

INTRODUCTION

The Muttart Foundation, a private foundation based in Edmonton, Alberta, commissioned the Canadian Centre for Philanthropy to conduct a study to gather public opinion on charities and issues related to charities.

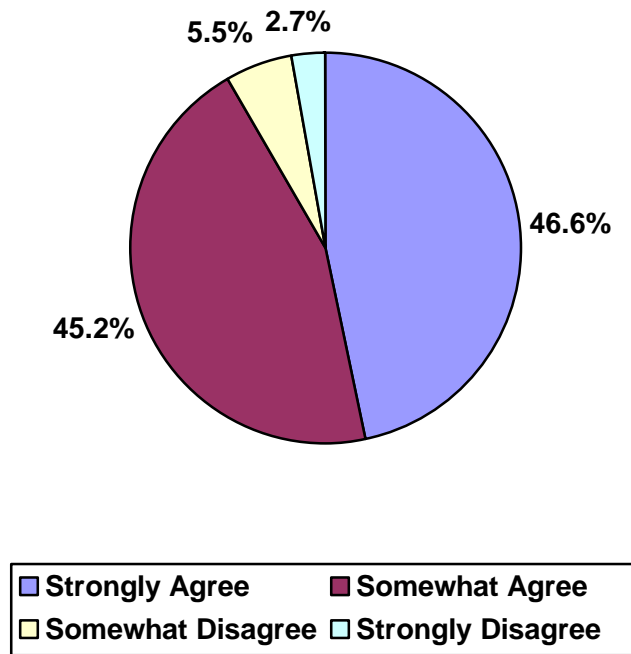
Between May and July 2000, a total of 3,863 Canadians completed a telephone survey. The sample was drawn in a way to provide data that was statistically valid at both the provincial and the national level. A sample of this size provides answers that can be considered accurate, at the national level, within plus or minus 1%, 19 times out of 20.

This document provides the results for Newfoundland. A total of 203 residents of the province completed the survey. A sample of this size can be expected to provide representative results with a margin of error of plus or minus 6.9%, 19 times out of 20.

For data on the national results, or to see the results of other provinces, the reader is referred to The Muttart Foundation's Website, located at <http://www.muttart.org>

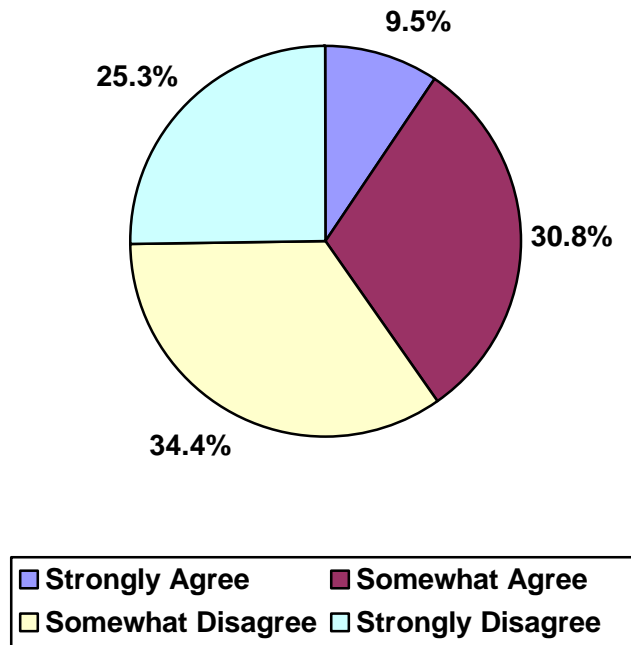
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Charitable organizations are becoming increasingly important to many Canadians.



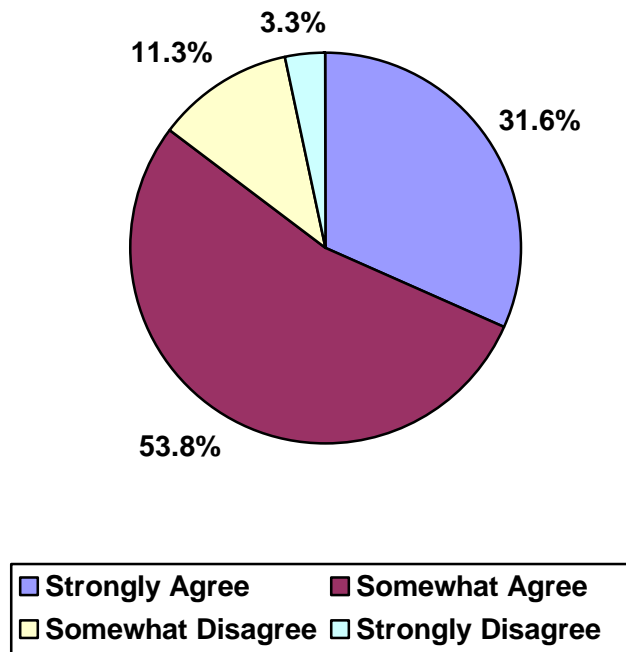
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Generally, charitable organizations don't do much to improve the quality of life for Canadians.



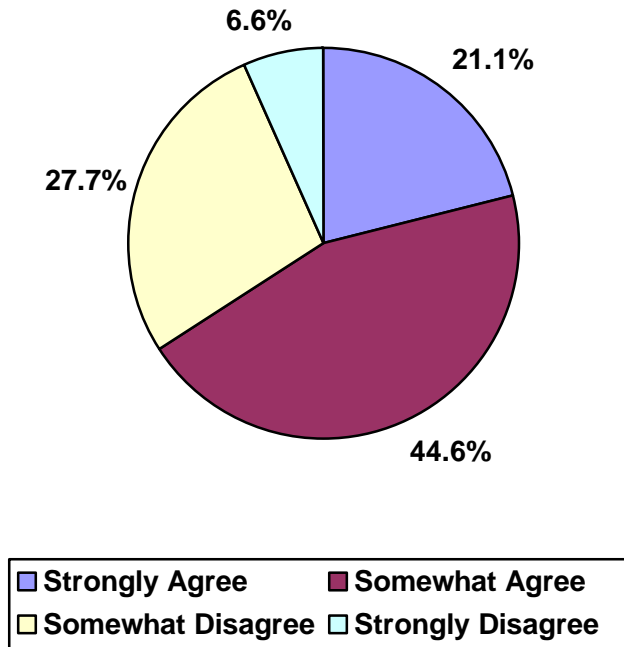
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Charitable organizations understand the needs of the average Canadian better than the government does.



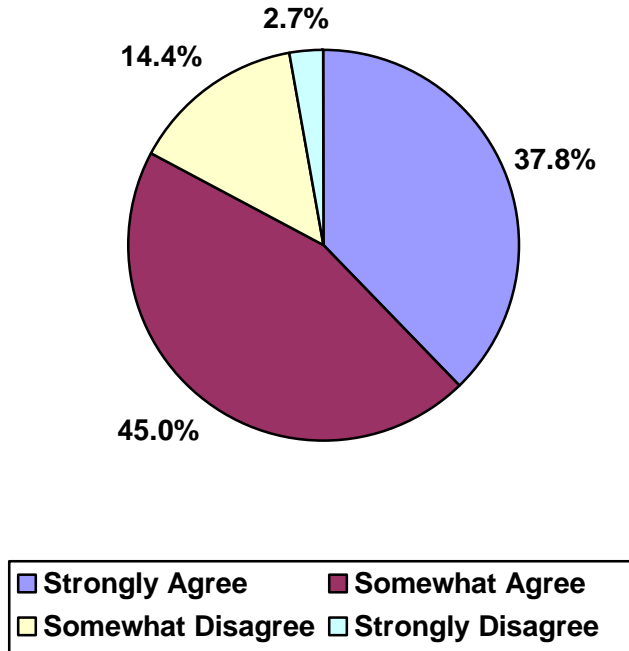
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Charitable organizations do a better job than government in meeting the needs of Canadians.



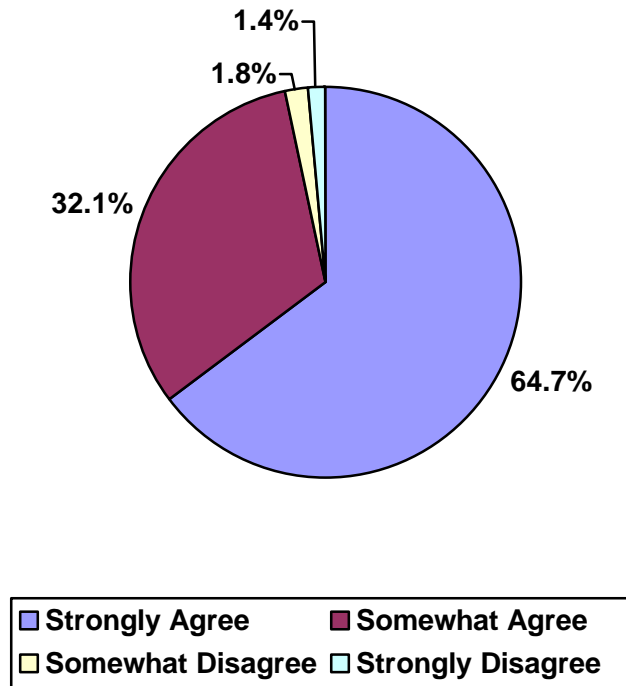
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

The services provided by charitable organizations should not be a substitute for those services that government can provide.



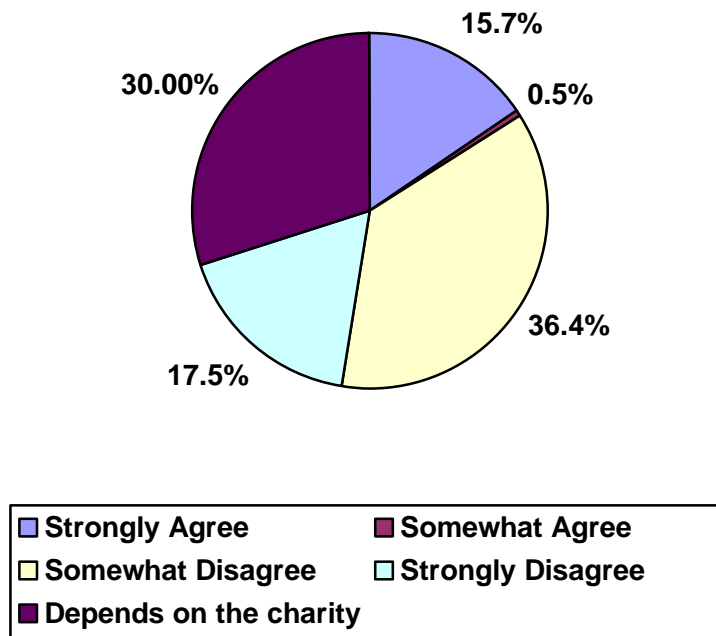
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Charitable organizations should speak out on issues like the environment, poverty or health care.

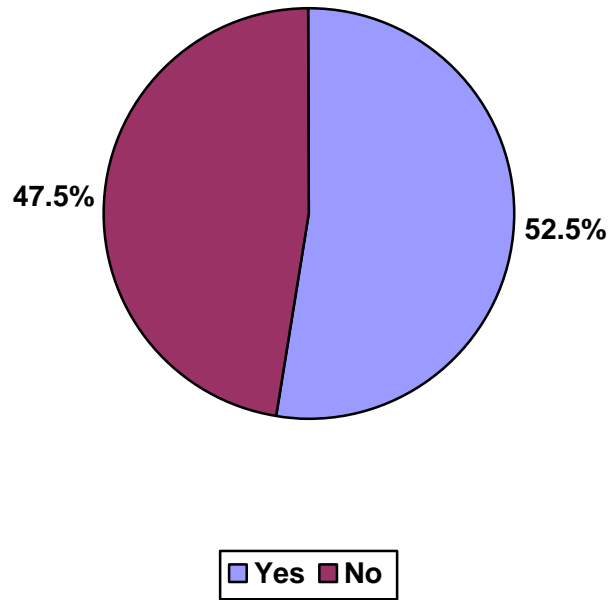


Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Charitable organizations should not spend their time and money trying to get laws changed.



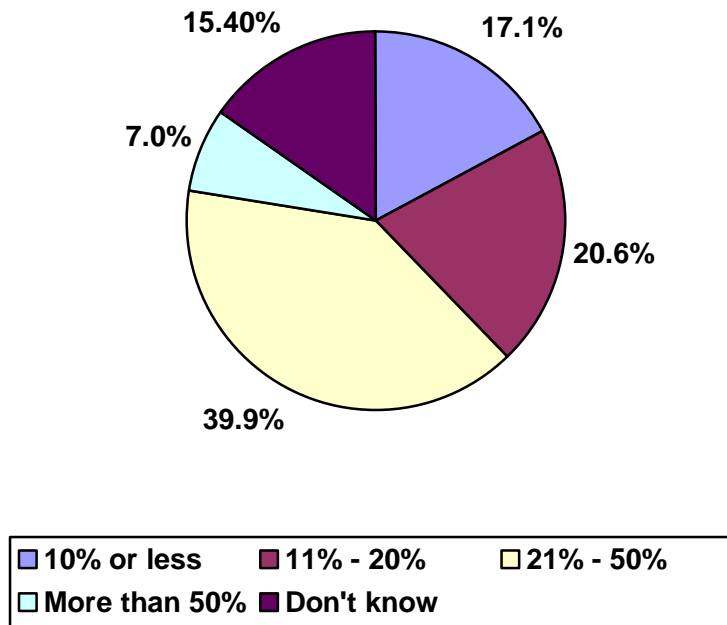
Should charities limit the amount of time and money they spend on speaking out about their cause?



Talking About Charities
Newfoundland Results

About what percentage of their time and money should this take up?

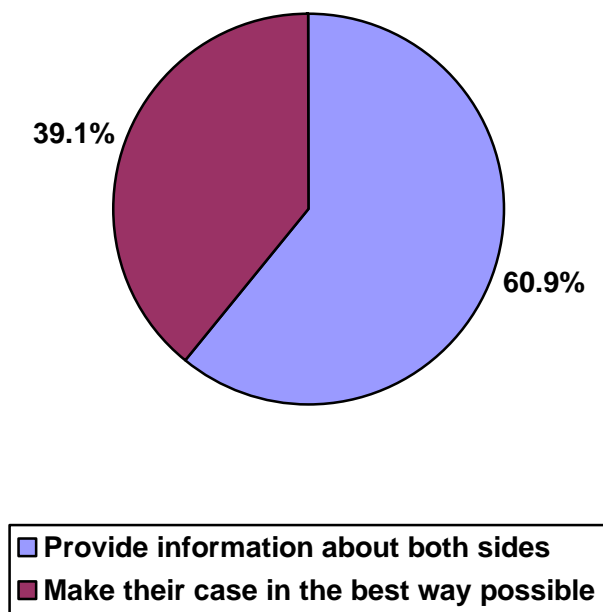
NOTE: Asked only of respondents who thought there should be a limit to the amount of time and money charities use on speaking out about their cause.



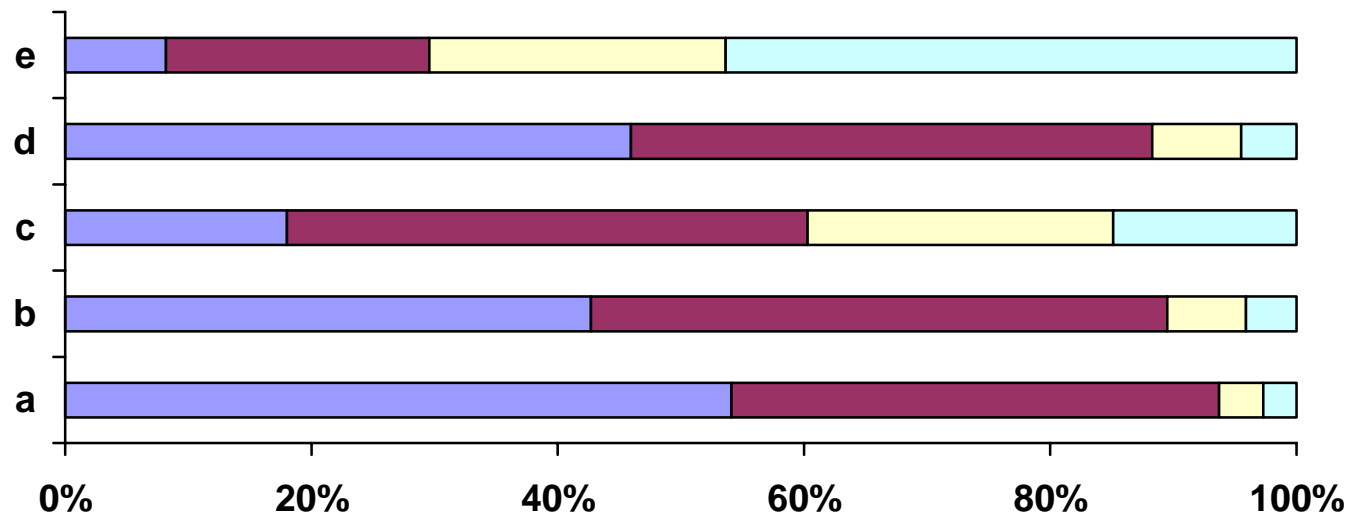
When charities speak out about an issue, which of the following two points of view comes closest to your own:

One: They should have to provide information about both sides of the issue

Two: They should make their case in the best way possible

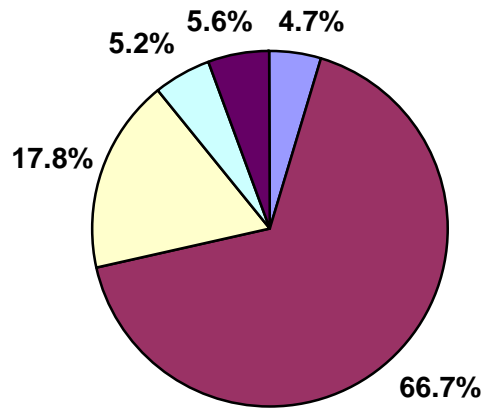


There are many ways that charitable organizations can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to be doing: (a) What about meeting with government ministers or senior public servants as a way to speak out about their cause and try to get things changed? (b) Organizing letter-writing campaigns? (c) Holding street demonstrations or protests? (d) Placing advertisements in the media? (e) Blocking roadways or other nonviolent acts?

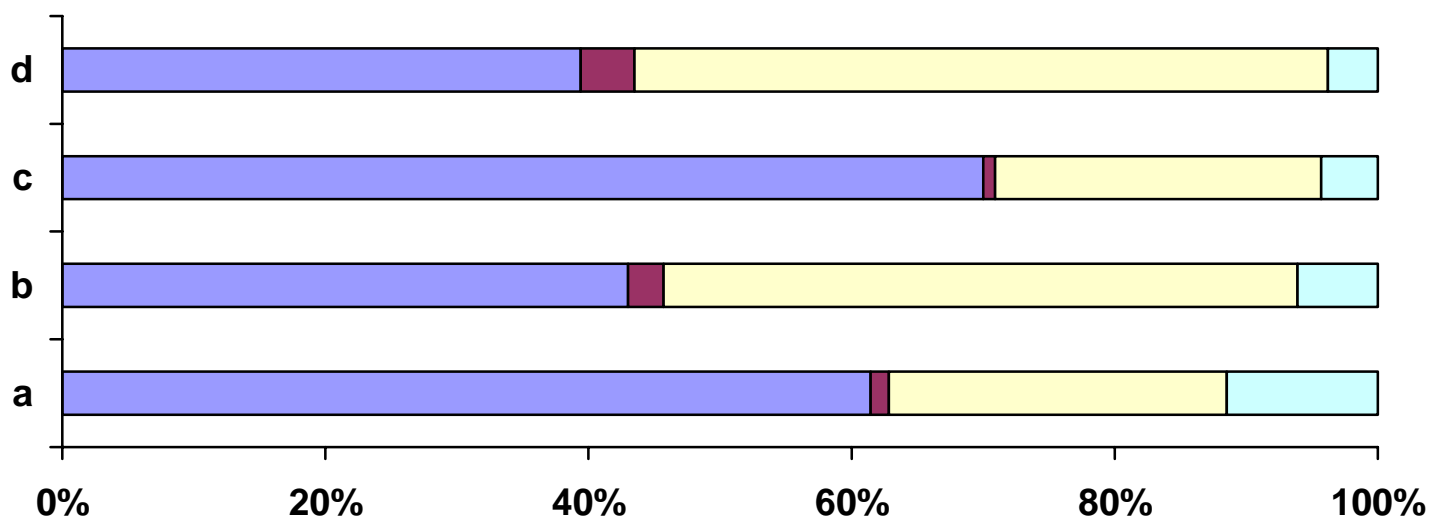


	a	b	c	d	e
Very unacceptable	2.7%	4.1%	14.9%	4.5%	46.4%
Somewhat unacceptable	3.6%	6.4%	24.8%	7.2%	24.1%
Somewhat acceptable	39.6%	46.8%	42.3%	42.3%	21.4%
Very acceptable	54.1%	42.7%	18.0%	45.9%	8.2%

Thinking about the money that charities have to do their work, in general, do you think they have too much, too little, or about the right amount of money?

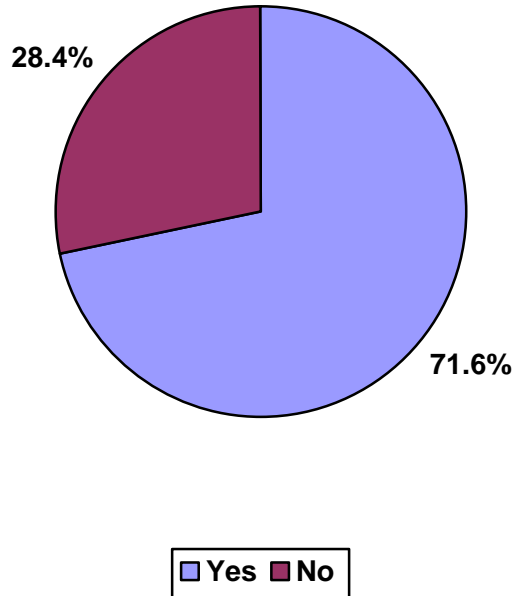


Charities get money from a variety of sources including the government; from income they earn by selling goods or services, for example, running a museum giftshop, and recycling clothes; and from donations given by individual Canadians and businesses. (a) In general, do you think that government should be giving charities, more, less, or about the same amount of money as they do now? (b) What about individual Canadians? (c) What about donations from businesses? (d) In general, do you think that charities should be earning more of their money from selling goods or services, earning less of their money this way, or should the amount of money they earn this way stay about the same?

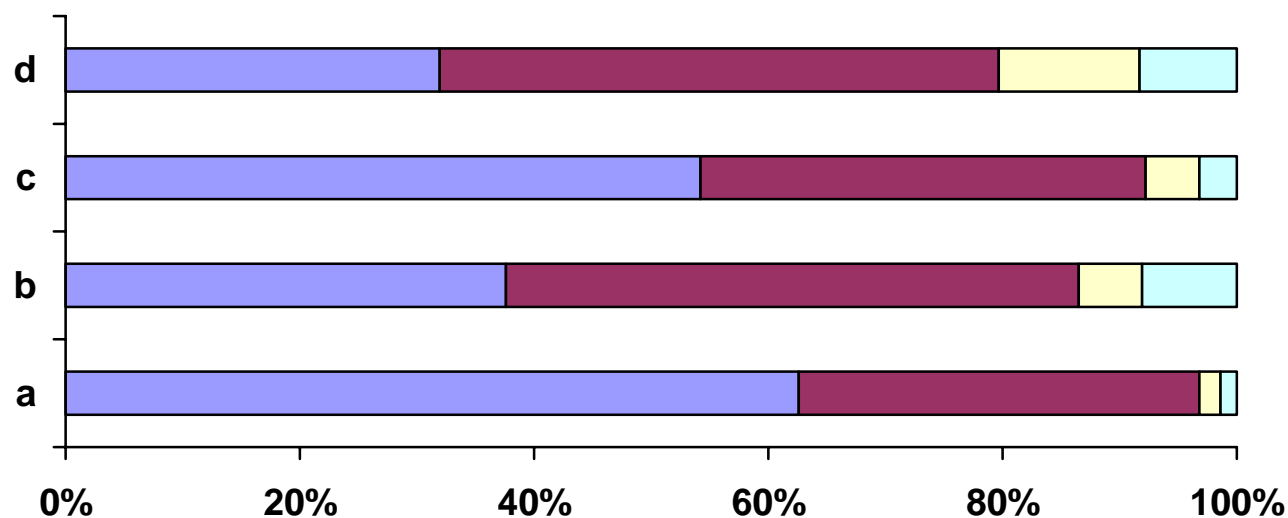


	a	b	c	d
Don't know	11.5%	6.1%	4.3%	3.8%
About same	25.7%	48.2%	24.8%	52.7%
Less	1.4%	2.7%	0.9%	4.1%
More	61.5%	43.0%	70.0%	39.4%

Do you think charities should be able to do any type of business activity as long as the proceeds go to support their charitable programmes and services?



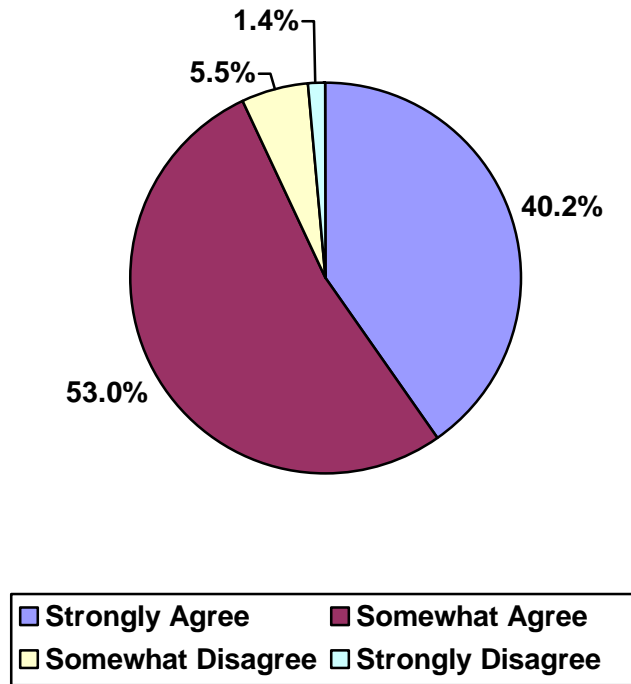
I'm going to read a list of ways a charity could earn money to support its programmes and services. For each, please tell me whether you think it is a very acceptable, somewhat acceptable, somewhat unacceptable or very unacceptable way to earn money to support its programmes and services. (a) First, operating stores that sell second-hand clothing. (b) What about going door-to-door to sell cookies, calendars or chocolates to earn money to support its charitable programmes and services? (c) Renting out space in a building they own to support their charitable programmes and services? (d) What about making money by getting paid for selling their knowledge or skills?



	a	b	c	d
Very unacceptable	1.4%	8.1%	3.2%	8.3%
Somewhat unacceptable	1.8%	5.4%	4.6%	12.0%
Somewhat acceptable	34.2%	48.9%	38.0%	47.7%
Very acceptable	62.6%	37.6%	54.2%	31.9%

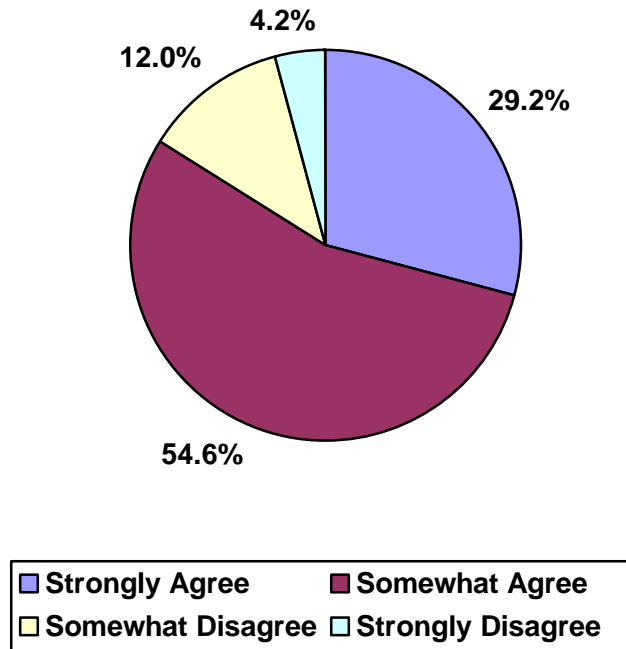
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

Running a business is a good way to raise money that charities aren't able to get through donations or grants.



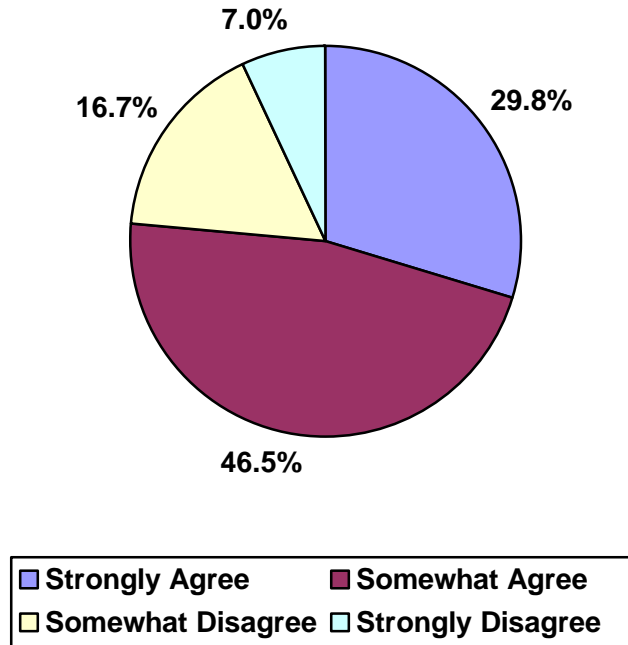
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

When a charity runs a business, money could get lost on the business instead of being used to help Canadians in need.



Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with ... the following statement:

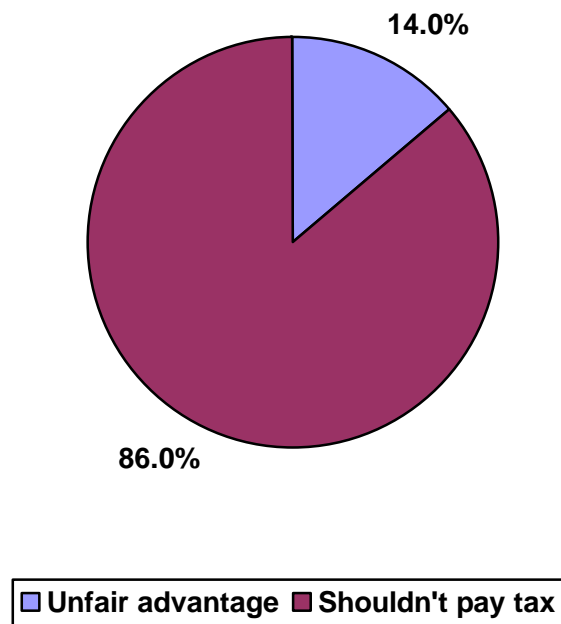
If a charity runs a business, they will eventually make earning money their most important activity.



Which of the following two points of view comes closest to your own?

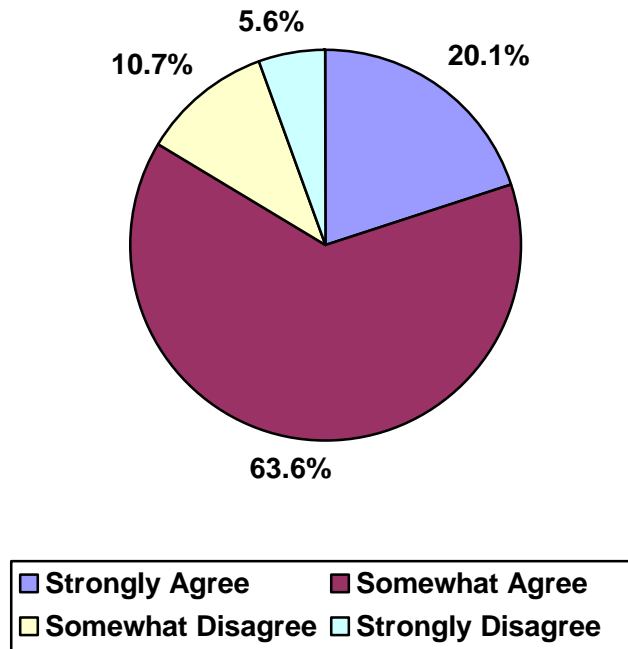
One: Compared to commercial businesses providing similar programs and services, charities have an unfair advantage because they don't pay taxes on the money they earn from running a business; OR

Two: Charities shouldn't have to pay tax on the money they earn from running a business if it is used to pay for their charitable activities.



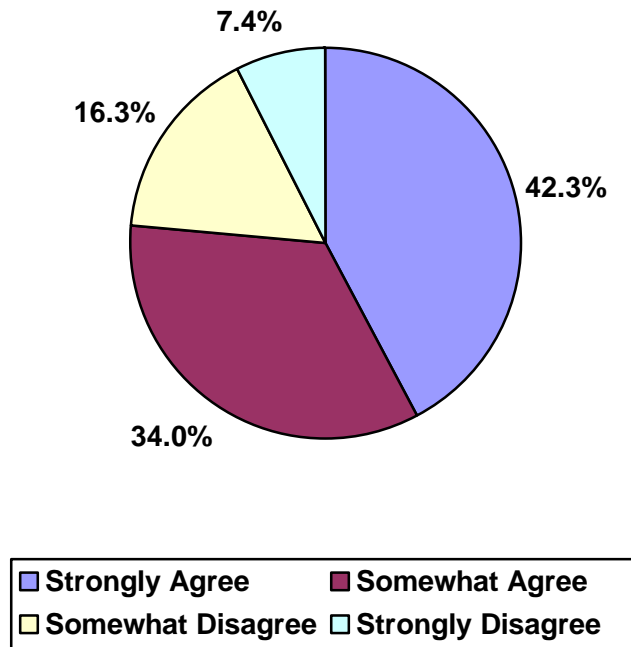
Tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree:

Charities are generally honest about the way they use donations.



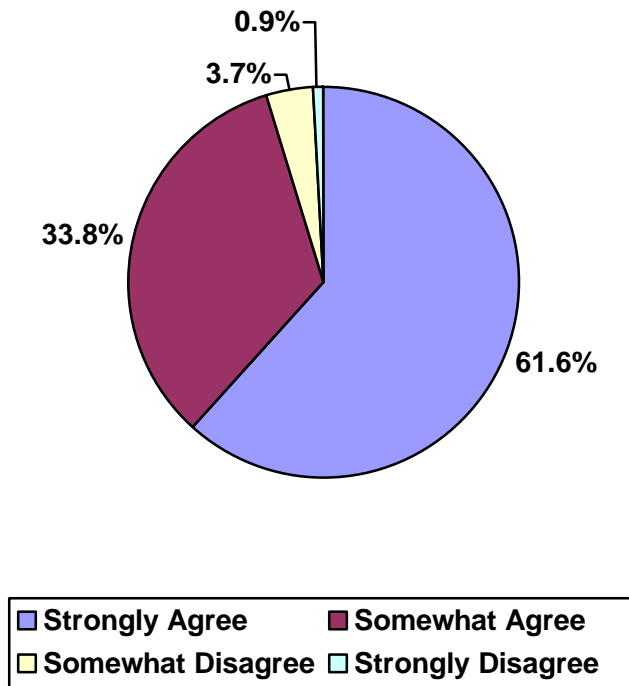
Tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree:

Too many charities are trying to get donations for the same cause.



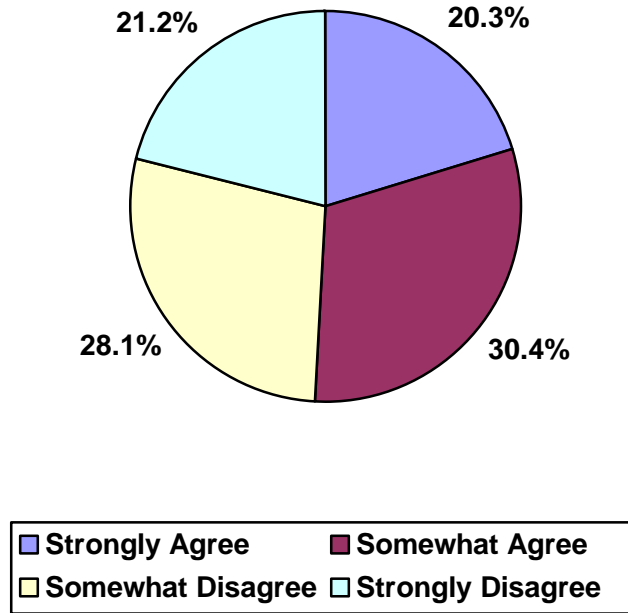
Tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree:

Charities need to put a lot of effort into raising money to support their cause.

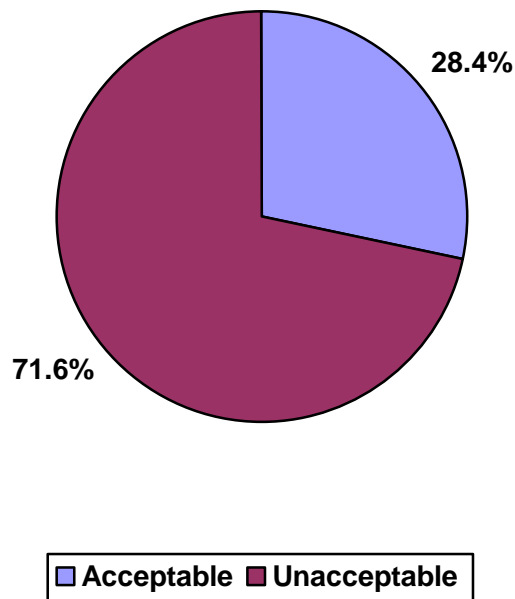


Tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree:

Charities ask for money only when they really need it

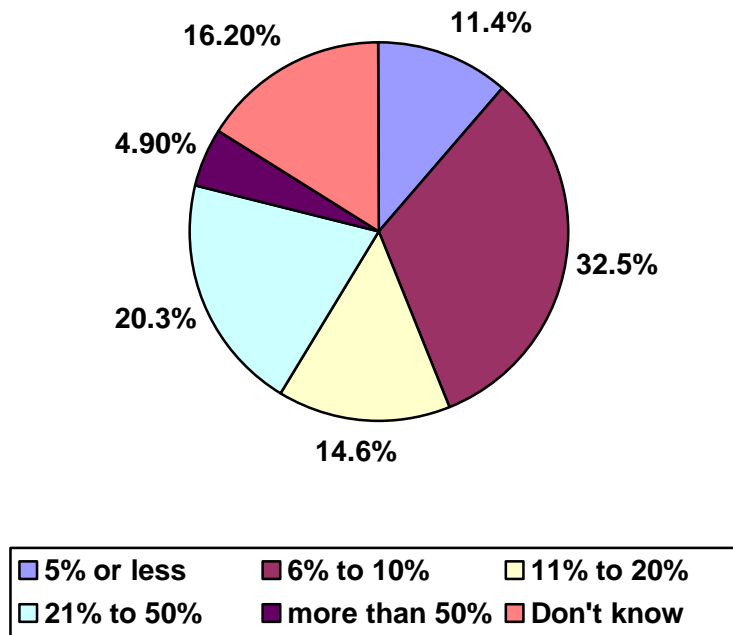


Many charitable organizations hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Do you think this is, or is not, an acceptable way for charities to raise money?

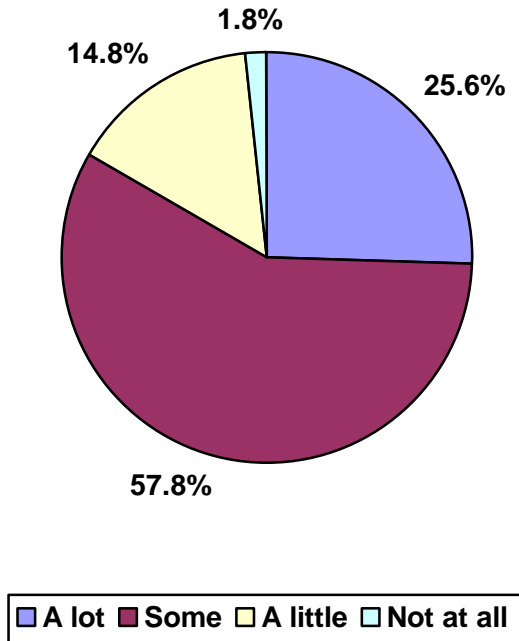


What percentage of the money that is raised do you think a professional fundraiser should get?

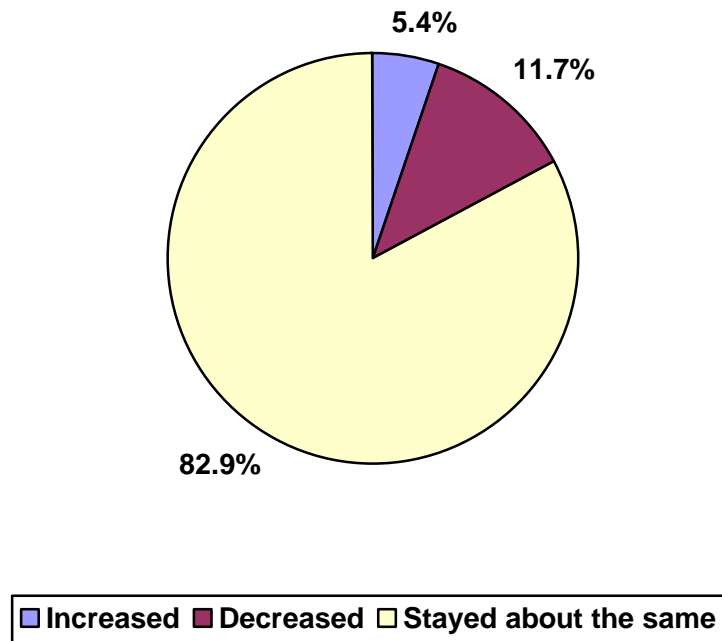
NOTE: Asked only of those respondents who thought that using commission-based fundraisers is an acceptable way for charities to raise money.



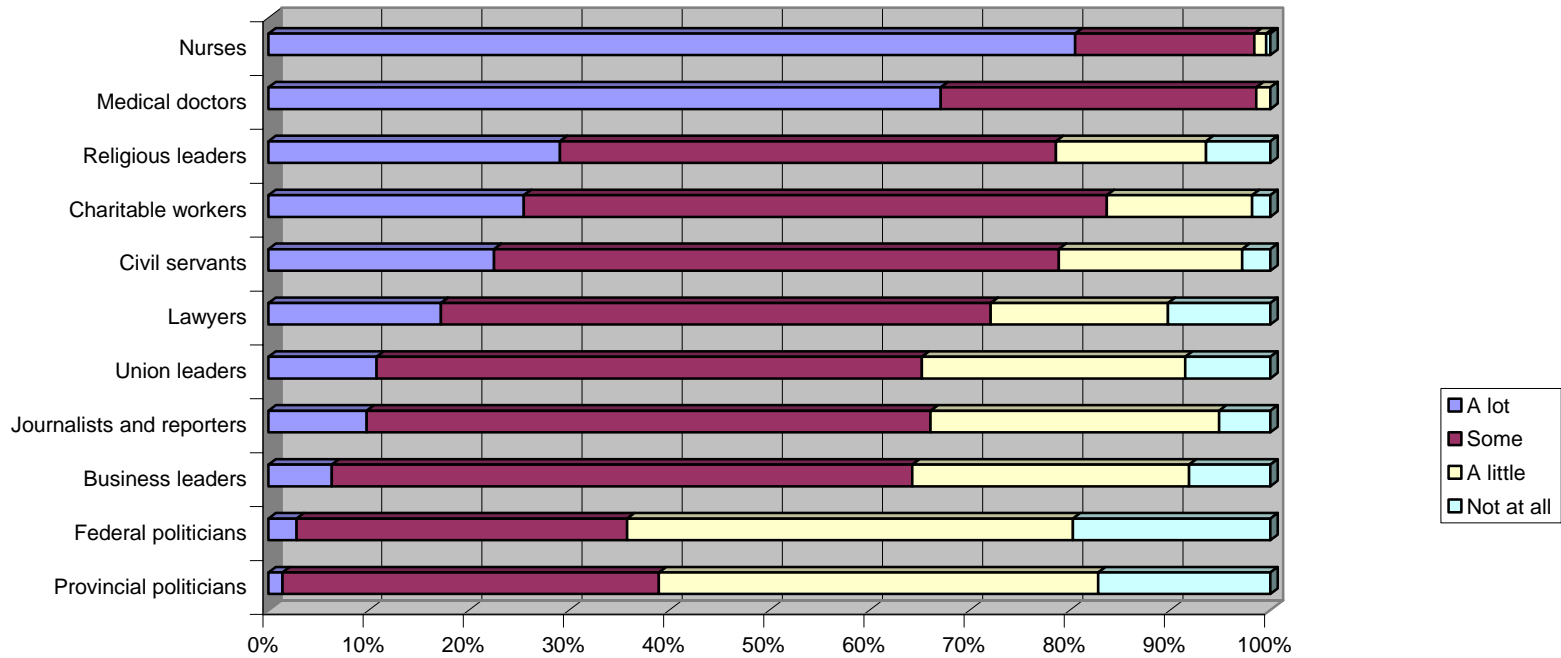
Do you trust charities a lot, some, a little or not at all?



Over the last year, has your trust in charities increased, decreased or would you say your trust in charities has stayed about the same?



We would like to start by asking you about how much trust you have in people from the following professions.

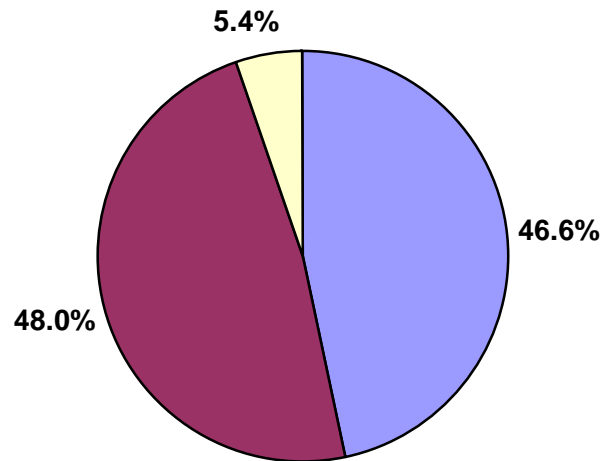


	Provincial politicians	Federal politicians	Business leaders	Journalists and reporters	Union leaders	Lawyers	Civil servants	Charitable workers	Religious leaders	Medical doctors	Nurses
Not at all	17.2%	19.7%	8.1%	5.1%	8.5%	10.2%	2.8%	1.8%	6.4%	0.0%	0.4%
A little	43.9%	44.5%	27.6%	28.8%	26.3%	17.7%	18.3%	14.5%	15.0%	1.4%	1.2%
Some	37.6%	33.0%	57.9%	56.3%	54.5%	54.9%	56.4%	58.2%	49.5%	31.5%	17.9%
A lot	1.4%	2.8%	6.3%	9.8%	10.8%	17.2%	22.5%	25.5%	29.1%	67.1%	80.7%

Which of the following two views comes closest to what you think?

One: Too much of the money that is donated to charitable organizations goes toward operating expenses such as rent, printing, salaries and advertising rather than going to the cause itself.

Two: Every organization has operating expenses and charitable organizations generally keep these expenses as low as they can.

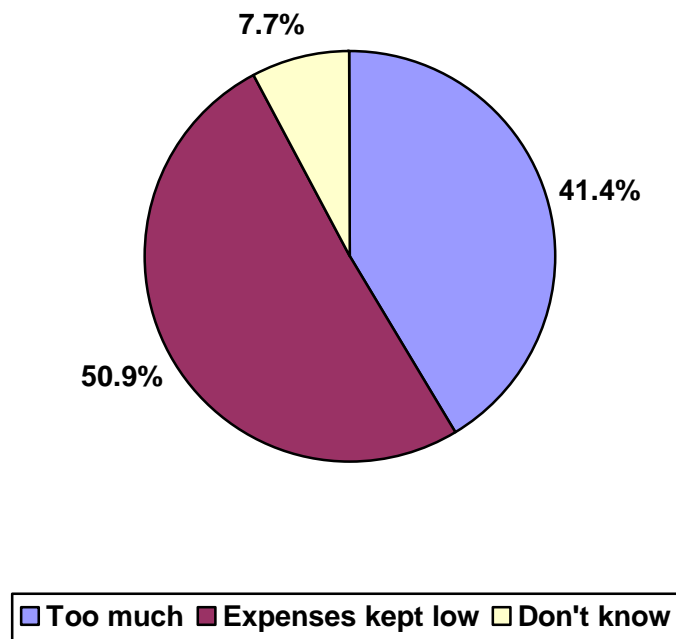


■ Too much ■ Expenses kept low ■ Don't know

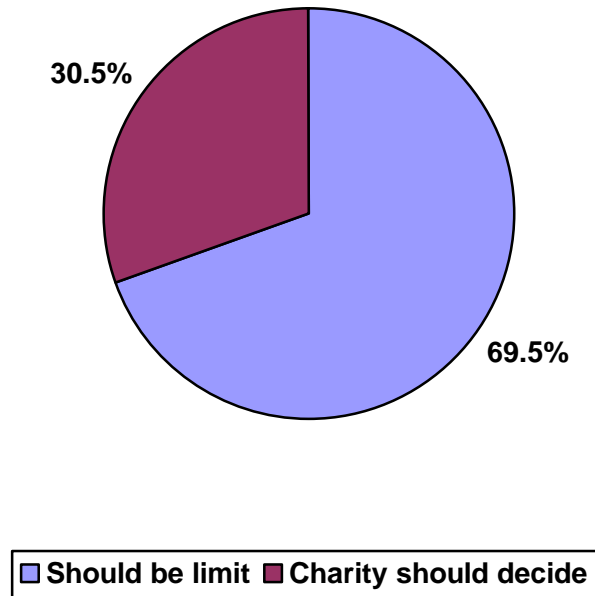
Which of the following comes closest to your view?

One: Too much of the money that is given to charitable organizations goes toward fundraising expenses

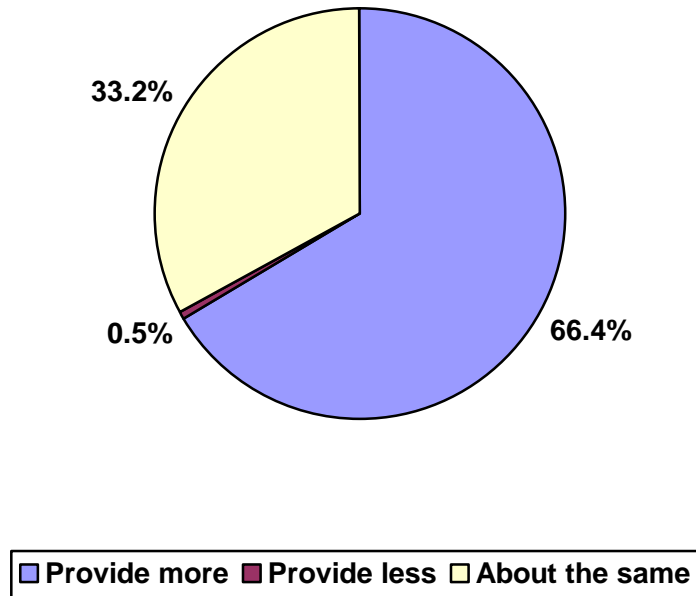
Two: Charitable organizations generally keep these fundraising expenses as low as they can.



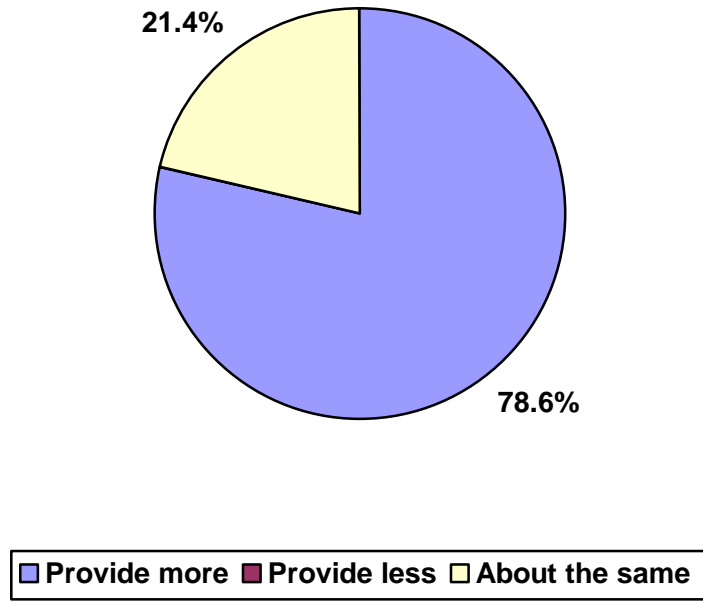
Should there be a limit set on the amount of money a charity can spend on administration or fundraising or should the charity be allowed to decide this for themselves?



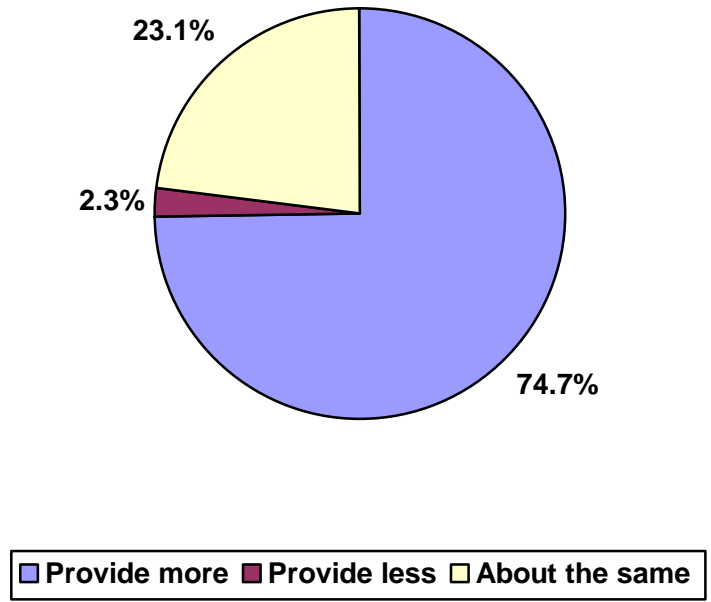
Do you think that charities should provide more information about the programmes and services they deliver, less information, or about the same amount of information as they do now?



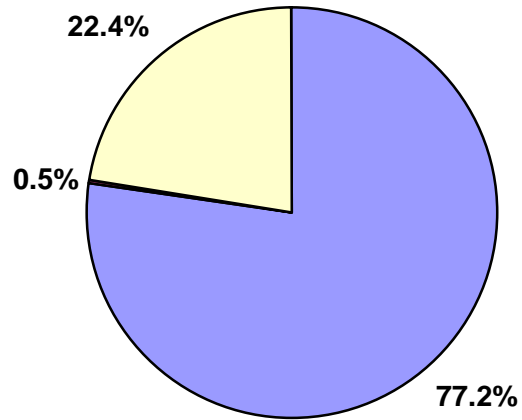
What about information on how charities use donations? Should they provide more, less, or about the same amount of information as they do now?



And information about their fundraising costs?



Information about the impact of their work on Canadians?

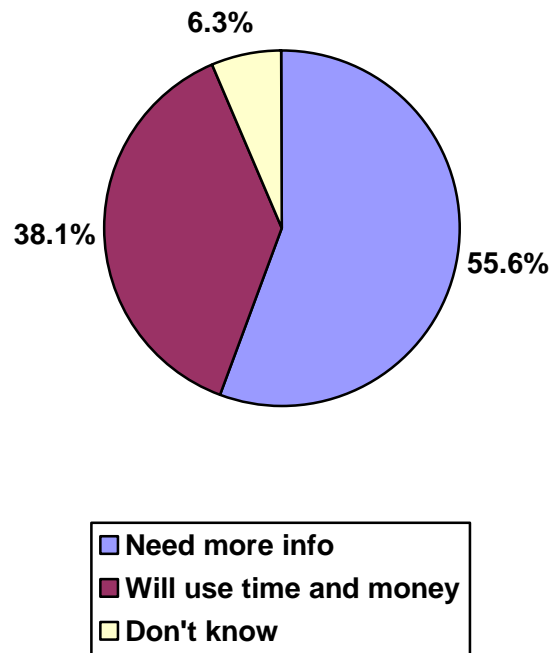


■ Provide more ■ Provide less ■ About the same

Which of the following two points of view comes closest to your own?

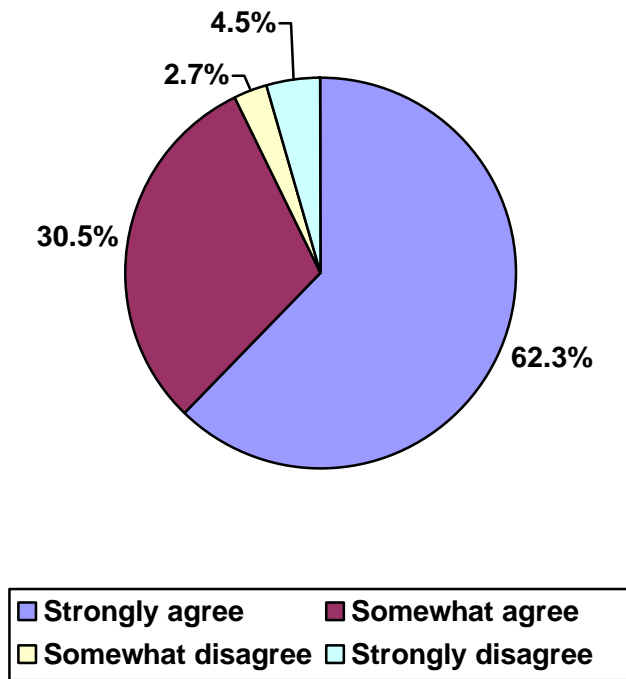
One: In order to make good choices about where to donate, Canadians need more information about the work charities do.

Two: Providing more information will use time and money that charities could use better on providing services and programmes to Canadian.



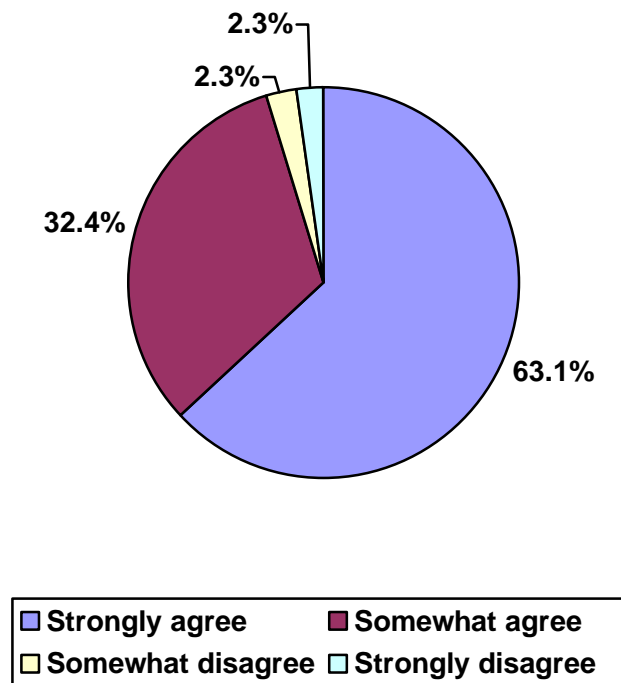
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following:

On each fundraising request, charities should be required to disclose how donors' contributions are being spent?



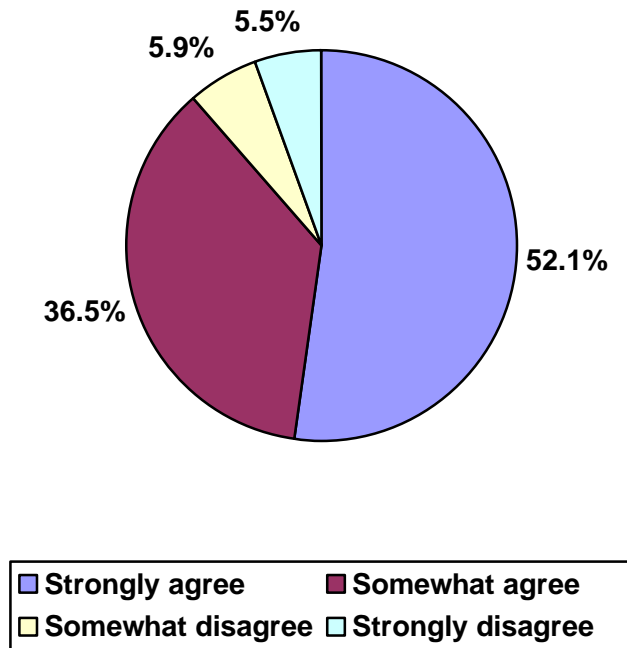
Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following:

The first one is: More attention should be paid to the way charities spend their money.



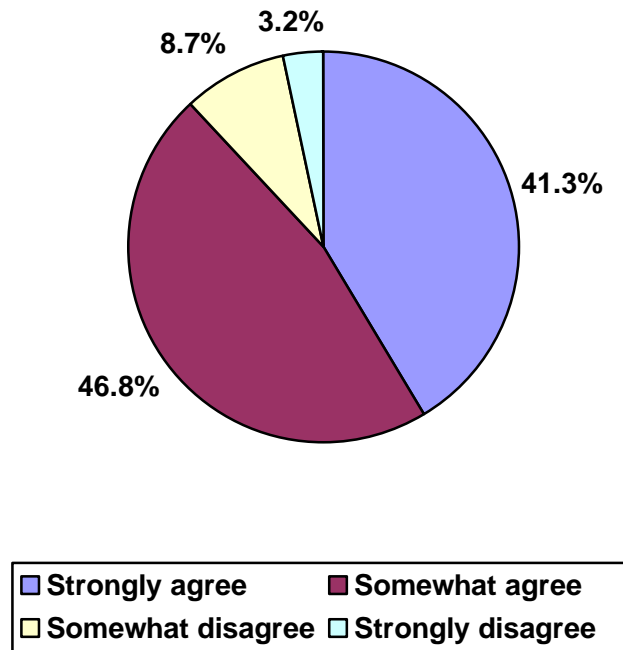
Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following:

More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising.



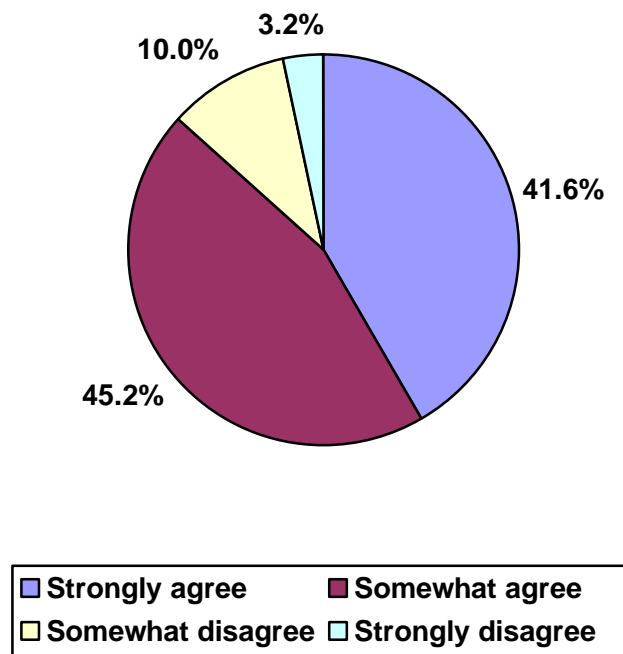
Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following:

More attention should be paid to the way that charities raise money.



Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following:

More attention should be paid to the amount of money charities spend on programme activities.

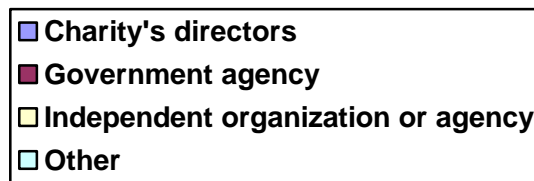
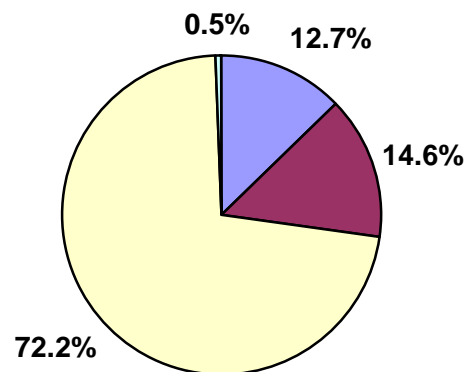


Who do you think should be responsible for watching over the activities of charities? Should it be:

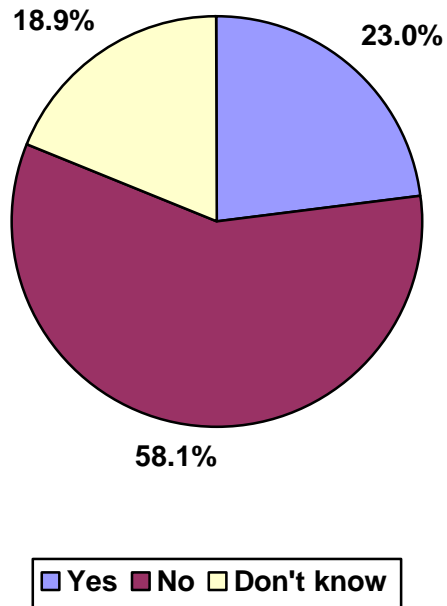
One, the charity's own board of directors;

Two, a government agency, or

Three, an independent organization or agency that is not part of either the government or the charity?



To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?



Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?

NOTE: Asked only of those respondents who reported that they knew of an agency or organization that is responsible for watching over the activities of charities.

