



DAF Perspectives for Advisors

Expertise and tools to help advisors deepen the philanthropic conversation

How to help clients increase the impact of their COVID-19 giving

By Natalie Pinon, Director of Development

Since the start of the COVID-19 pandemic, donors around the world have taken important action to help. The philanthropic sector has responded with remarkable speed, flexibility and innovation. The volume of support, too, has been significant—with the global philanthropic response currently estimated to be well over \$12bn.* Many funders have lifted restrictions on grants, providing up-front funding for relief efforts while also committing to partner with others to fund solutions to the crisis in the longer term.

Philanthropy continues to be essential to support the effort of charities working directly and indirectly with people affected by the COVID-19 pandemic. The crisis continues to take a huge toll on charitable organisations all over the world. Many organisations that rely on fundraising events to support their work will be suffering large financial shortfalls due to social distancing and lockdown orders. In addition, those that are providing essential services and assistance to the most vulnerable in society have seen the demand for their services significantly increase.

NPT UK is committed to helping donors and their advisors navigate their way through the pandemic. We are pleased to share that since the start of the crisis, NPT UK has helped our donors facilitate more than £17m in grants to COVID-19 related causes. NPT UK also continues to share up-to-date information on our [COVID-19 Response and Resources page](#).

For your clients, knowing where and how to give at this time can be challenging. Consider these suggestions when talking to clients about giving today:

- Ask your clients to consider supporting the charities they are already funding—and to check in with these organisations to see if their needs have changed.
- Suggest that any new grants be made without restrictions. Unrestricted grants are especially powerful, as they give charities the flexibility to use funds where they are most needed.

How to help clients increase the impact of their COVID-19 giving (continued)

- Recommend that some grants be made on a recurring basis. Recurring gifts are also very helpful to charities, as they provide a steady, reliable flow of income, which supports both their present-day work and their efforts for responsible fiscal planning. With a DAF at NPT UK, your clients may recommend that a recurring grant be sent to their favourite charity on the schedule of their choosing.

As always, if you have any questions about how NPT UK can support your clients please contact us.

*source: [candid.org](https://www.candid.org)

Natalie Pinon is Director of Development at NPT UK. She has over 15 years of experience working with philanthropists and impact investors to manage their giving.

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