

New Philanthropy Capital

Looking back at our year, and the challenge for the future

July 2020

Helping philanthropists respond to coronavirus

We launched a major initiative to help philanthropists keep charities serving through the Covid-19 crisis and beyond.

Our guide has been followed by specific content on everything from systems change to measurement.



FINANCIAL TIMES

UK COMPANIES TECH MARKETS GRAPHICS OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT

Letter [+ Add to myFT](#)

Letter: Philanthropists, here's how to keep charities serving

From Dan Corry, Chief Executive, NPC (New Philanthropy Capital) and others

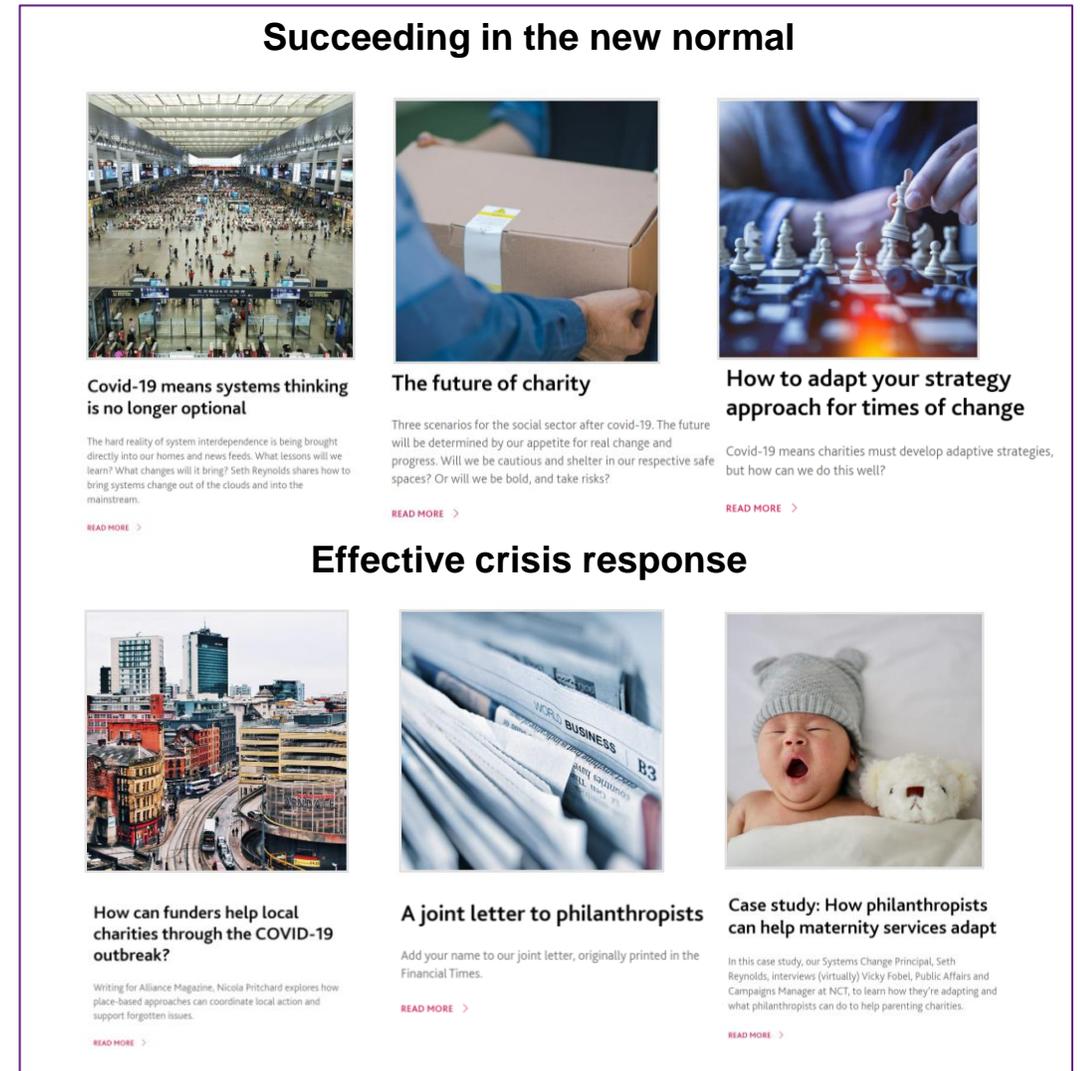


How should philanthropists respond to the coronavirus?

Claire Wilkins
18 March 2020

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Latest from **Covid-19 creates unprecedented challenges for all of us, and it is likely that everyone in the UK will be touched by it in some way before we reach a new**



Succeeding in the new normal



Covid-19 means systems thinking is no longer optional

The hard reality of system interdependence is being brought directly into our homes and news feeds. What lessons will we learn? What changes will it bring? Seth Reynolds shares how to bring systems change out of the clouds and into the mainstream.

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The future of charity

Three scenarios for the social sector after covid-19. The future will be determined by our appetite for real change and progress. Will we be cautious and shelter in our respective safe spaces? Or will we be bold, and take risks?

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How to adapt your strategy approach for times of change

Covid-19 means charities must develop adaptive strategies, but how can we do this well?

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Effective crisis response



How can funders help local charities through the COVID-19 outbreak?

Writing for Alliance Magazine, Nicola Pritchard explores how place-based approaches can coordinate local action and support forgotten issues.

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A joint letter to philanthropists

Add your name to our joint letter, originally printed in the Financial Times.

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Case study: How philanthropists can help maternity services adapt

In this case study, our Systems Change Principal, Seth Reynolds, interviews (virtually) Vicky Fobel, Public Affairs and Campaigns Manager at NCT, to learn how they're adapting and what philanthropists can do to help parenting charities.

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Helping charities use data

We built an interactive data dashboard for charities and funders to assess need, risk, and availability of charitable help for Covid-19.

“NPC’s Covid-19 data tracker is one of the best resources I’ve seen globally that aims to track areas of greatest need in our communities due to coronavirus. A clear, aggregated, data-driven view of the people and places that need extra support is particularly needed right now as charities and donors struggle with prioritization of resources and efforts.”

Parastou Youssefi, Senior Program Officer, Bill & Melinda Gates Foundation



The best open data sets available to charities

26 JUN 2020 BY JOE LEPPER

We examine how charities can make use of open data to advance their machine learning and AI projects



NPC launches data resource to help charities and funders assess Covid-19 information

29 Apr 2020 News



Free online Covid-19 data resource launches for charities

29 APR 2020 BY JOE LEPPER

The resource initially uses health data to help charities assess areas of greatest need, with social sector information to be added.

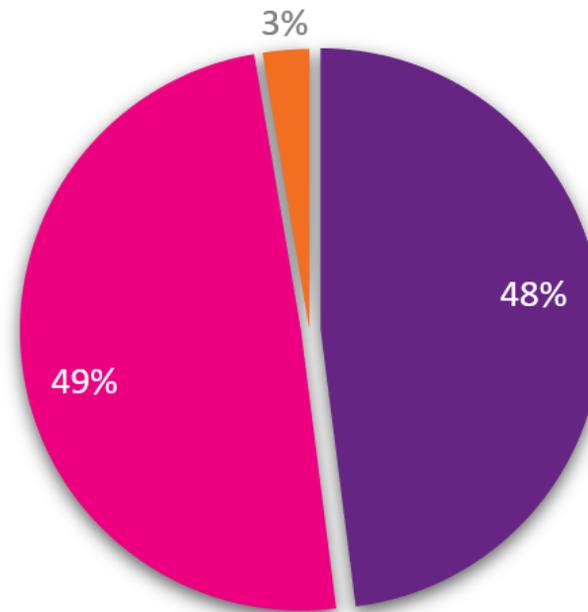
Understanding where the £750m went

We looked behind the headlines to see where the government's £750m charity rescue package actually went.

We are encouraging philanthropists and foundations to use this analysis to better target their own giving, and for funders receiving government money to be transparent in how it is allocated.

Money given directly by government departments largely went to social issues exacerbated by the crisis (domestic violence, food insecurity) and to shore up institutions experiencing massive demand (Citizens' Advice Bureau, hospices) or who will be required post crisis (St. Johns Ambulance).

Most of the money is being allocated via funds, often run by charities. The government has shown itself willing to hand over decision-making power at a large scale.



- Pot A: Charities providing key services and supporting vulnerable people — £360m
- Pot B: Smaller charities — £370m
- Pot C: The Big Night In match funding — £20m

Sparking debate

- State of the sector
- Where are England's charities?
- Getting ready for Brexit
- Our manifesto
- Walking the talk
- Power dynamics
- Our Leading Impact seminars

LocalGov
William Eichler 24 March 2020
Charities struggle to deliver public sector contracts as they lose £4bn

Children & Young People Now
CORONAVIRUS: CHILDREN'S CHARITIES THREATENED BY MAJOR INCOME DROP
Joe Lepper
Wednesday, March 25, 2020
Public service work carried out by charities to support vulnerable children and families is under threat due to a massive drop in fundraising income caused by the coronavirus pandemic, a think tank has warned.

UKFundraising
www.fundraising.co.uk
NPC research highlights charity & public sector vulnerability to Covid-19 crisis

ThirdSector
Most departmental funding from £750m rescue package is available, minister claims
19 May 2020 by Rebecca Cooney
Baroness Barran made the claim at the launch of an NPC report, but the DCMS can explain only where a third of the funding has gone

CSW
CIVIL SERVICE WORLD
Next government urged to end 'effective charity subsidy' of Whitehall contracts
Written by Colin Marrs on 27 November 2019 in News
Social impact charity NPC says Whitehall procurement reforms needed to improve effectiveness of public spending

CHARITY DIGITAL
Coronavirus: Lack of digital confidence threatens charities' support for affected communities
24 MAR 2020 BY JOE LEPPER
A survey of charity leaders reveals a drop on confidence in using digital technology as charities face a substantial drop in revenue and urgent need to move services online.

Charity Today
THE NATION'S LEADING CHARITY NEWS PUBLICATION
Charities have been urged to be bold and embrace change after a report showed that non-profit organisations are disproportionately concentrated in England's most affluent areas.

charitytimes
Coronavirus: Charities at greater risk due to public sector contracts, research shows

CIVILSOCIETY news
'Charities spreading themselves ever thinner,' warns research
18 May 2020 News

talkRADIO

CIVILSOCIETY news
Charities more at risk because they subsidise public sector contracts
24 Mar 2020 News

ThirdSector
NPC think tank calls for 'era of openness' in manifesto
The charity says there is a need for more transparency around charities' performance

The Guardian
Charities crowded in affluent areas instead of where they are needed, says thinktank
NPC says investment to renew communities must go with vows to boost infrastructure



NPC Ignites

Our flagship conference, we welcomed **183** guests and **34** speakers to debate the biggest issues facing the charity sector.

We heard from inspiring leaders from the Red Cross, Oxfam, Cancer Research UK, 360Giving, The Children's Society, the National Lottery Community Fund, Barnardo's, NCVO and many more.

Online 2020 bookings are open!

ThirdSector

Sector must tackle problems faced by charities in poorer regions, says NPC chief

Addressing the think tank's annual conference, Dan Corry says charities in deprived areas are less likely to thrive than those in more affluent parts of the UK

by Emily Burt

ThirdSector

Work together beyond 'suspending mutual loathing for financial gain', BRC chief warns charities

In the keynote speech at NPC's 2019 annual conference, Mike Adamson of the British Red Cross says collaboration is the only way charities will meet ambitious missions

by Emily Burt

SCIVILSOCIETY
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Being silent on the big issues of the day risks fall in public trust, charities told

11 Oct 2019 News

SCIVILSOCIETY
news

'Charities need to change how they value diversity,' conference hears

14 Oct 2019 News

The Telegraph

Charities are spending £1.1bn a year applying for grants - but 63 per cent fail, researchers find



Understanding how to counter loneliness



We are leading the learning and evaluation partnership for the first ever cross-government Building Connections Fund, dedicated to reducing loneliness in England.

The partnership includes the Centre for Youth Impact, the What Works Centre for Wellbeing, Brunel University London, and Bryson Purdon Social Research.

Coronavirus and the lockdown have made understanding loneliness even more vital.

The crisis has thrown up challenges too. How do you evaluate when everything is constantly changing? We're shifting to a developmental evaluation approach – an adaptive method that we hope will allow us to track, record, and provide feedback in real-time.



Helping EU citizens secure their right to settled status



The **Transition Advice Fund** aimed to ensure that Europeans living in Britain secure their right to settled status—particularly those who need help navigating the process.

We helped build the capacity of the charity sector to support people who need help to secure their rights, including: children and young people; carers; people with disability, long-term physical ill-health or mental health problems; people who have experienced domestic violence or trafficking; those with poor English language skills or who face digital exclusion; and people in care homes.



Public Law Project

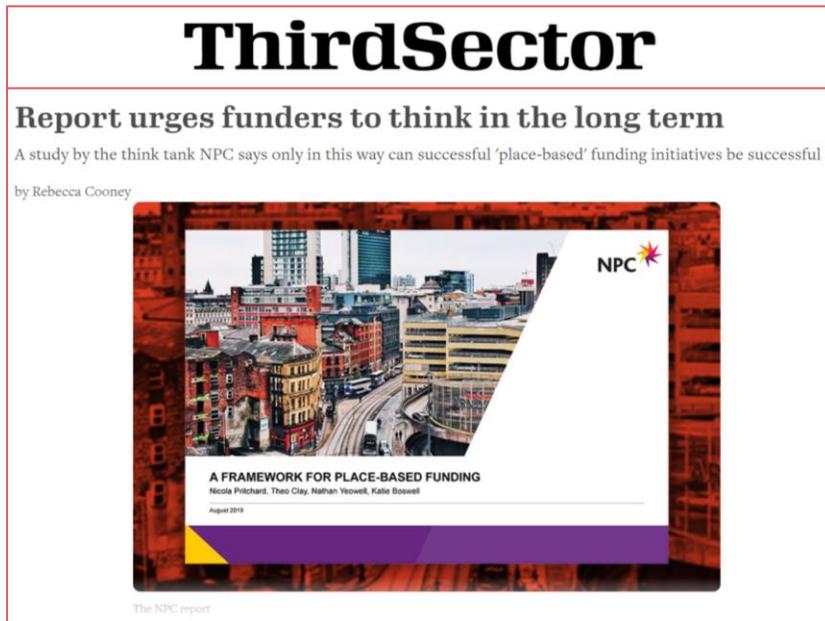


Promoting effective Place-based working

We published our framework for place, based on common characteristics we've identified from our consulting and think tank work.

We co-hosted events on Place at the Conservative and Labour party conferences.

We continue to convene our Pledge on Place network to encourage placed-based approaches to lockdown recovery.



Making sure impact investing creates real social impact

The past five years has seen a surge in sustainable funds.

We're working with investors throughout the investment process, from setting strategy to reporting on the impact of their investments.

We offer:

- Impact measurement frameworks for investors and investees
- Impact due diligence of potential deals
- Impact reports of a portfolio of investments
- Impact audits to verify alignment with IFC operating principles
- Evaluation and learning through ongoing assessment of programmes and funds



Our new guide to Theory of Change

One of our most popular resources, our Theory of Change in Ten Steps guide is simple to follow and based on everything we've learnt from helping charities develop their strategies and plans.

ThirdSector

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SEARCH



TRENDING 

GOVERNMENT HAS HEAD IN THE SAND ON SECTOR, SAYS MP

BHF'S FREE POSTAL ITEM DONATION SERVICE

Think tank publishes free 10-point guide to the theory of change

NPC's document, aimed at small and medium-sized charities, can help them design a theory of change based on what they hope to achieve

Theory of change in ten steps

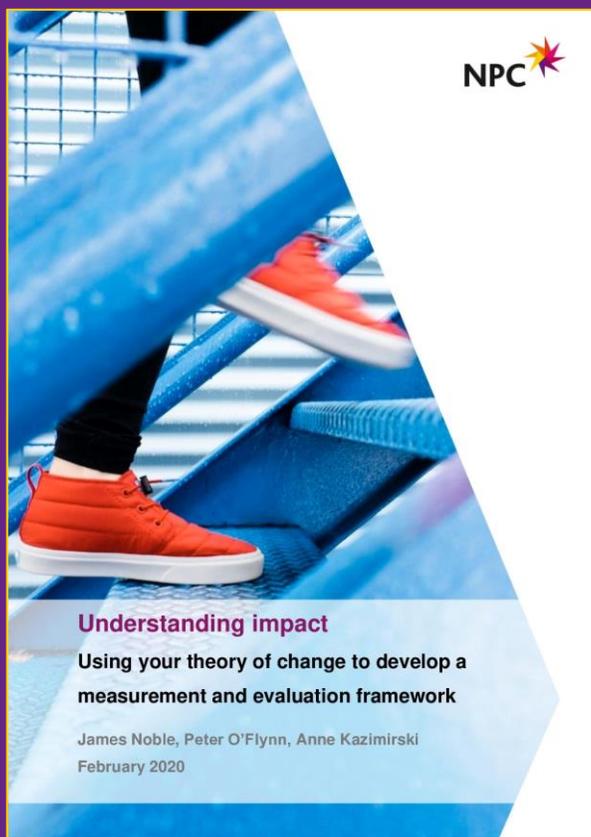
James Noble

October 2019



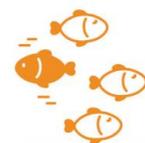
Measuring impact

We released our new measurement guide, updating our four pillars model, and exploring different measurement techniques in more detail.



We worked with ten NHS charities to develop a shared measurement project.

Our report highlighted the potential of shared measurement in the NHS charity sector and to other groups of funders and charities.



No single grant-making approach



Mostly small grants



Very positive patient feedback



Supporting NHS staff benefits patients



But NHS charities are not known by patients

Championing digital skills

We evaluated Media Trust's Digital Skills Training Programme to help them deliver the best possible support to charities looking to improve their use of digital.



We used our work with Nominet to respond to the government's online harms consultation, calling for What Works Networks to evaluate the impact of online safety initiatives.



[TOPICS](#) [PRODUCTS](#)

Government urged to link up with charities to protect online users

05 JUL 2019 BY JOE LEPPER

Think tank New Philanthropy Capital wants to see government and charities work collaboratively on online safety issues.

Developing new ideas



The charity sector needs innovative ideas. We've been examining the potential of different funding approaches, including cause related networks and a new idea to allow people to give money in their will but for the charity to receive it today.

We've also started NPC Labs, an open innovation space for collaborative working.

Our first Labs project is My Best Life 2, a joint effort with the Mix, UK Youth, and Leap to develop a digital tool to help young people overcome barriers to accessing services.

Labs is a new way of working for us. It's a place to share unfinished ideas and gain feedback as we go.

labs.thinkNPC.org

CIVILSOCIETY
news

Wealthy people want fundraisers to see them as partners, says report

15 Apr 2020 News

CIVILSOCIETY
news

Plan for 'accelerated legacies' to get funds to charities during donors' lifetime unveiled

28 May 2020 News

UK Fundraising
www.fundraising.co.uk

Demand for Will-writing services rises during pandemic

Home | News | Demand for Will-writing services rises during pandemic

ThirdSector

Think tank proposes scheme to give charities access to legacy gifts during donors' lifetimes

27 May 2020 by [Rebecca Cooney](#)

NPC says the loan scheme could encourage more giving and would make legacies eligible for Gift Aid

Alliance
For philanthropy and social investment worldwide

Collaborating for a Cause: New report from Beacon Collaborative published today



Looking to the future

The challenge ahead

The future of charity

The future will be determined by our appetite for real change and progress.

Will we be cautious and shelter in our respective safe spaces?

Or will we be bold, and take risks?



The future of charity

The bad

We will undoubtedly lose good charities; the survivors are not necessarily the ones we needed most or those that were best managed.

Reserves will be virtually gone and grant income scarce; foundations thankfully pushed out a lot of cash fast but will now be depleted. Financial risk aversion will leap up the agenda for trustees.

We face up to the mother of all economic calamities.



The future of charity

The good

We're adapting in ways which would take decades in normal times.

Collaboration is happening in ways rarely seen.

We're all working a lot faster now. "Try, learn, evaluate fast, and adapt" models that the sector has tended to resist have taken hold.

We've been forced into a breakthrough in our use of digital.

There has been a massive surge in volunteers.

All this has led to a different relationship with the public sector, especially the NHS. Cooperation has been in vogue.

Coronavirus has revealed overlooked social issues.



The future of charity

Three scenarios

1. Nothing has changed

Charities retreat to caring about themselves, and many innovations are forgotten. Government puts the sector back in its box and funders go back to their old ways of less core funding and doing their own thing.

2. Everything has changed

Charities embrace the chance to re-think how they can best deliver, with new partnerships and mergers. Pace, innovation, and being closer to the community takes off. Charities are proactively built into the government's "levelling up" vision for future prosperity.

3. A mixed world

Funders are not sure whether to bet on the new or stick with the old. Some charities change and challenge but others find the safe space is still there.



Future of the sector programme of work

We'll be exploring how charities, funders and policy makers can:

1. Collaborate and restructure
2. Accelerate innovation through open and shared approaches
3. Build resilience
4. Rethink interaction with public service delivery and advocacy
5. Redesign grant-making

We want to hear from you

Share your views about our impact and what we should be working by completing our survey.

Get involved

- Join in debates by coming along to our events
- Benefit from free resources at thinkNPC.org
- Gain bespoke support from our experienced consultants

thinkNPC.org

