

A stylized orange map of Canada is positioned on the left side of the page. Overlaid on the bottom portion of the map are several white hands with orange hearts on their palms, reaching upwards. The background of the entire page is a light grey gradient.

Canadians' Opinions about the Government Doing More for the Charitable Sector

March, 2021

An initiative of

GIV3
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In partnership with



Background



In April 2020, GIV3 and Ipsos teamed up to ask Canadian adults how aware they were of the growing “charity gap” in Canada, the significant accumulation of wealth in grant-making foundations, and how they felt about these issues.

(<https://sector3insights.com/products/canadians-understanding-and-opinions-of-charitable-foundations/>)

The key insights were:

- (1) Canadians are not aware of these issues, which explains the lack of discussion;
- (2) Once informed, Canadians strongly felt that these issues were not right and needed to be improved;
- (3) When specifically asked about **raising the required Disbursement Quota to 10% among grant-making foundations**, the vast majority (87%) of Canadians agreed with this idea, with just 13% disagreeing.

In light of COVID-19, and its severe impact on the ability of charities to meet rising demands with lower revenue, we wanted to further explore voter sentiments in 2021.

This latest research (March 2021) further examines how Canadians feel about such charity sector issues, and brings an added level of insight *by exploring the insights by voter intention.*

Findings from Ipsos' Canada Omnibus – March 2021



Canadians feel that:

- a) The **federal government** should be doing more to help charities (74% Agree).
- b) And Canadians feel even stronger that grant-making foundations should be addressing **today's** social needs instead of holding back money for use 30+ years from now (77% Agree).
- c) Canadians also feel that a strong charity sector is better than having the federal government increase its spending on such social services (70% Agree).
 - Those who are **intending to vote NDP** feel most strongly that the Federal government should be doing more for charities, and particularly sooner versus holding back money for 30+ years.
 - Those who are **intending to vote Conservative** feel more strongly that the charity sector needs to be stronger rather than having the government increase spending for social services.
 - Those who are **intending to vote Liberal** are supportive for the call for the federal government to do more to help charities, and are in the middle between the NDP and Conservative supporters.

This provides support for what is both good policy and good politics.

- ***These insights imply that a federal policy raising the required Disbursement Quota among grant-making foundations would:***
 - ✓ ***Appeal to the majority of voters by showing extra support for struggling charities.***
 - ✓ ***Specifically appeal to NDP supporters who want to see support for charities***
 - ✓ ***And appeal to Conservative supporters because it boosts the charity sector without increasing federal spending.***

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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: March 5 -8, 2021
- Results would be +/- 3.5% points 95% of the time.

Canadians feel more needs to be done to help charities in Canada

Canadians feel that the federal government should be doing more to help charities (74% Agree).

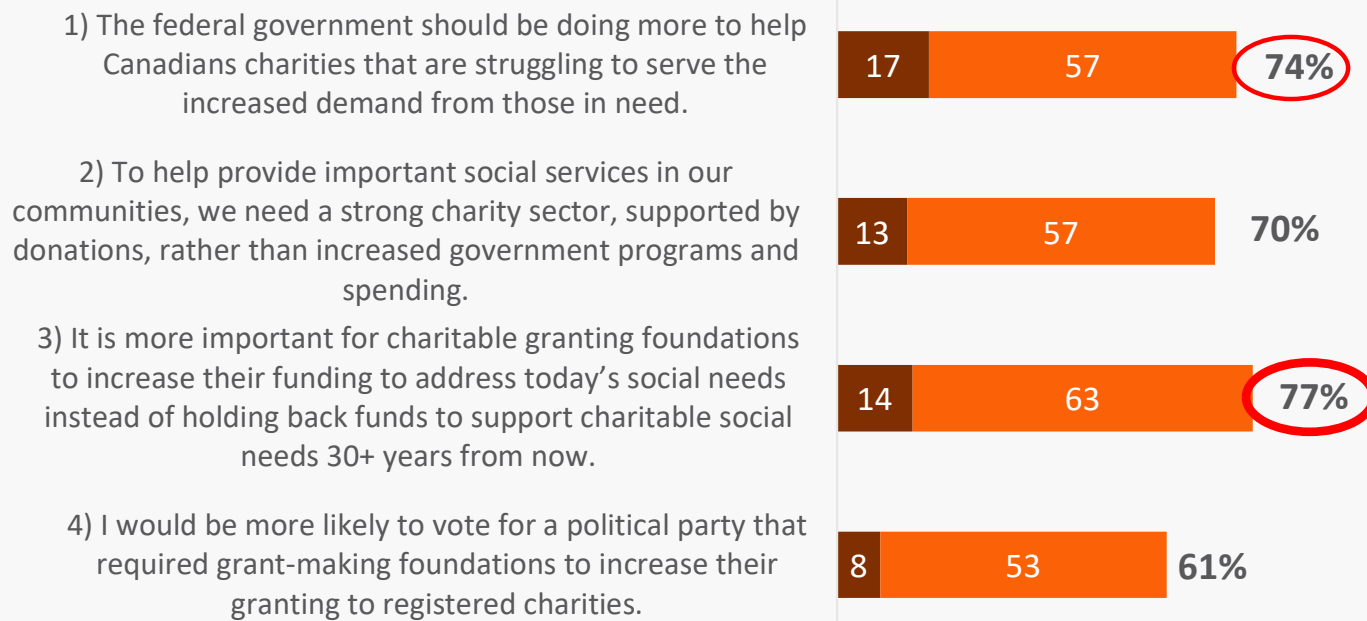
And Canadians feel even stronger that granting foundations should be addressing **today's** social needs instead of holding back money for use 30+ years from now (77%).

Canadians also feel that a strong charity sector is better than having the federal government increase its spending on such social services (70%).

➤ ***These insights imply that a federal policy raising the required Disbursement Quota among grant-making foundations to spend more sooner is very appealing to Canadians.***

ATTITUDE STATEMENTS: AGREE, DISAGREE

% ■ Strongly Agree ■ Somewhat Agree



Q. To what extent do you agree or disagree with the following:
Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree

Support of the charity sector from the federal government will appeal to NDP supporters the most

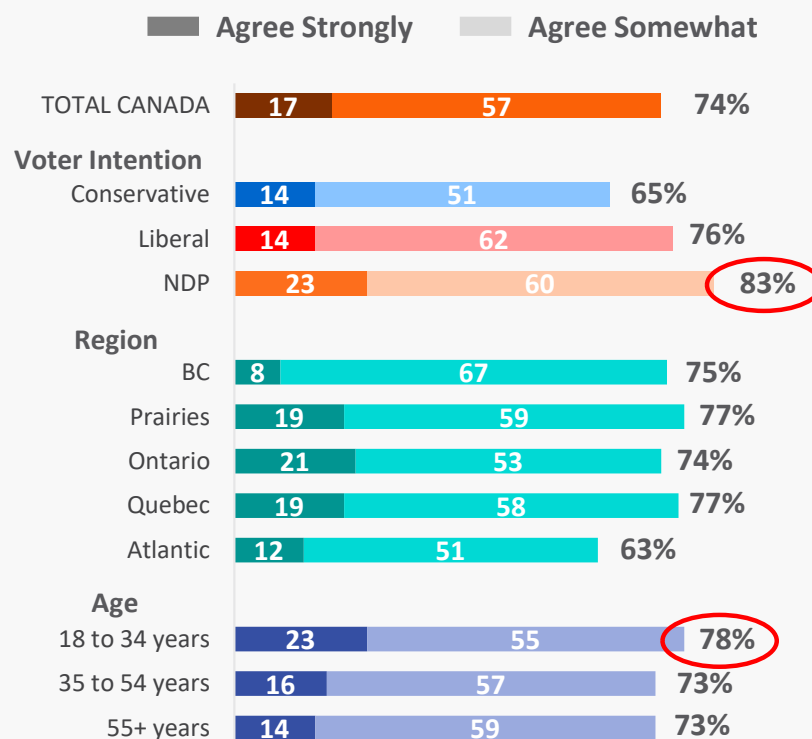
Those who are **intending to vote NDP** feel most strongly that the Federal government should be doing more for charities.

We also observe that **younger adults** are particularly interested in this idea.

- *If one is looking to appeal to younger voters, doing more to support the charitable sector helps to earn their approval.*

1) The federal government should be doing more to help Canadian charities that are struggling to serve the increased demand from those in need.

ATTITUDE STATEMENT X KEY SUB-SAMPLES



Q. To what extent do you agree or disagree with the following:
Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree

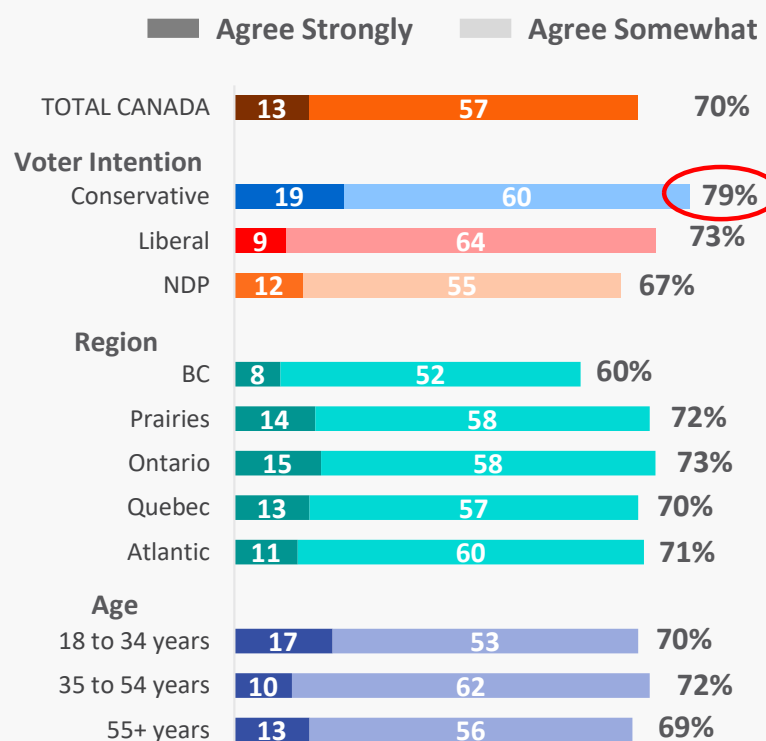
Empowering the charity sector to be stronger (instead of increasing government spending) would be appealing to Conservatives most

Compared to the prior page, we observe that those intending to vote conservative really like this idea to have the charity sector do more instead of increasing government spending.

➤ **Thus, if the current federal government works to increase the required Disbursement Quota of foundations it would appeal to Conservative supporters as well.**

2) To help provide important social services in our communities, we need a strong charity sector, supported by donations, rather than increased government programs and spending.

ATTITUDE STATEMENT X KEY SUB-SAMPLES



Q. To what extent do you agree or disagree with the following:
Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree

Canadians support the view that foundations should be granting more sooner to address today's social needs (versus holding back)

The idea of having grant-making foundations focus on **today's social needs** is very popular across all groups, particularly among:

- older adults, and
- those on the left side of the political spectrum.

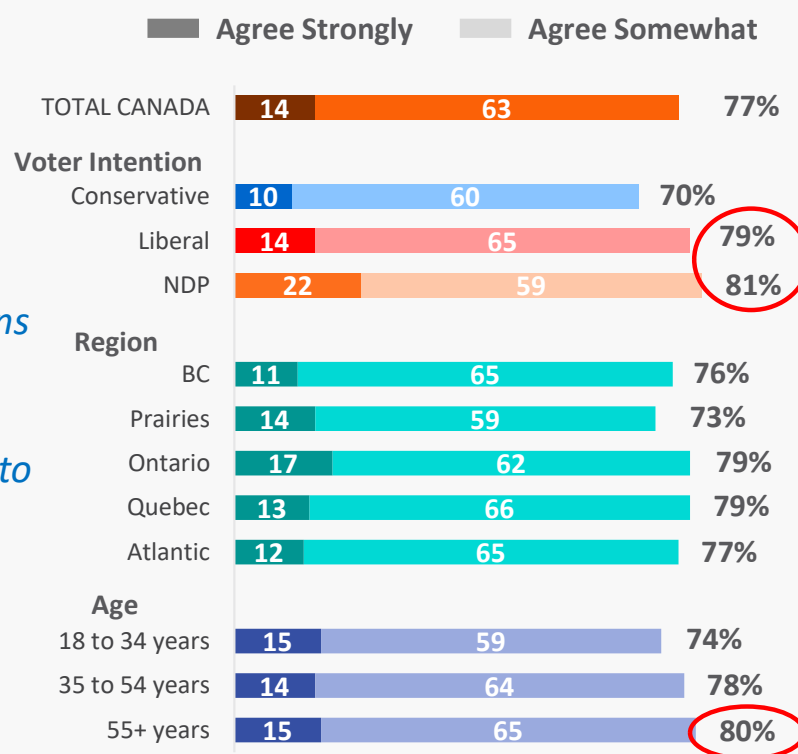
This should give the federal government confidence to act on increasing the Disbursement Quota. It is not only a good policy, but it is also good politics.

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3) It is more important for charitable granting foundations to increase their funding to address today's social needs instead of holding back funds to support charitable social needs 30+ years from now.

ATTITUDE STATEMENT X KEY SUB-SAMPLES



Q. To what extent do you agree or disagree with the following:
Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree

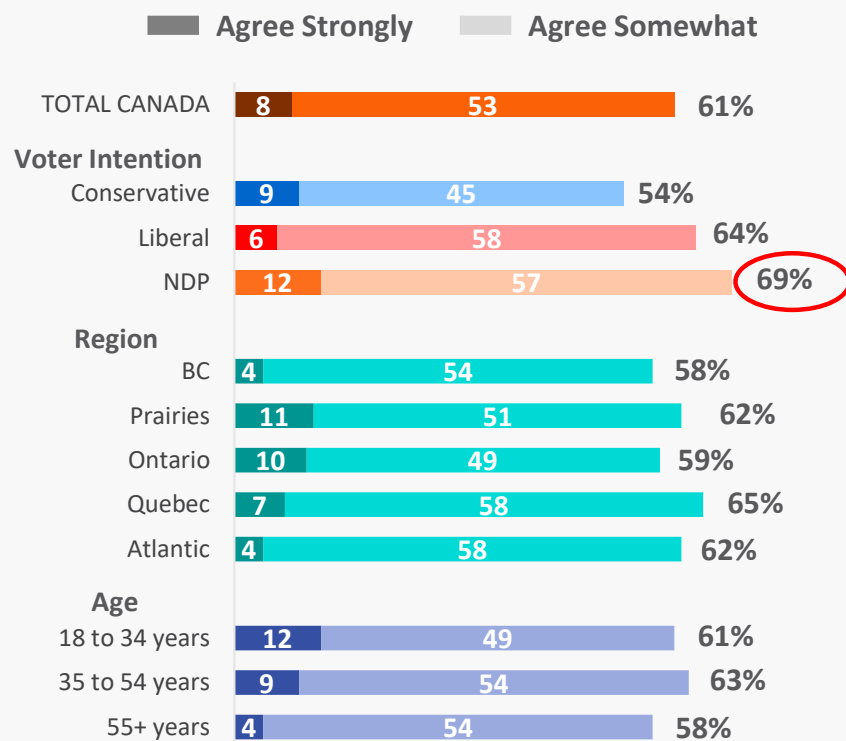
A policy to specifically help the Charity Sector is an appealing election element for NDP supporters

This is quite a strong statement to agree with in light of all the other issues for voters to consider, and yet it still earned the support from the majority of voters (61%).

➤ *This implies that there is voter appeal for the political parties to be offering help to the charitable sector.*

4) I would be more likely to vote for a political party that required grant-making foundations to increase their granting to registered charities.

ATTITUDE STATEMENT X KEY SUB-SAMPLES



Q. To what extent do you agree or disagree with the following:
Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree