

THE PERSONAL PHILANTHROPY PROJECT

This research series is aimed to encourage increased charitable giving in Canada. We looked to identify motivations, triggers and patterns for personal charitable giving of Canadians with above-average means. This is what we found.

RESEARCH PARAMETERS

56 Interviews

 Males and females

 From all regions of Canada (Atlantic, QC, Prairies, BC)

\$\$\$ Above average means

35-64 Years of age

\$500 Minimal annual charitable giving

\$2694 Average annual donation

Looking for what's next?

Stay tuned for more research findings and activation steps in the following groups:



If individuals earning \$100,000/year and above give at least 1% of their income to charity, and donors currently giving 1% and above maintain their giving levels, charitable donations in Canada would rise by \$1.6B.

CANADIANS HAVE THE POWER TO GIVE.

In fact, there is potential to donate billions of additional dollars.

Here are 5 more in-depth findings that shed light on donor behaviour:

1 Donors who earned \$50,000 or less annually gave **MORE** to charity as a percentage of income than those who earned \$100,000 - \$900,000.

2 As salaries  individuals **INCREASED** their charitable giving, but after a few years their giving plateaus – even as incomes increase.

3 **ALL** donors perceived their donations as generous and **ABOVE AVERAGE** (without a benchmark to compare to). All considered their giving to be significant, valued and impactful.

4 Most donors had no formal giving **BUDGET** or plan to  donations over time (most kept a mental tally, but couldn't say what it was based on).

5 Most donors resisted the idea of a formal means to determine an appropriate **\$\$\$ AMOUNT** to give annually, but saw value knowing how they compared to others.

*Imagine Canada acquired and analyzed CRA tax filer data of Canadian annual incomes beyond an annual income of \$4,000,000 (2012).