

Charitable Giving in Quebec

Fact Sheet # 38

How many? How much?

Almost nine out of 10 Quebec residents (87%) contributed financial or in-kind donations to charitable and nonprofit organizations according to an analysis of data from the 1997 National Survey of Giving, Volunteering and Participating (NSGVP).¹

Seventy-five percent of Quebec residents made financial contributions that totaled approximately \$568 million. The average annual donation was \$127.

Much comes from the few

Almost half (49%) of the total value of all donations made in Quebec came from 5% of donors who, on average, gave \$1222. The 20% of donors who gave between \$108 and \$359 accounted for 28% of the total value of donations. These two groups accounted for one-quarter of all donors, but contributed 77% of all financial donations.

Variations by community size

The percentage of the population who donate tends to vary with the size of the community. Small towns and rural areas, which accounted for 24% of the Quebec population, had the highest donor rate. Slightly more than 8 out of 10 residents (81%) of small towns and rural areas were donors. However, on average, Quebec residents in small towns and rural areas made the lowest annual donations (\$82).

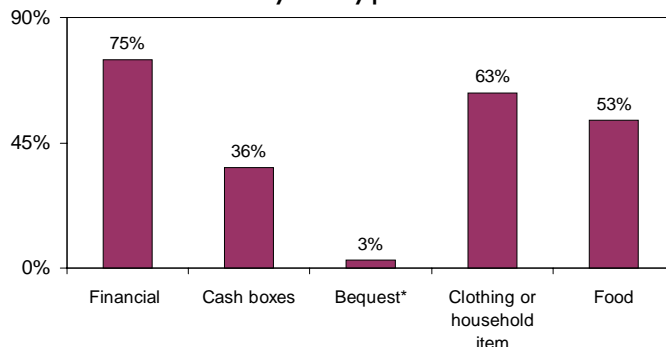
While urban areas accounted for only 20% of the Quebec population, they had the second highest average donor rate (77%). Residents of urban areas also made the second highest annual donation (\$109).

The majority of Quebec residents lived in metropolitan areas (57%). While only slightly more than 7 out of 10 of these residents were donors, they made the highest average annual donation (\$156 per year).

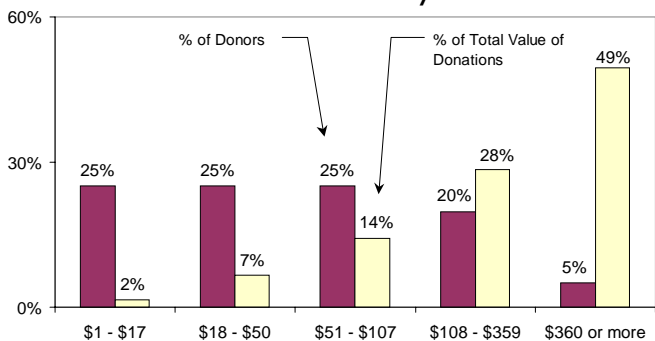
1. Findings from the NSGVP are based on reports of charitable giving over the one-year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

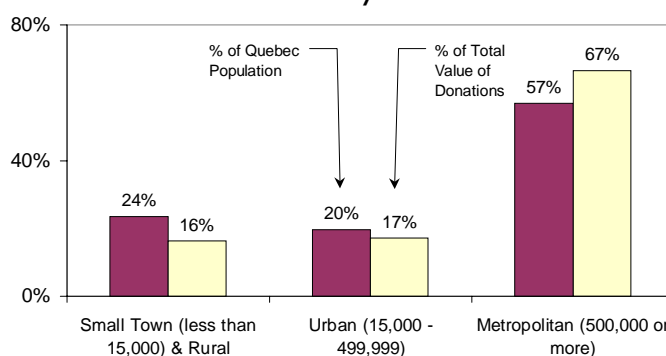
Percentage of Quebec Residents Making Donations by Type of Donation



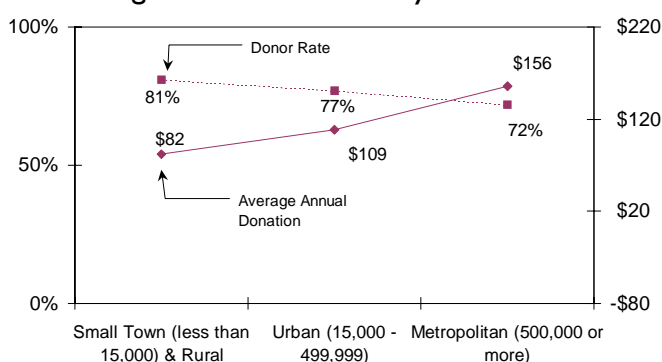
Percentage of Quebec Donors and Percentage of the Total Value of Donations by Size of Donation



Percentage of the Quebec Population and Percentage of Total Donations by Size of Community



Percentage of Quebec Residents Making Donations and Average Annual Donation by Size of Community



Barriers to giving

The most common reasons cited by Quebec non-donors and donors for not giving or not giving more were that they:

- ❁ Preferred to save their money for their own future needs (48%)
- ❁ Would rather spend their money in other ways (47%)
- ❁ Preferred to give money directly to people, not through an organization (37%)

Motivations for giving

The top three reasons for giving cited by donors were:

- ❁ Feeling compassion toward people in need (93%)
- ❁ Wanting to help a cause they personally believed in (86%)
- ❁ Having been affected or knowing someone who had been personally affected by the recipient organization (49%)

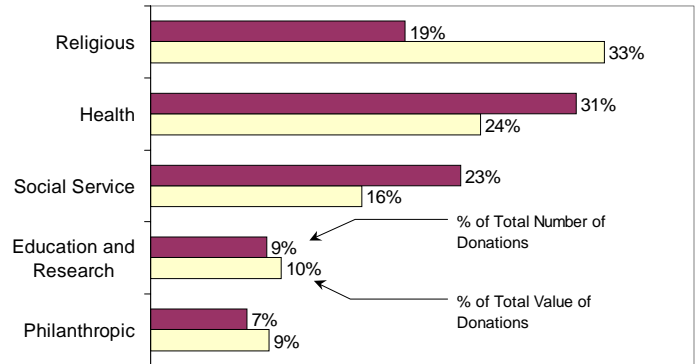
Where donations go

Most donations were made to health organizations (31%), social service organizations (23%) or religious organizations (19%). More than one-third of the total value of donations went to religious organizations. They received approximately \$190 million and accounted for the highest average donation (\$84).

Health organizations received approximately \$138 million and attracted the third highest average annual donation (\$58).

While environmental organizations received only a small amount of the total value of all donations, they attracted a higher than average donation.

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



Donation decisions

Quebec donors generally did not plan how much they would give and which organizations they would support.

- ❁ Eighty-nine percent of donors did not decide in advance how much they would donate to charitable organizations each year.
- ❁ Donors stated that the majority of their donations were made in response to someone asking for a contribution (78%).
- ❁ Forty-one percent of donors made their donation to a specific charity or nonprofit organization each year.
- ❁ Fifty-nine percent of donors varied the organizations they donated to each year.



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More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians*, is available online at our Website: www.nsgvp.org

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