

[www.neziskovsky.cz](http://www.neziskovsky.cz)



**ICN**

Information  
Centre of  
Non-profit  
Organizations

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ANNUAL REPORT 2004

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Information Centre of Non-profit Organizations



## WE HELP THOSE HELPING OTHERS

### Introduction

For ICN, 2004 was another year in the continuing process of stabilization of the organization as a modern service center for NGOs. By doing this we are reacting to constantly changing conditions, especially in financing. Our goal is to ensure financing from a balanced mix of sources by the end of 2006 consisting of our own revenue, subsidies, grants, donations and contributions from both companies and individual donors.

In mid 2004, a three day meeting of ICN employees was held in Bela nad Sazavou as part of our annual strategic planning. We adjusted our strategic goals for the next five years. The key word for us for the coming period is "care" – meaning care of the client, care of service suppliers, care of our cooperating organizations, care of donors and care of employees. Our board of directors, management and employees realize that in order to further develop ICN it is not enough simply to produce quality services. Apart from the delivery of services it is also necessary to provide follow up care to recipients. And that is not easy to do in the area of information services, consulting and education in the non-profit sector. In the business market there are sufficient opportunities to pay for necessary services and care. In the non-profit environment the demands and needs of the clients – NGOs – are the same as in the case of businesses. But solvency is not relevant. In this area there is again some space for enlightened donors who invest wisely in NGO development and instead of "giving them fish, teach them how to fish." ICN also has its teachers and helpers. In the following pages you will find out what ICN was able to offer in 2004 thanks to their support.



ICN, March 2005  
Marek Šedivý

ICN is a public benefit organization founded in 1993 to serve all those having made the decision to work for the functioning of a civil society.

### ICN's vision

People shall respect the work of non-profit organizations and recognize their importance to society.

### ICN's mission

To support the development of non-profit organizations and inform the public about their contribution to society.

### ICN's primary goals

- support the professionalization of NGO activities
- educate and inform the professional as well as general public about non-profit organizations
- intensify the development of cooperation between non-profit organizations and public administration bodies, business, and the media
- expand the development of cooperation between regional and foreign non-profit organizations

### ICN services

- information services – the informational web portal [www.neziskovsky.cz](http://www.neziskovsky.cz), Database of non-profit organizations in the CR, Database of financial resources, Grant calendar, Job market, Bazaar, Calendar of non-profit organizations' events, Library, ICN Club
- educational and consultation services – open vocational seminars, turn-key seminars, professional consultations
- Public Relations services – organization of the media campaign „30 days for the non-profit sector“, conference organization
- publishing services – "GRANTIS – a non-profit sector monthly" magazine, vocational publications
- agency services – administration of selection processes

### ICN clients and customers

- non-profit organizations
- public administration
- companies
- media organizations
- students
- volunteers
- general public

### Employees

- Marta Adamová – Assistant to the Executive Director
- Eva Holečková – Information Specialist/Librarian
- Aleš Jungman – Assistant
- Heda Jungmanová – Robert Bosch Foundation program coordinator
- Miroslav Konečný – Information Specialist / Database of financial resources
- Bohumila Miškovská – Programs and Marketing Manager
- Markéta Novotná – Manager of Educational Services
- Jana Pivoňková – Economist
- Hana Prchalová – Fundraiser
- Kristina Rasmussenová – Educational Programs Coordinator
- Marek Šedivý – Executive Director / Public Relations
- Josef Šplíchal – Information Services Manager

### External collaborators

- Aneta Zemanová – PRO – Project Coordinator of the Alliance for NGO Competences Development
- David Dvořák – Network Administrator
- Jolana Turnerová – NGO Education Consultant
- Miriam Vránová – GRANTIS magazine Editor

### Interns

- Emer McGahan – Manchester Metropolitan University

### Board of Directors

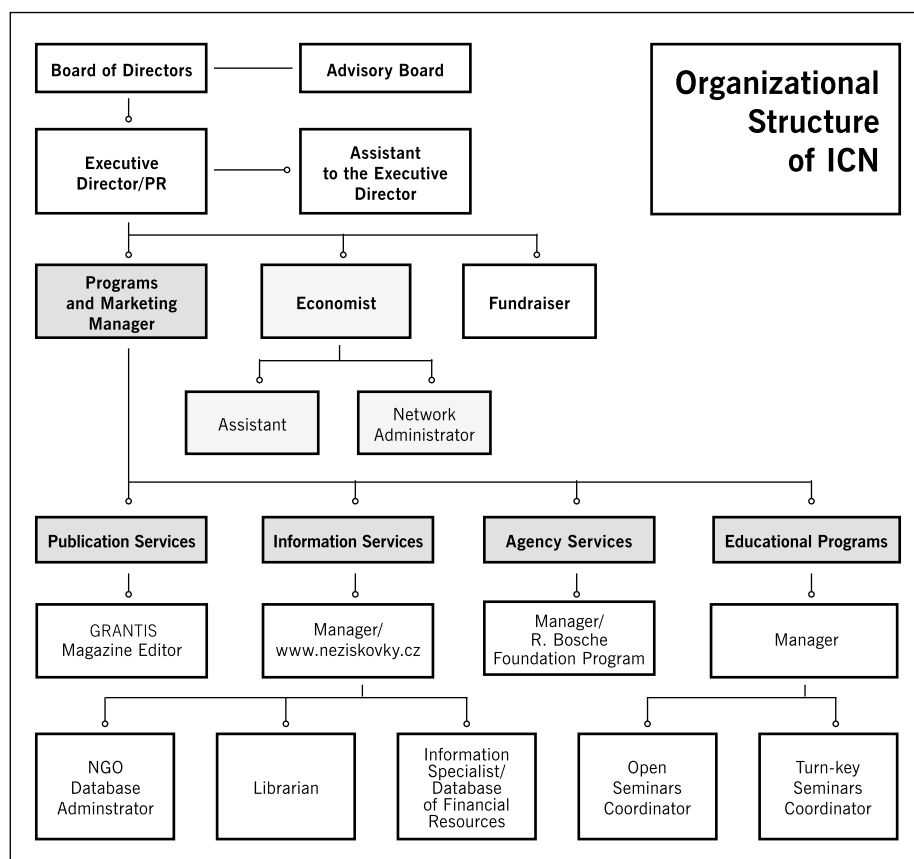
- Irena Brichta, TMP/Hudson Global Resources, Managing Partner – member
- Kateřina Jurigová, QandA, consultant – member
- Kateřina Bouda Kašparová, Paganini Arts – member
- Vladimír Lich, A.T. Kearney GmbH, Vice President – member
- Alexander Papánek, Adastra Apliqua, s.r.o., Software Engineer – member
- Charlotte Sommer, management consultant and trainer – Chair

### Advisory Board

- Richard Medek – Czech Television
- Tomáš Sokol – Solicitors' office of Brož & Sokol & Novák
- Karel Winkelbauer – Prague 2 Town Hall

### Patron

- Pavel Šporcl



## ACKNOWLEDGEMENTS

The Information Centre of Non-profit Organizations would like to thank the following individuals and institutions who care about NGO development in the Czech Republic.

Special thanks to all those who participated in the organization and running of the ICN Benefit Event held on October 13th 2004 in Lobkowicz palace. Also thanks to those who accepted our invitation and thus supported ICN.

## ICN PARTNERS

CentroNet, CP Online, ČESKÝ TELECOM, Microsoft, Robert Bosch Foundation, Newton IT, Qanda

## CORPORATE DONATIONS

### Financial donations:

3M Česko, Ardam & Partners, McCann-Erickson Prague, Šlechta

### Donations in kind/services:

3M Česko, Atel CZ, Bakeshop Praha, CZ Hestia, Ela – Květinové služby, Galerie La Femme, IBM Česká republika, JT International, Kampa Group, Kelly & Associates, LERMO Plus, NJK Unicos, Paganini Arts, První česká doutníkářská, Jaroslava Růžičková – Dekorační a dekoračně užité předměty, Milan Škoda – FOTO, Tomáš Vágner 1762, Zátíší Catering Group

## INDIVIDUAL DONATIONS

### Permanent financial donors:

Olga Medlíková, Ford and Catherine Nicholson

### Financial donations:

Irena Brichta, David Clark, Jan Česenek, Joyce Marie Davis, Barbara Day, Michele DuBach, Michael Hahn, Jitka Jakubcová, Kateřina Jurigová, Monika Kavanová, Michal Kuzmiak, Brigitte Lintner, Viktor Mastník, Ondřej Novák, Chantal Poullain, Kateřina Smejkalová, Charlotte Sommer, Laurie J. Spengler, Jack Stack, Stuart Summers, Marek Šedivý, Marek Tatara, Jaromír Tureček, Andrea Vacková, Michal Vaněček, Marta Vágnerová, Jan Veselý, Bruce Walker, Jana Zahradníčková

### In kind donations/Services:

Antonín Bína, Marek Eben, Olga Hudečková, Olga Medlíková, Marek Šedivý, Pavel Šporcl, Marta Vágnerová

## DONATIONS FROM MUNICIPALITIES, EMBASSIES AND FOUNDATIONS

### Contributions and grants from municipalities:

Prague Capital, Prague 5 Town Hall

### Donations from foreign embassies:

Kingdom of the Netherlands Embassy in the Czech Republic, Embassy of the United States of America

### Donations from foundations:

The Central European University, Freedom House, ADRA Foundation, Nadace barokního divadla zámku Český Krumlov (Český Krumlov Chateau Baroque Theatre Foundation), Nadace Divoké husy (Wild Geese Foundation), ICN Foundation, Open Society Fund Praha, PRECIOSA Foundation, Nadace pro podporu hasičského hnutí v ČR (Firefighters' Support Foundation of the CR), Robert Bosch Foundation, Nadace rozvoje občanské společnosti (Civil Society Development Foundation) – EU Phare program, VIA Foundation (Trust for Civil Society), Výbor dobré vůle – Nadace Olgy Havlové (Good Will Committee – Olga Havlová Foundation)

## VOLUNTEERS

Zdenka Bláhová, Jiří Mašek, Jan Pokorný, Vladimír Šašek, Pohoda – společnost pro normální život lidí s postižením (Pohoda – Society for Normal Life of the Handicapped) and its clients

## COOPERATING ORGANIZATIONS

Ardam & Partners, ASPI Publishing, Czech Television, Czech Radio, Market Vision, Stefan Batory Foundation, Spiralis, St. James Language Center, Tobola printers

## INFORMATION SERVICES

### WWW.NEZISKOVKY.CZ

Informational web portal – A gateway to information on non-profit organizations

**Database of non-profit organizations** – the largest and most used database of non-profit organizations in the CR. At the end of 2004 it contained **3 489** records.

**Database of financial resources** – a listing of subsidy and grant programs and deadlines for public benefit projects. During 2004, **433** such programs were publicized.

**Job market** – for those both seeking and offering job opportunities and voluntary work in the non-profit sector. In 2004, **752** ads were placed.

**Bazaar** – goods for sale, materials, technology and services from companies and individuals. In 2004, **70** ads were placed.

**Reporting** – regularly updated reporting from regions around the CR regarding the non-profit sector. In 2004, **185** news items were published.

**Events Calendar** – NGO events throughout the CR – exhibitions, lectures, seminars, concerts, theatre performances, open doors days, conferences, round tables etc. In 2004 there were **1 057** event announcements on [www.neziskovky.cz](http://www.neziskovky.cz).

**Library** – on-line database of the contents of the library focusing at non-profit sector. By the end of 2004 the library contained **3474** volumes, **2818** brochures and **168** periodical titles.

**Education and consultation** – survey of courses, seminars, lectures, workshops and professional consultations.

**Legislation** – legal information and survey of legal documents aimed at non-profit organizations.

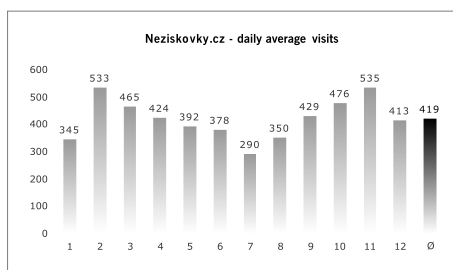
**European Union** – current information on the CR's membership in the EU and opportunities for receiving financial support.

**Internet consulting** – discussion forum on current topics concerning the non-profit sector.

**Donorship and sponsorship** – information for individuals and companies regarding opportunities for supporting non-profit organizations.

In January 2004 the design and functionality of the website changed. The portal was personalized for different groups of users – non-profit organizations, public administration, media, companies and the public. The average daily number of visitors in 2004 was **419**.

In 2004 the portal [www.neziskovky.cz](http://www.neziskovky.cz) was financed from the proceeds of ICN's own activities.



## DATABASE OF NON-PROFIT ORGANIZATIONS IN THE CR – DBNO

ICN has maintained a database of non-profit organizations since 1993. Since 2001 it has cooperated contractually with the Czech Ministry of Finance exchanging data between the DBNO and the CEDR III information systems (the central registry of public budget subsidies).

The database contains detailed information about civic associations, public benefit organizations, foundations, foundation funds, church related legal bodies and other types of non-profit organizations.

### DBNO advantages

- It is the biggest and the most used database of non-profit organizations in the CR.
- It includes all areas in which non-profit organizations are active.
- It covers all regions in the CR.
- It is the only NGO database of this scope in which it is possible to search according to area of activity and target groups.
- Non-profit organizations themselves can modify their data at any time thus ensuring data accuracy.

### Who uses DBNO?

- company donors and sponsors
- individual donors from the general public
- organizations seeking partners for project implementation
- journalists
- non-profit organization employees
- state and regional administration employees
- students

### By registering in the DBNO database non-profit organizations can:

- let potential partners, donors and sponsors know that they exist
- make it easier for journalists to contact them
- promote their activities for free
- obtain new clients

By December 31<sup>st</sup> 2004 the database of non-profit organizations in the CR contained **3489** records.

### 2004

Total of registered non-profit organizations by December 31 <sup>st</sup>	<b>3489</b>
New registrations during the year	<b>302</b>
Updates during the year	<b>244</b>

DBNO operations were financed in 2004 from the proceeds of ICN's own activities.

## DATABASE OF FINANCIAL SOURCES, GRANT CALENDAR

### Database of financial sources – DBFZ

This is a publicly accessible and regularly updated listing of grant and subsidy programs of the following entities including descriptions, contact people and deadlines:

- Czech and foreign foundations
- foundation funds
- government ministries
- regional administration offices and town halls
- European Union funds
- foreign missions in the Czech Republic

The listing provides easy searching of programs and deadlines according to target group, areas of support, regions of activity and deadline date.

The database serves all those seeking financial resources for public benefit projects. It is used primarily by non-profit organizations, and after that by individuals.

## Statistics

Average number of DBFZ pages displayed per day – **24 596**  
Average number of individual log-ins to DBFZ per month – **2 525**  
In 2004 altogether **433** grant deadline announcements were published in DBFZ.

## Grant calendar

This weekly updated listing of grant deadlines is sent by e-mail to those who request it. By the end of 2004 the list was distributed to **551** e-mail addresses. Altogether **489** grant deadlines were publicized via the grant calendar.

DBFZ operations were financed in 2004 from the proceeds of ICN's own activities.

## STRUCTURAL FUNDS FOR NGOs

In March 2004 ICN created an e-mail distribution list called "Structural Funds for NGOs". Its users obtained information about opportunities for financial resources from EU structural funds. By the end of 2004, **673** recipients were registered and altogether **45** messages were distributed.

## ICN LIBRARY

This is a unique source of information on the non-profit sector in the Czech Republic and the world.

It is the largest specialist library in the CR covering all areas of NGO activity. The library also provides Internet access to the public.

The library catalogue is accessible on-line at [www.neziskovsky.cz](http://www.neziskovsky.cz).

### The library collection contains:

- professional publications, magazines
- student diploma theses
- conference materials
- annual reports of non-profit organizations
- NGO promotional materials archive
- database of articles published in the Czech media.

As of December 31<sup>st</sup>, 2004, **3474** volumes, **2818** brochures and **168** print media titles were registered. During the year the library was visited by **456** users. Altogether **932** borrowings were registered.

	2003	2004
Number of book volumes	3329	3474
Number of brochures	2547	2818
Number of print media titles	157	168
Number of visitors	378	456
Number of borrowings	1670	932

Library operations were financed in 2004 from the proceeds of ICN's own activities.

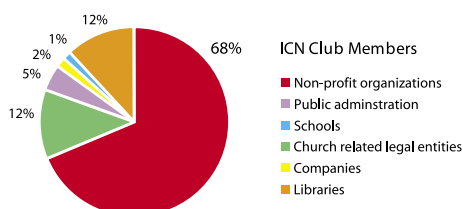
## ICN CLUB



The ICN Club comprises an advantageous package of services designed foremost for the employees of NGO, public administration bodies and media organizations as well as other interested people.

Any organization or individual may become a member of the club regardless of their field of focus or region of activity.

ICN Club members are mostly non-profit organizations and public administration institutions.



## Subscribers

Subscribers	Number of subscribers
Non-profit organizations	256
Church related legal entities	44
Public administration	17
Companies	6
Schools	5
Libraries	45
<b>TOTAL</b>	<b>373</b>

### In 2004 the ICN Club offered its members:

- Monthly information services (printed or electronic) composed of:
  - GRANTIS magazine – the non-profit sector monthly
  - grant calendar
  - up to date job market listings for the non-profit sector
  - education and training events for the coming month
  - up to date events calendar of non-profit organizations in the CR
  - select information on happenings within the non-profit sector
- Free usage of the ICN library
- Discounts on consultations provided on the ICN premises on the following selected topics: legislation, accounting, taxes, auditing, project consultations, project creation and management (financial management of projects), financial and organizational management of organizations, fundraising, personnel, human resources management, public relations, marketing, networking and cooperation of non-profit organizations, strategic planning, volunteering in the CR and abroad, structural funds.
- Discounts on open ICN seminars, ICN publications, advertisements in GRANTIS
- Grant calendar
- Press monitoring concerning the subscribing organization
- Specially prepared seminars for the Club members on selected topics (Writing and creating grant applications, Accounting – a transforming bridge from single entry to double entry accounting, Public Relations)
- Free basic consulting
- Distribution of information from ICN Club members through the monthly information service

## Statistics

By December 31<sup>st</sup>, 2004, **373** organizations were ICN members.

In 2004 ICN Club operations were financed from the proceeds of ICN's own activities.

## CONSULTING

At the request of an NGO, ICN arranges consultations which are necessary for the organization's professional development.

In 2004 ICN offered consultations in the following areas:

### Legal consulting

- Creating, modifying and liquidating a non-profit organization
- Legal aspects of NGOs' public activities (freedom of speech, publishing, Internet, copyright etc.)
- Contractual relationships (rental and subletting of business space, purchase and sales contracts, work or service contracts, contracts of mandate)
- Profitable activities of non-profit organizations
- Legal aspects of fundraising (donation and sponsorship contracts, grant contracts, public collections, membership fees)
- Tactics for legal disputes (positioning in legal actions, arbitration and mediation)

### Project counseling

- Project preparation
- Logical framework
- Project cycle

- Budgets
- Interim and final reports
- Financial resources

### Accounting, taxes, auditing

- Accounting consultations
- Accounting and tax legislation updates
- Project auditing and accounting for non-profit organizations
- Tax issues
- Consultations on preparing tax returns
- Corporate income tax

### Financial resources, fundraising

- Financial resources for public benefit projects
- Fundraising methods
- Fundraising with the aid of the board of directors
- Public collection organizations
- Fundraising plan

### Boards of Directors

- Working with the board of directors
- Motivation and duties of board members
- Relationship between the executive director and the board

In 2004 ICN arranged altogether **84** consultations.

### External professional consultants working with ICN:

JUDr. Lenka Deverová, Mgr. Martin Elger, Františka Kulhánková, Mgr. Jan Hloušek, Ing. Miloslav Hnátek, Ing. Václav Forejt, Ing. Ladislav Šupa, Vladimír Sodomka

In 2004 consulting services were financed from the proceeds of ICN's own activities.

## BASIC CONSULTING

In 2004, ICN workers answered **3156** e-mail requests, **707** telephone requests and **322** personal requests concerning the non-profit sector.

## EDUCATIONAL SERVICES ICN

### EDUCATIONAL PROGRAMS

The purpose of ICN's educational activities is to develop the following areas in non-profit organizations:

- long term sustainability and financial stability of an organization
- effectiveness of employees
- higher levels of client satisfaction with the quality of services provided
- familiarity with financial resources in the CR and EU and the ability to make use of them
- professional and personal growth of employees
- employee job satisfaction, favorable working environment
- improvement of NGOs' public image

### In 2004 ICN offered two basic programs:

- **Basic educational program**  
Open seminars organized quarterly according to current needs of the clients and trends in the non-profit sector.
- **Turn-key program**  
Seminars and courses tailored according to the specific needs of an NGO.

### Forms of training

- interactive
- presentation
- model situations
- case studies
- consultations with training manager during the seminar
- workshops

### The following are topics covered in courses and seminars held in 2004:

- Fundraising
- Financial resources, structural funds
- Project writing and project cycle management
- Managerial knowledge and skills
- Public relations
- Marketing
- Personnel and human resources management
- Accounting
- Legislation
- Taxes
- Personal development
- Communication and presentation skills

In 2004, **56** seminars were held within the framework of the basic educational program. Altogether **738** NGO employees took part in these seminars.

During the year **41** turn-key seminars were held at which **744** NGO employees were trained. In total **1482** NGO employees participated in ICN educational programs.

	2003	2004
Number of seminars – open seminars	40	56
Number of participants – open seminars	546	738
Number of seminars – turn-key	19	41
Number of participants – turn-key	375	744
TOTAL number of seminars	59	97
<b>TOTAL number of participants</b>	<b>921</b>	<b>1482</b>

In 2004 ICN organized a new seminar called “How to ensure strategic development of an NGO” – a four day seminar in which 10 clients participated.

### Professional trainers cooperating with ICN

Lenka Deverová, Dušan Dvořák, Přemysl Fousek, Kateřina Jurigová, Jolana Kašpaříková, Olga Konečná, Petr Konečný, Tomáš Komrzý, Petr Krohe, Mária Křepelková, Romana Křížová, Olga Medlíková, Pavel Němeček, Lukáš Novák, Markéta Novotná, Blažena Petřílková, Josef Podhorský, Jana Popovičová, Lucie Rástočná, Helena Stöhrvá, Pavel Sumec, Alena Špačková, Tatjana Šišková, Jolana Šopovová, Jaromír Zrucký, Karel Ženíšek

In 2004 educational department operations were financed from the proceeds of ICN’s own activities.

## PUBLICATION SERVICES

### GRANTIS MAGAZINE – THE NON-PROFIT SECTOR MONTHLY

GRANTIS magazine is a nationwide periodical aimed at readers who are interested in non-profit sector happenings. It has been published since 1993.

### The pages of GRANTIS contain:

- **Information about happenings in the Czech as well as foreign non-profit sector**  
Interviews with not only “non-profit” figures, coverage of projects in progress, the results of public polls, foreign experiences, commentaries, enquiries
- **Economic and legal information**  
Practical advice and information necessary for everyday work in non-profit organizations
- **Finances**  
Up to date listing of financial resources, grant deadlines of foundations, regional authorities, ministries etc.
- **Education**  
Information on educational opportunities for non-profit organizations and public administration workers – courses, seminars, workshops, conferences, lectures

### • Documents

Government resolutions and other important materials (analysis, legislation drafts etc.) concerning non-profit organizations

### • Job market

Offers from both employers and job seekers, voluntary work and internships in non-profit organizations

### • News

Information on NGO events, reviews, commentaries

### • Practical information

Interesting internet links, useful advice, on-line consulting

### • Enclosures on various topics

As of December 31<sup>st</sup> 2004 GRANTIS had **655** subscribers and a print run of **800** copies.

Subscribers	Number of subscribers
NGOs	422
Church related legal entities	54
Public administration	63
Companies	17
Schools	13
Libraries	43
Individuals	38
<b>TOTAL</b>	<b>655</b>

### In 2004, GRANTIS magazine publication was supported by:

ADRA Foundation, Nadace barokního divadla zámku Český Krumlov (Český Krumlov Chateau Baroque Theatre Foundation), Nadace Divoké husy (Wild Geese Foundation), PRECIOSA Foundation, Nadace pro podporu hasičského hnutí v ČR (Firefighters’ Support Foundation of the CR), Prague 5 Town Hall, Výbor dobré vůle – Nadace Olgy Havlové (Good Will Committee – Olga Havlová Foundation).

## AGENCY SERVICES

### ADMINISTRATION OF THE ROBERT BOSCH FOUNDATION GRANT PROGRAM

#### Robert Bosch Foundation “Cities and Citizens in Partnership” Program

In 2004 the Robert Bosch Foundation announced the third year of its grant program “Cities and Citizens in Partnership” which is implemented in the Czech Republic in cooperation with ICN.

The program is designed for Czech non-profit organizations which along with their German partner prepare projects involving citizens in solving problems in common with their partner cities.

#### The program has the following goals:

- to support cross-border cooperation
- to support the activities of local initiatives
- to strengthen cooperation between non-profit organizations and local administrations in both countries

The projects are not limited to specific areas. They may be focused on working with young people, education, social areas, community development, or the environment. The program does not support exchange visits of children and students, tourist visits, cultural performances, construction and reconstruction investments, research projects and publishing.

#### Program statistics in 2004

Number of grant deadlines	1
Number of grant applications	32
Supported	12
Rejected	20

### List of organizations supported in 2004:

Name of the organization	Allocated amount
Centrum SOS Praha	7 220 EUR
ZO ČSOP Armillaria	8 700 EUR
Mateřská škola Semínko (Semínko Kindergarten)	9 500 EUR
Rada dětí a mládeže Libereckého kraje (Children and Youth Council of the Liberec region)	5 515 EUR
YMCA	4 940 EUR
OS Pomoc bližnímu (Help your Neighbour)	4 946 EUR
Borudo	5 740 EUR
Sdružení FILIA (FILIA Association)	7 600 EUR
Sociální agentura, o.s. (Social Agency)	3 435 EUR
Agentura pro rozvoj Broumovska (Agency for the Broumov region development)	15 898 EUR
Klub českých turistů odbor Domažlice (Czech tourist club, Domažlice region)	570 EUR
Sdružení přátel Rheinbachu (Association of Rheinbach friends)	4 200 EUR

## PUBLIC RELATIONS ACTIVITIES



### 30 DAYS FOR THE NON-PROFIT SECTOR

The 30 days for the non-profit sector campaign has been organized in February every year since 1998. Its main goal is to inform the public about the significance and role of NGOs. The project also provides an opportunity to the NGOs to present their work in all regions of the Czech Republic and thus improve their communication with the public.

Traditionally, part of the media presentation is also an interesting, usually slightly controversial ad campaign.

#### Campaign slogan in 2004

„Would you like to lend a hand? [www.neziskovky.cz](http://www.neziskovky.cz)“

#### Theme of the 2004 campaign

Increasing NGO trustworthiness and individual donorship support

#### Media partners

Czech Television, Czech Radio, ARBOmedia and GRANTIS magazine

#### Advertising agency

McCann-Erickson Prague

#### Public Relations, communication with the media

QandA

#### Partners

CP Online, CentroNet, Newton IT and Robert Bosch Foundation

#### Campaign period

January 31<sup>st</sup> – February 29<sup>th</sup> 2004

The campaign was launched on January 30<sup>th</sup> 2004 at a reception held within the framework of a two day international workshop called “Approaches to successful fundraising” organized by the Spiralis civic association in cooperation with ICN. The campaign was introduced by Martin Švehla, director of the communications department of the Czech Television.

For the fourth time in succession, the TV spot of the campaign was created by McCann-Erickson Prague advertising agency. It was based on the expression "lend someone a hand".

In various environments viewers were able to see a hand helping wherever it is necessary: to the homeless, to the restorer, to environmental activists, to fighters for human rights, minorities etc. The spot was directed by Jiří Strach and the cameraman was Asen Šopov.

#### Campaign results/Statistics

- **32** broadcastings of the TV spot on Czech TV (ČT1, ČT2)
- **78** broadcasted radio spots on ČRo1 – Radiožurnál, ČRo2 – Praha and ČRo3 – Vltava stations
- Visits to the [www.neziskovky.cz](http://www.neziskovky.cz) website increased significantly during February – ICN registered **15 400** visits which means on average **533** visitors a day.
- During the campaign **223** NGO events in all regions of the Czech Republic were listed in the Events Calendar.
- **8 283** media outcomes featuring NGOs and **262** media outcomes concerning the campaign directly were registered by Newton IT selective monitoring.
- Within the framework of the "30 days for the non-profit sector" campaign, the 5<sup>th</sup> Annual GRANTIS Magazine Photo Competition was held, this time with the theme of "We are helping not only for 30 days: The life of an NGO". 44 NGOs registered for the competition with 192 photographs.

The history of all eight campaigns is available at [www.neziskovky.cz](http://www.neziskovky.cz).

## COOPERATION/PARTNERSHIP

### REPRESENTATION OF ICN EMPLOYEES IN ADVISORY BODIES

- Government Council for non-governmental non-profit organizations (Rada vlády pro nestátní neziskové organizace) – Marek Šedivý
- Czech commission for UNESCO – Marek Šedivý
- Communications Committee of the Government Council for sustainable development (Rada vlády pro udržitelný rozvoj) – Josef Špíchal

### APIS MEMBERSHIP (ASSOCIATION OF ADVISORY INFORMATION CENTERS)

ICN has been an APIS member since 2003.

#### APIS mission

APIS is an association of non-profit sector service centers in the regions of the Czech Republic. These centers help non-profit workers to fulfill their goals and intentions via providing information, consultation educational and organizational services.

**The goal of APIS** is to decentralize informational and consultation services for non-profit organizations and to create an NGO information center network which will provide services in similar scope and quality in all regions of the Czech Republic.

#### APIS members:

**EkoCentrum Brno, o. s.**

<http://www.ecb.cz>

**Informační centrum neziskových organizací, o. p. s., Praha** (Information Centre of Non-profit Organizations)

<http://www.neziskovky.cz>

**INKANO Písek**

<http://www.inkano.cz/>

**Občanské poradenské středisko, o. p. s., Hradec Králové** (Civic Consultation Center)

<http://www.nnohk.cz>

**Sdružení „Piafa“ ve Vyškově**

<http://www.piafa.cz/>

**Společnost pro Jizerské hory, o. p. s., Liberec**

(The Association for the Jizerské Hory Mountains)

<http://www.osf.cz/jizerky>

**Vita, Ostrava**

<http://www.vitaova.cz>

### Services provided by APIS to non-profit organizations in their regions:

- Information and consultation services
- Public library focused on the non-profit sector
- Database of regional NGOs
- Mapping of financial resources
- NGO events calendar
- Logistical services in organizing educational programs

## ORPHEUS NETWORK MEMBERSHIP

ICN is a member of the Orpheus Civil Society Network which is a network of information and support centers for non-profit organizations in Middle and Eastern European countries. Currently the Orpheus network has 33 members and ICN has been the only representative of the Czech Republic since the network's establishment in 1994.

### IN PARTNERSHIP WITH SPIRALIS CIVIC ASSOCIATION

The main goal of ICN's collaboration with the civic association Spiralis is to provide services to non-profit organizations in the area of communication with the public. In 2004 this consisted of two projects.

#### „Approach to Successful Fundraising“

The goal of the project was to contribute to the effectiveness of Czech NGO fundraising and to the sustainability of Czech NGO development. In cooperation with Spiralis, ICN secured a research project mapping fundraising levels among Czech NGOs. ICN also participated in setting up the program and in organizing a two-day international workshop called "Approach to Successful Fundraising" which took place between January 29<sup>th</sup> and 30<sup>th</sup>, 2004 at the Ministry of Foreign Affairs in Prague. As a final part of the project, training in fundraising was provided by foreign lecturers. Results of the research and the entire project are available at [www.spiralis-os.cz](http://www.spiralis-os.cz). The foreign lecturers trained altogether **40** representatives of Czech NGOs.

The project was financed by Phare EU through NROS (Civil Society Development Foundation).

#### “The 2004 NGO Sustainability Index”

At the end of 2004 ICN and Spiralis produced The 2004 NGO Sustainability Index for the Czech Republic. The Index was produced for USAID which has been monitoring the strengthening and development of the non-profit sector in Europe and Eurasia in this way since 1997. Every year USAID publishes this document on the non-profit sector throughout the world. The report is available at [www.neziskovky.cz](http://www.neziskovky.cz).

The project was financed by USAID through Management Systems International.

## COOPERATION WITH PUBLIC LIBRARIES

ICN continues its long term cooperation with public libraries throughout the CR providing informational services to NGOs in relevant regions.

ICN provides a monthly service to libraries as well as methodology and training services and supplies libraries with books on non-profit sector issues. Most cooperating libraries provide basic information on NGOs and the whole sector to interested individuals.

## List of cooperating libraries

Knihovna Jiřího Mahena (Jiří Mahen Library)	Brno
Městská knihovna (Town Library)	Česká Lípa,
Jihočeská vědecká knihovna (South Bohemian Science Library)	České Budějovice
Městská knihovna (Town Library)	Děčín
Městská knihovna (Town Library)	Havířov – Podleší
Krajská knihovna Vysočiny (Vysočina Regional Library)	Havlíčkův Brod
Knihovna města Hradce Králové (Hradec Králové Town Library)	Hradec Králové
Městská knihovna Cheb (Cheb Town Library)	Cheb
Středisko knihovnických a kulturních služeb Chomutov (Library and Cultural Services Center Chomutov)	Chomutov
Městská knihovna (Town Library)	Chrudim
Městská knihovna (Town Library)	Jablonec n. Nisou
Městská knihovna (Town Library)	Jičín
Městská knihovna Jihlava (Town Library Jihlava)	Jihlava
Městská knihovna (Town Library)	Jindřichův Hradec
Krajská knihovna Karlovy Vary (Karlovy Vary Regional Library)	Karlovy Vary
Středočeská vědecká knihovna (Central Bohemia Science Library)	Kladno
Městská knihovna v Klatovech (Klatovy Town Library)	Klatovy
Knihovna Kroměřížska (Kroměříž Library)	Kroměříž
Krajská vědecká knihovna v Liberci (Liberec Regional Science Library)	Liberec
Knihovna K. H. Máchy v Litoměřicích (Litoměřice K. H. Mácha Library)	Litoměřice
Městská knihovna Louny (Louny Town Library)	Louny
Informační středisko města Mladá Boleslav (Mladá Boleslav Information Center)	Mladá Boleslav
Městská knihovna (Town Library)	Most
Městská knihovna (Town Library)	Náchod
Knihovna města Olomouce (Olomouc Town Library)	Olomouc
Knihovna Petra Bezruče (Petr Bezruč Library)	Opava
Knihovna města Ostravy (Ostrava Town Library)	Ostrava
Krajská knihovna v Pardubicích (Pardubice Regional Library)	Pardubice
Kulturní zařízení města Pelhřimova – Městská knihovna (Pelhřimov Cultural Center and Town Library)	Pelhřimov
Knihovna města Plzně (Plzeň Town Library)	Plzeň
Městská knihovna (Town Library)	Prachatice
Městská knihovna (Town Library)	Prostějov
Městská knihovna (Town Library)	Přerov
Městská knihovna (Town Library)	Rokycany
Šmidingerova knihovna Strakonice (Strakonice Šmidinger Library)	Strakonice
Městská knihovna (Town Library)	Šumperk
Městská knihovna Tábor (Tábor Town Library)	Tábor
Regionální knihovna Teplice (Teplice Regional Library)	Teplice
Městská knihovna (Town Library)	Třebíč
Severočeská vědecká knihovna (North Bohemia Science Library)	Ústí n. Labem
Městská knihovna (Town Library)	Ústí nad Orlicí
Masarykova veřejná knihovna (Masaryk Public Library)	Vsetín
Knihovna K. Dvořáčka (K. Dvořáček Library)	Vyškov
Knihovna Fr. Bartoše (Fr. Bartoš Library)	Zlín
Městská knihovna (Town Library)	Znojmo
Knihovna Matěje Josefa Sychry (Matěj Josef Sychra Library)	Žďár nad Sázavou

## COOPERATION WITH THE FACULTY OF HUMANITARIAN STUDIES OF CHARLES UNIVERSITY

### Within this cooperation, ICN:

- arranges consultations for students and teachers on the non-profit sector
- manages an archive of theses on the civil sector
- supplies the library funds of ICN and FHS – news exchange.

## ICN IN THE FIELD

### ICN PRESENTATIONS AT CONFERENCES AND FAIRS

- International conference "Approaches to successful fundraising" – Ministry of Foreign Affairs of the Czech Republic, Prague, January 2004
- Seminar for Czech-German project partnership (IDOR) – Neustat an der Waldnaab February 2004
- NGO Market – NGO fair, Prague, April 2004
- Handicap Fair – Prague, April 2004
- Working in the non-profit sector – Faculty of philosophy, Charles University, lecture for university graduates, Prague, April 2004
- Meeting of projects supported by the Robert Bosch Foundation (ein Trinationales Projektetreffen), Krzyzova, Poland, May 2004
- Heinrich Böll Stiftung conference – Kiel, June 2004
- Rehaprotex fair – Brno, September 2004
- Intercultural competences for the Czech-German project partnerships – Dresden, September 2004

## WRITTEN ABOUT US

"Aren't they wasting money by any chance?" "Why don't they tell us more about themselves?" "Who are they anyway?" This is what many people ask if a question arises about NGOs.

The 7<sup>th</sup> annual "30 days for non-profit sector" campaign is trying to provide the answer and a helping hand. During the campaign in February people should find out about NGO activities and about possible ways of supporting them. It should also strengthen the trust of the public in NGOs.

According to Marek Šedivý of ICN there are no official estimates on how many Czech citizens are unfamiliar with the term non-profit sector. "ICN commissioned a public poll which took place in June 2003 in which 1218 respondents participated from the whole Czech Republic. The poll showed that 50% of respondents are not able to name any particular non-profit organization. The reason is reportedly lack of information. 68% believe that financial resources are not used effectively by NGOs, 85% complain of a lack of information and insufficient understanding of activities," said Marek Šedivý. "This is one of the reasons why the 30 days campaign is being organized."

OLDŘICH HÁJEK

*A non-profit organization? What is it?  
February 6<sup>th</sup> 2004, Deník Lučan (daily newspaper),  
Louny, Žatec and Podbořany region*

### Media mentions – ICN 2004

MEDIA	NUMBER OF ARTICLES
Literární noviny	8
Lidové noviny	7
Listy Strakonicka	5
Zpravodajství ČTK (Czech Press Agency)	4
Českolipský deník	3
Deník Lučan	3
Česká televize (Czech TV)	2
Hospodářské noviny	2
UNES	2
Českokrumlovské listy	1
Deník Mostecka	1
Deník Směr	1
Ekonom	1
Haló noviny	1
Hradecké noviny	1
Liberecký den	1
Lobby	1
Marketing & Media	1
Moravskoslezský deník	1
Noviny Svitavska	1
Právní rádce	1
Právo	1
Překvapení	1
Příbramský deník	1
Slovácké noviny	1
Strategie	1
Táborské listy	1
Veřejná správa	1
Vyškovské noviny	1
Zlínské noviny	1
<b>TOTAL</b>	<b>57</b>

## FEEDBACK ON ICN SERVICES

Our "Máme otevřeno? (Are we open?)" association has been using ICN services for two years already on several levels. We became ICN club members which gives us the opportunity to receive regular information on news and the situation in the non-profit sector. This information we get from the quality GRANTIS monthly magazine and the very informative internet site [www.neziskovky.cz](http://www.neziskovky.cz). Thanks to the information obtained we are able to improve the quality of our services, to cooperate with other NGOs and to cooperate internally and implement activities in our association. Apart from this information we also use ICN to obtain specific professional advice via their consulting services. But the most used ICN services for us are the training seminars which cover a wide range of areas that apply to our work and therefore it is very important for us to be able to always get new information and thus improve our professionalism. ICN training enables us to do this fully. We appreciate especially the clear and specific focus, professional presentation, interactive approach and also, last but not least, the pleasant environment and atmosphere. For all these reasons we are looking forward to further cooperation and use of ICN services which will mean more information for us, more knowledge and contacts and therefore a higher number of quality services and professional employees.

*o. s. Máme otevřeno?*

Dear ICN, thank you for your cooperation! The Smržovka Partnership Association (Partnerský spolek Smržovka) and ICN have been cooperating together since 2003 under the Euroregional park project – Playground for Children, Cities' and Citizens' Partnership Program – supported by the Robert Bosch Foundation. Heda Jungmanová of ICN has been our coordinator, advisor and guiding spirit. During the whole period of our cooperation we have experienced a very helpful attitude from all ICN employees, kindness at personal meetings and always understanding of our problems. All of our projects were very involved and required some courage from both participants to go down

unexplored paths. We respect very much that ICN enables us to walk these unexplored paths while watching that we do not lose our way.

Dear friends at the NGO Information Centre: Thanks to all of you we have always achieved our goals. We thank you very much and are looking forward to further cooperation with you.

With cordial greetings,

*Ivana Hroch Hujerová  
Project Manager, Zvony Tanvaldsko*

Dear editor of GRANTIS magazine, Let me thank ICN and especially GRANTIS monthly for a contribution, although unintentional, to the establishment of our organization.

The Český západ (Czech West) association where I worked together with some of my present colleagues won second place in a photographic competition called „Být vidět (To be seen)“ for a collection of photographs and accompanying text.

GRANTIS magazine not only provided information about the competition and its results but reserved the whole third page of the cover for a description of our photographic work (we couldn't have afforded this advertisement worth CZK 9000 ). Thanks to this success, an exhibition about Czech West's work and about life in the Roma community in the Dobrá Voda settlement was displayed at the municipal headquarters of the Karlovy Vary region.

The opening of the exhibition was mentioned on the front page of the enclosure of the Karlovy Vary region MF Dnes daily. Thanks to the article, our Roma dancing group received an invitation to perform at the 38<sup>th</sup> International film festival in Karlovy Vary where their performance was a big success. The pictures of Roma girls from Dobra Voda appeared on the front page of the Karlovy Vary newspaper. Thanks to this success we received many more requests for performances.

All these happenings caused a discussion within the Czech West association about the future direction of the organization. We did not reach an agreement and so several colleagues and I went off to start the Odvaha řešit (Courage to solve) association. It is not an easy path. But it is a challenge to create a new modern NGO. In order to solve problems in various areas we managed to attract the interest not only of local and regional political representatives but also workers of various offices, authorities, institutions and mainly volunteers who help our association in areas where they are experts.

For all this we would like to thank you – GRANTIS magazine was at the beginning of the process.

*Karel Podsedník, Odvaha řešit civic association*

# FINANCIAL REPORT 2004

# AUDIT REPORT

## BALANCE SHEET

(in thousands CZK)

2004 2003

### ASSETS

Long-term assets	170	145
Long-term intangible assets	0	0
Long-term tangible assets	757	645
Long-term financial assets	0	0
Depreciation for long-term assets	-587	-500
Short-term assets	6131	6428
Reserves	0	0
Liabilities	5544	5350
Short-term financial assets	345	1071
Other assets	242	7
<b>Total assets</b>	<b>6 301</b>	<b>6 573</b>

### LIABILITIES

Own resources	-1116	-1563
Equity	383	364
Funds	286	0
Economy findings account	428	286
Undistributed profit, unsettled loss of past years	-2213	-2213
Outside resources	7417	8136
Reserves	0	0
Long-term liabilities	0	0
Short-term liabilities	2663	2425
Other liabilities	4754	5711
<b>Total liabilities</b>	<b>6 301</b>	<b>6 573</b>

## PROFIT/LOSS REPORT

(in thousands CZK)

2004 2003

### REVENUES

Income from own products	153	258
Income from services	3506	1704
Interest	2	7
Exchange rate profit	12	28
Drawn from grants	0	0
Other revenues	85	158
Income from sale of long-term tangible and intangible assets	0	5
Grants accounted among the organization's assets	0	0
Grants received	5104	4371
Operational subsidies	1931	4225
<b>Total revenues</b>	<b>10 793</b>	<b>10 756</b>

### EXPENSES

Consumption of materials	330	157
Energy consumption	37	40
Repairs and maintenance	86	37
Travel expenses	91	70
Representations expenses	99	59
Other services	5753	6748
Expenses on salaries	2617	2303
Social insurance	780	677
Other taxes and charges	0	0
Other fines and penalties	1	0
Interests	0	0
Exchange rate losses	215	64
Deficits and damages	0	6
Other expenses	140	107
Amortisation of long-term intangible and tangible assets	88	190
Membership fees rendered	110	0
Income tax	18	12
<b>Total expenses</b>	<b>10 365</b>	<b>10 470</b>

## Trading income

after taxation 428 286



**Ardum & Partners**  
Audit, účetní a daňové poradenství  
Anenské náměstí 12/458, Praha 1, PSČ: 110 00, IČ: 25 73 65 90 a v souladu zajištění poskytnutí  
informační služby pro neziskové organizace

## ZPRÁVA AUDITORA

### O OVĚŘENÍ ÚČETNÍ ZÁVĚRKY K 31.12.2004 A VÝSLEDKU HOSPODAŘENÍ ZA ROK 2004

*Zpráva je určena správní a dozorčí radě účetní jednotky Informační centrum neziskových organizací, s.p.a. se sídlem Malé náměstí 12/458, Praha 1, PSČ: 110 00, IČ: 25 73 65 90 a v souladu zajištění poskytnutí informační služby pro neziskové organizace.*

*Provešli jsme audit přiložené účetní závěrky neziskové organizace Informační centrum neziskových organizací, s.p.a. k 31.12.2004 za rok 2004. Za sestavení účetní závěrky odpovídá statutární orgán účetní jednotky. Naši úlohou je na základě provedeného auditu vyjádřit vlastní názor a vydat výrok na tuto účetní závěrku.*

*Audit účetní závěrky jsme provedli v souladu se zákonem o auditorech a auditorskými instrukcemi Komory auditorů České republiky. Tyto auditorské instrukce postávají aby byl audit naplněn a proveden tak, aby auditor získal přiměřenou jistotu o tom, že účetní závěrka neobsahuje významné nepřesnosti. Audit zahrnuje výběrovým způsobem provedení ověření úplnosti a průkaznosti účtů a informací uvedených v účetní závěrce. Audit rovněž zahrnuje posouzení správnosti a vhodnosti použitých účetních postupů a metod a významných odhadů účetních jednotky a vhodnosti celkové výslovnosti závěrky. Dle přesvědčení, že provedení auditu poskytuje přiměřený základ pro vydání výroku.*

*Podle našeho názoru účetní závěrka podává ve všech významných ohledech věrný a poctivý obraz předmětu účetnictví (aktív, závazků a vlastníků jmění), finanční situace neziskové organizace Informační centrum neziskových organizací, s.p.a. k 31.12.2004 a výsledků hospodaření za rok 2004 v souladu s příslušnými předpisy České republiky.*

*Aniž bychom vykládali výrok s výhradou, upozorňujeme na skutečnost, že organizace dosáhla k 31.12.2004 celkových ztrát ve výši 1 783 tis. Kč a její celkové závazky převyšují celkový aktiva o 1 116 tis. Kč. Oproti minulému roku se hodnota celkových ztrát snížila o 142 tis. Kč a hodnota celkových závazků převyšující celková aktiva snížila o 447 tis. Kč.*

V Praze dne 30.8.2005



Ing. Kogana Vesný  
nezávislý auditor  
ověřený KČAČB č. 1974




Ardum & Partners, s.p.a.  
pověřený auditorský společenství  
ověřený KČAČB č. 274




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IČ: 25 68 12 68. <http://www.ardum.cz>

K.Č.A. KATEGORIE A (základní) (základní) (1)

