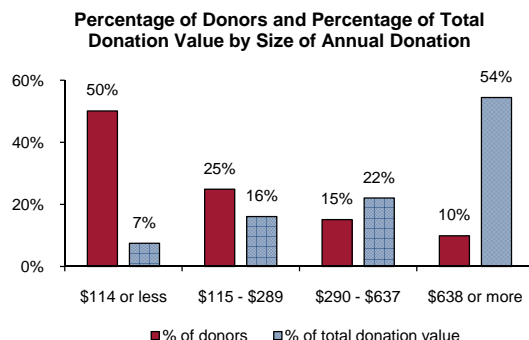


Charitable Giving in NEWFOUNDLAND AND LABRADOR

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 93% of Newfoundland and Labrador residents aged 15 and over (411,000 people) donated in 2004. Each donor contributed an average of \$297, for a total of \$122 million.

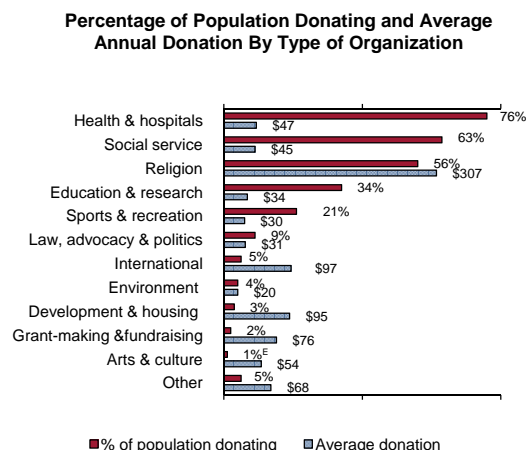
Much comes from the few

Although most Newfoundlanders and Labradorians donate, a small minority contributes most of the dollars. One in ten donors contributed 54% of the total value of all financial donations. These donors gave \$638 or more over the course of the year. About one fifth (22%) of the total donation value came from the 15% of donors who gave between \$290 and \$637. Taken together, this top quarter of donors (representing 23% of all Newfoundland and Labrador residents) accounted for 76% of the total value of all donations.



The types of organizations donors support

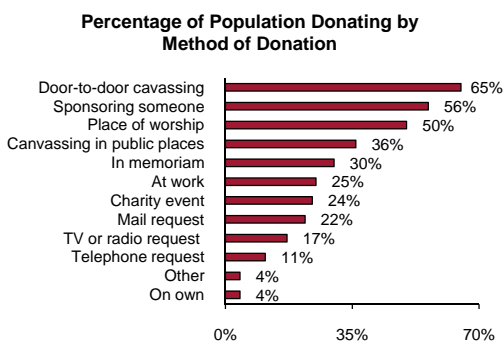
People were most likely to support Health & Hospitals (76% donated), followed by Social Services (63%) and Religion (56%) organizations. Smaller numbers donated to Grant-making, Fundraising & Voluntarism Promotion and Arts & Culture organizations (2% and 1%^E respectively).



Newfoundlanders and Labradorians donated the largest average amounts to Religious organizations (\$307 on average), followed by International (\$97) and Development & Housing (\$95) organizations.¹ Donations to Law, Advocacy & Politics, Sports & Recreation, and Environmental organizations tended to be much smaller.

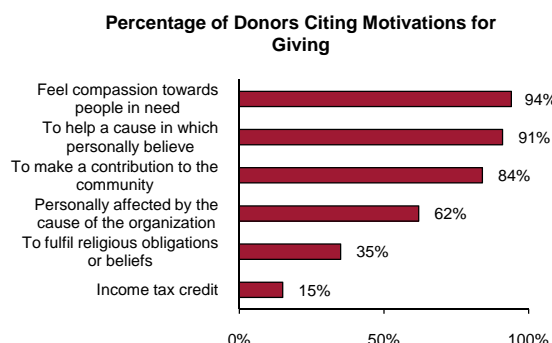
How donations are made

People were most likely to donate money in response to being asked at their door (65% donated this way), by sponsoring someone in an event (56%), or through their place of worship (50%). They were least likely to donate in response to a telephone request (11%) or by approaching the organization on their own (4%).



The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 94% of donors), wanted to help a cause in which they personally believe (91%), or wanted to make a contribution to the community (84%). They were least likely to donate in order to fulfill religious obligations or beliefs (35%) or because they would receive an income tax credit (15%).



¹ Average donation amounts are expressed in terms of individuals who actually supported the organization type; they do not include those who did not donate (i.e., the 56% of Newfoundlanders and Labradorians who donated at least \$1 to religious organizations contributed an average of \$307 each while those who did not donate at all to religious organizations are excluded from the average).

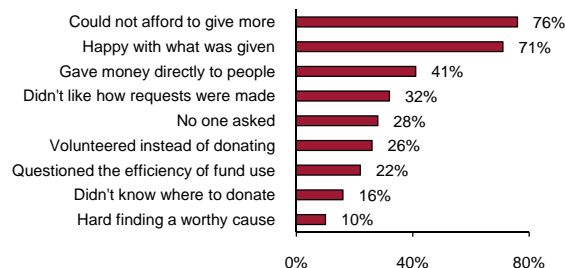
^E Use with caution

Donors from Newfoundland and Labrador were more likely than donors in the rest of Canada to report that they donated because they believed in the cause (91% vs. 86% in the rest of Canada), felt compassion towards people in need (94% vs. 89%), wanted to make a contribution to the community (84% vs. 79%), or to fulfill their religious obligations or beliefs (35% vs. 31%). They were less likely than donors from the rest of Canada that donated because they would receive a tax credit (15% vs. 20%).

The barriers to donating more

Donors in Newfoundland and Labrador were most likely to say they did not donate more to charities because they could not afford to give more (76%) or because they were happy with what they had already given (71%). Few donors reported not knowing where to make a contribution (16%) or difficulty finding a cause worth supporting (10%) as barriers to giving more.

Percentage of Donors Reporting Barriers to Giving More



made up 14% of the population but contributed 27% of the total value of donations).

Personal and economic characteristics of Newfoundland and Labrador donors: age and education²

Newfoundland and Labrador residents aged 25 to 34 were more likely to donate (96% donated) than those in any other age group. Donors aged 65 and older tended to donate the largest amounts (\$560 on average) while donors aged 15 to 24 tended to donate the least (\$108).

Newfoundlanders and Labradorians with a postsecondary diploma or university degree were the most likely to make a donation (97% for both groups) while those who had graduated from high school were the least likely to do so (89%). Those with a university degree tended to contribute much more (\$512^E on average) than those with less education.

Those aged 65 and older contributed a disproportionately large percentage of the total donation value, given their numbers (they

Donors with a university degree contributed a disproportionately large percentage of the total amount donated, given their numbers (13% of the population vs. 23% of total donation value).

Percentage of Population Who Donate and Distribution of Donations by Age and Education

	% Donating	Average Donation	% of Pop.	% Donation Value
Age				
15 to 24	85%	\$108	16%	5%
25 to 34	96%	\$191 ^E	16%	11%
35 to 44	94%	\$268	19%	18%
45 to 54	95%	\$351	20%	24%
55 to 64	94%	\$314	14%	15%
65 and older	94%	\$560	14%	27%
Education				
Less than high school	90%	\$250	26%	21%
Graduated from high school	89%	\$200	16%	10%
Some postsecondary	94%	\$317 ^E	8%	8% ^E
Postsecondary diploma	97%	\$289	38%	38%
University degree	97%	\$512 ^E	13%	23%

^E Use with caution

² Giving tends to vary with the personal and economic characteristics of the individual. This fact sheet focuses on age and education, but many other characteristics are important. For more information, readers should refer to *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*, available at http://www.givingandvolunteering.ca/pdf/CSGVP_Highlights_2004_en.pdf

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