

10 Jan 07

## Charity brand value measures up

Coca-Cola, Apple and Nike are top commercial brands, but how do you measure a charity's brand value?

You calculate its ability to generate future income based on the size of its membership base, commercial licensing deals and public awareness, according to consultancy Intangible Business.

In its latest survey of the UK's most valuable charity brands, Cancer Research UK retains the top slot. Its brand value is put at £209m in 2006 – a £7m increase on the previous year, while the National Trust is still in second place despite a £4m reduction in brand value to £192m.

The Salvation Army, ranked fourth, was the highest riser in the top 10 with a 5% increase putting its brand value at £113m.

The Royal Society for the Protection of Birds (RSPB) and Royal National Lifeboat Institution (RNLI) both witnessed a fall in their brand value because of a decrease in income.

Charities that have a brand more powerful than their income include Amnesty International. It ranked 62 by brand value but 218 by income. Scope is ranked at 48 for brand value but 29 by income.

Thayne Forbes, joint managing director of Intangible Business, says “appreciating what generates value for a charity is important for additional income.” Joe Saxton, director of the voluntary sector thinktank nfpSynergy says: “Any evaluation of a charity's brand that does not take into account whether it does its job well is nonsense.”

**Alison Benjamin**

The UK's most valuable charity brands at  
[SocietyGuardian.co.uk/voluntary](http://SocietyGuardian.co.uk/voluntary)