

# Who are British Columbia's Donors?

## Personal and economic characteristics

Seventy-four per cent of British Columbia residents donated an average of \$255 each, according to the 2000 National Survey of Giving, Volunteering and Participating.<sup>1</sup> 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

British Columbia residents aged 30 to 44 were the most likely to make a donation (81% donated in 2000), followed by those aged 45 to 64 (77%). Those aged 15 to 29 were the least likely to donate (63%).

Donors aged 45 to 64 made the largest average annual donation (\$382), followed by those aged 65 and over (\$224). Those aged 15 to 29 made the smallest average annual donation (\$161\*).

Donors aged 45 to 64 contributed a disproportionately large percentage of the total amount donated. This group accounted for just under one third (31%) of donors, but contributed 46% of the total value of all donations.

### Education

British Columbians with a post-secondary certificate or diploma were the most likely to make a donation (80%), followed closely by those with a university degree (78%). Those with high school or less were the least likely to donate (68%).

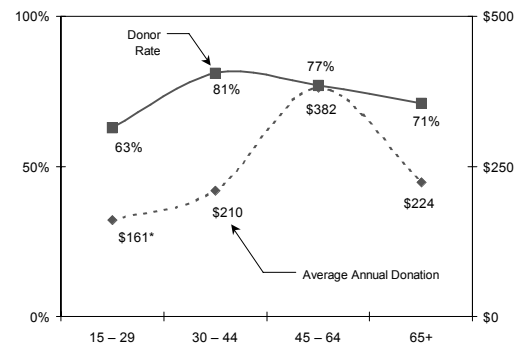
The size of the average annual donation increased with the level of education. Donors with university degrees made significantly larger average annual donations (\$511) than did those with less formal education. Those with high school or less made the smallest average annual donation (\$154).

Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 17% of donors, but contributed 35% of the total value of donations. A similar but much less pronounced pattern is seen among those with a post-secondary certificate or diploma (29% of donors, 32% of the total value of all donations).

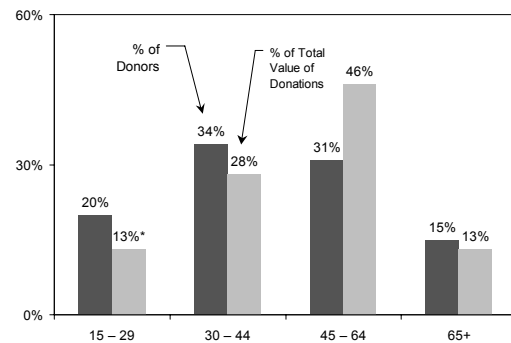
<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

\* Sample size limitations affect the reliability of this estimate.

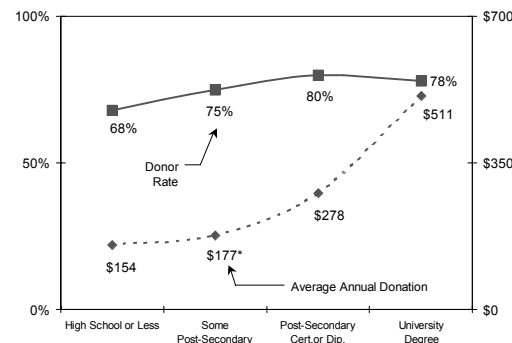
Donor Rate and Average Annual Donation by Age



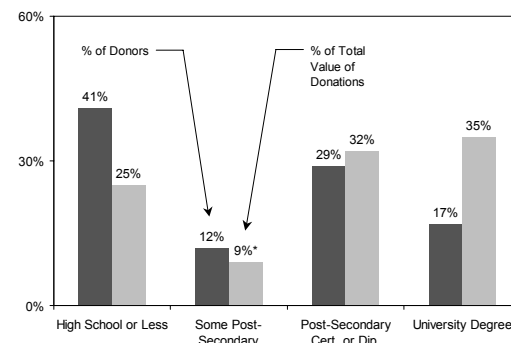
Percentage of Donors and Percentage of Donations by Age



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 (84%), while those with household incomes of less than \$25,000 were the least likely to give (60%).

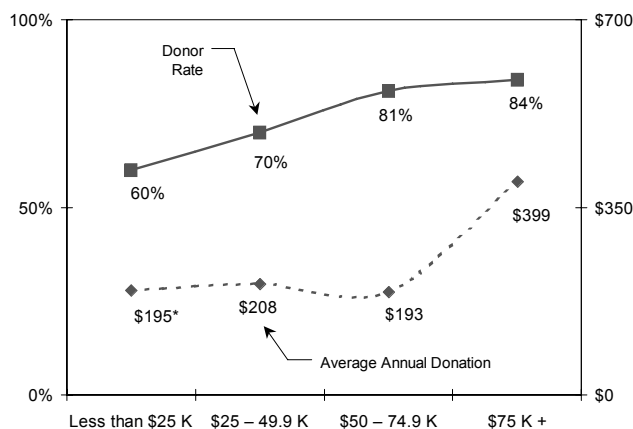
Donors with household incomes of \$75,000 or more made the largest average annual donation (\$399), while those with household incomes of between \$50,000 and \$74,999 made the smallest average annual donation (\$193).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 28% of donors in British Columbia, but contributed 44% of the total value of all donations.

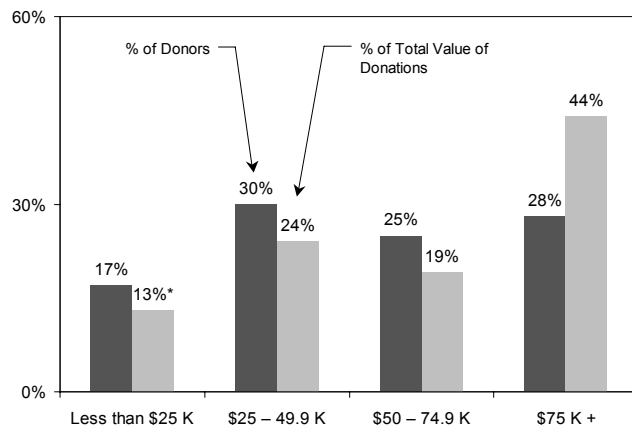
### Are high-income donors more generous?

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 1.25%\* of that income, compared to 0.34% for those with household incomes between \$50,000 and \$74,900.

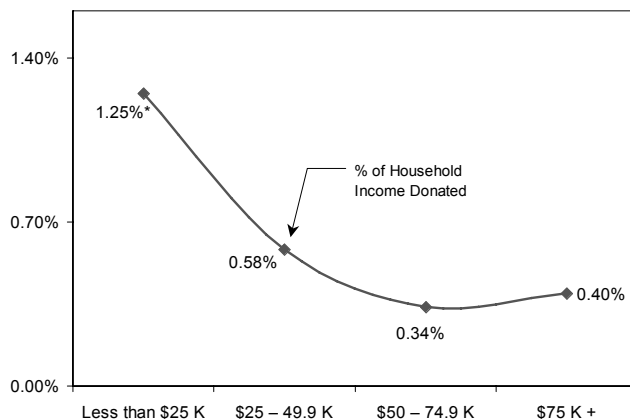
Donor Rate and Average Annual Donation by Household Income



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](http://www.givingandvolunteering.ca).

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