



## Case Study

### The British Red Cross

In July 2006, Compact was approached by the British Red Cross with a view to providing automated data capture services for Gift Aid Forms – the form that allows them to claim back income tax on donations received.

British Red Cross were in the process of designing the form and were looking for our input as to the best format to use to facilitate accurate data capture of the required information. The form would consist of a unique printed reference number, a series of tick boxes and a date field, with the last two being handwritten by the Donatee.

Our FORMIC forms recognition software allowed us to set up thresholds to recognise the handwritten sections of the form and translate the information into a database – in this case an Excel Spreadsheet.

Using experience gained over many years, we were able to advise the British Red Cross on the best font styles and size to gain the best accuracy from their donors information, thus bringing significant cost savings and added accuracy to the captured data and reducing the amount of time spent on costly manual data validation.

“This project was very time sensitive and we were very pleased to have acquired the services of Compact who were able to respond to our requirements quickly and with minimal briefing. As our Gift Aid Declaration file grows, so too does the need to move to digital imaging, which improves our ability to successfully retrieve these documents, when the need arises. I am sure that we will continue to work with them in the future”.

Jo Georgiou,  
Supporter Services Manager (Fundraising),  
British Red Cross