



***Awareness and Opinions
about Some Characteristics
of Charitable Foundations
in Canada***

April, 2020

An initiative of



In partnership with





Findings from Ipsos' Global Advisor Omnibus

1. *There is a general lack of awareness about charitable foundations among Canadians.*
2. *Many characteristics of foundations are not very acceptable to Canadians (once explained).*
3. *Canadians want foundations, with endowments. However, they want more limits, requirements, and funds granted.*

About the Research

- This was an online quantitative survey, accessible by any internet enabled device.
- 1,000 Canadian adults, 18+ years of age, were interviewed across Canada.
- The sample of respondents was then weighted to align and represent Canadians demographics.
- Fieldwork was conducted: April 23-26, 2020
- Results would be +/- 3.5% points 95% of the time.

A general lack of awareness about foundations among Canadians

Canadians are somewhat aware that charitable donors get charity tax credits from the public purse, 62%

But they are certainly less aware of the distribution quota, the accumulated \$80 billion, the tax exemptions of foundations, and so on.

In short, Canadians are not so aware of what is going on within foundations.

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AWARENESS OF VARIOUS STATEMENTS/ FACTS



Q. Which of these statements were you aware of before today?

Many characteristics of foundations are not very acceptable to Canadians (once explained)

Despite low awareness of the many characteristics of foundations, when informed, Canadians felt that many characteristics were not so acceptable to them.

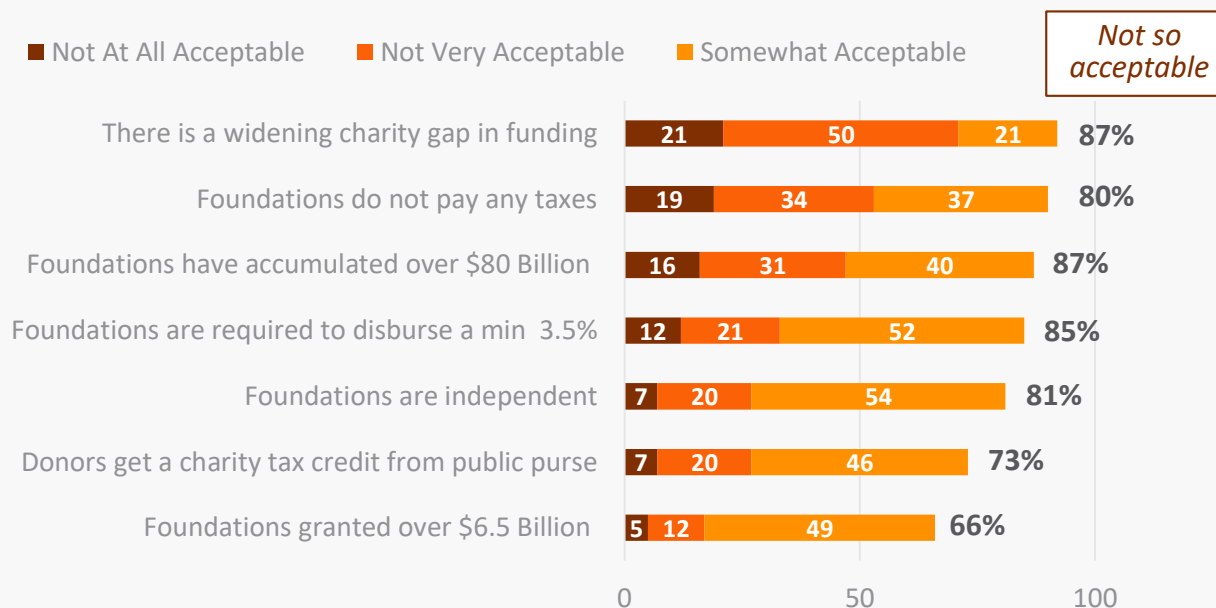
It seems like the lack of public discourse about this is not apathy, but a lack of awareness, transparency, and reporting.

The vast majority of Canadians do not feel it is so acceptable for Foundations to have accumulated \$80 Billion. Just 13% feel it is very acceptable.

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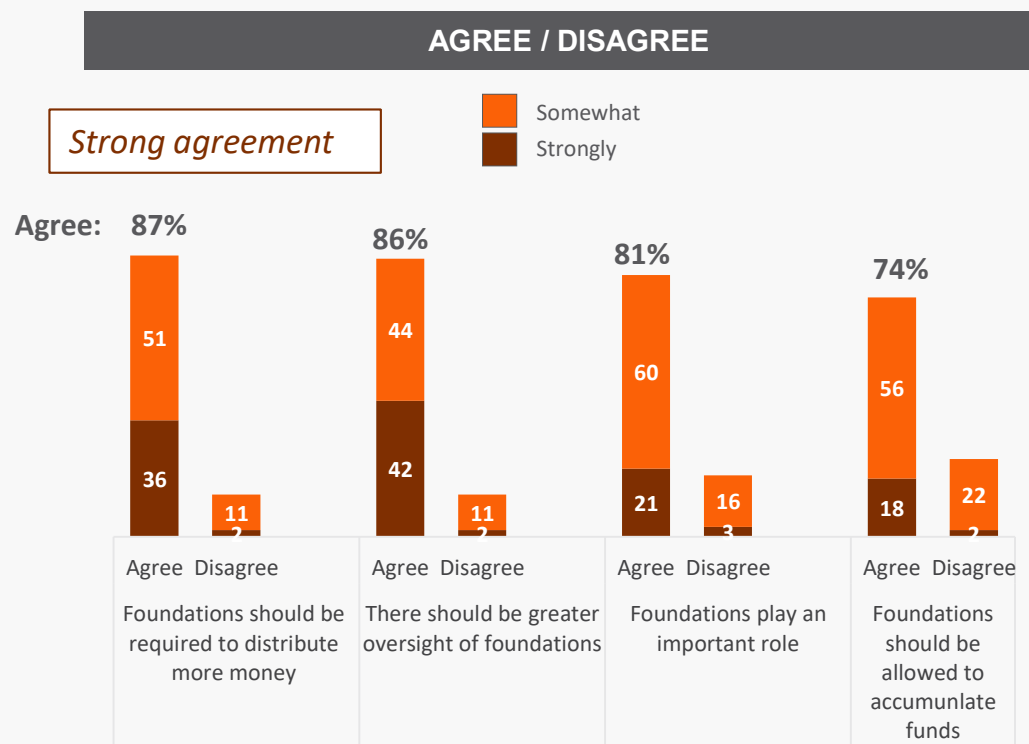
NOT SO ACCEPTABLE TO CANADIANS



Q. Knowing these facts, now, would you describe each of these situations acceptable or not acceptable?
SCALE: Very acceptable, Somewhat acceptable, Not very acceptable, Not at all acceptable

Canadians want foundations, with endowments, but with more limits, requirements and funds granted.

- When specifically asked about raising the distribution quota to 10%, the vast majority (87%) of Canadians agreed with this idea, with just 13% disagreeing.
- Canadians also feel there should be greater oversight of foundations (86%)
- But this does not mean that foundations should disappear. Canadians feel foundations play an important role (81%), and should be allowed to have some accumulated funds. (74%)
- ***This implies Canadians want Foundations, with endowments, but with more limits and requirements.***



Q. How much do you agree or disagree with the following? SCALE: Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree - FULL STATEMENT WORDING IN APPENDIX

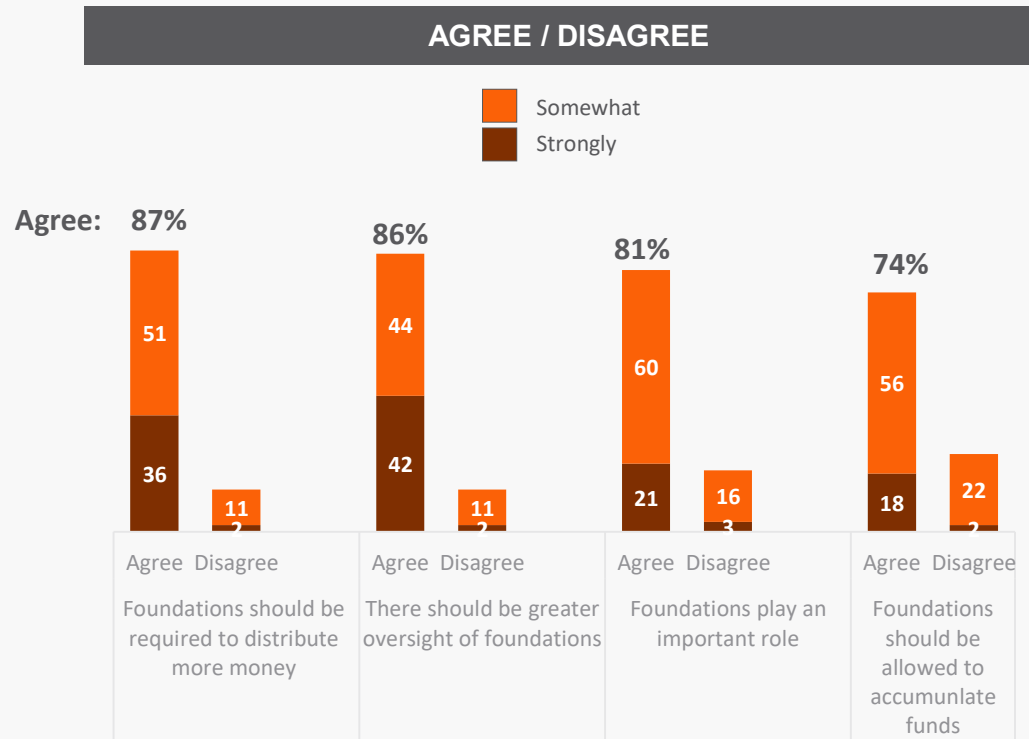
Question Statement Wording:

Canadian charitable foundations should be required to distribute more money to Canadian charities than the 3.5% level (such as 10%) because their investment endowments represent taxpayer funds, and should be applied to the same generation of taxpayers which gave up the tax money in the first place.

Since charitable foundations are made possible by money from taxpayers, and they pay no taxes, there should be greater oversight, accountability and transparency to taxpayers and voters about how donations are made, to which charities, how much, and so on.

Charitable foundations should be allowed to accumulate funds and grow their capital endowment investment accounts to ensure they have money to donate to charities forever.

Charitable foundations play an important role because they can act independent of the bureaucracy of government, make decision free of the politics of elected officials, can address gaps not addressed by governments, and can accumulate assets to help address fluctuations in the economy from year to year (like a "rainy day emergency fund").



Q. How much do you agree or disagree with the following? SCALE: Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree