

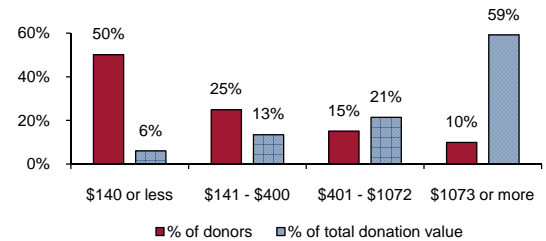
Charitable Giving in MANITOBA

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 84% of Manitoba residents aged 15 and over (770,000 people) donated in 2004. Each donor contributed an average of \$455, for a total of \$350 million.

Much comes from the few

Although most Manitobans donate, a small minority contributes most of the dollars. One in ten donors contributed 59% of the total value of all financial donations. These donors gave \$1073 or more over the course of the year. About one fifth (21%) of the total donation value came from the 15% of donors who gave between \$401 and \$1072. Taken together, this top quarter of donors (representing 21% of all Manitoba residents) accounted for 80% of the total value of all donations.

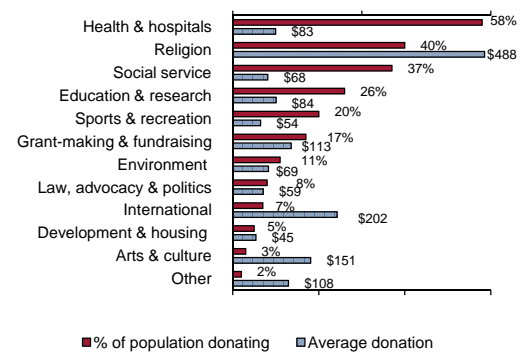
Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



The types of organizations donors support

Manitoba residents were most likely to support Health & Hospitals (58% donated), followed by Religious (40%) and Social Services (37%) organizations. Smaller numbers of respondents donated to Development & Housing and Arts & Cultural organizations (5% and 3% respectively).

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

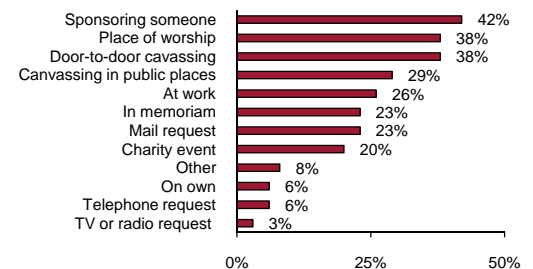


Manitobans donated the largest average amounts to Religious organizations (\$488 on average), followed by International (\$202) and Arts & Culture (\$151) organizations.¹ Donations to Law, Advocacy & Political organizations, Sports & Recreation, and Development & Housing tended to be much smaller.

How donations are made

People were most likely to donate money by sponsoring someone at an event (42% donated this way), through their place of worship (38%), or in response to being asked at their door (38%). They were least likely to donate by approaching the organization on their own (6%) or in response to a telephone (6%) or television or radio request (3%).

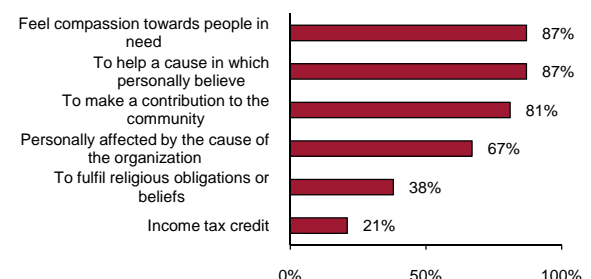
Percentage of Population Donating by Method of Donation



The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 87% of donors), wanted to help a cause in which they personally believe (87%), or wanted to make a contribution to the community (81%). They were least likely to donate in order to fulfill religious obligations or beliefs (38%) or because they would receive an income tax credit (21%).

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 40% of Manitobans who donated at least \$1 to religious organizations contributed an average of \$488 each while those who did not donate at all to religious organizations are excluded from the average).

Charitable Giving in MANITOBA

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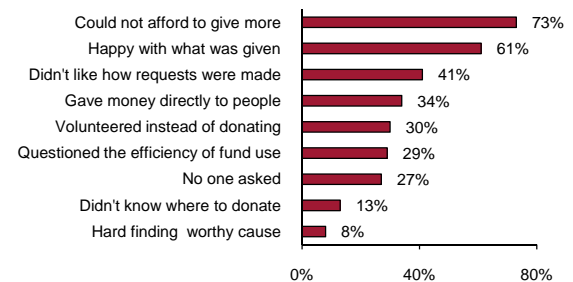


Manitoba donors were more likely than donors in the rest of Canada to report that they donated to fulfill religious obligations or beliefs (38% vs. 31% in the rest of Canada) or because they were personally affected by the cause of the organization (67% vs. 63%).

The barriers to donating more

Manitoba donors were most likely to say they did not donate to charities because they could not afford to give more (73%) or because they were happy with what they had already given (61%). Few donors reported not knowing where to make a contribution (13%) or difficulty finding a cause worth supporting (8%) as barriers to giving more money.

Percentage of Donors Reporting Barriers to Giving More



Personal and economic characteristics of Manitoba donors: age and marital status²

Manitoba residents aged 65 and older 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 to 64. The amounts donors gave increased with age: donors aged 55 to 64 tended to donate the most (\$665 on average) while donors aged 15 to 24 donated the least (\$117^E).

Manitobans who were married or in common-law relationships were most likely to give (90%) while those who were single were least likely to give (69%). Those in married or common-law relationships also tended to contribute more (\$545 on average) than other donors. Donors who were married or in common-law relationships contributed a disproportionately large percentage of the total amount donated, given their numbers (58% of the population vs. 75% of total donation value).

Manitobans aged 45 and older contributed a disproportionately large percentage of total donation value, given their numbers (they made up 47% of the population but contributed 66% of total donation value) while those aged 44 and younger contributed a disproportionately small percentage (54% of the population vs. 34% of the total donation value).

Percentage of Population Who Donate and Distribution of Donations by Age and Marital Status

	% Donating	Average Donation	% of Pop.	% Donation Value
Age				
15 to 24	69%	\$117 ^E	18%	4% ^E
25 to 34	79%	\$421	17%	15%
35 to 44	89%	\$354	19%	15%
45 to 54	89%	\$571	18%	24%
55 to 64	86%	\$665	13%	19%
65 and older	90%	\$608	16%	23%
Marital status				
Married or common-law	90%	\$545	58%	75%
Single, never married	69%	\$219	28%	11%
Separated or divorced	83%	\$410 ^E	7%	7% ^E
Widow or widower	89%	\$516	6%	7%

^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 marital status, 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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