

Canada's Wealth Transfer and Ranking Your Donors

Wednesday, March 19th, 2025

ENVIRONICS
ANALYTICS

Today's Presenters



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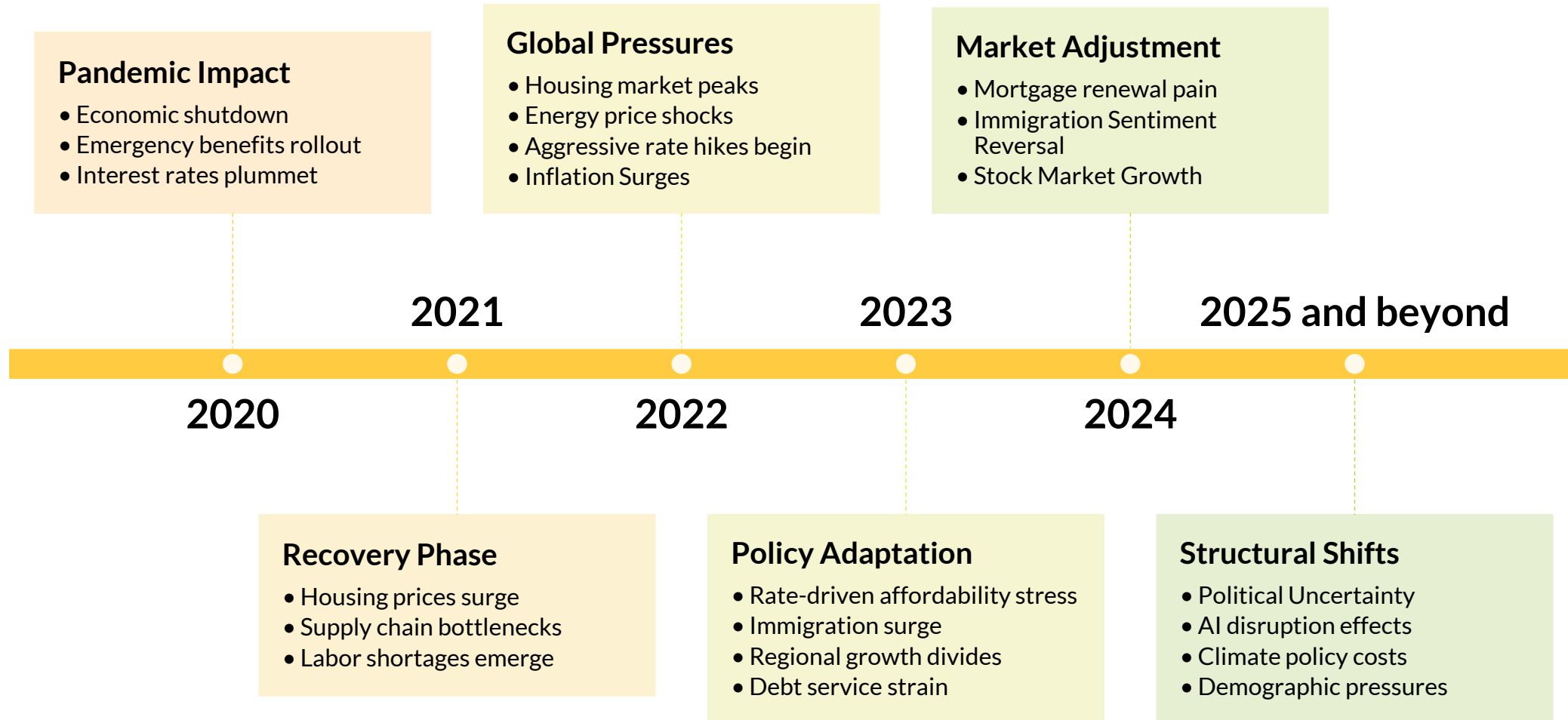
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Economic Landscape in Canada

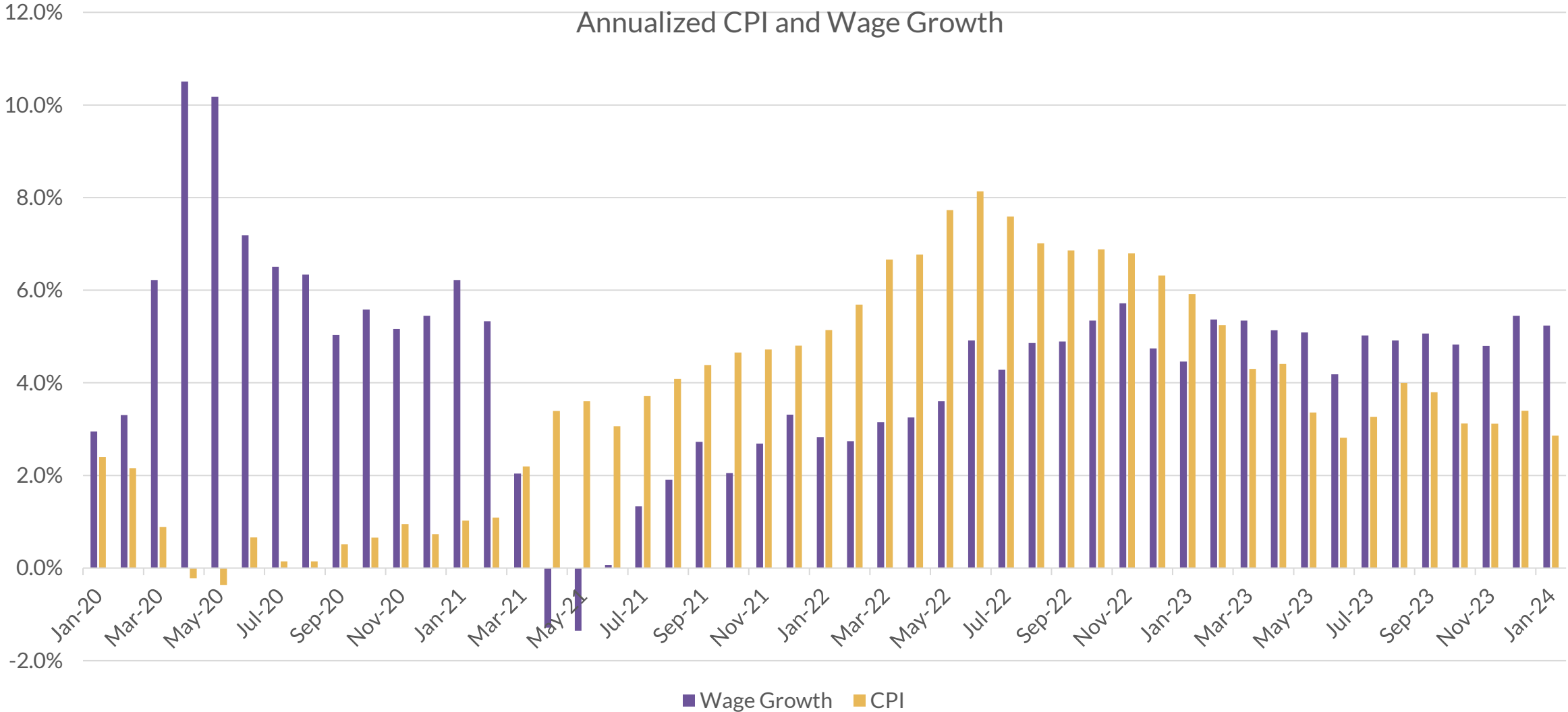
What are the major trends impacting household finances?



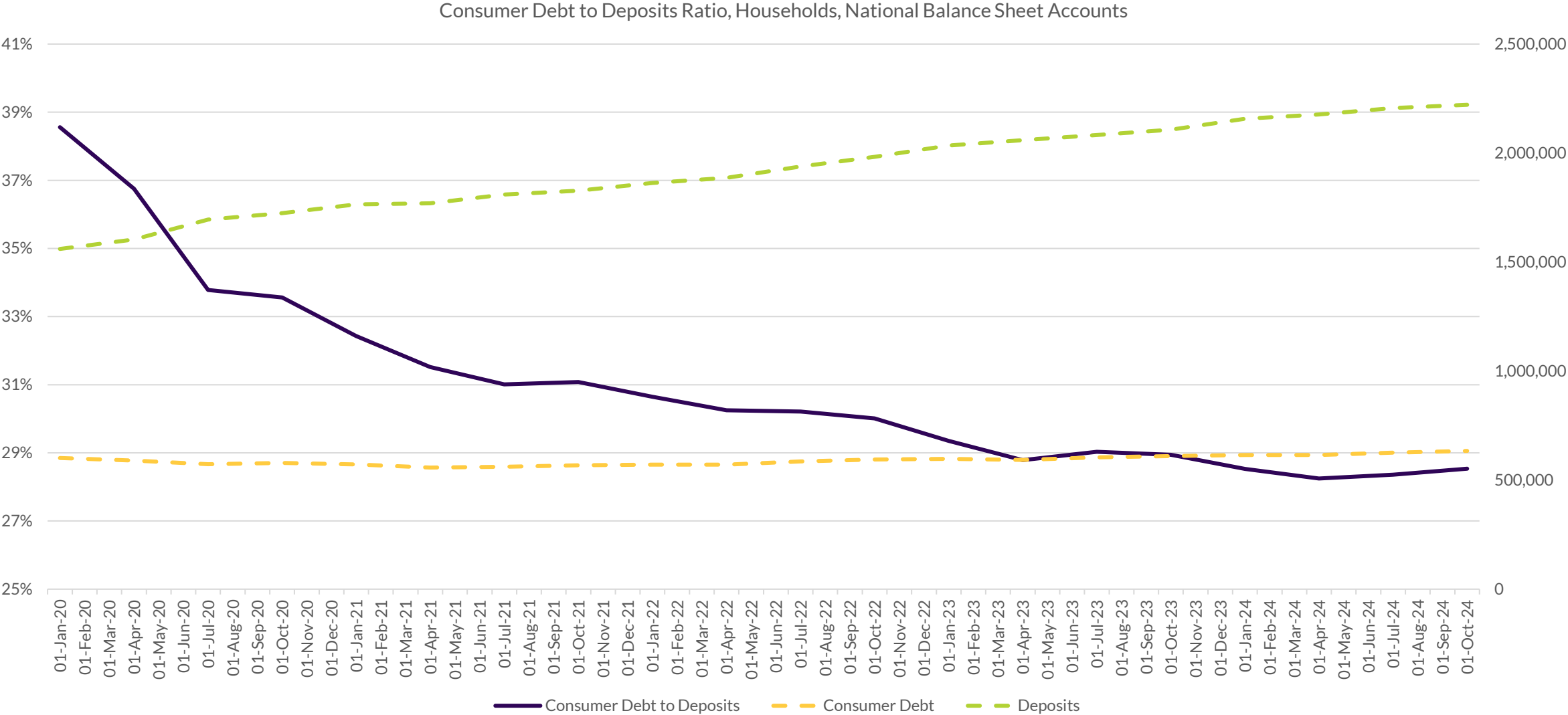
Key Economic Events and Forces



Wage Growth and Inflation

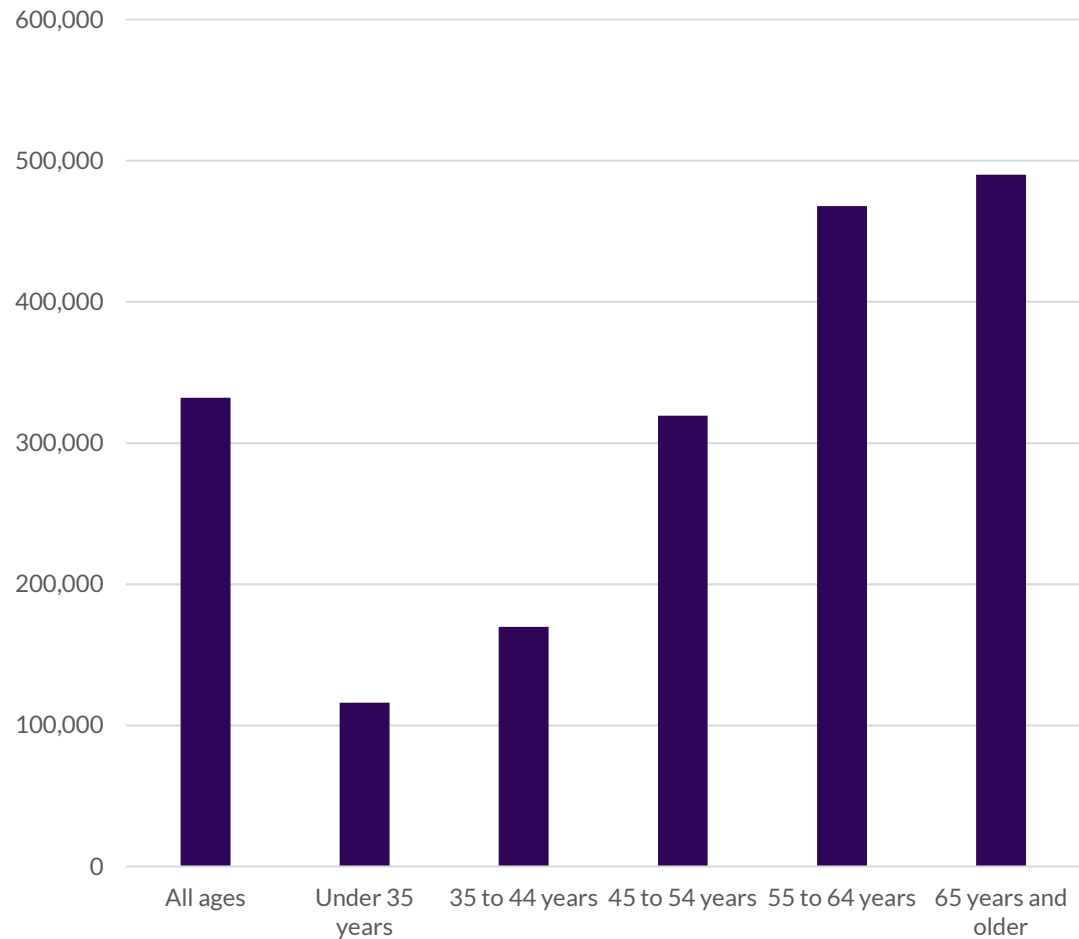


The Best Macroeconomic View For Insights

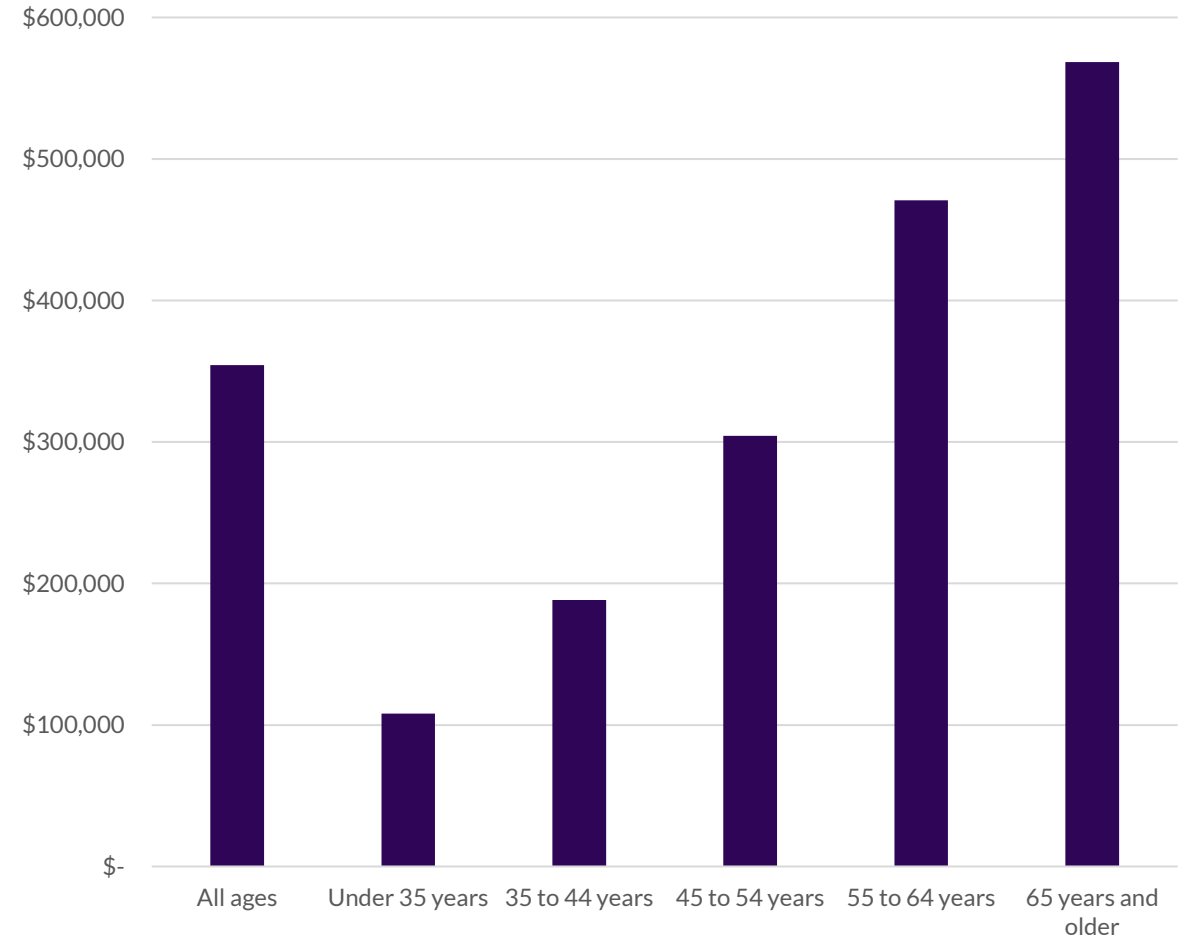


Distribution of Financial and Liquid Assets Across Age Groups

Average Family Financial Assets, Excluding Employer Pensions, SFS

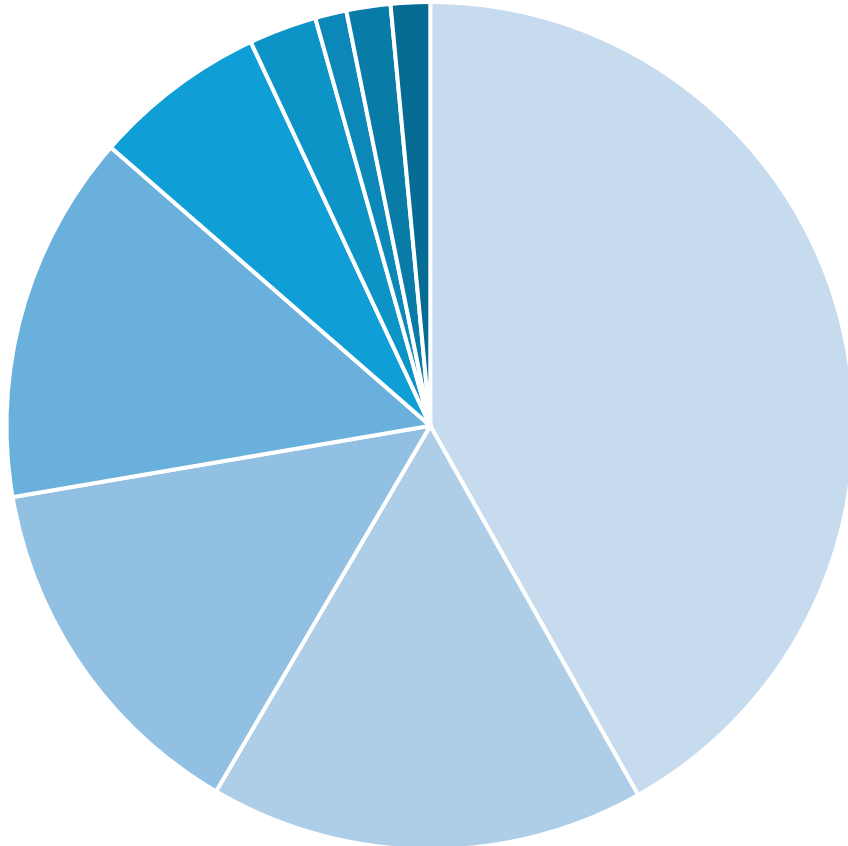


Average Household Liquid Assets By Age, LiquidAssets



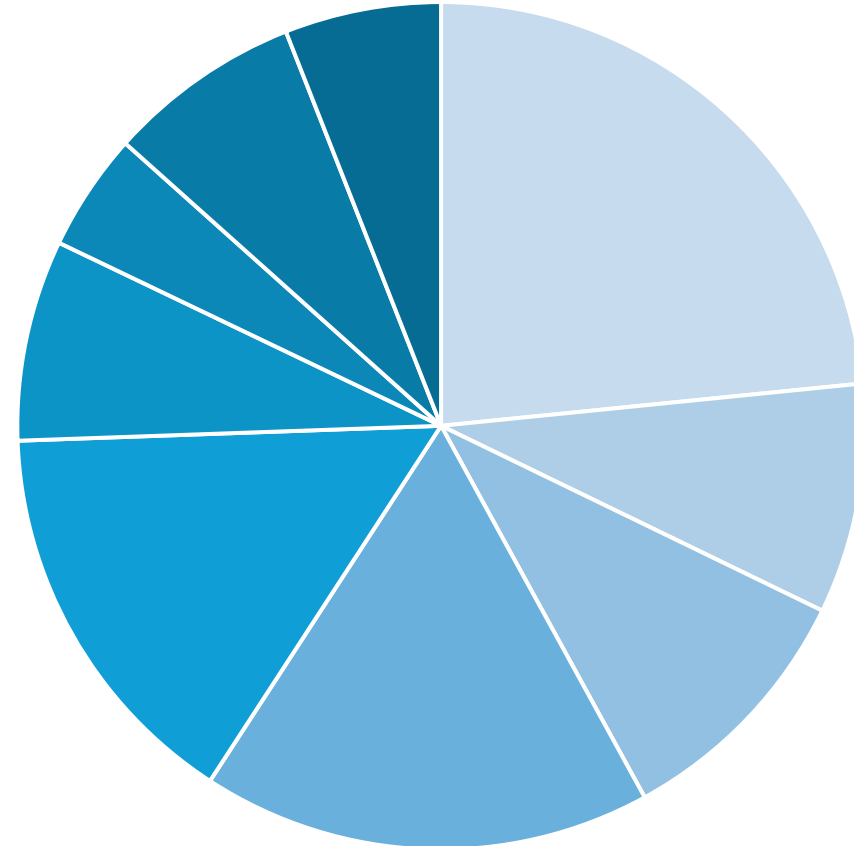
Exploring the distribution of Liquid Assets Within Age Groups

Liquid Assets, Household Age 35 to 45



<20k 20k to 50k 50k to 100k 100k to 250k 250k to 500k
500k to 750k 750k to 1mil 1mil to 2mil >2mil

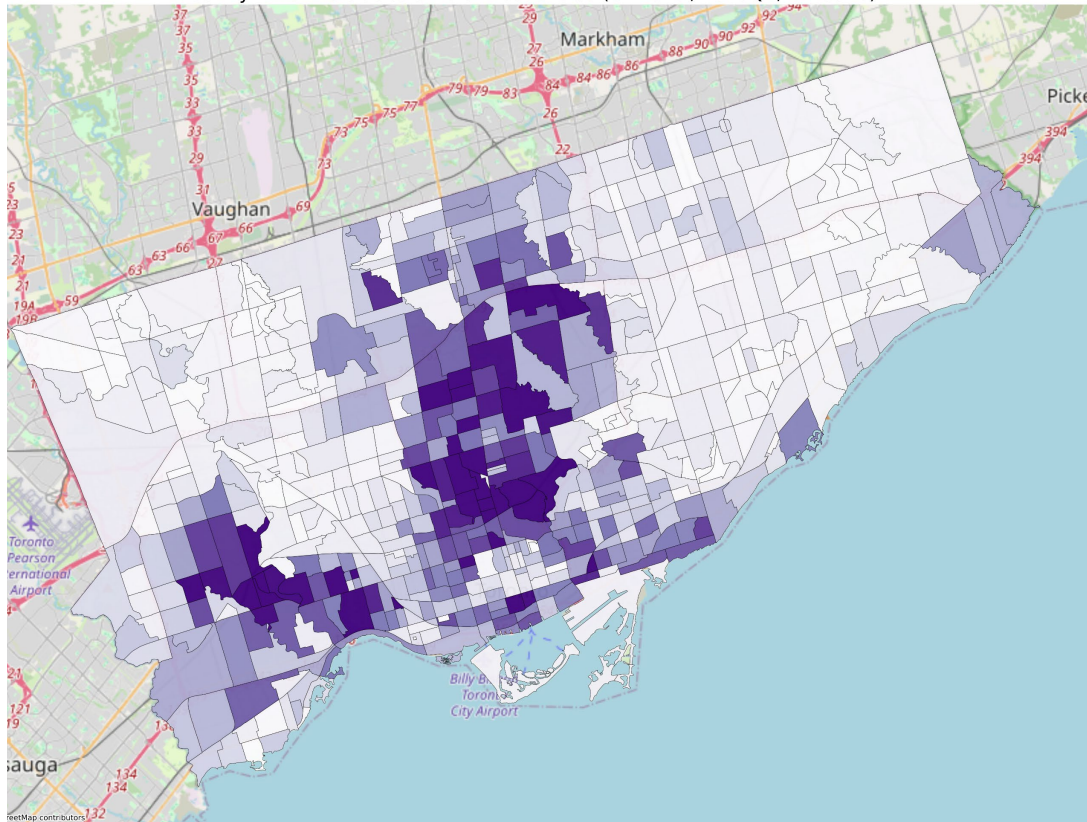
Liquid Assets, Household Age 65 to 75



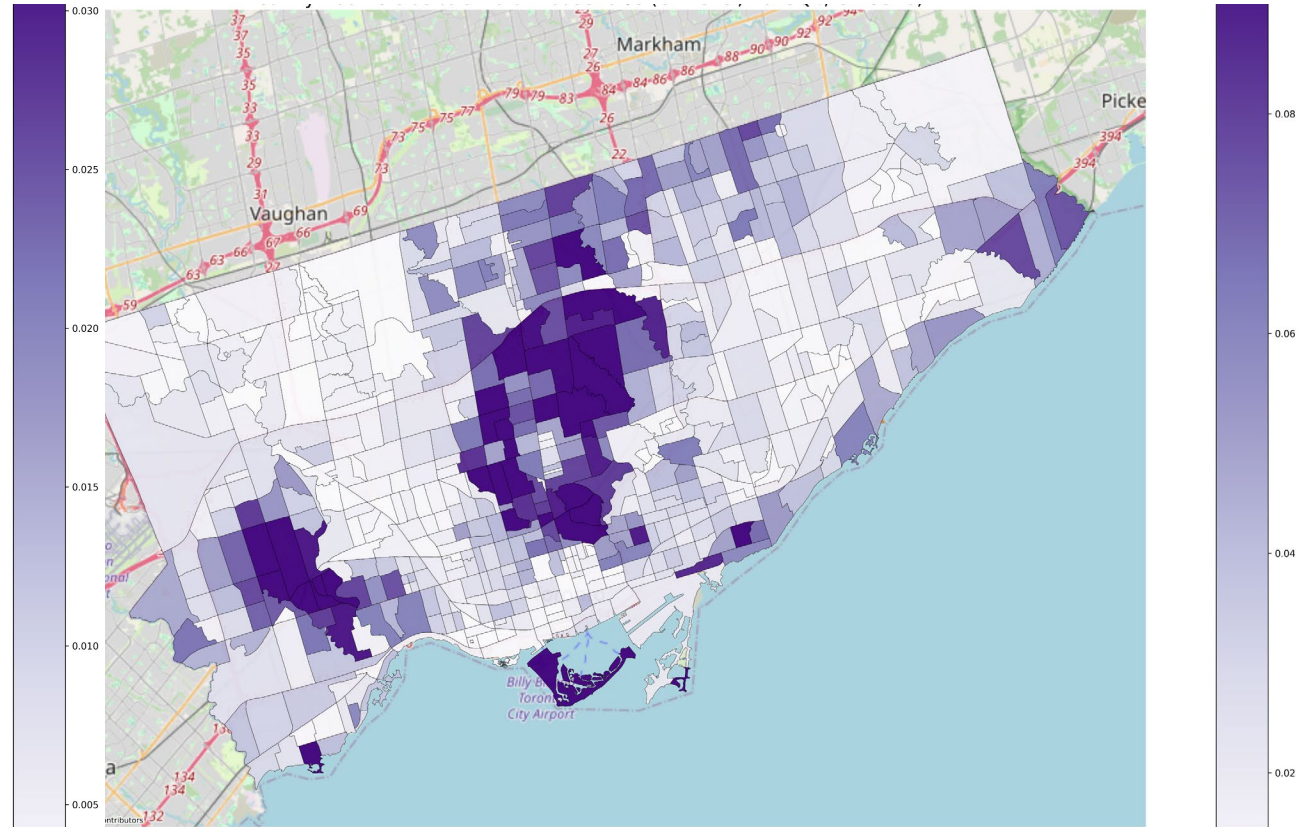
<20k 20k to 50k 50k to 100k 100k to 250k 250k to 500k
500k to 750k 750k to 1mil 1mil to 2mil >2mil

Mapped: Wealthy Boomers vs Wealthy Millenials

Households 35-45 with >750k Liquid Assets

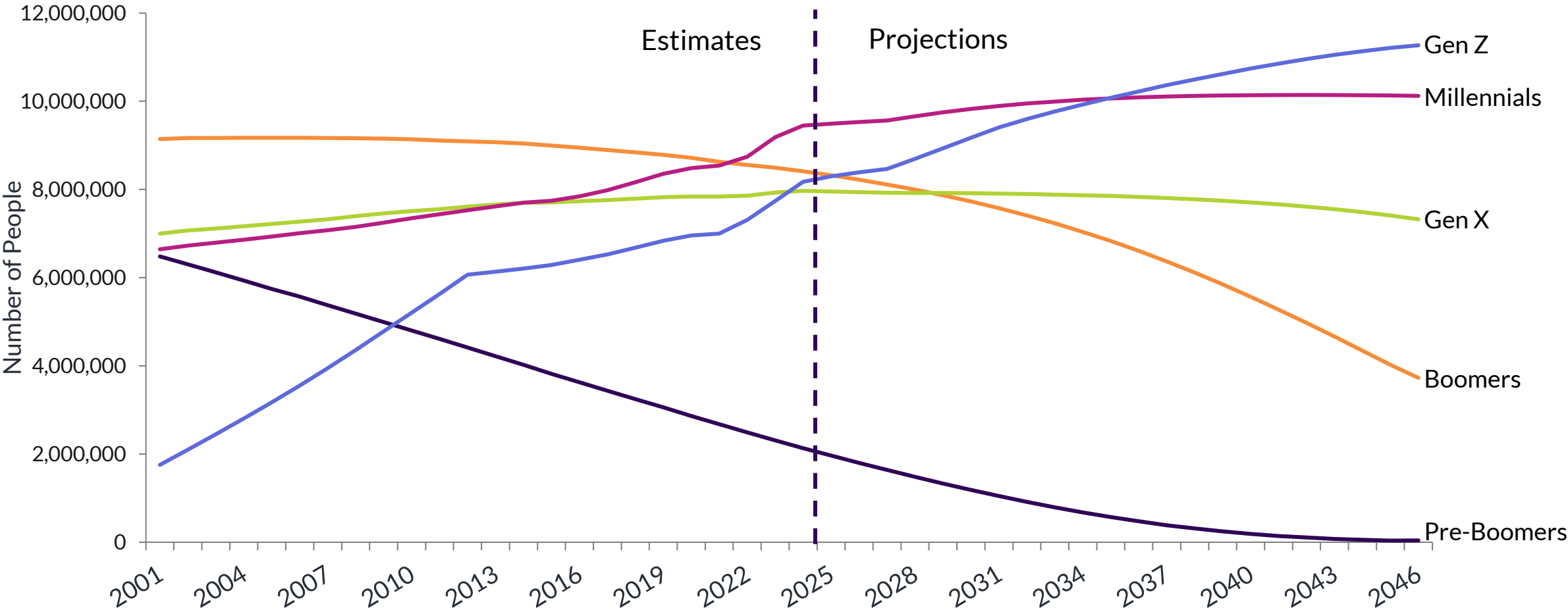


Households 65-75 with >750k Liquid Assets



Millennials are now larger than Boomers and soon Gen Z will also surpass Boomers and later Gen Z will surpass Millennials

Estimated and Projected Population by Generation



Transfer of Wealth in Canada

How do we approach Wealth Transfer



Ability to quantify the inheritance opportunity by number of households and dollars in given year



Incidence and Value Scores to compare markets and donors



Actionable at the 6-digit postal code



Primary source – Survey of Financial Security modeled to the six-digit postal code using our Econometric & Demographic models, Age by Income, Urbanity, Tax filer, PRIZM plus custom data from Statistics Canada

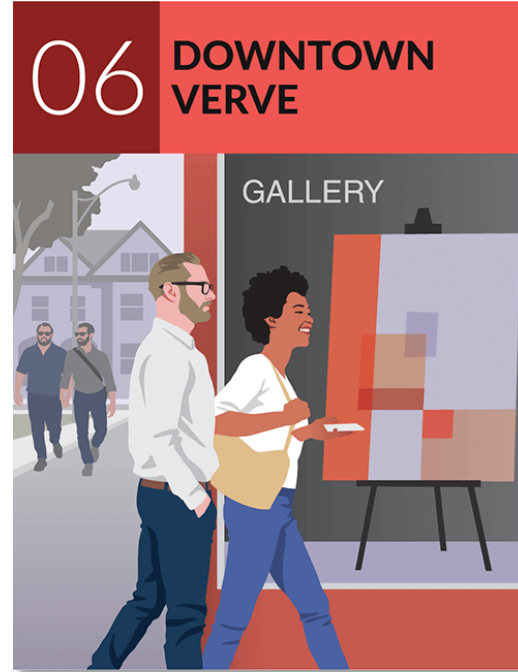


Privacy friendly and exclusive data that integrates with EA's suite of products

Who will receive an inheritance in the coming year?



Receives Inheritance: 119
Amount per Household: \$234,798






Receives Inheritance: 101
Amount per Household: \$251,606

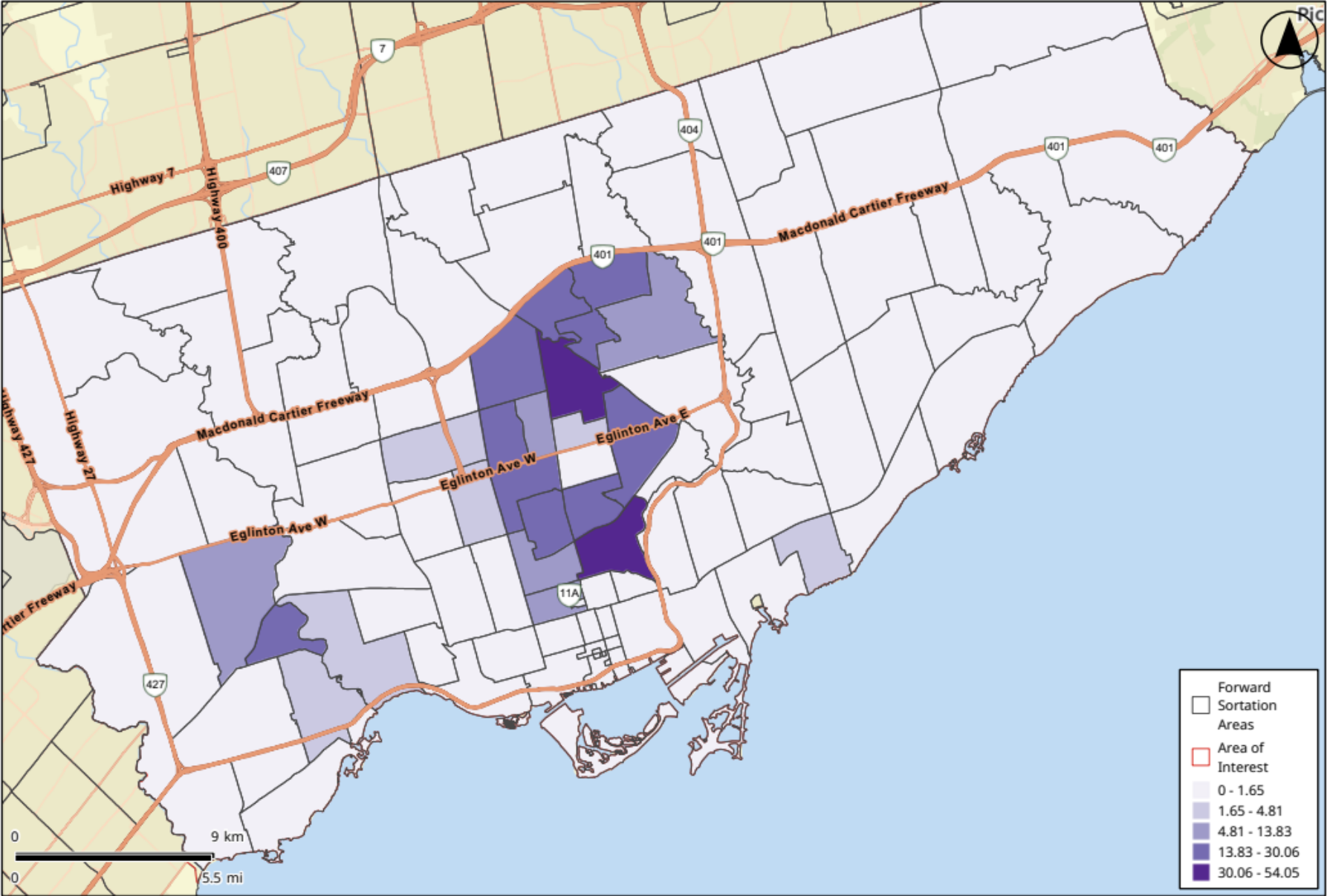


Receives Inheritance: 141
Amount per Household: \$83,971

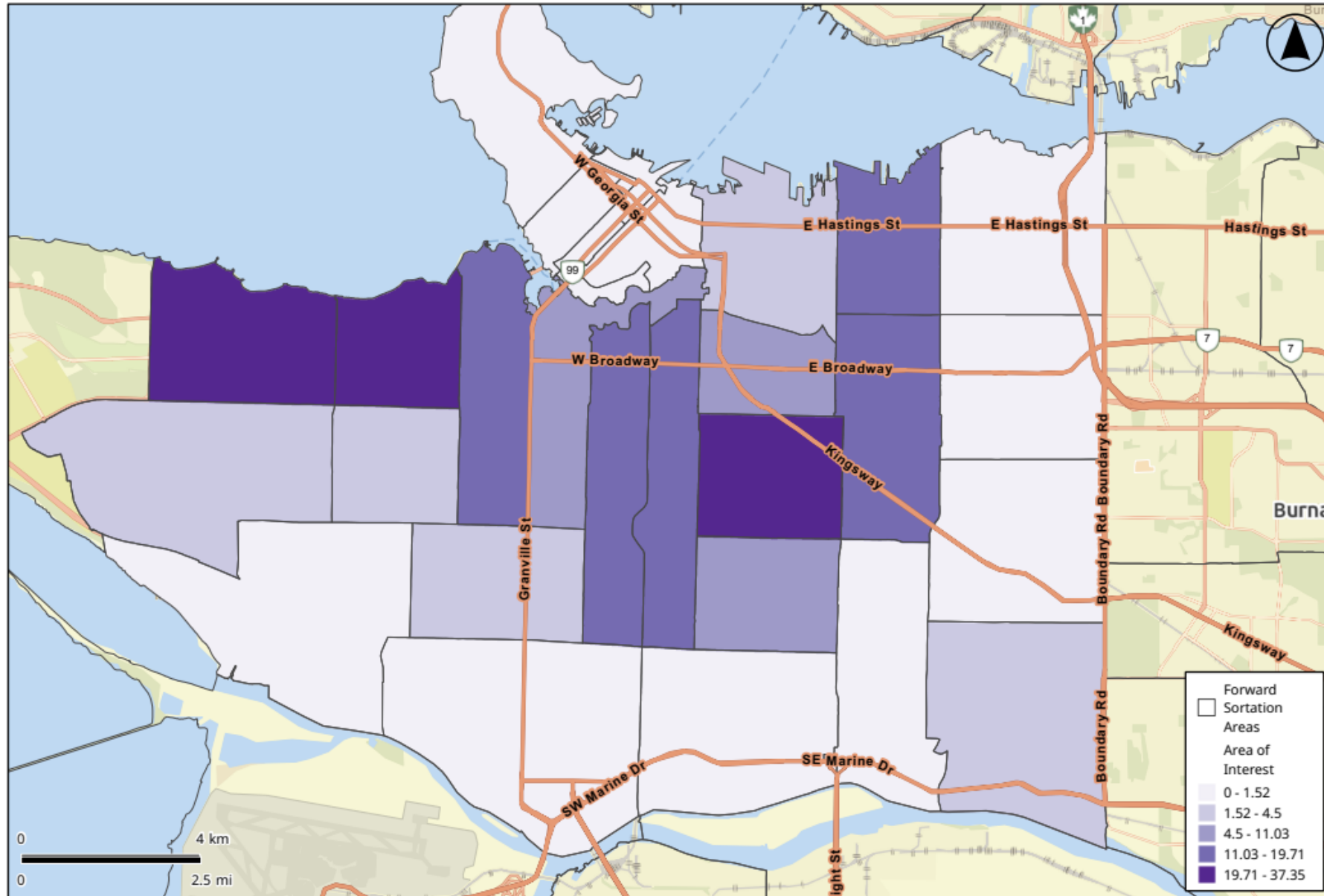
Who are these households?

	The A-List	Downtown Verve	Vie de Rêve
Size in market Total Households	91,711	193,581	169,114
Age of Maintainer	Middle-Aged - Older 45+	Younger - Middle-Aged 25 - 54	Middle-Aged 45-64
Household Size	3+ Persons	1 to 2 Persons	3+ Persons
Total Households with Children at Home Average: 42.5%	49.7%	36.5%	52.5%
Housing Status	 Owners	 Renters	 Owners
Average Household Income Average: \$132.6K	\$575K	\$182K	\$192K
Donation Cause	Religion & Health	Religion & Health	Health & Social Services
Reasons for Giving	Tax Credit, Religious Reasons	Tax Credit, Asked by someone they know	Personally Affected, Asked by someone they know
Total Charitable Contributions Per Household	\$15,062	\$1,858	\$698

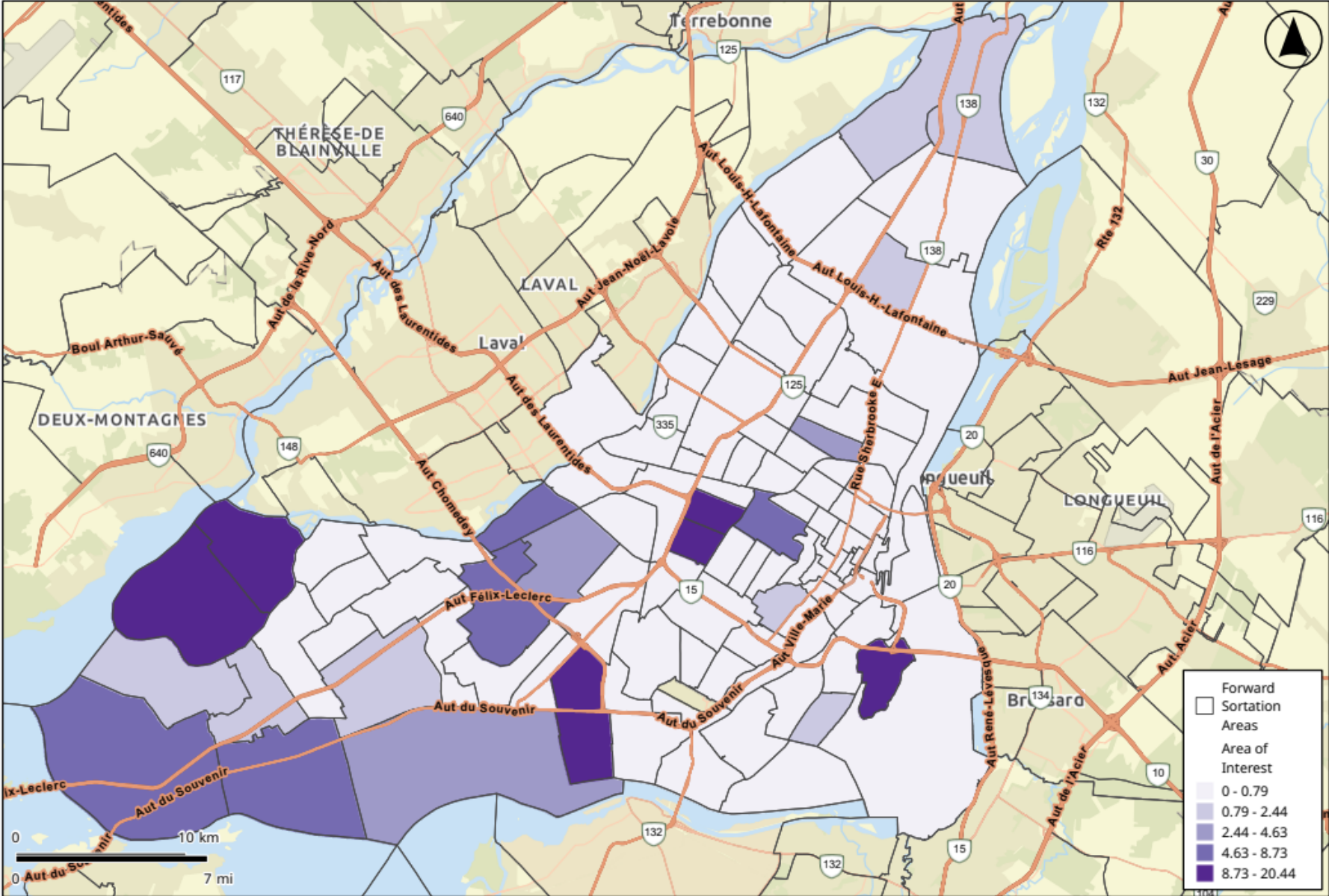
The A-List in Toronto by FSA



Downtown Verve in Vancouver by FSA



Vie de Rêve in Montréal by FSA



Case Study

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Fundraisers want to know...

What does my pipeline look like, and do I need to invest in an acquisition strategy?

What is the capacity of those in my pipeline?

How do I prioritize my pipeline, and help my team focus on the best prospects?

Case Study: Hospital Foundation

Business Challenge:

- Prior to kicking off a new fundraising campaign, there needed to be a clear view of the pipeline
- Following questions needed to be answered:
 - Do we have enough in our pipeline to raise over \$150 million dollars?
 - Programmatically do we have enough in each fundraising area?
 - Do we need to invest, and where? Acquisition? People? Is there a difference in giving by Ethnic groups?
 - How do we layer financial data on top of the data we already have? (Demographics, Behaviours, and Attitudes)

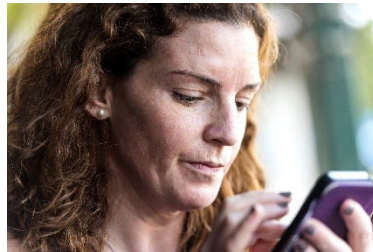
Insights We Already Knew:

Demographics



Understanding key generational differences

Behaviours



Analyze existing patterns in online/offline engagement behaviours and preferences

Attitudes



Identifying motivational drivers that can impact messaging, imagery and call-to-action

Case Study: Results

Overall:

- Identified and ranked top Major Gift and Mid-Level prospects for Development team/officers
- Have subdivided the two fundraising groups into ethnic groupings that specific Development team/officers are responsible for.
- Can be tracked year over year and mapped to overall Fundraising Campaign
- Can adapt the rankings and align to funding area requests

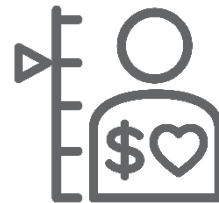
DonorRank Results:

- MG Prospects: 110+ new identified
- Mid-Level Prospects: 300+ new identified

Case Study: Hospital Foundation

Case Study Key Takeaways:

- The pipeline was healthy and didn't require a big acquisition push
- There were lots of mid-level and major gift donor prospects flying under the radar
- The team was focusing on the wrong donor prospects and areas



Capacity Data Meets Donor Data - DonorRank



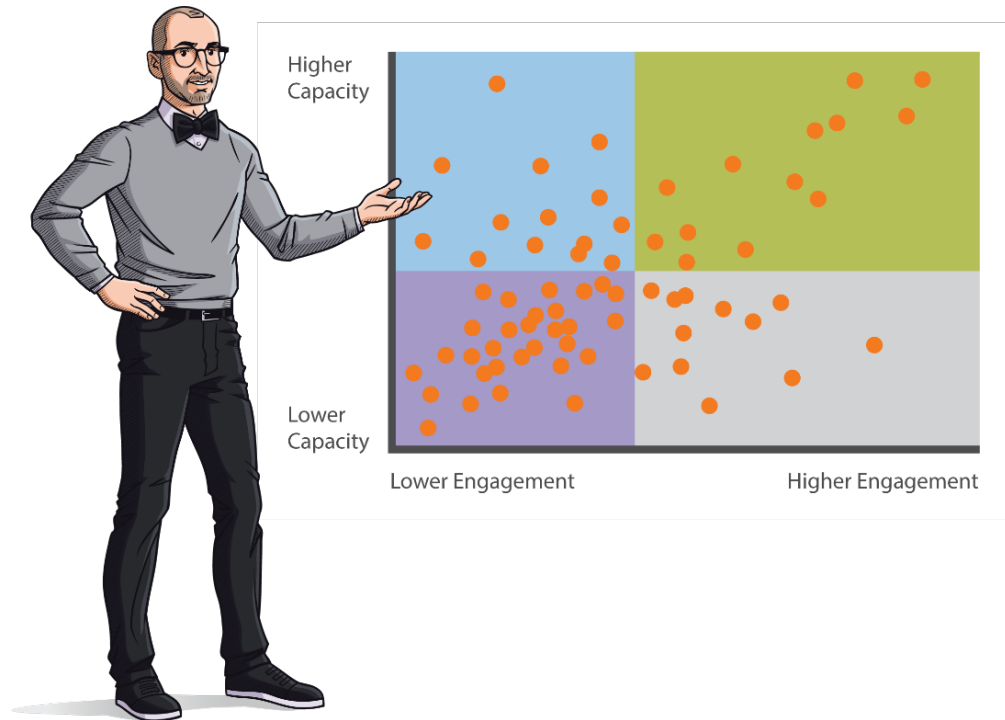
Prospect



Scoring



Capacity



- A custom capacity ranking tool for donors.
- Evaluates affinity, capacity, propensity to give in the market, and shared values of donors.
- Can be customized to identify Major Gift, Mid-Level, Annual Gift, and Planned Giving leads.
- Wealth data can be appended.
- It is an easy-to-use tool in an excel file

DonorRank in Action

SAMPLE Client Data				Donor Ranking Tool For DonorRank, 5 is high For Deciles, 0=Low and 10=High					
Unique ID	Mailing City	Mailing Province	Postal Code	Donor Rank	WealthScapes Fundraiser Decile (Liquid Assets)	Total Donation Decile	Donor Engagement Rank	GivingBack Decile	SocialValues Composite Decile
0034R00003MwZxl	East St Paul	MB	R2E1J1	5	10	10	4	9	8
0034R00003MwZOt	Montreal	QC	H3W 2B3	5	10	10	3	10	8
0034R00003bVOrn	Vancouver	BC	V6R 3G2	5	10	10	3	9	10
0034R00003MwZbm	Toronto	ON	M4V 1X6	4	10	5	1	7	10
0034R00003MwZcV	Ottawa	ON	K2H 8G6	4	10	5	1	8	8
0034R00003MwZvc	Calgary	AB	T2X 2K8	4	10	5	1	8	8
0034R00003wdh3n	Vancouver	BC	V6R 1V2	4	10	6	2	6	7
0034R00003MwZNU	Surrey	BC	V3R 0W6	4	8	9	0	8	10
0034R00003XGIkK	Victoria	BC	V8Y 2X1	3	10	0	0	10	4
0034R00003MwZNE	Ottawa	ON	K2B 6Z8	3	8	6	1	5	6
0034R00003MwZO4	Ottawa	ON	K2M1B6	3	9	3	0	8	5
0034R00003MwZQE	Côte-Des-Neiges—No	QC	H3T 1S6	3	8	6	1	4	8

DonorRank in Action

WeathScapes Fundraiser Append

Total Households	Household Income - Average	Net Worth - Average	Assets - Average	Liquid Assets - Average	Total Investments - Average	Total Real Estate - Average	Total Charitable Contributions - Average	Charitable contributions - Religious organizations - Average	Charitable contributions - Other organizations - Average
29	\$ 378,673	\$ 1,980,098.85	\$ 2,338,210.40	\$ 1,026,659.85	\$ 691,221.96	\$ 976,620.42	\$ 6,446.18	\$ 1,710.77	\$ 4,735.42
12	\$ 381,976	\$ 4,411,654.12	\$ 4,826,066.13	\$ 2,704,601.84	\$ 1,876,215.59	\$ 1,506,826.49	\$ 6,125.43	\$ 1,235.31	\$ 4,890.12
7	\$ 247,310	\$ 2,514,041.06	\$ 2,867,512.38	\$ 958,623.32	\$ 628,955.50	\$ 1,702,510.31	\$ 4,856.74	\$ 1,329.46	\$ 3,527.29
42	\$ 362,718	\$ 2,943,656.37	\$ 3,325,564.49	\$ 1,369,786.22	\$ 897,921.40	\$ 1,616,643.37	\$ 9,763.41	\$ 2,287.42	\$ 7,475.98
4	\$ 509,872	\$ 3,660,179.50	\$ 3,925,789.20	\$ 2,007,654.07	\$ 1,339,452.90	\$ 1,424,640.67	\$ 5,822.82	\$ 1,205.76	\$ 4,617.06
32	\$ 373,683	\$ 4,988,217.96	\$ 5,371,372.37	\$ 3,549,074.45	\$ 2,358,045.70	\$ 1,006,885.37	\$ 6,175.39	\$ 1,345.56	\$ 4,829.83
18	\$ 483,150	\$ 5,612,987.61	\$ 6,014,346.26	\$ 1,979,509.84	\$ 1,349,618.75	\$ 3,479,515.00	\$ 29,565.08	\$ 5,380.49	\$ 24,184.58
20	\$ 133,137	\$ 1,471,385.32	\$ 1,876,218.22	\$ 519,374.64	\$ 343,041.70	\$ 1,258,074.30	\$ 1,364.36	\$ 737.31	\$ 627.05
15	\$ 100,543	\$ 2,091,692.92	\$ 2,344,657.16	\$ 1,092,456.32	\$ 717,478.25	\$ 1,064,569.11	\$ 1,135.47	\$ 260.95	\$ 874.52
7	\$ 94,178	\$ 1,103,841.81	\$ 1,231,071.76	\$ 507,863.23	\$ 342,954.97	\$ 640,674.96	\$ 1,401.70	\$ 343.76	\$ 1,057.94
16	\$ 157,216	\$ 1,108,945.89	\$ 1,298,007.38	\$ 571,628.02	\$ 369,931.74	\$ 706,096.14	\$ 1,374.66	\$ 477.12	\$ 897.54
23	\$ 142,008	\$ 722,708.57	\$ 884,189.66	\$ 447,959.69	\$ 295,391.53	\$ 346,402.70	\$ 1,827.12	\$ 629.58	\$ 1,197.54
69	\$ 229,468	\$ 2,557,387.72	\$ 2,778,131.24	\$ 1,385,866.05	\$ 876,998.01	\$ 1,078,550.01	\$ 2,333.63	\$ 427.15	\$ 1,906.48
164	\$ 179,341	\$ 879,610.45	\$ 1,116,264.31	\$ 437,718.70	\$ 241,769.56	\$ 545,262.93	\$ 1,285.31	\$ 201.20	\$ 1,084.11

Key Webinar Takeaways

- Most of the country's wealth resides in the older Canadians.
- Millennials are currently the largest population within Canada, and Boomers will continue to decline in the coming years.
- Transfer of wealth is happening before and after people pass.
- Who is likely to receive that wealth, and how much wealth is being transferred, can be shown by segment and region.
- Donor prospects continue to fly under the radar within organizations.

Thank You

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