

Wealth Intelligence Database
Wealth screening and prospect research services

Last revised August 2019

CONTENTS

ABOUT US	3
THE WEALTH INTELLIGENCE DATABASE	
Fields included	
Maintaining our data	
Using our research services and personal data	5
WEALTH SCREENING REPORTS	6
Data Summary Report	6
Preliminary Match Report	6
Wealth Tags	
Snapshots	
Million Pound Property Tags	7
PROSPECT BRIEFING REPORTS	ρ
Standard Briefing Note	
Full Briefing Note	
NEW PROSPECT REPORTS	9
New Names	9
Millionaire Next Door Names	9
A	40
Appendix 1 - Data Summary Report	10
Appendix 2 - Wealth Tags & Snapshots	11
Columns Included	
Appendix 3 - Million Pound Property Tags	14
Columns Included	
Appendix 4 - Standard Briefing Note	15
Appendix 5 - Full Briefing Note	16
Appendix 5 - 1 dil brielling Note	10
Annendix 6 - New Name	18

ABOUT US

Prospecting for Gold is the UK's leading specialist prospect research agency. We've worked with around 1,500 organisations providing research and consultancy for successful fundraising. We can help identify your wealthiest supporters or identify new prospects for your cause. We are here to help you meet your fundraising goals.



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THE WEALTH INTELLIGENCE DATABASE

The Wealth Intelligence Database was established over 20 years ago. It contains historical and published data, recorded on a daily basis, from major industry directories, on-line sources, newspapers and journals. It has information on over 270,000 high net worth and well-connected individuals including:

- Chairmen, chief executives, directors and shareholders of leading companies and family businesses
- Leading professionals from sectors including banking, medicine, finance, architecture, engineering, accountancy, technology and the law
- Entrepreneurs and property developers
- · Politicians, top level diplomats, civil servants and others connected to government
- Media, publishing, literature and arts professionals
- Collectors of art, antiques and other collectibles
- Sports personalities
- Lottery winners
- The Aristocracy and those who inherit wealth
- Trustees and settlors of grant-making foundations and charities
- Philanthropists

We categorise people by their interests including environment, sustainability, health and disability, medicine, children and young people, community, housing, poverty relief, the elderly, social justice, international development, education, the arts, welfare, heritage, animal welfare, military, sport and other hobbies.

Fields included

The database contains only information from published, public domain sources. Typically, we hold the following information:

- Full biographical information: name, home address, business, date of birth, education and name of his/her spouse.
- Details of known affiliations, which will include directorships of companies, grant-making foundations, philanthropic activities including donations, trusteeships, membership of appeal committees etc.
- Any interests e.g. sporting links, the arts, club memberships etc.
- Other details which may include shareholdings and salary/remuneration

Maintaining our data

We use specialist services to regularly check for people who have died or who have moved house, and update our records accordingly.

Our researchers stay in touch with new and emerging wealth in the UK by constantly looking for new reliable public domain sources of data, both to find more people with money and influence, and to increase the depth of information that we hold.

Every effort is made to keep our data as accurate as possible, taking into account the limitations of data found within the public domain from publically accessible sources.

Prospecting for Gold abides by relevant data protection legislation and regulation and all other relevant legislation in its handling of data.

Using our research services and personal data

Prospecting for Gold encourages you to be entirely transparent with your supporters about services that you use and the ways the data you hold on them may be processed and used. This includes for purposes such as wealth screening and other prospect research. We encourage you to name Prospecting for Gold as a company whose services you use. Example wording relating to wealth screening and prospect research for use is provided below.

As a fundraising organisation, we undertake in-house research and from time to time engage specialist agencies such as Prospecting for Gold to gather information about you from publicly available sources, for example, Companies House, the Electoral Register, company websites, 'rich lists', social networks such as Linkedin, political and property registers and news archives.

We may also carry out wealth screening to fast track the research using our trusted third party partners. You will always have the right to opt out of this processing. We may also carry out research using publically available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch. We also use publicly available sources to carry out due diligence on donors in line with the charity's Gift Acceptance Policy and to meet money laundering regulations.

This research helps us to understand more about you as an individual so we can focus conversations we have with you about fundraising and volunteering in the most effective way, and ensure that we provide you with an experience as a donor or potential donor which is appropriate for you.

If you would prefer us not to use your data in this way, please email us at XXX or call us on XXXXX.

WEALTH SCREENING REPORTS

Data Summary Report

The first report that you will receive following a Wealth Screening is our Data Summary Report. This provides an overview of matches to the Wealth Intelligence Database. This one-page summary shows the number of matches, match rate and also includes the breakdown of matches by:

- Wealth band
- Age
- Constituent attributes
- Match level individual or household (family) level
- Million Pound Properties

A sample Data Summary Report can be found in *Appendix 1*.

Preliminary Match Report

This report is usually used for large scale Wealth Screenings (database over 50,000 or over 2,000 matches). It provides a count of individual and household matches by:

- Wealth band
- Geography (Region)
- Age band
- Constituent attributes in the Wealth Intelligence Database
- Client variables
- Million Pound Property matches

Wealth Tags

Our Wealth Tags (which are provided in Microsoft Excel format) provide details on your individual supporters that have been matched in our Wealth Screening. These include:

- Name
- Address (address supplied by you)
- Match level individual or household (family) level
- Supporter ID
- Any other variables from the supplied data

Please note, Wealth band information is only available in our Snapshots.

Wealth Tags may be purchased for all matches, or for a selection of matches meeting one of the following conditions:

- A selection of matches based on your own variables as criteria.
- All matches in Wealth bands A, B & C together, or a minimum of two other Wealth bands.

Wealth Tags cannot be purchased where the selection reveals information only available in our Snapshots (for example, by using constituent attributes such as known donor or PLC Director).

Wealth Tags from multiple Wealth bands will always be supplied in a single output file.

Example Wealth Tags can be found in Appendix 2.

Snapshots

Our Snapshots (presented in Microsoft Excel format) provide further details on your individual supporters that have been matched in our Wealth Screening. They contain details of all the attributes held for each record. Details include:

- Name
- Address (address supplied by you)
- Match level individual or household (family) level
- Supporter ID
- Wealth band and other constituent attributes (e.g. Donor, PLC Director)

Snapshots may be purchased on any selection of matches. Example Snapshots can be found in *Appendix 2*.

Million Pound Property Tags

Million Pound Property Tags (presented in Microsoft Excel format) provide details of your supporters living in properties with a current value of £1 million or more, based upon a known sale price and published property price indices. We do not have further wealth information available for these supporters.

For each record, an estimated property value band is quoted from £1m to £3m+ in increments of £0.5m. Example Million Pound Property Tags can be found in *Appendix 3*.

PROSPECT BRIEFING REPORTS

Standard Briefing Note

Our Standard Briefing note is designed to provide you with current public domain information about your prospect to enable you to understand their background and interests, enabling you to tailor your approach accordingly. They include historical details that we have gathered over a period of time.

The information provided (where available) includes:

- Biographical information & career history
- Wealth band
- Spouse information
- Education
- Business and philanthropic links
- Membership of clubs and other associations
- Interests and motivations
- Other points of interest

An example can be found in Appendix 4.

Full Briefing Note

Our Full Briefing Notes are used when building a relationship with a supporter. Our reports explore their networks of business associates, co-trustees and family contacts. This is particularly useful as a prompt list to help them suggest others who may be good prospects and to initiate an introduction.

The information shown is as in the Standard Briefing Note, with additional information about possible contacts, including:

- Name of the possible contact
- Organisation of the possible contact
- How the individual and possible contact know each other
- Wealth band of the possible contact

An example can be found in Appendix 5.

NEW PROSPECT REPORTS

New Names

We can help you find prospects for a forthcoming capital appeal, event or major donor campaign by selecting names from the Wealth Intelligence Database. Together with you, we define the research brief, which can include criteria such as interests, experience, estimated wealth and location. We work with this to find the very best names to meet the brief.

Using this summary, you can then either:

- Research the individuals more closely for potential links and likelihood of becoming a supporter of your cause.
- Upgrade from a New Name to a Standard Briefing Note to provide further information on specific individuals.

The names are provided to use in line with fundraising best practice and should only be used for the client's purposes. The information should be treated in accordance with the requirements of the General Data Protection Regulation and all other relevant legislation and regulation.

New Names are **not** to be used as a Direct Mailing list. We do not provide email addresses or telephone numbers.

An example New Name can be found in Appendix 6.

Millionaire Next Door Names

Our Millionaire Next Door programme helps you find wealthy local people who you may wish to engage with to support your cause.

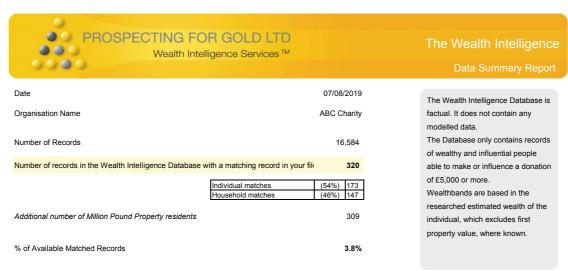
Drawing on our database of millionaires, we run a simple geographic search based on postcodes to identify high net worth individuals within your local community. This research does **not** look at affinity or possible interest in the cause.

We provide you with 'Snapshot' level reporting including Wealth band and other social, philanthropic and business details. The information is supplied in Microsoft Excel format. The report is similar to that shown in *Appendix 2*.

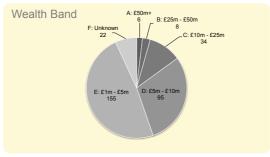
Millionaire Next Door is invaluable for high value prospect recruitment and fundraising events. It can help build your invitation lists, and identify new local major donors. The information should be treated in accordance with the requirements of the General Data Protection Regulation and all other relevant legislation and regulation.

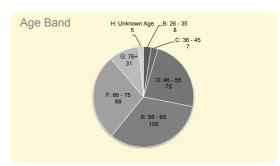
People identified through our Millionaire Next Door research are **not** to be used as a Direct Marketing mailing list. We do not provide email addresses or telephone numbers.

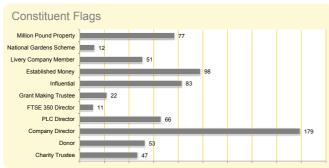
Appendix 1 - Data Summary Report

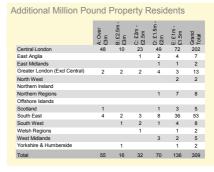


All Subsequent Figures Relate to 320 Matched Records Only









Full definitions of items appearing on this report are available in our Research Services document at http://www.prospectingforgold.co.uk







Next Steps

Need more insight? Get our full Preliminary Match Report for £600 plus VAT.

Move to purchase? Buy Wealth Tags at £4.00 each (plus VAT), Million Pound Property Tags at £3.50 each (plus VAT) or Snapshots at £10.00 each (plus VAT) - minimum order value of £600 plus VAT applies.

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Company Registration Number: 03864002

Appendix 2 - Wealth Tags & Snapshots

Wealth Tags show the name, address and unique reference number of your supporters that have matched our records in the Wealth Intelligence Database. It also identifies if the matches are at household (family) or individual level. This is shown in the first table below. Snapshots additionally include Wealth band and other attributes as shown in the second table

Constituent ID	Match Level	Client ID	Client Name	Title	First Name	Middle Names	Surname	Suffix	Address Details	Postcode	Deceased	Dec'd Date
107025	Н	9652724	Mr Paul Payne	Ms	Sonia	A	Payne		Address Details	CA11 0NG	No	
114062	н	9870302	P Crosfield	Mrs	Patricia		Crosfield		Will Appear Here	W2 4XB	No	
117918	ı	9652724	Nick McGarvey	Mr	Nicholas	Charles Edward	McGarvey		On Actual Report	BN3 4LE	No	
125020	1	8481865	Ms Julia Smee	Ms	Julia	Louise	Smee	, MP	Address Details	ME2 1AA	No	
126879	I	3499069	Mr A Green- Price	Mr	Alastair	Howard	Green-Price	, OBE	Will Appear Here	EH10 3AE	No	
127299	1	3159773	Ms C Mcintosh	Ms	Catherine	Cecilia	Mcintosh		On Actual Report	LE12 6SS	No	
131446	Н	8440684	Mrs Ann Brooks	Mr	William		Brooks			CR0 7HR	Yes	15/12/2008

Wealthband	Region	Gender	Date of Birth	Age Band	Charity Trustee	Company Director	PLC Director	FTSE 350 Director	Donor	Grant Making Trustee	Influential	Established money	Livery Co Member	National Gardens Scheme	Million Pound Property	Primary Business Profession	Primary Business Organisation
C: £10m -	Central	_	07/02/40	F. CC 75	NI-	V	NI-	NI-	NI-	NI-	V		NI-	NI-		Calialean	Ex Jones &
£25m	London	F	07/03/49	F: 66 - 75	No	Yes	No	No	No	No	Yes	No	No	No		Solicitor	Со
E: £1m -	Central	-	40/04/60	D 46 FF	.,	.,	.,			.,	.,	.,					
£5m	London	F	18/04/60	D: 46 - 55	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No	No			
C: £10m -				H:	١	.,	.,	.,			.,	١			D: £1.5m -		
£25m	South East	М	-	Unknown	No	Yes	Yes	Yes	Yes	No	Yes	No	No	No	£2m	Sportsman	Chelsea FC
E: £1m -		_															
£5m	South East	F	19/05/72	C: 36 - 45	No	Yes	No	No	No	No	Yes	Yes	No	No			
E: £1m -																	
£5m	Scotland	М	25/08/40	F: 66 - 75	No	Yes	Yes	Yes	No	No	Yes	Yes	No	No			
B: £25m -	East																
£50m	Midlands	F	17/11/53	E: 56 - 65	Yes	No	No	No	No	Yes	No	No	No	Yes		Accountant	
D: £5m -	Greater														E: £1m -		
£10m	London	M	09/10/61	D: 46 - 55	No	Yes	No	No	No	No	No	No	No	No	£1.5m		

The table overleaf provides a description of the contents of each of these columns.

The actual reports may vary at the discretion of Prospecting for Gold.

Columns Included

Variable	Wealth Tag?	Snapshot?	Description					
Constituent ID	Yes	Yes	Unique identifier of Constituent in the Wealth Intelligence Database.					
Match Level	Yes	Yes	I (Individual) or H (Household). For a household match to be made, an individual with the same surname <u>and</u> address as quoted on the donor list must exist. If forenames also match an individual on our database, this will be an individual match.					
Client ID	Yes	Yes	The unique reference number (URN) from the supplied data file.					
Client Name	Yes	Yes	The name of the individual in the supplied data file.					
Title 1 / Title 2	Yes	Yes						
First Name	Yes	Yes	Name details of the matching record on the Wealth					
Middle Name	Yes	Yes	Intelligence Database.					
Surname	Yes	Yes						
Suffix 1/Suffix 2	Yes	Yes	Qualifications / Honours etc.					
Address 1 - 5	Yes	Yes	Address details as supplied to Prospecting for Gold.					
Postcode	Yes	Yes	UK Postal Code.					
Deceased	Yes	Yes	Yes if Constituent deceased.					
Deceased Date	Yes	Yes	Date of death of Constituent if known.					
Wealth band	No	Yes	The researched estimated wealth of the family members at an address, which excludes first property value for those in the £1-5 million wealth band. Where available we use 'actual' figures from reputable sources such as published Rich Lists and newspaper articles. We also look at company annual reports for remuneration and shareholdings. Property values are gathered from newspapers and land registry/property websites. The assets and donation values of personal charitable trusts give an indication of personal wealth. We also consider other indicators such as club membership, career history, location and number of homes, lifestyle, wealth of contemporaries and social circles and inheritance.					
Region	No	Yes	Region of the UK derived from Postal Area.					
Gender	No	Yes	Male, Female or Unknown.					
Date of Birth	No	Yes	Date of birth of Constituent (where known).					
Age Band	No	Yes	Banded age of Constituent, derived from date of birth.					
Charity Trustee	No	Yes	This individual is currently or has in the past been recorded on the Charity Commission website as a trustee of a charity, or their own charitable trust.					
Grant-making Trustee	No	Yes	This person is either a current or past trustee of a grant-making trust or the settlor of their own charitable trust – one of around 7,500 grant-making trusts and foundations in the UK.					
Company Director	No	Yes	This person has registered either at the current time or in the past as a Director at Companies House.					

Variable	Wealth Tag?	Snapshot?	Description
PLC Director	No	Yes	This person has registered either at the current time or in the past as a Director of a Public Limited Company at Companies House.
FTSE 350 Director	No	Yes	This person has registered either at the current time or in the past as a Director of a Company listed on the FTSE 350 Exchange at Companies House.
Donor	No	Yes	This individual has been seen in a charity's annual report or website, a reputable newspaper or online source as having made a donation to a charitable or political party, or is settlor of a personal charitable trusts. The value of the gift is often not publicly available. Please be aware that the absence of this flag does not mean that this individual does not give to charity.
Influential	No	Yes	The attribute 'Influential' is attached to individuals listed in the leading UK Directories.
Established money	No	Yes	A person, family, or lineage possessing inherited wealth. The term typically describes a class of the rich who have been able to maintain their wealth over multiple generations. Although diminished, but often wealthy and powerful, the British aristocracy has survived agricultural decline, estate taxes, and world war, often bolstered by strategic marriage. The younger generation are now often engaged in wealth creation in their own right.
Livery Co Member	No	Yes	This person is one of the current or previous Senior Members, Members of the Courts, Wardens and Masters of one of the 108 trade associations based in the City of London. They will typically have good networks of other high-profile individuals.
National Gardens Scheme	No	Yes	This individual is one of the current or previous group that opens 3,600 gardens to the public (most of them private) to raise money for cancer, caring and gardening charities. They normally own substantial properties, and are a good source of venues for local events.
Million Pound Property	No	Yes	The quoted address has a current value of in excess of £1 million, based upon known sale price and published property price indices. A value band is quoted where applicable.
Primary Business Organisation	No	Yes	Primary, significant or other business name, where known. A useful starting point for additional research.
Primary Business Profession	No	Yes	Primary, significant or recent profession, where known.

Appendix 3 - Million Pound Property Tags

Million Pound Property Tags provide details of your supporters living in properties valued at £1 million and above, based upon known sale price and published property price indices, where we do not have further wealth information.

Property ID	Match Level	Client ID	Client Name	Address Details	Postcode	Region	Estimated Value Band
CA110NG2U	Р	9652724	Mr Paul Payne	Address Details	CA11 0NG	South East	D: £1.5m - £2m
W24XB1H	Р	9870302	P Crosfield	Will Appear Here	W2 4XB	Central London	A: Over £3m
BN34LE3Z	Р	9652724	Nick McGarvey	On Actual Report	BN3 4LE	South East	E: £1m - £1.5m
ME21AA1S	Р	8481865	Ms Julia Smee	Address Details	ME2 1AA	South East	C: £2m - £2.5m
BS103AE2H	Р	3499069	Mr A Green-Price	Will Appear Here	BS10 3AE	South West	E: £1m - £1.5m
LE126SS1Q	Р	3159773	Ms C Mcintosh	On Actual Report	LE12 6SS	East Midlands	E: £1m - £1.5m
CR07HR3A	Р	8440684	Mrs Ann Brooks		CR0 7HR	Greater London	E: £1m - £1.5m

The following table provides a description of the contents of each of these columns.

The actual reports may vary at the discretion of Prospecting for Gold.

Columns Included

Variable	Description
Property ID	Unique identifier of Constituent in the Wealth Intelligence Database
Match Level	P reflects that it is a Property Level match; only the address has been matched to our Million Pound Properties record set.
Client ID	The unique reference number (URN) from the supplied data file
Client Name	The name of the individual in the supplied data file
Address 1	
Address 2	
Address 3	Address details as supplied to Prospecting for Gold
Address 4	
Address 5	
Postcode	UK Postal Code
Region	Region of the UK derived from Postal Area
Estimated Value Band	Banded current value of the property (from £1 million) based upon known sale price and published property price indices.

Appendix 4 - Standard Briefing Note

Dr John David (David) Example, OBE

Organisation Example Partnerships

Home Address 24 Main Road

ANYTOWN AN1 4XY

Date of Birth 21st February 1948 (63)

Wealth band £1m-£5m

Spouse Mrs Ann Example (née McNulty)

Affiliations Amber Technology Group plc: Chairman

BZ Oils plc: Ex Deputy Chairman Example Electric: Ex Director of HR Example Partnerships: Founder

Institute of Management and Development: Ex Vice President

Opportunity Anytown Ltd: Deputy Chairman Trent Water Services: Ex Director of HR Urban Regeneration UK: Deputy Chairman

Philanthropy Southampton Hospitals NHS Foundation Trust: Past Chairman

RoSPA: Past Trustee

The Example Charitable Trust: Settlor & Trustee. The trust was established in 2009 with a

donation of £1 million. Donation of £100,000 made to RoSPA in 2011.

Interests Sustainability, energy conservation, medicine/health, training, mentoring, leadership,

spirituality

Biography

Dr Example was awarded the OBE in 1995 for services to manufacturing and the community. He is an experienced and successful company director with three decades of leadership in public and private organisations and has a 25-year record of achievement in revitalising public and private organisations. He is a chartered engineer holding a PhD in Aeronautical Engineering from Manchester University, and is the founder of the Example Partnership, specialists in organisational transformation. He is a former Vice President of the Institute of Management and Development. He is a coach and mentor of some repute and a successful author.



Appendix 5 - Full Briefing Note

Dr John David (David) Example, OBE

Organisation Example Partnerships

Home Address 24 Main Road

ANYTOWN AN1 4XY

Alternate Sunny Cottage Address 8 High Street

TOWN-BY-THE-SEA

TT3 1AB

Business Example Partnerships

Address Unit 25 Anytown Business Estate

ANYTOWN AN99 1BS

Date of Birth 21st February 1948 (63)

Wealth band £1m-£5m

Family Spouse: Mrs Ann Example (née McNulty)

Members Children: 3 sons (James, Michael, Edward), 4 daughters (Priscilla, Fenella, Matilda,

Zoe)

Father-in-law: Lord James McNulty, former chief executive officer BZ Oils plc

Brother: Peter Example, chairman of RoSPA

Education Cranleigh School

Durham Technical College: MSc Biology

Manchester University: PhD in Auronautical Engineering

Affiliations Amber Technology Group plc: Chairman

BZ Oils plc: Ex Deputy Chairman Example Electric: Ex Director of HR Example Partnerships: Founder

Institute of Management and Development: Ex Vice President

Opportunity Anytown Ltd: Deputy Chairman Trent Water Services: Ex Director of HR Urban Regeneration UK: Deputy Chairman

Philanthropy Southampton Hospitals NHS Foundation Trust: Past Chairman

RoSPA: Past Trustee

The Example Charitable Trust: Settlor & Trustee. The trust was established in 2009

with a donation of £1 million. Donation of £100,000 made to RoSPA in 2011.

Interests Sustainability, energy conservation, medicine/health, training, mentoring, leadership,

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NETWORKS

NAME	RECENT/CURRENT ORGANISATION	HOW KNOWN	WEALTHBAND
Lord Ainsley of Weston	Opportunity Anytown Ltd	Opportunity Anytown Ltd	£50m+
Mr Dennis Barker		Example Electric	£5m-£10m
Mr George Abrahams		BZ Oils plc	£50m+
Mr George Baker	Institute of Management and Development	Institute of Management and Development	£10m-£25m
Mr Patrick Davies, CBE	Lloyds TSB	Trent Water Services	£10m-£25m
Mr John Dykes	Huntsworth plc	Neighbour	£10m-£25m
Mr Peter Elwes, CBE	Urban Regeneration UK	Amber Technology Group plc	£5m-£10m
Mr Thomas Frayne	Davies Turner plc		£1m-£5m
Mr Brian P Gardner	Brown Shipley Holdings plc	Opportunity Anytown Ltd	£5m-£10m
Sir James Grady	Merrill Lynch	BZ Oils plc	£1m-£5m
Mr Richard Hazzard	Hazzard Consultants	Institute of Management and Development	£1m-£5m
Mr David Henshaw	BP plc	Amber Technology Group plc	£5m-£10m
Major Tony Hibbert	Booker Group plc	Neighbour	£10m-£25m
Sir Cameron Jenkins, DL	Kelsey Roofing Industries Ltd	Opportunity Anytown Ltd	£50m+
Mr Mike Napier, CBE, QC	Thomson Travel plc	BZ Oils plc	£1m-£5m
Mr Alan R Oldfield	Liverpool Football Club	Example Electric	£1m-£5m
Ms Sarah L Page	British Energy plc	Amber Technology Group plc	£5m-£10m
Mr Ivan J L Parkinson, QC	Fortune Chambers	Example Electric	£10m-£25m
Mr Joseph R Pendleton	Glenmore Holdings Ltd	Trent Water Services	£5m-£10m
Mr Henry J Pitman	Abbott Brothers Ltd	Example Electric	£1m-£5m
Mr Richard A Preece	Dalham Hall Stud	Neighbour	£1m-£5m
Lord William A J Quinton	House of Lords	Trent Water Services	£1m-£5m
Mr James Scott	AXA Insurance Group	RoSPA	£5m-£10m
Mr Nicholas P Stone	Goldman Sachs International	Institute of Management and Development	£10m-£25m



Appendix 6 - New Name

Name: Ms Jane Smith Wealth band: £10m-£25m

Date of Birth: 01/11/1954 **Age**: 65

Home Address: Marton Manor,

Highford,

Wiltshire SN38 0AA

Organisation: Smith and Daughters Ltd

Reason for inclusion:

Former Sunday Times Rich List entrant, Jane Smith is chair of the family-owned meat packing company which based in Wiltshire. She has made donations to a number of charitable causes in the county, including £5,000 to the local branch of the NSPCC. She was also a trustee of a local homeless charity for five years until 2010.

Please note that the precise contents of any report can be varied at the discretion of Prospecting for Gold without notice.