The Canada Revenue Agency (CRA) uses fundraising cost per dollar raised as one of the factors in determining a charity's efficiency. Fundraising cost per dollar raised is a ratio, and is relatively easy to figure out; here's how:

Go to the CRA website:

Go halfway down the home page under 'Services and Information', click on the heading 'Charities and giving'.

On the next page, click on the heading 'List of charities and other qualified donees'.

On the next page, click on the heading 'Charities'.

At this point, you can either click on the heading 'Advanced Search', or fill in the information for a 'Basic search'. The 'Basic search' option is limited, so we advise using the **'Advanced Search'**.

Now you can enter those things you know about the charity and click search: i.e: Charity Name, City, Province, etc.

Just a little warning, be aware that name searches are very specific. As an example, we often refer to our charity as 'SMGH Foundation', but we are listed with CRA as 'Strathroy Middlesex General Hospital Foundation'. The following URL should take you right to our charity details page, if not, then just go through the steps listed above to find us:

Strathroy Middlesex General Hospital Foundation on CRA

Now we need to do some math to determine the fundraising cost per dollar raised for SMGH Foundation:

Click on one of the dates listed under Full View.

Near the bottom of the page, click on 'Section D: Financial information'

Click on 'Revenue'

Add the following 2 numbers together to get the Fundraising Revenue total: the dollar amounts for Line numbers 4500 (Total eligible amount of all gifts for which the charity issued tax receipts) and 4630 (Total non tax-receipted revenue from fundraising)

Now go farther down the page and click on 'Expenditures'

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[1]The preceding is how we navigated the CRA website at the time of publishing. If it doesn't work, let us know, because the CRA website may have changed:

Find the dollar amount for line number 5020 (Total expenditures on fundraising)

Now to calculate fundraising cost per dollar raised, divide fundraising expenses by fundraising revenues: 5020/(4500+4630)