

Appreciating the Charitable Sector

Jennifer DeBues, Executive Director



**Community
Foundation**
of Greater Peterborough



I'm here today to talk to you about our latest Vital Focus report. In this issue, we highlight the awesome charitable sector in Peterborough and want to share our love and appreciation for the work that you do. Our hope is always to inspire giving, but we also hope that you feel a little less alone by the end of the session.

Who here has benefitted from the services of a charity this year?

There's a good chance that somewhere along the way, you and a charity have crossed paths outside your working life, and you probably would agree, that whatever brought you in contact was worthwhile and important to your well-being or that of a family member.

We need charities and charities need us.

The logo for Imagine Canada features the word "IMAGINE" in a large, grey, sans-serif font. The letter "A" is replaced by a red triangle. Below "IMAGINE" is the word "CANADA" in a smaller, red, sans-serif font. In the top right corner of the logo area, there is a stylized orange and yellow graphic consisting of several parallel lines forming a triangular shape.

IMAGINE CANADA

Good policy is informed by strong evidence. The lack of data on the nonprofit sector collected by the federal government hinders the ability of policymakers at all levels of government to make sound policy decisions about our sector. The nonprofit sector itself also lacks comprehensive data on who we are as organizations, critical human resources data on nonprofits and charities, and essential macroeconomic sector data.



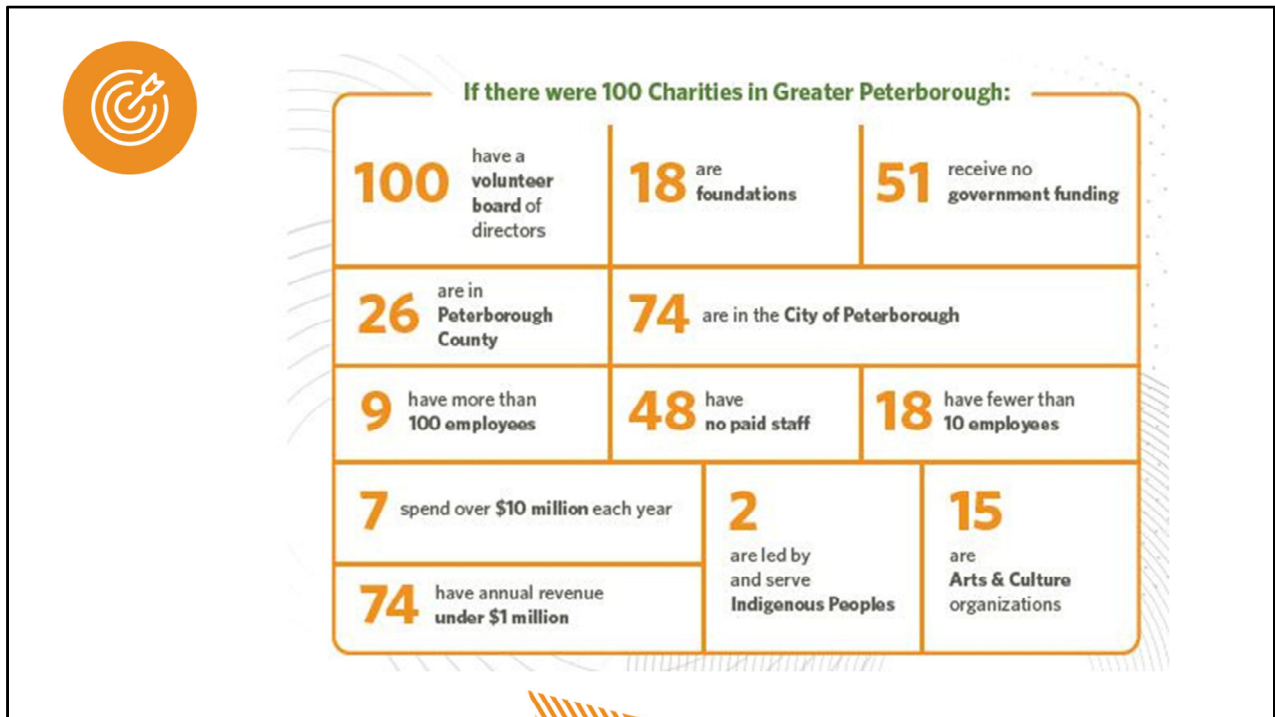
It's hard to push for public policy or investment change when you're invisible.

Sharlene Gandhi

Did you know, there is currently no publicly available list of all nonprofit organizations in Canada, and no comprehensive source of information about how many organizations there are, where they are located, who they serve, or what they do? (Imagine Canada)

Is anybody familiar with The Future of Good? They go deeper into the story of the lack of information on the charitable sector. Noting that “the last national survey of non-profit and voluntary organizations was 20 years ago and asking why has this information been missing?”

When the pandemic hit and I needed data to support advocacy for the sector here in Peterborough, I needed data, couldn't find any so built my own database using data from CRA's charities listing and supplemented by Blumberg's Charity Data.



There are about 380 registered charities in the City and County of Peterborough.

We excluded churches and religious organizations from the dataset. The Community Foundation does not grant to religious organizations unless it is for a program of clear public benefit as opposed to one that just benefits members of that congregation or faith. There is no way to separate out that data in a church's T3010 so that's why they were excluded.

That left 220 service organizations and foundations to include. This graphic shows just a few highlights of the data in terms of percentages.

Peterborough Regional Health Centre (PRHC) is the largest charity with a \$366 million budget in 2022. PRHC also employs over 3,000 people, more than any other charity in Peterborough.

As we put the draft report out for community feedback, I heard questions like "don't large institutions like the university skew the data" or "why do you count organizations like the hospital that are more a government department"? I had thought about those myself and here's my thinking...

Top 10 by...

	Revenue	Expenditures	# employees	Compensation
PETERBOROUGH REGIONAL HEALTH CENTRE	366,496,000	366,179,000	3,049	241,362,000
PETERBOROUGH VICTORIA NORTHUMBERLAND AND	208,174,187	208,464,806	2,532	160,239,203
TRENT UNIVERSITY	198,109,862	189,001,333	1,961	123,999,089
THE SIR SANDFORD FLEMING COLLEGE OF APPLIED A	138,875,712	139,343,345	1,811	84,100,085
DNAAGDAWENMAG BINNOOJIIYAG CHILD AND FAMILY SERVICES	53,871,386	54,032,490	457	27,515,903
THE KAWARTHA-HALIBURTON CHILDREN'S AID SOCIE	24,259,906	24,121,381	169	14,438,976
LAKEFIELD COLLEGE SCHOOL	24,130,869	22,722,724	156	11,641,735
COMPASS EARLY LEARNING AND CARE	22,780,894	22,276,851	500	17,893,815
Board of Health for the Peterborough County-City Hea	18,665,615	18,390,709	344	14,485,342
ST. JOSEPH'S AT FLEMING	18,123,980	17,501,017	637	13,390,285

I wondered if we could exclude some organizations because they're "institutions" not charities so I looked at their total revenue from all levels of government (municipal, provincial and federal as shown on their T3010) as a percentage of their total revenue, and we identified the 10 largest charities using that metric.

Expenditures are largely the same as revenues for each organization and unsurprisingly, total compensation is closely aligned with expenditures.

Top 10 by...

	Revenue	Expenditures	# employees	Compensation	Govt fundin
DNAAGDAWENMAG BINNOOJIIYAG CHILD AND FAMILY SERVICES	53,871,386	54,032,490	457	27,515,903	100%
Peterborough Family Health Team	11,263,712	11,168,371	102	9,298,249	99%
CANOPY SUPPORT SERVICES	15,553,837	14,950,227	87	4,916,928	99%
PETERBOROUGH NATIVE LEARNING PROGRAM	240,131	238,001	4	177,669	98%
PETERBOROUGH PUBLIC LIBRARY	3,380,037	3,789,085	50	2,194,777	98%
PETERBOROUGH VICTORIA NORTHUMBERLAND AND	208,174,187	208,464,806	2,532	160,239,203	98%
Board of Health for the Peterborough County-City Hea	18,665,615	18,390,709	344	14,485,342	96%
The Township of Cavan Monaghan Public Library Boar	348,892	435,936	10	327,942	96%
FOUR COUNTIES BRAIN INJURY ASSOCIATION	1,154,211	1,172,044	24	792,698	96%
Nogojiwanong Friendship Centre	1,850,630	1,823,345	23	1,026,179	96%
THE KAWARTHA-HALIBURTON CHILDREN'S AID SOCIE	24,259,906	24,121,381	169	14,438,976	96%

Could the level of government funding help define whether an organization should be excluded from our dataset?

When you look at government funding as a percentage of total revenue, there are about 20 organizations that receive 90% or more of their funding from government.

Notice all the new names on the list. Only 4 of these organizations were on the Top 10 list when it came to budget or staff. Is this a better metric? Can we call these 10 charities "institutions" and exclude them?

Top 10 by...

	Revenue	Expenditures	# employees	Compensation	Govt fundin	Donations for which receipts issued	Receiptable donations as % of revenue
PETERBOROUGH REGIONAL HEALTH CENTRE FOUND.	8,077,994	5,859,176	11	1,059,009	0%	6,469,818	80%
TRENT UNIVERSITY	198,109,862	189,001,333	1,961	123,999,089	33%	4,535,823	2%
Remembering O. & M. Pick Charitable Foundation	4,438,931	555,393	-	-	0%	4,000,000	90%
Kawartha Land Trust	3,968,685	910,664	13	478,390	8%	3,036,622	77%
THE PETERBOROUGH HUMANE SOCIETY	3,708,930	1,209,249	33	826,098	14%	1,769,827	48%
LAKEFIELD COLLEGE SCHOOL FOUNDATION	3,703,178	4,633,455	22	1,033,990	0%	1,759,222	48%
KAWARTHA FOOD SHARE	6,664,214	5,828,545	5	208,748	2%	1,104,427	17%
UNITED WAY OF PETERBOROUGH AND DISTRICT	3,682,485	264,773	11	549,559	57%	1,087,932	30%
HOSPICE PETERBOROUGH	3,644,052	2,912,674	43	1,852,441	70%	853,838	23%
THE ONTARIO FEDERATION OF ANGLERS AND HUNTE	10,469,272	10,048,114	84	3,635,591	14%	790,053	8%

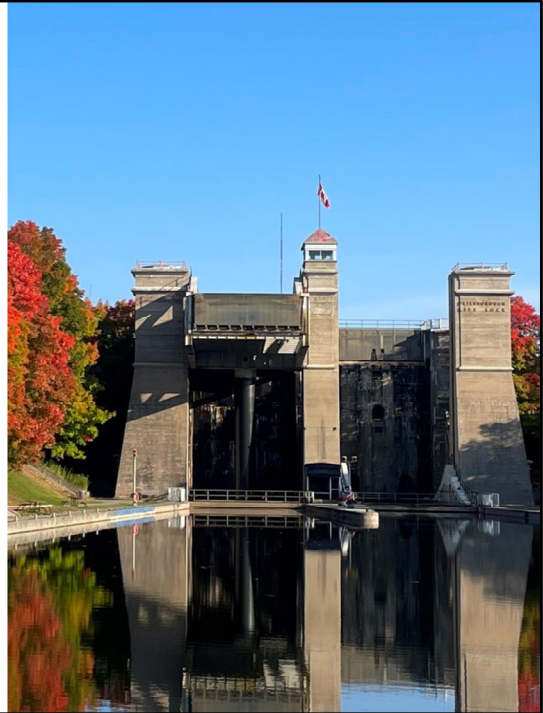
Given you're fundraising professionals, I thought you might be interested in donations for which tax receipts are issued.

Only one organization, Trent, is still on the list from the first Top 10.

Look at the Foundations coming into the action, and that's why they had to be included.

You can also see the potential for a key gift to have a big impact on total revenue, and which organizations really rely on donations.

CHARITIES & THE LOCAL ECONOMY



When you put all those 220 charities together, and add up their spending, you get a very big number. So big I had to get several people to check my math and methodology for me.

How much do you think the charities in Greater Peterborough collectively spend each year?

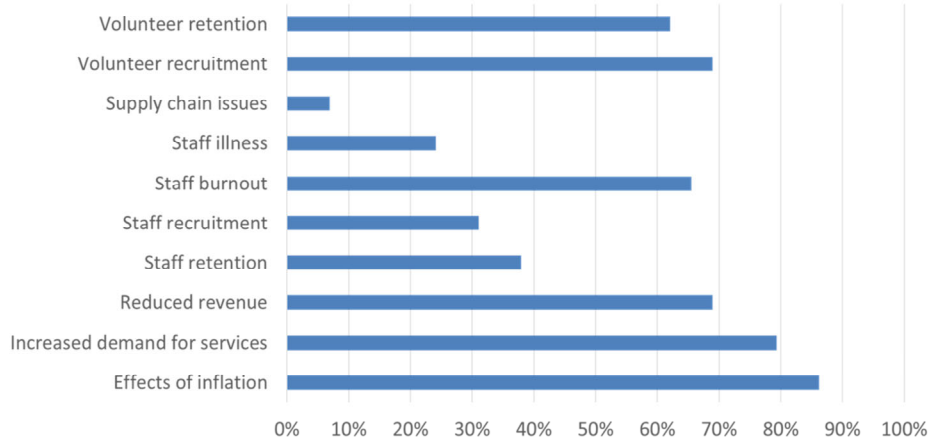
\$1,293,715,708

The contribution of the charitable sector to the economy has been documented/estimated by Ontario Nonprofit Network and Imagine Canada and they use that information to advocate for the sector at both the provincial and federal levels.

On average, charities with paid staff spend 52% of their operating budgets on compensation. How many jobs do you think that means in Peterborough?

Adding up all the FT and PT positions as reported in T3010s for these 220 charities gives us 14,665 jobs, not necessarily individual people.

COMMON SECTOR CHALLENGES



Our challenges are connected, we don't have the volunteer support we did pre-COVID, our volunteers did not come back, and it is hard to recruit new volunteers. Staff are doing more. There has been increased demand from service users, the mental health issues that were brought up during COVID have made things more complex.

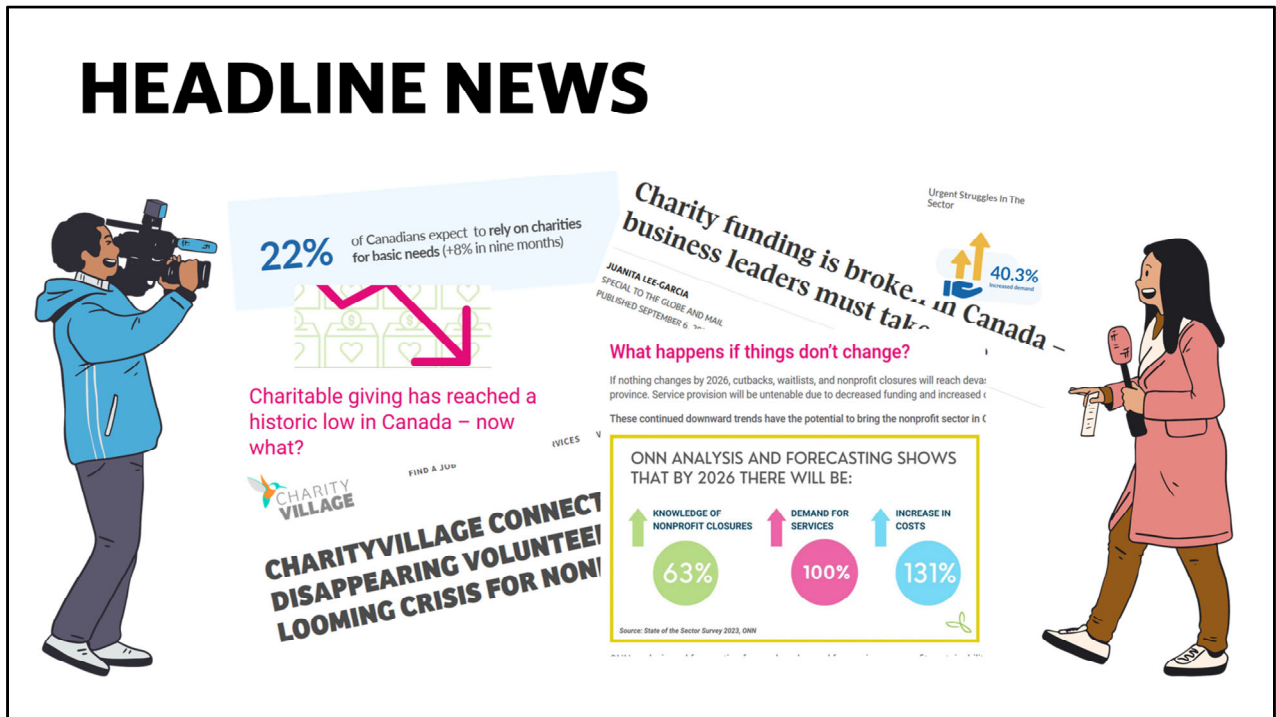
Carrie Truman, Executive Director
Kawartha-Haliburton Children's Foundation

This data comes from a survey we ran in the spring that many of you contributed to, and from data gathered through our grant application processes.

What resonates with you?

What word would you use to describe the story these data points tell?

HEADLINE NEWS



We see what we're experiencing reflected in headlines from Canada Helps, ONN, Imagine Canada, Charity Village and even mainstream media.

You are not alone. Your work is on the frontlines of a lot of big issues in the community. You're feeling the stress and strain as resources are squeezed. Thank you so much for everything you do for your organizations clients, users and audiences and for your own colleagues. Fundraisers are often unsung heroes but we see you.

HIGH DEMAND MEETS LIMITED RESOURCES

✓ Staffing Costs

✓ The effects of inflation

✓ Lack of core funding*

✓ Decreasing donations

✓ Increased demand from service users

*Core-funding is defined as financial support that covers basic "core" organizational and administrative costs, including salaries of non-profit staff, rent, equipment, utilities, and communications.

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Like other non-profits, we see an increased need for our services. The pandemic brought about an increase in the number of women who report gender-based violence along with an increase in the frequency and intensity of the violence.

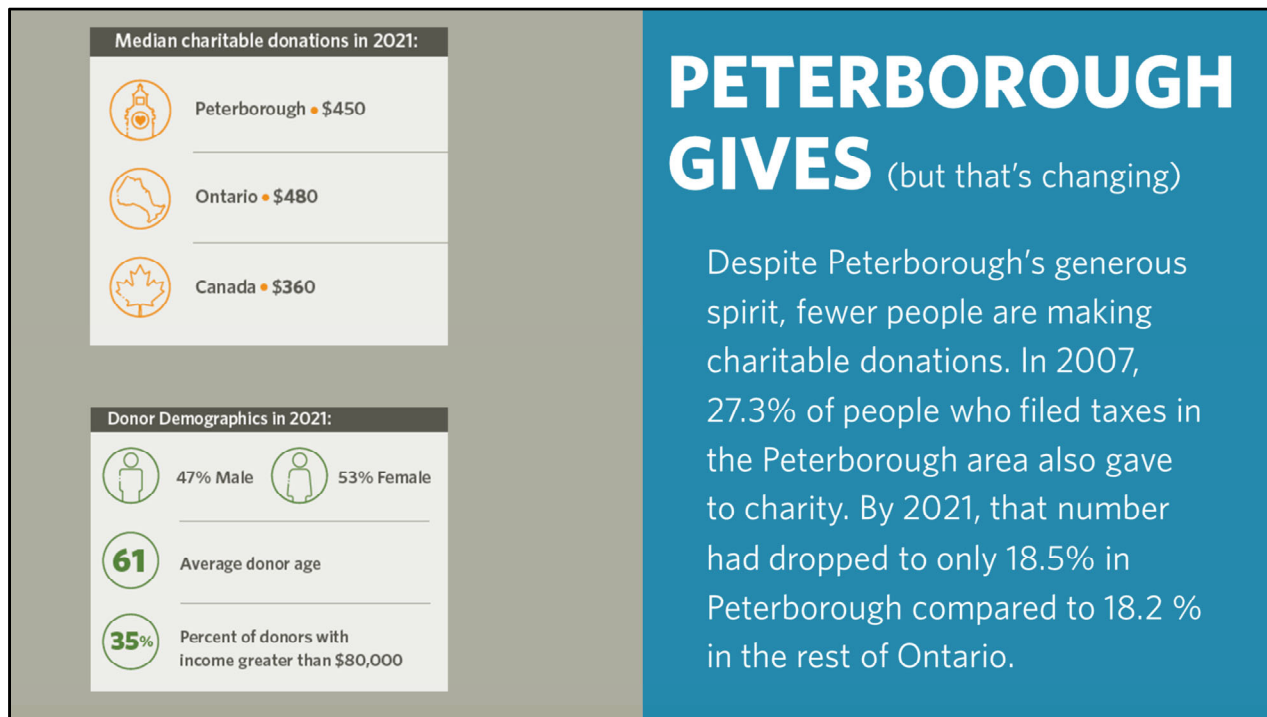
Kim Dolan, YWCA Peterborough Haliburton

We surveyed the sector locally last spring. Thank you so much for everyone who responded. And guess what, we heard the same thing in Peterborough.

Locally, 66% of our survey respondents reported increased demand for their services since the beginning of the pandemic. Nationally, data shows that more than half the charities in the country cannot meet current demand.

At the same time, non-profits are struggling with the rising costs due to inflation and are finding it difficult to attract and retain qualified staff and volunteers. For many, this means scaling back programs and services, longer waitlists, or cancelling programs altogether.

So how are we going to change this narrative? How do we inspire people to give while inwardly panicking? And what are we looking at in terms of local giving data?



PETERBOROUGH GIVES

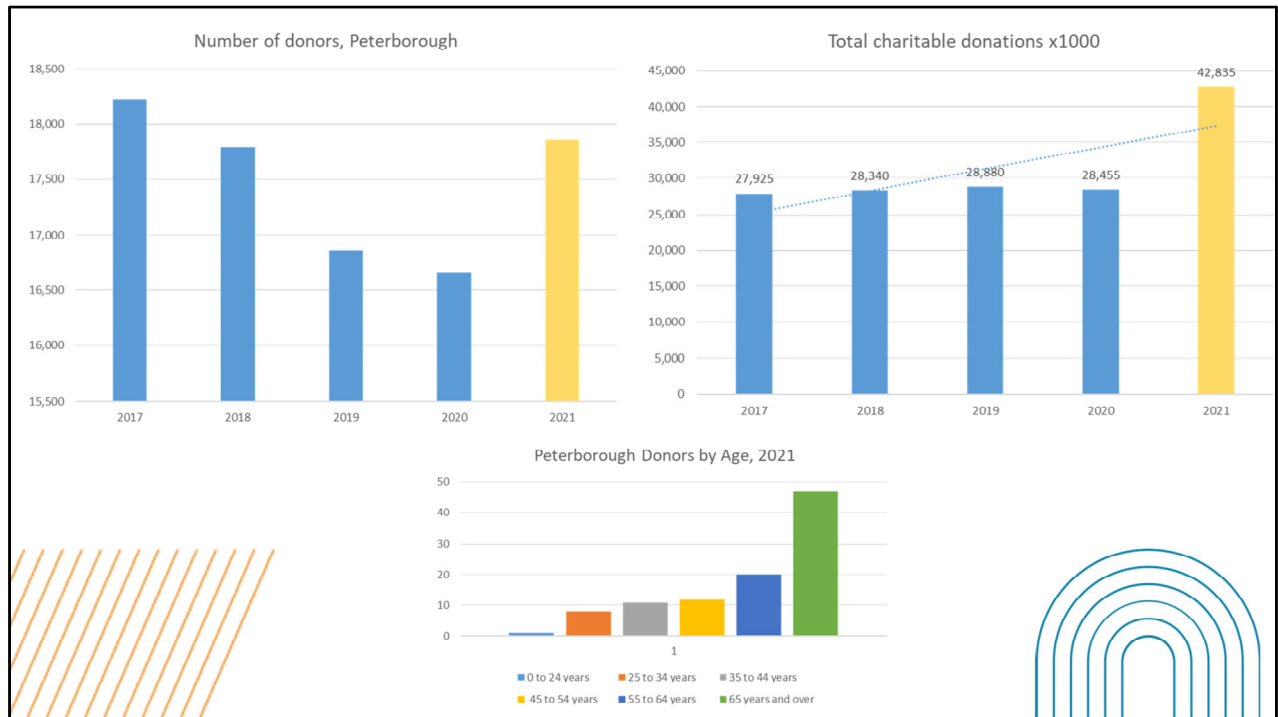
(but that's changing)

Despite Peterborough's generous spirit, fewer people are making charitable donations. In 2007, 27.3% of people who filed taxes in the Peterborough area also gave to charity. By 2021, that number had dropped to only 18.5% in Peterborough compared to 18.2 % in the rest of Ontario.

Peterborough is a generous community but trends in charitable donations are changing across the country. Nationally, Statistics Canada reports that 42% of donations go to charities with revenues of \$25 million or more, and only 28% of donations support charities with revenue under \$2 million. Most of Peterborough's charities fall into this latter category.

We only have 7 charities with revenues over \$25 million, but only Trent, and the Hospital (if you combine PRHC and its Foundation) were in the top 10 locally for donations by total amount.

In 2021, our median charitable donations were higher in dollar value than the rest of the province or the country.



Here's some more data not included in the report mostly because I'm not certain that the pattern is clear enough yet to comment on, and because I suspect the upticks indicated by the yellow bars are pandemic anomalies.

The age related data is reliable and tallies with national trends as identified by Canada Helps in their Giving Report, for example.

 <p>11 EASY WAYS TO GET INVOLVED</p>	<p>Give</p> 	 <p>Set up a fund</p>
<p>Leave a gift in your will</p> 	<p>Host a</p> 	 <p>our social posts</p>
<p>Spread the word to friends & family</p> 	<p>Attend Foundation events</p> 	<p>Invite us to speak at your event</p> 
<p>Read and share our reports</p> 	<p>Join our board</p> 	<p>Get in touch!</p> 

THANK YOU

for everything you do to help
make Greater Peterborough a
vital community for all



**Community
Foundation**
of Greater Peterborough

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