

#30YearsofGiving in Canada

Who gives, how and why?



We give generously

Canadians give \$14+ billion annually to registered charities.



New Canadians are giving more

Annual average donation by new Canadians is \$672, compared to \$509 for those born in Canada.



Canada's 170,000 charities and nonprofits

employ two million Canadians and account for 8.1% of GDP.



13 million Canadians volunteer time and talents

to support charities and nonprofits and help those in need.

Giving is up but...

Total donations have continued to rise only because those who give are giving more.

Rising voice of women in philanthropy

Since 1985, women have steadily gained ground on men as a percentage of donors – from 36% to 41% in 2014. This trend is expected to accelerate as income equality is achieved.



Giving habits not being passed down

Donation rates are dropping across all age groups, particularly among younger Canadians. Donors aged 50+ account for 74% of all donations, while those 70+ make up 30%.

Top youth experiences that motivate future giving:

- Seeing parents volunteer
- Seeing someone they admire helping others
- Participation in organized sporting events
- Participation in a student government
- Participation in a religious organization
- Door to door canvassing
- Volunteering
- Belonging to a youth group

