

# INTRODUCTION TO PRINCE EDWARD ISLAND'S NONPROFIT SECTOR

In addition to providing a wide range of services to Islanders, nonprofits and charities are a major economic force. Below we present key statistics highlighting their role as economic drivers, employers, and catalysts for civic engagement.



GROSS DOMESTIC PRODUCT<sup>i</sup>

**\$1.0 billion**



ANNUAL REVENUE<sup>ii</sup>

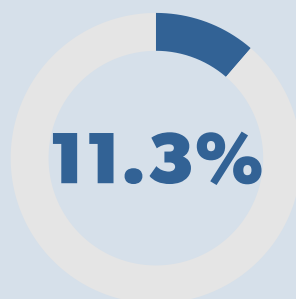
**\$1.7 billion**



PERSONAL DONATIONS<sup>ii</sup>

**\$27.0 million**

PERCENTAGE OF GDP  
FROM NONPROFIT SECTOR<sup>iii</sup>



EMPLOYMENT<sup>iv</sup>

**15 thousand**



AVERAGE SALARY<sup>v</sup>

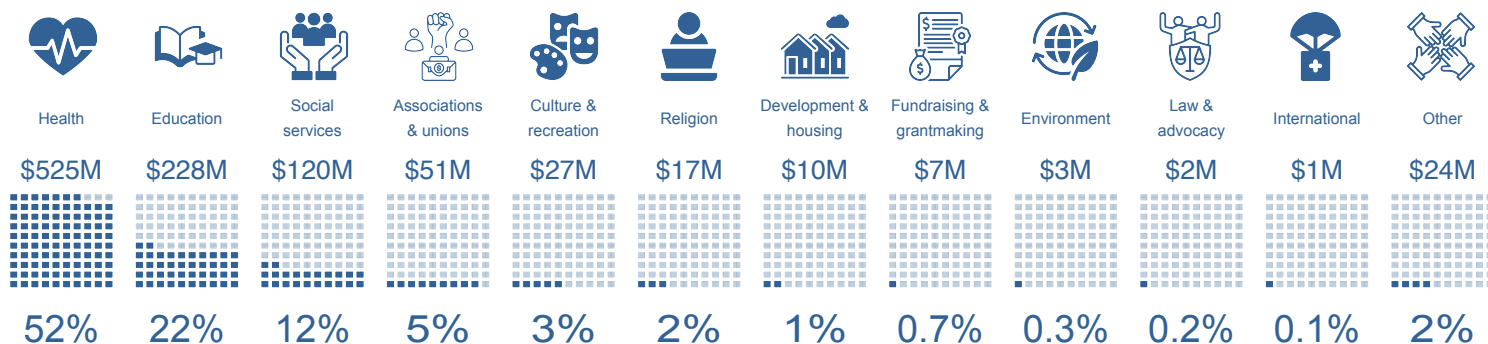
**\$49,351**



VOLUNTEER HOURS<sup>vi</sup>

**8.0 million**

## GDP BY ACTIVITY AREA<sup>vii</sup>



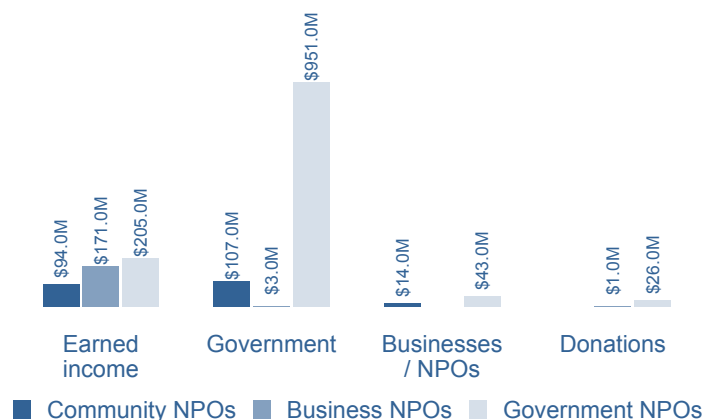
## NONPROFIT SUB-SECTORS

**Community nonprofits** are independent of government and produce goods and services for free or at prices substantially lower than the cost of production. Examples include food banks, shelters, youth groups, places of worship, advocacy organizations, and service clubs.

**Business nonprofits** are also independent of government and primarily sell goods and services at prices that usually cover the cost of production. Examples include business associations, chambers of commerce, and condominium associations.

**Government nonprofits** are funded and overseen by government, but institutionally distinct. They frequently collect some fees, but these are well below the cost of production. Examples include hospitals, some care facilities, universities, and colleges.

## REVENUE BY SUB-SECTOR<sup>ii</sup>



*Earned income* includes sales of goods and services, memberships, and investments. *Government* reports income from all levels of government. *Donations* consists of donations from individual Canadians and *Businesses / NPOs* captures corporate donations and inter-sub-sector transfers between nonprofit organizations.

## WOMEN+ <sup>viii</sup>

**76.1%** of nonprofit employees  
**\$47,577** average annual salary

## INDIGENOUS STATUS <sup>viii</sup>

**2.0%** of nonprofit employees  
**\$41,950** average annual salary

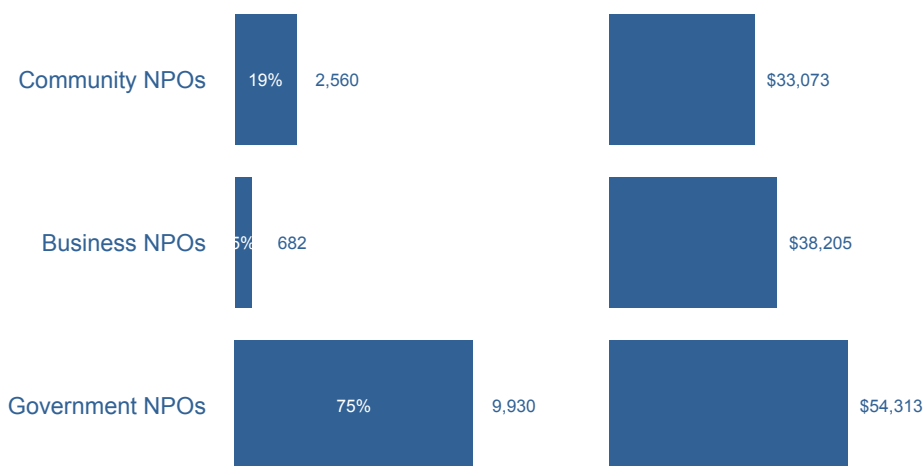
## VISIBLE MINORITY <sup>viii</sup>

**9.1%** of nonprofit employees  
**\$43,327** average annual salary

## INTERNATIONALLY-BORN <sup>viii</sup>

**9.4%** of nonprofit employees  
**\$48,781** average annual salary

## STAFF DISTRIBUTION AND AVERAGE SALARY BY SUB-SECTOR<sup>v</sup>



## DONATION RATE BY ACTIVITY AREA<sup>ix</sup>

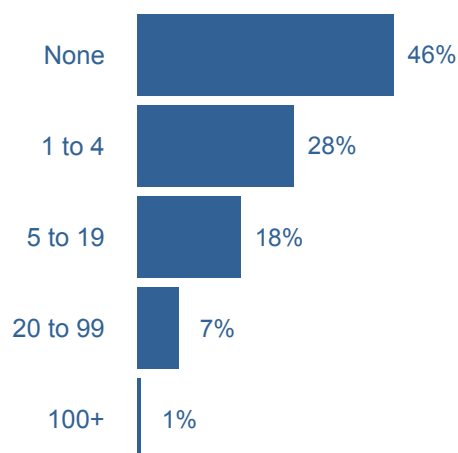


## VOLUNTEER RATE BY ACTIVITY AREA<sup>ix</sup>

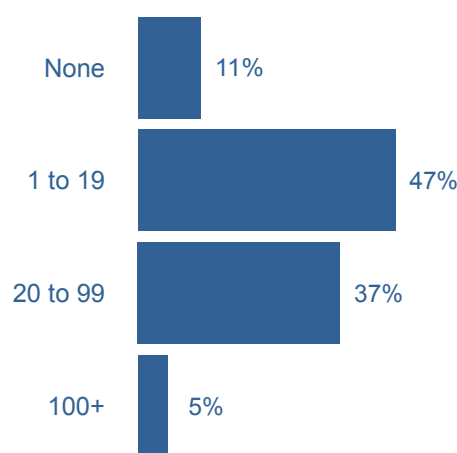
\* use with caution; ... cannot be released

## DISTRIBUTIONS OF ORGANIZATIONS BY KEY CHARACTERISTICS (ATLANTIC DATA)

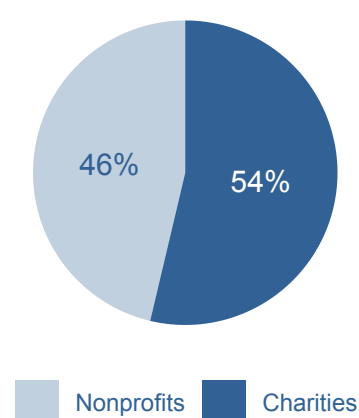
### PAID STAFF<sup>x</sup>



### VOLUNTEERS<sup>xi</sup>



### LEGAL FORM<sup>x</sup>



## SOURCES:

<sup>i</sup> Table 36-10-0616-01, <sup>ii</sup> Table 36-10-0613-01, <sup>iii</sup> Author's calculations from Tables 36-10-0616-01 and 36-10-0221-01,

<sup>iv</sup> Table 36-10-0617-01, <sup>v</sup> Table 36-10-0650-01,

<sup>vi</sup> Table 45-10-0039-01, <sup>vii</sup> Table 36-10-0614-01,

<sup>viii</sup> Table 36-10-0651-01, <sup>ix</sup> Author's calculations from Survey of Giving, Volunteering and Participating, Public Use Microdata File, <sup>x</sup> Table 33-10-0753-01, <sup>xi</sup> Table 33-10-0795-01.

## Produced by Imagine Canada

Imagine Canada  
 2 St. Clair Avenue East, suite 300  
 Toronto, Ontario, Canada M4T 2T5  
 T 416.597.2293 | imaginecanada.ca  
 Media inquiries: media@imaginecanada.ca

**IMAGINE**  
 CANADA

Imagine Canada is a national charitable organization whose cause is social good in Canada. We work to bolster the charities, nonprofits, and social entrepreneurs who build, enrich, and define our nation and the communities they support around the globe.