



## The Postcode People

## Your address & data quality partners

### Welcome to our new look!

We have been helping organisations get data right for almost 40 years with a highly skilled team who share over 400 years of collective experience. The Postcode People at AFD serve some of the UK's largest (and smallest) organisations across every sector with a host of solutions that validate Name, Address, Email, Phone and Bank data within business-critical systems and applications.

Although our previous branding had served us well for over 25 years, we have recently been hard at work with a project to revitalise our brand to reflect our ongoing position as the "go-to" team with unmatched expertise in Postcode Software and data. Our logo, branding and website have all been updated and our team of highly experienced data quality experts has also grown to help us continue to be your address and data quality partners.

In addition to introducing our new branding, we explore how address validation is helping Mission Aviation Fellowship to maintain vital communication with over 100,000 supporters.

We also feature the AFD annual charity event from December, which celebrated £2 million being distributed to 90 or so charities, truly the highlight of our year!

# Flying for Life



Millions of people live in communities or remote areas with no roads and minimal access to the outside world. If this was your reality, how would you reach a doctor to help you and your family? How would you work to provide for those who rely on you or learn and develop new skills? Physical barriers, such as dense jungles and impassable mountain ranges, or obstacles resulting from natural disasters or conflict are all real impediments to communities in need.

For over 75 years, Mission Aviation Fellowship (MAF) has helped overcome these barriers and today uses light aircraft to provide flights for more than 2,000 aid, development and mission organisations, enabling them to bring everyday essentials as well as medical care, emergency relief, long-term development and Christian hope to thousands of communities.

With a MAF plane taking off or landing every four minutes, the need for continued support and funding is essential. We spoke with Duncan Colyer, MAF UK's Database Manager, to find out how maintaining communication with supporters allows the vital work to continue;

"I joined MAF two and a half years ago to migrate the existing supporter management system to Dynamics 365. We were previously reliant on old tech and wanted a new cloud-based solution that would allow us to better communicate with our supporters.

Part of the brief was integrating additional functionality including full document management, automatically adding emails and address validation to help ensure supporter data was accurate.

**Of all the components we integrated, the address validation from AFD was by far the simplest to get working. It was pain-free and refreshing to have something we could just get done simply."**



## BEST USE OF RESOURCES

With a traditional supporter base from an older demographic, MAF principally uses physical letters to maintain contact with supporters in a variety of ways. Duncan explains:

"In terms of individuals, we have over 100,000 supporters within our database, though not all are active and being mailed to. We send around 8 mailings a year to our 'active'

supporters and we also send letters to express our thanks to supporters who have made donations.

In a year we can send up to 400,000 physical letters and we need to do all we can to make sure this vital correspondence is reaching the intended supporter.

There is a cost to the creation of the content, printing and mailing of such a large volume. Then there is the downside to consider of our highly valued supporters potentially not receiving our communications, which would severely impact further donations and support.

AFD's address validation solution helps us to minimise the possibility of wasted expenditure, reduce the chance of getting supporter data wrong and maximise the likelihood of our 400,000 letters getting to the right place."

## **POWERFUL AND INSIGHTFUL ANALYSIS**

In addition to the benefits listed above around data accuracy, AFD's solutions contain a wealth of additional data that MAF is beginning to uncover. Duncan continues:

"In exploring the solution from AFD I know there is a lot of additional data that will provide powerful and insightful analysis.

One example is the Health Authority Area that will enable us to link our supporter records to other datasets from the Office for National Statistics and allow for regional analysis of supporter trends.

We have also discussed the geodemographic classification dataset Censation, which will provide indicative affluence, life stage and lifestyle data for our supporters. This data helps us better understand the types of people with whom we engage and enables us to reach out to similar people who share our passion to reach more remote communities with our life-changing work."

## **WHAT WE HOPED FOR AND MORE**

When asked what he would say if another charity asked for advice on selecting a partner in address and data quality Duncan said:

"I would recommend The Postcode People at AFD Software. We have

used other address validation providers in the past but there are key differences with AFD. Being able to pick up the phone and speak with a real team of experts is a benefit, as I know we are a valued customer.

The solution itself does exactly what we hoped for, was very easy to integrate and it provides a lot more functionality that we are keen to explore.

As a charity, it is important for us to partner with an organisation that shares similar ethics and also looks to have a positive impact on the world. We know AFD Software is led in a way that is aligned with what MAF does."

**How is your organisation  
helping to ensure data  
accuracy in its contact  
database?**

**For almost 40 years AFD Software  
have helped organisations validate  
and cleanse contact data, speak  
to Joel Miller today on 01624 811711  
or email [joel.miller@afd.co.uk](mailto:joel.miller@afd.co.uk) to  
discuss your requirements.**



# AFD Charity Event 2021

For almost two years now, the spread and implications of Covid have dominated news headlines and brought people's attention closer to protecting themselves and their families. While we have been focussed on our own wellbeing, many of us are unaware of the even more severe implications of the reduced resources available to countries and communities less well equipped than our own.

A key objective at AFD Software is "to generate profits, and to use them creatively in the relief of suffering, the improvement of society and furtherance of the Christian gospel". Each year, all the team at AFD have the opportunity to each nominate an organisation

to receive a charitable donation.

This extra incentive of knowing that their contributions at work make a real difference to the lives of those who need it most helps all the team to constantly work hard, seek new innovations and maintain the highest levels of quality.

In 2019 we celebrated donations totalling around £1,000,000 to over 70 charities.

In 2020 around 80 charities received donations totalling over £1,500,000 – part of our response to the increased level of need.

In 2021 around 90 charities were selected to receive £2,000,000 in donations to continue to help

deliver relief, both physically and mentally, to those in the most need.

Here are examples of just three of the charities receiving donations from AFD this year:



**Alzheimer's Research UK** work with over 1,500 scientists in 15 research centres around the UK





to fund research into the causes, treatments, prevention and cure of Alzheimer's disease and other dementias.

With dementia affecting over 850,000 individuals within the UK, the AFD donation will be put towards the charity's mission to bring about the first life-changing dementia treatment by 2025 as they aim to bring about a future without the fear, harm, and heartbreak of the disease.

**Hope for Justice** is a global organisation, implementing anti-slavery programs across five continents in eight countries – Ethiopia, Cambodia, Norway, Uganda, USA, UK, Australia, and Zimbabwe. Their vision is to live in a world completely free from slavery.

AFD's donation will be directed to the purchase of a vehicle to be used for field visits supporting the reintegration of rescued children as part of the Lighthouse Program in Uganda, which provides

emergency, short-term shelter to vulnerable children immediately following their rescue.

**Tearfund** is a Christian charity that partners with churches in more than 50 of the world's poorest countries, tackling poverty and injustice through sustainable development, disaster response, and the challenging of injustices.

The support from AFD this year has been in response to the immediate need for several emergency situations; funds have been sent to help meet basic needs such as water for around 550,000 displaced Afghans suffering in the recent Afghanistan conflict. AFD also responded to the crisis in Syria which has seen an estimated 13.4 million people in need of humanitarian assistance, and further support has been pledged to assist 800 families in Haiti purchase basic essentials following the earthquake in the region in August, which killed around 1,400 people.

All the organisations we have partnered with and the incredible work they do can be seen at [www.afd.co.uk/charity](http://www.afd.co.uk/charity)



# AFD Data News Q.1/22

Between October and December 2021 there were significant updates to data on PAF. These included 7 new localities; 7,715 new postcodes; 102,147 new delivery points and 16,710 delivery point changes.

Post-code	Double Dependent Locality	Dependent Locality	Post Town
AB15 8		BLACKTOP	ABERDEEN
CB7 6		WICKEN	ELY
CH3 8		ASHTON HAYES	CHESTER
CT20 9		HAWKINGE	FOLKESTONE
DA10 1	ALKERDEN	EBBSFLEET VALLEY	SWANSCOMBE
NE24 4		LONG GRANGE	BLYTH
NE65 8	FAIRFIELD MANOR	LONGFRAMLINGTON	MORPETH

The most up-to-date PAF data is available now in our latest Q.1/22 update. You can order updates for any AFD Software solution by calling 01624 811711 or email [postcode@afd.co.uk](mailto:postcode@afd.co.uk)



## Yvonne Cook Finance and HR

Yvonne has worked in administration and finance roles at various companies within a variety of industries, such as manufacturing, education, company formation and computer support. She even spent some time on the set of the last film made on the

Isle of Man, which was partly produced at the Film Studio here at the AFD Group HQ, MVIC!

Since joining AFD Software, Yvonne began working in the Finance department, learning our in-house bookkeeping procedures, as well as how to prepare the Royal Mail Report that allows us to quickly identify which customers have bought licenses and the months they purchased. Recently, her role has developed further to assist with the administrative side of Human Resources, helping with the administration of holiday and sickness records, and recruitment.

Yvonne takes both enjoyment and pride from being part of a strong team and company that not only supports its customer base and “makes happy customers”, but also donates millions to charitable causes, helps the local community and has implemented big changes to benefit the environment.

Outside work, Yvonne enjoys spending time with her family and 5 pets going for walks, watching films and dramas [*Ed – do the pets enjoy watching the dramas and films as much as the humans? Star Paws??*]. In the past, Yvonne was a student of martial arts (achieving a 3rd Dan Black Belt!), which keeps the team on their toes!

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