Small Charities: An analysis of change in fundraising activities

François Brouard, Leighann Neilson and Anahit Armenakyan
Sprott Centre for Social Enterprises / Centre Sprott pour les entreprises sociales
SCSE / CSES, Sprott School of Business, Carleton University, Ottawa Ontario

Key Features of Project

The research project is an examination of change in the fundraising activities employed by small Canadian registered charities (defined as registered charities with total annual revenues under $100,000) over the ten year period from 2000 to 2009. Utilizing data from the Registered Charity Information Returns (T3010) filed by charities with the Canada Revenue Agency (CRA), the study will provide a profile of fundraising activities used, examining trends in types and number of fundraising activities utilized over the ten year period.

Our research questions are:
- What is the profile and what are the trends in fundraising activities by small charities?
- What are the relationships between fundraising activities and revenues received?
- Are there any differences by location (urban/rural, region), type (religious/secular, charitable organization/public/private foundation), or age of organization?

We expect to uncover variation not only in terms of type of charity (e.g., religious vs. secular) but also by geographic region (western/central Canadian/Maritimes), location (rural/urban), and age of organization. An initial assessment of the relationship between fundraising activities and revenues received will also be made. The proposed research will assist managers of small charities, nonprofit organizations, social enterprises, policy makers and researchers to achieve a deeper understanding of the number and type of fundraising activities used by small charities. Knowledge of the fundraising practices employed by other organizations in the sector will be helpful for benchmarking by individual charities.

Contact Information

François Brouard, Leighann Neilson and Anahit Armenakyan
Sprott School of Business, Carleton University, 1125 Colonel By Drive, Ottawa ON, K1S 5B6
francois_brouard@carleton.ca
(613) 520-2600, ext. 2213

leighann_neilson@carleton.ca
(613) 520-2600, ext. 8511

aarmenak@connect.carleton.ca

(sponsored by the Institute for Nonprofit Studies, Mount Royal University and SCSE/CSES)