Philanthropy training for trusted advisors

'Relationship managers need to be able to talk about philanthropy with a great deal of confidence to ensure that they can educate the clients and help them in the process of giving.'
Advisor in a multi-family office

During recent interviews with high net worth (HNW) families across Europe, 90% said that they needed philanthropy support but did not feel their traditional wealth advisors were meeting that need.[1] In a subsequent survey of 100 private client advisors across Europe, 60% said that philanthropy advice will become a core service offered to clients within the next five years.[2] However, the research flagged up the fact that most advisors feel inadequately trained to discuss philanthropy with their clients. NPC, in association with STEP, is therefore offering this training course in the essential elements of philanthropy advice, to enable trusted advisors to better serve their HNW clients.

Who should attend?

This is an essential event for all advisors to HNW clients, including private client lawyers, accountants, private bankers, IFAs and family offices. The training session will be limited to 12 places to make the most of interactive sessions. This training is intended to be an introduction to philanthropy—more in-depth philanthropy training courses are also provided by NPC on a bespoke basis. NPC will be repeating this workshop on a regular basis.

Benefits for participants

The training aims to:

- strengthen participants' understanding of the benefits of discussing philanthropy with clients;
- improve participants' understanding of donors' needs and the philanthropic advisory process;
- improve participants' ability to provide philanthropic advice to individuals and families;
- provide practical hand-outs and tools to use with clients; and
- provide opportunities for networking with other advisors who have an interest in philanthropy.

Continuing Professional Development (CPD)

This event will contribute 3.5 hours towards your structured STEP CPD requirement.

Course details

Date:	Tuesday, 30th March, 2010
Location:	New Philanthropy Capital, 3 Downstream, 1 London Bridge, London SE1 9BG
Time:	9am to 12:30pm, with the opportunity to stay for lunch
Cost:	£350 + VAT

[1] Scorpio Partnership (2007) *Philanthropy amongst ultra high net worth individuals and family offices in Europe: The United Kingdom, Switzerland and Germany.* Produced for New Philanthropy Capital, wise and the Bertelsmann Stiftung.

[2] Scorpio Partnership (2008) *The role of wealth advisors in offering philanthropy services to high-net-worth clients.* Produced for New Philanthropy Capital, wise and the Bertelsmann Stiftung.

Course outline

	Session	What would this cover?
08:30	**Registration, coffee & pastries**	
09:00	**Introduction**	• Introduction to participants • Training agenda and objectives
09:15	**Giving philanthropic advice: the role of the trusted advisor**	• Overview of the philanthropy sector • Benefits of discussing philanthropy with clients • Understanding different donor types, donor needs, and approaches to philanthropy The types of advice/support clients need at different stages of the philanthropy advisory process
10:00	**Foundation start-up: personal and social objectives**	• Clarifying personal objectives • Focusing on specific issues • Involving family members with different interests • Engaging the next generation • Who should be trustees? • Aligning business and philanthropic interests
11:00	**Coffee Break**	
11:20	**Practicalities of funding**	• Measuring impact—what is an effective charity? • Options for donors • Sourcing effective charities • Reviewing funding and existing grants
11:50	**Raising the issue**	• Raising the issue with clients • Obstacles to raising the issue • What aspects can be delivered in-house and when & how to work with third party experts
12:15	**What next?**	• Events/networks/publications to keep you abreast of philanthropy developments • Questions and answers
12:30	**Lunch**	

To register

To book a place on this course, please contact Anna Wright on 020 7785 6306 or awright1@philanthropycapital.org. The session is limited to 12 places to make the most of interactive sessions, so book early to avoid disappointment.

After the course

You will be able to:

- talk confidently to your clients about their philanthropy;
- help clients make more of an impact with their giving;
- join a network of advisors, to share with and learn from;
- take away practical tools to enable you to better support your clients;
- continue building your philanthropy knowledge by attending more in-depth training courses; and
- choose to appear on NPC's directory of philanthropy advisors.

Why NPC is well-placed to deliver this training

NPC provides a unique combination of services. We carry out extensive independent research into charities and social issues, produce tools to analyse and measure charities' performance, and advise clients on achieving the greatest impact from their funding.

NPC's clients benefit from the expertise of our individual consultants, as well as the knowledge and experience that our 30-strong team brings.

Our consultants provide independent, thoughtful and practical advice, drawing on:

- our knowledge of charities and social issues;
- our unique experience of analysing and measuring the performance of charities;
- our track record of advising a wide range of donors and funders on all aspects of effective philanthropy;
- our work with leading private client advisors in supporting their clients' philanthropy needs; and
- our position as a global thought leader in the philanthropy sector.

NPC has worked with a diverse range of clients, including individuals, foundations and corporates. Some require an end-to-end philanthropy service—from establishing a foundation, to learning more about an issue, selecting charities and reviewing giving. Others seek our support at just one stage in the process. They may want start-up support, advice on co-funding with other foundations, advice on giving internationally, or an evaluation of their giving.

NPC has delivered training, support and strategic advice on philanthropy to a range of leading professional services organisations in the UK and abroad, including private banks, multi-family offices, accountants and law firms.

Example of a previous NPC engagement

When a major European bank found that its wealthy private banking clients were asking their financial advisors to recommend charities, it asked NPC to train a group of bankers in the methods we had developed for assessing the effectiveness of charities. Through a series of practical, interactive exercises, NPC showed the bankers not only how they could begin evaluating charities, but also how they could help their clients establish a clear focus and strategy for giving, based on both external needs and their own interests and passions. The response of the participants, many of whom were themselves volunteers with charities in their local areas, was enthusiastic: *'I enjoyed the training tremendously,'* wrote one, while another commented that it had *'opened my eyes to new ideas and understanding'*. The bank is now exploring different options for philanthropy offerings to its clients, using many of the methods that NPC has outlined.

Find out more

To learn more about NPC and our services for clients and their trusted advisors, see www.philanthropycapital.org.

Biographies of trainers

Plum Lomax, Marketing Manager

Plum leads on NPC's relationships with intermediaries, including private banks, lawyers and family offices. She also manages our website, and is responsible for developing new tools and approaches to disseminate our research. With Martin Brookes, Plum is co-authoring a report on building the philanthropic advice marketplace. Plum previously worked in the City at Merrill Lynch, where she was Head of European Equity Strategy. Examples of recent projects she has completed at NPC include:

- Co-ordinating and disseminating the research undertaken by Scorpio Partnership on the role of advisors in offering philanthropy services to their high net worth clients.
- A consultancy project for a leading global private bank who wanted to determine whether and how to offer philanthropy services to its ultra high net worth clients.

Lena Schreiber, Senior Consultant

Before she joined NPC, Lena was an analyst for a strategic risk consultancy in London. She has a BA from Oxford University and a Masters in Global Politics from the London School of Economics. Lena manages and delivers research and advice for donors and funders on effective giving. Examples of Lena's work with NPC clients include:

- Working with a couple at the beginning of their philanthropic journey, to help them develop a focus and strategy for their trust, and advise them on the mechanics and principles of good grant-making.
- Reviewing the grant-making practices of a long-established charitable foundation and advising its trustee board on how to increase the impact of its funding.
- Advising a company on different models for its corporate giving and on how best to involve its employees in this process.