

CHARITABLE GIVING IN BC

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Vancouver, BC – A new BC Ipsos-Reid poll finds that British Columbians have grown more generous in their charitable giving over the past 3 years. Fully 79% of people in the province made a donation this year, up from 74% in 2001 (as reported in an April 2002 Ipsos-Reid poll). And, the median amount given among those who made a donation has jumped from \$194 to \$250 over the past 3 years.

Despite the “spirit of giving” message that pervades the Christmas holiday season, most British Columbians – 68 percent – say they don’t pay particular attention to the time of year it is when they decide to make a charitable donation. In fact, just 1-in-5 people in the province (22%) say they’re more likely to make a donation during the holiday season. One-in-ten (10%) assert that they’re less likely to do so.

Charitable giving for the 2004 Christmas holiday season finds British Columbians directing their donations to a wide variety of different charitable organizations. However, it appears charities tied to social services are likely to benefit more than others over this Christmas holiday season. Fully 74% of BC residents polled identified organizations that provide social services to their communities as likely targets for their generosity. At the top of the list is the Salvation Army, with 41% of British Columbians saying they think of giving to this organization during the holiday season.

These are the findings of an Ipsos-Reid telephone poll conducted December 7th to 14th, 2004 with a randomly selected sample of 800 adult British Columbia residents. The results are considered accurate to within ± 3.5 percentage points, 19 times out of 20, of what they would have been had the entire BC adult population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to

ensure the sample's regional and age/sex composition reflects that of the actual BC population according to the 2001 Census.

More British Columbians Making Charitable Donations; 79% of BC Residents Made a Donation in 2004, up from 74% in 2001

British Columbian adults 18 years of age and over appear to be growing more generous in their charitable giving. In 2004, fully 79% of the BC population said they made a donation to a charitable organization. This is up from the 74% who did so in 2001 (as reported in an April 2002 Ipsos-Reid poll). Moreover, the median donation amount among those who made a donation has also increased, from \$194 three years ago, to \$250 in 2004. “The fact that British Columbians seem to be giving more is a positive sign for the non-profit sector, and it can only mean good things for the less fortunate in our communities,” asserts Daniel Savas, Senior Vice-President in Ipsos-Reid’s Vancouver office. “We should not underestimate the importance that individual donations can make to the work accomplished by our charitable organizations. As governments and businesses take strides to balance their books, it’s great to know that individual British Columbians are increasingly prepared to support a vibrant non-profit sector.”

Among those with the highest median donations, we find: older British Columbians (55+) - \$400 compared to \$100 among the 18-34 age group; men (\$300 vs. \$200 for women), and people living in higher income (\$100,000+) households (\$500 vs. \$200 in lower income households).

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It appears that the “spirit of giving” in BC is a year-round affair. When asked if they’re more likely to make a charitable donation during the holiday season, most British Columbians – fully 68% – claim not to pay any attention to what time of year it is when they consider donating to charitable organizations. Indeed, just 22% say they’re more likely to make a donation during the holiday season. Only one-in-ten (10%) buck the trend, and say they’re less likely to give at this time of the year. “With all the focus and

hype on the giving theme at this time of year, these findings are a bit surprising,” says Mr. Savas. “What it tells us perhaps is that British Columbians don’t feel they need a special time of year or a celebration to show their generosity. This should send a clear message to the non-profit sector that focusing a disproportionate amount of energy and resources on end of year fundraising campaigns may not be the most productive and effective strategy. Indeed, they may be missing out on opportunities throughout the year.”

Regional and demographic analysis shows that British Columbians from all corners of the province, and from all walks of life pay little attention to the time of year when they make charitable donations. There are no significant differences between them.

Social Services Charities (74%) Tops BC Public’s List for Donations this Christmas Holiday Season – Salvation Army Tops the List (41%) of Top-of-Mind Organizations

When asked which charitable organizations they’re thinking of for their donations this Christmas holiday season, most British Columbians identify groups that deliver or offer social services in communities around the province. Of the top ten charitable organizations identified for donations, fully 74% of BC residents mention a social services organization. Topping the list is the Salvation Army, with 41% of people saying it’s an organization they think about donating to during the holiday season. Food banks (23%), and the United Way (10%) are also in the top ten. Food banks are more likely targets for BC residents living in the Interior (29%) and on Vancouver Island (28%).

Health-related charities are also likely beneficiaries of the BC public’s generosity this holiday season. Over half of British Columbians – 57% – say they think of this type of charity for making a donation. Cancer organizations (24%), BC’s Children’s Hospital (14%), and the Diabetes Association (7%) top the list of health charities the BC public targets for giving.

Churches are also top-of-mind for many British Columbians. More than one-in-ten BC residents – 13% – say they think of their church when it comes to giving a donation

during the Christmas holiday season. This is particularly true in the suburban Lower Mainland, including the Fraser Valley (19%).

Lastly, it's the pet related organizations – the SPCA and Humane Society (6% in all) – which round out the list of top charities British Columbians think most about giving to during the holiday season.

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