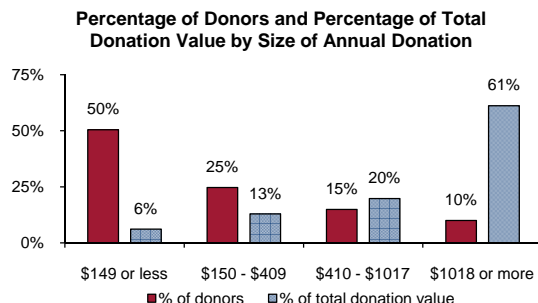


# Charitable Giving in ONTARIO

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 90% of Ontario residents aged 15 and over (9 million people) donated in 2004. Each donor contributed an average of \$488, for a total of \$4.4 billion.

## Much comes from the few

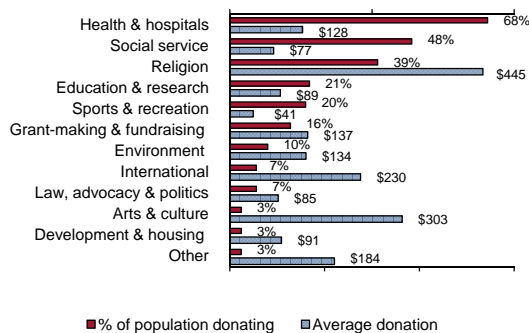
Although most Ontarians donate, a small minority contributes most of the dollars. One in ten donors contributed 61% of the total value of all financial donations. These donors gave \$1018 or more over the course of the year. Another 20% of the total donation value came from the 15% of donors who gave between \$410 and \$1017. Taken together, this top quarter of donors (representing 22% of all Ontario residents) accounted for 81% of the total value of all donations.



## The types of organizations donors support

People were most likely to support Health & Hospitals (68% donated), followed by Social Services (48%) and Religious (39%) organizations. Smaller numbers donated to Arts & Culture and Development & Housing (3% for each).

**Percentage of Population Donating and Average Annual Donation By Type of Organization**

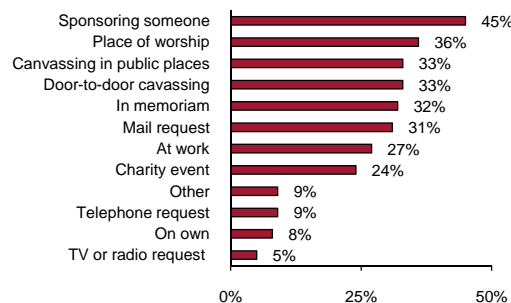


Ontarians gave the largest average amounts to Religious organizations (\$445 on average), followed by Arts and Culture (\$303) and International (\$230) organizations.<sup>1</sup> Donations to Law, Advocacy & Politics, Social Services, and Sports & Recreation tended to be much smaller.

## How donations are made

Ontarians were most likely to donate money by sponsoring someone in an event (45% donated this way), through their place of worship (36%), or while shopping in a mall or on the street (33%) or being asked at their door (33%). They were least likely to donate in response to a telephone request (9%), by approaching the organization on their own (8%), or in response to a television or radio request (5%).

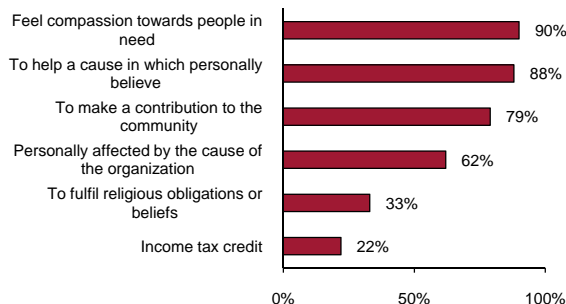
**Percentage of Population Donating by Method of Donation**



## The motivations of donors

Donors were most likely to say they donated because they felt compassion toward people in need (reported by 90% of donors), wanted to help a cause in which they personally believe (88%), or wanted to make a contribution to the community (79%). They were least likely to donate in order to fulfill religious obligations or beliefs (33%) or because they would receive an income tax credit (22%).

**Percentage of Donors Citing Motivations for Giving**



<sup>1</sup>Average donation amounts are expressed in terms of individuals who actually supported the organization type; they do not include those who did not donate (i.e., the 39% of Ontarians who donated at least \$1 to religious organizations contributed an average of \$445 each while those who did not donate at all to religious organizations are excluded from the average).

# Charitable Giving in ONTARIO

**Imagine Canada**  
2 Carlton Street, Suite 600  
Toronto, ON M5B 1J3  
Tel: 416-597-2293  
Fax: 416-597-2294

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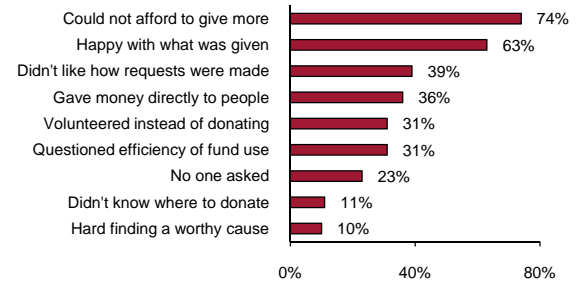
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## The barriers to donating more

Ontario donors were most likely to say they did not donate more to charities because they could not afford to give more (74%) or because they were happy with what they had already given (63%). Few donors reported not knowing where to make a contribution (11%) or difficulty finding a cause worth supporting (10%) as barriers to giving more money.

Percentage of Donors Reporting Barriers to Giving More



## Personal and economic characteristics of Ontario donors: age and the presence of children in the household<sup>2</sup>

Ontario residents aged 45 to 54 were more likely to donate (94% donated) than were those in any other age group. The likelihood of donating increased from age 15 to 54 and then declined among those 55 and older. The amounts donors gave generally tended to increase with age. Ontario donors aged 65 and older donated the most (\$716 on average) while donors aged 15 to 24 donated the least (\$136).

Those 65 years and older contributed a disproportionately large percentage of the total donation value, given their numbers (they made up 15% of the population but contributed 22% of total donation value) while those aged 15 to 24 contributed a disproportionately smaller percentage (16% of the population vs. 4% of total donation value).

Donors from households without children contributed a disproportionately large percentage of the total amount donated, given their numbers (62% of the population vs. 70% of total donation value). Conversely, individuals from households with only school-aged children contributed a disproportionately small percentage (25% of the population vs. 19% of total donation value).

Ontarians from households with children and without children were equally likely to donate. However, those from households without children tended to contribute more (\$550 on average) than those from households with children.

## Percentage of Population Who Donate and Distribute of Donations by Age and Presence of Children in the Household

	% Donating	Average Donation	% of Pop.	% Donation Value
<b>Age</b>				
15 to 24	79%	\$136	16%	4%
25 to 34	91%	\$385	17%	14%
35 to 44	92%	\$452	21%	20%
45 to 54	94%	\$630	18%	24%
55 to 64	91%	\$607	13%	16%
65 and older	92%	\$716	15%	22%
<b>Presence of children in household</b>				
No children in household	90%	\$550	62%	70%
Pre-school aged children only	90%	\$315	8%	5%
Both pre-school and school aged children	89%	\$513 <sup>E</sup>	6%	6% <sup>E</sup>
School aged children only	89%	\$385	25%	19%

<sup>E</sup> Use with caution

<sup>2</sup> Giving tends to vary with the personal and economic characteristics of the individual. This fact sheet focuses on age and presence of children in the household, but many other characteristics are important. For more information, readers should refer to *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*, available at [http://www.givingandvolunteering.ca/pdf/CSGVP\\_Highlights\\_2004\\_en.pdf](http://www.givingandvolunteering.ca/pdf/CSGVP_Highlights_2004_en.pdf).

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