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Charitable giving in Nova Scotia prompted more by compassion than tax receipts: New study

92% of residents make financial, in-kind donations to charity

Toronto, December 11, 2003. Nova Scotia residents are motivated to give money to charity more by compassion than the thought of a tax receipt, according to a new study by the Canadian Centre for Philanthropy.

The findings come from the latest analysis of data gathered in 2000 in the National Survey of Giving, Volunteering and Participating. The survey found that just 8% of Nova Scotians cited a tax receipt as one of the reasons they gave to charity, the lowest rate in the country. Fully 96% of residents said they gave to charity out of compassion to those in need, a trend similar to the rest of Canada.

The survey also found that more than nine out of 10 (92%) Nova Scotians made financial or in-kind donations in 2000. Fully two thirds gave clothing or goods to charitable and nonprofit organizations. The percentage of residents who donated food increased from 57% in 1997 to 65% in 2000, the largest such increase in the country.

“This analysis is the first time we’ve been able to take such a detailed look at how people in each province support one another in their communities,” said Dr. Michael Hall, president and CEO (interim) of the Canadian Centre for Philanthropy. “These results are particularly relevant at this time of year when people are more aware of the importance of the work of charities and voluntary organizations.”

The National Survey of Giving, Volunteering and Participating is a partnership between the Canadian Centre for Philanthropy and the federal Department of Canadian Heritage, Health Canada, Human Resources Development Canada, Statistics Canada and Volunteer Canada. In 2000, the survey gathered a substantial amount of information from more than 15,000 individual interviews. Researchers have been looking at various aspects of the data since then to better understand how Canadians give to charity and participate in their communities.

The Canadian Centre for Philanthropy is a national, charitable organization that works to advance the role and interests of the charitable sector for the benefit of Canadian communities.

For a detailed provincial fact sheet, or for more information on the survey, please visit www.givingandvolunteering.ca.

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