

**STRICT EMBARGO: 00:00HRS, WEDS 27/06/07**

***UK'S FIRST ROLLING SURVEY INTO WHAT SCOTS THINK ABOUT CHARITIES, CAUSES & GIVING***

**UK-WIDE (& EVEN NON-SCOT!) CHARITIES STILL DOMINATE SCOTLAND, DESPITE SCOTS' DESIRE TO "SUPPORT THEIR OWN"**

**As Scotland elects its first ever SNP First Minister, UK-wide charities (not to mention charities that don't even deliver services in Scotland) still dominate public awareness north of the border, headed by Oxfam (51% unprompted awareness), RSPCA (31% - note: delivers services in England and Wales only), Red Cross (26%) and Barnardo's (25%) - despite half (48%) of Scots' apparently preferring to donate money to charities which operate exclusively in Scotland – according to data out today.**

The Scottish Charity Engagement Monitor (SCEM) – from leading not for profit sector think tank and research consultancy, nfpSynergy - is the UK's first and only rolling research project to specifically explore and monitor the Scottish adult population's shifting attitudes and behaviour towards charities, campaigns and causes in their increasingly devolved nation. SCEM surveys a representative sample of over 1000 16+ year old Scots, online twice-yearly, offering a syndicate of participating third sector organisations working in Scotland unique, cost-effective, twice-yearly insights into what - if anything – the Scottish public think about them, their main competitors and related charitable and social issues.

The Scots-specific charity brand with highest unprompted awareness amongst Scottish people is SSPCA (12%) followed by Children 1st (3%), both with relatively low public profiles. More encouragingly for the Scottish charity sector, semi-prompted awareness of charities working exclusively in Scotland – by specific field/sector of work - is relatively high.

Moreover, against a UK-wide – and even non-Scot - charity brand dominance north of the border, almost half (48%) of all Scots polled prefer (21% *strongly* preferring; only 34% disagreeing and 17% unsure) to donate to a charity that works specifically in Scotland rather than one that works across the broader UK; and over half (51%) agree (21% *strongly* agreeing; only 29% disagreeing and 19% unsure) that when they donate, they want their money to benefit people specifically living in Scotland.

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

"Charities working in Scotland – whether exclusively or partly – are failing to harness many Scots' stated desire to support their own: smaller Scottish charities, since they struggle to gain sufficient public awareness on home turf; and larger, *genuinely* UK-wide charities, since many of them may not be sufficiently perceived as specifically benefiting the Scots enough. The data may also help highlight the issue of occasional, and often unwitting, 'cross-border raiding' whereby charities that don't even benefit any, or many, people north of the border may themselves benefit from raising funds in Scotland which are then – oft unbeknownst to Scots – diverted south. Our new Scottish Charity Engagement Monitor (SCEM) allows – for the first time - all organizations connected with Scotland's fast-developing voluntary sector to better understand how they are perceived by their Scottish support base, post-Devolution."

All members of the SCEM syndicate 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 Scotland, analysing the research waves and nfpSynergy's interpretation of them; and, as appropriate, information about third party research on the lives and lifestyles of Scottish people.

SCEM has developed out of nfpSynergy's existing Charity Awareness Monitor (CAM), a UK-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, journalists, young people and the wider public.

**Charities interested in signing up to nfpSynergy's Scottish Charity Engagement Monitor (SCEM) before the next wave of research commences should contact Chris Greenwood - on [chris.greenwood@nfpsynergy.net](mailto:chris.greenwood@nfpsynergy.net) or 020 7415 7161. For more information about nfpSynergy, visit: [www.nfpsynergy.net](http://www.nfpsynergy.net)**

- ends -

**MEDIA INTERVIEWS: To interview nfpSynergy's Joe Saxton about the Scottish Charity Engagement Monitor, please contact:**

**Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: [adrian@gillanmedia.com](mailto:adrian@gillanmedia.com)**

# Notes to editors:

## • nfpSynergy

nfpSynergy ([www.nfpsynergy.net](http://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, Driver of Ideas, nfpSynergy

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.

*nfpSynergy* ([www.nfpsynergy.net](http://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 is Chair of the Trustees of the Institute of Fundraising ([www.institute-of-fundraising.org.uk](http://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. He was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been voted the most influential person in UK fundraising by *Professional Fundraising* for the last three years. Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss, in 2006.

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*.