

# Charitable Giving in Manitoba

## How many? How much?

More than nine out of ten (92%) Manitoba residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.<sup>1</sup> This is a decrease of 1% since 1997, one of only two such decreases in Canada.<sup>2</sup>

Eighty-four percent of residents made direct financial donations totaling \$277.8 million — 29% more than the \$214.6 million donated in 1997.

Sixty-nine percent of Manitobans gave clothing or goods to charitable and nonprofit organizations, while 50% donated food, and 5%\* reported having made a bequest as part of their will.

The average donation in Manitoba was \$383, an increase from the 1997 average of \$308.

## Much comes from the few

Almost half (46%\*) of the money donated in Manitoba came from the 5% of donors who donated \$1800 or more. Another 36% of the total came from the 20% of donors who gave between \$317 and \$1799.

Combined, these two groups accounted for 25% of all donors, but 82% of the total value of donations.

## Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in Manitoba were compassion towards those in need and belief in the cause of the organization (94% of donors for both). Religious obligations or beliefs (41%) and the tax credit received from government in return for making a donation (19%) were least frequently mentioned as motivations.

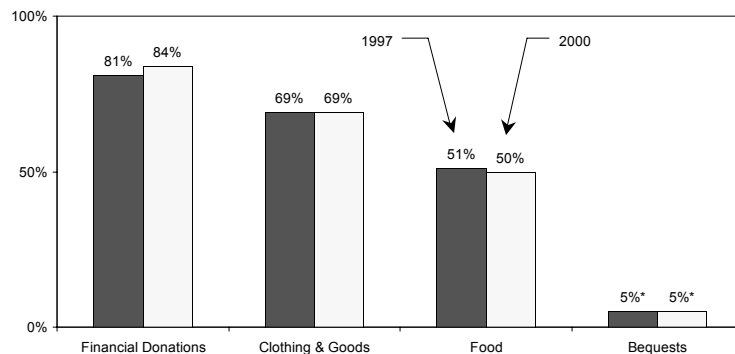
Donors in Manitoba, along with those in Saskatchewan, were more likely than donors in other provinces to mention the tax credit received from government as a motivation for giving.

<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

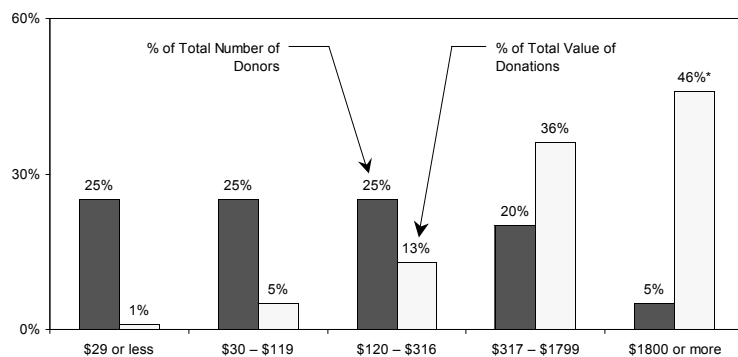
<sup>2</sup> The rate of donating also decreased in British Columbia.

\* Sample size limitations affect the reliability of this estimate.

Percentage of Population Making Donations by Type of Donation, 1997 and 2000

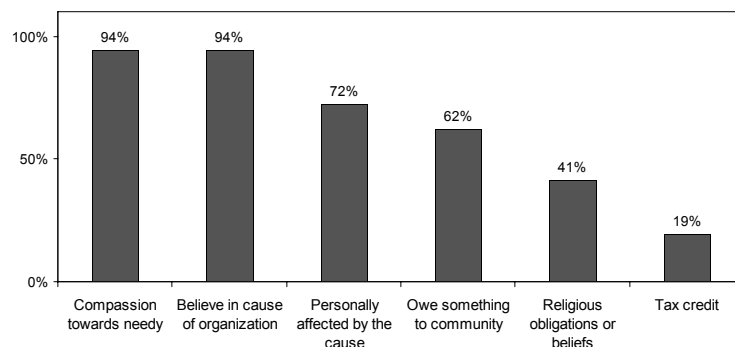


Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



Note. Percentages do not add up to 100% due to rounding.

Percentage of Donors Citing Specific Motivations for Giving



### Barriers to donating more

The most common barrier to donating more was wanting to save money for future needs (54% of donors), followed by disliking how requests for donations were made (52%), wanting to spend money in other ways (51%), and thinking that donations would not be used efficiently (48%).

Relatively few donors said that they did not donate more because they found it hard to find a worthy cause (18%) or because they did not know where to donate (13%). Donors in Manitoba were, however, more likely than donors in most other provinces to say that they did not donate more because they found it hard to find a worthy cause or because they did not know where to donate.

### Where the money goes

Religious organizations received more than half (51%) of the total value of all donations made in Manitoba, but just 14% of the total number of donations.

Health organizations received the largest number of donations (42% of the total), but accounted for only 16% of the total value of donations.

### How the money is donated

The most common method of making a donation was in response to door-to-door canvassing (18% of the total number of donations), followed by responding to a mail request (17%), and sponsoring someone in an event such as a walkathon (16%).

Although donating in response to door-to-door canvassing was the most commonly mentioned method of donating, it was not the most lucrative. Donations through places of worship accounted for 48% of the total value of all donations, whereas donations made in response to door-to-door canvassing accounted for only 3% of the total.

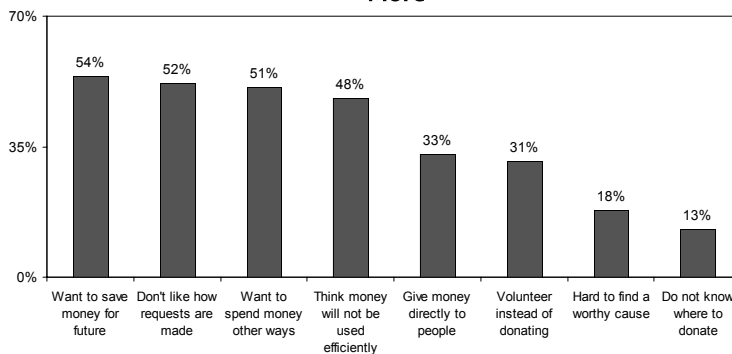
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca).

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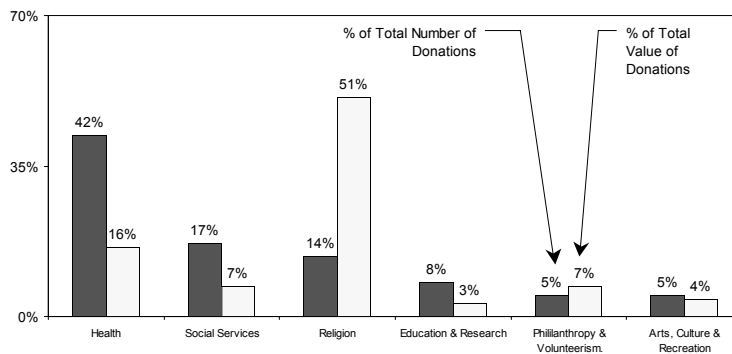
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Percentage of Donors Citing Specific Barriers to Giving More



Percentage of Donations and Percentage of the Value of Donations by Type of Organization



Percentage of Donations and Percentage of the Value of Donations by Method of Donation

