

## Research on Charitable Giving in Canada

As a professional advisor, you may question the value of adding charitable giving to your practice. We hope the resources on this site, coupled with the personal stories of advisors whose practice has been expanded and enriched by raising the issue of giving, will help make the case.

The research on charitable giving in Canada also provides compelling reason to start engaging your clients in a discussion about philanthropy. In the past 10 years alone, charitable donations to Canadian charities have more than doubled from \$4.3 billion in 1997 to more than \$8.6 billion in 2007. Canadians want to give back to their communities.

The [2007 Canada Survey of Giving, Volunteering and Participating](#) showed 84% of the country's population (aged 15 and over) made a financial donation to a charitable or other non-profit organization in the 12-month period covered by the study.

Other useful facts about charitable giving in Canada

1. The median value of charitable donations increased from \$170 in 1997 to \$250 in 2007. However, the proportion of tax filers declaring charitable donations decreased from 25.7% to 24%
2. Increases in the donation rate for Alberta (from 79% to 85%).
3. Religious organizations receive 46% of donated dollars followed by health organizations (15%) and social services organizations (10%).
4. The top 25% of donors (who contributed \$364 or more annually) account for 82% of the total value of donations. The top 10% (who contributed \$1,002 or more annually) account for 62% of the total value.
5. Donors who give the most are likely to be older, have higher household incomes, more formal education, to be married or widowed, and to be religiously active.
6. Donors who plan their donations and support the same organizations repeatedly over time give significantly more than others.
7. On average immigrants give larger annual donations

## Research on Charitable Giving in Calgary

Donors and donations <sup>2,3</sup>	2008
Number of taxfilers <sup>4</sup>	827,120
Number of donors <sup>2</sup>	220,010
Average age of donors (years) <sup>2,9</sup>	49
Average donations, donors aged 0 to 24 years (dollars) <sup>2,3,9</sup>	590
Average donations, donors aged 25 to 34 years (dollars) <sup>2,3,9</sup>	1,160
Average donations, donors aged 35 to 44 years (dollars) <sup>2,3,9</sup>	1,840
Average donations, donors aged 45 to 54 years (dollars) <sup>2,3,9</sup>	3,310
Average donations, donors aged 55 to 64 years (dollars) <sup>2,3,9</sup>	3,760
Average donations, donors aged 65 years and over (dollars) <sup>2,3,9</sup>	3,980
Total charitable donations (dollars x 1,000) <sup>3</sup>	594,100
Median donations (dollars) <sup>3,5</sup>	360
Median total income of donors (dollars) <sup>2,5,6</sup>	66,040
75th percentile total income of donors (dollars) <sup>2,6,10</sup>	107,430

### Footnotes:

- Information on the data source, the historical availability, definitions of the terms used, and the geographies available can be found at <http://www.statcan.gc.ca/imdb-bmdi/4106-eng.htm>. For questions and comments, contact [saadinfo@statcan.gc.ca](mailto:saadinfo@statcan.gc.ca), Small Area and Administrative Data Division, Client Services, Room 1306, Main Statistics Canada Building, Ottawa, Ontario K1A 0T6.
- Charitable donor is defined as a taxfiler reporting a charitable donation amount on line 340 of the personal income tax form.
- Charitable donation is the allowable portion of total donations, as reported on the income tax return.
- Taxfilers are people who filed a tax return for the reference year and were alive at the end of the year.
- Median is the middle number in a group of numbers. Where a median income, for example, is given as \$26,000, it means that exactly half of the incomes reported are greater than or equal to \$26,000, and that the other half is less than or equal to the median amount. Median incomes in the data tables are rounded to the nearest hundred dollars. Zero values are not included in the calculation of medians for individuals.
- Total income is income from all sources. A detailed definition of what is included in total income is available from the User's Guide to this series, available at <http://www.statcan.ca/english/concepts/quality/4106a.pdf>.
- Characteristics such as age are as of December 31 of the reference year.
- 75th percentile is the number, in a group of numbers ranked from highest to lowest, where one-quarter of the numbers fall above and three-quarters fall below. For example, if the 75th percentile of total income is shown as \$60,000 this means that 25% of the population under review has a total income greater than or equal to \$60,000 and 75% of the population has a total income less than or equal to \$60,000.
- These data may include donations that might be denied by the Canada Revenue Agency (CRA) after an audit. To find out more about why donations might be denied (i.e. tax shelter gifting arrangements, false receipting) please go to the Canada Revenue Agency website: [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)

**Source:** Statistics Canada. *Table 111-0001 - Summary of charitable donors, annual (number unless otherwise noted)*, CANSIM (database).

[http://cansim2.statcan.ca/cgi-win/cnsmcqi.exe?Lang=E&CNSM-Fi=CII/CII\\_1-eng.htm](http://cansim2.statcan.ca/cgi-win/cnsmcqi.exe?Lang=E&CNSM-Fi=CII/CII_1-eng.htm)