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PUBLIC SPLIT OVER CHARITIES DELIVERING MORE PUBLIC SERVICES *PLUS: GOVERNMENT SUBSIDIES COULD HIT DONATIONS*

The public is completely split over whether charities should deliver *more* public services - with 2 in 5 (38%) saying they are not sure, 32% against, and 30% in favour - *despite* this being a key part of the Government's stated strategy, according to a survey out today.

Moreover, whilst almost half (46%) of the public are happy to support charities (generally) if they receive income from government in exchange for delivering such services, there could be an adverse impact on donations – 1 in 5 (20%) of the public saying that they would be less likely to donate; 1 in 6 (16%) that they don't know; and 1 in 20 (4%) that they simply wouldn't give. Only 1 in 10 (10%) say they would be *more* likely to give.

Leading not for profit sector think tank and research consultancy nfpSynergy's Charity Awareness Monitor offers third sector organisations regular, unique insights into what - if anything – a nationally representative sample of 1000 18+ year old members of the British Public think about them, their main charitable competitors and related social issues and causes.

The survey also finds that: How much people trust charities and other key social institutions to provide public services depends on the specific sector of work; where charity is not the most trusted delivery method, government is generally preferred over the private sector; and in many cases the fact that the service-delivering organisation is local is clearly more important than whether the organisation is charitable or governmental.

nfpSynergy's Driver of Ideas, Joe Saxton, said:

"British charities are increasingly finding themselves caught between the devil and the deep blue sea. On the one hand the public trusts them so much that they are keen for them to play an even bigger role in delivering crucial public services - especially in certain areas of work, like helping homeless people and looking after children. Yet, on the other hand - if government were to fund them in providing such services – many of the public say they would be less inclined to donate to the charities themselves."

nfpSynergy Charity Awareness Monitor: selected findings...

Public attitudes to charities delivering public services

- 2 in 5 (38%) of the public say they are "not sure" that charities should take a bigger role in public service provision; with 30% saying they should, and 32% saying they should not, take a bigger role.
- Interestingly, almost half (46%) of people are happy to support charities (generally) if they receive income from government in exchange for delivering such services.
- However, there could be an adverse effect on donations – 1 in 5 (20%) of the public saying that they would be less likely to donate to charities which receive income from government to provide services; 1 in 6 (16%) that they don't know; and 1 in 20 (4%) that they simply wouldn't give. Only 1 in 10 (10%) say they would be *more* likely to give.
- How much people trust charities and other institutions to provide public services depends on the sector of work - eg there is an overwhelming preference (63%) for national charities to deliver aid overseas, whereas providing activities for young people is overwhelmingly seen as the responsibility of local authorities (59%).

- **In most cases, where charity is not the most trusted delivery method, government is preferred over private sector.**
- **And in some cases the fact that the service-delivering organisation is local is clearly more important than whether the organisation is charitable or governmental** – eg in providing services for homelessness and activities for young people, local authorities are people's first choice (49% and 59% respectively) and their second choice is local charity (40% and 37% respectively).

The CAM is just the latest in an expanding raft of syndicated, cost-effective nfpSynergy monitors, delivering subscribers with regular insights into other, more specific, key stakeholders including politicians, business leaders, health professionals, journalists and young people.

Charities keen to sign up to nfpSynergy's Charity Awareness Monitor before the next wave of research commences should contact Patrick Brennan - on patrick.brennan@nfpsynergy.net or 020 7415 7196. For more information about nfpSynergy, visit: www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy's Joe Saxton about the Charity Awareness Monitor, its latest findings and how charities might best help deliver public services, 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 the UK's *only* think-tank and research consultancy 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.

• Joe Saxton

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

He is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. Joe was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been repeatedly voted one of the ten most influential people in UK fundraising by *Professional Fundraising*, weighing in at the Number 1 slot for the last two years in a row. In 2006, Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.