

# WEALTHSCAPES FUNDRAISER RELEASE NOTES

## DATA VINTAGE

2021

## VALUES AS OF

December 31, 2020

## BASE LEVEL GEOGRAPHY

Postal code and  
dissemination area

## VARIABLES

31 Core, 7 AgeByIncome,  
7 LiquidAssets

To view the complete list of  
variables please visit:  
[environicsanalytics.com/variables](https://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.

## WHAT'S NEW

WealthScapes 2021 was completely rebuilt from the ground up to allow a more modular approach to integrating new data sources. The new methodology has also increased stability in our micro estimates and improved the alignment of our product across geographic and demographic dimensions.

A new asset category was created in 2021 for Unlisted Shares. In previous releases of WealthScapes there was no methodological differentiation between listed and unlisted shares. As part of our methodological enhancements, the latest vintage separated the unlisted shares from the other financial investments, thus removing them from the liquid assets total. Our Assets variable is now made up from Liquid Assets, Unlisted Shares and Total Real Estate

The category and variable descriptions were also updated in WealthScapes Fundraiser so that the source of the data is easily identifiable. Income and Gifts of Money and Contributions variables come from our HouseholdSpend while the remaining wealth and expenditure variables come from WealthScapes.

## 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?