

Charitable Giving in Ontario



Fact Sheet #13

How many? How much?

Almost nine out of ten (89%) Ontarians aged 15 and over made financial or in-kind donations to charitable and nonprofit organizations between November 1, 1996 and October 31, 1997, according to data from the National Survey of Giving, Volunteering and Participating (NSGVP).

Eight out of ten (80%) made financial donations to charities, giving a total of \$2.02 billion.

The provincial average annual donation was \$279.

Two-thirds of the provincial population (66%) donated clothing or goods to charitable and nonprofit organizations, and 57% of Ontarians donated food to an organization. Three percent of Ontarians report having left a bequest to a charitable or nonprofit organization.

Much comes from the few

Close to half (44%) of the total dollar value of all donations comes from just 5% of donors – those who gave \$1060 or more during the one-year period. The 20% of donors who gave between \$258 and \$1059 account for 34% of donations. Although these two groups combined account for only 25% of donors, they contributed 78% of all financial donations made.

Variations in giving by size of community

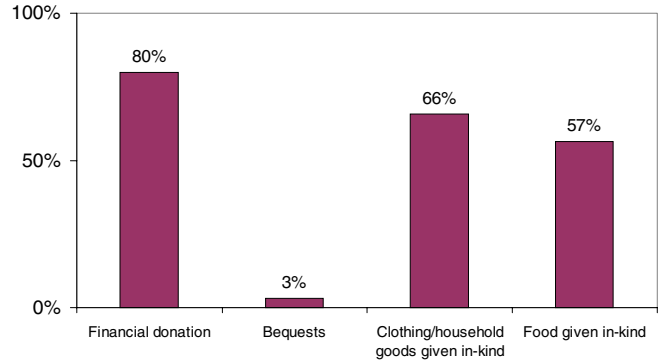
Ontario-wide statistics tend to reflect charitable giving patterns found in large urban areas of the province. By comparing provincial donor activity in different community sizes, we highlight the variations found among urban and rural areas of Ontario.

A higher percentage of Ontarians living in rural areas made donations than those who live in towns and cities in the province.

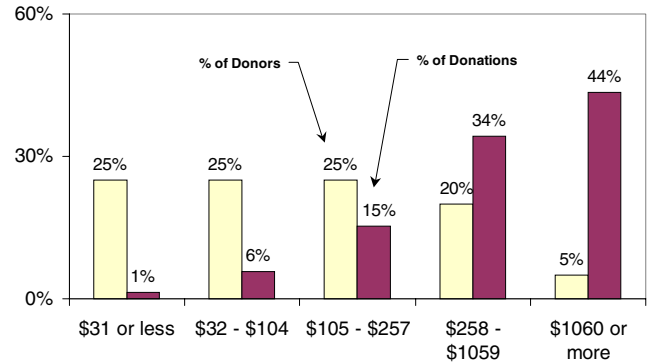
However, more than \$7 out of every \$10 donated in Ontario are contributed by residents of cities with populations of 100,000 or more.

Ontarians that live in Rural areas contributed 12.4% of the total value of all donations.

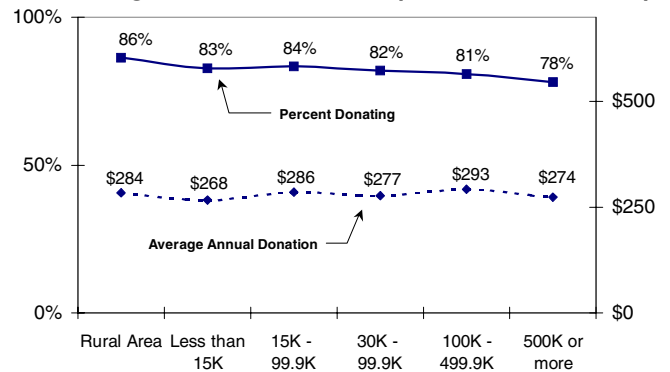
Percentage of Ontarians Making Donations by Type of Donation Made



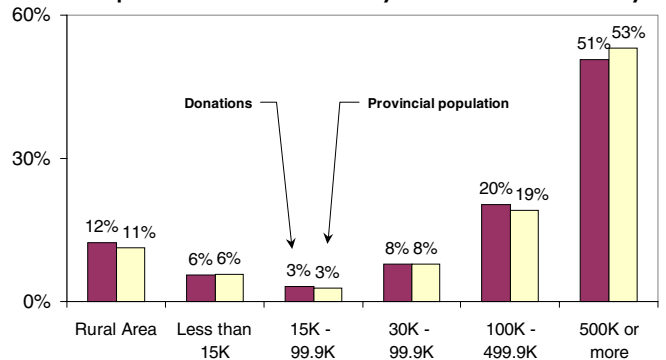
Percentage of Ontario Donors and Provincial Donations by Size of Donation



Percentage of Ontarians Making Donations and Average Annual Donation by Size of Community



Percentage of Total Donations and Percentage of Population in Ontario by Size of Community



¹Findings from the NSGVP are based on reports of charitable giving and volunteering over the 1-year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

Where donations go

In terms of charitable giving, Ontarians give more money to support religious organizations than any other type of organization. During the year covered by the survey, Ontarians gave 51% of the total value of all donations, or \$1.04 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 (\$309 vs. \$144).

Forty-one percent of all donations made went to health organizations, which accounted for 19% of the total dollar value of all donations (\$382 million).

Social service organizations received 20% of donations and 11% of the total value of all donations (\$222 million).

Education and research organizations received 6% of donations, accounting for 3% of the total value of donations (\$61 million). Philanthropy and voluntarism organizations, received 5% of donations and 6% of the total value of donations (\$130 million). The philanthropy and voluntarism category includes organizations such as foundations, support and service organizations, as well as fundraising organizations.

QUICKfacts...

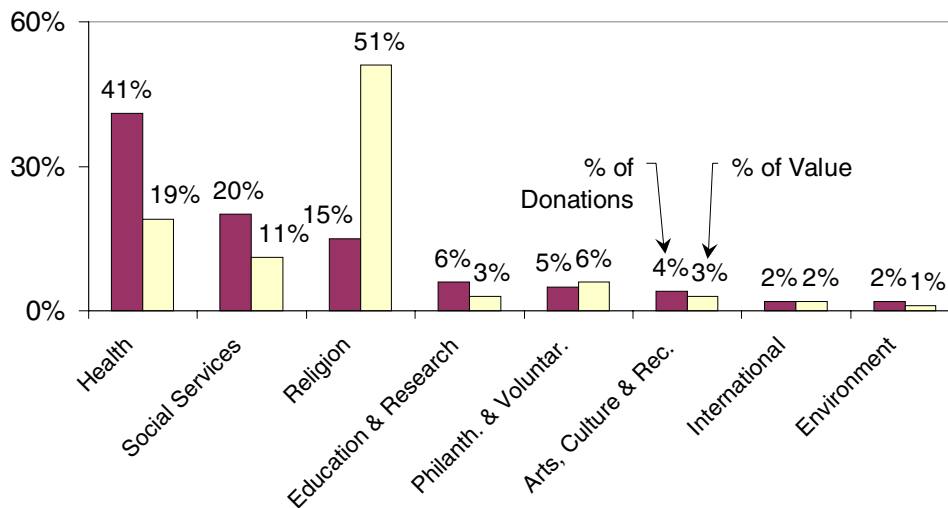
27% of donors supported one type of organization

29% made donations to two types of organizations

25% made donations to three types of organizations

16% made donations to four or more types of organizations

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



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VOLUNTEER
BÉNÉVOLES
CANADA

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/nsgvp

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