

Why is *Credibility* important for an organisation?

Credibility is important because (work related reason)

- It is important for organisations that the **community** with whom they work have **trust and confidence** in them, so that they can develop **long term and fruitful relationship** to bring about social change.
- It is important for organisations to be transparent in terms of **finances and vision and mission** so that people are not afraid and hesitant to support or get involved in them.

Credibility is important because (finance related reason)

- The number of NGOs or non profits is increasing
- The volume of money donated to and spent by NGOs is huge.
- There are laws/rules governing the functioning of NGOs as well as Funding organisations.
- There are huge sums transferred from one country to another or by worldwide agencies like unicef etc. for social cause and there are legal provisions/rules to do so.