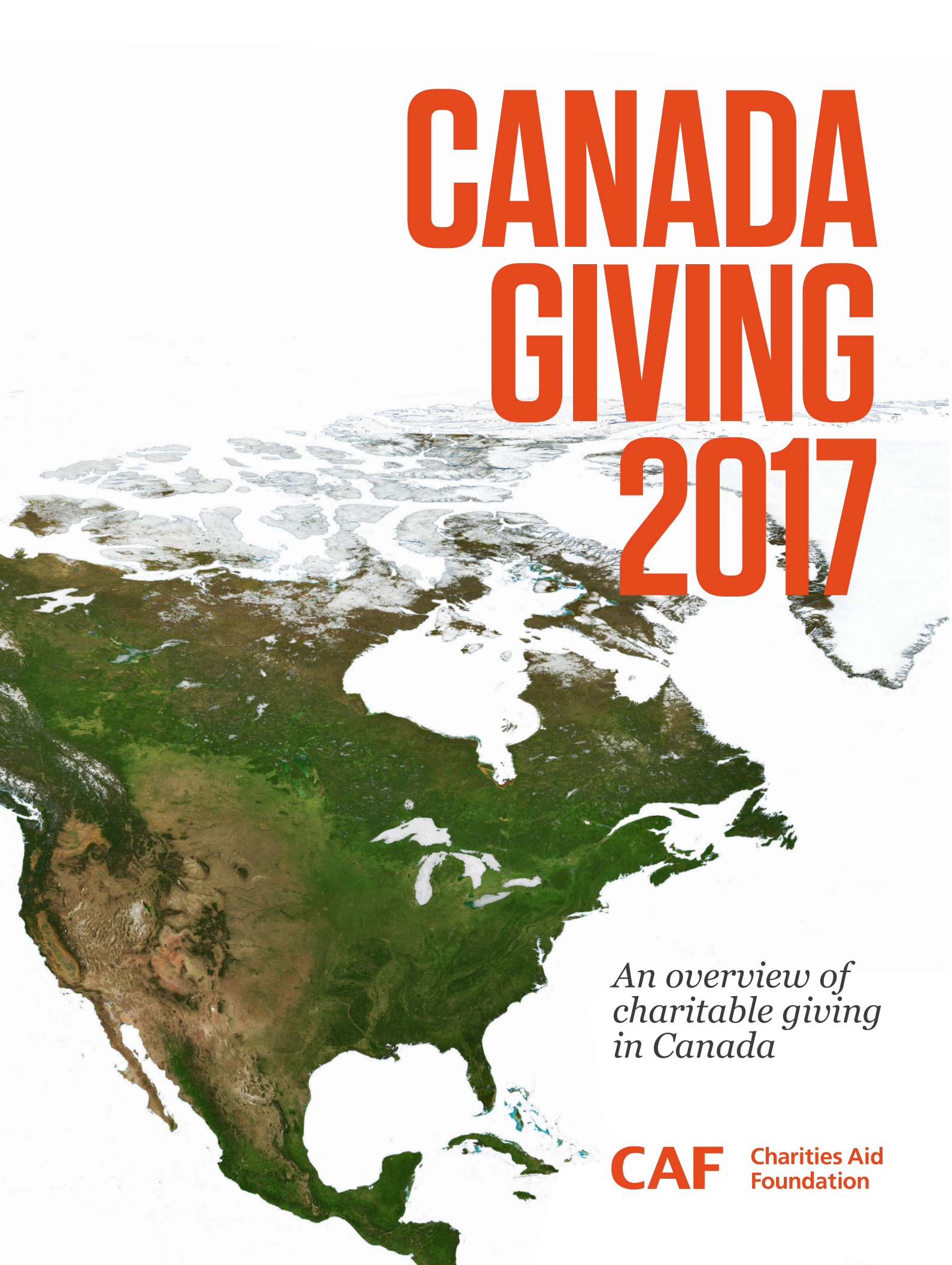
CANADA GIVING 2017



An overview of charitable giving in Canada

CAF Charities Aid Foundation

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Foreword

I'm encouraged to see that young Canadians (51%) are the segment of the population most likely to have undertaken charitable activities in the last 4 weeks. Younger Canadians are also the group most likely to be persuaded to donate more money, goods or time in the next 12 months.

This is an auspicious statement about the future of Canada and its people.

We hope to see this impressive generosity continue in the years ahead.

Ted Hart ACFRE, CAP®
President
CAF Canada

About CAF Canada

CAF Canada (Charities Aid Foundation of Canada) is a registered Canadian charity working to expand the culture of giving by making it easy, reliable and effective for Canadians to give both internationally and domestically.

Our mission is to help donors make strategic and focused philanthropic decisions which have a lasting, positive impact on the individuals and communities they support – throughout the world.

For more information please visit **www.cafcanada.ca**

Preface

This Canada Giving 2017 report is one of an international series, produced across the CAF Global Alliance, a world leading network of organisations working at the forefront of philanthropy. The series also includes reports covering Brazil, India, Russia, South Africa, the United States, and the UK.

As this unique collection of country reports grows we will be able to look at trends in giving for the first time: how people of different ages and social groups give in different countries; the way they give; the rise of online or text giving; the importance of sponsorship and the different causes people support.

We hope this suite of reports will give us a greater understanding than ever before of the different ways in which people give and the lessons we can all learn from giving in different parts of the world.

Michael Mapstone
Director of International
CAF Global Alliance

About CAF

Charities Aid Foundation (CAF) is a leading international not-for-profit organization, originating in the UK, that works to make giving more effective and charities more successful.

Spanning six continents, with services provided by local experts in nine countries, we help donors – including individuals, major donors and companies– to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.

For more information please visit **www.cafonline.org**

Key Findings

Our analysis provides these key findings for individual giving in Canada:

- Almost two thirds (64%) of Canadians report giving money in the past 12 months, either by giving money to a charity, by giving to a church/religious organization, or by sponsoring someone.
- Supporting children is the most popular cause for Canadians to have donated to (30%).
- The median amount donated or sponsored in the last year is C$104.
- Men gave higher amounts over the last year, as did older Canadians.
- Giving online with a credit/bank card is the most popular method of donation (34%).
- Nearly a third of Canadians (31%) have volunteered in the last year, with religious organizations the most popular cause (25%).
- Younger Canadians are the group most likely to be persuaded to donate more money, goods or time in the next 12 months, and could be encouraged with knowing more about the organisation and having better access to ways of giving.

Detailed Findings

1.0 Overall picture of how people get involved

All those interviewed were shown a list of seven activities and asked whether they had done any of these both in the past 12 months, and in the past four weeks.

Figure 1: Which, if any, of the following have you done over the past 12 months/4 weeks?

Base: All adults aged 18+ (n=1,001)

At an overall level, around three quarters (73%) report doing any of these activities in the last year, and 42% saying they have in the last four weeks.

Those with an annual family income over C$100,000 are more likely than those with under C$25,000 to have done any activity, both in the last year (84% vs. 59%) and the last four weeks (54% vs. 31%).

Young Canadians, aged 18-24, are more likely than their older counterparts to have undertaken any of the charitable activities in the last four weeks, with more than half having done so (51%) compared to 34% of 45-54s and 40% of the over 55s.

2.0 How people get involved – detail

2.1 Giving money

Almost two thirds (64%) of Canadians report giving money in the past 12 months, either through giving money to an NPO or similar (56%), by giving money to a religious organization (33%), or by sponsoring someone for charity (26%). Nearly a third (30%) have given to charity in these ways in the past four weeks.

TWO THIRDS
of Canadians gave money in the past 12 months

Those with a family income of C$100,000 or more are the most likely to have donated or sponsored in the last 12 months (79%, vs. 45% of those with less than C$25,000), and in the last four weeks (42% vs. 14%).

2.2 Volunteering

Nearly a third (31%) of Canadians have volunteered in the last 12 months, with 24% volunteering for an NPO/charity, and 20% for a religious organization. One in six (17%) report volunteering in the last four weeks; 11% for an NPO/charity and 10% for a religious organization.

ONE THIRD
of Canadians volunteered in the past 12 months

Volunteering in the last four weeks is more likely to have been undertaken by those with a family income of more than C$50,000 (21% vs. 13% of those with an income lower than this), while those aged 45-54 are less likely to have volunteered in the last four weeks than other Canadians (8%).

Canadians are most likely to volunteer for religious organizations (25%), helping the poor (20%), and supporting children (14%). The causes Canadians are least likely to support through volunteering include supporting scientific research (1%), physical healthcare, overseas aid, anti-corruption initiatives, and improving access to education for vulnerable children and young people (all 2%).

Women are more likely than men to volunteer for disabled people (14% vs. 6%) and for animal welfare (10% vs. 4%). Older Canadians aged 55+ are more likely to volunteer for religious organizations (35% vs. 9% of 18-24s), whilst the younger age group is more likely to volunteer to support homeless people (19% vs. 7% of 55+s).

3.0 Typical amount given

Those surveyed were asked how much they had given either in the past 12 months, or the past 4 weeks.

C$104
was the
typical donation

Amongst those who gave money in the past 12 months (but not the past 4 weeks) the typical (median) amount given by Canadians through donations and sponsorship was C$104.

Amongst those who had made a donation or sponsored someone in the last four weeks, the typical (median) amount given was C$87.

Amongst those who gave in the past12 months (but not the past four weeks), the typical (median) amount donated by men is twice that donated by women (C$200 vs. C$100).

MEN

C$200
median donation
(men who had donated
in the past 12 months,
but not past 4 weeks)

WOMEN

C$100
median donation
(women who had donated
in the past 12 months,
but not past 4 weeks)

4.0 Which causes people give to

Supporting children (orphans, seriously ill children, children with disabilities) is the most popular cause given to in Canada, with three in ten (30%) of those who donated having given to this category. Helping the poor (26%) and supporting religious organizations (25%) come in second and third. Less popular causes for Canadians to give to include community development and urban environment (3%), preservation of cultural heritage (3%), and anti-corruption initiatives (1%).

Women are more likely to have given to supporting children (34% vs. 25% of men), while men are more likely to have given to environment protection (12% vs. 5%), supporting scientific research (7% vs. 2%), and supporting arts and culture (6% vs. 3%).

Canadians aged 25-34 are supporters of social justice issues, being more likely than other ages to donate to human rights protection, including LGBT rights (8% vs. 4% overall), and to women's rights (9% vs. 5% overall). They are also the most likely group to donate to youth causes, e.g. skills development, youth employment, etc. (14% vs. 7%) and improving access to education for vulnerable children and young people (8% vs. 4% average).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/4 weeks?

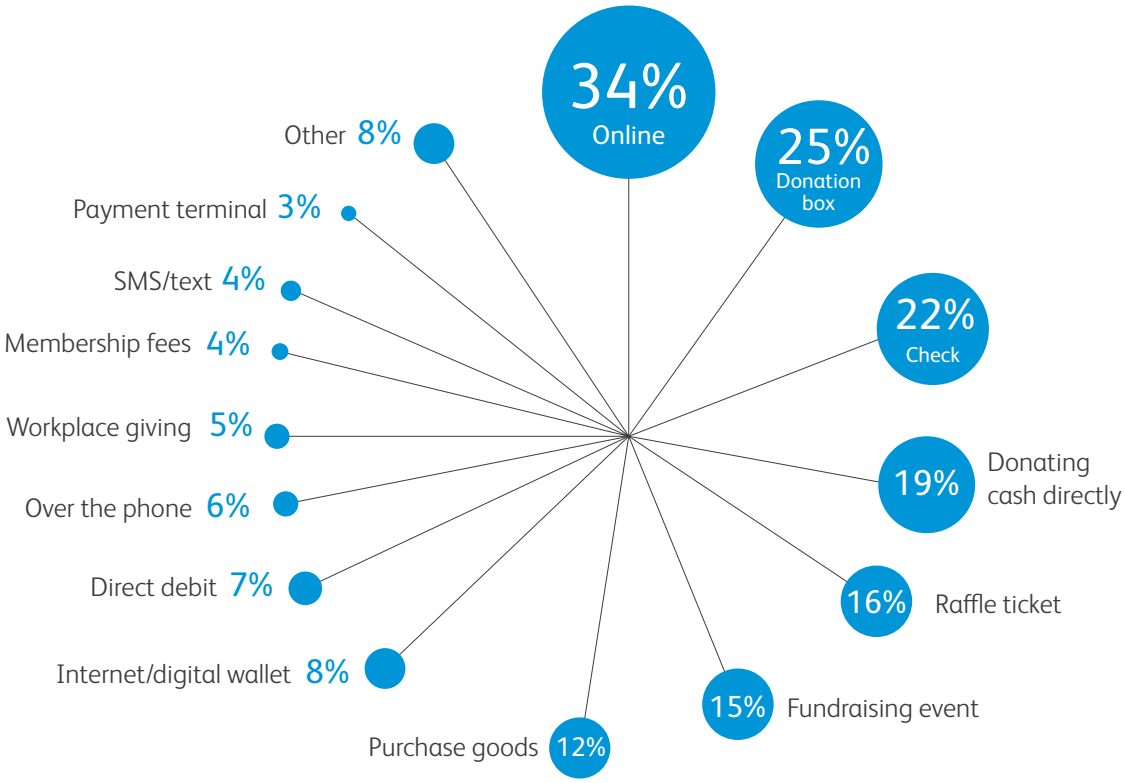
Base: All donors (n=642)

5.0 How people give

Giving online with a bank/credit card is the most common method of donation (34%), followed by putting money into a donation box in shops/supermarkets and other public places (25%), and via a check (22%). Giving over a payment terminal is very low (3%), as is giving via SMS/text (4%) and membership fees (4%).

Giving via check is popular among men (29% vs. 16% of women) and those aged 55+ (32% vs. 6% of those aged 18-24). Those aged 35-44 are more likely than average to give via an internet/digital wallet e.g. Apple Pay (13%), through a workplace giving programme (11%) and via SMS/text (10%). Giving money at a fundraising event is a particular popular method of giving for donors from Quebec (23%).

Figure 3. In the last 12 months/4 weeks have you given to a cause by any of these methods?



Base: All donors (n=642)

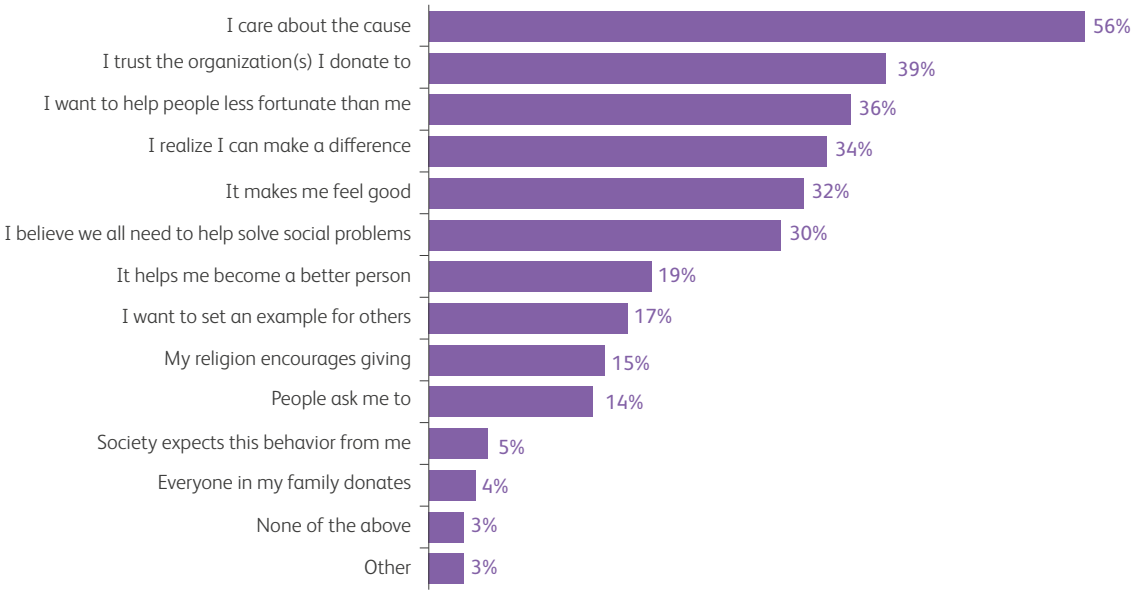
6.0 Why people give

Caring about the cause is the most common reason given by Canadian donors as to why they gave money, with over half (56%) saying this. Trusting the organization(s) they donate to (39%) and wanting to help people less fortunate (36%) are also popular reasons for having given money.

Women are more likely to have given than men because they realise they can make a difference (38% vs. 30%), because they believe we all need to help solve social problems (34% vs. 26%), and because they want to set an example for others (20% vs. 14%).

Young Canadians are likely to give because they believe it helps to make them a better person (32% of 18-24s vs. 19% overall), while those aged 25-34 want to set an example for others (29% vs. 17% overall). The oldest group, aged 55+, are more than twice as likely to donate because their religion encourages giving than those aged 18-24 (19% vs. 8%).

Figure 4. Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?



Base: All donors (n=642)

7.0 Encouraging future giving

Having more money themselves is the most likely thing to encourage Canadians to donate more in the coming 12 months (48%), followed by knowing for sure how their money would be spent (36%) and more tax incentives (20%). One in eight Canadians (12%) say nothing would make them increase their donating in the next 12 months.

Young Canadians, aged 18-24, are the group most likely to be persuaded to give over the next 12 months, with only 3% saying nothing could make them increase their donating. Knowing more about NPO/charitable organizations and their activities (24% vs. 14% overall), being asked to donate (20% vs. 11% overall), having access to a workplace giving programme (16% vs. 5% overall), and having better access to ways of making payments (14% vs. 7% overall) are all things that would encourage higher donation levels among this group.

Lack of money is a particular barrier to those with an annual family income of C$25,000 or less, with 60% of this group saying they would give more if they had more money themselves. More tax incentives to give is a common reason cited by those with a family income of more than C$100,000 (38%).

Method

This report is based on data collected by YouGov on behalf of CAF.

In Canada, 1,001 interviews were completed online between 6th and 17th July 2017. The survey was conducted using YouGov's panel partner, Toluna, an international online panel provider.

Panellists are managed according to strict quality standards.

The sample is nationally representative and is weighted to known population data on demographics including age, gender and region.

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as ±3%.

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