

EFFECTIVE CITIZEN CO-OPERATION

WHAT IS EVERYBODY'S BUSINESS SHOULD
BE EACH BODY'S BUSINESS

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"TORONTO GIVES"—Story No. 3

In the piping times of peace **Philanthropy and Charity**

should be so administered as
to decrease the need for them.

**In the testing time of
war and during the
after-the-war period**

this is and will be essentially
a patriotic duty.

We have no right to spend one dollar unnecessarily or ineffectively when every spare dollar is or will be needed in

Helping Canada and Britain finance the war

Caring for our returned defenders

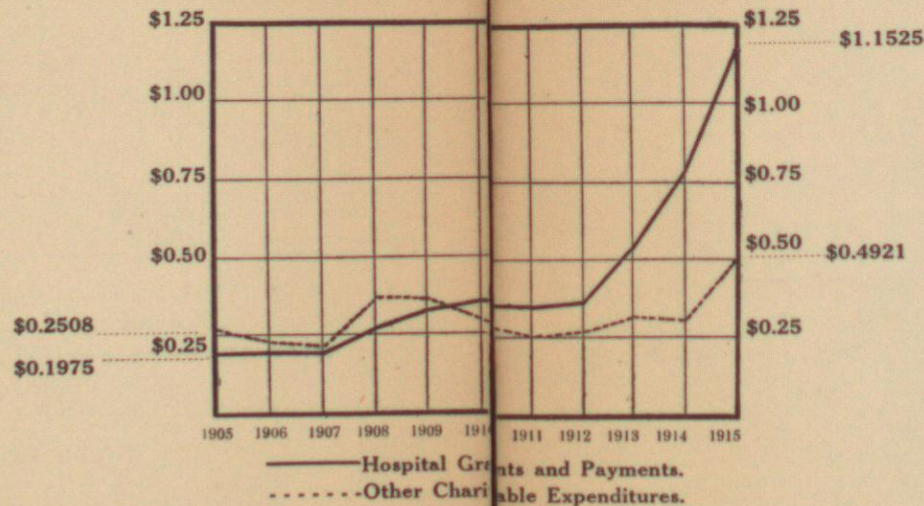
Providing for the families of our heroic dead

Re-organizing the industrial and educational
systems of the country after the war.

THE CHART BELOW SHOWS THE
Increase in the Municipality's Current Expenditure,
per head of population,

PHILANTHROPY AND CHARITY

From 1905 to 1915, inclusive.



NOTE—According to figures supplied by the Social Service Commission, the per capita charitable expenditures for 1916 (other than those for hospitals) were \$0.214—a considerable decrease.

It is probable that private expenditures on Philanthropy and Charity have increased even more rapidly.

To put Philanthropy and Charity on an effective basis so that, as far as possible, want, disease and depleted vitality may be prevented rather than relieved, adequate support is essential.

Expenditures made on this basis are investments leading to increased productive power in the community, and, therefore, to increased capacity for self-respecting citizenship, and, finally, to a relative decrease in the amount of charity required.

Adequate planning for community welfare work,

The most effective administration of welfare agencies, and

The most satisfactory financing of the community's welfare programme

can be obtained only through city-wide co-operation on the part of citizens, institutions and organizations.

The Federation of Philanthropies, on a plan adapted to Toronto conditions, offers the most promising method of co-operation.

The Test of Experience

In one city, which has had a form of Federation in operation for four years,

The number of givers decreased 11% during the three years previous to the establishment of a Federation ;

In the first three years after federation, the number of persons giving to more than one organization at least doubled ;

In the same years, 6,500 persons—not givers in years previous—gave to federated organizations ;

In 1915-1916, those already on the list of givers gave \$175,000 more to the current expenses of federated organizations than in the year previous to Federation (an increase of 65%).

A case in point from one city :

" Mr. X. illustrates this whole matter of increased interest and increased though pressureless gifts. He sent in his pledge of \$300 and promised designations (as to where the money was to go) a week later. When the list was received it showed 42 organizations sharing \$340 instead of the promised \$300, an increase of nearly 15%. In 1912 Mr. X. gave to 13 federated organizations a total of \$87.30."

Why not
Mobilize
Toronto's
Welfare
Forces

