

Article Link

<http://www.philanthropyuk.org/news/2012-02-21/too-many-facts-can-push-donors-no...>

It's not what you tell them it's the way that you tell them...

Cheryl Chapman writes on Caroline Fiennes, author of soon to be published ***It ain't what you give, it's the way that you give it*** who cites IPA as proof that donors care about evidence. An excerpt:

"For example, in comparing programmes that address why children in India do not go to school, [IPA's study] identified that a dollar can be 25 times more effective in one program than if invested in another. No donor I have spoken to hasn't understood that and been affected by that statistic."

[Click here for the full article.](#)

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