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Effective giving just got easier

Aspiring philanthropists now have an essential and free resource to ensure their giving is effective.

Philanthropy UK's website – www.philanthropyuk.org – launched this week, is a significant new source of independent and impartial advice from authoritative experts. It provides practical information and tools to enable donors to give effectively and to make a positive contribution to their community.

This new resource includes commentaries from philanthropists and top advisors; a snapshot of charity and giving trends; information on tax-efficient giving; and Your Giving Journey. All together these provide an intelligent 'how to get started' tool-kit. There also are full listings of the wide range of advisors who can be contacted when decisions need to be made further down the line.

Philanthropy UK is an independent project supported by both philanthropy and government. *"Our aim is to support and encourage people who are serious about their charitable giving,"* says Susan Mackenzie, Philanthropy UK's Director. *"With the dramatic increase in wealth in Britain, more individuals want to give, and this website helps them to have the confidence that their money is really making a difference."*

Sir Peter Lampl, Chairman of the Sutton Trust, commented: *"Philanthropy UK has become established as one of the leading sources of information and guidance for donors. I commend Philanthropy UK on the new website and am sure that it will be a great help to individuals who are seeking to make their philanthropy more effective."*

► *Notes overleaf*

Notes to Editors

1. Philanthropy UK is an initiative of the Association of Charitable Foundations and is supported by a range of charitable foundations with funding from the Cabinet Office.
2. Philanthropy UK is the leading resource for free and impartial advice to aspiring philanthropists who want to give effectively. We publish the *Philanthropy UK Newsletter*, the leading publication on British philanthropy, and *A Guide to Giving*, the essential handbook for philanthropists. Both are available free on our website.

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