RURAL REVITALIZATION
INTERSECTION BETWEEN PHILANTHROPY AND RURAL DEVELOPMENT

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COMMUNITY FOUNDATIONS TO THE RESCUE OF RURAL CANADA?
PHILANTHROPY AND RURAL REGIONS

• Philanthropy in rural areas is not new
• Long history of contributions of rural residents to charitable causes
• Considerable wealth held in rural regions in the form of land, equipment, and rights

• 185 Community Foundations in Canada
  • $3.35 billion in assets
  • $143 million in grants

92 community foundations in rural Canada
49% of all in Canada
COMMUNITY FOUNDATIONS IN ATLANTIC CANADA

$32 million endowed
FINANCIAL ASSETS OF COMMUNITY FOUNDATIONS IN ATLANTIC CANADA

Total Assets of Community Foundations in Atlantic Canada Region, 2003-2011

Year

- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011

Total Assets ($)
TOTAL GIFTS PROVIDED TO ATLANTIC CANADA COMMUNITIES

Total Gifts to Qualified Donees for Community Foundations in Atlantic Canada Region, 2003-2011

Year

2003 2004 2005 2006 2007 2008

Total Gifts ($) $0 $200,000 $400,000 $600,000 $800,000 $1,000,000 $1,200,000

Year

2009 2010 2011
OPPORTUNITIES FOR RURAL

• Increased personal wealth in many rural regions
• Multiple assets of value in rural communities (land, equipment, rights)
• Strong sense of community and attachment among rural residents, both current and former
TIME SENSITIVE WINDOW IN RURAL

• Transfer of wealth window quickly approaching in many rural communities
  • aging population
  • youth not returning to their ‘home’ communities
IS PHILANTHROPY THE MISSING KEY TO RURAL DEVELOPMENT?
KEY MESSAGES

1. Rural communities are sites of considerable wealth, although we don’t truly know how much nor for how long.

2. Philanthropy, through community foundations, represents a critical mechanism that can support rural community revitalization and sustainability.

3. There is a disconnect between public policy, philanthropy, and rural communities. Further work is required for rural communities to maximize the benefits of philanthropy.
RESOURCES

Diverse, dynamic, and dedicated: Scan of Manitoba’s Rural and Northern Community Foundations (2009)

Charitable giving and volunteering in Canada and the Atlantic Region: A region of secondary data (2013)

Assets, revenues, and gifts of Canada’s Atlantic Community Foundations (2013)

Fostering sustainable futures for rural communities and regions through philanthropy (2014)

Examination of Community Foundations in Atlantic Canada (2014)
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