



# *Philanthropy in Canada 2008 Survey*

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**The Hallmont Foundation would like to specifically recognize and thank the team at Ipsos Reid (Montreal) for their professionalism and generous support in conducting this consumer survey for our charitable benefit.**

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# Introduction

- This survey was conducted to explore the behaviour, attitudes and knowledge of Canadians with regard to various aspects of philanthropy, for both charitable donations and volunteerism.
- This study was conducted for use in the GIV3 website ([www.GIV3.ca](http://www.GIV3.ca) and [www.DONN3.ca](http://www.DONN3.ca))
  - ✿ Facts from this survey specifically support the concept of encouraging Canadians to give 3% of their income and to volunteer 3 hours a month of their time to charitable non-profit organizations.
  - ✿ Facts also support the “Donation Calculator”, the “Charity Quiz”, “Fast Facts”, and the overall general website content.
- The survey also addresses the different profiles of heavier donors + volunteers, explores ‘motivators’ for philanthropy, reviews philanthropic influences in their life, ...and much more.
- This will also act as a benchmark review for a future study to assess changes over time.

# Survey Design/Description

- The study was conducted for The Hallmont Foundation, by Ipsos Reid, among a nationally representative sample of male and female adult Canadians.
  - Eligibility for participation in the survey was restricted to adults 18 to 79 years of age who have been residing in Canada for at least 12 months.
- The survey was conducted in early May, 2008, using self-completion interviews among an on-line panel of respondents.
- 1,062 useful surveys were completed and tabulated
- This provides a sample error of approximately +/- 3.2 % points (95% of the time). This means, if 20 different studies were conducted, 19 of them would produce a similar result within the error range (of 3.2 percentage points).



# Executive Summary of Highlights

## Executive Summary: Philanthropy in Canada, 2008

This summarizes highlights from a May 2008 survey, conducted by Ipsos Reid, among a representative sample of 1,062 Canadian Adults, 18-79 years, to explore philanthropic issues for GIV3.

- **Top-line: There is a large “philanthropy gap” in Canada. A gap between what Canadians could be giving/volunteering versus our actual behaviour and beliefs. There is a need for greater leadership, education, and encouragement.**

### Key Findings:

1. Seven out of ten Canadians feel they are more generous than Americans, when in fact Americans donate double the percent of income per capita. We think we are better than perhaps we should feel!!
2. One out of every two Canadians donated at least \$100 in 2007, with just one in ten donating \$1,000 or more. On average, we give less than 1% of household income.
3. The higher income groups give a lower percent of their income (well below 1%) versus the less wealthy. The wealthy also claim less pain due to their philanthropy (versus the lower income).
4. One in four Canadians volunteer with any meaningful regularity (1+hrs/week)
5. Canadians who had philanthropy role models during their childhood are more philanthropic as adults. Philanthropy is a learned behaviour. However, ...
6. Nine out of ten Canadians do not really know how much they should be donating or volunteering. This skews higher among the more wealthy. And this affects philanthropy levels. Those who feel they know what they should be giving are indeed more philanthropic. We need to educate Canadians.
7. Although less than one in four Canadians gives 3% of income to charity or volunteers 3 hours a month to non-profits, *the majority of Canadians feel these levels are reasonable and fair.*
8. There is a correlation between philanthropy and feeling happy and positive about life. Philanthropy is a “feeling” which is better explained by attitudes than characteristics such as age, income level, gender, and other demographic facts. - Religious people and conservative people are more generous than social or liberal-minded people. Donors want to feel they are doing what is right, and feel they are making a difference. -- ***A path to greater philanthropy is to encourage such feelings.***

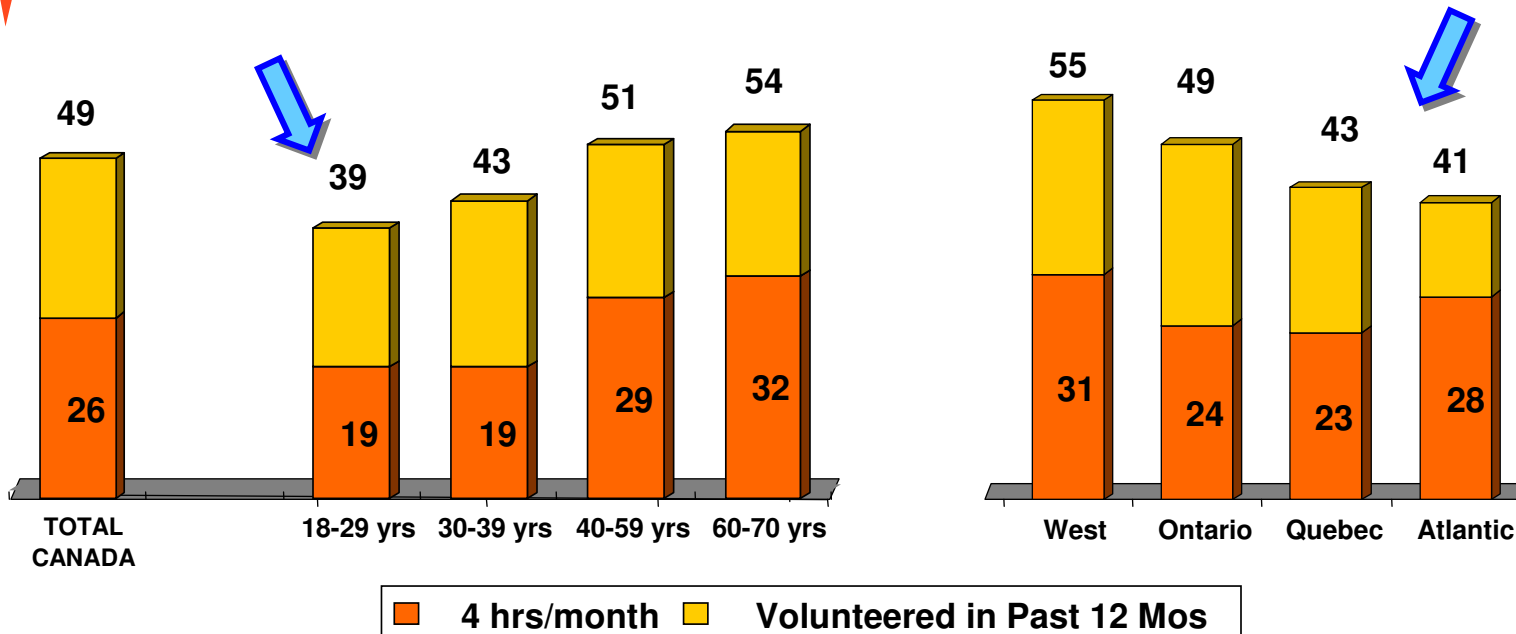
**GIV3** DARE  
TO CARE

# Summary of Results

# Volunteered in the Past 12 Months

## Insight

Only about 1 in 4 Canadians volunteer with any meaningful regularity. This is higher in Western Canada, and among older Canadians (who presumably have more available time as “empty nesters” or retirees).  
 - Certain groups need greater encouragement to volunteer, namely, younger adults, and in Quebec. However, with just 1 in 4 volunteering at least one hour per week, the majority of Canadians could likely be more involved.



Q. Thinking back over the past 12 months, did you volunteer any of your time (without pay/compensation) in support of non-profit organizations, of community programs, at a school, in a hospital, in support of the needy, and so on, or not?

Q. Currently, about how many hours per month (on average) of your personal time do you spend volunteering to such non-profit organizations?

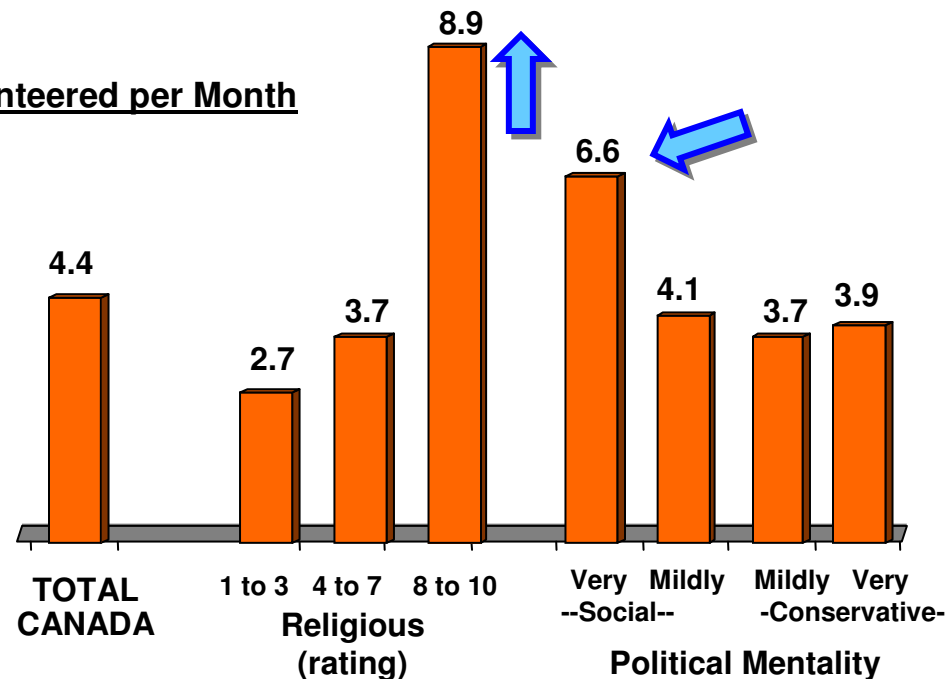
# Volunteered in the Past 12 Months

## Insight

Religious people are more generous. This is likely due to the nature most religions have in teaching people to be caring of others. This shows the importance of “teaching” and leadership, whether in or outside of religion. -- This is also concerning when we consider that the role of religion continues to decline in Canada.

And among the very socially inclined Canadians, we see a stronger volunteerism.

Average # Hours Volunteered per Month



Q. Thinking back over the past 12 months, did you volunteer any of your time (without pay/compensation) in support of non-profit organizations, of community programs, at a school, in a hospital, in support of the needy, and so on, or not?

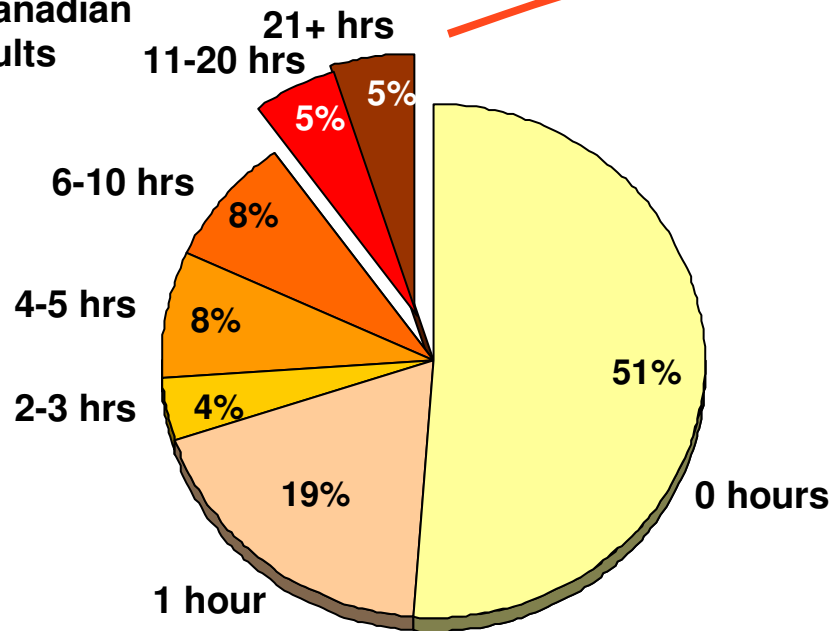
Q. Currently, about how many hours per month (on average) of your personal time do you spend volunteering to such non-profit organizations?

# # Hours Volunteered in the Past Month

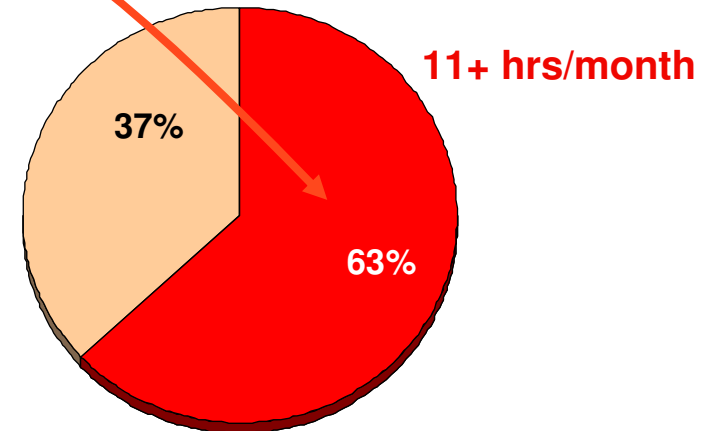
## Insight

Among all volunteers, there is a key group. The biggest volunteers, those who volunteer 11+ hours per month, represent 10% of all Canadians and they represent almost two-thirds of all volunteered time. That is, just 10% of Canadians account for 63% of all volunteered time.

Total Canadian Adults



Share of all Volunteered Hours



Q. Thinking back over the past 12 months, did you volunteer any of your time (without pay/compensation) in support of non-profit organizations, of community programs, at a school, in a hospital, in support of the needy, and so on, or not?

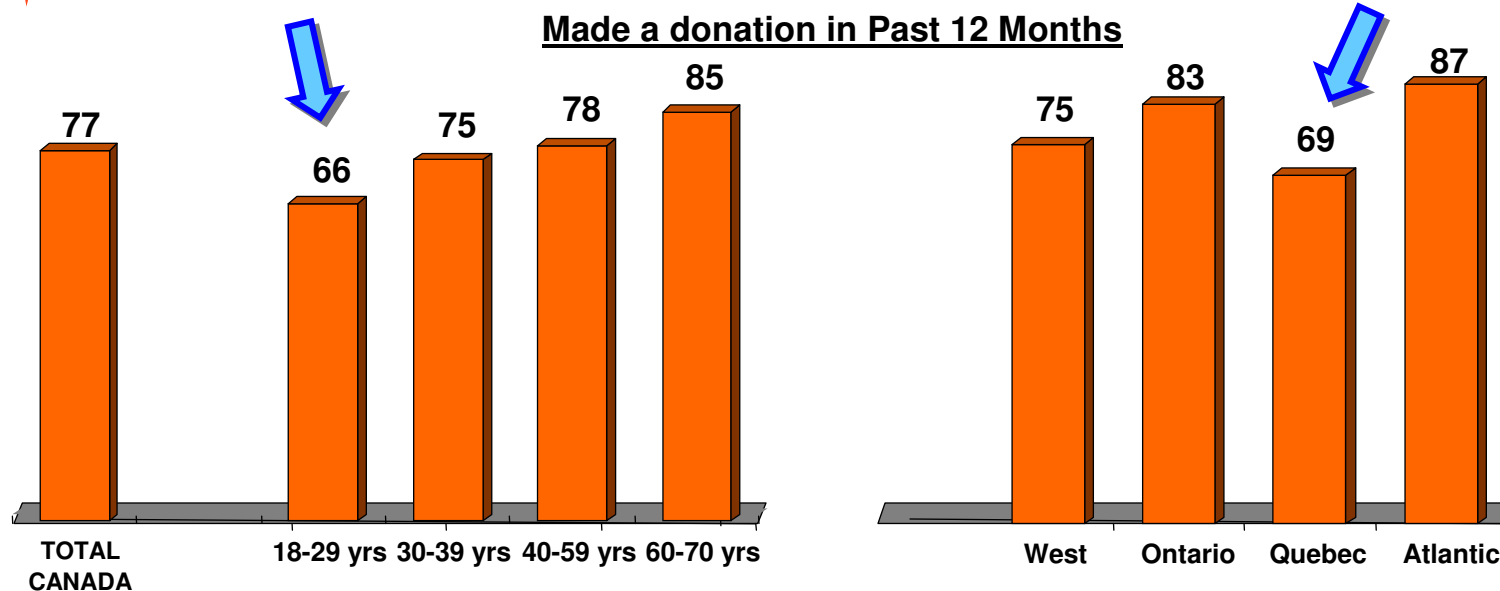
Q. Currently, about how many hours per month (on average) of your personal time do you spend volunteering to such non-profit organizations?

# Donated in 2007

## Insight

Approximately 4 out of 5 Canadians have made a donation in the past 12 months, a good level considering about 15% live below the “poverty line”. However, much of this represents just small donations since only **1 in 4 annual tax returns** received by Revenue Canada has a claim for a charity donation..

Similar to volunteerism, we also see that younger adults, and residents in Quebec need greater encouragement.



Q. Thinking back over the past 12 months, have you donated any money to a non-profit organization, a registered charity, a religious cause, or to the needy, or not?

Q. Thinking of all 12 months of 2007, about how much money did you, yourself, personally give or donate to **all** non-profit and charitable causes, including gifts for which you did not get a tax receipt?

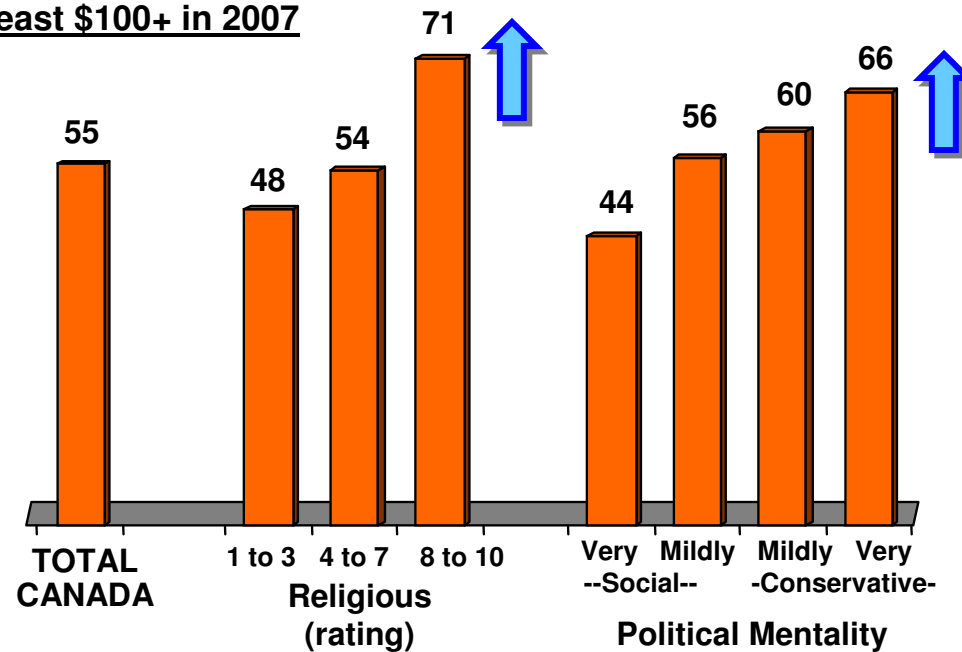
# Donated \$100+ in 2007

## Insight

We also see stronger support from more religious Canadians. This shows the importance of defining/encouraging care for others (whether through religion in or other ways)

Perhaps more surprising, we see that “social/liberal” Canadians tend to be less charitable. (This is consistent with Americans. The explanation lies in their belief that government programs should look after the needy. Once people learn their personal responsibility, this ‘skew’ tends to go away).

**Donated at Least \$100+ in 2007**



Q. Thinking back over the past 12 months, have you donated any money to a non-profit organization, a registered charity, a religious cause, or to the needy, or not?

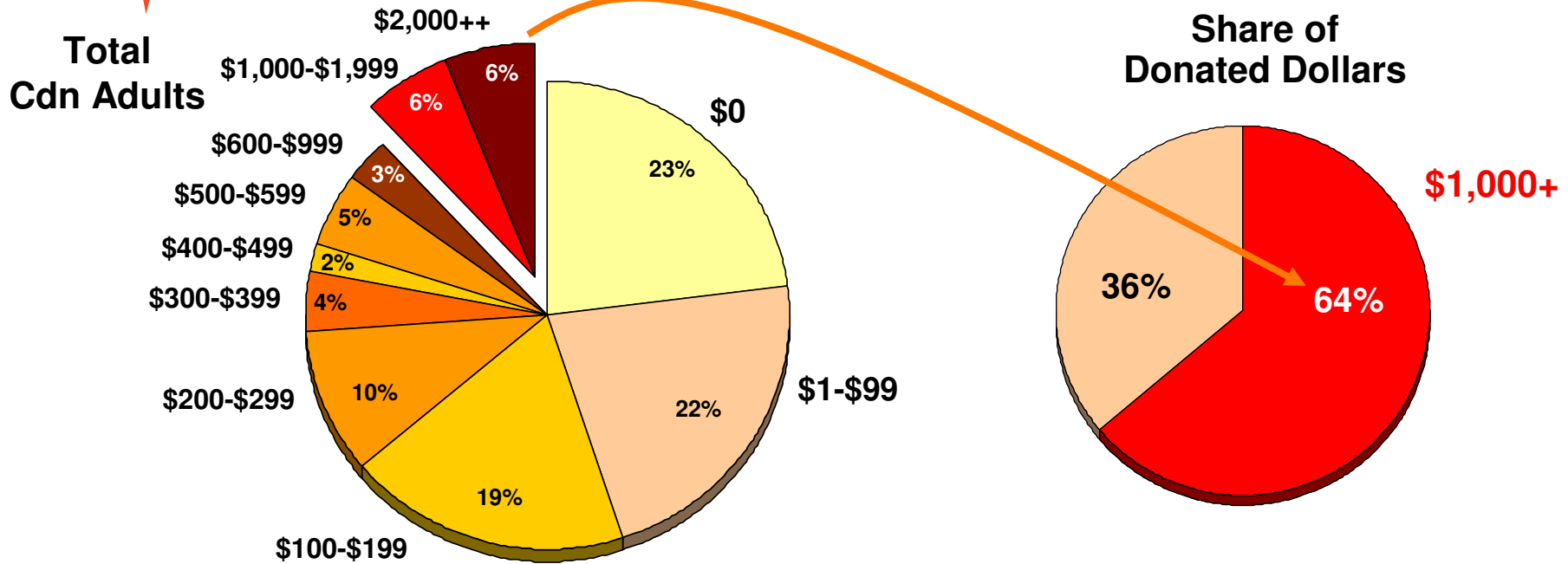
Q. Thinking of all 12 months of 2007, about how much money did you, yourself, personally give or donate to **all** non-profit and charitable causes, including gifts for which you did not get a tax receipt?

# \$ Donated in the Past 12 Months



**Insight**

Although 77% of Canadian adults have made a donation in the past 12 months, just 12% account for approximately 64% of all individual donations.



Q. Thinking back over the past 12 months, have you donated any money to a non-profit organization, a registered charity, a religious cause, or to the needy, or not?

Q. Thinking of all 12 months of 2007, about how much money did you, yourself, personally give or donate to **all** non-profit and charitable causes, including gifts for which you did not get a tax receipt?

# Our Philanthropy Heroes

## Insight

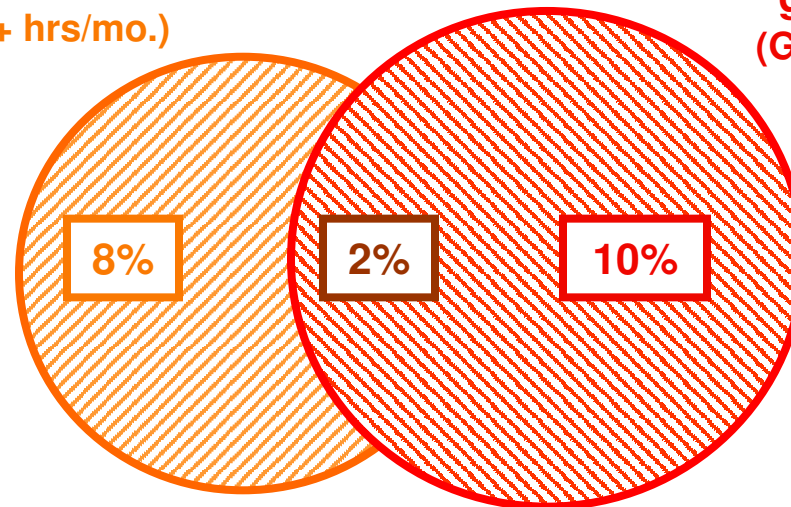
About 20% of Canadians can be considered our “Philanthropy Heroes”, volunteering at least 11+ hours a month or donating \$1,000+ in 2007...with 2% accomplishing both!

The two main characteristics of these “heroes” are: (1) They are more happy and positive in their life, and (2) they are more religious. - Philanthropy is driven mostly by an attitude, and not so much by age, income, gender, or region. We need to get the feeling!

## Portion of Canadian Adults

**Most  
generous Volunteers**  
(Volunteer 11+ hrs/mo.)

**Most  
generous Donors**  
(Gave \$1,000+ in 2007)



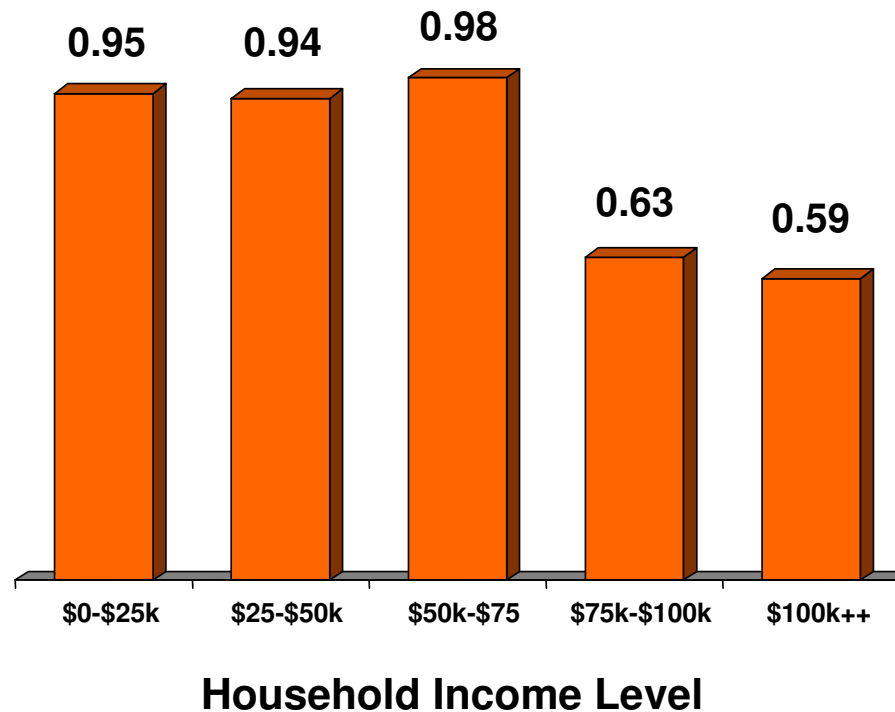
**20%**  
**Philanthropy Heroes**

# Donation as Percent of Household Income

**Insight**

The lower income households donated a higher share of their income than the higher income groups. This is consistent with the learning that higher income households feel less pain/sacrifice due to their charitable gifts.

**Percent of  
Income donated  
in 2007 =**



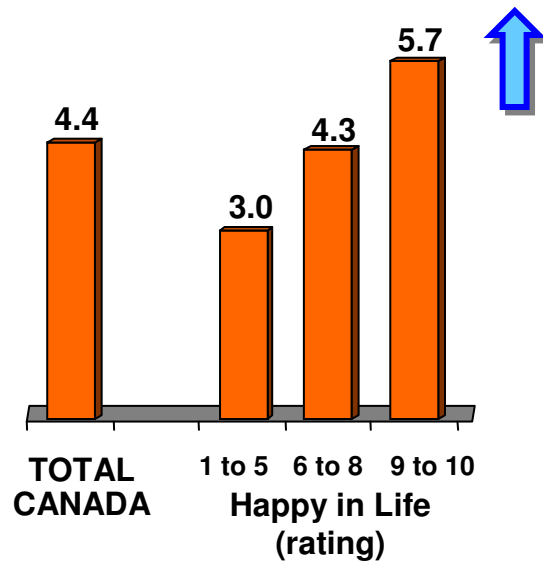
# Happiness and Charity

Insight

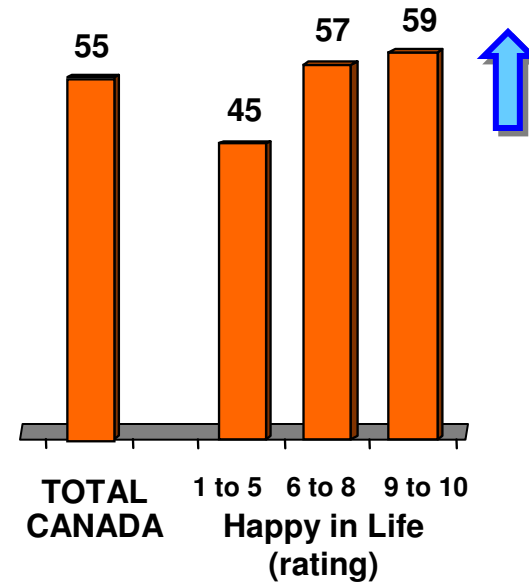
We observe a correlation between 'happiness in life' and charitable behaviour.

Other studies show a similar link. And fMRI brain scans show that the brain becomes active in the pleasure centre when we give to others (the body releases dopamine when caring for others). -- The challenge is to get Canadians to focus on the warm feeling, and greater happiness one experiences when being charitable. It is healthy to be charitable.

Avg. # Hours Volunteered per Month



Donated at Least \$100+ in 2007



Q. Thinking back over the past 12 months, did you volunteer any of your time (without pay/compensation) in support of non-profit organizations, of community programs, at a school, in a hospital, in support of the needy, and so on, or not?

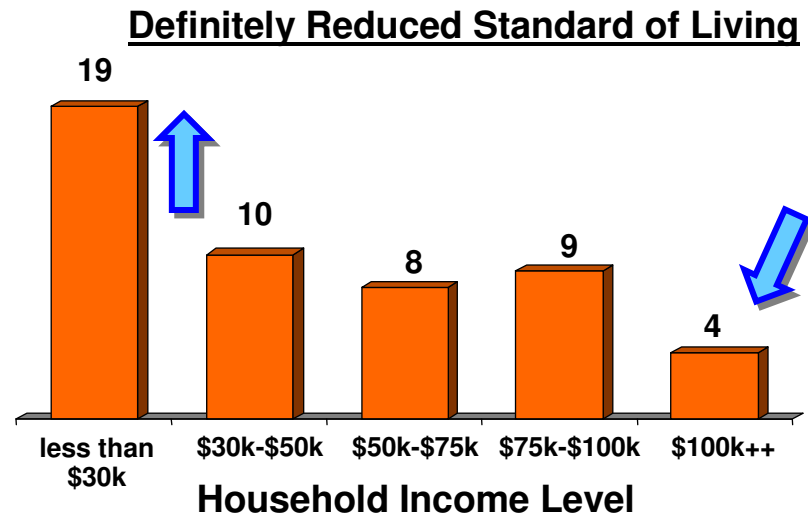
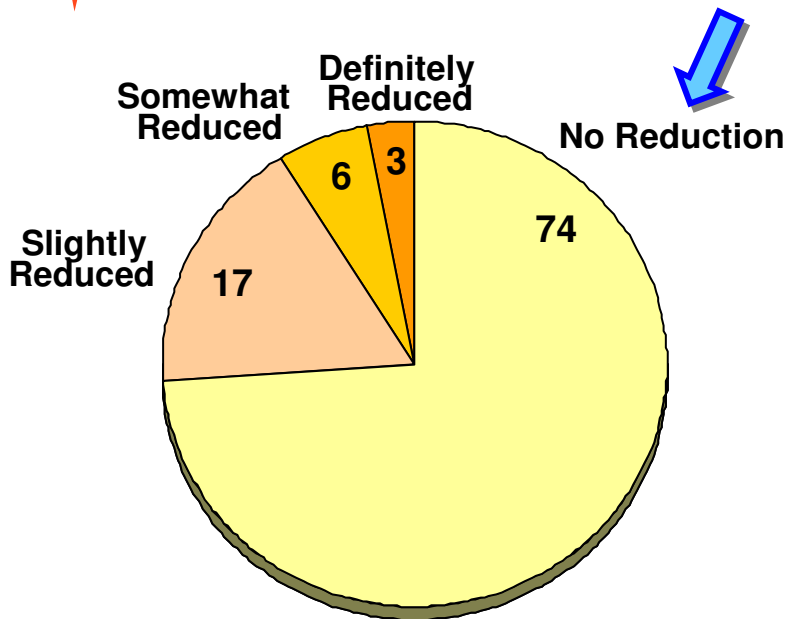
Q. Currently, about how many hours per month (on average) of your personal time do you spend volunteering to such non-profit organizations?

# Impact of Philanthropy on Standard of Living



**Insight**

Most philanthropy does not really reduce the standard of living of the donors. Less than 10% claim much “pain” as a result of their donation. And this sacrifice is greater among the lower income groups. This implies that the higher income households in Canada are not pulling their weight.



Q. Of amount donated in 2007, did this fundamentally affect your everyday finances (personal monthly budget) and reduce your living standard, or not really?

Yes, this amount definitely reduced my living finances and living standard

Yes, this amount somewhat reduced my living finances and living standard

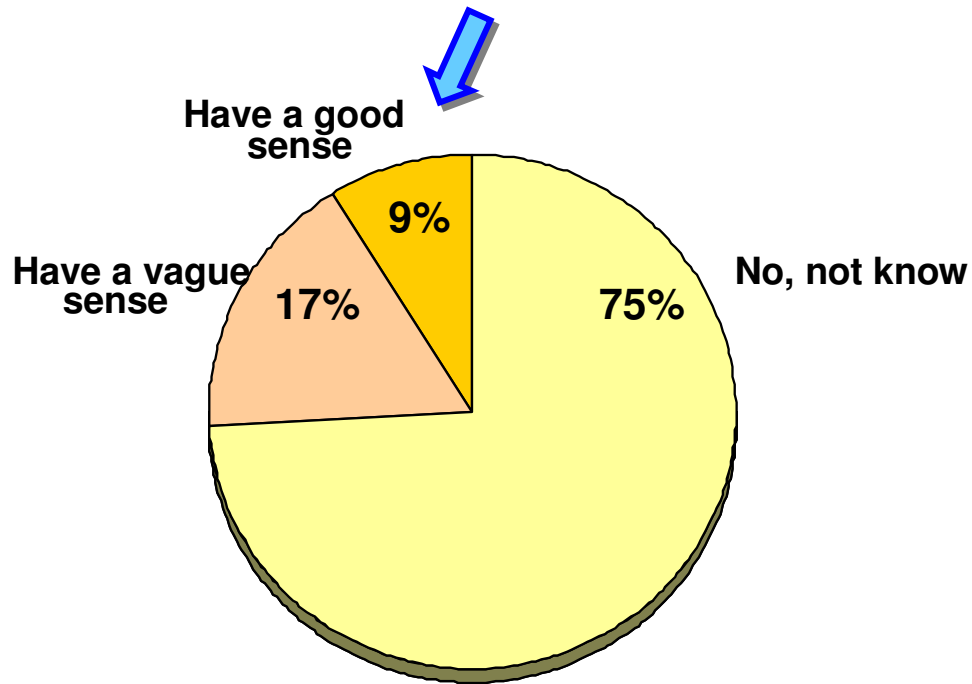
Yes, this amount slightly reduced my living finances and living standard

No, this amount did not really negatively reduce my living finances and living standard

# A Sense of What Others are Volunteering?

**Insight**

Most Canadians are unaware what amount of their time they should be volunteering.  
– Just 9% claim to have a good sense. Canadians need a defined level of expectation or at least a fair guide against which to compare themselves.

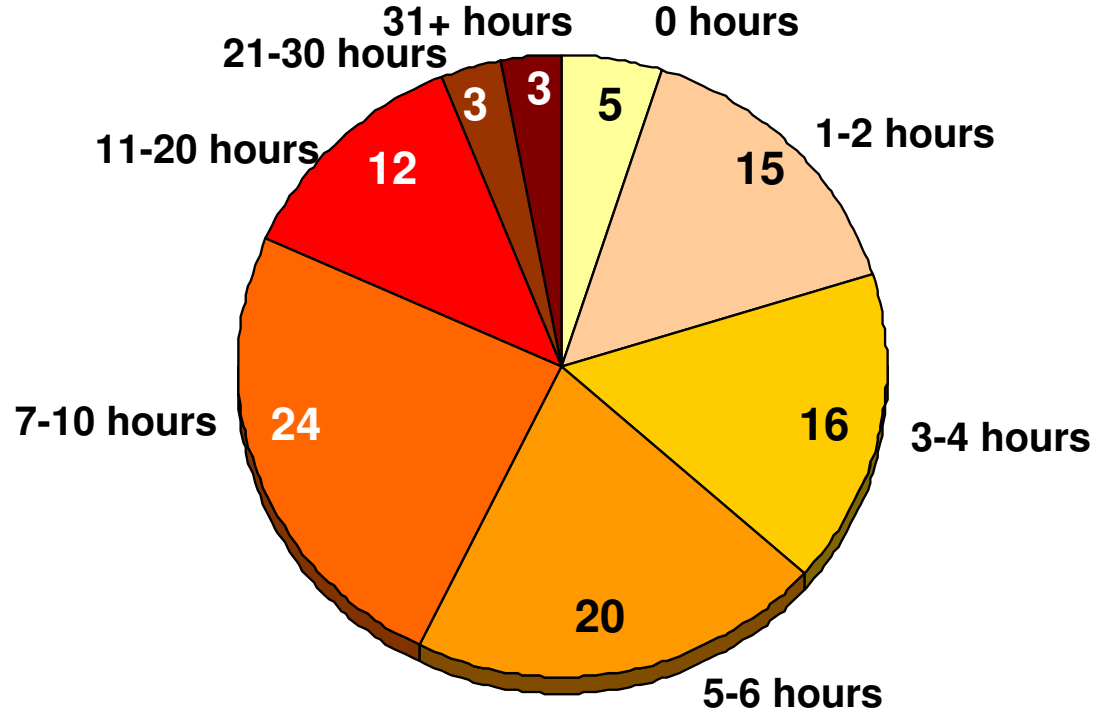


Q. Do you feel you know what is the average level of time volunteered to non-profit organizations, or not really? Please select one response)  
Yes, I have a good sense of what is the average level of time volunteered,  
I have a vague sense of what is the average level of time volunteered,  
No, I do not really know the average level of time volunteered.

# # Hours Should be Volunteered per Month

## Insight

Canadians tell us that we should be volunteering an average of 7 to 10 hours/month. Clearly they feel that volunteering 3 hours a month is reasonable, with 80% suggesting at least 3 or more hours. When specifically asked about 3 hours per month, 86% of Canadians agreed this is a reasonable level.



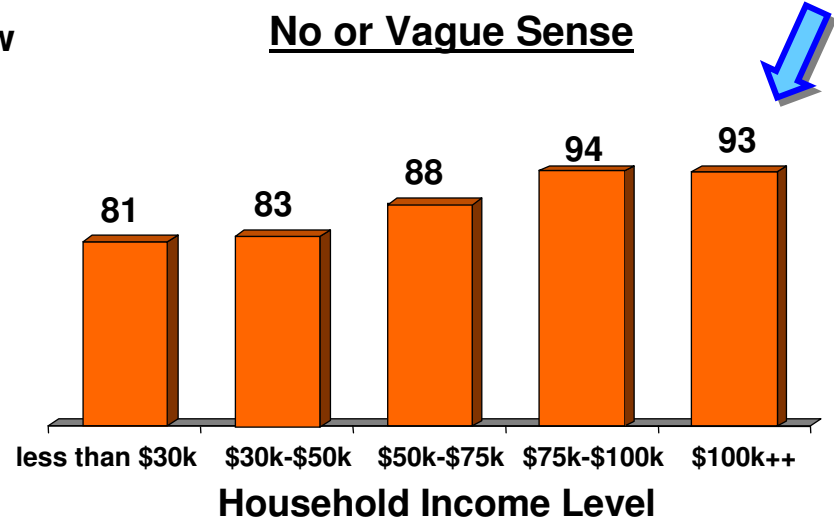
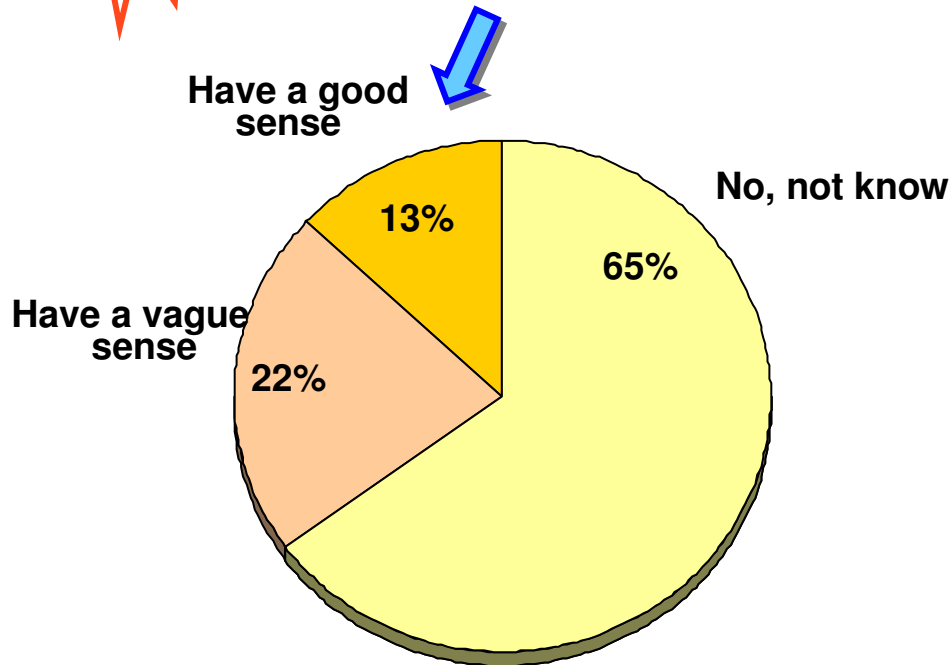
Q. How many hours a month do you think a Canadian should volunteer to non-profit organizations (such as community programs, at a school, for the sick or needy, and so on)?

# A Sense of What Others are Giving?



Most Canadians are unaware of the level they should be donating. This is the crux of the problem in Canada, and it is especially evident among the higher income households (which actually donate a lower percent of income, and with less sacrifice/pain).

Those who have a good sense of what others are giving donated more in 2007 (\$844) versus those with no sense of what others are giving (donated \$485).



**Q.** For someone in your financial situation, do you feel you know what is the average level of charitable giving, or not really? (Please select one response)

Yes, I have a good sense of what is the average level of giving for people in my financial position,

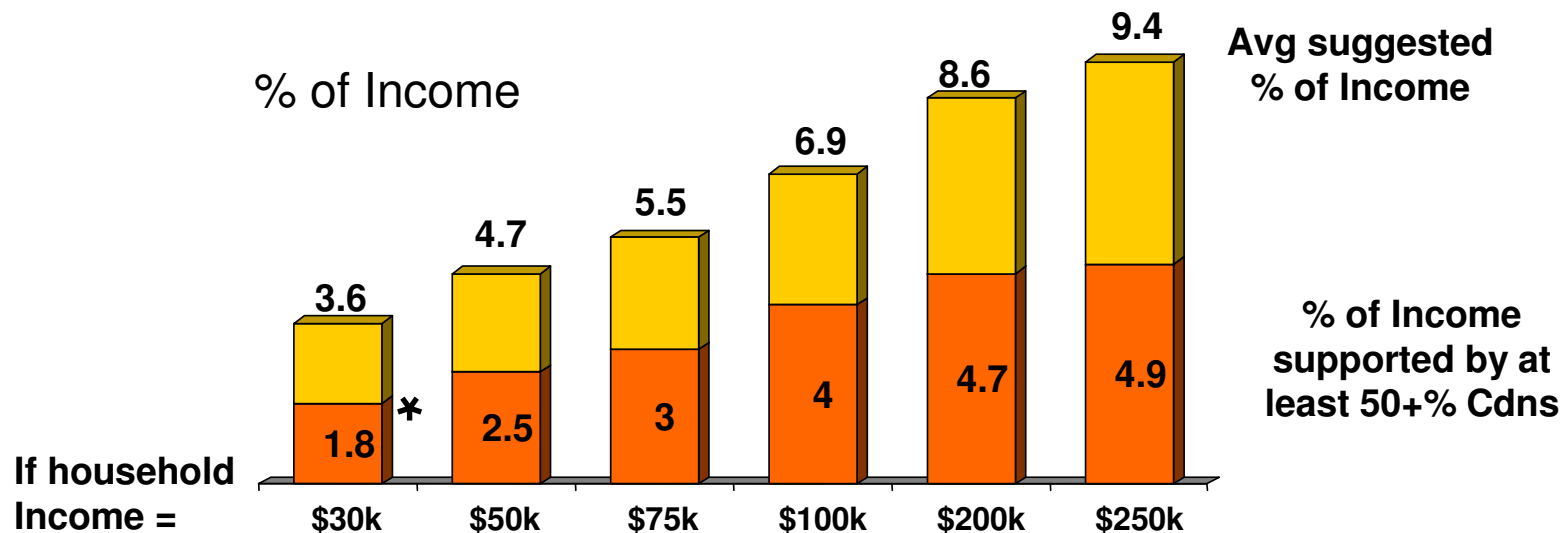
I have a vague sense of what is the average level of giving,

No, I do not really know the average level of giving for people in my financial position.

# Suggested Level of Donation for each Household Income Level

## Insight

There is a clear escalating pattern in terms of how much we should be giving as a function of our household income level. The majority of Canadians feel that even the lowest income levels should be giving a little, with an expectation that the higher income groups should be giving a higher percent of income.



\* On average, Canadians feel households of \$30k Income should be giving 3.6% of Income to charitable purposes, and the majority of Canadians feel at least 1.8% of income should be given.

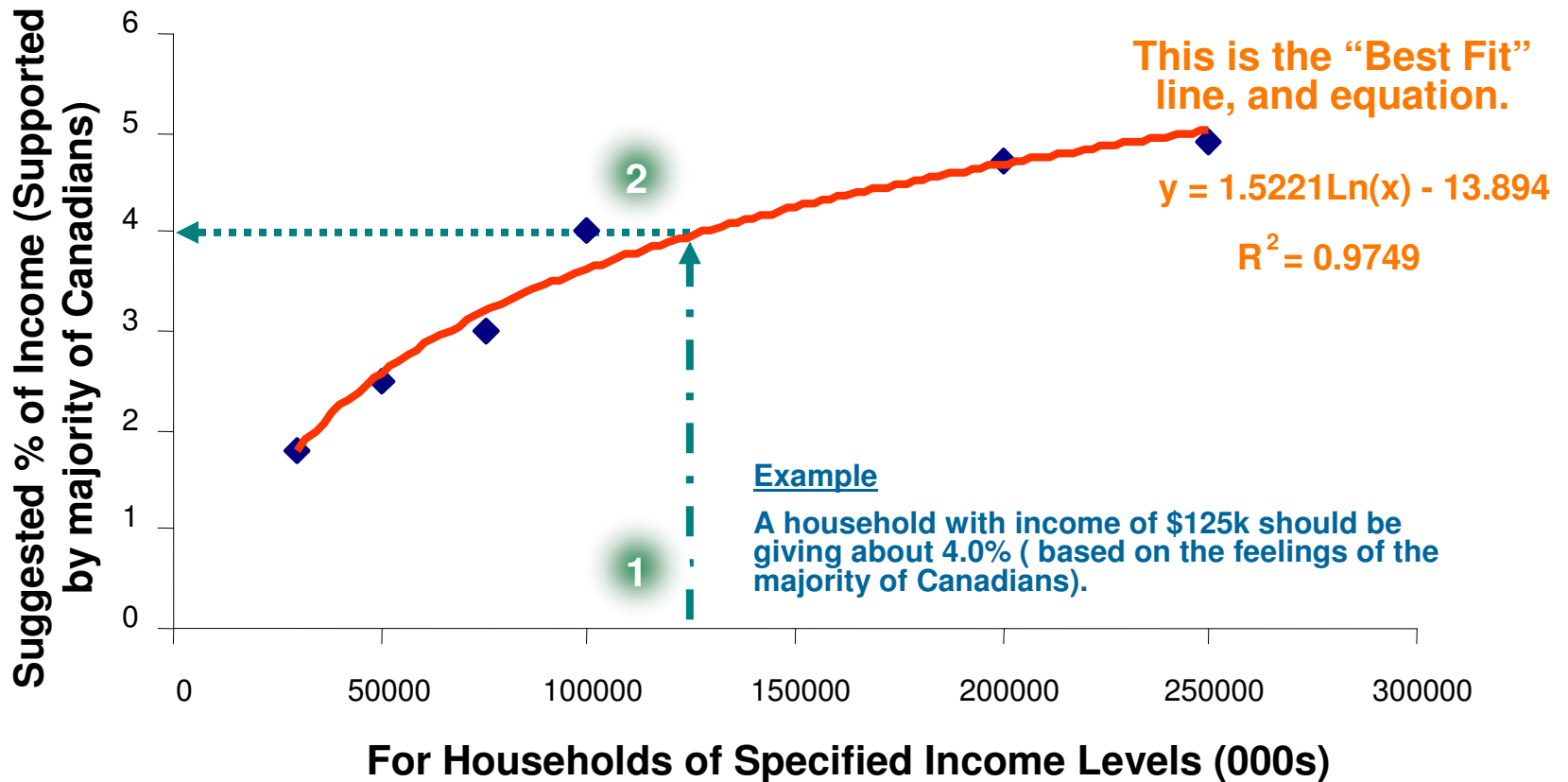
.Q. What percent of income (salary, bank interest, investments, etc) do you feel a Canadian should give to charitable organizations if they earn. (Please enter you best percentage for each statement)

# Donation Equation; Majority of Canadian Support



**Insight**

Using the stated percentages of income, across the five different income levels assessed in this survey, we can derive an equation which reflects the majority of Canadians' opinions. This equation reflects what the majority of Canadians feel is a fair and reasonable level. With the equation, the suggested percentage of giving (as stated by Canadians themselves) can be determined for any household income level.



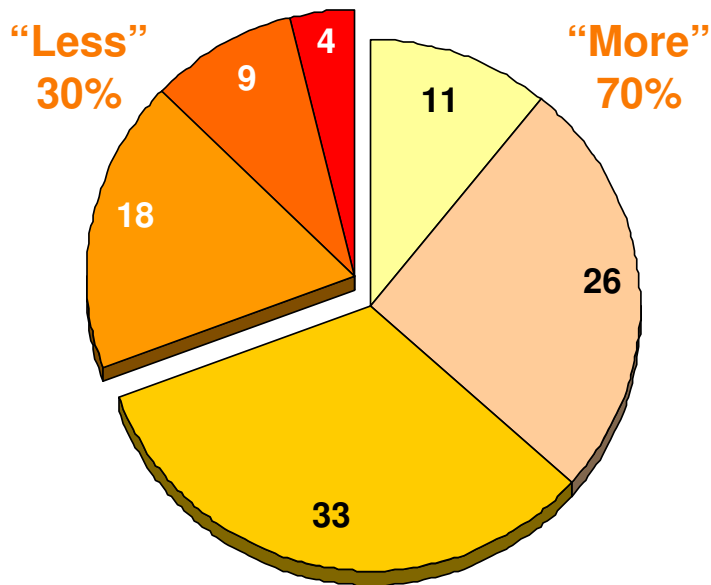
# Perceptions versus Americans, and Over Time



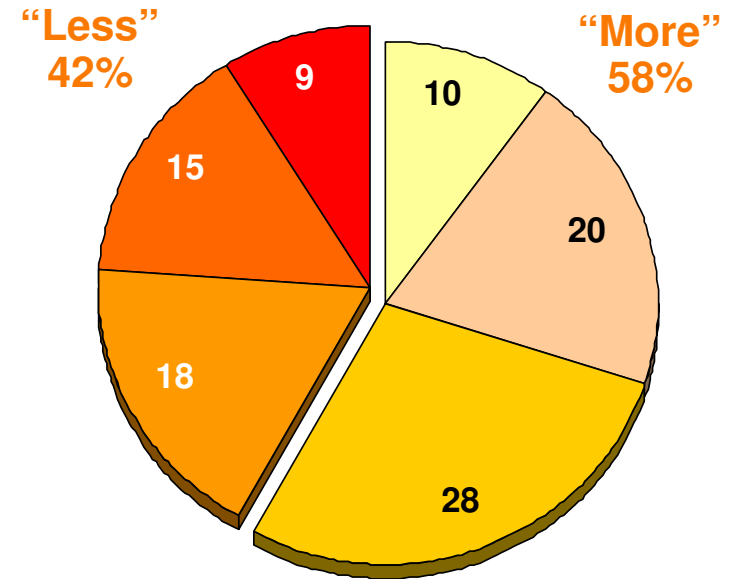
**Insight**

Canadians wrongly feel that we are more charitable than Americans – Per capita, Canadians give about half of what Americans donate. - And Canadians wrongly think we are giving more than 20 years ago – The percent of Annual Tax Returns filed with the Canada Revenue Agency which claimed a charitable donation is lower than 20 years ago. – We need to better appreciate our realities in order to improve our behaviour.

**Canadians vs Americans**



**Canadians vs Canadians 20 Years Ago**



- Canadians are Much More Supportive
- Somewhat More
- Just Slightly More
- Just Slightly Less
- Somewhat Less
- Canadians are Much Less Supportive

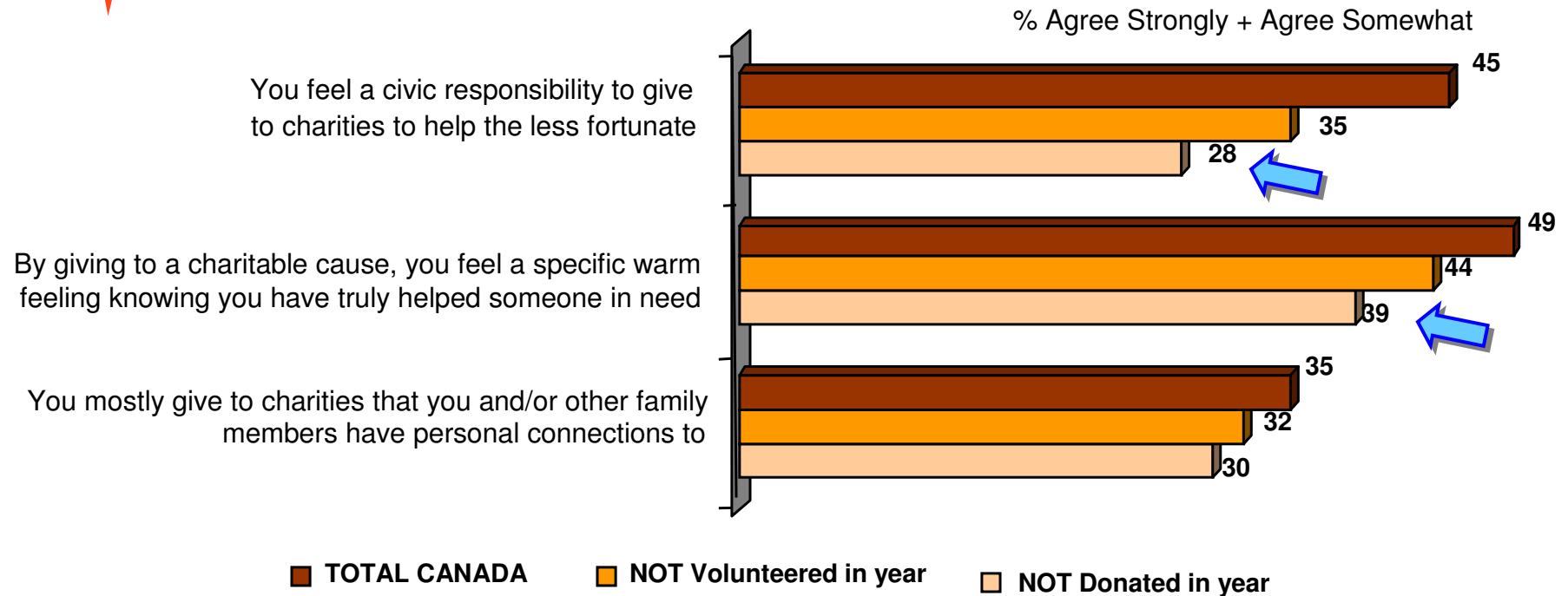
**Q.** In the following scale below, please indicate how you feel the average Canadian compares versus the average American (in the USA), in terms of being charitable/supportive of the non-profit sector. You think individual Canadians are being.... (Select one response).

# Characteristics of Philanthropy

## Insight

About half of Canadians feel a civic responsibility to be charitable. This correlates with a higher incidence of giving. Promoting this civic responsibility is likely a good thing! There is room for improvement.

Those who have been philanthropic feel a greater sense of “warmth”. The less philanthropic Canadians could better appreciate the warm feeling of helping others.



Q. For each of the following statements, please indicate how much you agree or disagree with each one. (Please select one answer per statement).

Reporting: Somewhat Agree + Strongly Agree

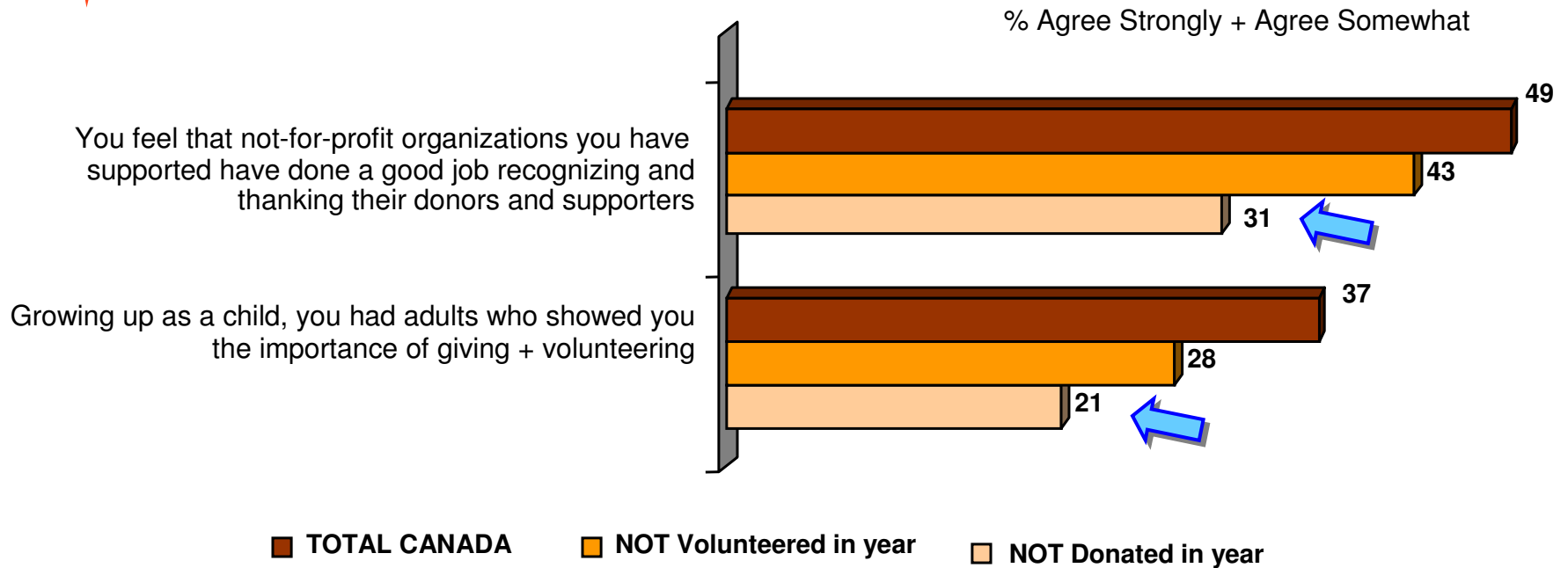
# Characteristics of Philanthropy (continued)



**Insight**

There is a correlation between being philanthropic and feeling properly thanked and recognized. The un-philanthropic Canadians perhaps have not felt sufficiently thanked. It appears that properly recognizing donors helps drive greater philanthropy...and vice-versa.

There is also a correlation between being “taught” and being more philanthropic. Young Canadians need to see active philanthropy from family members.



Q. For each of the following statements, please indicate how much you agree or disagree with each one. (Please select one answer per statement).  
 Reporting: Somewhat Agree + Strongly Agree

# Government Responsibility?!

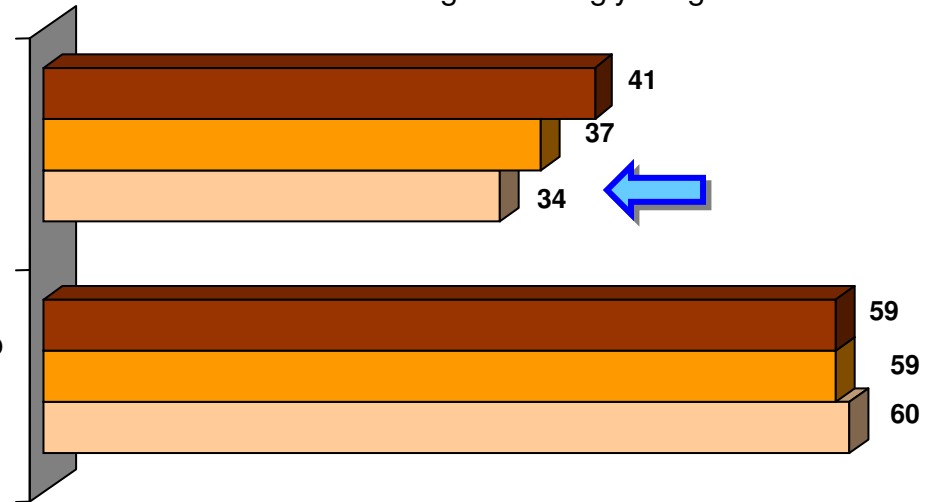
## Insight

Unfortunately, the majority of Canadians feel government programs should be looking after the needy. We do not feel that we should be looking after our own family members in need. The more people believe this the less likely they are to be charitable. - It is as if Canadians do not feel that the country, and their government, belongs to them. We prefer to “pass the buck” (literally)

It is the responsibility of **individual Canadian citizens** to provide for family members if they become sick, homeless, hungry, poor, handicapped, elderly, and so on.

It is the responsibility of **government programs** to provide for the sick, the homeless, the hungry, the poor, the handicapped, and the fragile elderly.

% Agree Strongly + Agree Somewhat



■ TOTAL CANADA    ■ NOT Volunteered in year    ■ NOT Donated in year

**Q. For each of the following statements, please indicate how much you agree or disagree with each one. (Please select one answer per statement).** Reporting: Somewhat Agree + Strongly Agree

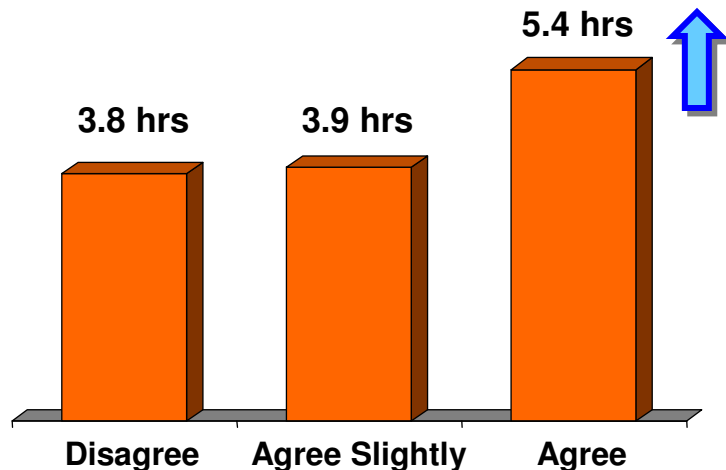
- It is the responsibility of government programs to provide for the sick, the homeless, the hungry, the poor, the handicapped, and the fragile elderly.
- It is the responsibility of individual Canadian citizens to provide for family members if they become sick, homeless, hungry, poor, handicapped, elderly, and so on.

# Charitable Influence During Childhood?

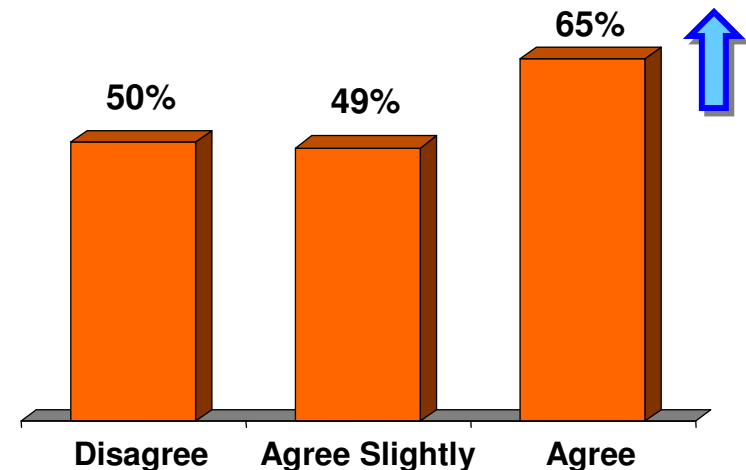
**Insight**

Canadians who grew up as a child with an adult showing them the importance of charity are more likely to be philanthropic in both their time and money. – This shows the value in education, leadership, and encouragement of charity.

Avg. # Hours Volunteer per month



Donated \$100+ in 2007



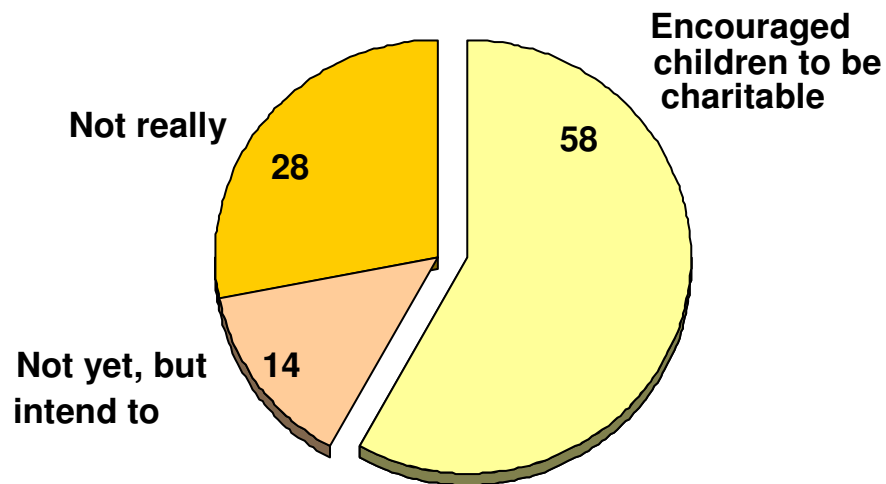
***“Growing up as a child you had adults who showed you the importance of charity & volunteering.”***

# Mentoring Young Family Members

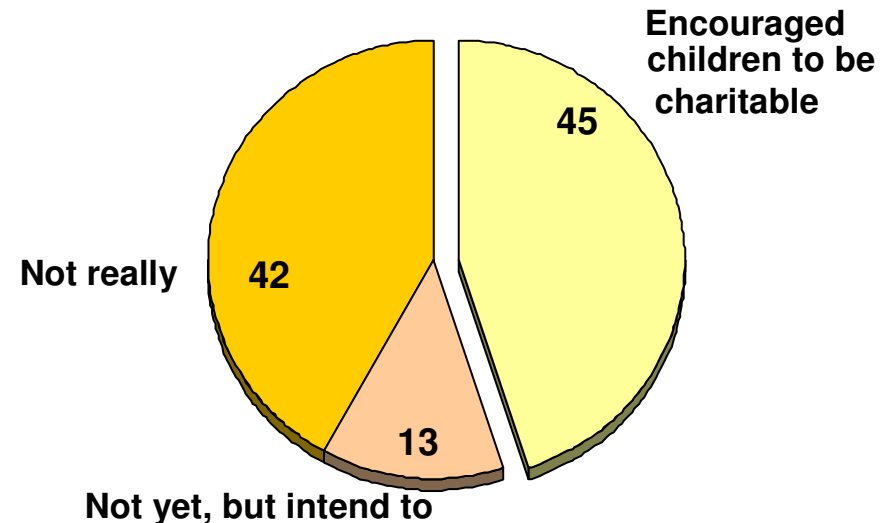
## Insight

Adults who have children do a fairly good job encouraging philanthropy, but perhaps there is still room for improvement, with 1 in 4 failing to do so. As previously reviewed, Canadians who were brought up with adults showing charitable behaviour were more likely to be philanthropic in adulthood. -- There is also a role for grand-parents in showing leadership towards philanthropy (again with room for improvement).

### Responsible for children



### Have Grandchildren



Q. Do you personally have children or are you in a relationship where you are responsible (on a weekly basis) for the up-bringing of any children between the ages of 7 and 17 years (inclusive), or not?

Have you, yourself, encouraged these children to be charitable and to volunteer time for non-profit organizations, or not really (not quite yet)?

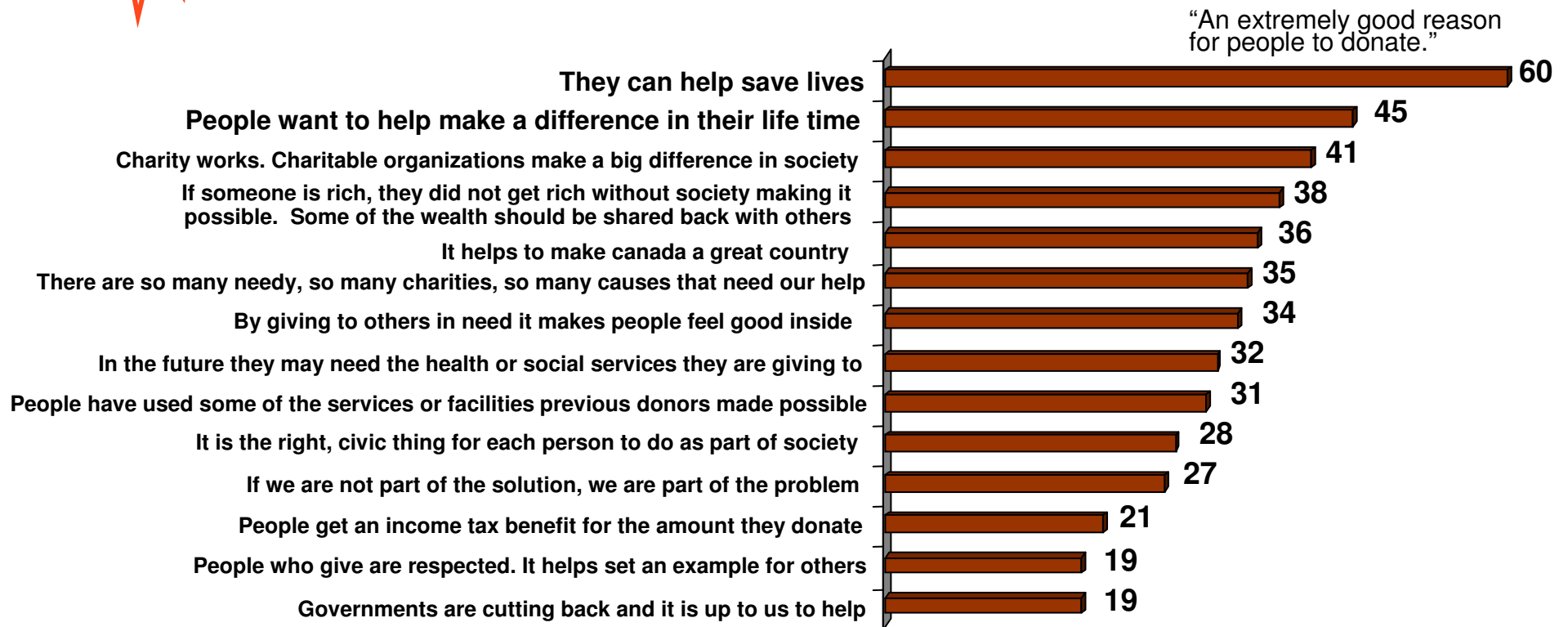
Q. Do you personally have grandchildren between the ages of 7 and 17 years (inclusive), or not?

Have you, yourself, encouraged these children to be charitable and to volunteer time for non-profit organizations, or not really (not quite yet)?

# Motivations to Give to Charity

## Insight

There are many rational reasons to help the charitable not-for-profit sector, but the most motivating ones seem to be more emotional. It appears that people want to feel they 'have made a difference'...and saved a life. Rational reasons such as 'government cut-backs', and 'income tax credits' are less motivating. Fund-raisers should focus on the emotional experience donors will feel...and wish to experience.



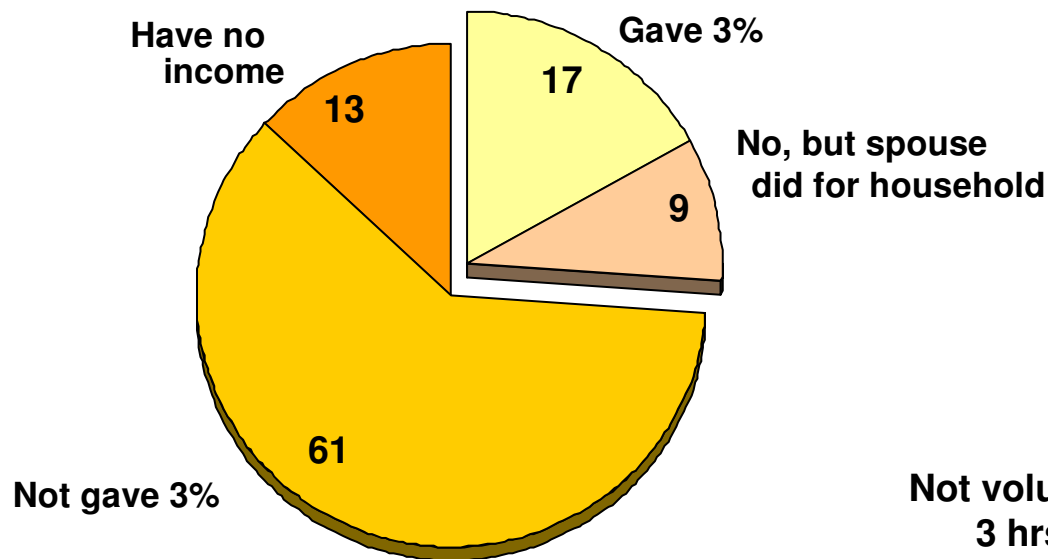
Following is a series of reasons why someone might be motivated to give to Canadian charitable organizations. For each one of the reasons below, please indicate if you feel it is ...An extremely good reason for people to donate, A good reason for people, Not such a good reason for people to donate.

# Practicing “GIV3”?

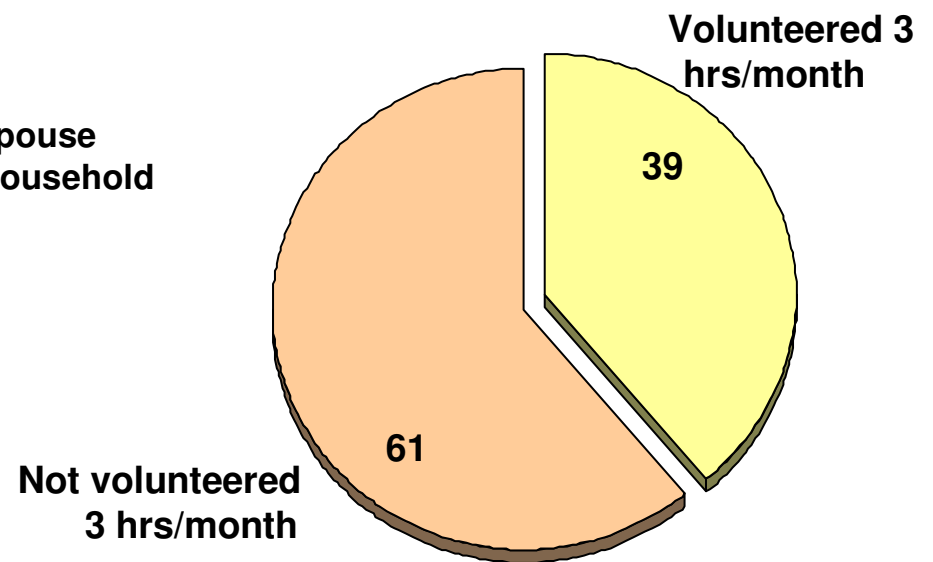
## Insight

Giving 3% of income is not something the majority of Canadians do, with less than 25% of Canadian adults donating 3% of income and volunteering 3 hours per month of their time. Nonetheless, the majority of Canadians accept the levels of 3% of income and 3 hours/month as fair and reasonable. We accept the premise, but we simply need the encouragement, support, and leadership to follow through.

### Donated 3% of Income in Past 12 Mos



### Volunteered 3 hours/mos in Past 12 Mos



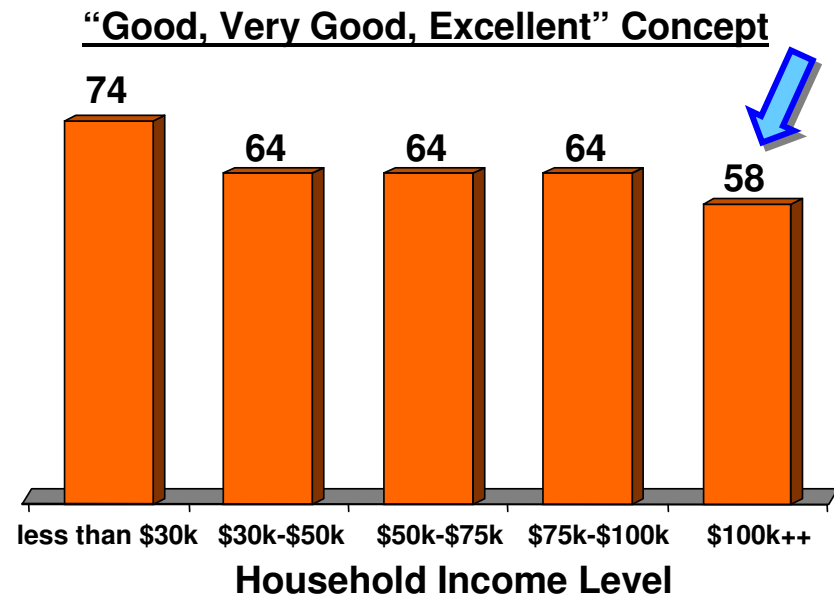
Q. Did you, yourself, give at least 3% of your pre-tax income (salary plus any investment gains) to any registered Canadian charities in 2007, or not? (Please select one response)

Q. Did you, yourself, volunteer for at least 3 hours per month (on average) to any non-profit organizations or community social programs in 2007, or not?

# Is “GIV3” a Good Idea?



Although less than 1 in 4 Canadians “Give 3% and 3 hrs”, **the majority of Canadians feel that the concept of “GIV3” is a good idea.** -- However, it seems that the higher income households are less supportive (and perhaps more selfish?) than the lower income households. -- The main reasons for not being so supportive is the feeling that 3% is too high level, and also people resent being “told” what to do with their money.



Q. We are interested in your reaction to a new initiative being planned for Canadians. This program is called “GIV3” (Give Three). This is a new, independent, non-profit organization which will have a website, educational programs, tips for being a smart donor, some public advertising, and so on. The goal is to encourage Canadians to be philanthropic by giving 3% of income and volunteering 3 hours a month to charitable (non-profit) causes. This will make a big difference to the charitable sector and those in need.

Overall, how do you feel about this “GIV3” initiative?



**The End**

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Questions, comments, suggestions, and feedback are encouraged