



International Financial Reporting
for Non Profit Organizations

Outreach Plan – Information and Seeking Advice

TAG Meeting 4 Oct 2019

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Which stakeholders are we reaching out to?

- Individuals, organisations and networks
- Preparers: NPOs – INGOs and national / local NPOs (charities / NGOs)
- Users: Donors and grantors – Bilateral, Foundations, INGOs
- National regulators – authority to adopt guidelines in their jurisdictions
- Accountancy Institutes – technical advisers to regulators
- Auditors – of NPOs, close to clients, and able to influence Accountancy Institutes
- Other (eg GFGP)

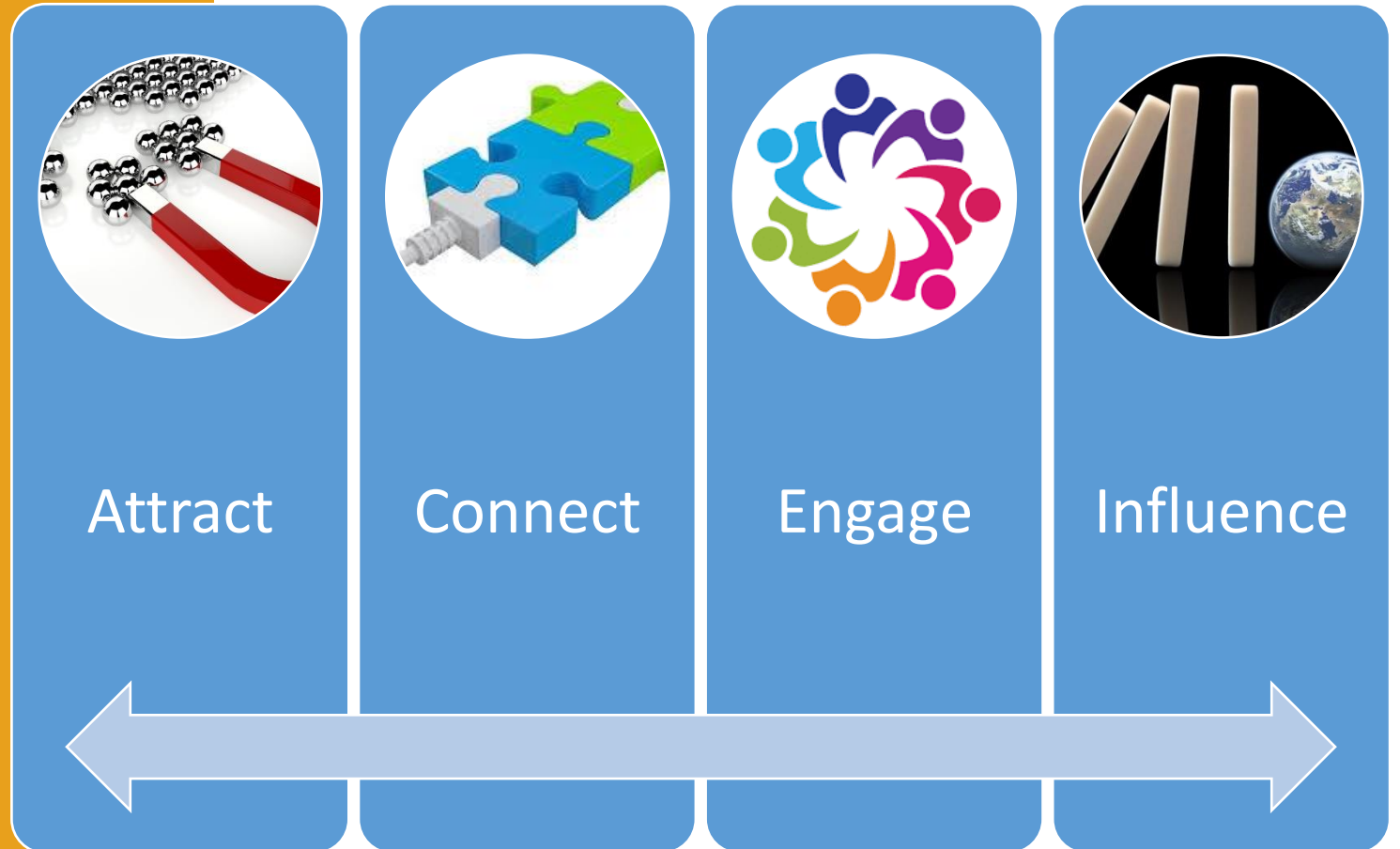


Strategy

Outreach strategy to be finalised:

Dedicated Comms specialist to join team

- **Attract:** Get people to sign up. Social media. Humentum network. Targeted outreach.
- **Connect:** Newsletters – links to content and opportunities to engage
- **Engage:** Webinars, meetings, clicks / downloads, feedback on CP and ED
- **Influence:** Any national or regional NPO standards under development or revision will seek to align to IFR4NPO treatments and ultimately adopt the framework.



10 regions, ?20 focus countries for critical mass

Region	Countries - criteria
East & Central Africa	<ul style="list-style-type: none"> • Allow or require IFRS for SMEs • Significant number of NPOs • Regulators open to adopting new framework • Influencers in their region
West Africa	
Southern Africa	
Middle East	
South Asia	
South East Asia	
Asia Pacific	
Europe	
Latin America	
North America	



Targets

- Sign ups for newsletters
 - ✓ Dec 2019: 500
 - ✓ Dec 2020 (end of CP comment period): 5,000
 - ✓ Jun 2023: (end of ED comment period): 10,000
 - ✓ All regions and stakeholder groups represented
- Engage 25 diverse and influential individuals to PAG
- Identify enthusiastic individuals to be 'champions' in focus countries
- Responses to CP from 40 countries, 50 high quality
- Responses to ED from 60 countries, 100 high quality

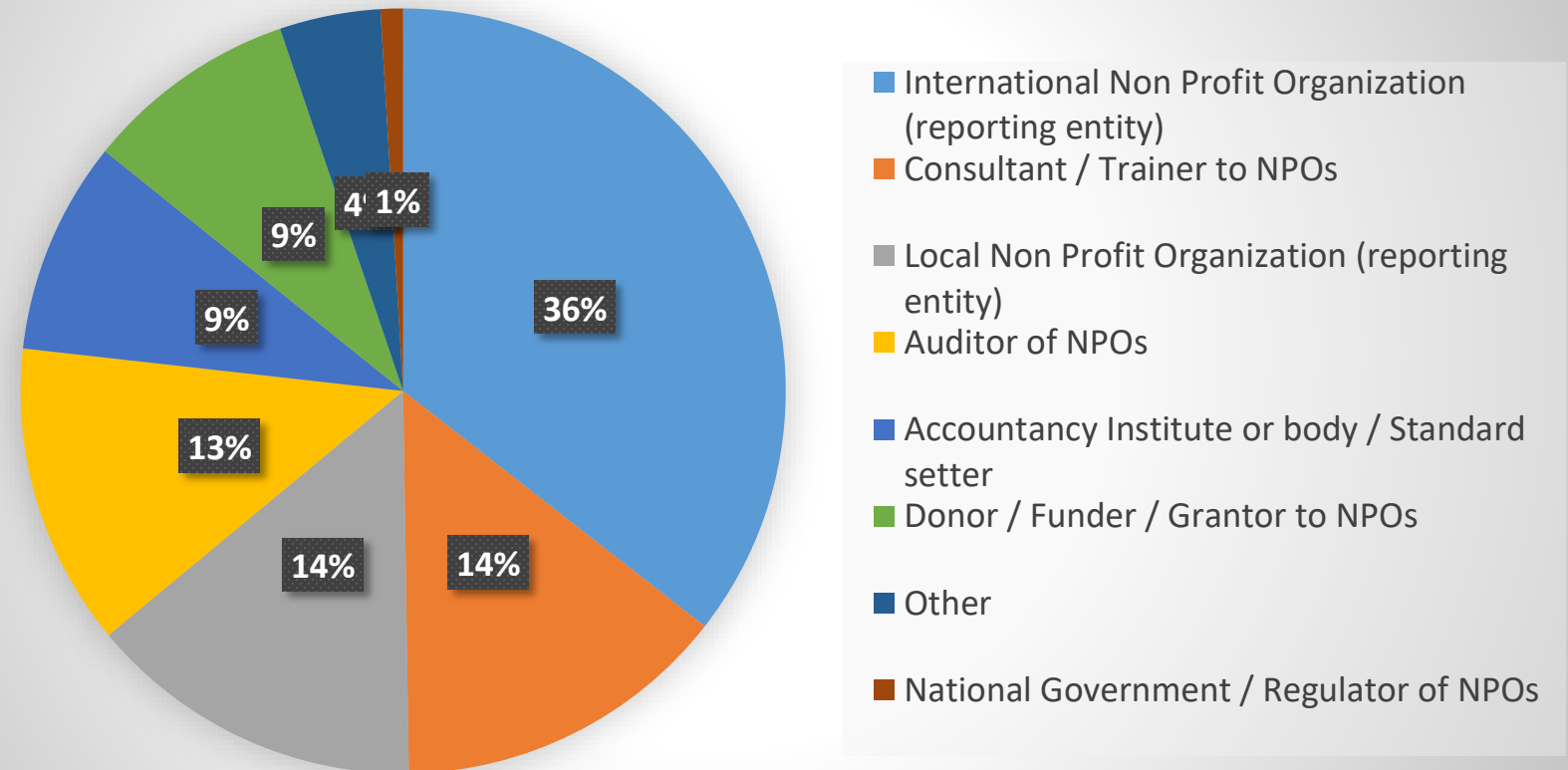
Activities

- Reach out to target individuals to engage their networks to encourage sign up
- Website to show live graphic of numbers of sign ups, regional and sector representation
- Bi-monthly newsletters, with links to content
- Content: photos, blogs, videos, podcasts, technical papers, conferences
- Social media: Twitter, LinkedIn, Facebook
- Webinars – hosted by stakeholders
- Focus country meetings – facilitated by champions
- 10 regional meetings – facilitated by IFR4NPO team

Register for updates

- 148 people so far

IFR4NPO Registrations by stakeholder group



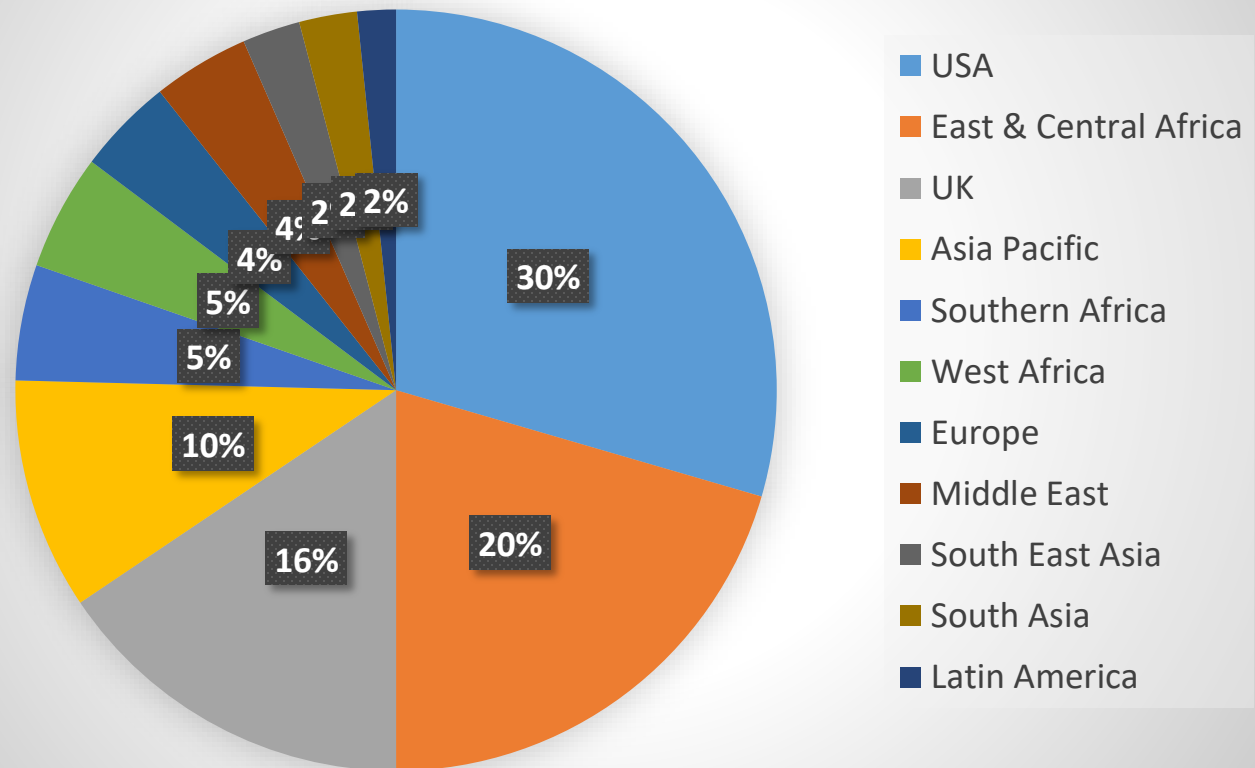


Register for updates

- 38 countries

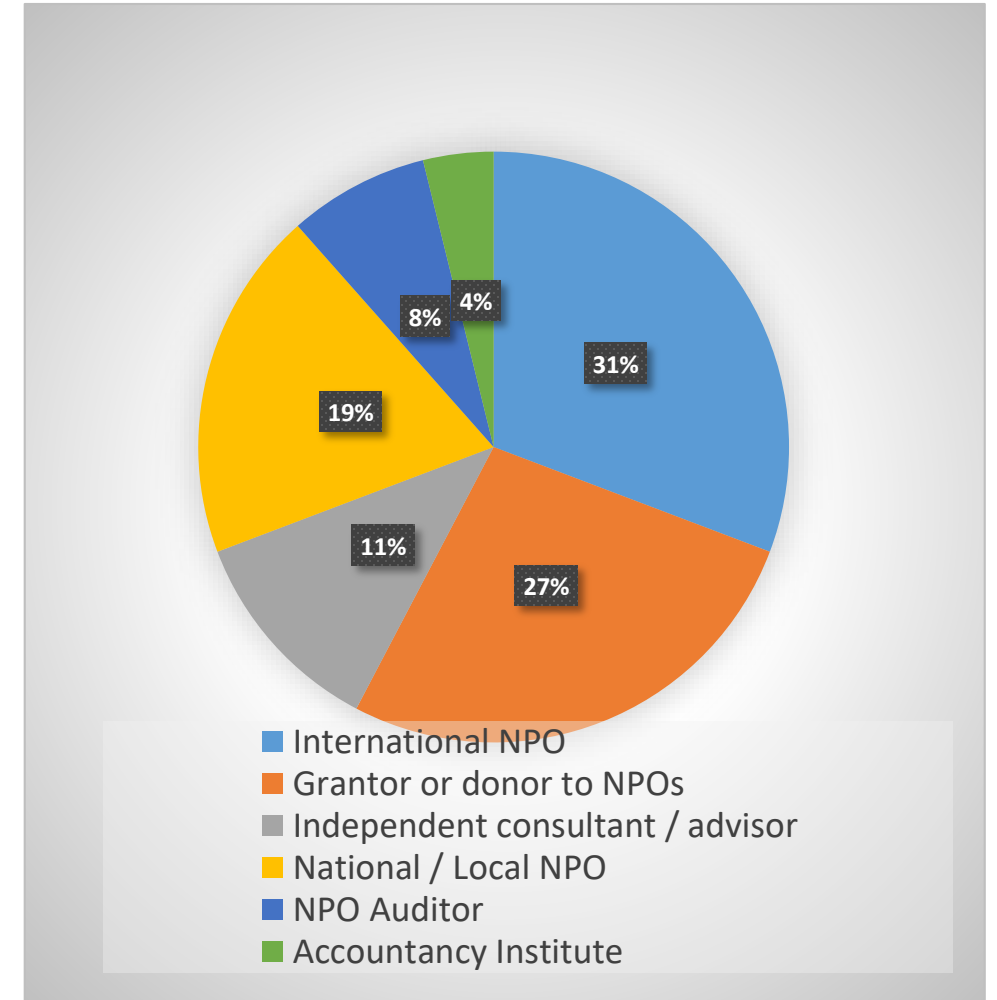
Australia, Brazil, Cambodia, Côte d'Ivoire, Croatia, Egypt, Ethiopia, Ghana, Greece, Indonesia, Iraq, Jordan, Kenya, Kyrgyzstan, Liberia, Malawi, Nepal, Netherlands, New Zealand, Nigeria, Pakistan, Palestine, Peru, Somalia, South Africa, Spain, Switzerland, Tanzania, Turkey, Uganda, UK, USA, Vietnam, Zambia, Zimbabwe

IFR4NPO Registrations by Region



PAG

- 20-25 Highly connected individuals able to engage and represent the views of others
- Nominations window closes today 4 Oct
- 14 applications by 1 Oct – encouraging level of diversity of stakeholders groups, region and gender.
- Including USAID & GFGP
- Audit firms nomination via forum of firms to ensure no conflict of interest



Content from TAG - ideas

- The TAG is a strong ‘selling point’ for the credibility of this project. International, diverse and technically respected.
- It is understood that TAG members are sent by their respective employers but not formally representing the views of their boards.
- Possible content from TAG members, Eg
 - photo with title
 - short video ‘why I am excited to be part of this project’
 - Podcast or blog about ‘NPO reporting in my country’ or a case study NPO
- National Standard Setters provide their logos on the ‘IFR4NPO Supporters’ page?

TAG input –insight and support

- What is the TAG's advice on strategy?
- What is the TAG's advice on selection of focus countries in each region?
- What role can National Standard Setters play in outreach?
- How can we support National Standard Setters in outreach activity?



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Thank you

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