

# THE GIVING REPORT 2017

This project was made possible through  
the generous funding of the Ontario  
Trillium Foundation, an Agency of the  
Government of Ontario.



# Table of Contents

1	Foreward from CanadaHelps' CEO
2	Introduction
3	Section 1: Canadian Giving Trends and Insights
8	Section 2: Canadian Charity Trends and Insights
13	Section 3: The Growth of Online Giving
16	Note About Data
17	Data Sources & Clarifications
18	Acknowledgements
19	Supplemental Data Tables

# Foreward from CanadaHelps' CEO



Dear Fellow Canadian,

Thank you for downloading *The Giving Report*, a new annual report from CanadaHelps that shines a spotlight on Canada's charitable sector.

We created this report to give Canadians the knowledge and information they need to better understand the charitable sector and its impact on Canada. We want to help people appreciate the enormous role charities play in their lives and the lives of their families. And we hope to inspire people to engage more, give more, and generally be more interested in the future of charities in Canada.

With an aging population and a shrinking social safety net, Canada is now more reliant on the charitable sector than at any point in our country's history. Today, many of the services that people expect from their municipal, provincial and federal governments are in fact performed by charities. Small charities, in particular, support an incredible diversity of issues and causes in communities across the country, doing vital work that is often left unnoticed until you or a person you care about needs help.

The charitable sector is not only vital to creating caring, supportive and progressive communities, it is a key contributor to our nation's economy: charities accounted for more than \$251 billion in revenue and \$240 billion in expenditures in 2015, and the nonprofit sector employs over two million Canadians<sup>1</sup>. Despite these large figures, most Canadians still don't even perceive our charitable sector as a "sector"; it's not represented as such in key economic and workforce presentations and there isn't even a government department overseeing its development — it simply rolls up under the Canada Revenue Agency.

While society's perception of charity remains overwhelmingly positive, there is a persistent focus on the negative — admin ratios, fundraising costs, etc. This is a growing

problem as Canadians slowly move away from the kind of charitable giving taught to us by our parents, and start to expect more from their charitable organizations. Younger generations, in particular, are asking more questions of charities — they expect to know exactly where their donation will go and the impact it will make. In fact, almost three-quarters (73%) of Canadians say they would likely donate more if they had access to a charity's impact results from the previous year.

To address this challenge, just over a year-and-a-half ago we launched an Impact program to help charities measure and share their results. By promoting greater accountability within the charitable sector, we believe we can inspire Canadians to give more, and invest more strategically when making their donations.

*The Giving Report* is the next step in providing Canadians with greater visibility into the charitable sector. We started with the basics in year one, but in the coming years we're committed to expanding our scope and digging deeper into key issues and areas. Moving forward, we hope you will join our mission to make the charitable sector more transparent and impact-oriented by sharing your thoughts on what you'd like to see in the report next year.

While *The Giving Report* was produced by CanadaHelps, it very much belongs to Canada's charitable sector as a whole.

Thank you,  
Marina Glogovac  
*President and CEO, CanadaHelps*

<sup>1</sup> <http://sectorsource.ca/research-and-impact/sector-impact>

# Introduction

What are the facts around charitable giving in Canada and what are merely assumptions? Where do we go when we want to find good data on the charitable sector? And what use is data if we don't know what it means?

We created this report to engage and inform Canadians about the state of the charitable sector in Canada — its size, its trends, its opportunities and its challenges — and to provide data-driven facts and insights to jumpstart conversations about charitable giving and the charitable sector overall.

However, we go beyond merely stating facts; we explore themes and dive deeper into the stories the data tells. We don't just show that fewer Canadians are making charitable donations today, we examine the factors that may be driving this trend — drilling down to family types and income levels. We also look at how charitable donations are changing as the population of higher-income families increases.

With \$9.1 billion in charitable donations reported in 2015 (the most recent year of data released by the Canada Revenue Agency), Canadians appear to be giving more than in previous years. But when we analyze the data and consider inflation, we see that simple numbers don't tell the whole story. Indeed, when inflation is considered, the value of charitable donations has not changed much since the 2008-2009 recession. This is why so many charities, especially the smaller ones, are struggling to deliver services and solve the social problems that affect us all.

The vitality of the charitable space is key to the future of Canada, yet very little is understood about the sector. In our analysis, we see that small charities rely on donations much more than large charities. And that Health and Education charities, despite

receiving significant amounts of government funding, generate higher average donations than five of the remaining eight charitable categories.

We also use facts to challenge long-held assumptions. While many Canadians believe charities spend too much on administration, the data shows the vast majority of expenditures by charities are on charitable activities.

Complementing the data from government sources, we also use CanadaHelps' online donation data as a baseline to explore how online giving is on the rise in Canada even though overall giving is decreasing. Finally, we focus on a practice that is ideal for online donations: monthly subscriptions. These type of donation subscriptions help charities develop a loyal supporter base and help to generate more revenue.

The charitable sector, with its infinite diversity and reach, supports all of us in ways we may not even know. We believe there is no other sector in Canada that has a bigger impact on the daily life of every Canadian. And with the facts, insights, and analysis in this report, we think you'll agree.



# Section 1: Canadian Giving Trends & Insights

## Charitable Donation Dollars

Charitable giving has remained stagnant in Canada since 2010

Individual tax filings show that Canadians gave more money to charities in 2015 than ever before – \$9.1 billion (Figure 1). While this sounds like great news for the charitable sector, these numbers do not account for inflation. Consider Figure 2, which shows the same trend of Total Donation Dollars, but also includes inflation-adjusted values in 2006 dollars. (All adjustments were made using the [Bank of Canada's Inflation Calculator](#).)

By taking inflation into account to get a sense of the true value of those charitable dollars, we see that the overall value of charitable donations in Canada has not been able to reach the levels prior to the 2008-2009 recession, remaining relatively flat since 2010. In fact, only in 2015 (\$7.9B) did we see the value of donations surpass the value of donations in 2008 (\$7.8B).

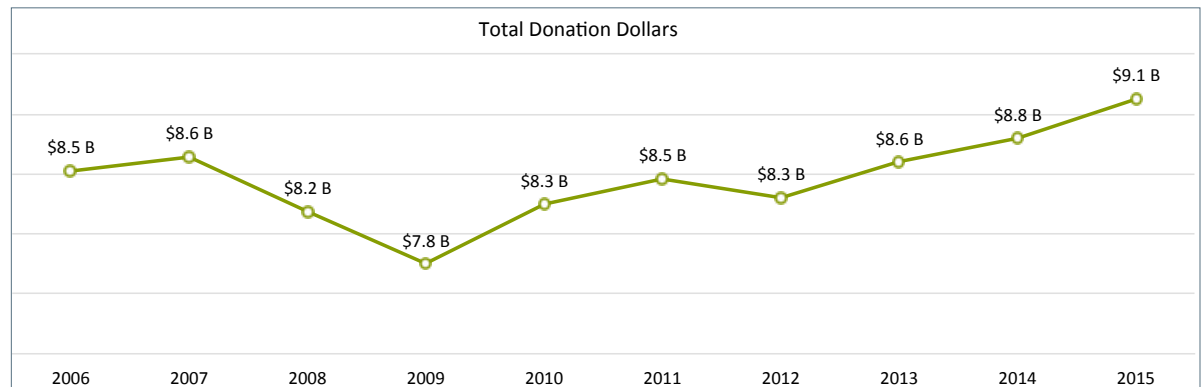


Figure 1

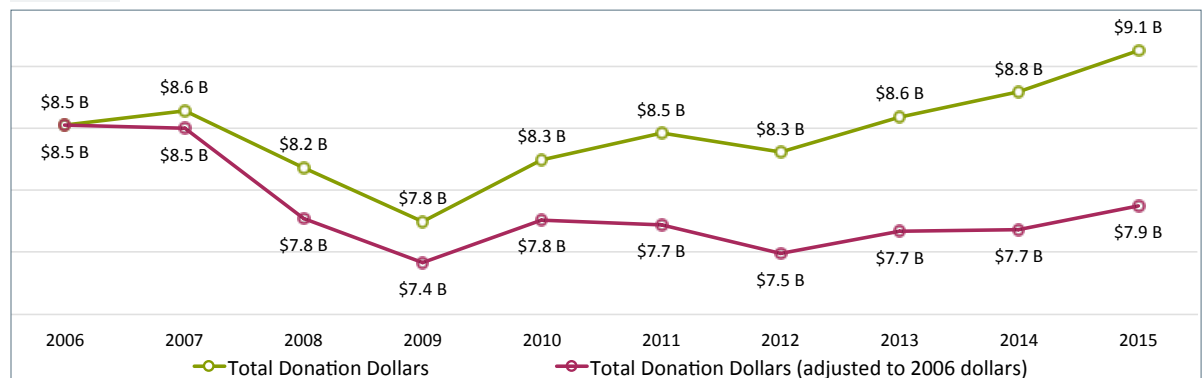


Figure 2

# Families & Individuals

## Fewer Canadians are making charitable donations

To compare giving trends in Canada over the past decade, we thought it best to look at the number of Canadians who have claimed donations on their tax return. Since annual returns filed by charities combine donations made by individuals and corporations in one 'Received Gift' bucket, we believe the tax return provides a more accurate snapshot of today's giving environment.

In 2015, 9.9 million Canadian families filed taxes, an increase of 842,000 since 2006. Despite this jump, the number of families who claimed charitable donations on their taxes plummeted by 149,000 over the same time period. Similarly, even though there were 918,000 more individual tax filers in 2015, the number of those who claimed charitable donations fell by 35,000 since 2006. For the purpose of this exercise, it should be noted that 'individuals' are people who choose to file their taxes individually.

This worrisome decline in charitable giving is illustrated in the charts, which show how the proportion of Canadian families (Figure 3) and individuals (Figure 4) making donations has eroded over the past decade; from 45.3% of families in 2006 to 39.9% in 2015, and from 25.5% to 21.0% of individuals.

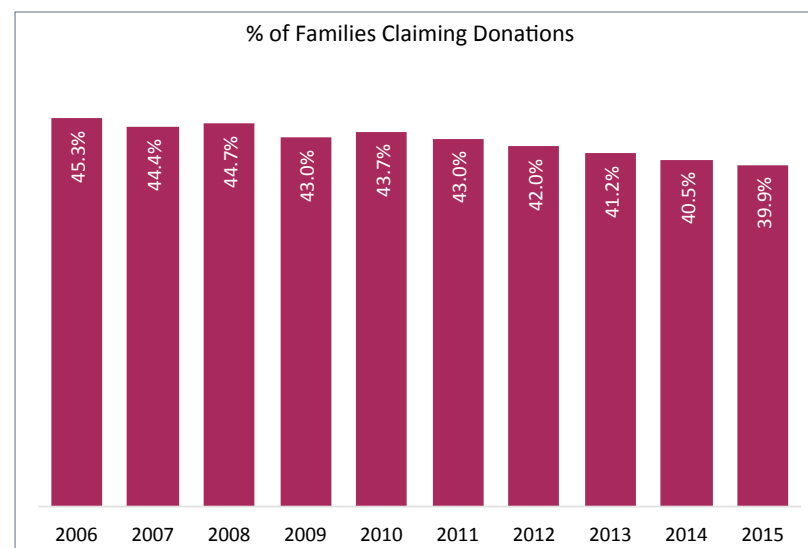


Figure 3

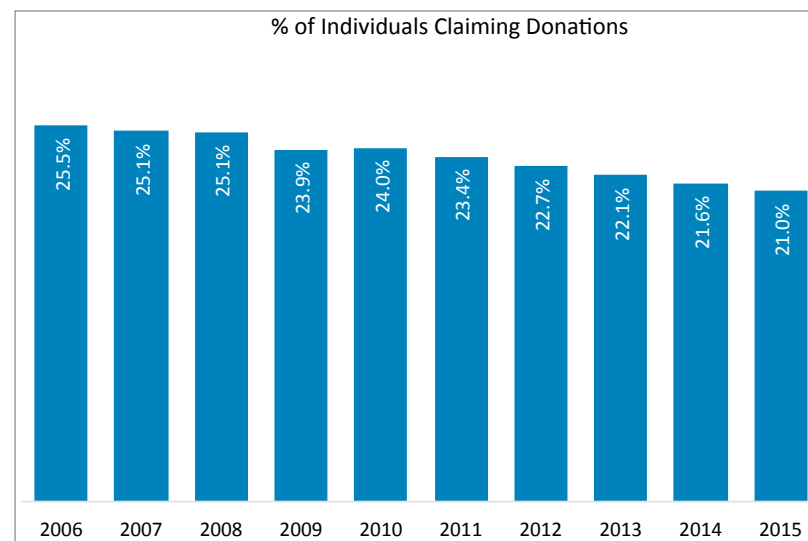


Figure 4

## A closer look at Canadian families

To try and gain a better understanding of why giving in Canada has declined over the past decade, we divided Canadians into different family types: single parents, couples with children, couples without children and individuals.

Of these groups, couples with children made up almost half (48.6%) of all Canadian families who made a charitable donation in 2015. In comparison, couples without children comprised 44.1%.

But, while couples with children have the highest rates of charitable giving, this family type is not growing as fast as couples without children. In 2006, couples with children accounted for 46% of all families, while couples without children comprised 39%. By 2015, however, these groups were in a dead heat, representing 43% and 42% of all family types. This data is reinforced by Statistics Canada's ["The Daily" release on August 2, 2017](#), which reported that the share of couples living with at least one child fell from 56.7% in 2001 to 51.1% in 2016 — the lowest level on record.

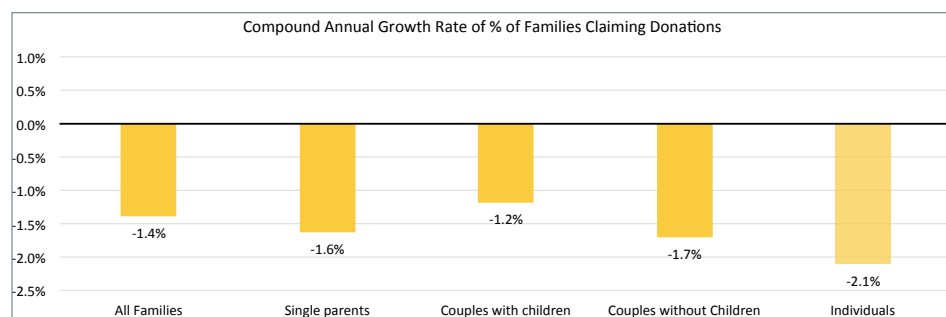


Figure 5

## Canadian families are struggling to give back

Considering that couples with children have traditionally contributed more to charity than couples without children over the years, the decline of this family type could be problematic for Canada's charitable sector.

Of greater concern is the decline in giving amongst this group over the past decade. Using compound annual growth rate (CAGR) as our measure, Figure 5 outlines how each family type made fewer donations in 2015 than they did in 2006. While it's true that growth in giving slowed the least among couples with children (minus 1.2%), you'll see in Figure 6 that this group barely increased its average donation amount (0.1%).

With the cost of raising a child in Canada estimated at nearly \$13,000 per year ([2011 MoneySense article](#)), it perhaps should come as no surprise that the average donation of a couple with children in 2015 remained virtually the same as ten years prior.

While the average donation of individuals and couples without children outpaced most family types (1.7% each) from 2006 to 2015, participation in charitable giving actually slowed the most amongst these groups at minus 2.1% and minus 1.7%, respectively. In fact, the rate of charitable giving for individuals was nearly 30% lower than that of 'all families' in 2015.

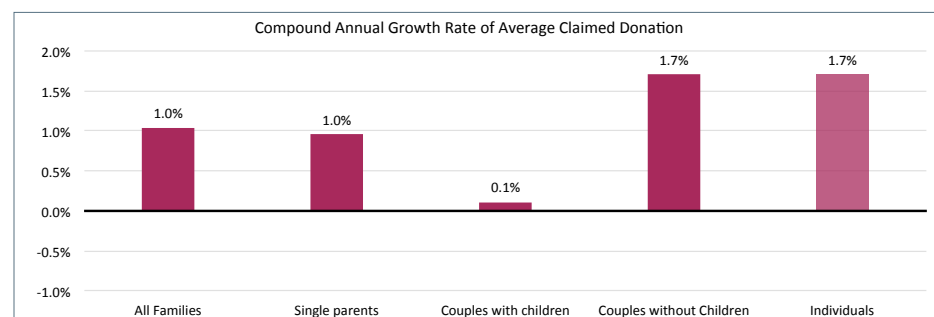


Figure 6

# Income Groups

## Charitable giving is tied to means

Income is tied to charitable giving. As represented in Figure 7, the more money Canadians make, the more they give in absolute dollars to charity.

We also see that as the number of high-income families increases in Canada, so does the number of these families who make charitable donations. From 2006 to 2015, there was a jump in the amount of higher-income families in Canada, with 8.1%, 10.2% and 8.4% gains among \$150K-\$199K families, \$200K-\$249K families and \$250K+ families, respectively (Figure 8).

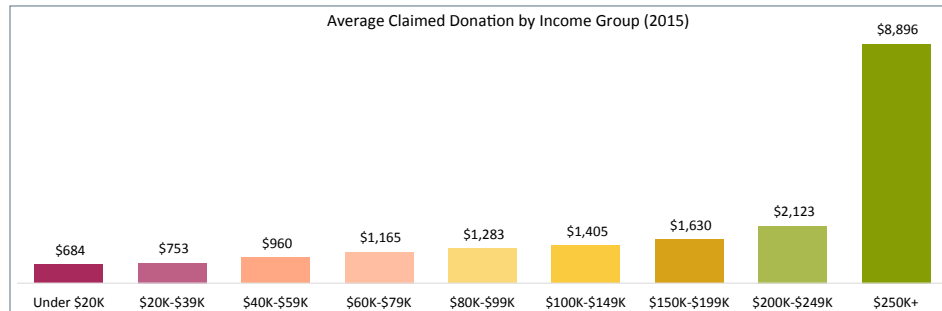


Figure 7

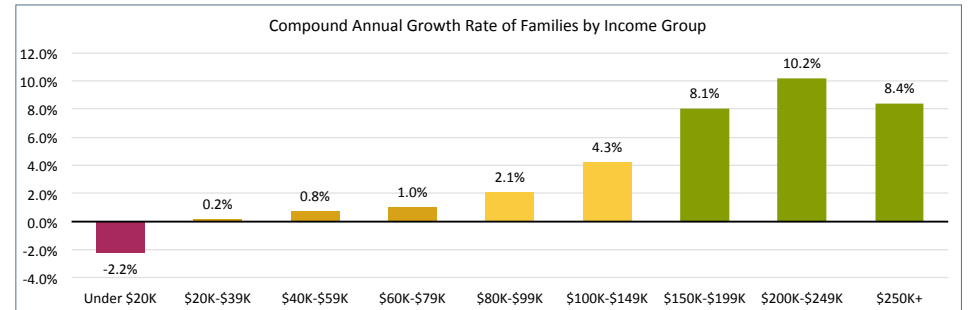


Figure 8

This aligns with Figure 9, which shows big increases in the number of high-income families donating from 2006 to 2015. You will notice, however, that the spikes in charitable giving — 5.5%, 8.2% and 7.2% for \$150K-\$199K families, \$200K-\$249K families and \$250K families (Figure 9) — are all significantly lower than the growth of the income brackets themselves (Figure 8).

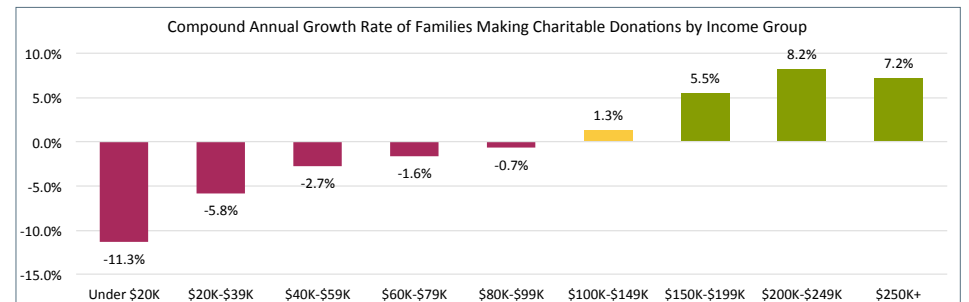


Figure 9



## High-income families show greatest decline in charitable giving

Higher earning families give more in terms of average donation (Figure 7). This is especially true of the highest income group (\$250K+), who proportionately give a much higher average donation amount.

However, since one would expect high earners to donate more, it is somewhat surprising that the top three income groups are responsible for the greatest decline in average donation amount from 2006 to 2015 (Figure 10). While it's certainly nice to see the number of high-earning Canadian families increase over the past decade, the decreases in annual donations from these high-income groups is concerning for the charitable sector as a whole.

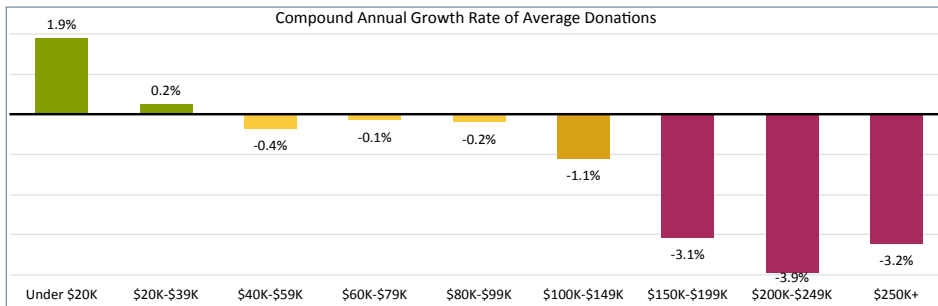


Figure 10

## Lowest-income families and giving

The number of Canadian families in the lowest-income bracket (under \$20K) declined from 3.2 million in 2006 to 2.6 million in 2015 (Figure 8). But while this decrease is encouraging to society as a whole, this group also saw the largest decline in the proportion of these families who make charitable donations (Figure 9).

When it comes to charity, there almost seems to be a breaking point for those who can afford to give. Although 15% of Canadian families in the \$20K-\$39K income group contributed to charity in 2015, only 2% of families in the lowest-income group did so; this represented a decline from the 6% of lowest-income families who donated in 2006.

## Methodology when comparing income groups

In our analysis of the tax data, we looked at families from the perspective of total income. Please note that the analyses in the above section use data that includes both families and individuals who did not file taxes as a family; for shorthand, we referred to all as "families". For the purpose of this report, we considered families with total income of \$150,000 or higher as "higher income families".

The data was broken into the following groups of families by total income:

- Under \$20,000
- \$20,000-\$39,999
- \$40,000-\$59,999
- \$60,000-\$79,999
- \$80,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000-\$249,999
- \$250,000 or more

# Section 2: Canadian Charity Trends & Insights

## Small charities. Big charitable sector.

Canadian charities reported \$251 billion in revenue in 2015. To put that in perspective, that is more than twice the revenue of the big five Canadian banks (Royal Bank of Canada, Toronto-Dominion Bank, Bank of Nova Scotia, Bank of Montreal, Canadian Imperial Bank of Commerce) combined<sup>2</sup>.

But while Canada's charitable sector is big, the vast majority of Canadian charities are small. Eighty per cent of the roughly 85,000 charities in Canada reported under \$500,000 in revenue in 2015, and only 7% made \$2.5 million or more (Figure 12).

Additionally, despite Canada's charitable sector employing 1.7 million people (roughly 12% of the country's overall labour force), the average charity only employed 20 people in 2015. In fact, 89% of all charities reported five or fewer full-time employees, and 57% of all charities were fully volunteer run.

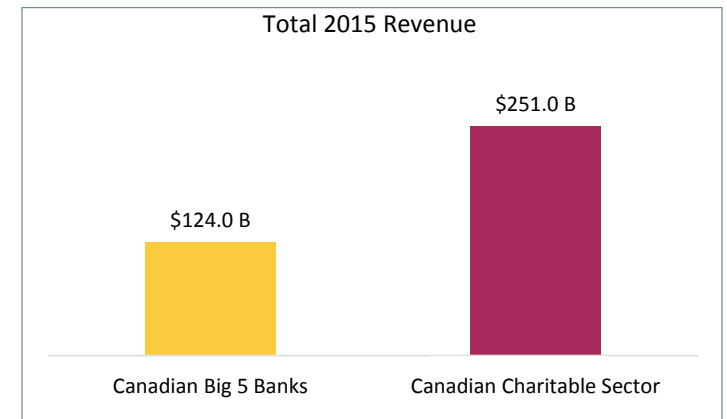


Figure 11

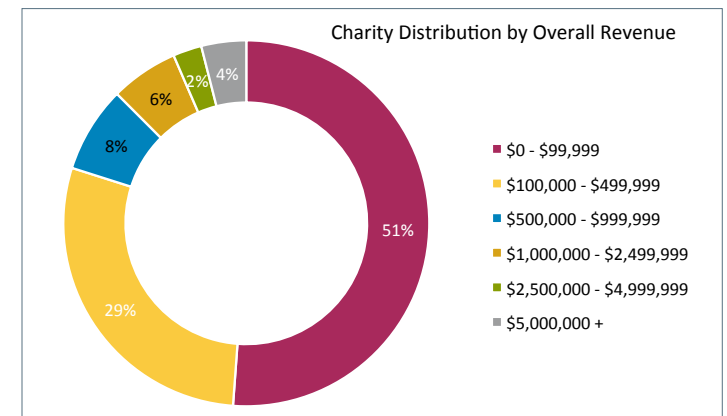


Figure 12

<sup>2</sup> [http://annualreports.rbc.com/ar2015/pdfs/RBC\\_English\\_AR15\\_ENG.pdf](http://annualreports.rbc.com/ar2015/pdfs/RBC_English_AR15_ENG.pdf)  
[https://www.td.com/document/PDF/investor/2015/2015-Q4\\_Earnings\\_News\\_Release\\_F\\_EN.pdf](https://www.td.com/document/PDF/investor/2015/2015-Q4_Earnings_News_Release_F_EN.pdf)  
[http://www.scotiabank.com/ca/en/files/15/12/BNS\\_Annual\\_Report\\_-\\_2015.pdf](http://www.scotiabank.com/ca/en/files/15/12/BNS_Annual_Report_-_2015.pdf)  
[https://www.bmo.com/ir/files/F15%20Files/bmo\\_ar2015.pdf](https://www.bmo.com/ir/files/F15%20Files/bmo_ar2015.pdf)  
[https://www.cibc.com/content/dam/about\\_cibc/investor\\_relations/pdfs/annual\\_reports/2015/ar-15-en.pdf](https://www.cibc.com/content/dam/about_cibc/investor_relations/pdfs/annual_reports/2015/ar-15-en.pdf)

## Where do charities get their funding?

Government funding accounted for two-thirds of all charity revenue in 2015 at \$168.7 billion dollars (Figure 13), dwarfing all other revenue types. But while large charities see the most funding from government, small charities have come to rely on donations (Received Gifts).

While Received Gifts revenue (\$16.5 billion) accounted for only 7% of the overall Canadian charitable sector revenue in 2015, more than half (53%) of total revenue generated by very small charities, and 41% of funding to small charities (Figure 14), came from Received Gifts.

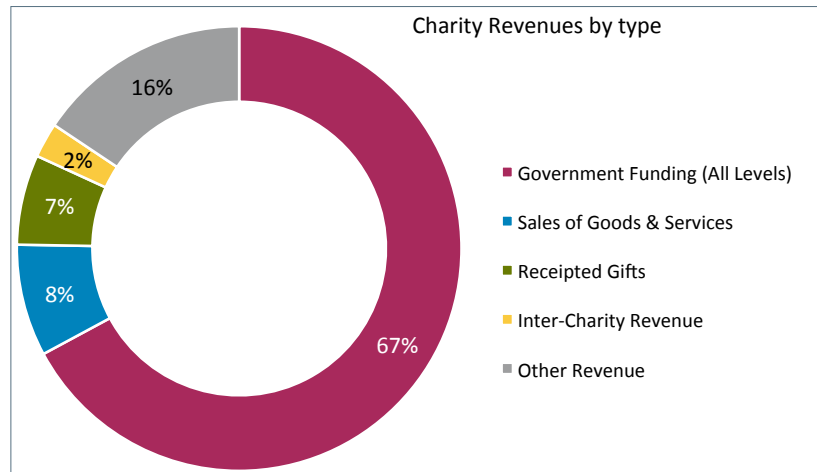


Figure 13

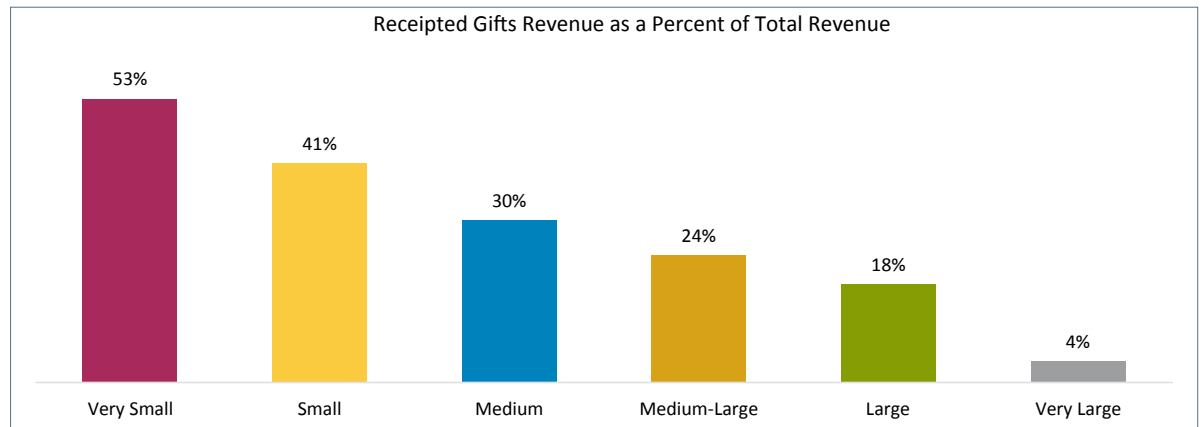


Figure 14

- Very small charities = Total Revenue \$0-\$99,999
- Small charities = Total Revenue \$100,000-\$499,999
- Medium charities = Total Revenue \$500,000-\$999,999
- Medium-Large charities = Total Revenue \$1,000,000-\$2,499,999
- Large charities = Total Revenue \$2,500,000-\$4,999,999
- Very Large charities = Total Revenue \$5,000,000+

## Small charities rely more on charitable donations

Collectively, in 2015, government funding made up over two-thirds (69%) of funding to the 20% of Canadian charities with total revenue of \$500,000 or more. These larger charities relied on Receipted Gifts for only 6% of their total revenue. Compare that to the four out of every five charitable organizations in this country that are small and rely on Receipted Gifts revenue.

Put in different terms, small charities (under \$500,000K) receive 0.1% of all government funding while very large charities (revenues of \$5,000,000+) receive 96% of all government funding despite representing less than 4% of all Canadian charities.

A similar pattern emerges when we look at the size of charities in terms of how many full-time staff they have. Charities with more than ten full-time employees rely on Receipted Gifts for only 3% of their overall revenue. In contrast, charities with ten or fewer full-time employees rely on Receipted Gifts for 26% of their overall revenue. These charities make up 91% of all Canadian charities.

## What types of charities receive the most funding?

To find out what types of charities receive the majority of funding in Canada, we overlaid the charitable categories used on CanadaHelps website with the individual charities that provided tax information in 2015. Since charities using the CanadaHelps platform may self-identify with multiple categories – choosing both 'Animals' and 'Public Benefit', for instance – the total revenue in Figure 15 will add up to over 100%. However, we still believe these results are quite relevant, as they provide figures from 78% of all charities.

Additionally, in Figure 16, we look at how each of the charitable categories score against one another in terms of average revenue. Note that the size of each bubble represents the overall average revenue for that category.

Category	Average Revenue	Average Revenue from Government Funding	Average Revenue Receipted Gifts
Animals	\$ 1,596,081	\$ 510,589	\$ 211,776
Arts & Culture	\$ 974,026	\$ 501,384	\$ 95,548
Education	\$ 9,175,125	\$ 6,077,054	\$ 214,394
Environment	\$ 719,056	\$ 223,317	\$ 75,859
Health	\$ 16,352,316	\$ 13,357,255	\$ 356,183
Indigenous Peoples	\$ 2,427,199	\$ 1,394,112	\$ 95,175
International	\$ 2,573,128	\$ 522,263	\$ 1,022,284
Public Benefit	\$ 1,929,349	\$ 657,313	\$ 495,550
Religion	\$ 421,116	\$ 49,469	\$ 197,314
Social Services	\$ 1,504,381	\$ 931,498	\$ 112,215
All Charities	\$ 2,966,158	\$ 1,993,093	\$ 194,630

Figure 15

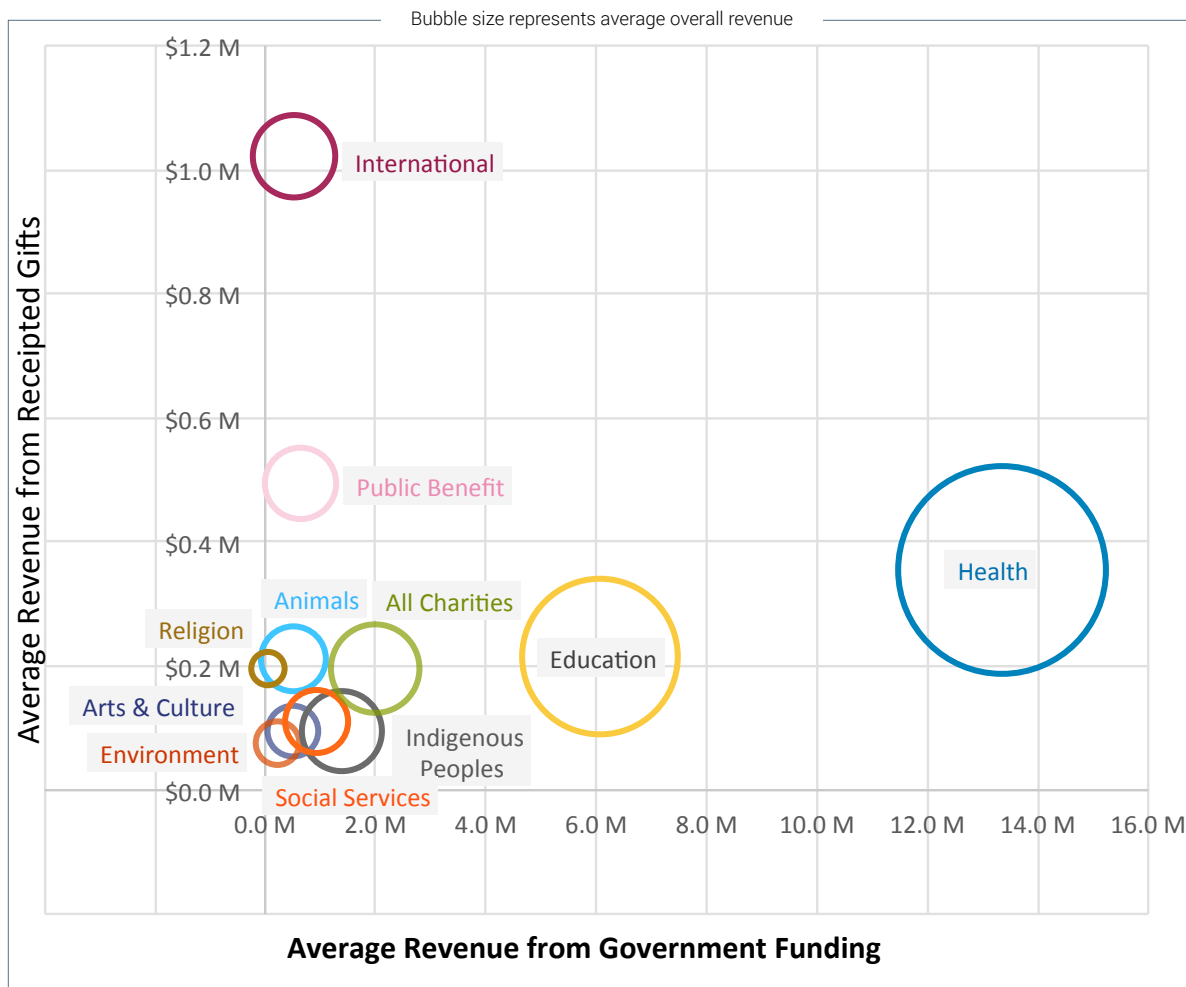


Figure 16

Health and Education charities dominate in overall revenue, receiving an average of \$16.4 million and \$9.2 million per year, respectively. Government funding accounts for a 82% of funding to Health charities, providing over \$13 million in revenue annually, and 66% of revenue to Education charities (\$6+ million).

Only receiving a fraction of the government funding afforded to Health and Education, charities in the 'International' category receive the most Received Gifts, generating \$1 million of revenue on average, nearly double of the next largest category, Public Benefit. This can be partially explained by natural disasters such as floods, typhoons and hurricanes, which spur Canadians to donate to International charities in mass numbers.

While this shows Canadians have a natural inclination to help, many worthy charities in other categories have a much harder time generating donations. In fact, six of the ten charitable categories (Animals, Arts & Culture, Environment, Indigenous Peoples, Religion, and Social Services) all average around \$200,000 or less in Received Gift Revenue and under \$1.5 million in Government Funding. This lack of funding makes it increasingly hard for smaller charities to fulfill their mandates.

## How charities spend their money

According to a 2013 study by the [Muttart Foundation and Imagine Canada](#), 73% of Canadians believe charities spend too much on Administration and Fundraising. While “too much” is subjective, data shows that Management & Administration only accounts for 9% of all charity spending, and fundraising accounts for only 1% of a charity’s total expenditure (Figure 17). In comparison, the vast majority (81%) of funds are spent on charitable activities.

While this report would be incomplete without looking at charity expenditures, CanadaHelps is encouraged to see impact measurement starting to take root at the individual charity level in Canada. This involves tracking both short- and long-term outcomes to measure the impact charities are making on a societal level, and in solving the specific social challenges that are in their mandates. While there is still a long way to go in this area, shifting to an impact measurement approach is an essential indicator of effectiveness when approaching problems that require both a long-term effort and long-term investment to generate results.

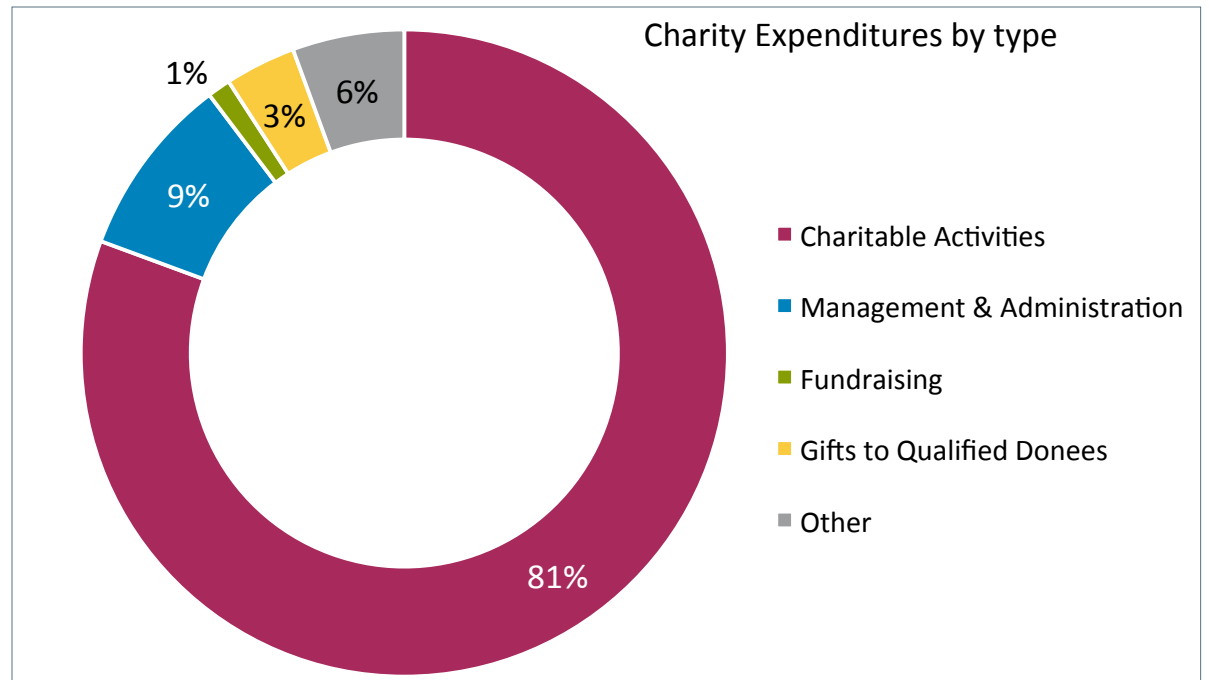


Figure 17

# Section 3: The Growth of Online Giving

## The rise of online donations

While the number of Canadians making charitable donations seems to be on the decline, online giving increased 22.5% per year on CanadaHelps' platform from 2006 to 2015.

This is not a perfect comparison, as CanadaHelps has increased its charity base and product offerings over this time period, so we focused on only CanadaHelps' core products, which remained relatively the same from 2011 to 2015. We then compared this to the most recent five years of individual donor data from the CRA (2011-2015).

From 2011 to 2015, the number of overall individual donors in Canada decreased 0.9% per year as compared to the number of CanadaHelps individual online donors through its core products, which has increased 12.1% annually over the same time period (Figure 18). If overall online giving looks anything like that of CanadaHelps, it would seem that while fewer Canadians are making donations, online donations are indeed on the rise.

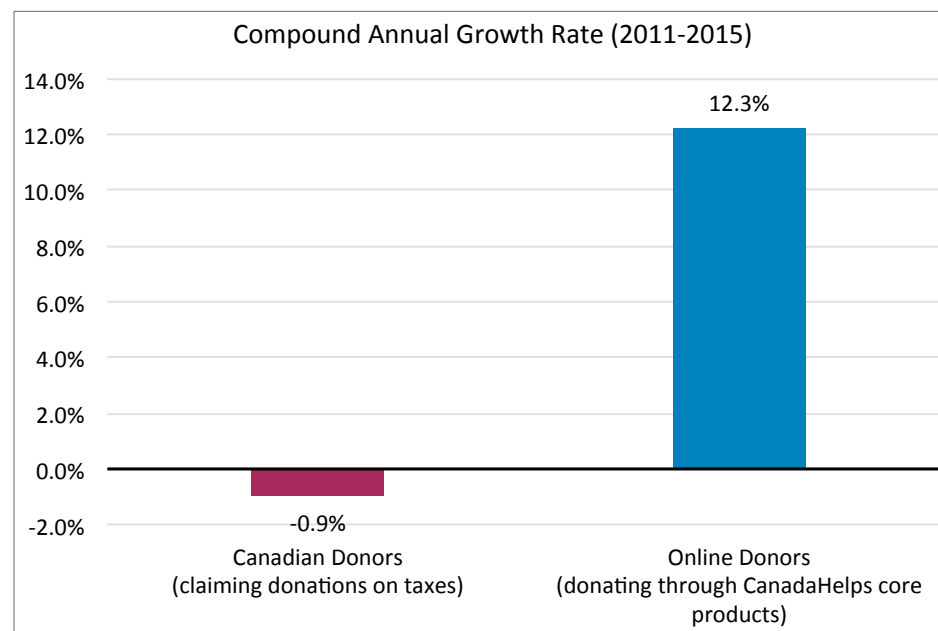


Figure 18

## Online donors increasing their annual contributions

From 2006 to 2015, the average donation amount of a CanadaHelps online donor increased 1.8% per year, while over the same period, overall average donation amounts have increased 1.0% per year (Figure 19).

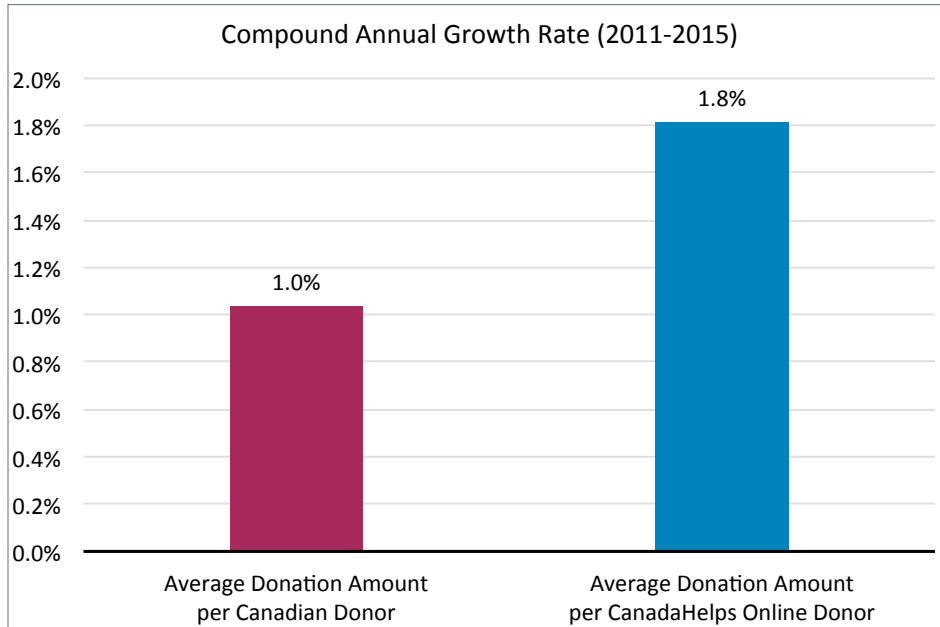


Figure 19

Online donors are now increasing their annual donation amounts at a higher rate than their offline counterparts. This could be because online giving makes it much easier to set up monthly donations. Rather than scrambling at year's end to get a charitable tax receipt, businesses and individuals can now get more strategic with their giving by budgeting a monthly donation to a cause they care about.

In 2015, the average donation amount (\$669) for donors who used CanadaHelps to make monthly donations was over two times higher than the average donation amount (\$322) for donors who made one-time donations (Figure 20). And, from 2006 to 2015, the growth of donors who made monthly contributions outpaced the growth of donors who made one-time donations.

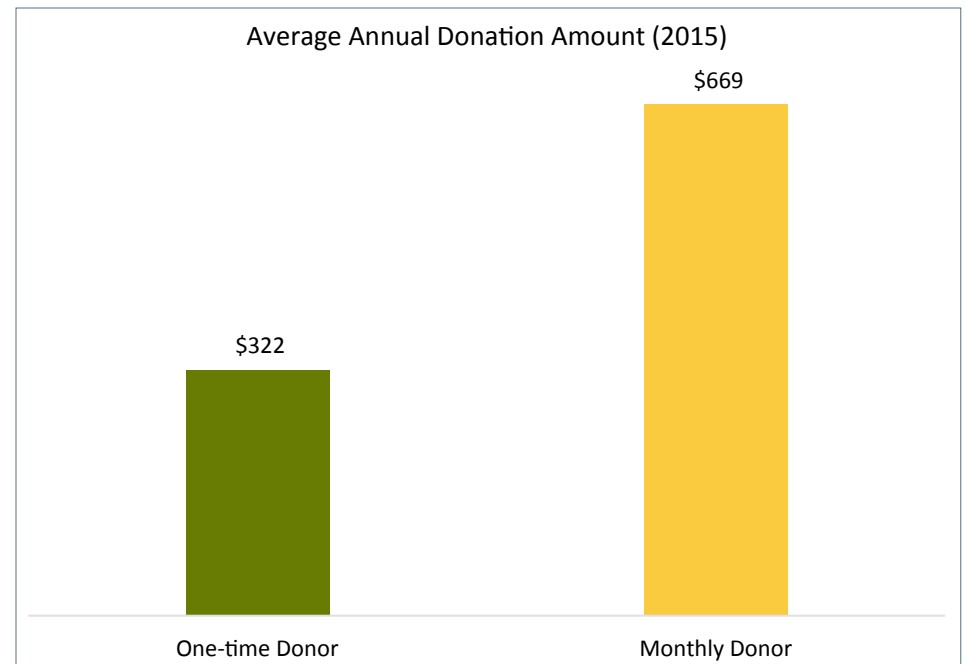


Figure 20



## Monthly giving making an impact for charities

From 2012 to 2016, 33% of donors who made monthly donations through CanadaHelps donated to the same charity for 3-5 years of the five-year period (Figure 21). In contrast, only 5% of donors who made one-time donations over the same five-year period donated to the same charity for 3-5 years.

This shows that while there's an overall decline in charitable giving, Canadian charities can utilize online fundraising tools to drive donations. Online fundraising tools give charities a better chance of subscribing a donor to monthly giving, thus creating higher overall donations and more donor loyalty.

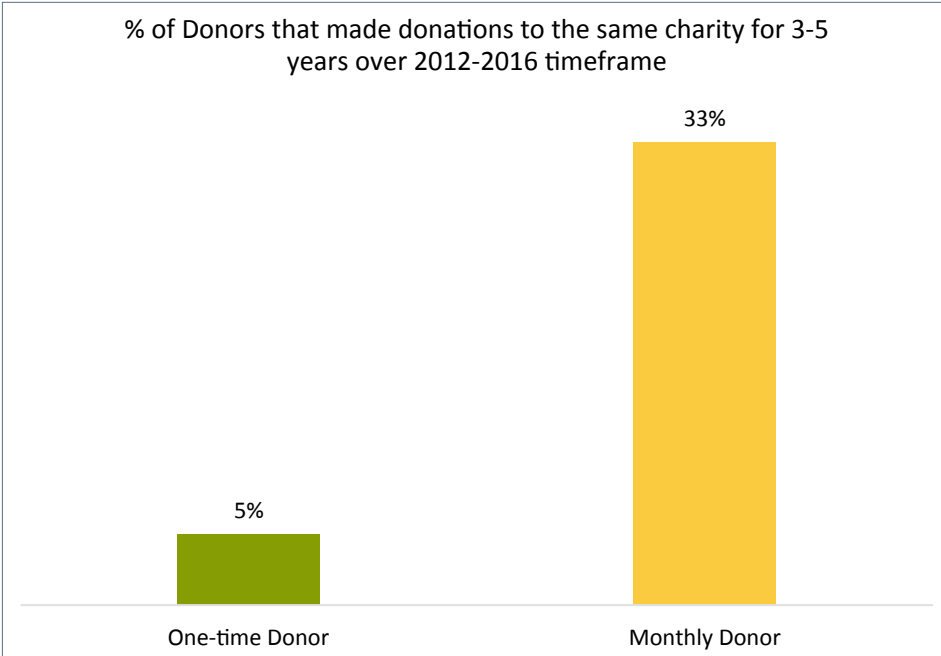


Figure 21

# Note About Data

With this report, CanadaHelps wanted to provide a closer look at the state of charitable giving in Canada. For this reason, we believe it is important to be transparent with the data we used and to explain why we've chosen particular data sets. The primary data sources used in this report are the following:

- Tax filing data aggregated by census families from Statistics Canada
- Tax filing data of individuals from Statistics Canada
- CanadaHelps' online donation data
- Charity tax filing data from the Canada Revenue Agency (T3010 tax information form data)
- CanadaHelps' charity database data

While the analyses in this report leveraged the above data sources, we also included supplementary data from Statistics Canada and other reputable sources. For transparency, we were careful to always make it clear when we deviated from primary data sources in the report.

## Tax filer data: Families vs. Individuals

Charities are required to file a T3010 tax information form every year, within six months of the end of the charity's fiscal period. The data collected from these tax filings provide a lot of useful information about Canadian charities, along with the overall charitable sector.

When comparing giving trends in Canada over the past decade, our data sources included only information from people who filed their taxes. If a charitable donation was not claimed, it was not represented in our data.

Statistics Canada reports tax filer data aggregated by individual tax filers and data aggregated by families that report taxes together. For example, a common law or married couple may share tax credit claims to optimize their family's tax returns. With charitable donation tax credits, for instance, it is in the family's best interest to have the individual

with the highest income claim all charitable donations, regardless of which family member made the donation. For this reason, there is inherent bias in using individual tax filer data to measure overall Canadian trends that does not exist in the family data.

To avoid this bias, we looked at overall Canadian trends using family-level tax data. Family-level data includes couples (with or without dependents) and single people with dependents. However, in our data, we also included individual tax filers — who do not file as part of a family — in an effort to capture everyone.

## CanadaHelps charity database data

CanadaHelps maintains a charity database that is aligned with the [Canada Revenue Agency's official charities listing](#), but this database is also supplemented by information entered by the charities themselves or researched by CanadaHelps. In this report we supplement the T3010 data with charitable categories from CanadaHelps' database.

## Timeframe

At the time of publication of this report, all of the externally sourced data available to CanadaHelps had full data sets up to the end of 2015. For consistency, any CanadaHelps data used in this report — that is compared to or supplementing externally sourced data — is aligned to the 2015 calendar year (where applicable). However, when examining CanadaHelps data on its own, we chose to use the most recent full year of data available (2016).

# Data Sources & Clarifications

Throughout *The Giving Report 2017* site, downloadable report and supplemental data tables, we make use of information from the following data sources. The following provides relevant disclaimer or clarification information and can be used to map a reference number to its data source. Where data has been adjusted for inflation, the [Bank of Canada Inflation Calculator](#) has been used. The data source is Statistics Canada, CONSUMER PRICE INDEXES FOR CANADA, MONTHLY (V41690973 series.) CAGR is used in the accompanying tables and refers to Compound Annual Growth Rate.

## DATA SOURCE 1:

Canada Revenue Agency, T3010 Registered Charity Information Return information from CRA as of June 2017.

### *Disclaimer from CRA*

The information (in whole or in part) in this package has been provided by an information technology provider. Efforts have been made to ensure that the information contained herein is correct. The Charities Directorate is not responsible for the quality, accuracy, reliability or currency of the information contained in this package.

Statistics and data are produced or compiled by the Charities Directorate for the sole purpose of providing Canadians or individuals with direct access to public information about registered charities in Canada.

The CRA is not responsible for the use and manipulation by any persons of this information.

## DATA SOURCE 2:

Labour force survey estimates (LFS), by sex and detailed age group  
Statistics Canada, CANSIM, table 282-0002

## DATA SOURCE 3:

Donations made using CanadaHelps.org

## DATA SOURCE 4:

Statistics Canada, Income Statistics Division, T1 Family Files 2006 to 2015, Reference 17052

### *Postal Code Validation Disclaimer*

The geography in T1FF request are derived based on an amalgamation of Postal CodeOM. Statistics Canada makes no representation or warranty as to, or validation of, the accuracy of any Postal CodeOM data.

### *Family Type*

Family Type reflects data from Statistics Canada classified as Census Family

### *Individual Resident*

Individual Resident reflects data from Statistics Canada classified as Non-Census Family

### *Income Data*

In some cases, reported zero values may actually reflect data not provided by Statistics Canada, typically due to an insignificant amount data.

# Acknowledgements

First, we extend our sincere thanks to the **Ontario Trillium Foundation**, an Agency of the Government of Ontario, for generously funding a three year grant enabling CanadaHelps to develop and launch a multi-faceted data strategy project in support of [bringing good data to the charitable sector](#).

This support has enabled us to deliver *The Giving Report*, as well as two new tools for Canadian charities and donors. For charities, we launched benchmark reports that provide key insights on their digital fundraising programs and compare their program's performance to other charities, and charities in the same charitable category. For donors who choose to give to any registered charity through [CanadaHelps.org](#), we launched new [personalized discovery](#) and [popular now](#) services helping Canadians to connect to new charities and causes, and a Giving Dashboard in their free [CanadaHelps account](#) where they can track their giving, set giving goals, and see how their giving compares to others Canadians.

We also extend our gratitude to the **Public Economics Data Analysis Laboratory (PEDAL)** that operates out of McMaster University's Faculty of Social Sciences. PEDAL assisted in the important steps of identification and cleansing of data that proved vital to our first annual *The Giving Report*.

Finally, we are thankful for the contribution of **Maureen Mottonen, Founder and Managing Director of [Critical Wisdom Ltd.](#)**, a boutique consulting practice that delivers business planning and performance assessment services to the Canadian IT industry. Operating in a volunteer capacity, Maureen contributed research in the planning stages.

# About CanadaHelps

CanadaHelps.org is a charitable social enterprise that enables donors to safely donate and fundraise online for any registered Canadian charity and provides charities the secure online fundraising platform they need to succeed. CanadaHelps has facilitated over \$800 million in online donations to Canadian charities. Over 1.6 million Canadians have donated to charities using CanadaHelps and over 18,000 charities fundraise online using the CanadaHelps platform. The mission of CanadaHelps is to engage Canadians in the charitable sector and provide effective and affordable online technology to both donors and charities to promote—and ultimately increase—charitable giving in Canada.

# SUPPLEMENTAL DATA TABLES



# Supplemental Data Tables

## Count of Registered Canadian Charities That Filed T3010, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	2015 over 2010 Growth	CAGR
Filed T3010 to CRA	84,336	84,665	85,059	84,791	84,639	84,633	0.4%	0.07%
Total Listed Charities	-	-	-	-	-	86,477	-	-
Percent that File	-	-	-	-	-	98%	-	-

## Number of Full-Time Employees in Canada, Employed by Charities and All Organizations, by Year<sup>1,2</sup>

	2010	2011	2012	2013	2014	2015	2015 over 2010 Growth	CAGR
Employed by Charities	1,895,923	1,840,757	1,762,479	1,880,790	2,013,045	1,733,776	-8.6%	-1.77%
Employed by Organizations of All Types <sup>2</sup>	-	-	14,133,200	14,314,200	14,369,900	14,559,300	-	-
Percent Employed by Charities	-	-	12%	13%	14%	12%	-	-

## Revenue, by Type of Charity, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Charitable Organization	\$ 198,473,871,099	\$ 204,193,483,621	\$ 213,137,331,813	\$ 222,649,095,303	\$ 232,175,347,199	\$ 236,069,961,858	94%	\$ 216,598,362,490	9.1%	1.8%
Private Foundation	\$ 2,938,136,339	\$ 2,838,234,529	\$ 4,378,959,910	\$ 7,248,703,141	\$ 5,199,901,100	\$ 5,715,209,997	2%	\$ 5,243,806,187	78.5%	12.3%
Public Foundation	\$ 5,769,612,547	\$ 6,105,863,944	\$ 6,467,816,967	\$ 7,783,611,638	\$ 8,081,129,859	\$ 9,249,663,586	4%	\$ 8,486,729,826	47.1%	8.0%
Reported Revenue Total	\$ 207,181,619,985	\$ 213,137,582,094	\$ 223,984,108,690	\$ 237,681,410,082	\$ 245,456,378,158	\$ 251,034,835,441	100%	\$ 230,328,898,504	11.2%	2.1%

## Expenses by Type of Charity, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Charitable Organization	\$ 185,385,878,908	\$ 199,460,933,183	\$ 210,880,769,802	\$ 218,265,771,191	\$ 226,564,048,655	\$ 230,964,987,439	96%	\$ 211,914,458,232	14.3%	2.7%
Private Foundation	\$ 1,930,290,264	\$ 2,020,964,810	\$ 2,327,467,098	\$ 2,405,332,961	\$ 2,537,265,138	\$ 2,953,302,031	1%	\$ 2,709,706,812	40.4%	7.0%
Public Foundation	\$ 4,670,447,841	\$ 5,068,867,245	\$ 5,191,898,049	\$ 5,536,085,989	\$ 5,693,166,691	\$ 6,156,820,451	3%	\$ 5,648,991,584	21.0%	3.9%
Reported Expenditure Total	\$ 191,986,617,013	\$ 206,550,765,238	\$ 218,400,134,949	\$ 226,207,190,141	\$ 234,794,480,484	\$ 240,075,109,921	100%	\$ 220,273,156,628	14.7%	2.8%

## 2015 Expenditures by Type of Charity<sup>1</sup>

	Charitable Activities	Management / Admin	Fundraising	Political Activities	Gift to Qualified Donees	Other	Sum of Reported Breakdown in Expenses	Reported Total Expenditures	Variance
Charitable Organization	\$ 174,798,837,558	\$ 19,131,412,194	\$ 1,743,211,087	\$ 26,533,387	\$ 2,185,767,747	\$ 12,044,577,044	\$ 209,930,339,017	\$ 230,964,987,439	10%
Private Foundation	\$ 659,855,566	\$ 172,443,494	\$ 14,857,966	\$ 603,105	\$ 1,990,503,172	\$ 44,070,403	\$ 2,882,333,706	\$ 2,953,302,031	2%
Public Foundation	\$ 1,068,379,899	\$ 581,638,484	\$ 773,808,656	\$ 1,417,396	\$ 3,588,841,011	\$ 130,205,144	\$ 6,144,290,590	\$ 6,156,820,451	0%
Total	\$ 176,527,073,023	\$ 19,885,494,172	\$ 2,531,877,709	\$ 28,553,888	\$ 7,765,111,930	\$ 12,218,852,591	\$ 218,956,963,313	\$ 240,075,109,921	10%

There is a variance of 10% between reported total expenditures versus the sum of reported expenditures by type due to errors or omissions in charitable T3010 filings.

## 2015 Percent of Expenditures by Type of Charity<sup>1</sup>

	Charitable Activities	Management / Admin	Fundraising	Political Activities	Gift to Qualified Donees	Other
Charitable Organization	76%	8%	1%	0%	1%	5%
Private Foundation	22%	6%	1%	0%	67%	1%
Public Foundation	17%	9%	13%	0%	58%	2%
Total	74%	8%	1%	0%	3%	5%

There is a variance of 10% between reported total expenditures versus the sum of reported expenditures by type due to errors or omissions in charitable T3010 filings.

## Revenue by Source, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
<b>Received Gifts</b>	\$ 13,468,555,701	\$ 14,004,345,673	\$ 14,272,151,341	\$ 14,772,853,857	\$ 15,721,816,882	\$ 16,472,083,778	7%	\$ 15,113,428,007	12.2%	2.3%
<b>Government Funding (All Levels)</b>	\$ 143,095,637,410	\$ 145,673,335,390	\$ 154,396,448,802	\$ 161,403,758,908	\$ 166,093,513,562	\$ 168,681,443,259	67%	\$ 154,768,205,598	8.2%	1.6%
<b>Inter-Charity Revenue</b>	\$ 4,360,874,485	\$ 4,905,397,931	\$ 5,416,321,559	\$ 5,541,835,823	\$ 5,859,289,783	\$ 6,378,268,830	3%	\$ 5,852,174,386	34.2%	6.1%
<b>Other Revenue</b>	\$ 46,079,767,037	\$ 47,786,411,429	\$ 51,339,354,497	\$ 56,759,645,080	\$ 57,821,368,784	\$ 59,723,130,588	24%	\$ 54,797,027,908	18.9%	3.5%
<b>Reported Revenue Total</b>	\$ 207,181,619,985	\$ 213,137,582,094	\$ 223,984,108,690	\$ 237,681,410,082	\$ 245,456,378,158	\$ 251,034,835,441	100%	\$ 230,328,898,504	11.2%	2.1%

There is a variance up to a 0.6% variance in aggregate reported revenue versus the sum of reported revenue by source due to errors or omissions in charitable T3010 filings.

Received Gifts are most commonly cash donations made by individuals or corporations. For information on receiptable gifts visit: <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/what-a-gift.html>.

## “Other” Revenue Source, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
<b>Non-Received Gifts</b>	\$ 2,372,027,809	\$ 2,555,906,703	\$ 2,662,617,419	\$ 2,569,041,129	\$ 2,778,256,752	\$ 2,877,355,097	5%	\$ 2,640,024,158	11.3%	2.2%
<b>Gifts From Outside Canada</b>	\$ 813,006,731	\$ 1,172,122,263	\$ 1,230,736,004	\$ 1,352,861,457	\$ 1,661,796,554	\$ 1,823,022,946	3%	\$ 1,672,655,774	105.7%	15.5%
<b>Investment Interest</b>	\$ 3,249,062,344	\$ 3,038,456,329	\$ 2,847,178,201	\$ 3,945,483,877	\$ 4,862,993,206	\$ 4,875,912,438	8%	\$ 4,473,735,843	37.7%	6.6%
<b>Disposition Assets</b>	\$ 807,769,650	\$ 881,240,090	\$ 708,922,613	\$ 905,219,513	\$ 1,427,264,506	\$ 1,377,248,584	2%	\$ 1,263,649,918	56.4%	9.4%
<b>Rent, Land, Buildings</b>	\$ 2,509,301,839	\$ 2,606,416,891	\$ 2,745,742,169	\$ 2,891,004,873	\$ 3,001,548,673	\$ 3,171,504,227	5%	\$ 2,909,911,184	16.0%	3.0%
<b>Membership Dues</b>	\$ 1,582,042,431	\$ 1,524,381,747	\$ 1,607,073,007	\$ 1,606,257,376	\$ 1,603,233,395	\$ 1,668,807,514	3%	\$ 1,531,160,390	-3.2%	-0.7%
<b>Non-Received Fundraising</b>	\$ 2,379,523,157	\$ 2,608,305,030	\$ 2,691,492,095	\$ 2,831,678,004	\$ 2,942,907,370	\$ 2,804,450,007	5%	\$ 2,573,132,449	8.1%	1.6%
<b>Sales of Goods &amp; Services</b>	\$ 16,258,195,731	\$ 16,950,221,063	\$ 17,563,049,934	\$ 18,696,634,775	\$ 19,887,978,376	\$ 20,462,938,680	34%	\$ 18,775,107,917	15.5%	2.9%
<b>Other Not Classified Above</b>	\$ 16,108,837,345	\$ 16,449,361,313	\$ 19,281,219,656	\$ 21,961,464,076	\$ 19,655,389,952	\$ 20,661,891,095	35%	\$ 18,957,650,274	17.7%	3.3%
<b>Total Other Revenue</b>	\$ 46,079,767,037	\$ 47,786,411,429	\$ 51,339,354,497	\$ 56,759,645,080	\$ 57,821,368,784	\$ 59,723,130,588	100%	\$ 54,797,027,908	18.9%	3.5%



## Government Funded Revenue by Body, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Federal	\$ 6,676,650,306	\$ 7,435,497,460	\$ 6,676,760,119	\$ 6,952,698,737	\$ 6,772,588,201	\$ 6,862,903,802	4%	\$ 6,296,835,539	-5.7%	-1.2%
Provincial	\$ 126,719,321,195	\$ 128,500,898,556	\$ 137,477,565,850	\$ 145,706,278,367	\$ 150,058,542,998	\$ 152,631,831,935	90%	\$ 140,042,403,535	10.5%	2.0%
Municipal	\$ 9,417,957,434	\$ 9,602,343,725	\$ 10,060,055,190	\$ 8,618,504,499	\$ 9,145,269,757	\$ 9,070,569,232	5%	\$ 8,322,407,591	-11.6%	-2.4%
Gov Funding	\$ 281,708,475	\$ 134,595,649	\$ 182,536,613	\$ 126,277,305	\$ 117,112,606	\$ 116,138,290	0%	\$ 106,558,934	-62.2%	-17.7%
All Government	\$ 143,095,637,410	\$ 145,673,335,390	\$ 154,396,448,802	\$ 161,403,758,908	\$ 166,093,513,562	\$ 168,681,443,259	100%	\$ 154,768,205,598	8.2%	1.6%

## Government Funded Revenue by Recipient Charity CRA Category, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Benefits to Community	\$ 4,111,431,209	\$ 4,234,068,635	\$ 4,355,852,119	\$ 4,363,327,484	\$ 4,520,528,356	\$ 4,628,170,120	3%	\$ 4,246,427,887	3.3%	0.6%
Education	\$ 56,341,914,566	\$ 52,955,124,614	\$ 56,576,086,196	\$ 58,388,502,571	\$ 59,177,328,493	\$ 60,724,965,519	36%	\$ 55,716,229,164	-1.1%	-0.2%
Health	\$ 70,100,106,283	\$ 75,481,311,991	\$ 79,983,056,206	\$ 84,700,386,047	\$ 88,028,589,464	\$ 88,782,142,388	53%	\$ 81,459,184,846	16.2%	3.0%
Other	\$ 31,782,690	\$ 32,371,354	\$ 28,724,977	\$ 28,444,171	\$ 30,121,880	\$ 30,385,437	0%	\$ 27,879,176	-12.3%	-2.6%
Religion	\$ 737,274,642	\$ 778,976,704	\$ 768,467,365	\$ 789,579,189	\$ 835,909,872	\$ 878,509,938	1%	\$ 806,048,396	9.3%	1.8%
Welfare	\$ 11,773,128,020	\$ 12,191,482,092	\$ 12,684,730,909	\$ 13,133,519,446	\$ 13,501,035,497	\$ 13,637,269,857	8%	\$ 12,512,436,130	6.3%	1.2%
Total	\$ 143,095,637,410	\$ 145,673,335,390	\$ 154,396,448,802	\$ 161,403,758,908	\$ 166,093,513,562	\$ 168,681,443,259	100%	\$ 154,768,205,598	8.2%	1.6%

## Government Funding by Size of Charity (Measured by Number of Full-Time Employees), by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
0 or Not entered	\$ 5,751,420,969	\$ 5,243,782,194	\$ 4,560,086,137	\$ 4,378,944,273	\$ 4,922,828,762	\$ 3,207,892,840	2%	\$ 2,943,298,380	-48.8%	-12.5%
1-2 Full-time Staff	\$ 505,407,668	\$ 509,201,984	\$ 496,773,244	\$ 525,530,898	\$ 505,921,799	\$ 493,389,637	0%	\$ 452,693,713	-10.4%	-2.2%
3-5 Full-time Staff	\$ 835,392,859	\$ 834,498,675	\$ 841,308,986	\$ 836,550,802	\$ 796,394,326	\$ 848,491,052	1%	\$ 778,505,537	-6.8%	-1.4%
6-10 Full-time Staff	\$ 1,278,043,952	\$ 1,299,777,379	\$ 1,262,001,786	\$ 1,290,965,072	\$ 1,259,795,661	\$ 1,276,796,006	1%	\$ 1,171,482,903	-8.3%	-1.7%
11-50 Full-time Staff	\$ 6,311,545,106	\$ 6,423,457,217	\$ 6,811,921,181	\$ 6,997,391,364	\$ 6,996,535,385	\$ 7,105,168,030	4%	\$ 6,519,117,250	3.3%	0.6%
51-200 Full-time Staff	\$ 10,019,075,683	\$ 10,424,196,143	\$ 10,474,012,492	\$ 11,528,806,223	\$ 10,693,846,305	\$ 11,463,060,916	7%	\$ 10,517,560,998	5.0%	1.0%
200+ Full-time Staff	\$ 118,394,751,173	\$ 120,938,421,798	\$ 129,950,813,946	\$ 135,845,570,276	\$ 140,918,191,324	\$ 144,286,644,778	86%	\$ 132,385,546,819	11.8%	2.3%
Total	\$ 143,095,637,410	\$ 145,673,335,390	\$ 154,396,448,802	\$ 161,403,758,908	\$ 166,093,513,562	\$ 168,681,443,259	100%	\$ 154,768,205,598	8.2%	1.6%

1, 2, 3, 4 See Data Sources and Clarifications on page 17

## 2015 Distribution of Revenue by Source, by Size of Charity (Measured by Number of Full-Time Employees)<sup>1</sup>

	Receipted Gifts	Government Funding	Inter-Charity	Other	% Receipted Gifts	% Government Funding	% Inter-Charity	% Other
<b>0 or Not entered</b>	\$ 4,064,126,100	\$ 3,207,892,840	\$ 861,016,025	\$ 4,060,506,285	33%	26%	7%	33%
<b>1-2 Full-time Staff</b>	\$ 2,169,856,316	\$ 493,389,637	\$ 286,355,395	\$ 1,634,237,903	47%	11%	6%	36%
<b>3-5 Full-time Staff</b>	\$ 1,529,698,643	\$ 848,491,052	\$ 302,385,261	\$ 1,690,731,126	35%	19%	7%	39%
<b>6-10 Full-time Staff</b>	\$ 1,262,718,772	\$ 1,276,796,006	\$ 400,139,283	\$ 1,910,468,262	26%	26%	8%	39%
<b>11-50 Full-time Staff</b>	\$ 3,469,584,681	\$ 7,105,168,030	\$ 1,317,835,309	\$ 7,523,806,401	18%	37%	7%	39%
<b>51-200 Full-time Staff</b>	\$ 2,173,222,200	\$ 11,463,060,916	\$ 932,840,624	\$ 8,757,330,366	9%	49%	4%	38%
<b>200+ Full-time Staff</b>	\$ 1,802,877,066	\$ 144,286,644,778	\$ 2,277,696,933	\$ 34,146,050,245	1%	79%	1%	19%
<b>Total</b>	\$ 16,472,083,778	\$ 168,681,443,259	\$ 6,378,268,830	\$ 59,723,130,588	7%	67%	3%	24%

## Number of Charities Filed T3010 by Type of Charity, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	CAGR
<b>Charitable Organization</b>	74,453	74,623	74,879	74,543	74,329	74,256	88%	-0.1%
<b>Private Foundation</b>	4,890	5,018	5,127	5,203	5,287	5,360	6%	1.9%
<b>Public Foundation</b>	4,993	5,024	5,053	5,045	5,023	5,017	6%	0.1%
<b>Total Charities</b>	84,336	84,665	85,059	84,791	84,639	84,633	100%	0.1%

## 2015 Distribution of Total Expenditures by Type of Charity, by Year

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	2015 (adjusted to 2010 dollars)	2010 over 2015 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
<b>Charitable Organization</b>	\$ 185,385,878,908	\$ 199,460,933,183	\$ 210,880,769,802	\$ 218,265,771,191	\$ 226,564,048,655	\$ 230,964,987,439	96%	\$ 211,914,458,232	14.3%	2.7%
<b>Private Foundation</b>	\$ 1,930,290,264	\$ 2,020,964,810	\$ 2,327,467,098	\$ 2,405,332,961	\$ 2,537,265,138	\$ 2,953,302,031	1%	\$ 2,709,706,812	40.4%	7.0%
<b>Public Foundation</b>	\$ 4,670,447,841	\$ 5,068,867,245	\$ 5,191,898,049	\$ 5,536,085,989	\$ 5,693,166,691	\$ 6,156,820,451	3%	\$ 5,648,991,584	21.0%	3.9%
<b>Reported Expenditure Total</b>	\$ 191,986,617,013	\$ 206,550,765,238	\$ 218,400,134,949	\$ 226,207,190,141	\$ 234,794,480,484	\$ 240,075,109,921	100%	\$ 220,273,156,628	14.7%	2.8%

### Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	CAGR
O or Blank	47,908	48,294	48,679	48,289	48,564	48,540	57%	0.3%
1-2 Full-time Staff	18,040	17,828	17,730	17,888	17,488	17,331	20%	-0.8%
3-5 Full-time Staff	7,028	6,995	7,042	6,915	6,769	6,880	8%	-0.4%
6-10 Full-time Staff	3,957	4,052	4,039	4,020	4,067	4,047	5%	0.5%
11-50 Full-time Staff	5,165	5,211	5,275	5,360	5,400	5,455	6%	1.1%
51-200 Full-time Staff	1,435	1,466	1,467	1,479	1,497	1,553	2%	1.6%
200+ Full-time Staff	803	819	827	839	854	827	1%	0.6%
<b>Total</b>	<b>84,336</b>	<b>84,665</b>	<b>85,059</b>	<b>84,790</b>	<b>84,639</b>	<b>84,633</b>	<b>100%</b>	<b>0.1%</b>

### Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Year<sup>1</sup>

	2015	Percent of Total (2015)
O or Blank Full or Part-time Employees	48,540	57%
<b>Total Charities</b>	<b>84,633</b>	<b>100%</b>

### 2015 Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Years In Operation<sup>1</sup>

	0-2 Years	3-5 Years	6-10 Years	11 or More Year	2015	Percent of Total (2015)
O or Blank	3292	3663	35575	5173	47703	57%
1-2 Full-time Staff	576	788	14713	1134	17211	21%
3-5 Full-time Staff	119	228	6112	401	6860	8%
6-10 Full-time Staff	54	110	3676	197	4037	5%
11-50 Full-time Staff	64	141	4983	250	5438	7%
51-200 Full-time Staff	12	13	1476	34	1535	2%
200+ Full-time Staff	6	13	701	48	768	1%
<b>Total</b>	<b>4,123</b>	<b>4,956</b>	<b>67,236</b>	<b>7,237</b>	<b>83,552</b>	<b>100%</b>

NOTE: Date of registration was not available for some charities. As a result, the total number of charities in this table is 1% less than presented in other tables.

## Number of Charities by Total Charity Revenue, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	CAGR
Less than \$100,000	45,144	44,947	44,782	44,148	43,500	43,452	51%	-0.8%
\$100,000 - \$499,999	23,963	24,041	24,381	24,324	24,398	24,408	29%	0.4%
\$500,000 - \$999,999	6,147	6,314	6,368	6,428	6,500	6,463	8%	1.0%
\$1,000,000 - \$2,499,999	4,490	4,653	4,761	4,851	5,010	5,089	6%	2.5%
\$2,500,000 - \$4,999,999	1,893	1,907	2,032	2,055	2,116	2,156	3%	2.6%
\$5,000,000 or more	2,961	3,021	3,072	3,200	3,327	3,365	4%	2.6%
<b>Total</b>	<b>84,598</b>	<b>84,883</b>	<b>85,396</b>	<b>85,006</b>	<b>84,851</b>	<b>84,933</b>	<b>100%</b>	<b>0.1%</b>

## 2016 CanadaHelps Online Donation Data: How Canadians Give, by Category<sup>3</sup>

Category	Donor Distribution	Donation Amount Distribution	Number of Donations Distribution
Animals	11%	5%	10%
Arts & Culture	9%	7%	6%
Education	23%	19%	18%
Environment	7%	4%	6%
Health	36%	23%	25%
Indigenous Peoples	1%	1%	0%
International	13%	13%	11%
Public Benefit	32%	16%	21%
Religion	18%	33%	22%
Social Services	49%	39%	38%

Note: Distributions do not sum to 100% as some charities may identify in multiple categories (e.g. a charity for education in visual arts may identify as an Arts & Culture charity as well as an Education charity)

NOTE: CRA categories are distinct from CanadaHelps categories. CanadaHelps categories are more granular, allow charities to be associated with us to 3 categories, may be self-reported by charities or assigned by CanadaHelps using a combination of CRA category data or keywords in charity name.

## 2016 CanadaHelps Online Donation Data: How Canadians Give - by Donation Type<sup>3</sup>

Type of Donation	Donor Distribution	Donation Amount Distribution	Number of Donations Distribution
Events	3%	2%	2%
Fundraisers	23%	8%	10%
Monthly	8%	15%	34%
One-Time	73%	72%	54%
Securities	0%	3%	0%

*Note: Donor Distribution does not sum to 100% as many CanadaHelps donors donate in multiple ways through the year and are thus counted in each of those types of donations (e.g. a donor may donate monthly to a charity, and donate one-time to another charity in the same year)*

*Note: CanadaHelps Ticketed Events tool for charities was launched in January 2016; further time in market is required before CanadaHelps online data will more accurately reflect the share of online Events Tickets as a percent of all donations by type.*

## Revenue by Province, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	Growth After Inflation
AB	\$26,165,389,687	\$28,244,473,662	\$29,536,350,710	\$31,174,616,554	\$32,025,108,491	\$33,307,411,796	13%	-
BC	\$26,744,327,438	\$29,355,422,502	\$31,075,262,565	\$32,501,411,593	\$33,882,828,229	\$35,049,636,921	14%	-
MB	\$8,635,544,165	\$9,042,456,513	\$9,320,564,251	\$9,840,604,479	\$10,635,751,724	\$10,872,679,152	4%	-
NB	\$2,170,087,643	\$2,268,160,913	\$2,238,005,535	\$3,263,571,308	\$3,516,559,609	\$3,578,790,858	1%	-
NL	\$2,697,221,332	\$2,924,212,756	\$3,110,435,138	\$2,875,329,031	\$2,913,807,878	\$3,064,310,992	1%	-
NS	\$5,506,588,079	\$5,637,275,659	\$5,690,843,550	\$6,004,475,181	\$6,154,535,861	\$5,440,232,924	2%	-
NT	\$419,434,953	\$416,344,502	\$434,242,701	\$432,932,008	\$446,058,871	\$453,981,194	0%	-
NU	\$60,241,668	\$58,448,640	\$63,795,866	\$95,320,407	\$96,510,626	\$79,182,914	0%	-
ON	\$89,649,396,526	\$86,661,990,470	\$91,361,319,351	\$97,990,886,229	\$100,319,599,179	\$103,286,625,512	41%	-
PE	\$307,596,177	\$324,516,495	\$329,199,811	\$334,527,184	\$349,280,276	\$348,026,165	0%	-
QC	\$37,518,217,529	\$40,378,558,021	\$42,626,565,755	\$44,621,967,531	\$46,125,296,943	\$46,321,431,032	18%	-
SK	\$7,165,012,821	\$7,669,318,871	\$8,044,730,501	\$8,385,553,419	\$8,822,949,612	\$9,056,179,458	4%	-
YT	\$126,882,830	\$143,862,126	\$140,330,361	\$146,566,748	\$157,353,246	\$165,097,354	0%	-
Reported Revenue Total	\$ 207,165,940,848	\$ 213,125,041,130	\$ 223,971,646,095	\$ 237,667,761,672	\$ 245,445,640,545	\$ 251,023,586,272	100%	2.1%

## Received Revenue, by Province, by Year<sup>1</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)	Growth After Inflation
AB	\$1,602,859,379	\$1,666,027,420	\$1,904,799,032	\$1,934,266,959	\$1,840,916,726	\$1,978,936,926	12%	-
BC	\$1,792,667,283	\$2,006,029,725	\$1,852,422,128	\$1,991,054,308	\$2,204,428,365	\$2,238,601,257	14%	-
MB	\$521,036,026	\$650,588,354	\$538,627,354	\$598,986,145	\$685,958,900	\$634,537,970	4%	-
NB	\$214,788,633	\$200,343,386	\$205,370,750	\$229,743,469	\$232,546,184	\$245,994,000	1%	-
NL	\$104,495,578	\$108,267,523	\$118,111,025	\$121,644,469	\$119,963,423	\$110,119,035	1%	-
NS	\$329,702,932	\$295,825,607	\$258,262,091	\$246,484,501	\$261,831,884	\$258,312,985	2%	-
NT	\$7,104,652	\$6,021,491	\$6,229,645	\$7,010,664	\$6,260,242	\$6,561,129	0%	-
NU	\$980,475	\$845,763	\$700,222	\$1,136,557	\$1,058,521	\$644,267	0%	-
ON	\$6,975,552,676	\$6,842,215,801	\$7,085,577,895	\$7,093,818,062	\$7,722,085,781	\$7,820,881,342	47%	-
PE	\$44,302,918	\$44,084,331	\$41,820,953	\$41,846,157	\$49,024,170	\$48,262,131	0%	-
QC	\$1,534,837,186	\$1,824,981,564	\$1,873,033,849	\$2,092,018,790	\$2,162,033,556	\$2,624,441,990	16%	-
SK	\$330,696,061	\$350,363,963	\$378,003,107	\$404,365,032	\$428,775,987	\$496,891,346	3%	-
YT	\$4,071,878	\$4,588,643	\$4,718,037	\$4,491,108	\$4,230,072	\$4,403,418	0%	-
<b>Reported Revenue Total</b>	\$ 13,463,095,677	\$ 14,000,183,571	\$ 14,267,676,088	\$ 14,766,866,221	\$ 15,719,113,811	\$ 16,468,587,796	100%	2.1%

### Percent of Families that Claimed Donations by Province, by Year<sup>4</sup>

	2010	2011	2012	2013	2014	2015
AB	37%	37%	36%	35%	34%	34%
BC	34%	33%	32%	32%	31%	31%
MB	41%	41%	40%	40%	39%	39%
NB	34%	33%	32%	32%	31%	31%
NL	35%	35%	34%	33%	33%	32%
NS	35%	35%	34%	33%	32%	31%
NT	25%	24%	24%	22%	21%	20%
NU	16%	15%	15%	14%	14%	13%
ON	39%	38%	37%	36%	35%	35%
PE	41%	40%	39%	39%	38%	37%
QC	33%	32%	32%	31%	30%	30%
SK	40%	39%	38%	37%	36%	35%
YT	30%	30%	29%	28%	27%	26%
<b>Canada</b>	<b>36%</b>	<b>36%</b>	<b>35%</b>	<b>34%</b>	<b>33%</b>	<b>33%</b>

### Total Claimed Donations by Province, by Year<sup>4</sup>

	2010	2011	2012	2013	2014	2015	Percent of Total (2015)
AB	\$ 1,438,656,390	\$ 1,461,977,770	\$ 1,405,691,340	\$ 1,537,762,430	\$ 1,585,050,030	\$ 1,652,060,680	17%
BC	\$ 1,297,552,790	\$ 1,332,898,850	\$ 1,286,614,980	\$ 1,349,624,200	\$ 1,464,467,610	\$ 1,515,700,130	16%
MB	\$ 383,953,340	\$ 385,044,280	\$ 381,793,650	\$ 408,128,720	\$ 422,292,350	\$ 447,278,980	5%
NB	\$ 150,572,510	\$ 149,584,720	\$ 144,600,330	\$ 152,169,450	\$ 172,000,050	\$ 155,379,350	2%
NL	\$ 84,797,580	\$ 88,412,670	\$ 82,043,540	\$ 84,439,000	\$ 84,551,250	\$ 86,597,730	1%
NS	\$ 179,535,500	\$ 181,445,410	\$ 176,095,890	\$ 181,946,650	\$ 190,780,420	\$ 186,066,940	2%
NT	\$ 6,383,830	\$ 6,067,200	\$ 6,170,440	\$ 5,870,100	\$ 6,069,640	\$ 6,308,670	0%
NU	\$ 2,733,680	\$ 2,785,070	\$ 2,769,160	\$ 2,718,700	\$ 2,757,090	\$ 2,854,170	0%
ON	\$ 3,823,142,310	\$ 3,906,240,060	\$ 3,850,051,570	\$ 3,947,633,390	\$ 4,043,557,290	\$ 4,172,060,230	44%
PE	\$ 30,843,320	\$ 30,752,570	\$ 30,576,610	\$ 32,822,520	\$ 33,538,050	\$ 34,012,930	0%
QC	\$ 840,397,830	\$ 837,132,730	\$ 879,097,910	\$ 899,631,640	\$ 863,508,950	\$ 890,170,380	9%
SK	\$ 289,122,110	\$ 305,745,320	\$ 301,590,740	\$ 306,121,250	\$ 317,663,750	\$ 330,279,850	3%
YT	\$ 5,637,330	\$ 5,982,110	\$ 6,205,490	\$ 6,278,960	\$ 6,378,760	\$ 6,445,040	0%
<b>Canada</b>	<b>\$ 8,533,328,490</b>	<b>\$ 8,694,068,710</b>	<b>\$ 8,553,301,620</b>	<b>\$ 8,915,146,990</b>	<b>\$ 9,192,615,200</b>	<b>\$ 9,485,215,050</b>	<b>100%</b>

## 2015 Percent of Families That Claimed Donations by Province, by Family Type<sup>4</sup>

	Couple, with Children	Couple, with no children	Individual Resident	Single Parent	Total
AB	46%	42%	21%	20%	34%
BC	43%	39%	20%	20%	31%
MB	51%	51%	26%	20%	39%
NB	41%	42%	19%	16%	31%
NL	43%	44%	18%	16%	32%
NS	41%	43%	20%	16%	31%
NT	28%	32%	13%	8%	20%
NU	14%	24%	11%	6%	13%
ON	47%	43%	23%	22%	35%
PE	48%	51%	24%	20%	37%
QC	41%	39%	19%	20%	30%
SK	47%	48%	23%	16%	35%
YT	39%	38%	16%	15%	26%
<b>Canada</b>	<b>45%</b>	<b>42%</b>	<b>21%</b>	<b>20%</b>	<b>33%</b>



## 2015 Total Amount of Claimed Donations by Province, by Family Type<sup>4</sup>

	Couple, with Children	Couple, with no children	Individual Resident	Single Parent	Total	Percent of Total (2015)
AB	\$ 657,536,170	\$ 643,292,870	\$ 300,530,720	\$ 50,700,920	\$ 1,652,060,680	17%
BC	\$ 577,882,440	\$ 591,497,390	\$ 299,770,810	\$ 46,549,490	\$ 1,515,700,130	16%
MB	\$ 175,535,730	\$ 177,440,130	\$ 81,205,450	\$ 13,097,670	\$ 447,278,980	5%
NB	\$ 45,232,500	\$ 73,287,750	\$ 31,844,330	\$ 5,014,770	\$ 155,379,350	2%
NL	\$ 26,737,040	\$ 40,914,530	\$ 15,846,940	\$ 3,099,220	\$ 86,597,730	1%
NS	\$ 49,997,220	\$ 82,236,040	\$ 47,544,710	\$ 6,288,970	\$ 186,066,940	2%
NT	\$ 2,854,500	\$ 2,181,830	\$ 1,012,130	\$ 260,210	\$ 6,308,670	0%
NU	\$ 1,448,630	\$ 640,210	\$ 537,510	\$ 227,820	\$ 2,854,170	0%
ON	\$ 1,697,585,370	\$ 1,459,690,100	\$ 831,557,940	\$ 183,226,820	\$ 4,172,060,230	44%
PE	\$ 9,657,000	\$ 15,522,370	\$ 7,939,860	\$ 893,700	\$ 34,012,930	0%
QC	\$ 318,019,670	\$ 331,607,990	\$ 208,272,020	\$ 32,270,700	\$ 890,170,380	9%
SK	\$ 110,797,920	\$ 142,640,610	\$ 67,559,730	\$ 9,281,590	\$ 330,279,850	3%
YT	\$ 2,249,510	\$ 2,541,900	\$ 1,399,520	\$ 254,110	\$ 6,445,040	0%
<b>Canada</b>	<b>\$ 3,675,533,680</b>	<b>\$ 3,563,493,730</b>	<b>\$ 1,895,021,660</b>	<b>\$ 351,165,980</b>	<b>\$ 9,485,215,050</b>	<b>100%</b>
<b>Percent of Total</b>	<b>39%</b>	<b>38%</b>	<b>20%</b>	<b>4%</b>	<b>100%</b>	

## 2015 Average Claimed Donation Amount by Province, by Family Type<sup>4</sup>

	Couple, with Children	Couple, with no children	Individual Resident	Single Parent	Total
AB	\$ 2,756	\$ 3,322	\$ 2,303	\$ 1,712	\$ 2,789
BC	\$ 2,452	\$ 2,529	\$ 1,819	\$ 1,426	\$ 2,273
MB	\$ 2,223	\$ 2,481	\$ 1,554	\$ 1,135	\$ 2,088
NB	\$ 1,327	\$ 1,669	\$ 1,282	\$ 905	\$ 1,434
NL	\$ 998	\$ 1,289	\$ 1,037	\$ 791	\$ 1,114
NS	\$ 1,226	\$ 1,582	\$ 1,387	\$ 849	\$ 1,384
NT	\$ 1,942	\$ 1,966	\$ 1,077	\$ 1,239	\$ 1,691
NU	\$ 2,130	\$ 2,065	\$ 1,629	\$ 1,340	\$ 1,916
ON	\$ 2,115	\$ 2,261	\$ 1,705	\$ 1,454	\$ 2,023
PE	\$ 1,207	\$ 1,693	\$ 1,376	\$ 698	\$ 1,404
QC	\$ 834	\$ 846	\$ 657	\$ 523	\$ 772
SK	\$ 1,804	\$ 2,352	\$ 1,717	\$ 1,132	\$ 1,947
YT	\$ 1,520	\$ 1,651	\$ 1,166	\$ 908	\$ 1,432
<b>Canada</b>	<b>\$ 1,922</b>	<b>\$ 2,051</b>	<b>\$ 1,487</b>	<b>\$ 1,217</b>	<b>\$ 1,820</b>

## 2015 Percent of Families That Claimed Donations by Province, by Family Income Band<sup>4</sup>

	Less than \$20,000	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$150,000	Over \$150,000	Total
AB	2%	14%	26%	34%	38%	45%	62%	34%
BC	2%	15%	30%	39%	44%	50%	64%	31%
MB	3%	22%	39%	48%	55%	62%	76%	39%
NB	2%	16%	33%	41%	46%	52%	66%	31%
NL	2%	17%	36%	42%	44%	46%	57%	32%
NS	2%	17%	32%	40%	44%	51%	66%	31%
NT	n/a	4%	11%	16%	22%	28%	43%	20%
NU	n/a	3%	8%	11%	16%	19%	33%	13%
ON	2%	15%	32%	42%	48%	55%	71%	35%
PE	4%	21%	38%	46%	53%	61%	75%	37%
QC	3%	15%	29%	37%	42%	51%	71%	30%
SK	3%	17%	32%	40%	45%	52%	67%	35%
YT	1%	8%	19%	28%	33%	40%	55%	26%
<b>Canada</b>	<b>2%</b>	<b>15%</b>	<b>31%</b>	<b>40%</b>	<b>45%</b>	<b>52%</b>	<b>68%</b>	<b>33%</b>

## 2015 Total Amount of Claimed Donations by Province, by Family Income Band<sup>4</sup>

	Less than \$20,000	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$150,000	Over \$150,000	Total
AB	\$ 4,294,800	\$ 41,105,770	\$ 88,971,810	\$ 116,339,390	\$ 120,069,600	\$ 259,203,820	\$ 1,022,075,490	\$ 1,652,060,680
BC	\$ 8,229,440	\$ 62,555,200	\$ 125,137,560	\$ 150,997,020	\$ 148,124,900	\$ 288,569,700	\$ 732,086,310	\$ 1,515,700,130
MB	\$ 2,391,550	\$ 25,109,330	\$ 45,564,390	\$ 52,245,950	\$ 50,625,970	\$ 85,392,510	\$ 185,949,300	\$ 447,278,980
NB	\$ 785,260	\$ 11,766,710	\$ 22,127,130	\$ 24,766,960	\$ 20,016,460	\$ 31,793,630	\$ 44,123,190	\$ 155,379,350
NL	\$ 499,460	\$ 8,174,310	\$ 12,150,270	\$ 11,333,200	\$ 9,887,470	\$ 17,045,320	\$ 27,507,710	\$ 86,597,730
NS	\$ 1,045,040	\$ 13,130,870	\$ 23,040,500	\$ 24,563,690	\$ 20,456,320	\$ 34,932,560	\$ 68,897,960	\$ 186,066,940
NT	\$ n/a	\$ 109,820	\$ 172,170	\$ 383,870	\$ 508,230	\$ 1,218,750	\$ 3,904,060	\$ 6,308,670
NU	\$ n/a	\$ 47,370	\$ 127,290	\$ 160,190	\$ 183,270	\$ 619,410	\$ 1,708,140	\$ 2,854,170
ON	\$ 14,903,300	\$ 145,389,140	\$ 308,044,320	\$ 368,785,300	\$ 363,163,360	\$ 707,335,960	\$ 2,264,438,870	\$ 4,172,060,230
PE	\$ 264,650	\$ 2,888,340	\$ 4,625,210	\$ 4,597,980	\$ 4,206,400	\$ 7,101,340	\$ 10,329,020	\$ 34,012,930
QC	\$ 8,913,940	\$ 51,937,120	\$ 91,037,260	\$ 88,462,430	\$ 77,436,490	\$ 137,505,040	\$ 434,878,090	\$ 890,170,380
SK	\$ 1,441,540	\$ 15,707,360	\$ 30,417,660	\$ 36,591,120	\$ 34,795,660	\$ 67,117,300	\$ 144,209,210	\$ 330,279,850
YT	\$ 26,920	\$ 207,560	\$ 424,550	\$ 841,260	\$ 833,990	\$ 1,719,610	\$ 2,391,160	\$ 6,445,040
<b>Canada</b>	<b>\$ 42,816,160</b>	<b>\$ 378,128,910</b>	<b>\$ 751,840,130</b>	<b>\$ 880,068,350</b>	<b>\$ 850,308,110</b>	<b>\$ 1,639,554,930</b>	<b>\$ 4,942,498,490</b>	<b>\$ 9,485,215,050</b>

## 2015 Average Claimed Donation Amount, by Province, by Family Income Band<sup>4</sup>

	Less than \$20,000	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$150,000	Over \$150,000	Total
AB	\$ 915.74	\$ 1,004.54	\$ 1,339.53	\$ 1,683.15	\$ 1,821.72	\$ 1,944.95	\$ 4,819.75	\$ 2,788.76
BC	\$ 915.40	\$ 955.48	\$ 1,242.43	\$ 1,519.54	\$ 1,691.50	\$ 1,889.53	\$ 4,813.51	\$ 2,272.65
MB	\$ 771.47	\$ 1,037.58	\$ 1,300.35	\$ 1,550.32	\$ 1,724.32	\$ 1,771.26	\$ 4,576.65	\$ 2,087.65
NB	\$ 676.95	\$ 884.05	\$ 1,108.57	\$ 1,325.85	\$ 1,328.23	\$ 1,365.71	\$ 2,609.30	\$ 1,433.92
NL	\$ 640.33	\$ 822.37	\$ 965.84	\$ 1,017.34	\$ 1,071.23	\$ 1,052.18	\$ 1,540.19	\$ 1,113.94
NS	\$ 590.42	\$ 797.26	\$ 975.88	\$ 1,130.92	\$ 1,155.72	\$ 1,213.36	\$ 2,824.84	\$ 1,384.01
NT	\$ n/a	\$ 915.17	\$ 782.59	\$ 1,599.46	\$ 1,639.45	\$ 1,384.94	\$ 1,991.87	\$ 1,691.33
NU	\$ n/a	\$ 789.50	\$ 1,060.75	\$ 1,456.27	\$ 1,309.07	\$ 1,821.79	\$ 2,405.83	\$ 1,915.55
ON	\$ 734.15	\$ 819.97	\$ 1,041.50	\$ 1,250.37	\$ 1,377.34	\$ 1,513.92	\$ 4,173.16	\$ 2,023.46
PE	\$ 661.63	\$ 875.25	\$ 1,063.27	\$ 1,167.00	\$ 1,248.19	\$ 1,357.81	\$ 2,837.64	\$ 1,404.33
QC	\$ 453.17	\$ 384.69	\$ 453.82	\$ 495.34	\$ 519.95	\$ 547.98	\$ 1,989.11	\$ 772.47
SK	\$ 838.10	\$ 985.41	\$ 1,282.90	\$ 1,587.47	\$ 1,674.48	\$ 1,713.92	\$ 3,186.94	\$ 1,947.29
YT	\$ 897.33	\$ 798.31	\$ 943.44	\$ 1,402.10	\$ 1,367.20	\$ 1,535.37	\$ 1,672.14	\$ 1,432.23
<b>Canada</b>	<b>\$ 683.53</b>	<b>\$ 752.81</b>	<b>\$ 959.52</b>	<b>\$ 1,165.36</b>	<b>\$ 1,283.17</b>	<b>\$ 1,404.52</b>	<b>\$ 3,866.86</b>	<b>\$ 1,819.93</b>

## 2015 Claimed Donation Information by City<sup>4</sup>

	% of Family Types That Claimed (Gave) Donations on Income Return	Average Amount Claimed (Given)	Total Amount Claimed (Given)
Saguenay	32%	\$ 350	\$ 10,825,530
Terrebonne/Les Moulins	25%	\$ 377	\$ 7,360,110
Repentigny/L'Assomption	28%	\$ 394	\$ 7,013,670
Trois-Rivières	28%	\$ 413	\$ 11,872,940
Saint-Jean-sur-Richelieu/Le Haut-Richelieu	28%	\$ 423	\$ 7,606,910
Châteauguay/Roussillon	29%	\$ 456	\$ 15,342,270
Québec City Area	36%	\$ 499	\$ 83,721,840
Laval	31%	\$ 579	\$ 34,224,060
Sherbrooke	29%	\$ 636	\$ 27,951,790
Gatineau	29%	\$ 650	\$ 25,127,870
Longueuil-Brossard-Boucherville	33%	\$ 710	\$ 51,379,390
Cape Breton County	26%	\$ 972	\$ 12,254,390
Greater Sudbury	34%	\$ 975	\$ 26,741,330
Thunder Bay	35%	\$ 1,086	\$ 26,689,700
St. John's	30%	\$ 1,133	\$ 38,506,340
Moncton	33%	\$ 1,256	\$ 33,855,330
Brandon	38%	\$ 1,289	\$ 12,572,510
Halifax	33%	\$ 1,388	\$ 101,933,350
Windsor	36%	\$ 1,400	\$ 89,422,350
Whitehorse	27%	\$ 1,436	\$ 6,263,120
Charlottetown	37%	\$ 1,458	\$ 13,736,050
Barrie	31%	\$ 1,489	\$ 48,417,040
Kamloops/Thompson-Nicola	29%	\$ 1,517	\$ 42,284,870
Nanaimo Region	31%	\$ 1,521	\$ 49,972,710
Yellowknife	28%	\$ 1,523	\$ 3,852,290
Brampton	29%	\$ 1,525	\$ 107,621,330
Peterborough	35%	\$ 1,541	\$ 43,905,900
Durham Region	36%	\$ 1,569	\$ 199,766,820
Saint John	34%	\$ 1,573	\$ 38,943,140
Mississauga	34%	\$ 1,586	\$ 159,395,350
Montréal (Island of Montréal)	27%	\$ 1,592	\$ 416,514,210
Ottawa	39%	\$ 1,603	\$ 307,337,790
Coquitlam	33%	\$ 1,615	\$ 55,256,860
Kingston	37%	\$ 1,616	\$ 90,035,800
Chatham-Kent	39%	\$ 1,661	\$ 46,777,580

Continued on next page

CONTINUED:  
2015 Claimed Donation Information by City<sup>4</sup>

	% of Family Types That Claimed (Gave) Donations on Income Return	Average Amount Claimed (Given)	Total Amount Claimed (Given)
Regina	36%	\$ 1,663	\$ 77,615,570
London	38%	\$ 1,673	\$ 172,958,960
Delta	31%	\$ 1,693	\$ 52,830,600
Fredericton	38%	\$ 1,761	\$ 27,202,700
Niagara Region	35%	\$ 1,764	\$ 162,879,390
Iqaluit	14%	\$ 1,790	\$ 1,664,630
Burnaby	30%	\$ 1,851	\$ 96,474,060
Hamilton	34%	\$ 1,877	\$ 232,460,390
Greater Victoria	36%	\$ 1,909	\$ 120,551,990
Medicine Hat	33%	\$ 1,972	\$ 19,821,270
Halton Region	44%	\$ 2,011	\$ 249,962,860
Waterloo Region	40%	\$ 2,027	\$ 236,895,710
Guelph/Wellington County	44%	\$ 2,047	\$ 159,983,570
Winnipeg	40%	\$ 2,058	\$ 343,127,630
Surrey	29%	\$ 2,090	\$ 129,697,660
Brantford/County of Brant	39%	\$ 2,145	\$ 162,771,280
Wood Buffalo	31%	\$ 2,187	\$ 22,677,170
Kelowna/Central Okanagan	31%	\$ 2,196	\$ 84,288,280
Greater Edmonton	33%	\$ 2,230	\$ 497,508,570
Richmond Hill	37%	\$ 2,284	\$ 106,450,810
Saskatoon	38%	\$ 2,414	\$ 148,156,450
Markham	35%	\$ 2,487	\$ 118,883,130
Vaughan	39%	\$ 2,525	\$ 140,061,880
Abbotsford-Mission/Fraser Valley	29%	\$ 2,769	\$ 160,159,680
Lethbridge	34%	\$ 2,792	\$ 40,236,000
Red Deer	31%	\$ 2,811	\$ 47,895,580
Langley	32%	\$ 2,827	\$ 65,936,540
Richmond	30%	\$ 2,840	\$ 77,785,510
Vancouver	30%	\$ 3,158	\$ 307,243,440
Calgary Region	35%	\$ 3,184	\$ 750,967,890
Toronto	31%	\$ 3,244	\$ 1,290,950,180
<b>Canada</b>	<b>33%</b>	<b>\$ 1,820</b>	<b>\$ 9,485,215,050</b>



**Did you benefit from this resource?  
Contact us and share your thoughts to help inspire next year's report.**

**CanadaHelps CanaDon is a registered charity and social enterprise.** | BN: 896568417RR0001

355 Adelaide Street West, Ground Floor Toronto, ON M5V 1S2

**Phone:** 1-877-755-1595 | **Email:** [info@canadahelps.org](mailto:info@canadahelps.org)

**[www.canadahelps.org](http://www.canadahelps.org)**

---

This project was made possible through the generous funding of the Ontario Trillium Foundation, an Agency of the Government of Ontario.