

Key Facts on Canadian Foundations The Basics for Fundraisers

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Imagine Canada is pleased to provide this report on Canadian foundations. As the producers of the *Canadian Directory to Foundations & Corporations* we pride ourselves as experts on foundation giving in Canada.

Our recent research on the charitable sector has shown that 32% of operating charities have had a decline in revenue during the difficult economic environment. At the same time 46% are reporting an increase in demand. (As shown recently with Imagine Canada's Sector Monitor, recently featured on the front page of *The Globe and Mail*¹). Despite this, charities are coping by using innovative strategies to deal with these changes.

As the future of individual donations and government funding remains uncertain, more charities are exploring alternate ways of supporting themselves.

One alternate source of funding being explored is foundations. Foundations are registered charities that exist mainly to support charitable causes. In our 25 years producing the *Canadian Directory to Foundations & Corporations*, we continue to see unwavering support from foundations to the Canadian charitable sector.

- Annually over 9,000 Canadian foundations provide charities with over \$3 billion.
- Of these, nearly 6,000 foundations gave over \$1,000 in grants to charities.
- Many foundations exist solely to support their affiliated charity (for example Hospital foundations); while approximately one third aim to help non-affiliated charities fulfill their missions.
- The *Canadian Directory to Foundations & Corporations* is the only source of information that lists only those foundations that help support non-affiliated charities. Our Directory also lists in depth information on each of these foundations, edited by foundations themselves².

If you or anyone you know is interested in learning more about the 3,000+ foundations that provide grants to non-affiliated charities, including details such as their funding areas and application procedures, contact directory@imaginecanada.ca about our *Canadian Directory to Foundations & Corporations*.

Sincerely,



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¹ For complimentary copies of the Sector Monitor, please contact directory@imaginecanada.ca or visit imaginecanada.ca/sector_monitor

² The majority of foundations listed in our Directory contribute by reviewing and supplementing their information.

2008 Foundation¹ Giving By Designation

Designation	Foundations	Total Grants	Median Grants (\$000's)	Average Grants (\$000's)
Public	2795	\$2,422 million	\$61k	\$867k
Private	2736	\$1,106 million	\$58k	\$404k
Total	5,531	\$3,528 million	\$60k	\$638k

FUNDRAISING TIP: Although public foundations give twice as much as private foundations, they are not necessarily better prospects for fundraisers. Public foundations are more well-known than private foundations. This means more competition to receive public foundation funds. Additionally public foundations are more likely to fund pre-designated charities and therefore do not receive applications for funding.

Top Giving Foundations in 2008, by Designation

Top 10 Private Foundations, by Grants Given	City	Grants
RBC Foundation / Fondation RBC	Toronto	\$39.8 million
Donner Canadian Foundation	Toronto	\$28.6 million
The W. Garfield Weston Foundation	Toronto	\$19.1 million
The Chastell Foundation / La Fondation Chastell	Montreal	\$17.6 million
Li Ka Shing (Canada) Foundation	Toronto	\$17.5 million
The Schad Foundation	Toronto	\$14.2 million
The J W McConnell Family Foundation / La Fondation de Famille J W McConnell	Montreal	\$13.5 million
The Jim Pattison Foundation	Vancouver	\$12.7 million
Our Lady Queen of Peace Foundation (Canada) Inc.	Calgary	\$12 million
Alvin Segal Family Foundation / Fondation De Famille Alvin Segal	Montreal	\$11.9 million
Top 10 Public Foundations, by Grants Given	City	Grants
United Way of Greater Toronto	Toronto	\$121.2 million
The Hospital for Sick Children Foundation	Toronto	\$65.5 million
Vancouver Foundation	Vancouver	\$57.4 million
The Princess Margaret Hospital Foundation	Toronto	\$54.6 million
United Jewish Appeal of Metropolitan Toronto	North York	\$49.2 million
United Jewish Welfare Fund of Toronto	Willowdale	\$48.6 million
British Columbia's Children's Hospital Foundation	Vancouver	\$41.9 million
Centraide Du Grand Montreal / Centraide of Greater Montreal	Montreal	\$41.2 million
United Way of Calgary and Area	Calgary	\$40.8 million
Federation CJA	Montreal	\$38.1 million

¹**Methodology:** The details in this summary are from 2008 T3010 data provided by the Canada Revenue Agency. To view the T3010 returns for a particular foundation, please visit the Canada Revenue Agency website. The summary includes all foundations that gave at least \$1000 in grants. Of these foundations a small amount (n=64) had major inconsistencies on their 2008 T3010 return and these were not included in this data.

Foundation Giving by Province in 2008

Province	Foundations	%	Total Grants	%	Median Grants (\$000's)	Average Grants (\$000's)
ON	2456	44%	\$1,720.1 million	49%	\$64k	\$700k
QC	1072	19%	\$656.1 million	19%	\$65k	\$612k
BC	830	15%	\$535.7 million	15%	\$59k	\$645k
AB	391	7%	\$367.3 million	10%	\$98k	\$939k
MB	276	5%	\$131.4 million	4%	\$40k	\$476k
SK	198	4%	\$36.7 million	1%	\$16k	\$185k
NS	148	3%	\$46.7 million	1%	\$33k	\$315k
NB	105	2%	\$26.3 million	1%	\$42k	\$250k
NL	36	1%	\$5.5 million	<1%	\$46k	\$152k
PEI	14	<1%	\$2.3 million	<1%	\$101k	\$164k
NT	3	<1%	<\$1 million	<1%	\$80k	\$55k
YK	2	<1%	<\$1 million	<1%	\$31k	\$315k

FUNDRAISING TIP: Foundations fund charities outside their province! Many foundations support nationwide organizations. Often they support a specific cause which they will fund throughout the country and perhaps internationally. So although you may receive a significant portion of funds from your own province – look outside as well!

Foundation Giving by City in 2008

City	Foundations	Total Grants	%	Median Grants (\$000's)	Average Grants (\$000's)
Toronto	922	\$960.1 million	27%	\$104k	\$1,041k
Montreal (inc. Montreal Nord)	456	\$463 million	13%	\$107k	\$1,015k
Vancouver (inc. West, Main and North)	441	\$354.7 million	10%	\$72k	\$804k
Calgary	191	\$238.8 million	7%	\$137k	\$1,250k
London	153	\$53 million	2%	\$28k	\$346k
Winnipeg	148	\$119.9 million	3%	\$67k	\$810k
Ottawa	115	\$96.4 million	3%	\$55k	\$838k
Edmonton	91	\$91.2 million	3%	\$101k	\$1,002k
Halifax	58	\$34.2 million	1%	\$30k	\$590k
Saskatoon	58	\$22.9 million	1%	\$33k	\$396k
Victoria	55	\$33 million	1%	\$73k	\$600k

FUNDRAISING TIP: When deciding who to ask for funding think about the communities that your charity supports! If you have a national mandate you can look to foundations across the country but think about the specific communities where your work has the **most** impact – foundations based in those communities will have a vested interest in supporting you!