



2011 Survey of Canadian Charities Summary of Responses

Conducted by Researchers Affiliated with Public Economics
Data Analysis Laboratory at McMaster University
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During 2011, researchers affiliated with the Public Economics Data Analysis Laboratory (PEDAL) at McMaster University solicited 26,417 Canadian charities categorized as providing services in the areas of social welfare, community, religion, culture, or historical. We solicited these charities through an email and sought their participation in an online survey. Of the emails that were sent, some emails were returned as undeliverable. We believe that approximately 22,000 charities received an email solicitation for the survey. Of these charities, approximately 18% entered the survey and responded to at least one question.

Respondents to the survey were given a number of questions. Many of the questions were asked based on the responses provided to previous questions asked in the survey. Furthermore, some of the questions were only asked to charities whose reported expenditures and revenues on available Canada Revenue Agency information returns were greater than \$30,000. What follows is a summary of responses to the questions. We are making a summary of responses available in this document. **BUT BEWARE.** Without further analysis, please do not draw general conclusions from these responses. Remember, these responses are based on answers to questions by charities that have voluntarily entered the survey. What this means is the responses are not representative of a random sample of charities. To draw broader conclusions requires a more elaborate analysis (which the research team is undertaking).

Participation in the survey by broad groupings of charities (based on an amalgamation of the more detailed Canada Revenue Agency's Category Codes) is as follows:

Charity category group	Number of charities solicited	Percentage of charities who responded to the survey
Community	2,829	21.0%
Cultural	2,111	20.1%
Historical / Library	1,684	24.2%
Religion	10,513	13.8%
Social Welfare	5,122	22.4%
Total	22,259	18.1%

The responses to the survey are organized into the following five parts:

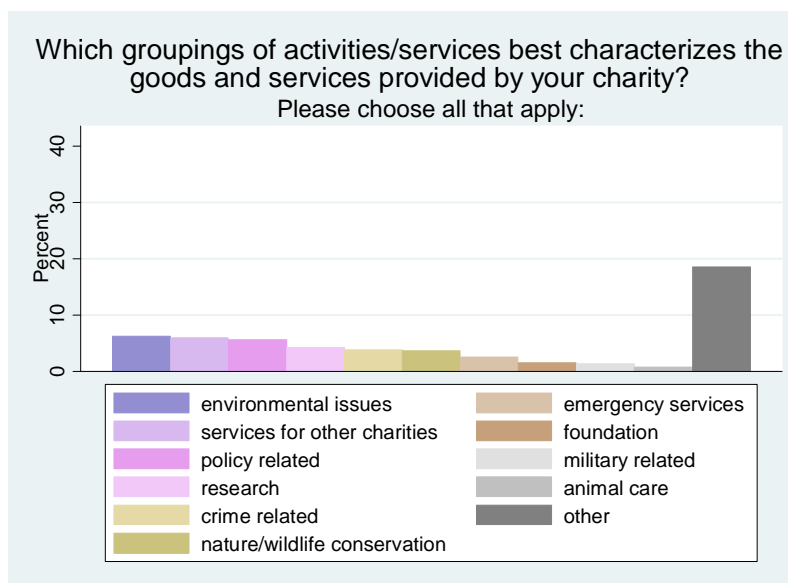
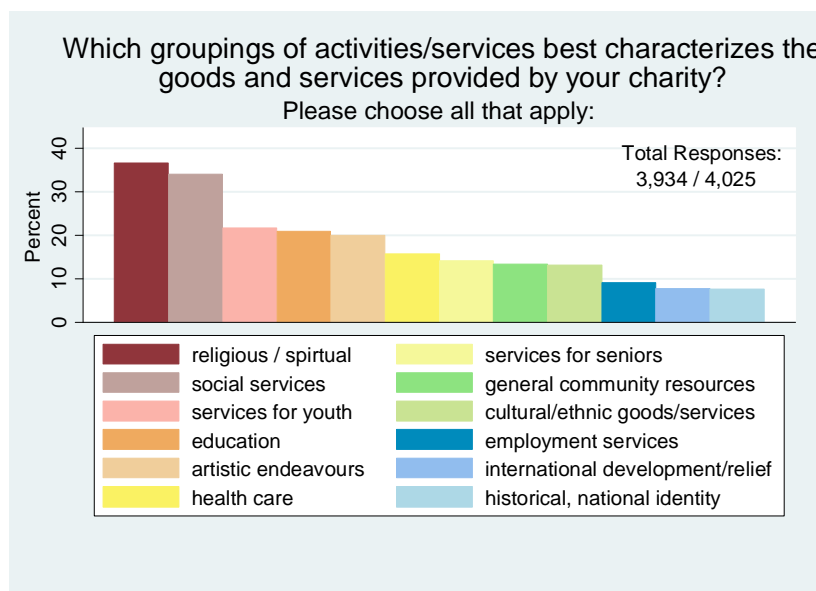
- Part 1 – includes information about the charity's operations and programs
- Part 2 – contains information on volunteers

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- Part 3 – includes questions on how charities receive funding
- Part 4 – contains information on corporate and government funding
- Part 5 – outlines how the charities were effected by natural and other disasters

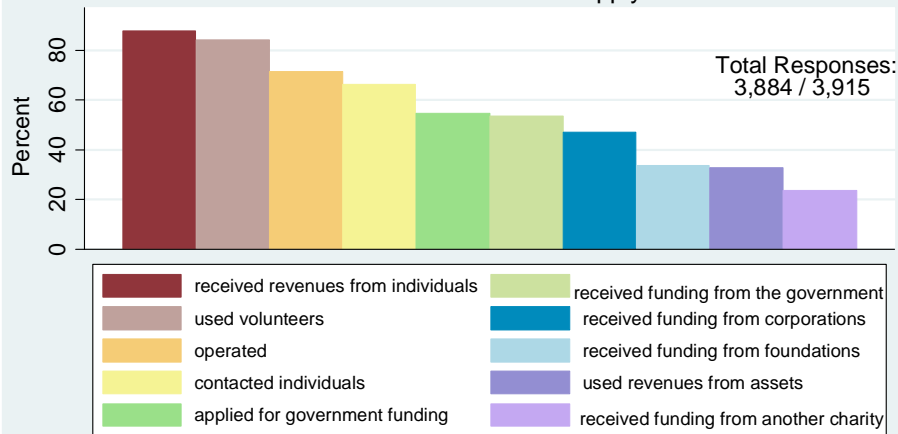
Part 1: Operations and Programs

This section contains information about the types of services the charities provide, where these charities are located and how they operate.



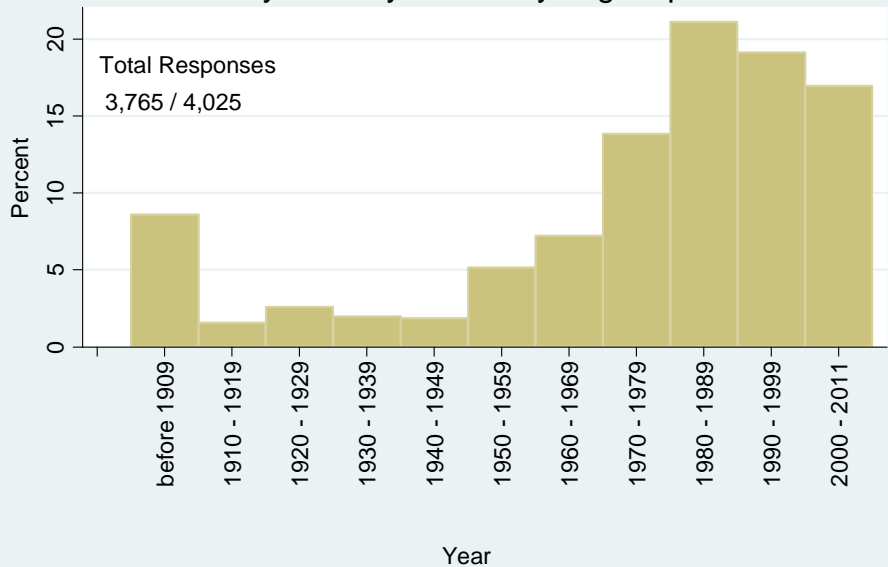
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For any of the last three years (2008 - 2010) has your charity:
Please choose all that apply:



The survey was initially released as a pilot to a small sample of charities. This question was released subsequent to the pilot

In what year did your charity begin operations?

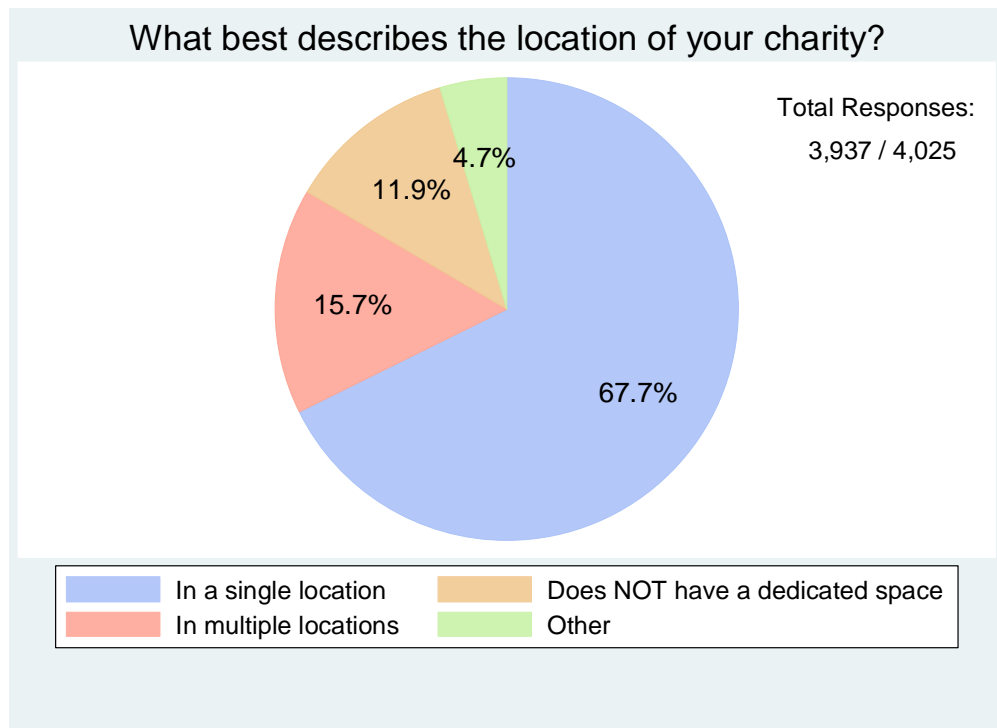


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What share of the day to day operations of your charity are provided by the following?

Only charities that indicated they have operated in any of the last three years were asked to answer this question.

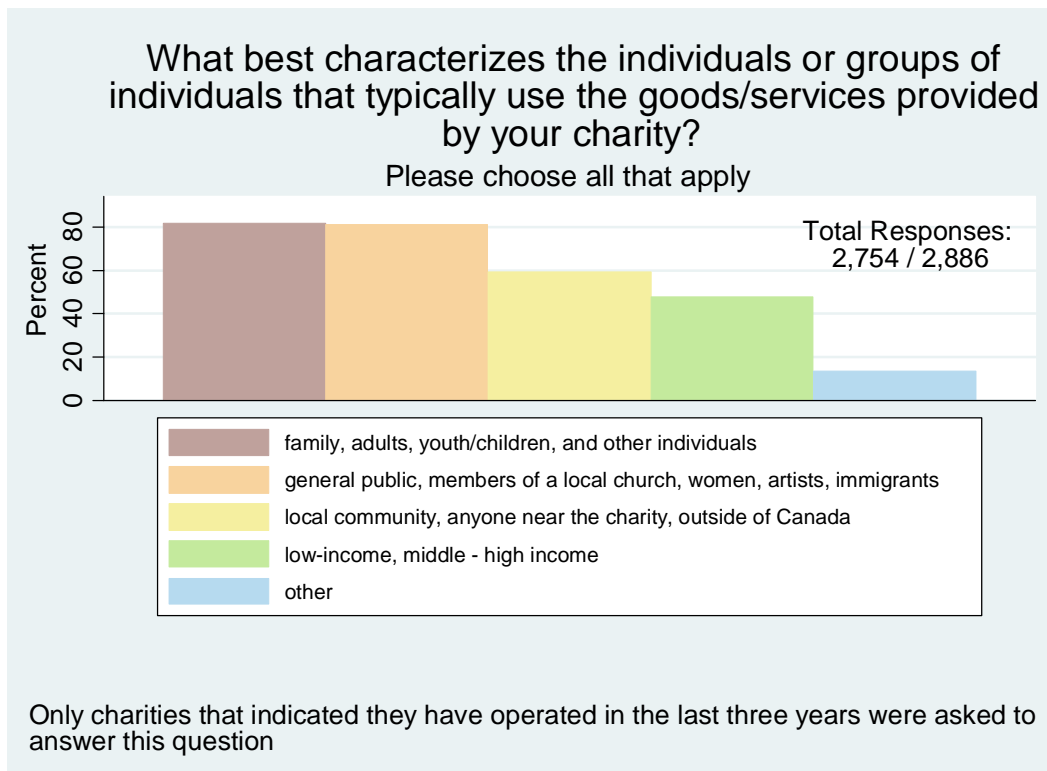
Sample Size: 2,886	Most (61-100%)	About half (40-60%)	Some (1-39%)	None (0%)	Total Responses:
Paid staff / employees	51.8%	12.6%	15.0%	20.6%	2,742
Volunteers	23.5%	17.8%	51.2%	7.4%	2,728
Members of the Board of directors	14.9%	10.1%	57.9%	17.2%	2,627
Outside agency to which your charity does NOT pay a fee	0.8%	0.9%	13.7%	84.7%	2,453
Outside agency to which your charity pays a fee	0.5%	0.7%	15.0%	83.9%	2,465



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What best describes the geographic area from where the recipients of your charity's goods/services reside?

Total Responses: 3,947 / 4,025	Always	Sometimes	Never	Did not respond
Locally, near the location of the charity	44.1%	19.6%	1.0%	35.3%
More than one community but not an entire province (e.g. Great Toronto Area, Ottawa-Hull, Greater Vancouver Area)	22.1%	26.0%	8.6%	43.4%
Throughout the province	6.0%	21.0%	22.8%	50.2%
Outside of Canada	3.1%	14.9%	32.0%	50.0%
Across Canada (more than one province but not all of Canada)	2.3%	16.4%	30.2%	51.1%
All of Canada	2.0%	10.7%	33.8%	53.5%



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Can the users of your charity's goods/services receive similar goods/services from any of the following types of organizations?

Sample Size: 4,025	Yes	No	Uncertain	Total Responses
Church/Religious organization/ Place of worship or a registered charity that is run by or directly affiliated with a place of worship	44.3%	38.3%	17.4%	3,588
A registered charity that is not affiliated with a place of worship/church/religious organization	40.7%	39.4%	19.9%	3,589
Not-for-profit or community organizations that are not registered charities (do not issue tax receipts)	35.0%	39.4%	25.6%	3,436
Government or government funded agency	31.4%	47.6%	21.0%	3,275
For profit (but not a social enterprise) organization/ business	22.9%	51.0%	26.1%	3,218
Social enterprise or low-profit organization/business	19.5%	52.8%	27.8%	3,196

During 2010, did your charity work directly with other organizations on a regular basis in the delivery of its goods/services?

Only charities that indicated they have operated in the last three years were asked to answer this question.

Sample Size: 2,886	Alw ays	Sometimes	Never	Total Response s
Other registered charity that is independently run (e.g. has a separate board of directors, is in its own location)	15.3 %	53.6%	31.2%	2,673
Other registered charity that is affiliated with your charity (e.g. parent/sister organization, part of a network, shares a board of directors)	13.8 %	28.5%	57.8%	2,521
A local group that is not a registered charity (e.g. school, community centre, neighbourhood alliance, business improvement agency)	13.0 %	49.2%	37.8%	2,552
A local church, religious organization, or place of worship	13.0 %	39.3%	47.7%	2,554
A local service club (e.g. Rotary Club, Lions Club, Kiwanis)	4.9 %	34.2%	60.9%	2,432
An organization that is located outside of my charity's service area but is not a registered	4.4 %	30.1%	65.6%	2,437

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charity				
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Some charities operate as more than one organization. Does your organization operate as more than one legal entity (e.g. your registered charity has a legal affiliation with another organization that extends beyond and agreement by to organizations to work together)?

Sample Size: 3,628 / 4,025	% that said: Yes Please choose all that apply:
My charity is not affiliated with any other organization	85.0%
My charity is affiliated with a not-for-profit organization	14.1%
My charity is affiliated with a for-profit organization	1.7%
My charity is affiliated with a foundation	1.1%

During 2010, approximately what share of your expenditures was devoted to the following activities:

Only charities that reported providing goods and services outside of Canada and were not classified as small charities were asked to answer this question (please note that a charity is classified as small if its expenditures and revenues are both less than \$30,000).

	Mean	Median	Standard deviation
Operations provided by your charity within Canada	81.6%	96%	30.7
Operations that occur outside of Canada and are provided by your charity	9.7%	0%	24.0
Operations that occur outside of Canada that are provided by another charity or non-profit organization	4.8%	0%	14.8
Operations that are conducted in Canada but supplied by an organization other than your charity	3.0%	0%	11
Operations that occur outside of Canada that are provided by a contractor or business	0.5%	0%	5.2
Other	0.5%	0%	5.9

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For each region the charity provided goods/services, the following table provides the primary method used to deliver those goods/services:

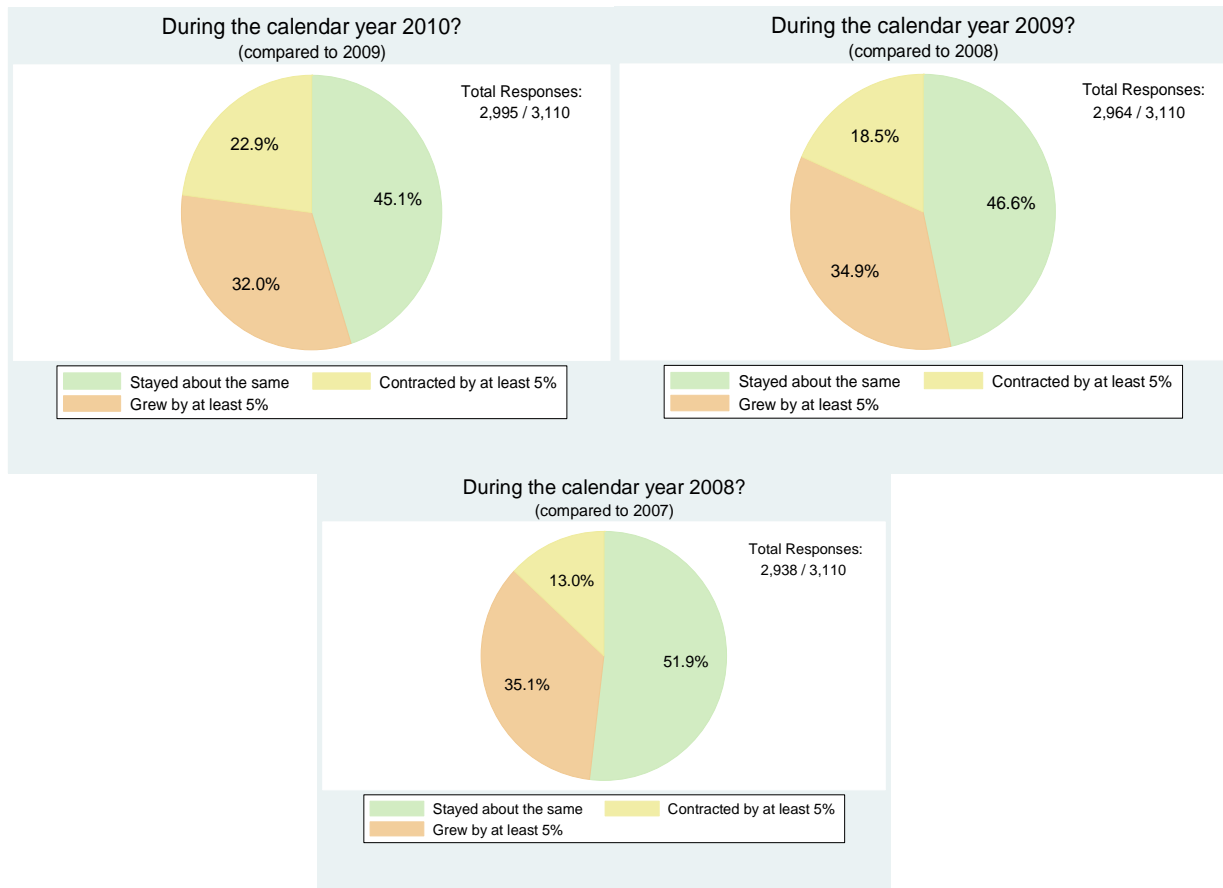
Only charities that reported providing goods and services outside of Canada were asked to answer this question.

	By members of your charity (paid staff and/or volunteers)	Funds/goods are given to an organization that is affiliated with your charity	Funds/goods are given to an organization not affiliated with your charity	A combination of activities by members of your charity and other organizations	Total Responses
Africa	18.1%	36.1%	18.1%	27.7%	238
United States	48.3%	18.4%	9.2%	24.2%	207
Latin America	22.7%	32.0%	17.8%	27.6%	225
Asia	19.5%	40.5%	18.5%	21.5%	205
Europe	41.6%	23.7%	11.0%	23.7%	173
South America	18.8%	41.2%	17.6%	22.4%	165

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For the following periods, with respect to REVENUES, has your charity grown, contracted, or stayed the same?

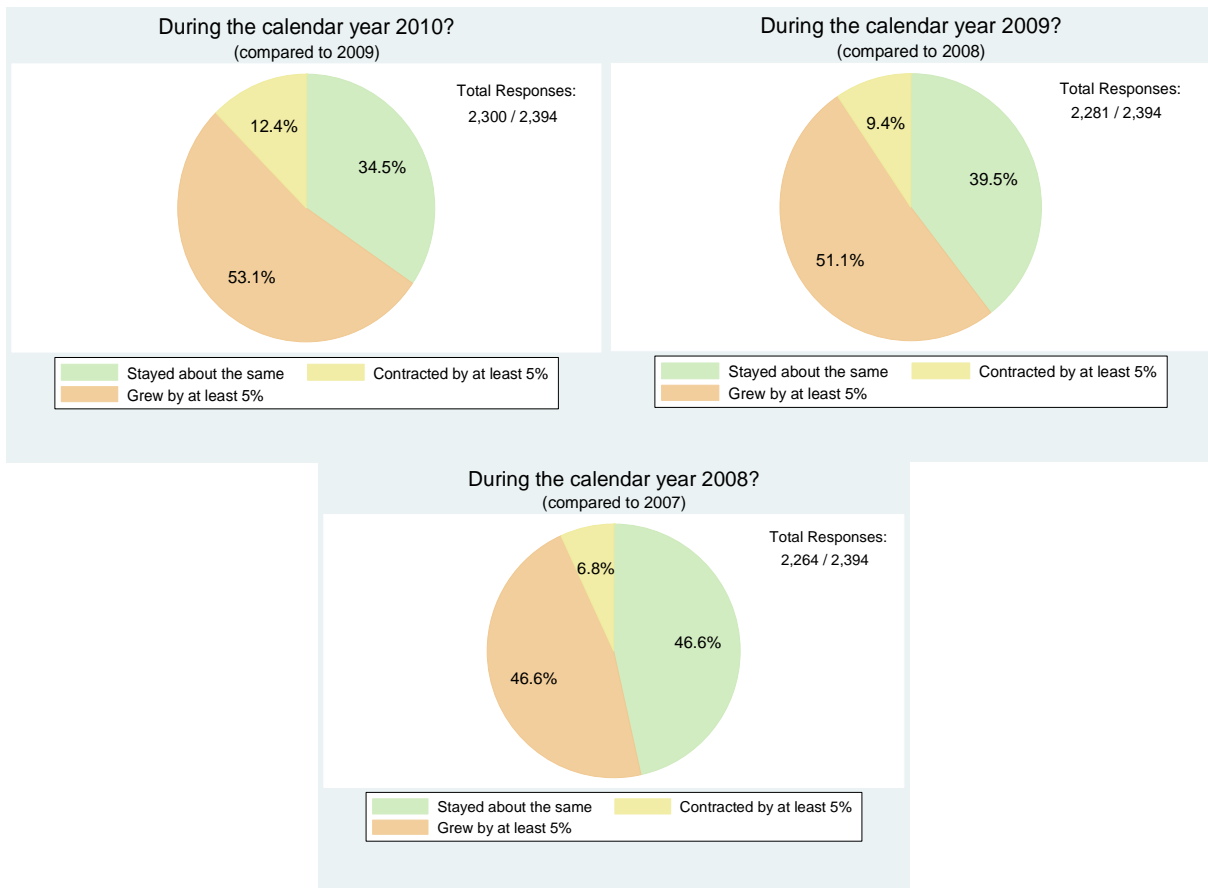
Only charities that were not classified as small and indicated they received revenues or used revenues from assets were asked to answer this question.



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For the following periods, with respect to EXPENDITURES (COSTS), has your charity grown, contracted, or stayed the same?

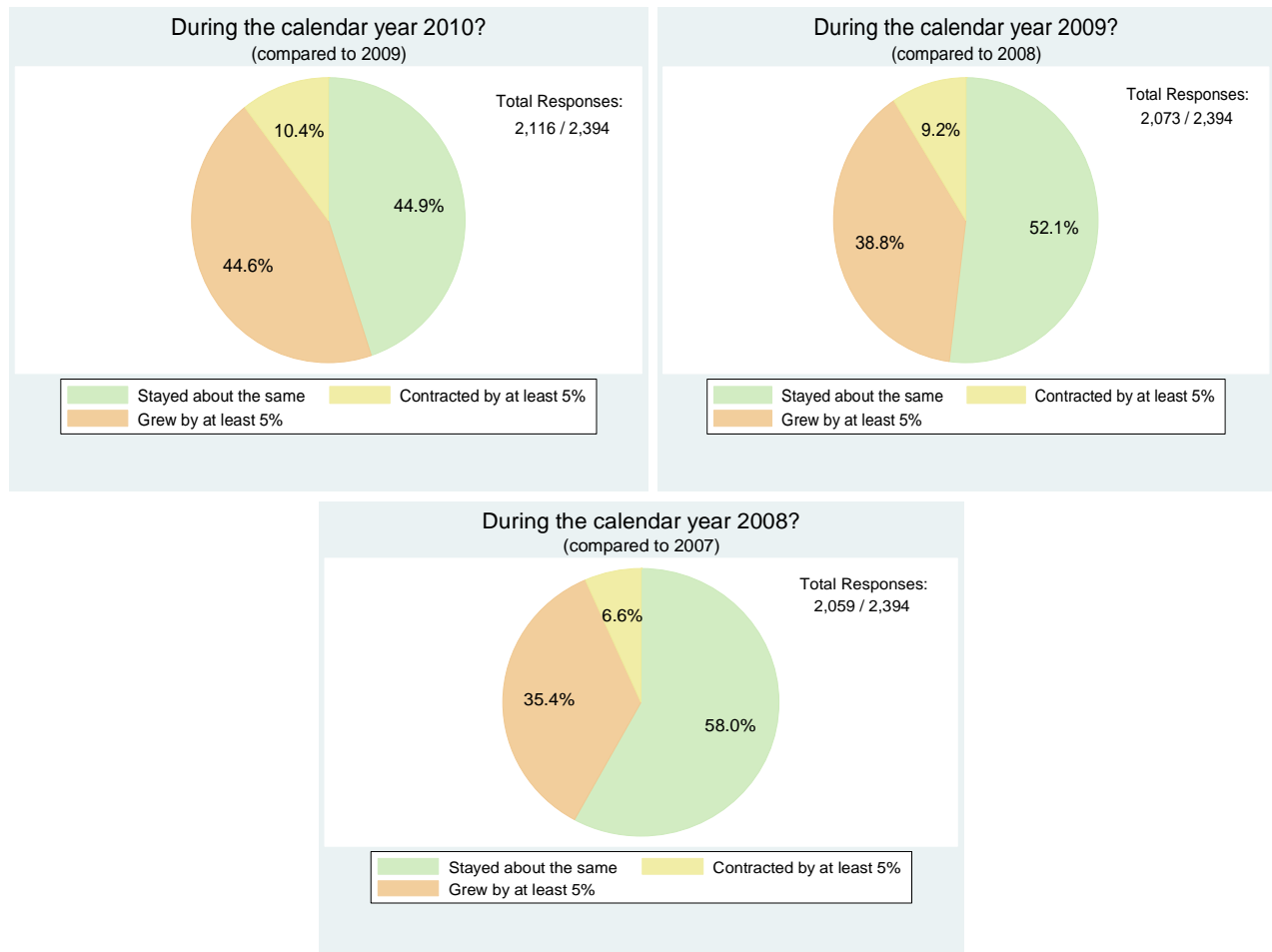
Only charities that were not classified as small and charities that indicated they operated in the last three years were asked to answer this question.



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Has the level of goods and services provided by your charity grown, contracted, or stayed about the same over the last few years?

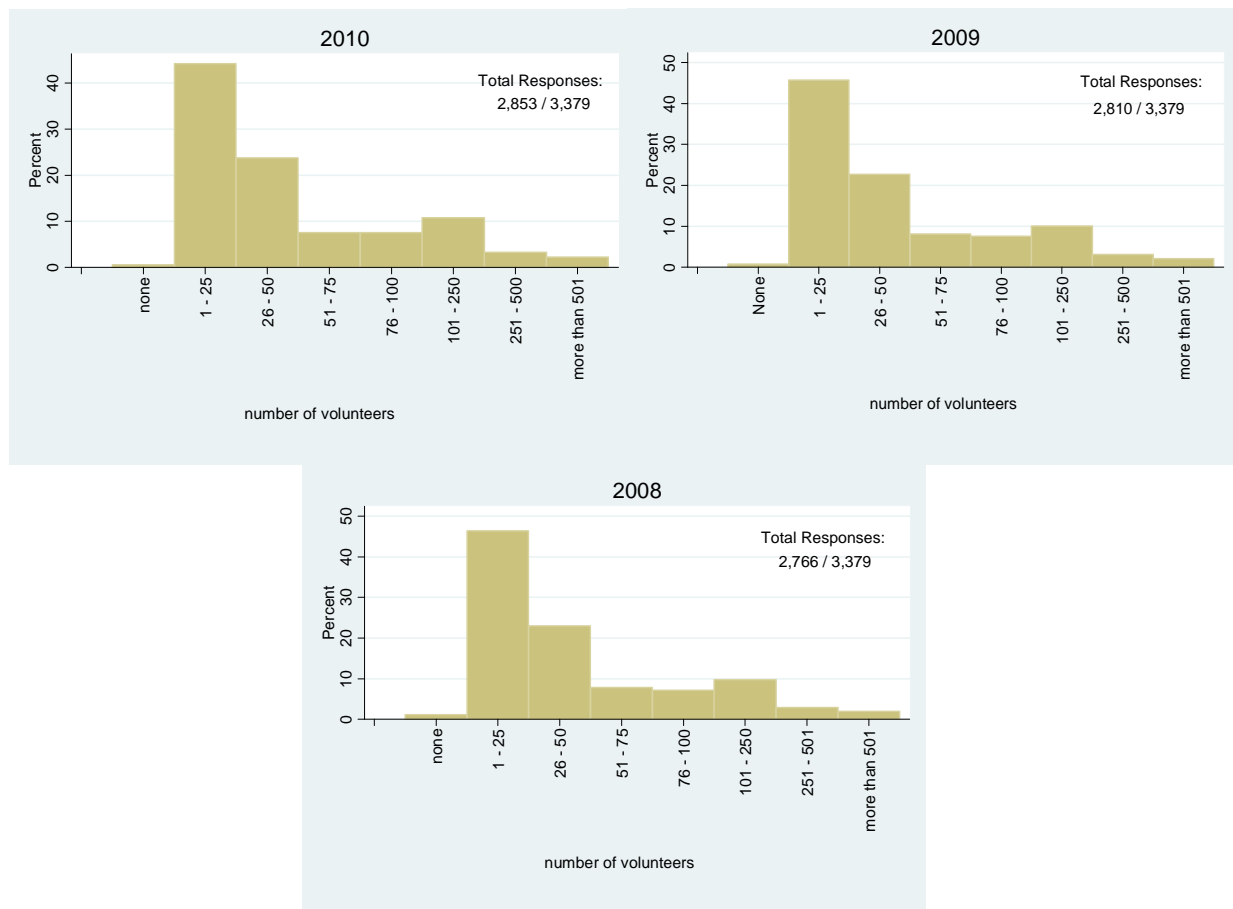
Only charities that were not classified as small and charities that indicated they operated in the last three years were asked to answer this question.



Part 2: Volunteers

The section is interested in the role played by volunteers in charity operations. *Only charities that indicated they have used volunteers in the last three years were asked to answer the questions whose responses are reported in this part.*

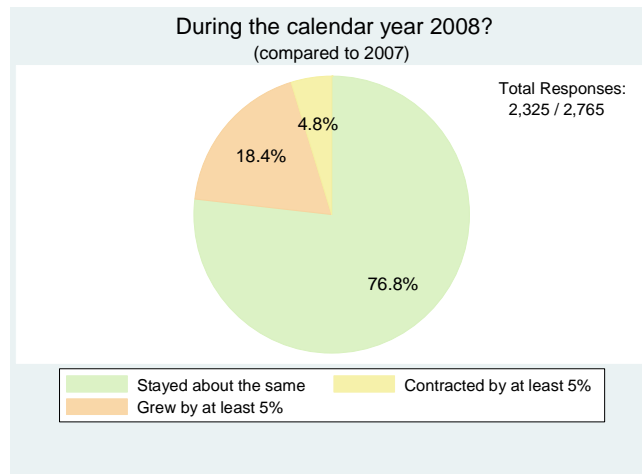
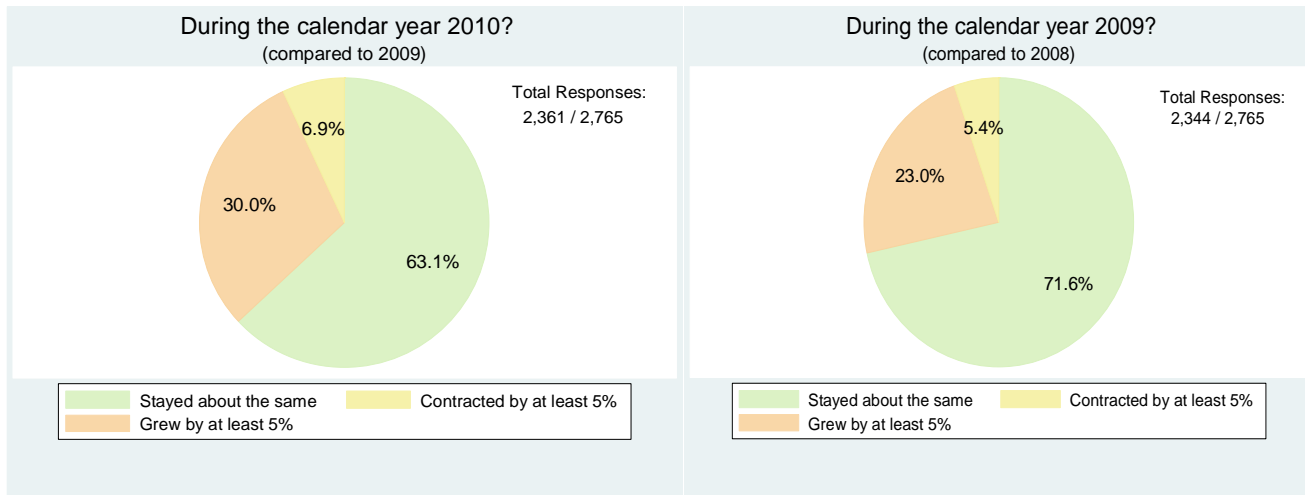
For the following years, approximately how many individuals volunteered for your charity?



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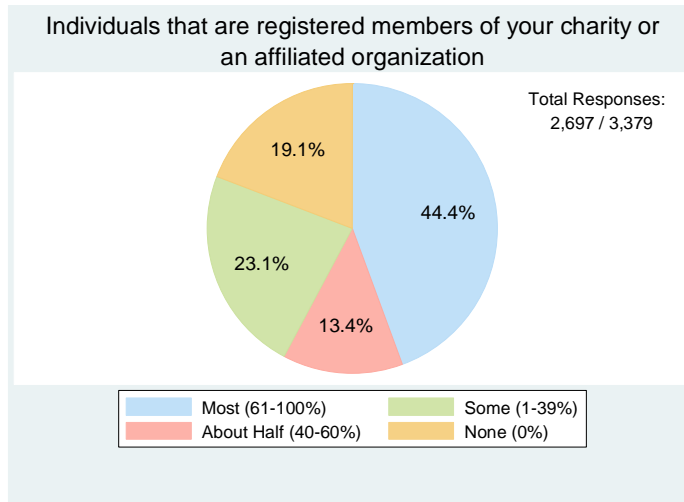
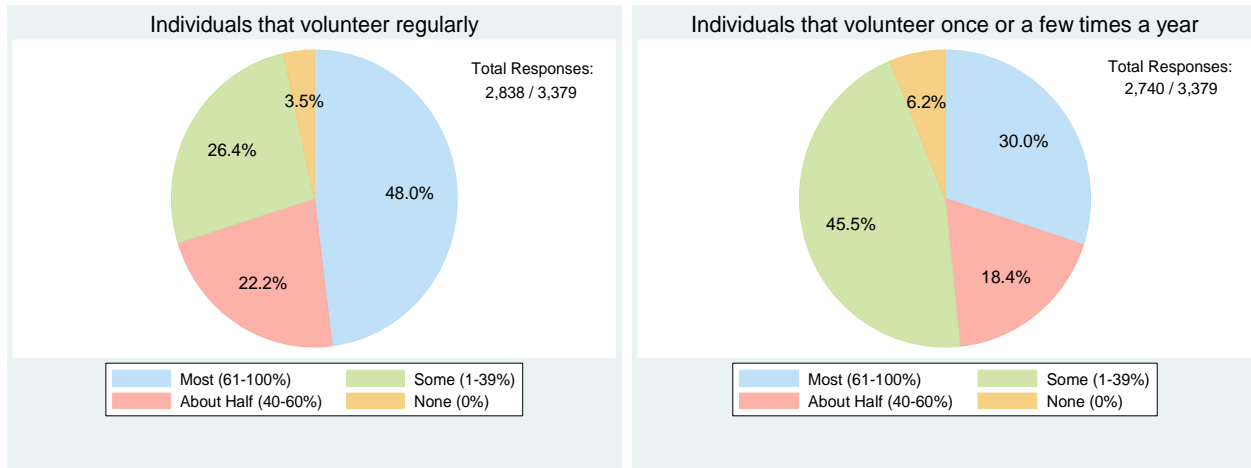
Over the past few years, has the reliance of your charity on volunteers increased, decreased or stayed the same?

Only charities that were not classified as small were asked to answer this question.



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Of your charity's volunteers, approximately what share satisfy the following criteria?



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What share of your volunteers comes from each of the following groups?

Total Responses: 2,929 / 3,379	Most (61-100%)	About half (40-60%)	Some (1-39%)	None (0%)	Did not respond
Individuals that are retired	25.7%	21.5%	40.8%	7.3%	4.8
Individuals in the workforce and are employed full-time	14.7%	21.3%	47.0%	9.5%	7.6%
Individuals not in the workforce, between ages of 18 and 65	8.5%	12.6%	50.3%	15.4%	13.1%
Group volunteers that come as part of a community or religious organization	7.6%	2.7%	20.7%	55.5%	13.5%
Individuals in the workforce that are employed part-time	4.6%	13.3%	55.6%	13.4%	13.1%
Students in Post-Secondary Education	1.3%	4.3%	50.3%	30.2%	13.9%
Youth, during high school	1.2%	2.0%	50.5%	33.0%	13.4%
Group of volunteers that come as part of a corporate/business initiative	0.4%	1.1%	14.7%	67.8%	16.0%
Youth, before they enter high school	0.4%	0.8%	31.4%	52.2%	15.2%
Group volunteers that come as part of a school group	0.3%	1.0%	17.9%	65.6%	15.3%

Does your charity use volunteers for the following types of charity activities?

Total responses: 2,939 / 3,379	Always	Sometimes	Never	Did not respond
Organizing a fundraising event	47.3%	33.7%	15.5%	3.6%
Overall management of your charity	42.4%	29.7%	25.4%	2.5%
General fundraising as it relates to private giving to your charity	37.5%	34.8%	23.1%	4.6%
Accounting and/or tax issues	26.2%	33.5%	35.2%	5.2%
Human resources issues	19.7%	31.2%	42.2%	6.9%
Applying for government funding	18.8%	20.1%	54.4%	6.7%
Applying for foundation or corporate funding	16.3%	20.8%	55.4%	7.5%
Other professional tasks (e.g. psychological counselling, job training)	8.6%	23.8%	59.4%	8.3%
Legal issues	6.5%	28.9%	57.7%	6.9%

Part 3: Funding for your Charity

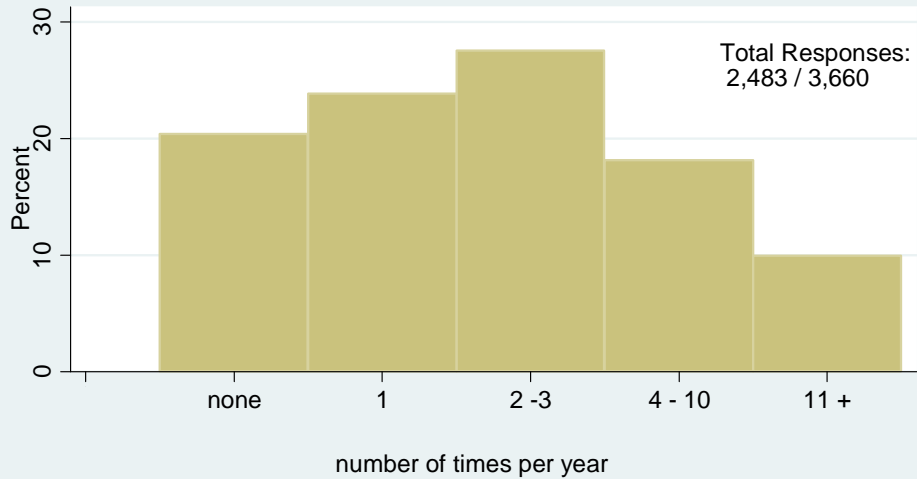
This part examines funding for charities and their revenue sources. This section also provides information on how charities seek funding from private sources. This part tries to learn more about how charities find sources of revenue.

During 2010, what best describes the types of individual donations your charity received?

Only charities that reported receiving revenues from individuals in the last three years were asked to answer this question.

Total Responses: 2,680 / 3,519	Most (61-100%)	About half (40-60%)	Some (1-39%)	None (0%)	Did not respond
Unsolicited donations (your charity did not make a specific ask)	38.3%	9.5%	37.4%	9.7%	5.2%
General appeal donations (your charity requested support through a newsletter, email, Facebook entry, advertisement, etc.)	17.1%	11.3%	29.9%	29.9%	11.9%
Your charity made a specific/personal request to the donor	10.5%	9.2%	27.8%	33.1%	14.4%
The tax-receipted donations were part of fundraising event	7.2%	7.1%	25.2%	45.3%	15.2%
Donations initially given to an umbrella charity group such as the United Way, Catholic Charities, United Jewish Appeal)	2.2%	3.1%	18.3%	60.3%	16.2%
Donations initially given to an affiliated charity (e.g. a sister/parent organization) and then given to your charity	1.0%	1.6%	10.5%	69.1%	17.8%

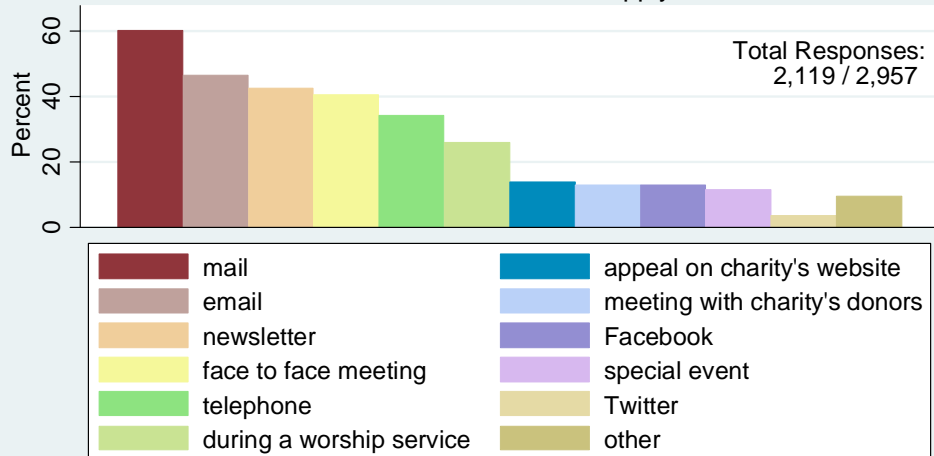
How many times in a given year did your charity contact its donors?



Only charities that reported receiving revenues from individuals in the last three or charities that reported having contacted individual donors in the last three years were asked to answer this question

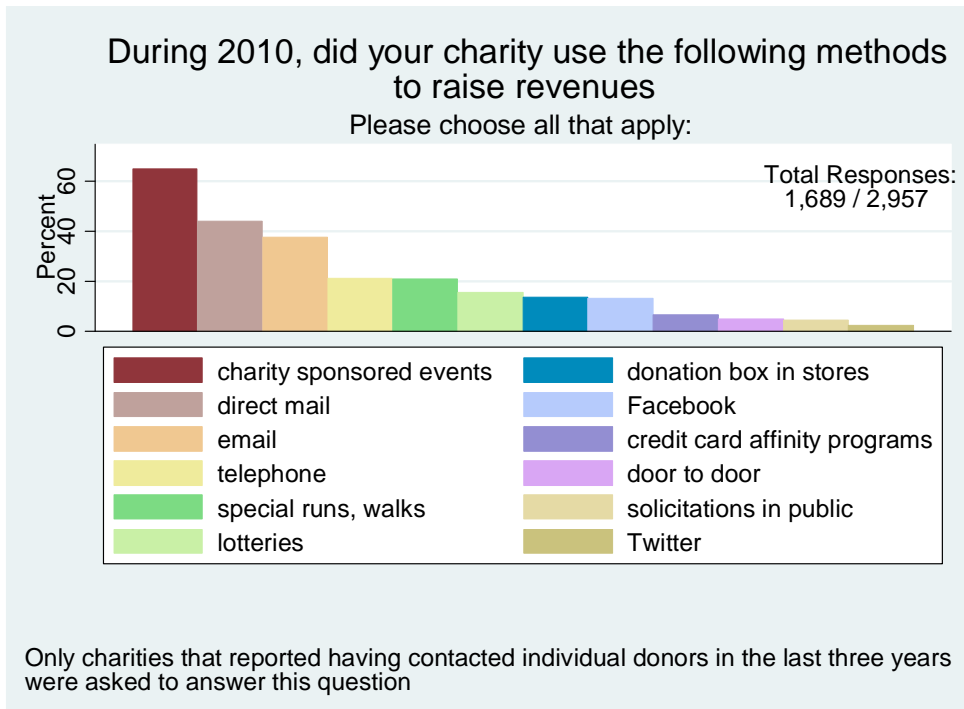
What methods does your charity use to contact your donors?

Please choose all that apply:



Only charities that reported having contacted individual donors in the last three years were asked to answer this question

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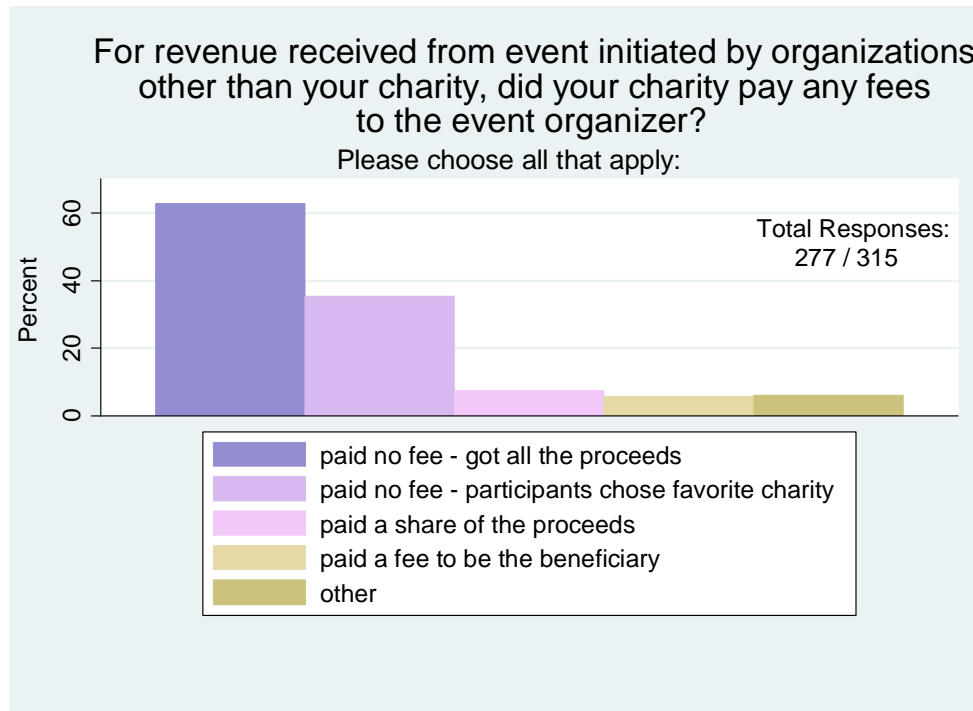


For the following methods, what types of persons made these solicitations for your charity? Please choose all that apply:

A charity was asked to answer the following three questions based on their response to the previous question.

	% that said: Yes					Sample Size:
	Volunteers	Staff employed by the charity	From outside organization – received a fee	From outside organization – received no remuneration	Other	
Charity sponsored event	93.6%	61.5%	4.1%	9.9%	1.9%	918 / 930
Direct mail	54.1%	71.2%	2.5%	2.6%	1.3%	608 / 621
Email, Facebook, and/or Twitter	54.2%	67.5%	1.7%	4.0%	2.6%	535 / 587
Telephone	69.2%	55.2%	2.0%	5.4%	4.0%	299 / 303
Lotteries	86.4%	52.8%	6.8%	5.9%	3.2%	220 / 225
Door to door solicitations	88.9%	27.0%	6.3%	3.2%	4.8%	63 / 64
Solicitations in public places	96.4%	56.4%	5.5%	18.2%	0%	55 / 57

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For the donation boxes, select which of the following statements are true:

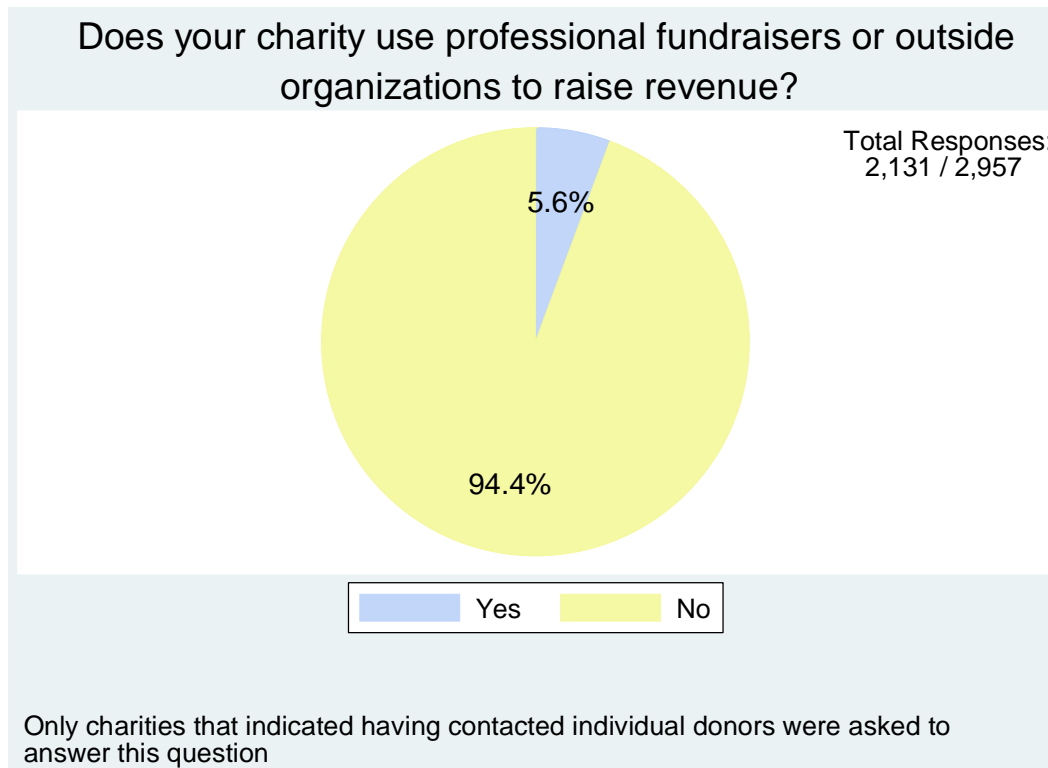
Sample Size: 168 / 230	% that said: Yes Please choose all that apply:
My charity is responsible for placing the boxes in stores	61.9%
The store placed the box and remitted contributions to charity	17.3%
The store added to the contributions from the box	4.8%
An outside organization not affiliated placed the boxes	4.8%
Charity paid a percentage of contributions to an outside organization	1.2%
Charity paid a flat fee to an outside organization	0%
Store received a portion of contributions	0%
Other	27.4%

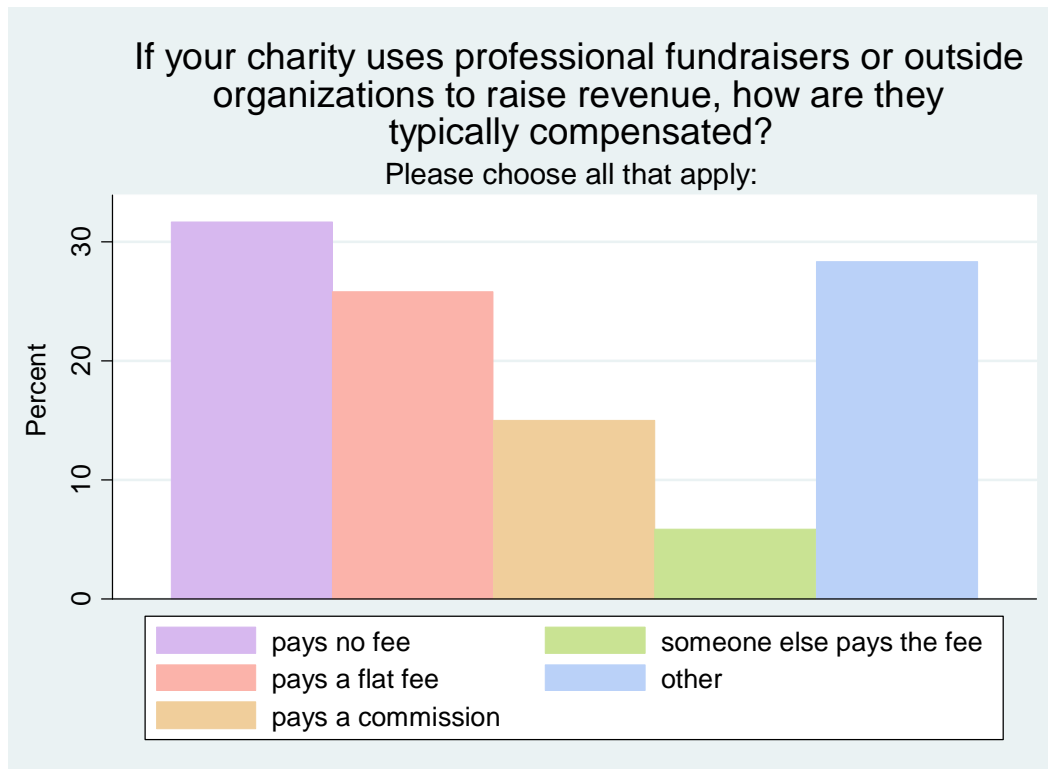
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Does your charity use paid staff to organize and/or run some or all of your charity's fundraising activities? If so, how did the charity compensate the staff for work on the fundraising activities?

Only charities that indicated having contacted individual donors were asked to answer this question.

Sample Size: 2,161 / 2,957	% that said: Yes
Does not use paid staff	59.4%
Pays staff a straight salary	37.3%
Other	4.7%
Pays staff, but not just a straight salary (e.g. commission, straight salary plus a bonus, straight salary plus a percentage of revenues)	0.7%





If a percent of proceeds is used as payment to the fundraiser, what is the percent that is typically paid?

Only charities that indicated they pay a commission to outside organizations to raise revenues were asked to answer this question.

Sample Size: 11 / 12	Percent that is paid as payment to professional fundraisers
Mean	15.9%
Median	6%
Standard deviation	19.6

What share of your charity's revenues is generated from the use of professional fundraisers?

Only charities that indicated they pay no fee or pay a flat fee to an outside organization to raise revenues were asked to answer this question.

Sample Size: 63 / 73	Share of revenues generated from use of professional fundraisers
Mean	13.9%

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Median	2%
Standard deviation	24.0

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What types of gifts/donations does your charity receive from individuals?
Only charities that reported receiving revenues and/or reported they used revenues from assets were asked to answer this question.

Sample size: 3,808	Always	Sometimes	Never	Total Responses
Cash donations (by cheque, credit card, cash, debit, etc.)	72.7%	25.7%	1.6%	2,606
Purchase of goods/services or ticket sales	13.6%	29.4%	57.0%	2,102
Purchase of tickets/tables/etc. to special fundraising events (e.g. gala dinners, silent auctions)	7.8%	37.8%	54.4%	2,184
Sponsorship of fundraising or other events	6.3%	32.8%	60.9%	2,102
Donations through third party website as in a giving portal	5.4%	24.3%	70.3%	2,087
Other property (e.g. furniture, clothes, cars)	4.7%	41.8%	53.5%	2,148
Participation in group events that are organized by your charity (walkathons, running events, etc.)	4.7%	24.8%	70.4%	2,073
Lotteries or other draws	3.7%	19.4%	76.9%	2,055
Publicly traded securities	1.6%	9.3%	89.1%	2,069
Participation in a group event NOT organized by your charity (e.g. marathon, cycling event, community event)	1.2%	18.1%	80.7%	2,063
Individual fundraising for personal reasons (e.g. wedding, personal goal)	0.9%	11.7%	88.3%	2,033
Land/Real property	0.7%	6.0%	93.3%	2,045
Private securities	0.7%	3.0%	96.3%	2,036

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For these gifts/donations, does your charity usually issue a tax receipt?
A charity was asked to answer the following three questions based on their response to the previous question.

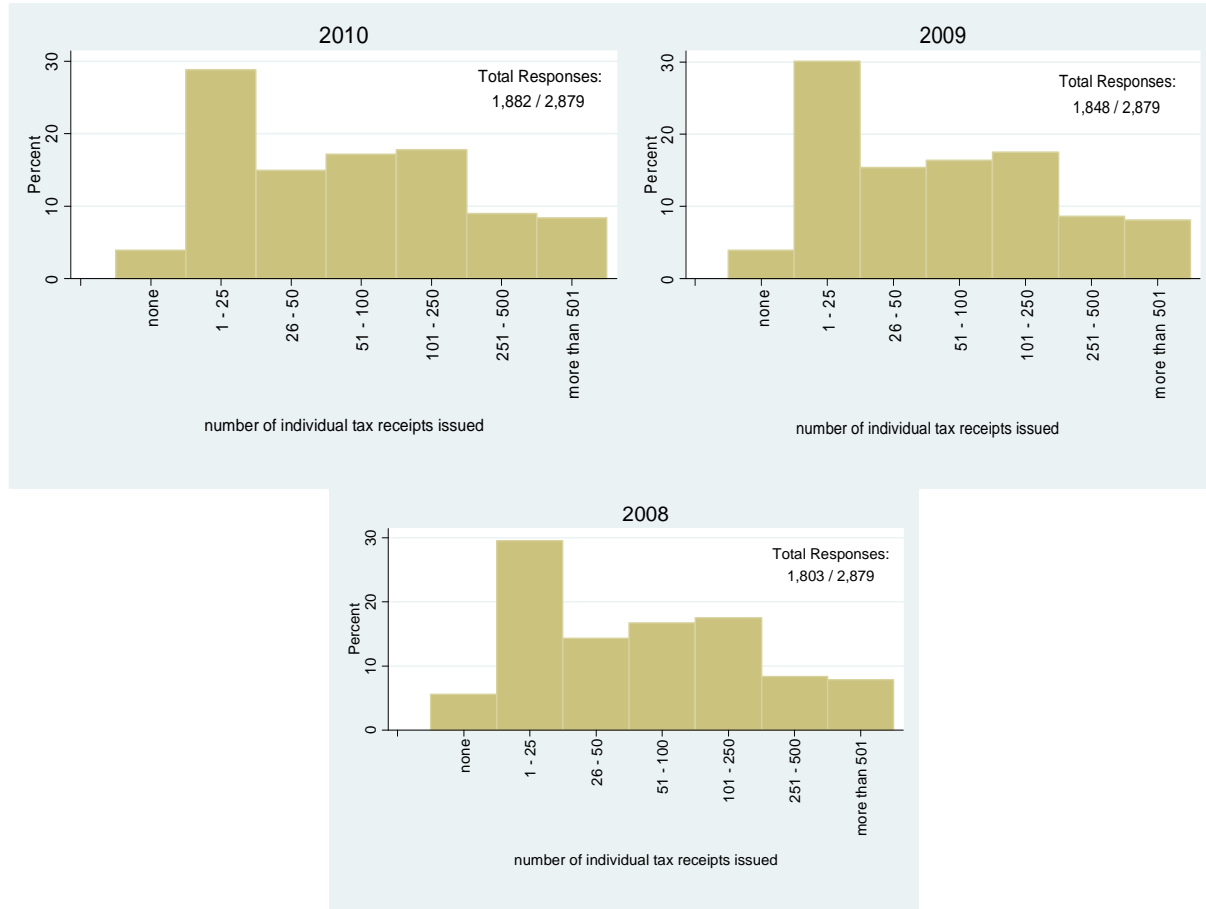
	Tax Receipt Issued	Tax Receipt Not Issued	Did Not Respond
Cash donations (by cheque, credit card, cash, debit, etc.)	80.7%	17.0%	2.3%
Purchase of goods/services or ticket sales	11.0%	23.1%	65.9%
Purchase of tickets/tables/etc. to special fundraising events (e.g. gala dinners, silent auctions)	28.2%	22.4%	49.4%
Sponsorship of fundraising or other events	32.2%	29.5%	38.3%
Donations through third party website as in a giving portal	36.8%	27.3%	36.0%
Other property (e.g. furniture, clothes, cars)	40.0%	18.6%	41.3%
Participation in group events that are organized by your charity (walkathons, running events, etc.)	36.2%	28.7%	35.1%
Lotteries or other draws	4.4%	27.2%	68.4%
Publicly traded securities	80.9%	13.3%	5.8%
Participation in a group event NOT organized by your charity (e.g. marathon, cycling event, community event)	22.6%	31.2%	46.2%
Individual fundraising for personal reasons (e.g. wedding, personal goal)	43.3%	34.0%	22.7%
Land/Real property	56.2%	24.8%	19.0%
Private securities	58.7%	32.0%	9.3%

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Only charities that reported receiving revenues from individuals for any of the last three years were asked to answer the remainder of the questions in this section.

For each of the following years, please identify the number of individual tax-receipts your charity issued:

Only charities that were not classified as small were asked to answer this question

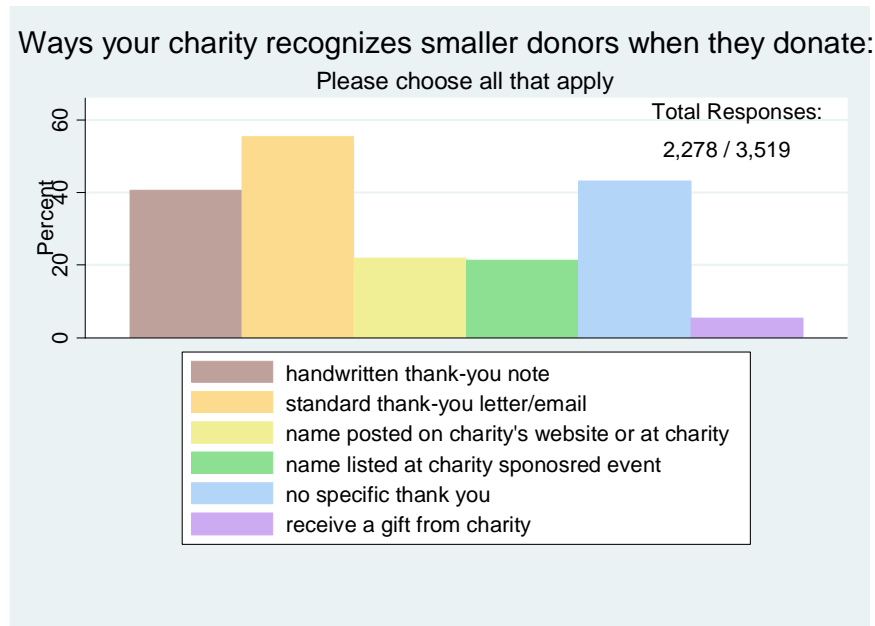
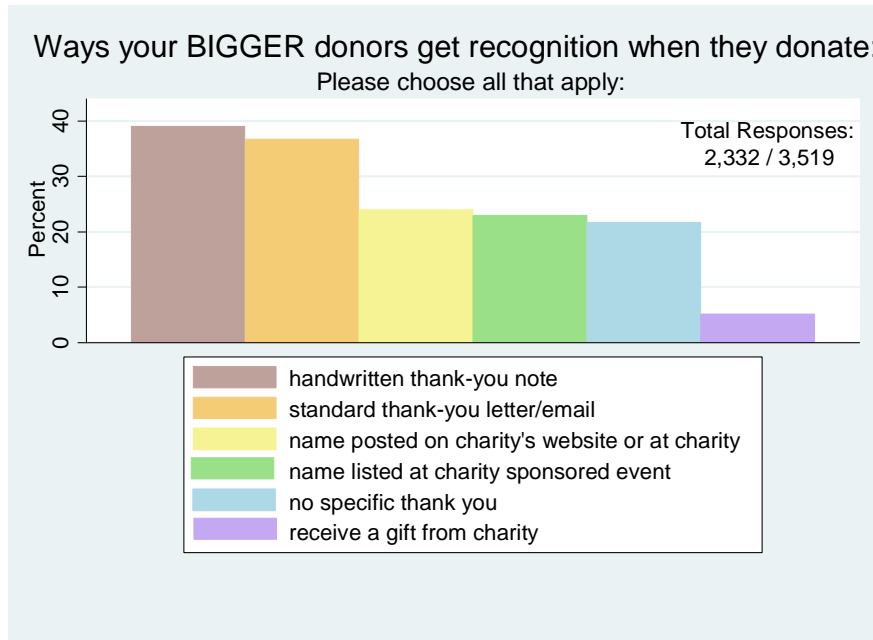


For each level, please enter a number between 0 and 100 to represent the share of your charity's donors that gave gifts in the amount covered by the level:

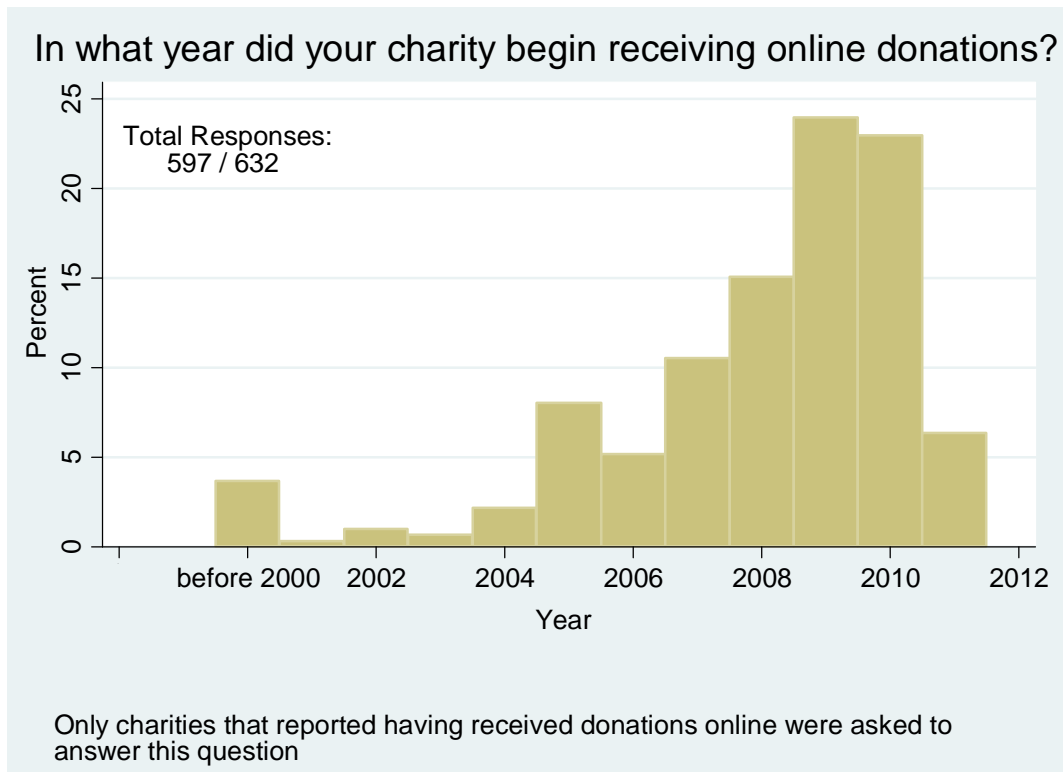
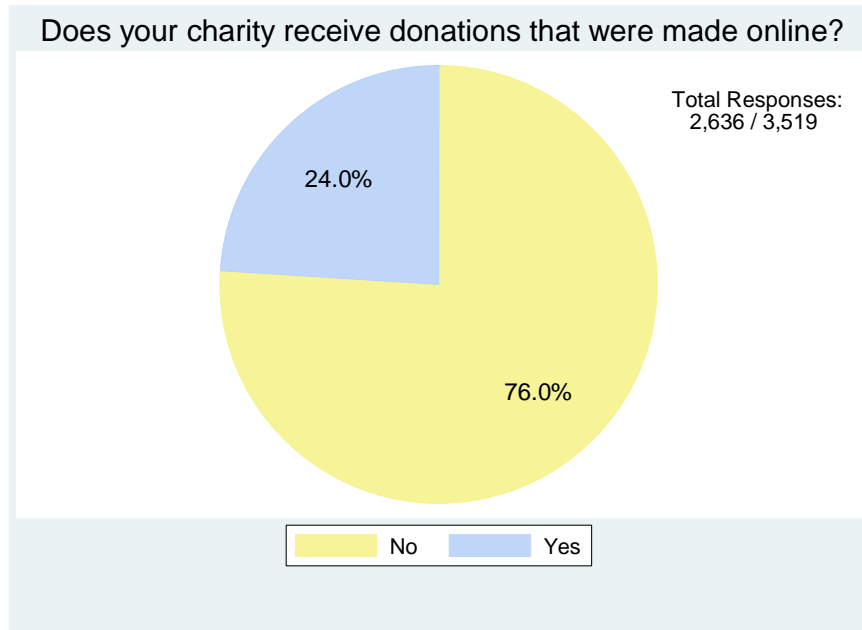
Sample Size: 839 / 3,519	Mean	Median	Standard deviation
Individual gifts that are less than or equal to \$50	40.9%	31%	35.2
Individual gifts between \$51 and \$250	26.4%	20%	25.6
Individual gifts between \$251 and \$500	10.9%	5%	15.0
Individual gifts between \$501 and \$1,000	9.6%	3%	15.7
Individual gifts between \$1,001 and \$5,000	8.9%	1%	16.9
Individual gifts that are at least \$5,001	3.3%	0%	10.5

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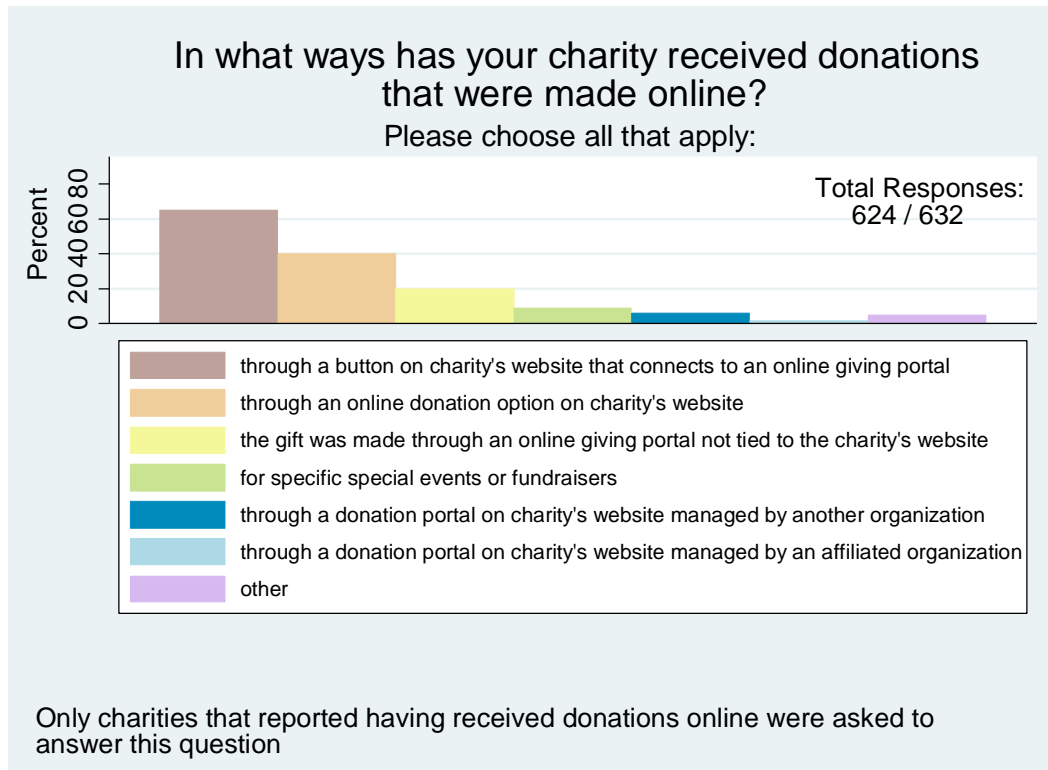
When an individual donates to your charity are they recognized for his/her donation in any of the following ways?



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During 2010, approximately what share of the online donations was made anonymously and/or the donors requested your charity not to contact them?
Only charities that were not classified as small and reported having received online donations were asked to answer this question.

Sample Size: 374 / 568	Mean	Median	Standard deviation
Online giving with NO restrictions on contact by my charity	85.3%	99.9%	27.0
Online giving that was given anonymously	9.1%	0%	21.4
Online giving with restrictions on contact by my charity	2.6%	0%	16.8

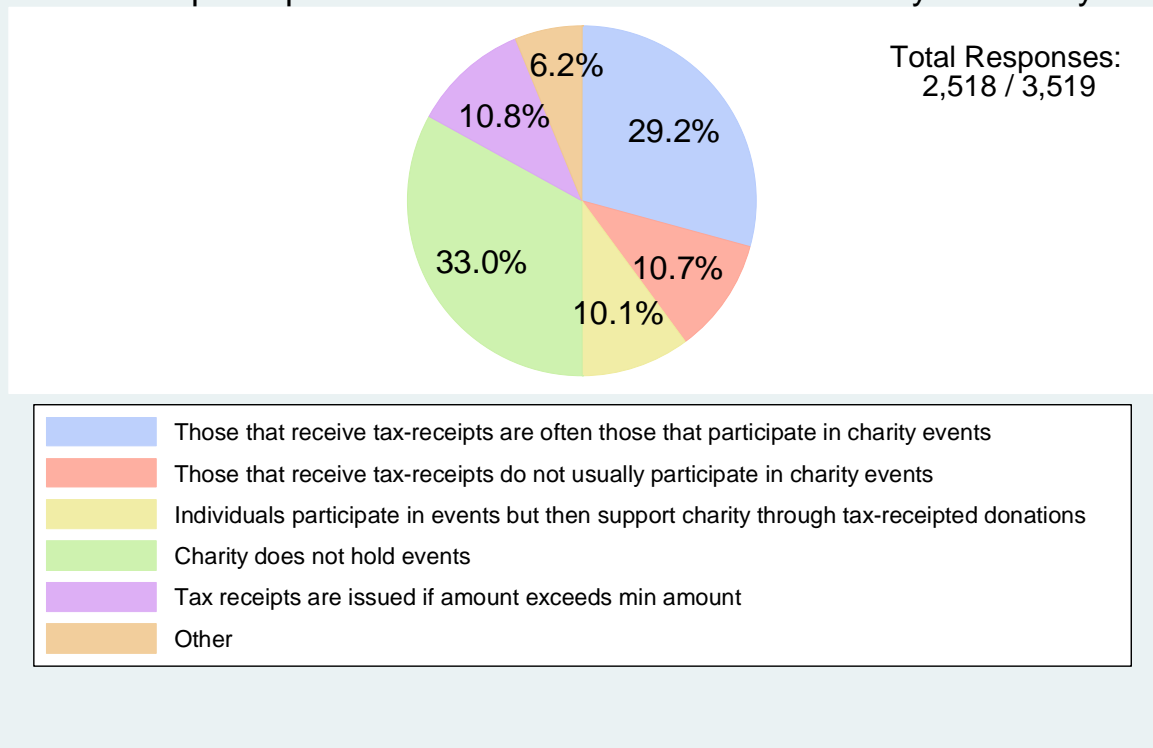
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For the following years, did your charity receive donations in the form of a bequest? Did your charity expect these donations?

Only charities that were not classified as small and reported having received donations from individuals were asked to answer this question.

Sample Size: 2,879	Yes	No	Total Responses	Expected the bequests	Did not expect the bequests	Expected some but not others	Total Responses
2010	18.0%	82.0%	1,970	11.5%	74.0%	14.5%	504
2009	18.2%	81.8%	1,970	13.0%	73.5%	13.6%	494
2008	17.3%	82.7%	1,953	11.9%	73.6%	14.6%	481

Relationship between individuals that donate and receive a tax-receipt and those that participate in an event that raises revenue for your charity:

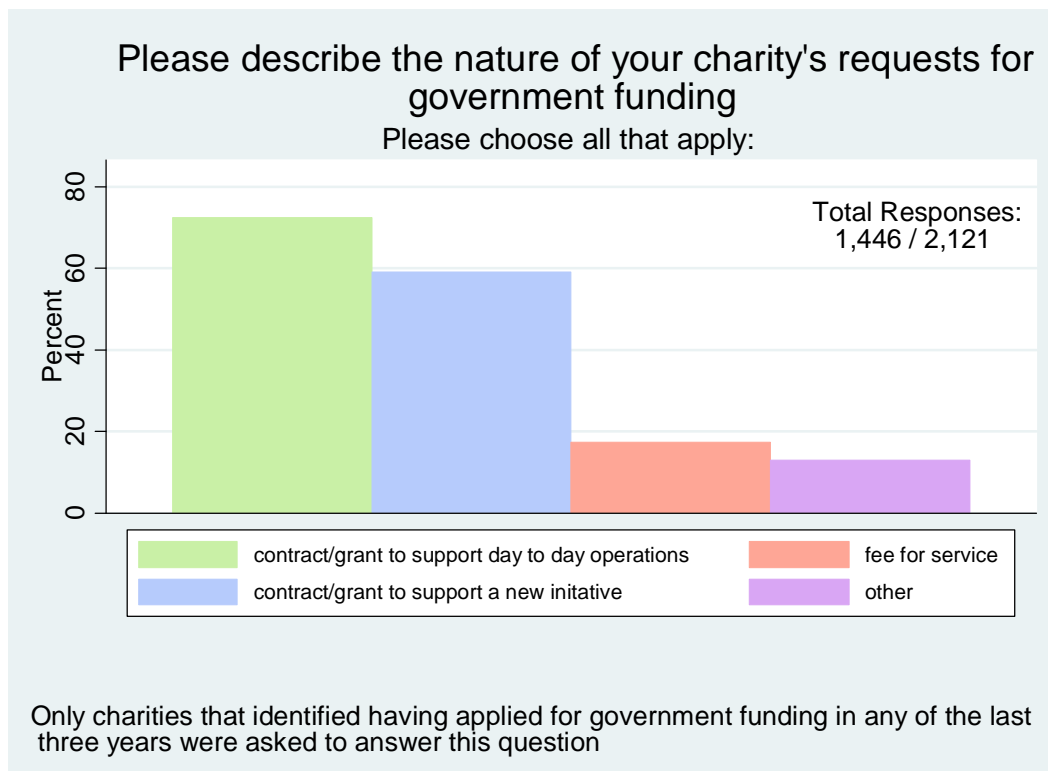


Part 4: Corporate and Government Funding:

During the last few years (between 2008 and 2010), did your charity receive support in any of the following forms from a corporation / business?

Only charities that were not classified as small and identified receiving funding from corporations in the last three years were asked to answer this question.

Sample Size: 1,679	Always	Sometimes	Never	Total Responses
Cash or other form of monetary support	22.9%	60.9%	16.2%	1,164
In-kind donations of material goods (e.g. food, equipment, furniture, supplies)	13.9%	63.5%	22.6%	1,145
Corporate sponsorship of an event ran by my charity	8.0%	34.3%	57.7%	1,109
Corporate team building exercises done through volunteer activities for the charity	2.5%	16.3%	81.2%	1,083



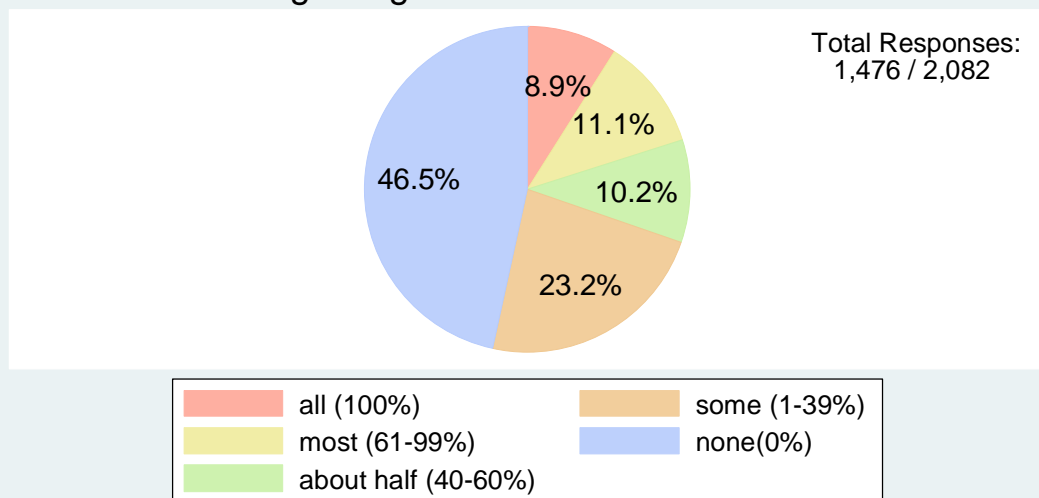
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Approximately what share of the government funding received by your charity was allocated to the following types of activities?

Only charities that identified receiving funding from the government in the last three years were asked to answer this question.

Sample Size: 1,077 / 2,082	Mean	Median	Standard deviation
Government grant/contract to cover mostly day to day operations	60.7%	80%	39.6
Government grant/contract to cover the costs of a new initiative	28.0%	10%	36.7
Fees for service	11.3%	0%	25.9

What share of the government funding opportunities received by your charity require you to match government funding using revenue from other sources?

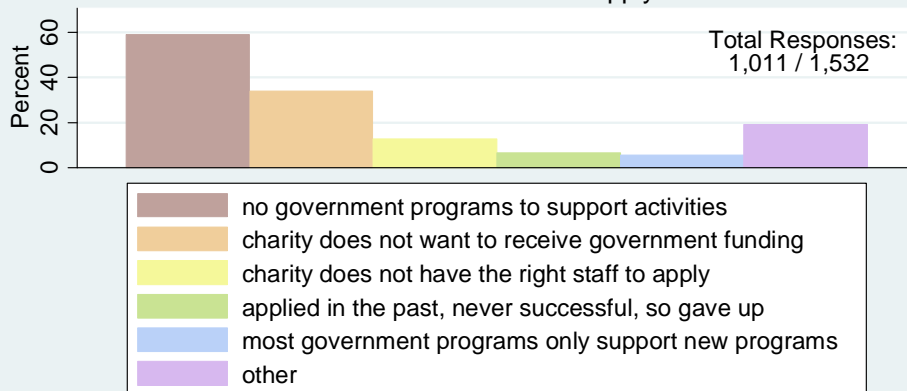


Only charities that identified receiving funding from the government in the last three years were asked to answer this question

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What best describes the reasons for your charity not seeking government support

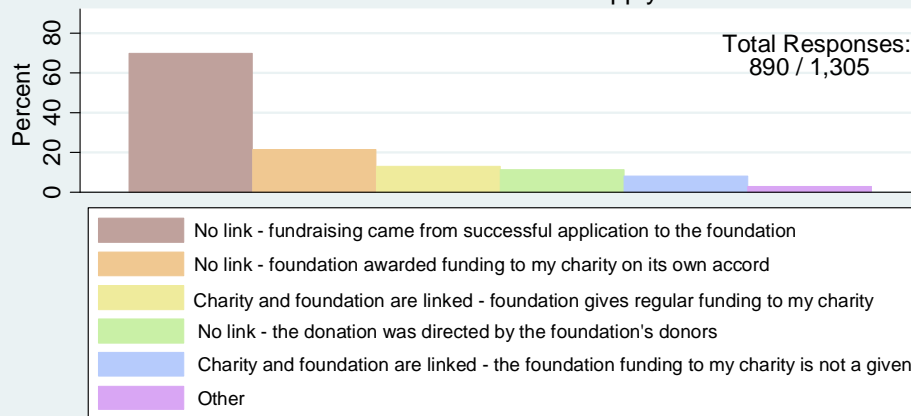
Please choose all that apply:



Only charities that indicated they have operated in the last three years and also indicated that they neither received nor applied for government funding were asked to answer this question

What best describes the relationship between your charity and the foundations(s) from which it has received funding

Please choose all that apply:



Only charities that indicated they have received funding from foundations in the last three years were asked to answer this question

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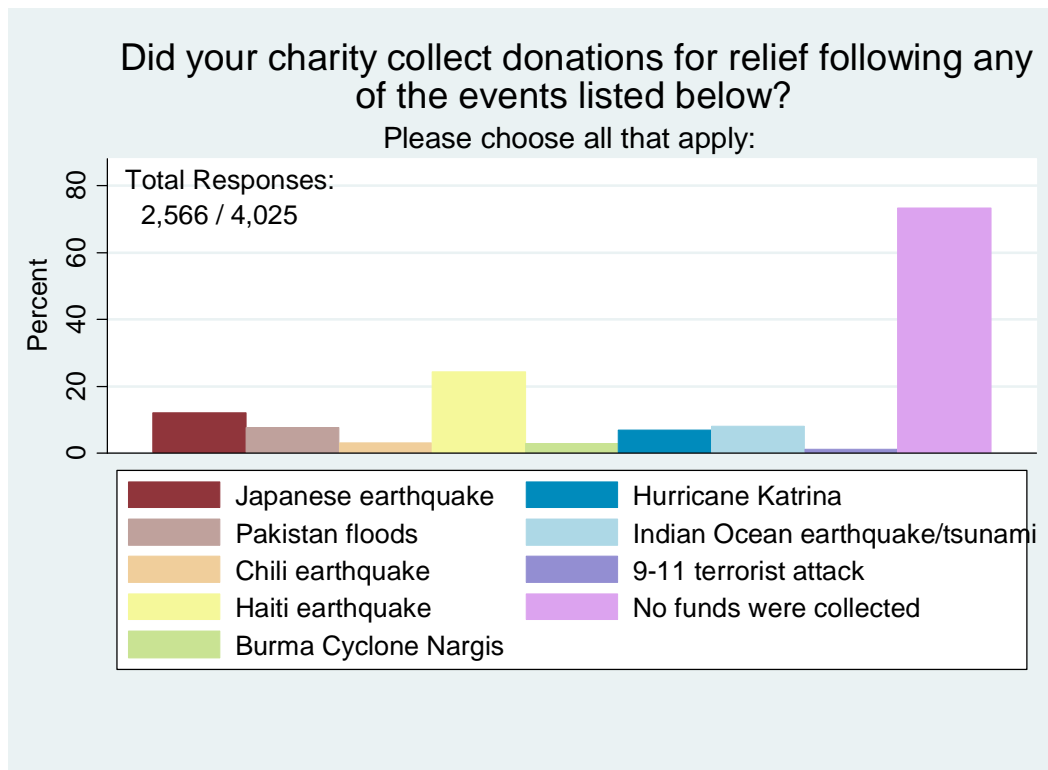
For the following statements, please choose the answer that best reflects the views of your charity:

Only charities that indicated they have received revenues and/or used revenues from assets were asked to answer this question.

Total Responses: 2,841 / 3,808	Agree	Neutral	Disagree	No opinion	Did not respond
It is easier for my charity to obtain direct donations than to obtain revenue from fundraising events	45.3%	21.8%	17.1%	12.4%	3.5%
In general, private giving is more reliable than government funding	34.0%	20.8%	24.3%	17.6%	3.4%
My charity's revenues tend to follow economic conditions – in good times the charity is doing well, in bad times, the charity suffers	33.6%	28.0%	22.4%	11.9%	4.1%
My charity relies primarily on the donations of a few individuals	29.0%	16.1%	43.3%	8.0%	3.6%
Revenue from my source is interchangeable with revenue from other sources (e.g. private donations and foundation grants mean the same)	25.0%	17.3%	29.9%	23.6%	4.3%
In general, government funding to charities is more reliable than private giving	22.7%	21.8%	30.0%	20.8%	4.8%
Online giving has boosted my charity's ability to raise revenue	8.4%	13.9%	29.0%	43.1%	5.7%
My charity's revenues tend to be counter-cyclical – in bad times, charity revenues tend to go up	5.5%	24.2%	47.1%	17.5%	5.8%

Part 5: Impacts of natural and other disasters

This section looks at the role charities have played in some of the more prominent natural disasters. This part also examines whether giving to support the recovery efforts of these disasters affects charitable giving in other ways.



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Only charities that indicated they collected donations for relief following any of the events listed were asked to answer the following three questions:

For each of the events, please indicate how your charity used the funds collected:

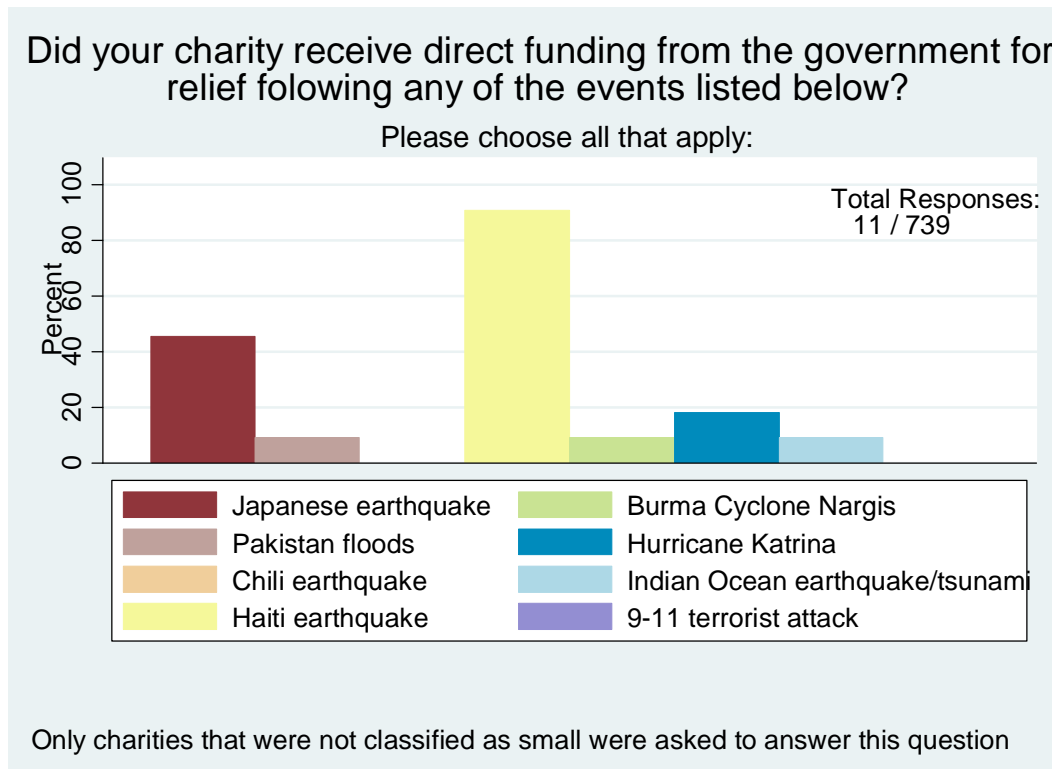
Sample Size: 694	The charity used the funds to provide goods/ services in the affected area	The charity distributed the funds to another not for profit or charity	The charity distributed the funds to a for-profit or contracted organizations involved in the relief effort	Total Responses:
March 11, 2011: Japanese Earthquake	9.3%	78.8%	11.9%	302
July 22, 2010: Pakistan Floods	6.4%	80.8%	12.8%	187
February 27, 2010: Chile Earthquake	9.4%	76.5%	14.1%	85
January 12, 2010: Haiti Earthquake	9.9%	78.5%	11.6%	596
May 2, 2008: Burma (Myanmar) Cyclone Nargis	11.1%	73.6%	15.3%	72
August 23: 2005: USA Hurricane Katrina	11.0%	77.9%	11.0%	163
December 26, 2004: Indian Ocean earthquake/tsunami	9.9%	78.8%	11.3%	203
September 11, 2001: USA Terrorist Attack	12.1%	75.8%	12.1%	33

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Did your charity receive any matching funds associated with donations collected for any of the following events?

Sample Size: 694	Yes, the match came from government services	Yes, the match came from foundations or other charities	Yes, the match came from corporations or for-profit businesses	Yes, the match came from a variety of sources	No matching funds were given to the charity	Total Responses:
March 11, 2011: Japanese Earthquake	16.0%	5.7%	0.9%	4.3%	73.1%	212
July 22, 2010: Pakistan Floods	22.3%	5.4%	1.4%	5.4%	65.5%	148
February 27, 2010: Chile Earthquake	11.3%	5.0%	0.0%	3.8%	80.0%	80
January 12, 2010: Haiti Earthquake	31.7%	6.4%	1.1%	5.7%	55.0%	438
May 2, 2008: Burma (Myanmar) Cyclone Nargis	6.0%	1.5%	0.0%	1.5%	91.0%	67
August 23, 2005: USA Hurricane Katrina	10.9%	7.0%	0.8%	5.4%	76.0%	129
December 26, 2004: Indian Ocean earthquake/tsunami	23.4%	2.5%	0.6%	5.7%	67.7%	158
September 11, 2001: USA Terrorist Attack	0.0%	4.1%	0.0%	0.0%	95.9%	49

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For the relevant period after the following events, please think about the level of private giving received by your charity for the goods and services in normally provides. Is there any sense that the contributions changed in a way that it might be attributable to an event?

Only charities that reported receiving revenues from individuals for any of the last three years were asked to answer this question.

Sample Size: 3,519	Increased	Decreased	Stayed about the same	Do not recall	Total Responses
July 22, 2010: Pakistan floods	1.1%	1.2%	70.8%	26.9%	1,528
February 27, 2010: Chili earthquake	0.9%	1.3%	69.6%	28.2%	1,459
January 12, 2010: Haiti earthquake	3.9%	5.9%	68.1%	22.2%	1,669
May 2, 2008: Burma Cyclone Nargis	0.7%	0.5%	66.3%	32.5%	1,432
August 23, 2005: Hurricane Katrina	1.4%	2.1%	64.0%	32.6%	1,462
December 26, 2004: Indian Ocean earthquake/tsunami	1.6%	2.2%	62.6%	33.7%	1,474
September 11, 2001: USA terrorist attack	0.5%	1.3%	60.8%	37.5%	1,394