



The UK's Most Valuable Charity Brands 2006

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1. Introduction

Banishing the myth that good causes alone are sufficient to compete for the consumer pound is proving difficult. Charities need to recognise the power of brands in today's competitive environment and invest in their own brands accordingly. Consumer decision-making is no different whether choosing which brands of chocolate, car or watch to buy than or which charity to support. The process is the same. This report helps to show the relative weight of charity brands in financial terms – a key measure of their effectiveness.

Income growth from the 100 most valuable charity brands in 2006 dropped 1%, to 7% compared with last year's performance. The average growth in brand value also fell from 12% in 2005 to 3% in 2006. This study aims to highlight the value of charity brands so that their owners and their stakeholders can reverse this trend to generate additional funds to benefit their objectives.

The industry dynamics between commercial and not for profit are of course different, but the methodologies that can be applied to both leveraging a brand's value and in calculating its value, are the same.



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2. Methodology

Brand values are a reflection of a brand's ability to generate future income. For a charity this is highly relevant because it generates more resources to do more towards their charitable income. This is a forward looking study that uses historic performance and future trends to predict future activity. Five years of historical sales data were used to help forecast each charity's growth. To determine the strength of the brands, each brand was also scored on twelve measures of brand strength.

Definitions of components of brand strength

Hard measures

Legacy income:	a measure of a charity's reliance on legacy income
Donations:	a measure of a charity's reliance on donations
Voluntary income:	a measure of a charity's reliance on voluntary income
Non charitable trading:	the current level of a charity's commercial trading
Efficiency:	a ratio of direct charitable expenditure as a percentage of its income
Share of market:	volume based measure of market share
Support base:	the size of its number of volunteers and/or members
Market scope:	number of markets in which the brand has a significant presence

Soft measures

Brand awareness:	a combination of prompted and spontaneous awareness
Brand relevancy:	capacity to relate to the brand and a propensity to support
Brand heritage:	a brand's longevity and a measure of how it is embedded in local culture
Brand perception:	loyalty and how close a strong brand image is to a desire for action



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Calculating brand value

The actual brand valuation calculation is relatively straight forward. It attempts to derive the amount the charity would be willing to pay for its brand if it did not already own it. This approach is called the relief from royalty methodology as it calculates how much the brand owner is relieved from paying by virtue of owning the brand. The more complicated parts are the components that contribute to the calculation. These three stages illustrate the process, simply:



1. Forecast sales

These charities have been given indefinite lives as they are all well established brands, steeped in heritage and financially robust. The compound annual growth rate (CAGR) is adjusted to reflect the brand's long term ability for growth. For example, Age Concern's five year CAGR is 26%. As this is unlikely to be sustainable indefinitely, its growth rate has been adjusted to a more realistic 5%. This reflects more accurately a brand and its sector's long term growth prospects based on current and historical performance.

2. Royalty rate

Each brand is given a score out of ten based on the measures identified above, 0 = low, 10 = high. This results in relative brand strengths for each brand as a percentage. This score is then positioned within a royalty rate range to determine a royalty rate for each brand.

The royalty rate appears to be a simple percentage but in fact this hides the depth of understanding required to determine a rate that reflects accurately the profit/cash flow generated by the brand alone – separate from other elements of product delivery.

3. Discount rate

Future sales are then multiplied by the royalty rate. Tax is not deducted as charities are exempt from paying tax. They are then multiplied by a discount rate to calculate the net present value of those future cash flows. The discount rate reflects the time value and risk attached to those cash flows and for the purpose of this exercise has been left at a flat 12.38% as these are reasonably low-risk, established brands in a stable economic environment and market.

Testing

Results are tested and verified by sense-checks, such as to comparable commercial licensing agreements and referenced to proprietary information on the value of leading brands, which all share similar characteristics of value cash flow generation.



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3. Key issues

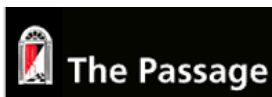
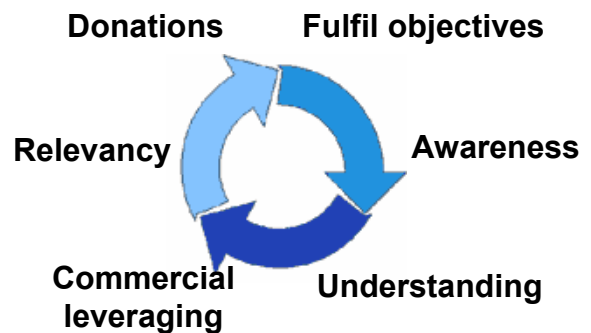
Obstacles to brands and brand building

One of the biggest obstacles encountered when discussing leveraging a charity's brand is senior management or trustees. They claim it is counter to the charity's purpose to act commercially and profit from revenue streams derived directly from their brand. They feel their membership would balk at such commercial activity. This internal reluctance is at odds with what consumers think and only restricts the charity's ability to further its objectives.

A cohesive brand development campaign would have the effect of a virtuous cycle. It would increase the charity's awareness and understanding which would logically translate into increased income. This would then provide more funds to carry out the charity's objectives and enable it to fund further brand development projects. And so the cycle would continue.

While some charities have adopted a more commercial approach to their marketing, if this was taken further then there would be more resource available to achieve the charitable goals.

Virtuous Cycle



Minnows eaten by big fish

While the overall market for charitable giving is likely to increase with more fundraising activity from the biggest charities, it is also likely to be at the expense of smaller charities. With brands dominating consumers' lives, small local charities are less and less likely to be considered for legacy donations, sponsorship or donations as they lack the consumer familiarity. Consumers' budgets for charitable giving are likely to be reserved for the brands they know well – those with big budgets.



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More income at lower cost

The Holy Grail of fundraising is coming up with ways of increasing revenue at lower costs. Two such methods are frequently under-utilised.

Legacies

One income stream for charities has much less competition and greater potential than other fundraising activities. £49 billion is inherited each year in the UK. 91% of this is handed down to friends or family, the government collects 6% and only 3% is given to charities. This 3%, however, represents 18% of charities' voluntary income so a small increase in national legacy donation would make a disproportionately large difference to charities across the board.

Targeting legacy donations is a long-term remedy and an uncomfortable message for charities to be communicating. Recipients of such communication, however, are quite happy to receive it although they are unlikely to respond in the traditional manner due to the private nature of the issue.

Half of charities' legacy donations come from people unknown to the charity during their lifetime which makes targeting legacies notoriously difficult. However, because the income can be considerable, it is unrestricted and also cost efficient, it remains an attractive area with significant potential.



Licensing

Some charities have embarked on successful licensing campaigns, such as The British Heart Foundation. However, many charities miss out on this additional, minimal cost income stream due to internal reluctance to be seen to be profiting from their brands.

The British Heart Foundation, through its licensing deals with products such as George Foreman Lean Mean Fat Reducing Grilling Machine, Radox bath products and Shredded Wheat, is not only generating extra income but is also causing another important and often overlooked function: it is furthering its charitable objective of helping hearts to be more healthy.

Such arrangements increase a charity's relevance. Few charities in the top 100 lack awareness but many are not fully understood or perceived as relevant. This creates a gap which licensing can fill.



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4. Biggest movers: Going UP

CAFOD

CAFOD, Catholic Agency for Overseas Development, benefited from the average 26% increase in revenue experienced by religious based charities in the top 100. It reported revenues up 67% from £28m to £47m in 2006. There have been several disasters recently which CAFOD has campaigned for, such as Typhoon Durian in the Philippines, an earthquake in Java and the conflicts in the Middle East. Such disasters are brought to the public's attention by the media and organisations such as CAFOD, increasing the public's awareness and feelings towards them and consequently CAFOD.



Battersea Dogs & Cats Home

Although its income is small compared with many other charities, Battersea Dogs & Cats Home's fame enables it to punch well above its weight. By income it is the 343rd largest charity in the UK whereas by brand value it is 83rd. The positive feelings the public has had towards it has enabled Battersea Dogs & Cats Home to increase its revenue by 24% in 2006 to £13m. Its 140 year old heritage means that generations of pet owners have supported it and are likely to continue to do so for many more years to come.



ChildLine

Childline has experienced uninterrupted growth over the past five years at an annual rate of an impressive 12%. It enters the top 100 most valuable charity brands for the first time this year and if it is able to sustain its growth, it will be here to stay. Its brand promise is clear and enables it to clearly differentiate itself from the competition. It operates in the second most valuable sector by brand value, children's charities, and in this its 20th year, has joined forces with the NSPCC, broadening its infrastructure and support base so it can continue with its valuable work.



The Institute of Cancer Research

The cancer charity sector is the most valuable by brand value in the top 100. The Institute of Cancer Research is the smallest of the four cancer charities to make the list with revenue of £64m in 2006, but it grew the fastest. Revenue increased by 13% year on year in 2006 whereas growth from its major competitors remained largely static. To some extent, The Institute of Cancer Research is able to ride the wave of cancer's sad pervasiveness but its clear positioning and communication support enables it to leverage its brand to punch above its weight – nine places above its ranking by income.



Christian Aid

Following four years of relatively inert growth, Christian Aid recorded a 33% increase of income in 2006, from £60m to £80m. Revenue from religious charities as a whole in the top 100 grew by an average 26%. Reducing world poverty has been a big issue over the past couple of years. Christian Aid has been able to capitalise on this problem and draw on its large UK support base to increase its relevancy with the UK public. As such, its brand has increased in value by 5%.





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5. Biggest movers: Going DOWN

RNLI

Last year, the RNLI reported its busiest year. It rescued nearly 20,000 people directly with its life boats and life guards and saved countless more lives through the dissemination of preventative information. Unfortunately, however, the volume of income was not as forthcoming as the growth number of victims. Income since 2001 has fallen at an annual rate of 1% to £117m in 2006. This is also reflected in the strength and value of the RNLI brand which also fell by nearly 1% between 2005 and 2006.



English Heritage

English Heritage's growth last year was a static 0%, which is 2.5% below inflation so a decline in reality. The value of its brand also fell by 3% with a brand score 7% lower than 2005. English Heritage faces stiff competition from other environmental charities such as The National Trust which, with its membership base being seven times larger at well over 3m, enjoys the dominance its superior size allows to the detriment of English Heritage.



Great Ormond Street Hospital Children's Charity

A new entry to the top 100 most valuable charity brands, Great Ormond Street's brand enables it to generate £32m a year of income in 2006. This, however, was 8% lower than 2005. With 43% of its income being donated, the Great Ormond Street brand is still very valuable, worth nearly £6m.



The British Red Cross Society

The Red Cross is one of the most recognised brands in the world. Despite its heritage and brand recognition The British Red Cross Society reported no discernable growth in income in 2006. Affected by this plateau of income growth, the value of The British Red Cross brand fell by 3% from £111m in 2005 to £108m in 2006.





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6. The Top 10

£209m CANCER RESEARCH UK

Cancer Research is the third largest charity in the UK by size of income. It generates over £380m a year of which 25% is from legacies, 7% more than the national average. Unsurprisingly, cancer is the most valuable sector within the top 100. It has over 30,000 supporters in the UK and, largely due to its name, has an almost equally high level of understanding as it does awareness.



£192m THE NATIONAL TRUST

The National Trust is one of the largest membership bodies in the UK with 3.4m members and is the tenth biggest charity by income. 43,000 people volunteer for it and more than 12m people visit its pay for entry properties with a further 50m visiting its open air properties. It is this huge and loyal support base helps drive its brand value of £192m.

£172m OXFAM

Over the past five years, Oxfam's income has increased by an average of 8% a year to over £250m. The value of its brand increased 4% in 2006 and is now worth £172m. The volume of tragedies throughout the world which are broadcast to the UK ensure a constant stream of causes for Oxfam to campaign for. This, combined with its national retail network and communication campaigns ensures that Oxfam is never far from the public eye.





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£113m THE SALVATION ARMY

The Salvation Army, United Kingdom with the Republic of Ireland, has experienced uninterrupted growth over the past five years and grew by 4% in 2006. Innovations such as the prayer discussion room on its website builds loyalty among its large support network and has contributed to a 5% increase in its brand value in 2006.

£108m THE BRITISH RED CROSS SOCIETY

Despite an income that has reached a plateau and a brand value that fell by 3% in 2006, The Red Cross is still a very valuable brand, worth £108m in the UK. It trains 150,000 people each year in the UK in first aid and its 35,000 trained volunteers alongside its considerable international network give The British Red Cross Society access to a large support base to call upon for fundraising activities. This is most evident in times of emergency both in the UK and internationally.



welcome trust



£104m WELLCOME TRUST

The Wellcome Trust is the world's largest medical research charity, funding research into human and animal health. It enjoys a prominent position on the world stage and with annual income in excess of £300m at its disposal it has a considerable amount of influence. This influence is embodied in its well recognised brand which, in 2006, was worth £104m.



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£94m RSPCA

The RSPCA has probably been one of the most loved charities in the UK since its establishment in 1824. Someone calls the RSPCA every 25 seconds for help about preventing cruelty to animals and it successfully rehomes nearly 70,000 animals each year through its network of 174 branches. This substantial support increases the RSPA's relevance to the UK public and helps drive its brand value of £94m.



£94m BARNARDO'S

Over 120,000 children are helped each year by Barnardo's. Its strong brand and popular, worthwhile, cause have helped increase its income by an average 9% a year since 2001. Since 1867, Barnardo's has helped children become free from poverty, abuse and discrimination and has become synonymous with impactful advertising that supports and enhances its vision. The value of its brand has also grown with the charity and is now worth £94m.



£89m THE ARTS COUNCIL ENGLAND

For sixty years The Arts Council England has been supporting the arts in England. It believes that the arts have the power to change lives and communities, and to create opportunities for people throughout the country. This belief is supported by an income of £379m from various sources including The National Lottery, government, voluntary income and other fundraising activities. Its brand is the vehicle through which it is able to both generate and disseminate its funds and is worth £89m.



£85m THE BRITISH HEART FOUNDATION

The British Heart Foundation has developed a sophisticated licensing programme which has seen its brand endorse relevant products such as water, bath bubbles, tea and breakfast cereal. This activity strengthens the charity's values of preventing heart disease. It also increases awareness of the charity which translates into increased funds. Income has increased by an average 8% since 2001 and 2006 was no exception with income up to £156m. It has a powerful and relevant brand which, through support from advertising and its licensing programme, has increased in value by 5% since 2005 to be worth £85m. An evaluation of its licensing programme may be necessary, however, to ensure continued relevance and effectiveness.





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7. Top sectors

Rank	Sector	Total brand value	Number in top 100	Average rank	Average brand score
1	Cancer	315.3	4	22	35%
2	Children	293.8	8	47	39%
3	Health	283.0	5	33	37%
4	Environmental	279.5	3	23	45%
5	Arts/culture	278.3	14	54	26%
6	Religion	266.3	8	36	33%
7	Animals	250.9	8	48	44%
8	Poverty	239.8	4	40	38%
9	Specific illness	105.3	4	66	26%
10	Elderly	84.2	4	61	33%
11	International	83.9	1	11	39%
12	Housing	82.9	5	67	17%
13	Education	79.1	4	43	16%
14	Voluntary	69.3	2	47	18%
15	Hospitals	67.7	2	52	36%
16	Disaster recovery	67.2	3	56	38%
17	Sight	43.0	1	23	46%
18	Professional	37.0	4	72	14%
19	Ex-forces	29.3	1	29	41%
20	Disability	26.0	3	76	13%
21	General social welfare	24.4	3	81	24%
22	Family planning	24.0	2	59	28%
23	Mental health	22.0	1	36	17%
24	Hearing	13.6	1	54	33%
25	Young adults	13.0	1	56	35%
26	Palliative care	11.9	1	59	27%
27	Human rights	11.1	1	62	47%
28	Scientific research	10.2	1	71	22%
29	Sight/hearing	7.4	1	79	16%



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1. Cancer

Rank	Charity	Brand value	Top 100 rank
1	Cancer Research	209.2	1
2	Macmillan Cancer Support	49.4	19
3	Marie Curie Cancer Care	39.8	25
4	The Institute of Cancer Research	16.9	44

2. Children

Rank	Charity	Brand value	Top 100 rank
1	Barnardo's	94.1	8
2	Save the Children	81.2	12
3	NSPCC	66.6	15
4	UNICEF-UK	17.2	42

3. Health

Rank	Charity	Brand value	Top 100 rank
1	The British Red Cross Society	108.1	5
2	Wellcome Trust	103.7	6
3	St John Ambulance	50.3	18
4	General Medical Council	14.8	49
5	Victim Support	6.1	86

4. Environmental

Rank	Charity	Brand value	Top 100 rank
1	The National Trust	192.4	2
2	English Heritage	73.5	14
3	The Royal Horticultural Society	13.6	53



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5. Arts & Culture

Rank	Charity	Brand value	Top 100 rank
1	The Arts Council England	89.0	9
2	The British Library	30.7	28
3	Tate	23.8	35
4	Royal Opera House Covent Garden	20.1	39
5	Victoria and Albert Museum	17.6	40
6	The British Museum	17.0	43
7	Natural History Museum	16.1	45
8	English National Opera	15.5	46
9	The Royal Shakespeare Company	11.0	63
10	The National Museum of Science and Industry	10.4	68
11	The National Gallery	10.3	70
12	The Royal National Theatre	6.3	85
13	Imperial War Museum	5.6	88

6. Religion

Rank	Charity	Brand value	Top 100 rank
1	The Salvation Army	113.2	4
2	Church Commissioners for England	42.8	24
3	Christian Aid	28.7	30
4	CAFOD	28.6	31
5	The Archbishops' Council	21.6	38
6	Tearfund	11.3	61
7	NCH	10.8	65
8	Islamic Relief	9.2	73



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7. Animals

Rank	Charity	Brand value	Top 100 rank
1	RSPCA	94.3	7
2	RSPB	75.8	13
3	WWF	27.0	33
4	The Guide Dogs for the Blind Association	17.5	41
5	PDSA	14.0	50
6	Dogs Trust	8.8	74
7	Cats' Protection League	7.4	80
8	Battersea Dogs & Cats Home	6.5	83

8. Poverty

Rank	Charity	Brand value	Top 100 rank
1	Oxfam	172.4	3
2	ActionAid	46.6	21
3	CARE International UK	10.5	66
4	World Vision UK	10.3	69

9. Specific illness

Rank	Charity	Brand value	Top 100 rank
1	British Heart Foundation	84.5	10
2	Alzheimer's Society	11.0	64
3	Multiple Sclerosis Society	5.2	91
4	The National Autistic Society	4.7	98

10. Elderly

Rank	Charity	Brand value	Top 100 rank
1	Help the Aged	37.4	26
2	Age Concern England	36.9	27
3	The Eden Trust	5.2	92
4	Orders of St John Care Trust	4.7	99



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8. Notable absences

As with most methodologies certain restrictions exist. One such restriction for the methodology used in valuing these charity brands is that one of the key factors is size of income. If a charity does not have a sizable income then by definition it cannot have a valuable brand – a brand's value is defined as its ability to generate revenue.

The charity sector is different from the commercial sector as the motivation is not profit but the furthering of the charity's objectives. A few charities stand out as not featuring in the top 100 most valuable charity brands in the UK, due largely to their incompatibility with the principles of valuing brands.

Remember A Charity

Remember A Charity does not qualify for inclusion in the list for two main reasons: it is hosted by another charity, The Institute of Fundraising, and therefore does not report its income separately; and, even if it did this would not reflect accurately its considerable financial contribution to the charity market.

Remember A Charity is a consortium of over 140 charities that works to increase legacy income to UK charities. Following a campaign in March to April 2006 prompting charitable legacy giving, its awareness among the key 45+ age group increased to 49%. Importantly, the propensity to leave a gift to charity in wills increased from 22% to 26%. If this 4% difference translated into legacies directly, then Remember a Charity's financial contribution would be nearly £2bn each year. Remember A Charity is clearly a charity with a considerable voice, influence and leverage.

Calculating Remember A Charity's actual financial contribution is nigh on impossible. This is due to the legislation in place restricting information on wills becoming public and because any income that could be attributed to the work of Remember A Charity is given directly to other charities, bypassing Remember A Charity. Its brand, therefore, defies valuation with the traditional methods and so is excluded from the list.

**everyone can leave the
world a better place**
remember a charity in your will



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Greenpeace

Greenpeace is a household name in the UK where it has 221,000 supporters. It is also 100% reliant on donations from its supporters to retain its independence from government, companies or political parties. It is also a high-earning charity with a global turnover of over £150m.

However, as it does not report revenue from the UK separately from its global income, its brand value in the UK can not be isolated. Its inclusion in the list would be invalid as all other brand values are UK specific.

Samaritans

Samaritans enjoys near 100% awareness in the UK and has an impressive heritage. It has an important role and is in competition with few other charities. It has also experienced impressive annual growth of 15% since 2001. However, despite having touched the lives millions of people in the UK and having nearly 18,000 volunteers, Samaritans has been unable to generate income sufficient to warrant inclusion in the top 100. It generated £10.2m in 2006 and its brand was worth £4m – 10% higher than 2005.

Others

Many other charities which are well known and supported in the UK have also failed to make the list. Such brands include Sight Savers International, Diabetes UK, Concern Worldwide, WaterAid, Royal Academy of Arts and Asthma UK. These are all brands which have the potential to compete with the much larger charities but lack the ability to generate income to achieve this goal. They all offer valuable services and contribute to worthy causes but their value is not yet large enough to compete with the top 100. Other charities may not appear in this list because their finances are not publicly available.

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9. The Top 100 (0-35)

Rank 2006 / 2005	Organisation Name	Brand value 2006 £M	Brand value 2005 £M	% change	Income rank	Sector	Brand score 2006	
1	1	Cancer Research	209.2	202.2	3%	3	Cancer	46%
2	2	The National Trust	192.4	196.4	-2%	10	Environmental	60%
3	3	Oxfam	172.4	166.2	4%	9	Poverty	60%
4	16	The Salvation Army	113.2	107.8	5%	13	Religion	58%
5	4	The British Red Cross Society	108.1	111.0	-3%	15	Health	60%
6	5	Wellcome Trust	103.7	108.1	-4%	7	Health	39%
7	7	RSPCA	94.3	93.7	1%	34	Animals	73%
8	6	Barnardo's	94.1	93.7	0%	14	Children	42%
9	8	The Arts Council England	89.0	88.6	0%	4	Arts/culture	19%
10	10	British Heart Foundation	84.5	80.2	5%	17	Specific illness	43%
11	9	The British Council	83.9	88.4	-5%	1	International	39%
12	11	Save the Children	81.2	77.7	5%	21	Children	52%
13	13	RSPB	75.8	69.6	9%	48	Animals	70%
14	12	English Heritage	73.5	76.2	-3%	21	Environmental	43%
15	14	NSPCC	66.6	63.2	5%	26	Children	50%
16	-	Nuffield Hospitals	61.8	-	-	2	Hospitals	17%
17	15	Charities Aid Foundation	61.6	60.1	2%	8	Voluntary	24%
18	17	St John Ambulance	50.3	50.3	0%	46	Health	50%
19	19	Macmillan Cancer Support	49.4	48.7	1%	31	Cancer	33%
20	18	Royal National Lifeboat Institution	48.7	49.1	-1%	24	Disaster recovery	51%
21	22	ActionAid	46.6	46.6	0%	32	Poverty	37%
22	23	The Leonard Cheshire Foundation	45.5	44.8	1%	19	Housing	28%
23	24	RNIB	43.0	43.1	0%	35	Sight	46%
24	22	Church Commissioners for England	42.8	44.9	-5%	25	Religion	38%
25	26	Marie Curie Cancer Care	39.8	39.5	1%	33	Cancer	36%
26	27	Help the Aged	37.4	37.0	1%	44	Elderly	53%
27	-	Age Concern England	36.9	-	-	64	Elderly	48%
28	29	The British Library	30.7	31.7	-3%	22	Arts/culture	29%
29	31	The Royal British Legion	29.3	28.4	3%	51	Ex-forces	41%
30	32	Christian Aid	28.7	27.4	5%	37	Religion	30%
31	30	CAFOD	28.6	28.7	0%	84	Religion	45%
32	33	CITB-ConstructionSkills	27.9	26.8	4%	12	Education	16%
33	-	WWF	27.0	-	-	109	Animals	59%
34	-	CFBT Education Trust	24.3	-	-	18	Education	21%
35	35	Tate	23.8	23.4	2%	49	Arts/culture	39%



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(36-70)

Rank 2006 / 2005	Organisation Name	Brand value 2006 £M	Brand value 2005 £M	% change	Income rank	Sector	Brand score 2006
36	38 Royal Mencap Society	22.0	21.4	2%	16	Mental health	17%
37	36 SHELTER	21.9	21.8	0%	99	Housing	36%
38	37 The Archbishops' Council	21.6	21.7	0%	73	Religion	37%
39	39 Royal Opera House Covent Garden	20.1	19.5	3%	41	Arts/culture	31%
40	43 Victoria and Albert Museum	17.6	16.9	4%	61	Arts/culture	30%
41	41 The Guide Dogs for the Blind Association	17.5	17.1	3%	77	Animals	36%
42	42 UNICEF-UK	17.2	17.1	1%	121	Children	49%
43	40 The British Museum	17.0	17.4	-2%	56	Arts/culture	31%
44	45 The Institute of Cancer Research	16.9	15.8	7%	55	Cancer	25%
45	- Natural History Museum	16.1	15.8	2%	71	Arts/culture	29%
46	44 English National Opera	15.5	16.7	-7%	133	Arts/culture	35%
47	46 Consumers' Association	15.0	15.8	-5%	63	General social welfare	32%
48	49 Scope	14.9	14.3	5%	29	Disability	18%
49	48 General Medical Council	14.8	14.5	2%	50	Health	19%
50	57 PDSA	14.0	11.4	23%	45	Animals	20%
51	- The Royal College of Nursing	14.0	-	-	59	Professional	19%
52	51 City and Guilds of London Institute	13.6	13.4	2%	40	Education	17%
53	- The Royal Horticultural Society	13.6	-	-	111	Environmental	31%
54	52 RNID	13.6	13.2	3%	92	Hearing	33%
55	- Assessment and Qualifications Alliance	13.3	-	-	20	Education	10%
56	54 The Prince's Trust	13.0	12.2	7%	94	Young adults	35%
57	50 International Planned Parenthood Federation	12.7	13.8	-8%	80	Family planning	27%
58	- BBC Children in Need Appeal	12.1	-	-	126	Children	30%
59	55 Sue Ryder Care	11.9	11.4	4%	76	Palliative care	27%
60	56 Marie Stopes International	11.4	11.2	2%	98	Family planning	28%
61	- Tearfund	11.3	-	-	70	Religion	20%
62	57 Amnesty International	11.1	10.7	3%	218	Human rights	47%
63	- The Royal Shakespeare Company	11.0	-	-	115	Arts/culture	29%
64	- Alzheimer's Society	11.0	-	-	134	Specific illness	26%
65	60 NCH	10.8	9.3	17%	13	Religion	6%
66	- CARE International UK	10.5	-	-	101	Poverty	29%
67	- YHA	10.5	-	-	118	Children	32%
68	58 The National Museum of Science and Industry	10.4	10.2	2%	68	Arts/culture	20%
69	- World Vision UK	10.3	-	-	79	Poverty	26%
70	34 The National Gallery	10.3	11.1	-7%	104	Arts/culture	27%

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(71-100)

Rank 2006 / 2005	Organisation Name	Brand value 2006 £M	Brand value 2005 £M	% change	Income rank	Sector	Brand score 2006
71 / 59	Royal Botanic Gardens, Kew	10.2	9.6	6%	107	Scientific research	22%
72 / -	World Emergency Relief	9.7	-	-	123	Disaster recovery	32%
73 / -	Islamic Relief	9.2	-	-	95	Religion	27%
74 / -	Dogs Trust	8.8	-	-	125	Animals	27%
75 / -	Disasters Emergency Committee	8.8	-	-	6	Disaster recovery	32%
76 / 61	UFI Charitable Trust	8.6	8.6	0%	23	Professional	9%
77 / -	WRVS	7.8	-	-	36	Voluntary	12%
78 / -	The College of Law	7.5	-	-	74	Professional	12%
79 / 65	Sense	7.4	6.4	16%	62	Sight/hearing	16%
80 / -	Cats' Protection League	7.4	-	-	159	Animals	21%
81 / 63	Institution of Engineering and Technology	7.0	7.3	-4%	102	Professional	18%
82 / -	ChildLine	6.7	-	-	309	Children	36%
83 / -	Battersea Dogs & Cats Home	6.5	-	-	343	Animals	46%
84 / -	Shaw Trust Limited	6.4	-	-	54	Disability	12%
85 / 64	The Royal National Theatre	6.3	7.1	-12%	88	Arts/culture	16%
86 / -	Victim Support	6.1	-	-	152	Health	16%
87 / -	Great Ormond Street Hospital Children's Charity	5.9	-	-	138	Hospitals	19%
88 / -	Imperial War Museum	5.6	-	-	137	Arts/culture	21%
89 / 78	The Children's Society	5.4	3.0	79%	105	Children	20%
90 / -	Methodist Homes for the Aged	5.4	-	-	78	Housing	13%
91 / -	Multiple Sclerosis Society	5.2	-	-	184	Specific illness	26%
92 / -	The Eden Trust	5.2	-	-	150	Elderly	21%
93 / 66	Peabody Trust	5.1	5.1	0%	30	Housing	6%
94 / 67	Anchor Trust	5.0	5.0	0%	11	Housing	3%
95 / 68	Historic Royal Palaces	4.9	4.8	4%	103	Arts/culture	15%
96 / -	Norwood	4.8	-	-	119	General social welfare	17%
97 / 70	Independent Living (Extension) Fund	4.7	4.5	6%	42	Disability	8%
98 / 71	The National Autistic Society	4.7	4.3	9%	53	Specific illness	9%
99 / -	Orders of St John Care Trust	4.7	-	-	142	Elderly	12%
100 / -	Comic Relief	4.6	-	-	199	General social welfare	24%



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10. Conclusion

As with most research studies of this nature, confusion can arise as to the basis of valuation. The most frequent questions are:

Potential criticisms

1. You can't value a charity's brand.

As charities are not-for-profit organisations a common misconception is that the principle of valuing their brands is flawed. Charities compete in a commercial, competitive environment, not only with other charities but with everything from DVDs to holidays. Also, like any profit-focused organisation they depend on revenue to fund their causes.

As such, they exist and compete in a similar way as commercial brands and consumers respond to them in the same way. Therefore, the same principles of brand valuation can be applied.

2. Why isn't a particular charity included?

There could be a number of reasons. The charity's income may be too small to register in the top 500 which was the sample base. The charity's income may be insufficiently small and as brand value is a reflection of a charity's ability to generate revenue, it would be excluded. The charity may not publish its finances separately in the UK. The charity's brand may face stiff competition and therefore not be valuable enough to warrant inclusion.

3. Why is this charity above this other charity?

The point of ranking charities by their brand value is not so much to gauge which is doing better than another but to appreciate the actual value of these brands. If this is understood then charities will be able to leverage this value to generate more funds to benefit good causes. Also, there is an element of subjectivity in valuing brands which, despite a robust methodology, cannot iron out all possible nuances of brand value. This is especially true when access to internally held information is not accessible.

Understanding that a brand's value is not aligned to its income is an important step in appreciating the power of brands. A brand can punch above its weight, like Battersea Dog & Cats Home, Childline or Amnesty International which are ranked 343, 309 and 218 positions above their ranking by income respectively. Or they can be underperforming like Scope or Sense which are 19 and 17 positions below their income ranking respectively.

Appreciating what generates value for a charity is important for leveraging its value to generate additional income. With a greater competitive and commercial attitude towards their brands, charities will be able to secure their position as some of the UK's most valuable brands while remaining sensitive to stakeholders needs and furthering their objectives.

Intangible Business

Intangible Business is the world's largest independent brand valuation consultancy, specialising in valuing intangible assets, such as brands, for financial, management and litigation purposes.

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