

What is Fundraising Cost per Dollar Raised

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Fundraising cost per dollar raised, often referred to as 'Cost per Dollar Raised' or the fundraising cost to raise a dollar, is one of many factors that can be used to help determine the efficiency of a charity. It is relatively easy to calculate, and is used by many donors.

How to Calculate Fundraising Cost per Dollar Raised

The Canada Revenue Agency (CRA) gives you access to the information you need to calculate fundraising cost per dollar raised. If you would like to calculate the Fundraising Cost per Dollar Raised for any charity listed with CRA, please follow this how-to document:

How to calculate fundraising cost per dollar raised

Fundraising Cost per Dollar Raised at SMGH Foundation

On the right, we have links that will take you to charts that reflect the Fundraising Cost per Dollar raised of SMGH Foundation for the past number of fiscal years.

Other things to consider

Not all charities are created equal, some have large endowments and investment revenue, some run businesses like a coffee shop, or in our case, a parking lot. These differences between charities make it difficult to assess them all using just one measurement. As an example, Investment and parking revenue are not fundraising revenue, so not part of the fundraising cost per dollar raised calculation, but that doesn't mean they are not part of what our foundation can transfer to the Hospital.

For those who are interested in learning more about how to count fundraising costs, we have attached an URL to an informative article written by Cynthia J. Armour and posted on the [Charity Village](#) website.

We have also attached a link to [Imagine Canada](#) and their 'Guide to Giving'. This is a good tool to help navigate assessing a charity.

CRA guidance document "Fundraising by registered charities", among other things, this link contains the [formula for fundraising cost per dollar raised](#).

Accountability at SMGH Foundation

SMGH Foundation is proud of its record when it comes to fundraising ethics, transparency, efficiency and effectiveness. We have designed our website with an 'Accountability' page that is front and center, and have tried to answer the questions and concerns many donors have. If there is something else that you would like to know, please contact the Chief Executive Officer of our Foundation, Susan McLean, CFRE.

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