



Fantastic British Charity Effort

The Brits make fantastic efforts for charity. Sponsored activities from marathons to Sky Diving; high profile annual collections such as Christian Aid and The Royal British Legion Poppy Appeal; major media events such as Children In Need and Sport Relief are all part of the big charity giving picture.

But for many charities regular monthly gifts are their life-blood. This needs to be underpinned by smooth, low-cost administration as part of the effort to build long-term relationships.

What can we learn from this £30 Billion sector?

Learning from the £30Bn Charity Sector

Charities make life better for millions of people, covering a vast range of activities. Major categories include medical research, children's and overseas.

With more than half the UK adult population giving regularly to charities (over 28 million people) it's a challenge to keep accurate supporter and beneficiary records. Charities with a wider supporter base need to deal effectively with the administration this creates.

It's quite a data challenge - and one which AFD has enjoyed helping charities handle effectively since 1983! Today we serve a wide range of 'Not for Profits' including nationally known organisations such as TEAR Fund and Christian Aid, along with those which are significant but less widely known.

**Better Lives. Better Data.
They are Connected!**

Care for the Family (CFF) is a national charity promoting strong family life and helping those facing family difficulties. David Cummings runs the customer care team and the charity has over 400,000 contact records: **"AFD Postcode Plus completes even long, complicated Welsh addresses in seconds.** It sits in the background of our charity administration system and makes life easy for supporters and staff."

In CFF Partner Liaison, Sian Thomas's team uses BankFinder to set up regular Direct Debit donations from partners: "BankFinder immediately highlights problems that would lead to a Direct Debit application being rejected by BACS. **With BankFinder we can nip problems in the bud – which saves us administration time and helps with cash flow.**" said Sian.



Charity Insight

- ♦ Women aged 45-64 are most likely to give, and to give more.
- ♦ In world ranking, a higher proportion of the people in the UK donate to charities than any other country apart from Malta and the Netherlands.
- ♦ Although giving has dipped slightly after a pre-recession high, if everybody ticked the Gift Aid box then donations would return to pre-recession levels.
- ♦ The median gift (the middle number if all gifts were in a list) is £12. But, 8% of donors give large amounts which make up more than half of total giving.
- ♦ Around 20% of annual charity giving comes from legacies.
- ♦ The word charity is rooted in the French term *charité* meaning love in the sense of kindness and goodness!



From a database management view point, Customer Relationship Developer and Business Analyst Andrew Mellor commented: "It's easy to make mistakes while typing addresses and poor handwriting on source documents doesn't help! **Also, most people do not understand address database structures. These factors make Postcode Plus auto address recognition invaluable to our team.**"

Phil Howells, Mailing Co-ordinator at Care for the Family continued: "If someone has taken the time to approach us, they are precious. **If we have the wrong address we may never speak to them again.** With six medium sized mailings of 60,000 per year we save £20,000 through accurate address data."

Care for the Family Chief Executive Mark Molden summed up: "**Efficient input and management of supporter data means we have more resources available for our charitable objectives. The story at Care for the Family is that AFD products positively impact every area of our charity. We know AFD are passionate about the charity sector and are delighted to work with them.**"



Mark Molden



Global children's charity Plan UK is in the middle of a carefully planned software migration.

This involves cleansing a wide variety of databases including those from web forms and data that had first been entered many years ago. After evaluating alternative approaches Plan settled on AFD Refiner.

Gary Pritchard is responsible for technical and database migration: "People entered data any-old-how into web forms – sometimes whole addresses would be typed into one field with spelling all over the place. Old data hadn't ever been checked! I used Refiner intensively to clean and re-format the data and we saved nearly £20,000 on other options investigated."

Gary added: "Refiner is now part of our systems. We run details of new supporters, received as batches of data from agencies, through Refiner prior to adding the records to our database. Refiner is simply fantastic value for money – I wish we'd found it earlier."

60% of Plan UK's £50 million annual income is from individual Direct Debit donations. Gary continued: "We've integrated AFD BankFinder with our internal web forms for use by support staff. This will save lots of problems and avoid rejection by the bank. Getting it right first off is important – after the event is too late – it just leads to a massive administration cost and often a lost supporter."

Saul Charlwood is Head of Individual Giving and his job is to drive supporter acquisition and keep retention rates high: "We wanted to get a clean-edge with the supporter address data before moving to our new system - and we've achieved this. **Now, with Postcode Plus and BankFinder we can ensure that data is robustly verified before being saved to our database - the result is better customer service and lower costs.**"

Saul concludes: **"Previously we could only afford to have a few users with address validation software. Now, because AFD Postcode Plus is such good value, we have been able to roll it out to all users and make its use mandatory. Being vigilant with data validation at the point of input is a key to staying on top of data quality."**



Postcode Plus Stops all the nonsense that happens when you get it wrong first-time. It saves staff hassle, makes supporters or customers happy and gets mail delivered – with maximum discount. www.afd.co.uk/pcplus

BankFinder Much more than finding banks, it helps hundreds of charities and firms transfer money efficiently from the right account into the right account. With BankFinder your Financial Director will sleep better! www.afd.co.uk/bankfinder

Refiner Puts right what's wrong but without lots of fuss. Bad spelling is corrected, missing postcodes are inserted and wonky addresses straightened up. www.afd.co.uk/refiner

WorldAddress A cost effective solution to international address validation. 230 nations, one service. With WorldAddress you've got the world covered. www.afd.co.uk/worldaddress

Christians Against Poverty (CAP) is a national debt counselling charity with a network of 160 centres based in local churches across the UK. IT Manager Martin Foster explained that batches of new supporter forms are received from events and exhibitions. ***“The handwriting on the forms is often difficult to decipher – with Postcode Plus integrated into our internal UNIX systems it’s both easy and quick to get to the right address.”***

CAP is now building on its UK success by building a network of centres in Australia and New Zealand. Martin continued: ***“We all operate from the same internal UNIX system and we’ve been able to complement our use of AFD Postcode Plus for UK address validation with WorldAddress to cover all our international address validation needs easily and affordably.”***

CAP Founder John Kirkby is clear on the need for quality: ***“To meet the needs of those in debt we plan to rapidly expand over the next few years. Underpinning this growth are high quality processes, systems and data. Services like Postcode Plus and WorldAddress, help our staff to give the best possible service to clients, creditors and supporters.”***



John Kirkby



AFD Solutions In Use, In Minutes.

Download or connect to an AFD solution and you can be using it in minutes! AFD solutions are designed to work with any Windows application including all major Not For Profit CRM systems.

AFD is also widely used in bespoke systems and in other environments such as UNIX, Oracle and Siebel. For access to expert advice please call **01624 811711** or email **postcode@afd.co.uk** and ask to talk to one of our NFP specialists.



Technical Investment

AFD Software investment is continuing with expansions in the Technical Support, and Research & Development teams. AFD Technical Services Manager Graeme Howie commented "Increasing numbers of UK organisations are turning to AFD Software to help them become more efficient, cut costs and pursue growth.

We remain committed to providing excellent support beyond normal industry standards. This includes out of hours support by email during evenings, at weekends and on bank holidays (apart from Christmas day). We continue to invest in research and development projects that ensure all AFD customers have access to the benefits of the very latest technology advances."



Sam Drye - Business Development Executive

Sam's biggest passions in life are family, friends, football, music and food. A lifetime Arsenal fan, he loves the Emirates but thinks away games are better – the fans are more dedicated... and the chanting is funnier. Sam is a lover of music especially live at gigs / festivals – heavy metal, rock, and dance – favourites include AC/DC Tenacious D and Swedish House Mafia. He wants to go to Queen Fields and the Leeds Festival... but as both are the same weekend there is a big choice to make. Reigning squash champion at AFD Software. Copes admirably with rejection from prospects – trained by asking girls out.. aw bless!!!.

Sam gets a buzz from developing new business contacts at AFD and immersing himself in the task. Sam is a qualified chef, loves food and has a big appetite for curry and MEAT! Though currently his biggest weakness is locally made cheese pasties-compensated for by the gym.

Over the past three months there have been 18 new localities added to PAF, 8012 new postcodes, and 117,866 new delivery points. There have also been 45,308 changes to existing addresses. These are all included in our latest Q.3/11 update.

BankFinder for Q.3/11 contains all the latest sort codes and validation information for both bank accounts and card numbers. This includes updated validation information for Coutts bank accounts. With bank consolidations and re-organisation often taking place, only by having the latest release can you be sure of not rejecting a valid account number.

Postcode News is printed on 9lives 80 FSC certified coated paper. It has an 80% recycled fibre content comprising 60% FSC certified de-inked post-consumer waste and 20% pre-consumer waste (i.e. converters / printers waste) together with 20% FSC certified virgin fibre from well managed forests.



©2011 'AFD', 'AFD ADDRESS 2000', 'AFD BANKFINDER', 'AFD POCKET BANKFINDER', 'CENSATION', 'DATA EVOLUTION', 'AFD MAILSAVER', 'AFD NAMES & NUMBERS', 'POCKET NAMES & NUMBERS', 'AFD POSTCODE', 'POCKET POSTCODE', 'POSTCODE-EVERYWHERE', 'POSTCODE EVOLUTION', 'AFD REFINER', 'ROBOT', 'TRACEMASTER', 'AFD WORLD ADDRESS', 'ZIPADDRESS', 'POCKET ZIPADDRESS', the AFD WorldAddress and the Flying Envelope devices are Registered Trade Marks of ZipAddress Ltd. 'ROBOT' Technology is protected by Patent No GB2369699. All other trade marks acknowledged.

Other product and company names mentioned may be trademarks of their respective companies. All Rights Reserved.

AFD Software Ltd
Lough House, Approach Road, Ramsey
ISLE OF MAN, IM8 1RG

AFD Software Ltd
DX 134796, ISLE OF MAN

01624 811711 (Sales)
01624 811712 (HelpDesk)
01624 811714 (Accounts)
0800 083 8424 (FREEPHONE Registration)
postcode@afd.co.uk

www.afd.co.uk