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Door-to-door canvassing less successful in Ontario: New study

Residents gave \$2.28 billion to charity but prefer mail solicitation, event sponsorship

Toronto, December 11, 2003. Despite giving \$2.28 billion to charity, Ontario residents respond better to direct mail solicitation, according to a new study by the Canadian Centre for Philanthropy. Only 13% of the province's donations were made in response to door-to-door canvassers, the lowest rate in the country. Residents of the province preferred instead to receive solicitations by mail (18% of donations) and to sponsor someone in an event (18%).

The findings come from the latest analysis of data gathered in 2000 in the National Survey of Giving, Volunteering and Participating. The study also found that Ontarians volunteer 393.5 million hours per year, the equivalent of 205,000 full-time jobs.

"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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