



2009 State of Fundraising Canada Fact Sheet

Overall Fundraising

- Overall, 46 percent of respondents raised more money in 2009 than in 2008, while 18 percent raised the same amount and 36 percent raised less.

Percentage Changes in Funds Raised in 2009, Canada vs. USA

Change in 2009 Funds Raised	Canada	U.S.
Less than 2008	36%	46%
About the same	18%	11%
More than 2008	46%	43%

- Overall, 60 percent of Canadian respondents achieved their fundraising goal in 2009. In contrast, just 53 percent of U.S. respondent reported reaching their goal in 2009.
- Most fundraising gains were small—of the organizations that reported more funds raised in 2009 than in 2008, more than two-thirds (70 percent) percent experienced fundraising growth of less than 20 percent. A similar pattern was seen with U.S. organizations.
- On a scale of 1 to 7, with 1 being the least challenging and 7 being the most challenging, 55 percent of Canadian respondents rated the fundraising environment in 2009 as either a 5, 6 or 7.

Level of Challenge in the Fundraising Environment	Percentage of Respondents
1 (least challenging)	1.7%
2	6.0%
3	11.2%
4	26.1%
5	35.2%
6	13.2%
7 (most challenging)	6.6%

Direct Mail

- Seventy-six percent of Canadian respondents used direct mail solicitations in 2009.

Changes in 2009 Direct Mail Fundraising, Canada vs. U.S.

Change in 2009 Direct Mail Funds Raised	Canada	U.S.
Less than 2008	33.8%	34.8%
About the same	23.4%	25.4%
Greater than 2008	39.8%	39.9%

Telefundraising

- Twenty-four percent of Canadian respondents used telefundraising solicitations in 2009.

Changes in 2009 Telefundraising, Canada vs. U.S.

Change in 2009 Telefundraising Funds Raised	Canada	U.S.
Less than 2008	20.5%	20.0%
About the Same	61.4%	63.6%
More than 2008	18.1%	16.4%

Major Gifts

- Seventy-eight percent of Canadian respondents used major gift solicitations in 2009.

Changes in 2009 Major-Gift Fundraising, Canada vs. U.S.

Change in 2009 Major Gift Funds Raised	Canada	U.S.
Less than 2008	34.7%	37.3%
About the Same	27.0%	22.0%
More than 2008	38.3%	40.7%

Planned Gifts

- Fifty-four percent of Canadian respondents used planned giving solicitations in 2009.

Changes in 2009 Planned-Giving Fundraising, Canada vs. U.S.

Change in 2009 Planned-Gift Funds Raised	Canada	U.S.
Less than 2008	26.6%	21.9%
About the Same	34.0%	50.8%
More than 2008	39.4%	27.3%

Online Fundraising

- Seventy percent of Canadian respondents used online giving solicitations in 2009.

Changes in 2009 Online/Internet Fundraising, Canada vs. U.S.

Change in 2009 Online/Internet Funds Raised	Canada	U.S.
Less than 2008	10.7%	9.1%
About the Same	27.9%	30.9%
More than 2008	61.5%	60.0%

Special Events

- Seventy-nine of Canadian respondents held at least one special event in 2009.

Changes in 2009 Special Event Fundraising, Canada vs. U.S.

Change in 2009 Special Event Funds Raised	Canada	U.S.
Less than 2008	31.3%	39.7%
About the Same	21.9%	27.4%
More than 2008	46.8%	32.8%

Corporate and Foundation Grants

- Eighty-two percent of Canadian respondents solicited grants from corporations and foundations in 2009.

Changes in 2009 Funds Raised Through Corporation/Foundation Grants, Canada vs. U.S.

Change in 2009 Corp./Foundation Funds Raised	Canada	U.S.
Less than 2008	30.4%	39.2%
About the Same	38.5%	24.2%
More than 2008	31.1%	36.5%

Key Challenges: Canada vs. U.S.

CANADA

U.S.

Issue	Percentage of Canadian Respondents Choosing This as One of the Four Biggest Challenges—	Issue	Percentage of U.S. Respondents Choosing This as One of the Four Biggest Challenges
The economy	71.7%	The economy	80.3%
Attracting new donors	46.0%	Attracting new donors	46.4%
Reduction of corporate support and/or sponsorships	37.1%	Reduction of corporate support and/or sponsorships	35.9%
Too many nonprofits/increased competition for the charitable dollar	33.4%	Reduction of foundation support	30.44%

Outlook for 2010

How will your fundraising fare in 2010?	Percentage of Respondents
My organization will raise less funds in 2010	5.3%
About the same	26.5%
My organization will raise more funds in 2010	68.2%