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| **Company:** *Insert company name* |

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| **Shared Purpose** |
| Description of the company (approx. 300-350 words) including:   * Company mission * Company values * What they do * Brief history of the company * Brands/products/services * Latest news |

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| **Target audience** |
| * Who are their customers (companies/institutions/demographic of people)? |

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| **Geography fit** |
| * Key locations of offices * Key locations of activity |

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| **Resource** |
| * Expertise/know-how – are they thought leaders? Training events? Consultancy? * Money – Profit and turnover * Employees – number of employees, do they get volunteering/community days? |

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| **Contacts** |
| Contacts we know (please tell us role in company and how long they have been in post)  Other key contacts (especially Chief Executive and Marketing Director)  Head office address  Website address |

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| **Realistic** |
| * Recent awards * How do they currently work with the charity sector? * How have they previously worked with the charity sector? |