

cover story

38

Is a unified code of governance possible?

## Floating the code



40

Pension Protection Fund

### features

#### 40 The price of protection

Charities offering defined benefit schemes face potentially hefty charges under the new Pension Protection Fund

#### 42 A brand apart

Is your brand getting the job done? If not, it could be time for a change

#### 44 Practicing what they preach?

The MakePovertyHistory event in Edinburgh was undoubtedly a success for the cause, but how was it for those involved?

#### 46 Sizing up the Change

Could size-based pricing be the death of direct marketing campaigns?

#### 47 Measuring the cost

How outdated accountancy software is hindering charities' ability to recover costs

#### 49 New company, new potential

Why the sector should be interested in Community Interest Companies

#### 50 Quick off the mark

SORP 2005 will improve transparency and accountability, says St John Ambulance



44

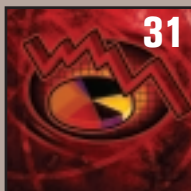
Campaigning



47

Accounting systems

## Investment supplement



31

Investment

#### 32 IQ review

The causes and effects of changing market conditions in the global arena

#### 34 Considering the alternatives

We ask why charities aren't taking greater advantage of private equity

#### 36 Bridging the knowledge gap

The role of the fund manager is expanding, and today trustees can expect a much wider service, including investment training

UKCharityAwards **35**

Information and bookings – page 25  
Don't miss the charity event of the year

**charitytimes**

FIRST CHOICE FOR NON-PROFIT MANAGEMENT

Contents

## News

### 06 News analysis

The London blasts, trustee recruitment and public service delivery

### 10 News round up

### 13 International news

### 14 Debate forum

What benefits will the Olympic games bring the charity sector?

### 16 Events

The Institute of Fundraising's National Convention, plus listings from our dairy

### 17 Letters & publications

Letters and new books

## Columns

### 18 What's the big idea?

Is social franchising really a low cost, minimum risk option for the sector?

### 19 Research review

The role of the media in promoting philanthropic behaviour

### 20 At the commission

Geraldine Peacock explains the reasoning behind the Charity Commission's new campaign to recruit trustees

### 21 Policy & politics

Why the connection between Europe's citizens and its institutions must be made a priority

### 22 Would like to meet...

An interview with former broadcaster and new chair of the Beacon Fellowship, Martyn Lewis



**Charity Services**

**51 Event Network and Conference Venue Guide:**  
Event planning, plus venue listings and details

**53 Market Guide:**  
Comprehensive listings of products and services for the sector