



## 0-12 Month Donors = 971,000

### About Charity Connect

The charity data held within the Gold File is based on actual / transactional data collected in conjunction with 15 charities. Charities have added their data to the pool in order to benefit from free data cleaning / bureau work and discounted data enhancement among other services.

### Charity Selections Available

The data has been sub-divided into six key sectors as detailed below, however it is also possible to select on over 22 different charity causes.

It is possible to select the frequency of charity donation, charitable cause, as well as any of the 300 selection available on the Gold File, visit: [www.alchemydirectmedia.com/goldfile.html](http://www.alchemydirectmedia.com/goldfile.html) for more details.

### Charity Sectors

Individuals on the file are mailed monthly which has kept the file very fresh. The file is cleaned against the DMA recommended suppressions including MPS monthly.

Broad Categories			
Medical	653,652	Animal	293,351
Third World	147,438	Aged	117,257
Children	283,526	Environment	397,259

Individual Charity Groups			
Blind	103,305	Pets	37,711
Cancer	484,226	Religion	84,502
Armed Forces	83,202	Arthritis	81,839
Mental Health	112,570	Blood	25,828
Birds	22,009	Children	283,526
Deaf	98,344	Animal Welfare	237,350
Third World	147,438	Homeless	40,593
Aids	27,187	Handicapped	153,388
Wildlife	52,222	Elderly	117,257

### Data Cleanliness

Data is cleaned every 30 days against industry recognised suppressions. We offer a credit on any goneaways that are provided back to us within 30 days.

Please visit our website for further information: [alchemydirectmedia.com](http://alchemydirectmedia.com)

### Profile

- 45% Male, 55% Female
- ABC1 Demographic, Prime Credit
- Average age- 50-79
- Home Owners – Detached / Semi
- 25% share holders & 10% Directors
- Wealthy mature professionals and retired individuals.

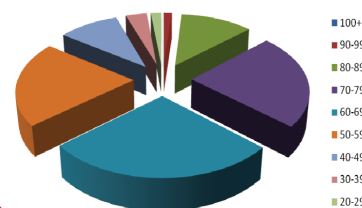
#### Interests Include:

Holidays, Charity Donor, voluntary work, mail order buyers, read mid market & broadsheets, Golf, betting, collectables, current affairs, fine art, grandchildren, health foods, lotteries, music classical, pets, photography, read magazines, sewing, stately homes, theatre and hiking / walking.

#### Costs

- Postal - £130 / 000
- Selections - £10 / 000
- Postal & Tel - £220 / 000
- Delivery - £50 flat
- Agency Commission –15%

#### Age Breakdown



#### Other Managed Charities

- Donor Connection
- Prize Donors
- Prize Responders
- Action on Hearing Loss
- Charity Responders
- WRVS
- Animal Care Donor
- Senior Alliance
- Brain Tumour uk
- Age Related
- Disease Trust
- BUAV
- Go Cruelty Free
- Dedicated Donors

Call your account manager today:  
**01634 226490**

