

# Charitable Giving in Saskatchewan

## How many? How much?

More than nine out of ten (92%) Saskatchewan residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.<sup>1</sup> This is an increase of 1% since 1997.

Eighty-three percent of residents made direct financial donations totaling \$173.9 million — 11% less than the \$195.4 million donated in 1997. Saskatchewan was one of only two provinces that experienced a drop in the total amount of donations over this period.<sup>2</sup>

Sixty-eight percent of people in Saskatchewan gave clothing or goods to charitable and nonprofit organizations, while 47% donated food, and 5% reported having made a bequest as part of their will.

The average donation in the Saskatchewan was \$273, a decrease from the 1997 average of \$308. This was the largest such decrease in the country.

## Much comes from the few

Just over four of every ten dollars (42%\*) donated in Saskatchewan came from the 5% of donors who donated \$1175 or more. Another 39% of the total came from the 20% of donors who gave between \$260 and \$1174.

Combined, these two groups accounted for 25% of all donors, but 81% of the total value of donations.

## Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in Saskatchewan were compassion towards those in need (96% of donors) and a belief in the cause of the organization (94%). Religious obligations or beliefs (38% of donors) and the tax credit received from government in return for making a donation (19%) were least frequently mentioned as motivations.

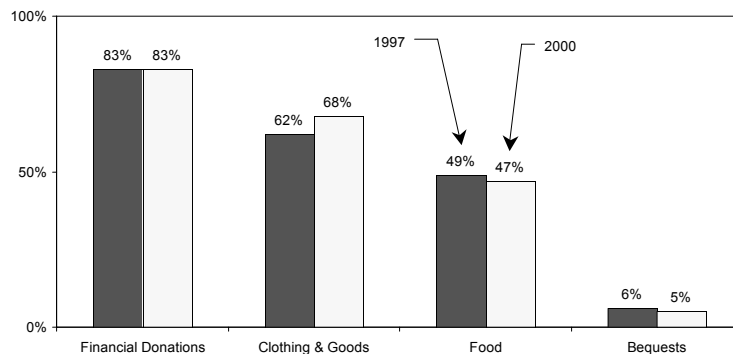
Donors in Saskatchewan, along with those in Manitoba, were more likely than donors in other provinces to mention the tax credit received from government as a motivation for giving.

<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

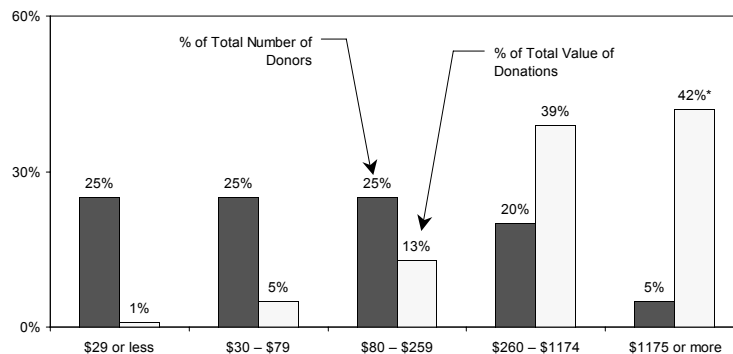
<sup>2</sup> The total amount of donations also decreased in Quebec.

\* Sample size limitations affect the reliability of this estimate.

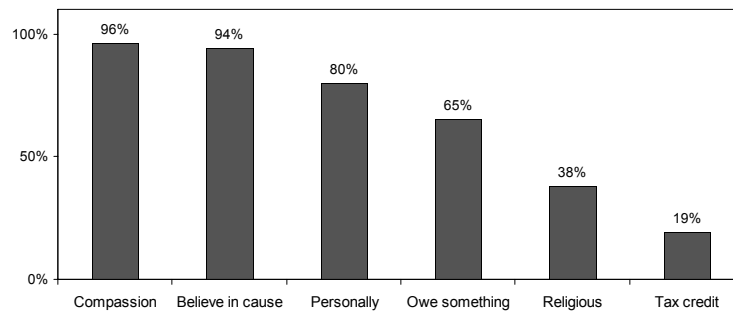
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



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



Percentage of Donors Citing Specific Motivations for Giving



### Barriers to donating

The most common barrier to making a donation was wanting to save money for future needs (53% of non-donors), followed by wanting to spend money in other ways (49%), and thinking that the money would not be used efficiently (38%). Relatively few non-donors said that they did not donate because they volunteered instead of donating (29%), they did not like how requests were made (27%), or because they gave money directly to people (22%\*).

Compared to other Western provinces, more non-donors in Saskatchewan said they did not donate because they volunteered instead.

### Where the money goes

Religious organizations received over half (56%) of the total value of donations made in Saskatchewan, although they received just 15% of the total number of donations.

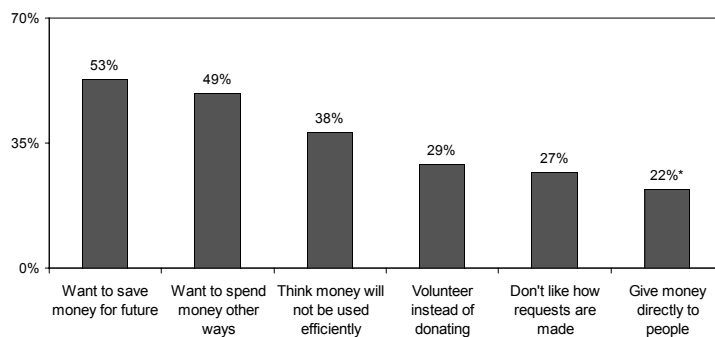
Health organizations received the largest number of donations (42% of the total), but accounted for only 17% of the total value of donations.

### How the money is donated

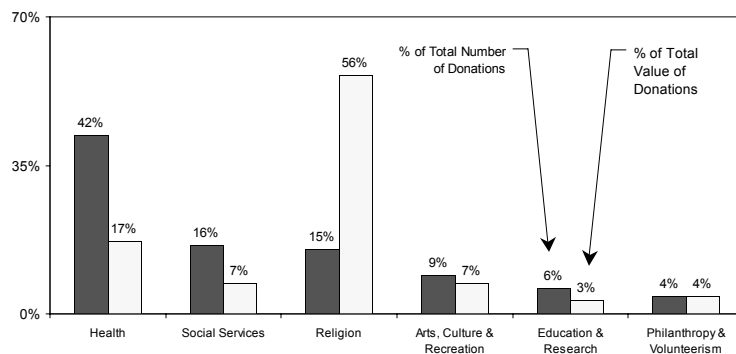
The most common methods of making a donation were through sponsoring someone in an event such as a walkathon and responding to door-to-door canvassing (17% of the total number of donations for each).

Although sponsoring someone in an event and responding to door-to-door canvassing were the most commonly mentioned methods of donating, they were not the most lucrative. Donations made through places of worship accounted for 49% of the total value of donations, whereas sponsoring someone in an event and donating in response to door-to-door canvassing accounted for only 4% and 3% of the total, respectively.

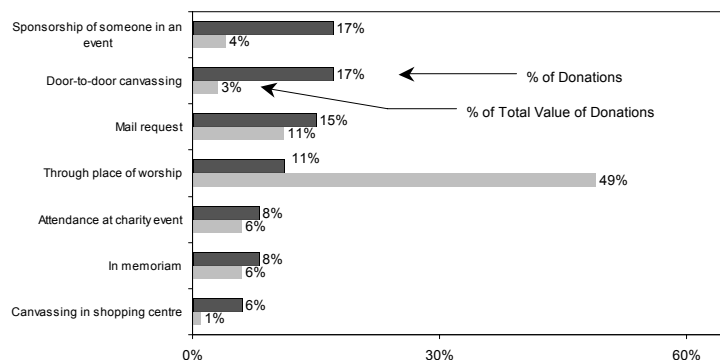
Percentage of Non-Donors Citing Specific Barriers to Giving



Percentage of Donations and Percentage of the Value of Donations by Type of Organization



Percentage of Donations and Percentage of the Value of Donations by Method of Donation



For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca).

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