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News Release

For immediate release

New online Directory connects donors to charities

The Philanthropy Directory, launched today by *Philanthropy UK*, is the new, comprehensive guide to the wide range of charitable services and products for UK givers.

Whatever their level of giving, this new online resource connects donors to the information and support they need to give effectively and to feel confident about their giving – from databanks of possible charities they can support, to advisory services specially tailored to the individual donor. It also includes detailed profiles of many of these charitable organisations.

The past few years have seen remarkable growth in the range of charitable services that help donors to give effectively. A number of innovative approaches to supporting the voluntary and community sector have also emerged. As a result of this new activity and terminology, many new donors do not know where to start. Now with this new Directory, help is at hand.

Susan Mackenzie, *Philanthropy UK* Director, said: “*Philanthropy UK aims to help donors by 'joining up the dots', and making the picture clearer for givers. The Philanthropy Directory complements our popular handbook, **A Guide to Giving**, by connecting donors to the variety of resources now available in the sector.*”

Donors can search The Philanthropy Directory at www.philanthropyuk.org.

About *Philanthropy UK*

Philanthropy UK is a charitable initiative which promotes and supports the development of new giving in the UK. Hosted by the Association of Charitable Foundations, it publishes the *Philanthropy UK Newsletter*, the journal of British philanthropy, and *A Guide to Giving*, the essential handbook for philanthropists. *Philanthropy UK* is funded by the Office of the Third Sector in the Cabinet Office and six major trusts and foundations.

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