**Hometown Nonprofit**

Donations

Report

Attention: John Smith

Chief Executive Officer

Hometown Nonprofit

From: Spencer Kerber

Date: 11/29/14

Project Title: Donations Report

Project Description: Donations evaluations and expectations

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| --- | --- | --- | --- |
| Gender and Zip code | 2014 | 2015 High | 2015 Low |
| F 19600 | $94,650 | $114,365 | $142,760 |
| F 19601 | $84,830 | $86,952 | $112,401 |
| F 19603 | $77,790 | $102,142 | $125,479 |
| Total Female | **$257,270** | **$303,459** | **$380,640** |
| M 19600 | $114,070 | $147,971 | $182,192 |
| M 19601 | $103,400 | $126,307 | $157,327 |
| M 19603 | $115,150 | $154,181 | $188,726 |
| Total Male | **$332,620** | **$428,459** | **$528,245** |
| Grand Total | **$589,890** | **$731,918** | **$908,885** |

In creating a donor list, we streamlined the database to make important and useful information more easily visible. We have created shortcuts to see the donations summaries for 2013 and 2014 broken down by gender, zip code, year of birth, and gender divided into which zip code the donor is listed in. We also created a shortcut to see percentage change in donations between 2013 and 2014 for all the categories listed above.

We created projected donations for 2015 based on previous donations and percentage change in donations each year. We created two predicted models based on optimistic donations and pessimistic donation levels. We broke down this data into gender then zip code. Based on our predictions, males are expected to donate more on both optimistic and pessimistic models in 2015 with the 19603 zip code projected to donate the most. The lowest projected donors were females in the 19601 zip code.

From our data in 2013 and 2014, in the gender category men donated more, in the zip code category donors living in 19600 donated the most, and in the date of birth category donors born in 1983 donated the most.