

>>trends^[4]

The definitive [4] times per year source of philanthropic trends analysis in Canada

The Research Edition

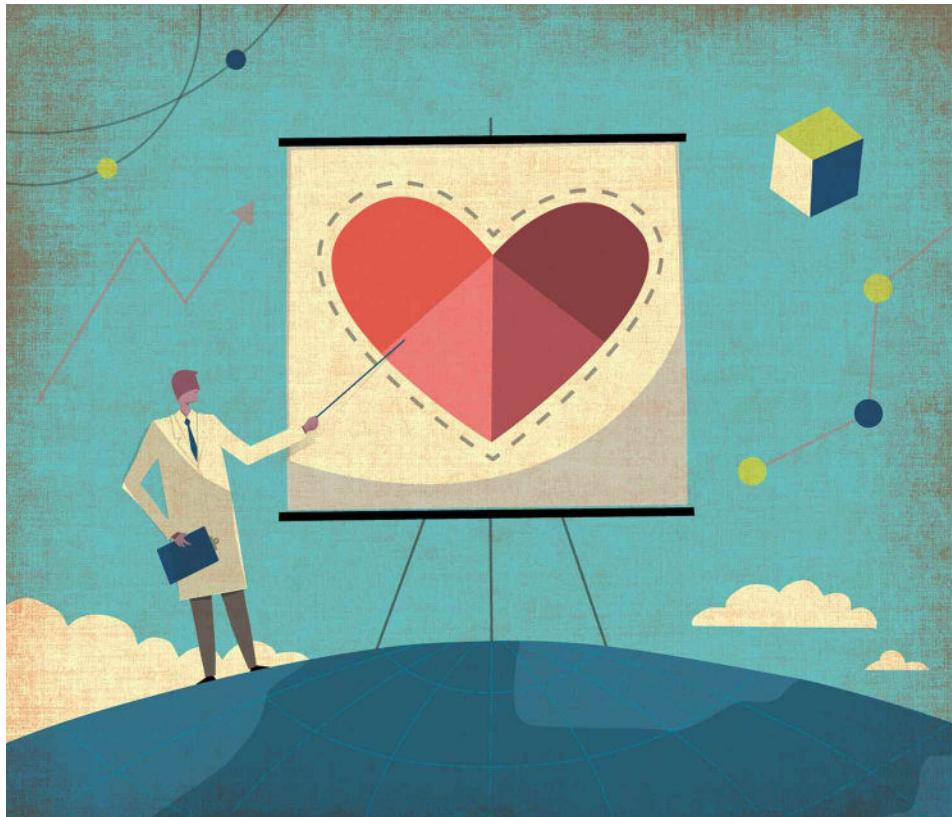
As part of National Volunteer Week (April 23-29, 2017), The Right Honourable David Johnston, Canada's 28th Governor General and Chair of the Rideau Hall Foundation hosted *Working Together for the Common Good: The Governor General's Conference on Giving at Rideau Hall*.

KCI was a proud and honoured participant, where non-profit sector leaders, corporate and government representatives, fund development professionals and academia converged. Our collective objectives were to share views on current giving trends, increase sector connectivity and learn about the Giving Behaviour Project (a Rideau Hall Foundation initiative).

Canadians from coast to coast were invited to follow the conference live online and submit questions via Twitter to panelists on three major themes: State of the Nation on Giving; Millennials: Values and Giving Behaviour; and Behavioural Science Principles to Encourage Giving.

During the conference, it struck us that all of this valuable, relevant, significant and just plain interesting research could be incredibly useful for you.

And so we thought we would make research the focus of this edition of *Philanthropic Trends Quarterly* by sharing the results of the latest phase of The



Rideau Hall Foundation's Giving Behaviour Project through which the Foundation collaborated with partners on three distinct research projects.

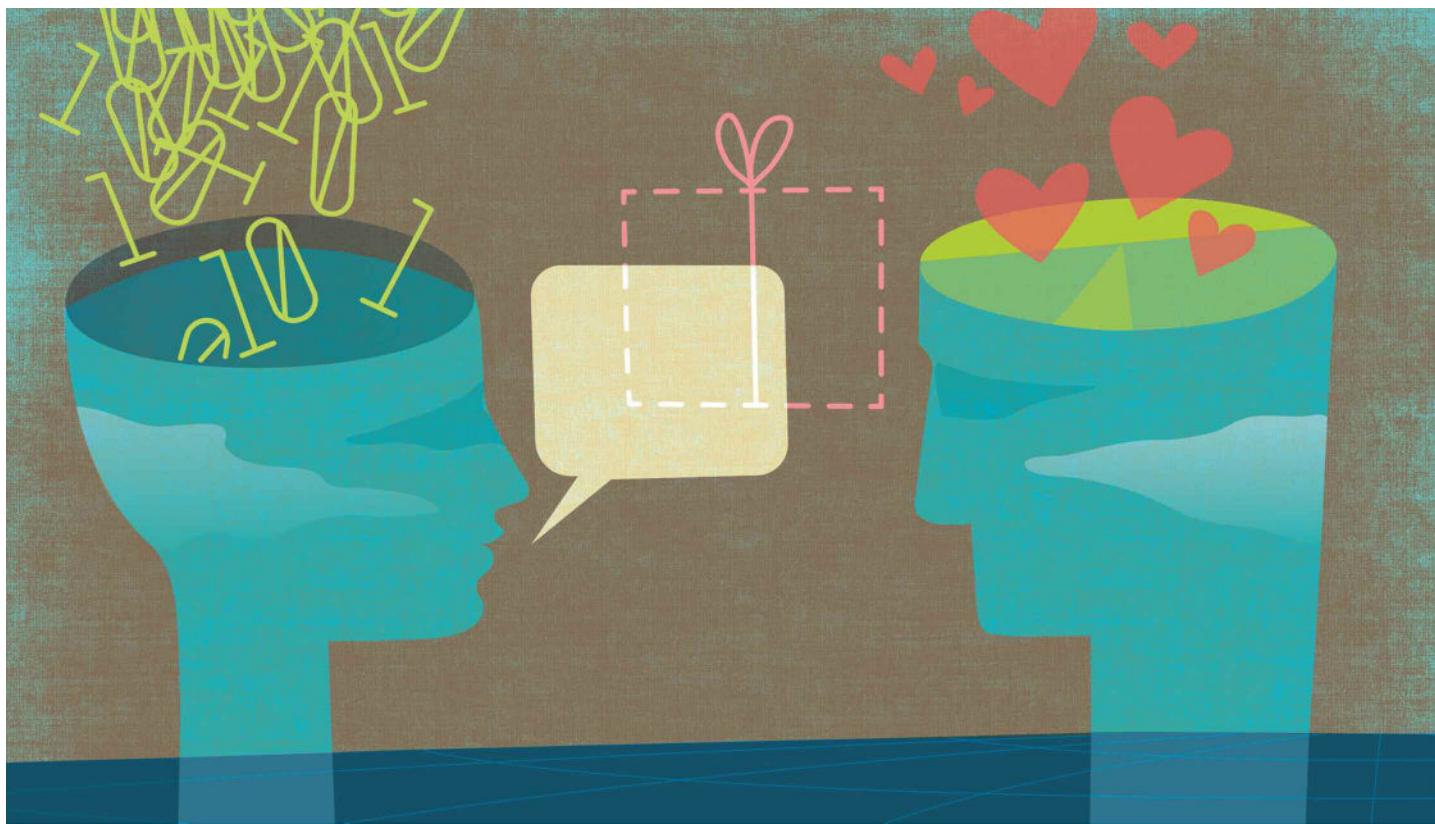
In conjunction with this edition, we're also excited to launch our new monthly KCI podcast, *The Ask – Conversations on Philanthropy with KCI*. Like our Philanthropic Trends Quarterly publication, *The Ask* will endeavour to bring thought-provoking content and conversation to fundraising professionals and volunteers across Canada. KCI is delighted that our first four episodes will focus on the

research from the Rideau Hall Foundation and our first episode ([available here](#)) features a conversation that I had recently with the Right Honourable David Johnston about philanthropy in Canada.

Read and listen on! And I hope you have a safe and enjoyable winter.

Warmly,

Marnie Spears
President and CEO



The Rideau Hall Foundation (RHF) is the registered charity established to amplify the nation-building role of the Office of the Governor General of Canada, and works with the Office in its efforts to connect, honour and inspire Canadians. The partnership model of the RHF enables a focus on four key challenges for Canada, including: (1) learning – equity of opportunity, (2) strengthening Canada's culture of innovation, (3) the promotion of giving and volunteerism, and (4) the fostering of leadership.

David Johnston's installation speech of 2010 called for a smarter and more caring nation. The RHF emerged from this initial vision and today, it seeks to encourage a stronger culture of giving in the country and a strengthening of the charitable sector. To that end, to understand how giving is changing and what we all might do to better encourage it, the RHF has

"The Rideau Hall Foundation (RHF) emerged from a vision of a smarter and more caring nation. It seeks to encourage a stronger culture of giving in the country and a strengthening of the charitable sector."

championed Canada's Giving Behaviour Project, which celebrates the culture of philanthropy as part of Canada's sesquicentennial.

The project builds on the momentum created by the *My Giving Moment* campaign (2013 – 2017) and seeks to add to the base of literature and evidence related to giving in the country. The resulting research serves as a legacy of *My Giving Moment*, looks at the current giving land-

scape, the propensity of Canadians to give, and what works to turn this propensity into action. It is believed that this collaborative research effort and emphasis on greater knowledge sharing across sectors relating to giving will foster a better understanding of giving trends and behaviours in Canada. More information about the research projects can be found online here: <https://www.rhf-frh.ca/giving/>

Here's a snapshot of what the research seeks to address:

1) A new baseline of current and trend data about giving in Canada

There is a wealth of existing data about giving – much of which has not been mined or is unknown to the public. This data is contained in a range of public sources like CRA databases and various Statistics Canada surveys, such as the

Survey of Household Spending, and the Survey of Giving, Volunteering and Participating. And so, the RHF asked Imagine Canada to undertake a deep dive into the data on giving to see what can be learned about how Canadians are giving and engaging with charity today, and how this has changed over time.

Some of the key findings from this research study are as follows:

- **Canadians give more to charity today than they did 30 years ago.** Between 1984 and 2014, total donations claimed by tax filers increased 150% in real (inflation controlled) terms, compared to a population increase (18 and over) of just 51%. However, the proportion of tax filers claiming donations has declined

The RHF ultimately is struck by the need for new mechanisms and tools to adequately assess the rise of alternative forms of "giving" (online, crowdfunding, micro-lending, social impact investing) facilitated in part by technological advances.

from a peak of almost 30% in 1990 to less than 21% in 2014.

- **Women and Canadians over age 50 form a substantial proportion of the donor pool.** Women comprise 47% of donors (up from 36% in 1985) and contribute 36% of donations (compared to

28% in 1985); older Canadians now account for 60% of donors (up from 40% in 1985) and 74% of donations (compared to 54% in 1985).

- **Charities depend more on high income Canadians than ever before.** In 2014, the top 1% of taxfilers (those earning \$250,000 and up) accounted for 31% of donations. In 1984, the top 1% (then earning \$80,000 and up) accounted for 16% of donations.
- **We're leaving money on the table.** 25% of donors say that although they are satisfied with how much they give, they could give more.
- **There's a shift in the causes Canadians support.** Between 2004 and 2013, the number of people donating to religious organizations (and the amounts they donated) decreased significantly; there has also been a significant increase in donations (and donation amounts) to international charities.

The Ask – Conversations on Philanthropy with KCI

In conjunction with this edition of *Philanthropic Trends Quarterly*, we are delighted to be launching **The Ask**, KCI's brand new monthly podcast on fund-raising and philanthropy in Canada.

As we endeavor to do with our *Philanthropic Trends Quarterly* publication, The Ask will provide insights and information that are useful and relevant to the non-profit sector in general, and to fund-raising professionals and volunteers in particular. Through The Ask, we will explore topics of interest to listeners through conversation with thought leaders from across the country and around the globe. Our hope is that these conversations will stimulate, inspire, provoke thought and perhaps sometimes even challenge...all with the goal of helping the sector and those involved in fund-raising to advance and evolve the philanthropic conversation in our country.

We are delighted that the first four episodes of The Ask will focus on the Rideau Hall Foundation. The first episode of the series shares a conversation between David Johnston, Chair of the Rideau Hall Foundation and Canada's 28th Governor General and KCI's President and CEO, Marnie Spears. The next three episodes (available over the next three months) will explore in more depth the three research initiatives that have been described briefly in this edition.

To access the podcast, please visit: www.kciphilanthropy.com/TheAsk. or download from iTunes and Google Play.

Welcome to The Ask!



This combined look at tax filer and survey data has led to a more comprehensive outlook on donation trends over a longer period of time than has been captured previously. However, the RHF ultimately is struck by the need for new mechanisms and tools to adequately assess the rise of alternative forms of "giving" (on-line, crowdfunding, micro-lending, social impact investing) facilitated in part by technological advances.

2) A portrait of social values based segmentation of Canadian millennials' giving behaviour

To better understand the major values and attitudes that impact the giving patterns of millennials, the Rideau Hall Foundation partnered with Environics Research to explore three key questions.

1/ What are the social values that impact ("drive") charitable giving among millennials? 2/ What does "giving" mean to millennials? Is a new definition required? And 3/ How are the social values that impact giving behavior learned or acquired?

The top level findings from this research are:

- The *social values profile* of millennials

who give to charitable causes indicates that this is a group that likes to be rational and feel in control, does not feel time pressured, is open to new experiences, and is connected to their community. In turn, they reject aggression (including as a form of persuasion). Appealing to these values can help (a) connect with these individuals, and (b) set the stage for charitable giving behaviour.

- For millennials, *giving is an interaction*; they are not content to give and walk away. They appear to be searching for connection, and welcome the intensity of direct and personal giving experiences (i.e., giving directly to the person in need). At the same time, the rational/logical side of these millennials means that they are looking for clear evidence of the impact of their donation. Millennials appear to have a fair bit of

Academic research we love

If you want to keep improving as an organization, it never hurts to go back to school!

According to a 2014 study by the Science of Philanthropy Initiative*, organizations that incorporate findings on philanthropic best practices from the growing body of scientific literature are more likely to report an increase in donations. However, only half of Canadian and American non-profit organizations report tapping into scientific studies on how best to solicit donors.

To help you kickstart your own Fundraising 101 program, here are some Canadian and international sources of academic research on fundraising and non-profit management we love:

PhiLab: The Montreal Research Laboratory on Canadian Philanthropy
Montreal, QC, Canada
<https://philab.uqam.ca>

Based at the University of Quebec in Montreal, PhiLab is a bilingual initiative bringing together researchers, policy makers, and members of the wider philanthropic community to share information, resources, and ideas.

* <https://www.philanthropy.com/article/Fundraisers-Who-Use-Academic/152043>

Mount Royal University Institute for Community Prosperity
Calgary, AB, Canada
[https://www.mtroyal.ca/nonprofit/
InstituteforCommunityProsperity](https://www.mtroyal.ca/nonprofit>InstituteforCommunityProsperity)

Emerging from the former Institute for Nonprofit Studies, which served as Canada's only university-based institute devoted to researching Canada's non-profit sector for 13 years, the Institute for Community Prosperity connects learning, research and change leadership to build community and strengthen the common good.

Rotman School of Management at the University of Toronto
Toronto, ON, Canada
<http://www.rotman.utoronto.ca>

The Rotman School's research institutes publish a number of resources of interest to nonprofits. The Michael Lee-Chin Family Institute for Corporate Citizenship, for example, develops research on topics including responsible investment and social enterprise; Behavioural Economics in Action at Rotman (BEAR) develops guides on how to apply insights from behavioural economics research to practices such as nudging and gamification.

IDEOS Pôle en gestion des entreprises sociales at HEC Montréal
Montreal, QC, Canada
<https://ideos.hec.ca>

IDEOS aims to improve the management and governance of organizations with a social or community focus through training, knowledge sharing, and applied research. (en Francais)

Indiana University Lilly Family School of Philanthropy
Indianapolis, IN, USA
<https://philanthropy.iupui.edu/>

Recognized as the first school of its kind, the Lilly Family School of Philanthropy trains and empowers students and practitioners to innovate and lead, and to create positive and lasting change in the world. Its faculty publishes a range of research on topics relating to philanthropy and fundraising.

The Science of Philanthropy Initiative
Chicago, IL, USA
<http://spihub.org>

Affiliated with the University of Chicago and University of Southern California, the Science of Philanthropy Initiative is a research and outreach project that

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skepticism around donations currently being used to fully benefit those who need it.

- Millennials' *giving habits often become ingrained in childhood - as do the associated social values*. While millennials are now beyond childhood, there is an opportunity to engage with them as parents (as they enter the childrearing years), encouraging them to provide

their children with giving experiences like they themselves had.

3) An exploratory examination of potential "nudge" initiatives that could contribute to increased giving by Canadians

There is a growing interest worldwide in nudge theory, reflected most recently by 2017's Nobel Prize in Economics recipient, Richard Thaler. "Nudging" is a behavioural

science concept that suggests that the motives and behaviours of individuals and groups can be influenced through a variety of small, seemingly unimportant, interventions. To explore how behavioural science can apply to the act of giving, the Rideau Hall Foundation partnered with Behavioural Insights Team (BIT), the MS Society of Canada and Canada's Privy Council Office (the Behavioural Insights Unit) on a collaborative research project.

Academic research we love (cont'd)

uses rigorous quantitative methods and partnerships between the academic and philanthropic communities to explore the motivations behind charitable giving. **Bonus:** Check out the 'Practical Takeaways' section, which links research to usable insights.

Stanford Center on Philanthropy and Civil Society
Stanford, CA, USA
<https://pacscenter.stanford.edu/>

The Stanford Center on Philanthropy and Civil Society develops and shares knowledge to improve philanthropy, strengthen civil society and effect social change.

University of Plymouth Hartsook Centre for Sustainable Philanthropy
Plymouth, UK
<https://www.plymouth.ac.uk/schools/plymouth-business-school/centre-for-sustainable-philanthropy>

The Hartsook Centre for Sustainable Philanthropy trains students, provides training and research services, and produces reports exploring cutting-edge issues in fundraising and philanthropy. The Centre specializes in studying donor behaviour and is pioneering the field of Philanthropic Psychology.

The Centre for Philanthropy at University of Kent
Canterbury, UK
<https://www.kent.ac.uk/sspsrr/philanthropy>

The Centre for Philanthropy is one of the UK's leading centres for philanthropy research, teaching and public engagement. It conducts research in partnership with charity sector partners on topics including fundraising, major donors, giving circles, corporate philanthropy, and philanthropy's relationship with social justice.

Centre for Charitable Giving and Philanthropy at Cass Business School, City University of London
London, UK
<https://www.cass.city.ac.uk/faculties-and-research/centres/cgap>

The Centre for Charitable Giving and Philanthropy Cass Business School is a network of researchers dedicated to advancing understanding of giving and philanthropy, and to sharing and disseminating knowledge in philanthropy research, policy and practice.

The Marshall Institute at London School of Economics
London, UK
<http://www.lse.ac.uk/Marshall-Institute>

The Marshall Institute's faculty members publish research on the motivation and behaviour of philanthropists; beneficiary needs; and ways in which the impact and effectiveness of activities for the public good might be measured and maximized.

International Center of Research and Information on the Public, Social and Cooperative Economy (CIRIEC)
Liège, Belgium
<http://www.ciriec.ulg.ac.be>

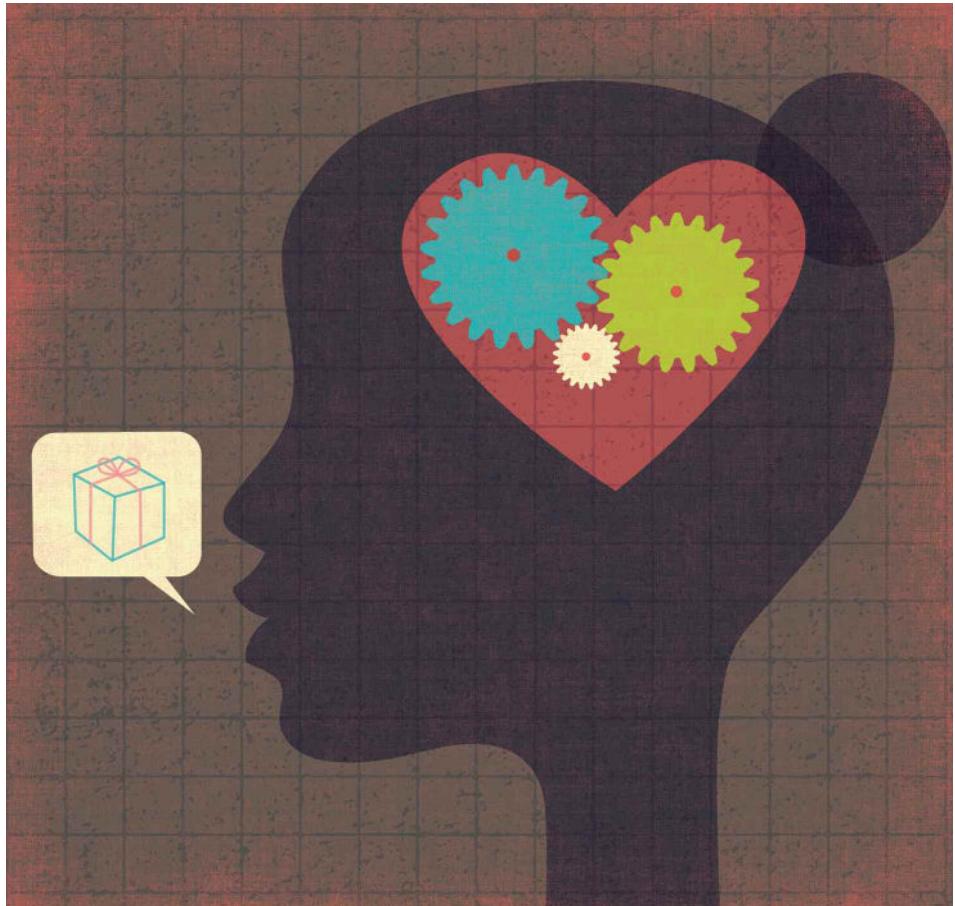
CIRIEC is a cross-disciplinary network contributing to a better knowledge of the public, cooperative and social economy sectors. It publishes research in a variety of languages carried out by scientists, researchers and experts from various disciplines, sectors and countries.

ESSEC Business School
Cergy, France
<http://philanthropy-chair.essec.edu>

The Philanthropy Chair at ESSEC is a research team whose members aim to strengthen the social impact of individual donors, corporate donors, foundations and impact investors by producing and sharing research about philanthropy, primarily in France and Europe.

A sampling of the findings from the project includes the following:

- There are two ways in which behavioural science can be applied to the act of giving, creating the *intention* or desire to make a gift and encouraging the *action* of actually making a gift.
- Habit is a powerful reality when it comes to human behaviour and when it comes to giving, it matters in two ways. First, it illustrates the need to design requests that *cut through the “autopilot”* that characterizes much of our lives. And second, it demonstrates the potential value of *creating giving habits* among Canadians.
- Based on their research, BIT has identified a number of factors that can help to *influence the intention* or desire to give; choosing the right moment to make the ask, tapping into the power of peers and speaking to our own aspirational sense of identity.
- In terms of following through on that intention and actually taking the action to make a gift, they have found that making the act of giving easier is critically important. This can include streamlining logistics and messaging, requiring fewer choices and decisions or working with our instinct to procrastinate.



- On the point about leveraging our instinct to procrastinate, they interestingly found that donors who were asked to increase the value of their monthly gift *several months in the future were much more likely to do so* than those who were asked to increase their gift immediately.

For more information on the Rideau Hall Foundation and the research initiatives described in this edition of *Philanthropic Trends Quarterly*, please visit the Foundation's website at <https://www.rhf-frh.ca/>

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provide an anecdotal ‘snapshot’ of philanthropy in Canada.
We hope it will serve as a useful overview for observers of the
charitable and nonprofit scene.

Aussi disponible en français. Illustrations by Rocco Baviera.

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FORWARD THINKING