

## Survey shows 87% of restaurateurs give to charity

A Restaurants Canada (formerly CRFA) member survey found that 87% of restaurant operators made a donation or contribution to a charity, community group or non-profit organization in the last 12 months. The average annual charitable contribution was \$3,900 per unit – or \$277 million for the overall restaurant industry.

### How do operators give back?

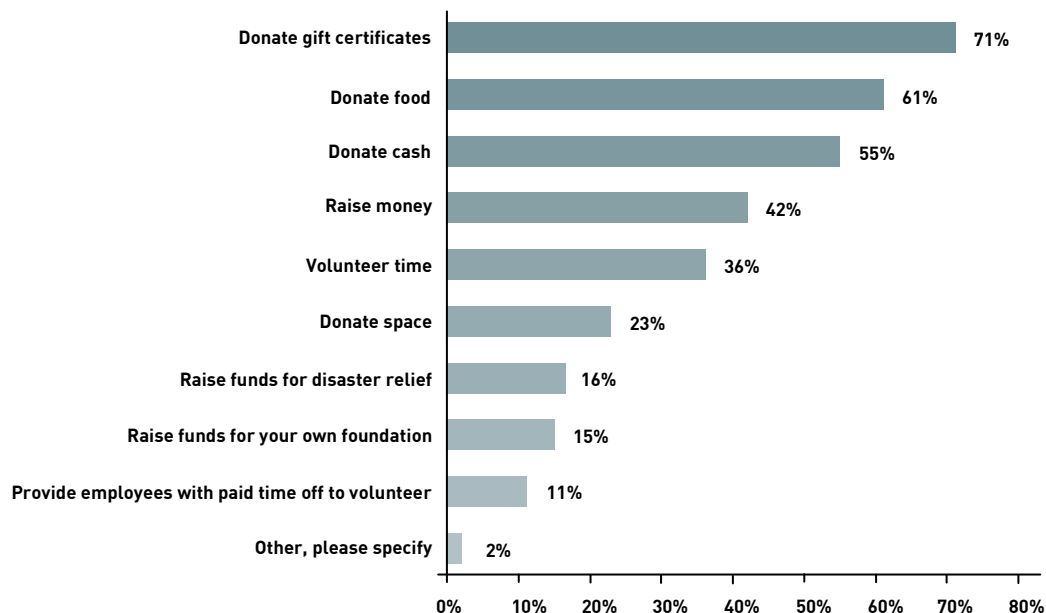
According to the survey, respondents give back to their community in these ways:

- 71% donate gift certificates;
- 61% give food;
- 55% donate cash; and
- 42% raise money for charities.

### About the survey

The above results are based on an electronic survey of restaurant operators from Sept. 19 to 28 that garnered 345 responses. A donation of \$345 was made on behalf of Restaurants Canada/CRFA to the **Canadian Hospitality Foundation**.

### How Operators Give:



Q: In the past 12 months, what kind of donation or contribution to a charity, community group or non-profit organization has your company made? (please select all that apply)



**Restaurants  
Canada**

The voice of foodservice | La voix des services alimentaires

Prepared by **Chris Elliott**  
Senior Economist

December 20,  
2011