

Charitable Giving in Newfoundland and Labrador

How many? How much?

More than nine out of ten (91%) residents of Newfoundland and Labrador 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.

Eighty-five percent of residents made direct financial donations totaling \$68.5 million — almost 9% more than the \$63.1 million donated in 1997.

Two thirds (66%) of people in Newfoundland and Labrador gave clothing or goods to charitable and nonprofit organizations and 58% donated food. The increases in both of these types of donation from 1997 to 2000 were among the highest in Canada.

The average donation in Newfoundland and Labrador was \$182, an increase from the 1997 average of \$167.

Much comes from the few

Just under half (49%*) of the money donated in Newfoundland and Labrador came from the 5% of donors who gave \$530 or more during 2000. Another 33% of the total came from the 20% of donors who gave between \$167 and \$529.

Combined, these two groups accounted for 25% of donors, but 81% of the value of donations.

The percentage of the total value of donations made by the top 5% of donors in Newfoundland and Labrador was the second highest in Canada.

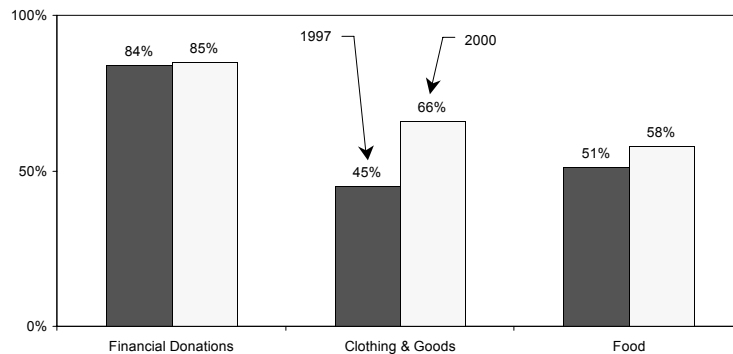
Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in Newfoundland and Labrador were compassion towards those in need (98% of donors) and belief in the cause of the organization (96%). Religious obligations or beliefs (31% of donors) and the tax credit received from government in return for making a donation (10%*) were least frequently mentioned as motivations.

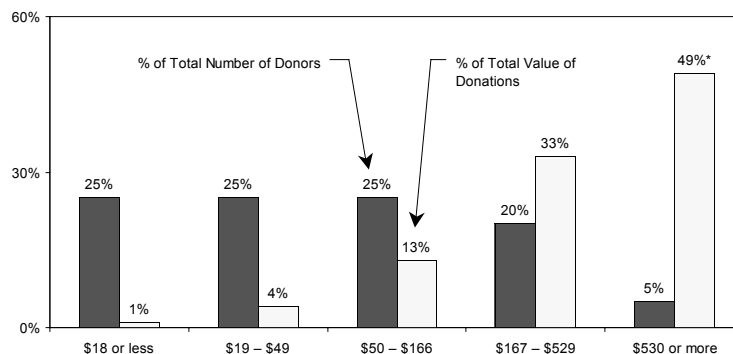
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

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

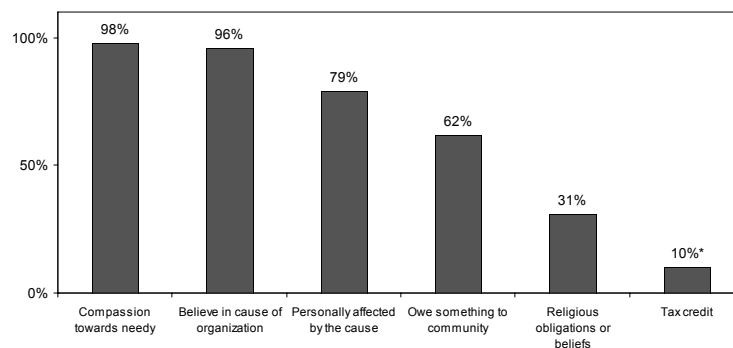


Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



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 disliking the way that requests for donations were made (43% of donors), followed by wanting to save money for future needs (39%) or thinking that the money would not be used efficiently (38%). Comparatively few donors said that they did not donate more because it was hard to find a worthy cause (15%) or because they did not know where to make a donation (13%).

Donors in Newfoundland and Labrador were less likely than donors in other provinces to say that they did not donate more because they wanted to save their money for future needs or because they wanted to spend their money in other ways.

Where the money goes

Religious organizations received well over half (62%) of the total value of donations made in Newfoundland and Labrador, but just 15% of the total number of donations.

Health organizations received the largest number of donations (44% 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 (34% of the total number of donations), followed by sponsoring someone in an event such as a walkathon (18%), and donating through a place of worship (10%).

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 60% of the total value of donations, whereas donations made in response to door-to-door canvassing accounted for only 5% of the total.

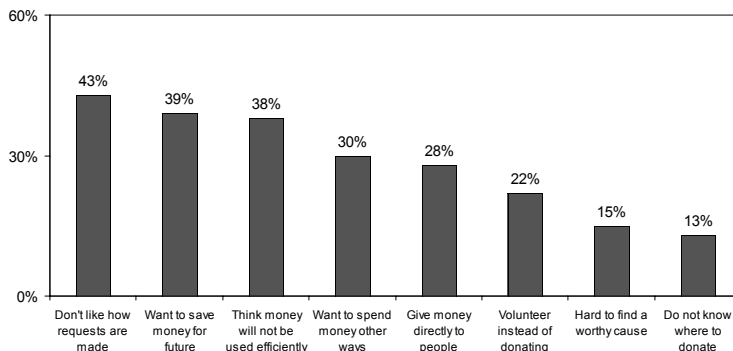
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

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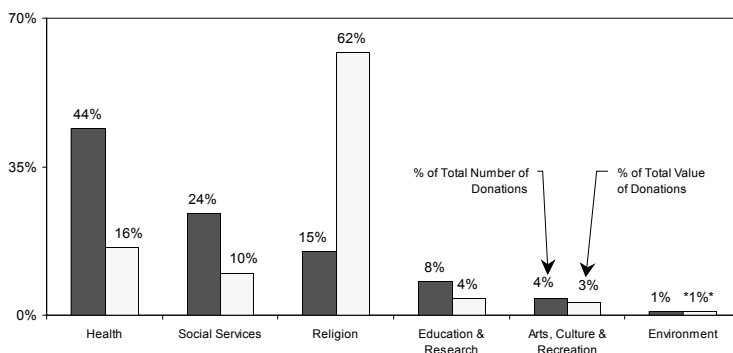
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Percentage of Donors Citing Specific Barriers to Giving More



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

