

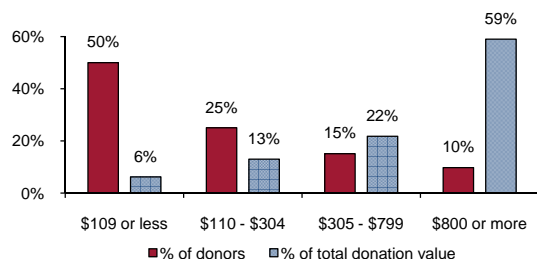
# Charitable Giving in NEW BRUNSWICK

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 88% of New Brunswick residents aged 15 and over (547,000 people) donated in 2004. Each donor contributed an average of \$351, for a total of \$912 million.

## Much comes from the few

Although most New Brunswickers 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 \$800 or more over the course of the year. About one fifth (22%) of the total donation value came from the 15% of donors who gave between \$305 and \$799. Taken together, this top quarter of donors (representing 22% of all New Brunswick residents) accounted for 81% of the total value of all donations.

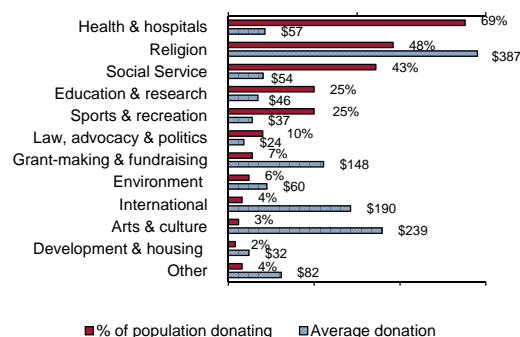
Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



## The types of organizations donors support

New Brunswick residents were most likely to support Health & Hospitals (69% donated), followed by Religious (48%) and Social Services (43%) organizations. Smaller numbers donated to Arts & Culture and Development & Housing organizations (3% and 2% respectively).

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

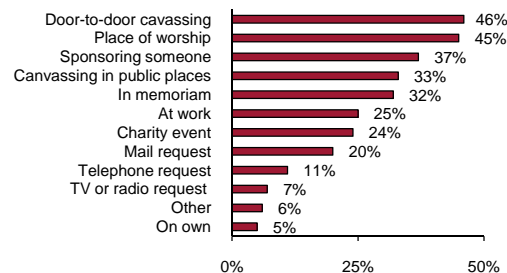


New Brunswickers donated the largest average amounts to Religious organizations (\$387 on average), followed by Arts & Culture (\$239) and International (\$190) organizations.<sup>1</sup> Donations to Development & Housing organizations, and Law, Advocacy & Politics tended to be much smaller.

## How donations are made

Individuals were most likely to donate money in response to being asked at their door (46% donated this way), through their place of worship (45%), or by sponsoring someone at an event (37%). They were least likely to donate in response to a television or radio request (7%) or by approaching the organization on their own (5%).

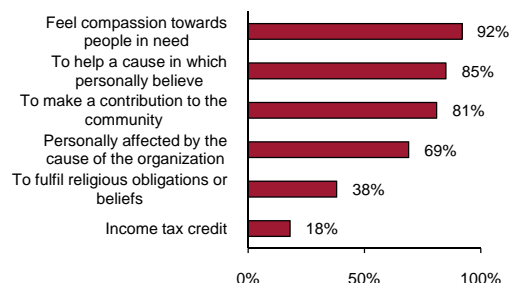
Percentage of Population Donating by Method of Donation



## The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 92% of donors), wanted to help a cause in which they personally believe (85%), 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 (18%).

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 48% of New Brunswickers who donated at least \$1 to religious organizations contributed an average of \$387 each while those who did not donate at all to religious organizations are excluded from the average).

# Charitable Giving in NEW BRUNSWICK

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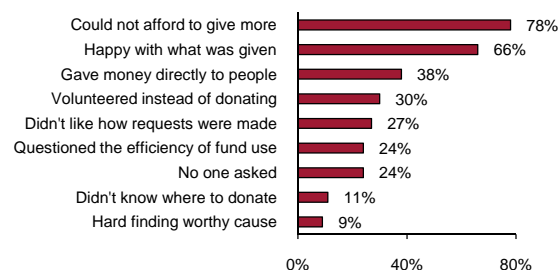


New Brunswick donors were more likely than donors in the rest of Canada to report that they donated because they were affected by the cause (69% vs. 62% in the rest of Canada) or to fulfill their religious obligations or beliefs (38% vs. 31%).

## The barriers to donating more

New Brunswickers were most likely to say they did not donate more to charities because they could not afford to give more (78%) or because they were happy with what they had already given (66%). Few donors reported not knowing where to make a contribution (11%) 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 New Brunswick donors: household income and presence of children<sup>2</sup>

The likelihood of donating in New Brunswick tended to increase with household income. New Brunswickers from households with annual incomes of \$100,000 or more were most likely to give (98%) while those with household incomes of less than \$20,000 were least likely to do so (82%). Those with annual household incomes of \$100,000 or more also tended to contribute much more (\$767 on average) than those from households with lower incomes.

New Brunswickers from households with both pre-school and school-aged children were most likely to give (97%) while those from households with only school-aged children were least likely to do so (78%). Those from households without children tended to contribute much more (\$399 on average) than those from households with children.

Donors from household incomes of less than \$20,000 contributed a disproportionately small percentage of the total amount donated, given their numbers (they made up 18% of the population but contributed 9% of total donation value).

Donors from households without children contributed a disproportionately large percentage of the total amount donated, given their numbers (65% of the population vs. 76% of total donation value).

**Percentage of Population Who Donate and Distribution of Donations of Household Income and Presence of Children in the Household**

	% Donating	Average Donation	% of Pop.	% Donation Value
<b>Household Income Level</b>				
Less than \$20,000	82%	\$176	18%	9%
\$20,000 to \$39,999	86%	\$254	27%	19%
\$40,000 to \$59,999	87%	\$375	23%	24%
\$60,000 to \$99,999	91%	\$395 <sup>E</sup>	25%	28% <sup>E</sup>
\$100,000 or more	98%	\$767	8%	20% <sup>E</sup>
<b>Presence of children in household</b>				
No children in household	90%	\$399	65%	76%
Pre-school aged children only	91%	\$235 <sup>E</sup>	7%	5% <sup>E</sup>
Both pre-school and school aged children	97%	\$201 <sup>E</sup>	4%	3% <sup>E</sup>
School aged children only	78%	\$275	24%	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 household income 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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