



CANADA GIVING 2019

#CanadaGiving
March 2019

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FOREWORD

About this report

The generous nature of the Canadian people is well-known and reinforced by the Canada Giving 2019 report. Our findings show that 72% of Canadians have engaged in charitable activity in the past year, with 65% of people having donated to a charitable cause and three in ten Canadians volunteering.

As an organization committed to expanding the culture of giving both domestically and internationally, we are inspired and reassured to know that an overwhelming 73% of Canadians believe in the positive impact charities have on their local communities and Canada as a whole, and 65% highlight the positive impact achieved internationally.

Given that the proportion of those involved in charitable activity are high among both the youngest Canadians (83% of 18-24-year-olds) and the oldest (78% of those over the age of 55), Canadian generosity spans the generations, with the future looking bright. It is a value of which Canada can be proud.



Ted Hart ACFRE, CAP®
President
CAF America

About CAF Canada

CAF 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 2019 report is one of an international series, produced across the CAF Global Alliance, a world-leading network of organizations working at the forefront of philanthropy and civil society. The series also includes reports covering Australia, Brazil, Bulgaria, India, Russia, South Africa, UK and the USA.

This is the second edition of this unique collection of country reports. As the series grows we will be able to look at trends in giving for the first time: why and how people of different ages and social groups give in different countries; the way they give, and who they give to, as well as gaining a better understanding of people's participation in social and civic activities beyond financial donations and volunteering.

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

CAF (Charities Aid Foundation) is a leading international charity registered in the United Kingdom. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organizations make a bigger impact.

We are CAF and we make giving count.

KEY FINDINGS

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

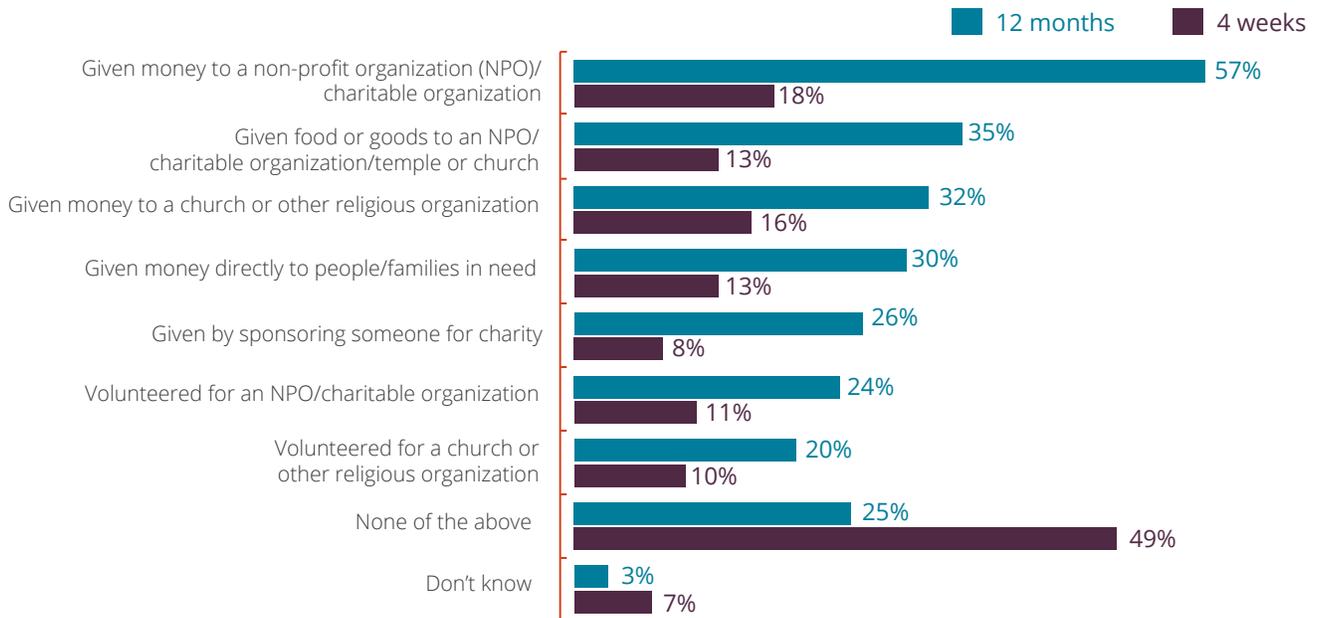
- Around two-thirds (65%) report giving money in the past 12 months, either by donating to a charity, by giving to a church/religious organization, or by sponsoring someone, which remains at a similar level seen in 2017 (59%).
- Helping the poor was the most popular cause for Canadians to have donated to (29%), which has seen an increase since 2017 (26%).
- The median amount donated or sponsored in the last year was C\$150, rising from C\$104 in 2017.
- Men gave higher amounts than women over the last year.
- Giving using cash was the most popular method of donation (44%).
- Three in ten Canadians (30%) have volunteered in the last year, with religious organizations being the most popular cause (27%). This is consistent with the proportion who volunteered in 2017.
- Almost three quarters (73%) believe that charities have had a positive impact on both their local communities and on Canada as a whole, while two thirds (65%) said they have had a positive impact internationally.

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 last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done in the last 12 months/four weeks?



Base: All adults aged 18+ (n=1,002)

Just under three quarters (72%) of people in this year's survey report doing at least one of the charitable activities listed in the last 12 months, remaining consistent since 2017. Giving in the last four weeks has also remained steady year on year, with 45% of Canadians reporting doing any of the activities listed in this time frame.

The youngest and oldest Canadians are more likely to have undertaken any of the charitable activities in the last 12 months, with 83% of 18-24 year olds and 78% of the over 55 year olds reporting having done so. Young Canadians are more likely than all other ages to have engaged with any charitable activity in the last four weeks (64%).

Those with family annual incomes over C\$100,000 are more likely than those with less than C\$25,000 annual income to have taken part in any of the activities listed, both in the last year (81% vs. 60%) and in the last four weeks (57% vs. 34%).

2.0 How people get involved – detail

2.1 Giving money

Nearly two thirds (65%) of people report giving money in the last 12 months, through a combination of donating to a charity/NPO (57%), by giving to a church or other religious organizations (32%), or by sponsoring someone for a charity (26%). A third (32%) have given money in at least one of these ways in the last four weeks; a fifth (18%) by giving money to an NPO/charity, 16% by giving to a religious organization, and 8% through sponsoring someone. All of these figures have remained consistent since 2017.

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 (76% vs. 54% of those with less than C\$25,000), and in the last four weeks (40% vs. 25%). The proportion of those with the lower family income donating or sponsoring in the last four weeks has however increased significantly, from 14% in 2017.



2.2 Volunteering

Three in ten (30%) report volunteering in the last 12 months, with 24% volunteering for an NPO/charity and 20% for a religious organization. One in six (17%) have volunteered in the last four weeks; 11% for an NPO/charity and 10% for a religious organization. As with giving money, these figures have remained consistent since 2017.

Younger Canadians, aged 18-24, are more likely than others to have volunteered, both in the last four weeks (34%) and in the last 12 months (54%). Again, we see that those with the highest levels of family income are more likely to have volunteered than those with low incomes; a quarter (25%) of those with an annual household income of C\$100,000 or more have volunteered in the last four weeks compared to 10% of those with less than C\$25,000.

As seen in 2017, Canadians are most likely to volunteer for religious organizations (27%), supporting children (20%), and helping the poor (19%). The causes they are least likely to support via volunteering are the preservation of cultural heritage and improving access to education for vulnerable children and young people (both 2%).

Young Canadians are more likely to support children through volunteering (38% of 18-24 year olds vs. 7% of those aged 55 and over), whilst those aged 45 and more are the least likely to support disabled people (5% vs. 13% average).



3.0 Typical amount given

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

Amongst those who had not donated or sponsored in the last four weeks, but had done so in the past 12 months, the typical (median) total amount given over the period was C\$150 rising from C\$104 in 2017. The average (mean) amount given over this period was C\$327, similar to the C\$345 we saw in 2017.

Amongst those who had made a more recent donation in the last four weeks, the typical donation was C\$100, while the mean amount given was C\$231.

Amongst those who gave in the past 12 months (but not the past four weeks), the typical (median) amount donated by men was twice that donated by women (C\$200 vs. C\$100), the same numbers as seen in 2017. The mean amount donated by men was also significantly higher than that donated by women (C\$406 vs. C\$255).



4.0 Which causes people give to

Helping the poor and supporting children (orphans, seriously ill children, children with disabilities) are the most popular causes given to in Canada, with 29% of donors having given to each of these respectively. Supporting religious organizations (26%) comes in third place. Less popular causes for Canadians to give to include the preservation of cultural heritage, community development and urban environment, and anti-corruption initiatives (all 2%). These are the same top and bottom causes as seen in 2017.

As we saw in 2017, men remain more likely to have given to environment protection (14% vs. 8% of women) and supporting arts and culture (6% vs. 2%).

Younger donors aged 18-24 are more likely than average to donate to a range of causes, including supporting children (50% vs. 29%), helping the poor (41% vs. 29%), supporting disabled people (28% vs. 14%), supporting homeless people (25% vs. 14%), and supporting older people (18% vs. 10%). The oldest group, aged 55 and over, are especially unlikely to support mental healthcare (3% vs. 9% average).

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



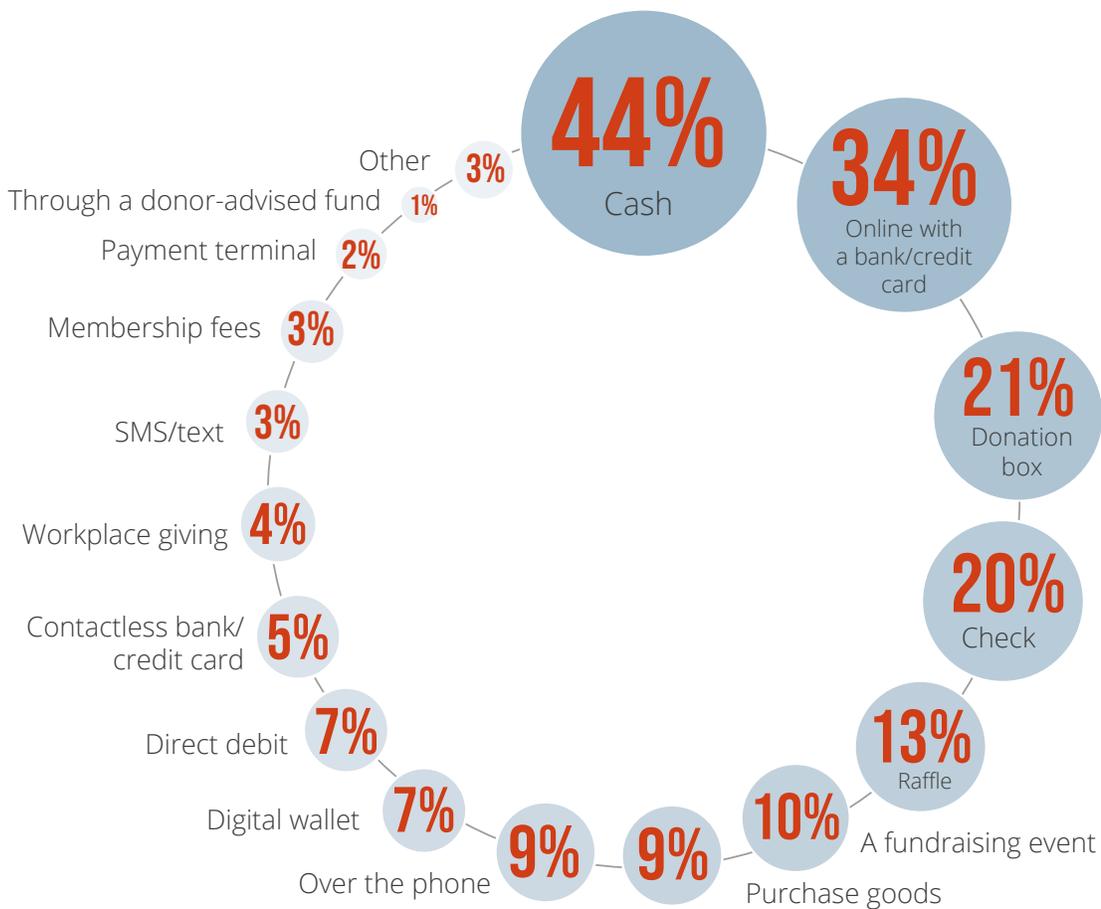
Base: All donors (n=653)

5.0 How people give

Giving using cash was the most common method of donation (44%), followed by giving online using a bank/credit card (34%), and through putting money into a donation box in shops/other public places (21%). Giving via text (3%), membership fees (3%), over a payment terminal (2%) and through a donor-advised fund (1%) are very low methods of giving amongst those surveyed.

Giving via check is popular among men (25% vs. 16% of women) and those aged 55 and over (28% vs. 12% of those aged 18-24), echoing trends seen in 2017. The youngest donors, aged 18-24, are more likely to have used technology to give money, giving online with a bank/credit card (46% vs. 34% average), with a digital wallet e.g. Apple Pay (20% vs. 7%), and via text (10% vs. 3%).

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



Base: All donors (n=653)

6.0 Why people give

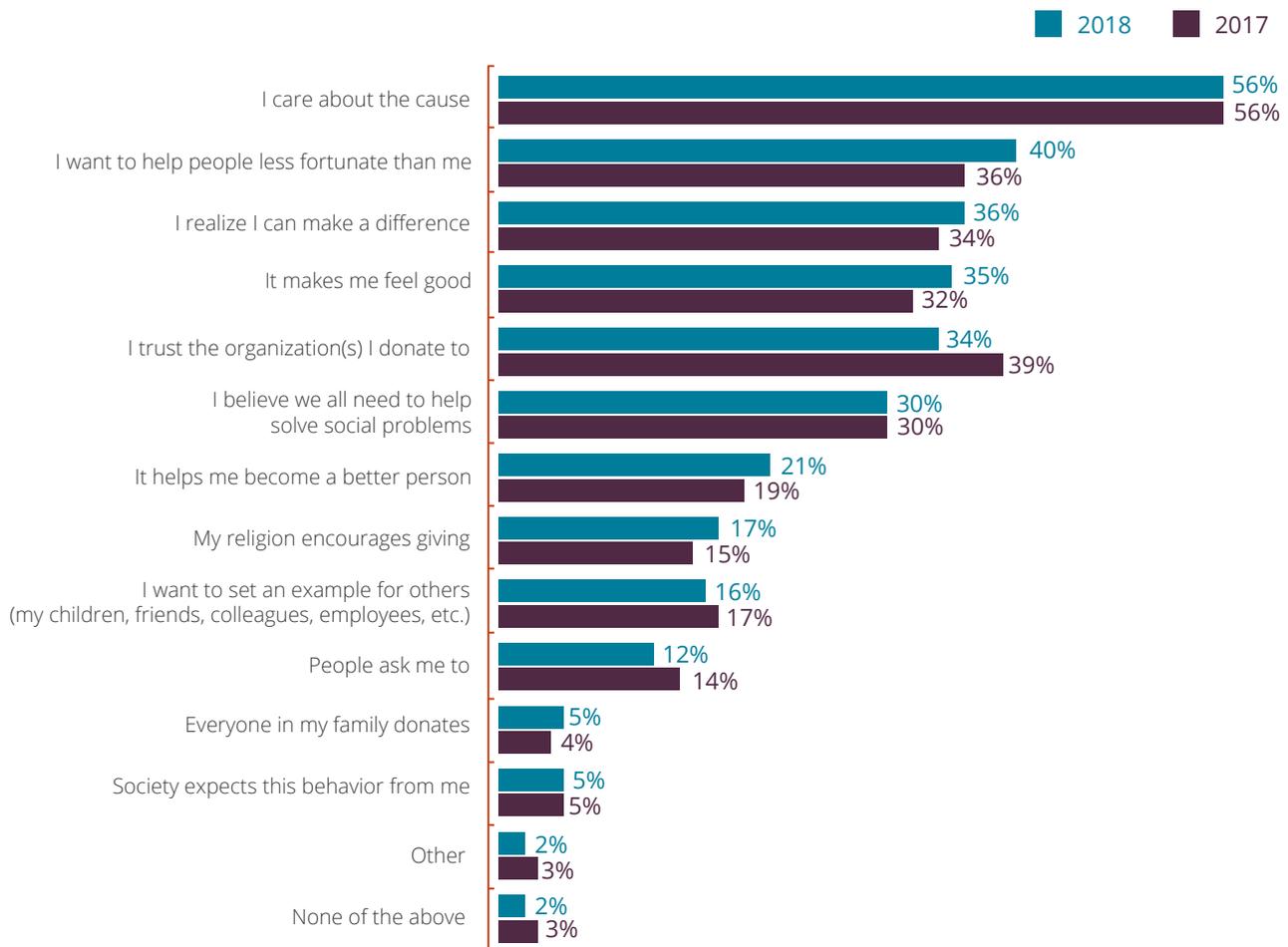
Caring about the cause is the most common reason for donating (56% of donors), remaining unchanged from 2017. Wanting to help those less fortunate (40%), and realizing they can make a difference (36%) are also popular reasons for giving money.

Women are more likely to have given because they care about the cause (63% vs. 49%), because they realize they can make a difference (40% vs. 32%), and because they believe it helps them to become a better person (25% vs. 17%).

Older donors, those aged 55 and over, are more likely than the younger age groups (particularly those aged 18-24) to have given because they care about the cause (63% vs. 44% of those aged 18-24) and because they trust the organizations they donate to (45% vs. 23% of 18-24 year olds).



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

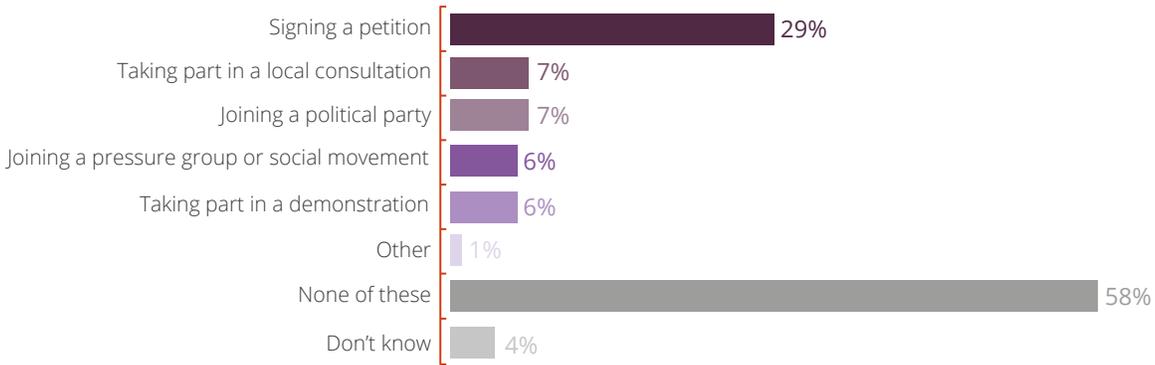


Base: All donors (n=653)

7.0 Engaging in civil society

This year we also asked about people’s participation in other social and civic activities besides the giving already described earlier in the report. All those interviewed were shown a list of five activities and asked whether they had done any of these in the last 12 months.

Figure 5: In the last 12 months, have you been active in a political or social cause in any of the following ways?



Base: All adults aged 18+ (n=1,002)

Just under two-fifths (38%) of people surveyed have taken part in at least one of the social or civic activities listed. Younger Canadians are more likely to have done any of the activities listed, with two-thirds of 18-24 year olds (66%) saying they have participated.

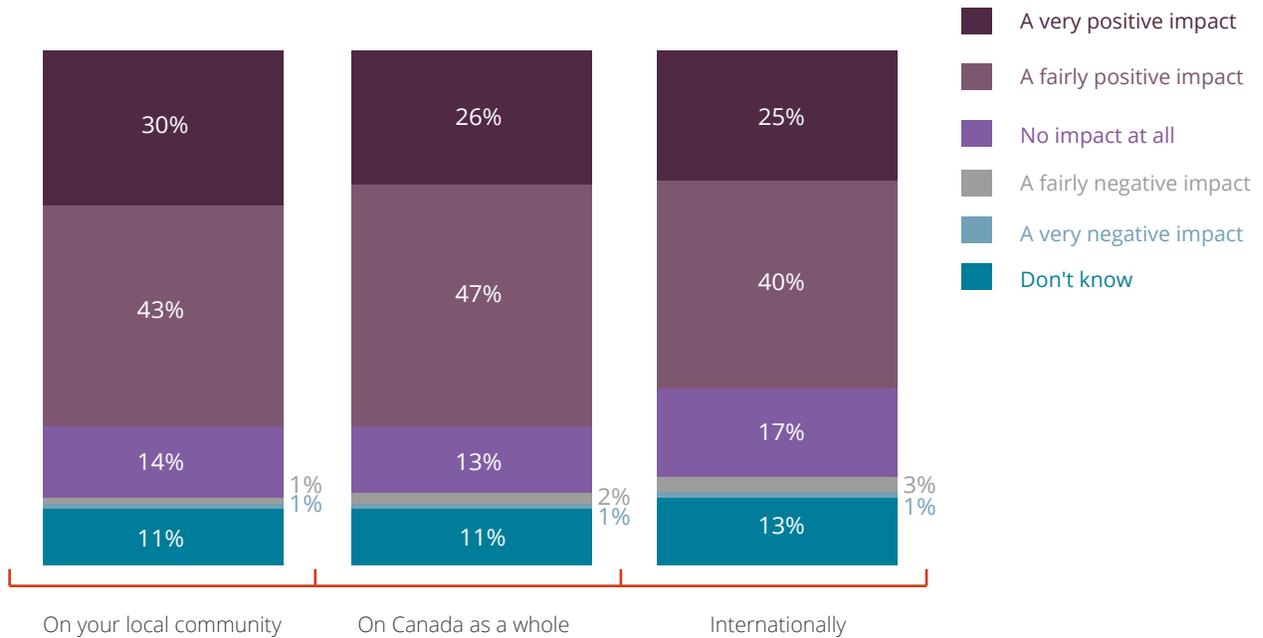


8.0 The impact of charities

Nearly three quarters (73%) say that charities have had a positive influence both on their local community and on Canada as a whole, but fewer (65%) believe they have had a positive impact internationally. Very few people say that charities have had a negative impact on these areas.

Those with an annual household income of C\$100,000 or above are more likely than those with an annual income of less than C\$25,000 to perceive a positive impact from charities, on their local communities (77% vs. 67%); on Canada as a whole (79% vs. 66%); and internationally (72% vs. 63%).

Figure 6: What impact, if any, do you think charities have had?



Base: All adults aged 18+ (n=1,002)

9.0 Encouraging future giving

Having more money themselves is the thing most likely to encourage Canadians to donate more in the coming 12 months, remaining unchanged from 2017, with nearly half (45%) saying this. Knowing for sure how their money would be spent remains the second top reason (37%). Eleven per cent said that nothing would make them increase their donating in the next 12 months, which is in line with the level seen in 2017 (12%).

Women are more likely than men to say that knowing for sure how their money would be spent would encourage more giving for them over the next 12 months (40% vs. 33%). Those aged 18-24 are more likely to give if there was more transparency in the charity sector (25% vs. 17% on average), and if they had better access to ways of making payments (16% vs. 7%).

Those with an annual family income of over C\$100,000 are more likely than those with an annual family income of less than C\$25,000 to say that they would give more in the coming year if there were more tax incentives (24% vs. 8%).

Those with the highest incomes also cite having more information as something that might make them donate more as well as knowing for sure how the money is spent (41% vs. 30%), knowing the sector is well regulated (21% vs. 11%), more transparency in the sector (21% vs. 13%), and knowing more about the charities and their activities (20% vs. 14%) would make them more likely to give in the next 12 months than those with the lowest incomes.

45% WOULD DONATE MORE IF THEY HAD MORE MONEY



37% WOULD DONATE MORE IF THEY KNEW HOW THEIR MONEY WOULD BE SPENT



METHOD

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

In Canada, 1,002 interviews were completed online between 2 and 31 August 2018. The survey was conducted using YouGov's panel partner, Toluna, an international online panel provider.

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 $\pm 3\%$.

CAF Global Alliance

The CAF Global Alliance is a leading international network of independent, locally led organizations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.

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