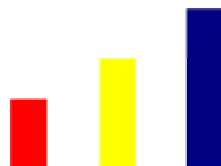


# ***Donors to Arts and Culture Organizations in Canada***



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**Canada Council  
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**Canadian  
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**ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO**

## DONORS TO ARTS AND CULTURE ORGANIZATIONS IN CANADA

*Donor support is very important for Canadian arts and culture organizations. Statistics Canada data shows that support from individuals, corporations and foundations accounts for about one-fifth of the operating revenues of Canadian performing arts organizations and about one-eighth of art gallery operating revenues. For performing arts organizations, support from individuals is the largest component of private support, accounting for 25% of this support.<sup>1</sup> In addition, individual giving is a large component of capital fundraising campaigns. Many cultural organizations are currently raising funds to achieve their goals of building or renewing their buildings. Detailed statistical information about individual donors to the arts and culture is important for the development activities of arts and culture organizations, especially in a fundraising environment where donors have many choices between organizations to which they may direct their donations.*

*This report examines the findings regarding arts and culture donors from a national survey of individual donors to all types of not-for-profit organizations. Key data highlighted in this report include the number of donors and the total value of donations made to Canadian arts and culture organizations, including organizations involved in visual arts, ceramic art, performing arts, architecture, media and communications as well as museums, zoos, aquariums and historical, literary and humanistic societies. The report also examines the demographic characteristics of arts and culture donors, including the distribution of donors by sex, age, education, household income, employment status and marital status. Estimates of arts and culture donors and donations in the provinces are also provided.*

*The report is based mainly on custom tabulations commissioned from Statistics Canada by the Ontario Arts Council using the 1997 and 2000 National Surveys of Giving, Volunteering and Participating (NSGVP). The NSGVP questioned a statistically representative sample of Canadians 15 or older (approximately 15,000 people or more for each year's survey) about their financial gifts to non-profit organizations.<sup>2</sup> No distinction was made in the survey between gifts destined for operating costs versus capital campaigns. Both of these components of giving are therefore included in the results. Although the national surveys of donors and donations are statistically sound, the breadth of the surveys limits the amount of detail that can be provided about arts and culture donors, especially regarding demographic and provincial statistics.*

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<sup>1</sup> See the data tables for the Performing Arts and Heritage Institutions 2000-01 surveys from Statistics Canada, available through Statistics Canada's Culture Guide, (<http://www.statcan.ca/english/freepub/87-008-GIE/about.htm>) Click on "culture sectors". The Heritage Institutions data does not show a breakdown of private sector revenues for art galleries (into individual donations, corporate donations, corporate sponsorships, etc.).

<sup>2</sup> The 2000 NSGVP questioned 14,724 Canadians 15 or older about their donations between October 1, 1999 and September 30, 2000, while the 1997 NSGVP interrogated 18,301 Canadians 15 or older about their donations between November 1, 1996 and October 31, 1997.

## DONORS TO ARTS AND CULTURE ORGANIZATIONS IN 2000

### *Number of Donors and Value of Donations*

About 451,000 Canadians 15 or older, or 1.8% of the population in this age group, made direct financial donations to arts and culture organizations in 2000. The 451,000 arts and culture donors represent 2.4% of the 19 million donors to all types of non-profit organizations in Canada.<sup>3</sup>

These 451,000 donors indicated that they gave a total of \$47.9 million to arts and culture organizations in 2000. This represents 1.0% of financial donations to all types of non-profit organizations in Canada.

Table 1 summarizes these statistics on donors to arts and culture organizations and all non-profit organizations in Canada.

<b>Table 1: Donors and donations Arts &amp; culture organizations and all non-profit organizations, Canada, 2000</b>		
	Number of donors	Value of donations
Arts and culture organizations	451,000	\$47,900,000
All non-profit organizations	19,000,000	\$4,940,000,000
Arts and culture as % of all	2.4%	1.0%
<i>Source: Custom tabulations based on the 2000 National Survey of Giving, Volunteering and Participating, commissioned by the Ontario Arts Council.</i>		

With 451,000 donors, the arts and culture ranks below other types of organizations included in a breakdown of donors. Health organizations have the largest number of donors (13.1 million), followed by social service (9.2 million) and religious organizations (7.8 million). Environmental organizations and international organizations are closest to arts and culture organizations in terms of number of donors, with 1.2 million donors each.

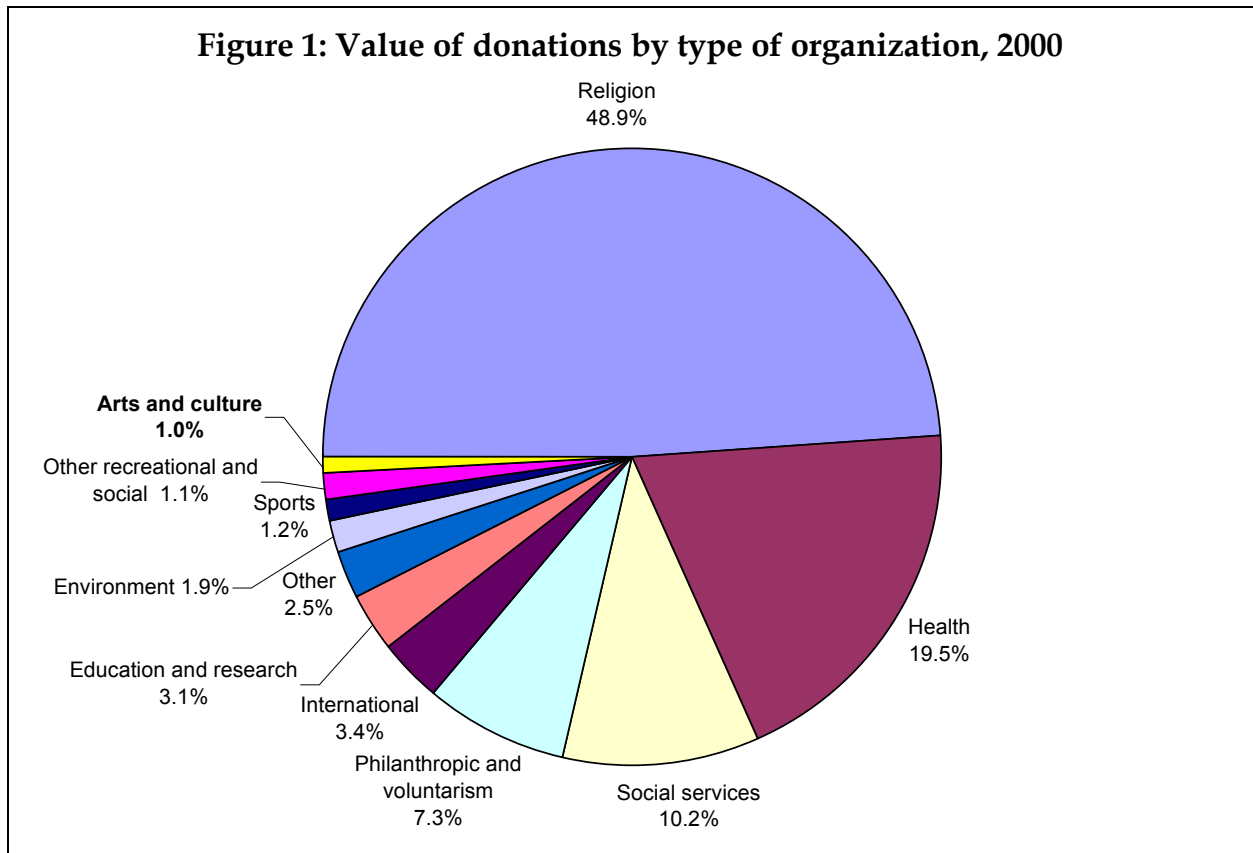
With \$47.9 million in donations, the arts and culture also ranks at the bottom of the breakdown in terms of the value of donations. Religious organizations receive nearly half of all donations (\$2.4 billion), followed by health organizations (\$963 million) and social service organizations (\$502 million). Arts and culture organizations receive somewhat less than sports organizations (\$57.1 million) and other recreation and social organizations (\$55.9 million). Figure 1 shows the distribution of donations among all types of organizations.

The \$47.9 million donated to arts and culture organizations represents, on average, a donation of \$106 per arts and culture donor. This average amount per donor puts arts and culture organizations fairly high on a ranking by type of organization. Religious organizations rank far above all other non-profit organizations, with an average donation of \$310 per donor. International assistance organizations received \$138 per donor, followed by arts and culture organizations at \$106 per donor and philanthropic/voluntary organizations with \$104 per donor. All other organizations, including those in health and social services, received less than \$75 per donor.

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<sup>3</sup> The 19 million Canadian donors represent 78% of Canadians aged 15 or older.

Research on donors has shown that “the top one-quarter of donors who gave \$213 or more accounted for 82% of the total donations”.<sup>4</sup> The situation is fairly similar for arts and culture organizations. A recent Statistics Canada report noted that “about a quarter of culture donors were responsible for 76% of the total donations”.<sup>5</sup>



The 451,000 donors to arts and culture organizations is much smaller than the number of Canadians (age 15 or older) who attend at least one performing arts event, festival, or public art gallery. This figure – 13 million – represents 53% of Canadians 15 or older. Obviously, not everyone who attends one or two arts activities in a year will be a willing donor. But about 2.3 million Canadians attended more than five arts events during the survey year. At the very high end, about 1.1 million Canadians went to more than 10 arts events in the survey year.<sup>6</sup> With less than one-half of those who reported attending more than 10 arts activities in a year also reporting donations to arts and culture organizations, these figures appear to show that there is significant room for donor development in the arts. With arts and culture organizations receiving reasonably high average donations, it appears that, for the sector as a whole, a greater focus should be placed on developing new donors than on increasing donations from current donors. Of course, each individual organization in the sector will have to assess its own situation and donor base.

<sup>4</sup> See *Caring Canadians, Involved Canadians: Highlights from the 2000 National Survey of Giving, Volunteering and Participating*, Statistics Canada and Canadian Centre for Philanthropy, 2001, available at <http://www.statcan.ca/english/freepub/71-542-XIE/free.htm>.

<sup>5</sup> *The Culture of Volunteering and Donating: Helping Culture Organizations Between 1997 and 2000*, Statistics Canada, Focus on Culture vol. 14 no. 2, June 2003.

<sup>6</sup> Estimates from data used in *Arts Attendees in Canada*, presentation by Kelly Hill at the Canadian Cultural Research Network Colloquium, May 2002. Report available at <http://www.hillstrategies.com/resources.html>.

Donor development work in the arts and culture can have many obstacles. Significant education work may be needed to dispel prevalent myths, including the perception that cultural organizations are poorly managed. It is also possible that even frequent arts goers may not realize that a large portion of the costs of arts and culture organizations is not covered by ticket prices, admission costs or government funding.

### ***Arts and Culture Donors and Volunteers: The Same People?***

A recent report in this research series on the arts showed that there are about 351,000 volunteers in arts and culture organizations in Canada, a figure that is well below the number of donors to arts and culture organizations (451,000). Did the same people give both their time and money to arts and culture organizations? It appears that, by and large, arts and culture volunteers and donors are *not* the same people. Approximately 50,000 Canadians – about one out of every seven volunteers and one out of every nine donors – donated both their time and their money to arts and culture organizations, giving a total of 9.2 million volunteer hours and \$8.6 million to arts and culture organizations.<sup>7</sup> Although these figures are not negligible, the 9.2 million hours worked by those who volunteered time *and* donated money represents 18% of the total of 51.9 million hours given to arts and culture organizations. Similarly, the \$8.6 million donated by those who volunteered time *and* donated money represents 18% of the total of \$47.9 million donated to arts and culture organizations.

Analyzed differently, these figures show that about 750,000 Canadians 15 or older volunteered time or donated money (or did both) for arts and culture organizations in 2000.

### ***Donation Patterns, Donor Motivations and Donor Opinions***

*Given the nature of the custom data request and data reliability concerns, it is not possible to pinpoint the motivations and opinions of arts and culture donors. This section will focus instead on the views expressed by those who donated (or did not donate) to arts, culture, recreation and sport (ACRS) organizations, the “parent” category for the arts and culture custom data analyzed in most sections of this report.*<sup>8</sup>

On average, each donor in Canada gave money to 3.7 organizations.<sup>9</sup> Almost all arts, culture, recreation and sport (ACRS) donors – over 90% of them – also donated money to another type of organization in 2000. However, most ACRS donors chose only one ACRS organization to which they donated money.<sup>10</sup>

The National Survey of Giving, Volunteering and Participating asked respondents about their motivations for giving, their reasons for not giving, as well as their view of some issues related to charitable giving.

The most common reason for donating cited by arts, culture, recreation and sport donors is a feeling of compassion towards people in need (noted by 96% of ACRS donors). A number of other reasons for giving were cited by ACRS donors, including:

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<sup>7</sup> The estimate of those who donated both their time and money to arts and culture organizations has fairly high statistical variation (a “marginal” estimate) and should be used with caution.

<sup>8</sup> There were about 3.2 million donors to arts, culture, recreation and sport organizations in 2000. These donors gave about \$161 million to these types of organizations.

<sup>9</sup> *Caring Canadians, Involved Canadians: Highlights from the 2000 National Survey of Giving, Volunteering and Participating*, p. 10.

<sup>10</sup> The average number of ACRS organizations supported is 1.2, meaning that about four out of every five donors gave to only one ACRS organization in 2000.

- the desire to help a cause in which they personally believe (cited by 92% of ACRS donors);
- the fact that they or someone they know has been personally affected by the cause that the organization supports (73%);
- a feeling of owing something to their community (67%);
- fulfilment of religious obligations or beliefs (29%); and
- the government credit on their income taxes (13%).

Respondents were also asked why they did not give *more* money to charitable organizations. Among those who donated to at least one arts, culture, recreation or sport organization, a number of reasons were cited for not donating more to charitable organizations:

- 51% stated that they do not like the way requests are made for contributions;
- 48% said that they thought the money would not be used efficiently;
- 47% stated that they would prefer to spend their money in other ways;
- 47% indicated that they want to save money for their own future needs;
- 39% said that they already give enough money directly to people on their own, not through an organization;
- 30% stated that they give voluntary time instead of money;
- 11% said that it was hard to find a cause worth supporting; and
- 7% said that they do not know where to make a contribution.

Although most ACRS donors feel that the money used by charities on administrative and fundraising costs is either the right amount (50%) or too low (8%), a significant proportion (42%) indicated that they thought administrative and fundraising costs were too high.

Although few ACRS donors cited a government tax credit as a reason for giving, more than half (54%) stated that they would claim a tax credit for their charitable contributions. In addition, 50% of ACRS donors said they would contribute more money if the government gave a better tax credit for their donations. Those who donated to at least one arts, culture, recreation or sport organization also provided information about their decision-making regarding charitable donations:

- only 18% said they decide in advance the total amount of money that they will donate to charitable organizations annually;
- less than one quarter (23%) said that, for the majority of the money that they donate, they decide in advance which organizations to support. Another 58% stated that they make decisions in response to someone asking for a donation. The remaining 18% do both (i.e., decide to give to some organizations in advance and respond to some requests);
- over half (54%) indicated that the organizations that they support vary. The other 46% said they donate to a certain number of charities or non-profit organizations regularly.

## **DEMOGRAPHIC ANALYSIS OF DONORS TO CANADIAN ARTS AND CULTURE ORGANIZATIONS IN 2000**

Given the fact that arts and culture donors comprise a relatively small proportion of all donors covered by the NSGVP, only a limited profile of the demographic characteristics of Canada's arts and culture donors is possible using the NSGVP. Despite these limitations, demographic analysis of the NSGVP data does reveal some interesting characteristics of arts and culture donors. Table 2 summarizes some demographic characteristics of arts and culture donors and all donors. A discussion of these statistics is provided in the text that follows.

<b>Table 2: Donor profile: Arts and culture organizations vs. all organizations, Canada, 2000</b>				
	<b>Arts and culture donors</b>		<b>All donors</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
Total	451,000	100%	19,036,000	100%
<b>Sex</b>				
Male	245,000	54%	9,002,000	47%
Female	206,000	46%	10,034,000	53%
<b>Age</b>				
15 to 44	195,000	43%	10,390,000	55%
45 and over	256,000	57%	8,646,000	45%
<b>Education</b>				
High school or less	121,000	27%	8,242,000	43%
Post-secondary certificate/diploma or post-secondary in progress	159,000	35%	7,363,000	39%
University	171,000	38%	3,431,000	18%
<b>Household income</b>				
Less than \$50,000	133,000	29%	9,143,000	48%
\$50,000 and over	318,000	71%	9,893,000	52%
<b>Labour force status</b>				
Employed	307,000	68%	12,513,000	66%
Unemployed/Not in labour force	144,000	32%	6,523,000	34%
<b>Marital status</b>				
Married/Common law	326,000	72%	12,624,000	66%
Single/Widow/Separated/Divorced	125,000	28%	6,412,000	34%
<i>Source: Custom tabulations based on the 2000 National Survey of Giving, Volunteering and Participating, commissioned by the Ontario Arts Council.</i>				

Although more women than men reported financial donations to not-for-profit organizations in Canada, the opposite is true for arts and culture organizations. Of the 451,000 arts and culture donors, about 245,000 (or 54%) were men and 206,000 (46%) were women. The relatively high proportion of male donors to arts and culture organizations also differs from the findings of a recent report that showed that many more women than men volunteered for arts and culture organizations.<sup>11</sup>

Data reliability allows a breakdown of arts and culture donors only into large age groups. This broad breakdown shows that arts and culture donors are, on average, older than other donors. About 256,000 arts and culture donors (57%) are 45 or older, while only 45% of all donors are in this age range. The remaining arts and culture donors (43% or 195,000 people) are between 15 and 44. This is a much lower proportion than the 55% of all donors who are between 15 and 44.

Arts and culture donors are, on average, better educated than other donors. A large proportion of arts and culture donors (38% or 171,000 people) have at least a university degree. This is about double the proportion of all donors with a university degree (18%). Another 35% of arts and culture donors (159,000 people) have completed a post-secondary certificate or diploma program or are currently studying in a post-secondary certificate, diploma or degree program. This is slightly lower than the 39% of all donors in this educational category. The remaining arts and culture donors (27% or 121,000 people) have a high

<sup>11</sup> *Volunteers in Arts and Culture Organizations in Canada*, Hill Strategies Research Inc., 2003, available at [www.hillstrategies.com/resources.html](http://www.hillstrategies.com/resources.html).



school education or less. This is well below the proportion of all donors (43%) in this educational category.

The donor statistics by age and education, as well as similar volunteer statistics, show that arts and culture organizations attract fewer young adults, including high school and post-secondary students. Since younger donors usually contribute less money and time than other donors and volunteers, the relative absence of these individuals may not have a significant impact on donations or volunteer time spent in arts and culture organizations. However, the difficulty in attracting younger adults could have a substantial impact on future donor and volunteer contributions to arts and culture organizations.

Of the 451,000 arts and culture donors, 318,000 are in the highest category of household incomes (\$50,000 or more). The percentage of arts and culture donors in this category (71%) is much higher than the proportion of all donors (52%) in the highest income category. The other 29% of arts and culture donors (133,000 people) have household incomes under \$50,000.

Most arts and culture donors (68% or 307,000 people) are employed, while the other 32% (144,000 people) are unemployed or not in the labour force. The percentage of employed donors is very similar to the proportion of all donors who are employed (66%).

In terms of marital status, almost three-quarters of arts and culture donors (72% or 326,000 people) are married. The remaining 28% (125,000 donors) are single, separated, divorced or widowed.

## **CHANGES IN ARTS AND CULTURE DONORS AND DONATIONS BETWEEN 1997 AND 2000**

### ***Donors***

Between 1997 and 2000, the number of donors in the arts and culture decreased by 21%, from 571,000 donors in 1997 to 451,000 in 2000. The decrease in the number of arts and culture donors was inconsistent with the stability in the percentage of the population donating money to any type of non-profit organization in 1997 and 2000 (78% in both years).

Due to the decrease in the number of arts and culture donors, as well as a 2.5% increase in the Canadian population 15 or older, there was a significant decrease in the percentage of the Canadian adult population donating to arts and culture organizations between 1997 and 2000 (2.4% in 1997 and 1.8% in 2000). The arts and culture's share of all donors also decreased, from 3.1% in 1997 to 2.4% in 2000.<sup>12</sup>

Table 3 summarizes the changes in the number of arts and culture donors between 1997 and 2000.

<b><i>Table 3: Donors to arts and culture organizations and all non-profit organizations, 1997 and 2000</i></b>				
	<b>1997</b>	<b>2000</b>	<b>Change</b>	<b>% change</b>
Arts and culture organizations	571,000	451,000	-120,000	-21%
All non-profit organizations	18,600,000	19,000,000	470,000	3%
Arts and culture as % of all	3.1%	2.4%	-0.7%	
<i>Source: Custom tabulations based on the 1997 and 2000 National Surveys of Giving, Volunteering and Participating, commissioned by the Ontario Arts Council.</i>				

<sup>12</sup> In order to ensure comparability, the 2000 NSGVP was conducted in exactly the same manner as the 1997 survey. For volunteers, a similar survey was conducted in 1987. No such "baseline" survey exists for donors.



## Donations

Despite the decrease in the number of arts and culture donors, the value of donations to arts and culture organizations increased significantly between 1997 and 2000, from \$39.4 million to \$47.9 million. This increase – 22% – is double the rate of increase in the value of donations to any type of non-profit organization (11%). Despite the large increase, the arts and culture’s share of all financial donations to non-profit organizations increased only slightly, from 0.9% in 1997 to 1.0% in 2000.

The 22% increase in donations to arts and culture organizations was well above inflation (5.5%) and the 12% increase in per capita disposable incomes between 1997 and 2000.<sup>13</sup>

Table 4 summarizes the changes in the value of donations to arts and culture organizations between 1997 and 2000.

<b>Table 4: Donations to arts and culture organizations and all non-profit organizations, 1997 and 2000</b>				
	<b>1997</b>	<b>2000</b>	<b>Change</b>	<b>% change</b>
Arts and culture organizations	\$39.4 million	\$47.9 million	\$8.5 million	22%
All non-profit organizations	\$4.4 billion	\$4.9 billion	\$0.5 billion	11%
Arts and culture as % of all	0.9%	1.0%	0.1%	

*Source: Custom tabulations based on the 1997 and 2000 National Surveys of Giving, Volunteering and Participating, commissioned by the Ontario Arts Council.*

With a 21% decrease in the number of donors and a 22% increase in the value of donations, it is evident that the average donation per arts and culture donor increased substantially between 1997 and 2000. Indeed, the average donation to arts and culture organizations increased from \$69 in 1997 to \$106 in 2000. These statistics clearly show that a number of key arts and culture donors made up for the decrease in the overall number of donors. As noted above, the most generous quarter of arts and culture donors contributed three quarters of the total donations to arts and culture organizations in 2000.<sup>14</sup> This reliance on relatively few donors could be a source of instability for arts and culture organizations in the future if some larger donors decide to stop contributing to arts and culture organizations.

Overall, there were only slight changes in the types of organizations that were most popular with donors between 1997 and 2000. Table 5 shows that religious organizations received about half of the value of all donations in both survey years. Health organizations’ share of overall donations increased, while donations to social service organizations changed very little. For other types of organizations, there were only minor shifts in the percentage of total donations received by most types of organizations. Arts and culture organizations received about 1% of total donations in both 1997 and 2000.

<sup>13</sup> The inflation figure is calculated from Statistics Canada’s Consumer Price Index data available at <http://www.statcan.ca/english/Pgdb/econ46.htm>. The disposable income figure is cited in Statistics Canada’s *Focus on Culture*, vol. 14 no. 2, June 2003.

<sup>14</sup> “The Culture of Volunteering and Donating: Helping Culture Organizations Between 1997 and 2000”, Statistics Canada, *Focus on Culture*, vol. 14 no. 2, June 2003.

<b>Table 5: Donations by type of organization, 1997 and 2000</b>				
	<b>1997</b>		<b>2000</b>	
	Donations (\$ millions)	% of donations	Donations (\$ millions)	% of donations
<b>All organizations</b>	<b>\$4,440</b>	<b>100%</b>	<b>\$4,940</b>	<b>100%</b>
Religion	\$2,290	52%	\$2,420	49%
Health	\$750	17%	\$960	20%
Social services	\$502	11%	\$503	10%
Philanthropic and voluntarism	\$262	6%	\$363	7%
International	\$114	3%	\$167	3%
Education and research	\$184	4%	\$152	3%
Other	\$77	1.7%	\$121	2.5%
Environment *	\$70	1.6%	\$92	1.9%
Sports	\$41	0.9%	\$57	1.2%
Other recreational and social	\$33	0.7%	\$56	1.1%
Arts and culture	\$39	0.9%	\$48	1.0%
Not stated	\$76	1.7%		
* The 2000 figure for environmental organizations has a relatively high sampling error and should be used with caution.				
Source: Custom tabulations based on the 1997 and 2000 National Surveys of Giving, Volunteering and Participating, commissioned by the Ontario Arts Council.				

### **Demographic changes in arts and culture donors, 1997 to 2000**

From the 1997 and 2000 donor surveys, a comparison of the demographic characteristics of arts and culture donors is possible. There was only a slight change in the age distribution of arts and culture donors between 1997 and 2000. In 1997, 61% of arts and culture donors were 45 years of age or older, compared to 57% in this age range in 2000. There were large increases in the percentages of arts and culture donors with at least a university degree (29% in 1997 vs. 38% in 2000), with household incomes of \$50,000 or more (53% in 1997 and 71% in 2000) and who are male (37% in 1997 and 54% in 2000).

## **PROVINCIAL ESTIMATES OF ARTS AND CULTURE DONORS**

Given the breadth of the NSGVP survey, it is not possible to use the survey results to directly measure arts and culture donor activity in each of the provinces. Estimates for Ontario's donors and donations were available from the Ontario Arts Council's custom data request from Statistics Canada. Data for the other provinces was not available in this way and, in any case, may not have been statistically reliable. This paper therefore uses other factors to estimate the number of donors and the value of donations to arts and culture organizations in provinces outside Ontario. To create these estimates, each province's share of donors and donations in the "arts, culture, recreation and sport" category was calculated. These percentages were then multiplied by the number of arts and culture donors and the value of donations in Canada (outside Ontario) to provide an estimate of arts and culture donors and donations in each province. It should be stressed that the figures provided in this paper are rough estimates of arts and culture donor activity in each province.<sup>15</sup>

<sup>15</sup> While arts and culture donors represent 1.8% of the Canadian population 15 or older, the larger category of "arts, culture, recreation and sport" donors represents 13.0% of the population. Because calculations based on the arts,

Table 6 summarizes the estimates of donors and donations to arts and culture organizations in each province. A discussion of these provincial statistics is provided in the text that follows.

<b>Table 6: Estimated number of donors and value of donations to arts and culture organizations in the provinces, 2000</b>				
	Arts & culture donors	% of all donors in province	% of population	Estimated \$ value of arts and culture donations
Newfoundland and Labrador	7,000	2.0%	1.7%	\$500,000
Prince Edward Island	2,000	2.0%	1.7%	\$100,000
Nova Scotia	16,000	2.4%	2.1%	\$600,000
New Brunswick	14,000	2.9%	2.3%	\$800,000
Quebec	94,000	2.1%	1.6%	\$6,700,000
Ontario	175,000	2.4%	1.9%	\$25,200,000 *
Manitoba	17,000	2.3%	2.0%	\$2,200,000
Saskatchewan	22,000	3.5%	2.9%	\$2,500,000
Alberta	43,000	2.2%	1.8%	\$3,900,000
British Columbia	62,000	2.6%	1.9%	\$5,500,000
<b>Canada</b>	<b>451,000</b>	<b>2.4%</b>	<b>1.8%</b>	<b>\$47,900,000</b>
* The estimated value of donations for Ontario, although taken directly from the data request, has a relatively high sampling error and should be used with caution.				
Source: Estimates by Hill Strategies Research Inc. based on custom tabulations from the 2000 National Survey of Giving, Volunteering and Participating, commissioned by the Ontario Arts Council.				

In Newfoundland and Labrador, there were an estimated 7,000 donors to arts and culture organizations in 2000. These donors contributed about \$500,000 to arts and culture organizations in the province.

In 2000, PEI's arts and culture donors numbered approximately 2,000. These donors contributed about \$100,000 to arts and culture organizations.

In Nova Scotia, there were an estimated 16,000 donors to the province's arts and culture organizations in 2000. These donors contributed about \$600,000 to arts and culture organizations during the year.

In 2000, about 14,000 New Brunswickers donated money to arts and culture organizations. These donors contributed about \$800,000 to arts and culture organizations.

In Quebec, there were about 94,000 donors to arts and culture organizations in 2000. This represents 1.6% of the Quebec population, the lowest such percentage among all provinces. The 94,000 donors contributed about \$6.7 million to arts and culture organizations.

Approximately 175,000 Ontarians donated money to arts and culture organizations in 2000. These donors contributed about \$25.2 million to arts and culture organizations in the province.<sup>16</sup>

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culture, recreation and sport category are larger figures, they are more statistically reliable than provincial estimates based on arts and culture donors.

<sup>16</sup> The estimated value of donations for Ontario, although taken directly from the custom data request, has a relatively high sampling error and should be used with caution.

Manitoba's 17,000 arts and culture donors contributed about \$2.2 million to arts and culture organizations in 2000.

In 2000, about 22,000 Saskatchewanians donated money to arts and culture organizations. This represents 2.9% of the Saskatchewan population, the highest such percentage among all provinces. These donors contributed about \$2.5 million to arts and culture organizations.

About 43,000 Albertans donated money to arts and culture organizations in 2000. These 43,000 people gave about \$3.9 million to arts and culture organizations in the province.

British Columbia's 62,000 arts and culture donors contributed about \$5.5 million to arts and culture organizations in 2000.

## SUMMARY

This report has shown that 451,000 Canadians 15 years of age or older made direct financial donations worth about \$47.9 million to arts and culture organizations in 2000. The 451,000 arts and culture donors represent 2.4% of donors to all types of non-profit organizations and 1.8% of the Canadian population 15 years of age or older. The 451,000 arts and culture donors in 2000 represent a 21% decrease over the estimated 571,000 donors in 1997.

The \$47.9 million in donations to arts and culture organizations in 2000 represents 1.0% of financial donations to all types of non-profit organizations in Canada. Despite the decrease in the number of arts and culture donors between 1997 and 2000, the value of donations to arts and culture organizations increased significantly, from \$39.4 million in 1997 to \$47.9 million in 2000. This increase – 22% – is double the rate of increase in the value of donations to any type of non-profit organization (11%).

The number of donors and the value of donations place the arts and culture sector low on a ranking of donors and donations by type of non-profit organization. However, the average donation per arts and culture donor is fairly high compared to average donations to other types of non-profit organizations. In fact, the average donation per arts and culture donor increased from \$69 in 1997 to \$106 in 2000. The most generous quarter of arts and culture donors contributed three quarters of the total donations to arts and culture organizations in 2000. This reliance on relatively few donors could be a source of instability for arts and culture organizations in the future if some larger donors decide to stop contributing to arts and culture organizations.

The number of donors to arts and culture organizations – 451,000 – is less than half of an estimate of the number of Canadians who attend more than 10 arts performances, festivals and public art gallery exhibitions in a year. These figures appear to show that there is significant room for donor development in the arts and culture. With arts and culture organizations receiving reasonably high average donations, it appears that, for the sector as a whole, a greater focus should be placed on developing new donors than on increasing donations from current donors. Of course, each individual organization in the sector will have to assess its own situation and donor base.

Donor development work in the arts and culture can have many obstacles. Significant education work may be needed to dispel prevalent myths, including the perception that cultural organizations are poorly managed. It is also possible that even frequent arts goers may not realize that a large portion of the costs of arts and culture organizations is not covered by ticket prices, admission costs or government funding.

Much work may also be needed to attract young donors. The donor statistics by age and education, as well as similar volunteer statistics, show that arts and culture organizations attract relatively few young adults, including high school and post-secondary students. Since younger donors usually contribute less money and volunteer time than others, the relative absence of these individuals may not have a significant impact on current donations or volunteer time. However, the difficulty in attracting younger adults could have a substantial impact on future donor and volunteer contributions to arts and culture organizations.

A recent report on arts and culture volunteers showed that 351,000 Canadians 15 or older volunteered for arts and culture organizations in 2000. A more detailed examination of these figures shows that volunteers and donors to arts and culture organizations appear, by and large, to be different people, with only about 50,000 Canadians both volunteering and donating in 2000. When combined, the volunteer and donor figures reveal that about 750,000 Canadians 15 or older volunteered time or donated money (or did both) for arts and culture organizations in 2000.