

NEWS RELEASE

Atlantic Canadians among least generous nationwide

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For immediate release

HALIFAX—The amount Atlantic Canadians donate to charity—as a percentage of their income claimed on their taxes—is among the lowest in the country, and lags far behind the amount Americans give, finds a new study by the Fraser Institute, an independent, non-partisan Canadian public policy think-tank.

“The holiday season is a time to reflect on charitable giving, and the data shows Atlantic Canadians are less charitable than other Canadians, which means charities in the region face greater challenges to secure resources to help those in need,” said Jake Fuss, senior policy analyst with the Fraser Institute and co-author of *Generosity in Canada and the United States: The 2020 Generosity Index*.

The study finds that the total amount donated by Canadians—just 0.54 per cent of income—is the second lowest amount since at least 2000. Over that period, Canadians’ generosity peaked at 0.72 per cent in 2006.

New Brunswick and Newfoundland & Labrador are tied for having the smallest proportion of tax filers donating to registered charities among provinces at 17.4 per cent, followed closely by Nova Scotia at 17.9 per cent. By comparison, Prince Edward Island ranked 3rd of all provinces for the percentage of tax filers who donated to charity with 20.1 per cent.

Crucially, all Canadian jurisdictions saw declines in the percentage of income donated to charity in 2018 relative to 2008. However, the provinces with the largest decreases were Newfoundland & Labrador (30.7 per cent) and Nova Scotia (21.9 per cent).

The Generosity Index also ranks Canadian and American jurisdictions based on the percentage of tax filers claiming charitable donations and the percentage of income they donate. The increase in the provincial rankings should be taken with caution as at least part of the explanation is a tax change in the U.S. in 2018, which resulted in fewer Americans formally claiming charitable donations even though they may have made donations.

“Despite Canadian jurisdictions seemingly improving in this year’s Generosity Index, Canadians are still donating significantly less to registered charities than Americans,” Fuss said.

“And again this year, a smaller proportion of Atlantic Canadians are donating to registered charities than other Canadians, and those who are donating are donating less.”

Generosity of Canadian provinces and territories

Province/Territory (ranking in 2020 Generosity Index)	% of tax filers who claimed charitable donations	Average dollar value of all charitable donations
Manitoba (4 out of 64)	22.4	\$2,163
Ontario (7)	20.4	\$2,038
Prince Edward Island (8)	20.1	\$1,456
Saskatchewan (10)	19.6	\$2,229
Alberta (11)	19.2	\$2,776
British Columbia (12)	18.4	\$2,575
Quebec (15)	18.7	\$781
Nova Scotia (15)	17.9	\$1,475
New Brunswick (19)	17.4	\$1,469
Newfoundland and Labrador (24)	17.4	\$1,118
Yukon (25)	15.6	\$1,649
Northwest Territories (45)	11.8	\$1,681
Nunavut (63)	6.4	\$2,161

(30)

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