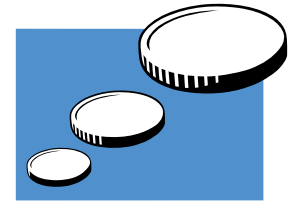


Philanthropy services for professional advisors



New
**Philanthropy
Capital**

New Philanthropy Capital (NPC) helps funders and charities to create a greater impact. As one of the UK's leading providers of philanthropy advice, we can help you to build a distinctive philanthropy offering and deliver advice to your clients.

How can we help?

NPC works with professional advisors, including private banks, private client lawyers, accountants and family offices. We have developed services to help professional advisors in four ways:

- developing a distinctive philanthropy offering;
- training your advisors and building in-house expertise;
- getting clients to engage with your services; and
- delivering philanthropy advice to your clients.



What makes NPC different?

NPC's philanthropy advice draws on a unique breadth and depth of knowledge of both funder and charity experiences.

Our expertise includes:

- **Experience of working with advisors on philanthropy:** Over the past three years, NPC has helped numerous private banks, family offices, lawyers and accountants to develop and deliver philanthropy offerings. We have an in-depth understanding of the state of the philanthropy advice sector and of the priorities of advisors.
- **A track record of advising a wide range of donors on all aspects of effective philanthropy:** NPC works with individuals, families, foundations and businesses. We provide advice and support at all stages of a client's giving, from initial thinking and planning through to finding and assessing charities, and reviewing existing giving.

- **Thought-leadership on philanthropy advice:** NPC leads the way in commissioning and carrying out research to inform the development of philanthropy advice. In 2007 and 2008, we commissioned research that provided much-needed independent analysis of philanthropy advice. In 2009, we focused on researching the state of the UK philanthropy advice market and identifying ways to support its development.

'There is a need for advice and information on how to give effectively.'

Ultra high net worth individual

- **Knowledge of charities and social issues:** Our experience of analysing hundreds of charities has enabled us to develop a groundbreaking Charity Analysis Framework for assessing charities of all sizes. We have researched over 30 social issues including mental health, homelessness and literacy, identifying gaps in provision as well as charities that are having a significant impact. We draw on this knowledge and experience to help donors make more impact with their giving.
- **A charity consulting service:** Charities or their donors can commission NPC to carry out a piece of bespoke consulting for their organisation, drawing on our experience of analysing charities. This service includes an organisational health check, research into social issues and help with results measurement.

Developing a distinctive philanthropy offering

Research by Scorpio Partnership in 2007 and 2008, commissioned by NPC, found that 60% of advisors believe that philanthropy will become a core pillar of private client services in the next five years. It also found that 90% of ultra high net worth individuals recognise the need for expertise in the philanthropic process, but do not feel that their wealth advisors are meeting this need.

With clients increasingly turning to trusted advisors for philanthropy support, and more and more advisors developing their offerings, it pays to think critically about the advice you currently offer to clients. NPC can work with you to assess the level of demand from your clients for philanthropy support, to scale up existing services, or to develop and put in place a new philanthropy offering.

We can advise you on what your offering should look like and how to differentiate your service from your competitors. We can also work with you to develop in-house products, such as donor-advised funds, or to determine which aspects of your offering to deliver yourself and which to outsource.

‘Demand is growing for financial advisors who can help investors meet their philanthropic as well as financial goals ... The new services are part of a broad push by advisory firms to provide a one-stop shop in what is becoming an increasingly competitive marketplace for wealthy clients.’

Victoria Knight, Wall Street Journal

Case study: Developing a philanthropy service

A leading global bank commissioned NPC to determine whether it should offer a philanthropy service to its ultra high net worth clients.

NPC assessed demand for such a philanthropy service, considering the bank’s target market and the bank’s key relationship managers. We researched what the service could provide and how it could be delivered. We also analysed competitors’ offerings to help the bank differentiate its service.

We concluded that there was an appetite from wealthy clients and bank staff for a philanthropy offering. We identified the key components that would constitute an effective and unique offering, and suggested several options that the bank could adopt to deliver the philanthropy service to its clients.

Training your advisors and building in-house expertise

As a trusted advisor, you will need to be able to talk confidently about philanthropy with your clients and answer any questions they have about giving.

NPC can help build up your team’s knowledge and expertise about philanthropy. We run bespoke in-house training sessions, ranging from hour-long seminars to multi-day courses. Alternatively, you can send your advisors to one of our regular half-day workshops. Our training for advisors covers topics such as raising the issue with clients, assessing clients’ philanthropy needs, and getting them started with funding charities.



‘Relationship managers need to be able to talk about philanthropy with a great deal of confidence to ensure that they can educate their clients and help them in decision-making and the process of giving.’

Advisor in a multi-family office

Case study: Training bankers in philanthropy

When a major European bank found that its private banking clients were asking their financial advisors to help them with their philanthropy and to recommend charities, the bank asked NPC to train a group of its bankers.

Through a series of practical, interactive sessions run by NPC, the bankers learnt how to help their clients establish a clear focus for giving, combining their passions and interests with an understanding of an issue. NPC also showed the bankers how to begin evaluating charities.

The training was well-received. In the words of one attendee: ‘I enjoyed the training tremendously and the materials were very useful in crystallising my thought process.’

Getting clients to engage with your philanthropy services

Our latest research shows that many clients are not aware of the philanthropy advice on offer from their trusted advisors.

If you have invested time and resources in building your philanthropy services, but have not yet seen any return, NPC can help you to promote your philanthropy services and engage clients.

Our services include:

- **Running interactive workshops** or seminars for your clients and their families;

- **Providing high-quality information** and content for client brochures or magazines;
- **Arranging 'Seeing is Believing' trips** for your clients to visit charities;
- **Engaging the next generation** of clients through tailored philanthropy sessions.



Delivering philanthropy advice to your clients

Advisors do not need to provide start-to-finish philanthropy services themselves. Although you may want to develop knowledge in some areas, in other areas, you may want to call on the expertise of a trusted third-party partner.

NPC is well-placed to work with your clients on aspects of philanthropy that lie beyond your own areas of expertise. We provide tailored advice to individuals, families, foundations and businesses. For example, we can work alongside you to help clients build in-depth knowledge of a particular cause or issue, or to learn where their funding can create the most impact.

We can help clients with:

- **Getting started:** Defining personal and social objectives for giving, structuring giving and involving family members.
- **Maximising impact:** Defining a focus for giving, building knowledge about an issue through expert information, visiting charities and meeting other donors.
- **Finding and funding charities:** Finding and assessing charities, working out how best to support them, and monitoring the impact of a donation.
- **Reviewing funding:** Reviewing objectives, approaches and results, and bringing fresh perspectives to giving.

Case study: Working alongside advisors to develop a client's philanthropy

A couple were referred to NPC by their financial advisor after deciding to give away the bulk of their wealth following the sale of their business.

NPC ran workshops to help the couple explore the world of international development. Working alongside their advisor, we introduced them to experts in the field and created a pilot portfolio of charities to fund as a way of learning about different issues and charities.

Three years on, the couple have defined four areas of interest, including microfinance and water and sanitation. They have identified a small number of charities whose work they are supporting with large grants. They have visited all the charities and are actively involved as the trustee of one.

'NPC helped us enormously and in many ways. What was probably most important was the help NPC gave us to define a strategy or framework. But NPC also helped us up the learning curve, and is still involved in monitoring of the performance of the charities we fund.'

Referral process

NPC's research has found that a key benefit to advisors of providing philanthropy advice is the opportunity it gives to deepen the relationship with clients, and to add value to the service they receive. These benefits are greatest if the advisor remains in the loop as much as possible (subject to the client's approval).

We recommend that the advisor joins the client for at least the introductory meeting with NPC (for which there is no charge to the client). Once the client has agreed to work with NPC, we keep the advisor thoroughly informed of the progress of the project, sending him or her brief updates after each client meeting. Depending on client preference, the advisor may also attend future meetings between the client and NPC.

Who do we work with?

We also work with professional advisors—private banks, private client lawyers, accountants and multi family offices—including:



J.P.Morgan

HSBC  Private Bank

FARRER & Co



SandAire

What next?

For more information about any of NPC's services, please contact Lucy de Las Casas, Head of Consulting, on 020 7785 6311 or ldelascasas@philanthropycapital.org, or visit www.philanthropycapital.org.

About us

NPC is a consultancy and think tank dedicated to helping funders and charities to achieve a greater impact.

Alongside our advice and services for funders and charities, we encourage debate about what makes a charity effective and how to measure impact, and we build knowledge and tools to support effectiveness.

NPC was founded in 2002 and recently expanded its services to include a consultancy offering for charities. We are based in London, but our expertise can be applied to charities and funders internationally and we reach an increasingly global audience.

Our consulting services

NPC's clients benefit from our experience, our breadth of knowledge of the charity sector, and our specialist skills in researching and measuring charities' impact. We are known for our first-rate service and the quality of our work. As a professional research and consulting organisation, we provide the flexibility to meet our clients' needs and the capacity to deliver to their timeframes.

NPC's consulting work contributes to our knowledge of charity and funder effectiveness, which in turn informs our broader efforts to improve the charity sector. So, by choosing to work with NPC, our clients are helping charities to be an even greater force for good.

Fees

NPC charges a consulting fee, calculated on a project-by-project basis. We work with each client to agree on the service that fits their budget and strategic needs. NPC is a registered charity and is not for profit.

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