



What Canadian Donors Want

Fact Sheet: Views and Attitudes about Charities

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Confidence in the charitable sector is significantly higher than that for the private and public sector (73% very/somewhat confident versus 63% and 62%, respectively). Confidence in the charitable sector is even higher among online donors who made a donation through the CanadaHelps website (96% very/somewhat confident).

Six in ten Canadians (61%) say that charities are trustworthy, up by six points since 2011; 16 % disagree with this view and 23 percent are neutral. There have also been directional increases in the numbers who now believe that charities act responsibly with the donations they receive (63% agree vs. 18% disagree and 19% are neutral) and are well-managed (59% agree vs. 18% disagree and 23% are neutral).

However, a total of four in ten (38%) Canadians believe that charities overstate how much they spend on the cause or programs they support (27%), including one in ten (11%) who believe charities intentionally mislead the public, while five in ten (52%) trust charities for the most part (48%) or completely (4%) in this regard. Another 10 percent do not offer an opinion.

In contrast, 80 percent of CanadaHelps donors trust charities in this regard (76% trust them for the most part/4% completely) compared to 52 percent of the general population.

Trust in the sector is important because the survey indicates that donors are looking for transparency and want to support charities that are efficient with their budgets and have a clear impact.

Of donors who have given in the past 12 months, 97 percent (53% strongly agree, 44% somewhat agree) say the charities to which they gave have a clear purpose and mandate; 96 percent (55% strongly agree, 41% somewhat agree) say the organization has a strong reputation and 95 percent (43% strongly agree, 52% somewhat agree) say the organization is successful in fulfilling its mandate.

A growing number of donors, now more than eight in ten (83%), say it is important that they receive information on how their donation has made a difference (35% strongly agree, 48% somewhat agree). Fourteen percent disagree with the statement (9% somewhat disagree, 5% strongly disagree). Agreement with this statement is up six points from 2013.

Ninety-five percent of CanadaHelps donors believe charities play an important role in addressing needs not being met by government or the private sector, and three-quarters (76%) of the general population continues to hold this view.



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Not surprisingly 28% of CanadaHelps donors (vs only 6% of the general population) believe government should allocate more money to non-profit and charitable organizations even if it means raising taxes. More than eight in ten (85%) Canadians would support increased funding to hospitals and schools.

When asked about tax breaks and other government incentives, Seven in ten (71%) CanadaHelps donors say increased tax breaks may influence them to donate more, compared to more than one-half (55%) in the general population.

Lowering the credit card processing fees to charitable organizations appears to have a more positive impact on encouraging donations/gifts among CanadaHelps donors (71% say a great deal/some impact) than among the general population (59%).

Survey Information

The findings from the general population survey of Canadians were based on an Ipsos poll conducted between November 3-10, 2015, on behalf of the AFP Foundation for Philanthropy - Canada. For this survey, a sample of 1,502 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. The general population survey is accurate to within +/- 2.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The survey on the CanadaHelps sample is based on 955 donors who have a history of making donations using CanadaHelps and receive their marketing emails. This survey was also conducted by Ipsos, but invitations including unique links to the survey were sent out by CanadaHelps. This survey of CanadaHelps donors is accurate to within + 3.6 percentage points, 19 times out of 20, had all CanadaHelps donors been polled.

More: Find out more about What Canadian Donors Want; AFP; Ipsos; the AFP Foundation for Philanthropy – Canada; and get fact Sheets, The Recorded Webinar and more here: