



Voice of Canadians...

***Canadians support the idea of
a new charity sector fund***

An initiative of

GIV3

In partnership with

SECTOR3 INSIGHTS

And



July 2024

About the Research

Methodology

- This is a quantitative, online survey among Canadians adults. Managed by Sector3Insights, for GIV3, in partnership with Ipsos.
- Respondents were invited to participate in the poll among the ***Ipsos research access panel*** (developed for the purpose of conducting research). The questions were included in Ipsos' weekly omnibus survey.
- The study data-collection period was between July 16th – 21st , 2024, comprising n=1,001 respondents.
- Surveys use a sample of the target population. Such a sample may not perfectly reflect the full population. Conducting another survey, with a different sample may produce slightly different results. These variations are referred to as “sample error” and may vary or be different between studies by several percentage points for any reported measure.
 - On the total sample size reported in this survey, the error range around any measure is about +/- 3.8% pts.

Use of the Results



Background

- ❖ In July 2024, GIV3 and Ipsos collaborated to gather Canadian taxpayers' opinions on proposed ideas to better empower the charity sector.
- ❖ This poll is significant for Canadian voters. Without their input, the political ecosystem tends to favor those with agency, power, and specific interests. Policymakers need to recognize that the silence of Canadians is not due to a lack of interest for the charity sector, but rather a lack of awareness of the problems
 - ❖ As a case in point, only 17% of Canadians are "quite" or "very familiar" with the growing charity gap in Canada.
- ❖ GIV3 aimed to help Canadians express their views, and this short poll brings the voice of taxpayers to Ottawa.
- ❖ Prior exploratory research among 26 charity sector thought-leaders revealed some key insights:
 - The charity sector is at a crisis point, and significant improvements are urgently needed.
 - The sector is fragmented, siloed, lacks strategic leadership, and is under-resourced.
 - Many calls for improvement, including the need for a "Home in Government," have been ignored by policymakers.
 - There is substantial interest in finding solutions outside the traditional political ecosystem, suggesting a need for innovative, independent approaches.
- ❖ In response, a "steering committee" developed the concept of a new "sector fund" as a potential solution.
- ❖ To gauge support for this idea, GIV3 conducted quantitative research among two key stakeholder groups: (1) the 85,000+ charities in Canada and (2) Canadian taxpayers. This poll reports on the voice of Canadian taxpayers, while a separate report presents the perspective of Canadian charities.



The Voice of Canadian Taxpayers



Key Findings from Ipsos' Canada Omnibus – July 2024

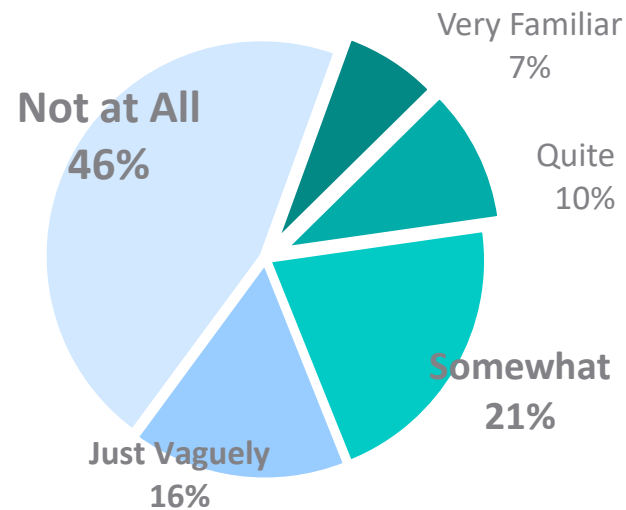
- ❖ **Lack of Awareness Among Canadians:** The limited discussion about significant issues facing the charity sector is not due to apathy or disrespect but rather a lack of awareness. Only 17% of Canadians are "quite" or "very familiar" with the *growing charity gap*.
- ❖ **Support for a Sector Fund:** Once explained, the vast majority of Canadians support the idea of creating a Sector Fund, with only 15% thinking it is a bad idea. After accounting for the 20% who have no opinion, 80% of Canadians favor this idea.
 - Support is strongest among younger Canadian adults, those who are better educated, and those who have a deeper understanding of the challenges facing the charity sector.
 - The areas of lower support generally correspond to a higher proportion of respondents with no opinion or knowledge of the issue.
- ❖ **Charity Sector Alignment:** A separate poll conducted among Canadian charities shows similar support for establishing a new Charity Sector Fund, indicating alignment between public opinion and the charity sector.
- ❖ ***These findings suggest that a federal policy to develop a sector fund, with zero cost to taxpayers, is well-supported by both Canadian taxpayers and registered charities. This provides a strong politically attractive case for implementing such a policy.***

Most Canadians are not aware of the *Charity Gap*

The lack of talk among Canadians about this significant issue facing the charity sector is **not from apathy**, or disrespect. It is because Canadians are not aware of the problems facing charities and the millions of Canadians in need of charitable services in our communities.

% OF CANADIANS AWARE OF THE GROWING “CHARITY GAP” IN CANADA

*Q#1 - Before today, how aware were you that **charitable giving** and **volunteering** have been declining while demand for charitable services has been increasing, leading to a growing “charity gap” (as formally recognized by Statistics Canada)?*



Description of the **Sector Fund concept** presented to respondents

Question: *For many years, the charity sector has been asking Ottawa for a “home in government” (to help support the charity sector), which has been ignored by the Federal government. So, one idea for generating resources for a stronger charity sector is to ask the Federal Government to set up a new “charity sector fund” independent (outside) of government.*

- *It would be funded by requiring each current grant-making philanthropic foundation to make a very small annual grant to a new charity fund. This would have no cost to the public purse since the funds are already in foundations, and these foundations have to make grants each year anyway.*
- *The funds would go to a new “charity fund agency” to receive the money and to then allocate the money to sector-wide initiatives to help support charities and expand their capacity to help Canadians in need.*

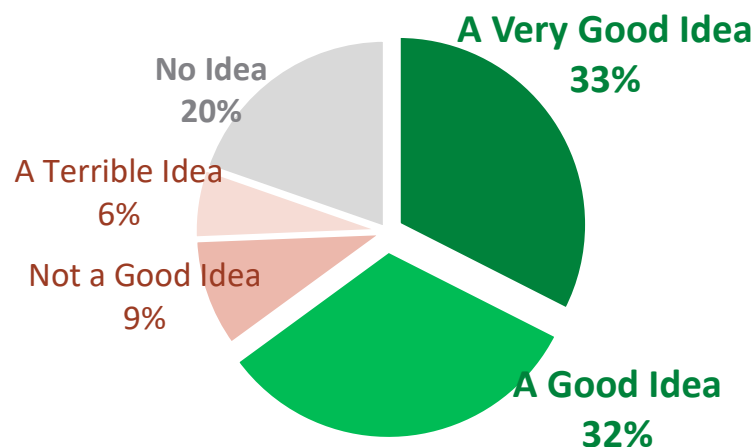
The majority of Canadians support the idea of a Sector Fund

Only 15% of Canadians feel the development of a new Sector Fund is a bad idea.

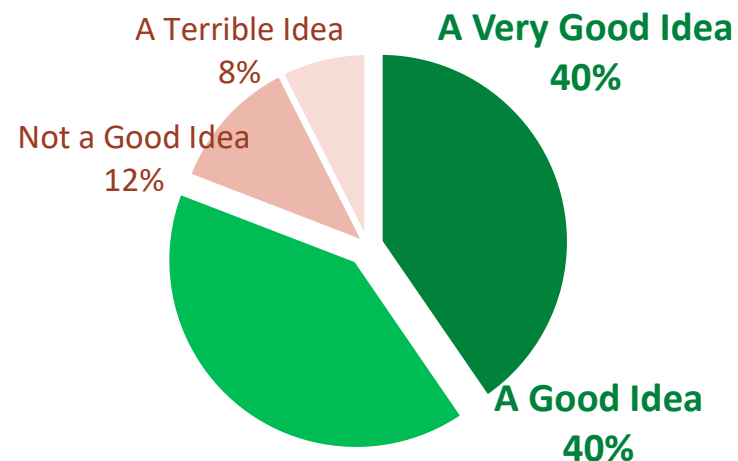
After removing the 20% with no opinion, we observe that 80% of Canadians like this idea.

CANADIANS' EVALUATION OF SECTOR FUND CONCEPT

Total Sample:



... "NO Idea" removed:



Q#2. How do you feel about this idea to ask the Federal Government to consider establishing a new 'charity sector fund' (with no extra costs to taxpayers) to support the charity sector?

Support is strongest among younger Canadians and those who understand the issues

Support is strongest among younger Canadian adults, better educated, and those who better appreciate the challenge facing the charity sector. - Frankly, the areas of lower support largely reflects a greater proportion with “no opinion/idea”.

CANADIANS' EVALUATION OF SECTOR FUND CONCEPT

