

ALZHEIMER'S SOCIETY CLIENT STORY



ABOUT ALZHEIMER'S SOCIETY

Alzheimer's Society is here for everyone affected by dementia. By 2025, 1 million people will be living with the condition in the UK. The Alzheimer's Society provides Help and Hope to people affected by dementia through high quality support services as well as campaigning for system level change across the health and social care systems. The society is made up of dementia patients, carers, trusted experts, campaigners, researchers, and clinicians.



AT A GLANCE

The Alzheimer's Society identified that data via Facebook was lacking in quality & **contained very dirty data.**

Using Data8's online portal resulted in **additional Gift Aid revenue of over £240k.**

CHALLENGES

Facebook provides a great platform for charities, such as the Alzheimer's Society, to reach new audiences and generate income to increase fundraising. Facebook's charitable giving tools, including Facebook Fundraisers, enable donations to be collected via the platform. Many of the donations are eligible for Gift Aid, although donor data collected via Facebook can lack the details required for successful Gift Aid claims.

To claim Gift Aid, HMRC requires that charities provide a house name or number and a postcode of the donor. Poor data quality can cost thousands in lost Gift Aid.



...Resulted in additional Gift Aid revenue of over 240k.

SOLUTIONS

The Alzheimer's Society identified that data via Facebook was lacking in quality and contained very dirty data. This is where Data8 was able to provide a solution to clean up and standardise the addresses so that they could be submitted to the HMRC for Gift Aid claim.

Data8 Cleansing services provides the ideal solution. Data can be uploaded, via the easy-to-use online portal, in batch for a free audit for complete transparency, prior to any purchase commitment. The file is updated, corrected, and returned within hours. Data8 was also able to highlight some potentially invalid addresses that

otherwise may not have been picked up. This could be because the address is a business address or because the address is not a complete / full address. The key is to get the right balance between how much time or resource is needed to spend checking potentially invalid addresses versus trusting the data that the supporter provides. The online data cleansing solution can address both these issues.

BENEFITS

The Alzheimer's Society were able to enhance the quality of their Facebook data by using the Data8 online portal which resulted in additional Gift Aid revenue of over £240k. Small initiatives make a big difference.

NEXT STEPS

Get in touch to find out how Data8 can help you!



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