

WEALTHSCAPES FUNDRAISER RELEASE NOTES

PRODUCT VINTAGE

2023

VALUES AS OF

December 31, 2022

BASE LEVEL GEOGRAPHY

Postal code and
dissemination area

VARIABLES

38 Core, 7 AgeByIncome,
7 LiquidAssets

To view the complete list of
variables please visit:

environicsanalytics.com/variables

WHAT IT IS

WealthScapes Fundraiser is a selection of income, wealth and expenditure variables from WealthScapes and HouseholdSpend used to assess the charitable giving capacity of prospective donors. When the age of the prospect is known, the database can also be used to provide age-specific estimates of household income and liquid assets. With WealthScapes Fundraiser, users can append estimates to prospect lists for screening and predictive modelling.

WealthScapes Fundraiser is also available with two different add-on options, WealthScapes Fundraiser - AgeByIncome and WealthScapes Fundraiser - LiquidAssets. Both options can complement the core product by breaking out either average income or average liquid assets by six age ranges of household maintainers.

HOW IT'S USED



Charities and not-for-profits can use WealthScapes Fundraiser to identify neighborhoods where residents are more likely to donate and have the giving capacity to make significant contributions.



The database can also help identify donors who may have the capacity to donate more money than their current level—allowing organizations move them into higher donation brackets.



WealthScapes Fundraiser can help not-for-profits with their campaign planning and initiatives by giving them a better sense of where their fundraising efforts should be concentrated.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the average net worth of my major gift donors?
- Where can I find high disposable income neighbourhoods with a history of making large charitable donations?
- Which areas make above average donations to religious organizations?