



## Environmental Scan – February 2010

### Trends and Factors in the External Environment that may impact The Calgary Foundation

#### ► POLITICAL ◀

##### CIVIC

###### ***2010 Civic Election.***

Turnout at last civic election was very poor. Is voter apathy a reflection of citizen engagement? There is a need for a collective voice to say that voter apathy is not acceptable. Can TCF play a role to fund a group that encourages voting?

###### ***End of an Era: After nine years at the helm, Mayor Dave Bronconnier decides not to run again***

In an unexpected move that triggers a wide open mayor's race for the first time in a decade, Dave Bronconnier announced he is stepping away from public life and will not seek a fourth term.  
**Calgary Herald, Wednesday, February 24, 2010.**

###### ***Voters are ready for new blood***

Calgary is on the verge of the most wide-open, exciting mayoral contest since Ralph Klein shocked the city by winning in 1980. And that's a good thing. This bitterly divided council desperately needs and influx of talent from outside the wall of City Hall.  
**Don Braid, Calgary Herald, Wednesday, February 24, 2010**

##### PROVINCIAL

***Political Unrest.*** There seems to be a growing discontent with the governing party, evidenced in the surge in popularity of the Wildrose Alliance Party.

After the powerful blow of two defections to the Wildrose Alliance, will Premier Ed Stelmach's remaining caucus crack open or snap shut? The answer will emerge over several weeks, but early signs suggest the great clam of conservatism is closing down. Many Tory MLAs will now give Stelmach the chance to get three crucial things right -- a cabinet shuffle coming near the end of the month; the budget, set for February; and the long-delayed competitiveness review meant to relaunch investment in the province. Those are big, tough jobs, surrounded by danger for Stelmach.

**Edmonton Journal, Don Braid, January 7, 2010.**

In the January cabinet shuffle, a significant change was to appoint Ron Liepert as the new Energy Minister. Liepert's west Calgary address puts him on first base before he's even appointed. The oilpatch believes a local energy minister is a God-given right. His performance will be absolutely crucial to Stelmach's future. Liepert is expected to revive the gas sector, win back Calgary's

affections and restore a copious flow of industry donations to the PC Party treasury. One of his first actions as minister will likely be to announce the gas royalty "reset" recently flagged by the premier. Such changes are inevitable. Far from clear, though, is whether Stelmach can calm his restive caucus -- or the voters -- by shuffling the folks at the top. Edmonton Journal, Don Braid, January 12, 2010.

**Wildrose Alliance.** Danielle Smith identifies herself as a [fiscal conservative](#) and while she believes in [libertarian](#) policies, the party is also made up of [social conservatives](#). She hopes to make the Wildrose Alliance into a "mainstream, big tent, centre-right" party that can stand as an alternative to the Progressive Conservative government. [http://en.wikipedia.org/wiki/Wildrose\\_Alliance\\_Party\\_of\\_Alberta](http://en.wikipedia.org/wiki/Wildrose_Alliance_Party_of_Alberta)

### ***Budget 2010 – A Mixed Result for the Voluntary Sector***

While the Provincial government prepared Albertans for major cuts across the board in 2010-2011, the budget released February 9, was not as drastic as many feared. Government decisions such as borrowing from the Sustainability Fund to run a deficit budget this year, and paying down the Alberta Health Services (AHS) deficit, mitigated some of the expected funding cuts. The budget offers mixed results for the nonprofit/voluntary sector (NPVS). There were deep cuts in some areas, but in many other program areas the government seems to have maintained funding levels or introduced minimal reductions. <http://www.calgarycvo.org/news/provincial-budget-2010-%E2%80%93-mixed-result-the-voluntary-sector>

If the recent cuts to agencies supporting persons with developmental disabilities (PDD) are a sign of what lies ahead for the sector, we know the Province is prepared to make significant cuts even when they affect the most vulnerable in society. How the PDD cuts were made is also enlightening. To recap, Alberta's PDD providers were asked two weeks before Christmas to return \$11.3 million to the government to address the current budget deficit. The cuts were retroactive to the beginning of the fiscal year and were to be absorbed in the final fiscal quarter. Calgary agencies were given five business days to identify where the cuts would be made. In a very short time they had to determine how the reductions could be made; what the implications would be for clients and service delivery; what would be the multiple legal ramifications related to contracts with families, staff, leases, etc.; and how to consult with, and get approval from, their volunteer board members, many of whom were already on holiday.

These actions do not support the service model originally adopted with PDD, which was designed to reduce costs and streamline services. If the agencies can no longer provide the services, it stands to reason the Government will have to provide them at possibly a much higher cost. <http://archive.constantcontact.com/fs053/1102306392799/archive/1102954992971.html>

Minister of [Culture and Community Spirit](#) Lindsay Blackett has been holding invitation-only meetings in Alberta communities with nonprofit/voluntary sector and arts sector organizations. The purpose of the dialogue is to identify challenges and opportunities for government and both sectors to work better together to help support healthy and vibrant communities. <http://www.calgarycvo.org/news/dialogue-culture-and-community-spirit-0>

## **FEDERAL**

### ***Canada Suffering from Huge Democratic Deficit***

Canada is experiencing a huge democratic deficit with trust in Canadian government and public institutions on a steep decline, says a report on Democratic Engagement released by the Institute of Wellbeing. The report which assesses Canadians' democratic engagement looks at eight

quality of life indicators and finds Canadians aren't satisfied with their democracy – which shows growing skepticism in political institutions and declining voter turnout rate.

Among the report's key findings:

- Fewer Canadians are voting
- Participation rates in formal political activities are extremely low
- Canadians aren't satisfied with their democracy.
- An overwhelming majority of people say that federal government policies have not made their lives better.
- Women and minorities are underrepresented in the political process.

**Canadian Index of Wellbeing, January 27, 2010**

### ***Working with Federal, Provincial, and Territorial Governments***

The Canada Revenue Agency (CRA) has made a commitment to improve jurisdictional collaboration and educate the public about making informed decisions when they make charitable donations. As part of this commitment, the CRA's Charities Directorate is pleased to contribute "Be an informed donor" to the November page in the Government of Ontario's [2010 Smart Consumer Calendar](#), and the December page in the Government of Manitoba's [2010 Protect Yourself Calendar](#). Both calendars provide advice designed to protect the public against fraud and scams. This is the sixth year that the CRA has collaborated with the Government of Ontario on the calendar, and the fifth year with the Government of Manitoba.

Since 2004, the CRA has collaborated with provincial and territorial governments to develop mutually beneficial public awareness and education products and projects. The Agency will continue its collaboration to help the public become informed donors.

<http://www.cra-arc.gc.ca/tx/chrts/cllbrtn09-eng.html?rss>

### ***Charities: Distribution Quota Reform***

In response to proposals from Imagine Canada, the Canadian Bar Association and others in the voluntary sector, the 2010 Federal Budget proposes to repeal the 80/20 rule, which, in substance, means most aspects of the charitable expenditure requirements in the disbursement quota. Charities will no longer be subject to a requirement to disburse 80% of receipted donations received in the previous taxation year. The only expenditure requirement that will remain is that relating to property held by a charity that is not used directly in charitable activities or for administration. Charities will still be required to disburse a minimum of 3.5% of such accumulated property on their charitable activities or by granting to qualified donees.

[http://millerthomson.com/docs/Tax\\_Notes\\_March\\_4\\_2010.pdf](http://millerthomson.com/docs/Tax_Notes_March_4_2010.pdf)

## **INTERNATIONAL**

### **UNITED STATES**

#### ***Relationship between government and NFP sector is shifting.***

President Barack Obama has "turned toward the nonprofit sector while seeking solutions to social problems," ...the economic downturn "increased the demand for many of the goods and services provided by charitable organizations, while simultaneously placing the same organizations under increased financial constraints."

...President Obama's forward-thinking decision to create an [Office of Social Innovation](#) to unleash new approaches to solving problems that have resisted traditional approaches. Even though the

office and a related social innovation fund are still in their early planning stages and not even officially been announced, it is already clear to me that they represent a significant opportunity.

By creating this office and fund, President Obama is giving a clear signal of support for principles near and dear to Venture Philanthropy Partners: that the nation must invest in innovation targeted at the public good, that outcomes and impact matter, that dollars should flow preferentially to those who are having the greatest impact in addressing our growing social needs.

**Stanford Social Innovation Review, February 22, 2010**

***“Nonprofits’ attraction to stimulus funds could be fatal”***

Smitten with their new best friends in government, nonprofits need to be careful not to betray what makes them essential to a healthy democracy and civic marketplace. The job of nonprofits is to take on social and global problems and make our communities better places to live and work. To do that, nonprofits need to deliver effective services, find innovative ways to address both the symptoms and causes of problems, and ride herd on government lawmakers and policymakers. But with Democrats controlling the White House and Congress, and spending billions of dollars to build the capacity of the giving sector and stimulate social innovation, nonprofits face a big temptation and a run a huge risk.

...Keeping quiet about the Obama administration and Congress is the worst thing nonprofits can do. “We can transform into an uncritical handmaiden of the handful of insiders who have grabbed the ‘nonprofit expert’ roles in the new administration, rather than doing what the nonprofit sector should always do, which is to stand apart, critique, mobilize the communities we represent,

Nonprofits are known as the “independent sector” because their effectiveness in serving people and solving problems is rooted in their separation from government. Nonprofits indeed stand to gain from a closer partnership with government that would generate more investment in the giving sector and give nonprofits a greater voice in shaping public policy. But nonprofits should be careful that in chasing government money and access to power they do not devolve from entrepreneurial watchdogs into lazy and dependent lapdogs.

**Stanford Social Innovation Review, February, 2010**

[http://www.ssireview.org/opinion/entry/nonprofits\\_attraction\\_to\\_stimulus\\_funds\\_could\\_prove\\_fatal](http://www.ssireview.org/opinion/entry/nonprofits_attraction_to_stimulus_funds_could_prove_fatal)

## THE WORLD

### ***Recovery still too timid to halt rising unemployment, says OECD Economic Outlook, November 19, 2009***

The economic recovery now spreading across OECD countries is still too timid to halt the continuing rise in unemployment, according to the OECD's latest Economic Outlook.

The jobless rate is expected to peak in the first half of 2010 in the US, but it may not be until 2011 that unemployment begins to fall in the Euro area.

The report says the recovery is tepid because economic activity is being held back by households and businesses repairing their finances and reducing their debts. With a subdued recovery and substantial spare capacity, inflation is projected to continue to fall well into 2010.

[http://www.oecd.org/document/9/0,3343,en\\_2649\\_34109\\_44083593\\_1\\_1\\_1\\_37443,00.html](http://www.oecd.org/document/9/0,3343,en_2649_34109_44083593_1_1_1_37443,00.html)

### ***World Economic Outlook Update, A Policy-Driven, Multispeed Recovery, January 26, 2010***

The global recovery is off to a stronger start than anticipated earlier but is proceeding at different speeds in the various regions. Following the deepest global downturn in recent history, economic growth solidified and broadened to advanced economies in the second half of 2009. In 2010, world output is expected to rise by 4 percent. This represents an upward revision of  $\frac{3}{4}$  percentage point from the October 2009 World Economic Outlook. In most advanced economies, the recovery is expected to remain sluggish by past standards, whereas in many emerging and developing economies, activity is expected to be relatively vigorous, largely driven by buoyant internal demand. Policies need to foster a rebalancing of global demand, remaining supportive where recoveries are not yet well sustained.

<http://www.imf.org/external/pubs/ft/weo/2010/update/01/index.htm>

### ***Global Economic Prospects 2010 – The World Bank***

The acute phase of the financial crisis has passed and a global economic recovery is under way. Moreover, the recovery is fragile and expected to slow in the second half of 2010 as the growth impact of fiscal and monetary measures wane and the current inventory cycle runs its course. Indeed, industrial production growth is already slowing (albeit from very high rates). As a result, employment growth will remain weak and unemployment is expected to remain high for many years. The overall strength of the recovery and its durability will depend on the extent to which household- and business-sector demand strengthens over the next few quarters. While the baseline scenario projects that global growth will firm to 2.7 percent in 2010 and 3.2 percent in 2011 after a 2.2 percent decline in 2009, neither a double-dip scenario, where growth slows appreciably in 2011, or a strengthening recovery can be ruled out.

Financial markets have stabilized and are recovering, but remain weak. Interbank liquidity as measured by the difference between the interest rates commercial banks charge one another and what they have to pay to central bankers have declined from an unprecedented peak of 366 basis points in dollar markets to less than 15 basis points.

<http://web.worldbank.org/external/default/main?theSitePK=612501&pagePK=2904583&contentMDK=20656835&menuPK=612508&piPK=2904598>

## THE COUNTRY

***Bank of Canada maintains overnight rate target at 1/4 per cent and reiterates conditional commitment to hold current policy rate until the end of the second quarter of 2010, January 19, 2010***

The Bank of Canada today announced that it is maintaining its target for the overnight rate at 1/4 per cent. The Bank Rate is unchanged at 1/2 per cent and the deposit rate is 1/4 per cent.

The global economic recovery is under way, supported by continued improvements in financial conditions and stronger domestic demand growth in many emerging-market economies. While the outlook for global growth through 2010 and 2011 is somewhat stronger than the Bank had projected in its October Monetary Policy Report, the recovery continues to depend on exceptional monetary and fiscal stimulus, as well as extraordinary measures taken to support financial systems.

[http://www.bankofcanada.ca/en/fixed-dates/2010/rate\\_190110.html](http://www.bankofcanada.ca/en/fixed-dates/2010/rate_190110.html)

***Canadian Outlook Economic Forecast: Winter 2010, The Conference Board of Canada, January 2010***

Document Highlights:

- Coordinated and extensive policy efforts the world over have been successful at pulling the global economy on to a path of recovery. But the success has come at significant cost in the form of deep deficits across many of the world's economies, including our own.
- The U.S. economy came out of recession last year, posting robust growth in the third quarter of 2009. However, a revival in U.S. employment is needed to maintain momentum in the recovery.
- Government and household spending will contribute the most to Canada's economic growth in 2010. Stimulus spending is expected to peak this year, while low financing rates and rising consumer confidence should help loosen consumers' purse strings.
- Despite Governor Mark Carney's concerns about over-indebted households, we assume the Bank of Canada will refrain from pushing up interest rates until mid-year.
- The rebound in retail gasoline prices has helped move the all-items consumer price index from deflation back to inflation. Consumer prices will also be boosted mid-year by the effects of sales tax harmonization in Ontario and British Columbia.
- As the global economy recovers, global capital markets are starting to settle, helping to stabilize the effects on the U.S. dollar and the loonie. The Canadian dollar is expected to average just under US\$0.96 in 2010.

<http://www.conferenceboard.ca/documents.aspx?did=3382>

***Economic Outlook 2010: On The Road To Recovery (Canadian Chamber of Commerce), December 2009***

The global economy is transitioning from recession to recovery. The recovery is spurred by the unprecedented actions of policymakers around the world to stabilize the global financial system, unfreeze credit markets and restore credit flows. Their extraordinary efforts have resulted in a marked improvement in global financial conditions. Additionally, massive fiscal stimulus is providing the global economy with much needed traction.

Global trade volume has stabilized, share prices have rebounded, commodity price indices are trending up, consumer and business confidence is gradually returning worldwide, and there are signs of stabilization in the distressed U.S. and UK housing markets.

<http://www.chamber.ca/images/uploads/Reports/economic-outlook-09.pdf>

## **2010 Hiring Trends**

Several governments and economic policy experts are indicating that Canada is coming out of the recession and that the economy is performing much better. Due to measures taken during the economic downturn, such as hiring freezes, the HRinfodesk Poll wanted to know **“what you’re your organization’s recruiting plans for 2010?”** According to the results of the poll organizations are more intent on retaining their current staff than hiring new staff. Out of 224 respondents, the majority of organizations (47%) intend to maintain current staff levels. Only 27% intend to increase staff levels, while 13% intend to reduce staff. 13% were undecided. HRinfodesk.

<http://www.hrinfodesk.com/poll52.asp>

## **Canadians back away from retirement planning, December 16, 2009**

Last year's economic and market volatility seems to be the primary driver behind the drop in planning.

[http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20091216\\_150402\\_9976&email=yes](http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20091216_150402_9976&email=yes)

## **THE PROVINCE**

### ***The Province of Alberta Weekly Economic Review January 29, 2010***

#### **Average Weekly Earnings**

Alberta's wage growth in line with national rate...Following a slight decline last month, Alberta's average weekly earnings rose 1.8% in November to a seasonally adjusted \$967.00. The province continues to have the highest average weekly earnings in the country, well above the national average of \$830.46. Despite the monthly increase, Alberta's year-over year wage growth has slowed to 1.4%, which is slightly below the Canadian average growth of 1.5%.

#### **Labour Productivity**

Modest improvement in Alberta's productivity...Between 1997 and 2008, labour productivity in Alberta's business sector increased at an annual average of 0.6%. This was lower than the national average of 1.3%, and was due to Alberta's transition from the traditional oil industry to oil sands, and the booming population, which led to strong growth in labour-intensive services industries which have lower average productivity.

[http://www.finance.alberta.ca/aboutalberta/economic\\_bulletins/2010/0129.pdf](http://www.finance.alberta.ca/aboutalberta/economic_bulletins/2010/0129.pdf)

### ***“Alberta to see restrained economic growth in 2010” says RBC Economics, “Provincial economy should be firing on all cylinders by 2011”, December 14, 2009***

A recovery is slowly but surely taking shape in Alberta, after a deep recession that has weighed down the provincial economy, according to a new RBC Economics report.

"The good news is that the recovery is indeed expected to reach Alberta in 2010. The bad news is that it appears to be taking longer to arrive than in many other areas of the country," noted Craig Wright, senior vice-president and chief economist, RBC. "We anticipate that the Alberta economy will start 2010 slowly which will restrain overall annual growth before steadily improving."

RBC Economics has revised its real GDP forecast for 2009 down to -3.4 per cent from -2.8 per cent projected in the September Economic Outlook, which was the second sharpest contraction among provinces, after Newfoundland and Labrador. Though economic activity is starting to rebound, the pace is slower than anticipated. Growth in 2010 has been revised down to 2.4 per

cent, compared to the previous forecast of 3.0 per cent. The provincial economy should be firing on all cylinders by 2011, when economic growth is forecast to accelerate to a strong 4.4 per cent. <http://www.newswire.ca/en/releases/archive/December2009/14/c2713.html>

***A Rough Patch: Alberta Economic Profile and Forecast (Canada West Foundation), June 2009***

Alberta's economic outlook for 2009 points to further decline before a recovery takes place. Oil and gas prices have apparently hit a floor and recovered to a certain degree in May (especially oil), but the US and world economies have not exhibited the same resilience – economic news is still more negative than positive.

Forecasters agree that Canada's economy will shrink in 2009, and while recessions are not the best time for forecasts, there is a consensus that Alberta's economy will do worse than the Canadian average this year. In fact, so far in 2009, economic indicators such as employment and investment are consistent with a scenario that will see Alberta as one of the hardest hit provinces this year. As to 2010, the expected return to growth in the US, although no one knows how dynamic that growth will be, should help Alberta gain back some of the lost ground.

Readers must keep in mind that there are risks associated to this forecast. Among them, there are the unknowns regarding the implementation of a new US energy policy. However, many signs point to a rebound in energy prices. Canada West Foundation is forecasting that Alberta's real GDP will decline by 2.4% in 2009 and grow by 1.9% in 2010.

Alberta's current downturn is not like previous slowdowns. In the past, disruption in the oil and gas sector caused several major downturns in Alberta while things were going pretty much as usual elsewhere in Canada. In other times, energy resources have acted as a buffer for Alberta's economy, allowing it to keep growing while the rest of the country faced dire straits (witness the years 1991-92, over which Canada's GDP declined by 1.2% while Alberta's grew 1.4%). [http://www.cwf.ca/V2/cnt/publication\\_200906241005.php](http://www.cwf.ca/V2/cnt/publication_200906241005.php)

***Stretched to the Limit: An Economic Impact Survey. With little relief in sight, non profits and charities are bracing for the worst, November 30, 2009 – Calgary Chamber of Voluntary Organizations***

Results of an economic impact survey conducted by Calgary Chamber of Voluntary Organizations in October 2009 indicate Alberta's nonprofit organizations and charities have been adapting to the recession, but they are stretched to the limit with little capacity to adjust to increased demand or reduced funding. The real force of the economic recession will hit the voluntary sector in 2010. Charities and nonprofits will be grappling with deepening challenges at the same time as other parts of the economy are recovering. Alberta's voluntary sector is experiencing continued erosion from all revenue streams. More than 60% of organizations reported increased service demand and operating costs. [http://www.calgarycvo.org/sites/default/files/resources/CCVO\\_Economic\\_Impact\\_Survey\\_Media\\_Release\\_0.pdf](http://www.calgarycvo.org/sites/default/files/resources/CCVO_Economic_Impact_Survey_Media_Release_0.pdf)

***Gas Weighs on Alberta Economic Growth, February 22, 2010 – Calgary Herald***

Alberta's economy is expected to post slower growth this year as natural gas prices remain weak, according to a new forecast by the Conference Board of Canada released Monday. <http://www.calgaryherald.com/news/index.html>

## THE CITY

### ***2010 Calgary Economic Outlook - A Charlie Brown Economy (Calgary Economic Development), October 6, 2009***

#### Highlights

- Calgary will experience a Charlie Brown economy in 2010; an economy that experiences variable performance with ups and downs, similar to the pattern on his shirt. This is a result of Calgary's economy being dependent upon the state of the U.S. economy and energy markets.
- The U.S. economy is far from out of recession and onto any sustained path to recovery. It is expected to continue to face variable performance during 2010, impacting the demand for Calgary based goods and services.
- Oil prices should remain in a range sufficient to enable Calgary-based producers to earn returns and maintain moderate levels of investment.
- An explosion of supply in North American natural gas has changed the dynamics of this sector. With low prices and a lower cost environment in the U.S. and B.C., Alberta faces serious short and long-term challenges to its natural gas industry, and is likely to result in further business fallout in Calgary over 2010.
- Calgary's economy has been negatively impacted by the recession in terms of employment losses, skyrocketing employment insurance benefit claims, rising bankruptcies and mortgage arrears, slower real estate markets and a pullback in construction.
- Calgary's economy will recover, but 2010 won't be the year of sustained recovery. Calgary's economic performance in 2010 should be one of variable performance, reflecting the volatility in the U.S. economy and natural gas market.

<http://www.calgaryeconomicdevelopment.com/files/2010%20Calgary%20Outlook%20Report%20FINAL.pdf>

### ***Calgary Shaking Off Lean Times, Calgary Herald, January 28, 2010***

The outlook for Calgary's economy brightened with predictions of higher consumer spending, a stronger housing market and a busier oil patch this year. The city's economic will rebound "nicely" in 2010 and top the rankings starting next year, the Conference Board of Canada said. ... In its annual outlook for the cities, the Board predicted Calgary's economy will grow 3% this year.

***Calgary and Region Social Outlook 2009-2014: Full Report***

This 10-year outlook can help readers understand and adapt to change in the world outside and inside of Calgary. The report is a conditional forecast of key indicators for Calgary and the Calgary Economic Region. The forecast assumes that the world outside of Calgary and its region would evolve in a particular manner. It is also a reference document created to support Calgary City Council during the budget-adjustment process. Some highlights to the year 2013

- Calgary's population is projected to grow by approximately 167,000, with net migration projected to be 58,000
- Immigration is expected to continue to increase in Calgary. Assuming that Calgary continues to receive its five-year average share of 4.5 per cent of Canada's immigrants, this would result in a total of between 10,700 and 11,800 immigrants landing in Calgary in 2009 and for the next three years. Countries that could provide labour to meet labour demand in projected high demand occupations include East Asia and South Asia, Philippines, the United Kingdom, Russia, the United States, Pakistan, Mexico, Jamaica. Workers from many of these countries face significant linguistic and cultural challenges to integration, suggesting that more language and settlement supports will be required
- The first baby boomers turn 65 in 2011, and by 2036, 18.5% of Calgary's population will be over 65 years. Almost one in five seniors is part of a visible minority group, with approximately 40% being Chinese
- As the population ages, increasing numbers of people may be at risk of social isolation. The number of people living alone continues to rise in all parts of the city outside of the downtown
- In Calgary as elsewhere, an ageing population and increasing burden of chronic disease are driving changes in the health system. System restructuring, resulting in reductions in overall facility capacity, has resulted in the transfer of a growing share of the financial and caregiving needs of patients from the health system to individuals and the community
- Expect Calgary's developing communities to continue to become increasingly culturally diverse. At the same time, the number of low-income households in developing communities may continue to increase, particularly as inner-city areas become less affordable. As financial stress increases due to the economic recession, there may be significant numbers of households in developing communities in need of support, although such services in new areas remain scant
- As households experience increased levels of stress due to the economic downturn, more supports and services may be required to support families in crisis and avert situations of abuse, or guarantee the safety and well-being of victims
- As the full impact of the recession becomes felt in Calgary, expect the demand for emergency food assistance to continue to climb over the next two years.
- There is a growing concern among Canadians with the amateur sporting environment. Concerns include too much focus on winning / competition, violence, under- and over-involvement of parents, poor coaching and leadership, harassment, intolerance / racism, lack of fair play and injuries
- As the population continues to age and the number of persons with disabilities increases, expect the demand for more passive recreational activities to continue to grow
- Regarding volunteerism in Calgary, while reduced work activity may increase time available to households to engage in volunteer activity, financial constraints may simultaneously hinder their ability or willingness to do so

[http://www.calgary.ca/portal/server.pt/gateway/PTARGS\\_0\\_0\\_395\\_203\\_0\\_47/http%3B/content.calgary.ca/CCA/City+Hall/Business+Units/Community+and+Neighbourhood+Services/Publications+Guides+and+Directories/Social+Outlooks/Social+Outlooks.htm](http://www.calgary.ca/portal/server.pt/gateway/PTARGS_0_0_395_203_0_47/http%3B/content.calgary.ca/CCA/City+Hall/Business+Units/Community+and+Neighbourhood+Services/Publications+Guides+and+Directories/Social+Outlooks/Social+Outlooks.htm)

### ***Urban Aboriginal population in Canada***

The Aboriginal population in Canada is the fastest-growing segment of the Canadian population. In recent decades, the number of Aboriginal people living in Canada's urban centres has grown substantially. The fact sheet below provides details from the 2006 census on the urban Aboriginal population in Canada.

According to 2006 Census, more than half (623,470) of the 1,172,790 people identifying themselves as members of at least one of Canada's Aboriginal groups, that is, North American Indian, Métis or Inuit, resided in urban areas. Of this urban Aboriginal population, almost 34% (213,945) lived in five cities: Winnipeg, Edmonton, Vancouver, Calgary and Toronto. Source: Indian and Northern Affairs Canada: <http://www.ainc-inac.gc.ca/ai/of/ias/fs/index-eng.asp>

### ***Foreign Credential Recognition***

Vancouver, British Columbia, November 30, 2009 - Federal, provincial and territorial governments cooperate to improve foreign credential recognition for newcomers to Canada

Under the new Pan-Canadian Framework for the Assessment and Recognition of Foreign Qualifications, foreign-trained workers who submit an application to be licensed or registered to work in certain fields will be advised within one year whether their qualifications will be recognized. Senator Yonah Martin from British Columbia, on behalf of the Honourable Diane Finley, Minister of Human Resources and Skills Development, and the Honourable Jason Kenney, Minister of Citizenship, Immigration and Multiculturalism, today reiterated support for a new framework to enhance foreign qualification recognition for internationally trained workers.

The Pan-Canadian Framework for the Assessment and Recognition of Foreign Qualifications is part of the Government of Canada's strategy to have the best educated, most skilled and most flexible workforce in the world. Recognizing foreign credentials is part of the strategy, and foreign qualification recognition is the process of verifying that knowledge, skills, work experience and education obtained in another country are comparable to the standards established for Canadian professionals and tradespersons.

The Framework follows the Government of Canada's commitment in the 2008 Speech from the Throne to "work with the provinces to make the recognition of foreign credentials a priority, attract top international students to Canada and increase the uptake of immigrant settlement programs." <http://news.gc.ca/web/article-eng.do?nid=499139>

### ***Canada's Nonprofit Sector: Big, Growing, Important***

Wellesley Institute, December 22, 2009

Canada's non-profit sector has passed the vital \$100 billion mark – measuring the overall contribution to GDP. The full non-profit sector (including hospitals and universities) amount to 7% of the overall economy. The latest numbers from Statistics Canada confirm that non-profits play a vital role in our country's economy, in addition to providing critical services to people and strengthening communities. The non-profit sector is ten times larger in the Canadian economy than motor vehicle manufacturing, and bigger than retail trade or the mining/oil/gas extraction sectors. Within the overall non-profit sector, the social services, health and housing components alone make an \$18 billion contribution to the GDP.

<http://www.wellesleyinstitute.com/blog/canadas-non-profit-sector-big-growing-important/>

### ***Impact of the financial downturn on Alberta's nonprofits***

Calgary Chamber of Voluntary Organizations, October 2009

The full brunt of the financial downturn of 2009 is expected to hit in 2010 with projected provincial government funding cuts in the range of 5 to 15%. Already, 60% of Alberta organizations report increased service demand and operating costs, a third of which also report already making cuts to programs and services (Calgary Chamber of Voluntary Organizations. *Stretched to the Limit: Economic Impact Survey, Alberta's Nonprofits & Charities*. Calgary, Canada: CCVO, October 2009.)

<http://www.calgarycvo.org/news/ccvo-releases-results-sector-economic-impact-survey>

In fall 2009, The Government of Alberta asked PDD-funded agencies to repay 2% of their annual operating budget from their current fiscal year. For an organization like Calgary Scope Society, the request amounts to \$200,000 (Sylvester, Krista. "Critics blast province's disability cutbacks as a 'disaster.'" *Metro News*. 22 December, 2009.) The matter raised a storm of protest – with many disability service providers and self-advocates, parent groups and social activists standing together to resist the cuts – and the Liberals, NDP and Wild Rose also spoke out.

(<http://www.cbc.ca/canada/edmonton/story/2010/01/27/alberta-cuts-disabilities-budget-liberals.html>)

<http://www.albertanswhocare.com/site/index.cfm>

<http://www.calgarycvo.org/news/sector-must-prepare-provincial-funding-cuts>

### ***Police, Immigrant Teens Bond Through Hockey***

CBC News: Thursday, February 18, 2010 | 10:27 AM

Calgary police officers are lacing up their skates to teach new Canadian teenagers how to play hockey. About 20 teens, wobbly on skates and unsure of how to hold a hockey stick, took part in a hockey camp Wednesday night at the Max Bell Arena, the second such camp this year. Rayda Morris, a 13-year-old from Sudan, said she had no idea what it was like to play ice hockey prior to the camp. "But now I do so it's like, wow, a dream come true."

The hockey night is put on by Immigrant Services Calgary and Hockey Calgary. Members of the Calgary Police Service are helping participants get their ice legs. Constable Rayn Boyko said it affords newcomers, who sometimes come from countries where police aren't trusted, a chance to see officers in a different light.

"We want to have some positive reaction between the police and them," she said. "As well, we want to be able to break down whatever cultural and financial barriers that people may have with respect to getting a chance to play hockey."

Hockey Calgary provided ice time, coaches and equipment. "We felt it was imperative for us as an association to be seen in the community as an open organization that provides opportunities for everyone to get involved in the game of hockey," said president Perry Cavanagh.

But for participants like Jheny Gomez, 15, none of that matters. "We don't have that kind of sport in Columbia so, I'm like, that is awesome. I can actually play hockey and learn how to play hockey. It's a really fun experience," she said.

Read more: <http://www.cbc.ca/canada/calgary/story/2010/02/18/calgary-police-teens-hockey-immigrants.html#ixzz0fwuYSLUk>

## **Collective Voice**

**Imagine Canada** is aiming to strengthen the collective voice of the charitable and non-profit sector through a new engagement and convening strategy. They will organize a series of regional symposiums (2010, contact Martin Garber-Conrad, Edmonton Community Foundation, for Alberta), on-line blogs, articles in *The Philanthropist* journal of Simon Fraser University and a national symposium (2011).

[http://www.imaginecanada.ca/files/www/en/symposium/concept\\_paper\\_engagement\\_aug09.pdf](http://www.imaginecanada.ca/files/www/en/symposium/concept_paper_engagement_aug09.pdf)  
and <http://thephilanthropist.ca/index.php/phil/article/view/804/643>

## ***Social Networking Bringing People Together for Community Action Join a Social Networking Meetup Group near Calgary!***

**Meetup's** mission is to revitalize local community and help people around the world self-organize. Meetup believes that people can change their personal world, or the whole world, by organizing themselves into groups that are powerful enough to make a difference. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 2,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities. 260 Meetup groups are active in Calgary, with topics ranging from re-electing a particular alderman, hiking and geocaching, arts, pets, spiritualism, entrepreneurs, to simply getting together ongoing discussions over coffee.

<http://www.meetup.com/find/?keywords=Calgary&country=ca&locationPickerRef=0&dbCo=&dbOoutsideUsLink=&zip=&op=search&resetgeo=true&style=&submitButton=Search>

## ***Promising Returns: Improving Communities and Community Foundations through Leadership***

Effective community foundations are often looking for new ways to increase their ability to improve the communities in which they live and do their work. By taking on issues related to community growth and change—such as jobs, economic development, land use, transportation, housing, urban/suburban equity (and disparities), and conservation—many community foundations have created powerful levers for improving their local communities. Some community foundations also have learned that investments in these areas can help bolster fund raising, improve the foundation's public image, and help strengthen the foundation's leadership role within the community. [http://www.fundersnetwork.org/files/Promising\\_Returns\\_Final.pdf](http://www.fundersnetwork.org/files/Promising_Returns_Final.pdf)

## ***People and the Environment: Nature Deficit Disorder***

Nature Deficit Disorder is a term coined by [Richard Louv](#) in his 2005 book *Last Child in the Woods*, which refers to the alleged trend that children are spending less time outdoors, resulting in a wide range of behavioral problems. Louv claims that causes for the phenomenon include parental fears, restricted access to natural areas, and the lure of the screen.

### ***In Adventure Kayak Magazine: February 14, 2010: Are Kids Getting Enough Nature?***

A crop of new studies say no. American children spend 50 percent less time outdoors than they did 20 years ago. Several recent articles or broadcasts cited some facts that show kids are more ignorant of nature than ever:

- 4 out of 10 children can't tell the difference between a wasp and a bee.
- 60 percent of British children could not distinguish between a frog and a toad
- 25 percent could not identify a beaver
- "... the average 8-year-old could more readily identify Pikachu, Metapod and Wigglytuff — characters from Pokemon, the Japanese trading-card game — than native species in their communities, including otters, beetles and oak trees."
- American children spend 50 percent less time outdoors than they did 20 years ago.

National Public Radio: <http://www.npr.org/templates/story/story.php?storyId=4665933>

### **Social Media**

Results of a survey of 200 nonprofit and foundation executives to explore how their organizations (range of budgets) are using social media and the value they derive from these efforts. The topline results are:

- There is extensive experimentation with social media in the nonprofit sector, but only half (51%) surveyed are active users
- Most nonprofits (67%) say social media is changing how they communicate with broad external audiences, but not narrower categories of stakeholders
- Most nonprofits (52%) do not currently have the infrastructure, staff and expertise necessary to take full advantage of social media's potential
- Nonprofit executives (83%) understand that social media makes it easier for supporters to organize independently – underscoring how critical it is for nonprofits to demonstrate their value and relevance to advocates
- Ultimately, for most nonprofit executives (79%), the true value of social media has yet to be determined for their organizations

Successful nonprofit organizations will:

- Move from experimentation to implementation of strategic programs that drive digital engagement
- Focus on two-way conversations that build meaningful and sustainable connections with a range of priority audiences
- Invest in social media capacity as a means of achieving brand building, advocacy and fundraising goals
- Demonstrate their unique impact to underscore relevance to advocates
- Measure social media with key metrics for visibility, engagement and advocacy

[http://beth.typepad.com/beths\\_blog/2009/11/a-tale-of-two-nonprofit-and-social-media-adoption-surveys.html](http://beth.typepad.com/beths_blog/2009/11/a-tale-of-two-nonprofit-and-social-media-adoption-surveys.html)

### **Social Media: A Promising, Untapped Tool for Engaging High Dollar Non-profit Donors**

*Community Philanthropy 2.0 research report funded by the Columbus Foundation, the San Francisco Foundation and The Saint Paul Foundation.*

- The **30-49 year-old age group** unequivocally represents the best fit to cultivate major donors using social media strategies, given qualifiers of donation levels, social media participation, and perceptions of trust.
- Other demographic groups were determined to be less than ideal prospects for major donor cultivation through social media.
  - Those under the age of 30, while social media savvy, don't have the giving power warranted for major donor cultivation online.
  - Those aged 50 and older – who typically give significant amounts of money – trust social media much less. This may be because they have not yet fully adopted new media.

<http://snrcr.org/wp-content/uploads/2009/07/community-philanthropy-20-exec-summary.pdf>

## **What other Community Foundations are saying:**

### **Facebook:**

- “‘Find us on Facebook’ link in e-mail communications as well as on website significantly increase fan-base.”
- “Increase in e-mail newsletter subscriptions due to “subscribe to our e-mail newsletter” link on Facebook page.”
- “The Facebook page has given a way to bring people to our website.”
- “As a reluctant Facebooker, I also have seen the power of that growing community for myself. I’m not a believer that this is a tremendous fundraising strategy, but I do see the awareness growing, especially in the younger, more connected and creative class that we want to plug into for our future.”

### **Twitter:**

- “The best success in my mind is Twitter. We get a healthy number of RTs, and followers. Our followers include other community foundations, lots of organizations, businesses, media etc. I have heard people say, ‘oh yes, I saw that on your twitter.’”
- “Twitter has brought the Community Foundation to a completely different audience. We are following and are followed by a very engaged group that represent a younger demographic than we typically connect with. Our connections to the media via Twitter have also proven to be beneficial.”

### **Flickr:**

- “Using flickr to store and share photos from our community leadership and donor events has thus far been the greatest social-media success for our Foundation; we’ve had great click through rates and have heard anecdotally that people love the access to the photos.”

[http://www.fundraisingsuccessmag.com/common/items/biz/fs/pdfs/solutions/fs\\_solutions\\_whitepaper\\_WP0210.pdf](http://www.fundraisingsuccessmag.com/common/items/biz/fs/pdfs/solutions/fs_solutions_whitepaper_WP0210.pdf)

## **Social Media and Privacy**

In 2009, much discussion has stirred up about Facebook’s privacy policy and its non-compliance with Canada’s privacy act, PIPEDA.

The issue of interest concerns the way in which Facebook stores its approximately 200 million Canadian members’ personal information. Essentially third-party application developers connecting to Facebook’s data also have access to users’ personal information. The other concern pertains to account deactivation. It wasn’t clear what was happening with a member’s personal information after their Facebook account was closed.

In September 2009, Canada’s Privacy Commissioner agreed on a number of changes which will ensure that Facebook complies with the Canadian federal privacy law. The modifications which will be implemented in the next 12 months promise members much better control over their personal information.

<http://blog.9thsphere.com/blog/canadas-privacy-act-standard-for-social-networking>

#### Four areas of concern

The Office of the Privacy Commissioner's report found that Facebook continues to breach PIPEDA in four ways and it made recommendations to correct the problem. It found:

- Facebook doesn't have enough safeguards to prevent 950,000 third-party developers around the world from getting unauthorized access to users' personal information, nor does it ensure users have given "meaningful consent" to allow their personal information to be disclosed to the developers. *Recommendation:* Developers should only get the information needed to run the application. Users would have to specifically consent to the release of that information after being told why it is needed. Information about anyone other than the user would not be disclosed.
- Facebook keeps information from accounts deactivated by users indefinitely. *Recommendation:* Facebook should have a policy to delete the information after a reasonable length of time, and users should be informed of the policy.
- Facebook keeps the profiles of deceased users for "memorial purposes" but does not make this clear. *Recommendation:* Information about use for memorial purposes should be in Facebook's privacy policy.
- Facebook allows users to provide personal information about non-users without their consent. For example, it allows them to tag photos and videos of non-users with their names, and provide Facebook with their email addresses to invite them to join the site. It keeps the addresses indefinitely. *Recommendation:* Facebook should only keep non-users' email addresses for a reasonable, specific length of time and should make its users aware that they need to seek consent of non-users before posting information about them.

Read more: <http://www.cbc.ca/technology/story/2009/07/16/facebook-privacy-commissioner.html#ixzz0ggaWWC45>

**March 31, 2009 - Taxes: Ottawa to exempt stock donations to private foundations**

Buoyed by the success of last year's removal of the capital gains tax when an investor donates stock to charity, the government is broadening that tax removal to the donation of stock to private foundations.

<http://www.theglobeandmail.com/archives/taxes-ottawa-to-exempt-stock-donations-to-private-foundations/article747261/>

**July 6, 2009 - A reluctance to tackle touchy subjects can prove costly**

After one of his parents died, assets would pass to the surviving spouse, and when that parent died, the estate would go to Bob and a selection of his parents' favourite charities. And it did, although the legacy left by Bob's parents was not nearly as large as it could have been. In this case, the proceeds were not passed along as efficiently as they might have been, leaving a much-reduced inheritance.

[http://www.advisor.ca/advisors/tax/estateplanning/article.jsp?content=20090703\\_123125\\_8512&email=yes](http://www.advisor.ca/advisors/tax/estateplanning/article.jsp?content=20090703_123125_8512&email=yes)

**July 14, 2009 - Good causes: Keeping charitable commitments**

Sure, the economic downturn has clients focused on capital preservation. But that doesn't mean client appetite for charitable contributions has dried up. The key is to make philanthropy part of the client's overall plan; find ways to get the conversation started; explore creative vehicles, such as insurance, to help clients give; look into options offered by foundation giving; and bust the myth that you have to be rich to leave a legacy.

[http://www.advisor.ca/advisors/specialreports/article.jsp?content=20090713\\_161825\\_5528&email=yes](http://www.advisor.ca/advisors/specialreports/article.jsp?content=20090713_161825_5528&email=yes)

**September/October 2009 - Wealth Transfer and Philanthropy: An Interview with Paul G. Schervish, PhD, and John J. Havens**

Wealthy individuals contribute to philanthropic causes for a variety of reasons.... "Philanthropy results from the intersection of capacity and intent. Intent has to do with values, goals and aspirations. Capacity includes resources such as intellectual capital, connections, the economy, financial wealth and other assets. [http://www.bc.edu/research/cwp/meta-elements/pdf/iwm09sepoct\\_wealthtransferphilanthropy.pdf](http://www.bc.edu/research/cwp/meta-elements/pdf/iwm09sepoct_wealthtransferphilanthropy.pdf)

**October 2009 - The Charitable and Not-for-Profit Sector – Where Is It Going? How Will It Get There?**

Charitable and not-for-profit organizations have often faced difficult times in getting their message across to both the business and political leadership in Canada. While people recognize the value of the work that organizations do, they do not always do so with financial commitments.

<http://www.carters.ca/pub/update/charity/09/oct09.pdf>

**October 2, 2009 - Huge Wave In Charitable Giving Still Coming**

Below the dire headlines, the largest transfer of wealth in history (in the United States) continues. With the trillions in real estate and stock market wealth that has been lost over the last two years,

it is easy to lose sight of a trend that is continuing below the surface of the turmoil: the largest intergenerational transfer of wealth in our nation's history. "The downturn is not going to keep people from dying, and it is not going to keep a wealth transfer from occurring," says Paul Schervish, director of The Center on Wealth and Philanthropy at Boston College.  
<http://www.forbes.com/2009/10/02/estate-tax-bill-gates-boston-college-personal-finance-bc.html>

#### **October 28, 2009 - Philanthropy needs advisors**

Sometimes advisors can get lost in all the dollar and cents, and forget that they have a unique set of skills that can, and often does improve the lives of others. "My dad suffers from Alzheimer's disease, so I have had many years of struggling in terms of being able to deal with the various stages of the illness," Elkins says about her decision to establish the Benefaction Foundation. "I had experience with social organizations, both for profit and many not-for-profit, learning what their trials and tribulations were in dealing with their causes. I have felt for a number of years that there must be something I can do to contribute."  
[http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20091028\\_144008\\_10128&email=yes](http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20091028_144008_10128&email=yes)

#### **November 21, 2009 Canadian charitable donations reach their lowest levels in 40 years**

The recession has kept Canadians from embracing their charitable side. Figures released by Statistics Canada this week reveal that charitable giving dropped 5.1% in 2008, from \$8.65-billion to \$8.19-billion -- the largest decline in 40 years. Manitobans were the most charitable Canadians -- 27% were donors -- followed by a three-way tie with Prince Edward Island, Ontario and Saskatchewan, with 26% donors. For the past three years, the national median donation has stayed the same at \$240. Nunavut had the lowest percentage of donors (10%), but the highest median donation at \$500. The median donor age was 53, unchanged from 2007. Of course, the numbers do not account for the hours of volunteer work donated to charities every year.  
<http://www.financialpost.com/story.html?id=2248960#ixzz0gg2iQt6v>

#### **November 30, 2009 - Madoff highlights value of outsourced diligence**

What Madoff was doing, or rather what he was not doing — Casey says Madoff would have to have been batting .964 to get the returns he was claiming — attracted little attention, he notes. Yet, for due diligence experts, Madoff was a fraud in the open, there for anyone to see.  
[http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20091130\\_122111\\_5316&email=yes](http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20091130_122111_5316&email=yes)

#### **January 01, 2010 - Organizing endowments is tricky**

Endowments aren't usually the first thing that comes to advisors' minds when they think about strategies for their clients. Structuring and managing an endowment was the central point of education at the recent Institute of Advanced Financial Planning (IAFP) Summit in London, Ontario. The Institute, which accredits the R.F.P. designation, built a hypothetical case study around building and managing an endowment for a lucrative estate. "We know charitable giving is going to be big business in Canada. We always talk about an impending trillion-dollar intergenerational transfer of wealth [and] nobody really knows what the number is going to be, but it's going to be huge. I've seen some commentators suggest one-third of that money could go to charity, which I think is too high. But even if 10% goes to charity it's going to be a huge boon for the charitable sector," says Brad Offman, vice president of strategic philanthropy, tax and estate planning for Mackenzie Financial.  
[http://www.advisor.ca/advisors/tax/taxnews/article.jsp?content=20100212\\_150629\\_10364&email=yes](http://www.advisor.ca/advisors/tax/taxnews/article.jsp?content=20100212_150629_10364&email=yes)

### **January 25, 2010 - Sandwiched boomers feel the squeeze**

Boomers are the most affluent generation in history, making them an important group of clients. But advisors are not the only ones who've noticed; boomers are being bled dry by family members in other generations, a new study finds.

[http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20100105\\_135407\\_6532&email=yes](http://www.advisor.ca/advisors/news/industrynews/article.jsp?content=20100105_135407_6532&email=yes)

### **January 29, 2010 - Preserving a charitable legacy**

Most of your clients make philanthropy a part of their life, committing either time or money to assist others. Many of those philanthropists want to continue their charitable giving even if they become mentally incapable of doing so. In addition, many of those clients want to use charitable giving to leave behind an admirable legacy upon their death.

[http://www.advisor.ca/advisors/tax/taxnews/article.jsp?content=20100129\\_122402\\_9504&email=yes](http://www.advisor.ca/advisors/tax/taxnews/article.jsp?content=20100129_122402_9504&email=yes)

### **Summary of charitable donors 2008 Calgary, Alberta**

| Summary of charitable donors, annual (number unless otherwise noted) |         |
|--|---------|
| Donors and donations   | 2008    |
| Number of taxfilers  | 827,120 |
| Number of donors   | 220,010 |
| Average age of donors (years)  | 49      |
| Average donations, donors aged 0 to 24 years (dollars)               | 590     |
| Average donations, donors aged 25 to 34 years (dollars)              | 1,160   |
| Average donations, donors aged 35 to 44 years (dollars)              | 1,840   |
| Average donations, donors aged 45 to 54 years (dollars)              | 3,310   |
| Average donations, donors aged 55 to 64 years (dollars)              | 3,760   |
| Average donations, donors aged 65 years and over (dollars)           | 3,980   |
| Total charitable donations (dollars x 1,000)                         | 594,100 |
| Median donations (dollars)   | 360     |
| Median total income of donors (dollars)                              | 66,040  |
| 75th percentile total income of donors (dollars)                     | 107,430 |

**Source:** Statistics Canada. *Table 111-0001 - Summary of charitable donors, annual (number unless otherwise noted)*, CANSIM (database).

[http://cansim2.statcan.ca/cgi-win/cnsmcqi.exe?Lang=E&CNSM-Fi=CII/CII\\_1-eng.htm](http://cansim2.statcan.ca/cgi-win/cnsmcqi.exe?Lang=E&CNSM-Fi=CII/CII_1-eng.htm)

### **December 22, 2009 Positive Signs for Canadian Giving**

Although a recent report from Statistics Canada reveals charitable giving in Canada dropped from 2007 to 2008, there is still room for optimism--a poll by MasterCard Canada indicates a majority of Canadians gave the same amount or more to charity over the past 12 months.

More than half of Canadians (55 percent) report that over the last 12 months, the amount of money donated to charity has remained the same. The MasterCard Canada Charitable Giving Poll also reveals that another 13 percent report increasing their contributions in the last year. Furthermore, one in five (18 percent) Canadians said they increased non-monetary donations in the past year, including volunteer and non-paid charitable work.

These findings come on the heels of a recent report from Statistics Canada indicating that Canadians donated approximately five per cent less in 2008 than the year prior.

[Positive Signs for Canadian Giving - Press - AFP](#)