**UVLT Data Information**

There are two separate banks of information that UVLT has pulled from to produce the data. The first spreadsheet is U.S. census information for the 45 towns in our service area. This came from the latest US census (2010 U.S. Census). These data were accessed via the American Fact Finder (<https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml>)

The second bank of information is UVLT’s in house database. For the past 18 years we have collected information in a custom access database. This information comes from a variety of sources, outlined below.

All donor information is provided to us from individuals when they make a donation to the non-profit. We also capture information from people who volunteer with our organization or attend our events. Other sources of contact can include owners of conserved properties, conservation commissioners and other public servants, potential land owners who have yet to conserve their property, foresters and other land managers, contacts at other non-profits or public agencies, and potential donors and other contacts.

Our dataset provides all of our contact names and associated towns followed by information on if they are a donor, volunteer, or event attendee. There is also information provided if they own conserved land. Some people in our dataset are none of those things.

The data that we are providing includes information about each record in our contact database. The contact data has been collected and recorded over the past 19 years. Contact records originate from a variety of sources including:

* Anyone who has donated to UVLT for any reason (information on donor response form or check)
* Persons identified by Board members or staff as being likely to respond to a donation request, based on knowledge of conservation interest and/or philanthropic capacity (names and addresses obtained from the person suggesting the solicitation)
* Persons who serve or have served on town conservation commissions and planning boards (information obtained from town records)
* Persons who own or used to own land that is subject to a UVLT conservation easement (We call these people "landowners." There is a fixed universe of them. When they purchase the property their names and addresses are provided to us.)
* Persons who own or used to own property adjacent to or nearby land that UVLT has conserved (we call these people "abutters". Their names and addresses are obtained from Town assessment offices)
* Persons who have attended one or more UVLT events (names and addresses collected via sign-in sheets)
* Persons who have volunteered (name and address provided by the volunteer)
* Persons who have contacted UVLT to ask for information about conserving their land, or making a stock gift, or doing estate planning (information provided by caller.)

The information we have selected and provided in the excel file pertains to donations contributed, timing of donations, event attendance and volunteerism. The file is an aggregation of contacts from all the sources above. Note, that except for the first bullet, all other contacts will appear whether or not they ever responded to solicitation for gifts.