



AlmaReach

Alumni Insights at Scale

Our Team

Guy Semple

Co-Founder



Guy is an Economics graduate of the University of Cambridge who has worked within its Development Offices both during and after his studies. Experiencing the operational realities of alumni relations and fundraising firsthand, he saw how limited, outdated data constrained strategic potential. At the same time, his background in web-based data retrieval, automation, and text analysis positioned him to approach those challenges differently.

Toby Collins

Co-Founder



Toby is a Chemistry Masters student at the University of Cambridge. With a background in data analysis and computational modelling, he leads the development of predictive analytics that are clear and explainable to turn complex alumni data into actionable insights. His work supports smarter engagement strategies and data-led decision-making for our clients, considering not only current information but also future opportunities.

Our Story

Working in Development, we discovered that alumni data, particularly relating to employment, both past and current, was often long out of date or even missing entirely.

Routine tasks were hampered by the need to spend hours manually sorting through out-of-date records. It was frustrating to know that there were many more alumni out there that we couldn't access. In dealing with thousands of alumni, it is impossible to keep track of so many potential leads, however skilled the researcher. Yet without this data, many of our efforts were stifled: we struggled with identifying major gift prospects, finding mentors for students, and even knowing where our alumni were based. A huge number of people who were interesting to us for a range of reasons were flying under the radar.

Today, we work alongside advancement leaders who demand precision, discretion, and measurable strategic value.

Our Mission

We founded AlmaReach to bring the operations of Development Offices in line with modern technology and combat the biggest limiting factor in development: high quality data.

We believe in harnessing cutting-edge tools to empower development teams with the data, analysis, and insights they need to succeed.

Development teams are navigating increasingly complex campaigns, whilst relying on fragmented data enrichment tools and opaque scoring systems. We have built AlmaReach as the solution, providing a comprehensive and transparent alternative for mass data enrichment of entire alumni bases, using a more comprehensive search of data sources than any other tool on the market.

Our clients demands precision, discretion, and measurable strategic value.

Our Process — Data Enrichment

We enrich your alumni records with up-to-date information:



Career Intelligence

- Current Employment
- Industry Classification
- Board Roles & Trusteeships
- Detailed Career History
- Honours & Titles
- Philanthropic Affiliations

Digital Footprint

- Current Location
- Professional Contact Details
- Verified LinkedIn Profiles
- Notable News & Achievements
- Lectures & Publications
- Detailed Career History

Our Process — Data Analysis

We provide additional explained insights into your alumni records:



Giving Indicators

- Estimated Giving Capacity
- Private Company Ownership
- Current & Historic Salary Signals
- Giving Propensity Score
- Engagement Probabilities

Digital Footprint

- Due Diligence Checks
- Career Progression Signals
- Future Leaders Identification
- Mentoring Insights
- Identity Verification

Our Commitment to Data Privacy

We have an unwavering commitment to data privacy and ethics.

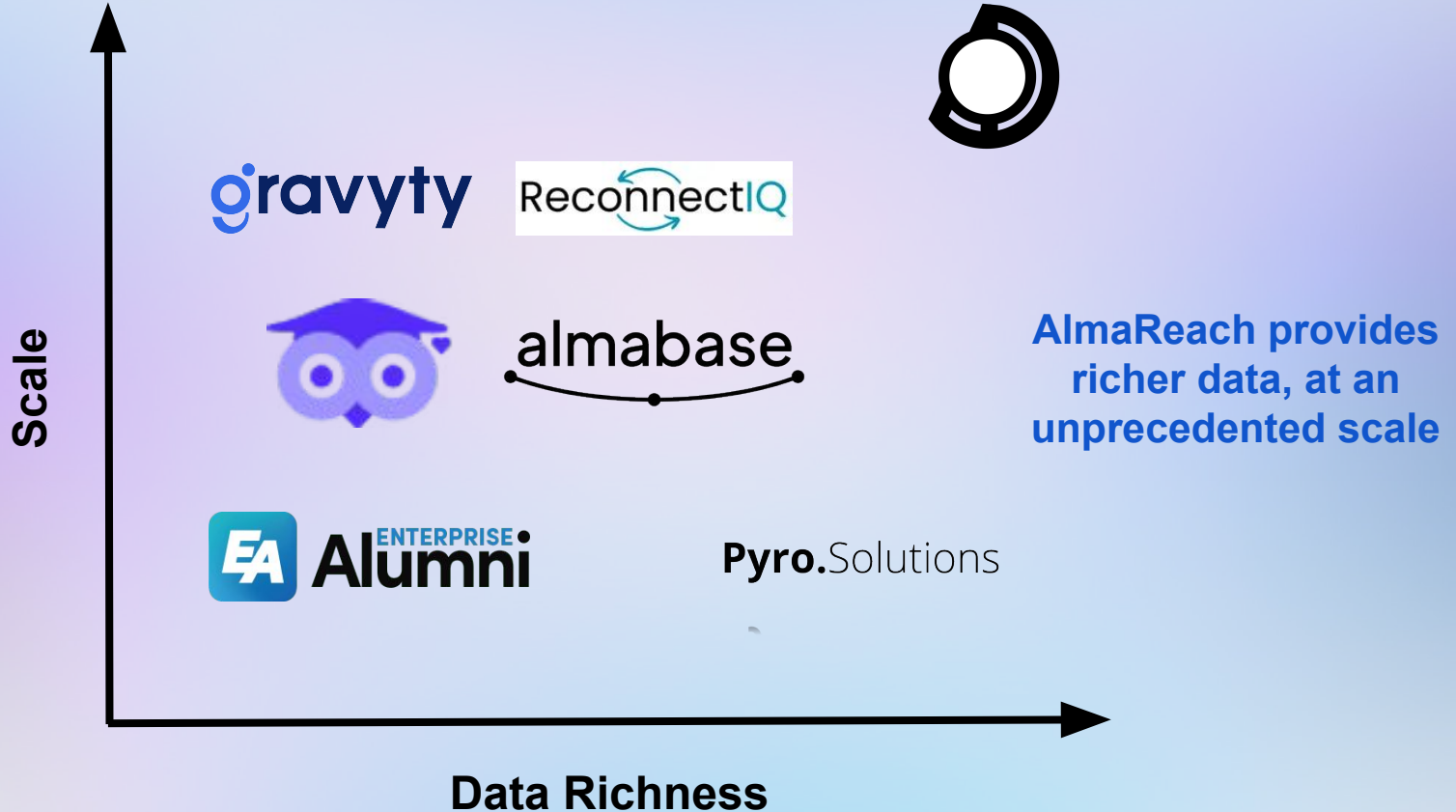
We prioritise:

- GDPR-compliant processing
- Secure encrypted data handling
- Transparent data sourcing
- Opt-out and suppression respect
- Data retention minimisation
- UK-hosted and compliant infrastructure

We are registered with the Information Commissioner's Office and we work collaboratively with your Data Protection Officer.



Our Competitors



Why AlmaReach?

Scale

Unlike manual researchers, we use modern automation tools to provide enriched profiles and insights for many thousands of alumni, ensuring that no stone goes left unturned in the Advancement pipeline.

Transparency

All scoring frameworks and modelling approaches are clearly documented. With no black-box outputs, institutions can interpret exactly what our outputs mean for their fundraising efforts.

Privacy

We recognise that when being entrusted with such personal data, privacy is paramount. We are committed to upholding GDPR best practice, and to relying totally on fully public data sources.

Built for UK Institutions

Unlike other data enrichment services, we are designed specifically for UK institutions. Our tools are built with our clients' needs at their core:

- UK GDPR compliance
- Companies House integration
- Charity Commission data compatibility

Our service is not just generic data enrichment — we understand UK development and alumni relations.

How It Works

1. Alumni Records

Send us your alumni records through a secure, encrypted process.

2. Data Enrichment

We enhance your records with detailed, up-to-date information.

3. Data Analysis

We calculate predictive scoring and analytics with our bespoke models, tailored to your goals.

4. Action

Use our insights to inform your outreach, campaigns, and strategy.

Simple, Scalable Pricing

We believe in simple, scalable pricing without any hidden fees or taxes.

Pricing is based on project scope, data volume, and analytical depth. In addition to our core data enrichment and analytics services, we also offer a range of bespoke services, such as deep-dive research, mentoring allocation, and custom reporting, which are each priced separately.

Enrichment & Analysis from as low as £3 / alumnus

Book a Demo

Book a demo or request a quote on our website or by contacting support@almareach.co.uk

See what your alumni data can do and explore how AlmaReach supports smarter development decisions.

Fundraising, Mentor Schemes, Talks, Major Gifts — All Made Simple