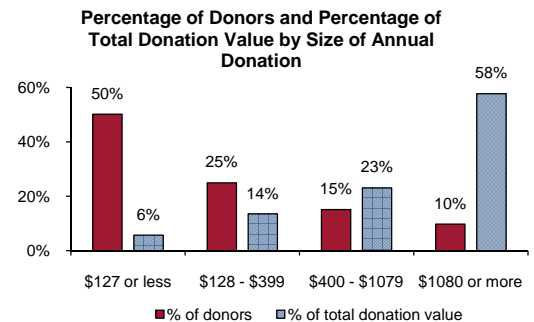


Charitable Giving in SASKATCHEWAN

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 82% of Saskatchewan residents aged 15 and over (651,000 people) donated in 2004. Each donor contributed an average of \$431, for a total of \$281 million.

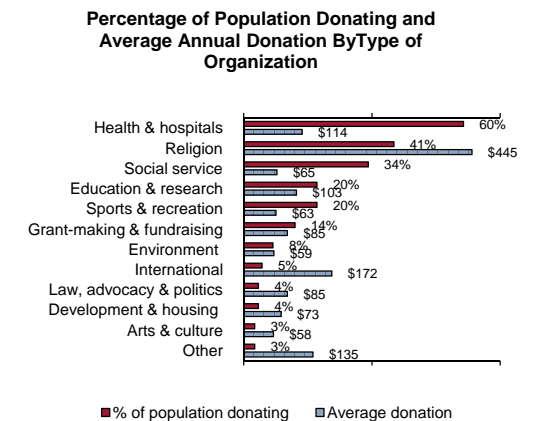
Much comes from the few

Although most Saskatchewanians donate, a small minority contributes most of the dollars. One in ten donors contributed 58% of the total value of all financial donations. These donors gave \$1080 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 \$400 and \$1079. Taken together, this top quarter of donors (representing 21% of all Saskatchewan residents) accounted for 81% of the total value of all donations.



The types of organizations donors support

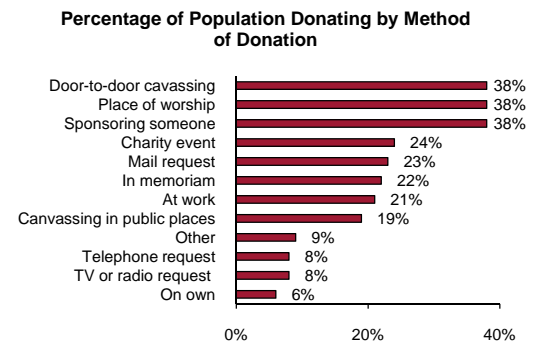
Individuals were most likely to support Health & Hospitals (60% donated), followed by Religious (41%) and Social Services (34%) organizations. Smaller numbers of respondents donated to Sports & Recreation and Education & Research organizations (20% each).



Saskatchewan donors gave the largest average amounts to Religious organizations (\$445), followed by International (\$172) and Health & Hospitals (\$114) organizations. ¹ Donations to Social Services, Sports & Recreation, and Environment organizations tended to be much smaller.

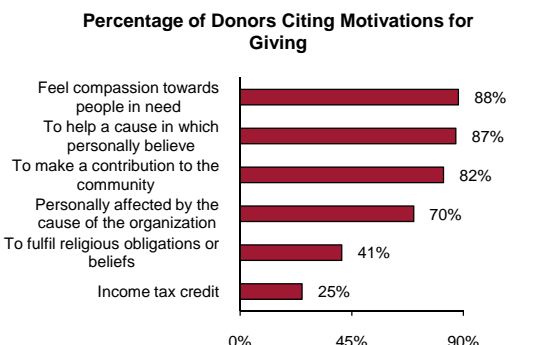
How donations are made

Donors were most likely to donate money in response to being asked at their door (38% donated this way), through their place of worship (38%), and by sponsoring someone at an event (38%). They were least likely to donate in response to a telephone (8%) or television or radio request (8%) or by approaching the organization on their own (6%).



The motivations of donors

Saskatchewan people were most likely to say they donated because they felt compassion towards people in need (reported by 88% of donors), wanted to help a cause in which they personally believe (87%), or wanted to make a contribution to the community (82%). They were least likely to donate in order to fulfill religious obligations or beliefs (41%) or because they would receive an income tax credit (25%).



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 41% of Saskatchewan residents who donated at least \$1 to religious organizations contributed an average of \$445 each while those who did not donate at all to religious organizations are excluded from the average).

Charitable Giving in SASKATCHEWAN

Imagine Canada
2 Carlton Street, Suite 600
Toronto, ON M5B 1J3
Tel: 416-597-2293
Fax: 416-597-2294

This project is funded by the
Government of Canada's
Social Development
Partnerships Program

© 2008, Imagine Canada

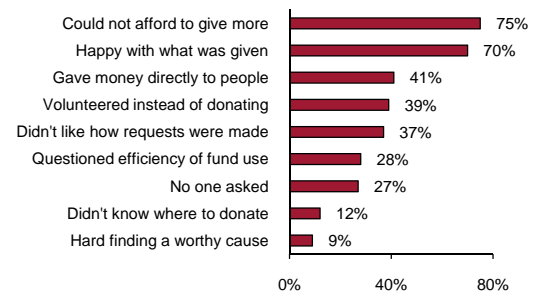


Saskatchewan donors were more likely than donors in the rest of Canada to report that they donated to fulfill religious obligations or beliefs (41% vs. 31% in the rest of Canada) or because they would receive a tax credit (25% vs. 19%).

The barriers donors face

Saskatchewan donors were most likely to say they did not donate more to charities because they could not afford to give more (75%) or because they were happy with what they had already given (70%). Few donors reported not knowing where to make a contribution (12%) 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 Saskatchewan donors: age and household income²

Saskatchewan residents aged 45 to 54 were more likely to donate (90%) than were those in any other age group. The likelihood of donating increased from age 15 to 54 and then declined among those 55 and older. The amount given among donors increased with age. Saskatchewan donors aged 65 and older tended to donate the most (\$712 on average) while donors aged 15 to 24 tended to donate the least (\$202^E).

35% of total donation value).

Saskatchewanians from households with annual incomes of \$100,000 or more were most likely to give (91%) while those with household incomes of less than \$20,000 were least likely to do so (65%). Those with annual household incomes of \$100,000 or more contributed much more (\$834^E on average) than those from households with lower incomes.

Donors aged 45 years and older contributed a disproportionately large percentage of the total donation value, given their numbers (they made up 47% of the population but contributed 65% of the total donation value) while those aged 44 and younger contributed a disproportionately smaller percentage (53% of the population vs.

Donors from households earning \$100,000 or more also contributed a disproportionately large percentage of the total amount donated, given their numbers (16% of the population vs. 33% of total donation value).

Percentage of Population Who Donate and Distribution of Donations by Age and Household Income

	% Donating	Average Donation	% of Pop.	% Donation Value
Age				
15 to 24	72%	\$202 ^E	19%	8% ^E
25 to 34	82%	\$254	16%	10%
35 to 44	87%	\$396	18%	17%
45 to 54	90%	\$456	18%	21%
55 to 64	85%	\$603	12%	17%
65 and older	80%	\$712	17%	27%
Household Income Level				
Less than \$20,000	65%	\$357 ^E	14%	9% ^E
\$20,000 to \$39,999	81%	\$345	25%	19%
\$40,000 to \$59,999	81%	\$340	21%	16%
\$60,000 to \$99,999	90%	\$355	25%	22%
\$100,000 or more	91%	\$834 ^E	16%	33%

^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 household income, 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

This project is funded by the Government of Canada's Social Development Partnerships Program. The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.