



PROSPECTING FOR GOLD LTD.
Wealth Intelligence Services™

Prospecting for Gold (PFG) was commissioned by XXXXX to provide XXXX 'new' names. This report gives a reason why each has been chosen, together with a Wealth Band and contact details.

The Brief

- The XX would like to identify an Appeal Chairman for a £50m Fundraising Campaign
- They should have a personal connection to XXXX
- The individual must have a wide network of contacts and the ability to identify potential prospects i.e. charitable trusts, high value individuals and companies
- Ideally they will have the capacity to make a lead gift and ask for significant gifts (should be at the top end of the wealth band)
- They should live in postcode areas XXX to XXX or XXX to XXX

Methodology

Using the above criteria we interrogated our database and produced the following report.

The details on the PFG database are taken from published sources in the public domain only; any personal knowledge or insider information that the client may have will not be reflected here. We double-check all information against current directories, and the source list (see page 2) prior to sending. The information included in the attached report has not been telephone checked.

Prospecting for Gold

The PFG database was established over 16 years ago. Historical and published data have been gathered and recorded on a daily basis from major industry directories, on-line sources, CD-ROMs, newspapers and journals over that time. It currently contains information on over 220,000 high net worth and well-connected individuals whom we believe to be capable of a gift of £5,000+.

Where possible we estimate wealth using 'actual' figures from reputable sources such as the published Rich Lists and newspaper articles. We also look at company annual reports for remuneration and shareholdings. From time to time we purchase names of shareholders over a certain value. Property values are gathered from newspapers and land registry/property websites. We also monitor published wills to obtain estate values.

We use the Charity Commission website to check for individuals with their own charitable trust, the value of assets and donations give an indication of personal wealth.

Other key indicators for wealth bands, where interpretation is needed, include amongst others - club membership, career history, location and number of homes, lifestyle, wealth of contemporaries and social circles, school fees (for children) and inheritance.

The individuals on our database include:

- Chairmen and managing directors of leading companies
- Directors of UK-based overseas banks and financial institutions
- Leading stockbrokers, bankers and people of influence in the City
- Prominent members of the legal profession,
- Directors of major advertising agencies and PR consultancies, editors, publishers and journalists
- Eminent figures in education, science and the academic world
- Film, TV and radio producers and directors
- Prominent members of the media
- Trustees of grant giving foundations and charities
- Top architects, engineers and designers
- Artists, composers and musicians
- Art and antique dealers
- Film, theatre and TV actors
- Key sports personalities
- Leading literary figures
- Chefs and hoteliers
- Bishops and church leaders



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- Peers and Baronets, etc.

The following list is used as a general source of data and for double checking biographical details of individuals:

192.com
Asian Rich Lists
Burke's Peerage
Charity Commission website
City of London Directory & Livery Companies Guide
Companies' House website
DASH (Directors & Shareholders at Home)
Debrett's People of Today
Directory of Social Change - Guide to Major Trusts/trustfunding.org
Houses of Parliament website
Independent Schools Yearbook
Just Giving.com
Legal500.com
National Gardens Scheme Yellow Book
Newspaper supplements - Sunday Times Rich Lists, Sunday Times Fast Track, Sunday Times
Newspapers/Journals - Telegraph, Sunday Times, Tatler, Country Life, Hello!
Our Price Property
Profit Track etc
TraceSmart
Wealth Register
Who's Who

Prospecting for Gold Ltd
01491 577311
2009

Client XXXX

Name: Mr Brian H Allan
Date of Birth: 13/10/1968; **Age:** 40

Wealth Band: £5m-£10m

Home Address: 1 Bryony Place
 LONDON
 E10 9ZL

Organisation: GEC Consulting
 40 Hobart Place
 LONDON
 SW11 4JX

Reason for inclusion:

Brian Allan is a partner at GEC Consulting, the strategy consulting firm advising 40% of the FTSE 100. He is also Chairman of Governors for St Alleyn's School in London.

Name: Mr David Beer, OBE
Date of Birth: 10/03/1975; **Age:** 33

Wealth Band: £50m+

Home Address: Happy House
 Harlow Road
 EAST KILBRIDE
 G46 9DF

Organisation: Edinburgh Rovers

Reason for inclusion:

David Beer is well connected in both football and popular culture circles; he has his own charitable trust and has been a supporter of Amnesty International, WWF and The Duke of Edinburgh Awards. Worth £125m+..

Name: Mr Martin Thomas, OBE
Date of Birth: 19/07/1949; **Age:** 59

Wealth Band: £5m-£10m

Home Address: 5 Cookery Road
 MANCHESTER
 M4 6AR

Organisation: The Rendezvous
 LONDON
 SW1X 9PW

Reason for inclusion:

Well known chef with successful chain of restaurants.

Name: Mrs Susan Shears, OBE, DL
Date of Birth: 22/01/1938; **Age:** 70

Wealth Band: £10m-£25m

Home Address: The Croppers
 MILTON KEYNES
 MK9 4AD

Organisation: Cuttings Research Services
 MILTON KEYNES
 MK11 4AD

Reason for inclusion:

Susan is Deputy Lord Lieutenant of Buckinghamshire and has been closely involved in the expansion of Milton Keynes. She served for four years on Milton Keynes Development Corporation and is chairman of Milton Keynes City Garden. She received the OBE for her work in the community in Milton Keynes.
