

# Small Charities: An Analysis of Change in Fundraising Activities

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## **ABSTRACT**

This research project is an examination of change in the fundraising activities employed by small Canadian registered charities (defined as registered charities with total annual revenues under \$100,000) over the ten year period from 2000 to 2009. Utilizing data from the Registered Charity Information Returns (T3010) filed by charities with the Canada Revenue Agency (CRA), the study provides a profile of fundraising methods used, examining trends in types and number of fundraising methods utilized over the ten year period. We analyze variation in terms of size, designation type (charitable organization/public foundation /private foundation), location (rural/urban), charitable activity (welfare, religion, education, health, benefit to the community, other), orientation (religious/secular), and geographic region (each province and territory, western Canada/central Canada/Maritimes/territories).

## **INTRODUCTION**

By providing special funding through the Small and Rural Charities Initiative (SARC), Canada Revenue Agency (CRA, 2008) has recognized the need to help small and rural charities. Changing conditions in the external environment are exerting pressure on the voluntary sector in general and charities in particular. For example, reduced government funding, a greater need for financial resources to address growing social need, demographic changes in the Canadian population, increased public demand for accountability, and economic difficulties have changed the context in which charities operate (Brouard, 2007), and have taxed the capacity of small charities to adapt. Many small charities do not have the resources (human, financial) to analyze these changes from an industry-wide perspective (Seel and Spyker, 2007). The results of our study will provide important benchmarks that small charities can learn from in order to improve their sustainability. Without financial resources, and the effective fundraising activities which provide them, problems loom on the horizon for many small charities.

The purpose of the study is to examine changes in fundraising activities used by small registered charities in Canada during the years 2000 to 2009, the time period for which CRA Registered Charity Information Return (T3010) data was available. The proposed research will assist managers of small charities, nonprofit organizations, social enterprises, policy makers and researchers to achieve a deeper understanding of the number and type of fundraising activities used by small charities. Knowledge of the fundraising practices employed by other organizations in the sector will be helpful for benchmarking by individual charities. The findings of the study will provide small charities with the information they need to critically evaluate and possibly reorient or transform their fundraising activities.

Our research questions are:

- What is the profile of and what are the trends in fundraising activities by small charities?
- Is there evidence of differences by size, by designation type (charitable organization/ public foundation/ private foundation), by location (urban/rural), by charitable activity (welfare, religion, education, health, benefit to the community, other), by orientation (religious/ secular), by region, and across provinces and territories?

The study adopts CRA's (2008) definition of small charities as registered charities with total annual revenues under \$100,000 as reported annually on the T3010, Registered Charity Information Return. 'Fundraising activities' could refer to fundraising methods used to generate funds (e.g. advertising, sales, auctions, galas, bingo, online fundraising), use of external fundraisers (gross revenue collected and amount paid to them), fundraiser payment methods (e.g. incentive-based, set fee, honoraria), and total fundraising expenditures. However, our focus is on fundraising methods used to generate funds.

The report is structured as follows. First, a brief description of charities serves to define the focus of our study. Second, a review of previous studies on Canadian fundraising is provided. Third, the methodology used, including creation of the Social Enterprises (SE) database, is described. Fourth, a portrait of charities, small and large, is presented. Fifth, the profile of fundraising methods employed by small charities is discussed. A conclusion is the final section of the report.

## DESCRIPTION OF CHARITIES

The *Income Tax Act* (ITA) does not provide a very comprehensive description of a charity. Charity "means a charitable organization or charitable foundation" (ITA 149.1(1)). Essentially, charitable organizations are active charities and charitable foundations are funding organizations. Three types of registered charities exist: charitable organization, public foundation, private foundation (ITA 248(1)). CRA (2009) describes a registered charity as an organization established and operated exclusively for charitable purposes. The courts have consistently reinforced the four categories of objects/purposes of a charity: relief of poverty, advancement of education, advancement of religion and any other purpose beneficial to the community not falling under the other three purposes (Bourgeois, 2002).

Innes and Boyle (2006) summarize three main elements require to qualify as a charitable organization. First, "all of the resources of the organization are devoted to the charitable activities that it carries on itself" (p.8). Second, "no part of the income of the organization may be payable to or otherwise available for the personal benefit of any proprietor, member, shareholder, trustee or settler of the

organization” (p.9). Third, “a charitable organization must meet an arm’s length and absence of control test with respect to major donors” (p.9).

As funding organizations, charitable foundations don’t need to carry out charitable activities themselves. Charitable foundations are subdivided into public and private foundations. “Charitable foundation means a corporation or trust that is constituted and operated exclusively for charitable purposes, no part of the income of which is payable to, or is otherwise available for, the personal benefit of any proprietor, member, shareholder, trustee or settler thereof, and that is not a charitable organization” (ITA 149.1(1)). Public foundation means a foundation with more than 50% of its board operating at arm’s length and no *de facto* or *de jure* control by a person who has donated more than 50% of its capital (major donor) (Innes and Boyle, 2006; ITA 149.1(1)). “Private foundation means a charitable foundation that is not a public foundation” (ITA 149.1(1)).

The first benefit of being a registered charity is a complete income tax exemption (ITA 149(1)(f)). A second advantage and a major financial incentive is the possibility to provide receipts to donors allowing individuals to claim tax credit for charitable donations (ITA 118.1) and allowing corporations to claim deductions in their taxable income calculations (ITA 110.1).

As a corollary of the tax benefits received, Canadian registered charities need to file a CRA form T3010 annually. The T3010, Registered Charity Information Return, should be filed within six months of the end of a registered charity’s fiscal period (ITA 149.1(14); 150(1.1)). T3010 is a tool used to ensure accountability to the public and to Canada Revenue Agency (CRA, 2008).

## **PREVIOUS STUDIES ON CANADIAN FUNDRAISING**

Fundraising is a vast subject, encompassing research on the effectiveness of fundraising strategies, understanding how charitable organizations’ advertising appeals work, explaining the determinants and outcomes of charitable giving, and efforts to ensure accountability and transparency in reporting to the public. Our focus is on fundraising methods. Few previous studies which focus explicitly on fundraising methods in Canada exist; Hall (1996) and Ayer and Hall and Vodarek (2009) are notable exceptions. Other studies have looked at giving from the donors’ and volunteers’ perspectives (for example Hall, Lasby, Ayer and Gibbons, 2009; Statistics Canada, 2009) or have provided a general portrait of charities (for example Sharpe, 1994, 2001; Canadian Centre for Philanthropy, 2004; Spyker, 2011).

Hall (1996) discussed fundraising based on a national survey of fundraising practices. The survey, conducted in 1995 by Decima Research, used a 12 page mail questionnaire sent to 3,430 charities with at least \$1,000 in donation revenues, selected from Canada Revenue Agency T3010 data for 1993. The



results represent responses from 1,516 non-religious, non-private foundation charities (44% response rate). The report “outlines how charities raise money from individual Canadians and the relative importance of different fundraising methods to different types of charities. It also details the use of third-party fundraising firms, the ways in which charities evaluate the effectiveness of their fundraising, costs of fundraising, and fundraisers’ opinions about the need for standards and regulations” (p.xi).

Fundraising methods used in the survey discussed by Hall (1996) are listed in Appendix A; these nine methods differ from the CRA T3010 list of 20 methods (see Appendix B). In 1995, special event fundraising was the most frequent method used, followed by charitable gaming, product sales and direct mail. Based on the Hall (1996) report, there were differences in the revenue generated by various fundraising methods, between methods used by larger and smaller charities, and between charities located in different provinces.

Compared to Hall (1996) which examined fundraising via a national survey of fundraising practices employed by non-religious charities in 1995, the present study used T3010 charitable information return data from 2000-2009 years. The Hall (1996) study is more comprehensive in terms of the various dimensions of fundraising activities included. However, the present study provides a more recent and a longitudinal perspective on fundraising methods.

Ayer, Hall and Vodarek (2009) evaluated the quality of information reported by charities in T3010 information return. The study used Canada Revenue Agency T3010 information return data from 2003-2007, and also incorporated information from the TF725 Registered Charity Basic Information Sheet. From an examination of the tables included in their report, it appears that the authors only reported on the 2007 year. Their report stated that, “it is difficult to have a great deal of confidence in the accuracy of the costs that are reported” (p.i). They mentioned simple arithmetic errors, errors of omission and logical inconsistencies, which were found to be worse in smaller charities. This is consistent with Sharpe’s (1994, 2001) conclusions on data quality. Even if our study does not rely on accuracy in the reporting of fundraising costs, readers should be aware of potential limitations posed by charities’ responses regarding fundraising methods. Smaller charities “rely predominantly on a narrow range of fundraising methods such as special events, the sales of products such as cookies or chocolates and the use of collection plates and boxes” (p.i). Not surprisingly, larger charities “rely on a wider array of fundraising activities, and are more likely to use contracted fundraisers” (p.i).

Compared to Ayer, Hall and Vodarek (2009) which examined fundraising employing T3010 information returns data from 2003-2007, the present study focuses on a more extensive reporting period, from 2000 to 2009.

Even if it did not examine fundraising specifically, Sharpe’s (1994) study provided a portrait of Canada’s charities that could be useful in looking at different

categories of charities. The 1994 portrait used T3010 for the year 1991 and a Canadian Centre for Philanthropy mail survey conducted in 1993. The survey had an effective response rate of 6.05%, which could indicate the difficulty involved in collecting data from registered charities. Using the mandatory T3010 information return could be viewed as a good source of information regarding charities, even if some data quality issues are present. This has been recognized by Canada Revenue Agency officials (Ayer, Hall and Vodarek, 2009).

The Canadian Centre for Philanthropy (2004) study focused on rural charities in Ontario. Their analysis is based on the 2000 National Survey of Giving, Volunteering and Participating (NSGVP) and Canada Revenue Agency T3010 information returns data for 1999. Due to data quality issues in revenues reported, around 5% of charities were discarded.

Spyker's (2011) study employed Canada Revenue Agency T3010 information returns data from 2000-2008 to capture demographics information. He used organizational activity, core vs non-core organizations (i.e. hospitals, health, educational institutions), category, size by revenue and by province.

## METHODOLOGY

This study is exploratory and descriptive in nature, with a longitudinal design analyzing changes over a ten year period. The unit of analysis is the charity organization, with a focus on the small charity. The study analyzes data available from the Canada Revenue Agency T3010 Registered Charity Information Returns filed for the 2000-2009 period. The T3010, with required attachments, should be filed within six months of the end of a registered charity's fiscal period per the *Income Tax Act*. The T3010 is a tool used to ensure accountability to the public and to CRA (CRA, 2008). Canada Revenue Agency has provided the data for the study. Therefore, the whole population of charities and small charities who have filed a T3010 Information Return, and not only a sample of the population, is examined. Data for each charity is reported for each fiscal period ended in a specific calendar year.

Data analysis took into account the different versions of the T3010 form (T3010A (02), T3010A (03), T3010A (05), T3010B (09) and T3010-1 (10)). Each version of the T3010, modified in 2002, 2003, 2005, 2009 and 2010, differs in terms of fields and variables available for comparison, complicating the analysis.

Six variables are analyzed in this report: charity size (revenue), designation type, rural/urban location, religious/secular nature, charitable activity category, and geographic location in Canada. For the purpose of the present study, these variables have been defined as follows:

- charity size  
The study adopts CRA's definition of small charities as registered charities that reported total revenues under \$100,000 on their annual T3010 Information Return (CRA, 2008). Larger charities are charities that are not small charities. In addition, based on the categories employed by Ayer, Hall and Vodarek (2009), the size of small charities has been further divided in two sub-categories (less than \$30,000; \$30,000 to \$99,999) and the size of large charities has been divided into five sub-categories (\$100,000 to \$249,999; \$250,000 to \$499,999; \$500,000 to \$999,999; \$1,000,000 to \$9,999,999; \$10,000,000 and more) for a total of two main categories and seven sub-categories.
- designation type  
'Designation type' refers to the three main types of charity organizations mentioned in the *Income Tax Act*, i.e. charitable organization, public foundation and private foundation (ITA 248(1)).
- rural/urban location  
Numerous definitions for 'rural' versus 'urban' location could be used (Canadian Centre for Philanthropy, 2004). We adopted CRA's method of designating rural charities based on postal code, recognizing that issues exist with this method in some provinces. Rural charities are those where the second character in their postal code is '0' (CRA, 2008). Urban charities are the non-rural charities.
- charitable activity  
'Charitable activity' is based primarily on CRA's four categories of objectives of a charity: relief of poverty, advancement of education, advancement of religion and any other purpose beneficial to the community not falling under the other three charitable purposes (CRA, 2009, 2012). We follow CRA's six category typology: welfare, religion, education, health, benefit to the community and other (used to capture unclassified charities).
- religious/secular nature  
Religious charities are charities whose activities fall under the religion category. Secular charities are charities with charitable objectives other than religion.
- provinces, territories and regions  
Provinces and territories are the ten provinces and three territories of Canada. They form five regions.

<u>Provinces and territories</u>		<u>Regions</u>
Alberta	AB	Western Canada
British Columbia	BC	Western Canada
Manitoba	MB	Western Canada
New Brunswick	NB	Maritimes
Newfoundland and Labrador	NL	Maritimes
Northwest Territories	NT	Territories
Nova Scotia	NS	Maritimes
Nunavut	NU	Territories
Ontario	ON	Ontario

Prince Edward Island	PE	Maritimes
Quebec	QC	Quebec
Saskatchewan	SK	Western Canada
Yukon	YT	Territories

- fundraising methods

Fundraising methods are the methods used in the T3010, including codes 201-215 and 2500 to 2660 (see Appendix B). A more detailed examination of fundraising methods and their definitions has been prepared as part of this research project (see Neilson, Brouard and Armenakyan, 2012).

In addition, the study employs additional data from the T3010 information returns such as demographics and total revenue variables (see Appendix C).

This research is part of a larger research program which involves the development of a social enterprises information database by the Sprott Centre for Social Enterprises (SCSE). In the first phase of development, the database incorporated data from CRA T3010 information returns (Brouard and Neilson, 2011, 2012). Over time, the SCSE will add subsequent years of T3010 data and additional information regarding nonprofit organizations and social enterprises to improve the completeness and accuracy of information held in the SCSE database.

One concern in building the database is the quality of information contained in T3010 Registered Charity Information Returns. Sharpe (1994, 2001) and Ayer, Hall and Vodarek (2009) mentioned simple arithmetic errors, errors of omission and logical inconsistencies. Ayer, Hall and Vodarek (2009) had an issue with confidence in the accuracy of the costs that are reported. Fortunately, the present study does not rely on the accurate reporting of fundraising costs. The mandatory legal requirement to file the T3010 return is the best assurance of care to provide accurate data. Even if it is difficult to get official confirmation of the level of adjustments done, we could also believe that important errors have been corrected by CRA before sending the T3010 data to outside users.

Further, questions requiring a simple yes/no answer on fundraising methods used are probably easier to answer without error than questions which require dollar figures for costs or revenues. With respect to analyses which rely on revenue figures, it has been estimated that 5% of charity returns could have issues (Canadian Centre for Philanthropy, 2004). However, no charities have been excluded from the database for this report.

To summarize, we are aware of the data quality challenges. To offset this challenge, we have compared general data obtained in our study with that from other studies and they appear similar, limiting the risk of errors. A more complete description of issues and challenges with the SCSE database including the use of T3010 data is presented in Brouard and Neilson (2011, 2012).

## A PORTRAIT OF CHARITIES AND SMALL CHARITIES

To have a general understanding of charities, it is useful to analyze them using demographic information. This analysis will cover all Canadian charities and more specifically small charities. The objective of this section is to draw a portrait of charities in Canada for each year during the period 2000-2009 using a number of variables.

Demographic information analyzed in the present section includes: size (total revenue), type of charity designation (charitable organization/ public foundation/ private foundation), location (rural/ urban), charitable activity (welfare, religion, education, health, benefit to the community and other), orientation (religious/ secular) and geographic region. Information in the tables below is organized in terms of charity fiscal year ending during each calendar year.

In Table 1, the data reveal a 10% increase in the number of all charities over the ten year period. As of 2009, almost 84,000 charities were registered in Canada.

Table 2 reveals that the proportion of small charities declined from 59.5% to 54.3% from 2000 to 2009, while the proportion of large charities grew from 40.5% to 45.7%. Although growth in the number of large charities was fairly consistent over the 10 year period, by 2009 small charities still outnumbered large charities.

We used total revenue (code 4700 on the T3010) to calculate the average revenue for all charities within a size category. As the data in Table 3 reveal, average revenue remained relatively constant over the ten year period for all size categories with the exception of charities with revenue of \$10,000,000 or more. This size category experienced a 39.8% increase in average revenue over the ten year period (from \$14,469,699 to \$20,226,246), which is significant.

Table 4 shows that the vast majority of registered charities (around 90%) were designated as charitable organizations, compared to about 5% each for public and private foundations. This proportion remained stable between 2000 and 2009.

As Table 5 shows, most charities (around 75%) are located in urban areas. The proportion is lower for small charities with close to 70% of charities located in urban areas. For larger charities, almost 85% are located in urban areas. The proportion of charities located in urban versus rural areas remained steady over the ten year period.

## Small Charities: An Analysis of Change in Fundraising Activities

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Table 1 – Total number of charities, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Total all Charities</b>	<b>76064</b>	<b>77211</b>	<b>78248</b>	<b>78691</b>	<b>79991</b>	<b>81070</b>	<b>82470</b>	<b>82538</b>	<b>82486</b>	<b>83941</b>

Table 2 – Charities by size (total revenue), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Less than \$30,000	27703	27757	28184	27191	26952	26885	26771	26465	26345	28107
\$30,000 to \$99,999	17591	17659	17763	17932	18114	18182	18360	18174	18079	17433
<b>Total Small Charities</b>	<b>45294</b>	<b>45416</b>	<b>45947</b>	<b>45123</b>	<b>45066</b>	<b>45067</b>	<b>45131</b>	<b>44639</b>	<b>44424</b>	<b>45540</b>
	59.5%	58.8%	58.7%	57.3%	56.3%	55.6%	54.7%	54.1%	53.9%	54.3%
\$100,000 to \$249,999	13344	13549	13493	14107	14463	14609	14909	14847	14740	14711
\$250,000 to \$499,999	6995	7338	7462	7634	7965	8232	8565	8670	8680	8670
\$500,000 to \$999,999	4188	4390	4524	4692	4861	5224	5443	5761	5932	6047
\$1,000,000 to \$9,999,999	5055	5269	5550	5815	6188	6475	6883	6996	7073	7293
\$10,000,000 or more	1188	1249	1272	1320	1448	1463	1539	1625	1637	1680
<b>Total Larger Charities</b>	<b>30770</b>	<b>31795</b>	<b>32301</b>	<b>33568</b>	<b>34925</b>	<b>36003</b>	<b>37339</b>	<b>37899</b>	<b>38062</b>	<b>38401</b>
	40.5%	41.2%	41.3%	42.7%	43.7%	44.4%	45.3%	45.9%	46.1%	45.7%
<b>Total all Charities</b>	<b>76064</b>	<b>77211</b>	<b>78248</b>	<b>78691</b>	<b>79991</b>	<b>81070</b>	<b>82470</b>	<b>82538</b>	<b>82486</b>	<b>83941</b>

Table 3 – Average revenue of charities by size category, per year

<i>All charities</i>	2000	2001	2002	2003	2004	2005
Less than \$30,000	9,564	8,136	3,153	2,937	10,778	10,964
\$30,000 to \$99,999	59,844	59,645	60,001	59,811	59,618	59,790
\$100,000 to \$249,999	160,108	160,269	160,291	160,312	160,809	161,495
\$250,000 to \$499,999	351,829	351,757	351,314	350,681	352,544	353,470
\$500,000 to \$999,999	698,888	695,571	698,667	698,809	696,781	700,656
\$1,000,000 to \$9,999,999	2,923,468	2,870,613	2,875,811	2,852,945	2,836,451	2,857,510
\$10,000,000 or more	14,469,699	14,948,754	15,453,567	16,485,287	17,093,568	17,831,188

<i>All charities</i>	2006	2007	2008	2009
Less than \$30,000	11,305	10,483	-20,541	643
\$30,000 to \$99,999	59,768	60,067	59,777	59,884
\$100,000 to \$249,999	161,962	162,067	161,433	161,923
\$250,000 to \$499,999	354,587	353,984	354,239	353,165
\$500,000 to \$999,999	697,519	699,115	701,047	700,576
\$1,000,000 to \$9,999,999	2,838,890	2,868,799	2,892,937	2,887,463
\$10,000,000 or more	18,550,849	19,160,964	19,885,499	20,226,246

## Small Charities: An Analysis of Change in Fundraising Activities

Table 4 – Charities by designation type, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Public Foundation	2377	2476	2581	2616	2629	2649	2639	2692	2788	2902
Private Foundation	2409	2548	2677	2694	2655	2677	2719	2823	3170	3320
Charitable Organization	40507	40392	40689	39813	39782	39741	39773	39124	38466	39318
<b>Total Small Charities</b>	<b>45294</b>	<b>45416</b>	<b>45947</b>	<b>45123</b>	<b>45066</b>	<b>45067</b>	<b>45131</b>	<b>44639</b>	<b>44424</b>	<b>45540</b>
Public Foundation	1548	1602	1626	1718	1814	1933	2081	2082	2011	2030
Private Foundation	1163	1156	1120	1160	1292	1439	1544	1634	1457	1485
Charitable Organization	28057	29035	29553	30688	31817	32627	33713	34182	34593	34885
<b>Total Larger Charities</b>	<b>30770</b>	<b>31795</b>	<b>32301</b>	<b>33568</b>	<b>34925</b>	<b>36003</b>	<b>37339</b>	<b>37899</b>	<b>38062</b>	<b>38401</b>
Public Foundation	3925	4078	4207	4334	4443	4582	4720	4774	4799	4932
Private Foundation	3572	3704	3797	3854	3947	4116	4263	4457	4627	4805
Charitable Organization	68564	69427	70242	70501	71599	72368	73486	73306	73059	74203
<b>Total all Charities</b>	<b>76064</b>	<b>77211</b>	<b>78248</b>	<b>78691</b>	<b>79991</b>	<b>81070</b>	<b>82470</b>	<b>82538</b>	<b>82486</b>	<b>83941</b>

Table 5 – Charities by rural/urban, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Rural	14519	14459	14617	14392	14326	14188	14091	13883	13589	13805
Urban	30757	30939	31312	30712	30723	30858	31024	30740	30823	31726
<b>Total Small Charities</b>	<b>45294</b>	<b>45416</b>	<b>45947</b>	<b>45123</b>	<b>45066</b>	<b>45067</b>	<b>45131</b>	<b>44639</b>	<b>44424</b>	<b>45540</b>
Rural	4384	4612	4664	4908	5225	5453	5737	5860	6012	6020
Urban	26376	27171	27624	28648	29689	30541	31592	32031	32041	32371
<b>Total Larger Charities</b>	<b>30770</b>	<b>31795</b>	<b>32301</b>	<b>33568</b>	<b>34925</b>	<b>36003</b>	<b>37339</b>	<b>37899</b>	<b>38062</b>	<b>38401</b>
Rural	18903	19071	19281	19300	19551	19641	19828	19743	19601	19825
Urban	57133	58110	58936	59360	60412	61399	62616	62771	62864	64097
<b>Total all Charities</b>	<b>76064</b>	<b>77211</b>	<b>78248</b>	<b>78691</b>	<b>79991</b>	<b>81070</b>	<b>82470</b>	<b>82538</b>	<b>82486</b>	<b>83941</b>

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Rural	32.1%	31.8%	31.8%	31.9%	31.8%	31.5%	31.2%	31.1%	30.6%	30.3%
Urban	67.9%	68.1%	68.1%	68.1%	68.2%	68.5%	68.7%	68.9%	69.4%	69.7%
<b>Total Small Charities</b>	<b>59.5%</b>	<b>58.8%</b>	<b>58.7%</b>	<b>57.3%</b>	<b>56.3%</b>	<b>55.6%</b>	<b>54.7%</b>	<b>54.1%</b>	<b>53.9%</b>	<b>54.3%</b>
Rural	14.2%	14.5%	14.4%	14.6%	15.0%	15.1%	15.4%	15.5%	15.8%	15.7%
Urban	85.7%	85.5%	85.5%	85.3%	85.0%	84.8%	84.6%	84.5%	84.2%	84.3%
<b>Total Larger Charities</b>	<b>40.5%</b>	<b>41.2%</b>	<b>41.3%</b>	<b>42.7%</b>	<b>43.7%</b>	<b>44.4%</b>	<b>45.3%</b>	<b>45.9%</b>	<b>46.1%</b>	<b>45.7%</b>
Rural	24.9%	24.7%	24.6%	24.5%	24.4%	24.2%	24.0%	23.9%	23.8%	23.6%
Urban	75.1%	75.3%	75.3%	75.4%	75.5%	75.7%	75.9%	76.1%	76.2%	76.4%
<b>Total all Charities</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 6 presents the number and proportion of charities in each category of charitable activity (welfare, religion, education, health, benefit to the community and other); results are broken down by charity size. Details of which charity activity codes fall within each major category can be found in Appendix D. The category of activity with the largest proportion of charities is religion with more than one-third of all charities. Compared with Sharpe's results (1994, 2001) based on T3010 data from 1991, it appears that the proportion of charities with religious purposes has decreased; 45% of charities were religious organizations in 1991. For small charities, from 2000 to 2009, the welfare category increased steadily to form 18% of all charities. By 2009, the benefit to the community category represented 17%, the education category about 17%, and the health category almost 6% of small charities. The other category represented just over 6% of small charities in 2009.

Table 7 summarizes the number of charities that declared religious versus secular purposes by year.

In Table 8 the small charities are grouped into five different regions: Western Canada (Alberta, British Columbia, Manitoba, Saskatchewan); Ontario; Quebec; the Maritimes (New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island); and the Territories (Northwest Territories, Nunavut, Yukon). Western Canada, Ontario and Eastern Canada (Quebec and Maritimes) each represent about one-third of Canadian charities. Western Canada is the region with the greatest number of charities, compared with the Territories which host just over one hundred charities.

Table 9 presents more detailed information on the number of charities by province (10) and territory (3). Ontario is the province with the largest number of charities with more than 29,000, followed by Quebec with about 16,000, British Columbia with almost 12,000 and Alberta at almost 9,000.



## Small Charities: An Analysis of Change in Fundraising Activities

Table 6 – Charities by charitable activity, per year

<i>All Charities</i>	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Welfare	7082	7337	7431	7428	7461	7631	7733	7783	8003	8342
Religion	17613	17420	17526	17006	16891	16657	16414	16171	15903	16248
Education	7583	7580	7670	7529	7541	7591	7697	7585	7463	7614
Health	2412	2426	2493	2492	2421	2418	2438	2402	2423	2504
Benefits to Community	7516	7588	7752	7625	7687	7722	7800	7669	7606	7805
Other	3080	3052	3062	3021	3034	3021	3040	3029	3026	3027
<b>Total Small Charities*</b>	<b>45286</b>	<b>45403</b>	<b>45934</b>	<b>45101</b>	<b>45035</b>	<b>45040</b>	<b>45122</b>	<b>44639</b>	<b>44424</b>	<b>45540</b>
Welfare	6967	7221	7504	7810	8215	8543	8928	9135	9171	9339
Religion	11715	12164	12226	12774	13201	13605	14106	14243	14272	14211
Education	4755	4916	5003	5189	5411	5538	5719	5834	5861	5912
Health	2851	2909	2921	2933	3065	3079	3188	3172	3174	3221
Benefits to Community	4023	4102	4160	4350	4480	4625	4806	4921	4977	5063
Other	448	470	471	496	522	581	587	593	606	654
<b>Total Larger Charities*</b>	<b>30759</b>	<b>31782</b>	<b>32285</b>	<b>33552</b>	<b>34894</b>	<b>35971</b>	<b>37334</b>	<b>37898</b>	<b>38061</b>	<b>38400</b>
Welfare	14049	14558	14935	15238	15676	16174	16661	16918	17174	17681
Religion	29328	29584	29752	29780	30092	30262	30520	30414	30175	30459
Education	12338	12496	12673	12718	12952	13129	13416	13419	13324	13526
Health	5263	5335	5414	5425	5486	5497	5626	5574	5597	5725
Benefits to Community	11539	11690	11912	11975	12167	12347	12606	12590	12583	12868
Other	3528	3522	3533	3517	3556	3602	3627	3622	3632	3681
<b>Total all Charities*</b>	<b>76045</b>	<b>77185</b>	<b>78219</b>	<b>78653</b>	<b>79929</b>	<b>81011</b>	<b>82456</b>	<b>82537</b>	<b>82485</b>	<b>83940</b>

\*Totals do not match Table 1B because some organizations did not report charitable activity

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Welfare	15.6%	16.2%	16.2%	16.5%	16.6%	16.9%	17.1%	17.4%	18.0%	18.3%
Religion	38.9%	38.4%	38.2%	37.7%	37.5%	37.0%	36.4%	36.2%	35.8%	35.7%
Education	16.7%	16.7%	16.7%	16.7%	16.7%	16.9%	17.1%	17.0%	16.8%	16.7%
Health	5.3%	5.3%	5.4%	5.5%	5.4%	5.4%	5.4%	5.4%	5.5%	5.5%
Benefits to Community	16.6%	16.7%	16.9%	16.9%	17.1%	17.1%	17.3%	17.2%	17.1%	17.1%
Other	6.8%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.8%	6.8%	6.6%
<b>Total Small Charities</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Welfare	18.5%	18.9%	19.1%	19.4%	19.6%	20.0%	20.2%	20.5%	20.8%	21.1%
Religion	38.6%	38.3%	38.0%	37.9%	37.6%	37.4%	37.0%	36.8%	36.6%	36.3%
Education	16.2%	16.2%	16.2%	16.2%	16.2%	16.2%	16.3%	16.3%	16.2%	16.1%
Health	6.9%	6.9%	6.9%	6.9%	6.9%	6.8%	6.8%	6.8%	6.8%	6.8%
Benefits to Community	15.2%	15.1%	15.2%	15.2%	15.2%	15.2%	15.3%	15.3%	15.3%	15.3%
Other	4.6%	4.6%	4.5%	4.5%	4.4%	4.4%	4.4%	4.4%	4.4%	4.4%
<b>Total all Charities</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 7 – Charities by religious/secular, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
All Charities										
Secular	27673	27983	28408	28095	28144	28383	28708	28468	28521	29292
Religious	17613	17420	17526	17006	16891	16657	16414	16171	15903	16248
<b>Total Small Charities*</b>	<b>45286</b>	<b>45403</b>	<b>45934</b>	<b>45101</b>	<b>45035</b>	<b>45040</b>	<b>45122</b>	<b>44639</b>	<b>44424</b>	<b>45540</b>
Secular	19044	19618	20059	20778	21693	22366	23228	23655	23789	24189
Religious	11715	12164	12226	12774	13201	13605	14106	14243	14272	14211
<b>Total Larger Charities*</b>	<b>30759</b>	<b>31782</b>	<b>32285</b>	<b>33552</b>	<b>34894</b>	<b>35971</b>	<b>37334</b>	<b>37898</b>	<b>38061</b>	<b>38400</b>
Secular	46717	47601	48467	48873	49837	50749	51936	52123	52310	53481
Religious	29328	29584	29752	29780	30092	30262	30520	30414	30175	30459
<b>Total all Charities*</b>	<b>76045</b>	<b>77185</b>	<b>78219</b>	<b>78653</b>	<b>79929</b>	<b>81011</b>	<b>82456</b>	<b>82537</b>	<b>82485</b>	<b>83940</b>

\*Totals do not match Table1B because some organizations did not report either secular/religious

Table 8 – Small charities by region, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Western Canada	16593	16573	16832	16481	16481	16335	16208	16008	15891	16308
Ontario	15017	15100	15239	15001	14976	15048	15204	15100	15216	15664
Quebec	8180	8214	8286	8159	8223	8299	8398	8304	8172	8317
Maritimes	5353	5373	5437	5336	5239	5230	5177	5077	5002	5110
Territories	123	130	123	117	118	122	119	123	121	120
<b>Total Small Charities*</b>	<b>45266</b>	<b>45390</b>	<b>45917</b>	<b>45094</b>	<b>45037</b>	<b>45034</b>	<b>45106</b>	<b>44612</b>	<b>44402</b>	<b>45519</b>

\*Totals do not match Table1B because of international location (outside Canada)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Western Canada	36.7%	36.5%	36.7%	36.5%	36.6%	36.3%	35.9%	35.9%	35.8%	35.8%
Ontario	33.2%	33.3%	33.2%	33.3%	33.3%	33.4%	33.7%	33.8%	34.3%	34.4%
Quebec	18.1%	18.1%	18.0%	18.1%	18.3%	18.4%	18.6%	18.6%	18.4%	18.3%
Maritimes	11.8%	11.8%	11.8%	11.8%	11.6%	11.6%	11.5%	11.4%	11.3%	11.2%
Territories	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
<b>Total Small Charities</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 9 – Small charities by province and territory, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alberta	4754	4688	4766	4597	4591	4528	4439	4363	4289	4453
British Columbia	5842	5943	6094	6017	6036	6042	6087	6077	6119	6368
Manitoba	2652	2623	2681	2629	2613	2608	2581	2546	2533	2569
New Brunswick	1758	1753	1779	1712	1698	1682	1687	1642	1619	1640
Newfoundland	648	655	656	665	649	664	620	612	575	592
Northwest Territories	54	56	54	53	50	50	53	55	48	51
Nova Scotia	2573	2598	2635	2609	2539	2531	2507	2469	2445	2525
Nunavut	16	18	12	15	13	15	10	11	13	13
Ontario	15017	15100	15239	15001	14976	15048	15204	15100	15216	15664
Prince Edward Island	374	367	367	350	353	353	363	354	363	353
Quebec	8180	8214	8286	8159	8223	8299	8398	8304	8172	8317
Saskatchewan	3345	3319	3291	3238	3241	3157	3101	3022	2950	2918
Yukon	53	56	57	49	55	57	56	57	60	56
<b>Total Small Charities*</b>	<b>45266</b>	<b>45390</b>	<b>45910</b>	<b>45094</b>	<b>45037</b>	<b>45034</b>	<b>45106</b>	<b>44612</b>	<b>44402</b>	<b>45519</b>
Alberta	8094	8200	8308	8358	8495	8619	8756	8756	8761	8954
British Columbia	10059	10284	10462	10527	10721	10927	11234	11389	11473	11759
Manitoba	4210	4256	4326	4358	4398	4464	4518	4525	4515	4581
New Brunswick	2598	2621	2648	2628	2653	2677	2694	2687	2676	2687
Newfoundland	1082	1099	1125	1149	1163	1167	1166	1166	1165	1180
Northwest Territories	112	117	119	114	120	124	126	125	122	123
Nova Scotia	3562	3614	3672	3684	3681	3696	3746	3726	3731	3786
Nunavut	33	32	30	29	29	30	31	30	30	31
Ontario	26753	27142	27473	27654	28150	28577	29178	29141	29130	29675
Prince Edward Island	530	533	543	548	553	561	564	569	577	574
Quebec	14383	14663	14880	14999	15335	15553	15828	15829	15770	16029
Saskatchewan	4494	4492	4500	4483	4531	4500	4458	4425	4369	4394
Yukon	108	110	110	108	113	118	125	125	126	127
<b>Total all Charities*</b>	<b>76018</b>	<b>77163</b>	<b>78196</b>	<b>78639</b>	<b>79942</b>	<b>81013</b>	<b>82424</b>	<b>82493</b>	<b>82445</b>	<b>83900</b>

\*Totals do not match Table1B because of international location (outside Canada)

## PROFILE OF FUNDRAISING ACTIVITIES BY SMALL CHARITIES

Generating income is essential to allocate funds directly or indirectly to charitable activities. Therefore, it is not surprising that one of the most visible actions of charities is fundraising. For the purpose of the present report, we focus on fundraising methods contained in the T3010, such as codes 2500 to 2660 (see Appendix B). A more detailed examination of fundraising methods and their definitions has been prepared as part of this research project (see Neilson, Brouard and Armenakian, 2012).

In the tables which follow, some cells are empty because data on all fundraising methods were not available for every year. CRA changed the forms of fundraising included in the T3010 over time. In addition, some charities may have used a different version of the T3010 than was customarily used in a specific calendar year. For example, in the T3010 (09) for the 2009 taxation year the code 2520 is not present. However, if the previous version of the T3010 form was used, then some data was collected.

In summary, the objective of this section is to draw a profile of the fundraising methods used by small charities in Canada for each year during the period 2000-2009 using a number of dimensions. Fundraising methods are analyzed in conjunction with charity size (total revenue), designation type of charity (charitable organization/ public foundation/ private foundation), location (rural/ urban), charitable activity (welfare, religion, education, health, benefit to the community and other), orientation (religious/ secular) and geographic region (provinces and territories). We also provide some comparisons with the activities of larger charities.

### *Fundraising methods by charity size*

Table 10, below, shows the fundraising methods reported by all charities, regardless of size. Table 11 reports the same information, but provides the data as percentages. The most common fundraising method reported across all charities is collection plate/boxes, especially between 2003 and 2009. If anonymous donations/loose collections is combined with collection plates/boxes for the years prior to 2003, then this represents the most common form of fundraising throughout the ten year period. Other popular fundraising methods are: special events such as dinners, galas and concerts; sales of products; direct mail campaigns; and corporate donations and sponsorships. While the use of many fundraising methods increased over time, use of some methods such as door-to-door and telephone solicitation remained relatively consistent, and the use of bingos and casino nights to raise funds dropped off.

## Small Charities: An Analysis of Change in Fundraising Activities

Table 10 – Fundraising methods used by all charities, per year (Count)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	1896	1944	1969	8318	9025	9468	10034	10408	10720	10064
Auctions	3984	4214	4439	5369	5685	5803	5987	6018	5994	6158
Bingos/casino nights	5443	5361	5134	5200	5072	4885	4781	4615	4453	0
Collection plate/boxes	5395	5577	5648	16790	17983	18242	18538	18699	18930	20089
Door to door solicitation	1845	1768	1689	1987	1972	1874	1800	1729	1648	1733
Draws/lotteries	5541	5540	5546	8707	8981	9113	9192	9171	9137	7133
Dinners/galas/concerts	9409	9847	10279	15269	16440	16940	17521	17839	18208	18342
Sales	6415	6594	6745	12134	13172	13603	13995	13960	14012	16307
Internet	0	0	0	0	0	0	0	0	0	2785
Mail campaigns	6986	7281	7494	8407	8995	9112	9268	9319	9443	9856
Planned-giving programs	0	0	0	2924	3223	3426	3650	3872	4120	4262
Corporate donations/ sponsorships	0	0	0	6152	7237	7862	8481	8934	9254	9483
Targeted Contacts	0	0	0	4976	5835	6503	7149	7623	8104	8625
Phone solicitation	1967	2058	2050	1966	1990	2055	2072	2040	2032	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	1880
Tournament/sport events	3171	3366	3540	4093	4350	4469	4637	4688	4649	5072
Telethons	390	372	360	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	2280	2348	2344	5947	6210	6406	6507	6612	6613	595
Anonymous donations, loose collections	13608	13770	13914	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	595
Other	7606	7837	7937	8588	9267	9517	9905	10011	10048	11813

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

Table 11 – Fundraising methods used by all charities, per year (%)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	2.5%	2.5%	2.5%	10.6%	11.3%	11.7%	12.2%	12.6%	13.0%	12.0%
Auctions	5.2%	5.5%	5.7%	6.8%	7.1%	7.2%	7.3%	7.3%	7.3%	7.3%
Bingos/casino nights	7.2%	6.9%	6.6%	6.6%	6.3%	6.0%	5.8%	5.6%	5.4%	
Collection plate/boxes	7.1%	7.2%	7.2%	21.3%	22.5%	22.5%	22.5%	22.7%	22.9%	23.9%
Door to door solicitation	2.4%	2.3%	2.2%	2.5%	2.5%	2.3%	2.2%	2.1%	2.0%	2.1%
Draws/lotteries	7.3%	7.2%	7.1%	11.1%	11.2%	11.2%	11.1%	11.1%	11.1%	8.5%
Dinners/galas/concerts	12.4%	12.8%	13.1%	19.4%	20.6%	20.9%	21.2%	21.6%	22.1%	21.9%
Sales	8.4%	8.5%	8.6%	15.4%	16.5%	16.8%	17.0%	16.9%	17.0%	19.4%
Internet										3.3%
Mail campaigns	9.2%	9.4%	9.6%	10.7%	11.2%	11.2%	11.2%	11.3%	11.4%	11.7%
Planned-giving programs				3.7%	4.0%	4.2%	4.4%	4.7%	5.0%	5.1%
Corporate donations/sponsorships				7.8%	9.0%	9.7%	10.3%	10.8%	11.2%	11.3%
Targeted Contacts				6.3%	7.3%	8.0%	8.7%	9.2%	9.8%	10.3%
Phone solicitation	2.6%	2.7%	2.6%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	
Phone/TV solicitation										2.2%
Tournament/sport events	4.2%	4.4%	4.5%	5.2%	5.4%	5.5%	5.6%	5.7%	5.6%	6.0%
Telethons	0.5%	0.5%	0.5%							
Walk/swim/bike-a-thons	3.0%	3.0%	3.0%	7.6%	7.8%	7.9%	7.9%	8.0%	8.0%	0.7%
Anonymous donations, loose collections	17.9%	17.8%	17.8%							
Cause-related marketing										0.7%
Other	10.0%	10.2%	10.1%	10.9%	11.6%	11.7%	12.0%	12.1%	12.2%	14.1%

Note: empty cells indicate data was not collected because the fundraising method was not included on the T3010 for that year.

Note: numbers do not add up to 100%.

Tables 12 and 13 display the fundraising methods reported by small charities (e.g., those with less than \$100,000 revenue). We provide both a count of the number and the percentage of charities utilizing each method. A noticeable ‘jump’ in the use of many fundraising methods occurs between the 2002-2002 and 2003-2009 periods. As we saw with the examination of fundraising methods across all charities, use of door-to-door and telephone solicitation, methods remained relatively consistent. In the case of small charities, the use of bingo and casino nights to raise funds also remained consistent. The most common fundraising methods reported by small charities are: collection plate/boxes; special events such as dinners, galas and concerts; and sales of products.

The category ‘Other’ is frequently used by charities of all sizes and may be a sign that the methods listed on the T3010 are not exhaustive or are misunderstood. A brief search of the database indicated 31,700 entries for other fundraising methods (code 2660) by charities over the ten year period. Additional analysis is warranted to determine the reason(s) behind this.

## Small Charities: An Analysis of Change in Fundraising Activities

Table 12 – Fundraising methods used by small charities, per year (Count)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	788	798	764	3881	4132	4173	4259	4312	4321	3884
Auctions	1197	1259	1352	1877	1946	1863	1804	1801	1763	1821
Bingos/casino nights	1689	1657	1591	1849	1780	1689	1626	1503	1462	0
Collection plate/boxes	2222	2279	2319	8501	8929	8748	8619	8424	8436	9178
Door to door solicitation	902	857	813	1129	1119	1079	1040	1003	919	1011
Draws/lotteries	2060	2070	2114	3927	4012	3940	3876	3748	3609	3062
Dinners/galas/concerts	3618	3794	3890	7016	7333	7190	7195	7111	7062	7218
Sales	2546	2644	2716	5907	6263	6247	6223	6013	5813	6953
Internet	0	0	0	0	0	0	0	0	0	891
Mail campaigns	2037	2077	2110	2971	3149	3128	3078	2995	3001	3119
Planned-giving programs	0	0	0	841	879	869	894	915	990	1006
Corporate donations/sponsorships	0	0	0	2257	2589	2703	2842	2910	2876	2902
Targeted Contacts	0	0	0	2268	2535	2807	2990	3123	3229	3380
Phone solicitation	550	562	547	661	636	668	685	644	623	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	555
Tournament/sport events	872	904	963	1394	1403	1398	1389	1404	1321	1437
Telethons	121	108	113	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	691	720	684	2324	2375	2416	2397	2339	2250	169
Anonymous donations, loose collections	5816	5740	5824	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	169
Other	3520	3584	3575	4953	5230	5308	5462	5420	5328	6059

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

Table 13 – Fundraising methods used by small charities, per year (%)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	1.7%	1.8%	1.7%	8.6%	9.2%	9.3%	9.4%	9.7%	9.7%	8.5%
Auctions	2.6%	2.8%	2.9%	4.2%	4.3%	4.1%	4.0%	4.0%	4.0%	4.0%
Bingos/casino nights	3.7%	3.6%	3.5%	4.1%	3.9%	3.7%	3.6%	3.4%	3.3%	
Collection plate/boxes	4.9%	5.0%	5.0%	18.8%	19.8%	19.4%	19.1%	18.9%	19.0%	20.2%
Door to door solicitation	2.0%	1.9%	1.8%	2.5%	2.5%	2.4%	2.3%	2.2%	2.1%	2.2%
Draws/lotteries	4.5%	4.6%	4.6%	8.7%	8.9%	8.7%	8.6%	8.4%	8.1%	6.7%
Dinners/galas/concerts	8.0%	8.4%	8.5%	15.5%	16.3%	16.0%	15.9%	15.9%	15.9%	15.8%
Sales	5.6%	5.8%	5.9%	13.1%	13.9%	13.9%	13.8%	13.5%	13.1%	15.3%
Internet										2.0%
Mail campaigns	4.5%	4.6%	4.6%	6.6%	7.0%	6.9%	6.8%	6.7%	6.8%	6.8%
Planned-giving programs				1.9%	2.0%	1.9%	2.0%	2.0%	2.2%	2.2%
Corporate donations/sponsorships				5.0%	5.7%	6.0%	6.3%	6.5%	6.5%	6.4%
Targeted Contacts				5.0%	5.6%	6.2%	6.6%	7.0%	7.3%	7.4%
Phone solicitation	1.2%	1.2%	1.2%	1.5%	1.4%	1.5%	1.5%	1.4%	1.4%	
Phone/TV solicitation										1.2%
Tournament/sport events	1.9%	2.0%	2.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.0%	3.2%
Telethons	0.3%	0.2%	0.2%							
Walk/swim/bike-a-thons	1.5%	1.6%	1.5%	5.2%	5.3%	5.4%	5.3%	5.2%	5.1%	0.4%
Anonymous donations, loose collections	12.8%	12.6%	12.7%							
Cause-related marketing										0.4%
Other	7.8%	7.9%	7.8%	11.0%	11.6%	11.8%	12.1%	12.1%	12.0%	13.3%

Note: empty cells indicate data was not collected because the fundraising method was not included on the T3010 for that year.

Note: numbers do not add up to 100%.

### *Number of fundraising methods used*

We also examined the number of fundraising methods used by small charities. As reported in Table 14, 31% of small charities reported using some method of fundraising between 2000 and 2002, and approximately 66% reported using some method of fundraising between 2003 and 2008, but in 2009 only 54% of small charities reported using some method of fundraising. These differences are difficult to explain; they may result from changes in the T3010 form itself or from changes in the instructions provided by CRA.

When we examined only the small charities that reported using fundraising methods, employing only one method was the most common response (31-33% in 2003-2008 and 42-43% in 2000-2002 and 2009). Two fundraising methods were used by 27-28%, three methods were used by around 15-17%, and four methods were used by around 9% of small charities in 2003-2008 and 5% in 2000-2002 and 2009. Few small charities reported using five or more methods.



## Small Charities: An Analysis of Change in Fundraising Activities

Table 14 – Number of fundraising methods used by small charities, per year

Organizations with ...	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
No Methods Used	31105	31164	31559	15380	14713	15172	15535	15422	15295	20959
%	68.7%	68.6%	68.7%	34.1%	32.6%	33.6%	34.1%	34.5%	34.4%	46.0%
Some Methods Used	14189	14252	14388	29743	30353	29895	29596	29217	29129	24581
%	31.3%	31.4%	31.3%	65.9%	67.4%	66.4%	65.9%	65.5%	65.6%	54.0%
<b>Total Small Charities</b>	<b>45294</b>	<b>45416</b>	<b>45947</b>	<b>45123</b>	<b>45066</b>	<b>45028</b>	<b>44911</b>	<b>44639</b>	<b>44424</b>	<b>45540</b>

Organizations with ...	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1 Method Used	6104	5997	6174	9896	9942	9610	9492	9147	9328	10327
2 Methods Used	3990	4053	3921	8207	8249	8106	8056	8152	8014	6529
3 Methods Used	2094	2112	2115	5007	5189	5120	5042	4944	4911	3940
4 Methods Used	1011	1062	1122	2796	2890	2910	2822	2820	2774	1959
5 Methods Used	708	726	758	2606	2777	2834	2853	2827	2774	1304
6 Methods Used	202	210	196	711	756	721	714	716	730	306
7 Methods Used	60	71	80	305	322	333	363	346	346	116
8 Methods Used	12	9	14	128	159	160	151	156	141	54
9 Methods Used	5	8	4	53	40	56	57	72	68	28
10 Methods Used	1	3	3	17	13	25	23	19	23	7
More than 10 Methods Used	2	1	1	17	16	20	23	18	20	11
<b>Total Some Methods Used</b>	<b>14189</b>	<b>14252</b>	<b>14388</b>	<b>29743</b>	<b>30353</b>	<b>29895</b>	<b>29596</b>	<b>29217</b>	<b>29129</b>	<b>24581</b>

Organizations with ...	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1 Method Used	43.0%	42.1%	42.9%	33.3%	32.8%	32.1%	32.1%	31.3%	32.0%	42.0%
2 Methods Used	28.1%	28.4%	27.3%	27.6%	27.2%	27.1%	27.2%	27.9%	27.5%	26.6%
3 Methods Used	14.8%	14.8%	14.7%	16.8%	17.1%	17.1%	17.0%	16.9%	16.9%	16.0%
4 Methods Used	7.1%	7.5%	7.8%	9.4%	9.5%	9.7%	9.5%	9.7%	9.5%	8.0%
5 Methods Used	5.0%	5.1%	5.3%	8.8%	9.1%	9.5%	9.6%	9.7%	9.5%	5.3%
6 Methods Used	1.4%	1.5%	1.4%	2.4%	2.5%	2.4%	2.4%	2.5%	2.5%	1.2%
7 Methods Used	0.4%	0.5%	0.6%	1.0%	1.1%	1.1%	1.2%	1.2%	1.2%	0.5%
8 Methods Used	0.1%	0.1%	0.1%	0.4%	0.5%	0.5%	0.5%	0.5%	0.5%	0.2%
9 Methods Used	0.0%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
10 Methods Used	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.0%
More than 10 Methods Used	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
<b>Total Some Methods Used</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Fundraising methods by designation type*

Tables 15, 16 and 17 show fundraising methods reported by small charities for the three designation types – charitable organizations, public foundations, and private foundations. Not surprisingly, foundations, especially private foundations, use fewer fundraising methods than do charitable organizations.

The most common fundraising methods reported in Table 15 by small charitable organizations are collection plate/boxes; special events such as dinners, galas and concerts; sales of products; and print, radio or television advertising. Many of the patterns observed above for all small charities are repeated here. However, after a dramatic increase for the years 2003 to 2008, an even more dramatic decrease is seen in the use of walk-, swim- and bike-a-thons for 2009.

Table 15 - Fundraising methods used by small charitable organizations, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	762	766	738	3604	3852	3875	3967	4007	3995	3557
Auctions	1094	1159	1238	1723	1782	1711	1650	1643	1594	1638
Bingos/casino nights	1585	1549	1481	1704	1636	1561	1506	1389	1348	0
Collection plate/boxes	2160	2206	2252	8329	8750	8545	8429	8214	8214	8933
Door to door solicitation	842	798	756	1026	1022	994	962	918	834	924
Draws/lotteries	1909	1909	1946	3621	3713	3641	3582	3430	3286	2762
Dinners/galas/concerts	3422	3597	3686	6623	6899	6761	6736	6623	6554	6692
Sales	2441	2540	2598	5645	5993	5964	5923	5711	5500	6550
Internet	0	0	0	0	0	0	0	0	0	802
Mail campaigns	1860	1904	1915	2686	2860	2830	2796	2719	2692	2779
Planned-giving programs	0	0	0	754	800	779	798	818	856	886
Corporate donations/sponsorships	0	0	0	2062	2362	2448	2589	2635	2582	2581
Targeted Contacts	0	0	0	1982	2235	2453	2626	2731	2799	2898
Phone solicitation	504	513	490	597	567	600	604	576	556	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	490
Tournament/sport events	718	748	791	1128	1121	1131	1127	1147	1059	1150
Telethons	107	98	101	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	645	679	639	2176	2220	2252	2230	2163	2075	153
Anonymous donations, loose collections	5681	5629	5689	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	153
Other	3308	3353	3361	4628	4879	4945	5079	5019	4927	5488

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

For small public foundations, the most common fundraising methods reported in Table 16 are special events such as dinners, galas and concerts; targeted contacts; and sales of products.

Table 16 – Fundraising methods used by small public foundations, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	13	13	6	239	229	249	248	249	265	275
Auctions	91	90	101	129	145	133	132	132	139	154
Bingos/casino nights	94	101	100	134	131	118	111	103	104	0
Collection plate/boxes	54	58	50	117	123	134	127	131	148	161
Door to door solicitation	58	55	53	97	91	80	71	76	76	78
Draws/lotteries	133	142	147	249	238	238	227	241	234	251
Dinners/galas/concerts	171	175	181	344	372	370	382	398	435	441
Sales	87	83	98	226	227	240	253	248	260	322
Internet	0	0	0	0	0	0	0	0	0	55
Mail campaigns	155	152	174	251	242	254	246	233	265	282
Planned-giving programs	0	0	0	78	73	80	83	82	116	106
Corporate donations/sponsorships	0	0	0	164	194	203	195	204	221	244
Targeted Contacts	0	0	0	214	221	259	249	271	294	323
Phone solicitation	38	40	45	46	49	49	55	50	51	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	47
Tournament/sport events	135	135	144	223	235	224	216	211	218	234
Telethons	13	10	12	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	43	37	42	100	98	95	89	93	88	13
Anonymous donations, loose collections	109	88	106	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	13
Other	166	178	159	237	248	266	286	297	287	365

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

For small private foundations, the most common fundraising method reported in Table 17 is targeted contacts. It appears that small private foundations focus on using only a few fundraising methods.

Table 17 – Fundraising methods used by small private foundations, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	13	19	20	38	51	49	44	56	61	52
Auctions	12	10	13	25	19	19	22	26	30	29
Bingos/casino nights	10	7	10	11	13	10	9	11	10	0
Collection plate/boxes	8	15	17	55	56	69	63	79	74	84
Door to door solicitation	2	4	4	6	6	5	7	9	9	9
Draws/lotteries	18	19	21	57	61	61	67	77	89	49
Dinners/galas/concerts	25	22	23	49	62	59	77	90	73	85
Sales	18	21	20	36	43	43	47	54	53	81
Internet	0	0	0	0	0	0	0	0	0	34
Mail campaigns	22	21	21	34	47	44	36	43	44	58
Planned-giving programs	0	0	0	9	6	10	13	15	18	14
Corporate donations/sponsorships	0	0	0	31	33	52	58	71	73	77
Targeted Contacts	0	0	0	72	79	95	115	121	136	159
Phone solicitation	8	9	12	18	20	19	26	18	16	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	18
Tournament/sport events	19	21	28	43	47	43	46	46	44	53
Telethons	1	0	0	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	3	4	3	48	57	69	78	83	87	3
Anonymous donations, loose collections	26	23	29	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	3
Other	46	53	55	88	103	97	97	104	114	206

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

*Fundraising methods use by rural/urban small charities*

Table 18 and Table 19 show fundraising methods reported by small charities located in rural and urban areas.

The most common fundraising methods reported in Table 18 for rural small charities are: collection plate/boxes, special events such as dinners, galas and concerts; sales of products; print, radio or television advertising; and draws/lotteries. Once again, the 2000-2002 period shows some differences (e.g., lower numbers) compared with the 2003-2009 period. Many of the trends observed above in the use of various fundraising methods are also seen here.

Table 18 - Fundraising methods used by small rural charities, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	211	216	207	1516	1616	1638	1684	1704	1738	1617
Anonymous donations, loose collections	2325	2340	2375	0	0	0	0	0	0	0
Auctions	421	453	493	706	727	672	627	648	641	630
Bingos/casino nights	577	576	580	799	776	763	737	715	717	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	45
Collection plate/boxes	796	823	856	3902	4123	3998	3927	3859	3900	4228
Corporate donations/sponsorships	0	0	0	512	601	607	639	651	663	654
Dinners/galas/concerts	1512	1598	1624	3068	3159	3064	3036	2949	3025	3013
Door to door solicitation	488	462	435	659	637	616	566	551	512	540
Draws/lotteries	718	727	786	1480	1495	1435	1357	1307	1235	1248
Internet	0	0	0	0	0	0	0	0	0	145
Mail campaigns	530	557	564	900	954	956	954	927	909	980
Other	1214	1242	1230	1716	1793	1866	1932	1971	1865	2011
Phone solicitation	110	106	105	142	146	156	142	146	140	138
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	138
Planned-giving programs	0	0	0	287	303	296	299	307	326	328
Sales	731	771	793	2307	2429	2383	2370	2314	2256	2701
Targeted Contacts	0	0	0	432	478	525	509	551	561	566
Telethons	30	37	43	0	0	0	0	0	0	0
Tournament/sport events	257	279	304	505	494	465	473	472	469	484
Walk/swim/bike-a-thons	191	212	181	292	295	300	266	237	234	45

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 19 for urban small charities are: collection plate/boxes; sales of products; special events such as dinners, galas and concerts; and targeted contacts. Again, the 2000-2002 period shows some differences (e.g., lower numbers) compared with the 2003-2009 period. Sales of products steadily increased over the ten year period while use of draws/lotteries and walk-, swim- and bike-a-thons seems to have peaked, with a sizeable drop-off in 2009.

Table 19 – Fundraising methods used by small urban charities, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	577	581	555	2362	2514	2533	2575	2608	2583	2267
Anonymous donations, loose collections	3488	3398	3448	0	0	0	0	0	0	0
Auctions	774	804	858	1171	1219	1190	1176	1152	1121	1190
Bingos/casino nights	1969	1980	1878	1949	1928	1832	1796	1720	1630	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	124
Collection plate/boxes	1424	1455	1462	4597	4804	4748	4691	4563	4535	4949
Corporate donations/sponsorships	0	0	0	1743	1987	2095	2201	2258	2212	2248
Dinners/galas/concerts	2104	2195	2265	3947	4173	4125	4158	4161	4036	4204
Door to door solicitation	413	395	378	470	482	463	474	452	407	471
Draws/lotteries	1341	1343	1328	2447	2516	2503	2518	2437	2370	1814
Internet	0	0	0	0	0	0	0	0	0	746
Mail campaigns	1504	1519	1545	2066	2190	2170	2122	2066	2089	2138
Other	2304	2340	2343	3236	3436	3439	3528	3448	3462	4047
Phone solicitation	439	456	442	519	489	512	543	498	483	417
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	417
Planned-giving programs	0	0	0	553	576	573	595	608	663	678
Sales	1813	1872	1922	3599	3832	3864	3852	3697	3557	4251
Targeted Contacts	0	0	0	1833	2055	2281	2481	2572	2666	2813
Telethons	90	71	70	0	0	0	0	0	0	0
Tournament/sport events	614	625	659	889	909	933	916	932	852	953
Walk/swim/bike-a-thons	499	508	503	725	712	727	682	652	575	124

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

*Fundraising methods by charitable activity*

Tables 20, 21, 22, 23, 24 and 25 show fundraising methods reported by small charities in each of the six categories of charitable activity used by CRA: welfare, religion, education, health, benefit to the community and other.

The most common fundraising methods reported in Table 20 for small charities in the welfare activity category are sales of products, special events such as dinners, galas, and concerts; collection plate/boxes; and targeted contacts.

Table 20 - Fundraising methods used by small charities (welfare), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	18	21	26	736	804	804	773	807	797	746
Auctions	148	168	175	255	263	263	250	248	247	264
Bingos/casino nights	310	309	276	282	295	299	252	236	234	0
Collection plate/boxes	355	384	395	760	763	772	755	763	754	838
Door to door solicitation	209	204	183	339	364	319	301	299	292	323
Draws/lotteries	350	389	366	627	663	655	653	655	645	468
Dinners/galas/concerts	379	428	420	757	827	822	855	870	870	918
Sales	380	406	408	786	807	805	815	797	807	953
Internet	0	0	0	0	0	0	0	0	0	177
Mail campaigns	449	488	452	641	721	705	664	661	667	695
Planned-giving programs	0	0	0	111	130	129	124	127	146	149
Corporate donations/sponsorships	0	0	0	490	554	583	591	626	638	622
Targeted contacts	0	0	0	544	625	685	712	748	801	826
Phone solicitation	115	141	143	171	162	173	184	157	152	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	133
Tournament/sport events	223	238	246	324	348	362	345	366	340	361
Telethons	35	32	28	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	139	169	156	400	432	471	488	511	477	40
Anonymous donations, loose collections	498	515	556	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	40
Other	550	579	580	848	864	887	917	923	883	1049

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 21 for small charities in the religious category are: collection plate/boxes, special events such as dinners, galas, and concerts; and sales of products. The use of collection plate/boxes is three times more popular than other fundraising methods for religious charities.

Table 21 - Fundraising methods used by small charities (religion), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	631	631	611	926	951	975	976	986	1064	937
Auctions	383	415	434	546	552	494	464	457	442	424
Bingos/casino nights	270	291	285	277	283	270	268	212	231	0
Collection plate/boxes	1167	1123	1122	6107	6407	6212	6032	5883	5954	6438
Door to door solicitation	376	346	350	395	375	358	343	320	303	311
Draws/lotteries	310	302	326	833	859	829	838	791	777	431
Dinners/galas/concerts	1793	1864	1879	3162	3216	3052	2984	2920	2923	2877
Sales	727	748	775	2001	2057	2028	1904	1832	1798	2282
Internet	0	0	0	0	0	0	0	0	0	132
Mail campaigns	507	523	561	777	803	853	818	816	816	849
Planned-giving programs	0	0	0	494	504	499	511	524	553	553
Corporate donations/sponsorships	0	0	0	121	142	144	144	158	148	149
Targeted contacts	0	0	0	286	324	369	388	427	446	467
Phone solicitation	68	64	70	117	113	123	127	116	113	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	110
Tournament/sport events	75	85	96	94	101	91	91	86	91	101
Telethons	26	25	30	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	193	181	157	1002	1003	977	1002	947	902	28
Anonymous donations, loose collections	4006	3867	3874	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	28
Other	1351	1354	1341	1477	1611	1635	1639	1629	1598	1704

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.



The most common fundraising methods reported in Table 22 for small charities in the education category are: sales of products; special events such as dinners, galas, and concerts; corporate donations and/or sponsorships; and targeted contacts.

Table 22 - Fundraising methods used by small charities (education), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	83	84	69	798	848	885	927	942	930	825
Auctions	271	269	312	418	454	424	448	445	427	439
Bingos/casino nights	439	411	374	460	417	388	404	373	353	0
Collection plate/boxes	137	158	157	354	373	416	448	438	413	461
Door to door solicitation	124	128	110	148	156	170	185	184	131	154
Draws/lotteries	481	496	490	826	840	882	890	843	789	701
Dinners/galas/concerts	582	601	678	1214	1347	1342	1412	1395	1372	1432
Sales	781	779	803	1378	1442	1482	1540	1459	1341	1478
Internet	0	0	0	0	0	0	0	0	0	236
Mail campaigns	510	492	506	707	743	725	733	714	674	704
Planned-giving programs	0	0	0	102	95	98	95	100	106	118
Corporate donations/sponsorships	0	0	0	767	890	953	1016	1027	1001	1044
Targeted contacts	0	0	0	691	772	868	971	989	990	1058
Phone solicitation	181	175	161	190	178	184	194	195	190	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	159
Tournament/sport events	149	154	167	225	244	255	240	248	231	250
Telethons	14	10	12	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	153	149	142	370	404	421	392	373	362	37
Anonymous donations, loose collections	367	381	386	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	37
Other	591	609	607	901	937	938	1011	1001	937	1150

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 23 for small charities in the health category are: sales of products; special events such as dinners, galas, and concerts; collection plate/boxes and print, radio or television advertising.

Table 23 - Fundraising methods used by small charities (health), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	13	16	12	285	297	297	319	329	320	302
Auctions	75	78	78	124	130	146	136	138	137	158
Bingos/casino nights	110	114	105	116	105	109	106	111	104	0
Collection plate/boxes	93	97	85	181	167	186	184	174	167	177
Door to door solicitation	24	27	27	44	44	48	39	35	32	40
Draws/lotteries	198	203	204	383	385	385	378	361	345	351
Dinners/galas/concerts	157	143	164	328	314	332	344	361	356	375
Sales	162	174	169	406	451	440	452	457	445	529
Internet	0	0	0	0	0	0	0	0	0	90
Mail campaigns	139	132	152	231	215	221	224	206	219	220
Planned-giving programs	0	0	0	34	32	37	53	41	56	49
Corporate donations/sponsorships	0	0	0	212	232	235	255	264	260	266
Targeted contacts	0	0	0	187	203	213	239	217	225	240
Phone solicitation	42	31	36	43	36	37	45	46	41	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	38
Tournament/sport events	109	99	115	198	202	192	206	194	180	215
Telethons	13	8	8	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	68	65	79	189	187	192	200	201	211	18
Anonymous donations, loose collections	154	145	148	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	18
Other	194	195	201	374	396	389	401	378	401	492

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 24 for small charities in the benefit to community category are: sales of products; special events such as dinners, galas and concerts; collection plate/boxes; and print, radio or television advertising.

Table 24 - Fundraising methods used by small charities (benefit to community), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	30	37	35	1061	1145	1126	1180	1165	1129	998
Auctions	275	280	293	445	462	450	436	448	450	472
Bingos/casino nights	484	465	473	601	574	532	513	493	465	0
Collection plate/boxes	361	409	446	903	1011	957	996	977	966	1057
Door to door solicitation	125	114	110	138	118	123	122	112	110	123
Draws/lotteries	624	594	640	1086	1077	1032	970	953	909	964
Dinners/galas/concerts	604	670	644	1320	1369	1397	1378	1349	1337	1400
Sales	442	487	498	1214	1365	1348	1385	1335	1303	1558
Internet	0	0	0	0	0	0	0	0	0	239
Mail campaigns	378	392	405	574	619	585	600	557	586	607
Planned-giving programs	0	0	0	74	94	76	83	95	103	104
Corporate donations/sponsorships	0	0	0	620	716	741	798	798	784	777
Targeted contacts	0	0	0	476	523	585	606	656	688	697
Phone solicitation	115	124	118	122	124	131	118	112	109	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	95
Tournament/sport events	269	282	284	462	417	420	428	434	404	427
Telethons	18	21	27	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	121	137	132	265	256	261	243	252	242	38
Anonymous donations, loose collections	665	709	737	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	38
Other	625	646	643	1156	1234	1272	1296	1296	1317	1444

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 25 for small charities in the 'other' charitable activity are: special events such as dinners, galas, and concerts and collection plate/boxes.

Table 25 - Fundraising methods used by small charities (other activity), per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	12	9	10	71	85	81	79	83	81	76
Auctions	44	48	59	88	83	82	70	65	60	64
Bingos/casino nights	76	66	77	112	106	91	83	78	75	0
Collection plate/boxes	109	106	114	194	204	200	203	189	182	207
Door to door solicitation	44	38	33	65	60	60	50	53	51	60
Draws/lotteries	96	84	87	169	184	155	145	145	144	147
Dinners/galas/concerts	103	88	105	231	256	239	221	216	204	216
Sales	54	50	62	117	134	137	124	133	119	153
Internet	0	0	0	0	0	0	0	0	0	17
Mail campaigns	54	49	34	38	44	38	37	41	39	44
Planned-giving programs	0	0	0	24	22	28	28	28	26	33
Corporate donations/sponsorships	0	0	0	43	54	44	35	37	45	44
Targeted contacts	0	0	0	81	86	84	73	86	79	92
Phone solicitation	29	26	19	18	23	20	17	18	18	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	20
Tournament/sport events	47	45	54	90	90	76	78	76	75	83
Telethons	15	12	8	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	17	19	18	94	90	92	71	55	56	8
Anonymous donations, loose collections	126	121	121	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	8
Other	208	200	203	193	181	181	196	193	192	220

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

*Fundraising methods by religious / secular*

Table 26 and Table 27 shows fundraising methods reported by small charities of a religious or secular nature.

The most common fundraising methods reported in Table 26 for religious small charities are: collection plate/boxes; special events such as dinners, galas, and concerts; and sales of products. Use of collection plate/boxes is three times more popular than other fundraising methods for religious charities.

Table 26 - Fundraising methods used by small religious charities, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	631	631	611	926	951	975	976	986	1064	937
Auctions	383	415	434	546	552	494	464	457	442	424
Bingos/casino nights	270	291	285	277	283	270	268	212	231	0
Collection plate/boxes	1167	1123	1122	6107	6407	6212	6032	5883	5954	6438
Door to door solicitation	376	346	350	395	375	358	343	320	303	311
Draws/lotteries	310	302	326	833	859	829	838	791	777	431
Dinners/galas/concerts	1793	1864	1879	3162	3216	3052	2984	2920	2923	2877
Sales	727	748	775	2001	2057	2028	1904	1832	1798	2282
Internet	0	0	0	0	0	0	0	0	0	132
Mail campaigns	507	523	561	777	803	853	818	816	816	849
Planned-giving programs	0	0	0	494	504	499	511	524	553	553
Corporate donations/sponsorships	0	0	0	121	142	144	144	158	148	149
Targeted contacts	0	0	0	286	324	369	388	427	446	467
Phone solicitation	68	64	70	117	113	123	127	116	113	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	110
Tournament/sport events	75	85	96	94	101	91	91	86	91	101
Telethons	26	25	30	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	193	181	157	1002	1003	977	1002	947	902	28
Anonymous donations, loose collections	4006	3867	3874	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	28
Other	1351	1354	1341	1477	1611	1635	1639	1629	1598	1704

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

## Small Charities: An Analysis of Change in Fundraising Activities

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The most common fundraising methods reported in Table 27 for secular small charities are: sales of products; special events such as dinners, galas, and concerts; print, radio or television advertising; targeted contacts; corporate donations or sponsorships, collection plate/boxes; and draws/lotteries.

Table 27 – Fundraising methods used by small secular charities, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	156	167	152	2951	3179	3193	3278	3326	3257	2947
Auctions	813	843	917	1330	1392	1365	1340	1344	1321	1397
Bingos/casino nights	1419	1365	1305	1571	1497	1419	1358	1291	1231	0
Collection plate/boxes	1055	1154	1197	2392	2518	2531	2586	2541	2482	2740
Door to door solicitation	526	511	463	734	742	720	697	683	616	700
Draws/lotteries	1749	1766	1787	3091	3149	3109	3036	2957	2832	2631
Dinners/galas/concerts	1825	1930	2011	3850	4113	4132	4210	4191	4139	4341
Sales	1819	1896	1940	3901	4199	4212	4316	4181	4015	4671
Internet	0	0	0	0	0	0	0	0	0	759
Mail campaigns	1530	1553	1549	2191	2342	2274	2258	2179	2185	2270
Planned-giving programs	0	0	0	345	373	368	383	391	437	453
Corporate donations/sponsorships	0	0	0	2132	2446	2556	2695	2752	2728	2753
Targeted contacts	0	0	0	1979	2209	2435	2601	2696	2783	2913
Phone solicitation	482	497	477	544	523	545	558	528	510	0
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	445
Tournament/sport events	797	818	866	1299	1301	1305	1297	1318	1230	1336
Telethons	95	83	83	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	498	539	527	1318	1369	1437	1394	1392	1348	141
Anonymous donations, loose collections	1810	1871	1948	0	0	0	0	0	0	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	141
Other	2168	2229	2234	3472	3612	3667	3821	3791	3730	4355

Note: '0' indicates data was not collected because the fundraising method was not included on the T3010 for that year.

*Fundraising methods by province and territory*

Tables 28-40 show fundraising methods reported by small charities located in each Canadian province and territory. The fundraising methods used by small charities varied by geographic location. In every province and territory except Quebec, collection plate/boxes was the most popular fundraising method; in Quebec collection plate/boxes was ranked fifth.

Looking first at western Canada, the most common fundraising method for small charities after collection plate/boxes was the sale of products in Alberta, British Columbia and Manitoba. In Saskatchewan, special events such as dinners, galas and concerts in ranked second. The third most popular method was special events such as dinners, galas and concerts in British Columbia and Manitoba, 'other' in Alberta, and the sale of products in Saskatchewan. In comparison, Hall (1996, p.xi) found that, "Charitable Gaming is the largest source of revenues for Manitoba/Saskatchewan charities and second largest for B.C. charities; Capital Campaigns are the largest source for B.C. and Alberta charities."

In Ontario, the most common fundraising methods for small charities are: collection plate/boxes; special events such as dinners, galas and concerts, and the sale of products.

In Quebec, the list of preferred fundraising methods is completely different from that of other provinces. In Quebec, the most popular fundraising methods are: 'other'; special events such as dinners, galas and concerts; sales of products, mail campaigns; collection plate/boxes and targeted contacts.

In the Maritimes, the most common fundraising methods are the same for New Brunswick, Newfoundland and Labrador, and Nova Scotia. They are: collection plate/boxes; special events such as dinners, galas and concerts; sales of products and 'other'. Prince Edward Island is slightly different. In Prince Edward Island, the most popular fundraising methods are: collection plate/boxes; special events such as dinners, galas and concerts; 'other'; sales of products and draws/lotteries. In comparison, Hall (1996, p.xi) found that "Unsolicited donations are the largest source of revenues for Atlantic charities."

In Nunavut, Yukon and the Northwest Territories, where the number of charities is small, the most common fundraising method is collection plates/boxes. The second most popular method is sales of products in the Northwest Territories and Yukon. Corporate donations and sponsorships are the third ranked fundraising method in the Yukon. Bingos and casino nights were also a frequent fundraising method for the 2000-2008 years in Northwest Territories. Unlike other areas of Canada, special events such as dinners, galas and concerts are not an important method of fundraising.

The most common fundraising methods reported in Table 28 for small charities in Alberta are: collection plate/boxes; sales of products; other; and special events such as dinners, galas and concerts.

Table 28 - Fundraising methods used by small charities in Alberta, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	90	79	80	353	390	367	387	412	379	359
Anonymous donations, loose collections	672	647	641	0	0	0	0	0	0	0
Auctions	173	159	171	218	211	208	191	187	196	213
Bingos/casino nights	612	679	669	707	746	751	773	846	871	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	18
Collection plate/boxes	233	252	244	911	957	898	867	875	860	927
Corporate donations/sponsorships	0	0	0	233	270	286	258	255	253	274
Dinners/galas/concerts	348	353	349	613	636	607	576	564	540	596
Door to door solicitation	51	34	47	40	57	55	53	47	45	42
Draws/lotteries	147	147	157	302	337	310	283	277	258	243
Internet	0	0	0	0	0	0	0	0	0	82
Mail campaigns	129	161	141	175	196	214	203	193	184	197
Other	335	356	355	462	470	490	452	448	437	664
Phone solicitation	31	36	39	31	31	34	40	23	25	23
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	23
Planned-giving programs	0	0	0	66	67	63	71	74	81	95
Sales	292	282	288	556	617	608	567	546	508	630
Targeted contacts	0	0	0	185	209	223	227	245	244	252
Telethons	8	7	4	0	0	0	0	0	0	0
Tournament/sport events	82	96	93	129	133	122	119	116	109	108
Walk/swim/bike-a-thons	65	68	65	119	113	118	96	84	75	18

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.



The most common fundraising methods reported in Table 29 for small charities in British Columbia are: collection plate/boxes; sales of products; special events such as dinners, galas and concerts; and other.

Table 29 – Fundraising methods used by small charities in British Columbia, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	161	168	160	577	629	622	627	673	668	571
Anonymous donations, loose collections	812	813	853	0	0	0	0	0	0	0
Auctions	177	184	204	306	307	296	282	294	289	316
Bingos/casino nights	849	793	697	577	524	483	466	444	424	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	22
Collection plate/boxes	347	339	367	1048	1100	1128	1108	1079	1078	1171
Corporate donations/sponsorships	0	0	0	398	454	470	525	522	507	509
Dinners/galas/concerts	387	415	442	779	835	818	831	816	800	804
Door to door solicitation	43	43	47	51	48	40	47	53	41	61
Draws/lotteries	263	262	287	548	551	535	532	493	514	374
Internet	0	0	0	0	0	0	0	0	0	197
Mail campaigns	249	241	263	377	400	374	365	369	370	378
Other	504	542	554	739	761	775	797	788	786	827
Phone solicitation	57	67	66	70	74	73	68	73	62	76
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	76
Planned-giving programs	0	0	0	98	99	103	109	120	130	123
Sales	380	417	468	927	993	952	937	910	890	1024
Targeted contacts	0	0	0	396	441	481	539	557	582	630
Telethons	13	10	11	0	0	0	0	0	0	0
Tournament/sport events	81	72	95	128	135	132	137	131	122	152
Walk/swim/bike-a-thons	92	105	101	150	142	126	132	111	100	22

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 30 for small charities in Manitoba are: collection plate/boxes; sales of products; special events such as dinners, galas and concerts; and other.

Table 30 - Fundraising methods used by small charities in Manitoba, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	32	36	42	235	256	252	235	260	266	251
Anonymous donations, loose collections	346	332	354	0	0	0	0	0	0	0
Auctions	62	66	62	110	118	118	101	106	98	100
Bingos/casino nights	115	121	132	132	140	123	120	113	114	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	6
Collection plate/boxes	97	108	120	573	616	607	593	583	597	641
Corporate donations/sponsorships	0	0	0	126	134	142	133	149	164	152
Dinners/galas/concerts	256	243	238	486	481	484	454	449	474	461
Door to door solicitation	57	55	60	82	80	80	74	75	79	69
Draws/lotteries	129	110	128	268	279	298	255	245	232	240
Internet	0	0	0	0	0	0	0	0	0	30
Mail campaigns	92	91	93	145	156	153	133	141	141	134
Other	178	186	186	257	274	280	281	273	279	365
Phone solicitation	30	21	18	24	26	23	26	18	24	18
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	18
Planned-giving programs	0	0	0	63	61	55	66	64	67	64
Sales	202	203	192	451	461	471	461	451	446	495
Targeted contacts	0	0	0	100	101	115	128	137	133	139
Telethons	7	1	4	0	0	0	0	0	0	0
Tournament/sport events	33	46	46	79	87	88	82	80	84	90
Walk/swim/bike-a-thons	38	35	35	63	50	66	56	53	41	6

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

## Small Charities: An Analysis of Change in Fundraising Activities

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The most common fundraising methods reported in Table 31 for small charities in New Brunswick are: collection plate/boxes; special events such as dinners, galas and concerts; sales of products; and other.

Table 31 – Fundraising methods used by small charities in New Brunswick, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	59	55	59	133	133	135	146	149	156	136
Anonymous donations, loose collections	283	282	286	0	0	0	0	0	0	0
Auctions	53	52	62	81	91	77	85	69	75	74
Bingos/casino nights	39	42	45	43	42	36	38	36	34	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	8
Collection plate/boxes	82	89	89	371	376	353	385	357	367	408
Corporate donations/sponsorships	0	0	0	75	82	90	83	85	90	95
Dinners/galas/concerts	152	150	163	275	288	259	262	255	241	256
Door to door solicitation	26	35	31	42	41	38	38	33	27	30
Draws/lotteries	68	81	74	149	140	145	151	148	153	153
Internet	0	0	0	0	0	0	0	0	0	18
Mail campaigns	60	69	76	94	104	101	103	99	107	112
Other	130	130	130	193	200	196	207	199	216	240
Phone solicitation	22	24	28	28	23	25	28	25	27	24
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	24
Planned-giving programs	0	0	0	35	42	36	39	35	46	59
Sales	102	105	102	220	252	242	238	218	226	283
Targeted contacts	0	0	0	71	82	86	77	80	87	97
Telethons	10	6	4	0	0	0	0	0	0	0
Tournament/sport events	28	31	32	37	36	33	31	43	27	35
Walk/swim/bike-a-thons	29	29	27	42	42	34	34	35	31	8

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 32 for small charities in Newfoundland and Labrador are: collection plate/boxes, special events such as dinners, galas and concerts; sales of products; and other.

Table 32 - Fundraising methods used by small charities in Newfoundland and Labrador, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	8	11	10	59	58	66	50	51	64	50
Anonymous donations, loose collections	168	165	168	0	0	0	0	0	0	0
Auctions	15	17	18	25	35	36	30	23	20	29
Bingos/casino nights	57	56	56	50	52	58	59	57	59	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	2
Collection plate/boxes	58	65	71	192	203	205	184	183	154	190
Corporate donations/sponsorships	0	0	0	43	56	49	41	52	48	40
Dinners/galas/concerts	94	94	90	155	155	175	158	124	128	148
Door to door solicitation	33	33	33	48	38	34	18	25	25	28
Draws/lotteries	54	66	70	103	116	110	93	91	80	85
Internet	0	0	0	0	0	0	0	0	0	9
Mail campaigns	24	20	25	29	35	31	24	33	20	28
Other	71	81	67	70	80	68	61	61	63	95
Phone solicitation	10	9	8	10	14	12	14	15	10	6
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	6
Planned-giving programs	0	0	0	17	16	15	14	15	15	15
Sales	63	68	64	141	129	140	136	122	101	135
Targeted contacts	0	0	0	22	30	37	32	36	39	37
Telethons	6	7	9	0	0	0	0	0	0	0
Tournament/sport events	13	16	14	20	17	21	15	14	15	10
Walk/swim/bike-a-thons	37	39	38	56	53	70	55	42	40	2

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 33 for small charities in the Northwest Territories are: collection plate/boxes and sales of products. Bingos and casino nights were also frequently used fundraising methods during the 2000-2008 period.

Table 33 – Fundraising methods used by small charities in the Northwest Territories, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	2	1	0	5	3	3	6	6	5	5
Anonymous donations, loose collections	8	6	9	0	0	0	0	0	0	0
Auctions	0	0	1	1	0	0	0	1	2	4
Bingos/casino nights	17	18	17	9	9	11	9	10	9	0
Collection plate/boxes	4	4	4	13	6	10	9	10	8	14
Corporate donations/sponsorships	0	0	0	5	3	4	9	6	7	8
Dinners/galas/concerts	1	2	1	3	2	3	1	1	1	5
Door to door solicitation	2	0	1	1	2	1	0	0	0	0
Draws/lotteries	0	1	0	0	1	1	1	2	1	2
Internet	0	0	0	0	0	0	0	0	0	2
Mail campaigns	3	4	4	6	4	2	3	6	3	4
Other	4	3	3	8	9	5	8	5	5	4
Phone solicitation	1	2	2	1	0	0	1	1	0	0
Planned-giving programs	0	0	0	1	0	0	1	1	2	3
Sales	2	2	3	7	5	7	9	12	8	13
Targeted contacts	0	0	0	3	0	4	5	4	3	4
Telethons	0	1	0	0	0	0	0	0	0	0
Tournament/sport events	1	2	0	0	0	0	0	0	0	0
Walk/swim/bike-a-thons	0	2	0	1	1	1	1	1	1	0

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 34 for small charities in Nova Scotia are: collection plate/boxes; special events such as dinners, galas and concerts; sales of products; and other.

Table 34 – Fundraising methods used by small charities in Nova Scotia, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	50	43	42	274	296	299	298	297	282	258
Anonymous donations, loose collections	447	462	446	0	0	0	0	0	0	0
Auctions	116	120	129	182	188	186	175	168	151	154
Bingos/casino nights	71	76	79	77	74	68	69	73	70	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	13
Collection plate/boxes	166	172	176	615	635	618	609	588	587	638
Corporate donations/sponsorships	0	0	0	127	136	149	147	149	134	132
Dinners/galas/concerts	289	292	271	528	558	544	534	531	522	516
Door to door solicitation	69	58	57	83	76	77	75	64	53	64
Draws/lotteries	184	191	185	306	314	318	309	293	282	293
Internet	0	0	0	0	0	0	0	0	0	30
Mail campaigns	89	110	110	156	150	145	142	135	149	170
Other	213	186	197	337	346	336	343	344	327	328
Phone solicitation	27	24	28	29	27	31	29	26	29	21
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	21
Planned-giving programs	0	0	0	50	51	50	58	68	56	62
Sales	159	162	163	429	433	438	431	392	373	474
Targeted contacts	0	0	0	103	101	122	117	129	135	131
Telethons	18	8	14	0	0	0	0	0	0	0
Tournament/sport events	61	67	61	88	89	73	68	65	59	73
Walk/swim/bike-a-thons	68	70	63	73	76	76	72	70	65	13

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising method reported in Table 35 for small charities in Nunavut is collection plate/boxes.

Table 35 – Fundraising methods used by small charities in Nunavut, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	3	4	6	2	0	2	0	2	2	2
Anonymous donations, loose collections	0	0	0	0	0	0	0	0	0	0
Auctions	1	1	1	0	1	0	0	1	1	0
Bingos/casino nights	4	3	1	1	2	1	1	3	3	0
Collection plate/boxes	1	2	3	4	5	6	5	4	3	5
Corporate donations/sponsorships	0	0	0	3	2	2	1	2	0	1
Dinners/galas/concerts	2	2	0	1	0	3	2	2	2	1
Draws/lotteries	0	0	0	1	1	1	1	1	1	0
Mail campaigns	2	2	2	1	1	1	2	1	2	1
Other	1	0	0	2	2	2	1	1	0	1
Sales	1	0	1	4	5	5	2	4	2	2
Targeted contacts	0	0	0	1	1	2	1	1	0	0

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

Note: Some fundraising methods may not appear, if not used in the territory during the period.

The most common fundraising methods reported in Table 36 for small charities in Ontario are: collection plate/boxes, special events such as dinners, galas and concerts; sales of products; and other.

Table 36 - Fundraising methods used by small charities in Ontario, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	260	279	260	1313	1412	1448	1494	1483	1529	1329
Anonymous donations, loose collections	2131	2105	2118	0	0	0	0	0	0	0
Auctions	442	486	519	692	699	681	680	698	671	681
Bingos/casino nights	1411	1364	1306	1194	1170	1164	1106	1041	937	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	63
Collection plate/boxes	783	804	800	3067	3234	3200	3207	3139	3158	3465
Corporate donations/sponsorships	0	0	0	699	795	854	928	959	958	975
Dinners/galas/concerts	1298	1389	1455	2467	2561	2534	2564	2572	2591	2641
Door to door solicitation	154	142	111	162	157	143	161	153	141	170
Draws/lotteries	836	825	819	1421	1407	1397	1403	1397	1302	1008
Internet	0	0	0	0	0	0	0	0	0	376
Mail campaigns	691	691	693	1019	1062	1045	1064	1038	1042	1071
Other	1169	1183	1182	1488	1570	1623	1713	1704	1692	1945
Phone solicitation	186	184	162	223	210	217	215	221	212	200
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	200
Planned-giving programs	0	0	0	277	285	297	300	309	355	344
Sales	890	919	927	1879	2002	2037	2041	1973	1964	2374
Targeted contacts	0	0	0	782	859	981	1069	1142	1190	1222
Telethons	39	40	36	0	0	0	0	0	0	0
Tournament/sport events	279	266	306	414	409	407	429	451	429	477
Walk/swim/bike-a-thons	280	283	272	378	376	380	370	352	327	63

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.



## Small Charities: An Analysis of Change in Fundraising Activities

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The most common fundraising methods reported in Table 37 for small charities in Prince Edward Island are: collection plate/boxes; special events such as dinners, galas and concerts; other; sales of products; and draws/lotteries.

Table 37 – Fundraising methods used by small charities in Prince Edward Island, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	2	1	3	14	12	18	27	19	28	16
Anonymous donations, loose collections	49	45	47	0	0	0	0	0	0	0
Auctions	11	9	6	9	11	10	15	12	15	12
Bingos/casino nights	7	5	6	9	6	5	4	7	6	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	1
Collection plate/boxes	14	11	9	67	75	80	78	74	88	89
Corporate donations/sponsorships	0	0	0	10	12	9	16	13	13	18
Dinners/galas/concerts	32	40	31	44	52	50	58	64	68	63
Door to door solicitation	5	5	3	11	7	8	9	9	8	8
Draws/lotteries	19	19	22	31	35	28	43	34	31	29
Internet	0	0	0	0	0	0	0	0	0	5
Mail campaigns	18	22	17	20	24	26	37	28	28	31
Other	32	31	28	31	35	33	38	44	41	42
Phone solicitation	5	3	1	6	7	6	9	8	7	7
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	7
Planned-giving programs	0	0	0	5	4	7	11	8	6	8
Sales	20	20	21	32	33	38	48	39	38	34
Targeted contacts	0	0	0	15	19	23	22	16	19	19
Telethons	0	1	0	0	0	0	0	0	0	0
Tournament/sport events	1	6	4	6	6	5	4	4	4	8
Walk/swim/bike-a-thons	1	4	3	6	1	2	3	4	4	1

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 38 for small charities in Quebec are: other; special events such as dinners, galas and concerts; sales of products; mail campaigns; collection plate/boxes; and targeted contacts.

Table 38 - Fundraising methods used by small charities in Quebec, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	59	55	53	573	584	600	621	595	578	603
Anonymous donations, loose collections	430	398	423	0	0	0	0	0	0	0
Auctions	81	83	90	127	147	126	120	127	123	134
Bingos/casino nights	427	399	397	406	397	374	390	368	358	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	24
Collection plate/boxes	284	278	286	718	739	725	707	679	669	703
Corporate donations/sponsorships	0	0	0	434	521	512	548	571	547	551
Dinners/galas/concerts	526	537	569	1028	1097	1074	1120	1097	1061	1127
Door to door solicitation	374	363	353	457	464	465	456	432	396	431
Draws/lotteries	225	236	234	501	515	506	519	481	466	369
Internet	0	0	0	0	0	0	0	0	0	116
Mail campaigns	576	562	572	738	788	821	792	746	754	795
Other	675	668	666	1010	1111	1126	1181	1162	1098	1158
Phone solicitation	151	159	167	203	185	211	223	202	190	157
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	157
Planned-giving programs	0	0	0	156	177	175	168	163	171	178
Sales	290	321	339	810	848	872	918	922	852	979
Targeted contacts	0	0	0	495	589	620	648	655	662	723
Telethons	14	16	20	0	0	0	0	0	0	0
Tournament/sport events	226	234	232	361	364	391	388	379	355	373
Walk/swim/bike-a-thons	52	50	51	85	102	103	88	92	87	24

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

## Small Charities: An Analysis of Change in Fundraising Activities

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The most common fundraising methods reported in Table 39 for small charities in Saskatchewan are: collection plate/boxes, special events such as dinners, galas and concerts; sales of products; and other.

Table 39 – Fundraising methods used by small charities in Saskatchewan, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	63	67	52	338	348	349	361	357	356	298
Anonymous donations, loose collections	452	465	459	0	0	0	0	0	0	0
Auctions	62	77	84	119	134	121	120	110	116	98
Bingos/casino nights	141	143	132	140	126	119	117	112	104	0
Cause-related marketing	0	0	0	0	0	0	0	0	0	12
Collection plate/boxes	144	145	142	899	959	892	843	830	848	907
Corporate donations/sponsorships	0	0	0	99	118	128	141	140	147	136
Dinners/galas/concerts	228	273	276	628	657	631	625	625	623	592
Door to door solicitation	87	89	70	152	149	138	109	112	104	107
Draws/lotteries	132	131	137	295	314	286	284	279	279	264
Internet	0	0	0	0	0	0	0	0	0	21
Mail campaigns	99	101	111	205	221	209	203	201	196	194
Other	202	214	202	348	359	358	364	377	375	381
Phone solicitation	29	33	28	36	37	36	32	32	37	23
Phone/TV solicitation	0	0	0	0	0	0	0	0	0	23
Planned-giving programs	0	0	0	71	74	67	56	57	58	54
Sales	138	137	140	436	465	423	421	407	389	491
Targeted contacts	0	0	0	92	96	106	118	117	129	120
Telethons	5	11	11	0	0	0	0	0	0	0
Tournament/sport events	66	66	77	131	126	124	115	120	116	110
Walk/swim/bike-a-thons	28	34	28	43	49	50	39	44	35	12

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

The most common fundraising methods reported in Table 40 for small charities in the Yukon are: collection plate/boxes; sales of products; corporate donations/ sponsorships; and other.

Table 40 - Fundraising methods used by small charities in the Yukon, per year

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ad Print/Radio/TV	2	2	1	2	8	10	7	8	8	6
Anonymous donations, loose collections	12	14	13	0	0	0	0	0	0	0
Auctions	2	3	4	7	4	3	4	4	5	5
Bingos/casino nights	3	4	4	5	3	2	2	2	2	0
Collection plate/boxes	7	9	7	20	21	23	20	19	16	17
Corporate donations/sponsorships	0	0	0	3	5	7	9	5	6	11
Dinners/galas/concerts	3	2	3	8	10	7	8	9	9	6
Door to door solicitation	0	0	0	0	0	0	0	0	0	1
Draws/lotteries	2	1	1	1	1	3	1	3	6	2
Internet	0	0	0	0	0	0	0	0	0	5
Mail campaigns	2	2	2	1	3	4	5	3	2	3
Other	3	2	2	6	10	11	13	11	8	7
Phone solicitation	0	0	0	0	1	0	0	0	0	0
Planned-giving programs	0	0	0	1	2	1	1	1	2	1
Sales	5	7	7	13	16	14	12	14	15	17
Targeted contacts	0	0	0	0	4	6	4	2	2	4
Tournament/sport events	0	1	2	1	1	2	1	1	1	1
Walk/swim/bike-a-thons	0	1	1	1	2	1	1	0	2	0

Note: '0' may indicate data was not collected because the fundraising method was not included on the T3010 for that year.

Note: Some fundraising methods may not appear, if not used in the territory during the period.

## CONCLUSION

The objective of the research project was to examine changes in the fundraising activities employed by small Canadian registered charities (defined as registered charities with total annual revenues under \$100,000) over the ten year period from 2000 to 2009. The numerous tables included in this report provide a profile of both small charities and of fundraising methods used. The analysis incorporated various variables such as charity size, type of charity (charitable organization/public foundation/private foundation), charitable activity (welfare/religion/education/health/benefit to the community/other), religious/secular nature, location (rural/urban) and geographic region (provinces and territories; western Canada/Ontario/Quebec/eastern Canada).

By establishing a global profile of small charities and examining trends in the type and number of fundraising methods utilized over the ten year period, our results will assist managers of small charities, nonprofit organizations, social enterprises, policy makers and researchers to achieve a deeper understanding of fundraising methods used by small charities. Small charities will be able to benchmark themselves and critically evaluate their practices. This may result in a transformation of their fundraising activities.

Data from the Registered Charity Information Returns (T3010) filed by charities with the Canada Revenue Agency (CRA) provided the best available source of information on the entire population of Canadian registered charities. However, the quality of information, including possible data errors, could affect the results. Caution should be exercised when interpreting the results, especially in terms of fine-grained differences in statistics. Errors, especially in the reporting of fundraising costs, have been noted by previous researchers (Ayer, Hall and Vodarek, 2009).

When analyzing the various variables included in this study, many other research questions arose; more detailed examination is warranted. For example, we examined the charitable activity variable in terms of six categories, but each of those categories has sub-categories that could be used to refine the analysis (see Appendix D). As part of a larger research program, additional analysis will be performed to provide more information.

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## APPENDICES

### Appendix A – Fundraising methods used in Hall (1996) survey

<i>Methods</i>	<i>Explanations</i>
Direct mail campaigns	Mailing requests for donations to people
Telephone campaigns	Telephone requests for donations
Door-to-door canvassing	Requests made to people at their home
Workplace campaigns	Federated fundraising – e.g. United Way style campaign
Special events primarily for fundraising	Special events that are for fundraising rather than marketing or promotion of cause
Planned giving/bequests programs/ estate planning	Requests for donations via wills and insurance plans
Capital/endowment campaigns	Requests for major individual and institutional donations for occasional multi-year gifts, special capital projects or endowments
Product sales	E.g. chocolate bars, t-shirts, flowers, etc.
Charitable gaming	Casinos, bingos, lotteries, raffles, 'Nevada' tickets
Other	(specify)

Source: Hall (1996, p.100)



Appendix B – Fundraising methods and codes per T3010 forms

	Type	T3010A (02)	T3010A (03)	T3010A (05)	T3010B (09)	T3010-1 (10)
<u>For taxation years</u> +++++		2000-2002	2003-2004	2005-2008	2009	2010
<i>Fundraising Methods</i>						
ad print/radio/TV	yes/no	207	2500	2500	2500	2500
auctions	yes/no	201	2510	2510	2510	2510
bingos/casino nights	yes/no	210	2520	2520		
collection plate/boxes	yes/no	206	2530	2530	2530	2530
door-to-door solicitation	yes/no	204	2540	2540	2540	2540
draws/lotteries	yes/no	212	2550	2550	2550	2550
dinner/galas/concerts	yes/no	213	2560	2560	2560	2560
sales	yes/no	205	2570	2570	2570	2570
internet	yes/no				2575	2575
mail campaigns	yes/no	202	2580	2580	2580	2580
planned-giving prog	yes/no		2590	2590	2590	2590
corp donations/sponsor	yes/no		2600	2600	2600	2600
targeted contacts	yes/no		2610	2610	2610	2610
phone solicitation	yes/no	203	2620	2620		
phone/TV solicitation	yes/no				2620	2620
tournament/sport events	yes/no	214	2630	2630	2630	2630
telethons	yes/no	208				
walk/swim/bike-a-thons	yes/no	211	2640	2640		
anonymous donations, loose collections	yes/no	209				
cause-related marketing	yes/no				2640	2640
other	yes/no	215	2650	2650	2650	2650
other (specify)	alpha		2660	2660	2660	2660

Note: Blank cells represent a fundraising method without a code for a specific year.

Appendix C – Demographic variables and codes per T3010 forms

	<i>Type</i>	<i>T3010A (02)</i>	<i>T3010A (03)</i>	<i>T3010A (05)</i>	<i>T3010B (09)</i>	<i>T3010-1 (10)</i>
<u>For taxation years</u> +++++		2000-2002	2003-2004	2005-2008	2009	2010
City	alpha	x	x	x	x	x
Province	alpha	x	x	x	x	x
Postal code	alpha	x	x	x	x	x
Fiscal period ending	Y/M/D (Year/ month/ day)	x	x	x	x	x
Charity designation A Public foundation B Private foundation C Charitable organization	List	x	x	x	x	x
Charitable activity	number	x	x	x	x	x
Total revenue	number	118	4700	4700	4700	4700

Appendix D – CRA activity code classification used in Sharpe (1994, 2001)

<i>Sector / Category</i>	<i>Category code</i>	
<b>Welfare</b>	Care other than treatment	1
	Disaster funds	2
	Welfare charitable corporations	3
	Welfare charitable trusts	5
	Welfare organizations n.o.c.	9
<b>Health</b>	Hospitals	10
	Health services other than hospitals	11
	Health charitable organizations	13
	Health charitable trusts	15
	Health organizations n.o.c.	19
<b>Education</b>	Teaching institutions	20
	Support of schools	21
	Culture & arts promotion	22
	Education charitable corporations	23
	Education charitable trusts	25
	Education organizations n.o.c.	29
<b>Religion</b>	Anglican parishes	30
	Baptist congregations	31
	Lutheran congregations	32
	Mennonite organizations	34
	Pentecostal assemblies	36
	Presbyterian congregations	37
	Roman Catholic parishes & chapels	38
	Other denominations	39
	Salvation Army Temples	40
	Seventh Day Adventist congregations	41
	Synagogues	42
	Religious charitable corporations	43
	United Church congregations	44
	Religious charitable trusts	45
	Convents & monasteries	46
	Missionary organizations	47
Religious organizations n.o.c.	49	
<b>Benefits to the Community</b>	Libraries & museums	50
	Military units	51
	Preservation of sites	52
	Community charitable corporations	53
	Protection of animals	54
	Community charitable trusts	55
	Recreation, playgrounds, camps	56
	Temperance associations	57
	Community organizations n.o.c.	59
<b>Other</b>	Service club charitable corporations	63
	Service club 'projects'	65
	Employee charitable trusts	75
	Registered amateur athletic association	80
	Misc. organizations n.o.c.	99

Source: Sharpe (1994, 2001, p.7)

Note: n.o.c. = not elsewhere classified