

THE PHILANTHROPIC SPIRIT IN CANADA:

MOTIVATIONS AND BARRIERS

David Lasby



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie NC



VOLUNTEER
BÉNÉVOLES
CANADA

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For more information about the 2000 National Survey of Giving, Volunteering and Participating, including full text of the highlights report, *Caring Canadians, Involved Canadians*, please visit www.givingandvolunteering.ca.

Canadian Centre for Philanthropy
425 University Avenue, Suite 700
Toronto, Ontario
Canada M5G 1T6
Tel: 416.597.2293
Fax: 416.597.2294
Email: ccpresearch@ccp.ca

www.ccp.ca | www.givingandvolunteering.ca

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Canada 

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I About the NSGVP

The National Survey of Giving, Volunteering and Participating (NSGVP) provides the most comprehensive look at the contributions of Canadians to one another and their communities ever undertaken in Canada.

The NSGVP asks Canadians a series of questions about how they give money and other resources to individuals and to charitable and nonprofit organizations; volunteer time to charitable and voluntary organizations and directly to individuals; and participate in organizations by becoming members. First conducted in 1997 as a special survey by Statistics Canada, the NSGVP was repeated in 2000 as part of the federal government's Voluntary Sector Initiative (VSI). The 2000 survey was conducted by Statistics Canada as a supplement to the Labour Force Survey (LFS). The 2000 NSGVP is based on a representative sample of 14,724 Canadians aged 15 and older who were asked about their giving and volunteering for a one-year period from October 1, 1999 to September 30, 2000.

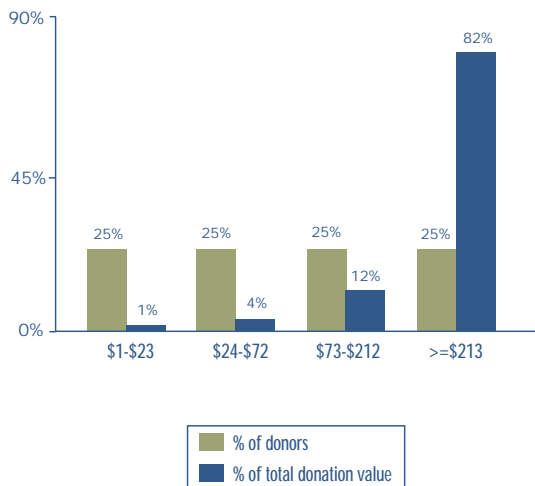
A renamed and redesigned Canada Survey of Giving, Volunteering and Participating (CSGVP) will be conducted every three years beginning in 2004. Although Statistics Canada will continue to conduct the CSGVP, it will be a stand-alone survey that is independent of the Labour Force Survey. Following national consultations with voluntary sector organizations, federal and provincial agencies, and the academic research community, the CSGVP content was modified. The new survey instrument was tested and will go into the field in the fall of 2004.

For more information on the NSGVP and CSGVP, please continue to visit www.givingandvolunteering.ca.

More than three quarters (78%) of Canadians aged 15 and over donated money to a charitable or nonprofit organization during 2000, according to the National Survey of Giving, Volunteering and Participating (NSGVP). These donors contributed an average of \$259 each, for a total of \$4.9 billion. However, much continues to come from the few. As was the case with the 1997 NSGVP, the lion's share of all donations came from a minority of donors. More than 8 in 10 donated dollars (82%) came from the 25% of donors who contributed \$213 or more (see Figure 1). This concentration of support is even more startling when viewed in terms of the general population: 82% of the total value of all donations was contributed by only 25% of Canadians aged 15 and over.

This report draws on data from the 2000 National Survey of Giving, Volunteering and Participating, which surveyed 14,724 Canadians aged 15 and older about their charitable giving and volunteering over a one-year period. It presents a snapshot of Canada's donors, highlighting the personal and economic characteristics of Canadians who were most likely to contribute to charitable causes. It examines donors' motivations for giving, and the barriers that prevent donors from giving more and non-donors from giving at all. It then explores the relationship between early life experiences and charitable giving in later life. The report concludes by suggesting what these findings may mean for charitable and nonprofit organizations that rely, in whole or in part, on charitable donations.

Figure 1. Much comes from the few



Readers should note that this report presents findings on Canadian donors as a whole. Readers seeking information about donation trends in one or more of Canada's provinces are directed to www.givingandvolunteering.ca, which houses a series of provincial fact sheets on charitable giving, as well as a downloadable version of *Caring Canadians, Involved Canadians: Highlights from the 2000 National Survey of Giving, Volunteering and Participating*. Readers will also find on this Web site *Understanding Canadian Donors: Using the National Survey of Giving, Volunteering and Participating to Build Your Fundraising Program*, a manual that provides some guidance in applying NSGVP data to the fundraising programs of charitable and nonprofit organizations.

Who are Canada's donors? What personal and economic factors (e.g., age, level of education, household income, religious affiliation) are associated with higher rates of donating? What motivated more than three quarters of Canadians to make charitable donations? What prevented these donors from contributing more? What prevented more than one fifth (22%) of Canadians from making any donations at all? What do these findings mean for Canadians charitable and nonprofit organizations that hope to build a solid donor base for their work?



The personal and economic characteristics of donors

Before examining why some Canadians make charitable donations and others don't, it would be useful to have a picture of Canada's donors. Who are they? What differentiates them from Canadians as a whole? Which Canadians are more likely to make charitable donations and to give the most money? This section of the report presents findings on the personal and economic characteristics of Canadian donors.

Table 1. Donating and personal and economic characteristics

	Donation rate	Average donation	% Population	% Donors	% Top donors	% Total value of donations
Age						
15 - 24 years	64%	\$118	17%	14%	5%	6%
25 - 34 years	77%	\$229	18%	17%	14%	15%
35 - 44 years	86%	\$242	21%	24%	24%	22%
45 - 54 years	83%	\$338	18%	19%	23%	25%
55 - 64 years	81%	\$316	11%	12%	15%	14%
65+ years	77%	\$308	15%	15%	19%	17%
Sex						
Male	75%	\$260	49%	47%	48%	47%
Female	81%	\$259	51%	53%	52%	53%
Marital status						
Married/Common law	84%	\$282	62%	66%	72%	72%
Single/Never married	66%	\$169	26%	22%	14%	15%
Widow/Widower	77%	\$328	5%	5%	7%	7%
Separated/Divorced	72%	\$286	7%	6%	7%	7%
Education level						
Less than high school	68%	\$152	27%	23%	15%	14%
High school diploma	80%	\$210	20%	20%	16%	16%
Some post-secondary	77%	\$231	9%	9%	9%	8%
Post-secondary diploma	84%	\$252	28%	30%	29%	29%
University degree	84%	\$480	17%	18%	30%	33%
Labour force status						
Employed	82%	\$273	63%	66%	68%	69%
Full-time (>30 hrs/week)	83%	\$274	50%	54%	57%	56%
Part-time (<30 hrs/week)	76%	\$271	12%	12%	11%	12%
Unemployed	65%	\$139	4%	3%	2%	2%
Not in labour force	73%	\$243	33%	31%	30%	29%
Religious affiliation						
Affiliated	83%	\$296	74%	77%	85%	87%
No affiliation	72%	\$146	26%	23%	15%	13%
Religious attendance						
Weekly attender	90%	\$577	19%	21%	40%	47%
Not a weekly attender	77%	\$176	81%	79%	60%	53%
Religiosity						
Very religious	85%	\$618	11%	12%	21%	29%
Not very religious	79%	\$210	89%	88%	79%	71%
Household income						
< \$20,000	63%	\$142	13%	11%	6%	6%
\$20,000-\$39,999	75%	\$190	26%	25%	18%	18%
\$40,000-\$59,999	79%	\$214	23%	23%	20%	19%
\$60,000-\$99,999	85%	\$275	25%	27%	32%	29%
\$100,000 or more	86%	\$529	12%	13%	24%	27%

Age. Canadians aged 35 to 44 were most likely to make charitable donations (86% donated; see Table 1), while those at the youngest and oldest ends of the age spectrum were less likely to give (64% of 15-24 year olds and 77% of those aged 65 and over donated).

Generally speaking, Canadians aged 45 and over made significantly larger average donations than did younger donors. Those aged 45 to 54 made the largest average annual donation (\$338), followed by those aged 55 to 64 (\$316) and those aged 65 and over (\$308).

Some age groups contributed a disproportionately large percentage of the total value of donations, given their representation in the Canadian population, while others contributed a disproportionately small percentage. For example, those aged 45 to 54 made up 18% of the population and 19% of donors, but accounted for 23% of top donors and contributed 25% of the total value of all donations. Those aged 15 to 24 accounted for 17% of the population and 14% of donors, but made up just 5% of top donors and contributed 6% of the total value of donations.

Sex. Women were somewhat more likely to donate than were men (81% vs. 75%, respectively; see Table 1), although both male and female donors gave almost the same amount, on average (\$260 and \$259, respectively). Women accounted for 51% of the population and contributed 53% of the total value of donations, while men accounted for 49% of the population and contributed 47% of the total value of donations.

Marital status. Canadians who were married or in a common-law relationship were most likely to donate (84% donated; see Table 1), while those who were single and had never married were least likely to give (66%).

Donors who were widowed made the largest donations, on average (\$328), while those who were single made the smallest (\$169). Donors who were separated or divorced and those who were married donated roughly the same amount, on average (\$286 and \$282, respectively).

Married Canadians accounted for a disproportionately large percentage of the total value of all donations (62% of Canadians, but 72% of the total value of all donations) while those who were single accounted for a disproportionately small percentage (26% of Canadians, but 15% of the total value of all donations).

Education. Both the likelihood of making a charitable donation and the size of the average annual donation increased with education. Canadians with a post-secondary diploma, or a university degree, were the most likely to donate (84% of both groups made donations; see Table 1), while those with less than a high school education were the least likely to give (68%). Those with some post-secondary education (77%) and a high-school diploma (80%) fell between these two extremes.

The average annual donation tended to increase with education, from a low of \$152 among those with less than a high school diploma, to a high of \$480 among those with a university degree.

Canadians in the highest education categories contributed disproportionately large percentages of the total value of all donations, given their representation in the population as a whole. For example, those with a university degree represented 17% of the population and 18% of donors, but made up 30% of top donors and contributed 33% of the value of all donations. Conversely, Canadians with less education contributed disproportionately small percentages of the total value of donations. For example, those with less than a high school diploma made up 27% of the population and 23% of donors, but made up 15% of top donors and contributed just 14% of the total value of all donations.

Labour force status. The likelihood of donating varied according to respondents' labour force status. Canadians who were employed, particularly on a full-time basis, were more likely than others to make a donation and they gave more, on average. Over four fifths (83%) of those who were employed full-time and over three quarters (76%) of those who were employed part-time made a donation (see Table 1), compared to 73% of those who were not in the labour force,¹ and 65% of those who were unemployed.

Canadians who were employed full-time donated \$274, on average, and those who were employed part-time donated \$271. This compares to \$243 for those who were not in the labour force and \$139 for those who were unemployed.

Canadians who were employed full-time contributed a disproportionately large percentage of the total value of all donations, given their representation in the population. This group represented 30% of the population and 54% of donors, but made up 57% of top donors and contributed 56% of the total value of all donations.

Religious affinity. The NSGVP uses three measures of religious affinity: affiliation with an established religious tradition or place of worship, frequency of attendance at religious services, and self-identified degree of religiosity. By all three of these measures, Canadians who were more religious were more likely to donate and give more, on average, than those who were less religious. More than four in five (83%) of those who were affiliated with a religious tradition or place of worship made a donation, compared with less than three quarters (72%) of those with no such affiliation (see Table 1). Similarly, 85% of those who considered themselves to be very religious made a donation, compared to 79% of those who did not identify themselves in this way. The most pronounced difference can be seen in the frequency of religious attendance – 90% of those who attended religious services weekly donated, compared to 77% of those who did not attend services as regularly or at all.

Religious affinity also appears to be related to how much Canadians give. Those who were affiliated with a religious tradition or place of worship donated more than twice as much, on average, as those with no affiliation (\$296 vs. \$146). Similarly, those who identified themselves as very religious donated almost three times as much, on average, as those who did not identify themselves in this way (\$618 vs. \$210). Again, the most striking difference was between Canadians who attended religious services weekly and those who did not. Those who attended services weekly donated over three times as much, on average, as those who did not (\$577 vs. \$176).

Canadians with a religious affinity contributed a disproportionately large percentage of the total value of all donations, given their representation in the population. The almost three quarters (74%) of Canadians who claimed affiliation with a religious tradition or place of worship made up 77% of donors, but accounted for 85% of top donors and 87% of the total value of all donations. Similarly, those who attended weekly religious services made up 19% of the population and 21% of donors, but accounted for 40% of top donors and almost half (47%) of

¹ “Not in the labour force” refers to Canadians over the age of 15 who were not working and not actively seeking work. It includes people who are retired, full-time homemakers, full-time students, etc. It does not include those who are unemployed, i.e., not working but available for and actively seeking employment. Full-time employment refers to employment for 30 or more hours per week.

the total value of all donations. Perhaps the most striking example of this pattern can be seen among those who consider themselves very religious. These individuals made up just 11% of the Canadian population and 12% of donors, but accounted for 21% of top donors and almost one third (29%) of the total value of all donations.

Household income. Perhaps not surprisingly, both the likelihood of making a donation and the average amount given increased with annual household income. The percentage of Canadians who made a donation ranged from a low of 63% among those with household incomes of less than \$20,000 to a high of 86% among those with household incomes of \$100,000 or more (see Table 1).

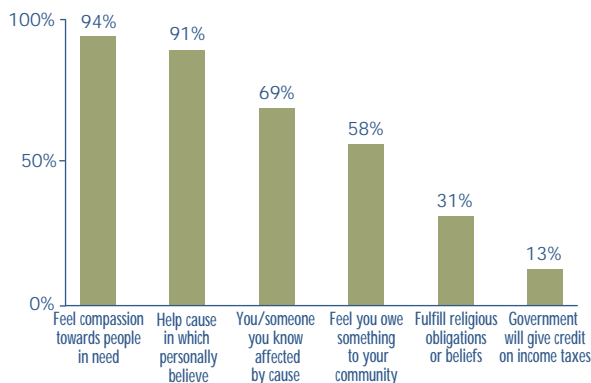
Perhaps not surprisingly, Canadians with the lowest household incomes made the smallest average annual donations, while those with the highest household incomes gave the most. Canadians with annual household incomes of less than \$20,000 gave an average of \$142, while those with household incomes of \$100,000 or more gave an average of \$529.

Canadians with higher household incomes contributed a disproportionately large percentage of the total value of all donations, given their representation in the population. Those with household incomes of \$100,000 or more made up 12% of the population and 13% of donors, but accounted for 24% of top donors and more than one quarter (27%) of the total value of donations. Similarly, those with household incomes between \$60,000 and \$99,999 made up 25% of the population and 27% of donors, but accounted for 32% of top donors and 29% of the total value of donations. Conversely, those with annual household incomes of less than \$20,000 made up 13% of the population and 11% of donors, but accounted for just 6% of top donors and 6% of the total value of all donations.

IV Motivations for donating

The NSGVP asked donors whether any of a range of six potential factors motivated them to make charitable donations. The most commonly cited motivations for donating were a sense of compassion for those in need (94% of donors cited this motivation; see Figure 2) and a belief in the cause of the organization supported (91%). Somewhat fewer donors said that they were motivated to give because they or someone they knew were personally affected by the cause of the organization (69%), or because they thought they owed something to their community (58%). Nearly one third of donors said that they donated to fulfill religious obligations or beliefs (31%). Comparatively few (13%) said that they were motivated by the tax credits offered by government in return for donating.

Figure 2. Motivations for donating, all donors



Motivations for donating and the personal and economic characteristics of donors

The relative importance of some motivations for giving varies according to the personal and economic characteristics of donors, such as age, education, and household income.

Age. With two exceptions, the motivations for giving remained fairly consistent across all age groups. The likelihood of giving in order to fulfill religious obligations and beliefs tended to increase with age, from a low of 24% of those aged 25-34,

to a high of 47% among those aged 65 and over (see Table 2). This may be explained, in part, by the fact that older Canadians tend to be more religious than younger Canadians.² Older donors were also more likely than younger donors to say that they gave because they felt they owed something to their community.

Table 2. Motivations for donating and personal and economic characteristics

	Government will give credit on income taxes	Feel compassion towards people in need	Fulfill religious obligations or beliefs	Help cause in which personally believe	Feel you owe something to your community	You/someone you know affected by cause
Age						
15 - 24 years	11%	95%	27%	88%	54%	66%
25 - 34 years	14%	96%	24%	92%	58%	68%
35 - 44 years	13%	93%	28%	91%	53%	69%
45 - 54 years	12%	94%	29%	91%	62%	71%
55 - 64 years	13%	96%	34%	91%	61%	68%
65+ yrs	13%	93%	47%	90%	64%	70%
Sex						
Male	15%	93%	30%	90%	56%	63%
Female	11%	95%	32%	91%	60%	74%
Marital status						
Married/Common law	13%	94%	32%	92%	59%	70%
Single/Never married	13%	94%	26%	88%	56%	65%
Widow/Widower	15%	93%	49%	87%	64%	71%
Separated/Divorced	8%	92%	23%	92%	59%	70%
Education level						
Less than high school	11%	91%	35%	88%	54%	66%
High school diploma	14%	95%	28%	92%	56%	71%
Some post-secondary	12%	96%	29%	91%	62%	71%
Post-secondary diploma	11%	95%	29%	92%	56%	68%
University degree	16%	94%	32%	90%	67%	68%
Labour force status						
Employed	13%	94%	28%	90%	58%	69%
Full-time (>30 hrs/week)	13%	94%	27%	90%	57%	68%
Part-time (<30 hrs/week)	13%	96%	31%	92%	59%	74%
Unemployed	11%	93%	26%	93%	54%	61%
Not in labour force	12%	94%	38%	91%	60%	69%
Religious affiliation						
Affiliated	13%	94%	38%	91%	60%	69%
No affiliation	12%	94%	9%	89%	55%	68%
Religious attendance						
Weekly attender	15%	96%	67%	93%	68%	70%
Not a weekly attender	12%	94%	21%	90%	56%	68%
Religiosity						
Very religious	14%	94%	64%	94%	69%	72%
Not very religious	13%	94%	26%	90%	57%	68%
Household income						
< \$20,000	12%	96%	38%	86%	56%	65%
\$20,000-\$39,999	13%	94%	34%	91%	57%	68%
\$40,000-\$59,999	13%	93%	28%	89%	56%	67%
\$60,000-\$99,999	11%	94%	27%	93%	58%	71%
\$100,000 or more	16%	95%	31%	92%	67%	71%

² See *Giving and Volunteering: The Role of Religion*, available at www.givingandvolunteering.ca.

Sex. With one exception, women were more likely than men to cite all motivations for giving. Women were significantly more likely than men to say that they donated because they or someone they knew had been affected by the cause of the organization (74% of women vs. 63% of men). Women were also more likely than men to say that they donated because they felt they owed something to their community. On the other hand, women were somewhat less likely than men to say that they were motivated by government tax credits (11% of women donors vs. 15% of male donors). This may be at least in part because men tend to earn more than women, which makes tax credits more valuable to men.

Marital status. The importance of some motivations varied according to marital status. Widowed donors were much more likely to donate to fulfill religious obligations or beliefs (49% vs. 31% of all donors; see Table 2). This may be explained, in part, by the fact that widowed individuals tend to be older than average and older Canadians tend to be more religious than younger Canadians. Widowed donors were also somewhat more likely to donate because they felt they owed something to their community (64% vs. 58% of all donors). Those who were single or who were widowed were noticeably less likely to say that they donated because they believed in the cause of the organization (88% and 87% respectively vs. 92% of both married and divorced donors). Separated or divorced donors were less likely to cite government tax credits as a motivation for donating (8% vs. 13% of all donors).

Education. With two exceptions, the motivations for giving remained fairly consistent across all education groups. Donors with a university degree were significantly more likely than other donors to say that they gave because they felt that they owed something to their community (67% vs. 58% of all donors; see Table 2) and were somewhat more likely to say they were motivated by government tax credits.

Labour force status. As with education, the motivations for giving remained fairly consistent across all labour force groups. However, those who were not in the labour force were noticeably more likely to say that they donated in order to fulfill religious obligations or beliefs (38% vs. just over a quarter in other labour force categories). This may be explained, in part, by the fact that those who are

not in the labour force tend to be older than average and older Canadians tend to be more religious than average. Donors who were employed part-time were noticeably more likely to donate because they were personally affected by the cause of the organization than were those who were unemployed (74% vs. 61%; see Table 2).

Religious affinity. With two exceptions, the relative importance of motivations for giving did not vary significantly among the religious and the less religious. It is perhaps no surprise that those who had an affiliation to a recognized religion or place of worship were more likely to give to fulfill religious obligations or beliefs (38% vs. 9% of those with no affiliation; see Table 2), as were those who attended weekly religious services (67% vs. 21% of those who did not attend services weekly), and those who considered themselves very religious (64% vs. 26% who did not describe themselves in this way). Religious Canadians were also noticeably more likely to give because they felt they owed something to the community (69% of the very religious and 68% of those who attended weekly services vs. 57% of those who did not describe themselves as very religious and 56% of those who did not attend religious services weekly).

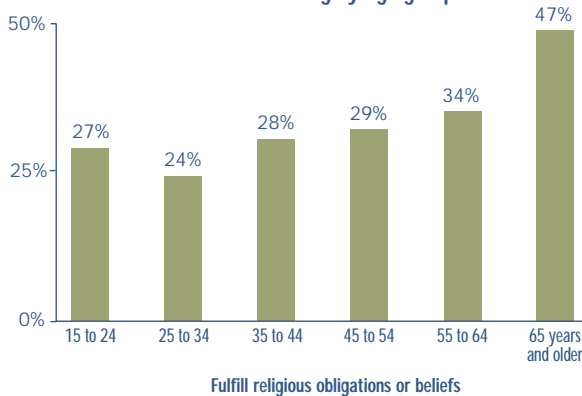
Household income. The relative importance of some motivations for giving varied according to household income. For example, those in the highest income categories were more likely than those in lower income categories to say that they gave because they or someone they knew had been affected by the cause. More than 7 in 10 (71%) of donors with household incomes of \$60,000 or more cited this as a motivation, compared to only 65% of those with annual household incomes of less than \$20,000 (see Table 2). Donors in the highest income category (\$100,000 or more) were also more likely to give because they felt that they owed something to their community (67% vs. 56%-58% of those in all other categories). Donors in the lowest income bracket (less than \$20,000) were more likely to say that they gave to fulfill religious obligations or beliefs (38% vs. 28% of those with household incomes of \$40,000-\$59,999 and 27% of those with household incomes of \$60,000-\$99,999). Those who had household incomes in excess of \$100,000 were more likely than those on the lower income to cite income tax credits as a motivation for donating (16%).

Religiously motivated donors

The percentage of people who said that they gave to fulfill religious obligations or beliefs varied more than any other motivation across demographic categories. What differentiates those who give for religious reasons from those who do not?

First, religiously motivated donors tended to be older than average – almost half (47%) of those aged 65 and over said that they donated because of their religious beliefs or obligations, compared to just one quarter (24%) of those aged 25 to 34 (see Figure 3).

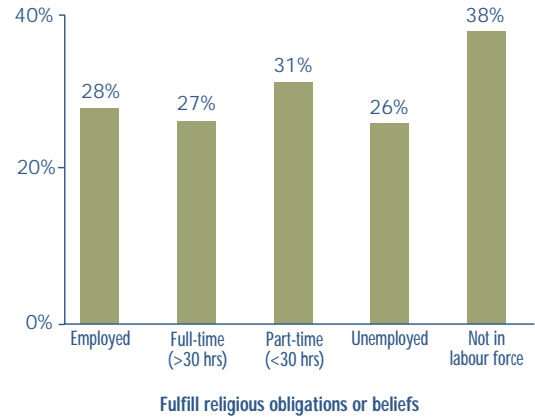
Figure 3. Percentage of donors citing religious motivations for donating by age group



Second, donors who were widowed and, therefore, tended to be older, were more likely to cite religious motivations (49% of widowed donors) than were married donors (32%), single donors (26%), or separated or divorced donors (23%).

Third, religiously motivated donors were more likely to be employed part-time or not in the labour force. Over one third (38%) of donors who were not in the labour force cited religious motivations for donating, as did 31% of those who were employed part-time (see Figure 4). In comparison, just over one quarter of those who were employed full-time (27%) or unemployed (26%) cited religious motivations for giving (see Figure 4). The relationship between labour force characteristics and religious motivations may be, in part, related to the age of donors, but age does not seem to offer a complete explanation. Although many, if not most, of those who were not in the labour force were retirees, age does not seem to explain the importance of religious motivations among those who were employed part-time.

Figure 4. Percentage of donors citing religious motivations for donating by labour force status

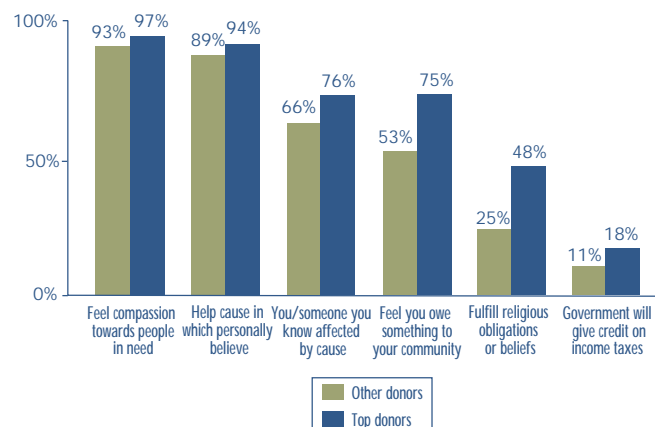


Fourth, and perhaps least surprisingly, religious motivations for charitable giving appear to be linked to the religious attributes of donors. As was noted above, no matter which measure of religious affinity is used, those who were more religious were more likely to say that they gave to fulfill religious obligations or beliefs.

Motivations for donating and the level of support

Top donors (those who donated \$213 or more, annually) were more likely than other donors to cite all potential motivations for giving (see Figure 5). Top donors were almost twice as likely to cite religious obligations or beliefs as a reason for donating (48% of top donors vs. 25% of other donors). They were also notably more likely to say that they gave because they felt they owed something to the community (75% top donors vs. 53% other donors) and because they or someone they knew had been personally affected by the cause the organization supports (76% top donors vs. 66% other donors). Top donors were also more likely than other donors to cite tax credits received from government as a motivation for giving (18% top donors vs. 11% other donors).

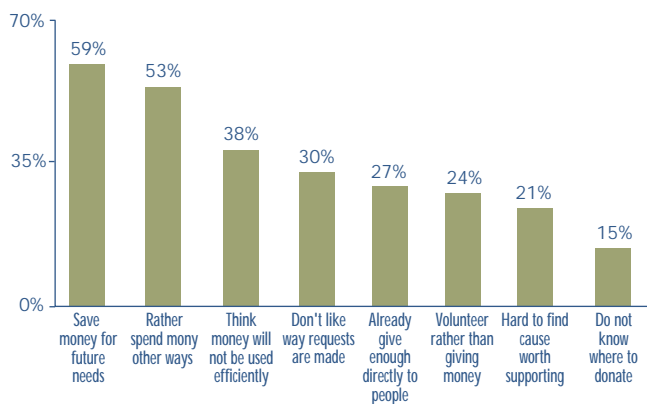
Figure 5. Motivations for donating, top donors vs. other donors



Barriers to donating

The NSGVP asked non-donors whether any of eight potential barriers prevented them from making a charitable donation. It is perhaps not surprising that the two most common barriers related to non-donors' financial priorities. Nearly one in six non-donors (59%) said that they did not give because they wanted to save money for future needs and more than one half (53%) said that they wanted to spend their money in other ways (see Figure 6). Nearly 4 in 10 (38%) said that they did not give because they thought their donations would not be used efficiently. Nearly one third (30%) said that they did not like the way that requests for donations were made. About one quarter said that they contributed in other ways – 27% said that they gave money directly to people in need without donating through an organization and 24% said that they volunteered instead of making charitable donations. Comparatively few non-donors said that they did not donate because they found it hard to find a cause worth supporting (21%) or because they did not know where to make a donation (15%).

Figure 6. Barriers to donating at all, non-donors

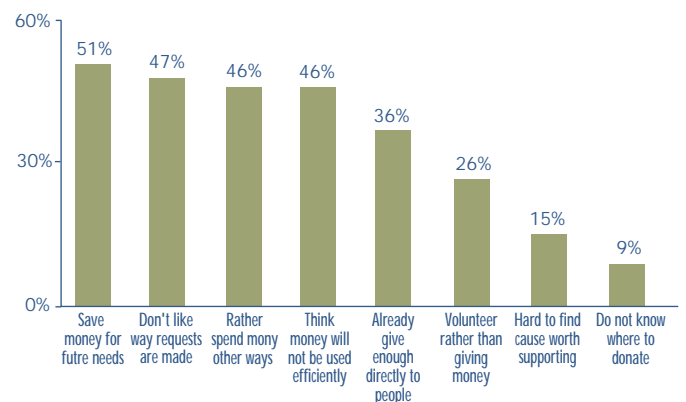


Barriers to donating more

The NSGVP asked donors whether any of the same range of eight potential barriers prevented them from donating *more*. The top barrier to donating more is the same as the top barrier to donating at all: a desire to save money for

future needs (cited by 51% of donors; see Figure 7). The second most common barrier, cited by nearly one half (47%) of donors, was not liking how requests for donations were made. Approximately the same number of donors said that they did not give more because they would rather spend their money in other ways or because they thought that their donations would not be used efficiently (46% for each). More than one third (36%) said that they gave enough money directly to people without going through an organization, and just over one quarter (26%) said that they volunteered instead of donating more. Relatively few donors said that they did not give more because they had difficulty finding a cause worth supporting (15%) or they did not know how to make a donation (9%).

Figure 7. Barriers to donating more, all donors



Barriers to donating more and the personal and economic characteristics of donors

Some of the barriers to donating more varied with the personal and economic characteristics of donors, such as age, education, and household income.³

³ We focus on the relationships between personal and economic characteristics and barriers to donating more, rather than the barriers to donating at all because the vast majority of Canadians made at least one donation.

Table 3. Barriers to donating more and demographics

	Hard to find a cause worth supporting	Want to save money for own future needs	Do not know where to make a contribution	Think money will not be used efficiently	Would prefer to spend money other ways	Give voluntary time instead of money	Already give enough money directly to people	Don't like way request made for contribution
Age								
15 - 24 years	17%	58%	24%	38%	51%	32%	25%	42%
25 - 34 years	11%	57%	10%	44%	53%	22%	28%	45%
35 - 44 years	16%	51%	7%	47%	47%	27%	37%	51%
45 - 54 years	13%	44%	6%	49%	44%	26%	40%	49%
55 - 64 years	14%	44%	6%	52%	40%	28%	44%	47%
65+ yrs	19%	49%	6%	43%	41%	24%	42%	45%
Sex								
Male	18%	52%	11%	48%	50%	26%	38%	50%
Female	12%	50%	8%	43%	43%	27%	34%	44%
Marital status								
Married/Common law	14%	49%	7%	48%	45%	26%	37%	49%
Single/Never married	15%	55%	17%	42%	51%	29%	30%	44%
Widow/Widower	20%	52%	6%	39%	45%	23%	44%	46%
Separated/Divorced	12%	48%	6%	42%	45%	26%	35%	42%
Education level								
Less than high school	20%	51%	15%	47%	47%	26%	39%	41%
High school diploma	16%	52%	10%	48%	45%	26%	39%	47%
Some post-secondary	14%	54%	11%	40%	45%	29%	33%	44%
Post-secondary diploma	13%	50%	6%	48%	48%	24%	34%	50%
University degree	9%	48%	4%	41%	46%	30%	32%	52%
Labour force status								
Employed	14%	51%	9%	47%	49%	26%	35%	48%
Full-time (>30 hrs/week)	14%	51%	8%	48%	49%	24%	36%	49%
Part-time (<30 hrs/week)	12%	49%	11%	46%	47%	32%	32%	47%
Unemployed	18%	53%	15%	37%	40%	22%	36%	42%
Not in labour force	17%	50%	10%	43%	42%	28%	37%	45%
Religious affiliation								
Affiliated	15%	49%	9%	45%	44%	27%	37%	46%
No affiliation	15%	55%	11%	49%	53%	24%	31%	52%
Religious attendance								
Weekly attender	16%	45%	11%	41%	39%	31%	36%	46%
Not a weekly attender	14%	52%	9%	47%	48%	25%	36%	47%
Religiosity								
Very religious	12%	44%	10%	42%	38%	29%	33%	43%
Not very religious	15%	51%	9%	46%	47%	26%	36%	48%
Household income								
< \$20,000	22%	52%	10%	40%	44%	28%	37%	37%
\$20,000-\$39,999	17%	54%	10%	47%	47%	27%	40%	46%
\$40,000-\$59,999	16%	52%	8%	48%	46%	25%	36%	49%
\$60,000-\$99,999	11%	49%	9%	44%	46%	26%	34%	48%
\$100,000 or more	12%	44%	11%	47%	49%	27%	30%	52%

Age. The barriers relating to financial priorities appear to vary according to stage of life. Younger donors were generally more likely than older donors to say that they did not give more because they wanted to save for future needs (see Table 3). More than half of donors aged 15 to 24 and 25 to 34 (58% and 57% respectively) said that they did not donate for this reason, compared to 44% of those aged 45 to 64 years and 49% of those aged 65 and over. Younger donors were also more likely than older donors to say that they did not give more because they preferred to spend their money in other ways. Over half of donors aged 15 to 24 and 25 to 34 (51% and 53% respectively) said that they did not give more for this reason, compared to about four in ten of those 55 years of age or older.

The belief that donations would not be used efficiently also appears to be somewhat age-related. Thirty-eight percent of donors aged 15 to 24 cited this barrier, compared to 49% of those aged 45 to 54 and 52% of those aged 55 to 64. However,

the percentage of donors citing this barrier dropped sharply among those aged 65 and older. In general, the percentage of people saying they didn't donate more because they already give enough money directly to people rises with age, from a low of 25% of those aged 15 to 24 to a high of 44% of those aged 55 to 64.

Donors aged 15 to 24 were much more likely than other donors to say that they did not give more because they did not know where to make a donation (24% of respondents) or because they volunteered instead of donating (32%).

Sex. Men were more likely than women to say that almost all potential barriers played a role in their decisions not to donate more (see Table 3). The only exception was that women were slightly more likely than men to say that they did not donate more because they volunteered instead (27% of female donors and 26% of male donors cited this barrier). This is perhaps not surprising, given that more women than men volunteer (28% of women vs. 25% of men).

Marital status. The differences in the relative importance of some barriers according to marital status seem to have more to do with the age of donors than with marital status *per se*, as can be seen in the differences between those who were single or had never been married, who tend to be younger, and those who were widowed, who tend to be older. Donors who were single were significantly more likely than those who were widowed to say that they did not know where to make a donation (17% of single donors vs. 6% of widowed donors; see Table 3) and significantly less likely to say that they already contributed enough by donating directly to individuals without involving an organization (30% of single donors vs. 44% of widowed donors). Other trends with regard to marital status mirror the trends we found for age. For example, single donors were more likely than those who were married, divorced or widowed to say that they would prefer to spend their money in other ways and that they volunteered instead of making donations.

Education. The relative importance of some barriers decreases with education. For example, the percentage of donors who said that they did not donate more because they have difficulty finding a cause worth supporting decreased from 20% of those with less than a high school education to 9% of those with a university degree (see Table 3). Similarly, the percentage of those who said that they did not know where to make a contribution decreased from 15% of those with less than a high school education to 4% of those with a university degree. However, about one half donors with a post-secondary diploma or university degree (50% and 52% respectively) said that they did not give more because they did not like the way in which requests are made. Given that these donors tend to be in higher income groups and therefore have more potential to

give, this should be of concern to charities that solicit funds from the public.

Labour force status. Unemployed donors were the most likely to say that they did not donate more because they wanted to save money for their future needs (53%; see Table 3), but the least likely to say that they did not donate more because they would prefer to spend their money in other ways (40%). Those who were employed were more likely than those who were unemployed or not in the labour force to say that they did not give more because they did not like the way requests were made (48%) or they did not think the money would be used efficiently (47%).

Religious affinity. Donors with an affiliation to an established religious tradition or place of worship were less likely to cite most barriers than were those without such an affiliation. The only exception was among those who said that they did not donate more because they volunteered instead. More donors with a religious affiliation than without (27% vs. 24%; see Table 3) cited this barrier, which is perhaps not surprising given that Canadians with a religious affiliation tend to volunteer at a higher rate than do those without such an affiliation (28% vs. 26%).

The same pattern is seen among those who attended weekly religious services and those who identified themselves as very religious. Those who attended weekly religious services were less likely to cite most barriers to donating more, with the exceptions of not knowing how to make a contribution (11% cited this barrier), and not being able to find a cause worth supporting (16%). Those who identified themselves as very religious were also slightly more likely to say that they did not know how to make a contribution (10% vs. 9% of those who did not identify themselves as very religious).

Household Income. The relative importance of potential barriers to donating more varied significantly with donors' annual household incomes. For example, donors with household incomes of less than \$20,000 were the most likely to say that they did not donate more because they wanted to save money for their own future needs (52%; see Table 3), and the least likely to say that they did not donate more because they would prefer to spend their money in other ways (44%).

Although those in the highest income categories were least likely to say that they wanted to save their money for future needs (44%), almost half (49%) of these donors said they did not donate more because they preferred

to spend their money in other ways. This pattern of responses suggests that donors in the lowest income categories do not donate more because they simply cannot, while those in higher income categories do not donate more because they would rather not. This may be related to the finding that higher income donors were more likely to say that they did not like the way that solicitations for donations were made (52% of those with household incomes of \$100,000 or more vs. 37% of those with incomes of less than \$20,000).

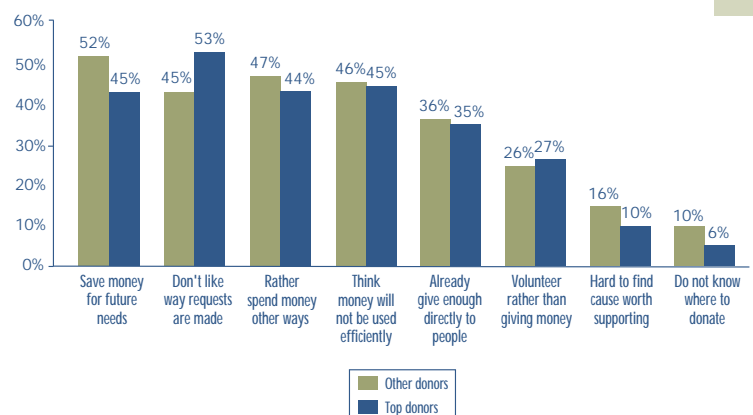
Donors in the lowest income category were least likely to say that they did not donate more because they did not think that the organization would use their donations efficiently (40% of those with incomes less than \$20,000), but more likely to say that they did not donate more because it was hard to find a cause worth supporting (22%).

Barriers to donating more and the level of support

Top donors (those who donated \$213 or more) were less likely than other donors to cite most barriers to donating more (see Figure 8). They were significantly less likely to say that they did not donate more because they wanted to save money for future needs (45% of top donors vs. 52% of other donors), because they had difficulty finding a cause worth supporting (10% top donors vs. 16% other donors) or did not know where to make a donation (6% top donors, vs. 10% other donors).

However, top donors were more likely than other donors to cite two barriers to giving more. More top donors than other donors said that they did not give more because they did not like the way that requests are made (53% top donors vs. 45% other donors) and because they volunteered instead (27% top donors vs. 26% other donors).

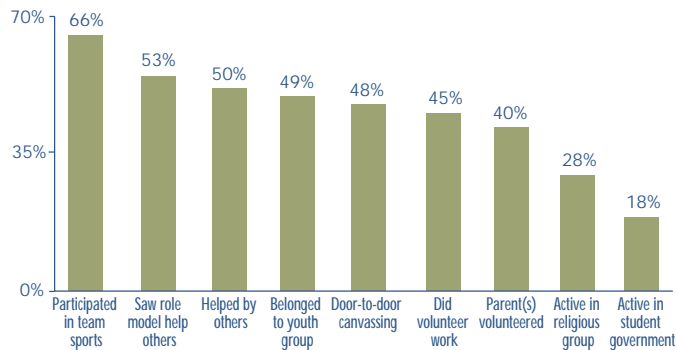
Figure 8. Barriers to donating more, top donors vs. other donors



Early life experiences and donating

In an attempt to identify predictors of donating and volunteering, the NSGVP asked respondents whether they had had any of a range of nine early life experiences that are thought to be related to giving and volunteering later in life. The most commonly cited early life experience was participation in an organized team sport (66% of respondents; see Figure 9), followed by seeing a role model help others in some way (53%). About half of respondents said that they had been helped in the past by others (50%), had been members of a youth group (49%), or had participated in door-to-door canvassing to raise money (48%). Relatively few respondents said that they had been active in a religious group (28%), or in student government (18%).

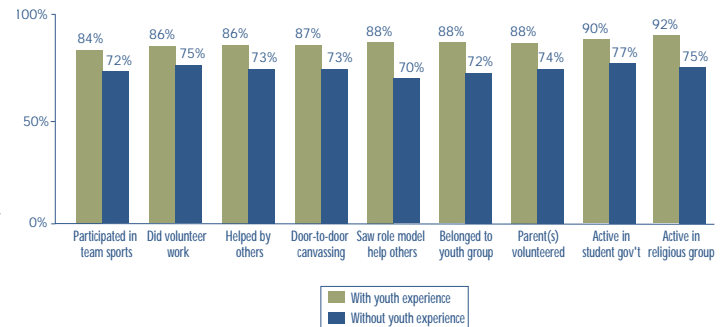
Figure 9. Incidence of various early life experiences, all respondents



Early life experiences as a predictor of donating

Early life experiences appear to have a significant effect on charitable giving later in life. Respondents who had had any of the youth experiences covered in the NSGVP were more likely to be donors than were those who had not had these experiences (see Figure 10). Some youth experiences appear to be more important than others. The experience with the greatest effect was seeing a role model help others (88% of respondents who had had this experience donated later in life, compared to 70% of those who had not had this experience). Other experiences that had a large effect were being active in a religious group (92% vs. 75%) and belonging to a youth group (88% vs. 72%).

Figure 10. Rate of donating, respondents with and without specific early life experiences



Early life experiences and their effect on motivations and barriers to donating

Generally speaking, those who had had one of the early life experiences covered by the survey were more likely to cite virtually all of the motivations for donating. The only two exceptions were that those who participated in an organized team sport and those who had conducted some sort of door-to-door canvassing for a cause were less likely to say that they donated in order to fulfill religious obligations or beliefs (29% of sports participants, vs. 35% of non-participants; and 29% of canvassers, vs. 33% of non-canvassers; see Table 4).

Some early life experiences, however, appear to have a particularly large impact on some motivations for donating. Canadians who were active in a youth group or religious organization when they were young, or saw a role model help others, were more likely to say that they donated because they felt that they owed something to their community. Those who were helped by others, saw a role model helping others, or were active in a religious organization, were more likely to say that they donated because they or someone they knew was affected by the cause that the organization supports. And, not surprisingly, those who had been active in a religious organization when they were young were much more likely than those who had not had this experience to say that they donated to fulfill religious obligations or beliefs.

Early life experiences have a more varied impact on the likelihood of citing particular barriers to donating more than they have on the likelihood of citing particular motivations for donating (see Table 5). Donors who had had almost every life experience covered in the NSGVP were more likely than donors who had not had that experience to say that they didn't donate more because they gave time instead of money or didn't like the way requests for

donations were made. However, they were less likely to say that they didn't donate more because they already gave enough money directly to people, it was hard to find a cause worth supporting, or didn't think the money would be used efficiently.

The early life experiences covered in the NSGVP had little impact at all on some barriers, including wanting to save money for future needs, not knowing where to donate, and preferring to spend money in other ways. These barriers to donating more appear to result from circumstances unrelated to early life experiences.

Table 4. Early life experiences and motivations for donating

	Government will give credit on income taxes	Feel compassion towards people in need	Fulfill religious obligations or beliefs	Help cause in which personally believe	Feel you owe something to your community	You/someone you know affected by cause
Participated in organized team sports						
Yes	14%	96%	29%	92%	60%	71%
No	11%	91%	35%	87%	56%	65%
Belonged to a youth group						
Yes	14%	95%	32%	93%	63%	72%
No	11%	93%	29%	89%	53%	65%
Did some kind of volunteer work						
Yes	14%	95%	32%	93%	63%	71%
No	12%	93%	30%	88%	54%	67%
Personally saw someone you admired help others						
Yes	14%	96%	34%	94%	66%	75%
No	11%	91%	27%	86%	47%	60%
Went door-to-door to raise money						
Yes	14%	95%	29%	93%	61%	72%
No	12%	93%	33%	89%	56%	65%
Helped in past by others						
Yes	13%	95%	33%	93%	62%	76%
No	13%	93%	28%	87%	55%	61%
Active in student government						
Yes	14%	95%	32%	93%	65%	71%
No	12%	94%	30%	90%	57%	68%
Active in a religious organization						
Yes	14%	96%	47%	95%	70%	77%
No	12%	93%	23%	89%	53%	65%
One or both parents did volunteer work in community						
Yes	13%	96%	32%	93%	65%	74%
No	13%	93%	30%	89%	53%	65%

Table 5. Early life experiences and barriers to donating more

	Hard to find a cause worth supporting	Want to save money for own future needs	Do not know where to make a contribution	Think money will not be used efficiently	Would prefer to spend money other ways	Give voluntary time instead of money	Already give enough money directly to people	Don't like way request made for contribution
Participated in organized team sports								
Yes	14%	52%	9%	46%	47%	27%	35%	48%
No	17%	48%	9%	45%	44%	24%	37%	44%
Belonged to a youth group								
Yes	12%	49%	8%	45%	46%	29%	34%	48%
No	17%	52%	10%	46%	47%	23%	38%	46%
Did some kind of volunteer work								
Yes	14%	49%	10%	43%	46%	30%	34%	46%
No	16%	52%	9%	47%	46%	22%	38%	48%
Personally saw someone you admired help others								
Yes	14%	48%	10%	44%	44%	29%	34%	48%
No	15%	53%	9%	48%	49%	23%	38%	45%
Went door-to-door to raise money								
Yes	11%	51%	10%	44%	47%	28%	31%	47%
No	18%	50%	9%	46%	45%	24%	41%	46%
Helped in past by others								
Yes	13%	51%	9%	42%	47%	28%	32%	48%
No	16%	50%	9%	49%	45%	24%	41%	46%
Active in student government								
Yes	11%	50%	9%	42%	45%	32%	32%	48%
No	15%	51%	9%	46%	46%	25%	37%	47%
Active in a religious organization								
Yes	13%	50%	8%	45%	47%	30%	35%	50%
No	15%	51%	10%	46%	46%	24%	36%	45%
One or both parents did volunteer work in community								
Yes	12%	50%	9%	43%	46%	31%	32%	50%
No	17%	51%	9%	47%	46%	23%	38%	45%

VII Conclusion

The reasons why Canadians make charitable donations and the barriers that prevent them from giving more or at all vary according to such factors as age, education, employment status, and household income. Charitable and nonprofit organizations that rely on charitable donations, in whole or in part, and that hope to encourage higher levels of giving can benefit from understanding these variations and giving some thought to their practical implications.

The top two reasons why Canadians make charitable donations are: they felt compassion for those in need (94% of donors) and they believed in the cause supported by the organization (91%). Organizations that communicate a strong mission and demonstrate how they help those in need may have success in attracting new donors and higher levels of support.

Seven in ten donors gave because they, or someone they knew, were affected by the cause of the organization. This suggests that organizations may be successful in fundraising when they tailor their appeals to clearly identified audiences who are already aware of, or have been touched by, the organization's cause.

Some groups of donors may benefit from targeted messages. For example, Canadians who are older, better educated, and have higher household incomes are more likely to give out of a sense of religious or civic obligation (i.e., feeling they owe something to the community) and may respond to appeals on this basis.

Younger donors may need a special approach. More than half of younger donors (i.e., donors aged 15 to 34) said they did not give more because they want to save for future needs or because they preferred to spend money in other ways.

Although it may be difficult to overcome the first barrier, the second may be addressed by fun, social, or event-based fundraising approaches or cause-related fundraising, both of which deliver a benefit (e.g., a fun time, a useful product) while raising money.

Top donors, i.e., those who contributed 82% of the total value of all donations, tend to be better educated, employed full-time, and have higher than average household incomes. Communications with these donors may be more successful if these attributes are kept in mind.

Approximately 4 in 10 donors said that they did not give more because they did not think their donations would be used efficiently. To retain these donors and encourage them to give more, charities should take care to demonstrate how they spend their money and what results they achieve from those expenditures.

More than half (53%) of top donors, and a significant percentage of donors in all demographic categories, said they did not give more because they did not like the way requests for donations were made. Charities that take care of who they solicit, and how and when they ask for funds, may be more successful in retaining donors, especially those who give more than average.

Encouraging youth participation in activities such as team sports, youth groups, and student government, may pay dividends in the future. Canadians who had these early life experiences were more likely to donate later in life.



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