

# GET TO KNOW

## New Brunswick's NONPROFIT SECTOR



New Brunswick's diverse nonprofits and charities have a critical impact on the economy and health & wellbeing of people across the province. They offer valuable programs and services ranging from child care, housing, and health to arts, employment, and education. Please note that this infographic is based on Statistics Canada data and there may be discrepancies between this data and data from other sources, including provincial statistical agencies.<sup>1</sup>

### We live in a caring province:

➔ **42%**

of New Brunswick residents volunteer, contributing a total of 31 million volunteer hours annually.<sup>8</sup>

### The sector creates meaningful jobs:

The nonprofit sector employs 55,000 people in New Brunswick, 76% of whom are women, with community nonprofits employing 13,000 people.<sup>6</sup>

### There are three broad categories of nonprofits:



#### Community nonprofits<sup>2</sup>

provide goods and services such as social services, advocacy, arts, and sports and recreation to individuals and households.



**Business nonprofits** include chambers of commerce and business and professional associations.



**Government nonprofits** include hospitals, public school boards, universities and colleges.

### Contribution to New Brunswick's GDP<sup>3</sup>

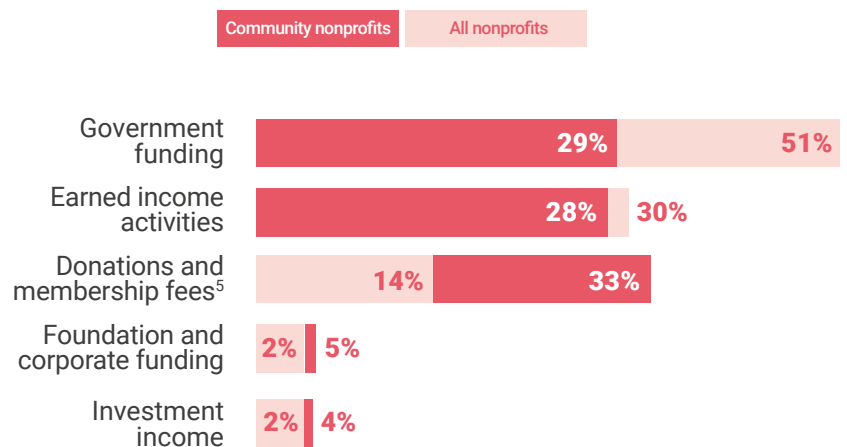


The nonprofit sector in New Brunswick contributes 10.8% to the province's GDP, constituting \$3.7 billion in economic impact. Community nonprofits contribute \$425 million, constituting 1.2% of New Brunswick's GDP.<sup>3</sup>

### Average salaries in New Brunswick<sup>7</sup>



### How are nonprofits in New Brunswick funded?<sup>4</sup>



<sup>1</sup> See locally collected data here for the total number of nonprofits (including charities) in New Brunswick: [Economic Contribution of the Community Sector in New Brunswick: A Summary Report](#).

<sup>2</sup> Community nonprofits are called "nonprofit institutions serving households" by Statistics Canada.

<sup>3</sup> CANSIM table [36-10-0616-01](#) and [36-10-0221-01](#) (2019)

<sup>4</sup> CANSIM table [36-10-0613-01](#) (2019)

<sup>5</sup> Statistics Canada data groups donations and membership fees together, but for many organizations, membership fees are a source of earned income.

<sup>6</sup> CANSIM tables [36-10-0617-01](#) and [36-10-0651-01](#) (2019)

<sup>7</sup> CANSIM tables [36-10-0650-01](#) (2019) and CANSIM table [14-10-0340-01](#) (2019). Data includes both full-time and part-time jobs/employees.

<sup>8</sup> CANSIM table [45-10-0040-01](#) (2018)

# PROVINCIAL AND TERRITORIAL NONPROFIT SECTOR INFOGRAPHICS

## CONTEXT

Nonprofits are key drivers of economic and social development: they provide essential programs and services, offer meaningful employment opportunities, and enhance social connections by mobilizing volunteers. This series of infographics offers a glance at the scale of economic and social impacts of the nonprofit sector in each province and territory, based on Statistics Canada data. Up-to-date data about the nonprofit sector facilitates a deeper understanding of how the sector contributes to Canadian society, and allows the sector to better demonstrate their impact, plan for workforce needs and advocate for change. We encourage you to use these infographics to showcase the impact of the nonprofit sector, whether to governments, funders or other stakeholders.

## LIMITATIONS

1. This infographic uses 2018 & 2019 data from Statistics Canada, and therefore does not reflect the impact COVID-19 has had on the nonprofit sector. For example, nonprofits lost a massive number of volunteers during the pandemic. We chose to use pre-pandemic data because rapid economic changes during the pandemic created frequent substantial changes in macroeconomic stats and data from 2020 and 2021 was therefore both subject to revision and likely to become outdated quickly. We invite you to review the more recent data on Statistics Canada's website:
  - [Non-profit institutions and volunteering: Economic contribution, 2019 and first quarter to fourth quarter 2020](#)
  - [Non-profit institutions and volunteering: Economic contribution, first quarter 2021](#)
  - [Non-profit institutions and volunteering: Economic contribution, second quarter 2021](#)
2. The ongoing data deficit about the nonprofit sector means that there is no reliable, comprehensive data on the number of nonprofit organizations, the populations they serve, or who they employ.<sup>2</sup> Additionally, there are some discrepancies in data collected by provincial statistical agencies and data collected by Statistics Canada. Statistics Canada also does not track unincorporated grassroots organizations, so their information is not captured in this series of infographics.
3. This infographic only contains a provincial/territorial breakdown of the data, as Statistics Canada does not collect data on a local or regional level. For data on nonprofits at a local level, check out your municipality's website. We encourage you to advocate to all levels of government for better data collection on the sector.
4. Data about volunteerism and average salaries is not available for the territories.

<sup>1</sup> ONN. COVID-19 one year later

<sup>2</sup> The Philanthropist, [The non-profit sector's ongoing data deficit/](#)