

How many? How much?

Nine out of ten (90%) New Brunswick residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.¹ This is an increase of 2% since 1997.

Seventy-nine percent of residents made direct financial donations totaling \$123.8 million — 10% more than the \$112.1 million donated in 1997.

Almost two thirds (64%) of people in New Brunswick gave clothing or goods to charitable and nonprofit organizations, while 56% donated food, and 3%* reported having made a bequest as part of their will. The percentage of residents who donated food increased from 49% in 1997, one of the largest such increases in the country.

The average donation in New Brunswick was \$259, an increase from the 1997 average of \$226.

Much comes from the few

Almost half (47%*) of the money donated in New Brunswick came from the 5% of donors who gave \$1150 or more. Another 36% of the total came from the 20% of donors who gave between \$209 and \$1149.

Combined, these two groups accounted for 25% of donors, but 83% of the total value of donations. The percentage of the total value of donations made by the top 25% of donors was higher in New Brunswick than anywhere else in Atlantic Canada.

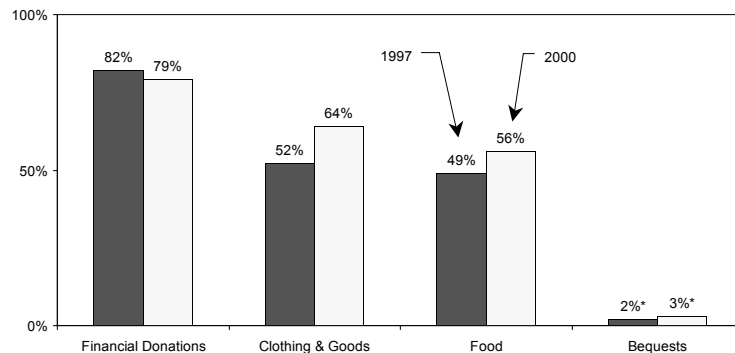
Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in New Brunswick were compassion towards those in need (94% of donors) and belief in the cause of the organization (92%). Religious obligations or beliefs (39%) and the tax credit received from government in return for making a donation (13%) were the least frequently mentioned motivations.

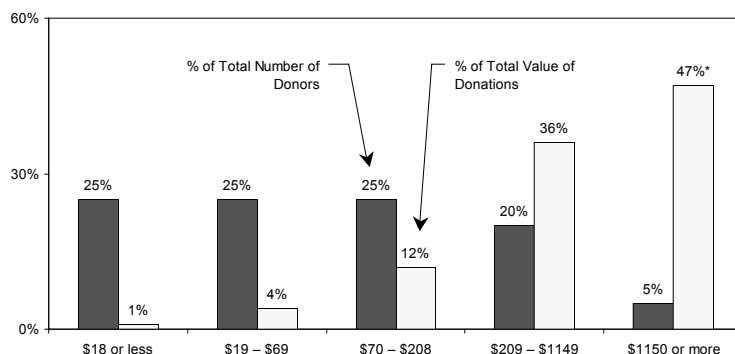
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

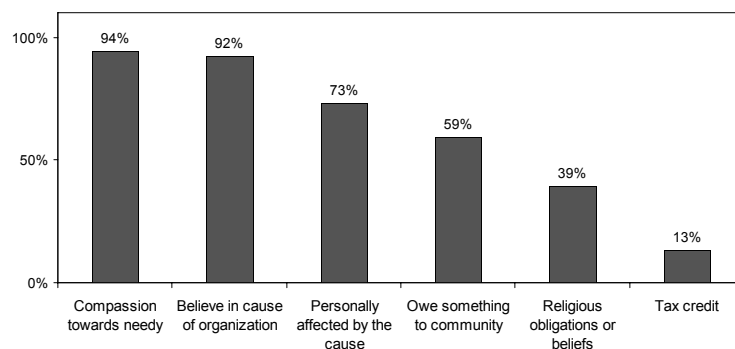
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



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



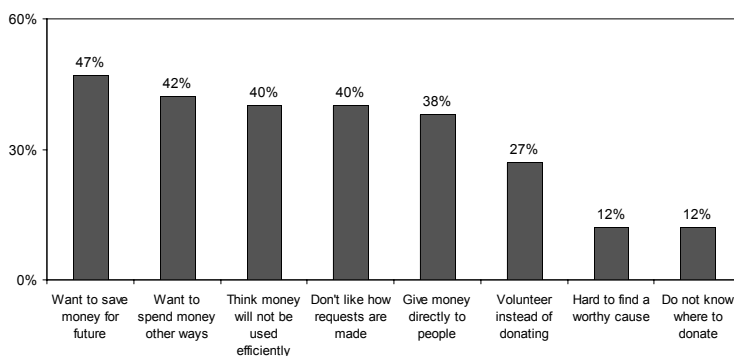
Percentage of Donors Citing Specific Motivations for Giving



Barriers to donating more

The most common barrier to donating more was the desire to save money for future needs (47% of donors), followed by wanting to spend money in other ways (42%), thinking the money would not be used efficiently (40%), not liking how the requests were made (40%), and giving money directly to people rather than donating through an organization (38%). Very few donors said that they did not donate more because they found it hard to find a worthy cause or because they did not know where to make a donation (12% each).

Percentage of Donors Citing Specific Barriers to Giving More

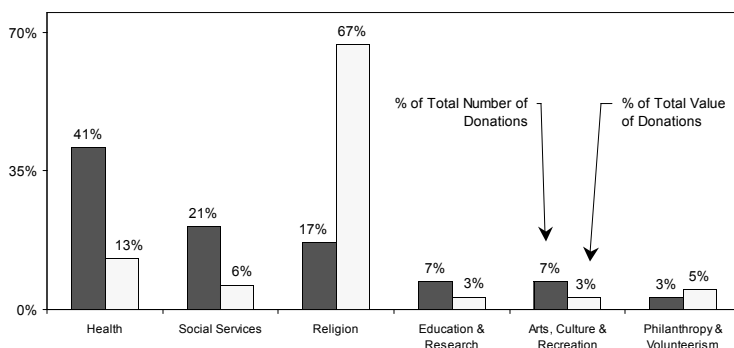


Where the money goes

Religious organizations received over two thirds (67%) of the total value of all donations made in New Brunswick, but only 17% of the total number of donations.

Health organizations received the largest number of donations (41% of the total), but accounted for only 13% of the total value of donations.

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

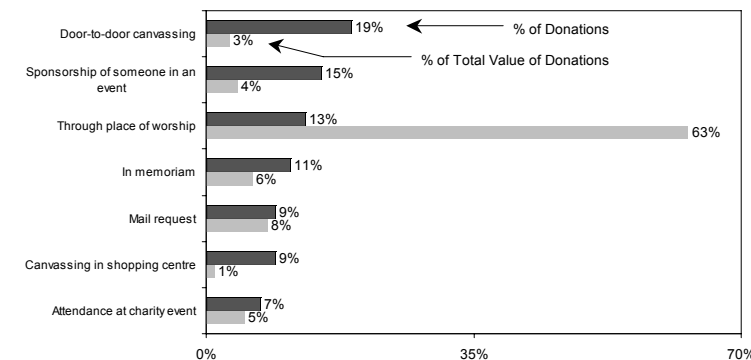


How the money is donated

The most common method of making a donation was in response to door-to-door canvassing (19% of the total number of donations), followed by sponsoring someone in an event such as a walkathon (15%), and donating at a place of worship (13%).

Although giving in response to door-to-door canvassing was the most commonly mentioned method of donating, it was not the most lucrative. Donations made through places of worship accounted for almost two-thirds (63%) of the total value of all donations, whereas donations made in response to door-to-door canvassing accounted for only 3% of the total.

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



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.

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