



Date: February 2009

ACGC Draft Report

Presented By:
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Objectives



1. Measure the awareness, knowledge, and perceptions of Global Poverty as an issue in Alberta;
 - Perceived importance of global poverty compared to other social issues
 - Awareness and knowledge of global poverty
 - Awareness and knowledge of agencies involved in addressing global poverty
 - Awareness of programs to address global poverty
 - Perceived effectiveness of programs
 - Role of Canada in addressing global poverty
 - Government involvement in addressing global poverty
 - Role of other countries in addressing global poverty

2. Identify the interest level and motivators of Albertans as strategic planning inputs for the members.

3. Leverage the information from the study to raise awareness of; Global Poverty, of ACGC, and of their members through the media.

Methodology

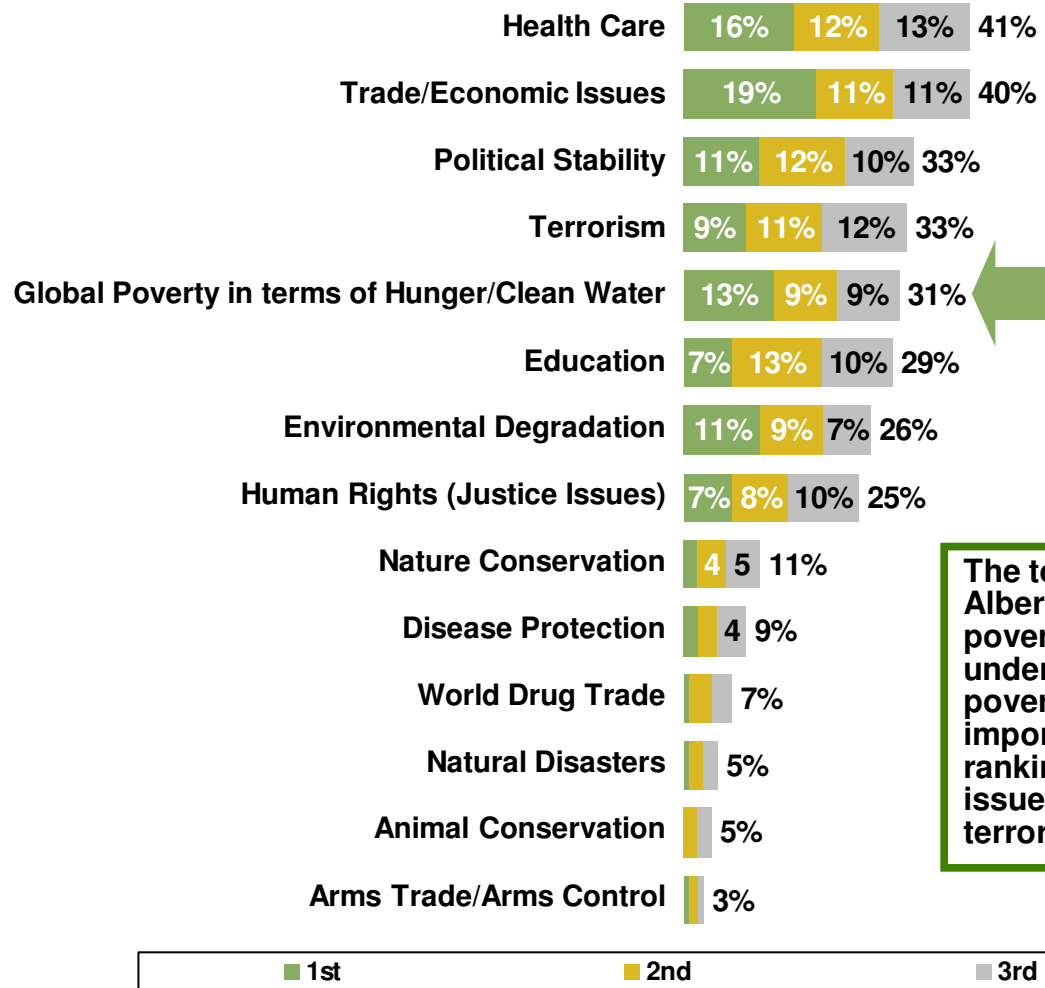


- Online survey of 801 Albertans
 - Sample taken from the Angus Reid Forum
 - The study was in field from January 12th – 16th, 2009
 - The results presented have a margin of error of ± 3.46 , 19 times out of 20.
- Questions 5-13 were also put on the Angus Reid National Omnibus; a representative audience of 1000 Canadians to gauge opinions and understandings of global poverty on a National scale.
 - This study was in field from January 16-19th, 2009.
- The questionnaire was developed by Angus Reid Strategies and ACGC.
- All data analysis was conducted by Angus Reid Strategies.



**The Importance of
Global Poverty as an Issue**

Poverty ranks in the top 5 social issues from a global perspective

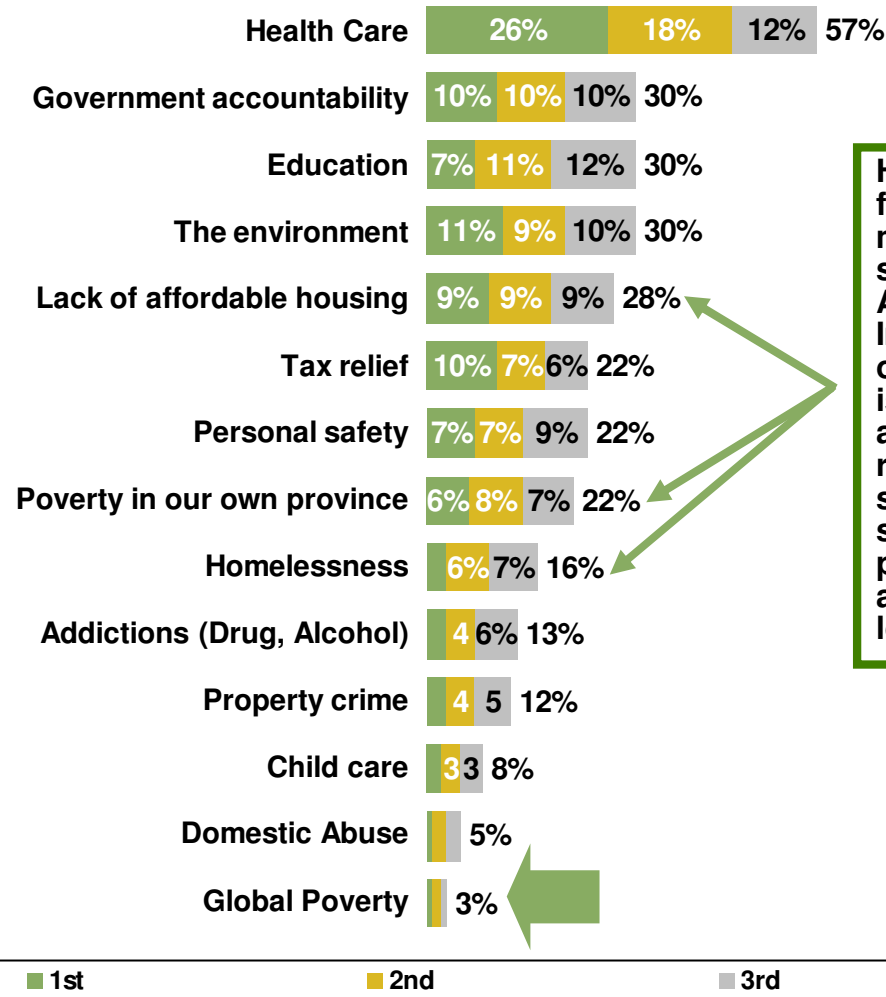


The top social issue according to Albertans is health care. Global poverty is ranked 5th with just under one-in-three ranking global poverty as one of the three most important social issues. This ranking follows trade/economic issues, political stability, and terrorism.

Base: All respondents (n=801)

Q2. From the list of global social issues, please indicate which you personally feel are the 3 most important.

Health care is the most important local issue, although local poverty issues combined would rank higher



Health care is by far considered the most important social issue facing Albertans. Interestingly, three of the top 10 social issues in Alberta are poverty related. This supports the sentiment that poverty should be addressed on a local level first.

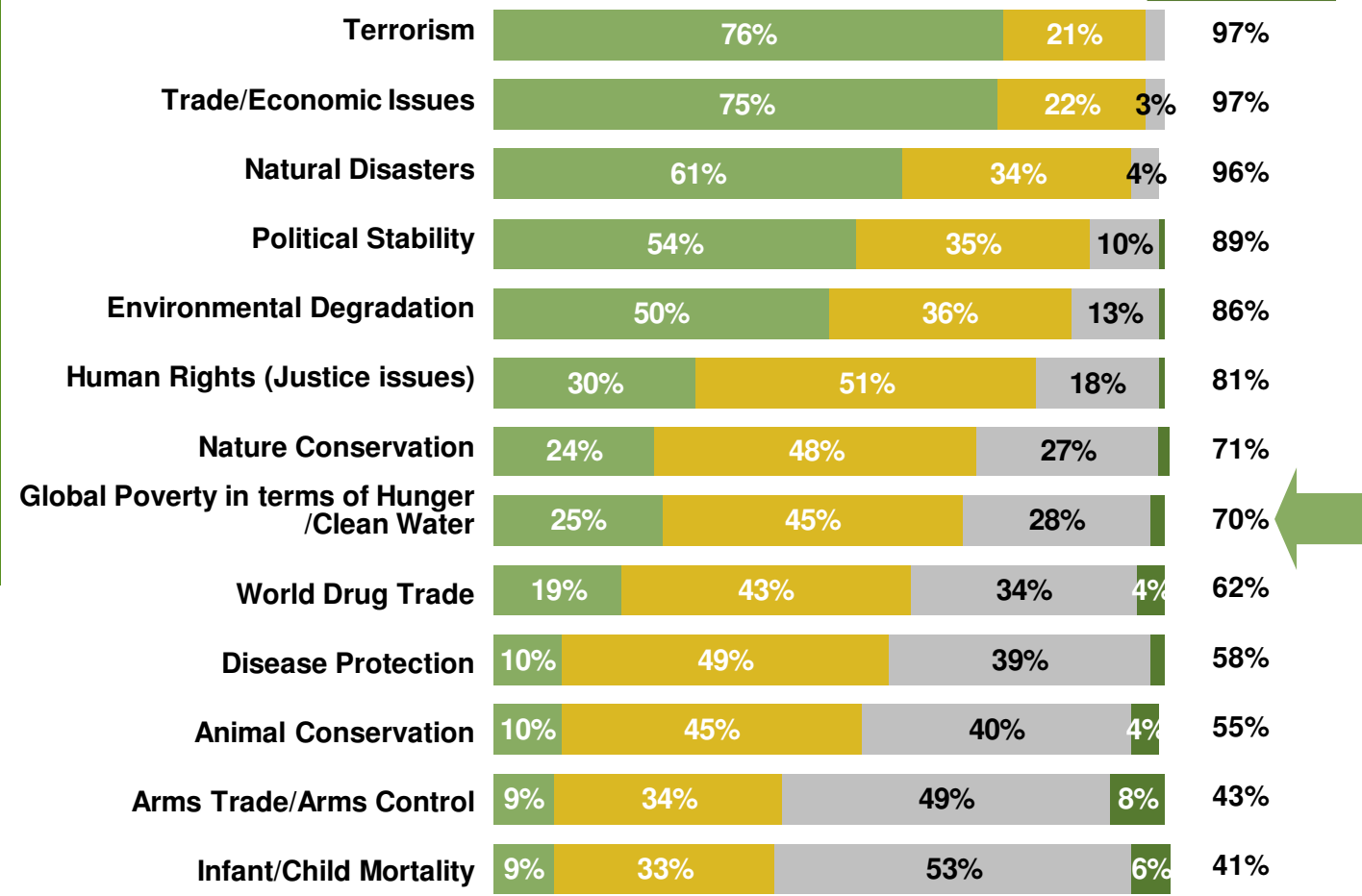
Base: All respondents (n=801)
 Q3. Now thinking on a more local level, what do you feel are the most important issues facing Albertans today?

Global Poverty is not in the news as frequently as other issues



Top 2 Box

The top three issues Albertans hear about the most frequently in the media are terrorism, trade/economic issues, and natural disasters. Global poverty is not receiving the same level of media exposure as these issues as only one-in-four indicate they hear about it very often in the media.



Very often Sometimes Rarely Never

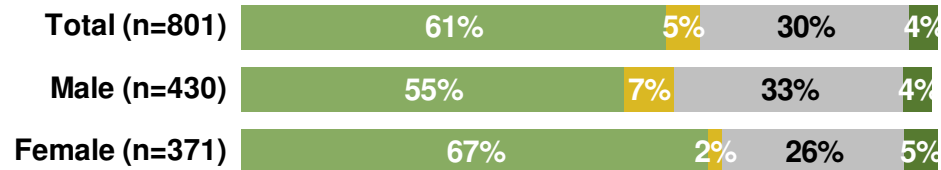
Base: All respondents (n=801)

Q1. How often do you hear about the following issues from the media (i.e. newspaper, radio, television, etc.)?

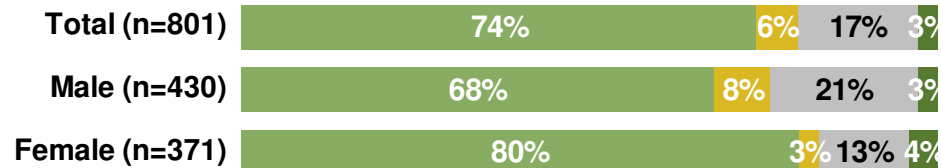
Nearly 80% of Albertans believe poverty is increasing in Canada and abroad

In general Albertans believe poverty is increasing in their municipality, province, country, and the world. In all cases females are more likely to indicate poverty is increasing than their male counterparts.

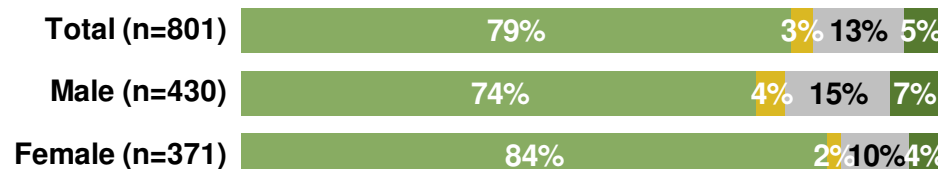
Your Municipality



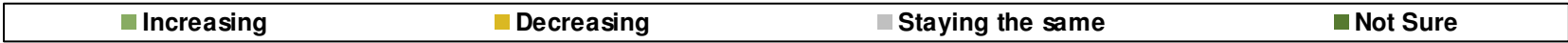
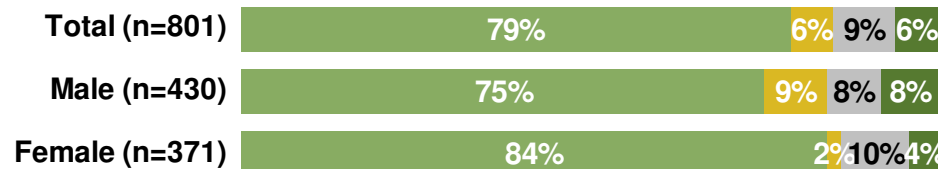
Your Province



Canada



The World



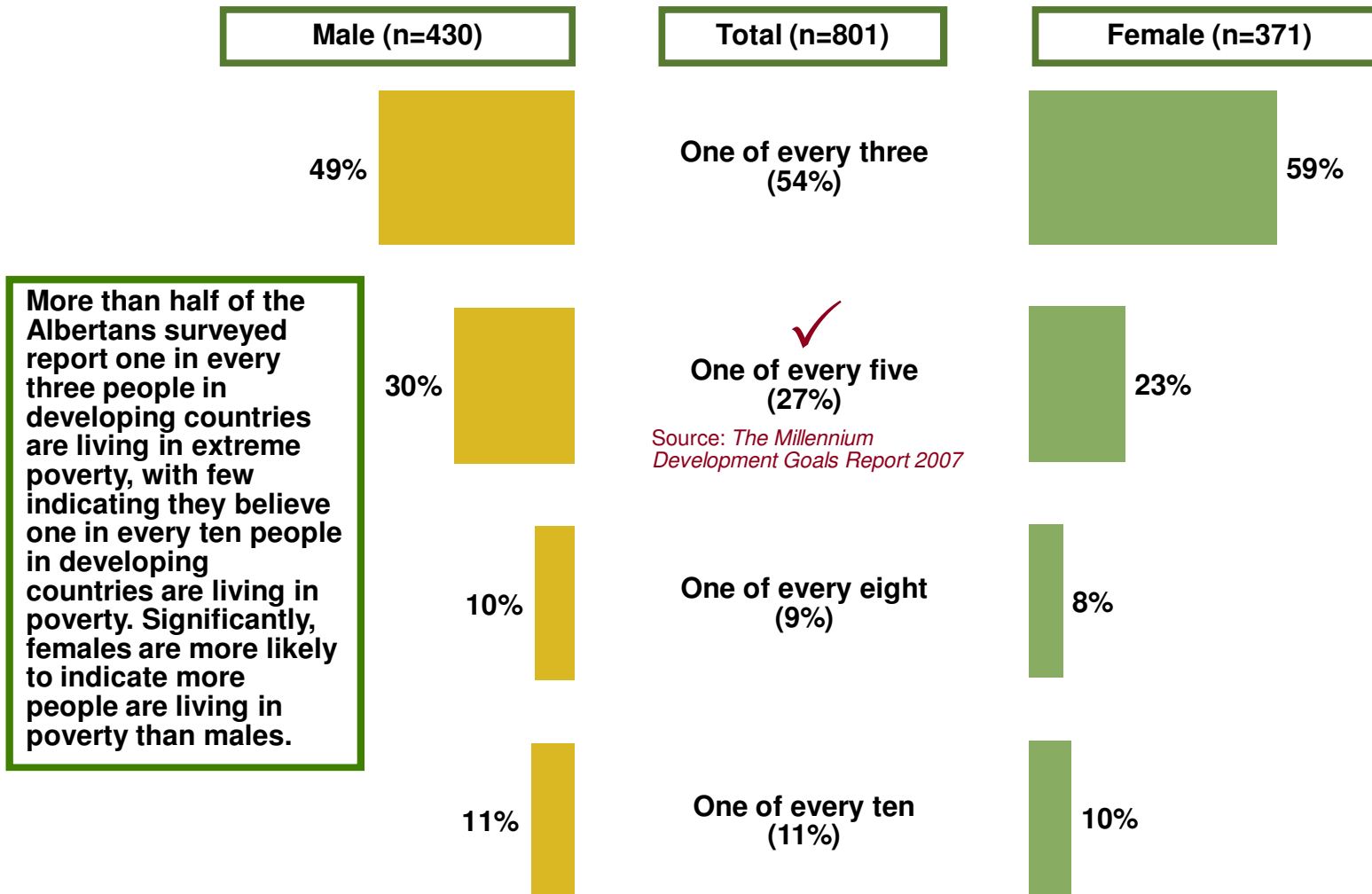
Base: All respondents

Q4. Do you think the number of people living in poverty in each of the following areas is...



How Albertans Understand Global Poverty

Most Albertans believe the prevalence of poverty is greater than it is

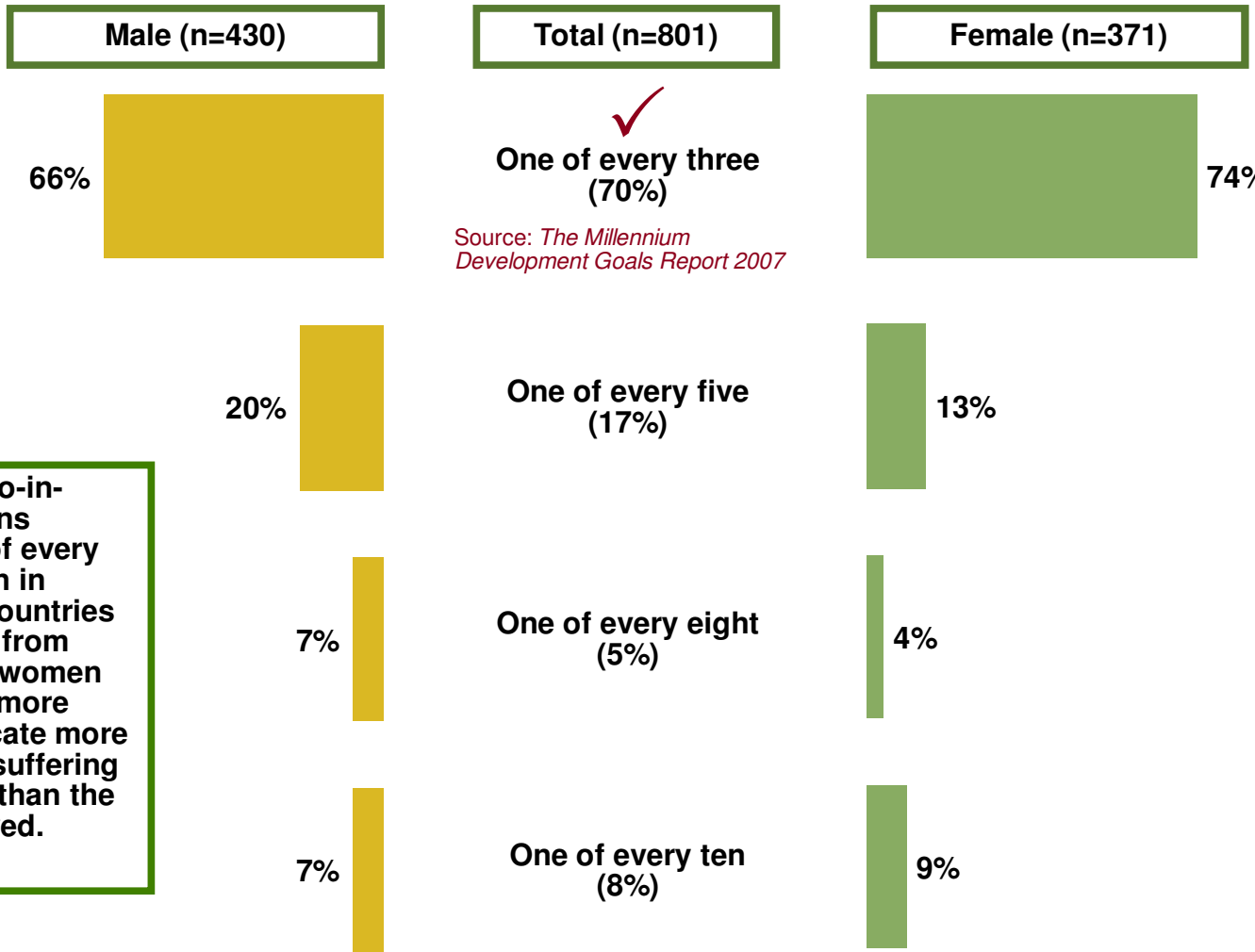


More than half of the Albertans surveyed report one in every three people in developing countries are living in extreme poverty, with few indicating they believe one in every ten people in developing countries are living in poverty. Significantly, females are more likely to indicate more people are living in poverty than males.

Source: *The Millennium Development Goals Report 2007*

Base: All respondents
 Q25. How many people in developing countries do you believe are living in extreme poverty (defined by the United Nations as living on less than \$1.00 per day)?

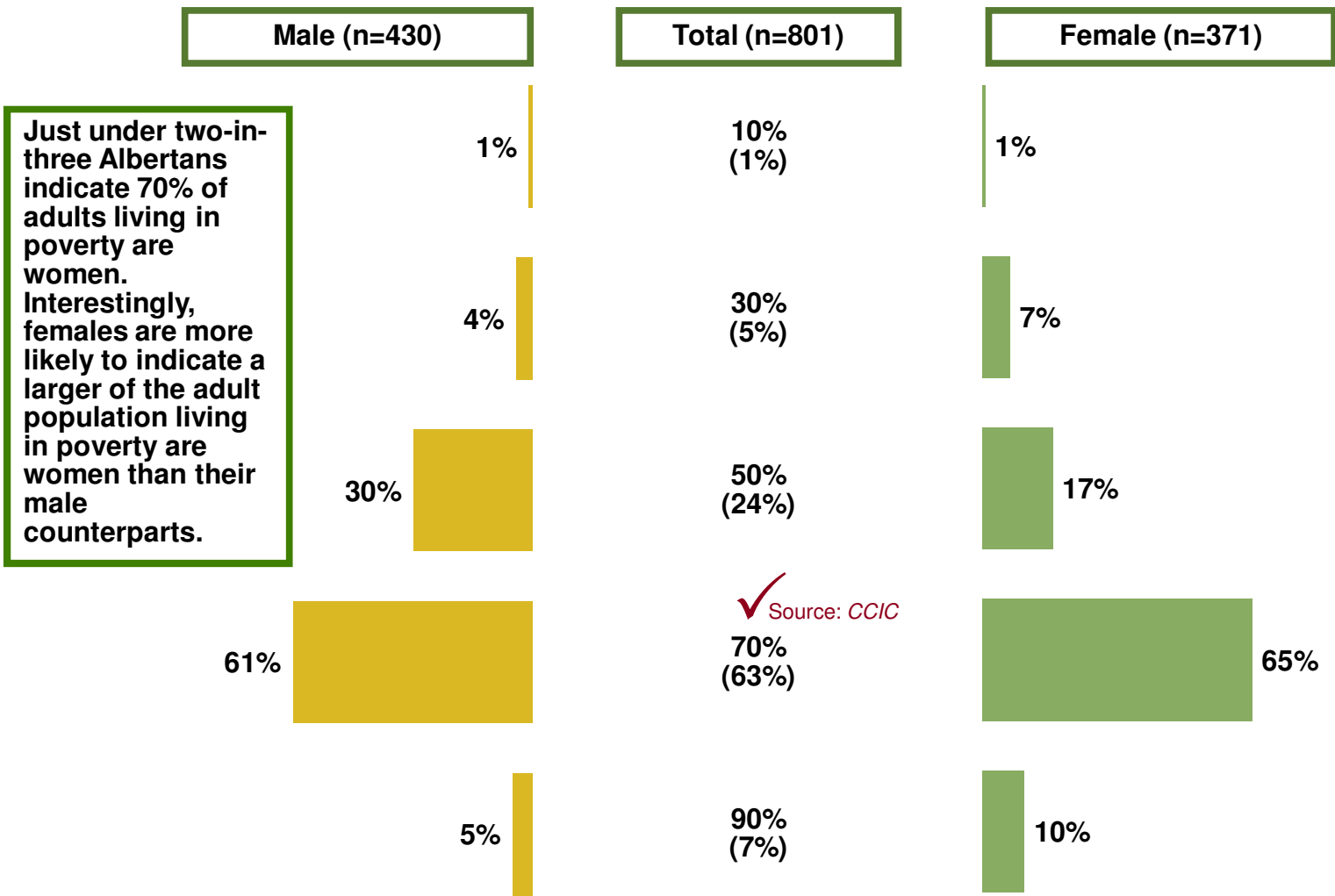
Albertans correctly estimate that one third of children in developing countries suffer from hunger



More than two-in-three Albertans believe one of every three children in developing countries are suffering from hunger, with women significantly more likely to indicate more children are suffering from hunger than the males surveyed.

Base: All respondents
 Q26. How many children in developing countries do you believe suffer from hunger?

Albertans, regardless of gender, are equally aware of the fact that poverty affects far more women in developing countries than men



Just under two-in-three Albertans indicate 70% of adults living in poverty are women. Interestingly, females are more likely to indicate a larger of the adult population living in poverty are women than their male counterparts.

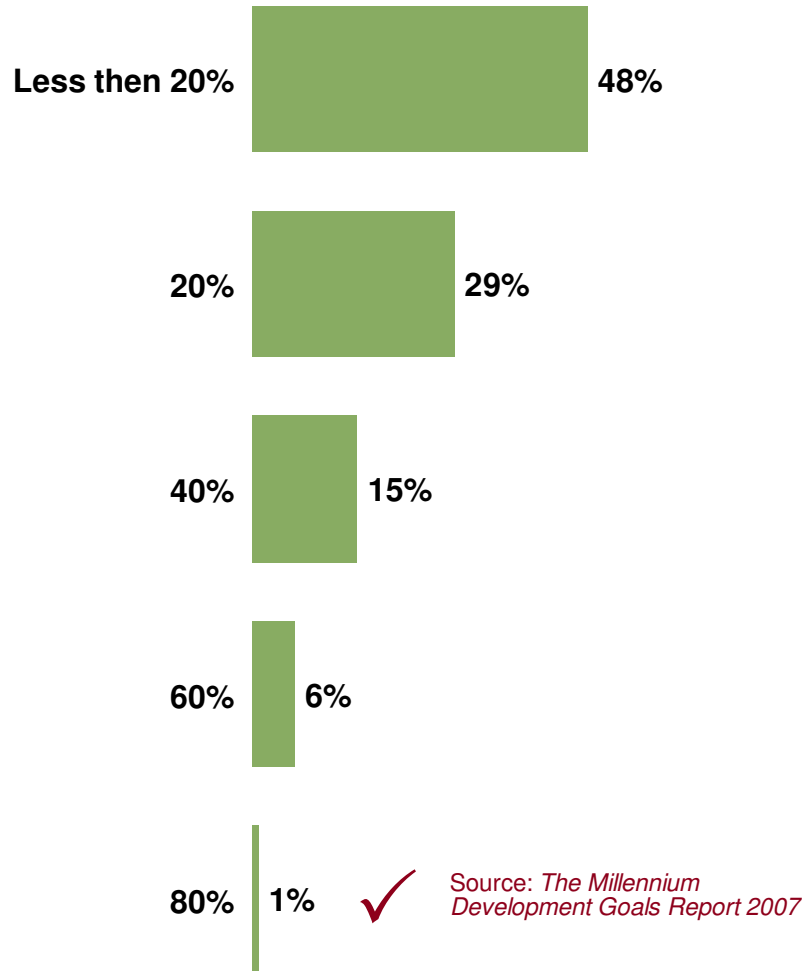
✓ Source: CCIC

Base: All respondents
Q29. What percentage of adults living in poverty would you estimate are women?

Most Albertans incorrectly believe children in developing countries are not receiving education



Albertans do not think many children in developing countries are receiving education, as nearly one-half of the Albertans surveyed indicate less than 20% of children in developing countries are currently receiving some form of primary education. This may lead to the incorrect assumption that standard of living goals such as food, healthcare, and education are more out of reach than they are.

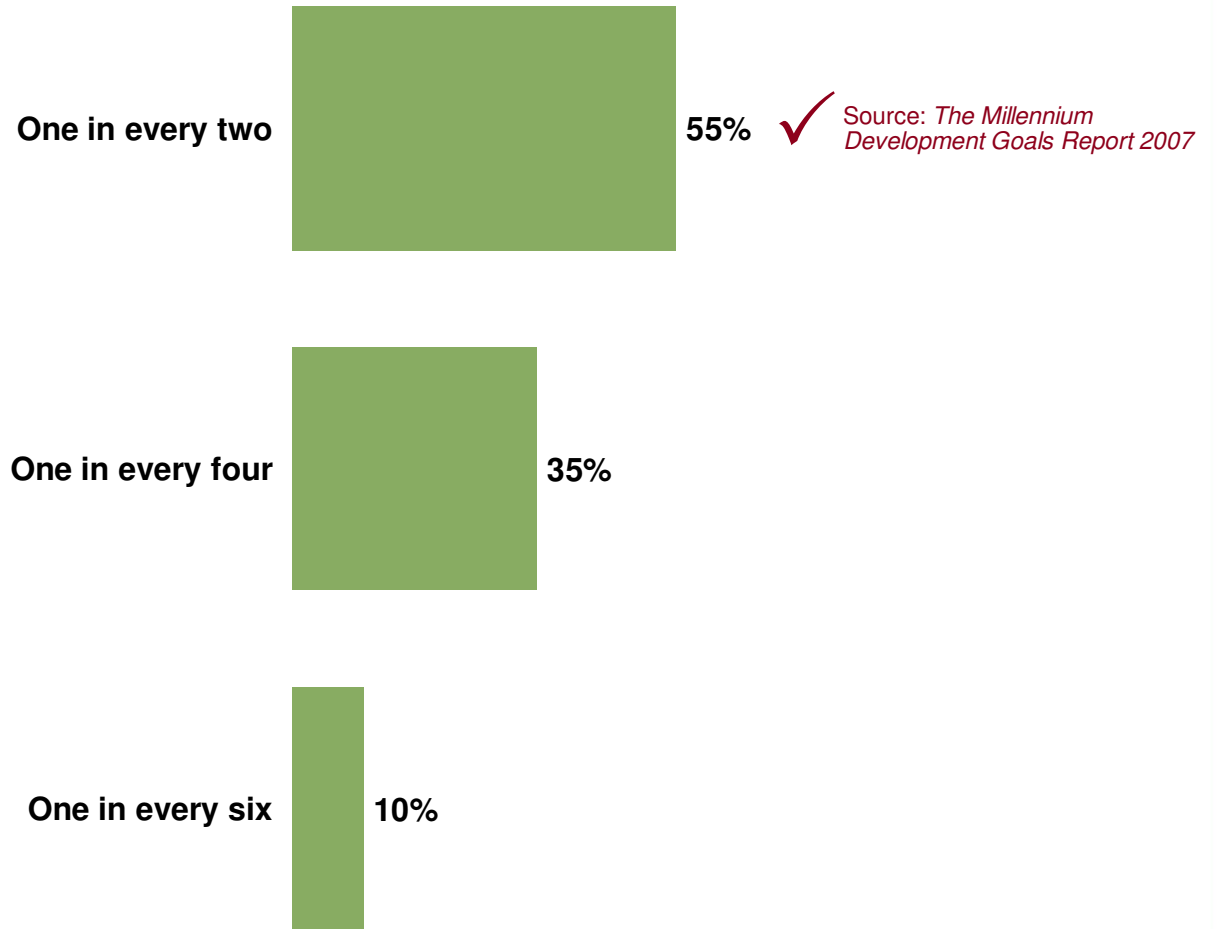


Base: All respondents (n=801)

Q27. What percentage of children in developing countries do you believe are currently receiving some form of primary education?

The majority of respondents (55%) are aware one in every two people in developing countries are living without adequate sanitation

Most respondents indicate one in every two people in developing countries are living without adequate sanitation.



Base: All respondents (n=801)

Q28. How many people in developing countries would you believe live without adequate sanitation?



**Awareness of Groups
Addressing Global Poverty**

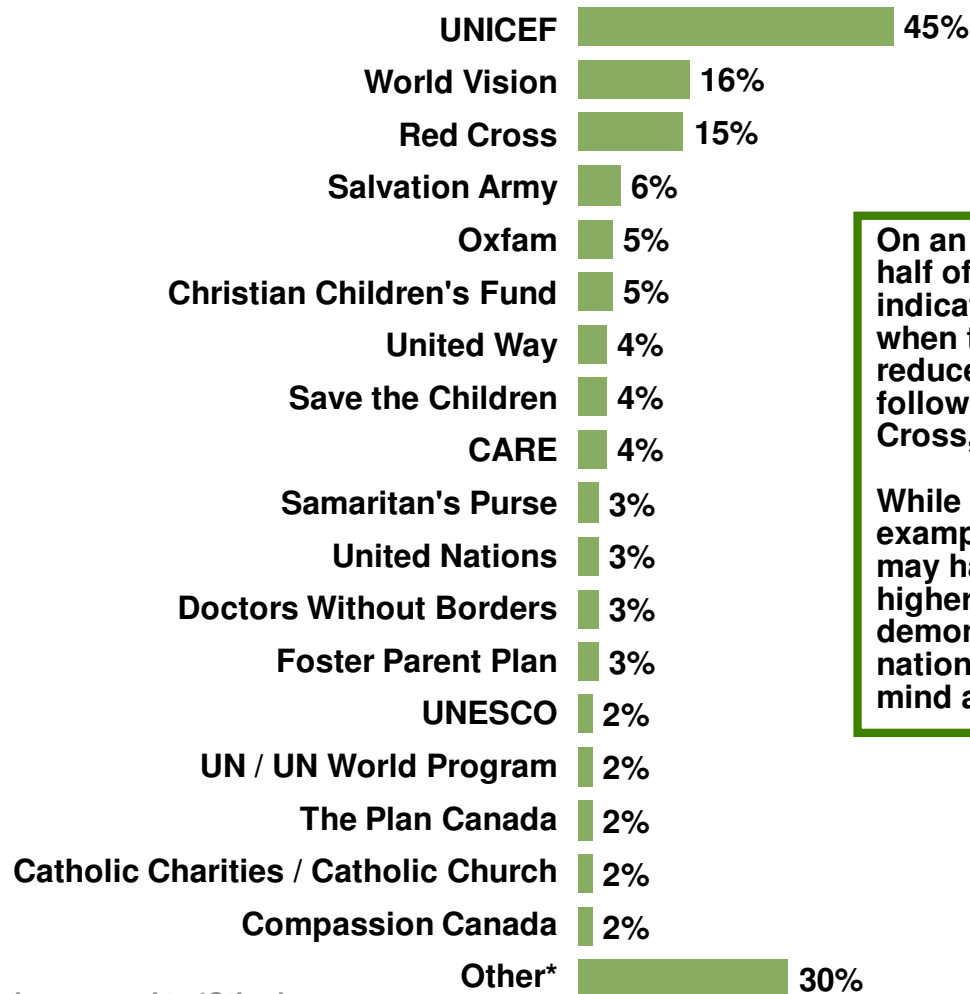
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Outside of UNICEF, Awareness of Global Poverty Agencies Difficult to Achieve



On an unaided basis, nearly one-half of the Albertans surveyed indicate UNICEF comes to mind when they think of those working to reduce global poverty, distantly followed by World Vision, Red Cross, and the Salvation Army.

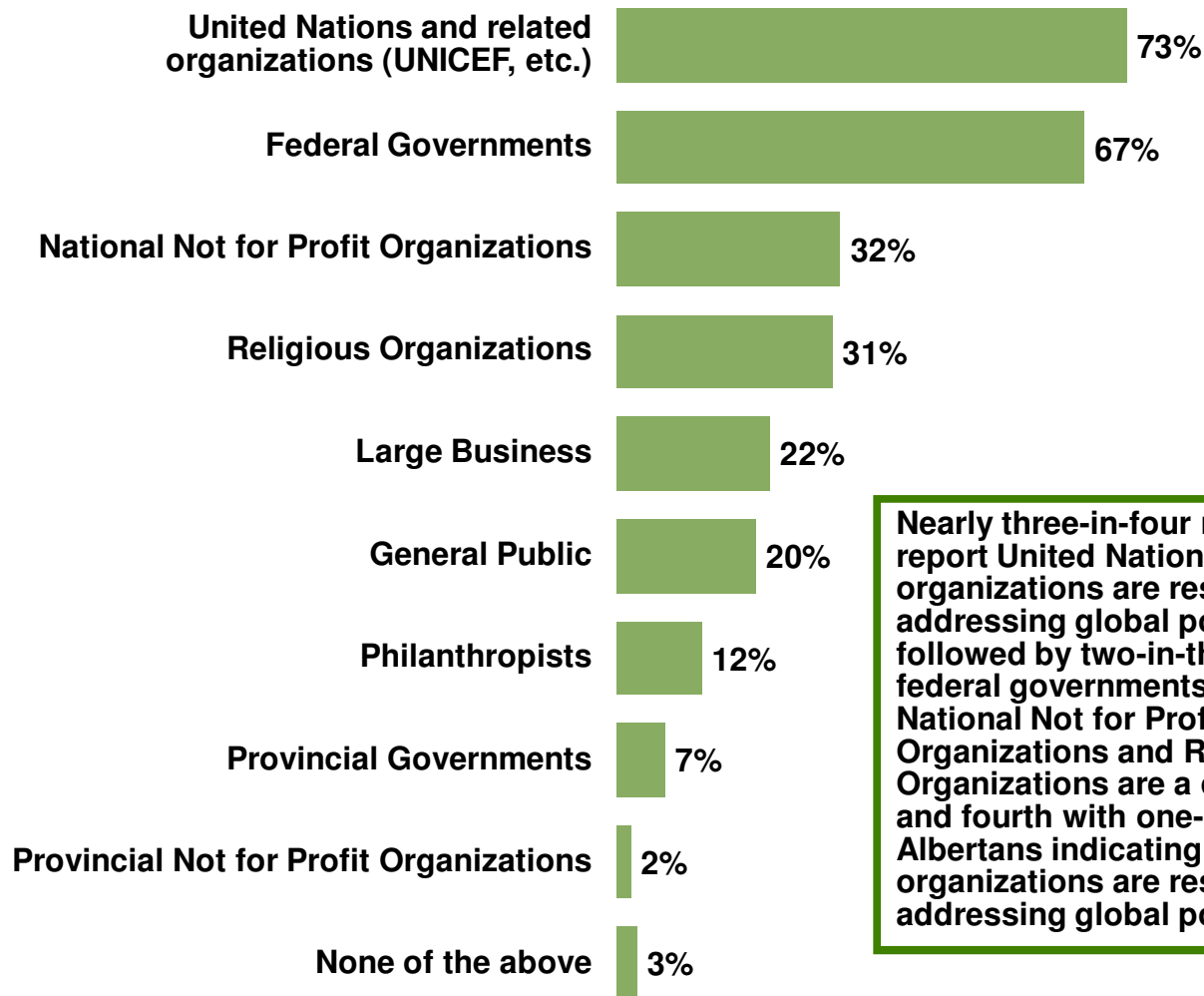
While UNICEF was used in an example earlier in the survey and may have contributed to a slightly higher percentage, the list demonstrates that even larger, national agencies do not top of mind awareness.

*All mentions of 1% or less moved to 'Other'

Base: All respondents (n=801)

Q16. Please provide the first three names of not for profit organizations that come to mind when you think of those that that work to reduce global poverty.

Albertans believe Federal Government and Federal Organizations are most Responsible for Global Poverty

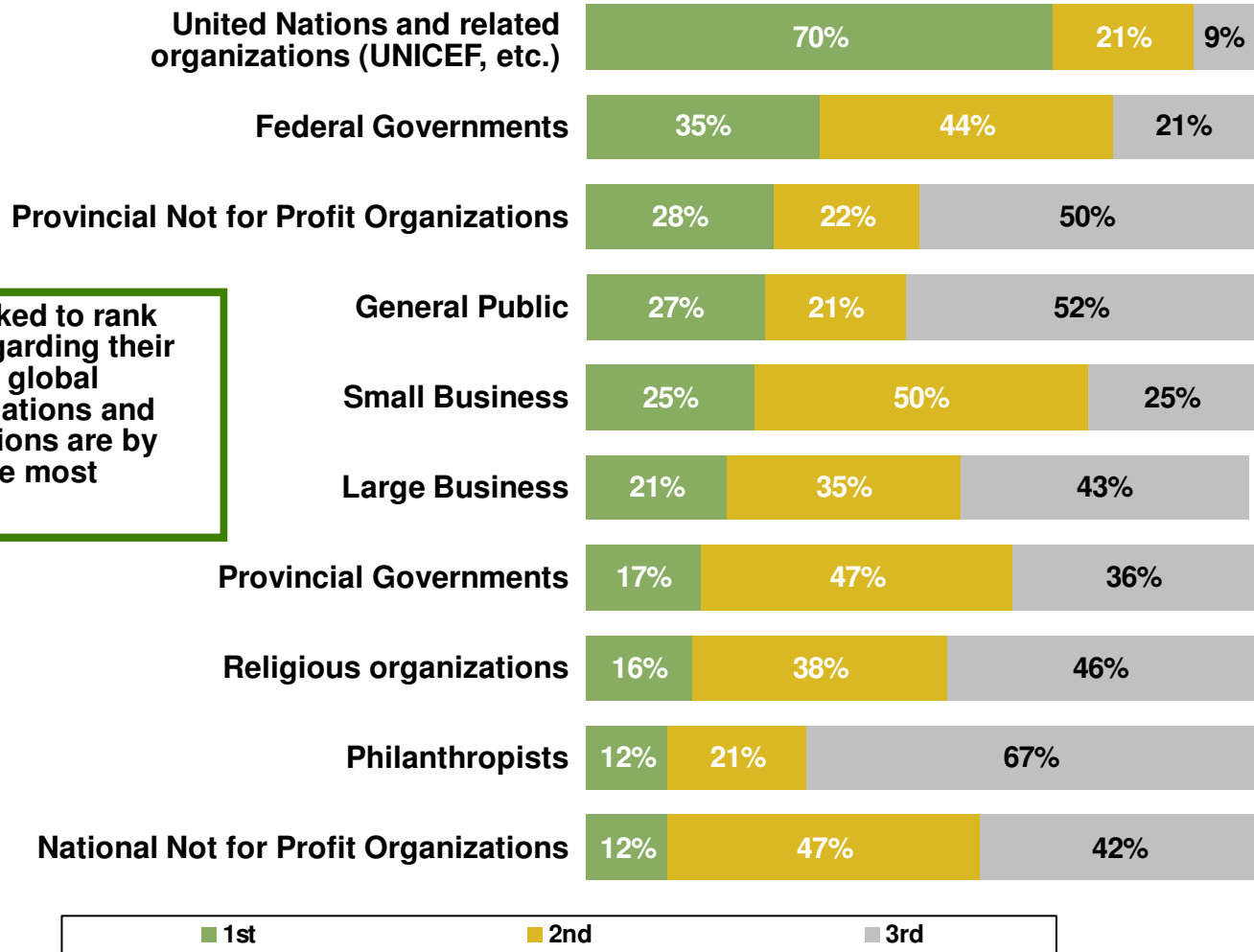


Nearly three-in-four respondents report United Nations related organizations are responsible for addressing global poverty, closely followed by two-in-three reporting federal governments' responsibility. National Not for Profit Organizations and Religious Organizations are a distant third and fourth with one-in-three Albertans indicating these organizations are responsible for addressing global poverty.

Base: All respondents (n=801)

Q14. Considering the following, which groups do you feel are responsible for addressing global poverty issues?

Ranking of Groups Responsible for Global Poverty



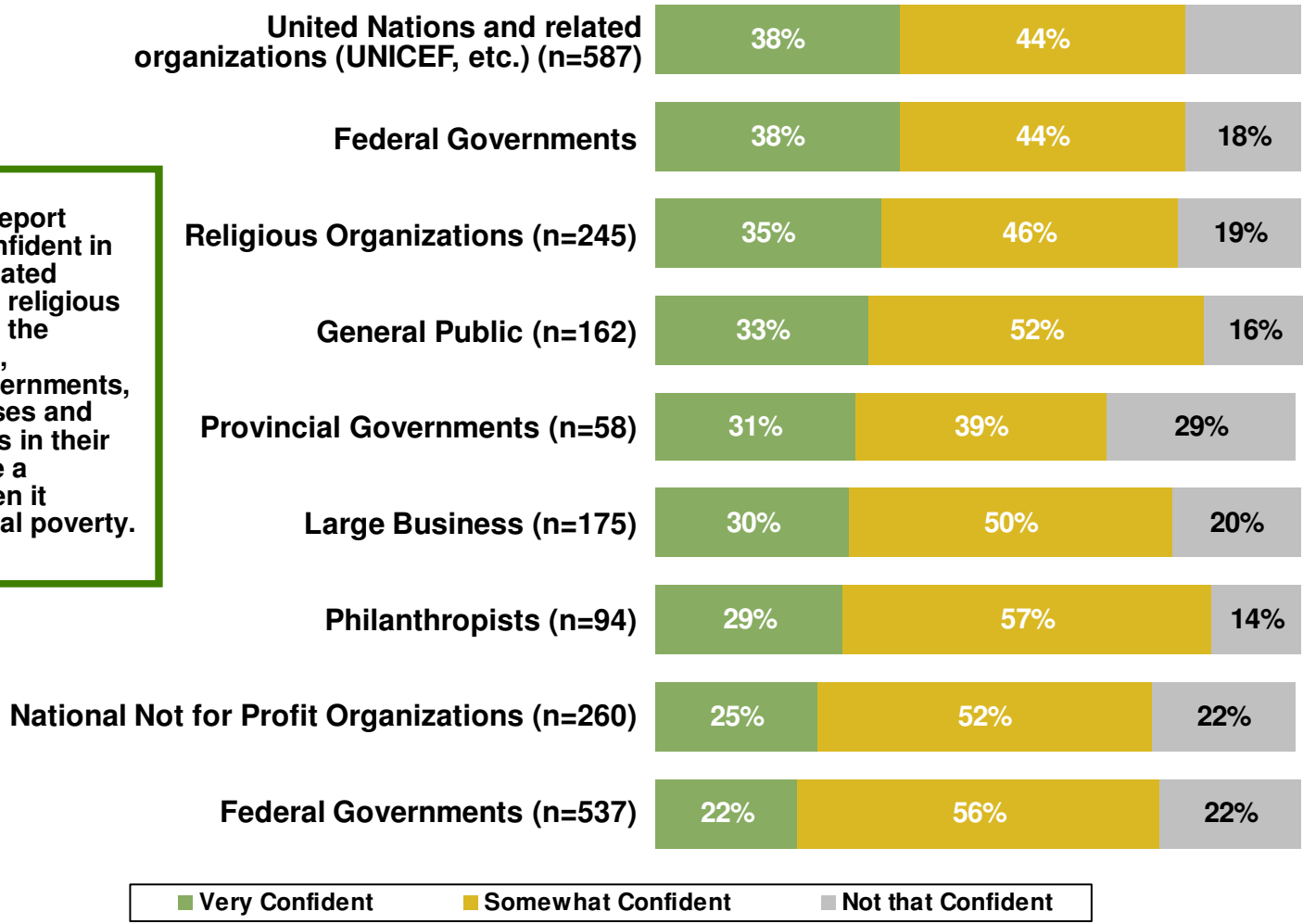
Further, when asked to rank organizations regarding their responsibility for global poverty, United Nations and related organizations are by far considered the most responsible.

Base: Alberta respondents
 Q14A. Thinking of the groups you felt were responsible for global poverty issues, please put them in order of which you feel are most responsible.

Confidence in Groups Making a Difference – Global Poverty



One-in-three respondents report being very confident in the UN and related organizations, religious organizations, the general public, provincial governments, large businesses and philanthropists in their ability to make a difference when it comes to global poverty.



Base: Felt this group is responsible for addressing global poverty issues *Caution Small Base size Q15. How confident are you that these organizations can make a difference?

Top of Mind Awareness of Global Poverty Agencies is relatively consistent across age groups

	Total (n=801)	Age				
		25 or Younger (n=61)	26-35 (n=188)	36-45 (n=140)	46-55 (n=175)	56+ (n=237)
UNICEF	45%	36%	54%	51%	50%	33%
World Vision	16%	25%	18%	14%	14%	15%
Red Cross	15%	7%	16%	21%	8%	19%
Salvation Army	6%	3%	5%	6%	4%	10%
Oxfam	5%	8%	7%	2%	5%	5%
Christian Children's Fund	5%	5%	6%	5%	7%	2%
United Way	4%	2%	4%	6%	4%	3%
Save the Children	4%	0%	1%	1%	8%	5%
CARE	4%	0%	1%	5%	4%	6%
Samaritan's Purse	3%	2%	2%	2%	6%	3%
United Nations	3%	2%	4%	1%	2%	4%
Doctors Without Borders	3%	0%	4%	4%	3%	2%
Foster Parent Plan	3%	0%	4%	4%	1%	3%
UNESCO	2%	3%	1%	0%	2%	6%
UN / UN World Program	2%	10%	3%	1%	1%	2%
The Plan Canada	2%	2%	3%	2%	2%	1%
Catholic Charities / Catholic Church	2%	0%	1%	2%	2%	3%
Compassion Canada	2%	7%	3%	1%	1%	0%
Other mentions	30%	33%	23%	30%	30%	34%

*All total mentions of 1% or less moved to 'Other'

Base: All respondents

Q16. Please provide the first three names of not for profit organizations that come to mind when you think of those that that work to reduce global poverty.

Top 3 by age

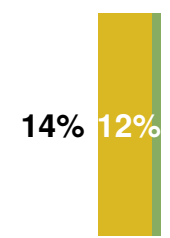
While UNICEF has higher top of mind awareness, they are not perceived to be as effective as some others



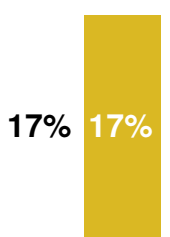
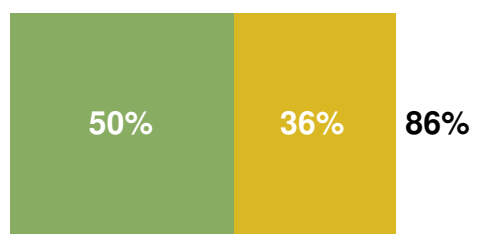
Makes Little/no Difference

Makes a Difference

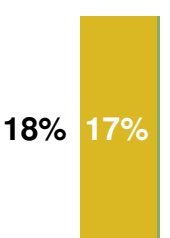
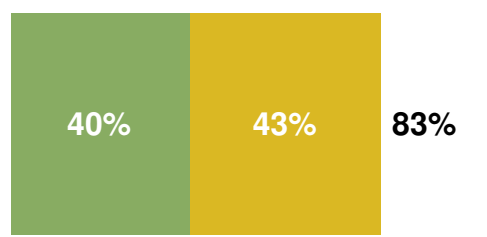
Overall, Albertans find the Red Cross, World Vision, and UNICEF to be successful in making a difference towards addressing global poverty.



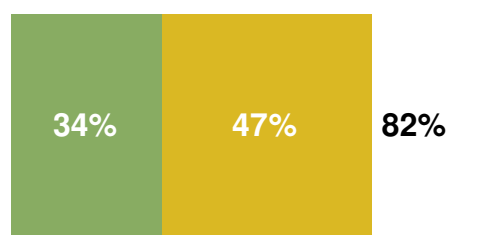
Red Cross (n=124)



World Vision (n=129)



UNICEF (n=360)

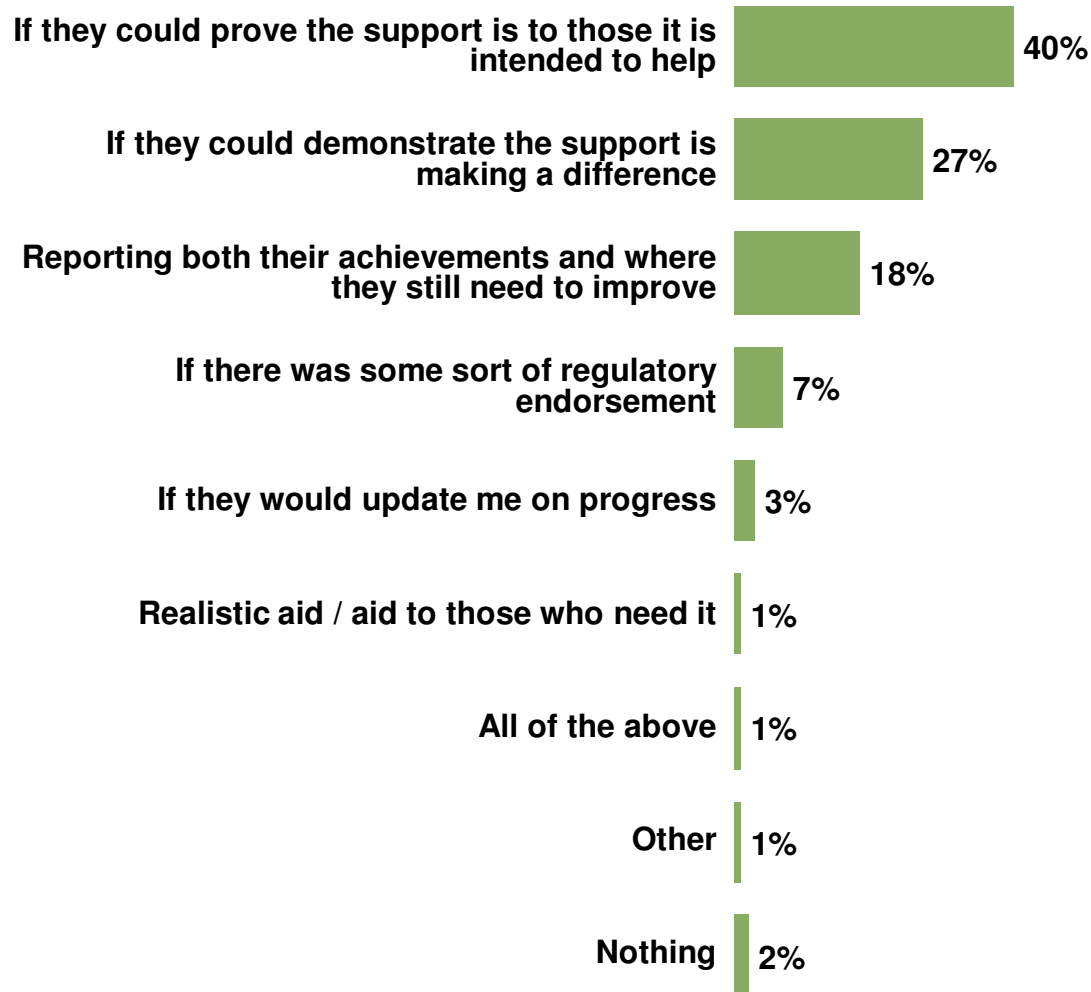


■ A little difference ■ No difference at all

■ Significant ■ Somewhat

Base: Specified NPO
 Q17. How successful do you feel these not for profit organizations are in addressing global poverty?

Accountability is the key motivator for Albertans to increase support (Aided)



According to Albertans, organizations addressing global poverty need to be more transparent, as two-in-five Albertans report that if organizations helping those in need could prove the support is going to those it's intended to help they would be more inclined to support the organizations. Furthermore, just over one-in-four report if the organizations could demonstrate the support is making a difference they would be more inclined to support them, followed by just under one-in-five reporting the organization would need to show both their achievements and where they still need to improve.

Base: All respondents (n=801)

Q18. When thinking about organizations that help those in need, which of the following would make you more inclined to support them?

Poverty Support and Canada's Reputation are well linked



Agree

An increased commitment by the Federal Government to reduce global poverty will make a positive contribution to Canada's international reputation



77%

An increased commitment by Canadian not for profit organizations to reduce global poverty will make a positive contribution to Canada's international reputation



74%

An increased commitment by Alberta not for profit organizations to reduce global poverty will make a positive contribution to Alberta's national reputation



60%

An increased commitment by the Provincial Government to reduce global poverty will make a positive contribution to Alberta's international reputation



60%

I believe the not for profit organizations in Canada are effective in delivering programs to reduce poverty



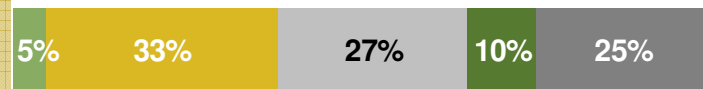
53%

I believe the not for profit organizations in Alberta are effective in delivering programs to reduce poverty



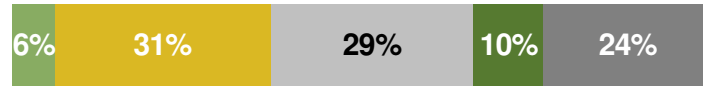
52%

I believe that the not for profit organizations in Alberta are collaborating with each other to reduce poverty



38%

I believe that the not for profit organizations in Canada are collaborating with each other to reduce poverty



37%

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know/not sure

Base: All respondents (n=801)

Q19. How much do you agree or disagree with each of the following statements?

Women and those 26-35 are more confident of Alberta agencies ability to impact our reputation

Agree

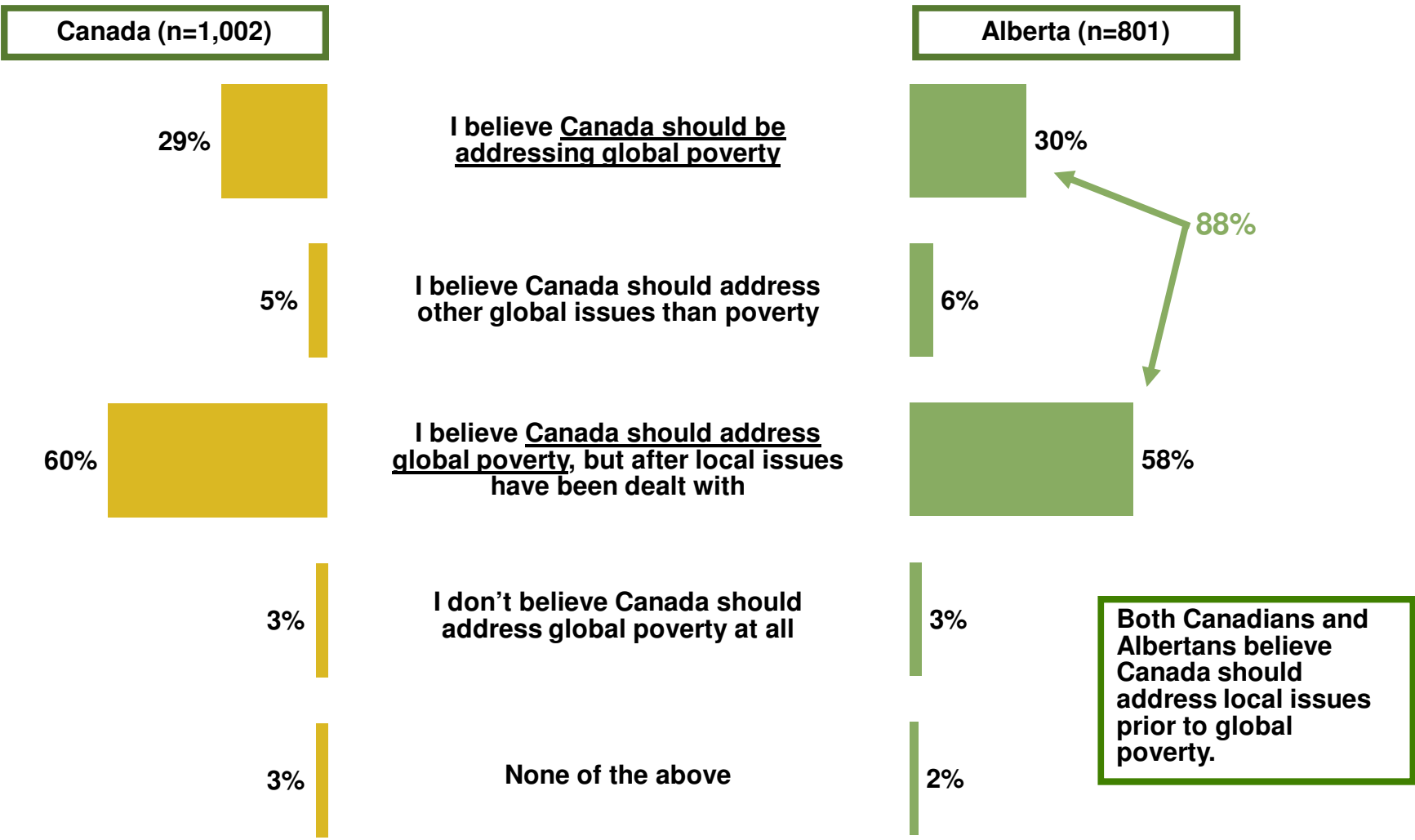
	Total (n=801)	Age					Gender	
		25 or Younger (n=61)	26-35 (n=188)	36-45 (n=140)	46-55 (n=175)	56+ (n=237)	Male (n=430)	Female (n=371)
An increased commitment by the Federal Government to reduce global poverty will make a positive contribution to Canada's international reputation.	77%	70%	84%	77%	75%	75%	73%	82%
An increased commitment by Canadian not for profit organizations to reduce global poverty will make a positive contribution to Canada's international reputation.	74%	77%	80%	69%	74%	70%	70%	78%
An increased commitment by Alberta not for profit organizations to reduce global poverty will make a positive contribution to Alberta's national reputation	60%	62%	69%	66%	56%	54%	55%	67%
An increased commitment by the Provincial Government to reduce global poverty will make a positive contribution to Alberta's international reputation.	60%	62%	68%	61%	59%	53%	53%	68%
I believe the not for profit organizations in Canada are effective in delivering programs to reduce poverty	53%	59%	62%	45%	54%	49%	49%	58%
I believe the not for profit organizations in Alberta are effective in delivering programs to reduce poverty	52%	57%	55%	46%	49%	54%	53%	51%
I believe that the not for profit organizations in Alberta are collaborating with each other to reduce poverty	38%	44%	41%	40%	36%	33%	36%	40%
I believe that the not for profit organizations in Canada are collaborating with each other to reduce poverty	37%	48%	43%	36%	33%	34%	36%	38%

Base: All respondents

Q19. How much do you agree or disagree with each of the following statements?

**Role of Canada and Provincial Governments
in Addressing Global Poverty**

88% of Albertans want Canada to address global poverty; but 58% want local poverty addressed first



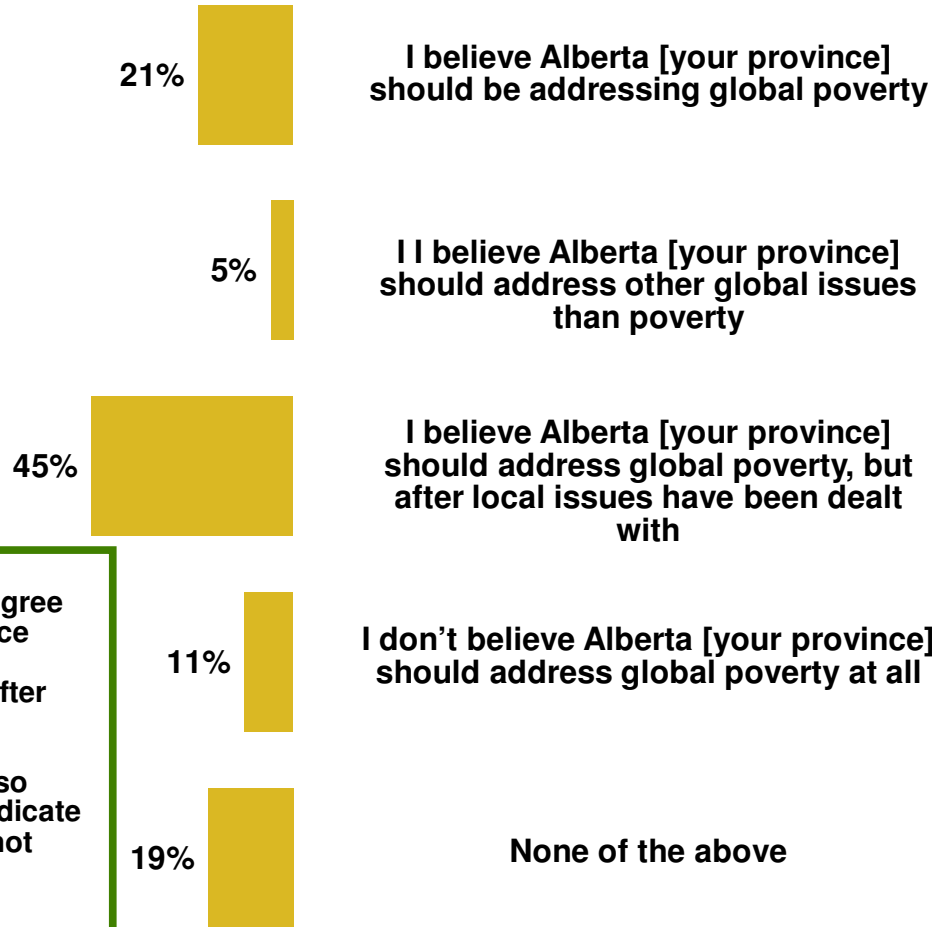
Both Canadians and Albertans believe Canada should address local issues prior to global poverty.

Base: Alberta & Canada
 Q10. Please indicate which of the following statements best describes your view on Canada's involvement with regards to with global poverty.

71% of Albertans want the Province to address global poverty; but 56% want local poverty addressed first

Canada (n=1,002)

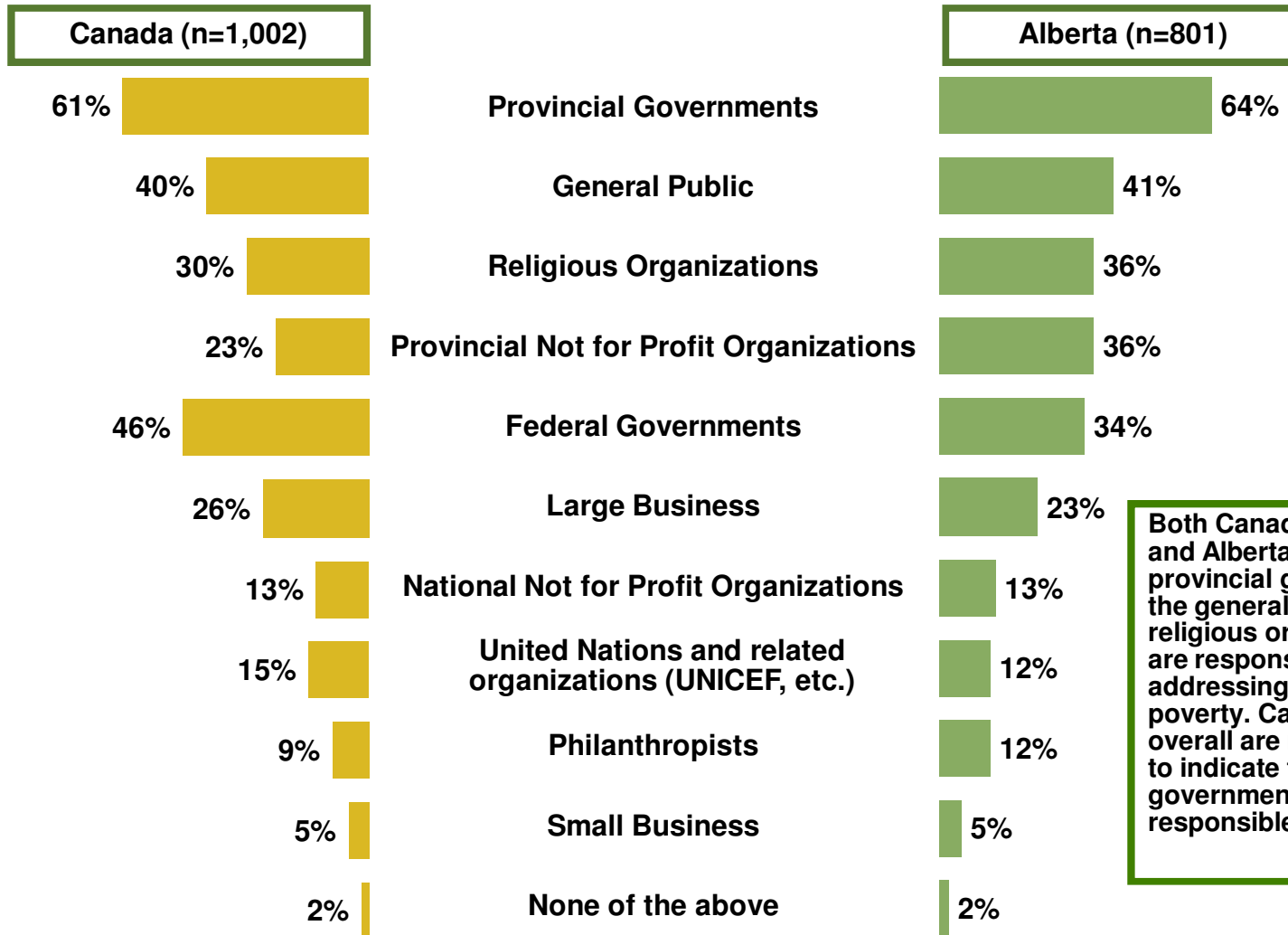
Alberta (n=801)



Canadians and Albertans also agree that their province should address global poverty after local issues. Interestingly, Albertans are also more likely to indicate Alberta should not address global poverty at all.

Base: Alberta & Canada
 Q11. Please indicate which of the following statements best describes your view on Alberta's involvement with regards to global poverty.

Albertans agree with the rest of Canada that local poverty should be addressed by their Province



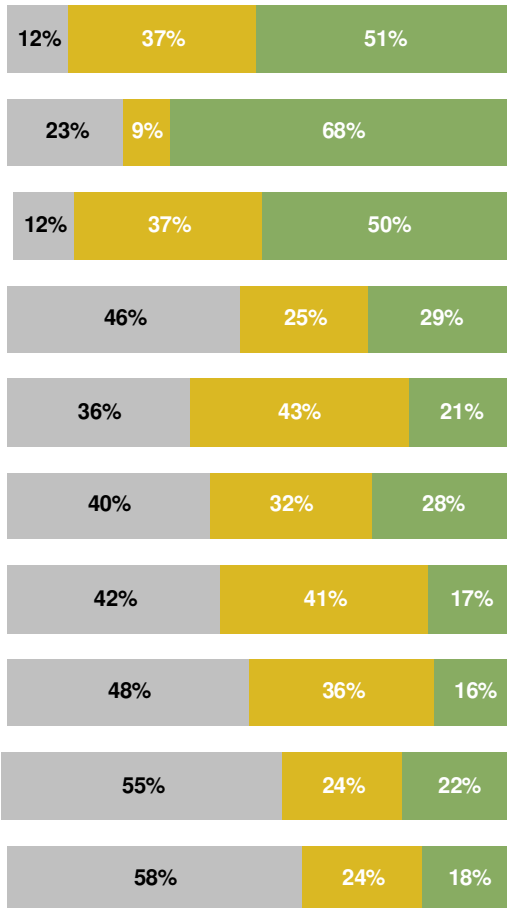
Both Canadians overall and Albertans believe provincial governments, the general public, and religious organizations are responsible for addressing local poverty. Canadians overall are more likely to indicate federal governments are responsible .

Base: Alberta & Canada
 Q12. Considering the following, which groups do you feel are responsible for addressing local poverty issues?

Ranking of Groups Responsible for Local Poverty

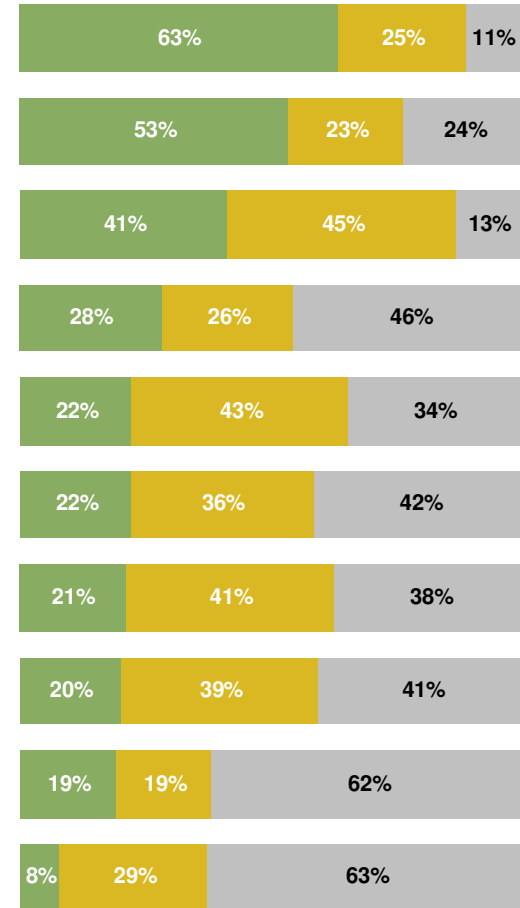


Canada (n=1,002)



Alberta (n=105)

- Provincial Governments
- United Nations and related organizations (UNICEF, etc.)
- Federal Governments
- General Public
- Provincial Not for Profit Organizations
- Large Business
- National Not for Profit Organizations
- Religious Organizations
- Philanthropists
- Small Business



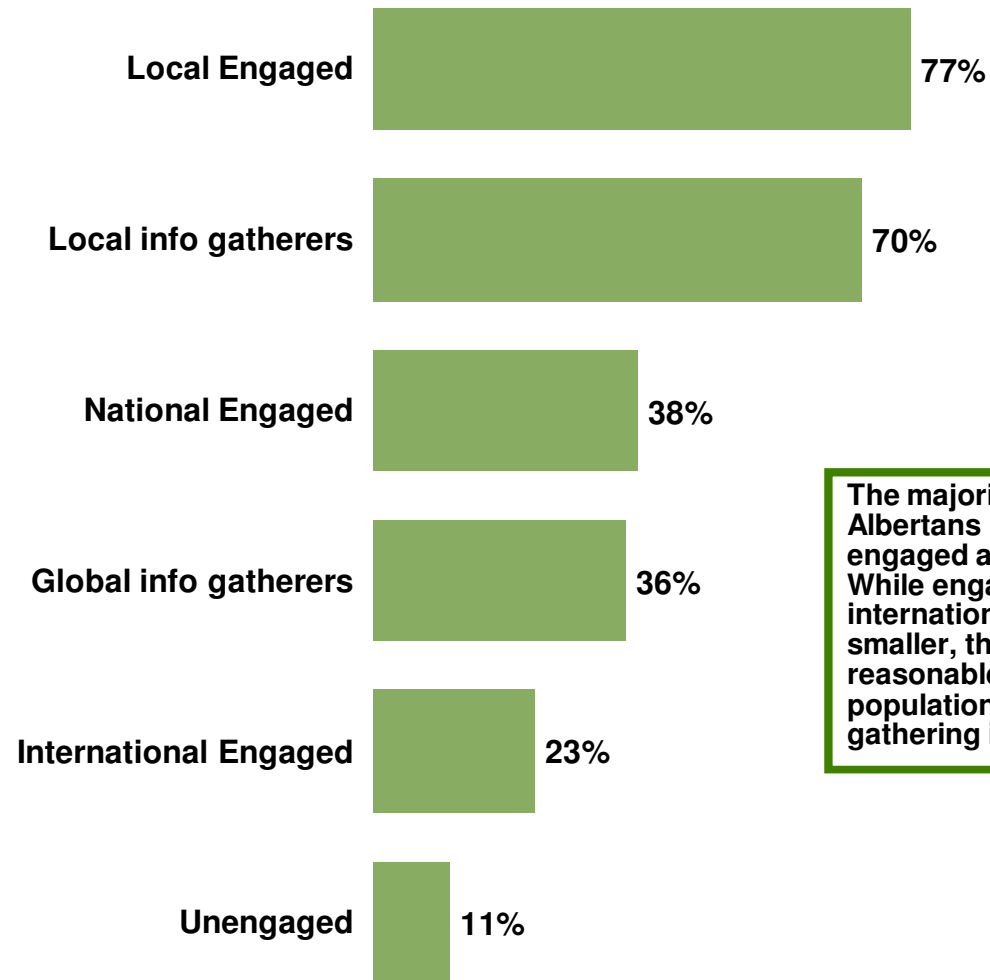
■ 1st ■ 2nd ■ 3rd

Base: Alberta & Canada

Q12A. Thinking of the groups you felt were responsible for local poverty issues, please put them in order of which you feel are most responsible.

• **Canadians and Albertans Views on Helping** •
• **Those in Need** •

Level of Engagement

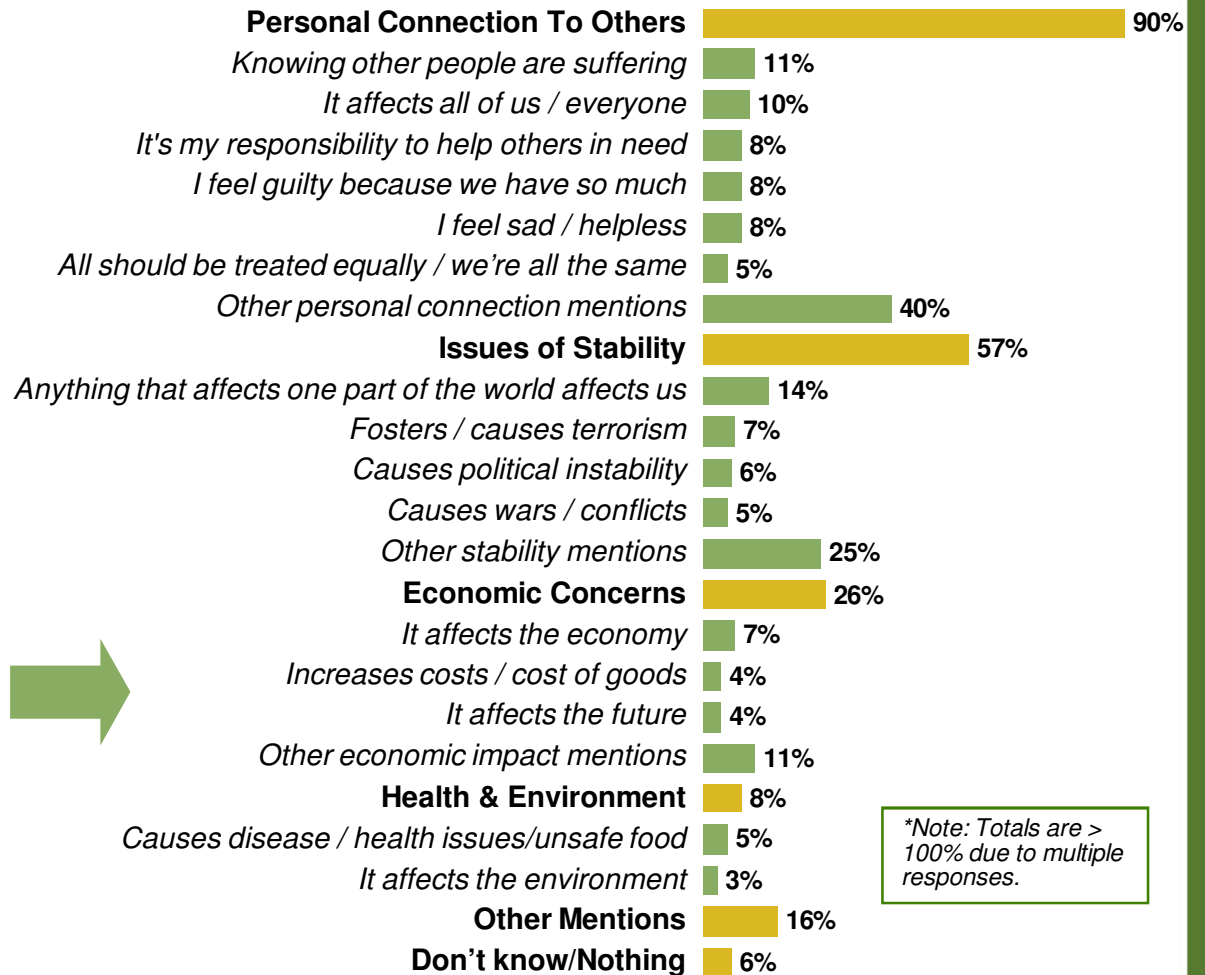
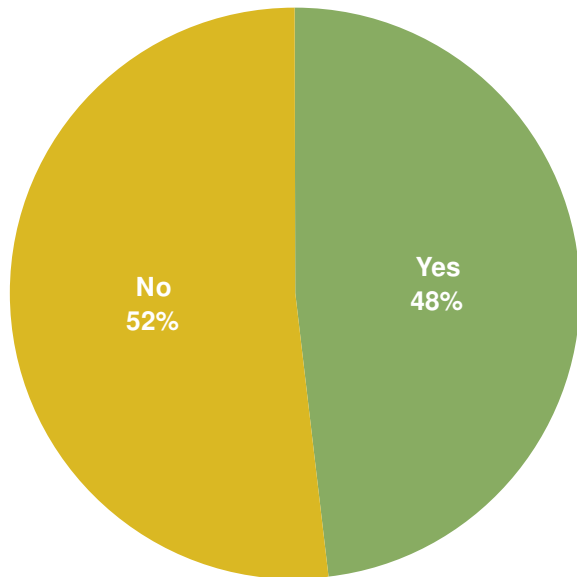


The majority of Albertans are actively engaged at a local level. While engagement at the international level is smaller, there is a reasonable share the population actively gathering information.

Base: All respondents (n=801)

Of those that feel personally affected by poverty, their reason is one of personal connection to others

Albertans are split when it comes to whether they are personally affected by global poverty. Of those that do, 90% of respondents who feel the issue of global poverty affects them, expressed a personal connection to others, while considerably fewer were concerned with economic stability, the economy, or other reasons.



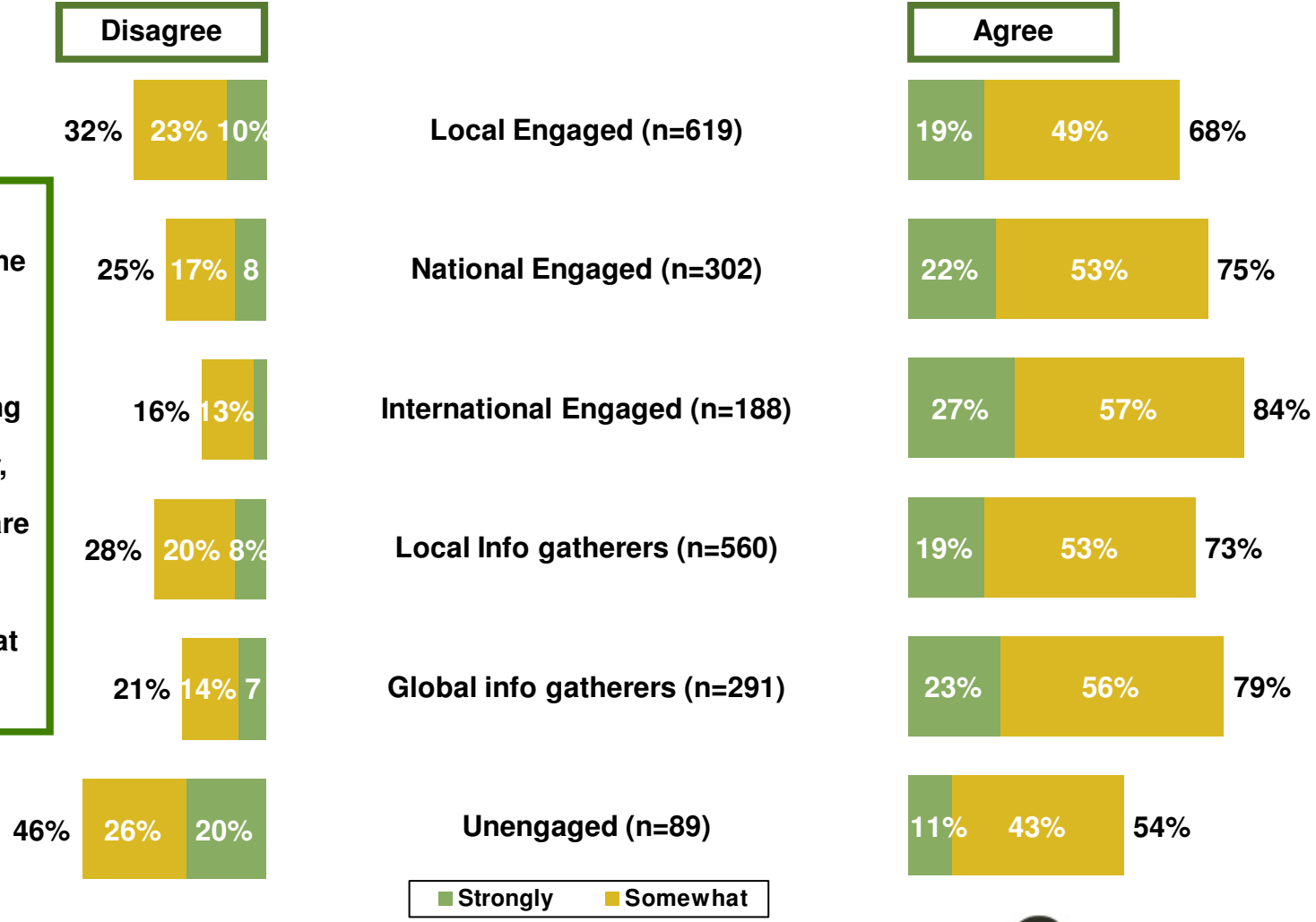
*Note: Totals are > 100% due to multiple responses.

Q20. Do you feel the issue of global poverty affects you personally?
 Base: All respondents (n=801)
 Q20A. How do you feel the issue of global poverty affects you personally?
 Base: Felt the issue of global poverty affects personally (n=383)

The more local level of engagement, the less likely people are to feel they have enough information to make a contribution



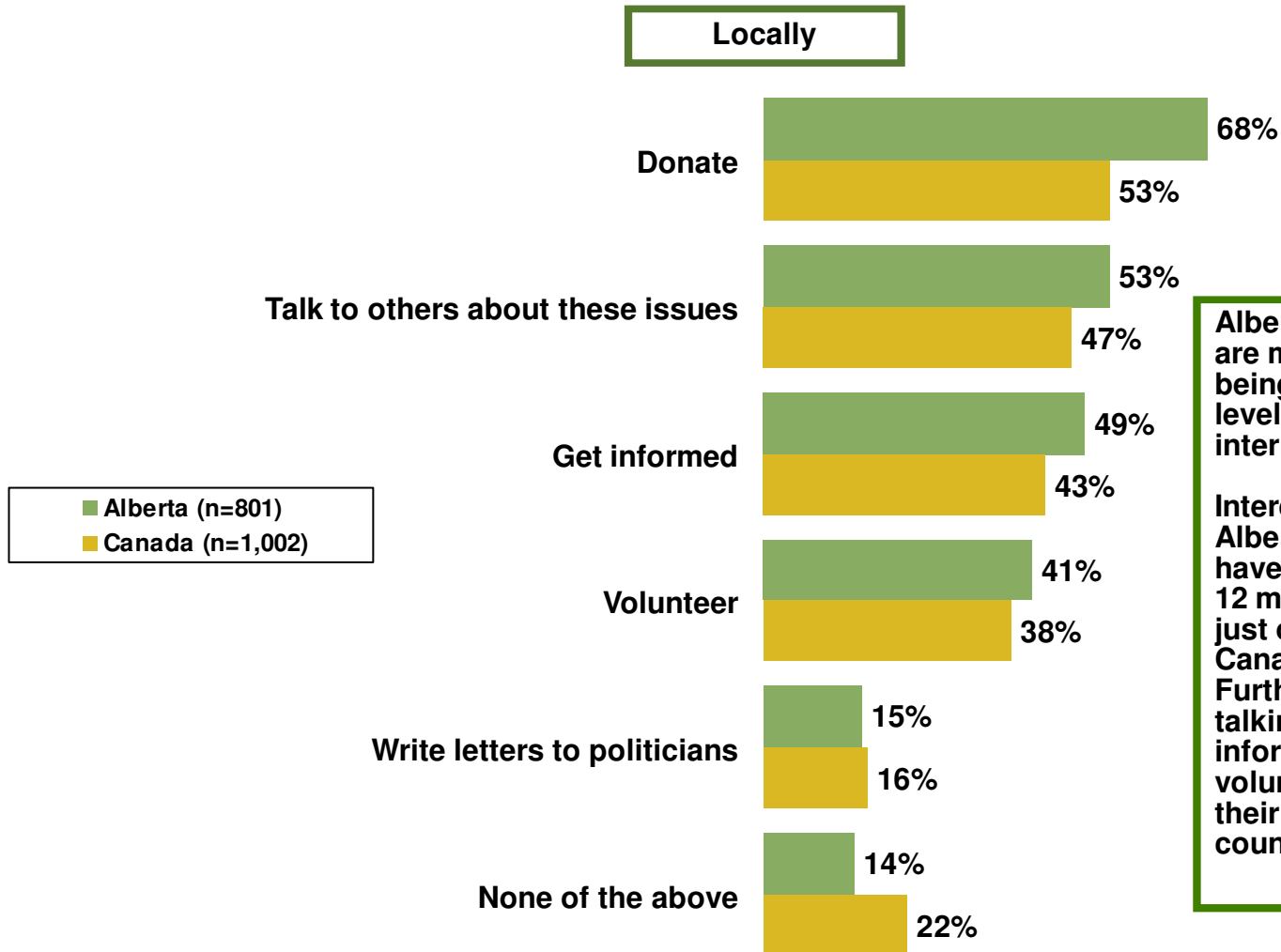
Respondents generally agree that they have the information necessary to make a contribution towards reducing global poverty. Not surprisingly, those engaged internationally are more likely to agree with this statement than those engaged at other levels, or not engaged.



Base: All respondents

Q24. Please indicate if you agree or disagree with the following statement "I have the information necessary to make a contribution (in time, money, or advocacy) towards reducing global poverty".

At a local level, Albertans claim to do more about helping those in need the rest of Canada

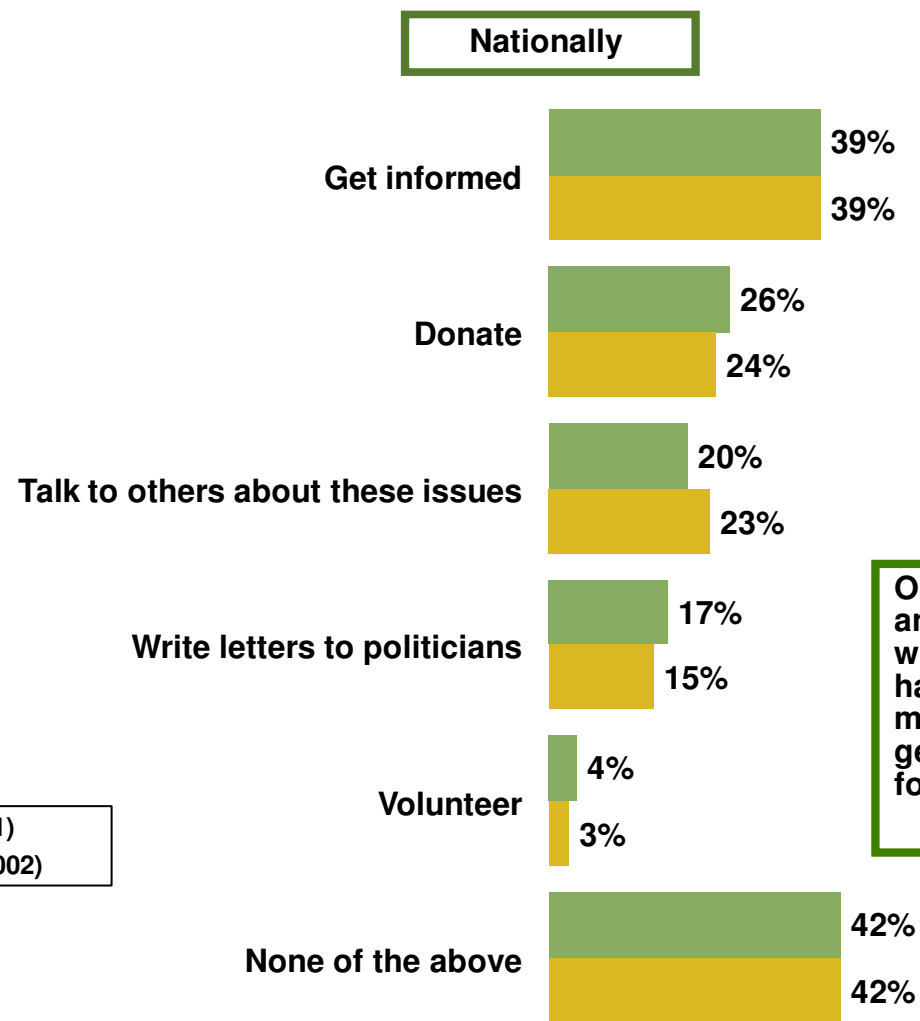


Albertans and Canadians are more likely to report being involved at a local level than nationally or internationally.

Interestingly, two-in-three Albertans indicate they have donated in the past 12 months, compared to just over half of the Canadians surveyed. Further, Albertans report talking to others, getting informed, and volunteering more than their Canadian counterparts.

Base: All respondents
 Q5. Which of the following, if any, have you done to help those in need in the past 12 months?

At a National level, Albertans claim to do roughly the same as other Canadians

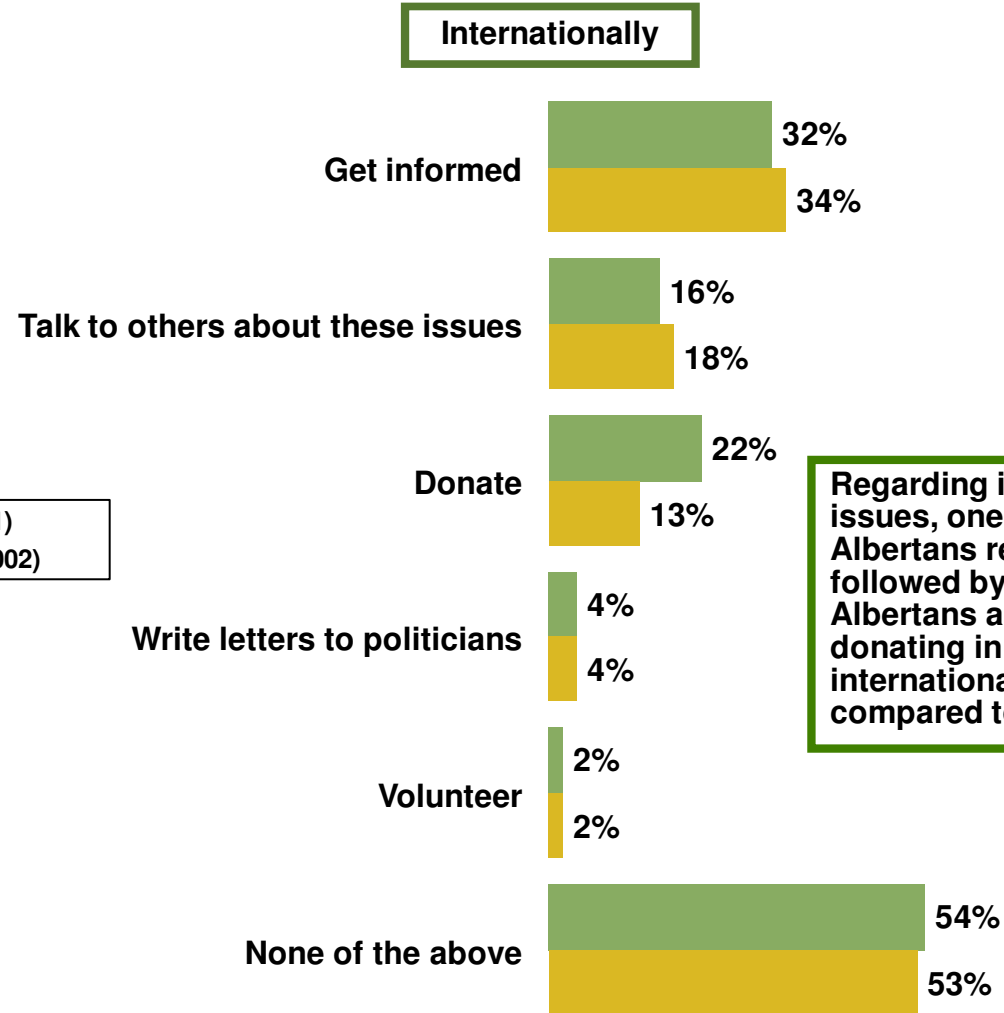


On a national level Albertans and Canadians are more equal when reporting the acts they have done in the past 12 months. Two-in-five report getting informed, and one-in-four indicate they have donated.

■ Alberta (n=801)
■ Canada (n=1,002)

Base: All respondents
Q5. Which of the following, if any, have you done to help those in need in the past 12 months?

At a Global level, Albertans claim to donate significantly more than the rest of Canada



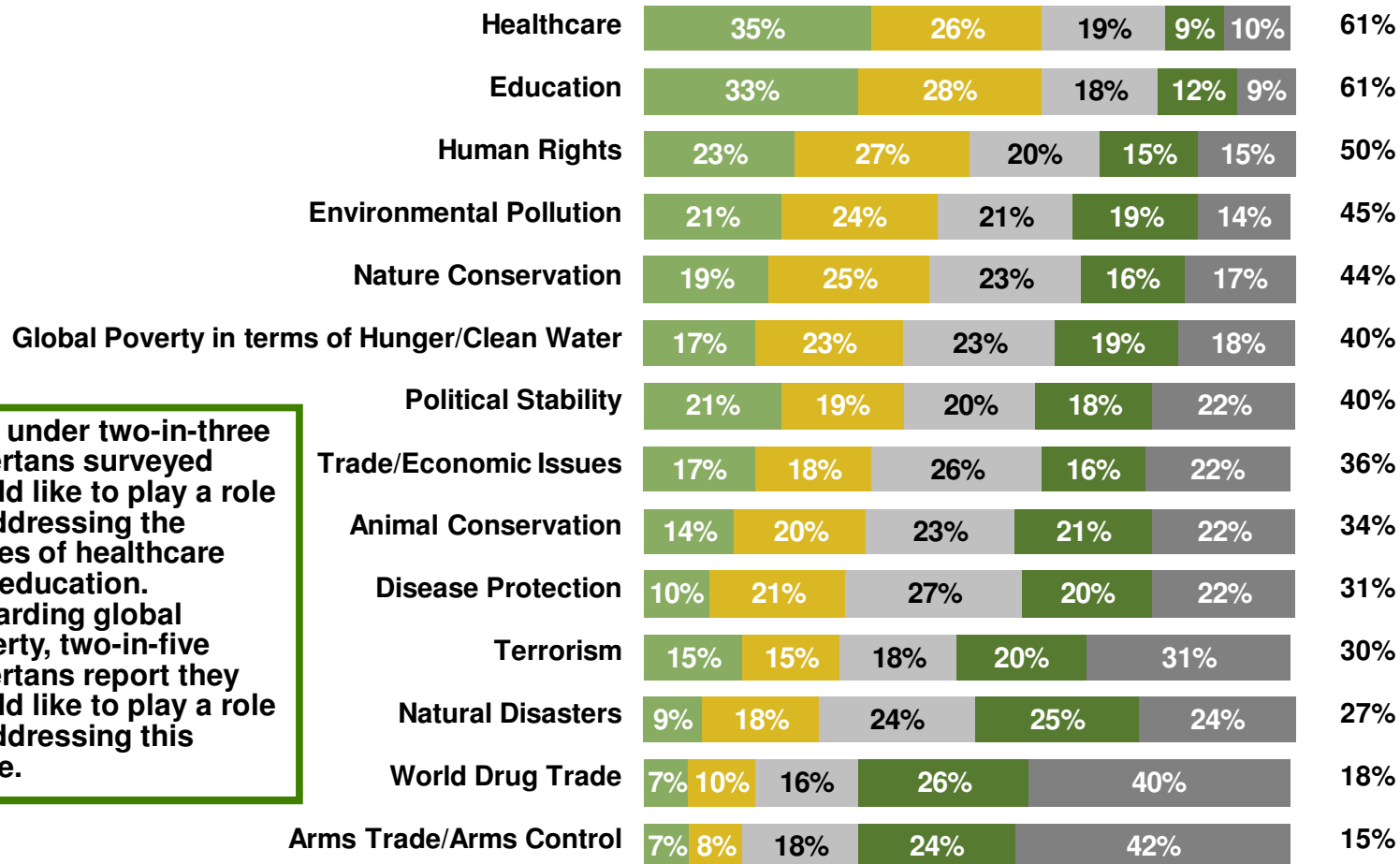
■ Alberta (n=801)
■ Canada (n=1,002)

Regarding international social issues, one-in-three Canadians and Albertans report getting informed, followed by talking to others. Again, Albertans are more likely to report donating in response to international social issues compared to Canadians as a whole.

Base: All respondents
 Q5. Which of the following, if any, have you done to help those in need in the past 12 months?

Issues Albertans Would Personally like to Play a Role in Addressing

Top 2 Box



Just under two-in-three Albertans surveyed would like to play a role in addressing the issues of healthcare and education. Regarding global poverty, two-in-five Albertans report they would like to play a role in addressing this issue.

■ 5 - Would strongly like to play a role in addressing ■ 4 ■ 3 ■ 2 ■ 1 - Would not like to play a role in Addressing

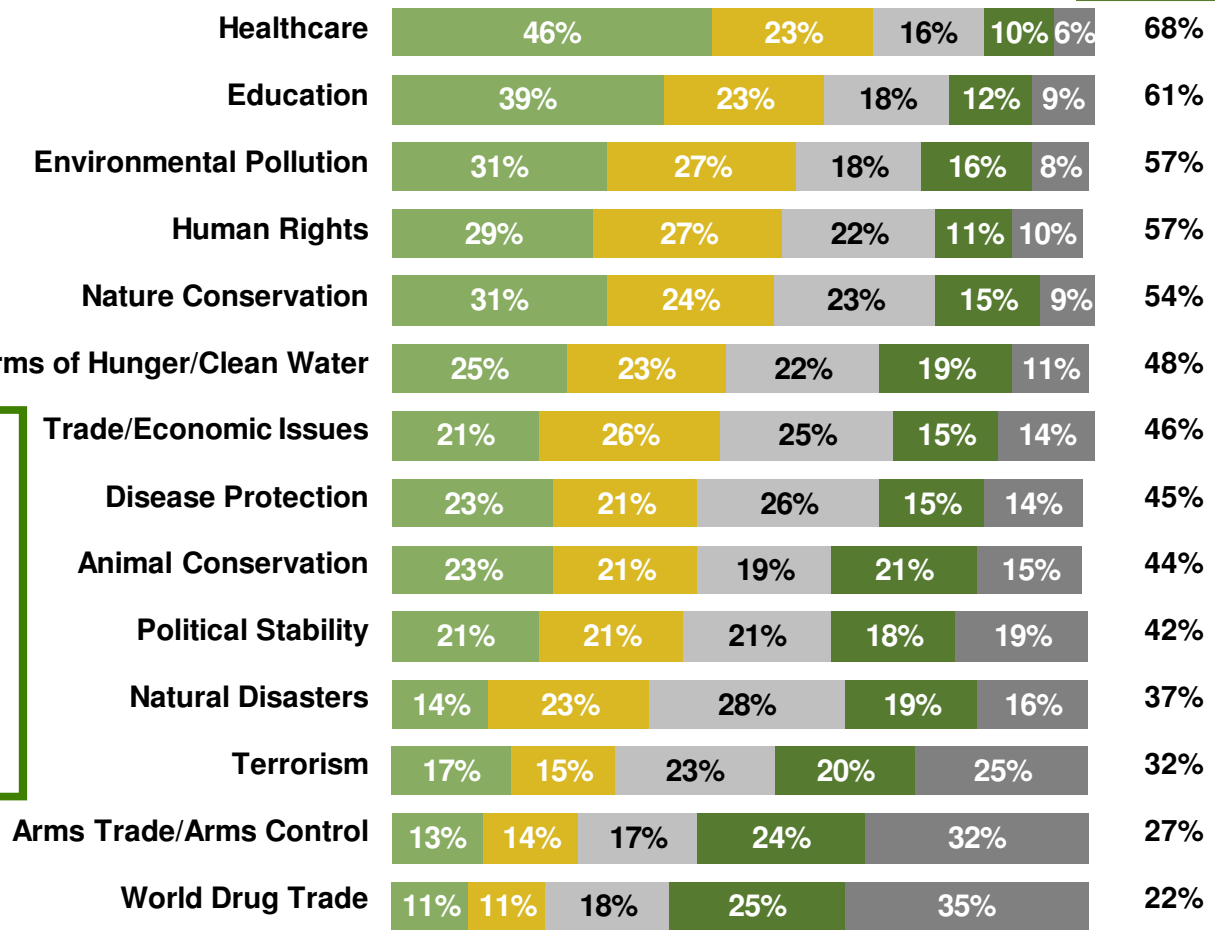
Base: Alberta respondents (n=801)

Q6. Which of the following issues, if any, would you personally like to play a role in addressing?

Issues Canadians Would Personally like to Play a Role in Addressing



Top 2 Box



The issues Canadians report they would like to play a role in addressing fall out similarly to the Albertans surveyed with just under one-half reporting they would like to play a role in addressing global poverty.

■ 5 - Would strongly like to play a role in addressing ■ 4 ■ 3 ■ 2 ■ 1 - Would not like to play a role in Addressing

Base: Canadian respondents (n=1,002)
 Q6. Which of the following issues, if any, would you personally like to play a role in addressing?

Issues Respondents Would Personally like to Play a Role in Addressing - Summary

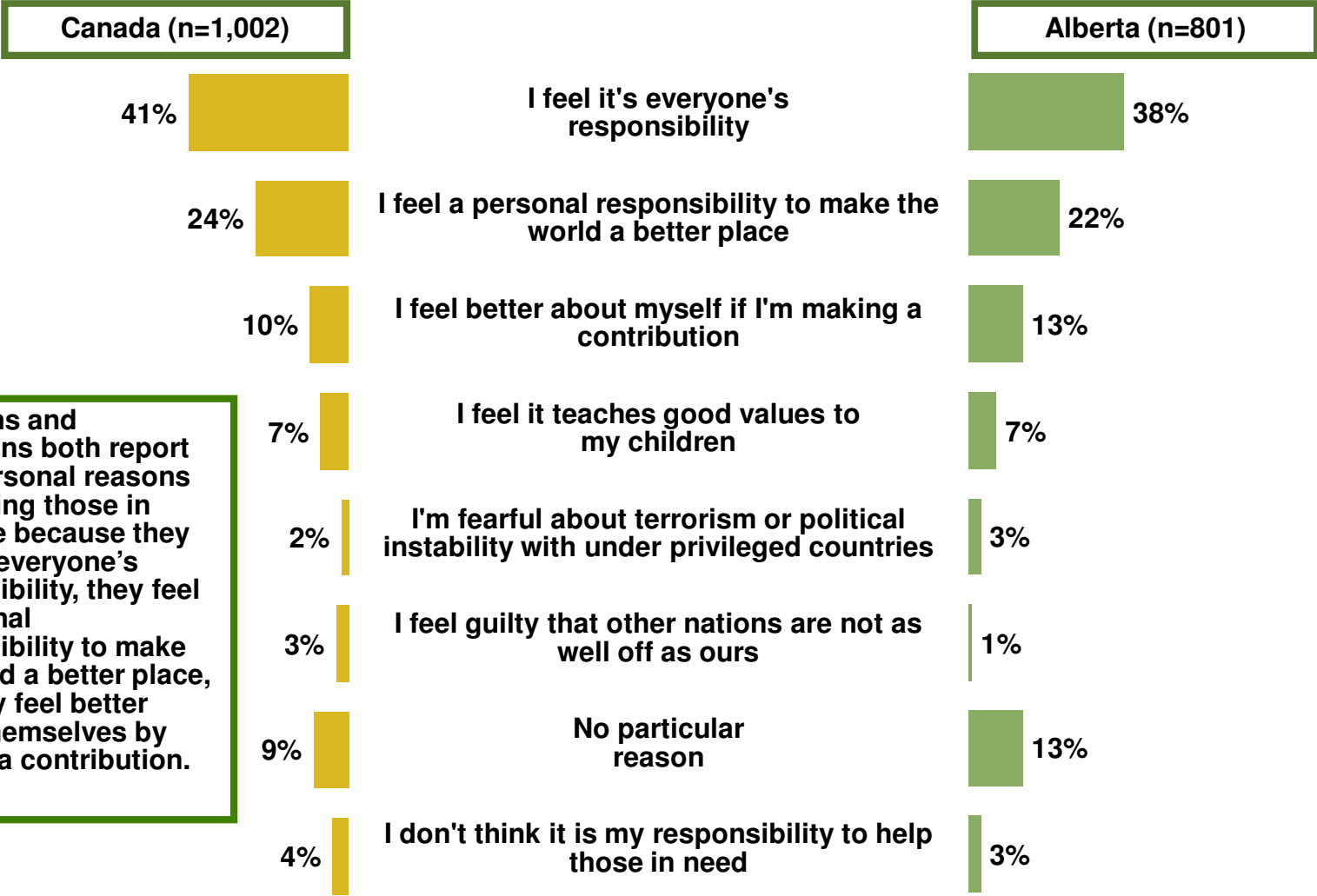
Top 2 Box

	Alberta	Canada
Healthcare	61%	68%
Education	61%	61%
Human Rights	50%	57%
Environmental Pollution	45%	57%
Nature Conservation	44%	54%
Global Poverty in terms of Hunger/Clean Water	40%	48%
Political Stability	40%	42%
Trade/Economic Issues	36%	46%
Animal Conservation	34%	44%
Disease Protection	31%	45%
Terrorism	30%	32%
Natural Disasters	27%	37%
World Drug Trade	18%	22%
Arms Trade/Arms Control	15%	27%

Base: Alberta & Canada

Q6. Which of the following issues, if any, would you personally like to play a role in addressing?

Personal Reasons for Helping Those in Need



Albertans and Canadians both report their personal reasons for helping those in need are because they feel it's everyone's responsibility, they feel a personal responsibility to make the world a better place, and they feel better about themselves by making a contribution.

Base: Alberta & Canada
 Q7. Which of the following statements best describes your personal reason for helping those in need?

Factors Preventing Helping Those in Need

Canada (n=1,002)

Alberta (n=801)

35%



I don't feel I have the available resources to help

31%



13%



I question the integrity of not for profit organizations

15%



9%



I just don't have the time to think about it

11%



7%



I'm not sure which not for profit organizations to support

4%



4%



It is not an important priority to me

4%



5%



Other

7%



27%



Nothing prevents me, I am doing everything I want to do already

27%

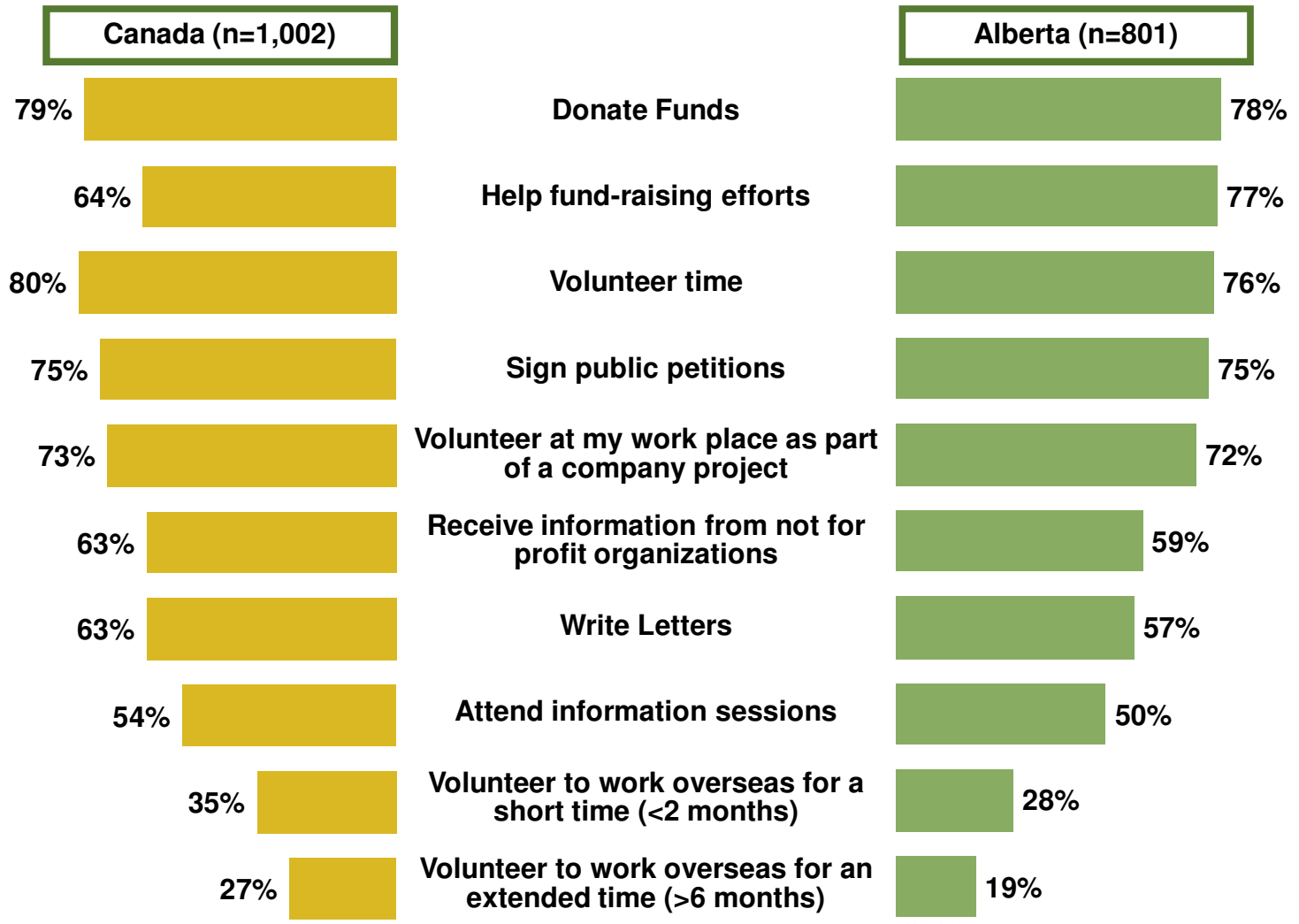


The main factor preventing both Canadians and Albertans to help those in need is the availability of resources. Distantly followed by questioning the integrity of the organization and time.

Base: Alberta & Canada

Q8. What, if anything, prevents you from doing more to help those in need?

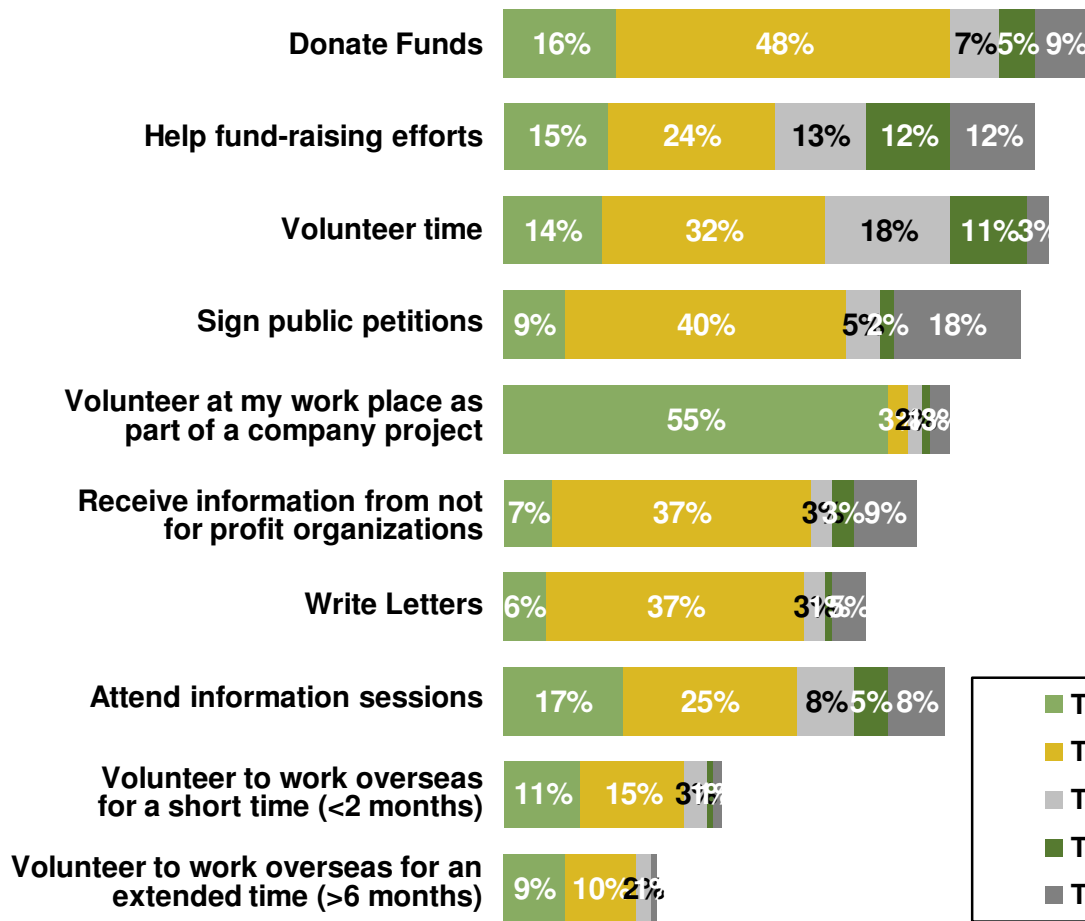
Appeal of Activities Alberta Vs. Canada



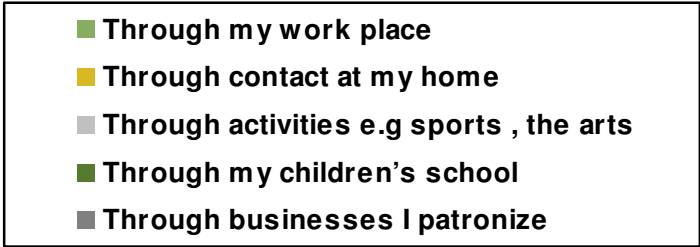
Many social conscious activities appeal to Canadians and Albertans, including donating funds, participating in fund-raising, and volunteering. Few report wanting to work overseas for a long or short time period.

Base: Alberta & Canada
 Q9. Which of the following activities, if any, appeal to you?

Albertans want to donate from home, and volunteer through corporate projects

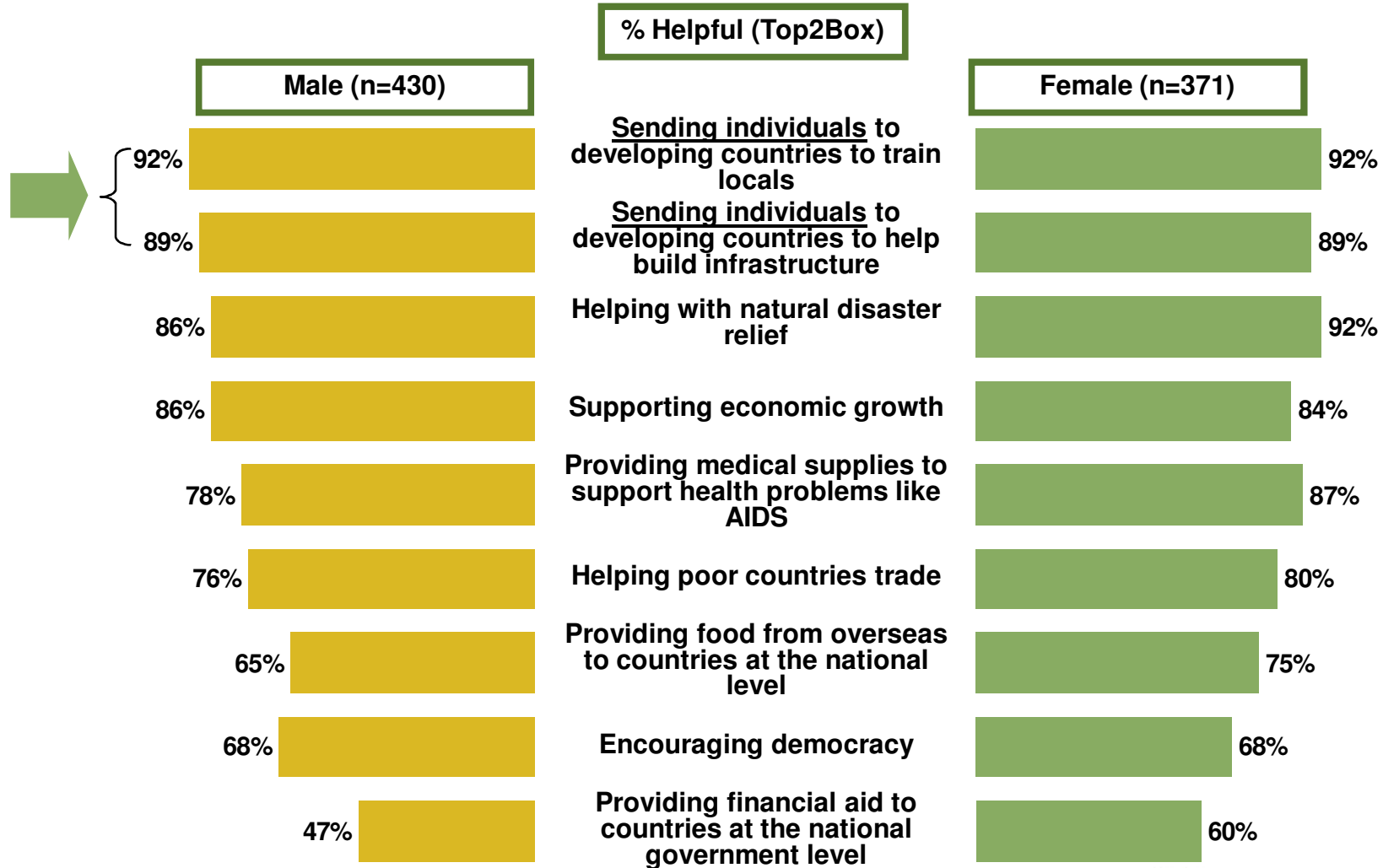


The majority of activities are preferred through home, with the exception of volunteering; more prefer to do this through a work project than individually. Volunteering overseas was more popular for men and those under the age of 35.



Base: Alberta (n=801)
Q9. Which of the following activities, if any, appeal to you?

Albertans believe 'hands on' support is the most effective in addressing poverty issues



Base: All respondents

Q21. How helpful do you feel the following practices are in addressing poverty reduction?

Benefits of Providing Poverty Reduction Support to Developing Countries (Aided)

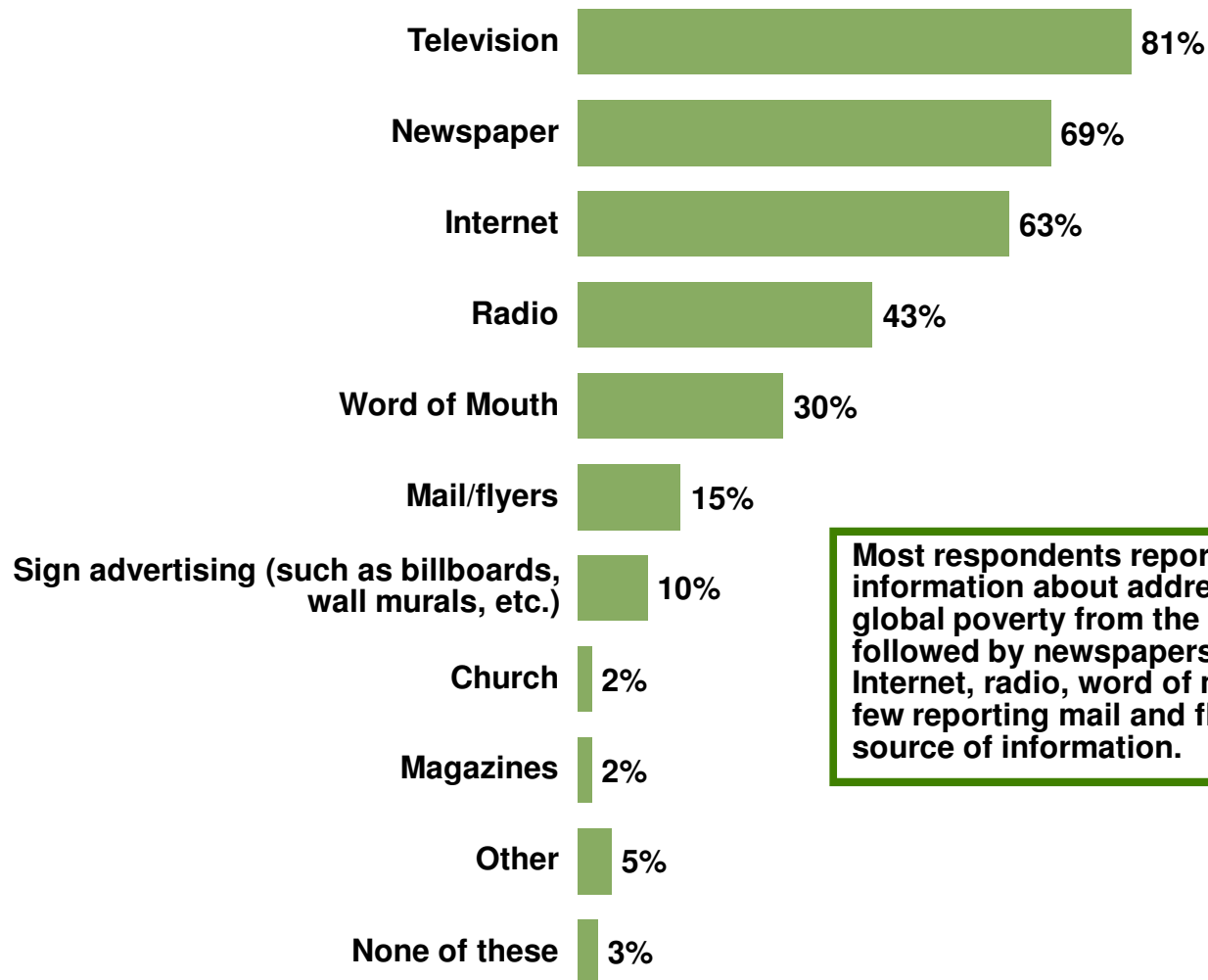
	Total (n=801)	Age					Gender	
		25 or Younger (n=61)	26-35 (n=188)	36-45 (n=140)	46-55 (n=175)	56+ (n=237)	Male (n=430)	Female (n=371)
Contribute to global political stability	64%	80%	67%	57%	59%	65%	67%	60%
Preventing breeding grounds for terrorism	55%	46%	48%	50%	55%	66%	60%	49%
Demonstrating good values	53%	51%	62%	56%	50%	46%	53%	54%
Improving the moral standard of a society	52%	43%	57%	62%	48%	46%	48%	57%
Ultimately stronger overseas economies will create a stronger economy at home	50%	48%	49%	52%	50%	52%	52%	49%
Feeling good about having helped those in need	45%	57%	59%	49%	36%	36%	40%	52%
Improved international reputation	43%	44%	53%	44%	40%	36%	43%	43%
Supporting developing countries will result in a more positive trade balance at home	43%	48%	45%	45%	42%	38%	40%	46%
Improve the environmental impact	39%	51%	41%	42%	41%	31%	38%	40%
Gaining political allies	27%	44%	30%	25%	27%	22%	31%	23%
Not feeling guilty about living in a more privileged nation	16%	18%	20%	14%	15%	14%	16%	16%
Other	3%	2%	2%	4%	2%	5%	2%	5%
Nothing	1%	0%	0%	1%	2%	0%	1%	0%
Don't know	0%	0%	1%	0%	1%	0%	0%	1%

Sig. Diff: 

Base: All respondents

Q22. Which of the following, if any, do you feel are benefits of providing poverty reduction support to developing countries?

Mass media is still the primary resource for Global Poverty Information



Most respondents report gathering information about addressing global poverty from the television, followed by newspapers, the Internet, radio, word of mouth, and few reporting mail and flyers as a source of information.

Base: All respondents (n=801)

Q23. From which of the following sources do you gather information about addressing global poverty?

Executive Summary



- **Global Poverty is a salient issue, ranking in the top 5** from a global perspective. Further, **88% of Albertans believe poverty is increasing** both at home and abroad.
 - Health care, trade/economic issues, political stability, and terrorism are all considered more important global issues than global poverty.
- On a more **local level, Global Poverty becomes more challenging** as many Albertans find it difficult to put it in context from a local perspective; 71% believe global poverty should be addressed at a Provincial level, but 56% of those believe local poverty must be addressed first.
- When asked about the importance of social issues at a provincial level, Albertans don't make the Global Poverty awareness connection. Further, the **awareness of local agencies that address Global Poverty is low** and hard to achieve.
- In terms of who is responsible, Albertans and **Canadians believe UN and related organizations, and federal governments should be taking the lead** in decreasing global poverty.
 - Respondents are very confident in the abilities of these organizations to help reduce the effects of global poverty.
 - Having said that, **Albertans believe that direct government aid is the least effective means of helping to reduce poverty; there is much more confidence with hands-on help**
- Albertans believe both federal and provincial governments within Canada should be helping to reduce global poverty.

Executive Summary



- When it comes to engagement levels, **most Albertans are engaged at a local level. More Albertans are collecting information about global issues** than are actually involved.
- **Albertans**, however, are in fact **quite knowledgeable** about the issue of Global Poverty. Further, Albertans are very **generous** in terms of providing support to organizations, thus more support towards ending global poverty will likely be the result of more education on the issue.
 - Most respondents prefer to **donate through their home, but volunteer time through corporate projects**
 - Of those willing to go overseas, males and those under age 35 are more likely
- While Albertans have confidence in agencies, many believe **agencies need to be more transparent** in how support is used in order for more public support to be granted. **Accountability seems to be the key motivator** in Albertans providing more support, while lack of resources is the most common reason for not providing as much as respondents would like.
- In terms of identifying the benefits of poverty reduction, respondents clearly saw the **link between political and economic stability to poverty reduction**. On an unprompted basis, however, **90% viewed poverty affecting them personally due to a feeling of personal connection** with those suffering; so while there are economic and political benefits, most engage for reasons of moral compassion.

Recommendations



- In terms of a public relations platform, three salient points to consider are:
 - Poverty is a key issue: Poverty ranks in the top 5 global issues, half of Albertans feel it affects them personally, and 90% said it's due to the connection with those suffering.
 - The overwhelming majority of Albertans believe it's a growing problem; Nearly 80% of Albertans believe poverty is growing both at home and abroad
 - Albertans are both compassionate and generous: Albertans have a high level of engagement in poverty related issues, and are motivated most by reasons of personally connecting to those suffering.
- In terms of reaching Albertans and motivating them for greater levels of engagement, provincial agencies' unique angle is that they are primarily hands-on organizations, sending support directly.
 - Word of mouth through those involved, and publishing facts/results would be effective means of raising awareness and engagement levels
 - Links and context to local poverty issues should be considered
 - With the strong interest in government support and corporate volunteer projects, ACGC may consider pursuing government/corporate projects that sponsor hand-on programs as an alternative for the Province and Canada to direct aid.
- It is unlikely that formal 'branding' strategies will be an effective means of increasing levels of engagement, and more likely that word of mouth from those involved and information dissemination about achievements will bring results.