



Free Data Summary Report

Date	30/07/2010	
Charity Name	Example	
Number of Supplied Records	4,757	
Number of Records which can be validated to Post Office Address File	3,992	83.9%
Remaining Records (includes overseas)	765	16.1%
Total Records Available for matching process	4,757	100.0%
Unique Properties represented by records	4,626	
Number of matched properties	157	
% of Matched Records to Annual Giving Database	3%	

*The Annual Giving Database contains around 2% of UK Properties
All Subsequent Figures Relate to Matched Properties Only*

The Annual Giving Database is a database developed specifically for planned giving fundraising.

The Annual Giving Database is the first in the UK to combine factual information about property wealth and people's life-stage information as well as their other liquid assets.

The Annual Giving Database contains 400,000 records of properties above £500,000 in value with information about the homeowner's age, gender, years of residency as well as many other attributes of relevance to fundraising

