

Charitable Giving in Nova Scotia

How many? How much?

More than nine out of ten (92%) Nova Scotia 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.

Eighty-seven percent of residents made direct financial donations totaling \$132.3 million — almost 4% more than the \$128.7 million donated in 1997.

Two thirds (66%) of Nova Scotians gave clothing or goods to charitable and nonprofit organizations, while 65% donated food, and 5%* reported having made a bequest as part of their will. The percentage of residents who donated food increased from 57% in 1997. This was the largest such increase in the country.

The average donation in Nova Scotia was \$203, a slight decrease from 1997 average of \$208.

Much comes from the few

Slightly less than four of every ten dollars (38%*) donated in Nova Scotia came from the 5% of donors who gave \$793 or more. Another 39% of the total came from the 20% of donors who gave between \$208 and \$792.

Combined, these two groups accounted for 25% of donors, but 77% of the total value of donations. The percentage of the total value of donations made by the top 25% of donors in Nova Scotia was the lowest in Atlantic Canada, and the second lowest in Canada.

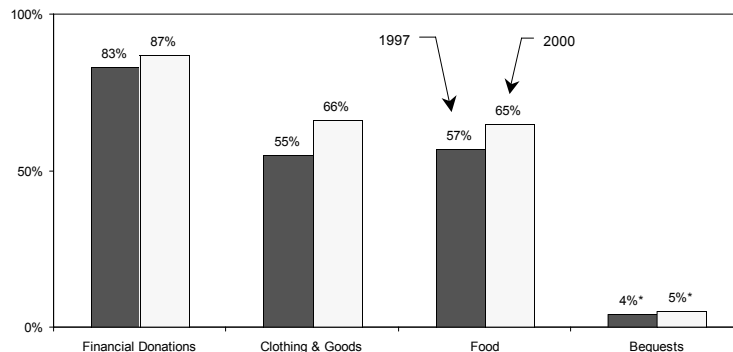
Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in Nova Scotia were compassion towards those in need (96% of donors) and belief in the cause of the organization (93%). Religious obligations or beliefs (36%) and the tax credit received from government in return for making a donation (8%) were the least frequently mentioned motivations.

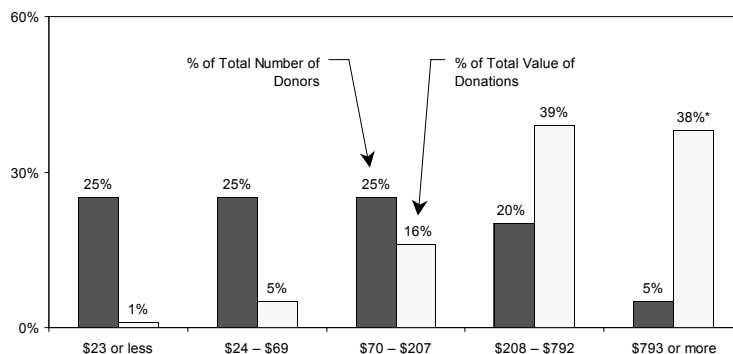
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

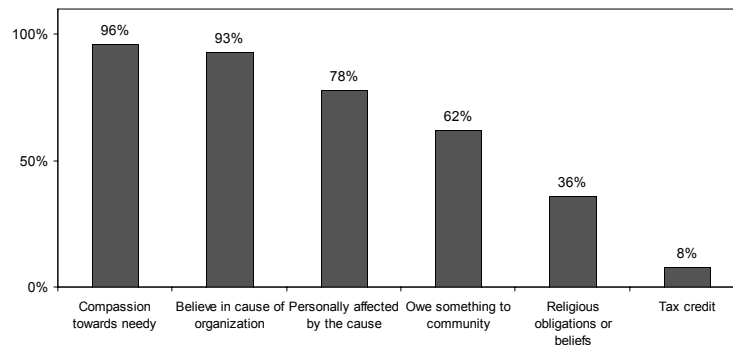
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



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



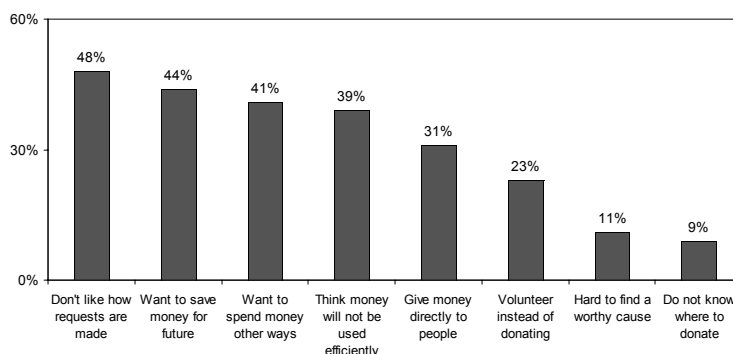
Percentage of Donors Citing Specific Motivations for Giving



Barriers to donating more

The most common barrier to donating more was disliking the way that requests for donations were made (48% of donors), followed by wanting to save money for future needs (44%), and wanting to spend money in other ways (41%). Comparatively few donors said that they did not donate more because they found it difficult to find a cause worth supporting (11%), or because they did not know where to make a donation (8%).

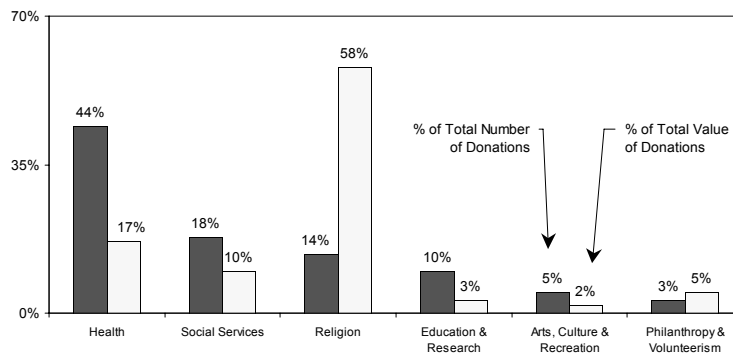
Percentage of Donors Citing Specific Barriers to Giving More



Where the money goes

Religious organizations received over half (58%) of the total value of all donations made in Nova Scotia, but just 14% of the total number of donations.

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

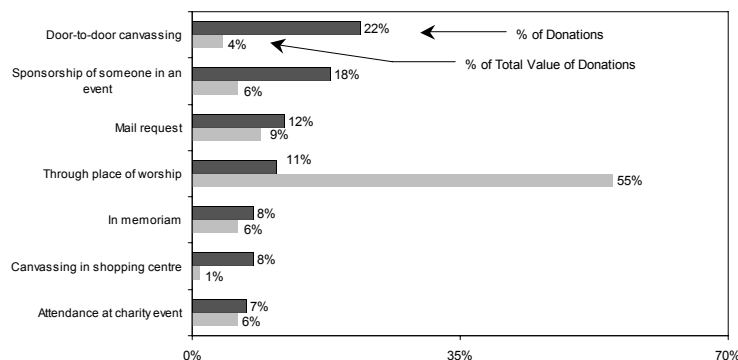


Health organizations received the largest number of donations (44% of the total), but accounted for only 17% of the total value of all donations.

How the money is donated

The most common method of making a donation was in response to door-to-door canvassing (22% of the total number of donations), followed by sponsoring someone in an event such as a walkathon (18%), and donating in response to a mail request (12%).

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



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 more than half (55%) of the total value of all donations, whereas donations made in response to door-to-door canvassing accounted for only 4% 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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