

A Glimpse of Rural Philanthropy in Canada

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Introduction

The philanthropic sector plays an important role in Canadian civil society by strengthening social bonds and undergirding the work of government and business.¹ This can be especially true in rural areas where charities are often pillars of community support. Many rural areas are adversely affected by restructuring, globalizing forces, and youth/workforce retention issues, leaving much work for philanthropic groups in these areas.² Their continued health is deeply relevant to solving issues in rural communities.

Methodology

This work analyzes data from the Canada Revenue Agency's T3010 Charity Information Return form, taken from 2006 to 2017. All charities in Canada must complete this form each fiscal year, and the form covers data on activities, expenditures, compensation, and more.

Charities were classified as belonging to Census Metropolitan Areas (CMAs, 100,000+ population), Census Agglomerations (CAs, 10,000-99,999 population), or Rural and Small Town areas (RST, under 10,000 population) based on the postal codes listed by charities in their T3010 returns. These were recoded using Statistics Canada's Postal Code Conversion File Plus.

The data was then analyzed to obtain relevant descriptive statistics to assess the state of philanthropic organizations in rural areas. Some of the more notable results are included here.

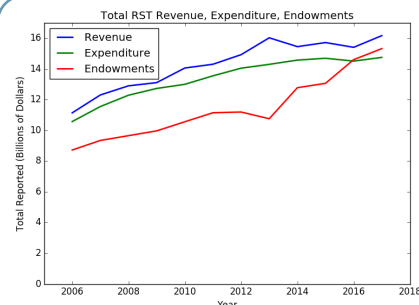
Note that dollar values have not been adjusted for inflation due to the variety of financial sources included in the T3010 form (such as land, liquid assets, material gifts).

For more information

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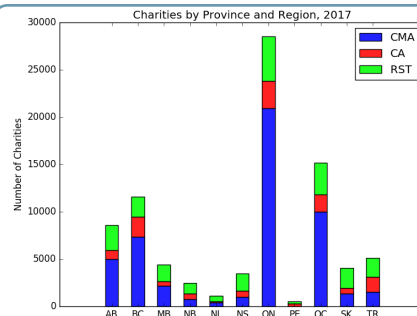
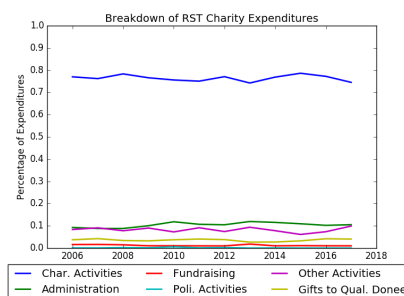
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www.ruraldev.ca/place-based-endowments-in-the-periphery/



Rural Charity Finances

- Rural charities reported \$15 billion (2017) of wealth in endowments.
- Rural charities received over \$16 billion in revenue and reported expenditures over \$14 billion.
- In 2017, 74.5% of RST charity expenditures went directly to charitable activities.

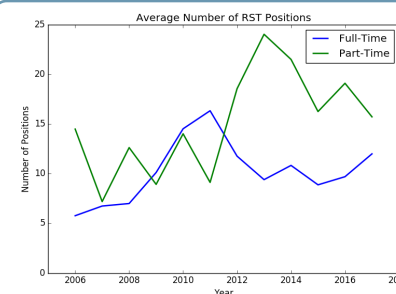
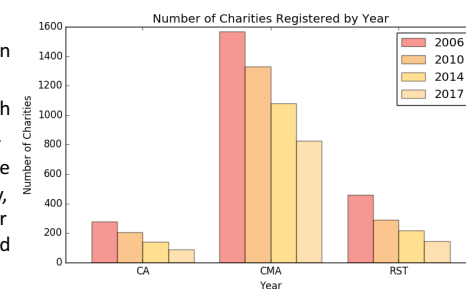


Counts of Charities

- 80,000+ registered charities in Canada in 2017, and roughly 20,000 in RST.
- Most provinces have rural charity counts in proportion to their population.
- BC has relatively few RST charities, while Saskatchewan and Nova Scotia have comparatively high counts compared to their populations.

New Registrations

- There appears to be a downward trend in registrations of new charities.
- This trend appears across the country, with urban and rural areas showing similar results.
- As this work relies on charities that are registered with the Canada Revenue Agency, this may omit organizations which do similar work but have not (or have not yet) registered as charities with the CRA.



Charities Employment

- Rural charities experienced a drop in the average number of full-time positions and an increase in the number of part-time throughout the 2010s.
- This may be related to trends in other employment sectors (including a rise in precarious employment) and/or to the effects of the 2008-2009 recession.

Next Steps

- Findings will provide quantitative context for a wider research project into rural philanthropy, including key informant interviews in British Columbia, Ontario, and Newfoundland & Labrador
- The results presented here are being compiled into a manuscript for publication, expected in 2020

¹Phillips, S. D. (2001). From Charity to Clarity: Reinventing Federal Government-Voluntary Sector Relationships. *The Philanthropist*, 16(4), 240-262.

²Gibson, R., Barrett, J., Vodden, K., & Campus, G. (2014). *Fostering sustainable futures for rural community and regions through philanthropy*. Institute for Nonprofit Studies, Mount Royal College.

