

OUR IDEAL

"GIVER"

We need to find the person who wants to give, and has the donation types we need.

1

Between their early and late 30s

The target needs to have had kids, but not be looking to have more in the immediate term.

2

Median income of above

Median income households give at median rates. This is an optimum ratio of number of "givers" and likelihood of giving.

3

> 2 persons per house

As a way of predicting volume, household size can indicate family size and therefore volume of goods to be donated