2018



Private sector partnerships decrease

For the first time in several years, partnerships with the private sector have decreased. In 2017-18, 54% of respondents reported a partnership of some kind with the private sector, last year 66% reported partnerships, this year it went down to below half at 46%.

Members are not yet successfully defining the 'shared value' of partnerships with the private sector. There has been a significant increase in members being approached to explore a potential partnership, or to provide advisory/research services to the private sector entity, but this is not necessarily translating into an increase of other types of partnerships that may provide our members income (such as joint funding proposals or donations).

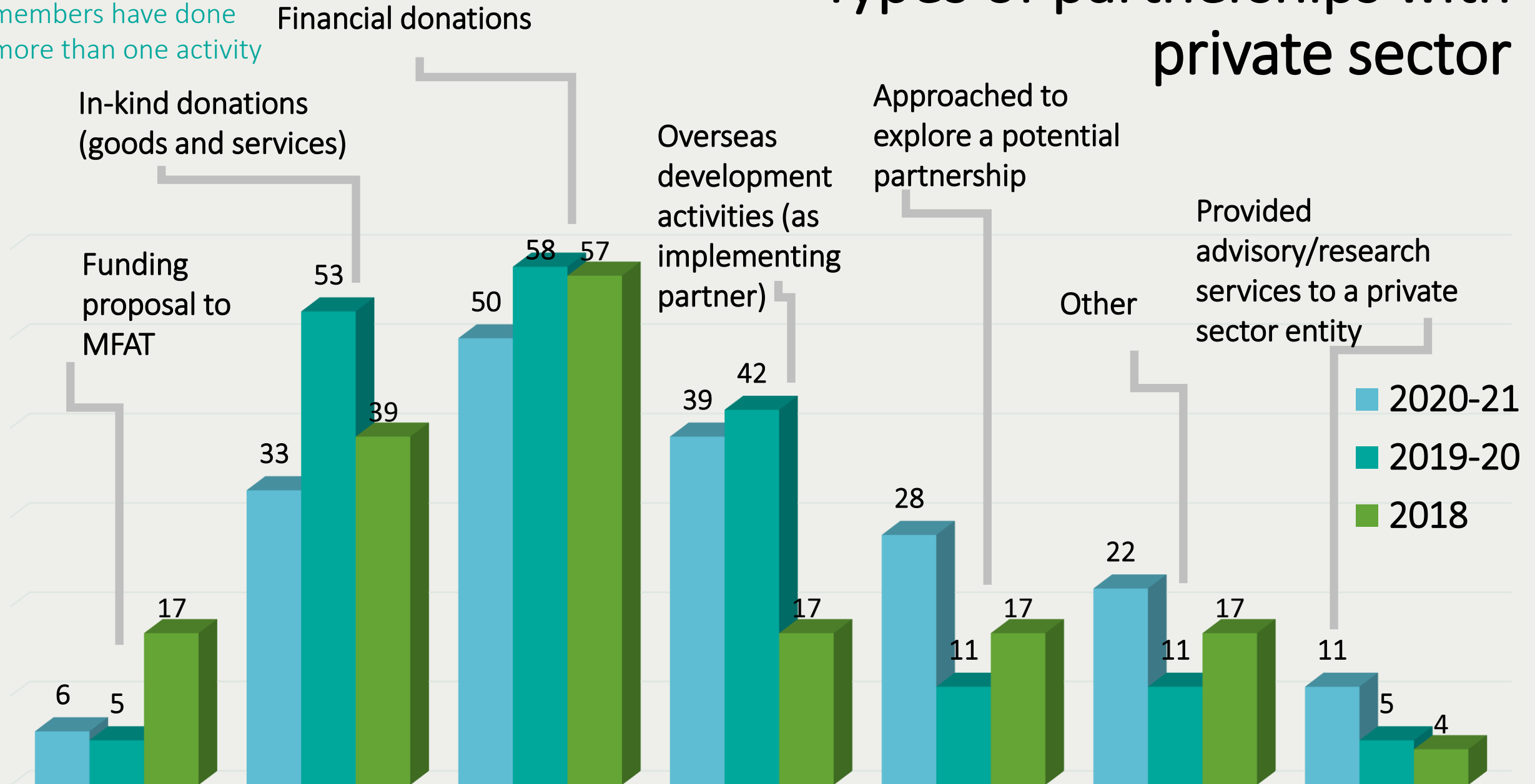
Private sector in development

Partnerships with the private sector for overseas development activities (as implementing partner), has only dropped slightly from 42% to 39% this year, compared to a low 17% in 2017-18.



*Results are more than 100% as members have done more than one activity

Types of partnerships with private sector





COUNCIL *for*
INTERNATIONAL
DEVELOPMENT

The Council for International Development (CID) is the national umbrella agency for New Zealand organisations working in international development.

Website: www.cid.org.nz
Email: office@cid.org.nz

