



CHANGE THE WORLD



WITH A GIVING HEART

**National  
Philanthropy Day®**

## **National Philanthropy Day® (NPD) November 15**

- National Philanthropy Day® (NPD) is the 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 to our lives, our communities and our world.
- **NPD was first celebrated in 1986.** This year, more than 100 NPD events, involving over 50,000 people across North America, will take place. These events include award ceremonies, galas, luncheons, seminars and other special events.
- The Association of Fundraising Professionals (AFP) sponsors and celebrates NPD through its 27,000 members in over 240 chapters across North America and around the world. Chapters work with local charitable and community organizations to hold NPD celebrations. AFP represents over 3,000 charitable fundraisers in 21 chapters across Canada.
- As part of National Philanthropy Day®, individuals and organizations are honoured for their outstanding charitable work in their local communities. In addition, AFP presents international honours to recognize some of the most generous and innovative philanthropists, volunteers, foundations and others around the world.
- Canada became the first country in the world to recognize NPD through an Act in Parliament on November 22, 2012.
- When NPD was first celebrated in 1986, President Ronald Reagan signed a proclamation officially recognizing Nov. 15, 1986, as National Philanthropy Day®. Since then, the day has been recognized by numerous state, provincial and local governments across North America.
- Noted songwriter Marvin Hamlisch wrote the official NPD song, “Now, More Than Ever.” Sheet music is available on request by contacting AFP’s Public Affairs Department at [paffairs@afpnet.org](mailto:paffairs@afpnet.org). The lyrics are also available for download at [www.afpglobal.org](http://www.afpglobal.org).

## Facts about AFP

- Since 1960, AFP has helped to advance and build fundraising into a recognized and respected profession that serves the public good by linking causes and donors. AFP now represents more than 27,000 fundraisers in over 240 chapters around the world, and its members represent every conceivable cause and mission.
- The Association of Fundraising Professionals was created on June 21, 1960, in New York City. The association's co-founders include Benjamin Sklar of Brandeis University, William R Simms of the National Urban League, and Harry Rosen of the Federation of Jewish Philanthropies, who met for the first time in 1959 to discuss the creation of a professional association of fundraisers.
- AFP and its members, who are responsible for generating philanthropic support for their organizations, play a key role in raising billions of dollars every year for causes around the world.
- 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. Fundraising is the engine that drives philanthropy and the causes that change the world for the better, and ensures that charities and the programs they operate will have funding for today and into the future.
- AFP is the leading organization in the world in advancing ethical fundraising. In 1963, the association developed its *Code of Ethical Principles and Standards* that have been used by countless nonprofits around the world. The code helps ensure that charities operate under the highest ethical standards and use donor money effectively and efficiently.
- Since its inception, AFP has helped to protect the public from fraudulent organizations and educate donors about how to give wisely and ensure their contributions make the greatest impact. The association was a key co-developer of the *Donor Bill of Rights*, which explicitly states the expectations a donor should have when making a contribution.
- AFP plays a key role in encouraging giving and volunteering through its National Philanthropy Day® activities, which features events across North America that highlight each community's top donors, volunteers, foundations and other individuals and organizations involved with philanthropy.
- AFP exists to help people change the world. Not just fundraisers, but also donors, volunteers, corporations, foundations and all others involved in the philanthropic process. By bringing people together, raising awareness of causes and developing best practices and standards, we work as one community to ensure donors see their dreams come to fruition. We help them create the impact that will change the world.

# Philanthropy in Canada

- Canadians can commit their time or spend their money in countless ways. But for volunteers and donors, philanthropy is not just a consumer choice. It is a statement about them and what they want their society to look like. When Canadians make the choice to give, our nation becomes better – our world becomes better. As a society, we become more united. We become a community.
- The idea of community has become extremely important over the past several years in response to terrorism, natural disasters and a tough economy. In this time of healing, we look to reach out. To connect. To find comfort and understanding. The charitable sector provides a critical path to connect with one another. Through giving and volunteering, we become closer. We find understanding in helping each other.
- While AFP is the community of fundraisers, all of us – donors, volunteers, foundations, corporations, fundraisers – represent the community of philanthropy. While it's easy to make a contribution and raise funds when the economy is good, a community is most necessary and most important when times are not so great. More than ever, it is critical that the community of philanthropy work together – to encourage giving and volunteering, and to assure the public that charities are worthy of their support.
- Can everyone be philanthropic? You hear so much these days in the media about donors who give millions of dollars that you might think that philanthropy—voluntary action for the common good—isn't for everyone. But nothing could be further from the truth. The fact is, everyone can be a philanthropist and make a difference in their community through giving and volunteering. In fact, human nature may drive us to be philanthropic.
- A recent study by researchers examined why people give and don't give. The research reached an interesting conclusion: nearly all people are, in some sense, programmed to give. In other words, giving and wanting to give are the standard, regular human behaviors that most people exhibit. Not wanting to give, volunteer or otherwise help is considered acting differently from the norm.
- Fundraisers are stewards of the public trust and stewards of the public's charitable contributions. They not only have a responsibility to their organization to raise money, but they also have an obligation to the public to ensure that the money contributed is used in an appropriate fashion. It is this dual responsibility that mandates the highest ethical conduct for practitioners of the fundraising profession.
- Days like today remind us of what we can achieve and what lies ahead in the future. Even as we celebrate NPD and our achievements, we also celebrate the promise of tomorrow.
- Canadians give billions of dollars to charity every year. But it's not those numbers that are so impressive. It's not those amazing statistics that define philanthropy and what we celebrate today. Rather, it is the impact that we make that defines philanthropy and our charitable work. It is the impact of our gifts that have led to such extraordinary change—in healthcare, in education, in civil rights, in the environment, in housing. Name an issue over the past century and a half. Philanthropy and the charitable sector have been involved.

# Facts on Giving, Volunteerism and Fundraising

From *Thirty Years of Giving in Canada (Imagine Canada and the Rideau Hall Foundation)*:

- The study estimates that individual Canadians gave approximately \$14.3 billion in receipted and unreceipted donations to registered charities in 2014.
- Claimed donations have increased 150% in real terms since 1985.
- However, the proportion of tax filers claiming donations has been falling steadily since 1990, which means charities are relying on an ever-smaller proportion of the population for donations. Total donations have continued to rise only because those who give are giving more.
- Recent research comparing levels of charitable giving in several countries found that Canada has the third highest level of giving, following the United States and New Zealand (Charities Aid Foundation, 2016).

From Statistics Canada:

- Total donations reported by Canadian tax filers fell to \$8.9 billion in 2016, down 2.7% from 2015.
- The general decrease in the amount of charitable donations in dollars reported by Canadian tax filers was accompanied by a decrease in the actual number of donating tax filers, down 98,840 (-1.8%) to 5,397,060.
- The number of donors fell in every province and territory except Yukon, where it was unchanged. There has been a small yearly decline in the number of donating tax filers since 2011, but since 2013 this had typically been offset by higher overall donation amounts. In 2016, both the number of donating tax filers and the total dollar amount of donations declined.
- Nationally, the median donation was \$300 in 2016, meaning that half of those claiming a donation tax credit made donations of more than \$300, while the other half donated less than \$300.
- Although Nunavut had proportionately fewer donors than other provinces and territories, it had the highest median donation (\$520) among tax filers claiming charitable donations. Alberta had the next highest median donation at \$470, followed by British Columbia (\$440).
- Among census metropolitan areas (CMAs), donors in Abbotsford–Mission, British Columbia, had the highest median charitable donation at \$760. This was the 15th consecutive year that Abbotsford–Mission had the highest median donation in the country. Donors in Lethbridge, Alberta (\$620) had the second highest median charitable donation among CMAs, followed by Saskatoon (\$470), Vancouver (\$460) and Calgary (\$450).

From Statistics on Canadian Registered Charities (Blumbergs' Snapshot of the Canadian Charity Sector 2015):

- There are approximately 86,000 Canadian registered charities
- \$251 billion in total revenue for Canadian registered charities
- \$240 billion in total expenditures for Canadian registered charities
- Government revenue for registered charities totalled \$168.5 Billion including from the federal government (\$6.8 Billion), provincial governments (\$152.6 Billion) and municipal/regional governments (\$9.1 billion)
- \$16.4 Billion in official donation receipts were issued by Canadian registered charities

2018 What Canadian Donors Want:

- Seven in ten (70%) of Canadians say they've made a financial donation to a charity or a non-profit organization in the past twelve months. This figure is up four points since 2015 and has now rebounded back to pre-2015 levels.
- While there was a higher percentage of Canadians who gave in 2017, those who did give are giving less. Donors gave an average of \$772 in 2017 compared to an average of \$924 in 2015. In 2013, the giving average was \$726.
- Donors are most likely to donate to charities benefiting their local community (53%), followed by national causes and impact (31%), the international community (9%) and developing countries (4%). These figures are similar to 2015.
- Social services and health charities continue to top the list as the charities to which Canadians donated to in the past 12 months (59% and 57% of Canadians, respectively, have donated to these types of charities) and, also health charities are the most prevalent type of charities to which they last donated (25%).
- A large majority of donors have consistently reported donating to multiple charities with 80% giving to two or more charities (44% gave to 2-3 causes, 23% to 4-5 causes, and 13% to 6 or more causes); 18 percent donate to only one cause.
- About half of Canadians (46%) indicate that they are very likely to donate in the next 12 months and another 34 percent are somewhat likely. (59%) saying (16% strongly/42% somewhat) they're concerned about how well the economy is doing and are re-assessing how much they plan to give to charity as a result. Canadians continue to be split on reaction to increased tax breaks for charitable donation – with 52 percent saying it may or would influence them to donate more, and 47 percent saying it would not have an impact.
- One-third of Canadians volunteered their time to a charity or nonprofit in the past 12 months and spent an average of 88 hours. The average number of volunteer hours is down from 110 in 2015. The downturn in volunteering is most prominent among men (28%, down 6 points), Baby Boomers (29%, down 9 points), and residents of Ontario (34%, down 7 points).

- When Canadians are asked about what motivated them to make their last gifts, there is nearly universal agreement among past 12-month donors that they are motivated to donate out of a desire to help those in need (64% strongly agree, up 8 points, and 32% somewhat agree) and at least to some extent pre-disposed toward charities that share their beliefs or morals (53% strongly agree, up 10 points and 42% somewhat agree). But, more are also motivated by contributing to their local community (48% strongly agree, up 6 points, 38% somewhat agree), and giving back because the charity benefitted them or someone they know (31% strongly agree, up 5 points, and 27% somewhat agree).
- Canadians' confidence in the charitable sector is higher than ever, nearly eight in ten Canadians (78%) say they're confident in the charities and nonprofit organizations that make up the charitable sector (12% very/66% somewhat), marking a 5-point increase since 2015.
- The charitable sector continues to elicit significantly more confidence from Canadians than either the private sector (67%, up four points) or the public sector (60%).
- At the same time, six in ten agree that charities in Canada are trustworthy (61%). Similarly, six in ten (63%) agree that most charities in Canada act responsibly with the donations they receive.
- The survey presented Canadians with four factors and asked them how important they were in evaluating a charity's success and effectiveness. Overwhelming majorities say all the factors tested in the survey are important. But a stronger level of importance is placed on the charity's ability to achieve its mission and goals (96%; 69% very/27% somewhat) and the extent of the charity's impact (96%. 63% very/33% somewhat) than on charities' spending on managing its operations (93%; 57% very/36% somewhat) or on fundraising (91%; 46% very/45% somewhat).

Other resources:

- *Asking Matters: Charitable Fundraising in Canada* is an excellent resource about the role of fundraisers and the importance of asking for donations. Download this document at [AFPCanada.org](http://AFPCanada.org).
- Twice a year the *Globe & Mail* produces a supplement that celebrates philanthropy in our country. Visit the news and outreach section of our website to see past editions.