

## Donor Search: Wealth Information Profile Terms/Definitions

Below is the definition of each item that appears in a contact's Donor Search Wealth Profile.

DS Rating	An overall rating for the profile based on the detail found. DS1-1, DS1-2 and DS1-3 are high scores indicating that the individual has above average major gift potential. To see the definitions for all DS Ratings, go to: <a href="http://www.donorsearch.net/donorsearch-ratings-system">http://www.donorsearch.net/donorsearch-ratings-system</a>
Quality Score	This is a subjective assessment of the report accuracy. Two quality scores are calculated, one for matches based on wealth and another for matches based on giving. A good quality score is 18.0 or higher and is strong evidence that the content is the person who was searched. A low quality score at or below 17.0 is an alert for the user that the profile content requires closer scrutiny.
Estimated Capacity	An estimated 10% of the individuals net worth. If an individual fully commits to an organization, the thought is the individual will donate 10% of their assets over a 3 to 5 year period. This is an estimated 10% of their net worth based on the wealth information found.
Range of Largest Gift Elsewhere	Upper limit/range of amount of largest gift ever given (from all collected data).
Estimated Real Estate	The dollar total is the sum of all properties currently owned/found. Contains market and assessed value.
990PF Flag	Search against all of the 990PF documents, Lists the private foundation names that are the same as an input name.
Aggregate Charitable Giving	Sum total of all charitable giving found for the contact searched <b>MINUS POLITICAL GIVING.</b>
Number of Charitable Gifts	This is the count of the number of Charitable Giving gifts totaled in the Aggerate Charitable giving field for the contact.
Aggregate Political Giving	This is the sum of the lower gift for all political gifts found for the contact. Data is pulled from SEC filings. Contains all federal and state political giving; may contain some municipal political giving, depending on size of municipality.  This amount is the sum total of the REP Giving, DEM Giving, and Oher Political Giving categories.
Number of Political Gifts	This is the count of the political gifts totaled in the Aggregate Political Giving field found for the contact.

Flag for SEC Insider	Flag for individuals that own a minimum of 5% of a publicly traded company, or are policymakers (C-level, board members, etc) have a regulatory obligation to publicly report their stockholdings in companies where they have that position.
SEC Insider Holding	Current holdings for individuals that own a minimum of 5% of a publicly traded company, or are policymakers (C-level, board members, etc) have a regulatory obligation to publicly report their stockholdings in companies where they have that position. SEC stock or insider
Average HH Income	Average household income from most recent Census (2010).
Boat Ownership Flag	Flag for anyone who registered owning a boat through the US Coast Guard. Boats larger than 5 tons (generally 25' long and above) must be registered with the Coast Guard.
Plane Ownership Flag	Flag for anyone who is a probable or exact match to owning an airplane registered with the FAA (all planes must be registered).
Number of Gifts in Higher Education	Number of gifts to Higher Education institutions totaled below (defined as organizations/institutions classified as a Higher Education Institution on form 990).
Higher Education Total	Total dollar amount of giving to organizations/institutions classified as Higher Education Institutions on Form 990.
Number of Education Gifts	Number of gifts to K-12 educational institutions, literacy organizations, Head Start, and similar types of organizations.
Aggregate Education Giving	Total dollar amount of giving to educational institutions as defined above.
Number of Philanthropy and Grant Gifts	Number of gifts to "re-gifting" organizations such as Charitable Foundations/Trusts and United Way.
Aggregate of Philanthropy and Grant Giving	Total dollar amount of giving to philanthropy and grant giving organizations as defined above.
Number of Healthcare Gifts	Number of gifts to healthcare related institutions including hospitals, clinics, birthing centers, hospices, transplant services, Alzheimer's Association, research organizations, Susan G. Komen Foundation, sex education and family planning services, Planned Parenthood, etc.
Aggregate of Healthcare Giving	Total dollar amount of giving to healthcare organizations as defined above.

Number of Arts Gifts	Number of gifts to arts organizations including art museums, symphonies/orchestras, theaters, and theater groups.
Aggregate of Arts Giving	Total dollar amount of giving to arts organizations as defined above.
Number of REP Gifts	Number of political giving gifts to Republican political candidates.
Aggregate of REP Giving	Total dollar amount of giving to Republican political candidates.
Number of DEM Gifts	Number of political giving gifts to Democratic political candidates.
Aggregate of DEM Giving	Total dollar amount of giving to Democratic political candidates.
Number of Other Political Gifts	Number of political giving gifts to third-party political candidates and to PACs.
Aggregate of Other Political Giving	Total dollar amount of giving to third-party political candidates and to PACs.
Number of Society Benefit Gifts	Number of gifts to “society benefit” gifts, which is an amalgam of all other charitable gifts not listed above, including human service organizations, youth development, and food banks.
Aggregate of Society Benefit Giving	Total dollar amount of giving to society benefit organizations as defined above.
Number of Gifts for Religion	Number of gifts to religious institutions including churches and religious organizations such as Catholic Charities and The Jewish Federation.
Aggregate Giving for Religion	Total dollar amount of giving to religious organizations as defined above.