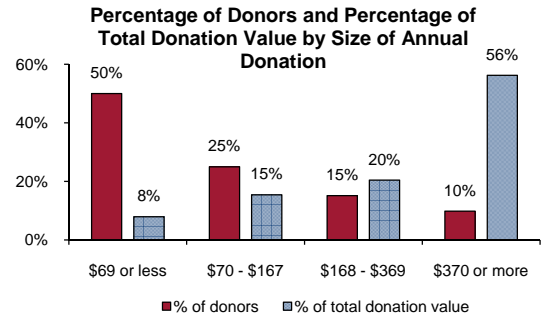


# Charitable Giving in QUEBEC

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 83% of Québec residents aged 15 and over (5.2 million people) donated in 2004. Each donor contributed an average of \$176, for a total of \$912 million.

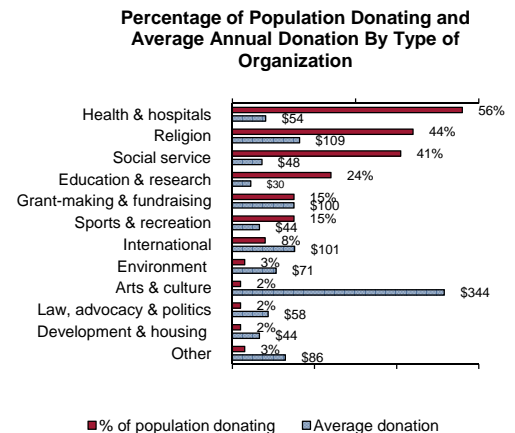
## Much comes from the few

Although most Quebecers donate, a small minority contributes most of the dollars. One in ten donors contributed 56% of the total value of all financial donations. These donors gave \$370 or more over the course of the year. About one fifth (20%) of the total donation value came from the 15% of donors who gave between \$168 and \$369. Taken together, this top quarter of donors (representing 21% of all Quebec residents) accounted for 76% of the total value of all donations.



## The types of organizations donors support

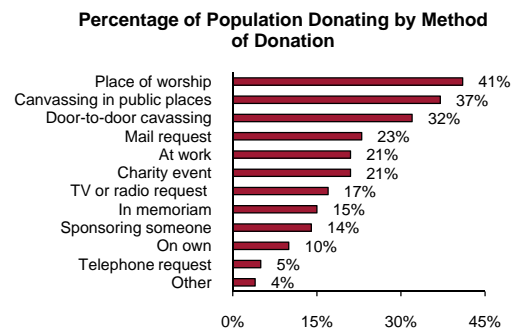
Individuals were most likely to support Health & Hospitals (56% donated), followed by Religious (44%) and Social Services (41%). Smaller numbers donated to Arts & Culture (2%), Law, Advocacy & Politics (2%), and Development & Housing (2%).



Quebecers gave the largest average amounts to Arts and Culture organizations (\$344 on average), followed by Religious (\$109) organizations.<sup>1</sup> Donations to Development & Housing, Sports & Recreation, and Education & Research organizations tended to be much smaller.

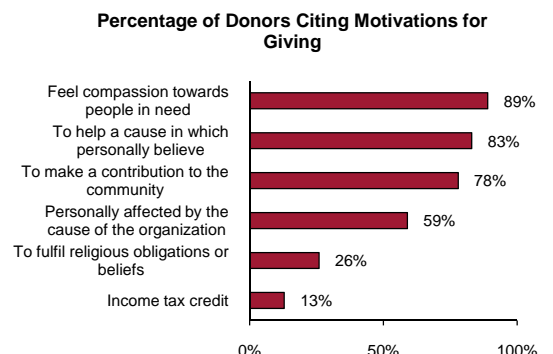
## How donations are made

People were most likely to donate money through their place of worship (41% donated this way), while shopping in a mall or on the street (37%), or in response to being asked at their door (32%). They were least likely to donate on their own initiative (10%) or in response to a telephone request (5%).



## The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 89% of donors), wanted to help a cause in which they personally believe (83%), or wanted to make a contribution to the community (78%). They were least likely to donate in order to fulfill religious obligations or beliefs (26%) or because they would receive an income tax credit (13%).



Quebec donors were less likely than donors in the rest of Canada to report that they gave to fulfill religious obligations or beliefs (26% vs. 33% in the rest of Canada) or because they would receive a tax credit (13% vs. 22%).

<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 44% of Quebecers who donated at least \$1 to religious organizations contributed an average of \$109 each while those who did not donate at all to religious organizations are excluded from the average).

# Charitable Giving in QUEBEC

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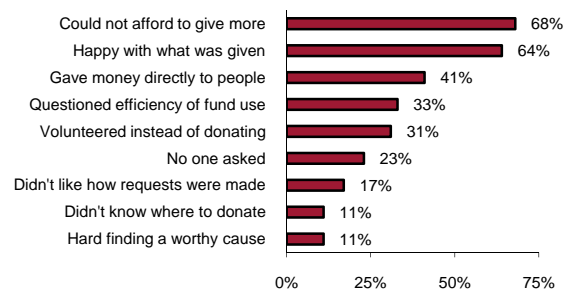
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## The barriers to donating more

Quebec donors were most likely to say they did not donate more to charities because they could not afford to give more (68%) or because they were happy with what they had already given (64%). Few donors reported not knowing where to make a contribution (11%) or difficulty finding a cause worth supporting (11%) as barriers to giving more.

Percentage of Donors Reporting Barriers to Giving More



## Personal and economic characteristics of Quebec donors: age and sex<sup>2</sup>

Quebec residents aged 55 to 64 were more likely to donate (91%) than were those in any other age group. The amounts donors gave generally tended to increase with age. Quebec donors aged 65 and older tended to donate the most (\$228 on average) while donors aged 15 to 24 tended to donate the least (\$85<sup>E</sup>).

Those aged 45 and older contributed disproportionately large percentages of total donations, given their numbers (for instance, those aged 65 and over made up 15% of the population, but contributed 21% of the total value of donations) while those aged 15 to 24 contributed a disproportionately smaller percentage (15% of the population vs. 6%<sup>E</sup> of total donation value).

contributed 56% of the total donation value) while women contributed a disproportionately small percentage (51% of the population vs. 44% of total donation value).

The likelihood of donating in Quebec varied according to the sex of the donor. Women were more likely to donate than men (88% vs. 79%), but men donated larger amounts, on average (\$214 vs. \$144 for women). Men contributed a disproportionately large percentage of total donations (they made up 49% of the population but

Percentage of Population Who Donate and Distribution of Donations by Age and Sex

	% Donating	Average Donation	% of Pop.	% Donation Value
<b>Age</b>				
15 to 24	68%	\$85 <sup>E</sup>	15%	6% <sup>E</sup>
25 to 34	79%	\$116 <sup>E</sup>	16%	10%
35 to 44	86%	\$170	19%	19%
45 to 54	88%	\$217	19%	25%
55 to 64	91%	\$213	14%	19%
65 and older	87%	\$228	15%	21%
<b>Sex</b>				
Male	79%	\$214	49%	56%
Female	88%	\$144	51%	44%

<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 sex, 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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