



PRESS RELEASE: New Philanthropy Capital to take over the work of Intelligent Giving

New Philanthropy Capital (NPC) will preserve the work of Intelligent Giving, the charity evaluation and donor advice website, after it winds down later this month. NPC will take over the charity's brand and website and look for ways to develop its message on transparency in the charity sector.

Intelligent Giving's website features over 500 UK charities, assigning them scores for the quality of reporting and transparency of their annual report and accounts. The charity has made a name for itself for its willingness to ask difficult questions and for championing the role of the thoughtful donor. At the same time, it has sought to close the gap in public understanding of charities and the way they work.

'Intelligent Giving has been doing good work in a difficult market,' says Martin Brookes, NPC's chief executive. 'It has helped to push forward the agenda on transparency within the charity sector, and we are excited about having an opportunity to build on what it has done.'

Intelligent Giving was founded in 2006 by two former journalists, David Pitchford and Peter Heywood. Pitchford says of the decision, *'NPC is the perfect choice to continue developing the work of Intelligent Giving. Our organisations share a mission: to increase the effectiveness of the charity sector. We are pleased that NPC has stepped up to the plate to continue the work we have started.'*

The move is supported by the Charity Commission, whose chief executive, Andrew Hind, said, *'Organisations providing information about and analysis of charities are an important part of increasing transparency and accountability to the public, and can help make charities more effective. Such initiatives between charities are to be welcomed, because they add to the range of available analysis about charity activity.'*

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For further information, or to arrange an interview with Martin Brookes, please contact: Gemma Davidson (PR Manager): gddavidson@philanthropycapital.org or Esther Paterson (PR Executive): epaterson@philanthropycapital.org, Tel: +44 (0)207 785 6314, or Richard Marsh at Intelligent Giving, Richard@intelligentgiving.com, Tel: +44 (0)7903 358918.

Notes to Editors:

1. New Philanthropy Capital (NPC) is an organisation that enables charities and funders to do good, better. Both a think tank and a consultancy, NPC is a charity based in the UK, providing independent research, tools and advice for donors and charities. We have an ambitious vision: to create a world in which charities and their funders are as effective as possible in changing people's lives and in tackling social problems. For charities, this means measuring the results of their work and using evidence to learn and improve, as well as to attract support. For funders, it means using evidence of charities' results to make funding decisions and to measure their own impact. For further information, see www.philanthropycapital.org.
2. **Intelligent Giving** is an independent donor-advisory website and a registered charity, funded entirely by donations. Its mission is to make giving more effective—by helping donors evaluate charities, by enabling donors to give more effectively, and by encouraging charities to become more effective. Its website contains profiles of the largest 500 fundraising charities in England and Wales, assigning scores for the quality of reporting and transparency of their annual report and accounts. For further information, see: www.intelligentgiving.com.