



# The Netherlands - Samenwerkende Hulporganisaties

## NATIONAL POPULATION

**16.7 million**

## YEAR OF FOUNDATION

**1984** (informal), **2007** (formal )

## STAFF SIZE

**3**

## LIST OF MEMBERS

UNICEF Nederland	Save the Children	ICCO/ Kerk in Actie
Red Cross, Netherlands	Stichting Vluchteling	CARE Nederland
Oxfam Novib	World Vision	Plan Nederland
Cordaid, Mensen in Nood	Terre des Hommes	

## History

The 'Stichting Samenwerkende Hulporganisaties' (Foundation of Cooperating Aid Organizations, SHO) officially became a foundation in 2007, after the Asian Tsunami appeal made clear that more formal cooperation was necessary. Especially national public media called for one organisation and one appeal they could refer to, in stead of having to deal with several organisations. SHO members informally cooperated in joint appeals since 1984, (east African famines). The name 'SHO' has been used since 1989. The 2014 ebola appeal is the 40th appeal and up to the appeal for the Philippines in 2013 789 million Euro's has been raised by the SHO.

## Organization

Currently there are 10 member organizations. The executive

director of each member organization is represented on the Board and they each have one vote. Next to this there is a Supervisory Board consisting of five external members. New members can be accredited and occasionally a (regionally) specialized guest participant may join as was for example the case with the Haiti and Tsunami appeals. The goal of the SHO, or Giro555 as it is better known among the public, is to remain an ad hoc coalition when the need arises. An appeal usually lasts two to three months.. The staff consists of three part time employees. During an appeal they are supported by a crisis team that can be set up within days. Funds are distributed according to a distributional key based on each organizations own fundraising and their capacity to deliver aid worldwide. Presidency rotates between the five largest member organiza-

tions. The member organizations deliver financial reports and reports relating to content of operations to the SHO, which then publishes a joint report on its website. Furthermore, the Ministry of Foreign Affairs and the Court of Audit (Algemene Rekenkamer) have done evaluations on the 2010 Haiti appeal.

## Fundraising

The decision to launch an appeal is made by the Board and based on an assessment of which members join in, the interest of the media, and an assessment of the engagement of the Dutch public. The SHO has an informal cooperation with national public media who are generally keen to support an appeal. Commercial media generally follows in promoting an appeal. In exceptional large disasters (the Asian Tsunami, Haiti, Philippines) a national televi

sion appeal is done which generates high revenues. An effort is made not to launch more than 2 appeals each year, also to prevent 'appeal fatigue'. The SHO divides appeals in rapid, (Philippines), and slow onset disasters, (droughts in Africa, conflicts). The readiness of both media and the public to support an appeal is clearly larger for large, rapid natural disasters than it is for recurring droughts and complex conflicts. Some 'slow onset' appeals may not be televised, but still have a substantial financial goal.

## Major successes, highlights

Even though research in the Netherlands continues to show less willingness to give, the joint appeals manages to generate nationwide support. Especially with rapid natural disasters there is feeling of unity and a wish to support in diverse ways. It therefore remains important to cultivate many small

activities that contribute to the appeal such as the neighbourhood kids who organize a fundraising activity, companies offering free assistance and so. 'Giro555' really is of the Dutch public, more so than of the participating member organizations'. It is further more very valuable that public media is generally willing to leverage their contacts to engage the broader, commercial, media world. This is very important for the result of any appeal. The Asian Tsunami, Haiti, and the Kosovo appeals have generated the highest revenues so far.

## Partnerships

The SHO does not initiate structural partnerships with the corporate sector as this would make them a competitor of its member organizations. During appeals however, there are companies that offer assistance and make donations in many creative ways.

## Challenges and innovations for the future

One challenge is to prevent brand competition and the constant aim is to strengthen the common goal without being each others competitor. Another challenge is how to answer the increasing need of the public and media for accountability. Although several mechanisms are in place, there is a demand for detailed insights and results reporting which is costly. Nevertheless the SHO is cooperating with its member organizations to adapt in a constructive way to these public demands. Another challenge is the potential 'appeal fatigue', especially regarding 'slow onset' disasters often relating to more complex issues that are more difficult to reach out for to the public. Nevertheless, the SHO still aims to raise substantial revenues in these cases (for example 25 million euro for the African droughts).



Photography by REUTERS/Stringer (MYANMAR)