Growing the Environmental Philanthropy Pie

Findings from Environics research commissioned by EFC

Presenter: Steve Joneslee (né Lee)

ENVIRONMENT FUNDERS CANADA

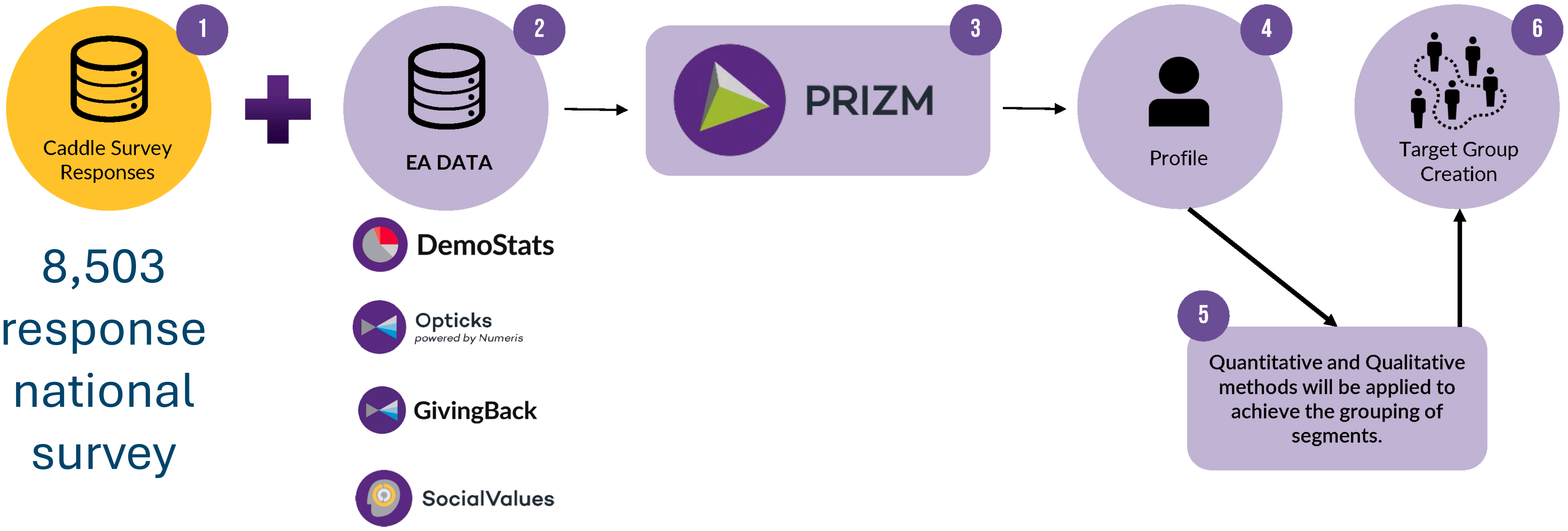
Agenda

- Why EFC commissioned this research
- Methodology
- Headline findings: barriers & motivators
- Three priority donor segments
- Key insights & opportunities
- Phase 2 qualitative work
- Discussion & Q & A

How do we convert environmental concern & anxiety into **NEW** sources of philanthropic support for environmental work?

Methodology

EA conducted a thorough review of the Caddle survey data to identify the "**Key Drivers**" and "**Descriptors**" for segmentation.



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ENVIRONICS ANALYTICS

Segmentation Inputs Summary

Caddle Survey Respondents

Key Drivers

- **Region** profiles:
  - Ontario
  - Quebec
  - British Columbia
  - Canadian Prairies
  - Atlantic Canada
- **Gender** profiles:
  - Female
  - Male
- **Age** Profile:
  - Young (<35)
  - Middle-Aged (35 to 64)
  - Older (65+)
- **Environmental Concerns** profiles:
  - Highly concerned
  - Somewhat concerned
  - Not concerned
- **Intentions for Giving** profiles:
  - Likely
  - Not likely
- **Commitment to Personal Action** profiles:
  - Likely
  - Not likely

Descriptors

- **Charitable Giving** profile:
  - Increased
  - Remained about the same
  - Decreased or not donated in last 12 months
- **Barriers to Donate** profiles:
  - I am not as concerned about this issues these days as I am about others
  - Lack of confidence / trust in environmental organizations
  - Lack of giving options
  - Lack of understanding of the causes of climate change and potential solutions
  - Unaware of environmental organizations to donate to
  - Was not asked to donate
  - Other
- **Ways to Increase Donations** profiles:
  - Make a stronger case for why I should care about the issues they work on to begin with
  - Other
  - Provide more educational opportunities to learn about environmental solutions where they have expertise
  - Provide more transparent updates about the impact of their work
  - Provide other ways for me to take action beyond donating such as participating in their advocacy efforts or volunteer efforts
  - Do a better job of reaching me to make the donation request

Segmentation Inputs Summary (1/2)

Population Urbanity	• Urban, Suburban, Town and Rural Neighbourhoods	PRIZM

Market Demographics	• Lifestage
	  • Age of Household Maintainer
	  • % of Households with Children at Home
	• Average Household Income
	• Household Size
	• Occupations: White-Collar, Sales & Service, Blue-Collar, Primary
	• Diversity
	  • Visible Minorities
	  • Non-Official Language Speak at Home
		DemoStats

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ENVIRONICS ANALYTICS

Segmentation Inputs Summary (2/2)

Donation or Environment related variables

- Primacy of Environmental Protection

SocialValues

- Formal volunteering - Protection of the environment – Yes
- Formal volunteering [Pst Yr] - Yes
- Amount of donations [Pst Yr] - Arts And Culture
- Amount of donations [Pst Yr] - Education And Research
- Amount of donations [Pst Yr] - Universities And Colleges
- Amount of donations [Pst Yr] - Health
- Amount of donations [Pst Yr] - Hospitals
- Amount of donations [Pst Yr] - Social Services
- Amount of donations [Pst Yr] - Environment
- Amount of donations [Pst Yr] - Development And Housing
- Amount of donations [Pst Yr] - Law, Advocacy
- Amount of donations [Pst Yr] - Grant-Making, Fundraising
- Amount of donations [Pst Yr] - International Organizations
- Amount of donations [Pst Yr] - Religion
- Amount of donations [Pst Yr] - Not Elsewhere Classified

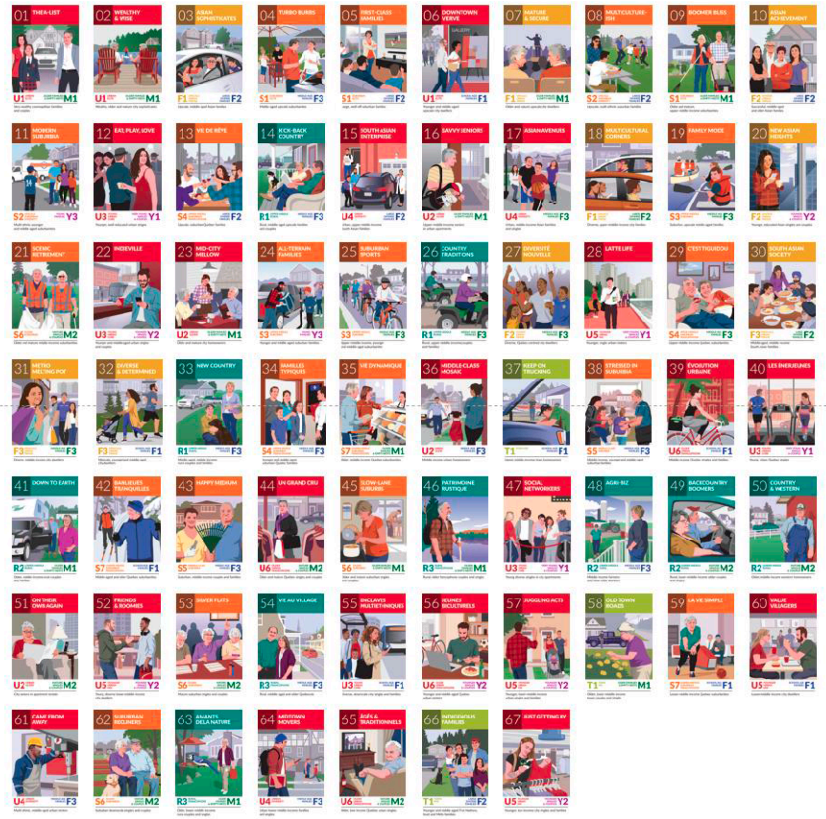
GivingBack

- It's important to buy products from socially-responsible/environmentally-friendly companies - Agree

Opticks powered by Numeris

Methodology – PRIZM Overview

The PRIZM segmentation system classifies Canada's neighbourhoods at a postal code-level into actionable, lifestyle segments.



PRIZM

Look up your segment!
https://prizm.environicsanalytics.com/

PRIZM Captures:

Aging population

Increased cultural diversity

More urban lifestyles; Emerging urban fringe

Emergence of Millennial lifestyles

Evolving household types

M4W 3H1 Uniqueness of each 6-digit postal code

- Best in class methodologies and multiple recent data sources combine for a granular view that confirms the big picture from the ground up
- Assigns neighborhoods to a lifestyle segment at a postal code level based on demographics, psychographics, and other behaviors

07 Mature & Secure

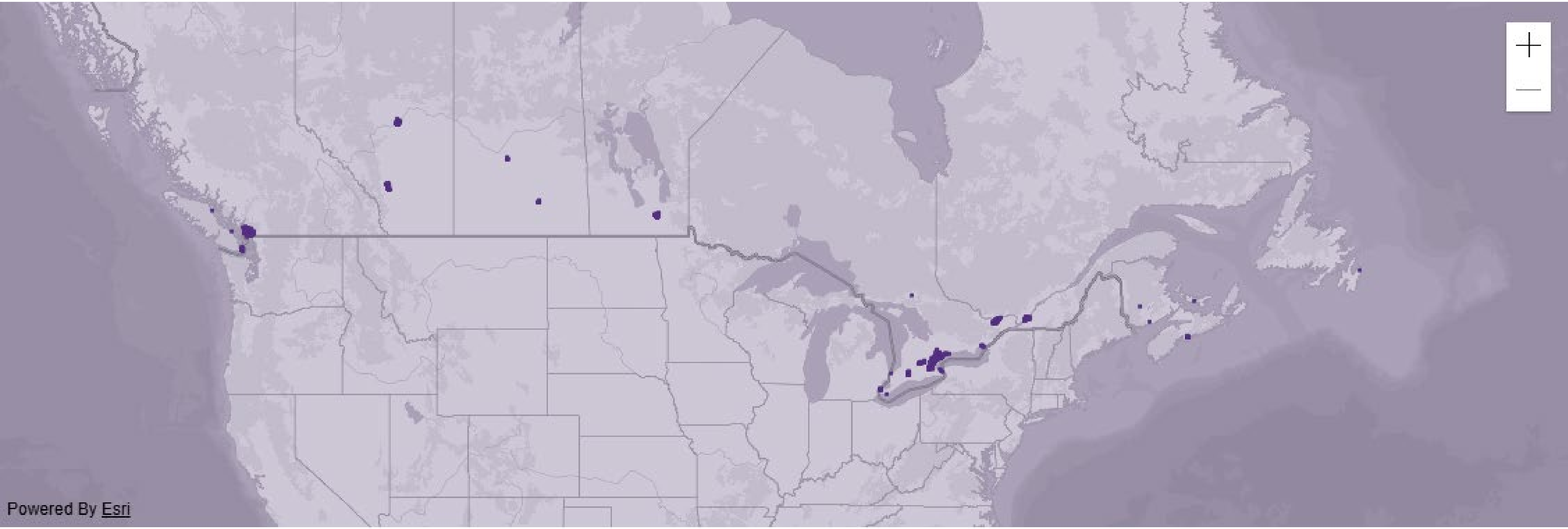
Older, successful, urban fringe families and couples

This segment represents *1.85% of Canada's population* and *1.6% of households.*

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE

Mature & Secure consists of affluent, educated older couples and families, primarily located in the urban fringe neighbourhoods of major Canadian cities. Many individuals are over 55, often enjoying successful careers in management and reporting substantial household incomes. This segment values health, wellness, and cultural engagement, frequently participating in fitness activities and attending arts events. The ideals of social responsibility and legacy resonate, reflecting a lifestyle focused on purposeful living, personal growth, and meaningful involvement.

AVERAGE HOUSEHOLD INCOME	AVERAGE HOUSEHOLD NET WORTH	TENURE
$197,408	$2,154,011	Own
EDUCATION	**OCCUPATION**	**DIVERSITY**
University	White Collar / Service Sector	Medium
URBANITY	**FAMILY LIFE**	**HOME TYPE**
Urban Fringe	Families / Couples	Single Detached


Powered By Esri

07 Mature & Secure

Older, successful, urban fringe families and couples

This segment represents *1.85% of Canada's population* and *1.6% of households.*

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE

“My religious beliefs are very important to me”

“I consider myself to be a member of a religious faith”

“I have my favourite brand and I normally stick to it”

07 Mature & Secure

Older, successful, urban fringe families and couples

This segment represents *1.85% of Canada's population* and *1.6% of households.*

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE

Leisure Activities
Ballet / opera / symphony

Shopping
Computer software

Media
TV

Digital
Restaurant guides

Financial
RRIF

Green Living
Use alternative energy

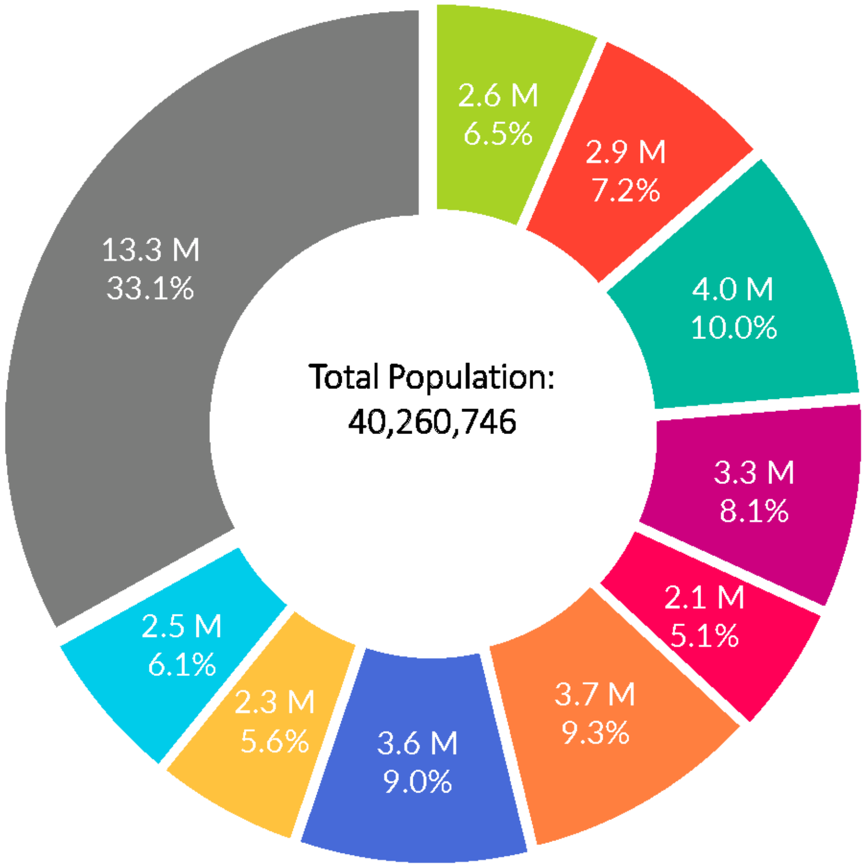
Restaurants
Steakhouse

Projected EV Purchase
Premium EV

Automotive
Tesla

Introduction to Groups – Market Size

Proportion of Groups



Group 1 (PRIZM: 39, 40, 44, 56, 59, 65)
Total Population: 2.6M (6.5%)
Total Caddle Data Records: 471 (5.6%)

Group 2 (PRIZM: 13, 27, 29, 54)
Total Population: 2.9M (7.2%)
Total Caddle Data Records: 674 (8.1%)

Group 3 (PRIZM: 08, 11, 15, 31)
Total Population: 4.0M (10.0%)
Total Caddle Data Records: 931 (11.2%)

Group 4 (PRIZM: 12, 20, 28, 32, 47, 52)
Total Population: 3.3M (8.1%)
Total Caddle Data Records: 627 (7.5%)

Group 5 (PRIZM: 17, 36, 61, 64)
Total Population: 2.1M (5.1%)
Total Caddle Data Records: 421 (5.0%)

Group 6 (PRIZM: 01, 02, 04, 05, 06, 07, 09)
Total Population: 3.7M (9.3%)
Total Caddle Data Records: 782 (9.4%)

Group 7 (PRIZM: 21, 41, 49, 50, 58)
Total Population: 3.6M (9.0%)
Total Caddle Data Records: 610 (7.3%)

Group 8 (PRIZM: 16, 23, 51)
Total Population: 2.3M (5.6%)
Total Caddle Data Records: 535 (6.4%)

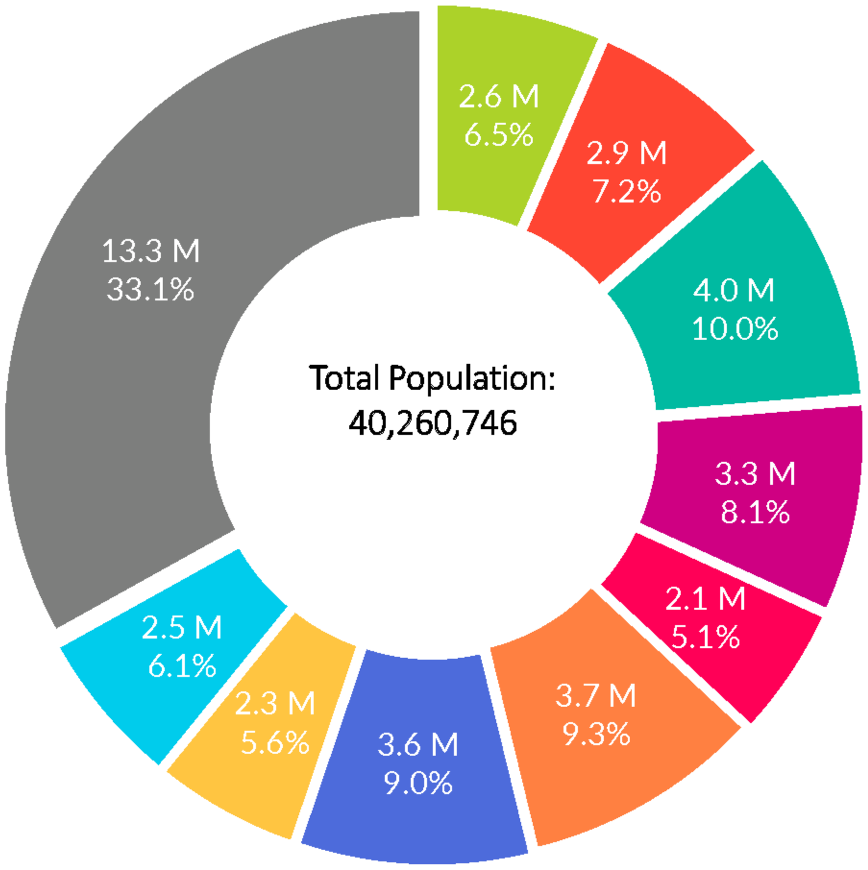
Group 9 (PRIZM: 22, 45, 57, 67)
Total Population: 2.5M (6.1%)
Total Caddle Data Records: 479 (5.7%)

Non-Target (PRIZM: 03, 10, 14, 18, 19, 24, 25, 26, 30, 33, 34, 35, 37, 38, 42, 43, 46, 48, 53, 55, 60, 62, 63, 66)
Total Population: 13.3M (33.1%)
Total Caddle Data Records: 2,819 (33.8%)

Index Legend
80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

9 Lifestyle Segments



1. Eco-Concerned Québec Millennials
2. Francophone Middle-aged Eco-Stewards
3. High-Income Multicultural Guardians (ON & Prairies)
4. Urban Millennial Climate Advocates (ON & BC)
5. Parents with Modest Means (BC & Prairies)
6. Impact-Seeking yet Skeptical Elites
7. Legacy-Minded Volunteer Boomers (BC & Atlantic)
8. Reliable Empty-Nest Monthly Donors
9. Young Urban Cash-tight Volunteers

Demographic Summary (1/2)

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8	Group 9
Size in market % of Total Population	6.5%	7.2%	10.0%	8.1%	5.1%	9.3%	9.0%	5.6%	6.1%
Age of Maintainer Higher Index Value	< 35	55 - 64	35 - 54	< 35	25 - 54	55+	65+	65+	< 35
Household Size Higher Index Value	1 - 2 Persons	3 - 4 Persons	3+ Persons	1 - 2 Persons	3+ Persons	3+ Persons	1 - 2 Persons	1 - 2 Persons	1 - 2 Persons
Household with Children at Home Avg.: 38.6%	25.1%	41.6%	59.7%	24.5%	45.7%	46.8%	32.1%	34.2%	32.8%
Average Household Income Average: $122K	$86K	$130K	$146K	$102K	$96K	$221K	$104K	$119K	$96K

Index Legend

80 or less	81-109	110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Demographic Summary (2/2)

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8	Group 9
Total Immigrants Avg.: 25.6%	17.9%	13.4%	51.4%	40.6%	45.9%	27.2%	9.0%	28.5%	19.3%
Racialized Community Avg.: 28.5%	19.2%	12.9%	67.5%	50.7%	58.1%	24.4%	4.2%	26.1%	20.6%
Non-official Language Speakers Avg.: 13.1%	7.2%	5.7%	29.5%	22.8%	25.6%	10.6%	2.4%	12.2%	8.9%
Education Higher Index Value	College Certificate	College Certificate	University	University	High School or less	University	College or less	University	High School or less
Occupation Higher Index Value	White-collar/ Sales Services	White-collar	White-collar	White-collar	Sales Services	White-collar	Blue-collar / Primary	White-collar	Sales Services

Index Legend
80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Province and Gender

	Total Population		Total Caddle Data Records		Province					Gender	
					Ontario	Quebec	British Columbia	Canadian Prairies	Atlantic Canada	Female	Male
	Count	*% Comp*	*Total: 8,349*		*Avg.: 40.6%*	*Avg.: 22.9%*	*Avg.: 13.2%*	*Avg.: 16.7%*	*Avg.: 6.7%*	*Avg.: 50.9%*	*Avg.: 49.1%*
Group 1	2.6M	6.5%	471	5.6%							
Group 2	2.9M	7.2%	674	8.1%							
Group 3	4.0M	10.0%	931	11.2%							
Group 4	3.3M	8.1%	627	7.5%							
Group 5	2.1M	5.1%	421	5.0%							
Group 6	3.7M	9.3%	782	9.4%							
Group 7	3.6M	9.0%	610	7.3%							
Group 8	2.3M	5.6%	535	6.4%							
Group 9	2.5M	6.1%	479	5.7%							

Index Legend

80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Variables related to Environmental Concerns and Causes

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	Total Population		Total Caddle Data Records		ENV Concerns and Future Outlook			Charitable Giving to ENV Causes			Intend to Give to ENV Causes	
					Highly Concerned	Somewhat concerned	Not concerned	Increased	Remained about the same	Decreased or not donated in last 12 months	Likely	Not likely
	Count	% Comp	Total: 8,349		Avg.: 51.1%	Avg.: 31.7%	Avg.: 17.1%	Avg.: 20.2%	Avg.: 36.8%	Avg.: 43.0%	Avg.: 46.4%	Avg.: 53.6%
Group 1	2.6M	6.5%	471	5.6%	110 or more	81-109	80 or less	110 or more	110 or more	80 or less	110 or more	80 or less
Group 2	2.9M	7.2%	674	8.1%	110 or more	81-109	80 or less	110 or more	81-109	81-109	110 or more	81-109
Group 3	4.0M	10.0%	931	11.2%	81-109	81-109	81-109	110 or more	81-109	81-109	110 or more	81-109
Group 4	3.3M	8.1%	627	7.5%	110 or more	80 or less	81-109	110 or more	81-109	81-109	110 or more	81-109
Group 5	2.1M	5.1%	421	5.0%	81-109	110 or more	80 or less	110 or more	81-109	81-109	110 or more	81-109
Group 6	3.7M	9.3%	782	9.4%	81-109	81-109	81-109	80 or less	110 or more	81-109	81-109	81-109
Group 7	3.6M	9.0%	610	7.3%	81-109	81-109	110 or more	80 or less	110 or more	81-109	81-109	110 or more
Group 8	2.3M	5.6%	535	6.4%	81-109	110 or more	81-109	80 or less	110 or more	81-109	81-109	81-109
Group 9	2.5M	6.1%	479	5.7%	81-109	81-109	81-109	81-109	81-109	81-109	81-109	81-109

Index Legend
80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

ENVIRONICS ANALYTICS

Formal Volunteering and Donations to Organizations

	GivingBack								
	Formal volunteering [Pst Yr]		Amount of donations [Pst Yr]						
	General - Yes	Protection of the environment - Yes	Environment	Arts And Culture	Sports And Recreation	Education And Research	Universities And Colleges	Health	Hospitals
	Avg.: 41.0%	*Avg.: 5.6%*	*$131*	*$131*	*$86*	*$83*	*$460*	*$117*	*$124*
Group 1	80 or less	80 or less	80 or less	110 or more	110 or more	80 or less	80 or less	80 or less	80 or less
Group 2	81-109	80 or less	81-109	80 or less	80 or less	80 or less	80 or less	80 or less	80 or less
Group 3	81-109	81-109	81-109	80 or less	81-109	80 or less	80 or less	81-109	81-109
Group 4	81-109	110 or more	81-109	81-109	81-109	81-109	80 or less	110 or more	110 or more
Group 5	81-109	81-109	110 or more	80 or less	81-109	81-109	80 or less	81-109	110 or more
Group 6	110 or more	110 or more	110 or more	110 or more	110 or more	81-109	110 or more	110 or more	110 or more
Group 7	110 or more	110 or more	80 or less	81-109	80 or less	110 or more	110 or more	81-109	81-109
Group 8	81-109	110 or more	110 or more	110 or more	110 or more	81-109	110 or more	110 or more	110 or more
Group 9	81-109	110 or more	81-109	81-109	81-109	81-109	81-109	110 or more	110 or more

Index Legend
80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Donations to Organizations

	GivingBack						
	Amount of donations [Pst Yr]						
	Social Services	Development And Housing	Law, Advocacy	Grant-Making, Fundraising	International Organizations	Religion	Not Elsewhere Classified
	$115	*$147*	*$177*	*$213*	*$300*	*$688*	*$85*
Group 1	80 or less	80 or less	80 or less	80 or less	81-109	80 or less	80 or less
Group 2	80 or less	80 or less	80 or less	80 or less	80 or less	80 or less	80 or less
Group 3	110 or more	110 or more	110 or more	110 or more	81-109	81-109	80 or less
Group 4	110 or more	80 or less	110 or more	81-109	110 or more	110 or more	110 or more
Group 5	110 or more	80 or less	110 or more	110 or more	81-109	81-109	81-109
Group 6	110 or more	110 or more	81-109	110 or more	110 or more	110 or more	110 or more
Group 7	80 or less	81-109	81-109	110 or more	81-109	81-109	80 or less
Group 8	110 or more	110 or more	110 or more	81-109	110 or more	110 or more	110 or more
Group 9	81-109	81-109	81-109	80 or less	81-109	110 or more	110 or more

Index Legend
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Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Behavioural and Psychographic Highlights

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Index Legend
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Commitment to Personal Action and Barriers to Donate

*Based on total responses rather than respondents.

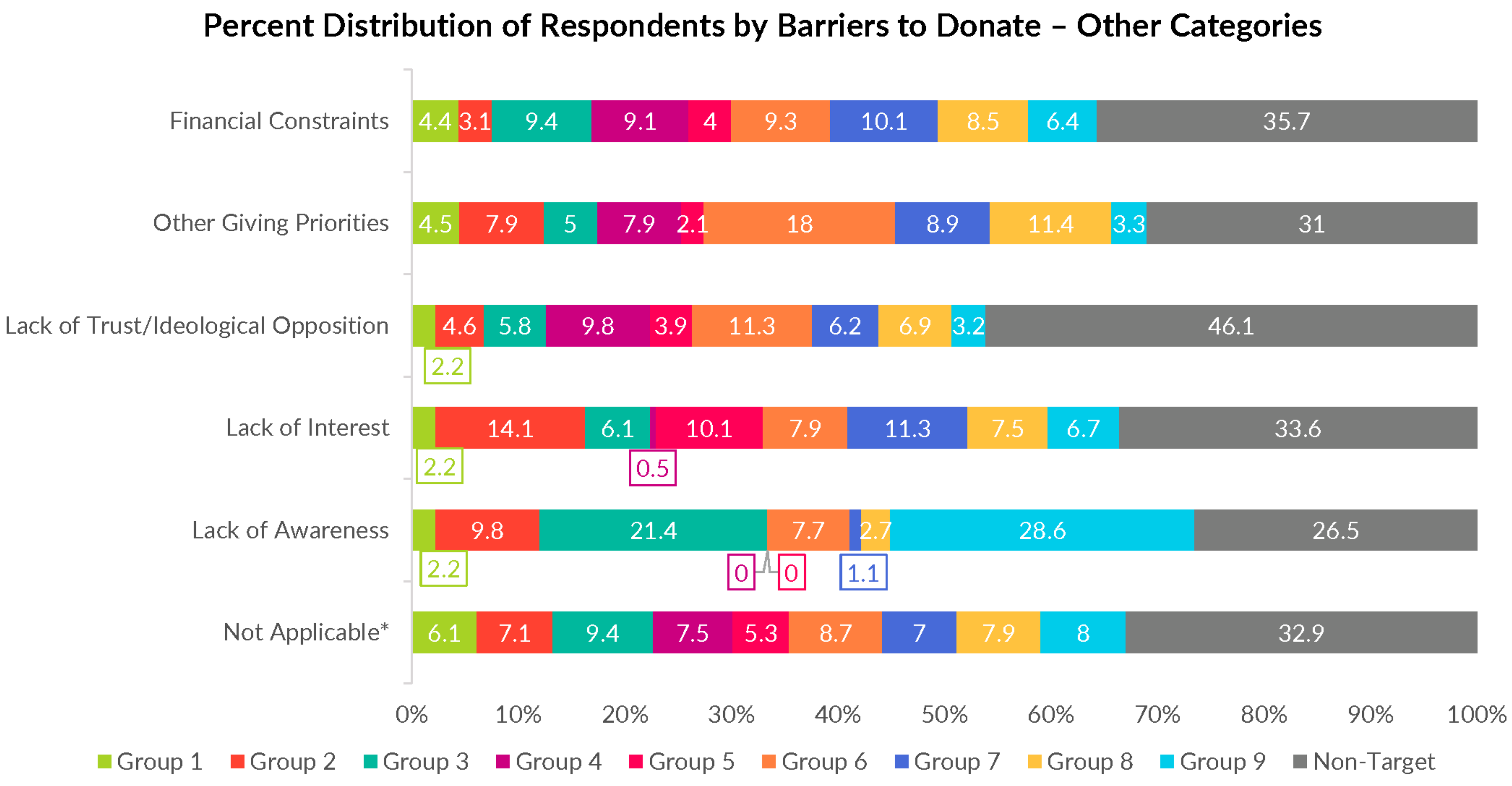
	Total Population		Total Caddle Data Records		Commitment to Personal Action for ENV Causes		Barriers to Donate*						
					Likely	Not Likely	Other	Lack of confidence or trust in environmental organizations	I am not as concerned about this issues these days as I am about others	Was not asked to donate	Unaware of environmental organizations to donate to	Lack of giving options	Lack of understanding of the causes of climate change and potential solutions
	Count	*% Comp*	*Total: 8,349*		*Avg.: 71.8%*	*Avg.: 28.2%*	*Avg.: 30.7%*	*Avg.: 28.3%*	*Avg.: 17.3%*	*Avg.: 17.1%*	*Avg.: 16.5%*	*Avg.: 13.4%*	*Avg.: 12.1%*
Group 1	2.6M	6.5%	471	5.6%	110 or more	80 or less	81-109	110 or more	80 or less	81-109	81-109	81-109	110 or more
Group 2	2.9M	7.2%	674	8.1%	110 or more	80 or less	80 or less	81-109	80 or less	110 or more	110 or more	110 or more	81-109
Group 3	4.0M	10.0%	931	11.2%	81-109	81-109	80 or less	81-109	81-109	81-109	110 or more	110 or more	110 or more
Group 4	3.3M	8.1%	627	7.5%	81-109	81-109	81-109	81-109	110 or more	81-109	81-109	81-109	110 or more
Group 5	2.1M	5.1%	421	5.0%	81-109	81-109	81-109	81-109	110 or more	80 or less	110 or more	81-109	110 or more
Group 6	3.7M	9.3%	782	9.4%	81-109	81-109	81-109	110 or more	81-109	81-109	81-109	81-109	81-109
Group 7	3.6M	9.0%	610	7.3%	81-109	81-109	110 or more	81-109	110 or more	110 or more	81-109	80 or less	80 or less
Group 8	2.3M	5.6%	535	6.4%	81-109	81-109	110 or more	81-109	81-109	81-109	81-109	81-109	80 or less
Group 9	2.5M	6.1%	479	5.7%	81-109	81-109	110 or more	81-109	80 or less	81-109	81-109	81-109	81-109

Index Legend
80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Barriers to Donate: 'Other' Categories

Total Barriers to Donate – Other weighted respondents: 2,132



Number of weighted respondents
444
192
122
75
33
1,266

*Not applicable includes non-respondents.

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Ways to Increase Donations to Environmental Charities

*Based on total responses rather than respondents.

	Total Population		Total Caddle Data Records		What could Environmental Charities do to make you more likely to donate to their causes in the future?*					
					Provide more transparent updates about the impact of their work	Provide education opportunities to learn about environmental solutions	Other	Provide other ways to take action beyond donating such as advocacy or volunteering	Make a stronger case for why I should care about the issues the organization works on	Do a better job of reaching me to make the donation request
	Count	*% Comp*	*Total: 8,349*		*Avg.: 36.2%*	*Avg.: 27.5%*	*Avg.: 26.2%*	*Avg.: 24.9%*	*Avg.: 19.5%*	*Avg.: 13.5%*
Group 1	2.6M	6.5%	471	5.6%						
Group 2	2.9M	7.2%	674	8.1%						
Group 3	4.0M	10.0%	931	11.2%						
Group 4	3.3M	8.1%	627	7.5%						
Group 5	2.1M	5.1%	421	5.0%						
Group 6	3.7M	9.3%	782	9.4%						
Group 7	3.6M	9.0%	610	7.3%						
Group 8	2.3M	5.6%	535	6.4%						
Group 9	2.5M	6.1%	479	5.7%						

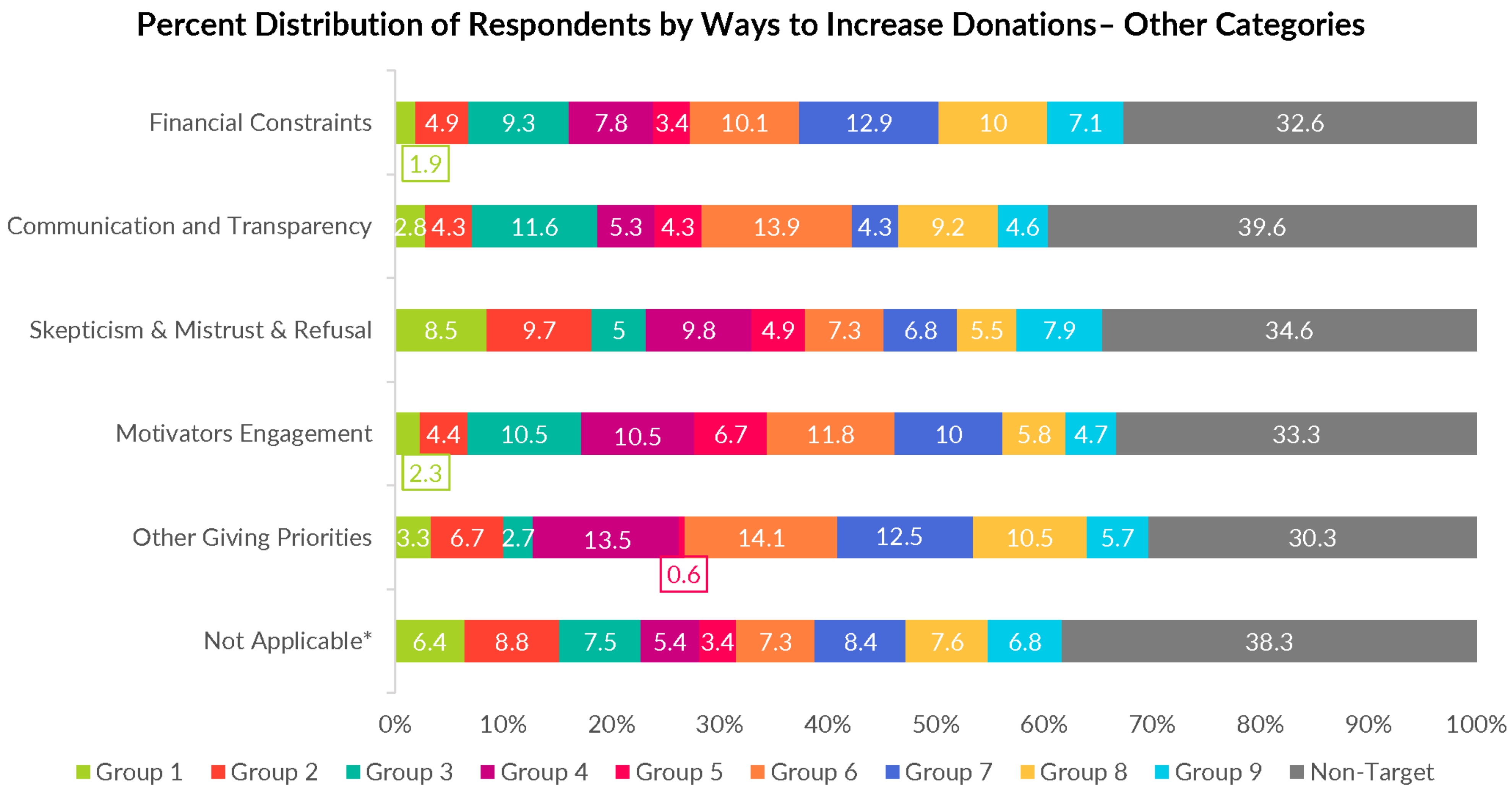
Index Legend

80 or less | 81-109 | 110 or more

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Ways to Increase Donations: 'Other' Categories

Total Barriers to Donate – Other weighted respondents: 1,966

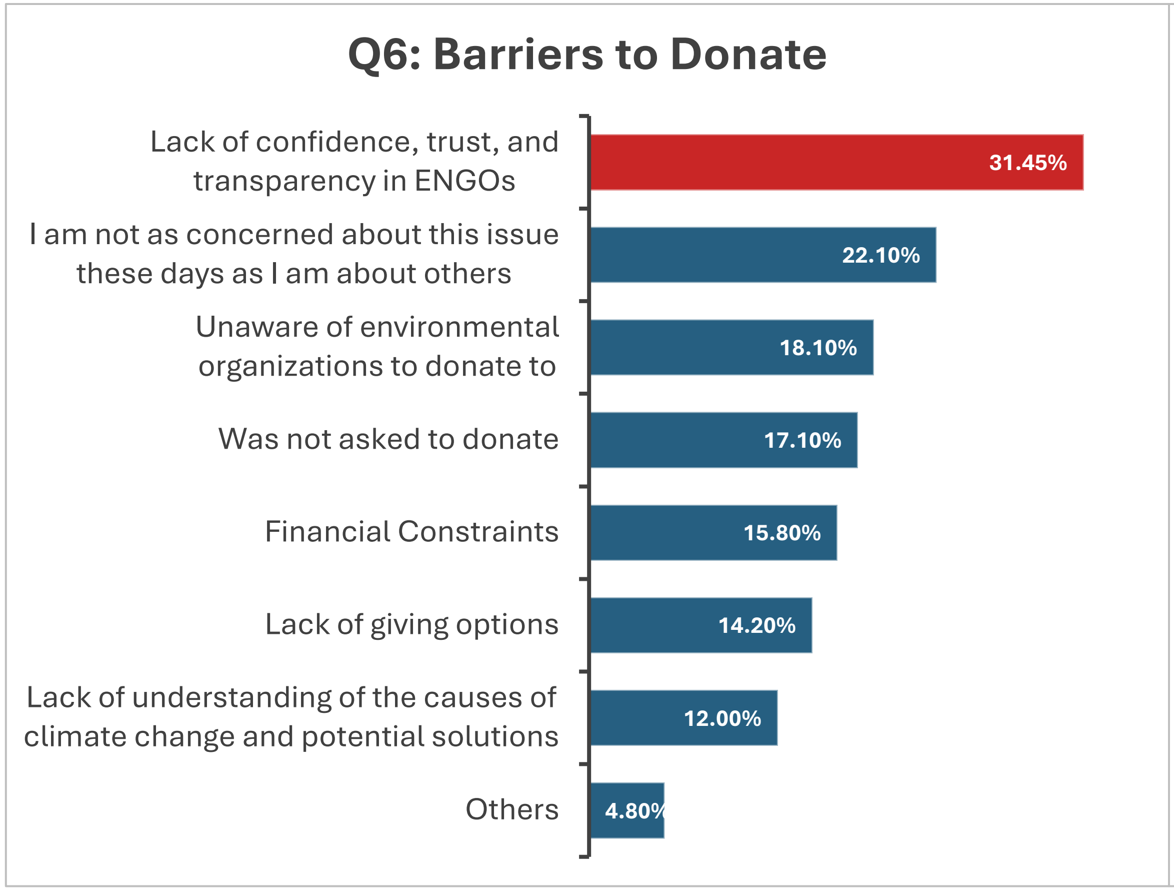


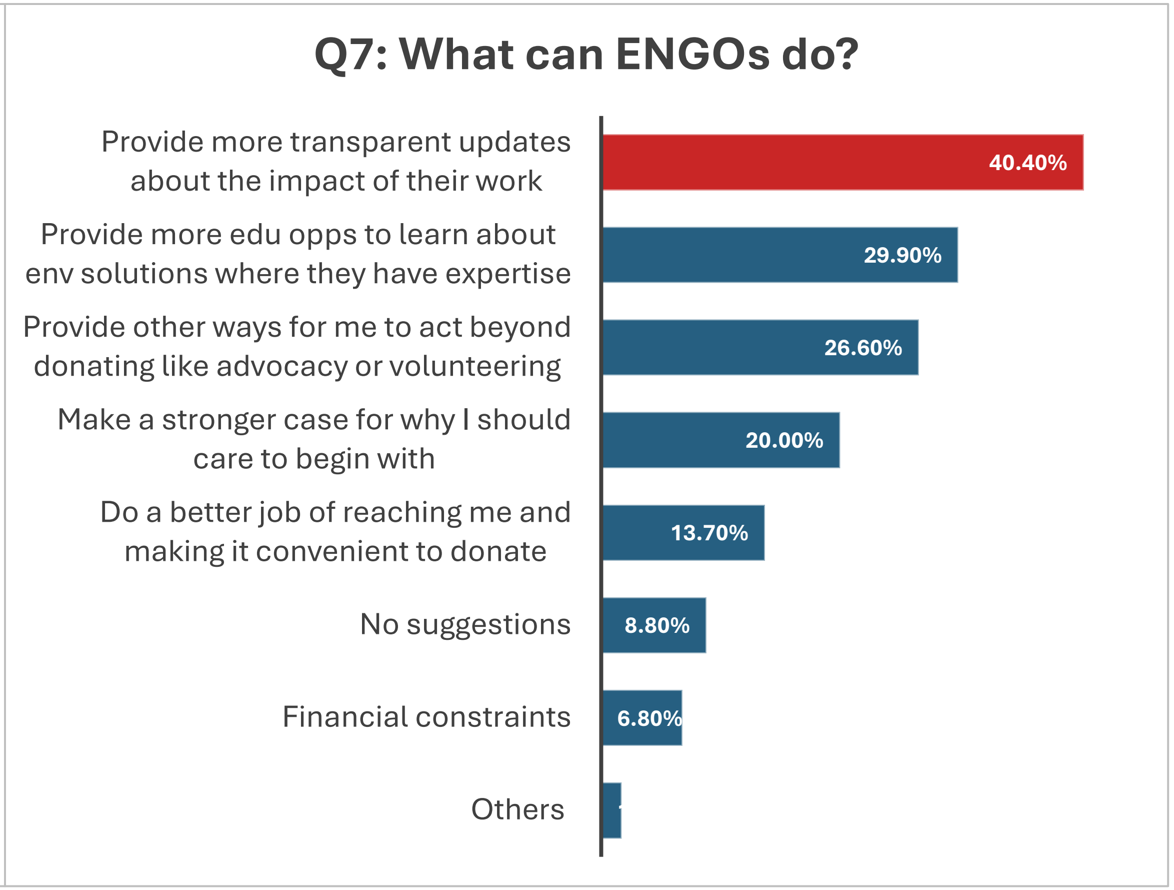
Number of weighted respondents
242
205
156
74
69
1,220

*Not applicable includes non-respondents as well as responses that do not include an opinion.

Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

Why people don’t donate and what flips them





Executive Summary

Description	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8	Group 9
Total Population	6.5%	7.2%	10.0%	8.1%	5.1%	9.3%	9.0%	5.6%	6.1%
Total Caddle Records	5.6%	8.1%	11.2%	7.5%	5.0%	9.4%	7.3%	6.4%	5.7%
Average Household Income (Avg: $122K)	↓	↔	↑	↔	↓	↑	↔	↔	↓
Intentions for Giving to ENV Causes: Likely	↑	↑	↑	↑	↑	↔	↔	↔	↔
ENV Concerns and Future Outlook: Highly Concerned	↑	↑	↔	↑	↔	↔	↔	↔	↔
Charitable Giving to ENV Causes: Increased	↑	↑	↑	↑	↑	↓	↓	↓	↔
Formal volunteering [Pst Yr] - Protection of the environment - Yes	↓	↓	↔	↑	↔	↑	↑	↑	↑
Amount of donations [Pst Yr] - Environment	↓	↔	↔	↔	↑	↑	↓	↑	↔

↓ <=80 index ↔ 81 to 109 index ↑ 110+ index

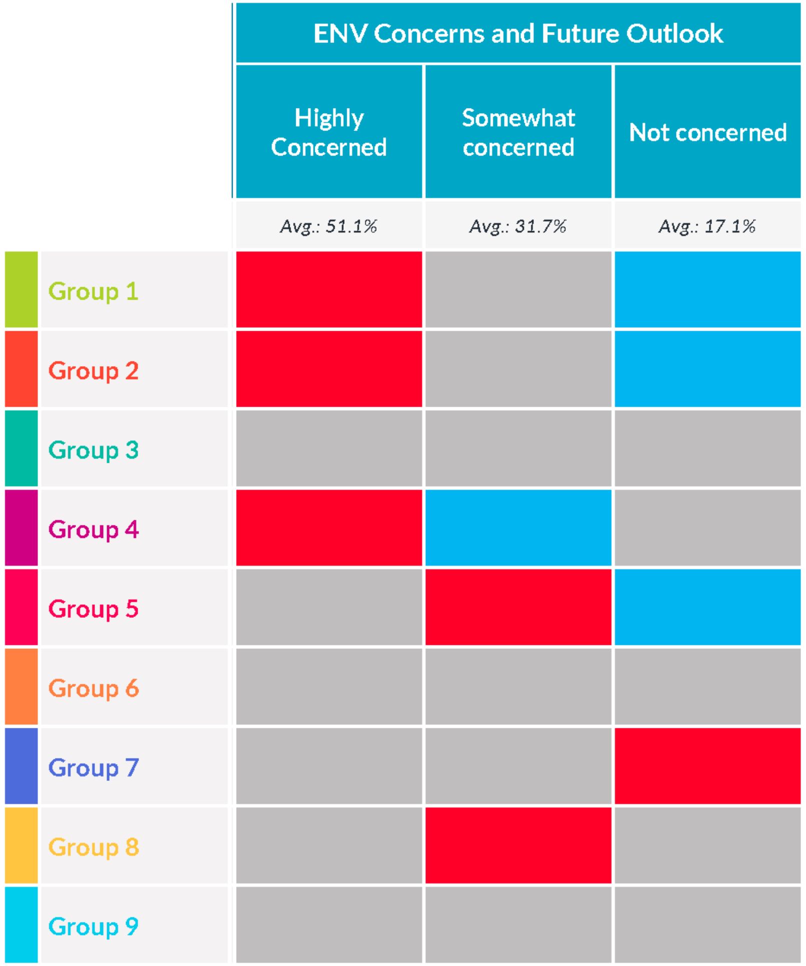
Benchmark: Canada
Sources: Caddle Data, PRIZM, DemoStats, Opticks Numeris, SocialValues, GivingBack / Vintage: 2024

The Care-Give Gap

Group	Care-Give Gap
1	57.2
2	49.74
5	47.63
4	45.94
8	43.48
3	42.50
6	41.50
9	40.22
National Average	38.79
7	37.04

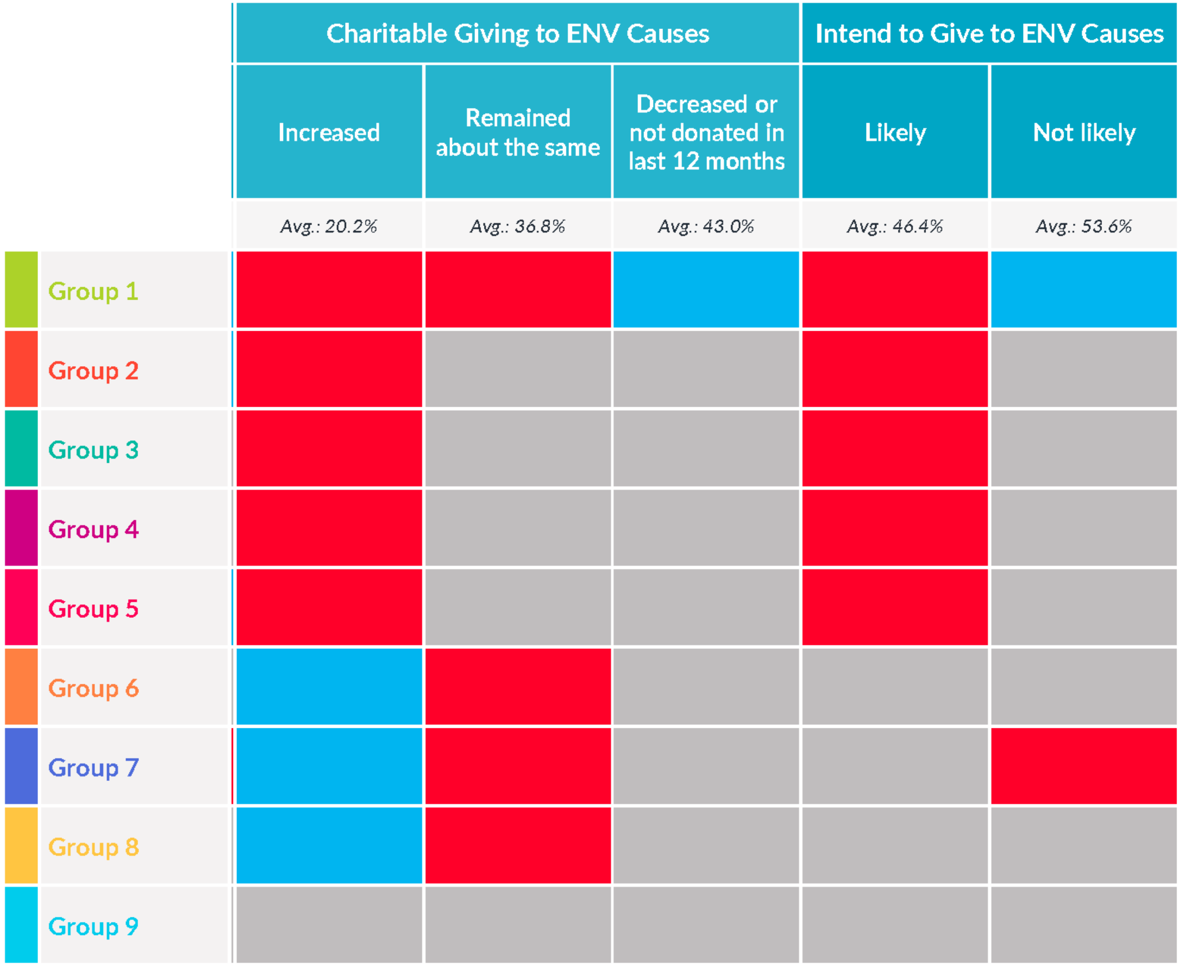
- Care-Give Gap = % “concerned” – % who donated less or none
- Exposes segments where mindset ≠ behaviour
- Guides where to focus conversion efforts

1. Concern Is Mainstream



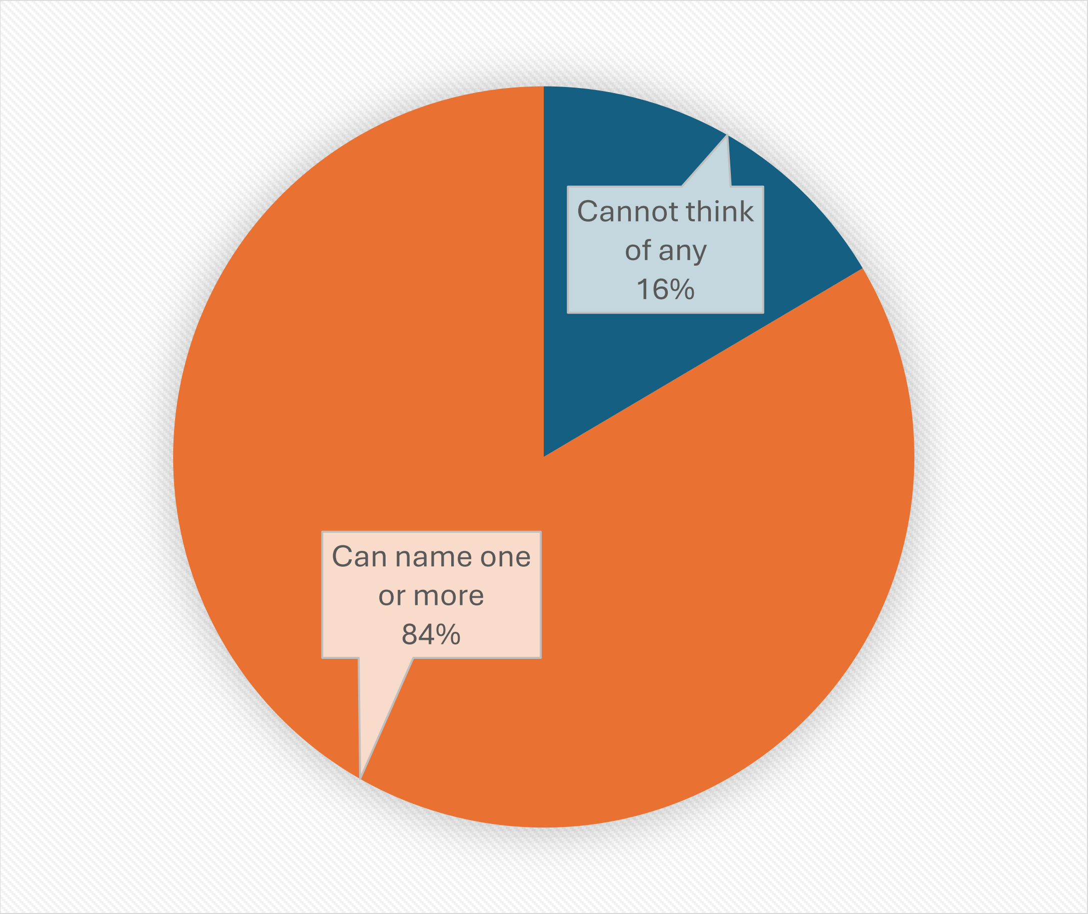
- 83% of Canadians feel anxious about climate and nature
- Concern spans every age, income, and region.
- Messaging can segment by motivation, not by basic awareness.
- Opportunity: convert concern into trust + clear calls to action.

2. Giving Is Shrinking



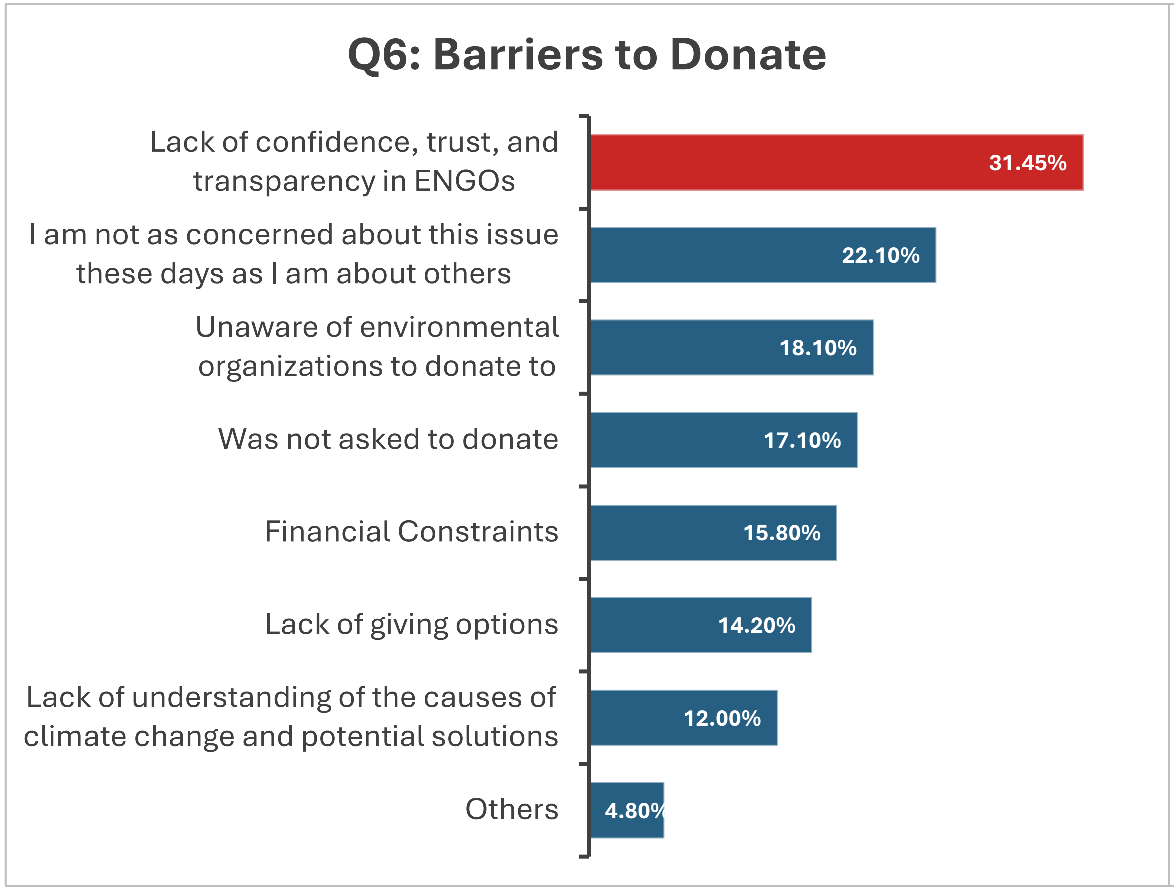
- 43% of Canadians reduced or stopped environmental giving last year
- Lapsed donors are 3-5x cheaper to reactivate than new ones.
- Cost-of-living strain amplified, but relevance also went down.

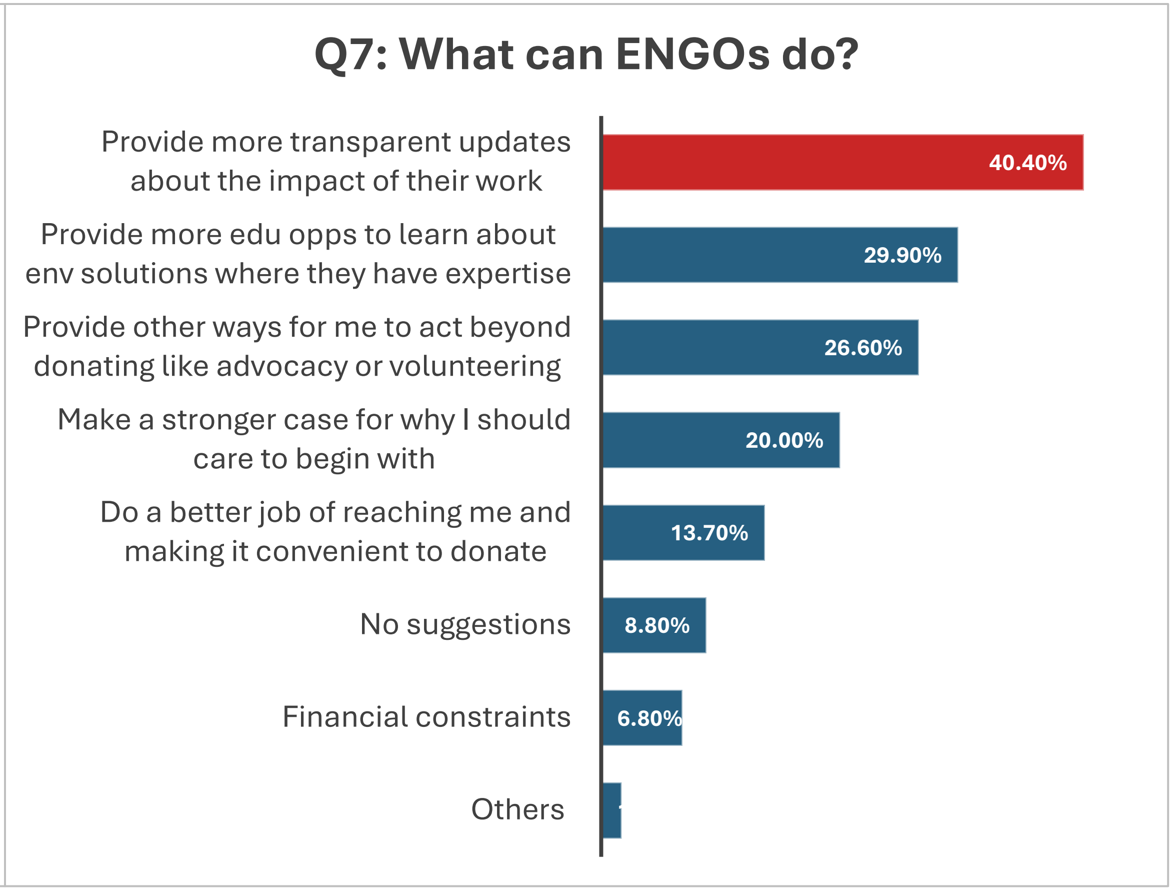
3. Low Brand Recall

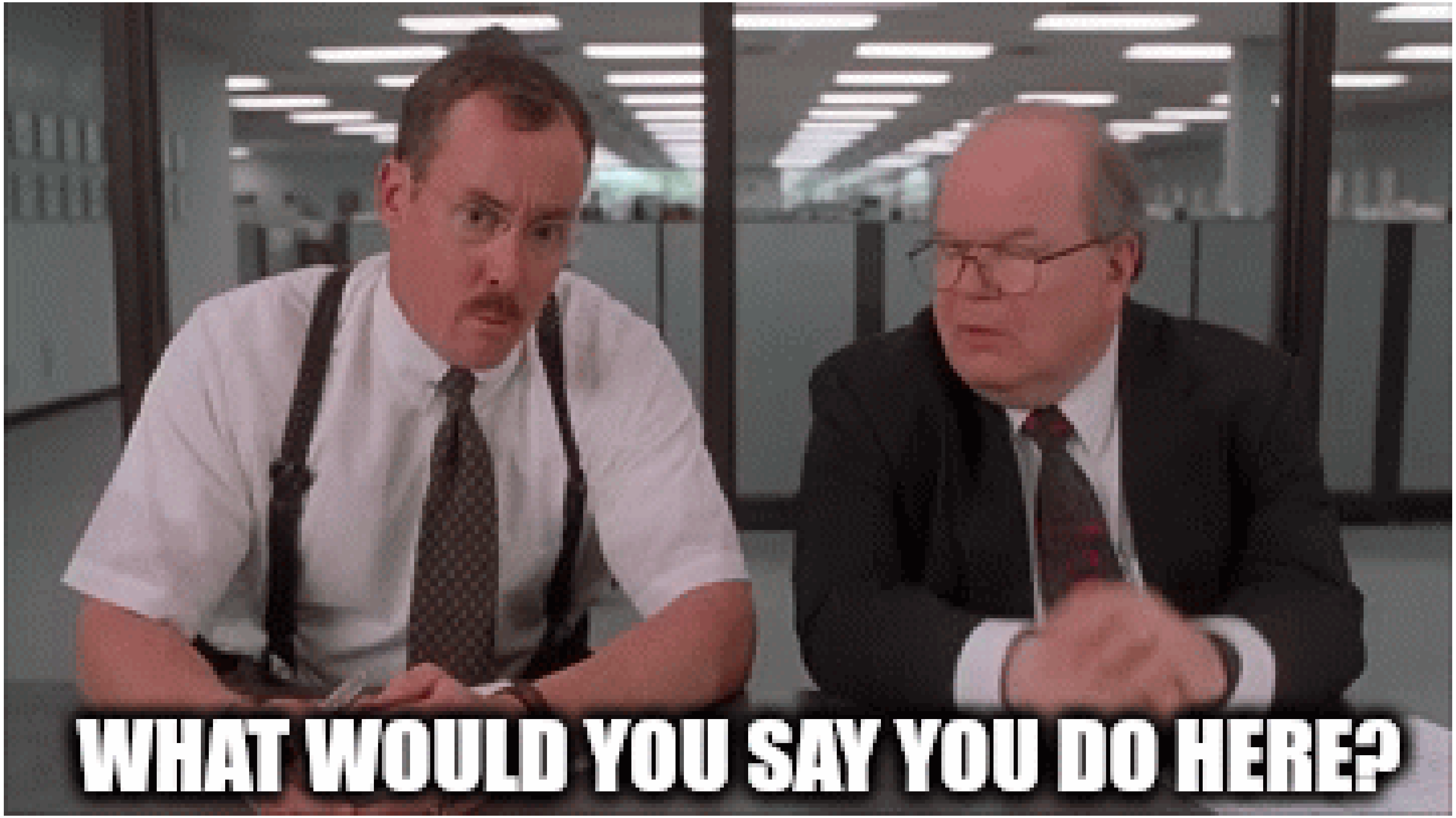


- 1 in 6 Canadians cannot name a single environmental charity
- Visibility remains a major growth lever
- Visibility gap strongest outside major urban markets & among newcomers.
- Fix = omnichannel presence + memorable, segment-specific value props.

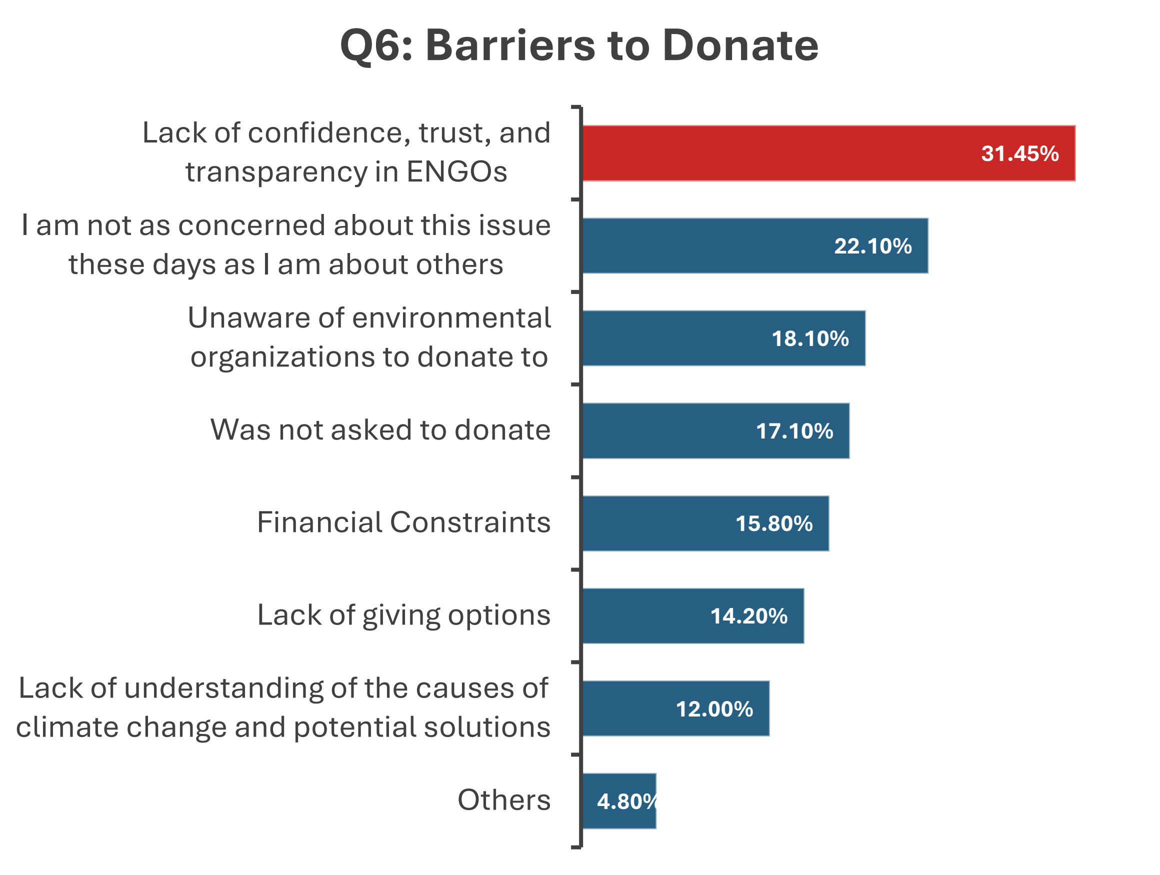
4. Crisis of Trust

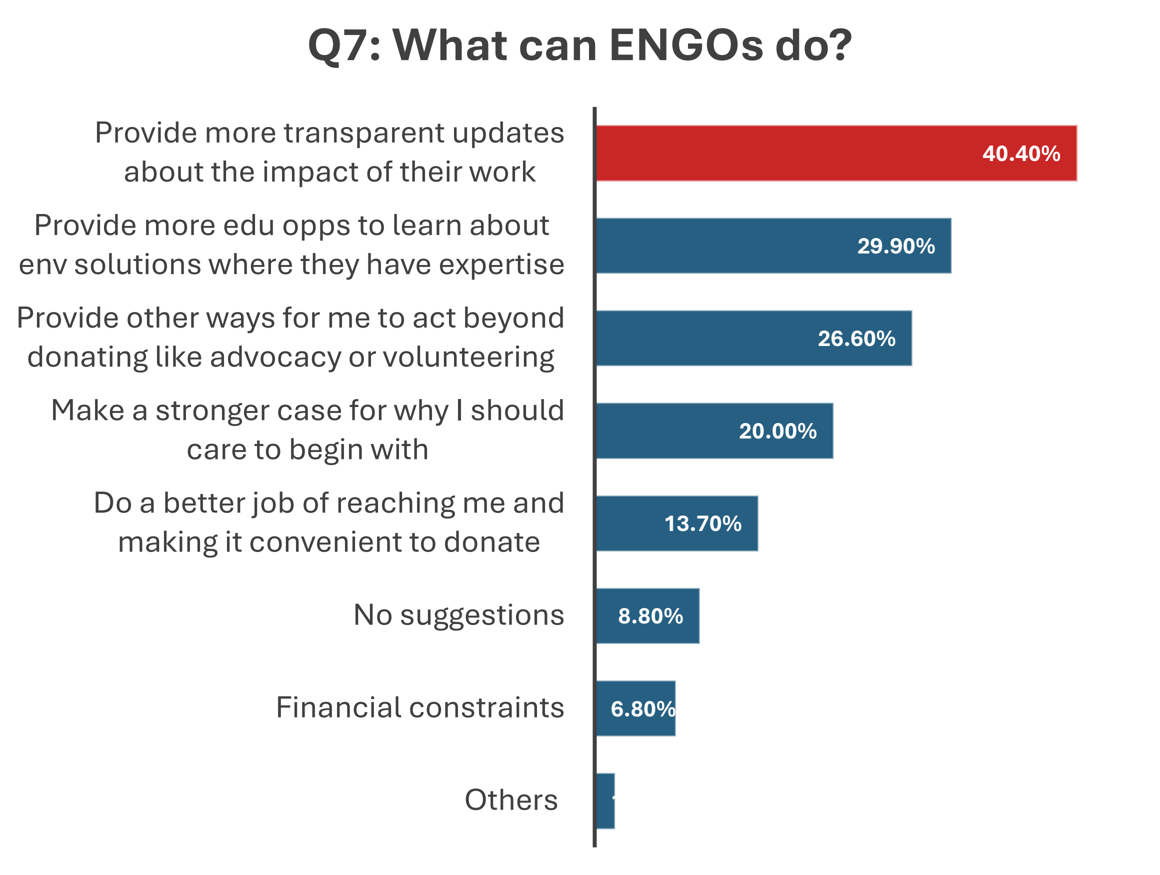





WHAT WOULD YOU SAY YOU DO HERE?

4. Crisis of Trust





4. Crisis of Trust

- « Je ne connais pas suffisamment les causes et leurs valeurs pour faire un don » “I don’t know enough about the causes and their values to make a donation.”
- « On ne sait pas où va vraiment l’argent » “We don’t really know where the money goes”
- “I’m not sure what certain organizations do to help the environment. What actions do they do?”
- “I would lime to know what you do with the money?”
- “Not transparent that I don’t think my donation is helping anything.”
- “I don’t know what the money is being used for.”
- “The breakdown of where my donated money would be going is never clear.”
- “There are sometimes misleading statements as to what and where the donations are going. More specific details would help.”

01 The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples

This segment represents *0.67% of Canada's population* and *0.59% of households.*

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE

The A-List is Canada's wealthiest segment, consisting of well-educated middle-aged and older families and couples. Earning over $500,000 annually from white-collar occupations, they reside in exclusive neighbourhoods across major urban centres, providing stately homes and quick commutes to their jobs and all the city offers. The A-List places importance on philanthropy, social responsibility, and ecological concerns. In their leisure time, A-List residents enjoy high-culture events like symphonies and theatre and outdoor sports such as skiing and golfing, reflecting a lifestyle that balances sophistication with active living.

AVERAGE HOUSEHOLD INCOME	AVERAGE HOUSEHOLD NET WORTH	TENURE
$591,860	$5,831,842	Own
EDUCATION	**OCCUPATION**	**DIVERSITY**
University	White Collar	Low
URBANITY	**FAMILY LIFE**	**HOME TYPE**
Urban	Families / Couples	Single Detached

4. Crisis of Trust

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- Most wealthy segment out of 67
- Highest Care-Give Gap (70.91)
- Bottom 10 on Trust

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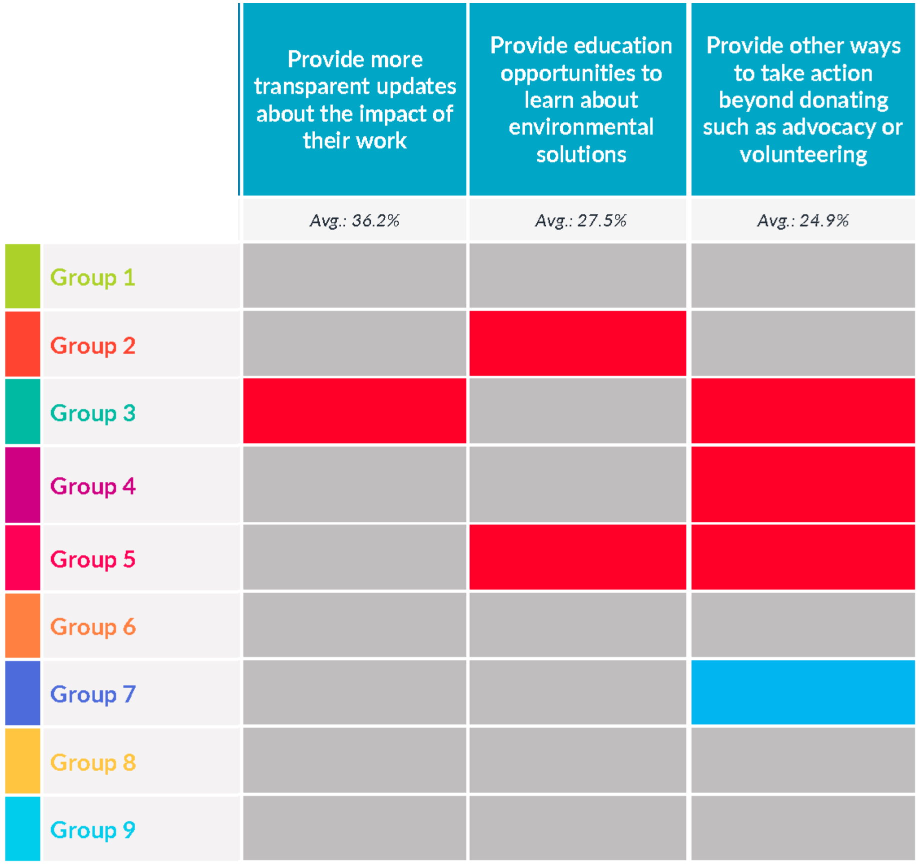
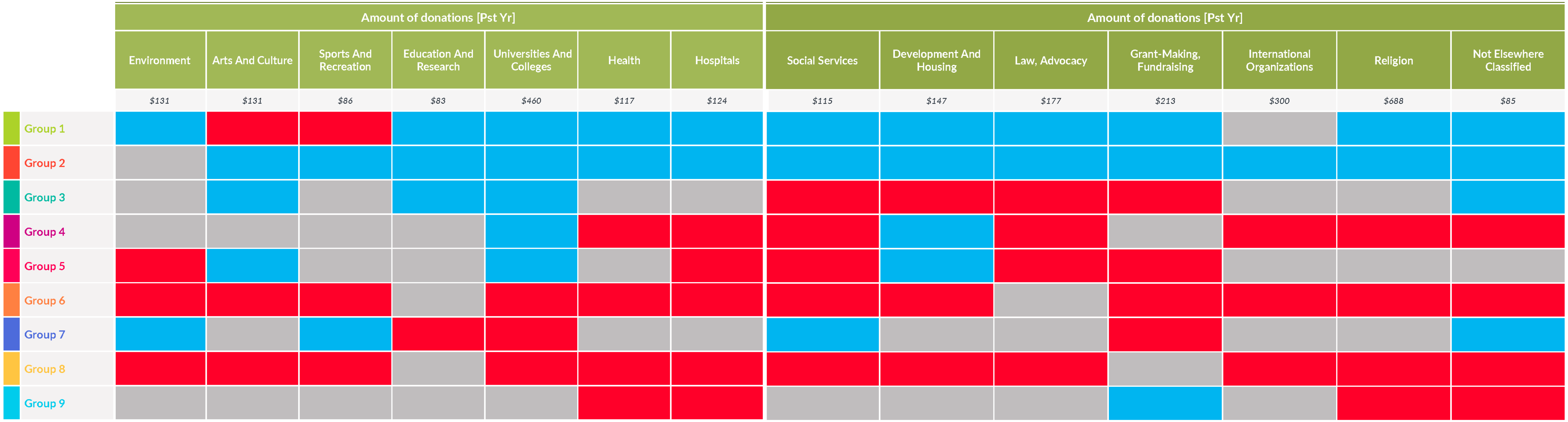
5. Proof & Knowledge Win Hearts



- #1 Motivator: Transparent impact updates (40%)
- #2 Motivator: Learning opportunities on real-world solutions (30%)
- #3 Motivator: Action paths beyond donations like volunteering & advocacy (27%)

6. Gift Size Lag



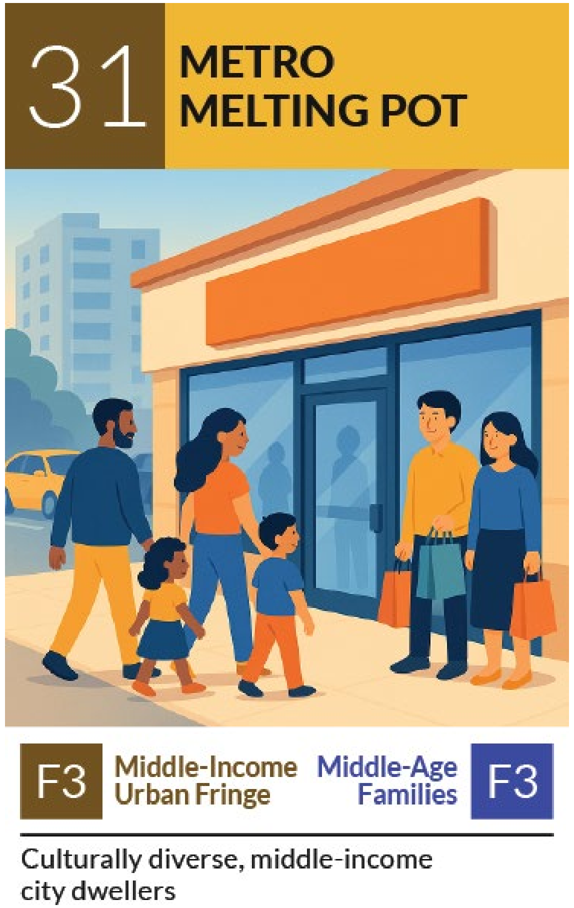
Average annual donation

- $130 for Environmental causes
- $700 for Religious causes (~X5 larger)

7. Québec: just ask!

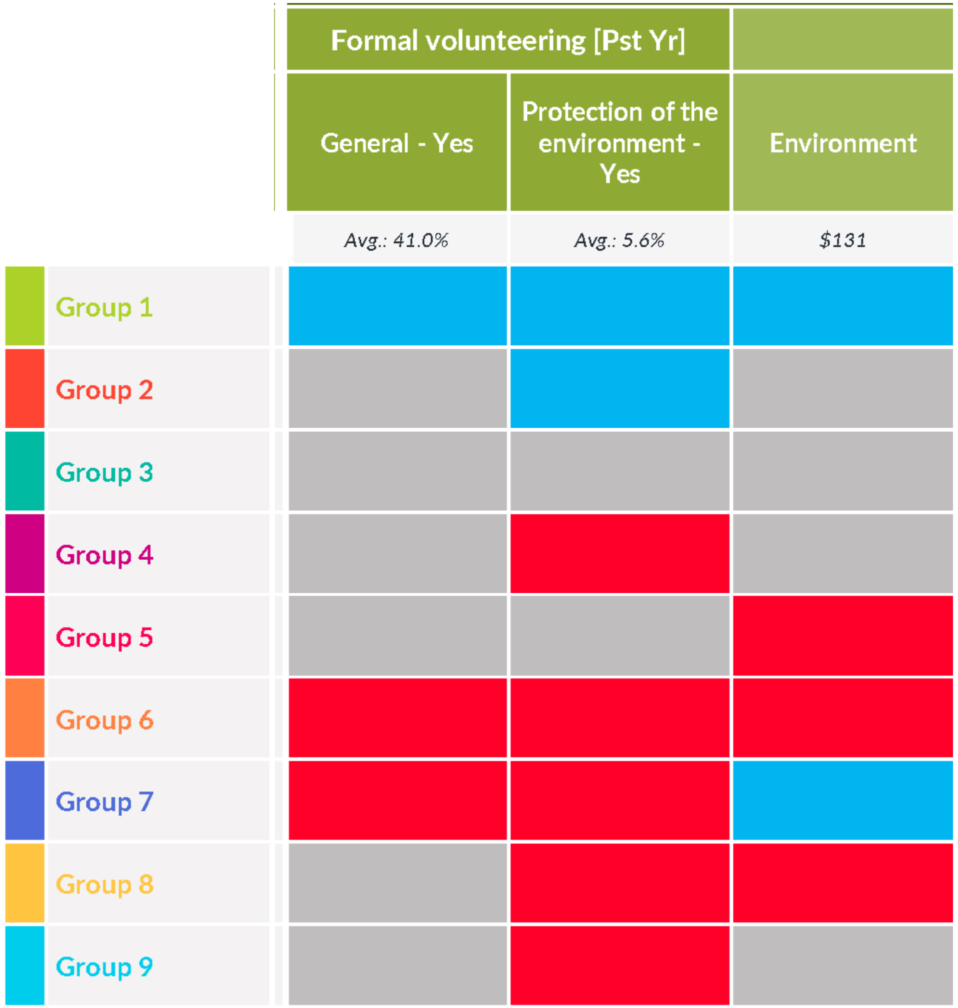
- Highest intent but lowest solicitation rates.
- 45% of Québécois say they've never been directly asked to donate, nearly 3x the national norm (17%)
- 29% of Québécois say they prefer "French/local spokesperson"
- Levers: French-first campaigns, Québec-based impact proof, peer champions.

8. Immigrant donors go elsewhere



- Group 3 gives above average to social services, average to environment.
- Barriers: low awareness, language mismatch, cultural resonance.
- Multilingual outreach + community-leader endorsements close the gap.
- Position env. giving as family prosperity & community pride.

9. Volunteer-donor conversion gap



- Groups 4 and 7 volunteer 50 % above norm yet donate at the mean.
- Hands-on action doesn’t translate automatically to cash.
- Add donation prompts inside volunteer journeys.
- Showcase how money amplifies the time they already give.

10. Children boost intent

LETTERS
https://doi.org/10.1038/s41558-019-0463-3

nature climate change

Children can foster climate change concern among their parents

Danielle F. Lawson[1]*, Kathryn T. Stevenson[1], M. Nils Peterson[2], Sarah J. Carrier[3], Renee L. Strnad[4] and Erin Seekamp[1]

The collective action that is required to mitigate and adapt to climate change is extremely difficult to achieve, largely due to socio-ideological biases that perpetuate polarization over climate change[1,2]. Because climate change perceptions in children seem less susceptible to the influence of worldview or political context[3], it may be possible for them to inspire adults towards higher levels of climate concern, and in turn, collective action[4]. Child-to-parent intergenerational learning—that is, the transfer of knowledge, attitudes or behaviours from children to parents[5]—may be a promising pathway to overcoming socio-ideological barriers to climate concern[5]. Here we present an experimental evaluation of an educational intervention designed to build climate change concern among parents indirectly through their middle school-aged children in North Carolina, USA. Parents of children in the treatment group expressed higher levels of climate change concern than parents in the control group. The effects were strongest among male parents and conservative parents, who, consistent with previous research[1], displayed the lowest levels of climate concern before the intervention. Daughters appeared to be especially effective in influencing parents. Our results suggest that intergenerational learning may overcome barriers to building climate concern.

Minimizing climate change impacts requires immediate collec- with extreme weather[7-10]) or scientific literacy[2]. Political ideology influences both the information received about climate change (for example, socio-ideologically framed newscasts[11]) and how it is interpreted (for example, accepting only socio-ideologically compatible information[12]). Similarly, conservative males consistently display low concern and high scepticism around climate change[13]. Like political ideology, gender is relatively stable once formed and reflects cultural constructs that shape how individuals interact with the world[13]. As these characteristics that influence one's climate change perceptions are engrained in personal identity, they are difficult, if not impossible, to change. Consequently, patterns of climate change concern have not mirrored the increasing threats of climate change.

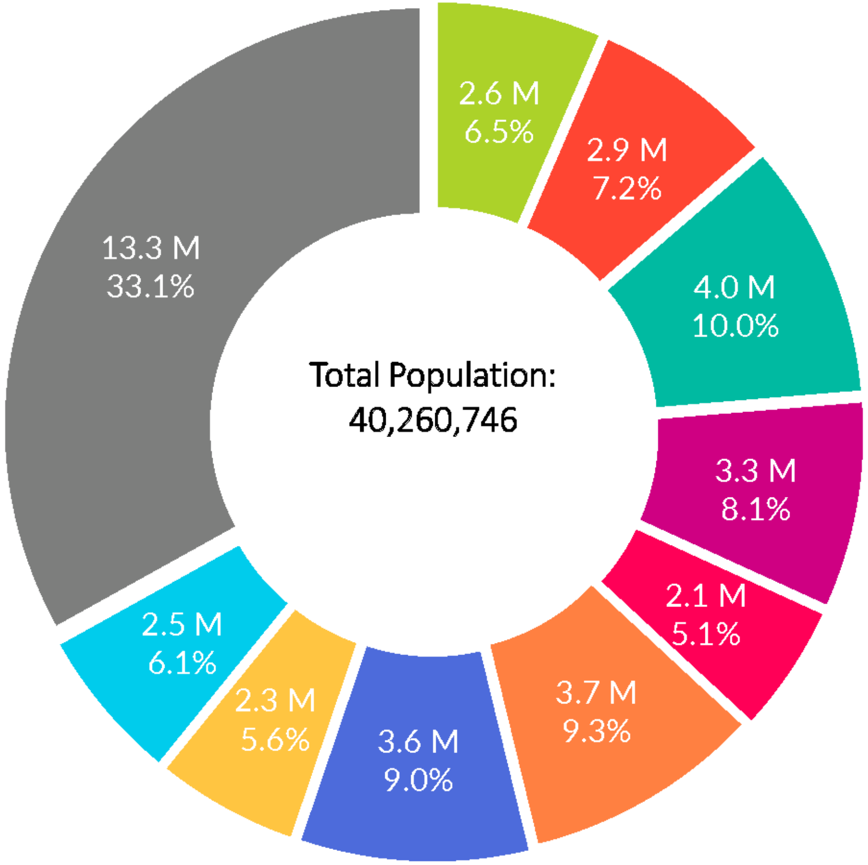
A suite of strategic communication tools have emerged aiming to foster climate change concern among socio-ideologically diverse audiences. Strategic framing[14] has frequently been used to create climate change messages that are socio-ideologically compatible with diverse audiences. For example, stewardship frames have been used among evangelical Christian groups to align mitigation efforts with core Christian values[15]. Similarly, popular icons and trusted messengers are used to signal that climate change mitigation conforms to social norms[14]. Celebrities such as Leonardo DiCaprio are commonly seen in climate change messaging in hopes that those who like a specific celebrity will agree with their climate change views[12]. Although

- Segments with kids (G 3, 5, 6) rank highest in willingness to give.
- Parents link climate action to their children's future security.
- Family-oriented stories & matching-gift challenges resonate.
- Offer kid-inclusive events; make giving a family legacy act.

Top 10 Lessons Learned

1. Env concern is mainstream at 83%
2. Env giving is shrinking (43%)
3. Low brand recall (1 in 6)
4. Mistrust is the #1 reason Canadians do not give to env
5. Proof & knowledge win hearts
6. Gift size lag (x5 to religion)
7. Québec: just ask!
8. Immigrant donors go elsewhere
9. Volunteer-donor conversion gap
10. Children boost intent

9 Lifestyle Segments
(ranked by Care-Give Gap)



1. Eco-Concerned Québec Millennials
2. Francophone Middle-aged Eco-Stewards
3. High-Income Multicultural Guardians (ON & Prairies)
4. Urban Millennial Climate Advocates (ON & BC)
5. Parents with Modest Means (BC & Prairies)
6. Impact-Seeking yet Skeptical Elites
7. Legacy-Minded Volunteer Boomers (BC & Atlantic)
8. Reliable Empty-Nest Monthly Donors
9. Young Urban Cash-tight Volunteers

Deep-dive segments

Why these three?

Selection Priorities

Largest **Care-Give Gaps**: gap between concern and action

Distinct barriers we can actually influence

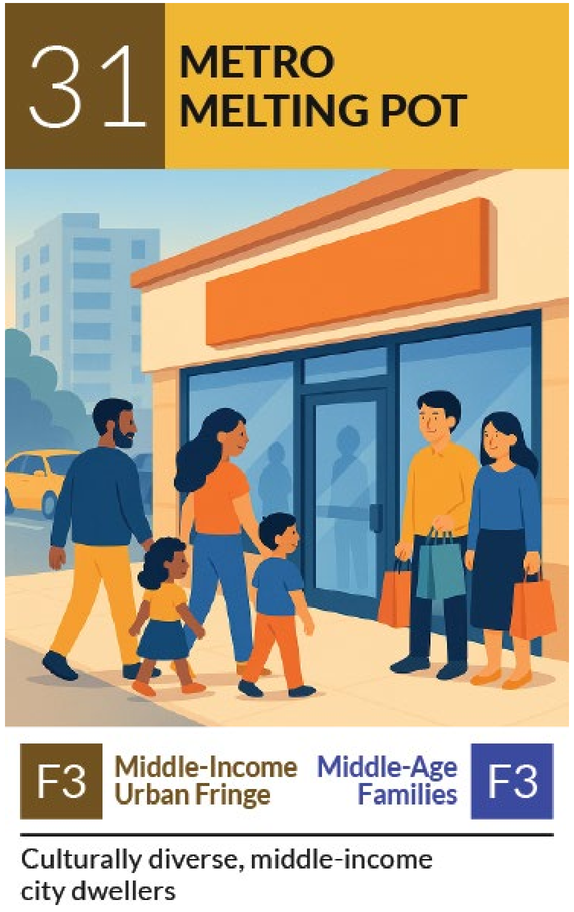
Represent a cross-section of Canada: by region, income, and cultural background

Each offers **scalable learning potential** for the sector

Group 1 Eco-Concerned Québec Millennials

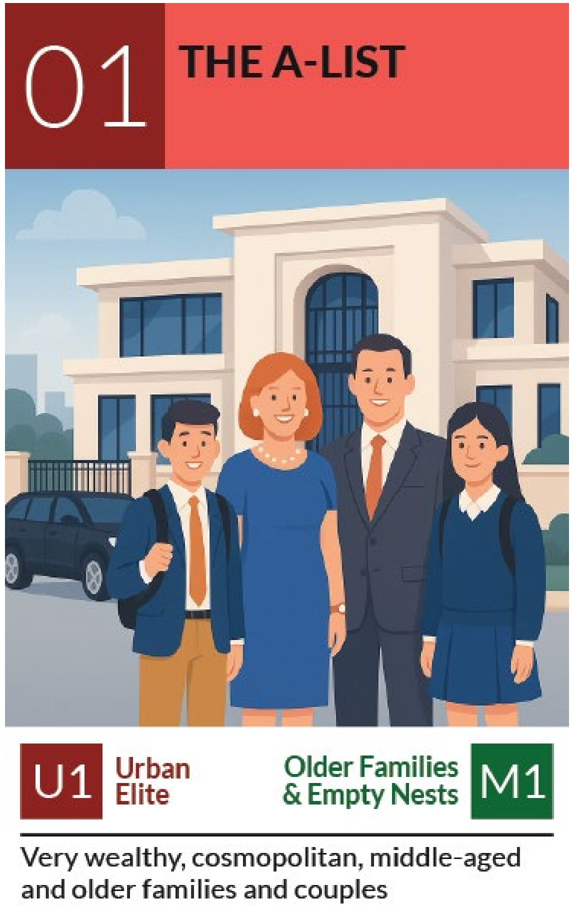
- 2.6 million young urban professionals
- Widest Care-Give Gap in the dataset (57.2)
- Barriers: low trust, rarely asked, need local proof
- Opportunity: French-language storytelling + impact transparency

Group 3 High-Income Multicultural Guardians (ON & Prairies)



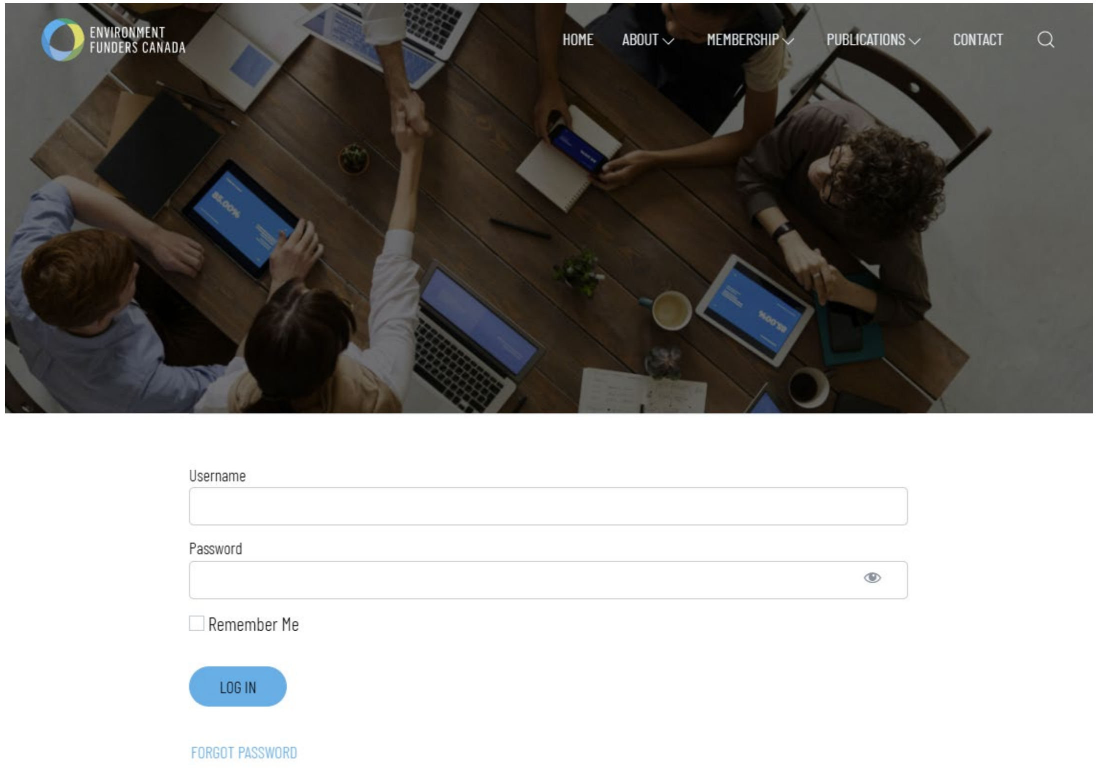
- 83% of Canadians feel anxious about climate and nature
- High concern = massive addressable market

Group 6 Impact-Seeking yet Skeptical Elites



- Wealthiest enviro-concerned Canadians (avg. household income $175 k+)
- Already give ~15 % of all env. Dollars but big Care-Give Gap remains
- Barriers: skepticism about ROI, governance trust
- Opportunity: investment-grade cases, legacy giving, thought-leadership access

Data Assets Now Available



Data assets now available to EFC members

- 8,503-survey records linked to 30+ variables each
- PRIZM lifestyle codes | DemoStats demographics
- SocialValues psychographics | Opticks media habits
- GivingBack donation behaviour
- Postal-code resolution for targeting & look-alike models

Psychographics | SocialValues Overview

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Strong Values

Values	Index
Legacy	123
Personal Control	123
Rejection of Orderliness	123
Culture Sampling	120
Effort Toward Health	119
Emotional Control	116
Duty	113
Social Learning	113
Ecological Concern	111
Flexible Families	111

Weak Values

Values	Index
Attraction to Nature	77
Fatalism	80
Anomie-Aimlessness	81
Joy of Consumption	83
Fulfilment Through Work	84
Sexism	84
Xenophobia	84
Acceptance of Violence	85
Brand Apathy	86
Financial Concern Regarding the Future	86

Descriptions | Top 3 Strong Values

Legacy
Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Personal Control
Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

Rejection of Orderliness
Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.

Descriptions | Top 3 Weak Values

Attraction to Nature
How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Fatalism
The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

Anomie-Aimlessness
The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Benchmark: Canada

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Media Overview

ENVIRONICS ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

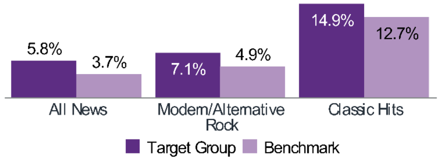
RADIO

Listeners: 81.6%
Index: 102

2.6 Hours/Week*

Index: 96

Top Formats**



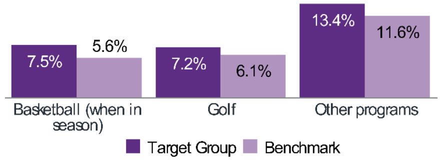
TELEVISION

Viewers: 84.8%
Index: 101

164 Minutes/Day*

Index: 98

Top Program Types**



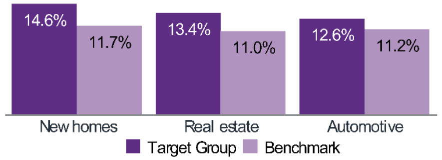
NEWSPAPER

Readers: 22.5%
Index: 108

0.9 Hours/Week*

Index: 114

Top Sections Read**



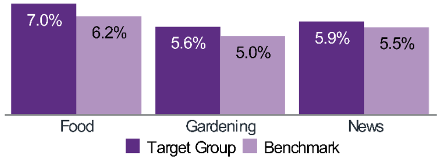
MAGAZINE

Readers: 13.2%
Index: 110

6 Minutes/Day*

Index: 99

Top Genres**



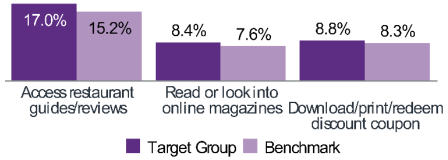
INTERNET

Users: 93.5%
Index: 101

302 Minutes/Day*

Index: 100

Top Activities**

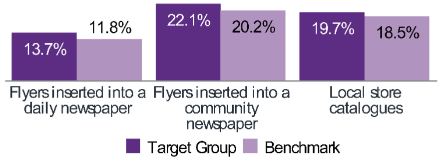


DIRECT/OUTDOOR

10 Min/Day commuting one-way by car*

Index: 96

Top DM Formats Used**



Benchmark: Canada

Index Colours:	<80	80 - 110	110+

**Consumption values based to Household Population 12+.*

***Chosen from index ranking with minimum 5% composition.*

Behavioural - Numeris | Sports & Leisure Overview - Attend

ENVIRONICS ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

Top Shows & Exhibitions*

Garden shows (!)	Food/wine shows	Craft shows	Home shows
2.2%	2.6%	6.5%	3.8%
Index: 107	Index: 104	Index: 103	Index: 103

Top Local Attractions & Destinations**

Sporting events	Carnivals/fairs	Ballet/opera/symphony	Beer/food/wine festivals
18.5%	29.2%	8.4%	8.6%
Index: 107	Index: 105	Index: 105	Index: 105

Top Professional Sports**

Baseball	Football	Hockey	Soccer
12.2%	7.5%	18.0%	6.6%
Index: 116	Index: 106	Index: 101	Index: 100

Top Concert & Theatre Venues**

Theatre - Other venues	Concerts - Arenas	Theatre - Community theatres	Theatre - Major theatres
8.3%	33.0%	9.8%	25.2%
Index: 109	Index: 108	Index: 103	Index: 100

Benchmark: Canada

Index Colours:	<80	80 - 110	110+

*Chosen from index ranking.

**Chosen from index ranking with minimum 5% composition.

(!) Represents low sample size. Please analyze with discretion.

GivingBack | Becoming a Volunteer and Reasons for Volunteering

ENVIRONICS ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

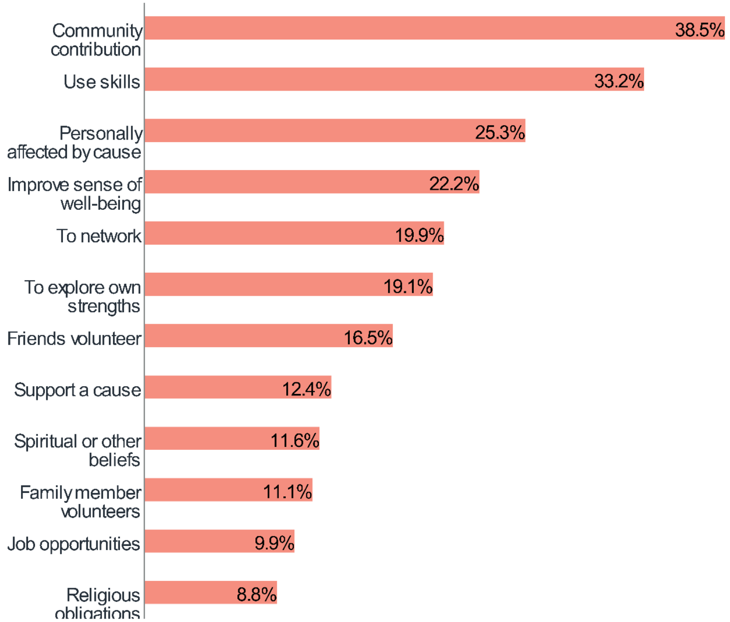
DISCOVERED VOLUNTEER OPPORTUNITY

	%	Base %	% Pen	Index
By attending a meeting or activity	10.1	8.0	11.9	126
Word of mouth	7.9	7.0	10.6	112
Through an online source (!)	2.3	2.0	10.5	111

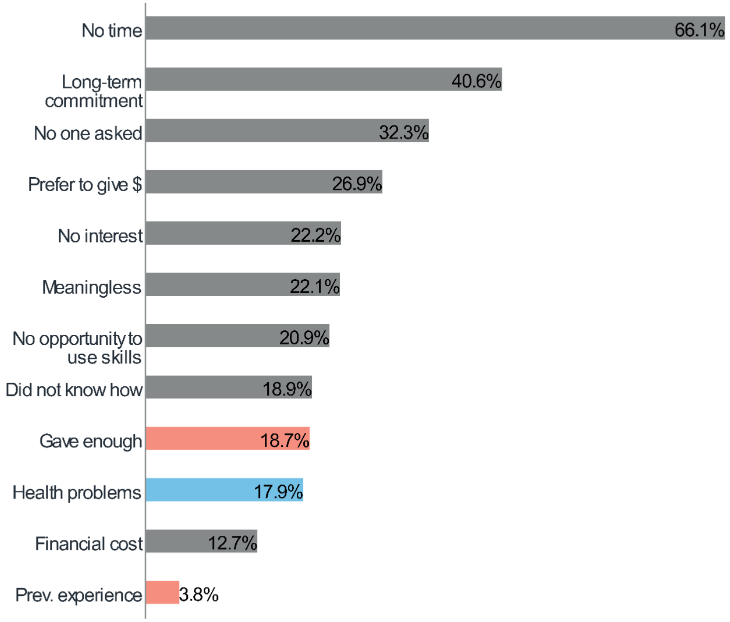
MOTIVATION FOR VOLUNTEERING

	%	Base %	% Pen	Index
Formal recognition	12.9	11.1	11.0	116
Non-monetary benefit/compensation	8.3	6.9	11.4	120
Payment to cover expenses	7.1	4.5	15.0	159
Monetary compensation for time (^)	1.2	0.7	15.5	164

REASONS FOR VOLUNTEERING



REASONS FOR NOT VOLUNTEERING MORE



Benchmark: Canada

Ranked by percent composition.

(!) Represents low sample size. Please analyze with discretion.
(^) Represents extremely low sample. Please analyze with discretion.
Bar Chart bars are coloured based on Index ranges.

Index Colours:	<80	80 - 110	110+

GivingBack | Charitable Donations

ENVIRONICS ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 15+: 3,174,979

DONATED TO CHARITY

In the past year

72.5%

Index: 104

NUMBER OF DONATIONS*

1 donation

16.4%

Index: 101

PATTERN OF GIVING

(Donate to same orgs./Vary orgs./Both)

Both

23.8%

Index: 123

INFORMATION SOURCE

Ask someone

10.6%

Index: 137

REASON FOR GIVING

	%	Base %	Index
Personally affected	39.7	33.7	118
Tax credit	18.2	12.2	149
Religious obligations	20.4	16.1	127
Spiritual, Other beliefs	19.5	16.4	119
Cause	48.1	40.9	118
Compassion	47.2	41.9	113
Community contribution	41.1	35.6	115
Asked by Someone	26.9	20.9	129

DONOR CHANNEL & AVERAGE DOLLARS

	Number of Donations			Average Dollars Donated		
	%	Base %	Index	$	Base $	Index
Mail	19.4	17.8	109	292.58	221.82	132
Telephone	7.2	6.0	121	209.99	178.84	117
Television	3.5	5.2	68	181.74	131.82	138
Online	13.9	11.5	121	220.65	207.31	106
On your own initiative	18.9	15.8	119	836.30	519.87	161
Charity event	17.5	14.4	121	167.69	135.30	124
In memory of someone	21.2	17.1	124	200.78	137.44	146
Work	17.4	13.6	127	89.33	72.16	124
Door-to-door canvassing	17.0	15.5	110	42.65	38.99	109
Shopping centre	31.9	32.8	97	28.37	26.55	107
Place of worship	28.5	27.0	106	723.61	540.05	134
By sponsoring someone	25.4	19.3	132	68.83	51.03	135
Other	4.7	4.2	113	386.25	208.08	186

Benchmark: Canada

**Ranked by percent composition with minimum 5 percent composition.*

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample. Please analyze with discretion.

Note: N/A values are displayed if variables do not meet 5% threshold criteria.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Media Highlights

ENVIRONICS ANALYTICS

Target Group: Group 6 (01, 02, 04, 05, 06, 07, 09)

Household Population 12+: 3,303,104

TELEVISION

	%	Base %	Index
Viewership			
Heavy	15.58	16.48	95
Medium/Heavy	17.61	17.15	103
Medium	17.84	16.81	106
Medium/Light	16.92	16.62	102
Light	16.88	16.92	100
Top Program Types (Watch in Typical Week)*			
Basketball (when in season)	7.46	5.63	133
Golf	7.15	6.11	117
Baseball (when in season)	13.36	11.65	115
Soccer	7.00	6.06	115
NFL football (when in season)	11.46	10.54	109
Situation comedies	20.48	18.92	108
Auto racing	5.57	5.23	107
CFL football (when in season)	9.60	8.93	107
Hockey (when in season)	22.87	21.43	107
Curling (when in season)	6.51	6.11	106
News/current affairs	26.43	25.50	104
Home renovation/decoration shows	20.23	19.67	103
Cartoons	7.63	7.63	100
Cooking programs	16.16	16.22	100
Evening local news	33.24	33.10	100

RADIO

	%	Base %	Index
Listenership			
Heavy	20.19	21.54	94
Medium/Heavy	20.25	19.48	104
Medium	20.58	19.07	108
Medium/Light	20.63	19.70	105
Light	18.29	19.90	92
Top Formats (Weekly Reach)*			
All News	5.83	3.69	158
Modern/Alternative Rock	7.09	4.91	144
Classic Hits	14.85	12.74	117
Mainstream Rock	9.97	8.81	113
Today's Country	8.41	7.57	111
Multi/Variety/Specialty	12.29	11.41	108
Mainstream Top 40/CHR	13.64	12.92	106
News/Talk	29.34	28.18	104
Adult Contemporary	15.43	15.46	100
Hot Adult Contemporary	11.00	13.82	80

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	4.58	3.99	115
Medium/Heavy	4.72	4.03	117
Medium	4.46	4.28	104
Medium/Light	4.33	3.99	108
Light	4.40	4.44	99
Section Read - Dailies*			
New homes section	14.58	11.67	125
Real estate listings	13.38	10.97	122
Automotive	12.63	11.22	113
Travel	24.14	22.54	107
Sports	24.17	22.70	106
Business & financial	28.85	27.48	105
Computer/high tech	14.60	13.92	105
Classified ads (excl. real estate)	9.33	9.06	103
Fashion/lifestyle	18.08	17.61	103
National news	50.55	49.23	103
Readership - Community Papers			
Heavy	5.35	5.60	96
Medium/Heavy	5.38	5.55	97
Medium	6.39	5.57	115
Medium/Light	5.65	5.34	106
Light	5.69	5.32	107

INTERNET

	%	Base %	Index
Usage			
Heavy	18.69	19.31	97
Medium/Heavy	18.87	18.44	102
Medium	18.45	18.31	101
Medium/Light	19.50	18.41	106
Light	18.04	18.36	98
Online Social Networks (Used in Past Month)			
WhatsApp	20.98	18.64	113
LinkedIn	13.90	13.08	106
X (formerly Twitter)	14.38	13.74	105
YouTube	39.40	37.96	104
Instagram	29.72	28.76	103
Reddit	9.07	8.84	103
Snapchat	9.76	9.69	101
TikTok	12.32	12.48	99
Pinterest	9.77	10.01	98
Facebook	41.39	45.12	92
Online/Internet dating sites	1.53	1.98	77
Top Activities (Past Week)*			
Access restaurant guides/reviews	17.00	15.24	112
Read or look into online magazines	8.43	7.56	112
Download/print/redeem discount coupon	8.82	8.29	106
Access professional sports content	13.58	12.76	106
Access a news site	40.18	38.16	105
Listen to a podcast	21.06	20.25	104
Use maps/directions service	56.25	54.08	104
Use online telephone directory	16.87	16.22	104
Purchase products or services	29.82	28.55	104
Watch a subscription-based video service (e.g. Netflix)	41.99	40.61	103
Click on an Internet advertisement	16.68	16.19	103
Research products/services	32.36	31.40	103
Scan mobile tagging barcode/QR	13.88	13.42	103
Download any video content (free or paid)	14.34	14.08	102
Use ad blocking software	17.52	17.17	102

DIRECT

	%	Base %	Index
Used in Shopping			
Flyers inserted into a daily newspaper	13.69	11.81	116
Flyers inserted into a community newspaper	22.07	20.16	109
Local store catalogues	19.66	18.47	106
Coupons	26.28	25.85	102
General information from the Internet/websites	35.90	35.26	102
Direct email offers	21.56	21.73	99
Flyers delivered to the door or in the mail	30.72	31.12	99
Online flyers	35.23	35.85	98
Mail order	6.07	7.57	80
Opinion of Flyers to Door/By Mail			
Somewhat unfavourable	23.59	22.46	105
Very unfavourable	28.27	28.09	101
Somewhat favourable	34.01	34.36	99
Very favourable	14.05	14.78	95

MAGAZINES

	%	Base %	Index
Readership			
Heavy	2.37	2.52	94
Medium/Heavy	2.38	2.38	100
Medium	2.86	2.44	117
Medium/Light	2.81	2.40	117
Light	2.81	2.32	121
Top Magazine Types*			
Food & beverage	7.04	6.25	113
Gardening & homes	5.58	4.98	112
News & current affairs	5.90	5.55	106

Benchmark: Canada

*Chosen from index ranking with minimum 5% composition.

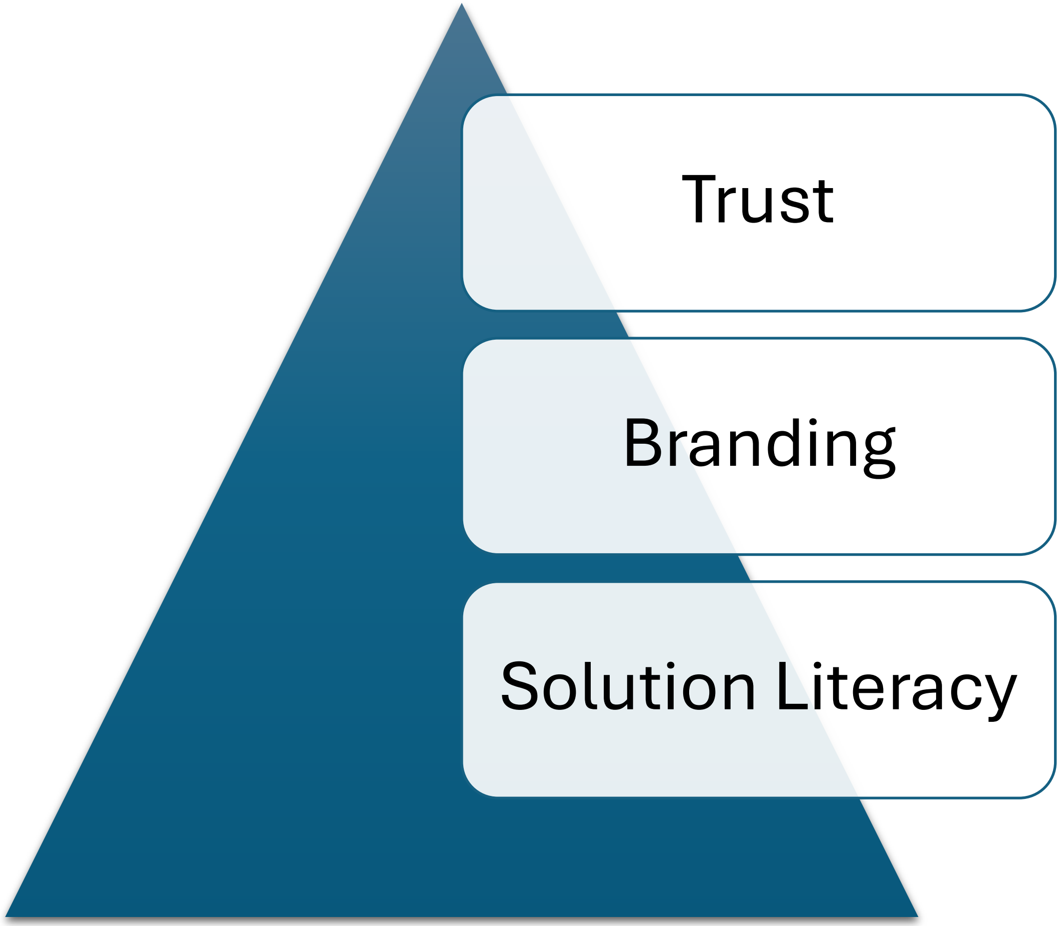
Index Colours:	<80	80 - 110	110+

Market A
Total Donation Amount [Pst
Canada by Census

Province	CMA Code	Census Metropolitan Area Name	Total Donation Amount [Pst Yr] - Environment - Dollars		Group 1				Group 2				Group 3				Group 4				Group 5	
			Base Count	Base %	Count	% of Total	% Pen	Index	Count	% of Total	% Pen	Index	Count	% of Total	% Pen	Index	Count	% of Total	% Pen	Index	Count	% of Total
		Total	$ 312,335,245	100%	$ 12,586,456	100%	4.03%	100	$ 16,715,660	100%	5.35%	100	$ 10,917,450	100%	3.50%	100	$ 34,266,295	100%	10.97%	100	$ 23,263,857	100%
Northwest Territories, Nunavut, Yukon	000	Territory / Territoire	$ -	0.00%	$ -	0.00%	0.00%	100	$ -	0.00%	0.00%	100	$ -	0.00%	0.00%	100	$ -	0.00%	0.00%	100	$ -	0.00%
Newfoundland and Labrador	001	St. John's	$ 2,983,885	0.96%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 366	0.00%	0.01%	0	$ 101,275	0.30%	3.39%	31	$ 13,813	0.06%
Newfoundland and Labrador	010	Grand Falls-Windsor	$ 91,957	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Newfoundland and Labrador	011	Gander	$ 98,496	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 68	0.00%	0.07%	1	$ -	0.00%
Newfoundland and Labrador	015	Corner Brook	$ 217,624	0.07%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Prince Edward Island	105	Charlottetown	$ 1,669,559	0.53%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 4,256	0.04%	0.25%	7	$ 207,721	0.61%	12.44%	113	$ 4,128	0.02%
Prince Edward Island	110	Summerside	$ 307,579	0.10%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 4,851	0.01%	1.58%	14	$ 343	0.00%
Nova Scotia	205	Halifax	$ 9,775,597	3.13%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 211,467	1.94%	2.16%	62	$ 2,146,535	6.26%	21.96%	200	$ 80,923	0.35%
Nova Scotia	210	Kentville	$ 250,126	0.08%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Nova Scotia	215	Truro	$ 592,593	0.19%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 3,973	0.01%	0.67%	6	$ -	0.00%
Nova Scotia	220	New Glasgow	$ 144,902	0.05%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 308	0.00%	0.21%	2	$ -	0.00%
Nova Scotia	225	Cape Breton	$ 1,336,253	0.43%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 962	0.00%	0.07%	1	$ 834	0.00%
New Brunswick	305	Moncton	$ 2,379,811	0.76%	$ 125,814	1.00%	5.29%	131	$ 38,751	0.23%	1.63%	30	$ 15,947	0.15%	0.67%	19	$ 80,354	0.23%	3.38%	31	$ 5,463	0.02%
New Brunswick	310	Saint John	$ 2,834,375	0.91%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 3,686	0.03%	0.13%	4	$ 145,222	0.42%	5.12%	47	$ 690	0.00%
New Brunswick	320	Fredericton	$ 2,380,614	0.76%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 3,162	0.03%	0.13%	4	$ 438,102	1.28%	18.40%	168	$ 6,085	0.03%
New Brunswick	328	Bathurst	$ 192,308	0.06%	$ 18,039	0.14%	9.38%	233	$ 11,143	0.07%	5.79%	108	$ -	0.00%	0.00%	0	$ 64	0.00%	0.03%	0	$ 20	0.00%
New Brunswick	329	Miramichi	$ 546,282	0.17%	$ -	0.00%	0.00%	0	$ 33	0.00%	0.01%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
New Brunswick, Quebec	330	Campbellton	$ 58,387	0.02%	$ 8,193	0.07%	14.03%	348	$ 4,267	0.03%	7.31%	137	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 57	0.00%
New Brunswick	335	Edmundston	$ 53,198	0.02%	$ 21,654	0.17%	40.70%	1010	$ 8,716	0.05%	16.38%	306	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	403	Matane	$ 36,791	0.01%	$ 23,688	0.19%	64.38%	1598	$ 1,740	0.01%	4.73%	88	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	404	Rimouski	$ 132,084	0.04%	$ 75,716	0.60%	57.32%	1423	$ 21,390	0.13%	16.19%	303	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	405	Rivière-du-Loup	$ 69,339	0.02%	$ 39,452	0.31%	56.90%	1412	$ 9,220	0.06%	13.30%	248	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	406	Baie-Comeau	$ 45,060	0.01%	$ 22,353	0.18%	49.61%	1231	$ 9,422	0.06%	20.91%	391	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	408	Saguenay	$ 391,166	0.13%	$ 219,109	1.74%	56.01%	1390	$ 56,567	0.34%	14.46%	270	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	410	Alma	$ 65,053	0.02%	$ 39,578	0.31%	60.84%	1510	$ 9,587	0.06%	14.74%	275	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	411	Dolbeau-Mistassini	$ 27,582	0.01%	$ 16,772	0.13%	60.81%	1509	$ 4,127	0.02%	14.96%	280	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	412	Sept-Îles	$ 43,256	0.01%	$ 19,639	0.16%	45.40%	1127	$ 10,920	0.07%	25.24%	472	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	421	Québec	$ 4,198,213	1.34%	$ 1,907,557	15.16%	45.44%	1128	$ 1,381,473	8.26%	32.91%	615	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	423	Sainte-Marie	$ 24,908	0.01%	$ 6,945	0.06%	27.88%	692	$ 4,298	0.03%	17.25%	322	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	428	Saint-Georges	$ 70,956	0.02%	$ 38,230	0.30%	53.88%	1337	$ 7,733	0.05%	10.90%	204	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	430	Thetford Mines	$ 49,024	0.02%	$ 31,589	0.25%	64.44%	1599	$ 6,933	0.04%	14.14%	264	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	433	Sherbrooke	$ 660,511	0.21%	$ 322,296	2.56%	48.79%	1211	$ 127,113	0.76%	19.24%	360	$ -	0.00%	0.00%	0	$ 5,220	0.02%	0.79%	7	$ 38	0.00%
Quebec	437	Cowansville	$ 30,274	0.01%	$ 18,675	0.15%	61.69%	1531	$ 3,784	0.02%	12.50%	234	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	440	Victoriaville	$ 129,009	0.04%	$ 63,873	0.51%	49.51%	1229	$ 22,795	0.14%	17.67%	330	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	442	Trois-Rivières	$ 444,978	0.14%	$ 265,184	2.11%	59.59%	1479	$ 80,008	0.48%	17.98%	336	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	444	Shawinigan	$ 128,008	0.04%	$ 96,588	0.77%	75.45%	1872	$ 9,119	0.05%	7.12%	133	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	447	Drummondville	$ 197,926	0.06%	$ 120,405	0.96%	60.83%	1510	$ 24,813	0.15%	12.54%	234	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	450	Granby	$ 229,919	0.07%	$ 107,604	0.85%	46.80%	1161	$ 54,324	0.32%	23.63%	441	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	452	Saint-Hyacinthe	$ 132,615	0.04%	$ 80,021	0.64%	60.34%	1497	$ 16,181	0.10%	12.20%	228	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	454	Sorel-Tracy	$ 98,067	0.03%	$ 69,104	0.55%	70.47%	1749	$ 9,707	0.06%	9.90%	185	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	456	Joliette	$ 141,436	0.05%	$ 92,030	0.73%	65.07%	1615	$ 14,481	0.09%	10.24%	191	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	462	Montréal	$ 30,996,378	9.92%	$ 7,544,740	59.94%	24.34%	604	$ 13,107,228	78.41%	42.29%	790	$ 1,144,271	10.48%	3.69%	106	$ 786,127	2.29%	2.54%	23	$ 215,535	0.93%
Quebec	465	Salaberry-de-Valleyfield	$ 132,160	0.04%	$ 96,717	0.77%	73.18%	1816	$ 15,186	0.09%	11.49%	215	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	467	Sainte-Agathe-des-Monts	$ 38,813	0.01%	$ 21,609	0.17%	55.68%	1382	$ 2,057	0.01%	5.30%	99	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	468	Lachute	$ 46,090	0.01%	$ 37,228	0.30%	80.77%	2004	$ 2,310	0.01%	5.01%	94	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	480	Val-d'Or	$ 63,325	0.02%	$ 44,339	0.35%	70.02%	1738	$ 3,023	0.02%	4.77%	89	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	481	Amos	$ 32,827	0.01%	$ 22,833	0.18%	69.56%	1726	$ 847	0.01%	2.58%	48	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Quebec	485	Rouyn-Noranda	$ 91,253	0.03%	$ 52,690	0.42%	57.74%	1433	$ 8,122	0.05%	8.90%	166	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Ontario	501	Cornwall	$ 294,266	0.09%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 15	0.00%	0.01%	0	$ 245	0.00%	0.08%	1	$ 2,702	0.01%
Ontario, Quebec	502	Hawkesbury	$ 37,978	0.01%	$ 22,100	0.18%	58.19%	1444	$ 9,628	0.06%	25.35%	474	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%
Ontario, Quebec	505	Ottawa - Gatineau	$ 11,937,977	3.82%	$ 515,590	4.10%	4.32%	107	$ 1,261,278	7.55%	10.57%	197	$ 327,649	3.00%	2.74%	79	$ 1,886,753	5.51%	15.80%	144	$ 675,563	2.90%
Ontario	512	Brockville	$ 187,262	0.06%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 85	0.00%	0.05%	0	$ 52	0.00%
Ontario	515	Pembroke	$ 118,005	0.04%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 235	0.00%	0.20%	2	$ 27	0.00%
Ontario	516	Petawawa	$ 83,646	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 104	0.00%	0.12%	4	$ 1,849	0.01%	2.21%	20	$ -	0.00%
Ontario	521	Kingston	$ 1,249,572	0.40%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 3,344	0.03%	0.27%	8	$ 81,474	0.24%	6.52%	59	$ 559	0.00%
Ontario	522	Belleville - Quinte West	$ 672,693	0.22%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 172	0.00%	0.03%	1	$ 967	0.00%	0.14%	1	$ 33	0.00%

Province	FSA Code	Forward Sortation Area Name	Total Donation Amount [Pst Yr] - Environment - Dollars		Group 1				Group 2				Group 3		
			Base Count	Base %	Count	% of Total	% Pen	Index	Count	% of Total	% Pen	Index	Count	% of Total	% Pe
		Total	$ 312,335,245	100%	$ 12,586,456	100%	4.03%	100	$ 16,715,660	100%	5.35%	100	$ 10,917,450	100%	3.5
Newfoundland and Labrador	A0A	A0A (Harbour Grace)	$ 221,730	0.07%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0B	A0B (Placentia)	$ 61,842	0.02%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0C	A0C (Bonavista)	$ 24,604	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0E	A0E (Marystown)	$ 36,748	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0G	A0G (Lewisporte)	$ 62,005	0.02%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0H	A0H (Botwood)	$ 31,018	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0J	A0J (Springdale)	$ 13,627	0.00%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0K	A0K (St. Anthony)	$ 69,240	0.02%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0L	A0L (Pasadena)	$ 14,786	0.00%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0M	A0M (Channel-Port-Aux-Basques)	$ 6,539	0.00%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0N	A0N (Port Au Port)	$ 20,081	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0P	A0P (Happy Valley-Goose Bay Stn B)	$ 100,817	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A0R	A0R (Wabush)	$ 6,290	0.00%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1A	A1A (St. John's)	$ 559,613	0.18%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1B	A1B (St. John's)	$ 471,770	0.15%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 312	0.00%	0.0
Newfoundland and Labrador	A1C	A1C (St. John's)	$ 269,178	0.09%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1E	A1E (St. John's)	$ 372,070	0.12%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ 54	0.00%	0.0
Newfoundland and Labrador	A1G	A1G (St. John's)	$ 82,295	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1H	A1H (St. John's)	$ 38,292	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1K	A1K (Torbay)	$ 103,408	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1L	A1L (Paradise)	$ 187,618	0.06%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1M	A1M (Portugal Cove-St Philips)	$ 95,441	0.0[illegible]	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1N	A1N (St. John's)	$ 353,704	0.11%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1S	A1S (Goulds)	$ 72,837	0.02%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1V	A1V (Gander)	$ 94,919	0.03%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1W	A1W (Conception Bay South)	$ 119,211	0.04%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1X	A1X (Conception Bay South)	$ 167,464	0.05%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A1Y	A1Y (Carbonear)	$ 10,532	0.00%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A2A	A2A (Grand Falls-Windsor)	$ 62,903	0.02%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A2B	A2B (Grand Falls-Windsor)	$ 29,054	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A2H	A2H (Corner Brook)	$ 209,433	0.07%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A2N	A2N (Stephenville)	$ 32,851	0.01%	$ -	0.00%	0.00%	0	$ -	0.00%	0.00%	0	$ -	0.00%	0.0
Newfoundland and Labrador	A2V	A2V (Labrador City)	$ 111,929	0.04%	$	0.00%	0.00%		$	0.00%	0.00%		$	0.00%	

Three Takeaway Insights



Next Steps Discussion & Q&A

Phase 1a (<$1,500 donor)

- ✅ Environics Analysis (quantitative “who isn’t giving & why”)
- Edelman Trust Barometer research to inform the next Phases

Phase 1b (<$1,500 donor)

- Partner with a firm
- Focus groups with Groups 1, 3, 6
- Tactics and messaging to reach annual / one-time donors

Phase 2 ($10k+ donor)

- KCI feasibility study via in-depth interviews with High-Net-Worth Individuals
- Message & case-for-support testing

Phase 3 (Fundraising Machine Blueprint)

- Scan best-in-class models (Canada & abroad e.g., United Way, Heart & Stroke, community foundations)
- Landscape analysis: what structure & mechanisms are needed to unlock new small- & major-gift revenue
- Recommend model(s) to build