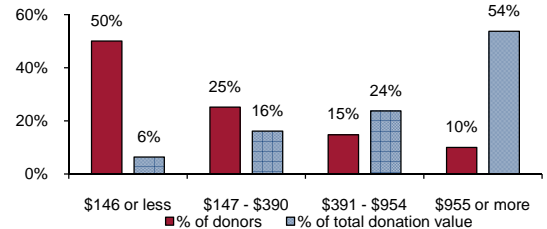


According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 93% of Prince Edward Island residents aged 15 and over (107,000 people) donated in 2004. Each donor contributed an average of \$391, for a total of \$8.9 million.

## Much comes from the few

Although most people in Prince Edward Island 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 \$955 or more over the course of the year. Almost one quarter (24%) of the total donation value came from the 15% of donors who gave between \$391 and \$954. Taken together, this top quarter of donors (representing 23% of all Prince Edward Island residents) accounted for 78% of the total value of all donations.

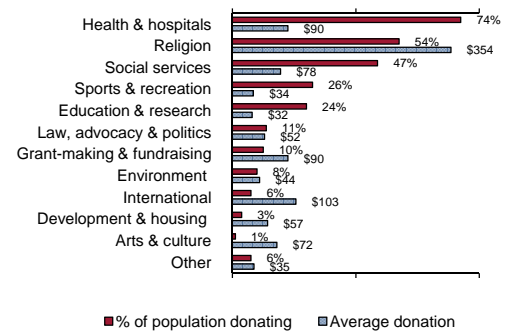
Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



## The types of organizations donors support

Prince Edward Islanders were most likely to support Health & Hospital (74% donated), followed by Religious (54%) and Social Services (47%) organizations. Smaller numbers of respondents donated to Development & Housing and Arts & Culture organizations (3% and 1% respectively).

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

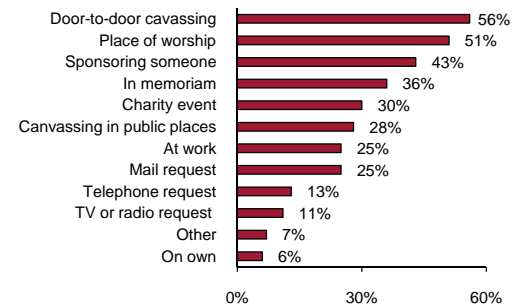


Prince Edward Islanders donated the largest average amounts to Religious organizations (\$354 on average), followed by International (\$103) and Grant-making, Fundraising & Voluntarism Promotion (90%) and Health & Hospitals (\$90).<sup>1</sup> Donations to Sports & Recreation, and Education & Research 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 (56% donated this way), through their place of worship (51%), or by sponsoring someone in an event (43%). They were least likely to donate in response to a television or radio request (11%) or by approaching the organization on their own (6%).

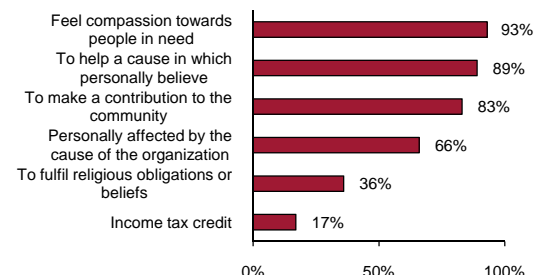
Percentage of Population Donating by Method of Solicitation



## The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 93% of donors), wanted to help a cause in which they personally believe (89%), or wanted to make a contribution to the community (83%). They were least likely to donate in order to fulfill religious obligations or beliefs (36%) or because they would receive an income tax credit (17%).

Percentage of Donors Citing Motivations for Giving



<sup>1</sup> 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 54% of Prince Edward Islanders who donated at least \$1 to religious organizations contributed an average of \$354 each while those who did not donate at all to religious organizations are excluded from the average).

# Charitable Giving in PRINCE EDWARD ISLAND

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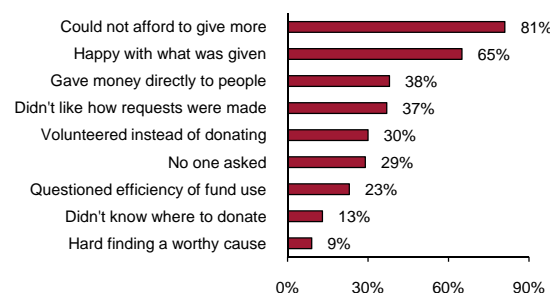
## 2004 CANADA SURVEY OF Giving, Volunteering and Participating

Prince Edward Island donors were more likely than donors in the rest of Canada to report religious obligations or beliefs (36% vs. 32% in the rest of Canada), feelings of compassion towards people in need (93% vs. 89%), and wanting to make a contribution to the community (83% vs. 79%) as reasons to donate.

### The barriers to donating more

Donors in Prince Edward Island were most likely to say they did not donate more to charities because they could not afford to give more (81%) or because they were happy with what they had already given (65%). Few donors reported not knowing where to make a contribution (13%) or difficulty finding a cause worth supporting (9%) as barriers to giving more.

### Percentage of Donors Reporting Barriers to Giving More



### Personal and economic characteristics of Prince Edward Island donors: age and presence of children in the household<sup>2</sup>

Prince Edward Island residents aged 45 to 54 were more likely to donate (95% donated) relative to any other age group. The amounts donated generally tended to increase with age; donors aged 15 to 24 gave \$92<sup>E</sup> on average while those aged 65 and older gave \$726 on average.

Prince Edward Islanders from households with both pre-school and school-aged children were most likely to give (100%) while those from households with only pre-school aged or only school-aged children were least likely to give (92% each). Those from households without children tended to contribute much more (\$470 on average) than those from households with children.

Those aged 65 and older contributed a disproportionately large percentage of total donation value, given their numbers (they made up 16% of the population but contributed 29% of total value of donations) while those aged 15 to 24 contributed a disproportionately smaller percentage (17% of the population vs. 4%<sup>E</sup> of total donation value).

Donors from households without children contributed a disproportionately large percentage of the total amount donated, given their numbers (59% of the population vs. 71% 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
<b>Age</b>				
15 to 24	84%	\$92 <sup>E</sup>	17%	4% <sup>E</sup>
25 to 34	94%	\$257 <sup>E</sup>	16%	11% <sup>E</sup>
35 to 44	94%	\$370	19%	18%
45 to 54	95%	\$468 <sup>E</sup>	19%	23%
55 to 64	94%	\$435	14%	15%
65 and older	94%	\$726	16%	29%
<b>Presence of children in the household</b>				
No children in household	93%	\$470	59%	71%
Pre-school aged children only	92%	\$401 <sup>E</sup>	7%	7% <sup>E</sup>
Both pre-school and school aged children	100%	\$372 <sup>E</sup>	5% <sup>E</sup>	5% <sup>E</sup>
School aged children only	92%	\$229	29%	17%

<sup>E</sup> Use with caution

<sup>2</sup> 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](http://www.givingandvolunteering.ca/pdf/CSGVP_Highlights_2004_en.pdf).

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