

Charitable Giving in Ontario

How many? How much?

More than nine out of ten (91%) Ontario residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.¹ This is an increase of 2% since 1997.

Seventy-eight percent of residents made direct financial donations totaling \$2.28 billion — almost 13% more than the \$2.02 billion donated in 1997.

Nearly three quarters (73%) of Ontarians gave clothing or goods to charitable and nonprofit organizations, while 58% donated food, and 5% reported having made a bequest as part of their will. The percentage of people who gave clothing or goods increased significantly from 66% in 1997.

The average donation in Ontario was \$312, an increase from the 1997 average of \$279.

Much comes from the few

More than four of every ten dollars (43%) donated in Ontario came from the 5% of donors who donated \$1310 or more. Another 38% of the total came from the 20% of donors who gave between \$280 and \$1309.

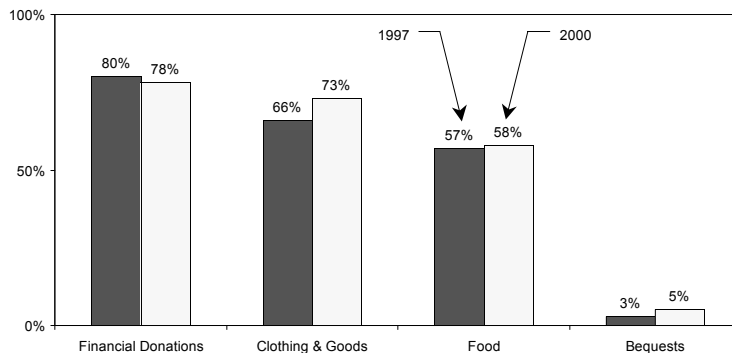
Combined, these two groups accounted for 25% of all donors, but 81% of the value of donations.

Motivations for donating

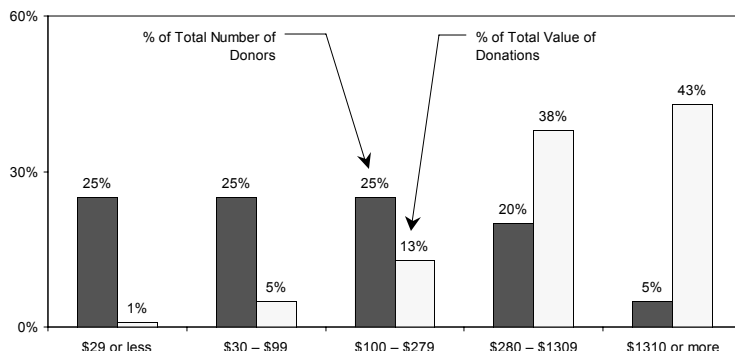
As in almost all provinces in Canada, the most common motivations cited by donors in Ontario were compassion towards those in need (94% of donors), and belief in the cause of the organization (91%). Religious obligations or beliefs (33% of donors) and the tax credit received from government in return for making a donation (14%) were least frequently mentioned as motivations.

¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

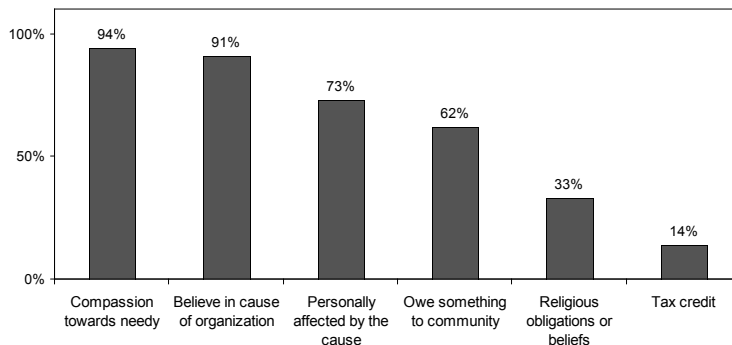
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



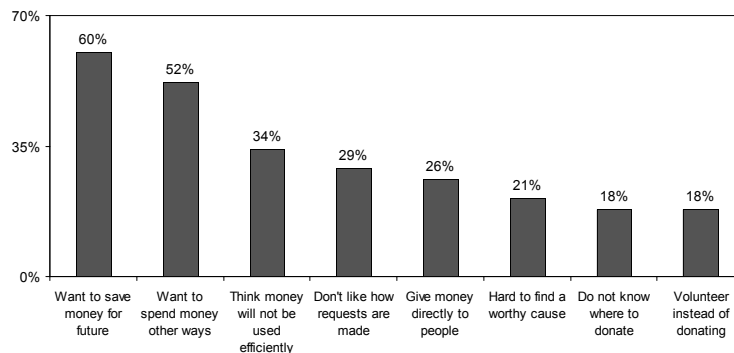
Percentage of Donors Citing Specific Motivations for Giving



Barriers to donating

In Ontario, the most common barrier to making a donation was wanting to save money for future needs (60% of non-donors), followed by wanting to spend money in other ways (52%). Relatively few non-donors said that they did not donate because they did not know where to make a donation or because they volunteered instead of donating (18% for both).

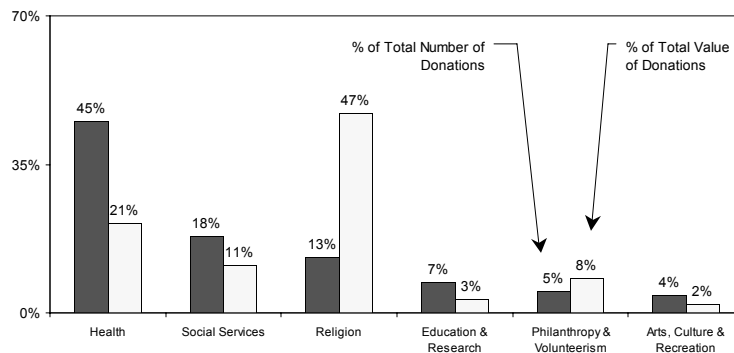
Percentage of Non-Donors Citing Specific Barriers to Giving



Where the money goes

Religious organizations received almost half (47%) of the total value of all donations made in Ontario, but just 13% of the total number of donations.

Percentage of Donations and Percentage of the Value of Donations by Type of Organization



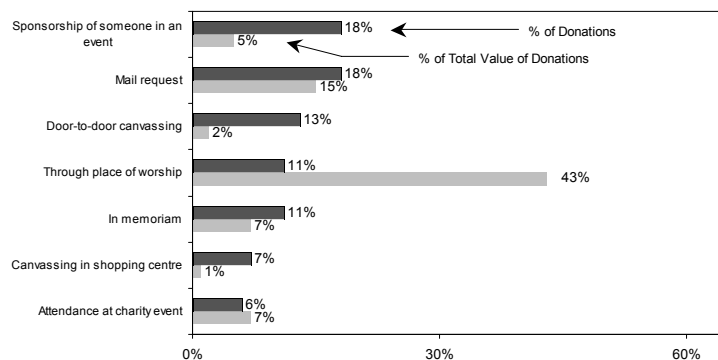
Health organizations received the largest number of donations (45% of the total), but accounted for only 21% of the total value of donations.

The percentage of the total value of donations received by religious organizations was among the lowest in Canada, but the percentages of the total value of donations received by Health and Social Service organizations were the second highest in the country.

How the money is donated

The most common methods of making a donation were by sponsoring someone in an event such as a walkathon, and responding to a mail request (each accounted for 18% of the total number of donations).

Percentage of Donations and Percentage of the Value of Donations by Method of Donation



Although sponsoring someone in an event was one of the most commonly mentioned methods of donating, it was not the most lucrative. Donations made through places of worship accounted for 43% of the total value of donations, whereas sponsoring someone in an event accounted for only 5% of the total.

The percentage of donations made in response to door-to-door canvassing was lower in Ontario than in most other provinces, but the percentage of donations made in response to a mail request was the highest in Canada.

For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

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