

# Charitable Giving in Quebec

## How many? How much?

Almost nine out of ten (88%) Quebec 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 an increase of 1% since 1997.

Seventy-four percent of residents made direct financial donations totaling \$515.7 million — just over 9% less than the \$567.8 million donated in 1997. Quebec was one of only two provinces that experienced a drop in the total amount of donations over this period.<sup>2</sup>

More than three fifths (62%) of residents gave clothing or goods to charitable and nonprofit organizations, while 43% donated food, and 2%\* reported having made a bequest as part of their will. The percentage of people who donated food was the lowest in the country.

The average donation in Quebec was \$117, a decrease from the 1997 average of \$127.

## Much comes from the few

Just over four of every ten dollars (41%\*) donated in Quebec came from the 5% of donors who donated \$375 or more. Another 35% of the total came from the 20% of donors who gave between \$120 and \$374.

Combined, these two groups accounted for 25% of donors, but 76% of the value of donations.<sup>3</sup>

## Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in Quebec were compassion towards those in need (93% of donors) and belief in the cause of the organization (84%). Religious obligations or beliefs (26% of donors) and the tax credit received from government in return for making a donation (9%) were the least frequently mentioned motivations.

Quebec donors were less likely than donors in other provinces to say that they donated because they were personally affected by the cause of the organization.

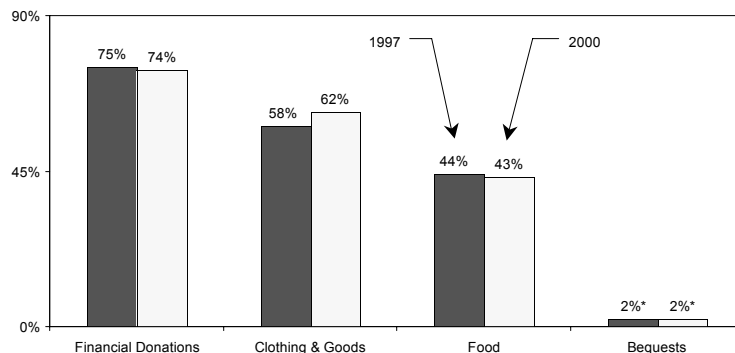
<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

<sup>2</sup> The total amount of donations also decreased in Saskatchewan.

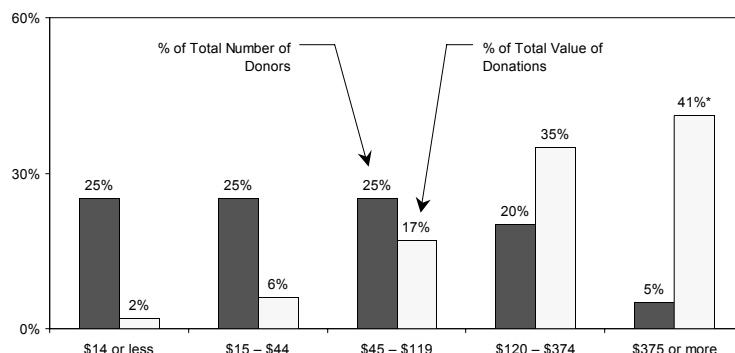
<sup>3</sup> This was the lowest percentage of total donations from the top 25% of donors of any province in Canada.

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

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

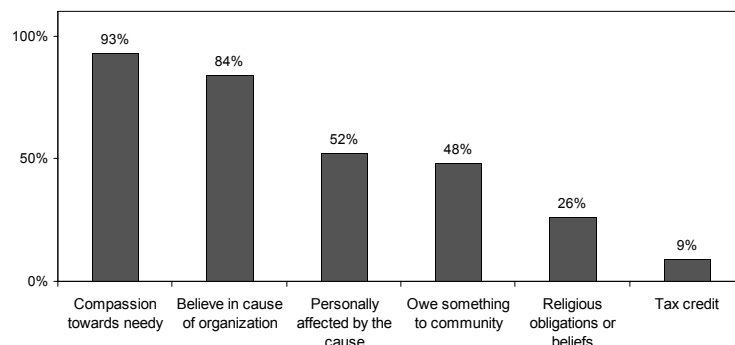


Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



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

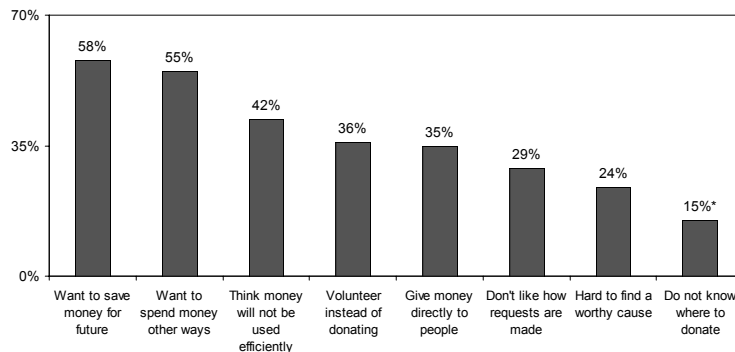
Percentage of Donors Citing Specific Motivations for Giving



### Barriers to donating

In Quebec, the most common barrier to making a donation was wanting to save money for future needs (58% of non-donors), followed by wanting to spend money in other ways (55%), and thinking that the money would not be used efficiently (42%). Relatively few non-donors said that they did not donate because they found it hard to find a worthy cause (24%) or because they did not know where to make a donation (15%\*).

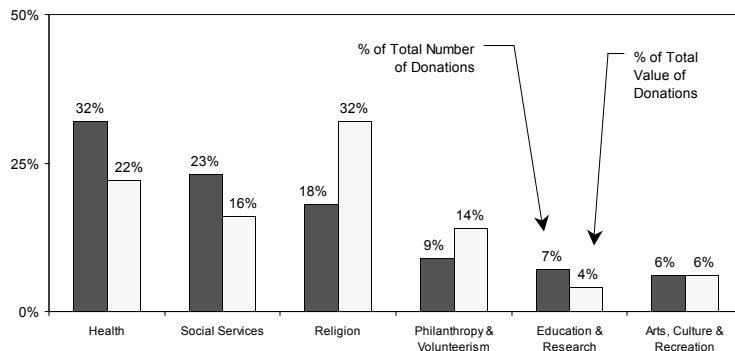
Percentage of Non-Donors Citing Specific Barriers to Giving



### Where the money goes

Religious organizations received almost one third (32%) of the total value of all donations made in Quebec, and 18% of the total number of donations. Health organizations received the largest number of donations (32% of the total), and accounted for 22% of the total value of donations.

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

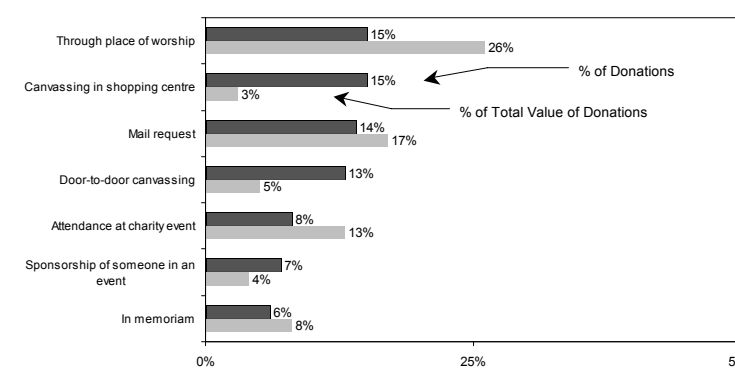


The percentage of the total value of donations received by religious organizations was lower in Quebec than in any other province. The percentages of the total value of donations received by Health and Social Services organizations were the highest in the country.

### How the money is donated

The most common methods of making a donation were donating through a place of worship and in response to canvassing in a shopping centre (each accounted for 15% of the total number of donations), followed by donating in response to a mail request (14%), and donating in response to door-to-door canvassing (13%).

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



Donating in response to canvassing in a shopping centre was more common in Quebec than in any other province, whereas donating by sponsoring someone in an event (7%) or in response to door-to-door canvassing was less common.

The most lucrative methods of making a donation were through a place of worship (26% of the total value of donations), followed by donating in response to mail requests (17%), and paying to attend a charity event (13%).

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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