

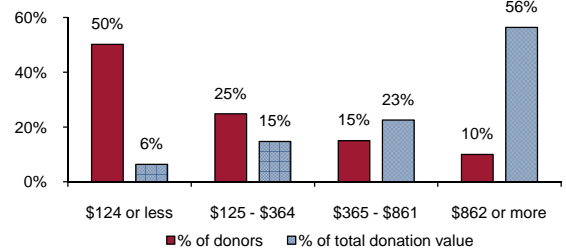
Charitable Giving in NOVA SCOTIA

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 90% of Nova Scotia residents aged 15 and over (701,000 people) donated in 2004. Each donor contributed an average of \$378, for a total of \$265 million.

Much comes from the few

Although most Nova Scotians donate, a small minority contributes most of the dollars. One in ten donors contributed 56% of the total value of all financial donations. These donors gave \$862 or more over the course of the year. Almost one quarter (23%) of the total donation value came from the 15% of donors who gave between \$365 and \$861. Taken together, this top quarter of donors (representing 22% of all Nova Scotia residents) accounted for 79% of the total value of all donations.

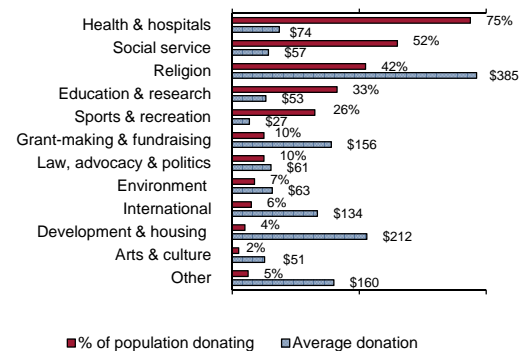
Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



The types of organizations donors support

Nova Scotians were most likely to support Health & Hospitals (75% donated), followed by Social Services (52%) and Religious (42%) organizations. Smaller numbers of respondents donated to Development & Housing and Arts & Culture (4% and 2% respectively).

Percentage of Population Donating and Average Annual Donation By Type of Organization

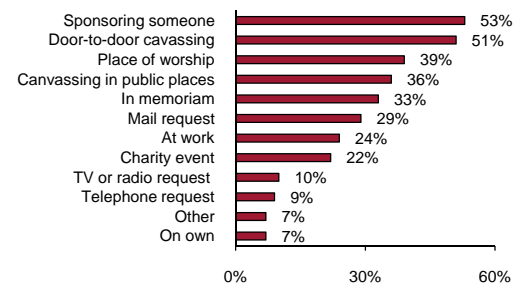


Nova Scotians donated the largest average amounts to Religious organizations (\$385 on average), followed by Development & Housing (\$212) and Grant-making & Fundraising (\$156) organizations.¹ Donations to Arts & Culture and Sports & Recreation organizations tended to be much smaller.

How donations are made

People were most likely to donate money by sponsoring someone in an event (53% donated this way), in response to being asked at their door (51%), or through their place of worship (39%). They were least likely to donate in response to a telephone request (9%) or by approaching the organization on their own (7%).

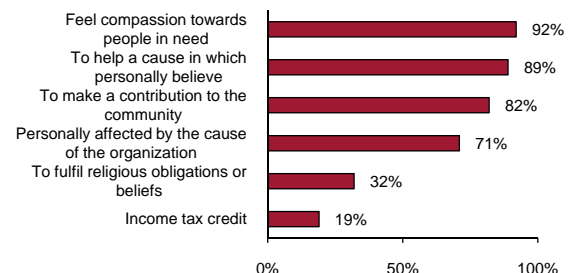
Percentage of Population Donating by Method of Donation



The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 92% of donors), wanted to help a cause in which they personally believe (89%), or wanted to make a contribution to the community (82%). They were least likely to donate in order to fulfill religious obligations or beliefs (32%) or because they would receive an income tax credit (19%).

Percentage of Donors Citing Motivations for Giving



¹Average 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 42% of Nova Scotians who donated at least \$1 to religious organizations contributed an average of \$385 each while those who did not donate at all to religious organizations are excluded from the average).

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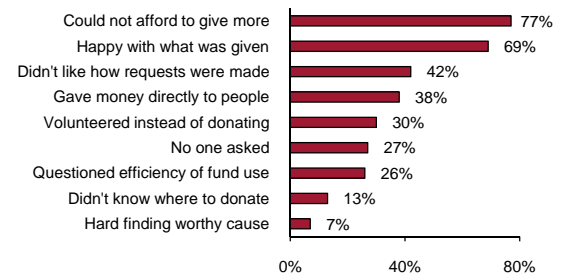


Nova Scotia donors were more likely than donors in the rest of Canada to report that they donated because they were personally affected by the cause of the organization (71% vs. 62% in the rest of Canada).

The barriers to donating more

Nova Scotia donors were most likely to say they did not donate more to charities because they could not afford to give more (77%) or because they were happy with what they had already given (69%). Few donors reported not knowing where to make a contribution (13%) or difficulty finding a cause worth supporting (7%) as barriers to giving more.

Percentage of Donors Reporting Barriers to Giving More



Personal and economic characteristics of Nova Scotia donors: age and the presence of children²

Nova Scotia residents aged 55 to 64 were more likely to donate (97% donated) than were those in any other age group. Donors aged 65 and older tended to donate the largest amounts (\$707 on average) while donors aged 15 to 24 tended to donate the least (\$127^E).

Donors aged 65 years and older contributed a disproportionately large percentage of total donations, given their numbers (they made up 16% of the population but contributed 30% of the total value of donations), while those younger than 25 contributed a disproportionately smaller percentage (16% of the population vs. 4%^E of total donation value).

Nova Scotians from households with no children and those with only pre-school or school-aged children were more likely to have donated than were those from households with both pre-school and school-

aged children (81%). Those from households without children contributed much more (\$443 on average) than those from households with children.

Donors from households without children present contributed a disproportionately large percentage of the total amount donated, given their numbers (they made up 64% of the population but contributed 76% of total donation value). Conversely, individuals from households with only school-aged children contributed a disproportionately small percentage (24% of the population vs. 16% of total donation value).

Percentage of Population Who Donate and Distribution of Donations by Age and Presence of Children in the Household

	% Donating	Average Donation	% of Pop.	% Donation Value
Age				
15 to 24	73%	\$127 ^E	16%	4% ^E
25 to 34	90%	\$194	16%	8%
35 to 44	94%	\$327	19%	17%
45 to 54	93%	\$342	19%	18%
55 to 64	97%	\$547	14%	22%
65 and older	93%	\$707	16%	30%
Presence of children in the household				
No children in household	91%	\$443	64%	76%
Pre-school aged children only	93%	\$255 ^E	7%	5% ^E
Both pre-school and school aged children	81%	\$273 ^E	5% ^E	3% ^E
School aged children only	89%	\$256	24%	16%

^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 presence of children in the household, 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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