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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 addressWebsite 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?
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