



CANADIAN KNOWLEDGE HUB FOR GIVING AND VOLUNTEERING

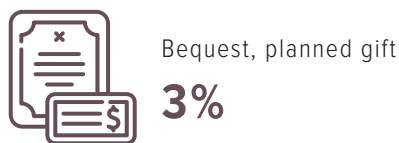
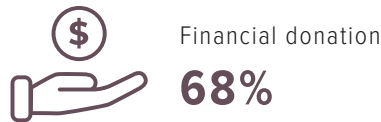
www.givingandvolunteering.ca

Giving

Canadians and Giving

According to the 2018 General Social Survey on Giving, Volunteering, and Participating, almost nine in ten Canadians made some form of financial or in-kind contribution to charitable and nonprofit organizations during the one-year period prior to the survey. Over two-thirds donated money (68%) or household goods, toys, and clothing (71%), and about half contributed food. Three percent said they have made a bequest to a nonprofit or charity in their will or via some other financial planning instrument. On average, those making financial donations to charities and nonprofits contributed \$569 each, for a grand total of approximately \$11.9 billion.

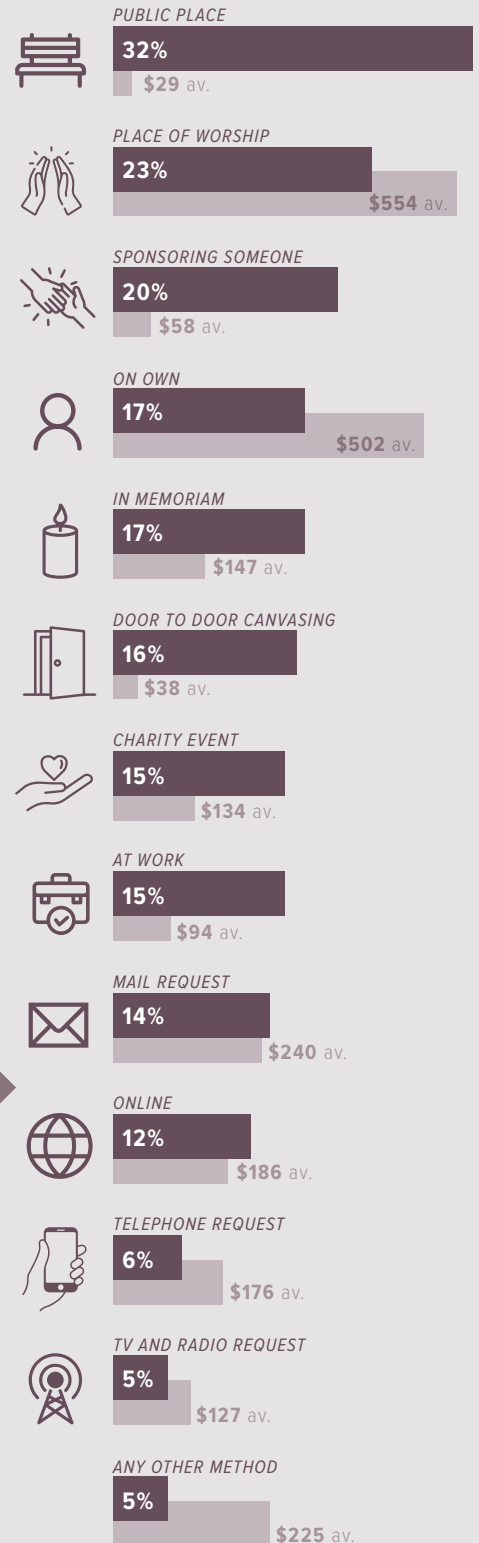
FORMS OF GIVING



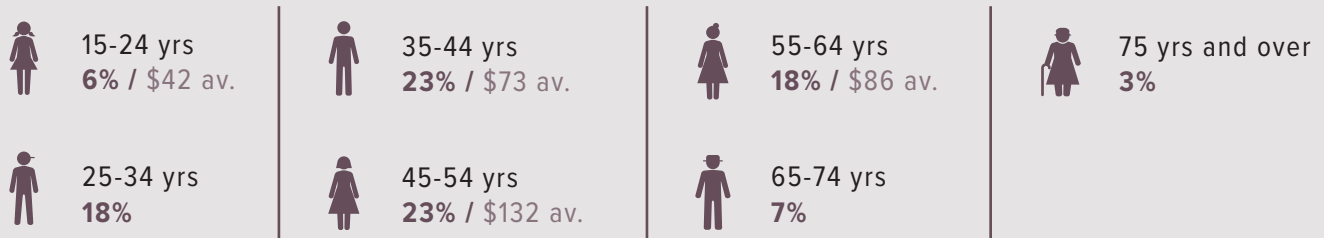
DONATION RATE & AVERAGE DONATION AMOUNT BY METHOD

○ DONATION RATE VS. ○ AVERAGE DONATION

Canadians donate in many different ways. Nationally, they are most likely to donate in response to a public solicitation (such as on the street or in a shopping mall), while attending religious services, or by sponsoring someone in an event. They are least likely to donate after a telephone solicitation or in response to a television or radio ad or event. Donors tend to give very different amounts via the various methods. While donating after public solicitation, to sponsor someone in an event, or in response to door-to-door canvassing are all quite common, the amounts contributed in these ways tend to be quite small. Donors typically make much larger donations when donating at a place of worship or after approaching an organization on their own initiative.

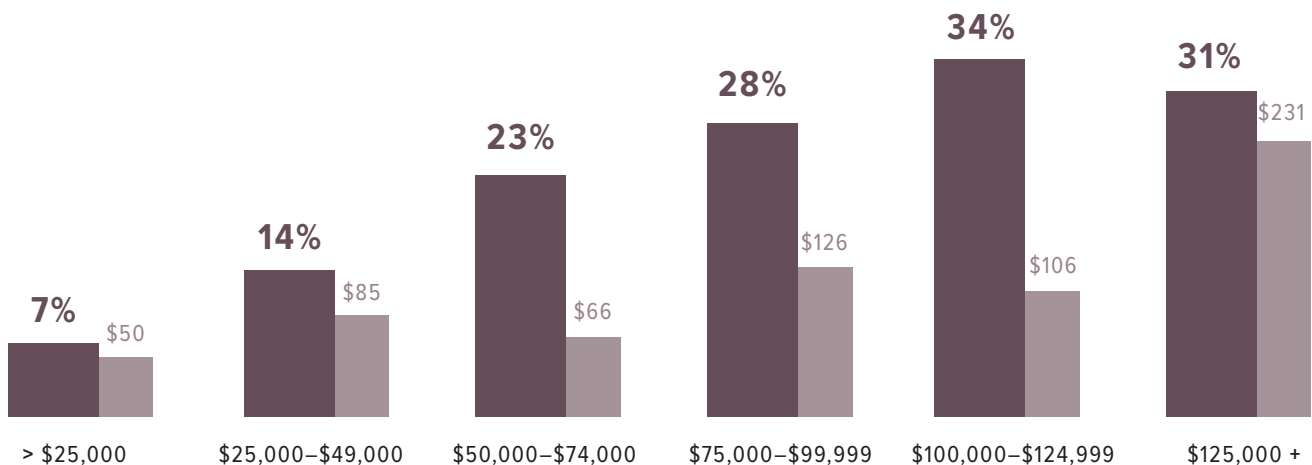


DONATION MADE AT WORK BY AGE GROUP – DONATION RATE / AVERAGE DONATION



Generally, the likelihood of donating via a particular donation method increases with age. With online donating the likelihood of giving tend to decline with age. For most donation methods, average donation amounts are not sufficiently different between age groups to be statistically significant; to the extent that there is a reliable pattern, older donors tend to contribute more than younger donors.

DONATION MADE AT WORK BY INCOME – DONATION RATE / AVERAGE DONATION



The likelihood of donating via most methods tends to increase with household income, though the amounts typically donated are much more variable and do not tend to increase predictably with income. The likelihood of donating in response to a mail request, solicitation in a public place, or in a place of worship tends to be fairly constant across income categories. Only donating in response to a television or radio ad decreases as household income increases.

Source: General Social Survey on Giving, Volunteering and Participating, 2018, Statistics Canada.

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