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UK'S FIRST ROLLING SURVEY INTO WHAT ETHNIC MINORITIES THINK ABOUT CHARITIES, CAUSES & GIVING

JUST HOW "WHITE MIDDLE-CLASS" IS THE UK'S THIRD SECTOR?

For the very first time, UK charities and pressure groups now have the chance to regularly track what ethnic minorities think about them, their services, their causes and competitors, plus charitable campaigns and giving – thanks to the launch of a new twice-yearly monitor by the UK's leading not for profit sector think tank and research consultancy, nfpSynergy.

nfpSynergy's **Ethnic Minorities Charity Engagement Monitor (EMCEM)** is the UK's first and only rolling research project to specifically explore and monitor the UK's main ethnic minority populations' shifting attitudes and behaviour towards charities, campaigns and causes. EMCEM surveys a representative sample of around 800 18-75 year old UK residents drawn from amongst ethnicities, face-to-face, including: Indian; Pakistani; Bangladeshi; Caribbean; African; and Chinese; plus potentially certain European influx minorities. It offers a syndicate of participating third sector organisations unique, cost-effective, twice-yearly insights into what - if anything – the UK's main, and traditionally harder to reach, ethnic minorities think about them, their services, their main competitors and related charitable and social issues.

nfpSynergy's Joint Managing Director, Chris Greenwood, said:

"We know that the sector as a whole is concerned about access to services and information amongst the various minority ethnic populations living in the UK. And we also know that a variety of opinions exist as to how adequately charities and other NGO's represent and serve these populations. Many suspect that we may well be comprised of overly white, middle-class institutions – reflected both in terms of those working for us, and audiences we reach. The Ethnic Minorities Charity Engagement Monitor is nfpSynergy's way of joining this debate and lending it data – evidence, if you will - from across the sector."

"Some suspect that we may not be serving these audiences - often most in need and who may themselves greatly contribute to, and support, the sector's work. Moreover, there is increasing scrutiny of the performance and effectiveness of charities and NGO's generally. Amongst policy makers and grant funders - particularly where Government is involved - being accountable, not just for effective spending, but also the responsibilities surrounding especially hard-to-reach audiences, is becoming the norm."

All members of the EMCEM 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, analysing the research waves and nfpSynergy's interpretation of them; and, as appropriate, information about third party research on the lives and lifestyles of ethnic minority groups.

EMCEM 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, local government, journalists, young people and the wider public.

Charities interested in signing up to nfpSynergy's Ethnic Minorities Charity Engagement Monitor (EMCEM) before the next wave of fieldwork commences in November should contact Chris Greenwood - on chris.greenwood@nfpsynergy.net or 020 7415 7155. For more information about nfpSynergy, visit: www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy's Chris Greenwood about the Ethnic Minorities Charity Engagement Monitor, please contact:
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Notes to editors:

- **nfpSynergy**

nfpSynergy (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.

- **Chris Greenwood, Joint Managing Director, nfpSynergy**

Chris Greenwood is joint managing director (with Brian Garvey) of nfpSynergy. He is an expert communicator and marketer specialising in the development, production and evaluation of integrated strategic communications. He joins nfpSynergy from NSPCC where for the previous four years he was Head of Brand Marketing, handling NSPCC's advertising, digital and offline marketing communications (including a large in-house design and copywriting function). He was also responsible for commissioning and managing the market research tracking of the FULL STOP Campaign's effectiveness, both amongst audiences of adults, parents and amongst children and young people. He is a graduate of Trinity College, Cambridge, King's College, London and a Kennedy Scholar attending Harvard University as a Visiting Fellow in 1996. He is a published author.