



## **MEDIA BRIEFING:**

# **National Philanthropy Day®**

Last updated: September 2024

### **Towards Decolonization**

*The original stewards of Turtle Island, also known as Canada, are the Indigenous peoples of this territory. The Association of Fundraising Professionals (AFP) in Canada acknowledges the important relationship Indigenous peoples have with this vast space and the devastating legacy of colonization on their communities and the land we all occupy today.*

*AFP in Canada is committed to understanding the history and current realities of our diverse profession, including Indigenous, racialized and equity-deserving groups across the charitable sector. We acknowledge that the ongoing process of inclusion and reconciliation involve a review of the common practices that inform how Canadian charities value generosity and reciprocity. New paradigms, founded on principles of respect, allyship and justice, hold great potential in transforming the sector.*

*It is incumbent upon all of us—especially settlers on this land—to work in solidarity towards building a culture of belonging that will benefit everyone.*

### **Background**

The following document has been prepared by the AFP Canada Communications Committee to assist chapters and members with outreach and response on the topic of National Philanthropy Day® (NPD).

This document can be used to inform and support both proactive and responsive media relations on behalf of AFP and your organization. Possible uses include:

- Using content to develop opinion/editorial pieces;
- Responding to inquiries from media, donors or boards;
- Fielding media inquiries that come to your organization around NPD; and
- Positioning yourself/your chapter in your local media market as a thought leader on the topic of fundraising, philanthropy and donor relations.

### **Overview:**

National Philanthropy Day® is officially recognized in Canada on November 15 and is the special day set aside to celebrate and pay tribute to the great contributions that philanthropy—and those people active in the philanthropic community—have made in our lives, our communities and our world. NPD is an opportunity to talk about AFP and the impact of giving.

## **Key Messages:**

### **1) National Philanthropy Day® is celebrated to recognize giving in our communities:**

- NPD celebrates giving of all kinds—donations, volunteering and charitable engagement. NPD is a day to highlight the accomplishments, large and small, that philanthropy makes to our society and our world. It celebrates charitable accomplishments and encourages Canadians to strengthen and support their communities—around the corner or across the globe.
- November 15 is identified as NPD and celebrations are held throughout November. NPD was first celebrated in 1986. In 2012, Canada became the first country to officially recognize NPD.
- Almost every social cause over the past century has been driven by the charitable sector and the support generated by fundraisers who inspire donors around the world to give of their money and time. (For example: the legacy of [Terry Fox](#) continues to this day in Canada and around the world.)
- Canadians donate billions of dollars each year ([\\$10.6 billion in 2020](#)). It is the impact of this giving that leads to extraordinary change—in healthcare, education, civil rights, the environment, housing, the arts, food security, and much more.

### **2) AFP uses this day to celebrate the impact of giving and honour those instrumental in philanthropy.**

- Local AFP chapters recognize and honour those active in philanthropy in different ways through celebrations in their communities.
- As part of NPD, AFP's 20 [chapters across Canada](#) (and more than 240 around the world) honour individuals and organizations for their outstanding charitable work in their local communities. Events can include award ceremonies, galas, luncheons, seminars and other special events.
- Awards often play a crucial role in recognizing and highlighting meaningful community involvement, whether they are individual philanthropists, committed volunteers, organizations driving change, or the professional fundraisers who facilitate the important relationships between philanthropists, volunteers, and charities.
- NPD recognizes the contribution of time, leadership, and financial support of Canadians who go above and beyond with their acts of generosity and volunteering.
- *Local Customization:*
  - *Insert details of celebrations in your area*
  - *Insert details of people or organizations you are honouring*

**3) The Association of Fundraising Professionals champions the movement to celebrate philanthropy in all its forms, and we encourage everyone to donate to their favorite charity today.**

- Philanthropy is alive and well in Canada and in particular in *[our city/province]*. *Local customization:*
  - *Area stats, anecdotes, local example from last year's NPD celebrations to highlight the impact philanthropy makes in your community.*
- The charitable and nonprofit sector contributes over [8% of total Canadian GDP](#) as a whole, which is greater than the retail trade industry and close to the value of the mining, oil and gas extraction industry.
- Charities play an essential role in communities across Canada, providing expertise and support to many aspects of our daily lives, including healthcare, education, alleviation of poverty, protecting the environment, the arts, food security, and many others.
- Just as importantly, charities contribute to Canada's public policy process. Great outcomes have been achieved when charities and governments work together—examples include drunk driving legislation and smoke-free workplaces.

## **Questions and Answers**

### **1) What is AFP and who is involved?**

- The Association of Fundraising Professionals (AFP) sponsors and [celebrates NPD](#) through its more than 26,000 members in over 240 chapters across North America and around the world. AFP represents over 3,000 charitable fundraisers in 20 chapters across Canada.
- AFP is the leading organization in the world in advancing ethical fundraising. It helps fundraisers, donors, volunteers, corporations, foundations and others involved in philanthropy to change the world. By bringing people together, raising awareness of causes, developing best practices and ethical standards, we work as one community to ensure that philanthropy is practiced ethically and effectively, resulting in extraordinary change to communities around the world.
- AFP works to advance philanthropy through advocacy, research, education and certification programs. It fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

- Since inception, AFP has inspired global change and supported efforts that have generated over \$1 trillion. AFP's members raise over \$100 billion annually for a wide variety of charitable causes across the globe.
- In 2017, AFP's presence in Canada was strengthened with the formation of AFP Canada, with its own board and leadership.

## **2) What are the different ways people are celebrating NPD?**

AFP chapters across the country are celebrating with in-person or virtual events (such as luncheons, breakfasts, etc.) where awards honour volunteers, philanthropists, and corporations who have demonstrated outstanding commitment to giving and philanthropy. Chapters are also celebrating stories of impact by profiling them in the media and reaching out to the community to encourage giving in all its forms.

## **3) Why is NPD important right now?**

Philanthropy, volunteering and the support of the charitable sector is vital at a time when charities are needed more than ever. Due to the external factors influencing communities, there are increased needs for the services charities provide (for example food banks, hospitals, mental health organizations, etc.). In addition, the pandemic has laid bare the inequities faced by low-income, racialized, and other equity-seeking communities in Canada. Ensuring an equitable recovery is paramount to our country's future prosperity. More funds are required to support this vital work, which is why AFP continues to promote philanthropy and celebrate NPD and those who are active in philanthropy.

### **Statistics about Giving in Canada:**

*[Highlights from 2021 What Canadian Donors Want survey.](#)*

- 76% of Canadians say they've made a financial donation to a charity in the past twelve months.
- In 2021, donors reported giving an average of \$933 to charity, compared to \$772 in 2017.
- Donors are most likely to donate to charities benefiting their local community (59%), followed by national causes (28%) and international communities (11%).
- A large majority of donors have consistently reported donating to multiple charities with 85% giving to two or more charities.
- The top causes for donations are:

- Children/youth issues;
- Disease/medical conditions; and
- Food banks.
- The top three reasons for giving are:
  - Desire to help those in need;
  - Contribute to their local community; and
  - Giving back because the charity benefitted them or someone they know.
- Canadians' confidence in the charitable sector is higher than ever, 87% of Canadians say they're confident in the charities and nonprofit organizations.
  - The charitable sector continues to elicit significantly more confidence from Canadians than either the private sector (69%) or the public sector (65%).
- Almost nine in 10 (89%) trust charities to deliver on their mission and goals, and 85% agree most charities in Canada act responsibly with the donations they receive.

**Other resources and additional reading:**

- [Asking Matters: Charitable Fundraising in Canada](#) is an excellent resource about the role of fundraisers and the importance of asking for donations.
- Twice a year the *Globe & Mail* produces a [supplement celebrating philanthropy](#) in our country. Visit the [news and outreach section](#) of our website to see past editions.
- [NPD in Canada summary.](#)
- [NPD speaking points Canada.](#)

## **Sample Press Release**

Date

For Immediate Release

Chapter contact

Phone number

Association of Fundraising Professionals

### **{CITY} Philanthropists, Fundraisers and Volunteers Honoured on National Philanthropy Day.**

{CITY, PROVINCE} – (NAME) business/individuals will be honoured at {EVENT}, sponsored by the XXX Chapter of the Association of Fundraising Professionals for the impact of their generosity and contributions to charity. The (EVENT) will take place on (DATE) at the (LOCATION) and is part of National Philanthropy Day®, celebrated by over 100 AFP chapters across Canada, the United States and Mexico.

Canada officially recognizes November 15 as National Philanthropy Day. The Association of Fundraising Professionals XXXX chapter works with charitable organizations in our communities to recognize and celebrate the amazing contributions of outstanding philanthropists, fundraisers and volunteers.

“[Quote from the President about the importance of NPD]. “

National Philanthropy Day is a special day set aside to recognize and pay tribute to the great contributions that philanthropy—and those people active in the philanthropic community—have made in our lives, our communities and our world.

The XXXX Chapter will be hosting a [include details of recipients, event information, etc.]

*About XXX chapter*

{boilerplate info about your local chapter}

*For more information and interview opportunities*

{AFP President}

{Phone number and email }