**Get input from Fundraising**

**2017 Website Persona  
Karen McKay  
Summary**  
Our Ideal Booster

**Age:** 51  
**Location:** Toronto, Vancouver, Montreal **Location type:** Urban  
**Occupation:** Teacher  
**Status:** Married mother of two young adults and a soon-to-be grandmother  
 **Personality**

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving  
Tech savvy/Tech challenged

**Brands**Social platform: Facebook (to share photos of family and friends)  
Hobby/Interest: garden, travel, cook  
Restaurant:  
Clothing:

**Technology**

Photo goes here.

**Bio/Background**Karen lives in an affluent postal code and is university educated and married with a household income of $180,000. She’s at the centre of a big, extended family offering lots of joy… and drama. She’s an empty nester with a lot more time on her hands to get involved. She donates over $1000/year, takes part in walks and already knows us by name. She manages or oversees about 80% of the household financial decisions.

**Goals/Motivations/Wants**

* Prior experience with mental health issues/deep empathy

**Frustrations/Barriers**

* Desktop first design
* Accessibility