

Common Threads: Weaving a Stronger Nonprofit Sector



Strong Charities. Strong Communities.

YOU ARE INVITED.

Truth

and *Alternative Facts*



We send the EU **£350 million** a week

let's fund our **NHS** instead  Vote Leave

#TakeControl

Let's take back control





#EnSilencioPorLaPaz

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Three cartoon characters with red hair and pointed ears are shown from the chest up. The character on the left is wearing a white chef's hat with 'SNAP' written on it and a yellow jacket. The middle character is wearing a blue jacket with a white collar and a red and white striped hat with 'CRACKLE' written on it. The character on the right is wearing a yellow top hat with 'POP' written on it and a yellow jacket. They are all smiling and holding a large yellow banner. The background is a solid blue color.

NOW HELPS SUPPORT YOUR CHILD'S

IMMUNITY

25%

**DAILY VALUE OF
ANTIOXIDANTS
& NUTRIENTS**

**VITAMINS
A,B,C & E**



Oxford Dictionaries

WORD OF THE YEAR

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief

Canada Not for Profit Corporations Act



Duties of directors and officers:

- 148 (1) Every director and officer of a corporation in exercising their powers and discharging their duties shall
 - (a) **act honestly and in good faith** with a view to the best interests of the corporation;

Section 53 of the new BC Societies Act



Act honestly and in good faith with a view to the best interests of the society

Section 2: CRA guidance on political activities



In order to serve the public, the information charities give on public policy issues should be presented in an informative, **accurate, and well-reasoned way** to enable society to decide for itself what position to take.



Wicked Question #1



How can organizations compete in a time where ‘alternative facts’ more easily shape public opinion . . .

. . . *when* the sector is both required to and morally wants to use truth to influence people?

Familiarity

and *Trust*



Familiarity

Only **25%** of Canadians claim to be **extremely or very familiar** with charities

Better educated Canadians appear to be even more familiar with charities overall

Familiarity

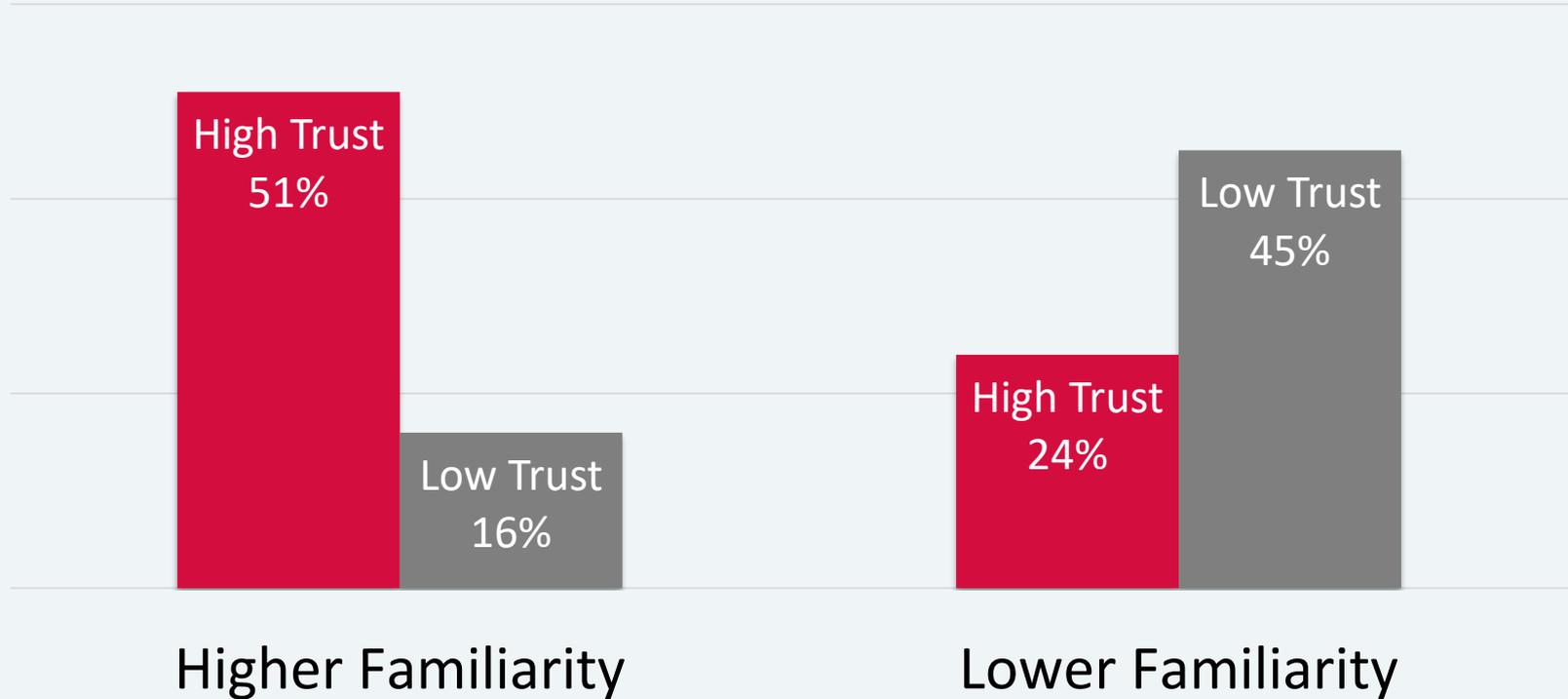
Only **16%** of respondents **over 65** claimed to be **extremely or very familiar**.

Trust in Charities

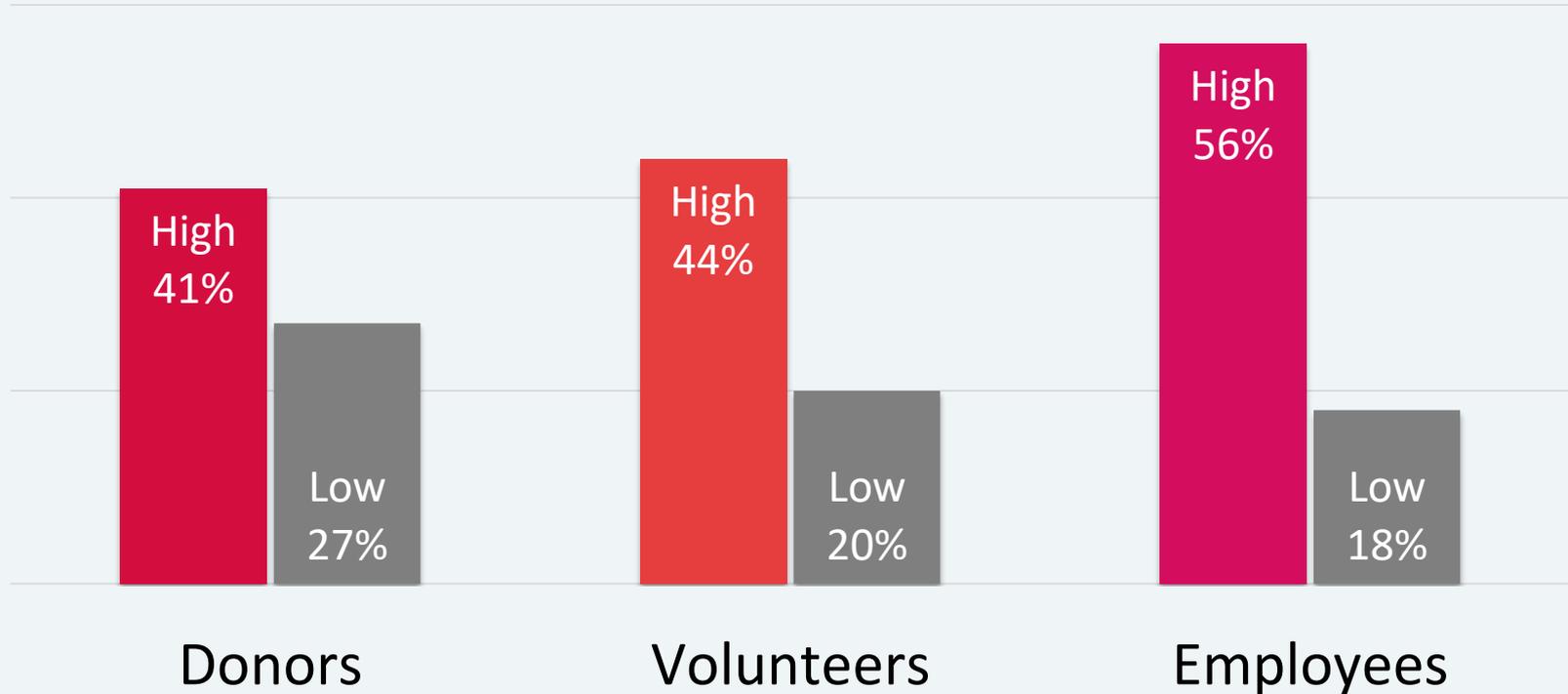
36% of respondents indicated that they had **High Trust** in charities.

While **27%** of respondents claimed to have **Low Trust** levels.

Familiarity and Trust



Familiarity and Trust



Familiarity and Trust

Charities are important to Canadians

From **all respondents** **43%** strongly agree

Not familiar - **26%** strongly agree

Extremely/very familiar - **61%** strongly agree

Familiarity and Trust

Most charities have a positive impact on the cause they are working for

From **all respondents** **27%** strongly agree

Not familiar - **14%** strongly agree

Extremely/very familiar - **45%** strongly agree

Familiarity and Trust

Generally speaking charities operate in an open & transparent manner

From **all respondents** **11%** strongly agree

Not familiar - **6%** strongly agree

Extremely/very familiar - **24%** strongly agree

Familiarity and Trust

Most charities are well run & managed

From **all respondents** **11%** strongly agree

Not familiar - **5%** strongly agree

Extremely/very familiar - **25%** strongly agree



**There is an unexpected decline
amongst the most familiar in
the areas of transparency and
being well run**

86% of respondents stated that being well operated and transparent to the public are the number one considerations affecting support of charities





Is information the answer?



“More information is not necessarily a good thing, because the more we know, the more questions we develop about what we don’t know”

from ‘Organizational Culture and Leadership’ by Edgar H. Schein

Wicked Question #2



How can organizations move people from a place of high familiarity to greater trust . . .

. . . *when* simply providing them with more information and data alone won't succeed.

Cohesion

and *Independence*



The Experiment

Imagine Canada tested 5 Giving Constructs:

1. Giving Calculator
2. 1%
3. 1.5%
4. Platinum, Gold & Silver
5. Peer Levels

The Cohort

43% claim to give less than \$500 per year

The same amount claim to give **\$1,000**
per year

The Cohort

\$2,060 was the average annual donation from the 2027 respondents

The average annual household income was **\$270,000** per year

Intentionality

47% of respondents indicated that they have **No Process** when deciding an amount to give

Impact of Constructs

One in Four offered a higher gift after exposure to a concept.

The 'lift' ranged from 33% saying under \$200 to 23% saying \$1,000 or more

Impact of Constructs

ALL of the giving constructs tested positively within the group that said they would raise their gifts.

Impact of Constructs

With a starting point of **0.87%**, every giving construct had a positive impact and overall giving rose to **0.93%**

Impact of Constructs

22% of respondents who had a starting point of \$0 ended up giving an average of **\$569** post intervention





Wicked Question #3



How can cohesive messaging about a new social norm for giving be embedded in sector communications . . .

. . . *when* organizational independence and territorialism are pervasive mindsets?

**Looking
to the Future...**

Fundamental Questions

Will economic growth and traditional financing support expanding need?

Will charities maintain a productive and symbiotic relationship with the economy?

Outlook is based on forecasting...

Demand for the sector, based on demography, culture, families, etc.

Economic performance, which supports sector revenue generation

**We foresee potential growing
divergence between need and
revenue**

Demand is driven by demographic, cultural & social factors

Aging population

Increase in single parent families

Substance abuse

Immigration

**Economic growth is likely to slow
in the long-term**

Lower long-term economic growth, forecast by...

The Conference Board

Drummond and Associates

Parliamentary Budget Office

Analysis asks, what if...

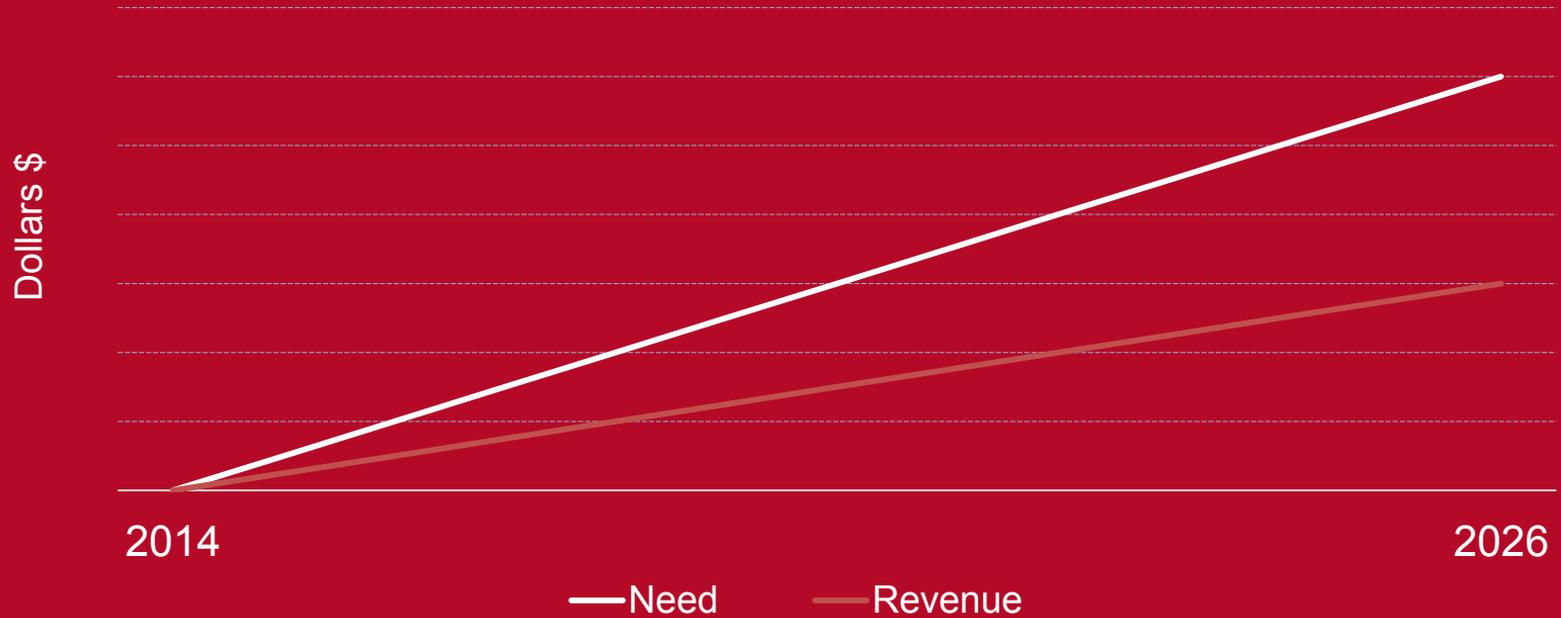
Slower economic growth reduces government transfers, earned income, and donations

While...

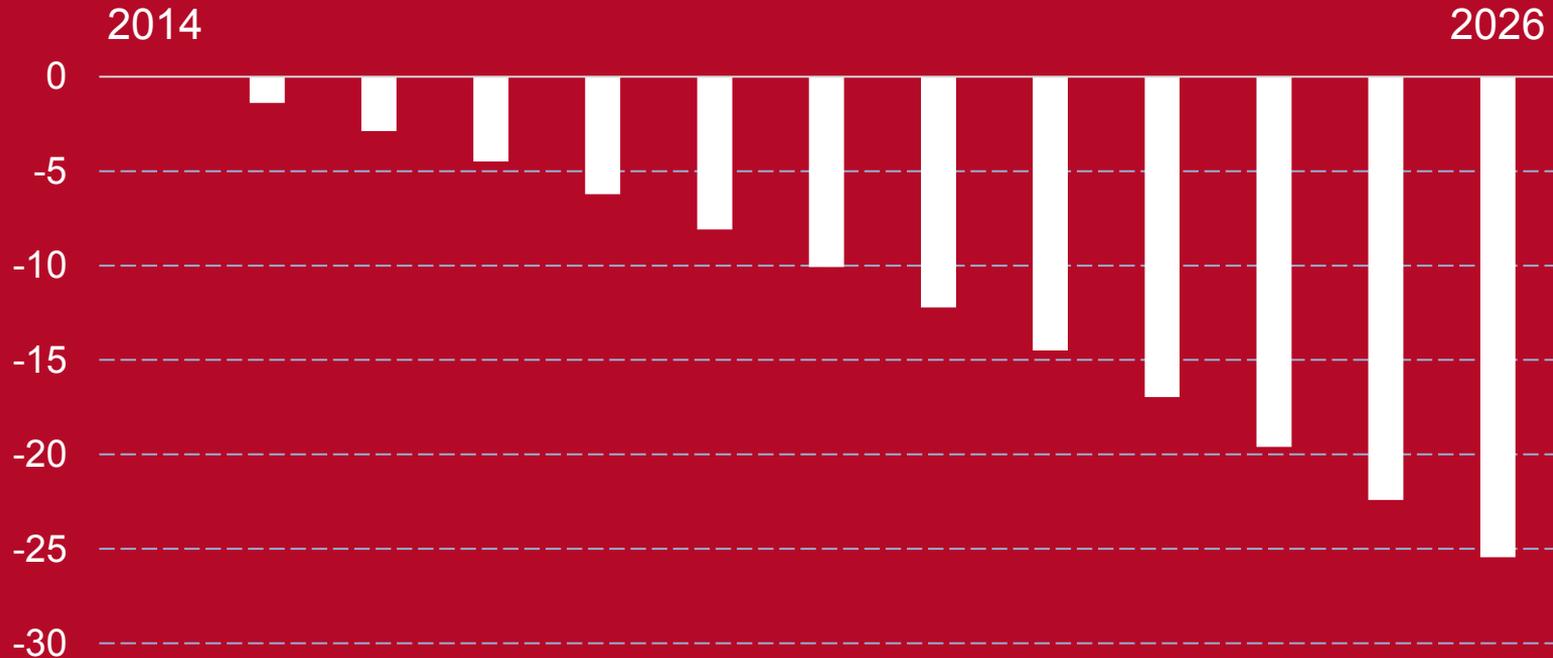
Demand for services grows perhaps at an accelerated pace?

We forecast a growing social deficit.

Growing gap between potential revenue and need...



One realistic scenario predicts possible social deficit of \$25 billion in 2026



**We need to rethink the relationship
between government, business and
charities and nonprofits**

Coming soon:
(well, in like 15 mins)

***Advocating for Canadians and
Charities***

IM△GINE CANADA

Strong Charities. Strong Communities.



@ImagineCanada @macdjb