

Who are Alberta's Donors?

Personal and economic characteristics

Eighty-five percent of Alberta residents donated an average of \$369 each, according to the 2000 National Survey of Giving, Volunteering and Participating.¹ Whether individuals donate and how much they give vary with a number of personal and economic characteristics. This fact sheet explores the relationship between charitable giving and age, education level, and household income.

Age

Alberta residents aged 45 to 64 were the most likely to make a donation (90% donated in 2000), followed closely by those aged 30 to 44 (89%). Those aged 15 to 29 were the least likely to donate (77%).

Those aged 45 to 64 made the largest average annual donation (\$406*), followed closely by those aged 30 to 44 (\$404). Those aged 15 to 29 made the smallest average annual donation (\$292*).

Donors aged 30 to 44 contributed a disproportionately large percentage of the total amount donated. This group accounted for 33% of donors, but contributed 37% of the total value of all donations. A similar pattern is seen among those aged 45 to 64 (29% of donors, but 32% of the total value of all donations).

Education

The likelihood of donating increased with the level of formal education attained. Albertans with a university degree were the most likely to make a donation (92%), while those with a high school diploma or less were the least likely to donate (81%).

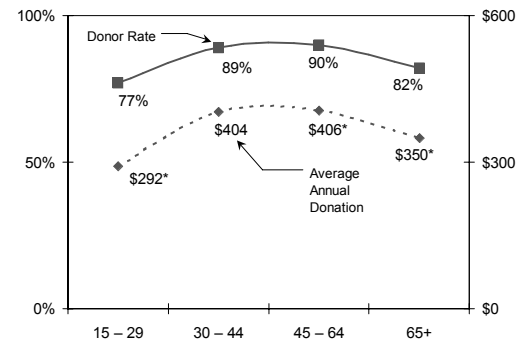
The size of the average annual donation also increased with the level of education. Donors with university degrees made significantly larger average annual donations (\$652*) than did those with less formal education. Those with a high school diploma or less made the smallest average donation (\$278*).

Donors with a university degree contributed a disproportionately large percentage of the total amount donated. This group made up 15% of donors, but contributed 27%* of the total value of all donations.

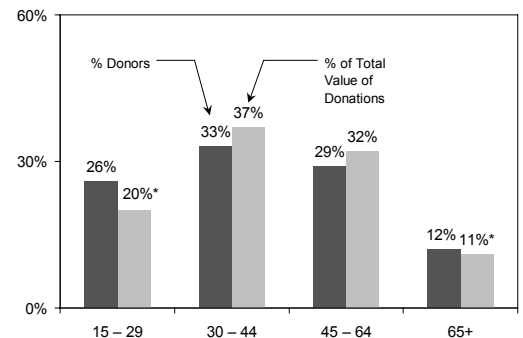
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

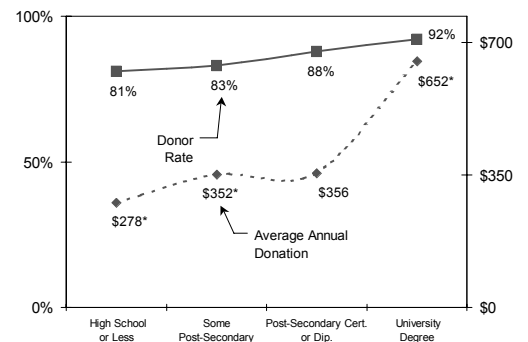
Donor Rate and Average Annual Donation by Age



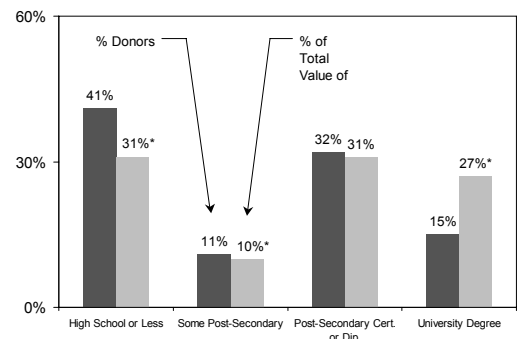
Percentage of Donors and Percentage of Donations by Age



Donor Rate and Average Annual Donation by Education



Percentage of Donors and Percentage of Donations by Education



Household income

The likelihood of donating increased with household income. Those with household incomes of \$75,000 or more were the most likely to give (93%), while those with household incomes of less than \$25,000 were the least likely to give (72%).

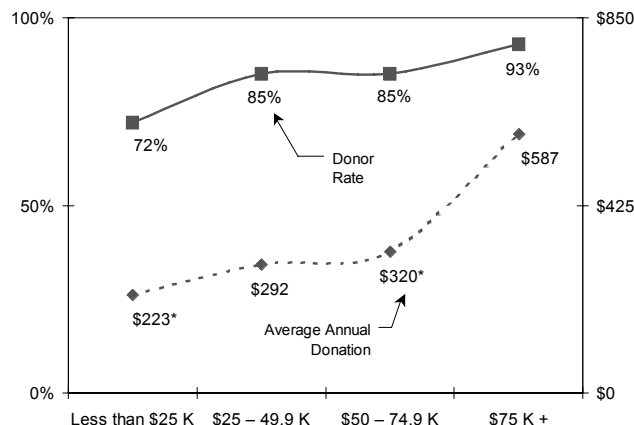
The average annual donation rose with household income. Donors with incomes of \$75,000 or more made the largest average annual donation (\$587), while those with household incomes of less than \$25,000 made the smallest average annual donation (\$223*).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 27% of donors in Alberta, but contributed 42% of the total value of all donations.

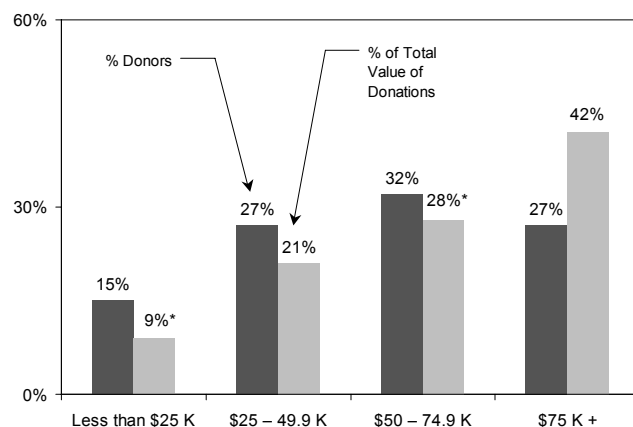
Are high-income donors more generous?

Although those with lower household incomes made smaller average annual donations, they donated a higher percentage of their income than did donors in higher income groups. When annual donations are calculated as a percentage of household income, those with household incomes of less than \$25,000 donated an average of 1.32% of that income, compared to just 0.54% for those with household incomes of \$50,000 or more.

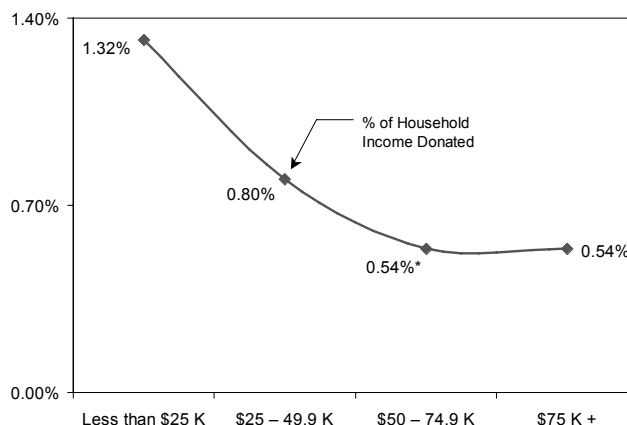
Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



Percentage of Household Income Spent on Financial Donations to Charitable and Nonprofit Organizations



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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Canadian Centre for Philanthropy Research Program
425 University Ave., Suite 700
Toronto, ON M5G 1T6
tel. 416.597.2293
fax. 416.597.2294

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