

factory
knowledge for good

Data Management
RiF Autumn Conference
2007

Tuesday 27th November

Chris Carnie Peter Maple
Factory Crisis

www.factory.com **factory**
knowledge for good

Factory

- Founded 1990
- Screening since 1992
 - UK, France, Netherlands, Spain, Belgium...

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Factory

- Founded 1990
- Screening since 1992
- **Independent**
 - No link to THINK Consulting Solutions
 - No link to WealthEngine

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Factory

- Founded 1990
- Screening since 1992
- **Independent**
- **International**
 - Bristol, Barcelona, Boston, Brussels

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Factory

- Founded 1990
- Screening since 1992
- **Independent**
- **International**
- **Research Consultancy**
 - Research, Training, Reports


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Factory Screening People

- Jenny Honeychurch
- Will Crossland

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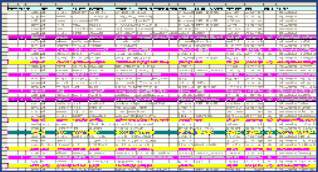
The data, analysed



- Screening Summary**
 - Numerical analysis
 - Hits by code
 - Wealth and lifestyle counts
 - Your HNWIs, mapped

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The data, analysed




- Overview Report**
 - Wealth Bandings
 - Plc Directors
 - Rich List entrants

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The data, analysed

- Wealth Check**
 - Main directorships, trusteeships
 - Wealth information and analysis
 - Notes



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The data, analysed

- Options, tailored for you;**
 - Top 500 names
 - Regional Top 100
 - Geographic selection
 - Philanthropy selection
 - ...your choice!

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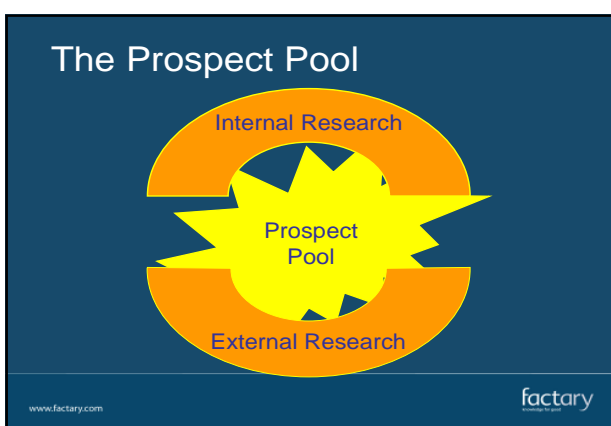
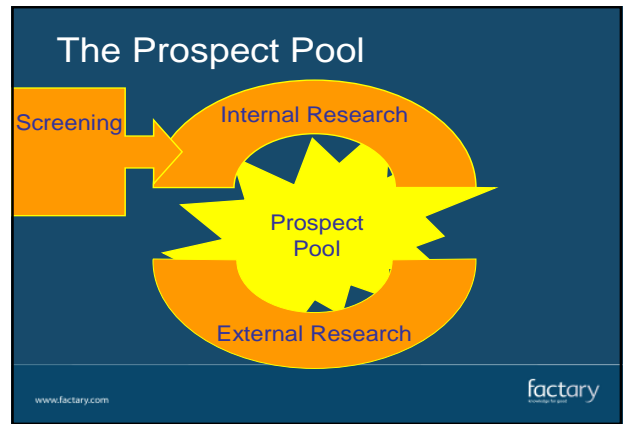
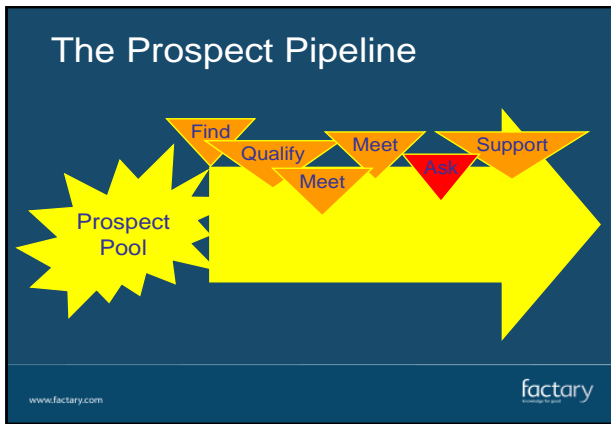
Factory Screening

- Data processed **entirely in the UK**
 - Protection for YOU
 - EU Data Protection Directive
 - UK Copyright/IP legislation

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With You - from Screening To Donor

www.factory.com



Finding Prospects for Crisis

www.factory.com factory



● ● ● | Crisis

Peter Maple


www.crisis.org.uk



● ● ● | Crisis

- Our aims;
 - Crisis works with single homeless people
 - Crisis aims to fight homelessness and empower people to fulfil their potential and transform their lives


www.crisis.org.uk



● ● ● | Crisis

- Or to put it another way;
 - Crisis is working to end homelessness

www.crisis.org.uk



● ● ● | Crisis

- Projects
- Policy
- Campaigns


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● ● ● | Crisis

- Projects;
 - Crisis Open Christmas
 - The Learning Zone
 - Crisis Skylight
 - Skylight Café
 - Crisis Changing Lives Award
 - SmartMove
 - Supportive Housing

www.crisis.org.uk



● ● ● | Finance

- Total Income; £8.66m, 2006
 - £5.6m of which was donations, and gifts including legacies
 - We also received gifts in kind, donated services and facilities, and earned £353,656 from events.

www.crisis.org.uk


● ● ● | Crisis



- Had been running a major capital campaign
- Needed to integrate that work with a new major gift strategy
- We needed to find serious prospects...

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● ● ● | Screening



- May 2007 we had a agreed approach:
 - Crisis supplied a segment of 1016 records to Factory
 - These were already tagged as major donors (£1000+) or...
 - Major donor prospects ???

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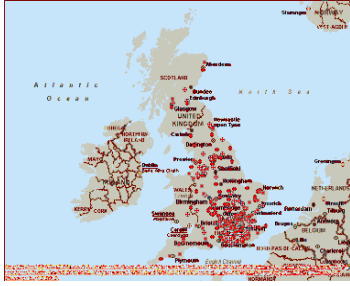

● ● ● | Screening



- 600 unique matches – 59% hit rate
 - 148 Shareholders
 - 119 Rich List
 - 91 Trustees or philanthropists


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● ● ● | Mapping



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● ● ● | Reporting



- Overview
 - Factory supplied "Overview" Report showing matches, including rich list, shareholders, trustees

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● ● ● | Wealth Check



- Monthly batches of data
- Wealth researched by Factory
 - Prospects' wealth and key interests

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● ● ● | Profiles 

- We've profiled the "lead" givers
- We've started profiling the most interesting...
- We're running cultivation events
- We're launching the Urban Investor programme

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● ● ● | Questions???



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● ● ● | Thank You 

- Peter Maple

peter.maple@crisis.org.uk

www.crisis.org.uk

Thank You

- Contacts;

Chris Carnie
chris@factory.com

Jenny Honeychurch
jenny@factory.com

Mair Bosworth
mair@factory.com

www.factory.com 