



Canadians' Opinions About The Most Important Charity Missions for Our Communities

October, 2021

An initiative of

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Background:

Are All Charitable Missions of Equal Importance to Our Communities?



In Canada, a financial donation to any registered Canadian charity earns the same value of charity tax credit (to be used in reducing the donor's income tax upon filing of their annual T1 tax return). That is, the tax incentive for donating to any charity is equal, and has equal cost to the public purse (i.e. taxpayer money) by way of the charity tax credits.

This concept of complete parity does not make much sense if the nation feels that some charitable missions are more valuable and important to society than others. It would be better use of taxpayer money to incent more donations to the charity missions judged to be of greater importance to society.

To explore if Canadian taxpayers feel some charitable missions are more important than others, GIV3 commissioned a quantitative poll (with a national omnibus survey provider, among a representative profile of Canadians adults) to ask which charitable missions they felt were most important.

- If there were no differences between the charitable missions, the results would come out equal for each of measured missions.
- If some missions were felt to be more important, they would earn more votes....

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Research Question: Canadian Poll – October 2021



About the Research

- This was an online quantitative survey, accessible by any internet enabled device.
- 1,000 Canadian adults, 18+ years of age, were interviewed across Canada.
- The sample of respondents was then weighted to align and represent Canadians demographics.
- Fieldwork was conducted in the week of October 18, 2021
- Results would be +/- 3.5% points 95% of the time.

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“Registered charities in Canada address a wide range of missions and purposes. However, it is unlikely that each one is equally important to the future of our communities. Please indicate, in your opinion, which missions are most important for the future of our communities.

“Please pick up to seven (7) of the most important charitable missions *in your opinion*.

RANDOMIZE ORDER OF CAUSES:

- a) Reducing climate change and protecting our environment
- b) Animal welfare and animal rights
- c) Education and literacy
- d) Humanitarian relief after a crisis or natural disaster
- e) Women’s or girls’ health, well-being, or advancement
- f) Children and youth’s health, well-being, or advancement
- g) Men’s or boys’ health or well-being
- h) Mental health support and research
- i) Medical research
- j) Accessibility and inclusion for people with disabilities
- k) Poverty in Canada
- l) Poverty around the world
- m) Racial inequality and supporting racialized or marginalized groups.
- n) New immigrants or refugees
- o) LGBTQ+ communities
- p) Gender-based domestic violence
- q) Indigenous peoples and communities
- r) Senior care, advocacy, and support
- s) Addiction support
- t) International human rights and equality
- u) Arts, music, culture, and museums
- v) Public Broadcasting/Media.

Findings from Canadian Poll – October 2021



- Canadians clearly feel that not all charitable missions are of equal importance, and have shown significant differences between the various charitable missions measured in the research.
- And there are difference by age and gender which will likely add to the political complexity of such a concept of ranking charity missions into two or three tiers.

Discussion

- ❖ There is merit for policymakers to consider the classification of charities and their missions into 2 or 3 tiers and aligning a higher tax incentive for donations to the most important tier.
 - ❖ This is not a new or unique idea. We already have a two-tiered incentive classification in Canada. A \$200 donation to a federal political party already earns a higher tax credit than a similar \$200 donation to a food shelter, battered women shelter and all other charities.
 - ❖ We just need to add a few more of the most important charity missions to this top tier, and then pilot test, with follow-up evaluation.
- ❖ Naturally, there are other characteristics to consider in classifying the top tier, such as the cost of each social problem to taxpayers (the cost to provide the social services and/or the costs to solve the problem).
- ❖ And we recognize that some social problems do not need more money, but simply require greater political will and coordination of services to become more effective.
- ❖ This research could likely help rank which ones are more attractive to politicians to work on.
- ❖ ***Canadian taxpayers/voters have shown that they do not value all charities equally.***

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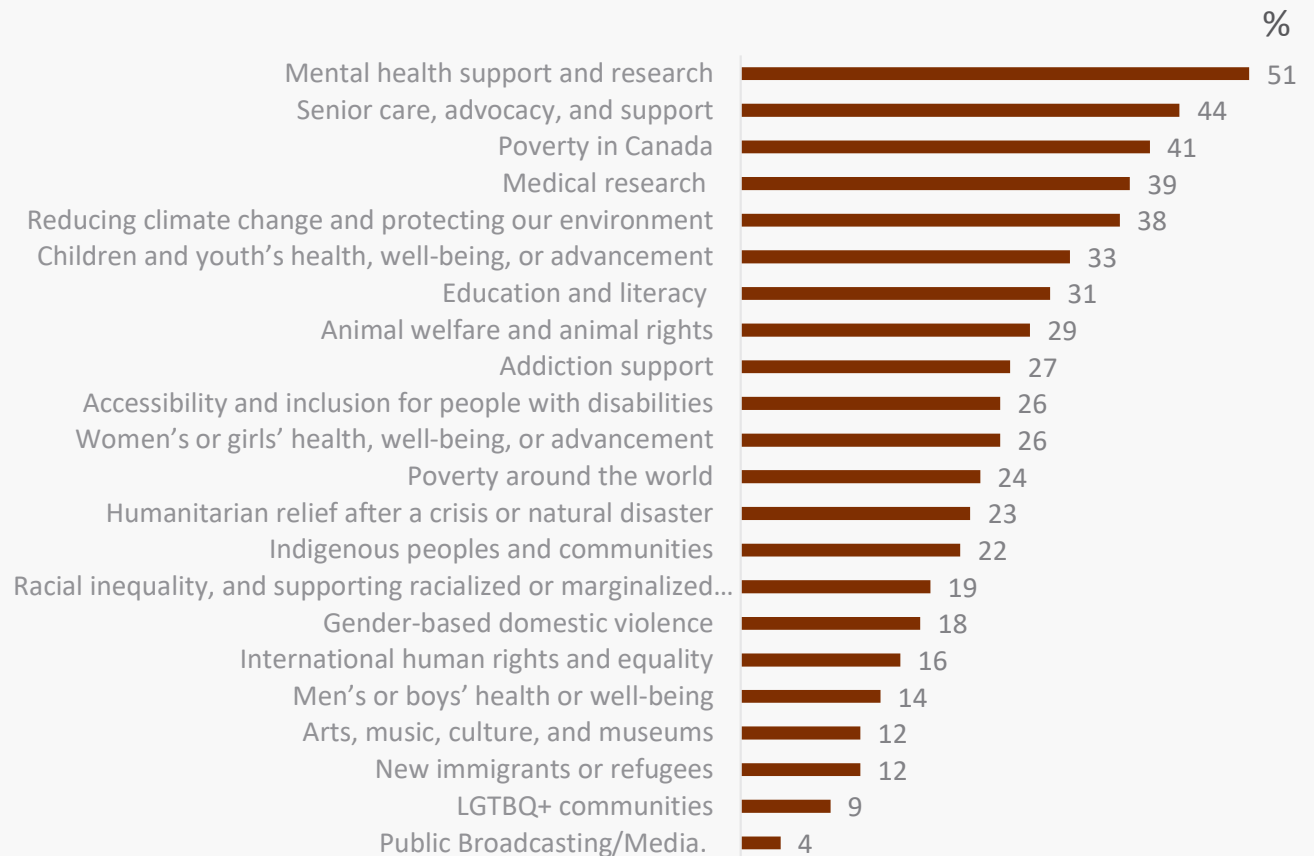
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Canadians feel that some charitable missions are more important than others

Clearly, Canadians feel that some charitable purposes are more important to their communities than others.

- *Mental health is the highest scoring*
- *Senior care, poverty, medical research, and environmental protection are also quite high*
- *Other ideas fall much lower in importance....*

% Incidence of being one of the top 7 most important

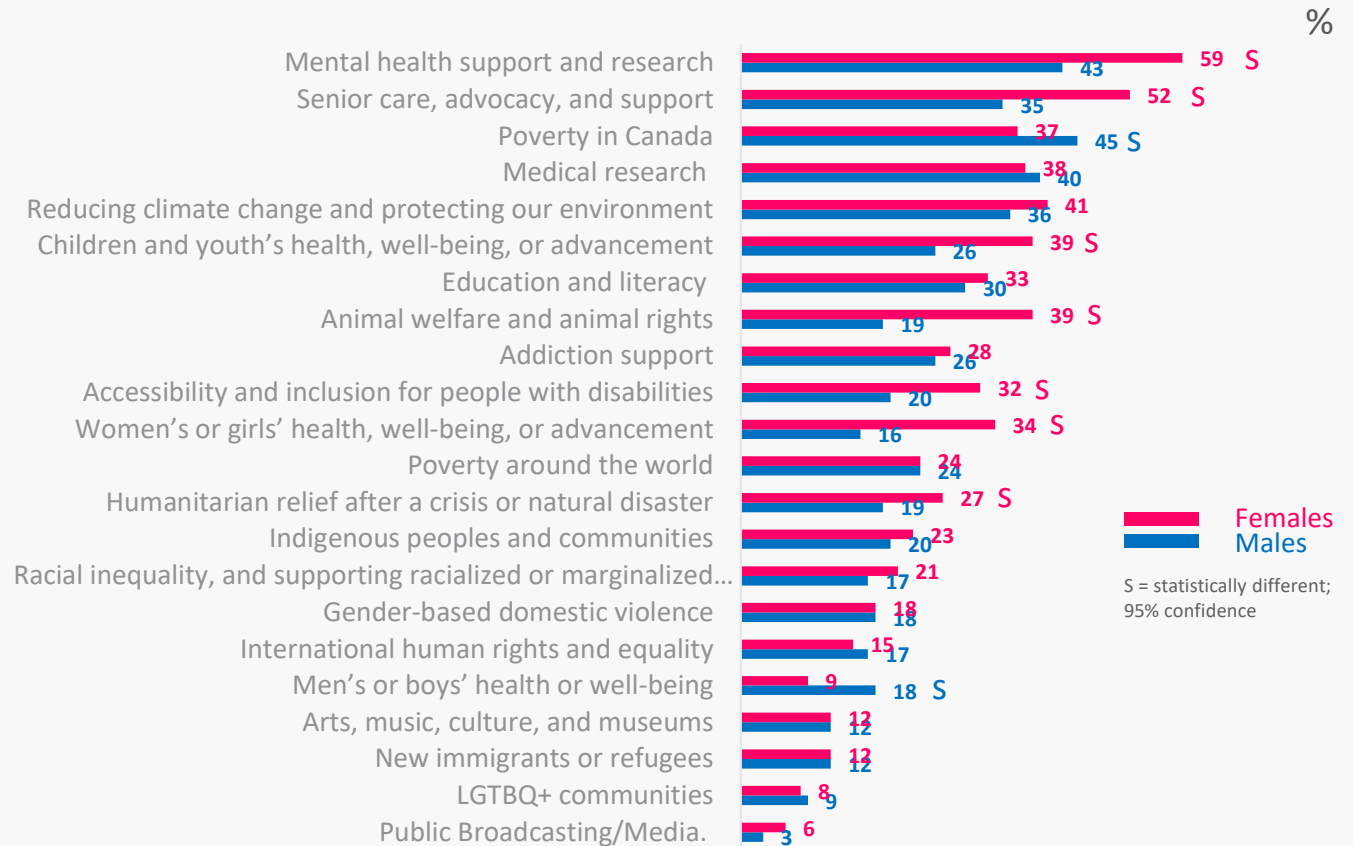


The importance differs by gender

- Females feel a higher level of importance, overall,
- Females feel some missions are more important than do males, in particular:
 - *Mental health*
 - *Senior care*
 - *Youth health*
 - *Animal welfare*
 - *Women/girls' health*
- Males feel more importance than females for
 - *Poverty in Canada*
 - *Males/boys' health*



% Incidence of being one of the top 7 most important



The importance also differs by age

➤ Younger adults put greater importance on the marginalized (versus older adults):

- Poverty around the world
- Racial inequality
- Male/boys' health
- New immigrants/refugees
- LGBTQ+

➤ Whereas older adults differ by having greater importance for:

- Senior care
- Medical care
- Poverty in Canada

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% Incidence of being one of the top 7 most important

