

Charitable Giving in Canada



Fact Sheet # 1

How many? How much?

Almost nine out of ten (88%) Canadians aged 15 and over made financial or in-kind donations to charitable and non-profit organizations between November 1, 1996 and October 31, 1997, according to data from the National Survey of Giving, Volunteering and Participating (NSGVP).

Close to eight out of ten (78%) made financial donations to charities, giving a total of \$4.44 billion. The national average annual donation was \$239.

Over half of the population (52%) donated food to charitable and nonprofit organizations such as food banks, and almost two-thirds (63%) donated clothing or goods to an organization.

Three percent of Canadians report having left a bequest to a charitable or nonprofit organization.

Much comes from the few

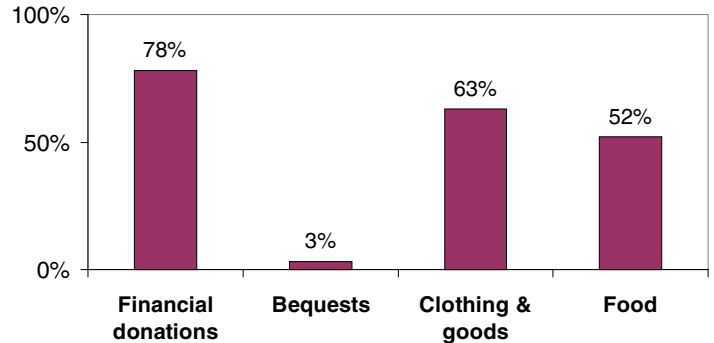
Close to half (47%) of the total dollar value of all donations comes from just 5% of donors – those who gave \$915 or more in the previous year. The 20% of donors who gave between \$206 and \$914 accounted for 33% of donations. Although these two groups combined accounted for only 25% of donors, they contributed 80% of all financial donations given in the previous year.

Regional variations

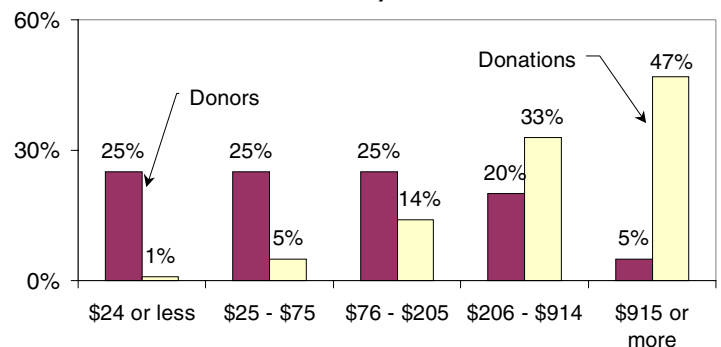
A higher percentage of people in the Atlantic provinces made donations than did other Canadians, whereas those in the Prairie provinces made larger donations than did those who live elsewhere.

- 🍁 Highest donor rate: *Newfoundland*, 84%
- 🍁 Lowest donor rate: *British Columbia*, 73%
- 🍁 Highest average donation: *Alberta*, \$338
- 🍁 Lowest average donation: *Quebec*, \$127

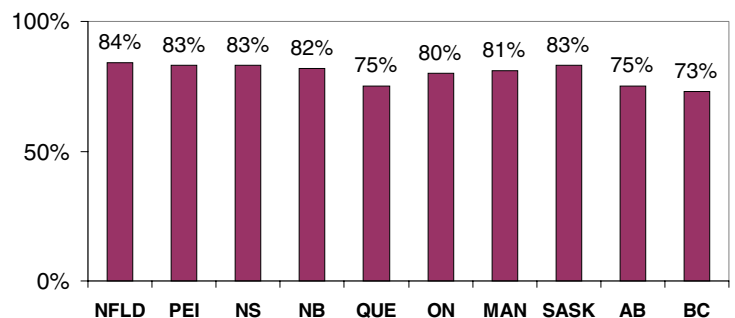
Percentage of Canadians Making Donations by Type of Donation Made



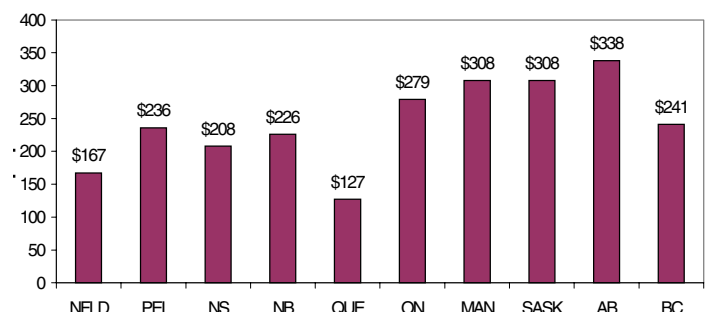
Percentage of Donors and Percentage of Donations by Size of Donation



Percentage of the Population Making Donations by Province



Average Annual Donation by Province



Where donations go

In terms of charitable giving, Canadians give more money to support religious organizations than any other type of organization. During the year covered by the survey, Canadians gave 52% of the total value of all donations, or \$2.29 billion to religious organizations, even though these organizations received only 15% of the total number of all charitable donations.

The average donation to religious organizations is more than twice the size of donations to non-religious organizations (\$270 vs. \$125).

Thirty-eight percent of all donations went to health organizations, which accounted for 17% of the total dollar value of all donations (\$748 million).

Social service organizations received 21% of donations, and 11% of the total value of all donations (\$502 million).

Finally, philanthropy and voluntarism organizations received 6% of the total value of donations (\$262 million). This category includes organizations such as foundations, support and service organizations, as well as fundraising organizations.

QUICKfacts...

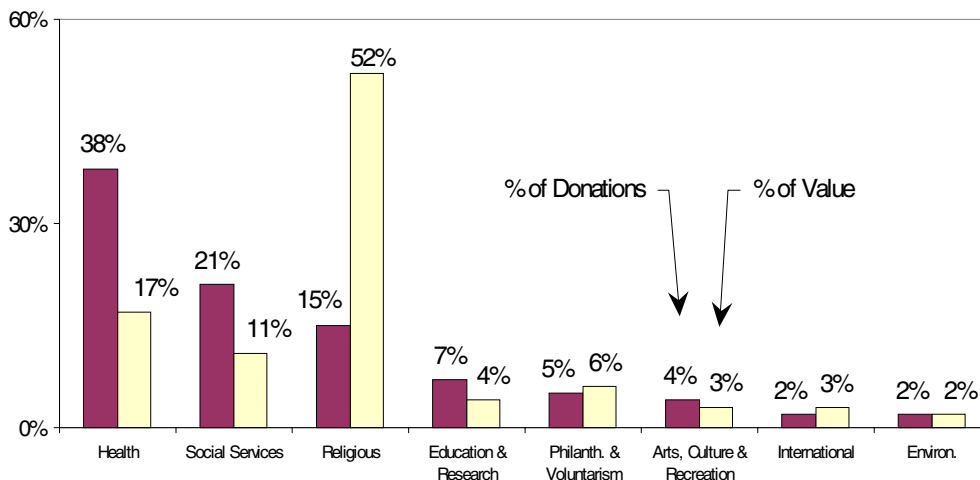
28% of donors supported one type of organization

30% made donations to two types of organizations

23% made donations to three types of organizations

19% made donations to four or more types of organizations

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



Canadian Centre for Philanthropy
Le Centre canadien de philanthropie



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More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians* is available online at our website: www.ccp.ca

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