

A cloud-hosted forecasting tool built for fundraising teams, by people who know fundraising data.

The forecasting problem every charity has

Most fundraising forecasts live in fragile spreadsheets. One person built them, three people tweaked them, and nobody really trusts them. Investment cases hinge on retention and attrition assumptions that are buried in formulas you're afraid to touch. Scenario planning means saving another copy and hoping you remember what changed.

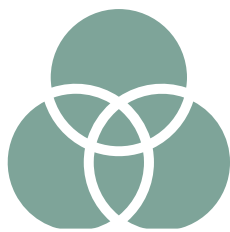
Sequoia Forecast does something different

A secure, cloud-hosted web application. Owned and run by your team, built and maintained by ours. Standardised calculation logic. Protected formulas. Genuine scenario comparison. Built on Microsoft Azure with a fast SQL engine that handles ten-year monthly projections without breaking a sweat.



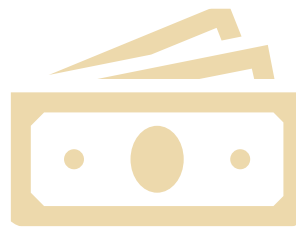
10-year monthly projections

Cohort-level revenue, ROI, breakeven, donor volumes. All calculated server-side. All instant.



Side-by-side scenarios

Create, save, name and compare scenarios. See exactly what a 5% retention lift, or a £200K acquisition cut, does to the bottom line.



Modular by income stream

Start with Regular Giving or Lead Gen today. Add Cash, Legacy, Major Giving or Corporate when you're ready.



Protected logic, owned by you

Calculation rules live in the SQL engine, nobody can break them accidentally. Your team controls the assumptions. We keep the model trustworthy.

Built for fundraising leaders who need to

- **Give boards credible long-term numbers** and explain the assumptions behind them
- **Make investment cases** for acquisition, stewardship or new programmes with real ROI evidence
- **Stress-test the plan** against retention drops, CPA inflation or recruitment caps in minutes, not weeks
- **Move on from the spreadsheet** that only one person fully understands

See it in action.

We'd love to show you a live demo and talk about how it could fit your programme.

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