

Charitable Giving and Volunteering in Canada and the Atlantic Region

A Review of Secondary Data

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Introduction

Across the country, Canadians are making substantial contributions to their communities and regions through charitable giving and volunteerism. These contributions support a wide variety of organizations and nonprofit organizations, enriching social, cultural, and economic fabric of their communities. This working paper explores charitable giving and volunteerism statistics to understand the current situation in Atlantic Canada.

Using data from Statistics Canada from 2007-2010 an overview of charitable giving and volunteerism is presented for Canada and the Atlantic Region. This working paper reviews the rates of charitable giving, type of charitable giving, characteristics of donors, and the principal recipients of donations. Statistics on volunteerism rates among Canadians and the Atlantic Region are also reviewed, specifically regarding participation rates, types of organizations supported, and characteristics of volunteers. The working paper concludes with initial insights into how the patterns of charitable giving and volunteerism in NL could generate opportunities for philanthropy.

This working paper was prepared as a part of a larger applied research initiative examining the role of philanthropy in regional development in Newfoundland and Labrador. Further information on this initiative can be located at <http://philanthropy.ruralresilience.ca>.

Where Information Came From

This working paper examines charitable giving and volunteerism in Atlantic Canada through the review of Statistics Canada's Survey of Giving, Volunteering, and Participating. Data from the survey enables researchers to determine and examine whether there have been substantial changes in Canadians' participation in charitable and voluntary activities between the 2007 and 2010 period. This examination offers the ability to provide insights as to why these changes may have taken place and how these changes may influence society. The Statistics Canada data is supplemented with information gleaned from academic and government literature documenting charitable giving and/or volunteerism practices in Atlantic Canada.

This working paper utilizes data collected from the 2007 and the 2010 Canadian Survey of Giving, Volunteering and Participating to analyze charitable giving and volunteerism of individuals in Atlantic Canada. Statistics Canada administers this national survey every three years to gather information regarding charitable giving and volunteering. The survey analyzes data at both the national and provincial levels. Statistics Canada takes a random sample of Canadians through random digit dialing to participate in the survey. In the 2010 survey 15,482 Canadian participated and in the 2007 survey 21,827 Canadians participated.

Information from the Caring Canadians, Involved Canadians: Tables Report, 2010 has also been utilized throughout this paper. This Statistics Canada report utilizes data given from the 2010

Survey of Giving, Volunteering, and Participating; yet it provides an analysis specific to each individual province. Using this information is an asset as it allows for in depth analysis of provincial variations.

The Survey of Giving, Volunteering, and Participating provides a snapshot of charitable giving and volunteering at the provincial and national levels. Given small sample sizes engaged with each survey it is not possible to have a complete picture. This being said, the surveys offer one of the best sign posts for measuring the engagement of Canadians in voluntary and charitable activities. The data presentation between the 2007 and 2010 surveys is not identical, which is noted throughout the report. As a result, this paper does not give the entire story of charitable giving and voluntarism in Newfoundland and Labrador. This paper takes relevant statistics from Statistics Canada databases in an effort to provide a snapshot of charitable giving and volunteering within the province and offer takeaway points for policy makers and government officials when needed.

It should also be known the emphasis of this paper is to provide insight on the charitable giving and volunteering rates in NL. The province offers unique statistics for this study as it holds the highest charitable giving rates in Canada. Newfoundlanders also have a strong sense of belonging, which potentially has a direct correlation with their philanthropic giving.





Charitable Giving

Millions of Canadians are involved in donating money to charitable organizations annually. With financial contributions to different groups and organizations, individuals are able to support specific causes, help advance the well-being of fellow citizens, or benefit principles and values they believe in. In Canada, the federal government recognizes the positive implications charitable giving can provide for communities. In doing so, they provide income tax credits in an effort to encourage philanthropic giving by taxpayers, or in some cases, match the amount donated by certain groups or people.

Charitable giving, as defined by the Canada Revenue Agency (CRA), refers to the voluntary transfer of a gift to a qualified charity. A gift may take the form of cash, stocks, bonds, real estate, cultural property, or proceeds of a life insurance contract. A qualified charity is an organization registered with the CRA conducting purposes in at least one of the following areas: relief of poverty, advancement of education, advancement of religion, or other purposes that benefit the community in a way the courts have decided are charitable (CRA, 2013). A qualified charity is able to issue tax receipts to donors and is exempt from paying taxes on their revenue.

There are three principle types of donations. A common way to engage in charitable giving is through gifts of cash. Gifts of cash provides flexibility with donors as they can designate

their giving for specific initiative or leave it unrestricted, allowing the qualified charity's board of directors to determine the best use of the funds. Examples of gifts of cash include grants, corporate donations, foundation grants and religious tithing. Another means of donating is through gifts in kind. Gifts of kind differ from gifts of cash as it does not involve a direct financial donation but generally something tangible that is recognized as a certain value. As the item being donated is recognized as having value, the donor is able to receive a tax receipt from the government. Gifts of kind could include the donation of hospital equipment or supplies to universities. Another type of charitable giving is through endowment funds. Endowment funds consist of financial giving to a registered charity, whereby the charity does not spend the finances that are donated, but utilizes the continued growth and interest that results from the initial donations. As donations to endowment funds are never spent but used to gain interest, the benefits from this type of giving are endless as they continue to last year after year. The most common type of endowment fund is through community foundations. Once a community foundation receives funds from a donor, they invest it and are able to spend the interest of the donations every year for purposes that include regional development (Turcotte, 2012).

Rates of Charitable Giving

In 2010, Canadians over 15 years of age contributed a total of \$10.6 billion to charitable or non-profit organizations, which was essentially the same as 2007. The mean amount an individual donated annually in 2010 was \$446, with the median amount being \$123. Overall, nearly all Canadians aged 15 and over (84%) took part in charitable giving whether it was gifts of cash or gifts in kind (see Table 1) (Turcotte, 2012).

Table 1. Donors and donations, population aged 15 and over, Canada

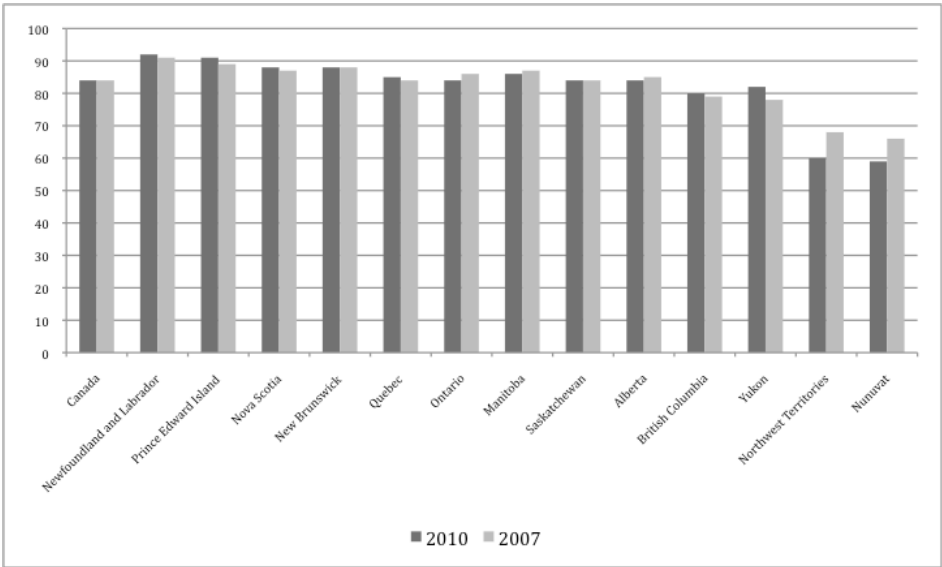
| | 2010 | 2007 |
|--|--------------|--------------|
| Donor Rate | | |
| Total population (thousands) | 28,285 | 27,069 |
| Total number of donors (thousands) | 23,789 | 22,841 |
| Donor rate (percentage) | 84 | 84 |
| Number of donations | | |
| Total number of donations (thousands) | 91,357 | 87,789 |
| Average number per (donations) | 3.8 | 3.8 |
| Amount of donations in 2010 dollars | | |
| Total amount (thousands of dollars) | \$10,609,533 | \$10,429,330 |
| Average annual amount per donor (dollars) | \$446 | \$457 |
| Median annual amount per donor (dollars) | \$123 | \$125 |
| Average amount per donation (dollars) | \$114 | \$119 |

Source: Turcotte, 2012

In 2010, \$10.6 billion contributed to charitable organizations in Canada

Residents in the Atlantic Region were the most likely to have made one or more donation to charitable or non-profit organizations. In both 2007 and 2010, residents of NL had the highest percent of the population aged 15 and older engaged in charitable giving. In 2010, 92% of NL's population partook in charitable giving (91% in 2007), followed by Prince Edward Island with 91% (89% in 2007) and New Brunswick and Nova Scotia with 88% (88% and 87% in 2007 respectively) (Turcotte, 2012).

Chart 1. Percentage of charitable giving rates, by province/territory, donors aged 15 and over, 2007 and 2010



Source: Turcotte, 2012

92% of Newfoundland and Labrador were engaged in charitable giving in 2010

Specific statistics for the Atlantic Region were only available on the 2007 survey. Eighty-eight percent of Atlantic residents (1.7 million residents) contributed to charitable giving in 2007 either through a financial or in-kind donation. Donors in the Atlantic region gave an average of \$375 each. As a comparison, the average donors gave at a national level was \$437 in 2007 (see Table 2) (Clarke, Lasby, & Vodarek, 2010).

Table 2. Donors and donations, population aged 15 and over, Atlantic Region

| | 2007 |
|--|-------------|
| Donor Rate | |
| Total population (thousands) | 1,932 |
| Total number of donors (thousands) | 1,700 |
| Donor rate (percentage) | 88 |
| Number of donations | |
| Total number of donations (thousands) | 8,054 |
| Average number per (donations) | 4.7 |
| Amount of donations in 2010 dollars | |
| Total amount (thousands of dollars) | 643,000 |
| Average annual amount per donor (dollars) | 375 |
| Median annual amount per donor (dollars) | 121 |
| Average amount per donation (dollars) | 80 |

Source: Clark, Lasby, & Vodarek, 2010

Although residents in the Atlantic Region have the highest likelihood to make a charitable donation, they are among the smallest average donations throughout Canada. In both 2007 and 2010, only donors in Québec donated less on an annual basis (Clarke, Lasby, & Vodarek, 2010; Turcotte, 2012).

Statistics Canada does not provide an in depth analysis of provincial variations in regards to charitable giving, thus specific statistics such as the total number of donations and average amount per donor in terms of NL are not available.



Type of Charitable Giving

Aside from financial donations, Statistics Canada measures Canadian charitable giving through gifts in kind and endowments. It should be noted the Survey of Giving, Volunteering, and Participating primarily focuses on financial donations in their study, but also make note of other types of giving. In 2010, nearly four out of five Canadians gave clothing or household items to charities or non-profit organizations (79%) and over half the population of Canadians aged 15 and over donated food to local food banks (62%). In terms of financial donations as part of a will, only 3% of Canadians took part in this method of donating in 2010. These rates remained consist from 2007 to 2010 (Turcotte, 2012).

The same statistics specific to the Atlantic Region were only made available in the 2007 survey. In 2007, 76% of Atlantic residents contributed to in kind donations through clothing or other household goods and similar to the national average, 64% of the Atlantic donated food. Statistics of financial donations as part of a will remained on par with the national average as only 3% of Atlantic residents made provides for a donation to take place in the case of their death (Clarke, Lasby, & Vodarek, 2010).

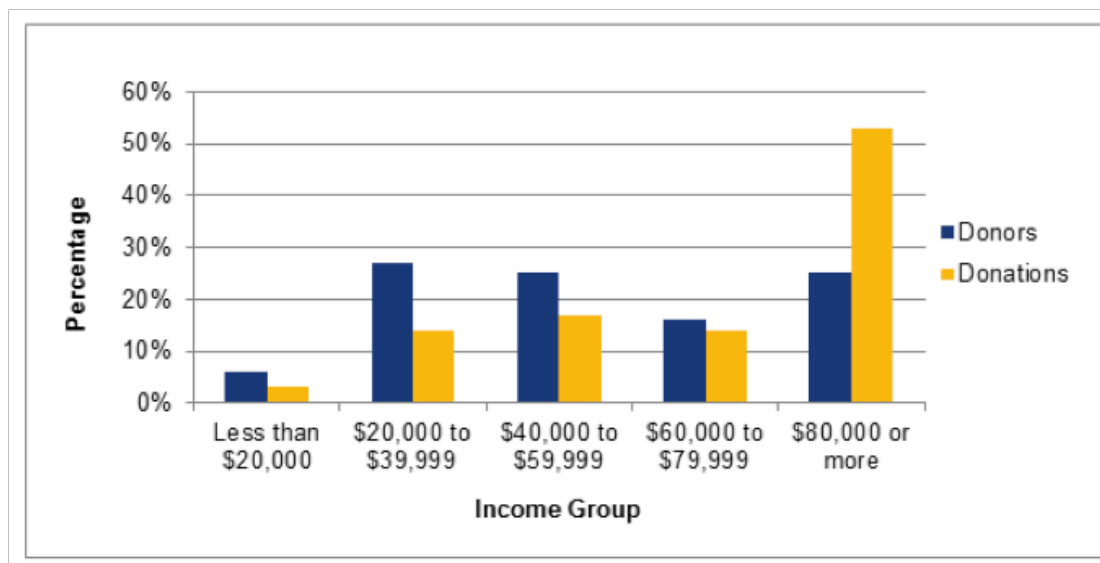
76% of Atlantic
residents made
in kind
contributions of
clothing or
household goods



Characteristics of Donors

The attributes of an individual help characterize what type of donor they are. In Canada, being employed, having university education, living in a higher income household, being religiously active, and over 35 years in age increases the likelihood of making donations as well as higher annual donations (Turcotte, 2012). This is not to say every person that makes frequent or large donations holds all of these qualities, but generally speaking, an individual that consists with more of these attributes is likely to partake in charitable giving above the average. In 2010, people with an annual household income that was \$120,000 or more contributed an average donation amount of \$744. As a comparison, those with household incomes between \$80,000 and \$99,999 donated an average of \$427 (Turcotte, 2012). A recent House of Commons committee report documented the how donations to registered charities ranged by income categories (see Chart 2).

Chart 2. Percentage of donors and charitable donations by individual, by income class, 2010



Source: Standing Committee on Finance, 2013

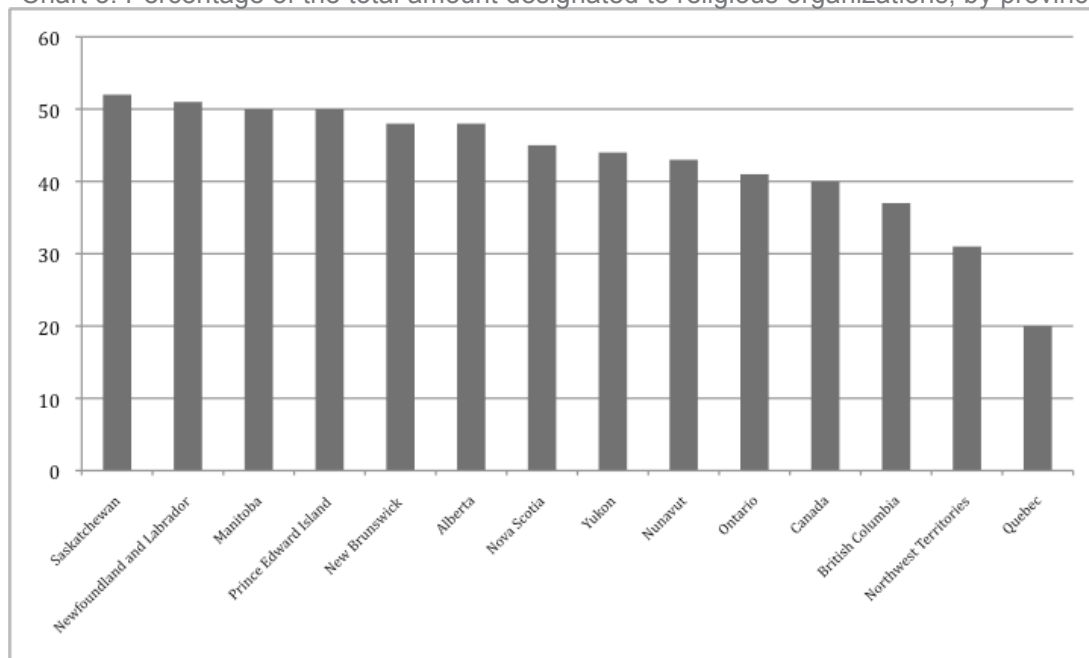
Age is another significant determinant when considering rates of charitable giving. In a study subject to Atlantic Canada, residents aged 15 to 24 were the least likely to make financial donations (75%) with the group most likely to donate aged 35 and older (91-93%). In the Atlantic Region, the population of residents aged 15 to 24 make up for only 3% of the total value for all donations, yet account for 16% of the Atlantic population. These rates are not unique to Atlantic Canada but occur across the nation as a whole (Clarke, Lasby, & Vodarek, 2010).

Recipients of Donations

Religious organizations were the biggest recipients of the total amount of donations for both Canada as a whole, as well as the Atlantic Region. In 2010, \$4.26 billion of the \$10.6 billion donated by Canadians was to religious organizations, representing 40% of total donations (Turcotte, 2012). Religious organizations also received the largest percentage of total donations in the Atlantic Region in 2007 with 56% (over \$360 million) (Clarke, Lasby, & Vodarek, 2010). This is common statistic across all Canadian provinces and has been reoccurring since at least 2004.

Although religious organizations receive the largest amount of finances from donations in Canada, they do not receive the highest number of actual donations. In 2010, 71% of Canadians donated to hospitals and the health sector, down from 74% in 2007 (72% of the Atlantic Region donated to this area in 2007). This is followed by social services receiving donations from 42% of Canadian residents (48% of Atlantic residents in 2007) and 33% of Canadians donating to religious organizations (43% of the Atlantic in 2007). There is a common trend from both Canada and the Atlantic Region over the past six years where individuals are making fewer donations to religious organizations and partaking in charitable giving through health, hospitals, and social services (Clarke, Lasby, & Vodarek, 2010; Turcotte, 2012).

Chart 3. Percentage of the total amount designated to religious organizations, by province, 2010



Source: Turcotte, 2012

Ways Donors Partake in Charitable Giving

It is important to identify whether solicitation was a factor in Canadian charitable giving and which method(s) works best. In 2010, the solicitation method receiving the highest response from Canadians was canvassing at a shopping centre or on the street with 32%, followed by human sponsorship with 30%. Although the high response rate, solicitation brings in minimal financial donations. The total amount of donations these two methods brought in for Canada in 2010 was 3% and 2%, respectively (Turcotte, 2012).

Although the relatively low rates of solicitation as a national average, NL was above the norm and stood at the top of many different categories. Particular solicitation methods that Newfoundlanders and Labradorians were most likely to respond too were door-to-door canvassing (55%), sponsoring someone (49%), in a place of worship (40%), initiatives at work (28%), or through a television or radio request (19%). With the exception of donating in a place of worship (PEI with 41%) NL received the highest rates throughout each of these categories, by far. Although NL is the only extreme case in this category, the Atlantic Provinces would be its closest comparisons. It should also be noted that NL was tied for second last amongst all Canadian provinces for residents donating on their own with 6% (Turcotte, 2012).



Volunteerism

The act of volunteering plays a significant role in communities around the world. In a case study done by Side and Keefe (2009), the impact of unpaid work done by individuals in Atlantic Canada within their communities was analyzed. Their conclusion was that volunteering not only benefits people intrinsically, but is correlated to community economic development. Furthermore, Locke and Rowe (2010) explain through their case study specific to NL that volunteering is directly related with capacity building within local organizations. Evidently, volunteering is significant for sustainable communities.

Nearly half of Canadians aged 15 years of age or older volunteer with charities and nonprofit organizations every year contributing to tasks that include serving on boards and committees, fundraising, providing counseling services, delivering food, visiting senior homes, and so forth. Volunteering is substantial because it allows people to not only donate financially but also use their time to directly impact the cause of the organization or group that they represent (Hall, Lasby, Ayer, & Gibbons, 2009).

For this section, only 2007 statistics were available for volunteer rates across Canada and the Atlantic Region. The 2012 report of the 2010 data did not provide volunteering statistics. As this is the case, each statistic provided will represent 2007 data unless otherwise specified.

Rates of Volunteering

Nearly half (46%) of Canadians volunteered for charitable and nonprofit organizations during this time frame. The 12.5 million people volunteering contributed over 2.1 billion volunteer hours, which is almost equivalent to 1.1 million full-time jobs. On average, individuals volunteer 166 hours per year with a median of 56 hours (see Table 3) (Hall, Lasby, Ayer & Gibbons, 2009).

In the Atlantic Region, 1 million residents (51%) took part in volunteering for charities and nonprofit organizations. This contributed collectively for a total of 175 million hours, equal to 91,000 full time jobs. The average amount a citizen volunteered on an annual basis is 177 hours, slightly higher than the national average of 166 (see Table 3) (Clarke, Lasby, & Vodarek, 2010).

Table 3. Volunteers and volunteer hours, population aged 15 and older, 2007

| | Canada | Atlantic |
|---|-----------|----------|
| Rate of Volunteering | | |
| Total population (thousands) | 27,069 | 1,932 |
| Volunteers (thousands) | 12,478 | 1,000 |
| Volunteer rate (percent) | 46 | 51 |
| Hours Volunteered | | |
| Total hours volunteered (millions) | 2,067 | 175 |
| Full-time year-round job equivalents (jobs) | 1,076,673 | 91,146 |
| Average hours volunteered per year (hours) | 166 | 177 |
| Median hours volunteered per year (hours) | 56 | - |

Source: Clarke, Lasby, & Vodarek, 2010; Hall, Lasby, Ayer & Gibbons, 2009

Organizations Supported by Volunteers

Canadians are most likely to volunteer with one of four main types of organizations. These include: sports and recreation, where 11% of the Canadian population volunteered their time (13% of the Atlantic population); social services organizations, receiving volunteer hours from 11% of Canadians (14% in the Atlantic Region); and 10% given to education and research as well as religious organizations (13% for both categories within the Atlantic). Although there is a small increase of volunteer percentages throughout different sectors within the Atlantic Region, statistics remain relatively the same throughout Canada (Clarke, Lasby, & Vodarek, 2010; Hall, Lasby, Ayer & Gibbons, 2009).

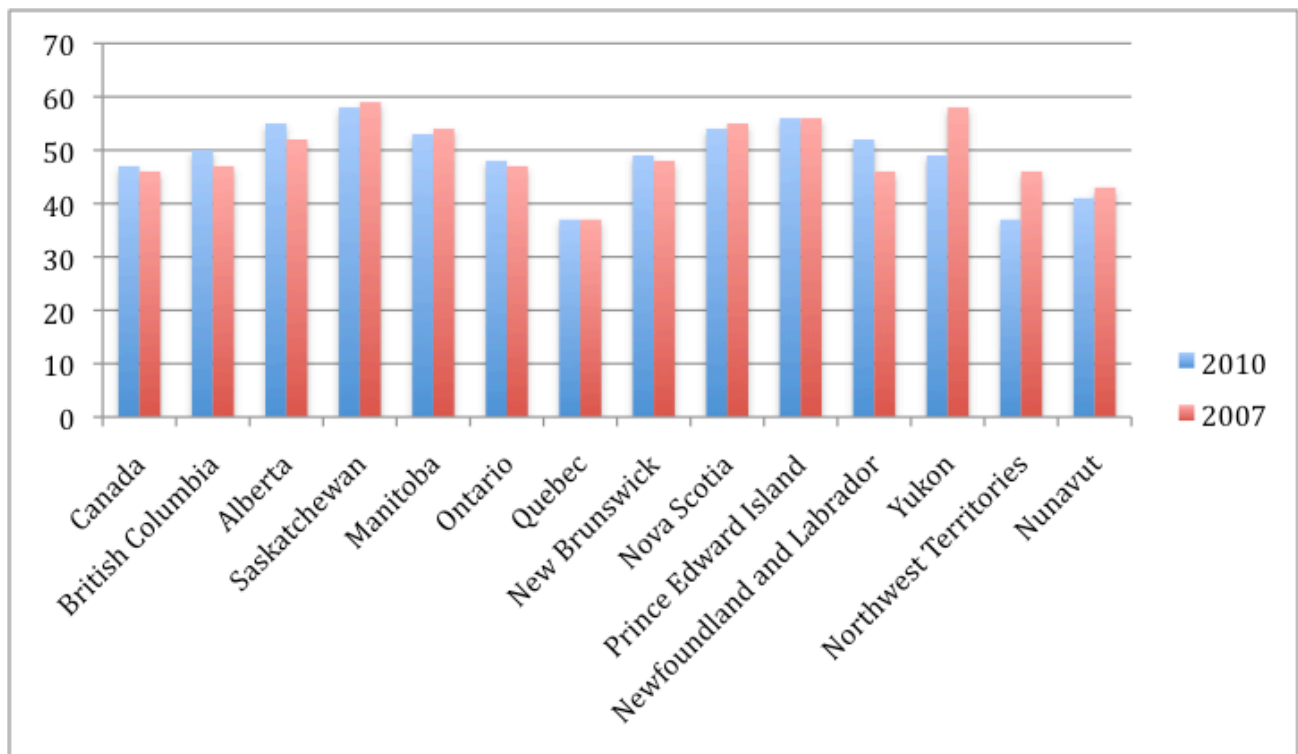
In the case of both the Atlantic Region and Canada as a whole, volunteers were least likely to give their time to organizations involved with business or professional associations such as unions; fundraising, grant-making and voluntarism promotion as well as international causes. Residents are more inclined to contribute to volunteering initiatives that are more likely to directly benefit their communities the most (Clarke, Lasby, & Vodarek, 2010).

Volunteer Activities

There are a number of different volunteering activities Canadians have contributed their time to. Most notably in Canada is organizing or supervising events (45%) and fundraising (44%). Other activities include serving on a committee or board (33%); teaching, educating or mentoring (30%); provide counseling or advice (28%); collecting, serving or delivering food or other goods (27%); and being engaged in office work, bookkeeping or other related duties (24%). Activities Canadians were most likely not to volunteer for include first-aid, fire fighting, or search and rescue (6%) (Hall, Lasby, Ayer & Gibbons, 2009).

The volunteer activity that stood out in the Atlantic Region was fundraising; 55% of all volunteers were likely to be engaged in this activity. This is significantly higher than the rates of Canada as a whole (up by 12%). Other activities Atlantic residents were involved with were organizing or supervising events (45%), sitting on a committee or board (39%), and collecting or delivering food or other goods (28%). Similar to Canada as a whole, the Atlantic region were least likely to volunteer by giving time to first-aid, fire fighting or search and rescue (9%) (Clarke, Lasby, & Vodarek, 2010).

Chart 4. Volunteer rate, by province/territory, population aged 15 and over



Source: Hall, Lasby, Ayer & Gibbons, 2009; Statistics Canada, 2012

Characteristics of Volunteers

Character attributes also play a significant role in determining the type of volunteer an individual is. Similar to the attributes of donors, higher levels of volunteering tend to be related to increased age, higher levels of education, greater household income, being employed and being religiously active (Hall, Lasby, Ayer & Gibbons, 2009). The likelihood of an individual volunteering with these characteristics is consistent throughout Canada, including the Atlantic Region.

The age of an individual plays a different role in volunteering than it did in charitable giving. In Canada, 58% of those aged 15 to 24 volunteered in 2007, yet only 36% of the population aged 65 and over gave their time. These statistics were higher in the Atlantic provinces as 65% of 15 to 24 year olds took part in volunteering where 39% of people aged 65 and older contributed their time. Although this is the case, the older population in Canada volunteered an average of 218 hours while the younger population only volunteered an average of 138 hours. Similarly, the residents that are 65 and older in the Atlantic region gave an average of 241 whereas the 15 to 24 age group had an average of 146 volunteer hours (Clarke, Lasby, & Vodarek, 2010; Hall, Lasby, Ayer, & Gibbons, 2009).



Summary

This working paper highlights how Canadians and residents of the Atlantic Region are engaged in charitable giving and volunteering from 2007-2010. Through the presentation of this information it is clear NL leads a number of categories related to charitable giving and volunteerism. The key findings of this review of secondary data on charitable and voluntary activities are:

- 84% of Canadians over 15 years of age contributed a total of \$10.6 billion to charitable or non-profit organizations in 2010.
- NL was at the top of the in charitable giving list with 92% of its population partaking (91% in 2007), followed by Prince Edward Island with 91% (89% in 2007) and New Brunswick and Nova Scotia with 88% (88% and 87% in 2007 respectively).
- Being employed, having university education, living in a higher income household, being religiously active, and over 35 years in age increases the likelihood of making donations, as well as higher annual donations. People with these characteristics are also more likely to partake in volunteering activities.
- Religious organizations were the biggest recipients of the total amount of donations for both Canada as a whole, as well as the Atlantic Region. In 2010, \$4.26 billion of the \$10.6 billion donated by Canadians to religious organizations, representing 40% of total donations.



- NL was above the mean of many different solicitation categories. Particular solicitation methods that Newfoundlanders and Labradorians were most likely to respond too were door-to-door canvassing (55%), sponsoring someone (49%), in a place of worship (40%), initiatives at work (28%), or through a television or radio request (19%).
- Nearly half (46%) of Canadians volunteered for charitable and nonprofit organizations during this time frame. The 12.5 million people that volunteer contributed to over 2.1 billion volunteer hours, which is almost equivalent to 1.1 million full-time jobs.
- Canadians are most likely to volunteer with one of four main types of organizations, which include: sports and recreation, where 11% of the Canadian population volunteered their time (13% of the Atlantic population); social services organizations, receiving volunteer hours from 11% of Canadians (14% in the Atlantic Region); and 10% given to education and research as well as religious organizations (13% for both categories within the Atlantic).
- The top volunteering activities Canadians contribute too include: organizing or supervising events (45%); fundraising (44%); serving on a committee or board (33%); teaching, educating or mentoring (30%); provide counseling or advice (28%); collecting, serving or delivering food or other goods (27%); and being engaged in office work, bookkeeping or other related duties (24%). Activities Canadians were most likely not to volunteer for include first-aid, fire fighting, or search and rescue (6%)



Opportunities Emerging for Philanthropy in NL

Although statistics from across Canada are very much alike to the statistics in the Atlantic Region, there still remains an opportunity for growth. The Atlantic Region, specifically NL, consists of a unique population that holds a certain identity with the place they live. This sense of place, or sense of belonging, could be utilized to advance both charitable giving and volunteerism in the province.

Based on the information presented a number of initial insights on opportunities for philanthropy in NL emerge. These opportunities need to be further explored and discussed among academia, government, private sector, and community and regional development practitioners.

Donating through Bequests

One of the biggest opportunities of charitable giving in NL is through the provision in a will. According to Statistics Canada, only 3% of Newfoundlanders and Labradorians designate a portion of their wealth to a charity or organization after they pass away (Turcotte, 2012). However, the Community Foundations of Canada believe that if this issue is raised to people by financial advisors and government officials, this statistic will increase to 27% - a nine-fold increase (Community Foundations of Canada, 2013). Often times, donors contribute to charitable giving throughout their life yet do not realize that a bequest through a will is a viable option, yet it can have positive impacts to their charity or organization of choice. Furthermore, if a donor designates a bequest in their will to a registered Canada charity, a tax credit can be made available upwards to 100% of the donor's income in the year of his or her death and potentially in the following year (Community Foundations of Canada, 2013). In some cases, donors have qualified taxable income in the previous year and the year of their death. Thus, bequests will reduce the taxes for those two years (Blumberg & Swanepoel, 2008). Not only can a bequest have significant implications to non-profit organizations, but also to the donor's loved ones.

Youth Engagement

Residents aged 15 to 24 contributed to the lowest monetary values to qualified charities. In the Atlantic Region, 75% of this population was likely to make a financial donation, compared to the 93% of those aged 35 and older. In the same study, the 15 to 24 aged population were most likely to volunteer (65%) and those 65 and older were least likely to volunteer (39%). However, when average hours of volunteering are compared, the younger population contributed the least amount of hours annually whereas the older population gave their time the most (Clarke, Lasby, & Vodarek, 2010). It is important for a community's health that the youth participate in different charitable giving and volunteering initiatives. This population is the future for communities and community development and it is important for them to realize the impact that they can and will have towards the prosperity of their region (Keefe & Side, 2009).

Solicitation

Unique to NL, solicitation has a substantial impact on whether or not Newfoundlanders and Labradorians partake in charitable giving. In all of Canada, residents in NL had the highest response rate to door-to-door canvassing (55%), sponsoring someone (49%), initiatives at work (28%), or through a television or radio request (19%). NL was also tied in last with residents making a donation under their own will (6%) (Turcotte, 2012). It is clear that if Newfoundlanders and Labradorians become more aware of the different philanthropy opportunities, they are much more likely to partake in charitable giving. Organizations seeking to retrieve donations from residents in NL should engage in more public awareness promotion in an effort to make their cause more known. Furthermore, taking information from statistics such as door-to-door canvassing, it appears that if a charity or organization asks Newfoundlanders and Labradorians to make a donation, more than half the time they will partake in charitable giving. Thus, having an increase of public awareness and initiative of nonprofit organizations and their motives are likely to increase philanthropy in NL.

Identity in Newfoundland and Labrador

In 2010, residents in NL were the most likely to make a charitable donation to a charity or organization (92%). One of the top reasons people donated is their desire to make their community better (83%) (Clarke, Lasby, & Vodarek, 2010). A longstanding culture in NL is Newfoundlanders and their attachment to what they recognize as "home." Even after out-migrating to different provinces or even countries, there is a tendency to be a personal attachment and a sense of belonging between a person and where he was born in Newfoundland (Hansen, 2008). This can benefit the philanthropy sector in NL. Because of a person's attachment to where he or she is from, they are likely to be more inclined to donate financially or through endowments back into their home community (Gibson, 2012). As this is becoming more and more prominent, community foundations and other charities should begin to make provisions on how a person can efficiently donate back into his or her hometown.

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Glossary

Atlantic Region

A region consisting of the four Atlantic provinces: New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island.

Canada Revenue Agency (CRA)

Federal agency in Canada responsible for taxation and the registration of charities.

Charitable organization

Any charity or non-profit organization that is approved by the CRA.

Endowment funds

Financial giving to a registered charity, whereby the charity does not spend the finances that are donated, but utilizes the continued growth and interest that results from the initial donations.

Gifts of cash

Financial charitable giving which can include grants, corporate donations, foundation grants and religious tithing.

Gifts of kind

Charitable giving through tangible objects that are recognized to have a certain value.

Human Sponsorship

Includes sponsoring an immigrant into Canada or sponsoring a child or community outside of Canada.

International Causes

Includes organizations that work in areas of international development and relief.

Mean

The average of the values in a set of data.

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Born and raised in Newfoundland, Josh has a strong interest in regional development within rural communities and how the two are interconnected. He is currently completing his Bachelor of Arts at Memorial University where he is focusing his studies in Geography and Political Science. Once he graduates in 2014, Josh hopes to partake in community development initiatives in an effort to help strengthen Canadian communities. Email: jab327@mun.ca



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