

Does Charity Advocacy Pay Off?

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A study released today from a foundation watchdog group says that advocacy efforts by charities can pay off, to the tune of billions of dollars to communities.

The National Committee for Responsive Philanthropy [study](#) examined 110 charities in 13 states and found that work such as pushing for more aid to schools and housing for the poor resulted in \$26.6-billion in benefits to communities over five years. Money for the campaigns came from foundations and other donors.

The study comes as the watchdog group is urging foundations to step up their spending on efforts to influence public policy and running a campaign called [Philanthropy's Promise](#), which asks grant makers to commit to devoting at least 25 percent of their grants each year to advocacy.

Altogether, the report said, the charities spent \$231-million on efforts to influence policy makers and the public, meaning every \$1 spent led to a \$115 benefit to communities, the report says.

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