



## NPC launches research partnership with Copal in India to expand advice to donors

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New Philanthropy Capital (NPC), which advises donors on how to make their giving more effective, is launching a joint research partnership with Copal Partners in India.

The partnership will carry out research into charities in India in the same way NPC already does in the UK.

Copal, which provides outsourced research for investment banks and consultancies, will contribute a team of analysts and research skills to the project while NPC will bring its understanding of advising donors and its experience of assessing charities, with a NPC analyst being based in India full time.

The aim is to meet growing interest among philanthropists in donating money internationally. A new NPC report, *Philanthropists without borders\**, says that donors face big obstacles to giving money in the developing world including the lack of information and transparency.

Martin Brookes, Director of Research at NPC, said:

"At a time when India's presence on the world stage is rapidly growing, we are delighted to be entering into this unique partnership with Copal. It will offer donors an informed way of helping tackle social problems in the country. By combining our work to date with Copal's local knowledge, we hope to provide a valuable tool that will meet the growing demand for advice on international giving."

Rishi Khosla, Chief Executive at Copal, said:

"This is a very exciting development for us which will enable us to put our research skills to good use in a philanthropic way. There are big and important social issues to be tackled in India and this venture should help ensure money is directed to where it will be used to best effect."

NPC's latest report, *Philanthropists without borders*, focuses on both the challenges and potential benefits of international giving.

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The report says that while there is desire among UK donors to donate internationally, many face significant barriers to international giving, such as lack of information about worthwhile organisations, a lack of trust that the money will be put to its intended use and a lack of transparency in showing where their money is going.

A NPC survey of 122 donors found that over 70% would welcome independent, in-depth analysis of charities in developing countries. The joint venture aims to provide a level of research that will dispel these fears among donors, allowing them to make informed donations that will generate strong social returns.

-Ends-

\* For further information about NPC, its research reports and charity recommendations, or to arrange an interview please contact:

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#### Notes to Editors

1. New Philanthropy Capital advises all types of donors on how to give more effectively. It identifies examples of charities with highly effective approaches to tackling problems in the sector. By recommending these charities to potential donors, NPC aims to increase the quantity and quality of resources available to the charitable sector.
2. Copal Partners is a research house providing outsourced research products for investment banks and consultancies. It employs approximately 550 people, virtually all of whom are Delhi based with the exception of a small group of front end sales people in the UK and in NY.
3. Five Copal associates and one senior associate will work full time on the partnership in India. NPC will provide one full time analyst to be based in India to provide guidance and work in collaboration with Copal's senior associate. NPC has also allocated a senior analyst in its London team to oversee the partnership and assist in quality control of the research.
4. A steering committee will be established to include both NPC and Copal representatives and to supervise both teams and look at future opportunities and developments.

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