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News Release

For immediate release

New on-line handbook helps donors to give effectively

A Guide to Giving, launched today, is the essential, free handbook for anyone who would like to support charities and good causes effectively. The Guide provides clear, practical and objective guidance on a variety of approaches to and mechanisms for giving.

There has been remarkable growth in the range of charitable services that help donors in the UK to give effectively, yet many people who would like to give do not know of their existence. Now, with the publication of the second edition of **A Guide to Giving**, *Philanthropy UK* in association with private bank Coutts & Co has provided a unique, comprehensive resource to support all individuals wishing to give to charitable causes.

The new edition includes a framework for effective giving, with a step-by-step process for creating a charitable giving strategy that reflects one's own motivations, interests, circumstances and objectives. The Guide also has guest contributions from leading organisations and individuals on a variety of topics, including venture philanthropy, community foundations, charity selection and social returns. In addition, profiles of individual philanthropists – including Sir Ronald Cohen, Sir Peter Lampl and Gordon Roddick – bring to life the information and guidance through inspiring, real-life examples.

“A Guide to Giving is designed to help and inspire individuals on their journey to developing their own approach to philanthropy by introducing them to existing resources and by providing stimulus and food for thought”, commented Susan Mackenzie, Editor of **A Guide to Giving**.

Mark Evans, Head of Family Business and Strategic Philanthropy for Coutts & Co, added: *“In addition to being informative and inspiring, A Guide to Giving represents a call for action. It will help people decide for themselves how and what to give and to whom by*

creating a framework for giving time and money wisely. The guide covers a wide range of topics and includes a number of personal stories and an important section on tax-efficient giving – research shows that about half of the population are not aware of the tax benefits, and this alone would make an enormous difference to the funds available to charities.”

The Guide is available free of charge in an interactive online version and as a downloadable document. Hard copies are available for a fee. To access or order **A Guide to Giving**, visit www.philanthropyuk.org/guidetogiving.

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Notes

1. *Philanthropy* UK, hosted by Association of Charitable Foundations, aims to help develop new philanthropy by promoting and disseminating knowledge and best practice to all those involved in giving. In addition to **A Guide to Giving**, *Philanthropy* UK publishes a free, quarterly e-newsletter on developments in philanthropy. To read past issues or subscribe, visit www.philanthropyuk.org/newsletters.asp.
2. Coutts is the international private banking arm of The Royal Bank of Scotland Group. The Royal Bank of Scotland Group is one of the world's largest banking groups. Coutts manages the wealth of 98,000 high net worth clients worldwide through a network of 40 offices globally. Coutts offers clients a range of products and services covering sophisticated investment products together with expertise in trust and fiduciary services and UK tax and banking services.

The Coutts Education and Networking Programme for Philanthropy aims to help clients create an effective giving strategy, engage other members of the family, conduct market research, get professional advice, evaluate projects and create a portfolio of philanthropic interests. For more information, visit www.coutts.com/philanthropy.