



30 YEARS

OF GIVING IN CANADA

**The Giving Behaviour of Canadians:
Who gives, how, and why?**



Fondation
Rideau Hall
Foundation

IM△GINE
CANADA

30 Years of Giving in Canada

The Giving Behaviour of Canadians: Who gives, how, and why?

Authors: David Lasby and Cathy Barr

Copy editors: Alexandra Gardner, Patrick Johnston, Teresa Marques, Mélanie Béchard, Lindsey Vodarek, Marnie Grona, Cornelia Schrecker

Design: Kate Cartwright

French translation: Monique Joly

Copyright © 2018, Rideau Hall Foundation and Imagine Canada

ISBN 978-1-55401-401-9

This report is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. For uses not covered by this license, contact us at the points below. All other rights reserved.

Acknowledgements

We would like to thank Emily Cordeaux and Alexandra Gardner for their considerable efforts transcribing taxfiler data and collecting the literature drawn on in this report.

About the Giving Behaviour Project

The Giving Behaviour Project is an effort by the Rideau Hall Foundation to better understand the current giving landscape in Canada, and to use that knowledge to help the nonprofit sector incorporate evidence-based methods into their fundraising. It seeks to add to the knowledge and evidence base on how giving in Canada is evolving, and to help foster a stronger culture of giving in Canada. This report, *30 Years of Giving in Canada*, was produced in partnership with Imagine Canada. #30YearsofGiving



**Fondation
Rideau Hall
Foundation**



About the Rideau Hall Foundation

The Rideau Hall Foundation was established to amplify and extend the reach of the Office of the Governor General in its goals to connect, honour and inspire Canadians. Signature programs fall within four programmatic areas – learning, leadership, innovation, and giving – all towards building a better Canada.

Rideau Hall Foundation

9 Rideau Gate
Ottawa, Ontario, Canada K1M 1M6
rhf-frh.ca/30years

About Imagine Canada

Imagine Canada is a national charitable organization whose cause is Canada's charities. Our three broad goals are to amplify the sector's collective voice, create opportunities to connect and learn from each other, and build the sector's capacity to succeed.

Imagine Canada

65 St. Clair Avenue East, Suite 700
Toronto, Ontario, Canada M4T 2Y3
imaginecanada.ca/30years

Table of Contents

Introduction	1
Donations	2
Total individual giving	2
Trends in individual giving 1985 – 2014	5
Donors	24
Levels of support	25
Giving by cause	28
Giving by method	31
Barriers and motivations for giving	34
The impact of social media and online giving	49
Giving as a learned behavior	53
Younger Canadians	57
Older Canadians	67
New Canadians	74
Conclusion	83
References Cited	85
Appendix A: Data Sources and Methodology	88

Figures

1	Reported and claimed donations (\$ billions), 2014.	3	21	Donation rate and average donation by region, 1985 – 2014.	20
2	Estimate of individual giving to charities (\$ billions), 2014.	4	22	Absolute numbers of donors and donation value by region, 1985 – 2014.	21
3	Levels of individual giving to charities as percentage of GDP, various years.	4	23	Indices of total donations by region, 1985 – 2014 (1985 = 1.00).	22
4	Donations claimed 1985 – 2014, constant 2014 dollars.	5	24	Indices of number of donors by region, 1985 – 2014 (1985 = 1.00).	23
5	Percentage taxfilers claiming donations and average claim 1985 – 2014, constant 2014 dollars.	6	25	Indices of average donations by region, 1985 – 2014 (1985 = 1.00).	23
6	Indices of donation amounts 1985 – 2014, Canada, US, UK and Australia (2001 = 1.00). ...	7	26	Concentration of donations by percentile of donors, 2013.	25
7	Donation rate and average donation by sex, 1985 – 2014.	9	27	Distribution of total donations by cause, 2013.	29
8	Absolute and relative numbers of donors by sex, 1985 – 2014.	10	28	Donation rate and average donation by cause, 2013.	29
9	Absolute and relative donation values by sex, 1985 – 2014.	10	29	Distribution of total donations and donation rates by cause, 2004 – 2013.	30
10	Donation rate and average donation by age group, 1985 – 2014.	11	30	Distribution of donations and donation rate by method, 2013.	32
11	Absolute and relative number of donors by age group, 1985 – 2014.	12	31	Distribution of total donations and donation rates by method, 2004 – 2013.	33
12	Absolute and relative donation values by age group, 1985 – 2014.	13	32	Barriers to giving more, donors, 2013.	34
13	Donation rate and average donation by generation, 1985 – 2014.	14	33	Percentage of donors and average donations by key barriers to giving more, donors, 2013. ...	35
14	Absolute and relative number of donors by generation, 1985 – 2014.	15	34	Specific aspects of concern, donors not liking how requests were made, 2013.	39
15	Absolute and relative donation values by generation, 1985 – 2014.	15	35	Specific aspects of concern about use of donations, donors concerned donations would not be used efficiently / effectively, 2013.	39
16	Donation rate by income group, 1985 – 2014.	17	36	Barriers to giving more, donors, 2004 – 2014.	42
17	Average donation by income group, 1985 – 2014.	17	37	Motivations for giving, donors, 2013.	43
18	Absolute donation value by income group, 1985 – 2014 (billions).	18	38	Average secular and religious donations by donors reporting motivation, donors, 2013. ..	44
19	Indices of total donations by income group, 1985 – 2014 (1985 = 1.00).	19	39	Average secular and religious donations by donors reporting ideological and personal motivations, donors, 2013.	45
20	Indices of number of donors and total donations by income group, taxfilers with incomes >= \$80,000, 1985 – 2014 (1985 = 1.00).	19	40	Motivations for giving, donors, 2004 – 2014. ..	48
			41	Frequency of internet use, 2016.	49
			42	Percentage of Canadians using social media platforms, 2017.	50

43	Estimated size of total crowdfunding market and percentage of total market accounted for by charities and nonprofits (\$ millions), 2013 – 2015.	52	62	Motivations for giving, older vs. younger donors, 2013.	73
44	Likelihood of donating by youth experiences, Canadians, 2010.	54	63	Donation rate by immigration status and cause, 2013.	77
45	Likelihood of donating to religious and secular causes, by youth experiences, Canadians, 2010.	54	64	Proportion of total donations by immigration status and cause, donors, 2013.	78
46	Average amounts donated by youth experiences, all causes, donors, 2010.	55	65	Donation rate by immigration status and method, 2013.	79
47	Average amounts donated by youth experiences, secular and religious causes, donors, 2010.	56	66	Proportion of total donations by immigration status and method, donors, 2013.	80
48	Donation rate by cause, younger vs. older Canadians, 2013.	58	67	Barriers to giving more by immigration status, donors, 2013.	81
49	Donation rate by major cause, younger vs. older Canadians, 2013.	59	68	Motivations for giving by immigration status, donors, 2013.	82
50	Average donation amount by cause, younger vs. older donors, 2013.	60	Tables		
51	Distribution of donations by cause, younger vs. older donors, 2013.	61	1	Donation rate, average donation amount, and percentages of total donation by top donor status and donor demographics, 2013.	27
52	Donation rate by method, younger vs. older Canadians, 2013.	62	2	Response to barriers by key barriers to giving more, donors, 2013.	36
53	Average donation amount by method, younger vs. older donors, 2013.	63	3	Key barriers to giving more by demographic characteristics, donors, 2013.	37
54	Distribution of donations by method, younger vs. older donors, 2013.	64	4	Barriers to giving more by demographic characteristics, donors, 2013.	38
55	Motivations for giving, younger vs. older donors, 2013.	65	5	Response to barriers by negative opinions about charities, donors, 2013.	40
56	Barriers to giving more, younger vs. older donors, 2013.	66	6	Negative opinions about charities by demographic characteristics, donors, 2013.	41
57	Donation rate by cause, older vs. younger Canadians, 2013.	68	7	Motivations for giving by key barriers to giving more, donors, 2013.	46
58	Distribution of donations by cause, older vs. younger donors, 2013.	69	8	Motivations for giving by demographic characteristics, donors, 2013.	47
59	Donation rate by method, older vs. younger Canadians, 2013.	70	9	Access to news and current events by media form, those following news and current events, 2013.	51
60	Distribution of donations by method, older vs. younger donors, 2013.	71	10	Donation levels, younger vs. older Canadians, 2013.	57
61	Barriers to giving more, older vs. younger donors, 2013.	72	11	Donation levels, older vs. younger Canadians, 2013.	67
			12	Demographic characteristics by immigration status, 2013.	75
			13	Donation levels by immigration status, 2013. ..	75

Introduction

Charities are a key part of our society and our economy. They are integral to our conception of what being Canadian means. In every community across the country, they deliver health, education and social services; they cater to our cultural, recreational and spiritual needs; and they work to protect animals and our natural environment. They provide opportunities for personal growth and community engagement; they offer established and regulated ways to fulfill our philanthropic goals; and they employ a significant proportion of the population. Although the money charities use to fulfill their missions comes from many sources – including government, business, and the sale of goods and services – almost all organizations rely to some extent on donations from individual Canadians.

Thirty Years of Giving in Canada draws on a number of different data sources to present a detailed and comprehensive picture of charitable donations in Canada and the giving behaviours of individual Canadians. It uses taxfiler data to explore how levels of giving have changed over the past three decades, with a specific focus on trends by sex, age, income and region. It uses survey data to look at donors – the causes they support, the ways they give, their motivations for giving, and what prevents them from giving more. It discusses how the rise of the internet and new forms of online interaction have affected giving, as well as how giving is learned. Finally, it presents detailed analyses of the behaviours and attitudes of three key population groups: younger Canadians, older Canadians, and new Canadians. Where possible, we compare our findings to what has been found in other countries.

Our hope is that this report will be useful to many audiences. Charity and nonprofit leaders will find information they can use for strategic planning, program planning, and budgeting. Fundraisers will find data to help them build realistic fundraising plans and execute these plans more effectively. Leaders of public, private and corporate foundations will be interested to learn where individual donations are – and are not – going. Local, provincial and federal political leaders and policymakers will find information that will help them understand the context in which charities and nonprofits operate. Parents, educators and community leaders will be interested in how giving behaviour is taught and learned. All of us have a stake in the future of giving because all of us have a stake in the future of Canada.

Donations

The first section of this report summarizes what is known about current and historic levels of giving in Canada. It is divided into two parts. Part one synthesizes administrative data reported by charities and taxfilers (both businesses and individual Canadians) with data from large scale surveys of individual Canadians to produce an estimate of total individual giving in Canada.

Part two uses administrative data from individual taxfilers to explore trends in individual giving over the period 1985 to 2014. More specifically, it looks at how individual giving has varied according to:

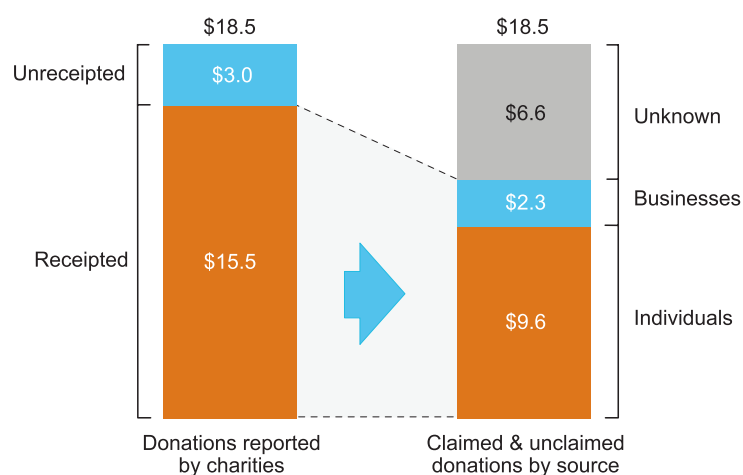
- sex,
- age,
- income, and
- region.

Total individual giving

From one perspective, those wanting to know how much Canadians give to charities are fortunate. Most countries are lucky to have a single credible source of information, while Canada has at least four. Some are based on tax data collected by the Canada Revenue Agency (CRA) and some are based on surveys conducted by Statistics Canada. Each source offers a different perspective and each contains additional contextual information providing greater insight into giving by Canadians (for more details about these sources, see Appendix A). Viewed from another perspective, however, we are somewhat less fortunate. Instead of having one definitive estimate of how much Canadians give, we have multiple differing estimates. Depending on the source and the assumptions made, individual giving in 2014 could plausibly range from as low as \$9.6 billion to as high as \$16.2 billion. While this is a wide range, comparison between sources may help us produce a more accurate estimate of how much Canadians give.

In their 2014 filings with CRA, charities reported receiving total donations of approximately \$18.5 billion (\$15.5 billion in the form of receipted donations and \$3.0 billion in unreceipted donations).¹ Commonly, donations are not receipted because charities are unable to identify the donor (e.g., donations of loose change) or because the amount donated was small. Based on the amounts claimed on personal income tax returns, donations from individual Canadians accounted for at least \$9.6 billion of this. Based on the amounts claimed on corporate tax returns, donations from businesses accounted for at least another \$2.3 billion (Statistics Canada, n.d.-d). In total, the amounts claimed by individuals and businesses account for about 76.9% of receipted donations reported by charities.² Because charitable donations can be carried forward for up to five years, the final gap between receipted donations reported by charities and claimed on personal and corporate tax returns will ultimately end up being somewhat smaller, but it will remain significant.³ The net effect of this is that, based on administrative data alone, the sources for \$6.6 billion in donations reported by charities in 2014 cannot be accurately allocated.

Figure 1: Reported and claimed donations (\$ billions), 2014.



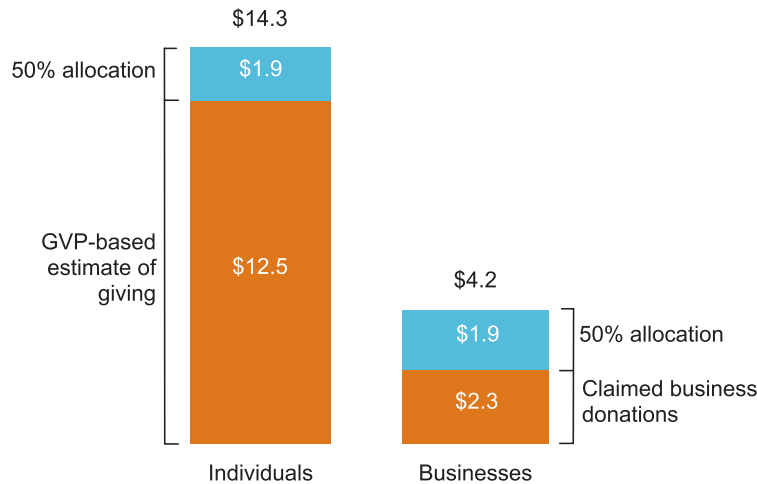
Turning to the most recent survey data, the 2013 Survey of Giving, Volunteering, and Participating (GVP) estimated total individual giving at \$12.8 billion. The GVP estimate includes both receipted and unreceipted donations to charities as well as donations to nonprofits (which cannot issue donation receipts). Previous research indicates that approximately 95% of the donations reported on the GVP would have gone to charities (Hall et al., 2005). Between 2004 and 2013, the GVP was conducted four times. Assuming the percentage of total reported donations going to charities held constant at 95%, the GVP estimate of individual giving typically accounts for about 77% of total known non-business donations reported by charities. In 2014, this would be equivalent to \$12.5 billion. Taking this figure as a baseline to calculate individual giving and taking claimed business donations as a baseline for corporate giving, we can then reliably account for approximately 80% of total receipted and unreceipted donations reported by charities. Assuming that the remaining 20% of donations comes equally from individual and corporate donors, this produces an estimate for total giving from individual Canadians of approximately \$14.3 billion for 2014.

¹ Individuals and businesses can use their receipted donations to claim tax credits offsetting the amounts owing on their income taxes. Unreceipted donations cannot be used to claim tax credits.

² By definition, they account for none of the unreceipted donations.

³ Overall, from 2004 to 2014, about 19.4% of total receipted donations reported by charities have gone unclaimed.

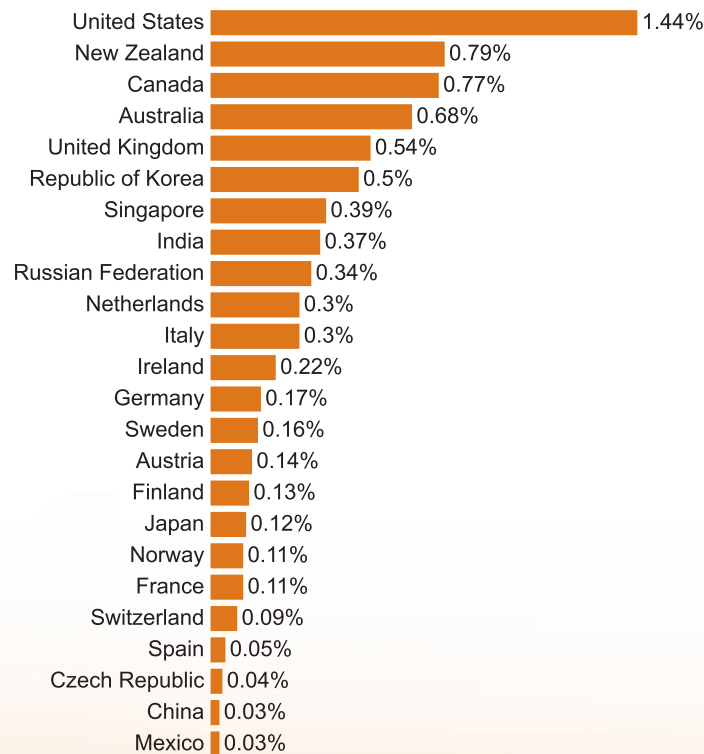
Figure 2: Estimate of individual giving to charities (\$ billions), 2014.



International comparisons

When comparing levels of giving between countries, the most common method is to express giving as a percentage of GDP. The largest and most coherent set of recent comparative figures were produced by the Charities Aid Foundation (Charities Aid Foundation, 2016). Looking at the most recent figures available (most from 2013 and 2014), mainly from developed economies, they found that the United States had by far the highest level of reported giving, followed by New Zealand, Canada and Australia.⁴

Figure 3: Levels of individual giving to charities as percentage of GDP, various years.



⁴ For Australia, GDP figures from the Charities Aid Foundation report were replaced by those produced by the 2016 Giving Australia study (McGregor-Lowndes et al., 2017).

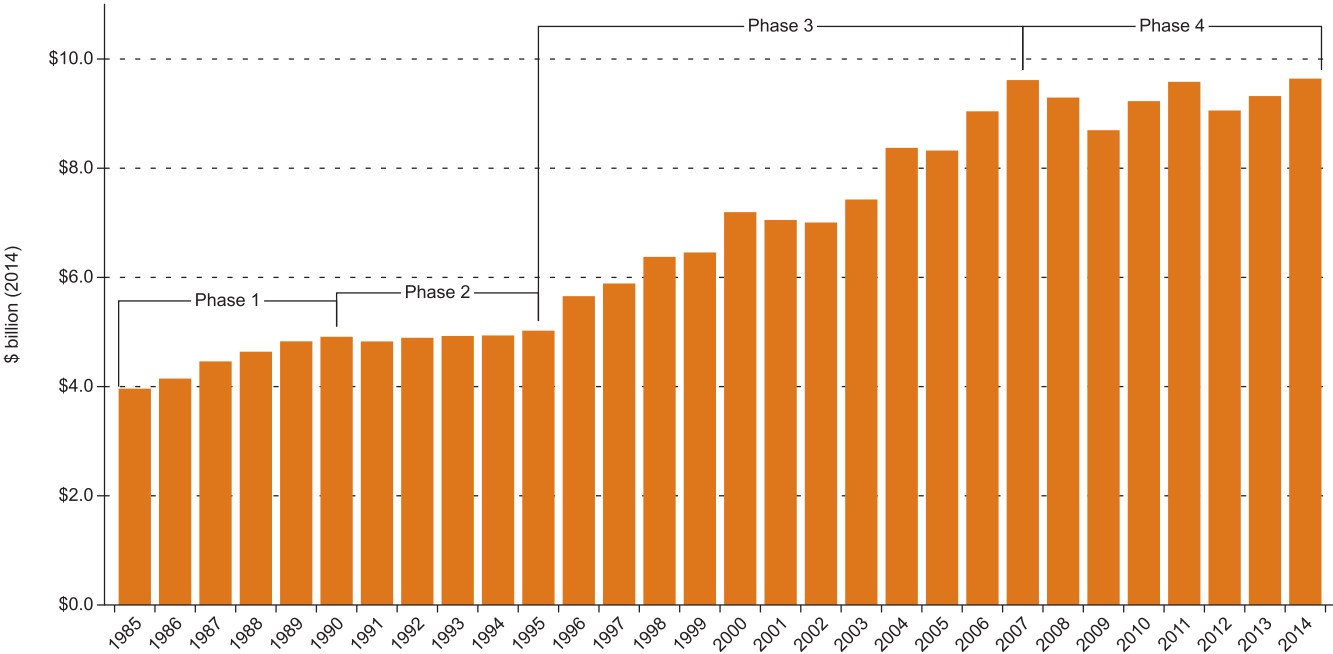
Trends in individual giving 1985 – 2014

The best source of information about long-term trends in individual giving is personal income tax returns (T1s). Although this source under-estimates giving compared to amounts reported by charities, the degree of under-estimation seems to be fairly consistent.⁵ According to this data, total donations claimed by Canadians have increased approximately 150% in real terms over the past three decades, going from \$4.0 billion in 1985 to \$9.6 billion in 2014.⁶

The period can be divided into four phases:

- **Phase 1 (1985 to 1990):** Rapid growth (equivalent to approximately 4.4% annually). Total donations claimed went from \$4.0 billion to \$4.9 billion, an increase of 24%.
- **Phase 2 (1990 to 1995):** Stagnation. Claimed donations increased just 2% (to \$5.0 billion) over the entire period.
- **Phase 3 (1995 to 2007):** Even more rapid growth (equivalent to approximately 5.6% annually). Total claimed donations reached \$9.6 billion just prior to the economic downturn of 2008.
- **Phase 4 (2007 to 2014):** Instability. Total annual donation amounts fluctuated year to year. Only in 2014 did claimed donations return to 2007 levels.

Figure 4: Donations claimed 1985 – 2014, constant 2014 dollars.

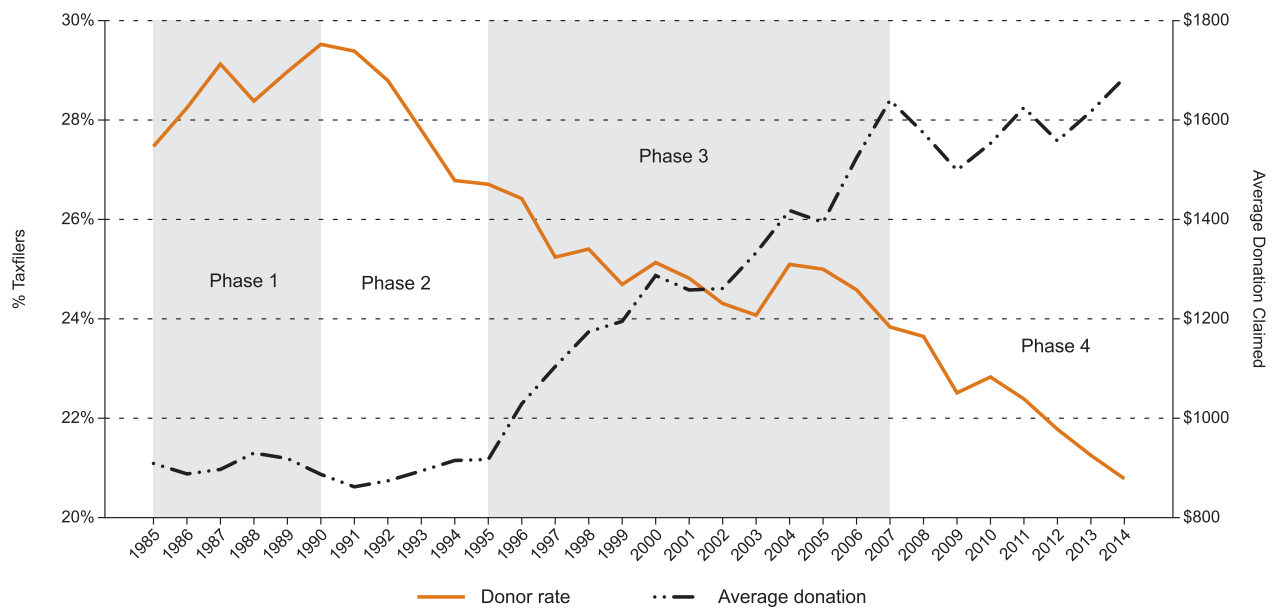


⁵ For more detail, see Appendix A: Data Sources and Methodology.

⁶ All figures expressed in 2014 dollars.

Underlying each of these phases are long-term changes in the number of taxfilers claiming donations and the amounts they donate. The rapid growth in donations between 1985 and 1990 was driven by a steady increase in the number of taxfilers claiming donations, even as the average amounts claimed declined slightly in real terms (from \$909 in 1985 to \$887 in 1990). Starting in 1990, the proportion of taxfilers claiming donations began to decline fairly steadily, dropping from a high of 29.5% in 1990 to the current low of 20.8% in 2014. The average amounts claimed by donors increased only slightly in real terms between 1990 and 1995 (from \$887 to \$917), doing little to offset the decline in the number of donors and resulting in stagnating donations over the period. From 1995, the average amount claimed by donors increased, reaching \$1,640 by 2007. This drove rapid growth in donations, even though the percentage of taxfilers claiming donations declined. With the economic downturn of 2008, the amounts claimed by donors began to fluctuate while the percentage of taxfilers claiming donations continued to decline. This produced the significant fluctuations in giving levels seen in the past few years.

Figure 5: Percentage taxfilers claiming donations and average claim 1985 – 2014, constant 2014 dollars.

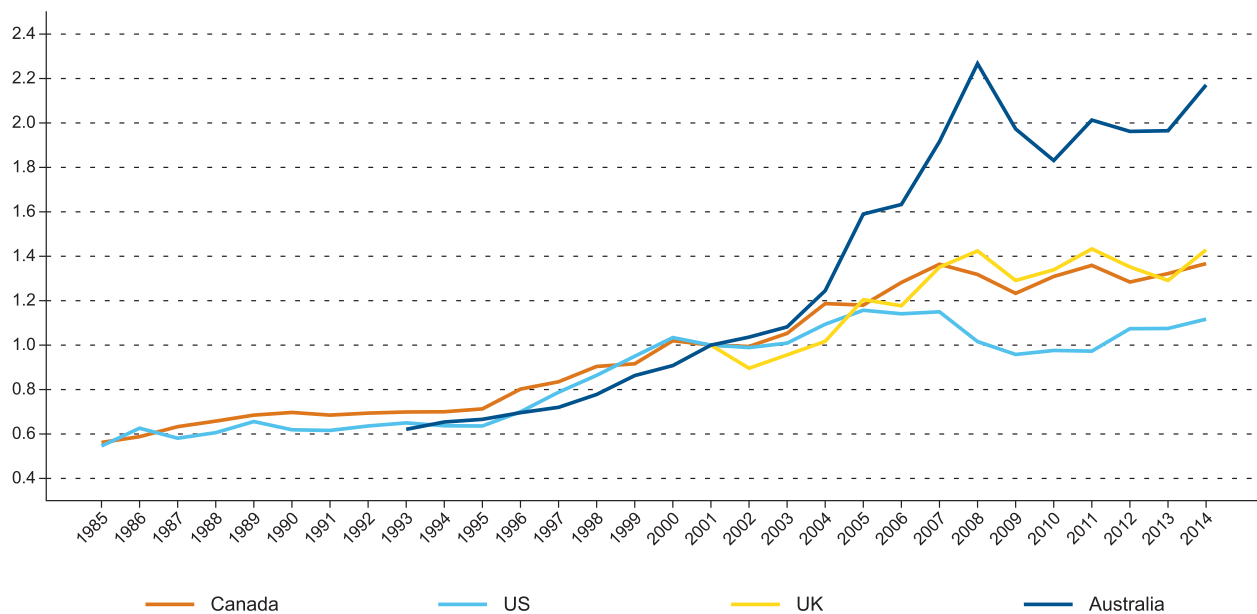


The overall trend is clear: the donor base is getting ever-smaller and changes in total donations are now primarily driven by variations in how much donors give. From the peak in 1990, the percentage of taxfilers claiming donations has dropped by roughly a third, while the average amount claimed has nearly doubled. This means that charities are relying on an ever-smaller number of people for donations. As we will see, this remarkable concentration of donation value has significant implications.

International comparisons

While baseline levels of giving vary significantly from country to country, there are substantial similarities in medium- and long-term trends.⁷ In the United States, giving follows the same pattern of slow growth from the mid-80s to mid-90s, followed by much more rapid growth. Growth in donations stalls somewhat earlier in the United States than in Canada (2005 vs. 2007) and experiences a more U-shaped downturn, but overall the pattern is quite similar (Indiana University Lilly Family School of Philanthropy, 2015). The UK pattern is also very similar with the main difference being that giving in the UK experienced a more pronounced downturn post-2001. From the end of that downturn, the overall pattern is strikingly similar to the Canadian experience (Benard et al., 2017; National Council for Voluntary Organisations, 2017). In Australia, the pace of growth between the mid-90s and the mid-2000s matches Canada's, after which it increases much more rapidly. Although the peak in 2008 is much higher than in Canada and the UK, the pattern of fluctuations after that point is similar (McGregor-Lowndes & Crittall, 2017; McGregor-Lowndes & Marsden, 2000; McGregor-Lowndes & Newton, 2007; McGregor-Lowndes & Pelling, 2012). We do not know why claimed donations increased so much more in Australia than in Canada, the US or UK, but we speculate that it may be because donations claimed on tax returns are a comparatively small fraction of total donations (AU\$3.1 billion vs. AU\$11.2 billion) (McGregor-Lowndes & Crittall, 2017).⁸

Figure 6: Indices of donation amounts 1985 – 2014, Canada, US, UK and Australia (2001 = 1.00).



⁷ To allow direct comparison between the four countries, we express donations in each country as an index of national levels of giving circa 2001.

⁸ While the New Zealand Inland Revenue Department publishes regular data on donation tax credits, 2009 tax changes have caused a significant discontinuity in levels of giving (Inland Revenue, n.d.). For this reason, New Zealand giving figures are excluded from this comparison.

The pattern of increasing dependence on a shrinking donor base also has international parallels. Once variations in the baseline levels of donation are accounted for, the situations in the United States and New Zealand are broadly similar. In the United States, the percentage of itemizing taxfilers claiming donations has gone from 91% in 1985 to 82% in 2015, while the average donation claimed has roughly doubled in real terms. Similar overall patterns are reported for New Zealand taxfilers over the period 2000 to 2014 (McLeod, 2017). In the UK, however, looking at the period 1978 to 2008, the picture is slightly different. There, the percentage of households donating declined from about a third in the late 1970s to about a quarter in 1999, whereupon the percentage of households claiming donations largely stabilized. Over this period, controlling for inflation, average household donations more than doubled (Cowley, McKenzie, Pharoah, & Smith, 2011). Differences are even more pronounced in Australia, at least as reflected in taxation data. There, although average donations have generally increased through the period, the percentage of taxfilers claiming deductions decreased through the early and mid-90s and then increased through the mid-2000s and has since fluctuated from year to year above the level of the mid-90s⁹ (McGregor-Lowndes & Crittall, 2017; McGregor-Lowndes & Marsden, 2000; McGregor-Lowndes & Newton, 2007; McGregor-Lowndes & Pelling, 2012).

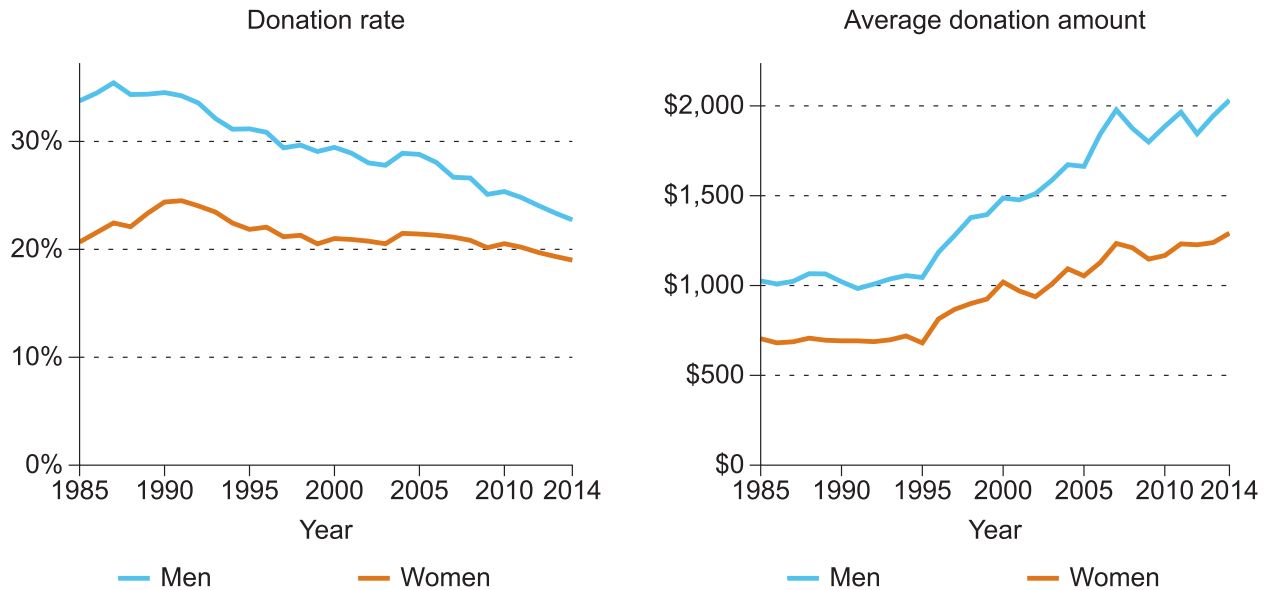
Trends by sex

Throughout the 30-year-period between 1985 and 2014, men were consistently more likely to claim charitable donations and donated more, on average, than women. The gap in the donation rate between men and women shrank during this period from a difference of 13.1 percentage points in 1985 (33.8% for men and 20.7% for women) to a difference of only 3.7 percentage points in 2014 (22.7% vs. 19.0%). On the other hand, the gap between the average donation amount increased, growing from \$321 in 1985 (\$1,026 for men and \$704 for women) to \$740 in 2014 (\$2,032 vs. \$1,291). Other notable trends include:

- The likelihood of claiming donations declined for both sexes, but it began to decline earlier among men (in 1987 vs. 1991 for women) and the rate of decline among men has been much greater. At present, we do not know why the rate of decline among men is more rapid, but it could be linked to the significantly lower likelihood of claiming donations among unattached men, compared to unattached women and both attached men and attached women (Department of Finance, 2015).
- Average donation amounts increased more rapidly among men after 1995. Men's average donations have also fluctuated more in the years since 1995.

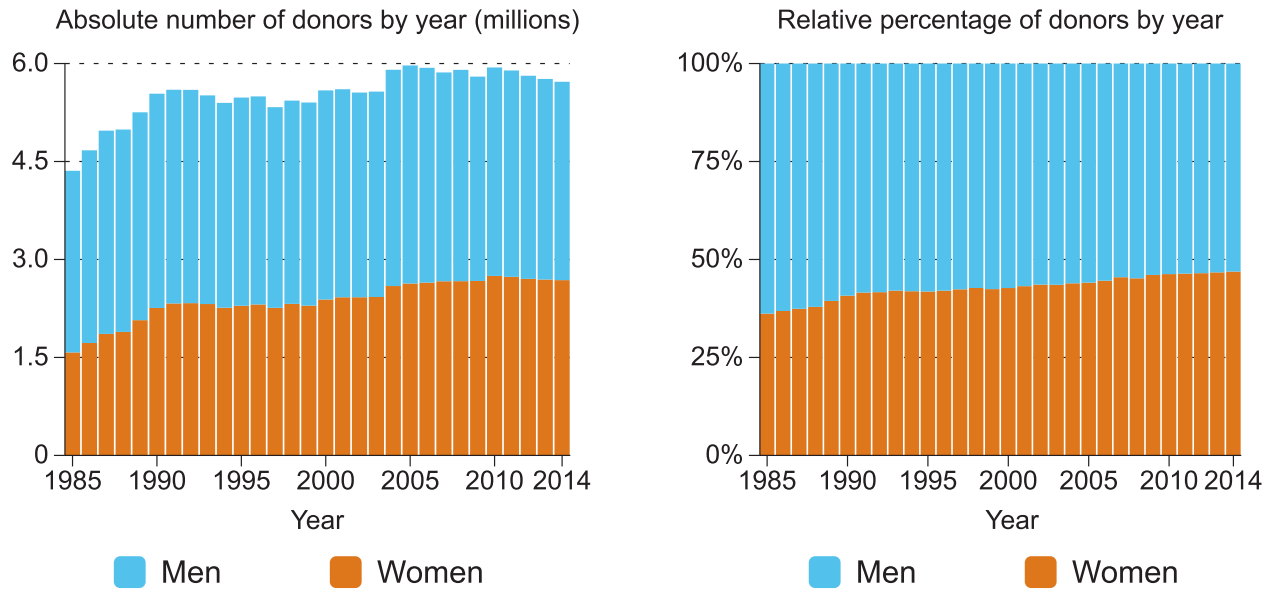
⁹ It should be noted, however, that survey data shows a decrease in the percentage of Australians donating and an increase in average donations between 2005 and 2016.

Figures 7: Donation rate and average donation by sex, 1985 – 2014.

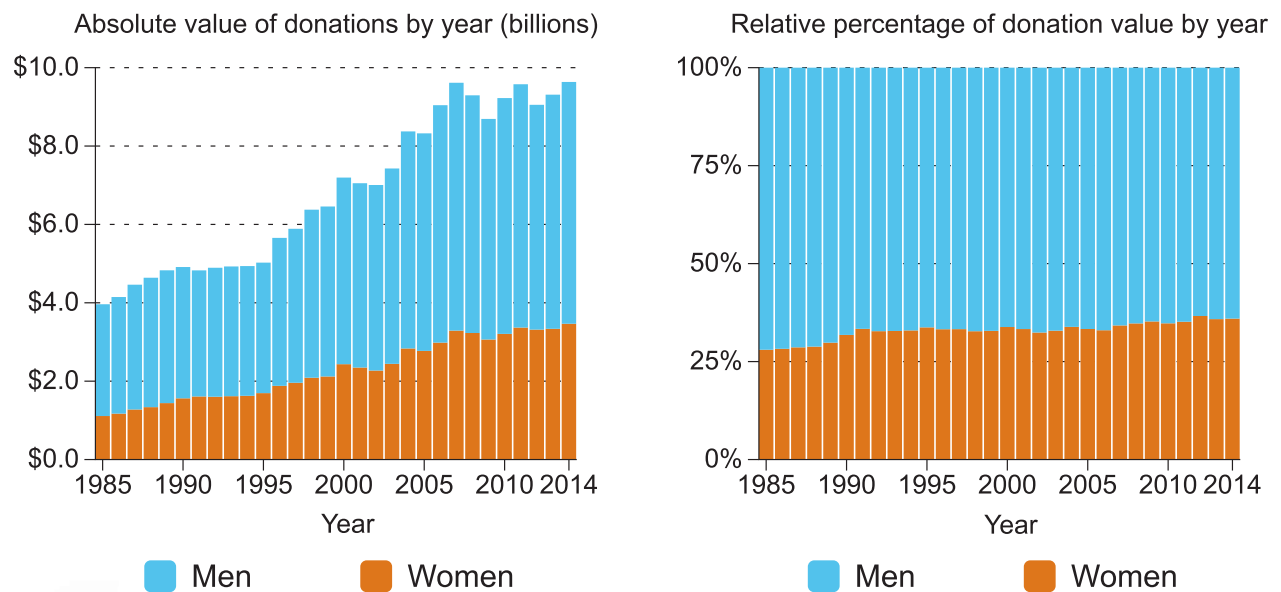


- The number of male donors peaked in 2005 at 3.34 million and has been declining ever since (to 3.04 million in 2014). The number of female donors peaked somewhat later (in 2010) at 2.75 million.
- Since 1985, women have been making up an ever greater percentage of donors (from 36.2% in 1985 to 40.8% in 2014). The pace of increase was most rapid between 1985 and 1990.
- Between 1985 and 2014, the absolute value of donations claimed by women has roughly tripled (from \$1.1 to \$3.5 billion), while the value of donations claimed by men has roughly doubled (\$2.9 billion to \$6.2 billion).
- There is greater year over year volatility in the total amount of donations claimed by men than women, particularly since 1995.
- The relative role of women has increased more slowly than the increase in absolute donations might lead one to believe (going from 28.1% of donations to 35.9%) because men started off claiming such a high proportion of donations.

Figures 8: Absolute and relative numbers of donors by sex, 1985 – 2014.



Figures 9: Absolute and relative donation values by sex, 1985 – 2014.



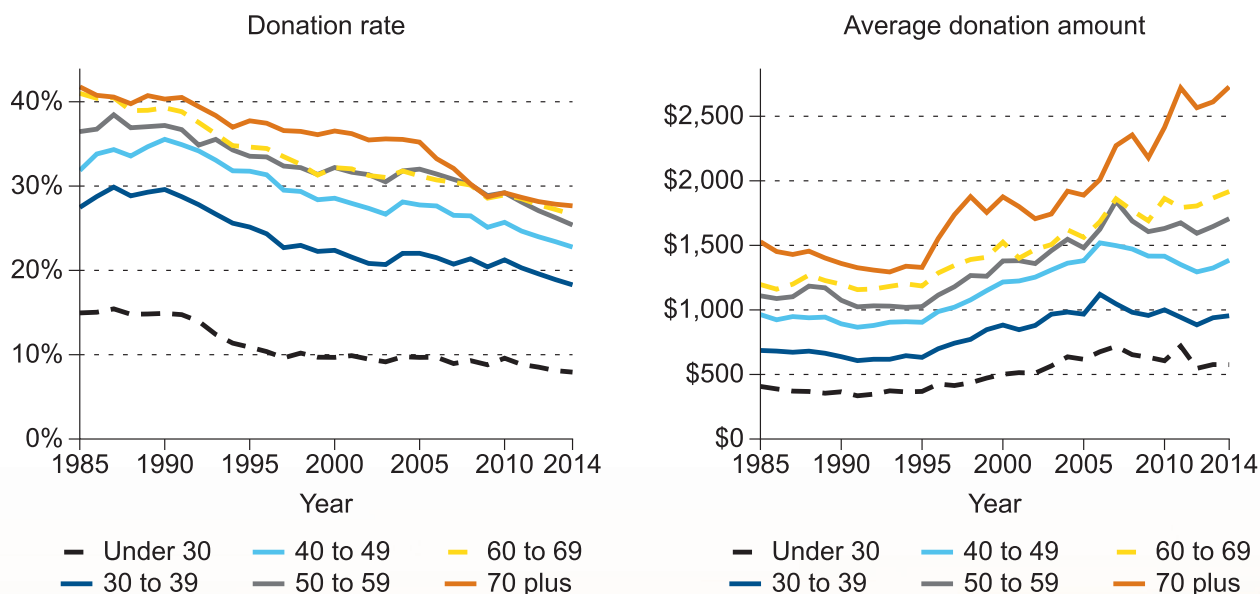
Trends by age

When looking at trends by age, it is important to keep in mind that the Canadian population aged considerably between 1985 and 2014. The median age of Canadians in 1985 was 30.6 years; by 2014, it was 40.4 years. The age profile of the population also changed significantly. In 1984, there were roughly 2.5 million Canadians 65 and older and they made up 10% of the population. By 2014, this number had more than doubled to 5.6 million and this group accounted for 17% of the population. Over the same period, the number of Canadians 25 and younger increased only slightly (from 10.1 million to 10.3 million) and they went from accounting for 40% of the population to 29% (Statistics Canada, n.d.-a).

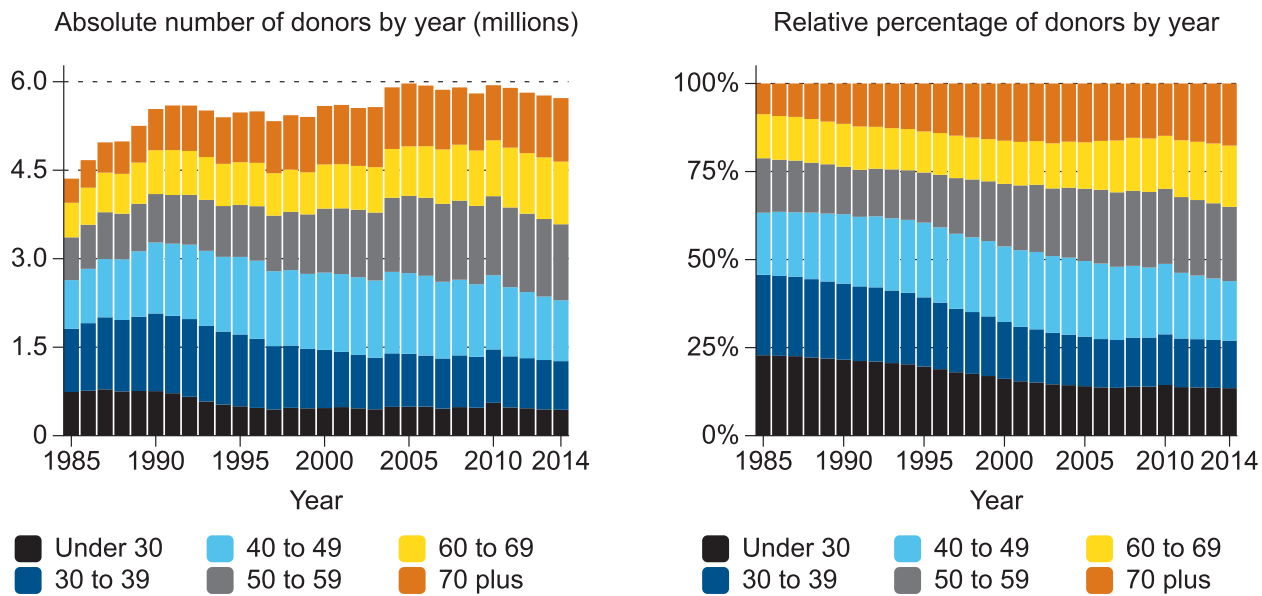
During this entire period, older Canadians were consistently more likely to claim donations than younger Canadians. They also claimed larger donations. Other trends worth noting include:

- The likelihood of claiming donations increased between 1985 and 1990 among those aged 30 to 59 and then decreased. For other age groups, the likelihood of donating has declined steadily. The decline has been greatest among those younger than 30.
- Over the period examined here, the donating rates of the three oldest age cohorts have converged so that those aged 50 to 59 are now almost as likely to claim donations as those 60 and older.
- For all age groups, average donations either stagnated or declined between 1985 and 1995 and then increased until 2007 or 2008. After that point, average donations have generally continued to increase among those 60 and older. Among those younger than 60, average donations have declined, with larger and more enduring declines among younger cohorts.

Figures 10: Donation rate and average donation by age group, 1985 – 2014.

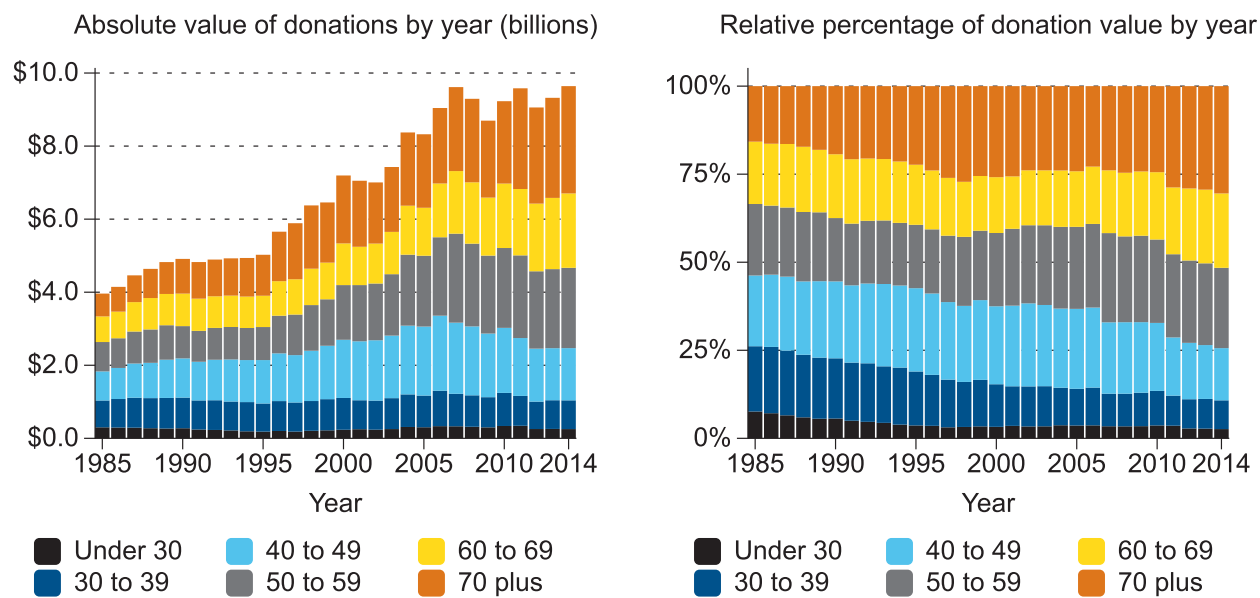


Figures 11: Absolute and relative number of donors by age group, 1985 – 2014.



- At present, the number of donors is in decline for most age groups. The younger the age group, the earlier the decline began (e.g., 1987 for the under 30 group and 2012 for the 50 to 59 group). Only among those 60 and older are donor numbers increasing.
- The relative importance of donors 40 and older has increased while the importance of donors younger than 40 has decreased. By 2014, those 40 and older accounted for 77.9% of donors, compared to only 58.4% in 1985. Over the same period, donors younger than 40 went from 41.6% of donors to 22.1%.
- The absolute value of donations from older donors has increased significantly since 1985. At present, those 70 and older give 4.7 times the amount they gave in 1985 (\$2.9 billion vs. \$625 million). Those 60 to 69 give 2.9 times and those 50 to 59 give 2.7 times their 1985 donations.
- Over the same period, the value of donations contributed by those 30 to 39 increased by just 7% while donations from those younger than 30 decreased by 16%.
- The relative importance of older donors has increased significantly. Donors 50 and older now account for almost three quarters (74.3%) of all donations compared to just over half (53.8%) in 1985. Those 70 and older alone account for 30.4% of donations, up from 15.8% in 1985.

Figures 12: Absolute and relative donation values by age group, 1985 – 2014.

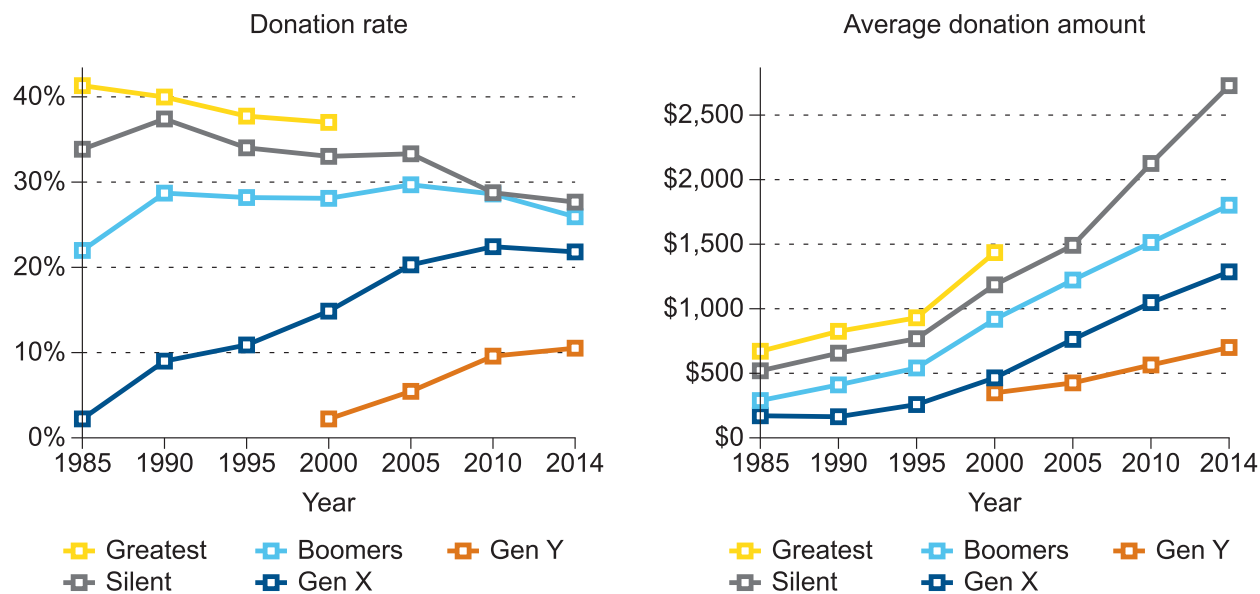


Another way of looking at donation trends is to follow particular generations as they age. Because of how generations are commonly defined and because taxfiler data is grouped into five-year age ranges, it is not possible to produce this analysis for each year, but it is possible to produce snapshots at five year intervals.¹⁰ Key findings from these snapshots include:

- The peak donation rate is lower for each successive generation. The highest observed donation rate for the Greatest generation was 41.3% in 1985. The peak rate for the Silent generation was 37.4% in 1990. The Boomers hit their peak donation rate of 29.7% in 2005. It is too early to say definitively that Generation X and Y will follow this trend, but the evidence to date suggests they will.
- Very similar patterns with the donation rate for each age cohort peaking later are also seen in the UK (Cowley et al., 2011; S. Smith, 2012).
- The average donation claimed by each generation increased with the age of its members. Over time, average donations from the Silent generation came to eclipse those of the Greatest generation. It is currently unclear whether average donations from Boomers and Generation X will eventually exceed those of the Silent generation, but average donations are increasing at roughly the same pace. The same cannot be said for Generation Y. This represents one of the most significant uncertainties regarding the future of donations in Canada.

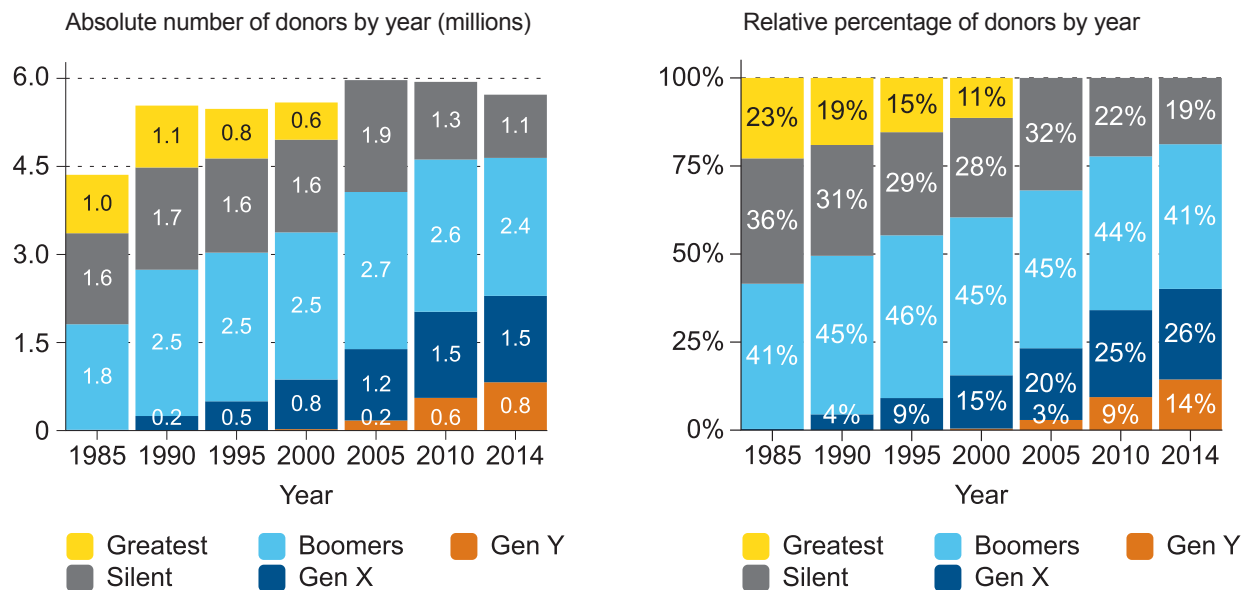
¹⁰ For the purposes of this report, generations are defined on the basis of birth year: Greatest (1925 or earlier), Silent (1926 to 1945), Boomers (1946 to 1965), Generation X (1966 to 1980), Generation Y (1981 or later). These ranges differ slightly from commonly accepted ranges because of the necessity of conforming with 5 year age groupings present in publicly released taxfiler data.

Figures 13: Donation rate and average donation by generation, 1985 – 2014.

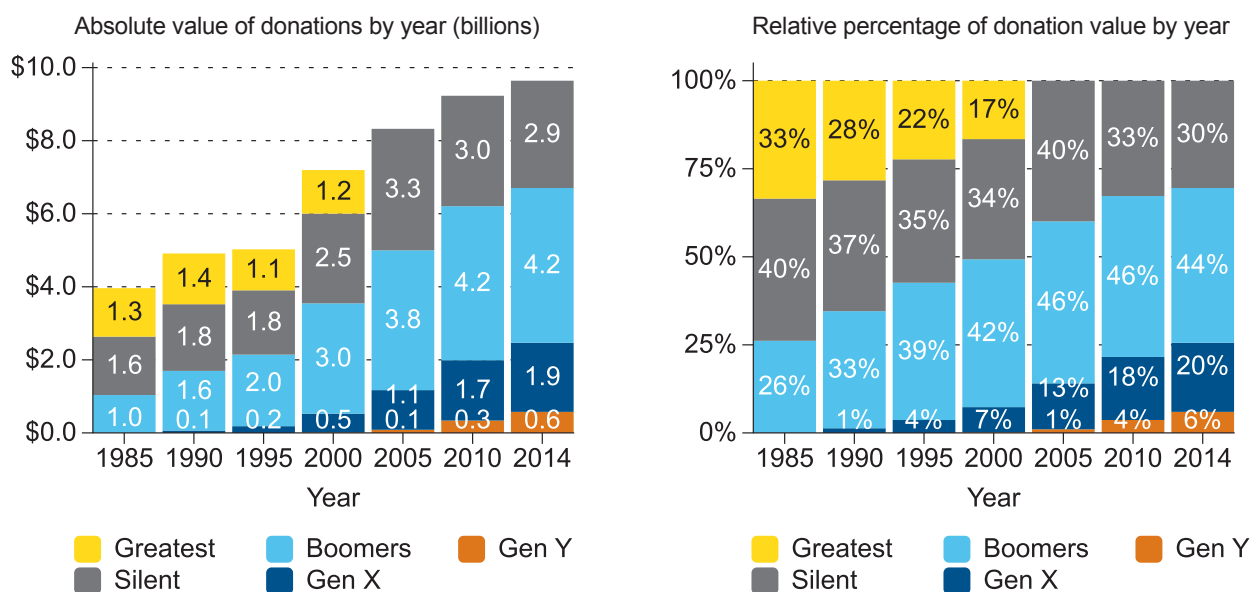


- In terms of absolute numbers, Boomers accounted for the largest portion of donors throughout the period. Their numbers peaked in 2005 at approximately 2.7 million. The number of donors from the Greatest and Silent generations has been in decline since 1990. Over the same period, the numbers of Generation X (and, from 2000, Generation Y) donors have increased, slightly more than offsetting the decrease in Silent and Greatest generation donors. At present, the number of Generation X donors appears to be holding steady at 1.5 million, while the number of Generation Y donors is increasing.
- Looking at the relative percentage of donors that come from each generation, the Greatest and Silent generations have been in steady decline throughout this period. The relative importance of Boomers peaked in 1995 and then held steady until 2010, when they started to decline in the face of increasing numbers of younger donors. The relative importance of Generation X donors increased from 1990 to 2010, whereupon their role has stabilized. Generation Y is currently in the ascendance.
- Looking at donation value, the Silent generation contributed the most in terms of both the absolute and relative value of donations in 1985 and 1990.
- The Boomers took over as the generation claiming the most donations in 1995 and remained in this position for the rest of the period.
- Although the absolute value of donations from Boomers was the same in 2014 as it had been in 2010 (\$4.2 billion), their relative importance declined slightly as younger generations began donating more. In 2014, more than a quarter (26%) of donations came from Generation X and Y.

Figures 14: Absolute and relative number of donors by generation, 1985 – 2014.



Figures 15: Absolute and relative donation values by generation, 1985 – 2014.



Trends by income group

As with age, when considering trends by income it is critical to understand that incomes increased significantly between 1985 and 2014 and there were marked changes in how income was distributed. From 1985 to 2014, total personal income approximately doubled in constant dollar terms, increasing from \$641.4 billion to \$1.2 trillion (Statistics Canada, n.d.-b). Looking at the distribution of income, the number of taxfilers with annual incomes of \$80,000 or more increased nearly thirteen-fold, from accounting for 1.1% of taxfilers in 1985 to 14.3% in 2014. The percentage of taxfilers with incomes from \$20,000 to \$79,999 also increased (from 36.8% to 51.5%), while the percentage with incomes less than \$20,000 decreased (from 62.0% to 34.1%). Throughout the period, incomes of taxfilers were increasing, with more individuals moving into ever-higher income categories.

Not surprisingly, those with higher incomes are more likely to claim donations and to claim larger donations than those with lower incomes. Other significant trends include:

- Over the 30-year period we examined, the likelihood of claiming donations decreased in all income groups.
- The lower the income range, the more rapid the decrease in the donor rate.
- In almost all income groups, average claimed donations were smaller in 2014 than in 1985. The largest declines occurred among those with incomes between \$80,000 and \$249,999. The average donation claimed increased slightly among taxfilers with incomes between \$20,000 and \$39,999.
- In income ranges below \$80,000, average claimed donations decreased until 1994, increased slowly until the mid-2000s and then began to decrease again.
- In income ranges between \$80,000 and \$249,999, average claimed donations decreased rapidly between 1984 and 1994, decreased more slowly until the mid-2000s and then began to decrease more rapidly.
- Fluctuations in average claimed donations are greatest among those with incomes of \$250,000 or more. Average donations in this group declined very rapidly between 1987 and 1994 and then increased rapidly until 1998. From that high point, average donations have declined somewhat but have remained, with fluctuations, at roughly the level set in the early 2000s.
- For most income ranges, average claimed donations have increased slightly since 2012.

Figure 16: Donation rate by income group, 1985 – 2014.

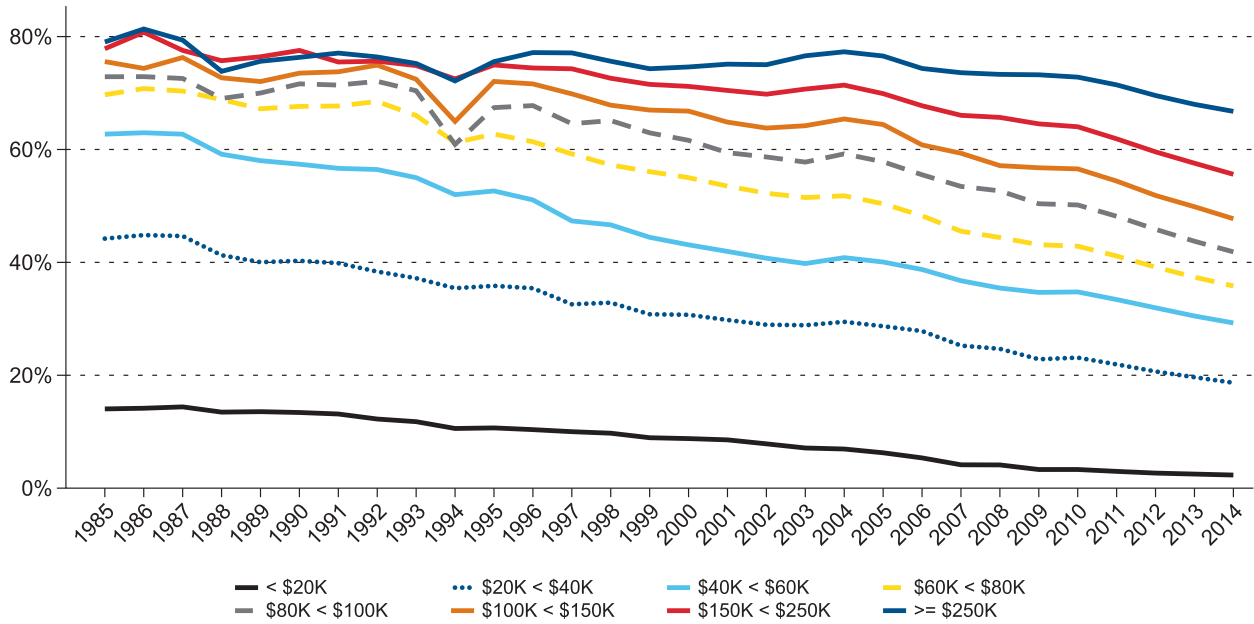
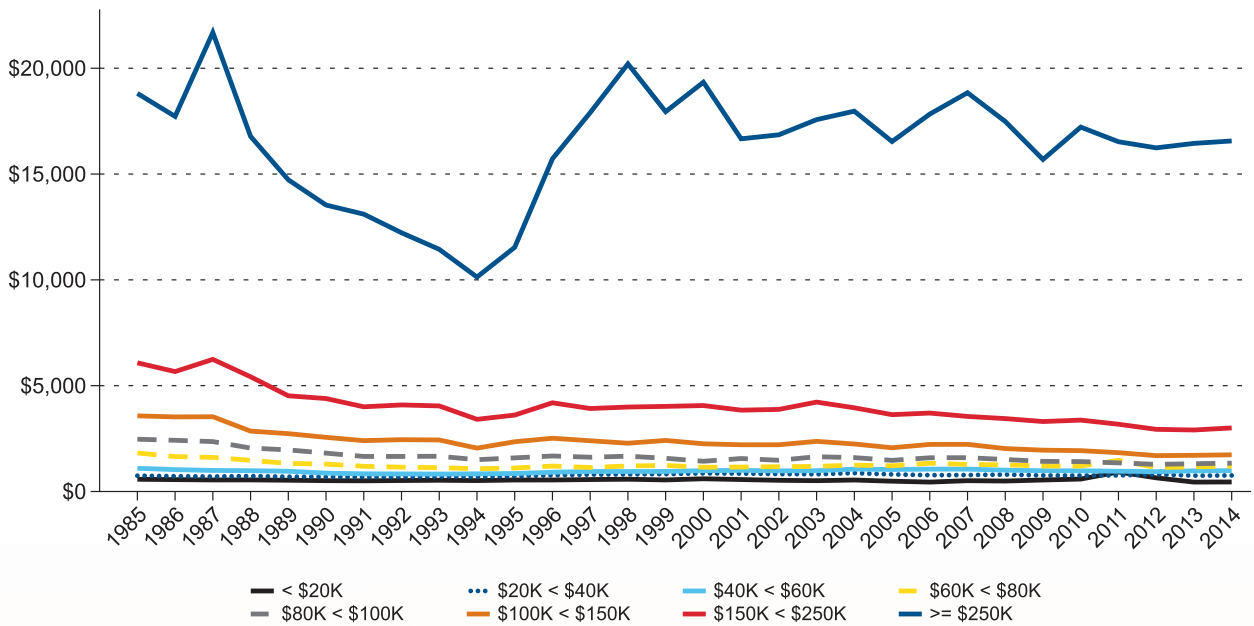
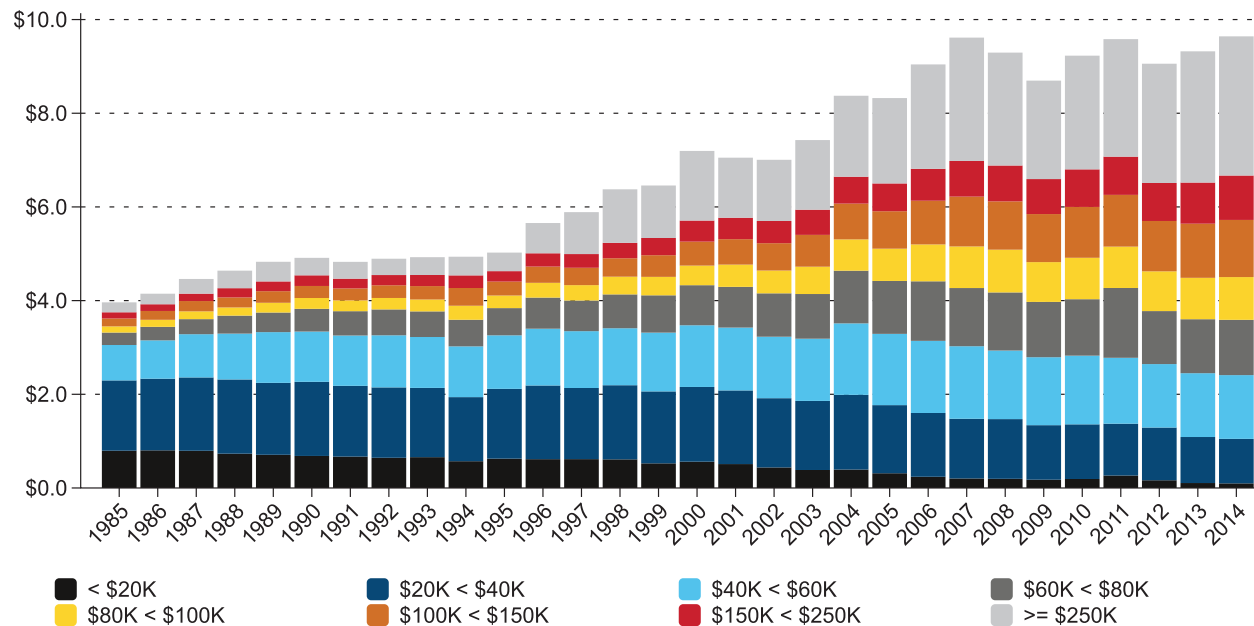


Figure 17: Average donation by income group, 1985 – 2014.



- Since 1985, the absolute value of donations claimed by taxpayers with incomes of \$40,000 or more has increased, while donations claimed by taxpayers from lower income categories have decreased.
- Donations claimed by taxpayers in the highest income group increased the most. In 1985, they claimed \$211.8 million in donations. By 2014, this had increased to \$2.97 billion. Increases in other income groups were more modest.
- Donations claimed by taxpayers with annual incomes less than \$20,000 went from \$796 million in 1985 to \$98.4 million in 2015. Donations claimed by those with incomes between \$20,000 and \$39,999 went from \$1.50 billion to \$950.2 million.

Figure 18: Absolute donation value by income group, 1985 – 2014 (billions).



- Since 1995, total donations claimed by those in the highest income group have increased much more rapidly (equivalent to an annualized increase of 9.2%) than those in other income groups.
- The pace of growth in donations claimed by donors with annual incomes between \$80,000 and \$249,999 was very consistent over the three income groups, averaging 6.8% annualized. Initially, donors with incomes between \$60,000 and \$79,999 matched this group, but fell off the pace in 2006.
- Donations claimed by those with annual incomes less than \$20,000 decreased at an annualized rate of 6.7% while claims from those with incomes between \$20,000 and \$39,999 decreased at an annualized rate of 1.5%.
- While the increase in donations among donors with incomes between \$80,000 and \$249,999 has been significant, the value of these donations has increased more slowly than the number of donors. This is compounded by the decrease in the rate of those claiming donations.
- Only in the highest income category have donations and the number of donors increased at similar rates.

Figure 19: Indices of total donations by income group, 1985 – 2014 (1985 = 1.00).

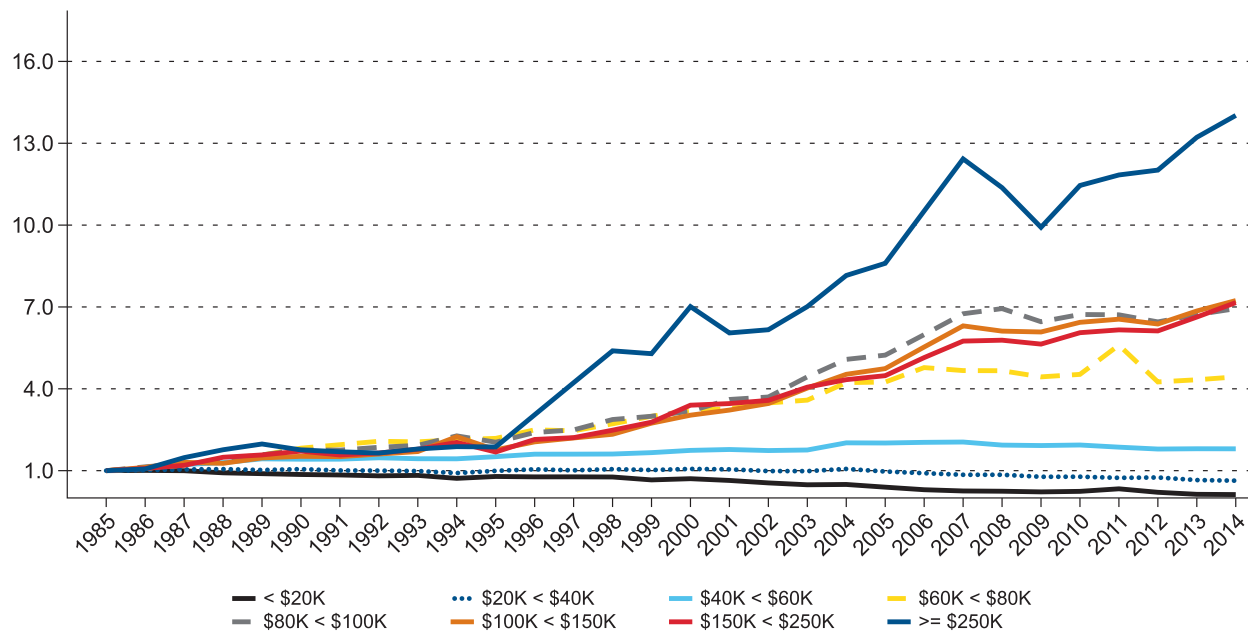
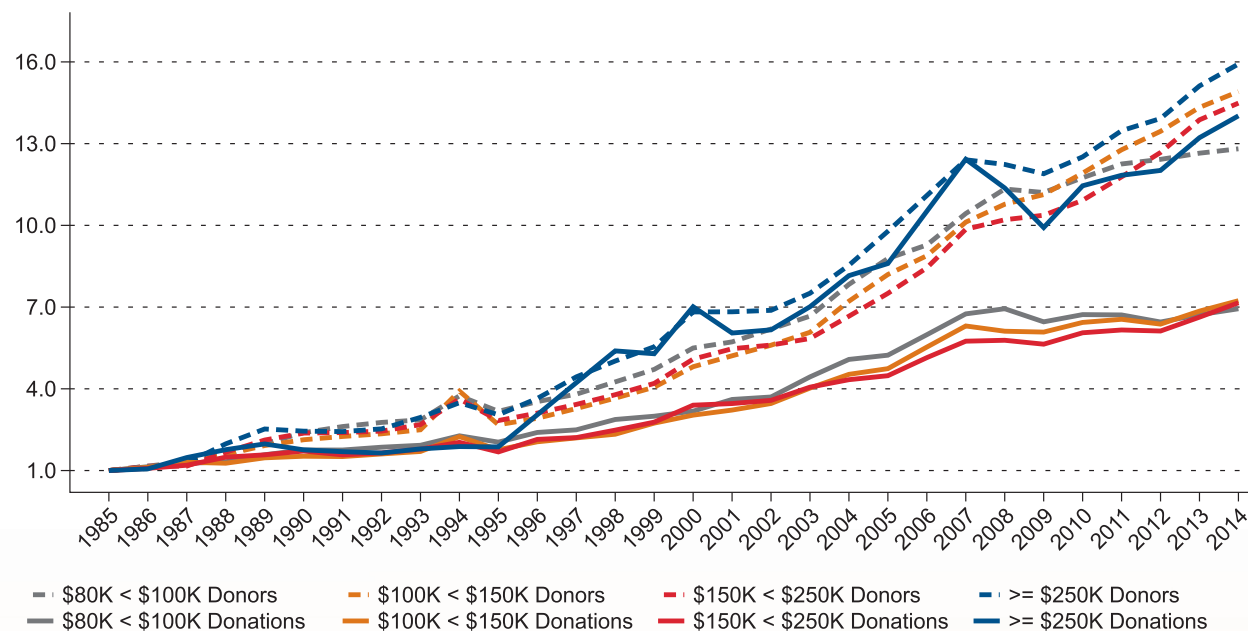


Figure 20: Indices of number of donors and total donations by income group, taxfilers with incomes >= \$80,000, 1985 – 2014 (1985 = 1.00).



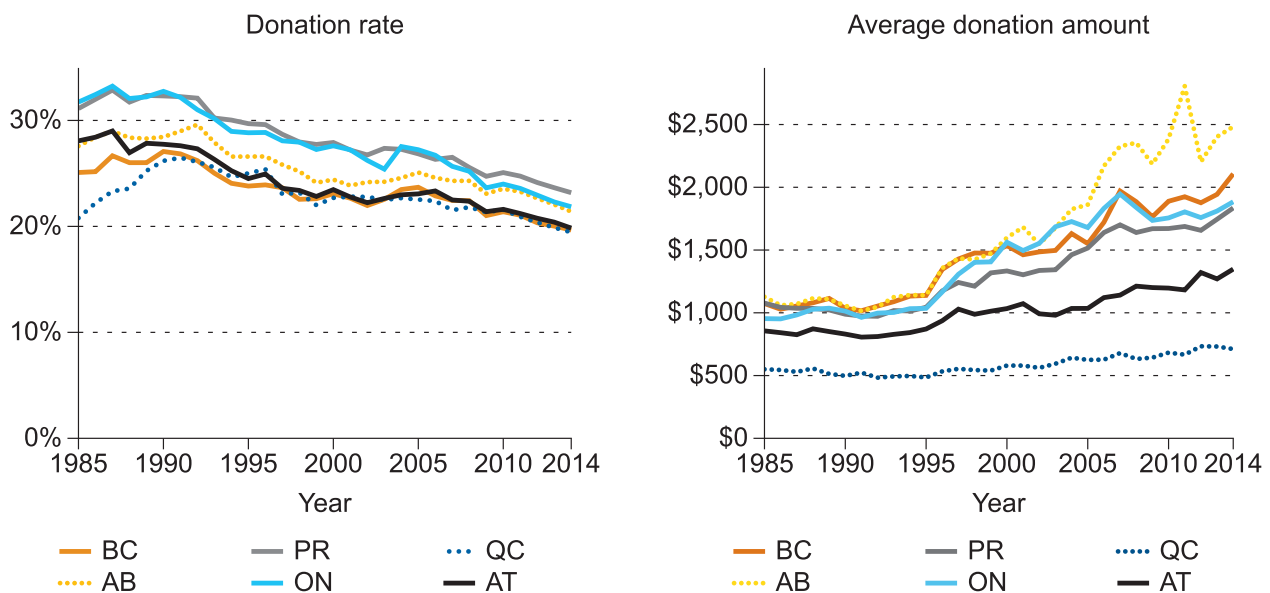
Trends by region

Between 1985 and 2014, regional populations have changed significantly. The Canadian population 15 years of age and older increased by approximately 47% over this period. The populations of Alberta (increased by 81%), British Columbia (68%), and Ontario (56%) increased more than Canada as a whole. The populations of Quebec (31%), the Prairies (22%), and Atlantic Canada (14%) increased less (Statistics Canada, n.d.-b).

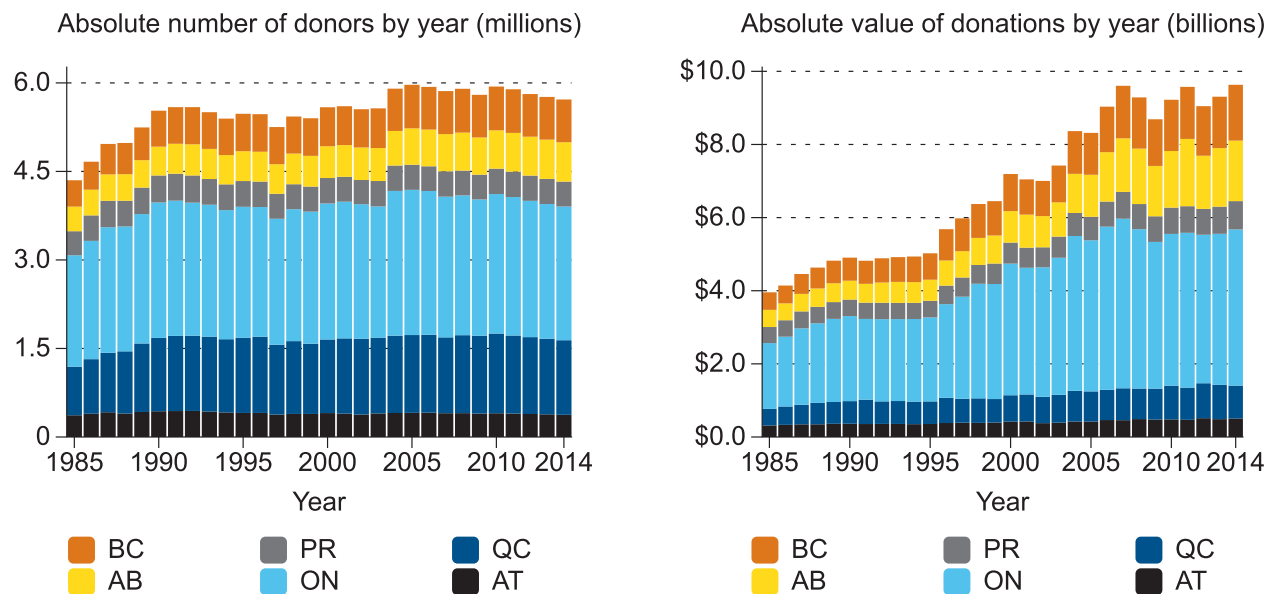
Over this period, residents of the Prairies and Ontario were more likely to claim donations than residents of other regions. Consistently over the period, donors in Quebec claimed the smallest amounts, while donors in Alberta claimed the largest amounts. Other trends worth noting include:

- In Quebec, the likelihood of claiming donations increased between 1985 and 1992, and then declined. In other regions, the likelihood of claiming donations was stable between 1985 and 1992 and then declined.
- In all regions, average donations claimed were stable between 1985 and 1995, and then began to increase. Average donations increased most in Alberta and least in Quebec.

Figures 21: Donation rate and average donation by region, 1985 – 2014.

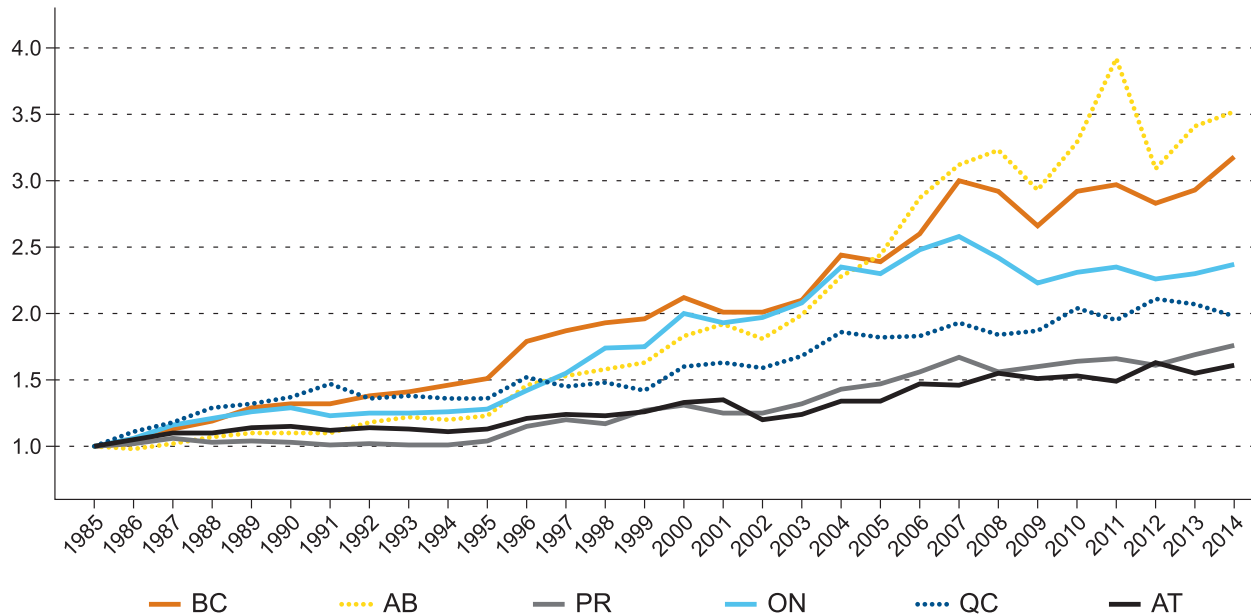


Figures 22: Absolute numbers of donors and donation value by region, 1985 – 2014.



- Between 1985 and 2014, the number of donors increased in all regions. The largest increases were in British Columbia (62.2%), Alberta (59.9%), and Quebec (53.5%). The smallest were in Atlantic Canada (2.1%), and the Prairies (3.5%). The number of donors in Ontario increased by 20.1%.
- Total donations increased the most in Alberta (3.5 times) and British Columbia (3.2 times). They increased the least in Atlantic Canada (1.6 times) and the Prairies (1.8 times).
- Since 1985, total donations increased most rapidly in Alberta (equivalent to an annualized increase of 4.3%) and British Columbia (3.9%). Donations increased most slowly in Atlantic Canada (1.6%) and the Prairies (1.9%).
- In most regions, the pace of growth increased after 1995. British Columbia and Quebec were the only exceptions. The increase was greatest in Alberta, where annualized growth went from 2.1% to 5.4% after 1995. The increase was smallest in Atlantic Canada (1.2% to 1.8%) and Ontario (2.5% to 3.1%).

Figure 23: Indices of total donations by region, 1985 – 2014 (1985 = 1.00).



- In British Columbia, Alberta, and Quebec the number of donors increased until 1992 and then largely levelled off until the mid- to late-1990s. From that point, the number of donors in British Columbia and Quebec increased until the mid-2000s when growth again levelled off. In Alberta, the number of donors grew consistently from the late-1990s.
- In Ontario, the number of donors grew until 1990 and then, with some fluctuations, largely levelled off until the early 2000s, whereupon the number of donors increased sharply and then began to decline.
- In the Prairies and Atlantic Canada, the number of donors also increased until the early-1990s. From that point, the number of donors has generally declined, with a larger drop in Atlantic Canada than in the Prairies.
- Trends in average donations were similar to the trends in total donations. Again, the largest and most rapid increase was in Alberta (equivalent to 2.7% annualized). Donations increased comparatively slowly in the Prairies (1.8%), Atlantic Canada (1.5%) and Quebec (0.9%).
- Average donations decreased between 1985 and 1995 in Quebec (-1.3% annualized) and the Prairies (-0.3%) and increased only marginally in Alberta (0.1%) and Atlantic Canada (0.2%). In all regions, the pace of growth increased after 1995. Increases were greatest in Alberta (from 0.1% to 4.0%), Quebec (-1.3% to 1.9%) and the Prairies (-0.3% to 2.9%).

Figure 24: Indices of number of donors by region, 1985 – 2014 (1985 = 1.00).

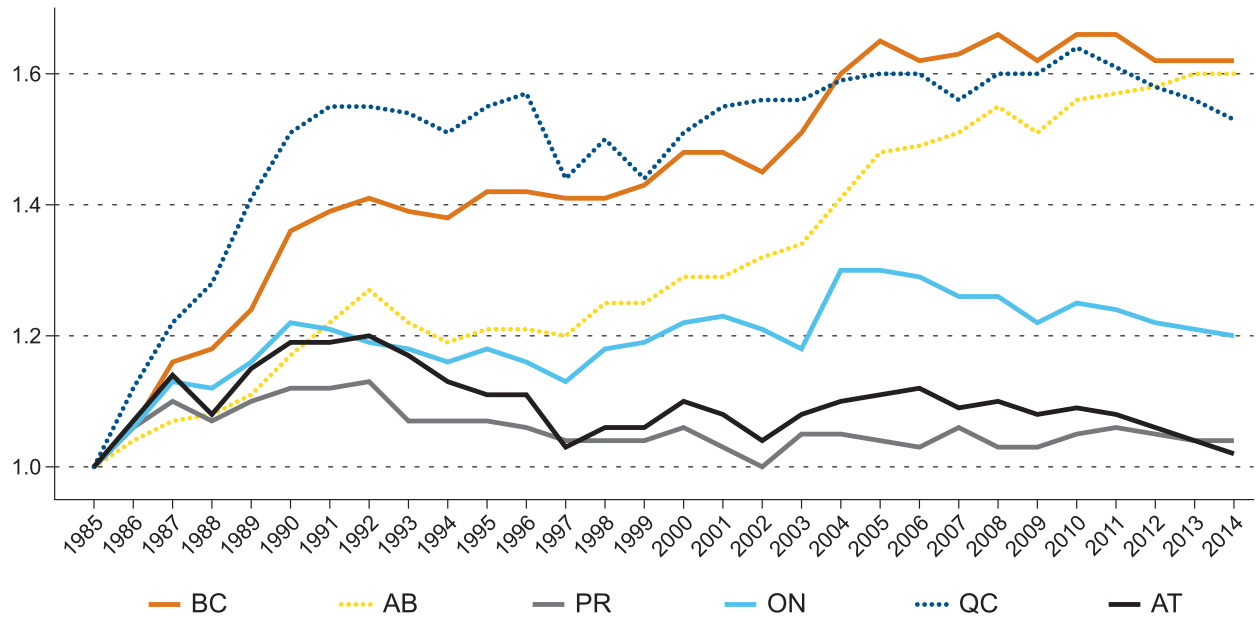
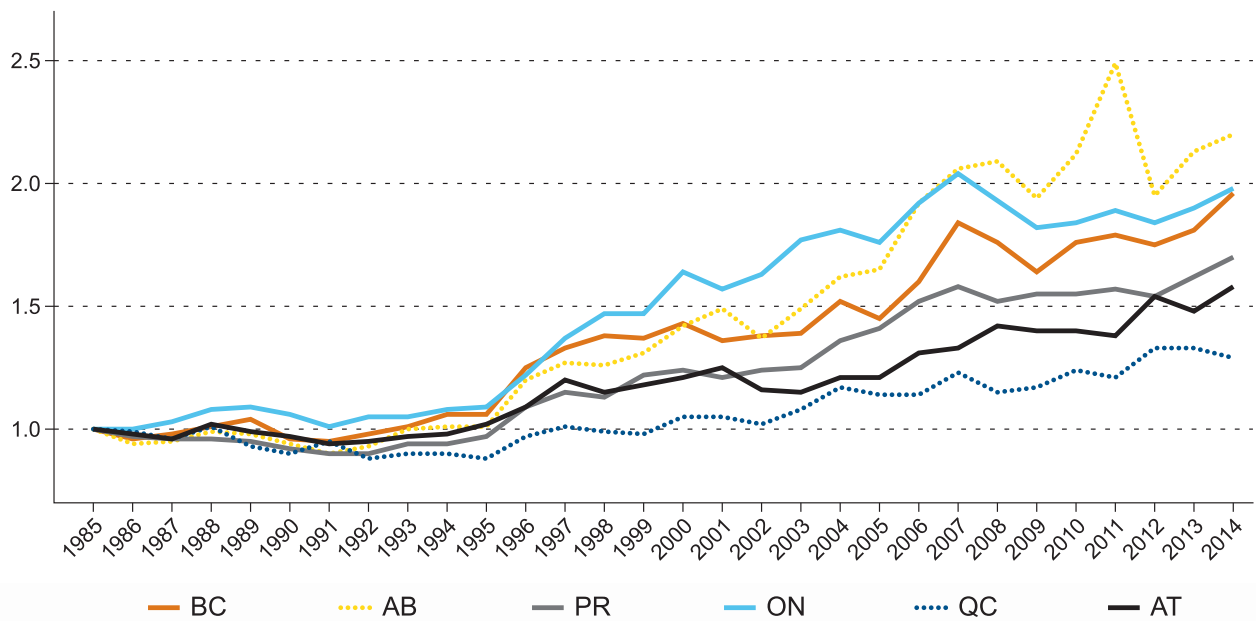


Figure 25: Indices of average donations by region, 1985 – 2014 (1985 = 1.00).



Donors

This section of the report summarizes what is known about Canadian donors. It draws heavily on surveys of individual Canadians conducted by Statistics Canada (e.g., the Survey of Giving, Volunteering, and Participating, and the Survey of Social Identity), supplemented by other Canadian and international studies to explore a range of topics including:

- overall levels of support,
- how likely different segments of the population are to give and how much they give,
- levels of support for various causes,
- methods of donating,
- motivations for and barriers to giving,
- changes to giving with the rise of the Internet and social media, and
- how giving is taught and learned.

It concludes by focusing on patterns of giving among three key population groups: younger people, older people, and those who have come to Canada from elsewhere.

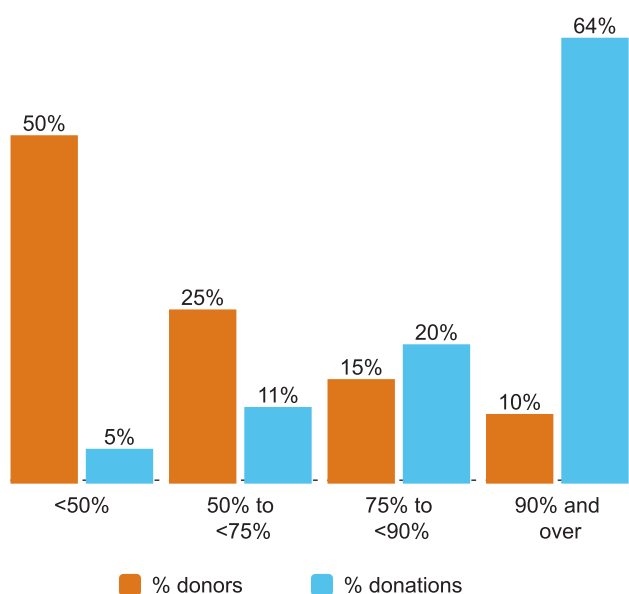
Levels of support

According to the 2013 Survey of Giving, Volunteering, and Participating (GVP), roughly four in five (82%) Canadians 15 years of age and older made at least one donation to a charity or nonprofit in 2013. Each donor gave an average of \$532 for a total of approximately \$12.8 billion.¹¹ Compared to taxfiler data, GVP survey respondents were about 3.9 times more likely to report donating but gave only about a third as much, on average. There are a number of reasons for these differences:

- the GVP captures receipted and unreceipted donations to both charities and nonprofits while taxfiler data captures receipted donations to charities only;
- married taxfilers are allowed to claim their pooled donations on one spouse's return, driving down the percentage of taxfilers claiming donations and increasing the average amounts claimed; and
- many taxfilers do not claim donations they have made – this is particularly true for taxfilers who have made smaller donations or who do not have income tax owing.

The bulk of total donations come from a small minority of donors. Collectively, the quartile of donors who gave the largest amounts contributed nearly 85% of total donations reported in the GVP while the top 10% contributed nearly two thirds.

Figure 26: Concentration of donations by percentile of donors, 2013.



¹¹ Dollar figures in this section of the report are expressed in 2013 dollars.

Demographic variations

The likelihood of donating and the typical amounts donated vary according to several demographic characteristics. Key trends include:

- Both the likelihood of giving and the average amounts donated generally increase with age, income, frequency of attendance at religious services, and education.
- Men are less likely to give than women, but tend to make larger donations when they do donate.
- Those who are married are most likely to donate, while widows and widowers tend to donate the largest amounts. Those who are single are least likely to donate and tend to contribute the smallest amounts.
- Those who are employed are most likely to donate and tend to donate the largest amounts, while those who are unemployed are least likely to donate and donate the smallest amounts.
- Native- and foreign-born Canadians are more likely than non-citizens to donate and tend to contribute larger amounts. Foreign-born Canadians tend to donate larger amounts than Canadians born in Canada.

Table 1: Donation rate, average donation amount, and percentages of total donation by top donor status and donor demographics, 2013.

	All donors		Top 25% Donors		Other donors	
	Rate	Average amount	Rate	% Total	Rate	% Total
Age group						
15 to 24 years	67%	\$219	6%	70.3%	60%	29.7%
25 to 34 years	81%	\$366	13%	77.5%	68%	22.5%
35 to 44 years	85%	\$441	20%	80.9%	66%	19.1%
45 to 54 years	87%	\$650	24%	85.7%	63%	14.3%
55 to 64 years	87%	\$673	27%	86.0%	60%	14.0%
65 to 74 years	86%	\$724	28%	87.3%	58%	12.7%
75 years and over	85%	\$731	32%	87.5%	53%	12.5%
Sex						
Male	80%	\$581	20%	85.4%	60%	14.6%
Female	84%	\$486	20%	82.0%	64%	18.0%
Education						
Less than High School	67%	\$319	11%	76.7%	56%	23.3%
Graduated from High School	79%	\$423	14%	79.2%	65%	20.8%
Post-secondary Diploma	88%	\$443	20%	80.3%	68%	19.7%
University Degree	88%	\$842	32%	89.2%	56%	10.8%
Marital status						
Married / common-law	88%	\$596	24%	84.7%	64%	15.3%
Separated / divorced	81%	\$399	18%	76.5%	62%	23.5%
Widowed	84%	\$767	33%	89.9%	52%	10.1%
Single, never married	70%	\$339	11%	79.0%	59%	21.0%
Labour force status						
Employed	86%	\$550	21%	83.8%	65%	16.2%
Unemployed	75%	\$272*	11%	72.3%	64%	27.7%
Not in labour force	78%	\$532	20%	84.1%	57%	15.9%
Personal income category						
Less than \$20,000	73%	\$349	13%	78.2%	61%	21.8%
\$20,000 to \$39,999	84%	\$456	18%	80.8%	67%	19.2%
\$40,000 to \$59,999	88%	\$551	23%	83.0%	65%	17.0%
\$60,000 to \$79,999	89%	\$575	27%	83.1%	62%	16.9%
\$80,000 to \$99,999	92%	\$680	32%	85.9%	60%	14.1%
\$100,000 to \$119,999	95%	\$898	36%	89.5%	58%	10.5%
\$120,000 or more	94%	\$1630	53%	95.0%	41%	5.0%
Frequency of religious attendance						
At least once a week	91%	\$1284	47%	94.3%	44%	5.7%
At least once a month	90%	\$633	28%	85.6%	62%	14.4%
At least 3 times a year	90%	\$428	21%	77.6%	69%	22.4%
Once or twice a year	83%	\$287	12%	68.9%	71%	31.1%
Not at all	76%	\$313	12%	71.8%	65%	28.2%
Immigration status						
Native-born	83%	\$509	19%	82.9%	64%	17.1%
Naturalized	83%	\$672	25%	86.6%	58%	13.4%
Non-Canadian citizen	75%	\$450*	15%	82.1%	60%	17.9%

*Use with caution.

Giving by cause

Many different causes and types of organizations compete for donations from Canadians. Two factors combine to determine the overall level of support for each cause: the number of people donating and the amount they donate. A few causes benefit from both a broad base of support and large average donations. Some causes are supported by many people but receive only small donations from most of them. Others receive large average donations from a small number of donors. Looking at how Canadians divide their support among causes, there appear to be four broad groupings.

- **Group 1: Religious organizations**

These organizations receive 40% of donations. Religious organizations receive more donations than any other type of organization because they have both a broad base of support and their supporters make large average donations.

- **Group 2: Health, Social services and International organizations**

These organizations collectively account for about 35% of total donations, with the amounts distributed fairly equally across the three sub-sectors. They have either very broad bases of support (Health and Social services) or receive large average donations (International).

- **Group 3: Fundraising, grantmaking & voluntarism organizations, Hospitals, and organizations focused on the Environment and Education**

These organizations collectively receive about 15% of total donations, with individual causes accounting for between two and five percent. Most of these causes have reasonably broad bases of support but tend to receive only moderate donations.

- **Group 4: All the rest**

The remaining seven causes, combined, account for only about 7% of total donations.¹² Most of the causes in this group tend to receive moderate to larger donations but have very narrow bases of support. The only major exception is Sports & recreation, which has a moderately broad base of support but tends to attract very small donations.

¹² Approximately 2% of total donations cannot be assigned to a particular cause.

Figure 27: Distribution of total donations by cause, 2013.

**Use with caution*

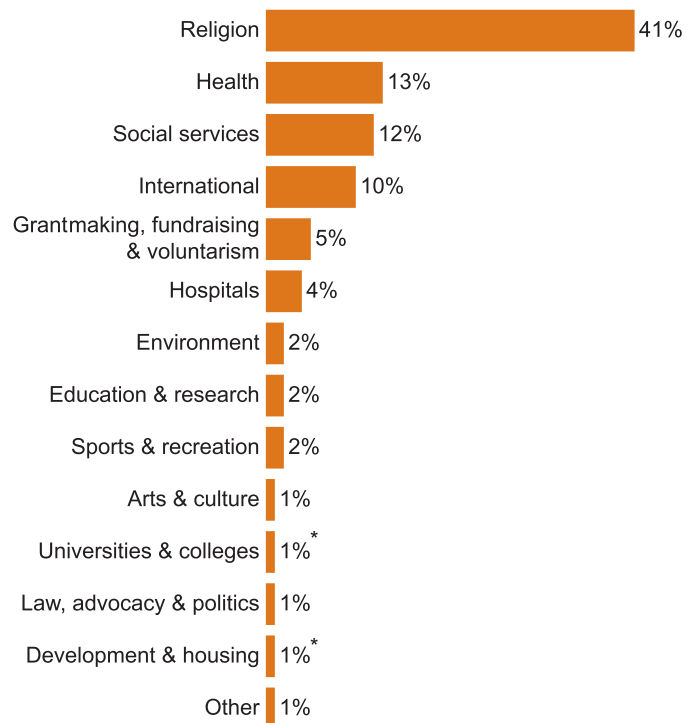
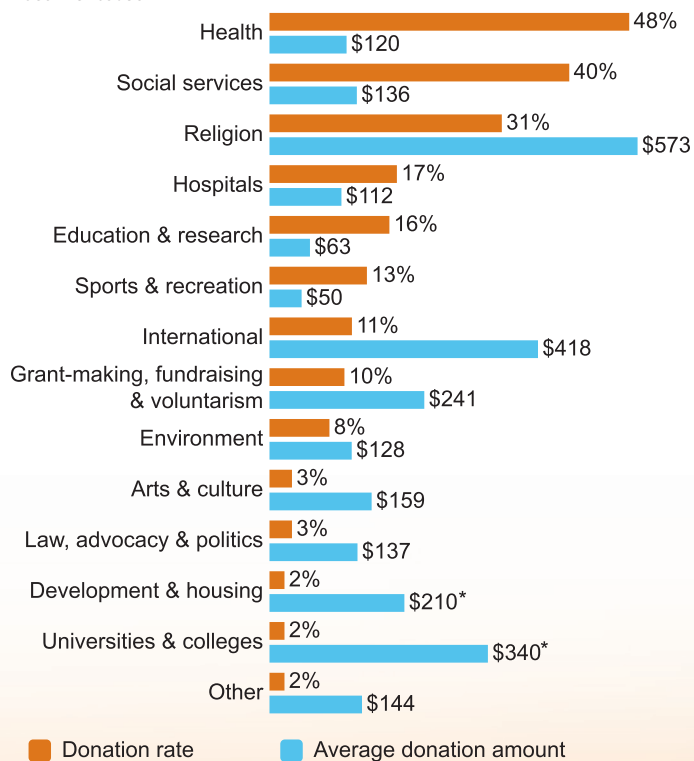


Figure 28: Donation rate and average donation by cause, 2013.

**Use with caution*



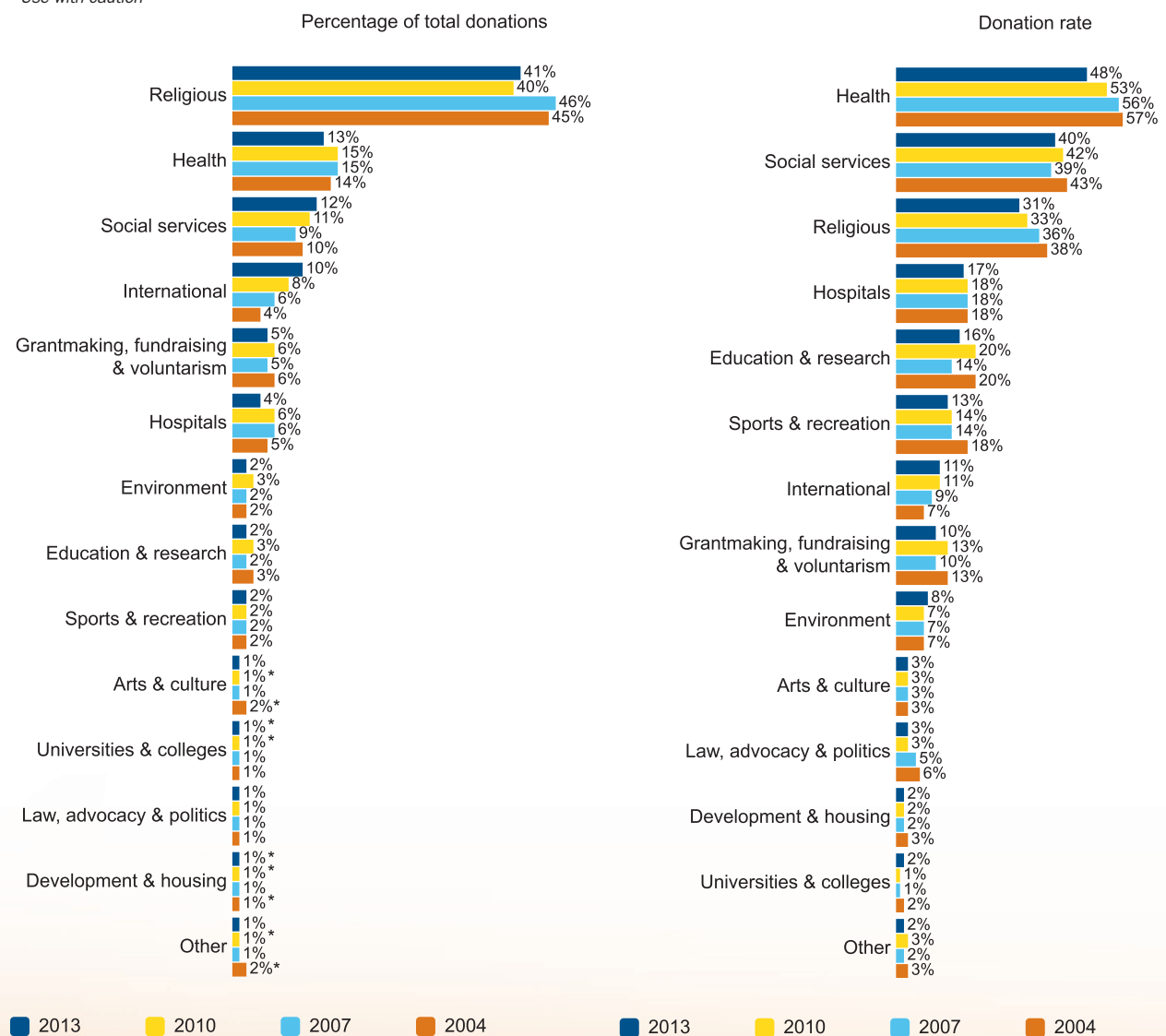
Trends

Since 2004, there have been several shifts in how Canadians divide their support among causes. The most significant of these are:

- Giving to Religious organizations is decreasing, both in terms of number of donors and amounts donated.
- Giving to International organizations is increasing, both in terms of number of donors and amounts donated.
- The amounts donated to Social services organizations have increased, even though the number of donors has remained flat.
- The number of donors to Health organizations and Hospitals has declined significantly, although the amounts donated have been less affected.

Figures 29: Distribution of total donations and donation rates by cause, 2004 – 2013.

*Use with caution



International comparisons

Australia

As in Canada, Religious organizations account for the largest part of donations, although the proportion is somewhat less than in Canada at 28%. Again paralleling the situation in Canada, Health (17%), Social services (16%), and International (19%) organizations represent a second tier of support, although at higher levels, likely driven by the comparatively lower portion of support going to Religious organizations. Sports & recreation (5%) and Environmental organizations (4.5%) account for a larger proportion of total support. Grantmaking, fundraising & voluntarism organizations, on the other hand, receive less than half of one percent of donations (McGregor-Lowndes et al., 2017).

United Kingdom

Again, the overall ordering of causes is similar. Religious organizations receive 20% of total donations, followed by Social services (homelessness, housing and refugee shelters [6%], children and young people [8%] disabled people [4%] and the elderly [2%]), Health (hospitals [8%] and medical care [5%]), and International organizations (10%). Compared to Canada, animal welfare (7%) accounts for a higher proportion of donations (Charities Aid Foundation, 2017).

United States

Looking at the distribution of total giving (i.e., including giving from foundations, corporations and bequests), 32% of donations went to Religious organizations, 15% to Education, 12% to Human services, 8% to Health, 7% to Public benefit organizations, 5% to Arts & culture, 4% to International, 3% to Environment, and the balance to individuals (Lilly Family School of Philanthropy, 2015).

Giving by method

Although there are many ways for Canadians to donate to charities or nonprofits, three methods account for two thirds of total donations:

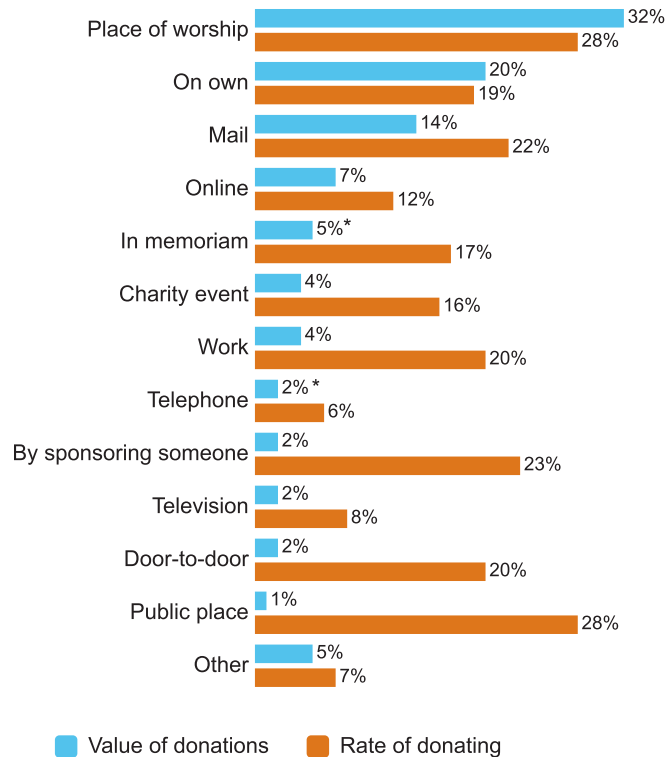
- donating at a place of worship,
- donating on one's own initiative, and
- donating in response to a mail request.

After donating by mail, the next most important method is donating online. In 2013, donations made online accounted for almost 7% of donations – half as much as donations made by mail.¹³ The next three methods (donating in memory of someone, paying to attend a charity event, and donating at work) together accounted for about 13% of donations, with each method accounting for roughly two thirds of the value of online donations. The remaining five methods (donating in response to a telephone request, by sponsoring someone in an event, in response to a television or radio appeal, via door-to-door canvassing, or in a public place such as at a shopping centre or on the street) each accounted for one or two percent of donations. Collectively, these five methods accounted for only about one in every ten dollars donated.

¹³ Online donations are discussed in greater detail in the section dealing with the impact of social media and online giving.

Figure 30: Distribution of donations and donation rate by method, 2013.

**Use with caution*



Interestingly, there is little direct relationship between how *many* Canadians give via a given method and how *much* they give. As an example, just over a quarter of Canadians donate via the two most common methods, but one method (donating at a place of worship) accounts for about twenty times the donations of the other (donating in response to a request made in a public place). Besides donating in a public place, other common methods that account for only a small proportion of total donations include sponsoring someone in an event and donating in response to door-to-door canvassing. Common donation methods that result in larger donations include:

- donating on one's own initiative,
- donation by mail, and
- donating online.

Trends

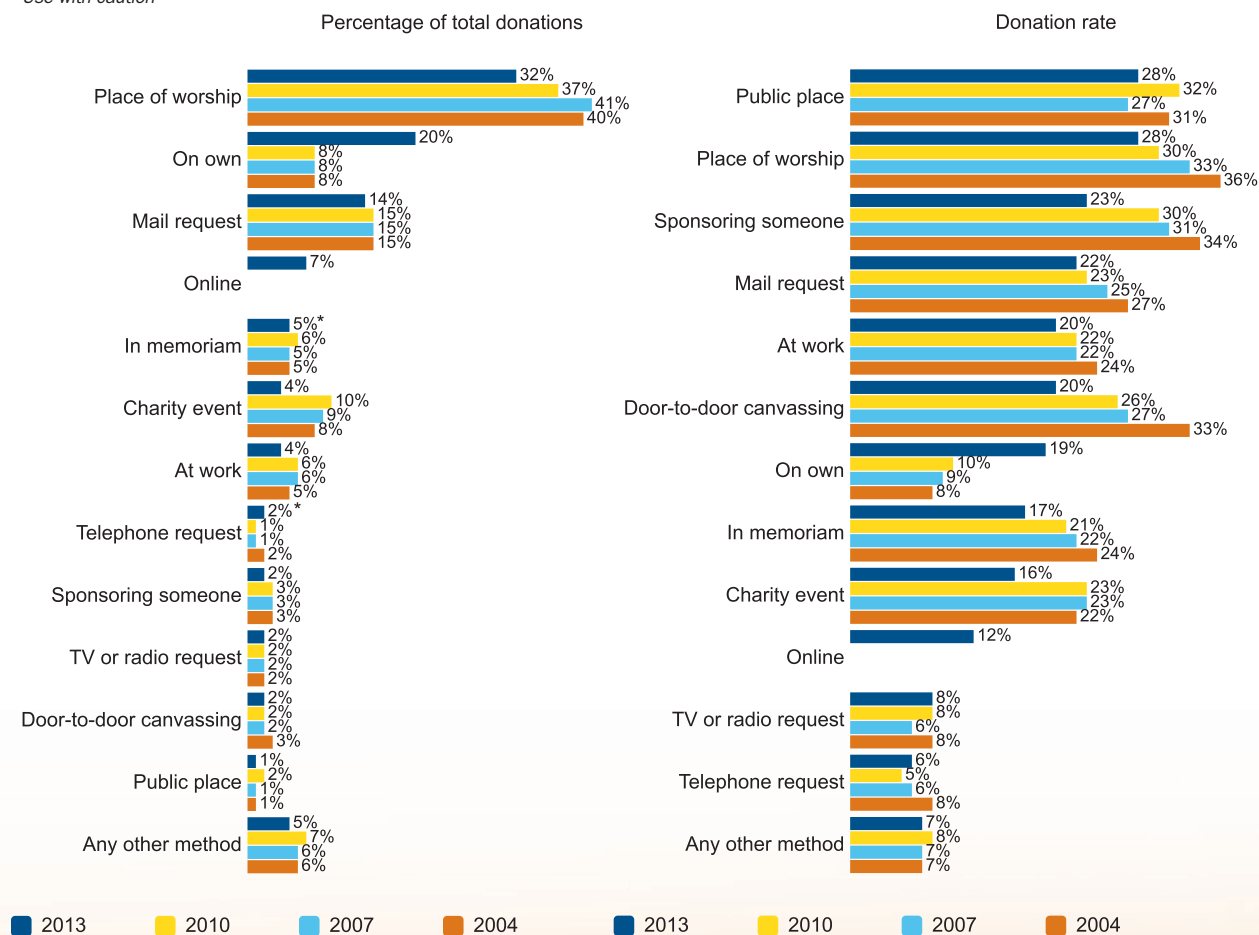
Methodological changes for the 2013 version of the GVP survey make understanding how donation methods have changed over time somewhat challenging.¹⁴ However, it is possible to identify some trends. Looking at shifts between 2004 and 2010, a number of methods appear to have become less common. The largest declines were with donations:

- made in a place of worship,
- by mail,
- by sponsoring someone, and
- via door-to-door canvassing.

Donating on one's own initiative and paying to attend a charity event, on the other hand, became somewhat more common. Although the frequency of these donation methods changed significantly, changes to the amounts donated were smaller. The most noteworthy shift was a decline in donations made in a place of worship. Smaller shifts included a decrease in mail donations and an increase in payments to attend a charity event.

Figures 31: Distribution of total donations and donation rates by method, 2004 – 2013.

**Use with caution*



¹⁴ In 2013, as part of changes to improve coverage of online donating, the order of the questions was changed and donating on one's own initiative was placed much earlier in the sequence. This had the effect of increasing the percentage of Canadians reporting that they donated on their own initiative and decreasing the percentages reporting most methods that had previously followed this option in the sequence.

Barriers and motivations for giving

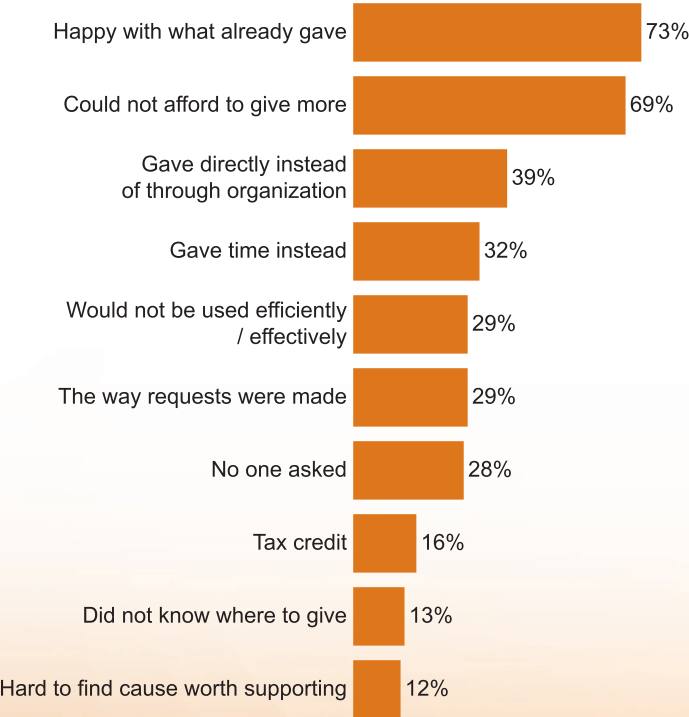
Understanding the factors that encourage and discourage giving is important to anyone running a charity or involved in charity fundraising, marketing or communications. At the level of the individual, barriers and motivations can be highly idiosyncratic and interact in almost limitless ways. Determining exactly how specific factors influence a particular donor is labour intensive and unlikely to be worth the effort unless a very large gift is at stake. Populations – while also variable – are easier to understand and the return on investment is much higher. Because the vast majority of Canadians donate and because the attitudes of non-donors and weakly attached donors (i.e., those who irregularly donate small amounts) are similar, the survey focuses exclusively on donors, asking them whether each of a wide range of motivations and barriers was important to their decision to donate or a reason why they did not give more.

Barriers to giving

The explanations donors provide for not giving more can be placed into three groups depending on how frequently they are cited:

- **Group 1:** They were happy with what they already gave and they couldn't afford to give more. Nearly all donors report one or both of these reasons for not giving more.
- **Group 2:** They gave in other ways (e.g., by volunteering their time); they were concerned about the way the request was made or about how the money would be used; and no one asked. About a third of donors cited each of these reasons for not giving more.
- **Group 3:** The tax credit was not large enough; they didn't know where to give; and found it hard to find a cause worth supporting. Each of these reasons was cited by less than one in six donors.

Figure 32: Barriers to giving more, donors, 2013.



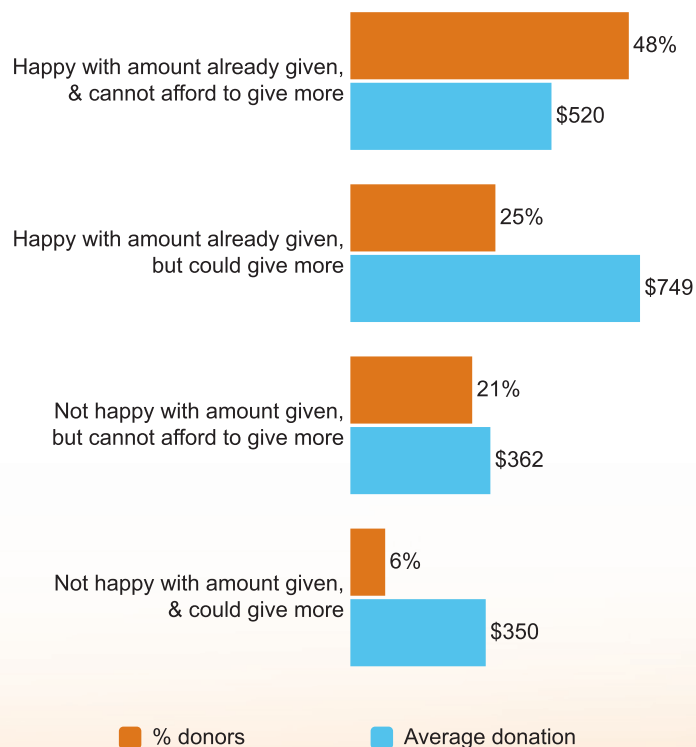
Donors' beliefs about what they have already given and can afford to give have significant effects on their donating behaviours.

- Donors who say they didn't give more because they are happy with the amounts they already gave contribute larger amounts (\$598 on average vs. \$359), make more donations (3.8 on average vs. 3.1) and support more causes (2.6 on average vs. 2.3) than donors who are not happy with the amounts they already gave.
- Donors who say they didn't donate more because they couldn't afford it contribute smaller amounts (\$471 vs. \$671), make fewer donations (3.5 vs. 3.8) and support fewer causes (2.5 vs. 2.6) than those who say they could afford to give more.

The interaction between these two barriers provides an interesting view of the Canadian donor pool.

- Almost half of donors say they are happy with what they have already given and cannot afford to give more. This group gave, on average \$520.
- About a quarter say they are happy with what they've given but could give more. This group had the highest average donation of all groups at \$749.
- About a fifth of donors are unhappy with the amount they've given but cannot afford to give more. This group gave an average of \$362.
- A very small percentage of donors are unhappy with what they've given and admit they could give more. This group had the lowest average donation at \$350.

Figure 33: Percentage of donors and average donations by key barriers to giving more, donors, 2013.



Responses to these two barriers correlate strongly with responses to other barriers in ways that help us understand the attitudes of these different groups of donors.

- Overall, donors who are unhappy with the amounts they gave and could afford to give more are less engaged with charities and less trusting. For example, they are markedly more likely to say they didn't give more because they weren't asked to, because they didn't know where to give, or because they couldn't find a cause worth supporting. They are more likely to express concerns about how charities use donations, but are also less likely to give directly or volunteer instead.
- In contrast, those who are unhappy with the amounts they gave but couldn't afford to give more are significantly more engaged and trusting. They are least likely to say they didn't give more because they weren't asked, couldn't find a cause worth supporting, or were concerned about how donations would be used. They are also more likely than donors who were unhappy with what they gave and could give more to give directly and volunteer.
- The pattern of responses from those who are happy with the amounts they gave correlates with their tendency to make larger donations. They are more likely to dislike how requests for donations were made and to find the tax credits for donating insufficient to motivate greater donations, particularly if they cannot afford to give more. They are also more likely to give directly to those in need and, among those who could not afford to give more, to say they volunteered instead of giving more.

Table 2: Response to barriers by key barriers to giving more, donors, 2013.

	Not happy with amount given & could give more	Not happy with amount given, but cannot afford to give more	Happy with amount already given, but could give more	Happy with amount already given & cannot afford to give more
Gave enough directly instead of through organization	16%	18%	44%	48%
Gave time instead	25%	31%	30%	35%
No one asked	44%	22%	29%	27%
The way requests were made	25%	25%	30%	30%
Would not be used efficiently / effectively	34%	23%	30%	31%
Tax credit not enough incentive	11%	11%	15%	20%
Did not know where to give	25%	13%	10%	13%
Hard to find a cause worth supporting	18%	7%	11%	13%

Demographic variations

The two most common barriers also vary with the demographic attributes of donors. The most interesting finding is that those most likely to say they were happy with what they gave but could give more are older, have higher incomes, and are more likely to be men. These are the same demographic groups that give the most. In other words, the same groups that presently donate the most also offer the most hope for future growth in donations.

Table 3: Key barriers to giving more by demographic characteristics, donors, 2013.

	Not happy with amount given & could give more	Not happy with amount given, but cannot afford to give more	Happy with amount already given, but could give more	Happy with amount already given & cannot afford to give more
Age group				
15 to 24 years	14%	33%	14%	39%
25 to 34 years	7%	29%	20%	45%
35 to 44 years	5%	23%	22%	50%
45 to 54 years	5%	19%	29%	47%
55 to 64 years	4%	16%	32%	49%
65 to 74 years	4%	13%	29%	53%
75 years and over	2%	8%	29%	61%
Sex				
Male	7%	18%	30%	46%
Female	5%	24%	20%	50%
Personal income				
Less than \$20,000	6%	27%	18%	49%
\$20,000 to \$39,999	5%	22%	20%	53%
\$40,000 to \$59,999	6%	20%	26%	49%
\$60,000 to \$79,999	7%	17%	32%	44%
\$80,000 to \$99,999	6%	16%	36%	42%
\$100,000 to \$119,999	8%	8%	46%	39%
\$120,000 or more	6%	8%	54%	31%

Other barriers also vary according to the demographic characteristics of donors. For example:

- As donors age, they have progressively less difficulty identifying causes they would like to support until they reach their mid-60s, at which point they begin to report greater difficulty.
- Although older donors give more, they are also more likely to dislike how requests are made and to believe additional donations would not be used efficiently.
- Men are more likely than women to report all barriers except for volunteering instead of donating.
- Those with higher levels of education are less likely to say they have difficulty knowing where to donate or finding a cause worth supporting. They are also least likely to believe that the support they give directly to others is a sufficient substitute for giving to charities. However, they are more likely to not like how requests were made and to believe that additional donations would not be used efficiently.
- Variations by marital status generally reflect variations by age group (i.e., the views of those who are unmarried tend to mirror the views of younger donors while widows and widowers mirror older donors).

Table 4: Barriers to giving more by demographic characteristics, donors, 2013.

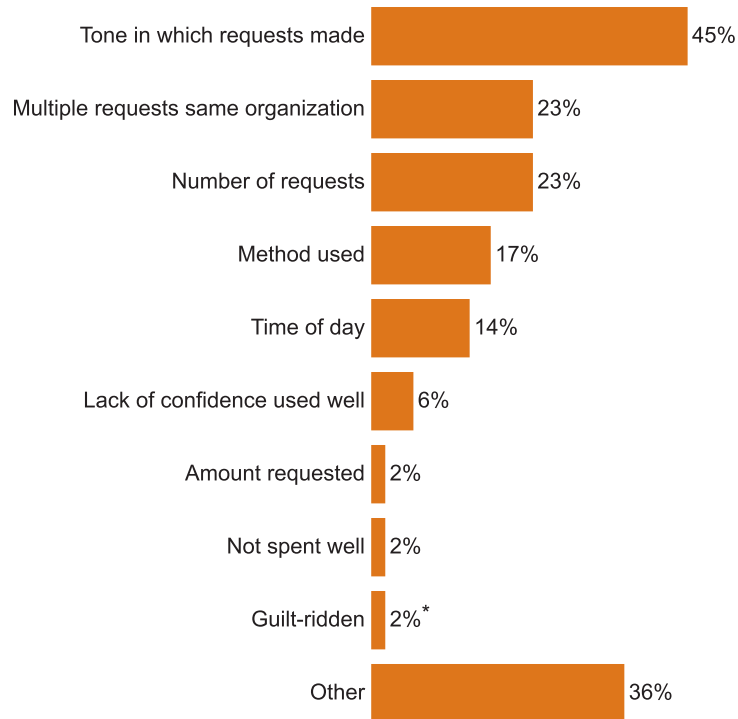
	No one asked	Did not know where to give	Hard to find a cause worth supporting	Gave time instead	Gave enough directly instead of through organization	Tax credit not enough incentive	Would not be used efficiently / effectively	Did not like the way requests were made
Age group								
15 to 24 years	38%	28%	16%	43%	25%	9%	22%	21%
25 to 34 years	33%	15%	12%	30%	27%	16%	25%	26%
35 to 44 years	29%	12%	11%	31%	34%	15%	27%	26%
45 to 54 years	27%	10%	10%	33%	43%	18%	31%	31%
55 to 64 years	22%	8%	9%	32%	44%	19%	33%	31%
65 to 74 years	21%	8%	11%	31%	51%	17%	35%	33%
75 years and over	20%	11%	16%	23%	59%	20%	34%	33%
Sex								
Male	30%	14%	15%	31%	40%	18%	32%	31%
Female	25%	12%	9%	34%	38%	15%	26%	26%
Education level								
Less than High School	28%	23%	19%	36%	48%	17%	26%	23%
Graduated from High School	28%	14%	14%	30%	40%	15%	29%	27%
Post-secondary Diploma	29%	12%	10%	31%	40%	17%	30%	28%
University Degree	26%	8%	8%	35%	32%	17%	30%	33%
Marital status								
Married / common-law	26%	10%	10%	30%	41%	17%	31%	31%
Separated / divorced	22%	7%	10%	32%	40%	15%	26%	21%
Widowed	18%	8%	15%	27%	56%	19%	31%	27%
Single, never married	36%	23%	16%	38%	30%	14%	26%	25%

Concerns about fundraising practices

Just over a quarter of donors said they didn't give more because they dislike how requests for donations are made. Looking at this concern in more detail, we find that the tone of the request is the most common reason given for disliking how requests are made. After tone, the most commonly mentioned issue is the number of requests – too many requests from the same organization and too many requests in general. The method used to make the request and the time of day of the request are the only other concerns mentioned by more than 10% of donors who said they disliked how requests for donations were made.

Figure 34: Specific aspects of concern, donors not liking how requests were made, 2013.

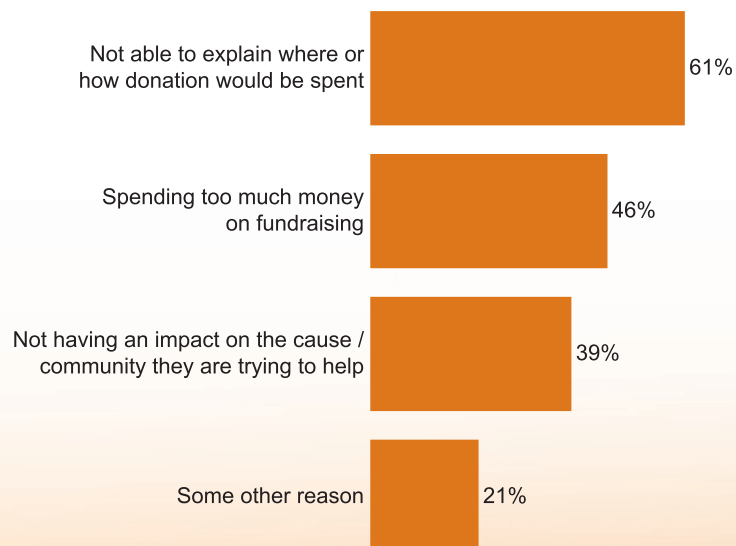
**Use with caution*



Skepticism about charities and their effectiveness

Just over a quarter of donors said they didn't give more because they were unsure additional donations would be used efficiently or effectively. When asked why they believed this, the most common response was that the charity didn't explain to their satisfaction where or how the donation would be used. Other common responses were that charities are spending too much money on fundraising and skepticism about the impact charities have on the causes or communities they are trying to help.

Figure 35: Specific aspects of concern about use of donations, donors concerned donations would not be used efficiently / effectively, 2013.



Other concerns

In addition to skepticism about how donations would be used, nearly three quarters of donors were concerned about charity fraud or scams and just over half thought there were too many charities asking for support – to the point that they sometimes felt like not donating to any of them. Donors holding these opinions were more likely to report virtually all barriers to giving. Those who expressed concern about charity fraud or scams were particularly likely to be skeptical about whether additional donations would be put to good use and to have concerns about how charities are soliciting donations. Those who thought there were too many organizations seeking donations shared these concerns and were also markedly more likely to give directly to others instead of giving to an organization.

Table 5: Response to barriers by negative opinions about charities, donors, 2013.

	Too many organizations seeking donations		Concerned about charity fraud or scams	
	Disagree	Agree	Disagree	Agree
Happy with what you already gave	67%	78%	68%	75%
Could not afford to give more	69%	70%	65%	71%
Not one asked	25%	30%	26%	28%
Did not know where to give	11%	14%	11%	13%
Hard to find a cause worth supporting	7%	15%	7%	13%
Gave time instead	32%	32%	30%	33%
Gave enough directly instead of through organization	28%	48%	30%	42%
Tax credit not enough incentive	11%	20%	13%	18%
Would not be used efficiently / effectively	19%	37%	14%	35%
Did not like the way requests were made	21%	35%	17%	33%

Demographic variations

Older donors, men, those with less than a university education, those who are widowed, who attend religious services infrequently or not at all, and are naturalized citizens are more likely than others to believe there are too many organizations asking for donations. A similar pattern exists among those concerned about charity fraud and scams except that the pattern for frequency of attendance at religious services is reversed (i.e., those who attend religious services infrequently or not at all are less likely be concerned about fraud and scams).

Table 6: Negative opinions about charities by demographic characteristics, donors, 2013.

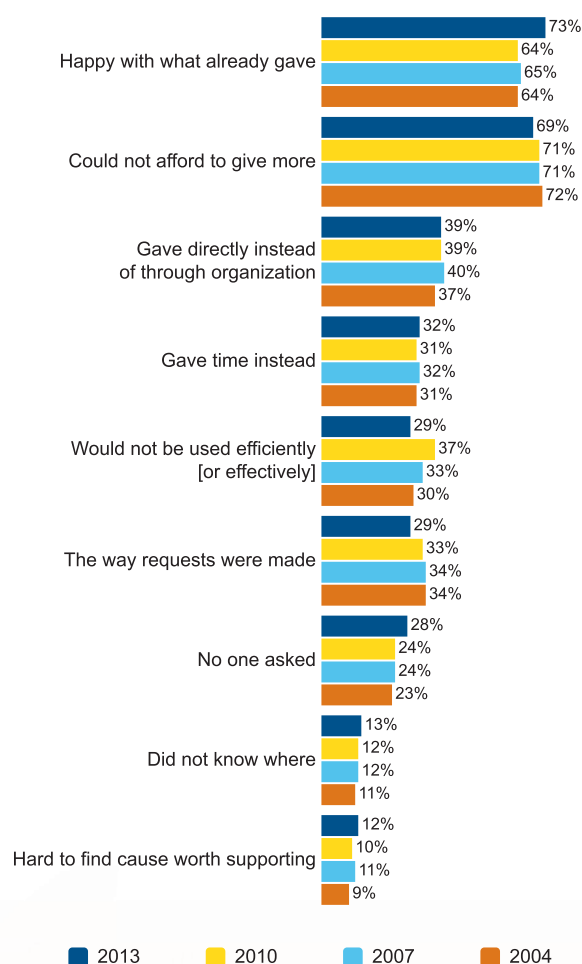
	Too many organizations seeking donations	Concerned about charity fraud or scams
Age group		
15 to 24 years	42%	63%
25 to 34 years	46%	64%
35 to 44 years	54%	71%
45 to 54 years	60%	76%
55 to 64 years	60%	77%
65 to 74 years	66%	78%
75 years and over	64%	78%
Sex		
Male	58%	73%
Female	52%	71%
Education level		
Less than High School	58%	73%
Graduated from High School	55%	74%
Post-secondary Diploma	59%	73%
University Degree	50%	68%
Marital status		
Married / common-law	58%	73%
Separated / divorced	56%	69%
Widowed	62%	78%
Single, never married	46%	68%
Religious attendance		
At least once a week	49%	73%
At least once a month	56%	74%
At least 3 times a year	53%	74%
Once or twice a year	58%	71%
Not at all	57%	71%
Immigration status		
Native-born	55%	71%
Naturalized	59%	78%
Non-Canadian	51%	75%

Trends

The proportion of donors citing most barriers to giving has remained fairly consistent over the past decade, but there are some indications that donors' views of charities are becoming more negative. For example:

- While low, the number of donors saying they have trouble finding a cause worth supporting has steadily increased.
- Between 2004 and 2010, the percentage of donors believing additional donations would not be used efficiently increased steadily.¹⁵
- Between 2010 and 2013, there were significant upticks in the number of donors happy with the amounts they gave and saying they had not been asked to give more.¹⁶

Figure 36: Barriers to giving more, donors, 2004 – 2014.



International comparisons

The barriers faced by Canadian donors are not unique. Many of the barriers reported in the UK and particularly in Australia are strikingly similar, as is their relative ranking (Charities Aid Foundation, 2015; McGregor-Lowndes et al., 2017). In both Australia and the UK, affordability of donations is clearly a key issue, as is lack of a clear understanding of how donations would be used. In Australia, concerns about efficiency and how charities approach donors for their support are similarly ranked as in Canada.

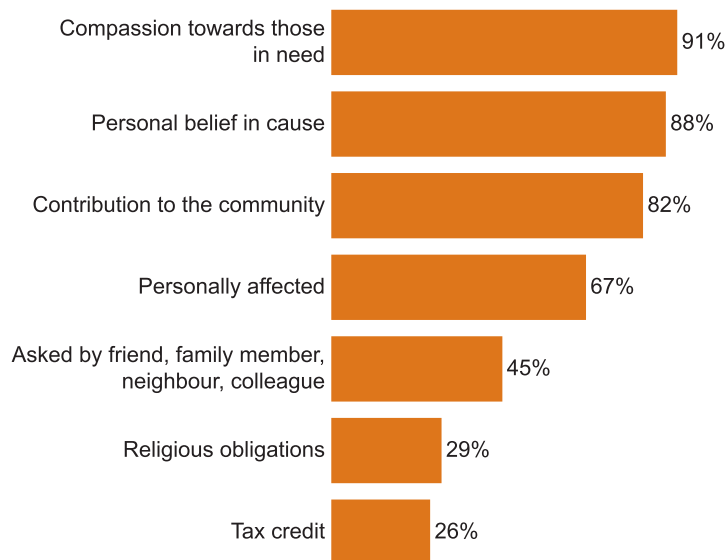
¹⁵ In 2013, the wording of the question was expanded to also capture concerns about the effective use of additional donations. This led to a significant drop in the number of donors expressing concerns, which suggests donors are more concerned about efficiency than effectiveness.

¹⁶ Methodological changes to the 2010 and 2013 versions of the survey make it impossible to be certain whether these figures reflect true shifts in opinion. Only further monitoring will answer this question.

Motivations for giving

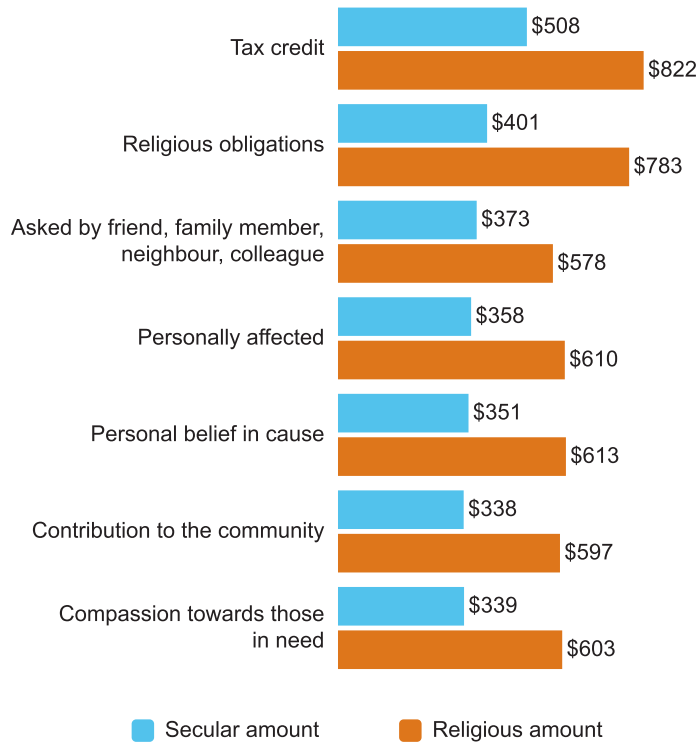
Most Canadians are motivated to donate by a mixture of personal and ideological factors. Ideological factors include feelings of compassion towards those in need and the desire to make a contribution to their community. Personal motivators include belief in the cause of the organization and being personally affected or knowing someone who is affected by the cause. Other reasons for donating, including tax credits received in return for donating and religious obligations, are reported by less than a third of donors.

Figure 37: Motivations for giving, donors, 2013.



Although personal and ideological motivations are reported by a much higher proportion of donors, tax credits and religious obligations have larger effects on the amounts donated. The effect of religious obligations is largely restricted to religious donations. Tax credits, on the other hand, have a large impact on both secular and religious donations. The average amounts contributed by those reporting all other motivations are very similar.

Figure 38: Average secular and religious donations by donors reporting motivation, donors, 2013.



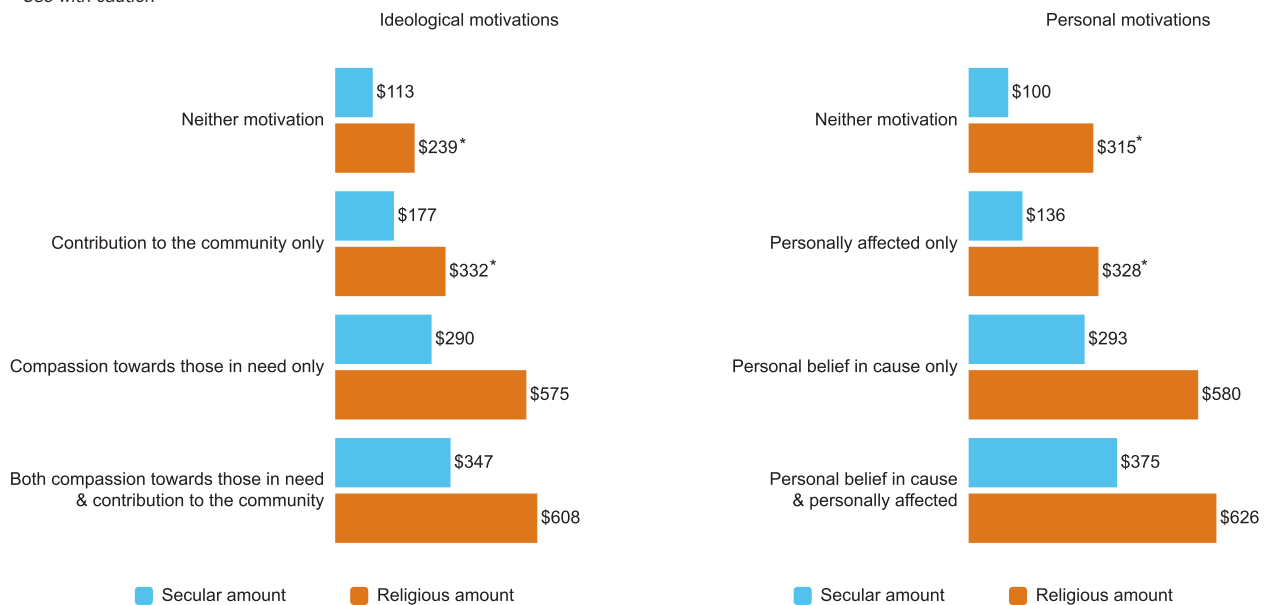
Inter-relationships among motivations

Looking at inter-relationships among the various motivations for giving, we find that donors who report particular motivations are more likely to report other, related, motivations. Examining inter-relationships also helps us see which motivations have more impact. Some key findings include:

- Donors who say they give because of compassion towards those in need are substantially more likely to also say they donate because they want to make a contribution to the community.
- Donors who say they donate because they believe in the cause are substantially more likely to also say they are personally affected by the cause.
- Compassion towards those in need has a much greater impact on donation amounts than the desire to make a contribution to the community.
- Belief in the cause has a much greater impact on donation amounts than being personally affected by the cause.

Figures 39: Average secular and religious donations by donors reporting ideological and personal motivations, donors, 2013.

**Use with caution*



Inter-relationships between motivations and barriers

Looking at the inter-relationships between motivations and barriers is also useful. These findings generally reinforce the conclusions we have already drawn about various groups of donors.

- Donors who are unhappy with the amounts they already gave, but could afford to give more are disengaged. They are the least likely to report almost all motivations for giving – frequently by a very large margin.
- Donors who are happy with the amounts they already gave and couldn't afford to give more are highly engaged. They are the most likely to report nearly all motivations for giving.
- The other two groups fall between these two extremes on most motivations. The most notable exception is with tax credits, which are most frequently reported as a motivation for giving by those who are happy with what they already gave but could give more.

Table 7: Motivations for giving by key barriers to giving more, donors, 2013.

	Not happy with amount given & could give more	Not happy with amount given, but cannot afford to give more	Happy with amount already given, but could give more	Happy with amount already given & cannot afford to give more
Compassion towards those in need	83%	92%	90%	93%
Personal belief in cause	79%	87%	87%	90%
Contribution to the community	71%	83%	80%	84%
Personally affected	52%	66%	67%	71%
Asked by friend, family member, neighbour, colleague	43%	41%	45%	47%
Religious obligations	19%	30%	27%	32%
Tax credit	15%	17%	31%	28%

Demographic variations

The likelihood of reporting most motivations increases until some point in middle age and then declines. For motivations following this pattern, the main variability is what age the peak occurs at (e.g., donating after being asked by a friend, family member or colleague peaks among 35 to 44 year olds, while being personally affected by the cause peaks among 45 to 54 year olds). Tax credits, religious obligations and compassion towards those in need are exceptions to this pattern. The likelihood of reporting these motivations increases with age, with the relationship being strongest for tax credits and religious obligations. Other interesting demographic variations include:

- Women are more likely than men to report all motivations except tax credits.
- The likelihood of reporting most motivations increases with educational attainment; the only real exception to this pattern is religious obligations, which is reported most often by donors with both high and low levels of education.
- The likelihood of reporting most motivations increases with frequency of attendance at religious services. The only exceptions are giving because of being personally affected by the cause or after being asked by a friend, family member or colleague. These motivations are more likely to be reported by donors who attend religious services infrequently than by donors who attend regularly or not at all.

Table 8: Motivations for giving by demographic characteristics, donors, 2013.

**Use with caution*

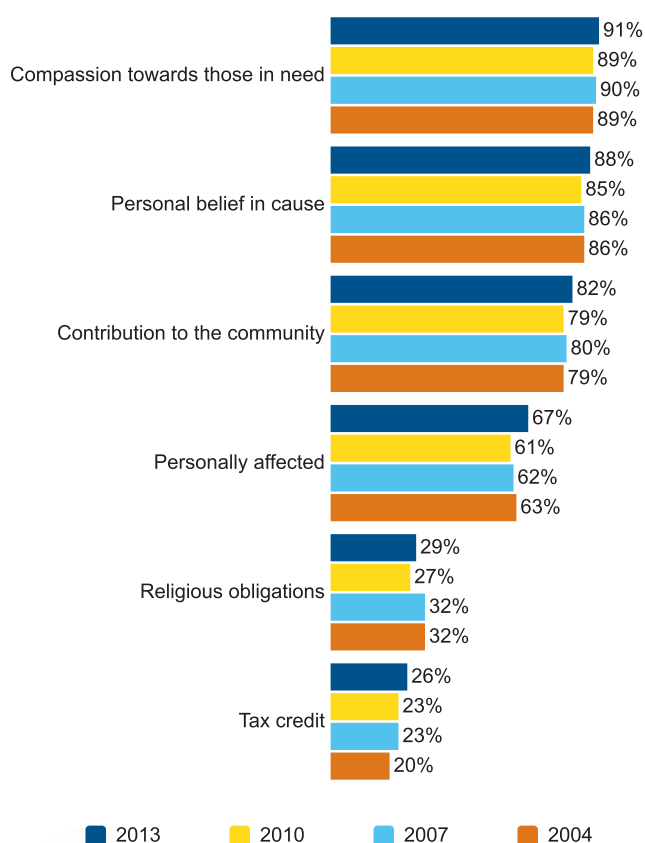
	Tax credit	Religious obligations	Asked by friend, family member, neighbour, colleague	Personally affected	Contribution to the community	Personal belief in cause	Compassion towards those in need
Age group							
15 to 24 years	8%*	23%	38%	54%	81%	80%	87%
25 to 34 years	22%	26%	48%	63%	83%	88%	90%
35 to 44 years	27%	28%	54%	69%	85%	88%	93%
45 to 54 years	27%	26%	51%	74%	83%	92%	92%
55 to 64 years	29%	30%	44%	73%	82%	90%	93%
65 to 74 years	32%	37%	37%	71%	79%	89%	93%
75 years and over	41%	47%	29%	62%	76%	86%	93%
Sex							
Male	26%	27%	43%	63%	80%	85%	89%
Female	26%	31%	47%	72%	84%	90%	94%
Education							
Less than High School	21%	31%	33%	59%	77%	81%	91%
Graduated from High School	22%	28%	40%	67%	80%	86%	91%
Post-secondary Diploma	25%	27%	47%	69%	81%	88%	92%
University Degree	32%	33%	53%	70%	86%	93%	93%
Religious attendance							
At least once a week	33%	72%	44%	66%	88%	91%	95%
At least once a month	34%	56%	46%	70%	86%	91%	95%
At least 3 times a year	26%	32%	51%	71%	85%	90%	94%
Once or twice a year	25%	18%	46%	70%	82%	87%	90%
Not at all	20%	9%	43%	66%	77%	86%	90%

Trends

In general, donors' reasons for giving have remained remarkably consistent over the past decade. There are, however, a few exceptions.

- There has been a steady increase in the percentage of donors citing tax credits as a reason for donating.
- Since 2007, there has been a slight decrease in the proportion of donors saying they gave because of religious obligations.
- The proportion saying they gave because they were personally affected by the cause had been declining, but showed a significant uptick in 2013. However, as with the fluctuations in barriers to giving between 2010 and 2013, it is impossible to be certain whether this is a true shift in attitudes or a result of changes in survey methodology.

Figure 40: Motivations for giving, donors, 2004 – 2014.



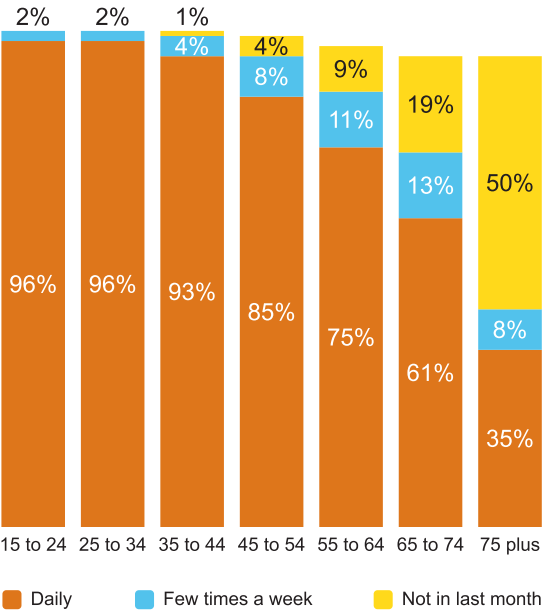
International comparisons

Comparable international studies also seem to show the same range of personal and ideological motivations for giving. In the UK as in Canada, personal values and ones' sense of ethics are more likely to be cited as motivations for giving than personal experiences or interpersonal ties (Charities Aid Foundation, 2014). Religious beliefs, on the other hand, are cited as a motivation by over two thirds of UK donors and appear to rank somewhat higher than they do in Canada. In Australia, belief in the cause or organization and respect for the work that it does are the two most commonly reported motivations, apparently paralleling Canadian donors' belief in the cause. As in Canada, personal ties to the cause are less commonly reported as motivators. Interestingly, desire to improve the community appears to be less commonly cited as a motivator than in Canada (McGregor-Lowndes et al., 2017).

The impact of social media and online giving

Over the past decade and a half, internet access has become ubiquitous and internet-based communications platforms have proliferated. This has driven dramatic changes in how charities communicate with Canadians and how Canadians communicate with one another about charities. In 2016, the most recent cycle of the General Social Survey¹⁷ (GSS) found that 91% of Canadians aged 15 and over use the internet at least a few times each month (Statistics Canada, 2017c). The vast majority of those under the age of 45 use it daily and strong majorities of those under the age of 75 use it at least a few times a week. Only among those 75 and older does half of the population report not using the internet regularly (Statistics Canada, 2017a). Currently, the dominant question facing those seeking to engage Canadians over the internet is not whether Canadians use it, but how they prefer to access it. Most notably, fully three quarters (76%) of respondents to the 2016 GSS reported owning a smart phone.

Figure 41: Frequency of internet use, 2016.¹⁸

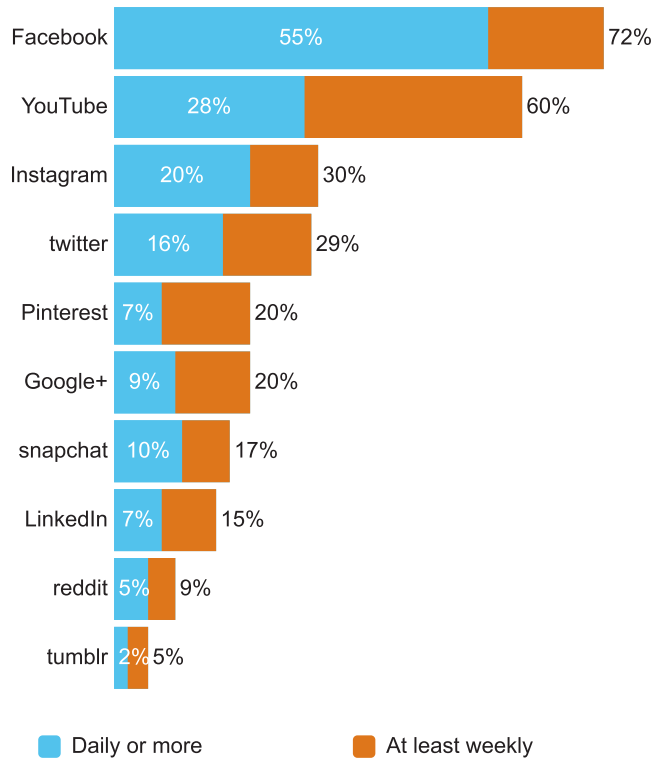


As internet access has become widespread, new communication platforms facilitating decentralized, multimedia, peer-to-peer interactions have emerged and grown. The most popular of these social media platforms, Facebook, currently reports 23 million monthly Canadian users (Shankar, 2017). By way of context, this is equivalent to 57% of the Canadian population, or about 84% of regular internet users aged 15 and over (Statistics Canada, 2017c). Nearly three quarters of Canadians 18 and over are thought to use Facebook at least weekly. Other platforms are less popular, but still regularly engage significant numbers of Canadians. The demographic profiles of users vary from platform to platform, but broadly speaking younger Canadians are more likely to be regular users (Insights West, 2017).

¹⁷ Cycle 30, *Canadians at Work and Home*.

¹⁸ Source: *General Social Survey, Cycle 30, Canadians at Work and Home* (Statistics Canada, 2017a).

Figure 42: Percentage of Canadians using social media platforms, 2017.¹⁹



Not surprisingly, given the large numbers of active users, charities are using these platforms to engage Canadians. While there is widespread consensus that social media use by charities is on the rise and numerous examples of charities with online followers numbering in the tens or hundreds of thousands, to date there have been very few large scale studies intended to measure how prevalent social media use is among charities.²⁰ A 2012 study of approximately 22,000 charities reporting a website address on their T3010 returns found that roughly a third of websites reviewed (equivalent to 10% of charities) had links to some type of social media account on their homepage. The likelihood of using social media was found to vary with the size and cause of charities. Larger charities and charities providing benefits to the community were more likely to use social media, while religious organizations were less likely to do so. In general, the relative popularity of social media platforms among charities broadly mirrored their popularity among Canadians (Fiorini, 2012). Five years on, use of social media by charities is undoubtedly more common, but it should by no means be assumed to be universal.

Significant shifts in patterns of information consumption driven by the rise of the internet and social media give indications as to why charities might seek to engage supporters via social media. Between 2003 and 2013, the proportion of the population regularly following news and current affairs via the internet doubled, from 30% to 59%, while the importance of other media forms, particularly newspapers, declined. This shift was particularly marked among young people, over three quarters of whom follow news and current events via the internet. Men and those with higher levels of education were also more likely to follow news and current events via the internet (Turcotte, 2016).

¹⁹ Source: 2017 Canadian Social Media Monitor (Insights West, 2017).

²⁰ That said, there are a number of useful studies of how charities and nonprofits use social media, including benchmarking studies. However, they tend to include organizational forms beyond charities and to draw on convenience samples of organizations making heavier use of social media.

Table 9: Access to news and current events by media form, those following news and current events, 2013.²¹

	Newspaper	Magazines	Television	Radio	Internet
Sex					
Male	48%	15%	73%	49%	62%
Female	50%	19%	77%	48%	55%
Age group					
15 to 34	39%	13%	60%	43%	77%
35 to 54	45%	16%	75%	64%	63%
55 and older	62%	21%	89%	48%	36%
Education					
Less than High School	52%	13%	86%	41%	20%
High School Diploma	51%	15%	82%	47%	43%
Post Secondary Diploma	50%	17%	79%	52%	57%
University Degree	51%	23%	71%	54%	76%

Online giving

While charities are clearly making considerable use of social media to raise awareness, to engage supporters, and to mobilize and advocate, how this relates to levels of giving and patterns of donation is not entirely clear. However, what we do know is that online donations are on the rise. From an organizational perspective, the percentage of charities reporting internet fundraising on their T3010 returns has increased from 4% in 2010 to 9% in 2015.²² In terms of the specific donating platforms used by charities, a benchmarking study by Framework found that 86% of the charities they looked at had some sort of method for online donation.²³ About half used CanadaHelps, 15% had some sort of custom-built funding solution, 12% used PayPal and the balance used some other platform (Canadian Internet Registration Authority & Framework, 2015).

From a donor perspective, 12% of Canadians responding to the 2013 GVP reported making at least one donation online and collectively they contributed at least \$860 million online, equivalent to approximately 7% of total reported donations. These levels of giving are comparable to the UK, where 9% of donors reported having made an online donation in 2013, and the United States, where online fundraising was believed to account for just over 6% of total 2013 fundraising revenue (Charities Aid Foundation, 2014; MacLaughlin, 2017). Judging from recent trends in the UK (where the percentage of donors contributing online has risen to 26%) and the US (where online fundraising is now thought to account for just over 7% of total fundraising revenue) it is very likely that current Canadian figures are somewhat higher (Charities Aid Foundation, 2017; MacLaughlin, 2017). Donors who are younger, have higher levels of education, and higher incomes are more likely to donate online.

²¹ Source: General Social Survey, Cycle 27, Social Identity (Turcotte, 2016).

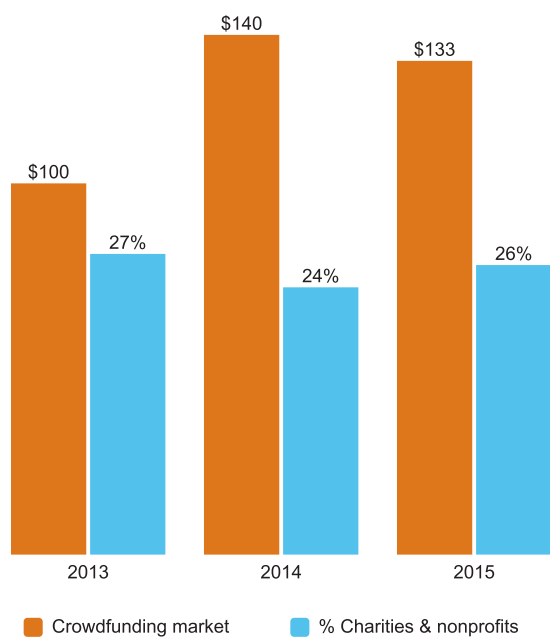
²² Source: Authors' analysis of T3010 returns.

²³ While this appears to be a self-selecting sample of charities, it is likely to be broadly indicative of the donation platforms being used by charities engaged in online fundraising.

Crowdfunding

This emergent form of fundraising has garnered a great deal of attention over recent years. As described by HiveWire, three elements are involved: the fundraiser, potential supporters (i.e., the “crowd”) and a platform to facilitate the campaign (Ania & Charlesworth, 2015). Campaigns collect comparatively small amounts from large numbers of donors and to be successful they require wide dissemination and tend to make extensive use of various social media platforms. While crowdfunding has attracted great interest from charities, the available evidence indicates that it currently plays a fairly small role when compared to donating more generally. Since 2013, charities and nonprofits have been accounting for roughly a quarter of total funds raised via crowdfunding (National Crowdfunding Association of Canada, 2016). Given the total estimated size of the crowdfunding market in Canada, this would be equivalent to approximately \$35 million dollars in 2015. A recent study of crowdfunding on the Indiegogo platform found that charities and nonprofits accounted for about 8% of total campaigns, with Canadian organizations accounting for about 6.5% of nonprofit and charitable campaigns. The vast majority of campaigns were small, raising less than \$20,000 (Ania & Charlesworth, 2015).

Figure 43: Estimated size of total crowdfunding market and percentage of total market accounted for by charities and nonprofits (\$ millions), 2013 – 2015.²⁴



To date, there is little research indicating how common crowdfunding is among Canadian donors. In the United States, 22% of adults reported having contributed to some sort of online crowdsourced initiative. Those who were younger, female, had higher levels of education, and had higher incomes were more likely to report having contributed. The most common type of initiative was to provide help to someone in need (reported by two thirds of supporters). Roughly half as many reported contributing to fund a new product, support a school, or fund a creative artist, and one in ten contributed to support a business (Smith, 2016).

²⁴ Source: 2016 Alternative Finance Crowdfunding in Canada (National Crowdfunding Association of Canada, 2016).

Giving as a learned behaviour

How do people become givers? Most researchers assume that this behaviour is, in one way or another, learned. To be learned, a behaviour does not have to be formally taught; it may also be learned by observing others carrying out the behaviour or by absorbing values that encourage the behaviour. Learning can also take place in many settings: at home, at school, at a place of worship, or at activities that take place outside of these settings.

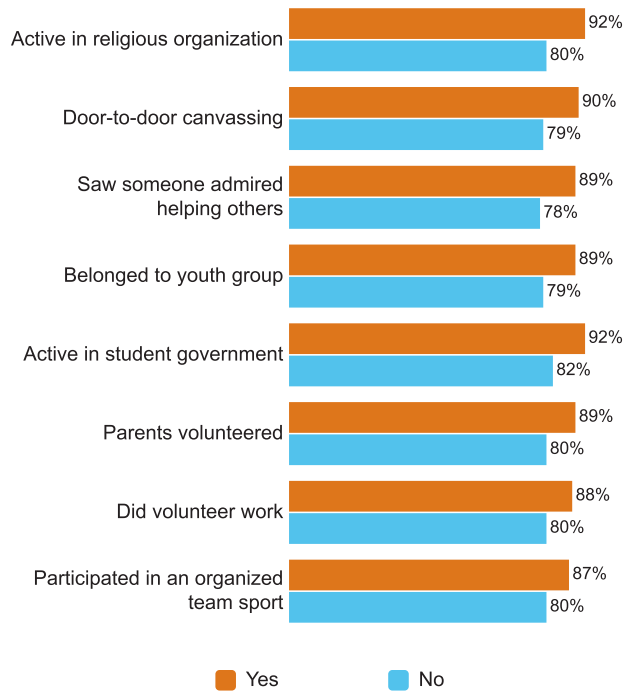
Initial learning about most aspects of life occurs, of course, within families. On this point, research using panel data from the United States has shown that the giving of parents and children is correlated (Wilhelm, Brown, Rooney, & Steinberg, 2008). The correlation is stronger for giving to religious causes than giving to secular causes. The authors speculate that this may be because religiosity is transmitted from parent to child or because religious giving is more “strongly socialized” than secular giving. Learning about giving within the family can be implicit, explicit or both. Another study carried out in the US using panel data found that talking to children about charity had more impact on children’s giving than role modelling alone (Lilly Family School of Philanthropy & United Nations Foundation, 2013). Talking was equally effective regardless of the parents’ income level or the child’s gender, race or age. The authors conclude that their study “provides compelling evidence that parents play an important role in preparing their children to become charitable adults.”

Learning about giving can also occur in school. Many school-based programs are not specifically focused on giving, but on related behaviours such as civic participation and volunteering (e.g., community service requirements for secondary school students). However, to the extent that these programs raise awareness of community needs and charitable organizations and activities, they may also have an impact on giving behaviour. One program that specifically aims to teach giving behaviours to Canadian secondary school students is the Youth and Philanthropy Initiative (YPI). In 2015-16, almost 18,000 students were engaged in YPI projects in 106 schools across the country (Youth and Philanthropy Initiative, 2016). Students participating in YPI work in teams to identify and research social issues in their community and charities that address these issues. The teams then select a specific charity, research it in more detail, and prepare and deliver a presentation on their chosen issue and charity. The team that gives the most compelling presentation in each school is awarded \$5000 to give to their chosen charity. Studies of similar programs in the US have found that alumni of such programs give to charity at a higher rate than the national average (Olberding, 2011).

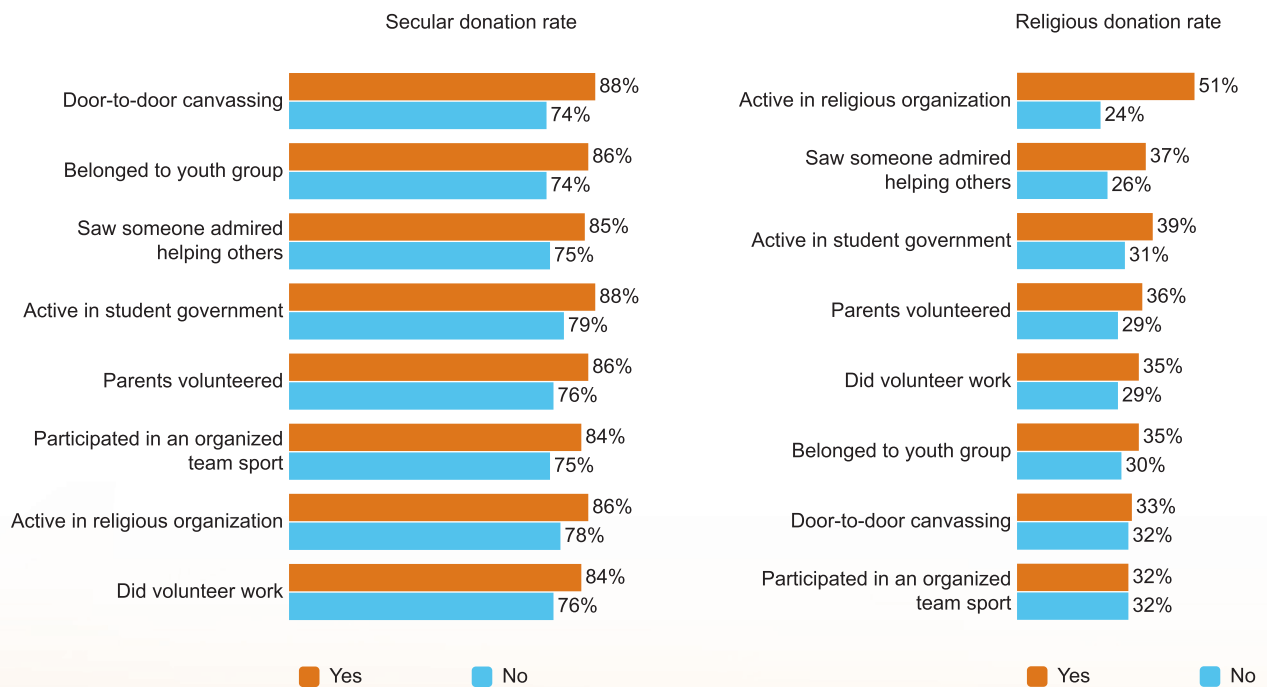
There is not much data available that can shed light on how Canadians learn to give. In 2010, however, the GVP asked respondents if they had a variety of experiences when they were young that research has shown are related to giving. The experiences included: participating in a religious organization, youth group, student government, and organized sports; door-to-door canvassing; and volunteering. The survey also asked respondents if their parents volunteered or if they saw someone they admired helping others.

The findings show that Canadians who participated in or observed each of these activities when they were young were more likely to donate as adults. All the youth experiences mentioned in the survey were related to donating to secular causes. Being active in a religious organization when young had by far the largest impact on the likelihood of donating to religious causes as an adult. Most of the other youth experiences also had a positive impact on donating to religious causes, with the exception of door-to-door canvassing and participating in organized sports.

Figure 44: Likelihood of donating by youth experiences, Canadians, 2010.



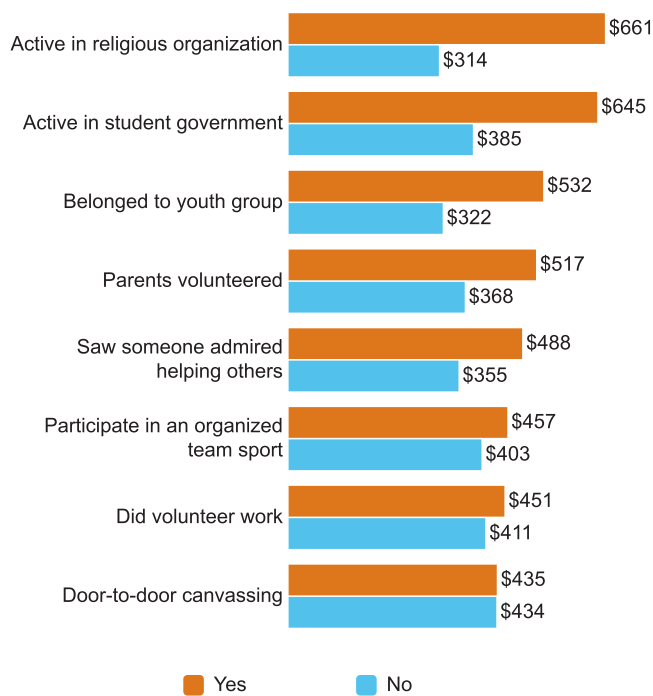
Figures 45: Likelihood of donating to religious and secular causes, by youth experiences, Canadians, 2010.



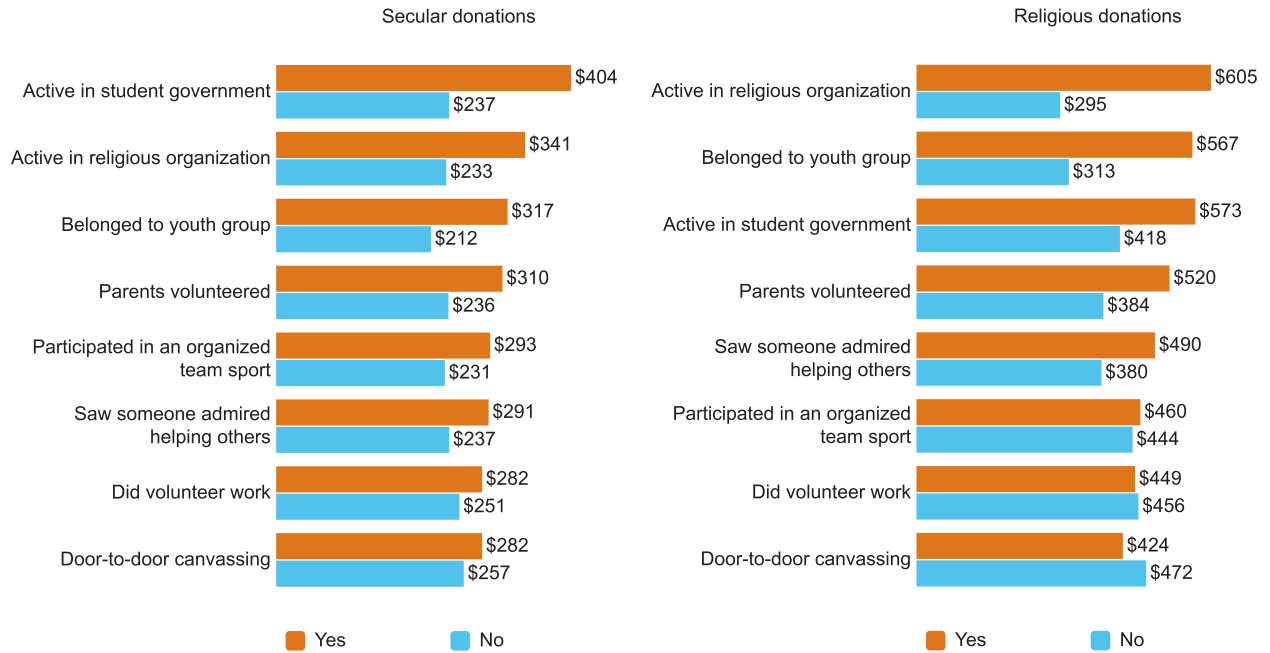
Most of the youth experiences included in the survey also positively influenced the amounts Canadians donate. Being active in a religious organization as a youth had the largest impact on the amount donated as an adult, followed by being active in student government or a youth group. Those who had parents who volunteered or saw someone they admired helping others also donated more. The other youth experiences did not have a significant impact on donation amounts. Looking at secular and religious donations separately, the youth experience with the most impact on secular donations was being active in student government while the youth experience with the most impact on religious donations was being active in a religious organization as a young person.

These findings are consistent with findings reported by Reed & Selbee, who also found that most youth experiences had an impact on giving behaviour even when the effects of other strong correlates such as gender, age, income, education and religiosity were held constant (Reed & Selbee, 2001; Reed & Selbee, 2002).

Figure 46: Average amounts donated by youth experiences, all causes, donors, 2010.



Figures 47: Average amounts donated by youth experiences, secular and religious causes, donors, 2010.



Younger Canadians

The giving behaviours of younger Canadians²⁵ differ from those of older Canadians in several significant ways. Most importantly, younger Canadians are less likely to donate, tend to make smaller donations, and support fewer individual causes. These factors are interconnected and drive much of what is different about the behaviour of younger Canadians. For example, they explain why young people are less likely to support particular causes and to donate by almost all methods.

The younger Canadians are, the more their levels of giving differ. Those aged 15 to 24 are less likely to donate than those aged 25 to 34 who are, in turn, less likely to donate than those 35 and older. Those in the youngest age group also donate less, on average, than those in the middle age group, who in turn donate less than the oldest age group. Finally, 15- to 24-year-old donors tend to give to fewer causes than 25- to 34-year-olds, while donors 35 and older give to the most causes.

Table 10: Donation levels, younger vs. older Canadians, 2013.

	Donation rate			Average donation			Average number of causes
	Total	Secular	Religious	Total	Secular	Religious	
Age group							
15 to 24	67%	59%	21%	\$219	\$148	\$276	2.1
25 to 34	81%	77%	26%	\$366	\$221	\$482	2.9
35 and older	86%	81%	35%	\$627	\$378	\$631	4.0

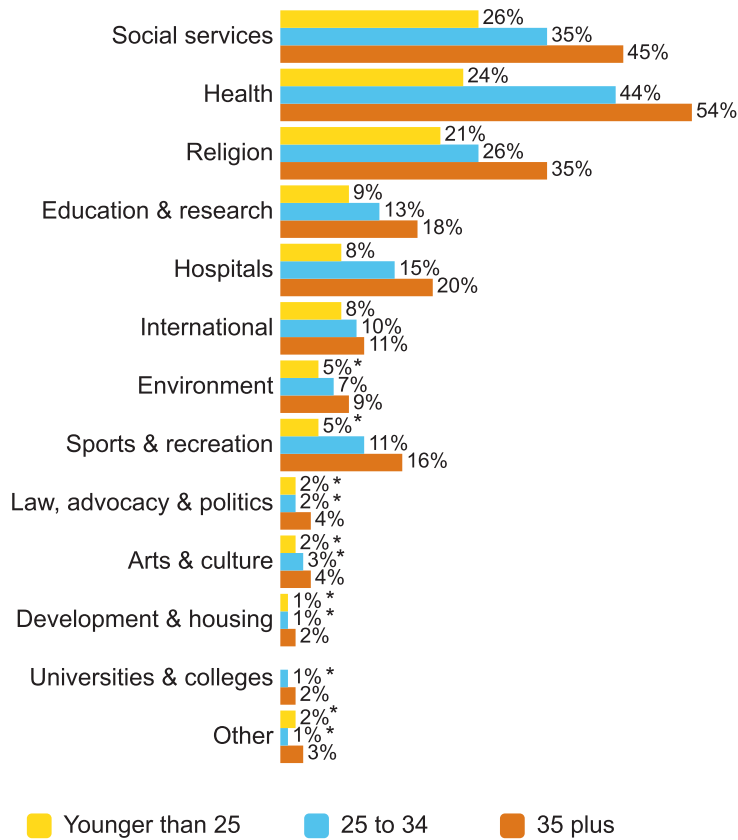
²⁵ In this report, younger Canadians are defined as those younger than 35 years of age.

Giving by cause

Younger Canadians – particularly those aged 15 to 24 – are less likely to donate to any given cause. These differences are most obvious when looking at causes with broad bases of support, such as Health, Social services, Religion and Hospitals, but are statistically significant even for causes with lower overall levels of support.

Figure 48: Donation rate by cause, younger vs. older Canadians, 2013.

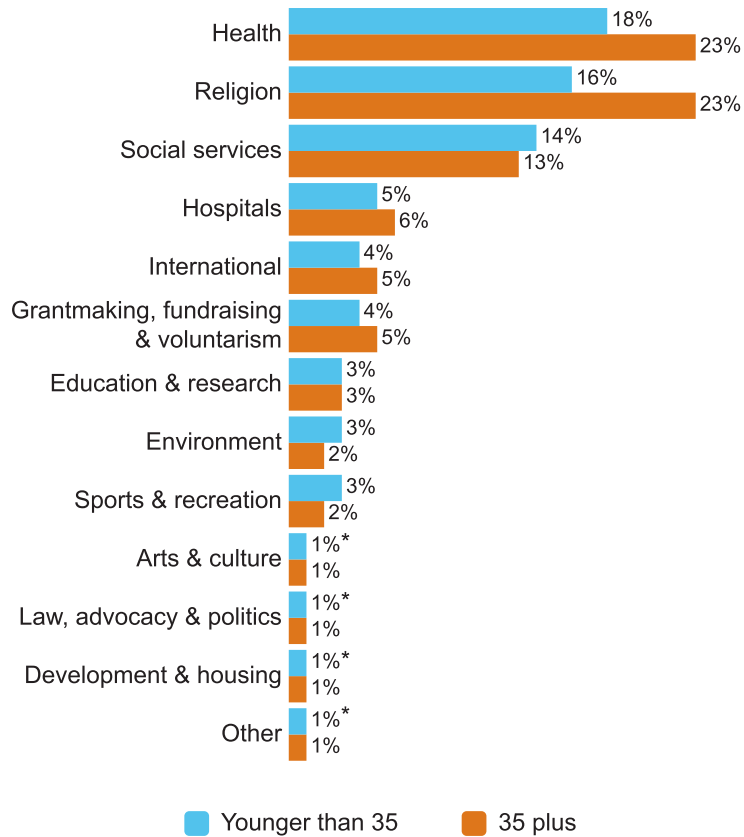
**Use with caution*



In general, the lower levels of support younger Canadians provide to most causes do not appear to stem from any particular aversion to those causes. When we look at the causes that are most important to a given donor (i.e., the single causes they gave the most money to) we find that younger and older Canadians are quite similar. There are two exceptions to this pattern: Health and Religion. Younger donors are significantly less likely than older donors to view these causes as their major focus for giving.

Figure 49: Donation rate by major cause, younger vs. older Canadians, 2013.

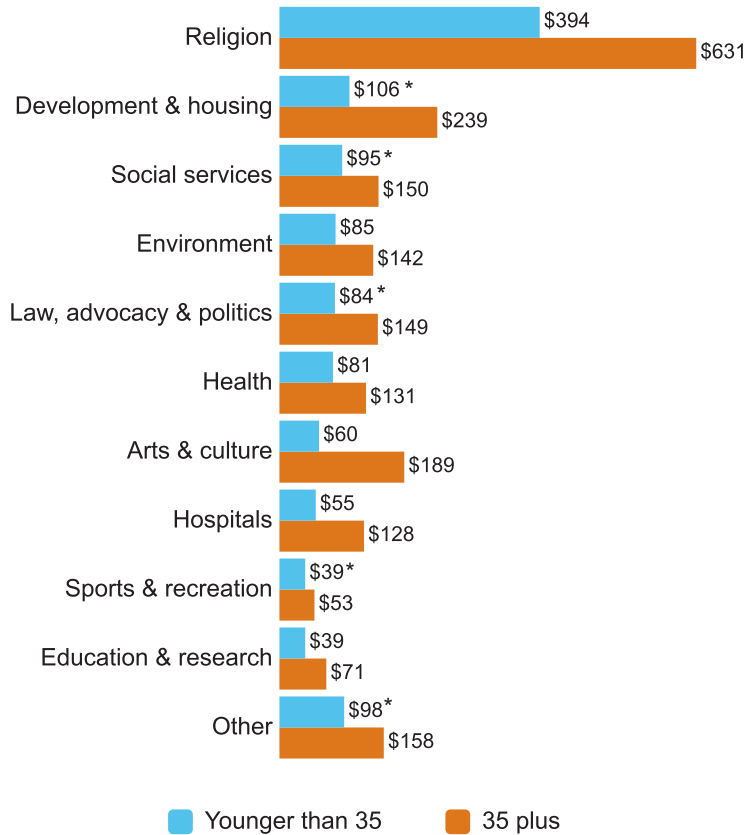
**Use with caution*



In addition to being less likely to donate to most causes, younger donors tend to give smaller amounts to the causes they support. For all causes, the average donation from younger donors is smaller than the average from older donors. The biggest difference in absolute dollar amounts is for Religious organizations, while the biggest difference in percentage terms is for Arts & culture organizations. The smallest difference is for Sports & recreation organizations.

Figure 50: Average donation amount by cause, younger vs. older donors, 2013.

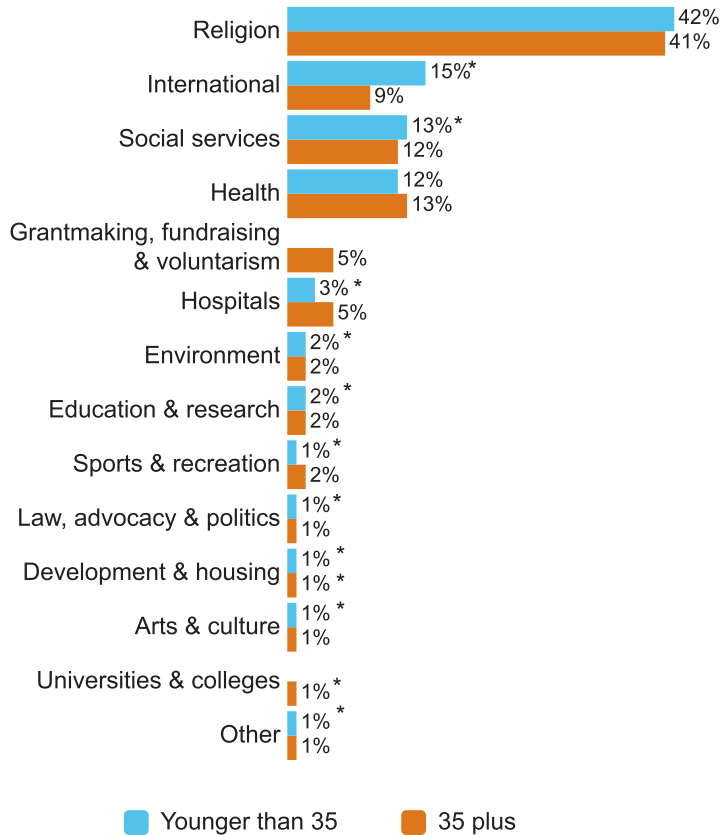
**Use with caution*



As with their lower likelihood of donating to particular causes, the fact that younger donors make smaller donations to any given cause does not appear to be driven by reluctance to support them. Regardless of their quite different levels of giving, younger and older donors allocate their donations essentially identically. The only statistically significant difference is with Hospitals, which receive 3% of total donations from younger donors and 5% of total donations from older donors.²⁶

Figure 51: Distribution of donations by cause, younger vs. older donors, 2013.

**Use with caution*



²⁶ Although levels of support for some causes appear to differ much more on the accompanying figure (e.g., International development & relief), these differences are not statistically significant.

Donation methods

Younger Canadians are less likely than older Canadians to donate via virtually all methods. Given that they are less likely to donate at all, this is not a surprising finding. However, there are greater differences with some methods than others. The largest differences are for donations made:

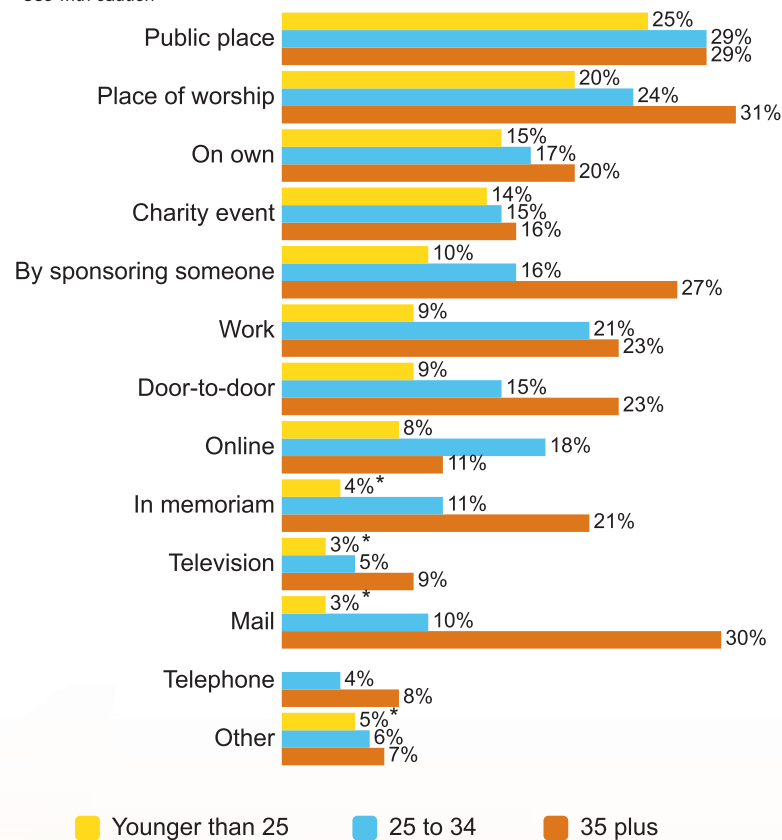
- in response to a mail request,
- by sponsoring someone in an event,
- in memory of someone,
- at a place of work, and
- via door-to-door canvassing.

Donation methods with smaller differences between younger and older donors include:

- paying to attend a charity event, and
- in response to a request in a public place (such as on the street or in a shopping centre).

Figure 52: Donation rate by method, younger vs. older Canadians, 2013.

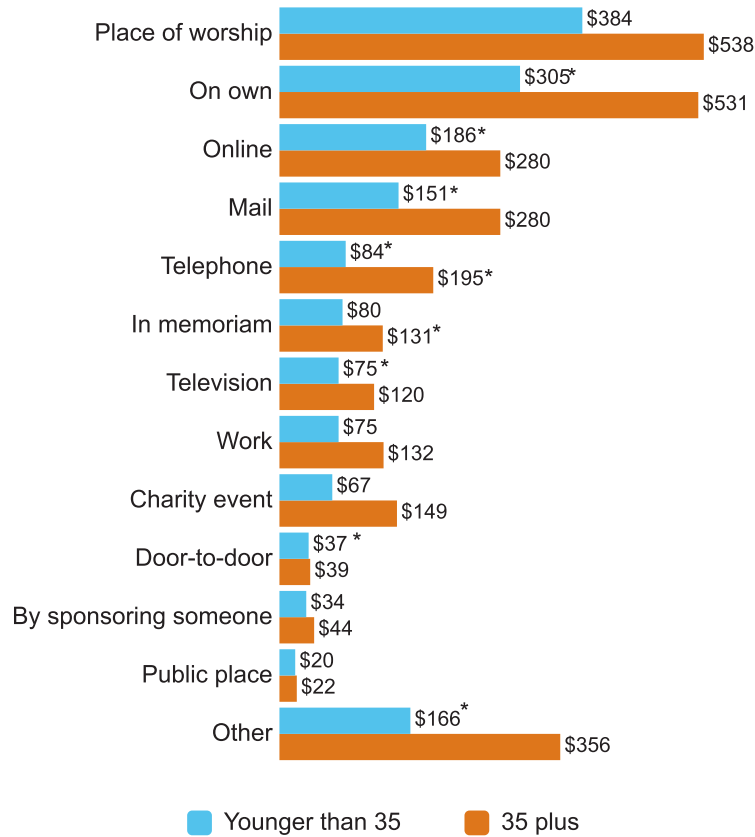
**Use with caution*



Younger donors also tend to donate smaller amounts via any given method. For example, among those donating in response to a mail request the average donation from young donors is slightly over half that from older donors, as is the average donation made through one's place of work. For donation methods that tend to attract smaller amounts, donations from older and younger donors are much more comparable.

Figure 53: Average donation amount by method, younger vs. older donors, 2013.

**Use with caution*



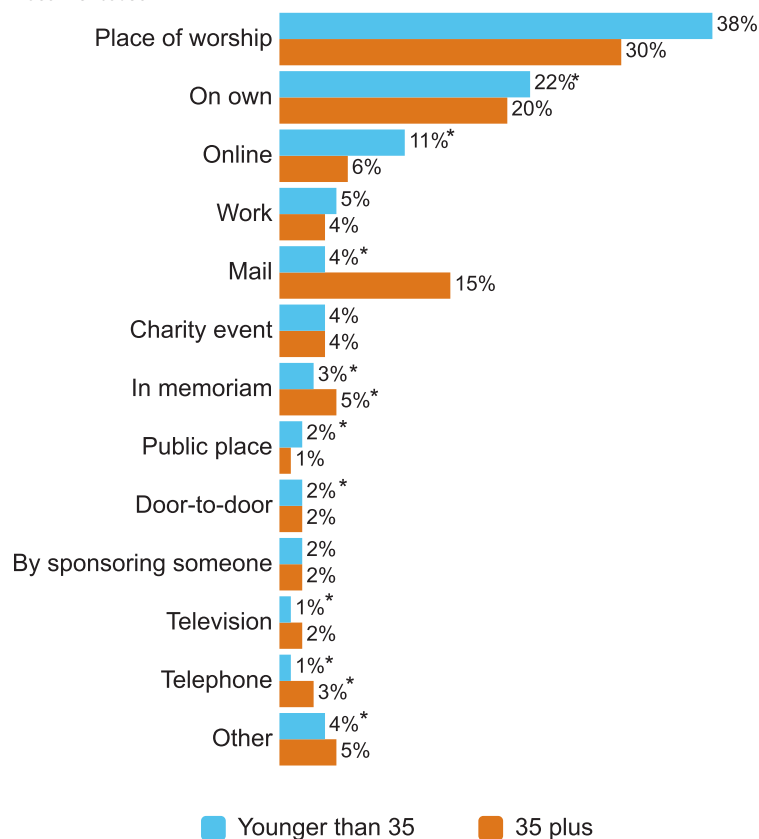
Looking at which donation methods account for the largest portion of donation value, the most important methods for young donors are donating:

- through a place of worship,
- on one's own initiative, and
- online.

Overall, the most important difference between younger and older donors is with donations by mail. This single factor explains why a number of other donation methods are more important among young donors.²⁷

Figure 54: Distribution of donations by method, younger vs. older donors, 2013.

**Use with caution*



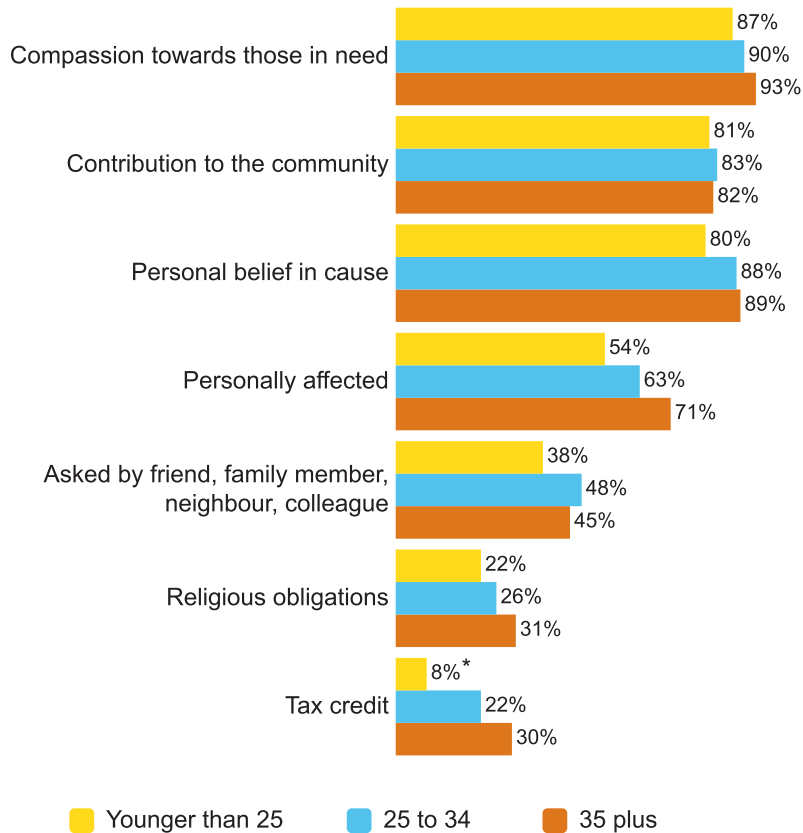
²⁷ Although the differences with any given method are not great enough to be statistically significant at the .05 level, the total difference is.

Motivations and barriers

Younger donors appear to attach the same relative importance to most motivations for giving as older donors. Where they differ from older donors is that they are less likely to report most motivations. Donors 15 to 24 are less likely than older donors to report all motivations and 25- to 34-year-old donors are statistically less likely to report about half of them. The biggest differences between older and younger donors are with tax credits and being personally affected by the cause the organization supports. The smallest differences are with feelings of compassion towards those in need and the desire to make a contribution to the community (the two most commonly reported motivations).

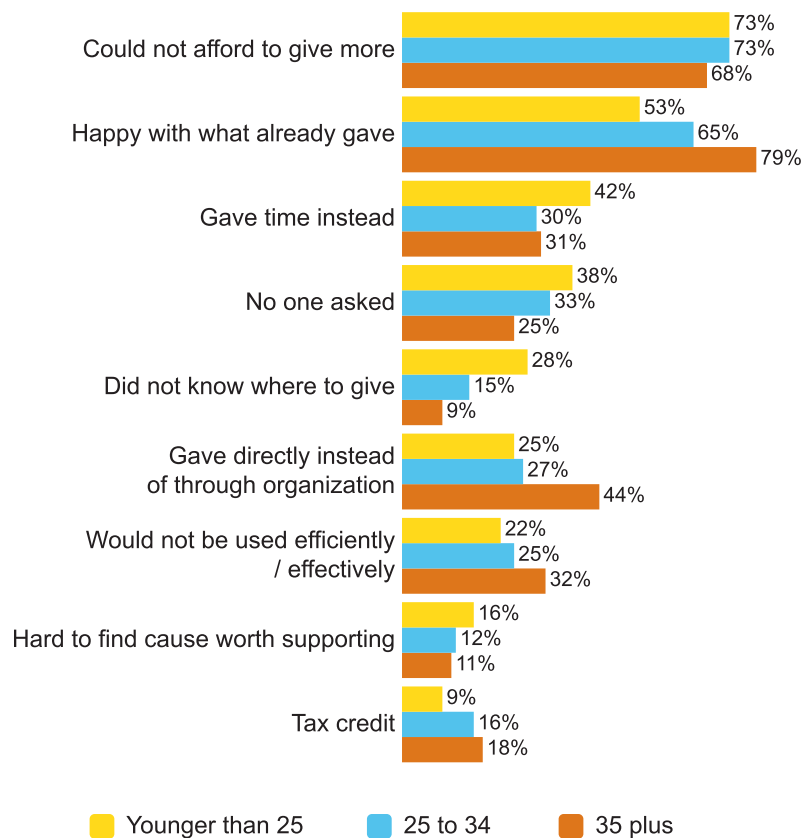
Figure 55: Motivations for giving, younger vs. older donors, 2013.

**Use with caution*



Interestingly, given the similarity in motivations, younger donors cite quite different barriers than older donors. Looking at the pattern of responses, it appears that younger donors are willing to give more – within their means – but are not being effectively engaged. For example, younger donors are less likely than older donors to feel their donations would not be used efficiently/effectively. They are also less likely to give directly to those in need instead of giving to an organization and less likely to be happy with the amounts they already gave. However, younger donors are more likely than older donors to say they are not being asked to give more and don't know where to give.

Figure 56: Barriers to giving more, younger vs. older donors, 2013.



Older Canadians

Overall, older Canadians are slightly more likely to donate than younger Canadians. Those aged 65 to 74 are the most likely to donate to secular causes, while those aged 75 and older are most likely to donate to religious causes. Older Canadians also give larger amounts and donate to more causes. In terms of total donations to all causes, the average donation made by those 65 and older is about one and a half times the average donation made by younger donors. Interestingly, the average donation to religious organizations made by those 65 to 74 is larger than the average donations of both younger and older donors. Differences in average donations to secular causes are not statistically significant.

Table 11: Donation levels, older vs. younger Canadians, 2013.

	Donation rate			Average donation			Average number of causes
	Total	Secular	Religious	Total	Secular	Religious	
Age group							
15 to 64	82%	76%	29%	\$488	\$315	\$529	3.4
65 to 74	86%	82%	39%	\$724	\$341	\$819	4.5
75 and older	85%	77%	49%	\$731	\$394	\$591	4.3

Giving by cause

Older Canadians are more likely than younger Canadians to give to most causes. They are particularly likely to give to the following types of organizations:

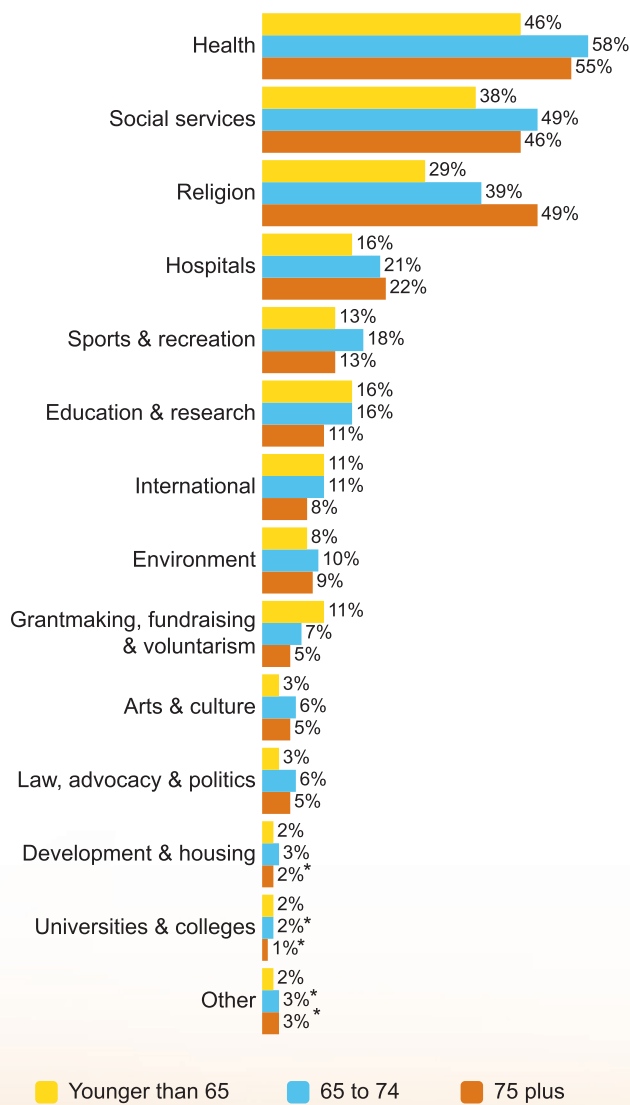
- Religion,
- Health, and
- Social services.

Older Canadians are less likely to give to organizations working in the areas of:

- Grantmaking, fundraising & voluntarism, and
- Education & research.

Figure 57: Donation rate by cause, older vs. younger Canadians, 2013.

**Use with caution*



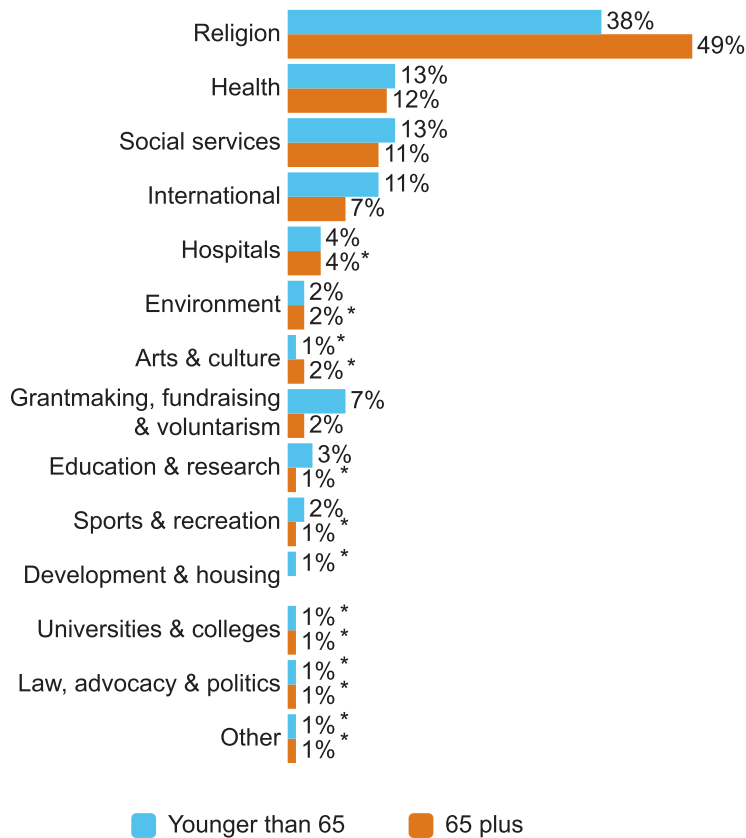
While older Canadians are more likely to donate to most causes, this does not necessarily translate into higher donations. Older donors devote more of their giving to organizations working in the areas of:

- Religion,
- International development and relief,
- Grantmaking, fundraising & voluntarism, and
- Education & research.

For all other causes, the differences between older and younger donors are not large enough to be statistically significant.

Figure 58: Distribution of donations by cause, older vs. younger donors, 2013.

**Use with caution*



Donation methods

Based on their donation patterns, older Canadians prefer quite different donation methods than younger Canadians. Those older than 65 are markedly more likely to donate:

- by mail,
- at a place of worship, and
- in memory of someone.

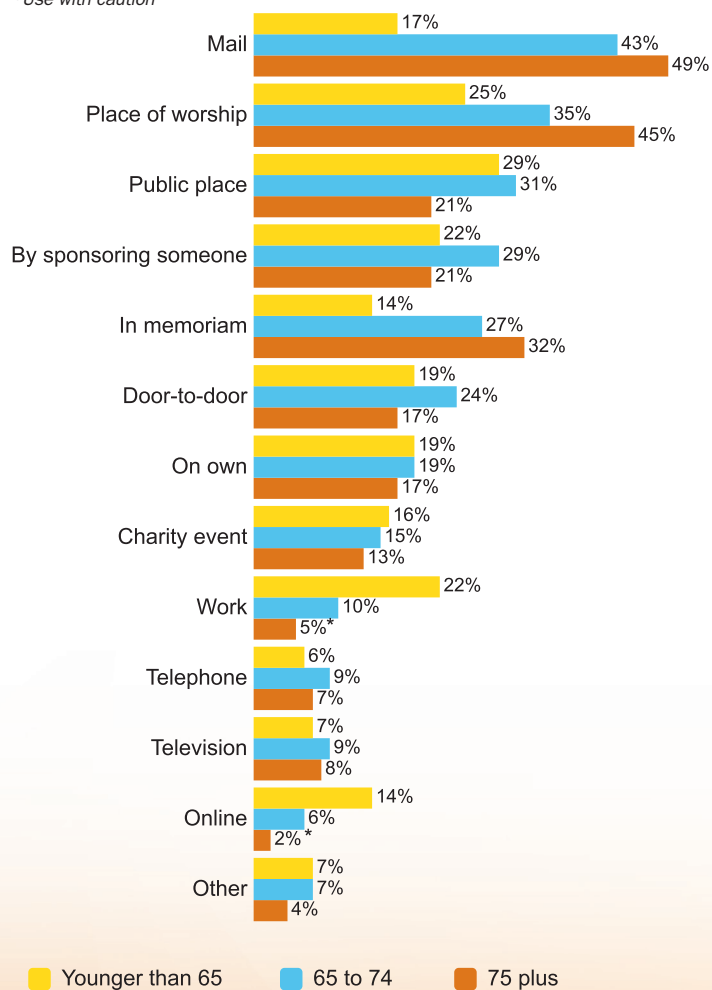
Donors between 65 and 74 years of age differ somewhat from those 75 and older. Those aged 65 to 74 are slightly more likely to donate:

- by sponsoring someone,
- in response to door-to-door canvassing, and
- after a telephone request.

Older Canadians, particularly those 75 and older, are less likely to donate online and, not surprisingly, at their place of work.

Figure 59: Donation rate by method, older vs. younger Canadians, 2013.

**Use with caution*



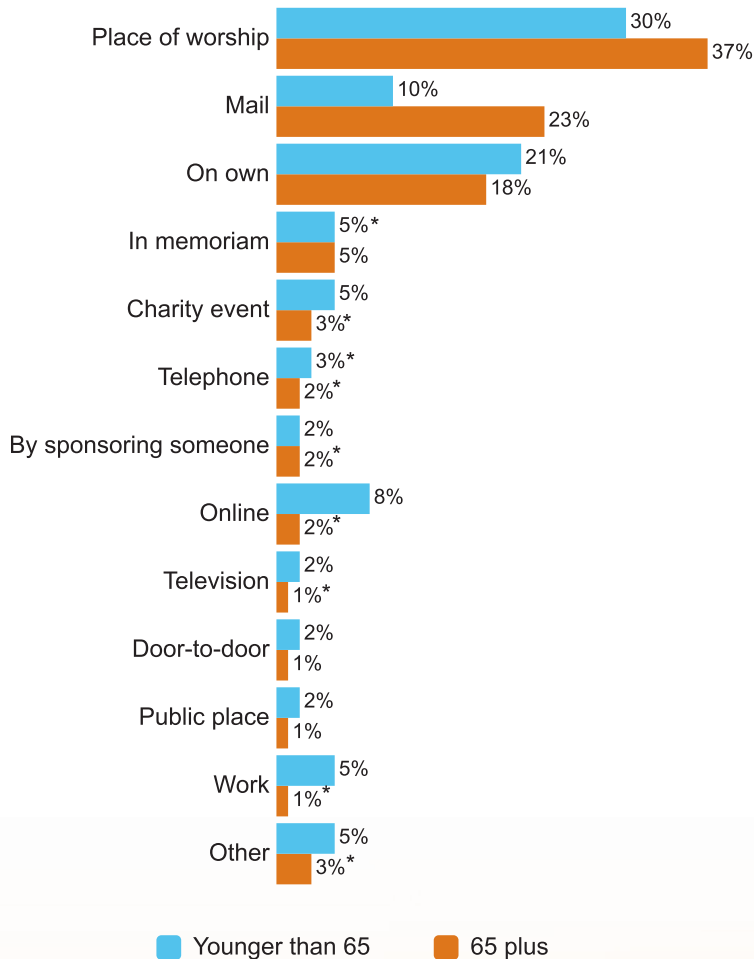
Although older donors prefer different donation methods, they tend to donate very similar amounts when they actually use a given method. The only exceptions are donations made through the mail and at a place of worship; older donors tend to make larger donations via these two methods than younger donors. This, together with their higher likelihood of giving using these methods, explains why these methods account for such large percentages of total donations from older Canadians. Correspondingly smaller percentages of total donations are made:

- online,
- through places of work,
- via door-to-door canvassing, and
- in response to a request made in a public place.

Other differences in level of giving by method are not statistically significant.

Figure 60: Distribution of donations by method, older vs. younger donors, 2013.

**Use with caution*

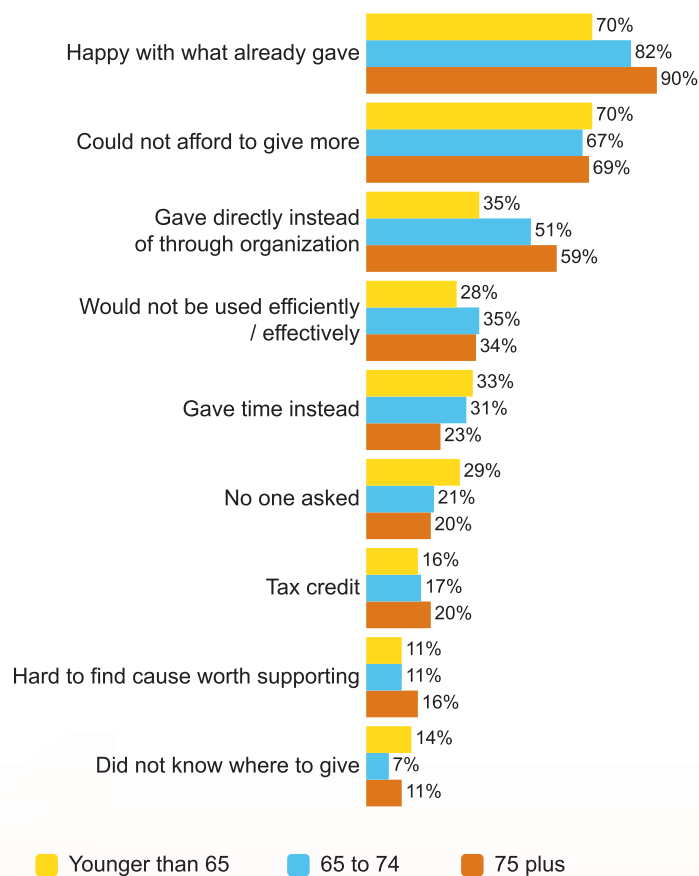


Motivations and barriers

Looking at the pattern of barriers to donation reported by older donors, they express significant skepticism about fundraising driven, in large part, by the volume of requests they receive. They are more likely to believe there are too many organizations asking for support (65% vs. 53% of younger donors). They are also more likely to limit their donations because they believe they will not be used efficiently or effectively, mainly because of concerns about how much organizations spend on fundraising and because they don't feel they have received an adequate explanation of how their money will be used. In addition, they are somewhat more likely to express dissatisfaction about how they are asked to donate (33% of older donors report this, compared to 28% of younger donors), driven in large part by the tone and number of requests they receive.

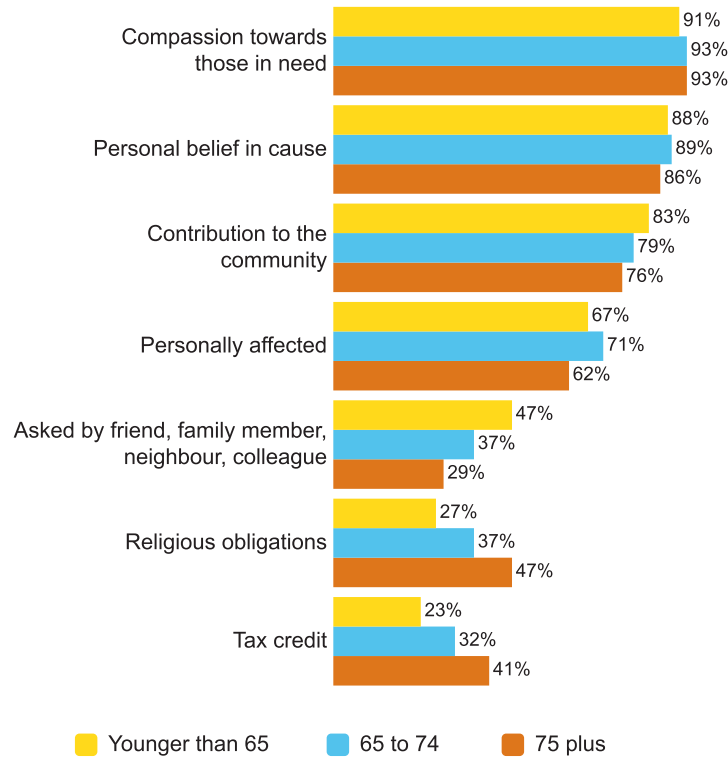
Compared to younger donors, issues of affordability do not appear to be a more significant barrier. Reflecting the larger average amounts they give, older donors are more likely to be happy with the amounts they have already given and are less likely not to have been asked to give.

Figure 61: Barriers to giving more, older vs. younger donors, 2013.



Older donors are most likely to donate for broadly altruistic reasons and they tend to be about as likely as younger donors to do so. Just over nine in ten said they donated because they felt compassion for those in need and just under nine in ten said they donated because they believed in the causes of the organizations they supported. Looking at altruistic motivations, the only area where seniors are different is that they are less likely to say they donate to make a contribution to the community. Older donors are much more likely to report donating because of religious obligations or beliefs and because they would receive a tax credit for their donations. They are less likely to say they donated because they were asked by a friend, family member or neighbour.

Figure 62: Motivations for giving, older vs. younger donors, 2013.



New Canadians

Knowing how New Canadians differ from other Canadians is key to understanding what differentiates their giving. First, depending on their citizenship status, they tend to be either older or younger than the average native-born Canadian:

- One quarter of naturalized citizens are 65 and over, compared to about one in six of those born in Canada.
- Compared to naturalized and native-born Canadians, nearly twice as many of those without Canadian citizenship are between the ages of 25 and 44.

Second, those without Canadian citizenship tend to have been a resident in their current communities for much shorter periods:

- Just one in six non-citizens have been in their current community for ten years or more, compared to two in every three naturalized Canadians and three in four of native-born Canadians.
- Over a third of non-citizens have lived in their current community for less than three years, compared to one in twelve naturalized and native-born Canadians.

Third, those who were not born in Canada attend religious services much more frequently, while native-born Canadians are more likely to never attend services:

- About a quarter of both naturalized Canadians and non-citizens attend religious services weekly, compared to just under one in seven native-born Canadians.
- Half of native-born Canadians never attend religious services, compared to just over a third of naturalized Canadians and those without citizenship.

These three tendencies help explain many of the differences in giving patterns among these three groups.

Table 12: Demographic characteristics by immigration status, 2013.

	Native-born citizens	Naturalized citizens	Non-citizens
Age group			
15 to 24	17%	10%	14%
25 to 34	17%	12%	32%
35 to 44	15%	19%	26%
45 to 54	18%	17%	16%
55 to 64	16%	17%	7%
65 to 74	10%	13%	3%
75 plus	7%	11%	3%
Length of tenure in community			
< 3 years	8%	8%	38%
3 years < 5 years	5%	6%	25%
5 years < 10 years	12%	21%	21%
10 years or more	75%	65%	16%
Religious attendance			
At least once a week	14%	27%	25%
At least once a month	9%	12%	15%
At least 3 times per year	11%	10%	9%
Once or twice a year	15%	12%	13%
Not at all	50%	37%	38%

Canadian citizens, whether native-born or naturalized, are more likely to donate than are non-citizens. In large part, this is driven by different levels of support for secular causes. Even though non-citizens are more likely than native-born Canadians to donate to religious causes, this does not completely offset their lower likelihood of donating to secular causes. Looking at average amounts donated, naturalized Canadians give more than native-born Canadians who, in turn, give more than non-citizens. The differences in religious donations are not statistically significant, but the differences in secular donations by non-citizens and others are. Finally, citizens support more causes than non-citizens.

Table 13: Donation levels by immigration status, 2013.

	Donation rate			Average donation			Average number of causes
	Total	Secular	Religious	Total	Secular	Religious	
Immigration status							
Native-born citizen	83%	79%	28%	\$509	\$323	\$559	3.7
Naturalized citizen	83%	74%	42%	\$672	\$363	\$679	3.5
Non-citizen	75%	64%	37%	\$450	\$220	\$524	2.7

Giving by cause

Native-born and naturalized Canadians emphasize slightly different causes in their giving. Compared to native-born Canadians, naturalized Canadians are more likely to donate to:

- Religion,
- International development and relief,
- Hospitals, and
- Law, advocacy & politics.

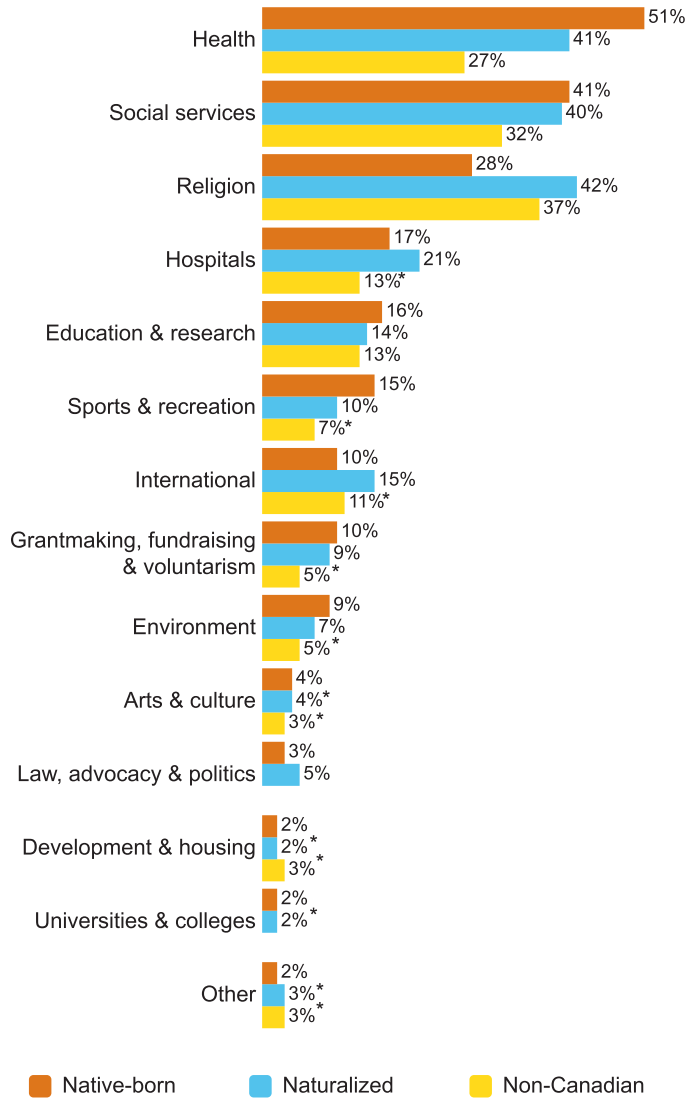
Non-citizens are more likely than native-born Canadians to donate to Religious organizations but less likely to donate to all other causes. In particular, they are less likely to donate to:

- Health,
- Social services,
- Grantmaking, fundraising & voluntarism,
- Sports & recreation, and
- Environment.

Naturalized citizens and non-citizens differ from each other in relation to only two causes, with the former being more likely than the latter to donate to Health and Hospitals.

Figure 63: Donation rate by immigration status and cause, 2013.

**Use with caution*



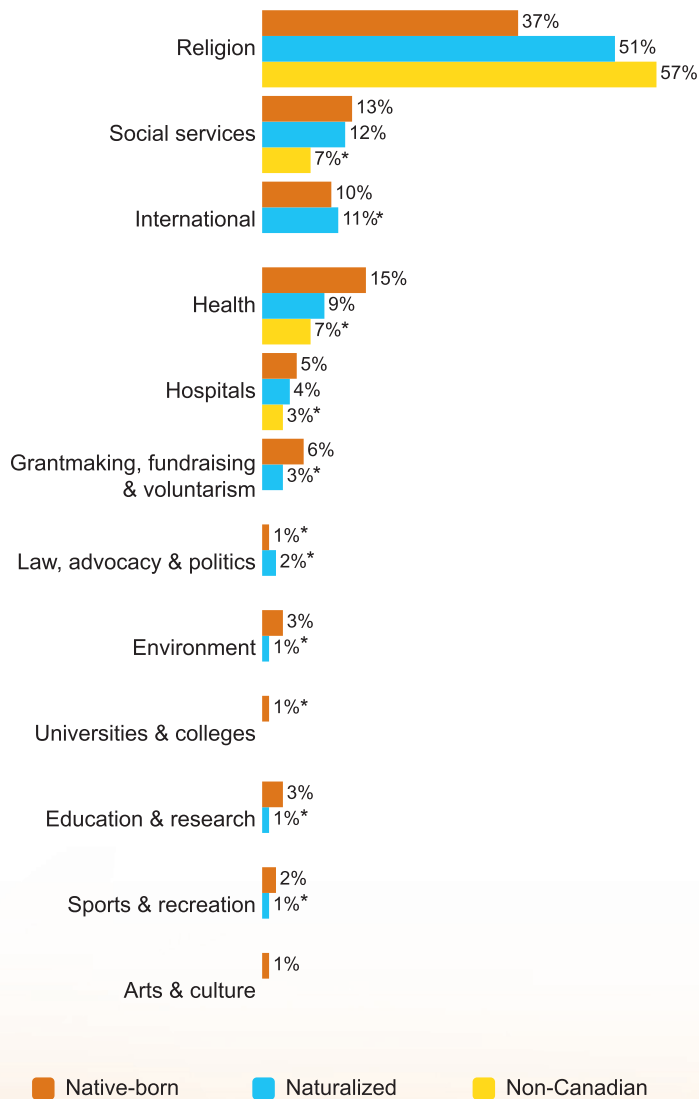
Looking at amounts donated, the most significant difference between immigrants and native-born Canadians is that the former give a significantly higher percentage of the money they donate to Religious organizations. Native-born Canadians, on the other hand, give a higher proportion of their donations to:

- Health,
- Grantmaking, fundraising & voluntarism,
- Education & research,
- Sports & recreation, and
- Environment.

Native-born Canadians give more than non-citizens to Social services organizations.

Figure 64: Proportion of total donations by immigration status and cause, donors, 2013.

**Use with caution*



Donation methods

Although not all differences are statistically significant, native-born Canadians are more likely than immigrants to donate via most methods. The major exceptions are:

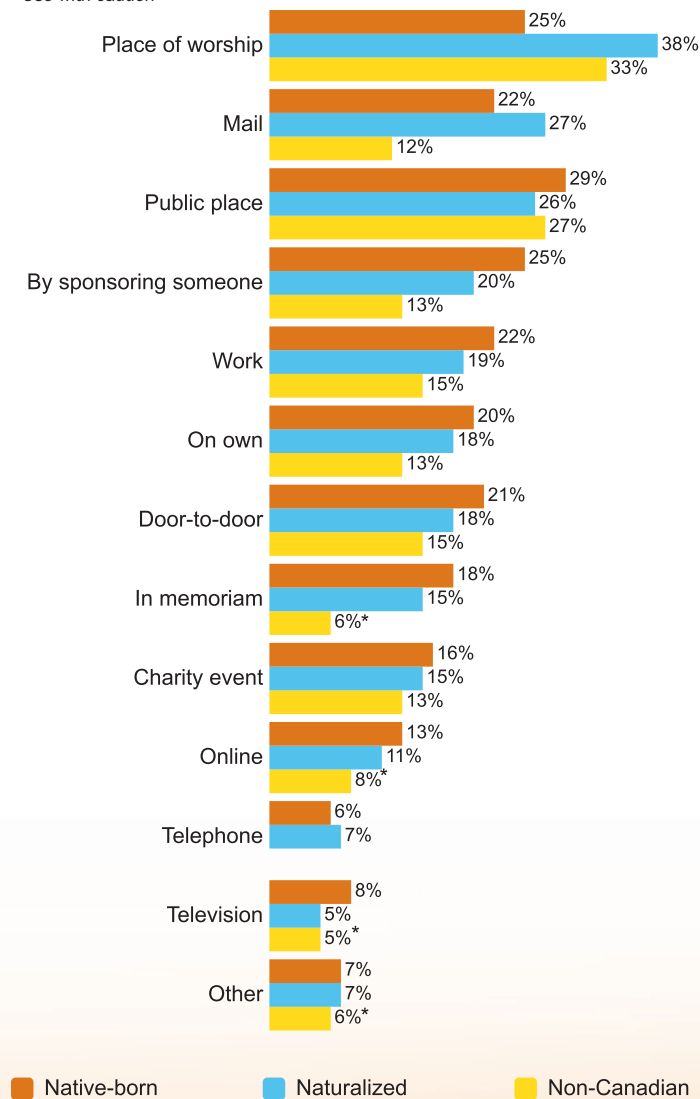
- both naturalized citizens and non-citizens are more likely to donate through a place of worship, and
- naturalized citizens are more likely to donate by mail.

Non-citizens are less likely than citizens to donate via nearly all methods. They are particularly unlikely to donate:

- in memory of someone,
- by sponsoring someone in an event, and
- by mail.

Figure 65: Donation rate by immigration status and method, 2013.

**Use with caution*

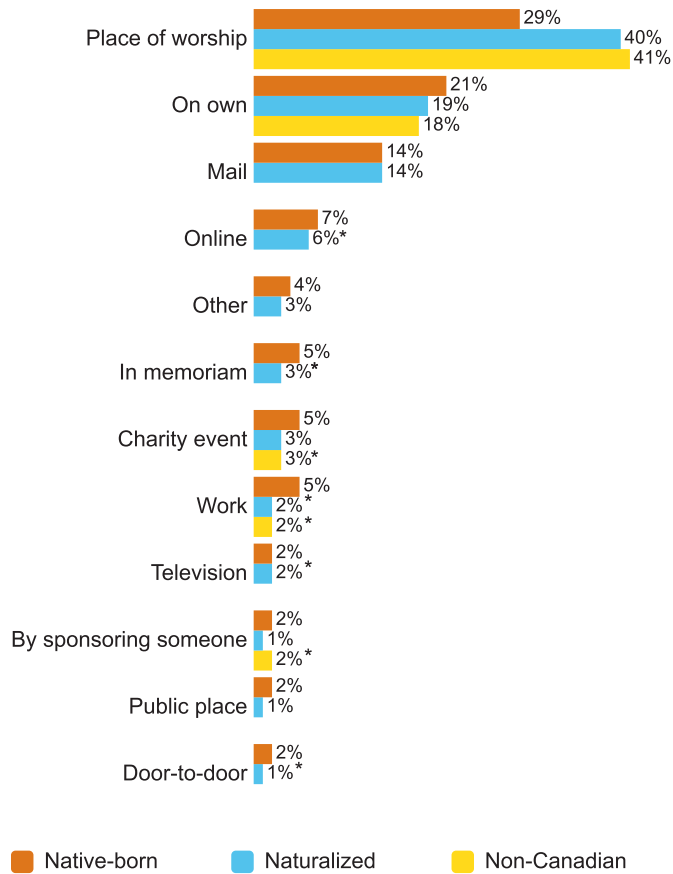


Differences in donation value by method are primarily driven by the significantly lower amounts native-born Canadians give through places of worship. They give correspondingly larger percentages of their donations using other methods. In particular, they give a higher proportion of their donations:

- at work,
- at charity events, and
- in memoriam.

Figure 66: Proportion of total donations by immigration status and method, donors, 2013.

**Use with caution*



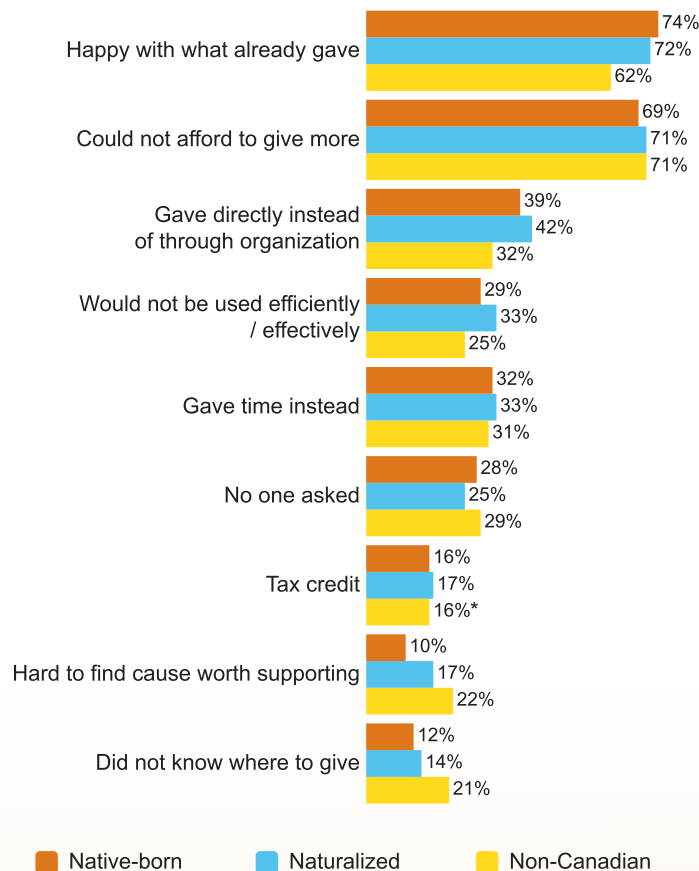
Motivations and barriers

Looking at the barriers to giving cited by immigrants, charities are facing two key issues. The first is skepticism about charities and how they use donations. Compared to native-born Canadians, naturalized Canadians are more likely to believe additional donations would not be used effectively and to give directly to those in need instead of through an organization. In part, these differences are because naturalized Canadians tend to be older, but immigration status is also an independent factor. Although non-citizens appear not to share this skepticism about charities, once age is controlled for the differences between naturalized citizens and non-citizens largely disappear. Similar patterns are seen with other negative opinions about charities. For example, both naturalized citizens and non-citizens are more likely than native-born Canadians to be concerned about charity frauds and scams and naturalized citizens are more likely to say there are too many charities asking for donations.

The second issue for charities is successfully engaging immigrants. Although they are no more likely to report not being asked to give, compared to native-born Canadians, they are more likely to say they didn't give more because they did not know where to give and because they couldn't find a cause worth supporting. While these differences are also affected by the age of donors, immigration status has an independent impact.

Figure 67: Barriers to giving more by immigration status, donors, 2013.

**Use with caution*

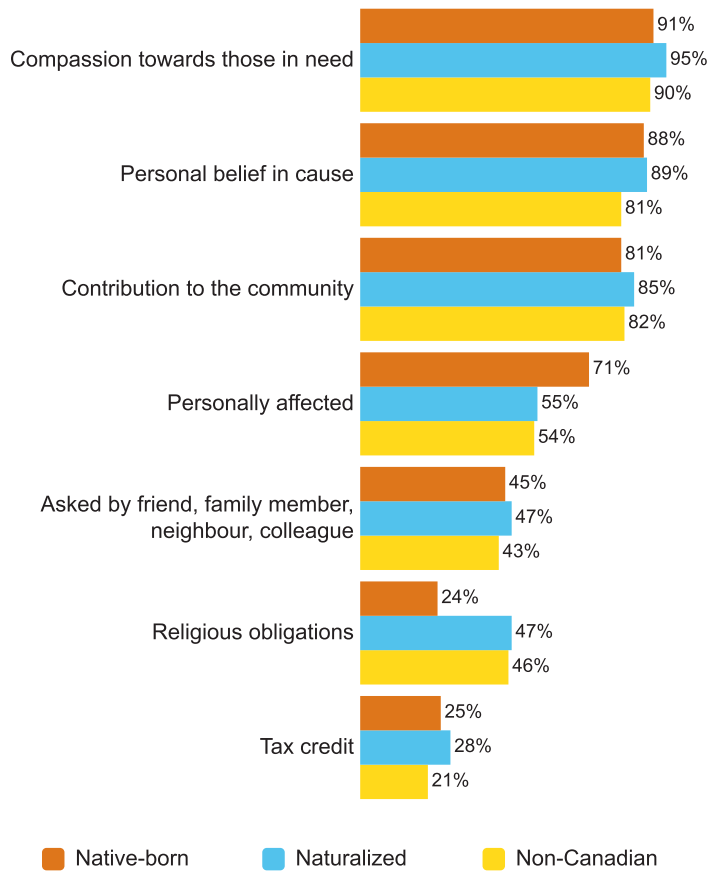


In terms of motivations for giving, there are two key differences between native-born Canadians and other groups:

- they are about half as likely to give because of religious obligations and beliefs, and
- about a third more likely to give because they are personally affected by the cause.

Beyond these differences, non-Canadians are somewhat less likely to report many motivations, particularly personal belief in the cause and tax credits. These differences are likely related to the lower level of engagement with charities and smaller donations typically made by non-citizens.

Figure 68: Motivations for giving by immigration status, donors, 2013.



Conclusion

In this report, we have drawn on existing data to present the most detailed and comprehensive picture ever compiled of charitable donations in Canada and the giving behaviours of Canadians. In the first part of the report, we used taxfiler data to explore changes in giving patterns between 1985 and 2014, looking first at overall trends and then at trends by sex, age, income and region. In the second part of the report, we used survey data to look at the causes Canadians support, the ways in which they give, their motivations for giving, and what prevents them from giving more. This part of the report also included explorations of social media and online giving, how Canadians learn to give, and three key population groups: younger Canadians, older Canadians, and immigrants to Canada.

We estimate that in 2014, Canadians gave approximately \$14.3 billion in receipted and unreceipted donations to registered charities. Claimed donations have increased 150% in real terms since 1984. However, the proportion of taxfilers claiming donations has been falling steadily since 1990, which means that charities are relying on an ever-decreasing proportion of the population for donations. Over the past thirty years, there have been other significant changes in the Canadian donor pool. While men continue to be more likely to claim donations and to donate more, women now represent a larger percentage of the donor pool and a greater proportion of the money donated than they did in the 1980s. Donors, as a group, have become much older and wealthier. The giving behaviours of Generation Y are particularly worrisome; both the donation rates and average donations of this group are low and increasing very slowly. Looking at regional trends, we found that total donations have increased the most in Alberta and British Columbia and least in Atlantic Canada and the Prairies.

Our exploration of the giving behaviours of individuals found that, although Canadians are less likely to give to Religious organizations than they were in the past, these organizations still receive the largest portion of donations among various causes. This is due, at least in part, to the fact that immigrants to Canada are much more likely to give to Religious organizations than are those born in Canada and also give a larger proportion of the money they donate to these organizations. The reasons Canadians give have remained quite consistent. The top three motivators are: compassion towards those in need, personal belief in the cause, and the desire to make a contribution to the community. There is evidence, however, that donors are becoming more critical of charities and nonprofits. For example, the percentage of donors saying they have trouble finding a cause worth supporting has increased, as has the percentage of donors concerned their money would not be used efficiently. Giving online has become much more common over the past 15 years, especially among younger and more educated Canadians and those with higher incomes. While much remains to be studied about how Canadians learn to give, it is clear that early life experiences that connect young people to their communities (e.g., participating in a religious organization or student government) are very important.

The findings presented in *Thirty Years of Giving in Canada* suggest that, despite the unquestionable generosity of Canadians, much could be done to increase giving in this country. Finding ways to more effectively engage young people and new Canadians would be particularly beneficial. The expansion of formal efforts to teach young people about giving, in both secondary schools and in colleges and universities, would be one way to do this. Efforts to encourage well-off Canadians to dig a bit deeper would also be useful. Finally, charities would likely reap significant rewards from finding ways to more effectively engage immigrants to this country. Even small increases in the proportion of Canadians who give and/or small increases in average donation amounts would have an enormous impact.

Time is of the essence, however. The Boomer generation, which has been the mainstay of the charitable sector for most of the past 30 years, is aging. There is a limited amount of time left to tap into the philanthropic impulses of this generation and it is unclear if younger generations will be willing or able to take their place. The evidence suggests this will be a challenge, but it is not a lost cause. Although they give less than earlier generations, young Canadians do have generally positive attitudes towards charities. This is not always the case with immigrants. Over the coming decades, immigrants will make up an even greater percentage of the population and this group is often unfamiliar with and distrustful of the charitable sector.

Finally, the ways Canadians give and the causes they give to are changing. Charities are increasingly connecting with Canadians online and online giving is becoming more important. Religious organizations are still the top destination for charitable donations but are receiving a smaller proportion of donated dollars than they have in the past. This is both a challenge and an opportunity for the sector. Organizations that are adept at understanding changing attitudes and preferences will be in a better position to adapt their messages and tactics. To navigate this uncertain future, the sector will need more and better data and strong digital strategies to facilitate future giving. Collective efforts to encourage a more robust giving culture should also be considered.

References Cited

- Ania, A., & Charlesworth, C. (2015). *Crowdfunding Guide for Nonprofits, Charities and Social Impact Projects*. Toronto: HiveWire Inc. & Centre for Social Innovation
- Benard, C., Lloyd, G., Egan, J., Dobbs, J., Hornung, L., Lawson, M., . . . Jochum, V. (2017). *UK Civil Society Almanac*. Retrieved November 27, 2017, from: <https://data.ncvo.org.uk/category/almanac/voluntary-sector/>
- Canada Revenue Agency. (2017a). Final Statistics (T1 data). Retrieved November 26, 2017, from <https://www.canada.ca/en/revenue-agency/programs/about-canada-revenue-agency-cra/income-statistics-gst-hst-statistics/t1-final-statistics.html>
- Canada Revenue Agency. (2017b). Preliminary statistics. Retrieved November 26, 2017, from <https://www.canada.ca/en/revenue-agency/programs/about-canada-revenue-agency-cra/income-statistics-gst-hst-statistics/preliminary-statistics.html>
- Canadian Internet Registration Authority, & Framework. (2015). *Digital capacity in Canada's not-for-profit sector Fall 2015 special edition Internet Factbook*. Retrieved November 20, 2017, from: <https://cira.ca/digital-capacity-canada's-not-profit-sector>
- Charities Aid Foundation. (2014). *Why We Give*. Kent: Author
- Charities Aid Foundation. (2015). *UK Giving 2014: An overview of charitable giving in the UK during 2014*. Kent: Author
- Charities Aid Foundation. (2016). *Gross Domestic Philanthropy: An international analysis of GDP, tax and giving*. Kent: Author
- Charities Aid Foundation. (2017). *UK Giving 2017: An overview of charitable giving in the UK*. Kent: Author
- Cowley, E., McKenzie, T., Pharoah, C., & Smith, S. (2011). *The new state of donation: Three decades of household giving to charity*. Bristol: CMPO, University of Bristol
- Department of Finance. (2015). *Tax Expenditures and Evaluations 2014*. Ottawa: Author
- Fiorini, J. (2012). *An Inside Look at How Canadian Charities are Using Social Media*. Paper presented at the AFP Congress 2012, Toronto.
- Hall, M. H., de Wit, M. L., Lasby, D., Mclver, D., Evers, T., Johnson, C., . . . Murray, V. (2005). *Cornerstones of community: Highlights of the National Survey of Nonprofit and Voluntary Organizations*. (Catalogue No. 61-533-XPE) Ottawa: Statistics Canada
- Indiana University Lilly Family School of Philanthropy. (2015). *Giving USA 2015: Annual Report on Philanthropy for the Year 2014*. Chicago: Giving USA Foundation
- Inland Revenue. (n.d.). Donation rebates 2007 to 2016. Retrieved November 29, 2017, from <http://www.ird.govt.nz/aboutir/external-stats/revenue-refunds/donation-rebates/donations-rebates.html>
- Insights West. (2017). *2017 Canadian Social Media Monitor*. Vancouver: Author

- Lilly Family School of Philanthropy. (2015). *Where Do Men and Women Give? Gender differences in the motivations and purposes for charitable giving*. Indianapolis, IN: Author
- Lilly Family School of Philanthropy, & United Nations Foundation. (2013). *Women Give 2013: New Research on Charitable Giving by Girls and Boys*. Indianapolis, IN: Author
- MacLaughlin, S. (2017). *Charitable Giving Report: How Nonprofit Fundraising Performed in 2016*. Charleston, SC: Blackbaud
- McGregor-Lowndes, M., & Crittall, M. (2017). *An examination of tax-deductible donations made by individual Australian taxpayers in 2014-15*. Brisbane, QLD: Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology
- McGregor-Lowndes, M., Crittall, M., Conroy, D., Keast, R., Baker, C., Barraket, J., & Scaife, W. (2017). *Individual giving and volunteering. Giving Australia 2016*. Brisbane, Queensland: The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology, Centre for Social Impact Swinburne, Swinburne University of Technology and the Centre for Corporate Public Affairs.
- McGregor-Lowndes, M., & Marsden, S. (2000). *An examination of tax-deductible donations made by individual taxpayers in Australia for 1997/98*. Brisbane, QLD: Queensland University of Technology
- McGregor-Lowndes, M., & Newton, C. J. (2007). *An Examination of Tax-Deductible Donations made by Individual Australian Taxpayers in 2004-05 (with special section on the 2004 tsunami)*. Brisbane, QLD: Queensland University of Technology
- McGregor-Lowndes, M., & Pelling, E. (2012). *An examination of tax deductible donations made by individual Australian taxpayers in 2009 – 10*. Brisbane: Queensland University of Technology
- McLeod, J. (2017). *The New Zealand Cause Report: Shape of the charity sector*. Auckland: JBWere
- National Council for Voluntary Organisations. (2017). Voluntary sector income, 2003/04 to 2014/15 (£m). Retrieved November 26, 2018, from (data table) <https://data.ncvo.org.uk/a/almanac17/income-data/>
- National Crowdfunding Association of Canada. (2016). *Alternative Finance Crowdfunding in Canada: Unlocking real value through fintech and crowd innovation*. Toronto: Author
- Olberding, J. C. (2011). Does Student Philanthropy Work? A Study of Long-term Effects of the “Learning by Giving” Approach. *Innovative Higher Education*, 37(2), 71 - 87.
- Reed, P. B., & Selbee, K. (2001). The civic core in Canada: disproportionality in charitable giving, volunteering, and civic participation. *Nonprofit and Voluntary Sector Quarterly*, 30, 761-780.
- Reed, P. B., & Selbee, L. K. (2002). *Early Life Experiences and Other Factors In the Social Dynamics of Civic Behaviour: Findings from a Series of National Studies in Canada*. Carleton University & Statistics Canada. Ottawa.
- Shankar, B. (2017). *Facebook has 23 million monthly users in Canada*. Retrieved November 21, 2017, from: <https://mobilesyrup.com/2017/06/21/facebook-reaches-23-million-monthly-users-canada/>
- Smith, A. (2016). *Shared, Collaborative and On Demand: The New Digital Economy*. Washington D.C.: Pew Research Center

- Smith, S. (2012). *Mind the Gap: The growing generational divide in charitable giving*. Kent: University of Bristol & Charities Aid Foundation
- Standing Committee on Finance. (2013). *Tax Incentives for Charitable Giving in Canada: Report of the Standing Committee on Finance*. Ottawa: House of Commons
- Statistics Canada. (2017a). *The Internet and Digital Technology*. Ottawa: Author
- Statistics Canada. (2017b). *Investment Income, RRSP Contributions and Charitable Donations Technical Reference Guide - T1 Family File, Preliminary Estimates: 2015*. Ottawa: Author
- Statistics Canada. (2017c). Life in the fast lane: How are Canadians managing?, 2016. *The Daily*, November 14, 2017. Ottawa: Author
- Statistics Canada. (n.d.-a). Table 051-0001 Estimates of population, by age group and sex for July 1, Canada, provinces and territories, annual. Retrieved April 3, 2017, from CANSIM (database)
- Statistics Canada. (n.d.-b). Table 206-0051 Distribution of market, total and after-tax income of individuals, Canada, provinces and selected census metropolitan areas, annual. Retrieved September 25, 2017, from CANSIM (database)
- Statistics Canada. (n.d.-c). Table 326-0021 Consumer Price Index (CPI), annual (2002=100). Retrieved November 30, 2017, from CANSIM (database)
- Statistics Canada. (n.d.-d). Table 380-0076 - Current and capital accounts - Corporations, annual. Retrieved November 29, 2016, from CANSIM (database)
- Turcotte, M. (2016). *The use of media to follow news and current affairs*. Ottawa: Statistics Canada
- Wilhelm, M. (2002). *The Distribution of Giving in Six Surveys*. Indianapolis, IN: Indiana University – Purdue University Indianapolis
- Wilhelm, M., Brown, E., Rooney, P. M., & Steinberg, R. (2008). The intergenerational transmission of generosity. *Journal of Public Economics*, 92, 2146 - 2156.
- Youth and Philanthropy Initiative. (2016). Charity Impact Report 2015/2016. Retrieved July 17, 2017, from: <http://www.goypi.org/yipi-what/our-impact.html>

Appendix A:

Data Sources and Methodology

This report draws very heavily on a few key sources of data (described in greater detail below). We preferentially draw on these sources because in our judgement they represent the most comprehensive, methodologically consistent and long-running data sources available. While there is a great deal of other data available, much of which is of quite high quality, these other sources use a range of different concepts of giving, different measurement methodologies and different recall periods. This makes it difficult to accurately compare findings across sources, other than at a very general (and not terribly useful) level. More than with many other subjects of inquiry, how one defines and measures charitable giving has very significant effects on findings. Seemingly simple measures such as the percentage of individuals donating can vary by as much as twenty percentage points (Wilhelm, 2002). Given this, our priority in this work was to select data sources that covered as many topics as possible using internally consistent measures.

Data Sources

Below we provide some context on three major sources of information about individual giving to charities. The first two of these are administrative data reported to Canada Revenue Agency (CRA) while the third is a survey of individual Canadians conducted by Statistics Canada.

T3010 Registered Charity Information Returns

As a condition of their registration, all registered charities are required to file a return with CRA within six months of their fiscal year end. The vast majority of the information collected on these returns is then made publicly available. Along with a wealth of other information, this source provides the definitive estimate of how much businesses and individuals donate to charities. Donations are either receipted (i.e., they can be used to claim tax credits) or unreceipted. Unfortunately, T3010 returns collect no information about what proportion of donations come from individuals vs. businesses. While the amounts claimed on personal and corporate income tax returns give some insight into the source of donations, a significant proportion of receipted donations goes unclaimed and unreceipted donations, by definition, cannot be claimed.

T1 Statistics

CRA uses data collected on T1 Personal Income Tax and Benefit returns to assess the taxes payable by individual Canadians. At present, over 90% of Canadians 15 and older file an income tax return (this is up from roughly 80% in the mid-1980s). Information collected on income tax returns is used to produce a number of different data sources including CRA's preliminary and final T1 statistics and Statistics Canada's T1 Family File. Critically, each of these data sources produces different estimates of charitable giving because each is based on a different sample of tax returns. CRA's preliminary statistics are usually based on approximately 95% of returns, while the version of the T1 Family File used to produce Statistics Canada's estimate of the amounts claimed by taxpayers typically incorporates about 97% of returns (Canada Revenue Agency, 2017b; Statistics Canada, 2017b). Only CRA's final statistics incorporate substantially all returns (Canada Revenue Agency, 2017a). The differences in the number of returns included may seem minor, but they have significant effects on the estimates of how much Canadians give. As an example, final CRA statistics for 2014 estimated donations claimed at \$9.6 billion vs. \$8.8 billion for the T1 Family File. For final statistics, data is tabulated by province, age, sex, and major source of income (employment, investments, pensions, etc.). All T1 statistics used in this report are derived from final estimates released by CRA.

Canada Survey / General Social Survey on Giving, Volunteering and Participating

At present, this survey is conducted every five years and is part of Statistics Canada's General Social Survey program. First conducted in 1997 (then named the National Survey of Giving, Volunteering and Participating), the most recent iteration dates to 2013. It asks Canadians 15 and over about key pro-social behaviours, including giving and volunteering for charitable and nonprofit organizations, helping others directly (i.e., without involving an organization), and membership in groups and associations. In addition to estimates of the level of giving, it collects a wealth of demographic information about donors as well as information about the organizations they support, key attitudes and beliefs related to giving and volunteering, and their motivations and barriers for giving. Significantly, the survey defines giving as contributions of money to both registered charities and nonprofits.

Methodology

In the first section of the report focusing on current and historic levels of giving, donation amounts from T3010 Registered Charity Information Returns and T1 Final Statistics were adjusted to account for the effects of inflation using the all-items Consumer Price Index (Statistics Canada, n.d.-c). Unless otherwise noted, all dollar amounts in this section of the report are expressed in 2014 dollars. T3010 and T1 donation amounts were also adjusted to compensate for the effects of tax shelter arrangements. Between 2003 and 2010, tax shelter arrangement-related claims inflated total donations by roughly \$5 billion over the true value claimed.²⁸ The peak year for these arrangements was in 2006, when \$1.3 billion in tax shelter-related donations were claimed (Standing Committee on Finance, 2013). In order to compensate for these claims, for each year we identified charities involved in tax shelter schemes, calculated the total amount of receipted donations reported by these charities, and reduced claimed T1 donations for the year by the same amount. T1 data is used to explore long-term trends because it is the longest running data series available. Although T1 data is known to understate giving by Canadians, it appears to do so fairly consistently. Between 2003 and 2014, donation amounts claimed by businesses and on individuals' T1 returns consistently account for about four fifths of receipted donations reported by charities.

²⁸ The amounts claimed did not represent actual donations to charities. Substantially the entire value of the amounts claimed has subsequently been disallowed by CRA.

In the second section of the report focusing on donors, unless otherwise stated, figures were drawn from our analyses of Canada Survey / General Social Survey of Giving, Volunteering and Participating Public Use Microdata Files. Because of measures taken to guard respondent confidentiality, estimates based on these files may differ slightly from estimates based on the original files held by Statistics Canada. Generally speaking, any differences are extremely small. Unless otherwise noted, all dollar amounts in this section of the paper are expressed in 2013 dollars. It should also be noted that the GVP data includes donations to both charities and nonprofits. Prior research indicates that roughly 95% of the amount donated would have been to charities (Hall et al., 2005). Because we have no reasonable basis for distinguishing between nonprofit and charitable donation amounts, dollar amounts reported in this section of the report include donations to both charities and nonprofits.



Fondation
Rideau Hall
Foundation

IM△GINE
CANADA