

Who is Who

The **British Institute for Brain Injured Children (bibic)** is a national charity which works to maximise the potential of children with learning difficulties affecting their sensory, communication, social, motor and learning abilities.

bibic offers practical help to families caring for children with conditions like autism, cerebral palsy, Down's syndrome, developmental delay, brain injury, and specific learning difficulties like ADHD, dyslexia and dyspraxia. **bibic** specialise in understanding the causes of challenging behaviour and can even offer support if a child has not been diagnosed with a condition.

Advantage^{NFP} is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector.

bibic has used the **Advantage^{NFP}** Wealth Intelligence services offered by Redbourn Business Systems.



Fundraising Database

bibic has a database of nearly 4,000 supporters that they communicate with regularly.

A few years ago they transferred a large number of contacts from an old database to their current database leaving behind significant communication and donation history. Due to this loss of information, **bibic** felt they didn't know their supporters any more. Knowing that their database is their single biggest asset they decided to invest in understanding its potential. It was time to get to know their supporters better and identify individuals that have the capacity to give significant donations.

This is to form part of their new overall long-term donor development strategy.

Wealth Intelligence

After having researched a number of different data cleansing suppliers and getting recommendations from other fundraisers, **bibic** contacted Redbourn and selected to use their factually researched **Advantage^{NFP}** Wealth Intelligence service.

"We selected Redbourn for their friendly, personable approach and they sent me all the information I asked for straight away. The different elements of the service were broken down, which meant I could pick those that fitted our current objectives and budget." Explained Jess Winchester of **bibic**.

Wealth Intelligence identifies liquid asset millionaires, or put another way, identifies individuals who can give or influence a single gift of at least £5,000.

Given the current economic climate and the significant effort taken to recruit new supporters, it makes real sense to identify individuals within your existing database with greater gift capacity.

The Future

Jess Winchester continues, *"It's early days but we hope that by identifying key wealthy / influential individuals amongst our existing supporters we will be able to strengthen relationships & communicate with them in a way that fits their interests and motivations. Ultimately the hope is that we will establish a successful major donor programme which will in time create a new income stream for the charity."*

Jess adds, *"The wealth intelligence report is the essential first step in a long term strategy – now we know who the key individuals are we can focus more resources on research and getting to know them better."*

When asked if they would recommend this service to other charities, Jess Winchester replied, *"Yes, it was a very easy process and the moment when your file comes back with the information that you have a cluster of "secret millionaires" amongst your supporters is very exciting!"*

To find out how Wealth Intelligence can benefit your organisation, contact Jane Haywood on 01582 794 299 or by email marketing@redbourn.co.uk



Helping not-for-profit organisations worldwide by providing CRM, fundraising, membership, alumni and ticketed event management solutions. Helping you to manage your world and raise more funds.

100% of our clients would recommend us!

The UK's No. 1 charity CRM database solution.

www.AdvantageNFP.com

