

# Quality Data: Prospectus for Charity

## Prospectus for Charity (PFC)

is the most comprehensive dataset designed specifically for the charity sector to effectively reach and engage with more of the right people - and maximise donor acquisition.

prospectus

*for charity*

Over 50 million marketable individuals, each appended with variables that allow charities to enrich existing supporter records and improve supporter analysis and engagement.

Built from a combination of data from the Infobase Lifestyle Census and charity research gathered over several years, to identify key trends in giving habits.

REaD Group hold the largest and most comprehensive GDPR compliant consumer database in the UK:

- **GDPR and PECR compliant marketing data with the highest standard of due diligence**
- **Transparency of sources and trackable permissions library**
- **Hundreds of selectable variables to enhance your data and add insight**
- **Unrivalled in being the only data universe offering prospect and customer enhancement data which has been validated and proven to be recently transacting.**

“ REaD Group are an extremely professional and flexible organisation to work with. All business decisions are made in full consultation, with Macmillan’s needs and requirements always remaining paramount. REaD Group consistently looks to better their service, and offer advice and expertise to ensure Macmillan remain at the forefront of data quality. Refreshingly, REaD Group also continually looks for ways to become more cost efficient and to pass cost savings to us. ”

**Cara Eaton**, Data Analysis Team Manager

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Want to know more?  
**CONTACT US TODAY**

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[enquiries@readgroup.co.uk](mailto:enquiries@readgroup.co.uk)  
020 7089 6400



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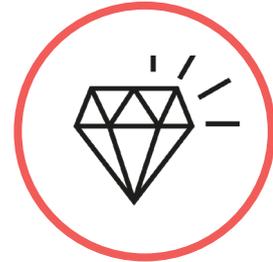
REaD Group have a vast array of charity specific variables which you can select on, or append to acquire, retain or re-engage with supporters



Giving to named charities



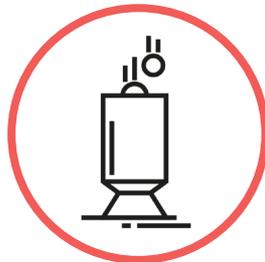
Methods of giving



Average value of gift



Preferred communication channel



Regular Charity donors



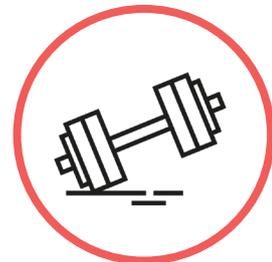
Charity activity ranking



Charitable loyalty



Causes supported



Hobbies and interests

Just some of the charities we work with:



Prince's Trust



GREAT ORMOND STREET HOSPITAL CHARITY

Want to know more?  
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