

IMMEDIATE RELEASE, 09/11/07

MOST COMPREHENSIVE CONTINUOUS SURVEY INTO WHAT THE IRISH THINK ABOUT CHARITIES, CAUSES & GIVING

Charities and pressure groups based or working in Ireland now have the chance to regularly track what the Irish think about themselves, their services, their causes and competitors, plus charitable campaigns and giving – thanks to the launch of a comprehensive new twice-yearly monitor from Europe’s leading not for profit sector think tank and research consultancy.

nfpSynergy’s **Irish Charity Engagement Monitor (ICEM)** is the most wide-ranging such rolling research project to date – and the only one currently functioning - to specifically explore and monitor the Irish population’s shifting attitudes and behaviour towards charities, campaigns and causes. ICEM surveys a representative sample of 1000 16+ year old Irish, offering a syndicate of participating third sector organisations unique, cost-effective, twice-yearly insights into what - if anything – the Irish nation thinks about them, their services, their main competitors and related charitable and social issues.

According to *Hidden Landscapes*, a recent report from the Centre for Nonprofit Management, Trinity College Dublin (2006): “There are over 19,000 community and voluntary organisations in Ireland. The sector contributes over 2.5 billion euros to the economy each year, and employs over 63,000 full and part time staff. And volunteers contribute the equivalent work of a further 31,000 people.”

nfpSynergy’s Joint Managing Director, Brian Garvey, said:

“Any charity based or working in Ireland can now gain insights into what approximately 3 million 16+ year old Irish people think about their organisation, its activities and causes, including how, why and to whom the public give their money and support; and whether campaigns are really cutting through and hitting home. This new data could aid the Irish charity sector as a whole, as well as individual charities.”

John Fleming, Head of Sightsavers Ireland, one of the Irish charities keen to benefit from the new monitor, said:

“The legislative and cultural environment in which charities must operate in Ireland is as distinct as the Irish people themselves. nfpSynergy’s past experience of conducting research for clients such as ourselves, combined with their knowledge and analysis of studying the not for profit sector, will help arm voluntary organizations working here with the information and insights they need to fully thrive.”

All members of the ICEM syndicate will receive a full set of data tables from each tracking research wave; a slide presentation of this data; the opportunity to suggest bespoke questions; the chance to attend a seminar debriefing in Dublin, analysing the research waves and nfpSynergy’s interpretation of them; and, as appropriate, information about third party research on the lives and lifestyles of the Irish.

ICEM has developed out of nfpSynergy’s existing Charity Awareness Monitor (CAM), a Britain-wide nine-times-yearly research study. It is the latest in an expanding raft of syndicated, cost-effective nfpSynergy monitors, delivering charity subscribers with regular insights into other key stakeholders including politicians, business leaders, health professionals, local government, journalists, young people, ethnic minorities and the wider public.

Charities interested in signing up to nfpSynergy’s Irish Charity Engagement Monitor (ICEM) before the first wave of fieldwork commences should contact Brian Garvey - on brian.garvey@nfpsynergy.net or 020 7415 7155. For more information about nfpSynergy, visit: www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy's Brian Garvey about the Irish Charity Engagement Monitor, and how it can help charities that operate in Ireland, please contact: Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: adrian@gillanmedia.com

Notes to editors:

- **nfpSynergy**

nfpSynergy (www.nfpsynergy.net) is one of Europe's *only* think-tank and research consultancies dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

- **Brian Garvey, Joint Managing Director, nfpSynergy**

Brian is joint managing director (with Chris Greenwood) of nfpSynergy. He joined nfpSynergy in 2005 to play a leading role in the overall strategy of the organisation and to develop our bespoke research capabilities. During his time at nfpSynergy he has designed and delivered a diverse range of projects covering topics including service delivery, new product development, branding and positioning, communications, fundraising and media/awareness raising.

Brian has a background in social research, strategic planning and is an experienced qualitative researcher. In recent years he has conducted original qualitative research into problematic drug usage, life on a low income and social exclusion, disability, dementia, cancer and other forms of ill health. He is a member of the Association for Qualitative Research, the Market Research Society and the Social Research Association.

Brian joined nfpSynergy from its sister company, the Future Foundation, where he led their bespoke research and analysis work in the not-for-profit sector. He has also worked in advertising agencies in London and San Francisco for clients including Skoda, Land Rover, Quaker Oats and the COI. Prior to joining nfpSynergy, he spent several years studying and working in America, having completed a degree in Psychology from the University of Pennsylvania. He was co-author of *Shame & Embarrassment Revisited* published in the *Journal of the Society for Personality and Social Psychology* in January 2001. Brian is a trustee of YoungMinds, a youth mental health charity.