



CANADIAN KNOWLEDGE HUB FOR GIVING AND VOLUNTEERING

www.givingandvolunteering.ca

Giving

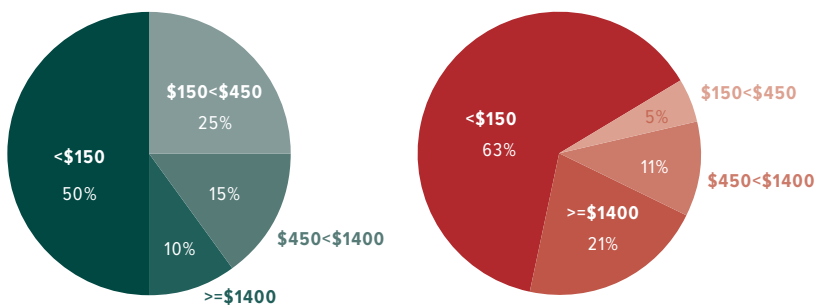
Understanding Top Donors

According to the 2018 General Social Survey on Giving, Volunteering, and Participating, just over two-thirds of Canadians (68%) donated to a charity or nonprofit during the one year period prior to the survey. On average, these donors contributed \$569 each, for a national total of approximately \$11.9 billion.

The chart below groups donors into four categories depending on how much they donated, looking at total, secular, and religious donations. Nationally, top donors—defined as the 25% of donors who made the largest donations—collectively contributed 84% of the total money donated. In contrast, the half of donors who contributed the least together accounted for just 5% of total donations and the next quarter accounted for 11%. Focussing more specifically on donations to religious and secular organizations, the overall trends are very similar with the major differences being that religious donors tend to give larger amounts and top secular donors account for a smaller proportion of total donations than top religious donors.

DISTRIBUTION OF TOTAL DONATIONS BY AMOUNT DONATED

● % DONORS ● % DONATION VALUE



LEVEL OF SUPPORT BY CAUSE

○ TOP DONORS VS. ○ REGULAR DONORS

Top donors are more likely to support all causes than regular donors. Nationally, top donors are about four times more likely to donate to international development and relief organizations, three times more likely to donate to universities & colleges and law, advocacy & politics organizations and about twice as likely to donate to arts & culture organizations and religious organizations. Looking more specifically at top religious and secular donors, the higher likelihood of donating to religious organizations is mainly driven by top religious donors while support for secular organizations is primarily driven by secular donors. Only international development and relief organizations are markedly more likely to be supported by both top religious and top secular donors.



RELIGION



HEALTH



SOCIAL SERVICES



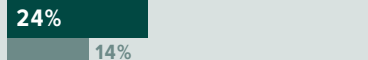
HOSPITALS



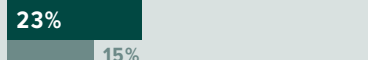
INTERNATIONAL



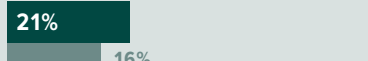
GRANT-MAKING, FUNDRAISING



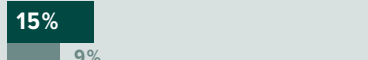
SPORTS & RECREATION



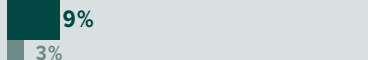
EDUCATION & RESEARCH



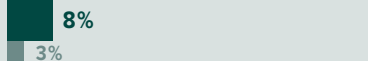
ENVIRONMENT



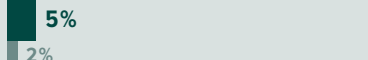
LAW, ADVOCACY & POLITICS



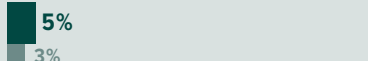
ARTS & CULTURE



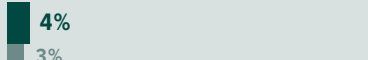
UNIVERSITIES & COLLEGES



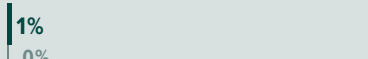
DEVELOPMENT & HOUSING



OTHER



BUSINESS & PROFESSIONAL



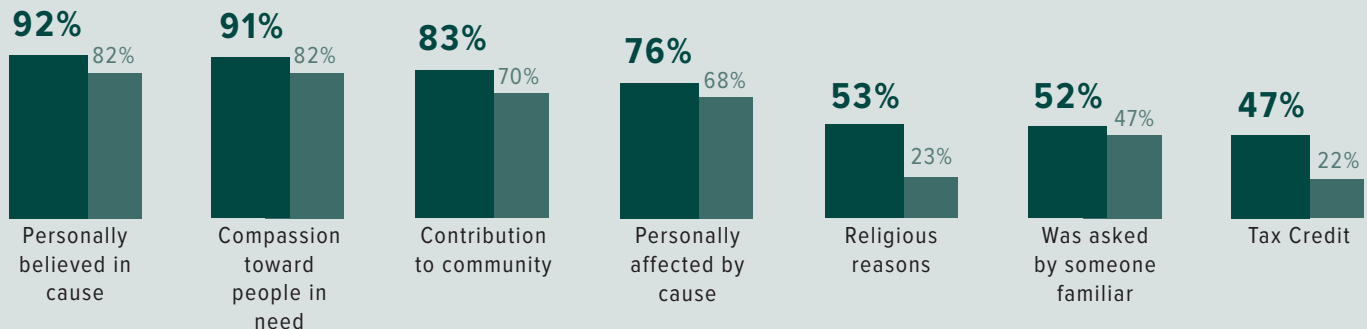
Top Donor Motivations

Donors were asked whether any of eight factors were important to their decisions to donate. Top donors were more likely than regular donors to report each given motivation for giving. Nationally, the largest motivational differences were with religious and spiritual factors and the tax credits donors receive in return for donating.



MOTIVATIONS FOR GIVING

● TOP DONORS VS. ● REGULAR DONORS



Barriers to Giving More

To provide greater insight into factors that might be limiting the generosity of Canadians, donors who gave less than \$1,150 during the previous year were asked whether any of ten factors kept them from giving even more. While the donation amount threshold does exclude 45% of top donors, a few useful trends can still be seen (though comparing secular and religious top donors is not possible). Nationally, top donors were more likely than regular donors to not donate more because they were satisfied with the amounts they had already given, because they did not like how they were asked to make additional donations, or because they preferred to give directly to people in need instead of giving to an organization. Top donors were less likely to limit their donations because they found it difficult to find a cause worth supporting or because they did not know where to make additional donations.



BARRIERS TO GIVING MORE

● TOP DONORS VS. ● REGULAR DONORS



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

This resource was developed with funding from