



The Giving Report 2018





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Foreword from CanadaHelps' President & CEO

Dear Fellow Canadians,

For the second annual The Giving Report, we wanted to invite Canadians into the charitable sector to see what we at CanadaHelps see every day.

Canada's charitable sector is big, it's innovative, and it's important. The services provided by charities reach us all in ways we probably aren't even aware — in our schools and hospitals, our local theatres and animal shelters, places of worship and our children's after school programs — but the sector is also a huge contributor to our national economy and accounts for 10% of full-time jobs in Canada. The charitable sector is one that truly matters to the health of the country, but it is at risk.



This year we've partnered with Imagine Canada, a national charity whose own cause is Canada's charities and nonprofits, to really understand what it means when we say giving is declining.

Our data teams dug deeper to examine where the gaps in charitable giving are growing, and what danger the impending funding crisis caused by demographic shifts presents for Canadians. How are Canadians giving at different ages and stages of life and at different income levels? How do changing household types affect the way we give? Have charitable giving rates grown alongside our growing population?

“The services provided by charities reach us all in ways we probably aren't even aware...”

We've used data to answer these questions and provide new insights, and I've explored some of the trends I'm seeing driving these social shifts. I've also invited two experienced colleagues from the charitable sector to provide their own views on what's happening in the charitable sector and the social fabric it supports, and what is necessary to reverse the troubling trends we're seeing.

- Bruce MacDonald of Imagine Canada argues that the looming social deficit won't show up on financial statements, but will be reflected in longer wait times for services, closures of organizations and the stress on those working and volunteering to deliver these services.
- Sharon Avery of The Toronto Foundation introduces us to the idea of social capital, made up of the formal and informal relationships we have with each other, and how this capital can be just as important as financial and physical capital.

There is no sector in Canada that so significantly impacts the lives of so many Canadians every day, and the vitality of this sector is key to a vibrant and sustainable future for generations of Canadians. Over the next decade we are set to see a significant portion of donations disappear. The changes required to reverse the current declining giving trends are going to take a collective shift in our attitudes and behaviours. It is my hope that the first step in doing so is you reading this report, and then that you will join our own effort to take action to ensure our Canadian communities can continue to thrive in the future.

Marina Glogovac
**President & CEO,
CanadaHelps**

Section 1

Canada's charitable sector is facing an impending funding crisis

In **The Giving Report 2017**, our first-annual look at Canada's charitable sector, we used Statistics Canada research and tax data from the Canada Revenue Agency to outline a decline in charitable giving across the country over the past decade.

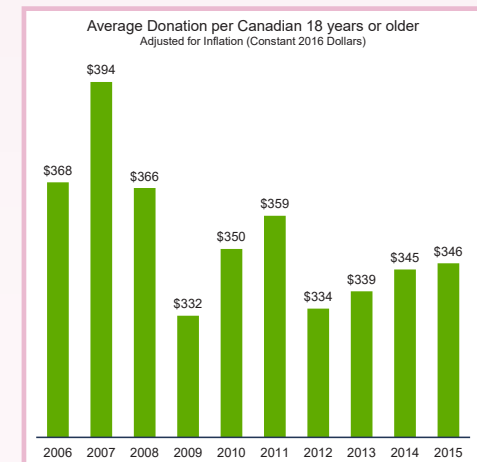
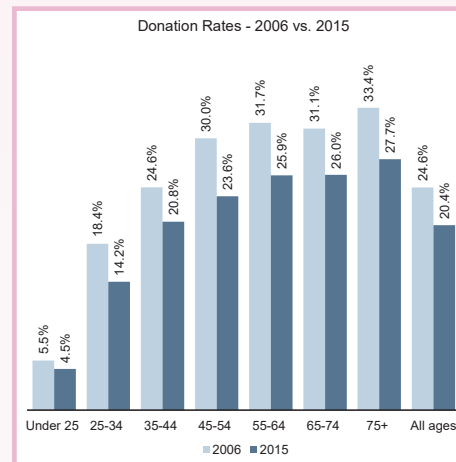
Using updated sources for the same data, this year's report allows us to further examine what is causing these sustained declines in giving behaviour. The declining trends are set to put a very large portion of donations at risk of no longer being available to the charitable sector over the next ten years.

Donations down across all age groups

As Canadians, we pride ourselves on giving back. Most would probably even consider 'generosity' a shared value in our country, and a large part of our national identity.

However, data indicates that we are not as generous as we would like to think. In 2006, a quarter (24.6%) of all Canadian taxfilers donated to charity. By 2015, that number had eroded to 20.4%, or one-fifth of taxfilers.

Charts below illustrate significant declines in donation rates among Canadians of all ages, decreasing between 4-6% in almost every age group between 2006 and 2015. While donations and the population both increased over this period, donation amounts increased at a lower rate than the population. This has resulted in the average donation amount per Canadian, 18 years of age or older, decreasing from \$368 to \$346. With both donation rates and donation amounts dropping, a dangerous trend for the charitable sector has emerged.

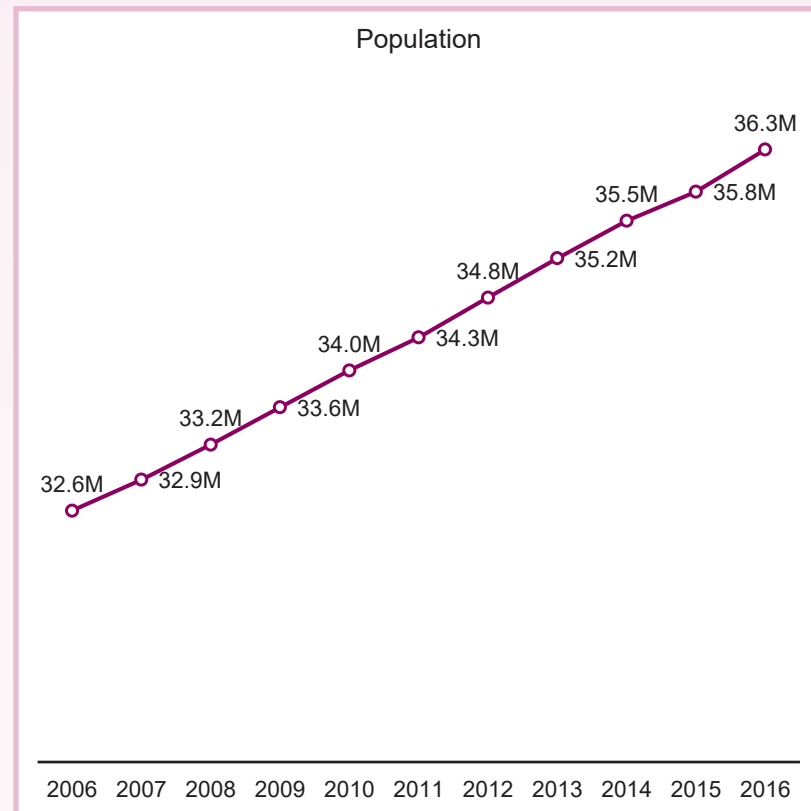




Canada's growing population is giving less

Canada experienced 1.1% growth in population per year from 2006 to 2016. As the population grew, Canadians donated more total dollars to charity in 2016 (\$9.8B) than we did in 2006 (\$9.4B).

While this is good news, a \$0.4B increase over 11 years only represents an annual growth rate of 0.43%. Simply put, our rate of charitable giving is not keeping up with population growth. Canada might have more people, but we're giving less than ever.



Section 2

Current giving trends in Canada

Demographic shifts presenting clear challenge for Canadian charities

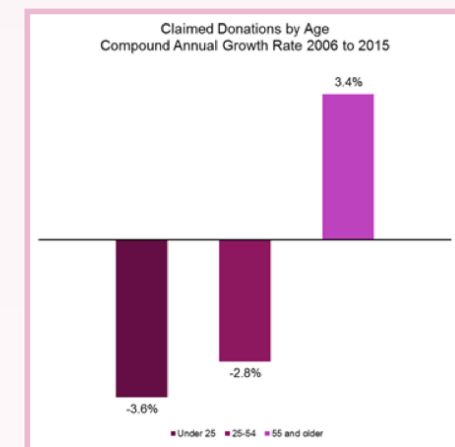
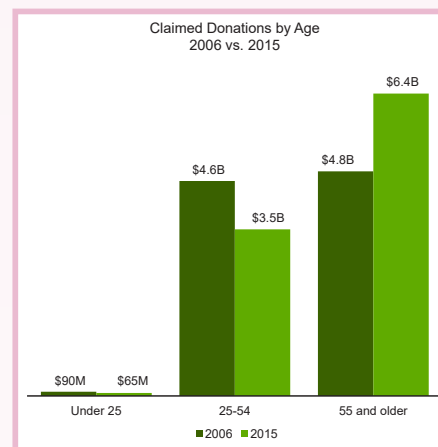
While Canada has already experienced a decline in donation rates across all age groups, this has been somewhat offset by a group of Canadians nearing or in retirement whose giving behaviour has led to a modest overall growth of charitable donations.

While they still give more than any other age group, some of the largest declines in donation rates are from Canadians aged 55 or older. In fact, the only age bracket that has had larger erosion of donation rates is the 45-54 age group, Canadians that will be 55 in less than a decade. Keeping the focus on the 55 or older age group, these Canadians give the most to charity – collectively giving \$6.4 billion in 2015, almost double the \$3.5 billion given by Canadians aged 25-54.

Not only do these older Canadians give more, but they are the only Canadians who have increased the amount of donation dollars, an average of 3.4% per year over the past decade. This is a sharp contrast to the younger and middle-aged Canadians in the 25-54 age group, who have seen decreases in their donations of 2.8% per year. In 2015 there were 31% more taxfilers in the younger age group than the older age group. This makes the decreases by this younger age group more concerning, as they are the largest age group.

Canadians aged 55+ give far more money to charity than younger age groups. This giving model is unsustainable for the country's charitable sector, the gifts made by those currently aged 55+ will soon need to be replaced. Take the 45-54 age group, for example. Between 2006 and 2015, they experienced the largest decline in donation rates of all age groups at -6.4 percentage points. It's safe to say as these Canadians move into the age 55+ bracket, the gap will grow significantly. This demographic shift creates a widening 'giving gap.'

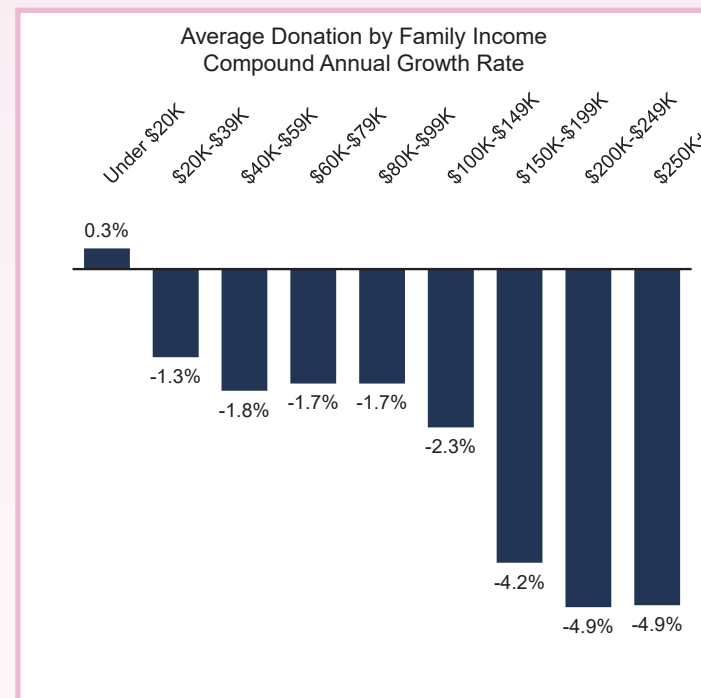
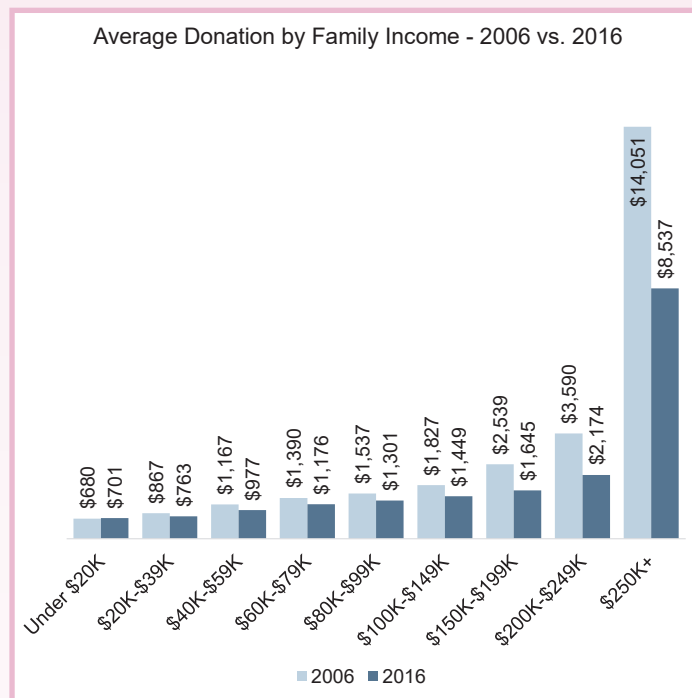
It's clear that this is not a sustainable funding model for Canada's charitable sector.



High-income earning families see sharpest declines in giving

It is the top three income groups who have historically given the highest average donation amounts per family, but have had the greatest giving declines in average donations, over the past 11 years. Families in the \$150K-\$199K, \$200K-\$249K and \$250K+ income groups gave -4.2%, -4.9% and -4.9% less per year between 2006 and 2016.

The drop in average donations is exaggerated when families move from the top of one income bracket to the bottom of the next bracket. As income increases, families moving to a new, higher, income bracket give as much as they previously did in straight dollars, rather than as a percentage for the entire income bracket. This behaviour ultimately lowers the giving average for the entire income bracket.

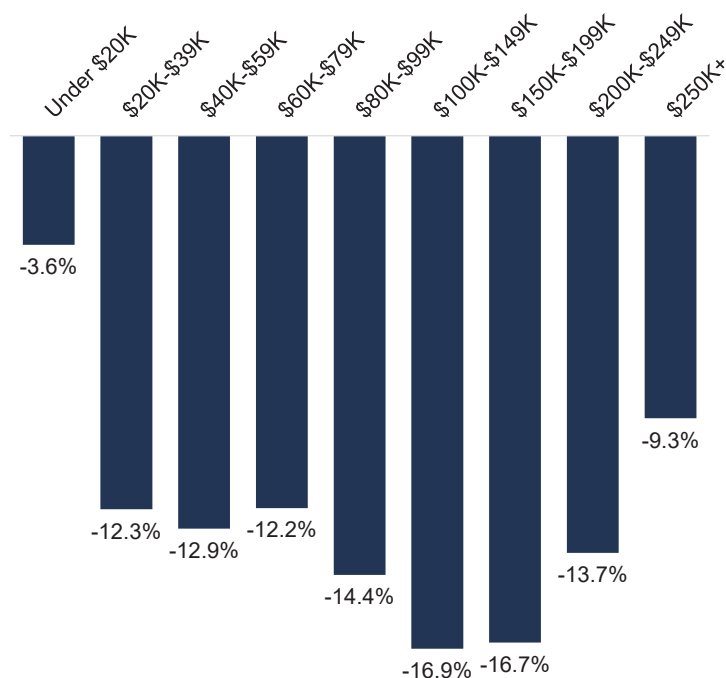


Lower-income families give a higher percent of their total income

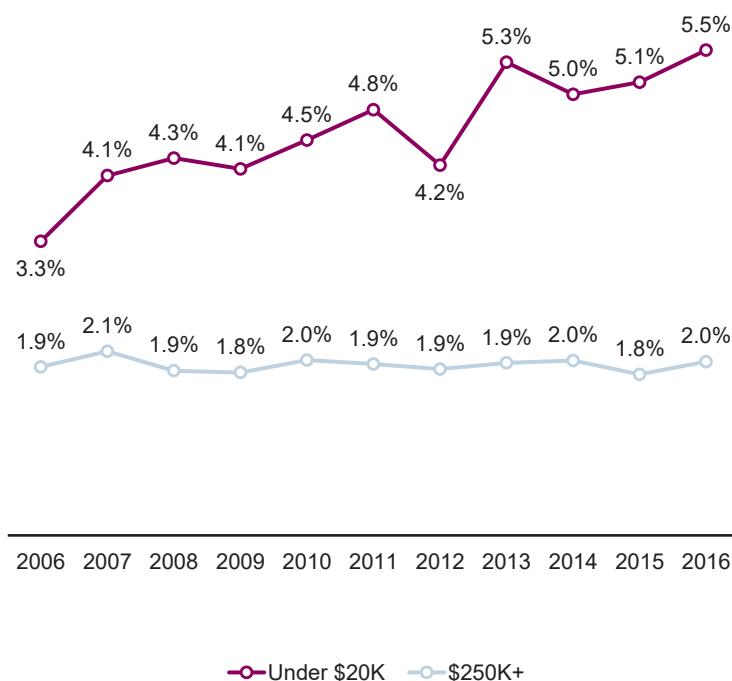
Canadian families in higher-income brackets experienced some of the largest declines in donation rates. The percent of families making \$100,000-\$200,000 per year that made donations declined by almost 17 percentage points from 2006 to 2016. In the meantime, donation rates of families with income \$250K+ went from 86% to 77%.

While the 9-point drop in donation rates for the highest income group is alarming, this group continues to have the highest donation rates of all income groups. In contrast, most families in the lowest income group may not be able to afford charitable donations — only 2.3% of these families claimed donations in 2016, down from 5.8% in 2006. However, lower income families that do make donations have increased the amount of their income spent on donations from 3.3% to 5.5% in the past 11 years. In the meantime, families making \$250K or more have consistently given around 2% of their income over the past 11 years.

Change in Donation Rates by Family Income - 2006 vs. 2016



Percent of Income Donated: Lowest Income vs. Highest Income



Where Canadians donate their money

When examining CanadaHelps data, we see that well over a third of donations received are made to charities that provide social services. Health (received 26%), public benefit (22%), religion (21%) and education (19%) are also popular causes, while charities serving Indigenous peoples (1%), promoting arts and culture (6%) and protecting the environment (6%) received the fewest amount of donations.

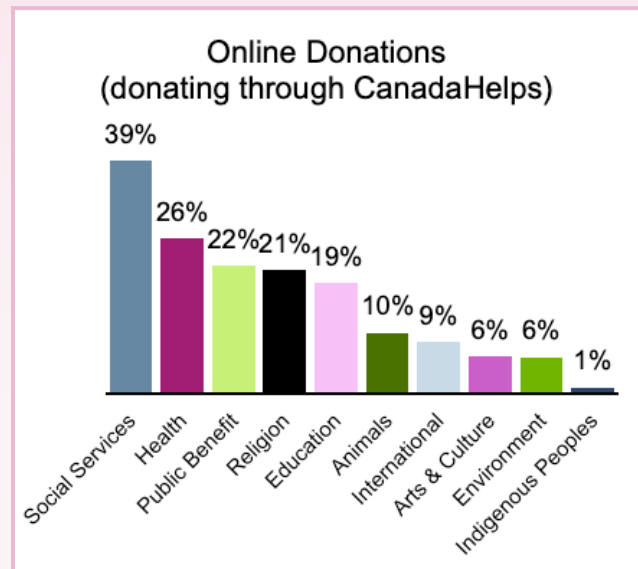
In general, there is a lot of disparity in where Canadians donate, with the top five categories each getting over 19% of donations and the bottom five all falling under 10%.

When Canadians donate their money

Looking at CanadaHelps data only, almost half (47%) of all giving occurs in the last two months of the calendar year, and in particular, 30% of all donation dollars are generated in December.

The last three days in December pulls in more charitable donations on the CanadaHelps platform, than any other month, minus November and the rest of December. While we do not know conclusively if this represents the same pattern of giving elsewhere, these numbers indicate a staggering volume is concentrated at the end of the calendar year.

While there is certainly no wrong time to give, one can only imagine how difficult it is for small charities to plan new programs and initiatives when almost half of the total number and value of donations are received during the last two months of the year.



Most of CanadaHelps' donors don't make monthly donations

Monthly donations are growing but still account for a portion of CanadaHelps' online donations. In 2017, they represented only 16% of all donated dollars on the CanadaHelps platform, versus 84% that comes from donors who make donations less frequently, on average only once or twice per year.

An increase to the number of monthly donors would significantly help Canadian charities earn a consistent cash-flow, allowing them to plan and execute meaningful programs and services on a more consistent basis.



Monthly giving makes a mega-impact

It's clear that charities and non-profits must find a way to encourage more Canadians to make monthly contributions. By doing so, data shows that they have the potential to gain long-term donors who give more generously and more often.

For example, in 2017, the average donation amount (\$681) for donors who used CanadaHelps to make monthly donations was more than two times higher than the average donation amount (\$327) for donors who made one-time donations.

Additionally, from 2013 to 2017, 35% of donors who made monthly donations through CanadaHelps donated to the same charity for 3-5 years of the five-year period. In contrast, only 5% of donors who made episodic or occasional donations over the same five-year period donated to the same charity for 3-5 years.

Section 3

Where does the money come from?



When learning of the decline in charitable giving, an optimistic Canadian could point to the fact that charities received \$177.2 billion in government funding in 2016. This figure accounts for more than two-thirds (68%) of all charity revenue, dwarfing all other revenue types.

With the bulk of charitable funding coming from the government, one could assume that the nation's charities will be just fine without donations from everyday Canadians. However, a closer look at the numbers reveals the vast majority of government funding is directed at a tiny subset of large charities, leaving Canada's small charities out in the cold.

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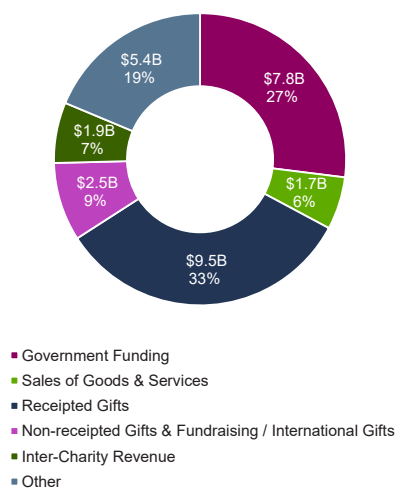
Big charities receive the bulk of government funding

Today, there are roughly 86,000 charities in Canada. Of these, 91% have ten or fewer paid full-time staff. In comparison just 1% of these charities reported having more than 200 employees.

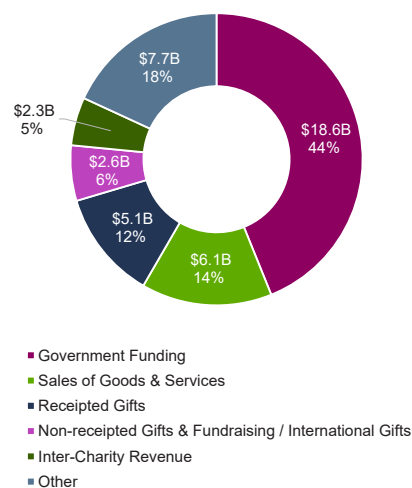
The charities with more than 200 full-time employees received \$150.9 billion in government funding in 2016. This accounted for 79% of their total revenue, while receipted gifts (defined as “donations made by individuals and corporations entitled to a receipt”) accounted for a mere 1% of their overall revenue.

Looking at it another way, this means that 85% of all government funding goes to the 1% of charities that reported more than 200 employees — an average of over \$200 million per charity.

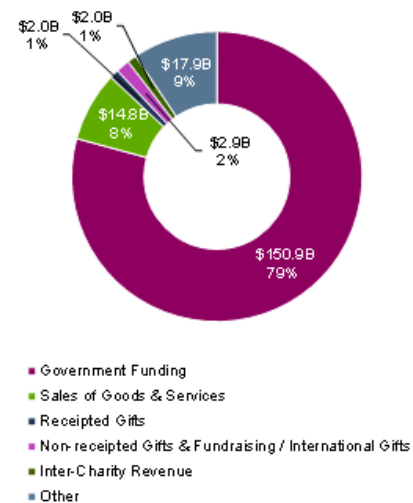
Revenue Sources - Charities with 0-10 Employees



Revenue Sources - Charities with 11-200 Employees



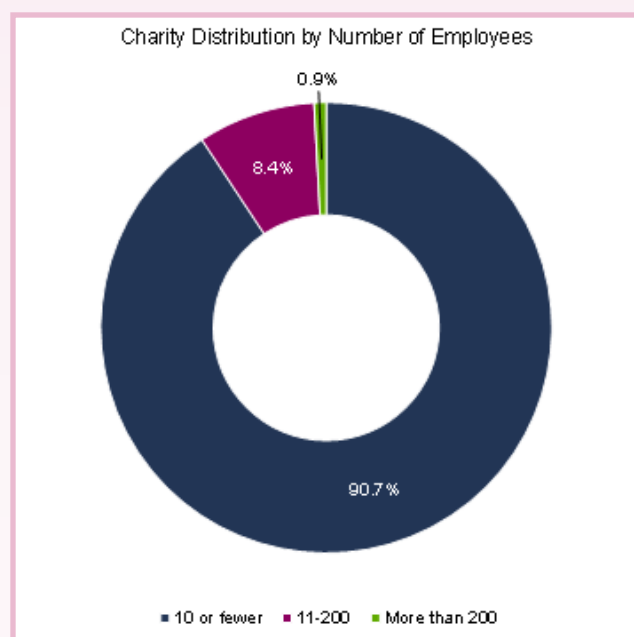
Revenue Sources - Charities with >200 Employees



Small charities depend significantly and disproportionately on donations from individuals and corporations

With larger charities receiving the vast majority of government funding, charities with 10 or fewer full-time employees receive only 27% of their funding from government. This results in a heavy reliance on donations from everyday Canadians for these smaller charities to get by.

In stark contrast to large charities with only 8% of revenue from receipted gifts, charities with 10 or fewer employees relied on receipted gifts for 33% of their revenue. When adding in non-receipted gifts, non-receipted fundraising activities and international gifts (another 9% of revenue), donations account for almost half (42%) of small charity revenue.



The charitable sector is an important part of Canada's small and medium business category

In this way, our charitable sector rivals the Canadian business sector. According to the Ministry of Innovation, Science & Economic Development, there were 1.2M small and medium (SMB) businesses (1-499 employees) in Canada in 2015, making up 99.7% of all businesses.

Canada's Prime Minister Justin Trudeau described the SMB sector as "the backbone of our economy" in his statement on Small Business Week in 2017. There are over 35,000 charities with 1-200 full-time employees, which represents 3% of the SMB sector. While 3% seems like a small fraction, it should be noted that there are an additional 51,000 volunteer-run charities that are making an impact but are too small to be considered an SMB.

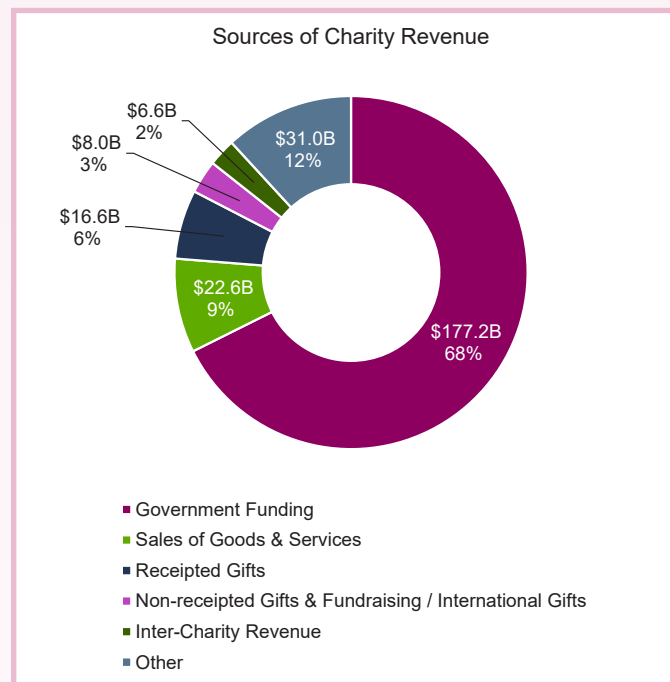
Despite this fact, much of the charitable sector is treated differently by government than other sectors. No government ministry is currently assigned to protecting and growing the non-profit sector. Instead, responsibility for the charitable sector falls under the Canadian Revenue Agency (CRA), acts as a regulator.

Earned Revenue

What most Canadians don't know is that small charities, in particular, work hard at self-sustainability, to generate revenue from whatever sources they can. However, donations are only one part of the revenue mix for these charities. Increasingly, revenue needs to be derived more creatively, by providing goods or services by these charities. In 2010 the share of total charity revenue that came from Sales of Goods & Services was 7.9%, by 2016 this had increased to 8.6%. In 2016, Sales of Goods & Services accounted for \$22.6 billion of charity revenues, 26% higher number than 2010.

This is money that charities earn that is not from donations, grants, or government funding. Examples can include sales of tickets and admission fees for museums and nonprofit performing arts organizations, service fees for daycares, fitness centres, and items like sales in a gift shop or thrift store also generate earned revenue.

Revenue from Goods & Services account for \$22.6 billion, or 8.6% of total revenue. This revenue does not qualify for tax receipts, as the purchaser is not making a donation, but rather paying for goods and services rendered. While innovative and creative in their intent, charities need to focus on earning revenue from activities related to their charitable purposes.

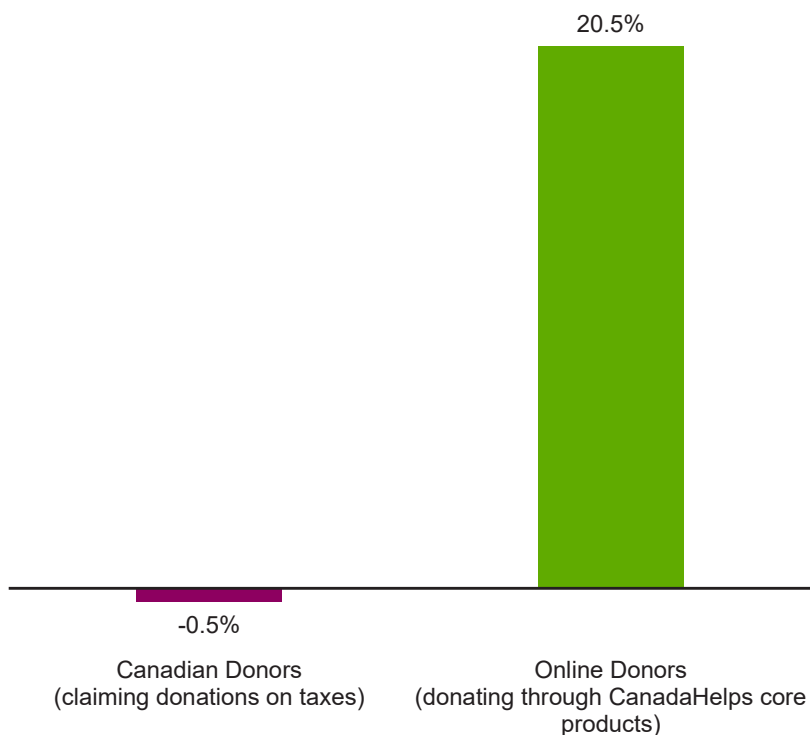




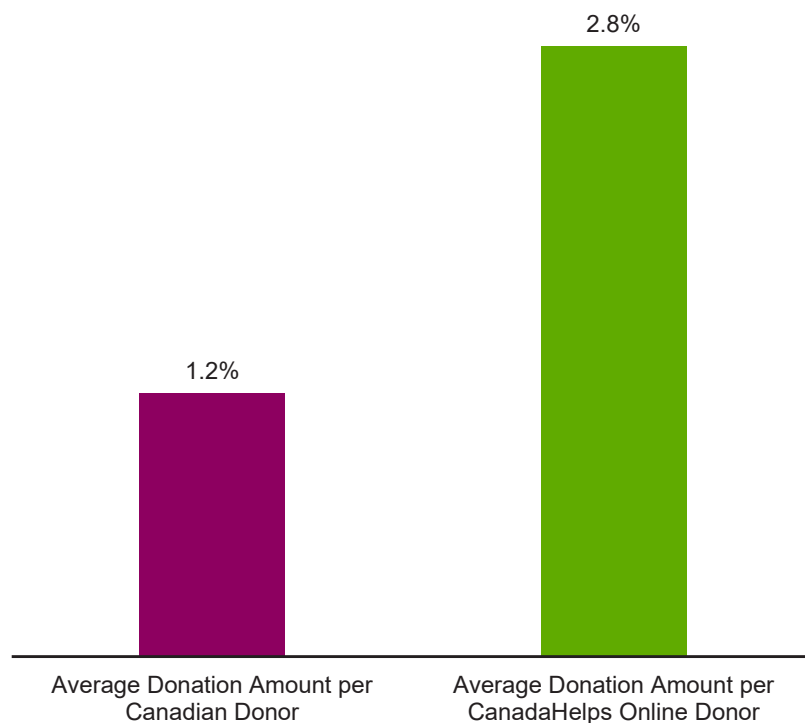
The growth of online giving

One notable trend for Canada's charitable sector has been the explosive growth of online giving, expressed in this report using CanadaHelps online donation data. While the number of overall individual donors in Canada decreased 0.5% per year from 2006 to 2015, CanadaHelps data shows that the number of individual online donors has steadily increased to 20.5% annually over the past five years. Online donors also increased their annual donation amounts at a much higher rate than average donation amount for all dollars (2.8% vs. 1.2% per year).

Compound Annual Growth Rate
(2006-2015)



Compound Annual Growth Rate
(2006-2015)



Section 4

Canada's charitable sector needs more support

Charities are an essential piece of the social fabric of Canada

Canadians are likely to be even more reliant on the charitable sector with an aging population and a shrinking social safety net.

In fact, many of the services we expect from our municipal, provincial and federal governments are performed by charities (e.g. food banks, homeless shelters and animal rescues). They provide on-the-ground programs and services that our communities rely on, addressing unmet needs and working to solve a wide-range of pressing societal issues through diverse areas of work.

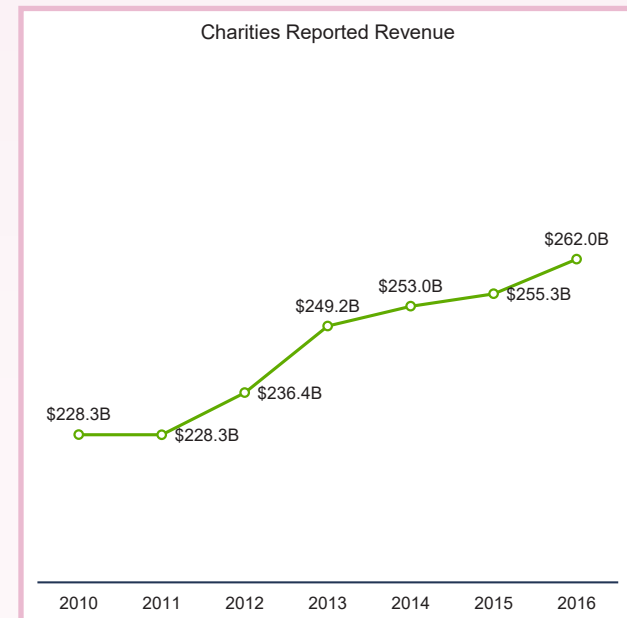
Most people interact with dozens of charities a year without even realizing it — places of worship, schools, hospitals, theatre companies, film festivals, children's programming, zoos, etc. Small charities, in particular, support an incredible diversity of issues and causes in communities across the country, doing vital work that is often left unnoticed until you or a person you care about needs help.

Canada's charitable sector is critical to our economy

In addition to the myriad of societal benefits charities provide Canadians, the charitable sector is a huge contributor to our national economy.

With more than 1.4 million full-time employees, the charitable sector now accounts for one out of every ten full-time jobs in Canada, making it the nation's largest employer. Full-time employment in the charitable sector also grew at twice the rate (2.1% vs. 1.0%) of remaining employment, from 2010 to 2016.¹

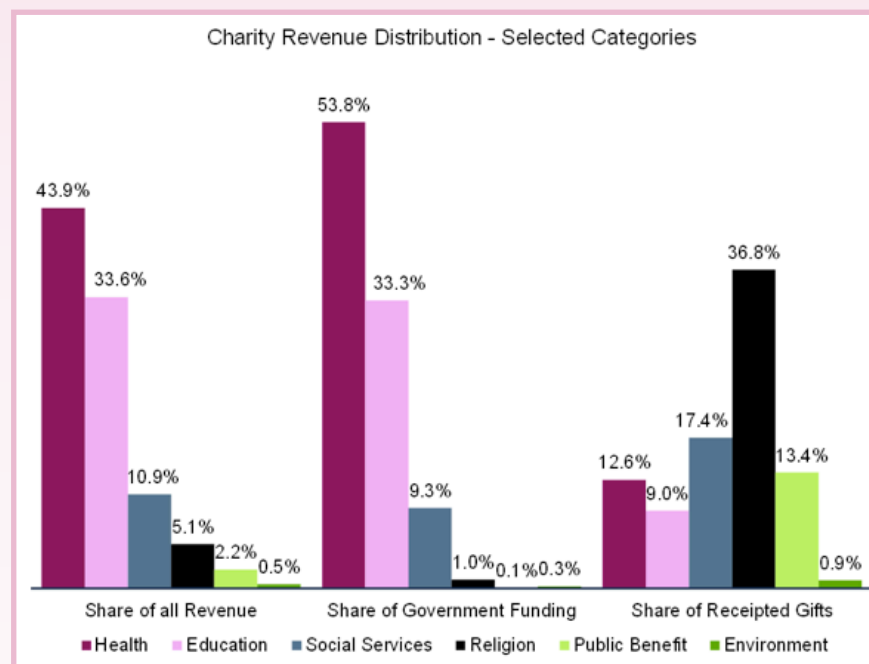
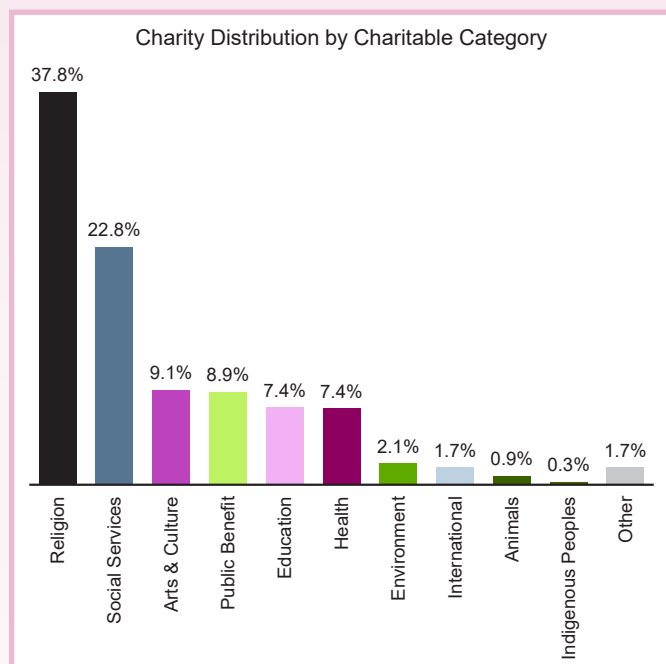
In 2016, Canadian charities also reported \$262 billion in revenue, with the charitable sector contributing an estimated 8% of our national GDP.



¹ Charity employment figures are drawn from an analysis of T3010 Registered Charity Information Return data while total employment figures are drawn from Statistics Canada Labour Force Survey data (Statistics Canada, Table 14-10-0090-01)

Charities support many societal issues, but most miss out on funding

With its diversity and expansive reach, the charitable sector has a bigger impact on our daily lives than any other sector in Canada. In the chart below, we see that charities touch upon all aspects of our lives: religion, social services, development and housing, arts and culture, the environment, and many more.



While charities cover a wide spectrum of societal issues, the majority of government funding is directed at two categories: Health and Education. Together, charities in these two categories receive 87.1% of all government dollars that went to charities. There is no disputing the importance of these two categories. Worthy in every way of the government support they receive, this leaves tens of thousands of Canadian charities that do valuable work, often critical to the communities they support, with almost nothing to be shared amongst so many.

For instance, while one in four (24.9%) charities are in the Social Services and Environment categories, they receive only 9.5% of government funding.

Thought Leadership



A Case for Urgency

by Bruce MacDonald

President and CEO, Imagine Canada

The charitable sector is a critical component of Canadian society. Not only do charities, non-profits, social enterprises and other forms of social purpose organizations deliver services to millions of Canadians every day, but this sector is an important part of the Canadian economy. Employing some 2 million people, comprising 8.1% of GDP and involving approximately 13 million volunteers every year, Canada's charitable sector is present in every community across the country.¹

Yet, its future sustainability is at risk.

The charitable sector is leaning more heavily than ever on wealthy Canadians and, at the same time, is seeing more reliance on older adults at a time when younger Canadians aren't contributing in the same way as previous generations. What is truly startling is that of the \$14.3 billion that individual Canadians give to charities², approximately \$4.3 billion is in serious jeopardy of exiting the charitable system over the next ten years.

And the reason for this? People 70 years of age and older are responsible for so much of this giving.

The potential exit of 30% of donation revenues from the charitable system over the next decade is concerning.

In 2016, Brian Emmett, Chief Economist for Imagine Canada, published *Charities, Sustainable Funding and Smart Growth*. In this discussion paper, he outlined a growing 'social deficit'. Simply put, the social deficit is the gap between the demand for services from charities and non-profits and the ability of society, primarily government, to pay for them. Brian created a number of financial models, all of which showed a future where this gap, or social deficit, is increasing. By 2026, Brian predicts that the social deficit could be as large as \$23 billion. The social deficit won't show up on financial statements — it will be reflected in longer wait times for services, closures of organizations and stress on those working and volunteering to deliver those services.

In short, significant changes are taking place that profoundly affect the funding base for Canada's charities — changes that should concern all Canadians.

As Canada prepares for a federal election in 2019, it is time for local, provincial and national organizational leaders to come together and ensure that issues affecting this sector are part of the national dialogue.

“**The social deficit won't show up on financial statements — it will be reflected in longer wait times for services, closures of organizations and stress on those working and volunteering to deliver those services.**”

1. These figures are larger than those mentioned elsewhere in this report because they include both charities and nonprofits.

2. This figure is larger than the total donation amounts cited elsewhere in this report because it also includes estimated amounts of both unclaimed receipted donations and un-receipted donations claimed by individual Canadians.

It is time for our elected leaders to articulate the place for charities, non-profits, social enterprises and other forms of social purpose organizations when they articulate their vision of Canada and present that to the electorate.

The data suggests that we have about a decade before a significantly different donation environment will take hold. In the world of policy change, building new social norms for giving and developing a connection for new generations of supports, ten years is not a long time.

The case for urgency is here. The time for action is now.

Imagine Canada will be proposing a simple, three-part framework for inclusion in each of the party platforms for 2019:



Creating a new operating
environment



Developing enabling
policies



Achieving financial
sustainability

Please consider joining our efforts to embed these priorities into the mandate for the next federal government.

Small is the Next Big Thing

by Sharon Avery

President and CEO, Toronto Foundation

Did you know that 66% of the donations made in Canada go to just 1% of the charities? ¹ That's because the small- and medium-sized charities that make up the bulk of charitable organizations in the country often lack the capacity to fundraise. And yet the role they play in communities both large and small is fundamental to our collective quality of life.

These under-the-radar organizations do everything from visiting isolated seniors at home to improving public space through art and environmental conservation. They also provide the glue that brings us together and ensures we're resilient to chronic stresses like hunger and homelessness and the shocks that come from violence and natural disasters such as flooding. This glue is what we call social capital.

We believe that social capital is just as important as those other two capitals: financial and physical. Social capital is our relationships with one another, both formal and informal. When our social connections are strong, there is trust and reciprocity. We lean on each other. We help each other out in tough times. We accomplish more together than we can possibly do alone.

Regardless of their mission or the focus of their work, grassroots charities are places where people come together in mutual support and for the betterment of our communities and the world around us. Many of these organizations exist to serve our most vulnerable, those living in poverty and whose disadvantages keep them from enjoying the same quality of life that we sometimes take for granted. Many of them

are residents in neighbourhoods that some of us have never visited but have only heard of through news reports on food shortages or crime. What you may not have yet heard or read is that low-income neighbourhoods are not defined by

their deficits. These low-income neighbourhoods are also able to yield value to their extended communities.

Our recent research — a first-time benchmarking survey on social capital — tells us that knowing one's neighbour is the greatest determinant of social capital. We also learned from our survey that some of our most challenged neighbourhoods have high levels of social capital. What does this mean?

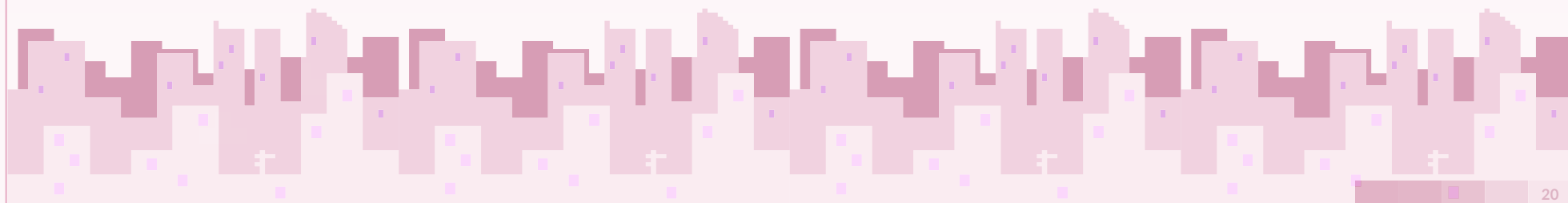


What you may not have yet heard or read is that low-income neighbourhoods are not defined by their deficits. These low-income neighbourhoods are also able to yield value to their extended communities."

¹. Sector Impact (Imagine Canada, 2014).

It means that where there's challenge there's also strength. It means that people living in poverty are not helpless or defenseless. It means that the bonds that tie us together are deep and wide; no matter our differences we have this in common. Imagine if we worked from this strength and together solved the challenges that continue to plague us. Perhaps our problems are not as big as they seem.

Through our work in Toronto's neighbourhood improvement areas we're learning about and meeting grassroots leaders who are taking charge and making change happen every day. Despite facing their own obstacles to employment and a better life they are showing up to help their neighbours, often one hand at a time. We know that expertise comes in many forms and lived experience is often the most powerful. Grassroots leaders are the backbone of small, local charities. Through them, we've come to believe that small could very well be the next big thing.



Will the charity you love survive in the future?

by Marina Glogovac

Charitable giving in Canada is not what it once was, and we should all be concerned.

As we've seen in this report, the ways in which giving is declining are more nuanced than a simple dollar figure. This trend is juxtaposed with increasing evidence of more need for charitable services. A decisive shift is needed to stave off the emergence of a society that is very different than the one we grew up with — one with a significantly weaker social safety net, and fewer government-provided social services and assistance than we once knew.

Why is giving declining?

There are no definitive studies with a single unifying theory, but in my opinion, there are many disparate reasons that all may be contributing factors to the decline in giving.

First of all, we are living in a different economic climate in the post-2008 world, with rising costs of living (especially housing) and mounting student debts that make cash flow for young families a lot tighter than it was for previous generations. In many studies, millennials are saying that they can't afford to give, trading influence on social media and volunteering instead of making financial contributions.

Many studies confirm that faith-based giving and faith-motivated donors have traditionally represented the largest chunk of giving, and that these donors gave more on average than non-faith donors. Unfortunately, participation is waning across all religions, as even a casual observer at any place of worship can attest.

Most significantly, younger people simply give and engage differently and there is also a deeper restructuring of philanthropy afoot. This change is driven by technological disruption and innovation, as well as our lives transitioning online — from banking to travel to shopping to socializing and to giving. It is well documented that younger people don't view

“***This change is driven by technological disruption and innovation, as well as our lives transitioning online — from banking to travel to shopping to socializing and to giving.***”

traditional institutions and structures in the same way as older generations, and they therefore are less inclined to be loyal to a specific charity. Social causes and seeing

immediate impact is what interests and motivates younger people the most, and not necessarily who is procuring the “charity” — be it a for-profit, non-profit or something in between.

This generation lives in a peer-to-peer framework of action and influence, much different from traditional top down structures. They are also a

generation that lives online and whose expectations of user experience are quite high. Most charities cannot offer this experience, and the gap that is left open is filled by crowdfunding which is opportunistically cashing in on all these trends. Crowdfunding is a fast growing method of helping, allowing people to instantly feel good about doing so. Global reward and donation crowdfunding was estimated to be \$5.5B¹ in 2015, but data from crowdfunding platform GoFundMe suggests it has grown even faster in recent years. In early 2017, the company passed 40M individual donors who had made a total of \$4B² in donations, up from 30M and \$3B³ eight months before, and only \$2B five months before that. (The first \$1B took 5 years.)

Crowdfunding fills a need that people have to do *something* immediately, with very little effort required to take the action. Crowdfunding campaigns thrive on good stories and sympathetic characters, but most people are not aware of the issues that emerge when large sums of money are collected for a family or a person. A good example⁴ of this is the \$15M that was raised for families of the tragic Humboldt bus accident in 2018. Canadians rallied for this cause, but didn't have any information on where the money would go or what it would be used for (and whether it was needed). So much money was raised that a non-profit had to be created, and media reports there is ongoing legal work to determine how much money should be disbursed to families and when anyone will actually receive it. GoFundMe reportedly collected almost \$500,000 in payment processing fees on the fundraiser.

The sleekness and ubiquity of crowdfunding makes it irresistible in the age of general reactivity on social media — but more people should stop and think about the consequences. While donors seek increasing accountability from donations to the charitable sector, crowdfunded donations are often made impulsively without that due diligence,

out of the belief that this approach eliminates bureaucracy and that the beneficiaries know best what they need. Unfortunately, this trust is not always well-placed and there are many reports of fraudulent crowdfunded campaigns. Crowdfunding also often addresses a particular person's situation, rather than the broader issues behind it.

We don't yet know to what extent crowdfunding for personal philanthropy is cannibalizing charitable giving but it's logical to think it has at least some impact that may increase in the future. The 2018 Global Trends in Giving Report found that 41% of those surveyed had given to a crowdfunding campaign, and 16% of those donated less to nonprofits and charities because they had given to crowdfunding campaigns.

With all these new pressures on giving, and the data to back up our fears, now is the time that charities must embrace change, get better at showing their impact, and engage Canadians of all ages with their important causes. Furthermore, it is up to Canadians to stand up for the charities that have undoubtedly touched their lives and ensure that these organizations don't go extinct.

1. Massolution/Crowdsourcing.org 2015CF Crowdfunding Industry Report

2. "GoFundMe, now with \$4B in donations from 40M donors, plots Euro expansion", Ingrid Lunden (TechCrunch, 2017).

3. "GoFundMe, passes \$3B raised on its platform, adding \$1B in only the last 5 months", Ingrid Lunden (TechCrunch, 2016)

4. "Hearing delayed for GoFundMe payment to Humboldt Broncos bus crash victims", (The Canadian Press, 2018).

Notes About The Data



With this report, we wanted to provide a closer look at the state of charitable giving in Canada. As part of this, we believe it is important to be as transparent as possible about the data we used, explaining how the various sources are produced and describing the adjustments to raw data we made.

The primary datasets we used are the following:

- T1 Family File — personal income tax data aggregated by census families from Statistics Canada
- T1 Final Statistics — personal income tax data for individual taxfilers from Canada Revenue Agency
- CanadaHelps' online donation data
- T3010 Registered Charity Information Returns filed with Canada Revenue Agency

We also included selected supplementary data from Statistics Canada and other reputable sources when applicable. For transparency, we were careful to always make it clear when data sources beyond those listed above were used.

Constant Dollar Amounts. With the exception of CanadaHelps' online donation data, all dollar amounts reported from the above sources are expressed in constant 2016 dollars. Nominal dollar amounts were adjusted using Statistics Canada's all-items annual average Consumer Price Index (CANSIM 18-10-0005-01). Dollar amounts reported from other supplementary data sources are reported in nominal dollars.

T1 Family File

Data are primarily derived from personal income tax returns. Associated returns are grouped into census families based on tax return information and various administrative data linkages. In 2015, the final version of

the Family File used to inform this report included just under 98% of taxfilers included in T1 Final Statistics. Once non-filing family members are accounted for (either via data linkages or imputation) the Family File accounts for approximately 95% of Canadians (Statistics Canada, 2018).

Because the Family File excludes some taxfilers, the total amount of donations claimed is somewhat smaller than the amount claimed in T1 Final Statistics. Exactly how much smaller varies somewhat from year to year, but in 2015 claimed donations from the Family File amounted to approximately 96% of total donations claimed in T1 Final Statistics, a difference of \$408 million in nominal terms.

Claimed donation amounts were adjusted to account for the effects of gifting tax shelter arrangements. In 2006, the peak year for these arrangements, approximately \$1.3 billion in tax shelter-related donations were claimed (Standing Committee on Finance, 2013).⁵ Over the period covered by this report, we identified approximately \$3.7 billion in donations to charities associated with such tax shelter arrangements. Because these claimed donations do not represent actual donations to charities, we have reduced reported claimed donations by equivalent amounts.

T1 Final Statistics

Data are derived from personal income tax returns. All returns received between the filing deadline (generally the end of April) and the end of June of the year following (i.e., 13 months after the filing deadline) are included. Any assessments or re-assessments up to the cut-off date are incorporated in the statistics.

As with the T1 Family File, claimed donation amounts were adjusted to account for the effects of gifting tax shelter arrangements.

⁵ The amounts claimed were not actual donations to charities — substantially the entire value of these claims has subsequently been disallowed by Canada Revenue Agency.

CanadaHelps' online donation 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.

CanadaHelps has a variety of charity fundraising solutions. This report uses only data from donations received via charity profiles on CanadaHelps.org or embedded donations forms on charity websites. These "core" products have been a part of CanadaHelps offering the longest and thus provides a more stable view of our data, eliminating bias from organic growth of newer products.

T3010 Registered Charity Information Returns

Registered charities are required to file a T3010 return annually with Canada Revenue Agency. These returns contain a wealth of information about organizational activities, finances, human resources and governance. Our analyses are based on Canada Revenue Agency's dataset of returns as of July 2018.

Our analyses excluded registered charities believed to be associated with gifting tax shelter arrangements. Revenue analyses are based on the raw amounts reported by charities. Because of significant reporting errors, analyses of paid staff numbers are based on manually cleaned and corrected numbers of full-time paid staff.

Timeframe

Generally speaking, our analyses included the most recent full year available. For external data sources, this was usually 2015 or 2016. For CanadaHelps' online donations data, this was 2017, however where necessary we aligned the timeframe with the most recent full year available of the data we were comparing to.

References

Standing Committee on Finance. (2013). *Tax Incentives for Charitable Giving in Canada: Report of the Standing Committee on Finance*. Ottawa: House of Commons.

Statistics Canada. (2018). *Technical Reference Guide for the Annual Income Estimates for Census Families, Individuals and Seniors*. Ottawa: Author



Data Sources and Clarifications



Data Source #1:

Statistics Canada. Table 36-10-0478-01 Supply and use tables, detail level, provincial and territorial (x 1,000) / Statistics Canada. Table 36-10-0438-01 Supply and use tables, summary level, provincial and territorial (x 1,000,000)

Data Source #2:

Canada Revenue Agency, T3010 Registered Charity Information Return Information as of July 2018

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 #3:

Statistics Canada. Table 14-10-0090-01 Labour force characteristics by province, territory and economic region, annual

Data Source #4:

Donations made using CanadaHelps.org

Data Source #5:

Statistics Canada, Income Statistics Division, T1 Family Files 2006 to 2016, Reference 18045

Postal Code Validation Disclaimer:

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

Data Source #6:

Statistics Canada. Table 17-10-0005-01 Population estimates on July 1st, by age and sex

Data Source #7:

Canada Revenue Agency, T1 Final Statistics, <https://www.canada.ca/en/revenue-agency/programs/about-canada-revenue-agency-cra/income-statistics-gst-hst-statistics/t1-final-statistics.html>

Acknowledgements / About CanadaHelps





Acknowledgements



This year's report would not have been possible without the support of Imagine Canada. Imagine's team has heavily assisted in the important steps of identification, cleansing and verification of all data used in the creation of this second annual The Giving Report.

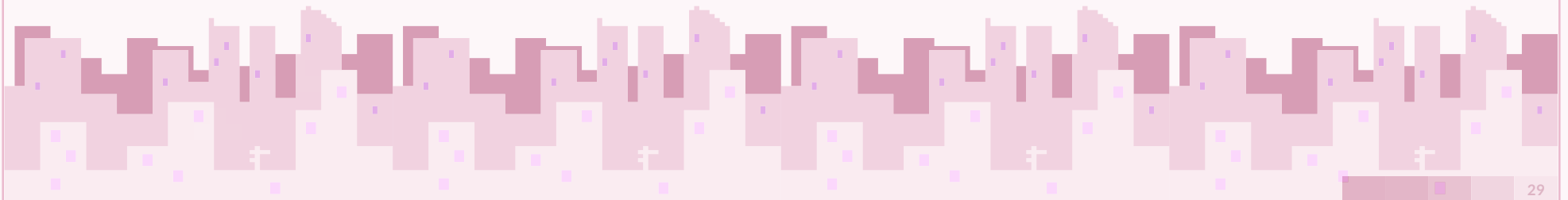
We also wish to extend our sincere thanks to the Ontario Trillium Foundation, an Agency of the Government of Ontario, for generously funding a three-year grant enabling CanadaHelps to develop and launch a multi-faceted data strategy project in support of bringing good data to the charitable sector. This support has enabled us to continue to deliver this second annual Giving Report.



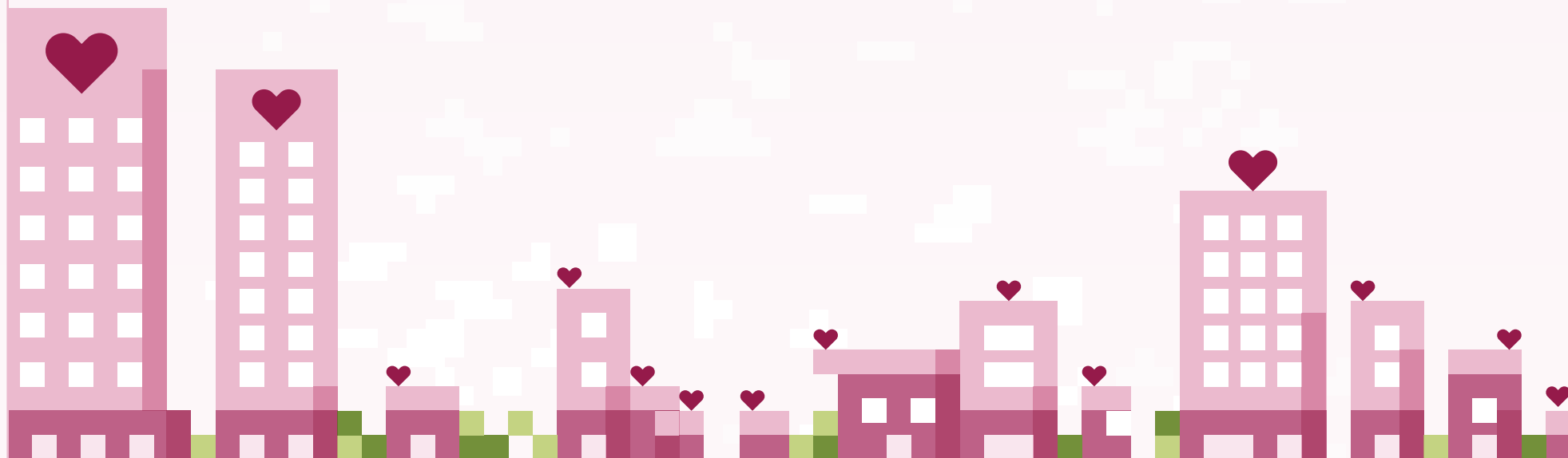
About CanadaHelps



CanadaHelps.org allows donors to quickly and safely donate and fundraise online for any registered Canadian charity and provides charities the secure online fundraising platform they need to succeed. Since 2000, CanadaHelps has facilitated over \$970 million in online donations to Canadian charities. Over 1.8 million Canadians have donated to over 18,000 Canadian charities using our online tools. CanadaHelps exists to inform, inspire and connect donors and charities, democratizing access to effective technology and education in the charitable sector. www.canadahelps.org



Supplemental Data Tables



Supplemental Data Tables

Count of Registered Canadian Charities That Filed T3010 by Year See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	2016 over 2010 Growth	CAGR
Filed T3010 with CRA	84,319	84,604	85,050	84,879	84,991	84,897	84,457	0.2%	0.0%
Total Listed Charities	85,970	86,437	86,731	87,155	86,678	86,511	86,557	0.7%	0.1%
Percent that File	98.1%	97.9%	98.1%	97.4%	98.1%	98.1%	97.6%	-	-

Number of Full-Time Employees in Canada, Employed by Charities and All Organizations, by Year See Data Source 2, 3

	2010	2011	2012	2013	2014	2015	2016	2016 over 2010 Growth	CAGR
Employed by Charities	1,275,464	1,308,893	1,353,714	1,383,120	1,401,668	1,413,638	1,443,147	13.1%	2.1%
Employed by Organizations of All Types	13,647,200	13,900,900	14,133,200	14,314,200	14,369,900	14,559,300	14,612,200	7.1%	1.1%
Percent Employed by Charities	9.3%	9.4%	9.6%	9.7%	9.8%	9.7%	9.9%	-	-

Revenue, by Type of Charity, by Year See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)	2016 over 2010 Growth	CAGR
Charitable Organization	\$ 218,778,014,597	\$ 218,894,277,026	\$ 225,124,162,702	\$ 233,384,968,591	\$ 239,262,743,457	\$ 240,143,483,777	\$ 248,409,889,836	95%	13.5%	2.1%
Private Foundation	\$ 3,210,962,520	\$ 2,976,324,569	\$ 4,450,224,841	\$ 7,605,335,151	\$ 5,335,015,443	\$ 5,817,374,276	\$ 5,202,336,269	2%	62.0%	8.4%
Public Foundation	\$ 6,334,000,077	\$ 6,441,880,424	\$ 6,802,430,731	\$ 8,174,135,350	\$ 8,355,563,638	\$ 9,380,664,482	\$ 8,380,594,548	3%	32.3%	4.8%
Reported Revenue Total	\$ 228,322,977,195	\$ 228,312,482,019	\$ 236,376,818,275	\$ 249,164,439,093	\$ 252,953,322,538	\$ 255,341,522,536	\$ 261,992,820,653	100%	14.7%	2.3%

Distribution of Total Expenditures by Type of Charity, by Year

See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)	2016 over 2010 Growth	CAGR
Charitable Organization	\$ 208,697,608,910	\$ 214,365,939,003	\$ 222,949,010,772	\$ 232,223,990,356	\$ 233,592,475,999	\$ 235,022,791,241	\$ 243,932,121,515	96%	16.9%	2.6%
Private Foundation	\$ 2,110,844,280	\$ 2,135,585,844	\$ 2,278,154,053	\$ 2,503,430,379	\$ 2,596,423,626	\$ 3,016,432,695	\$ 3,093,012,066	1%	46.5%	6.6%
Public Foundation	\$ \$5,138,870,770	\$ 5,425,740,245	\$ 5,448,951,450	\$ 5,780,152,004	\$ 5,911,178,456	\$ 6,245,304,470	\$ 6,063,336,708	2%	18.0%	2.8%

2016 Expenditures by Type of Charity

See Data Source 2

	Charitable activities	Management / admin	Fundraising	Political activities	Gifts to qualified donees	Other	Sum of Reported Breakdown in Expenses	Reported total expenditures	Variance
Charitable Organization	\$ 187,134,141,589	\$ 20,253,365,244	\$ 1,804,827,819	\$ 24,748,192	\$ 2,239,426,204	\$ 19,310,312,948	\$ 230,767,805,825	\$ 243,932,121,515	5.4%
Private Foundation	\$ 715,777,633	\$ 179,651,140	\$ 15,982,666	\$ 686,272	\$ 2,031,329,524	\$ 81,697,019	\$ 3,025,727,826	\$ 3,093,012,066	2.2%
Public Foundation	\$ 846,039,783	\$ 526,311,773	\$ 794,891,543	\$ 1,788,763	\$ 3,664,596,834	\$ 142,701,447	\$ 5,977,497,925	\$ 6,063,336,708	1.4%
Total	\$ 188,695,959,005	\$ 20,959,328,157	\$ 2,615,702,028	\$ 27,223,227	\$ 7,935,352,562	\$ 19,534,711,414	\$ 239,771,031,576	\$ 253,088,470,289	5.3%

2016 Percent of Expenditures by Type of Charity

See Data Source 2

	Charitable activities	Management / admin	Fundraising	Political activities	Gifts to qualified donees	Other
Charitable Organization	77%	8%	1%	0%	1%	8%
Private foundation	23%	6%	1%	0%	66%	3%
Public foundation	14%	9%	13%	0%	60%	2%
Total	75%	8%	1%	0%	3%	8%

Revenue by Source, by Year
See Data Source 2

	2010		2011		2012		2013		2014		2015		2016	Percent of Total (2016)	2016 over 2010 Growth	CAGR (adjusted for inflation)	
Receipted Gifts	\$	14,533,734,400	\$	14,714,525,696	\$	14,770,111,488	\$	15,335,664,640	\$	16,184,262,656	\$	16,728,573,952	\$	16,590,330,880	6.3%	14.2%	2.2%
Government Funding (All Levels)	\$	157,777,657,856	\$	156,141,240,320	\$	163,058,991,104	\$	169,122,004,992	\$	170,992,599,040	\$	171,273,502,720	\$	177,220,321,280	67.6%	12.3%	2.0%
Inter-Charity Revenue	\$	4,810,397,696	\$	5,250,696,192	\$	5,711,201,792	\$	5,794,261,504	\$	6,065,967,104	\$	6,480,846,336	\$	6,591,922,688	2.5%	37.0%	5.4%
Other Revenue	\$	50,815,606,784	\$	51,282,436,096	\$	54,253,682,688	\$	59,600,719,872	\$	59,667,558,400	\$	60,892,164,096	\$	61,593,276,416	23.5%	21.2%	3.3%
Reported Revenue Total	\$	228,322,983,936	\$	228,312,481,792	\$	236,376,817,664	\$	249,164,431,360	\$	252,953,329,664	\$	255,341,527,040	\$	261,992,824,832	100.0%	14.7%	2.3%

“Other” Revenue Source, by Year
See Data Source 2

	2010		2011		2012		2013		2014		2015		2016	Percent of Total (2016)	2016 over 2010 Growth	CAGR	
Non-receipted gifts	\$	2,567,105,024	\$	2,718,647,808	\$	2,781,865,216	\$	2,712,327,168	\$	2,862,048,512	\$	2,925,998,080	\$	3,031,949,056	4.9%	18.1%	2.8%
Gifts from outside Canada	\$	896,202,880	\$	1,257,013,888	\$	1,298,683,648	\$	1,422,250,880	\$	1,714,589,312	\$	1,850,694,016	\$	\$2,090,414,464	3.4%	133.3%	15.2%
Investment income	\$	3,583,188,992	\$	3,229,091,328	\$	2,987,462,656	\$	4,115,134,976	\$	4,979,408,384	\$	4,949,170,688	\$	\$3,541,644,800	5.8%	-1.2%	-0.2%
Disposition assets	\$	890,721,792	\$	946,895,872	\$	758,766,784	\$	948,010,880	\$	1,473,865,216	\$	1,406,177,536	\$	\$1,777,018,880	2.9%	99.5%	12.2%
Rent, land, buildings	\$	2,771,024,896	\$	2,802,632,192	\$	2,895,174,400	\$	3,029,893,120	\$	3,096,952,832	\$	3,223,170,816	\$	\$3,274,589,184	5.3%	18.2%	2.8%
Membership dues	\$	1,748,184,448	\$	1,630,153,472	\$	1,693,801,728	\$	1,677,618,688	\$	1,645,395,200	\$	1,690,601,984	\$	\$2,454,450,944	4.0%	40.4%	5.8%
Non-receipted fundraising	\$	2,632,742,400	\$	2,737,064,704	\$	2,845,155,072	\$	2,956,585,728	\$	3,041,319,936	\$	2,853,738,240	\$	\$2,870,662,912	4.7%	9.0%	1.5%
Sales of goods & services	\$	17,963,128,832	\$	18,301,698,048	\$	18,612,713,472	\$	19,724,265,472	\$	20,639,836,160	\$	20,960,198,656	\$	\$22,595,235,840	36.7%	25.8%	3.9%
Other not classified above	\$	17,763,307,520	\$	17,659,238,400	\$	20,380,059,648	\$	23,014,633,472	\$	20,214,145,024	\$	21,032,415,232	\$	\$19,957,309,440	32.4%	12.4%	2.0%
Total other revenue	\$	50,815,606,784	\$	51,282,436,096	\$	54,253,682,688	\$	59,600,719,872	\$	59,667,558,400	\$	60,892,164,096	\$	\$61,593,276,416	100.0%	21.2%	3.3%

Government Funded Revenue by Body, by Year

See Data Source 2

		2010		2011		2012		2013		2014		2015		2016	Percent of Total (2016)	2016 over 2010 Growth	CAGR
Federal	\$	7,364,735,488	\$	7,954,624,512	\$	7,045,332,992	\$	7,261,954,048	\$	6,961,082,368	\$	6,947,679,744	\$	7,288,978,944	4.1%	-1.0%	-0.2%
Provincial	\$	139,707,842,560	\$	137,747,480,576	\$	145,195,139,072	\$	152,692,424,704	\$	154,517,553,152	\$	154,990,870,528	\$	159,574,245,376	90.0%	14.2%	2.2%
Municipal	\$	10,394,437,632	\$	10,294,861,824	\$	10,625,774,592	\$	9,034,959,872	\$	9,393,078,272	\$	9,216,651,264	\$	10,230,569,984	5.8%	-1.6%	-0.3%
Gov funding	\$	310,618,336	\$	144,273,072	\$	192,752,544	\$	132,661,504	\$	120,829,360	\$	118,313,672	\$	126,523,968	0.1%	-59.3%	-13.9%
All government	\$	157,777,657,856	\$	156,141,240,320	\$	163,058,991,104	\$	169,122,004,992	\$	170,992,599,040	\$	171,273,502,720	\$	177,220,321,280	100.0%	12.3%	2.0%

Government Revenue by Subsector, by Year

See Data Source 2

	2010		2011		2012		2013		2014		2015		2016	Percent of Total (2016)	2016 over 2010 Growth	CAGR	
Animals	\$	111	\$	115	\$	110	\$	111	\$	116	\$	113	\$	124	0.1%	11.2%	1.8%
Arts & Culture	\$	2,652	\$	2,562	\$	2,583	\$	2,576	\$	2,511	\$	2,521	\$	2,641	1.5%	-0.4%	-0.1%
Public Benefit	\$	247	\$	252	\$	261	\$	270	\$	216	\$	228	\$	143	0.1%	-42.0%	-8.7%
Education	\$	58,610	\$	53,498	\$	56,426	\$	58,009	\$	57,557	\$	58,435	\$	58,925	33.3%	0.5%	0.1%
Environment	\$	464	\$	454	\$	446	\$	423	\$	416	\$	439	\$	452	0.3%	-2.6%	-0.4%
International	\$	642	\$	683	\$	707	\$	621	\$	709	\$	756	\$	771	0.4%	20.1%	3.1%
Health	\$	76,042	\$	79,463	\$	83,005	\$	87,208	\$	89,313	\$	88,606	\$	95,357	53.8%	25.4%	3.8%
Religion	\$	1,769	\$	1,670	\$	1,756	\$	1,777	\$	1,766	\$	1,814	\$	1,849	1.0%	4.6%	0.7%
Social Services	\$	16,814	\$	16,986	\$	17,312	\$	17,668	\$	17,938	\$	17,895	\$	16,464	9.3%	-2.1%	-0.4%
Indigenous Peoples	\$	385	\$	420	\$	414	\$	410	\$	416	\$	421	\$	445	0.3%	15.4%	2.4%
Other	\$	36	\$	33	\$	33	\$	43	\$	30	\$	40	\$	43	0.0%	19.4%	3.0%
Total	\$	157,777	\$	156,141	\$	163,059	\$	169,122	\$	170,992	\$	171,273	\$	177,220	100.0%	12.3%	2.0%

Government Funding by Size of Charity (Measured by Number of Full-Time Employees)

See Data Source 2

	2010		2011		2012		2013		2014		2015		2016		Percent of Total (2016)	2016 over 2010 Growth	CAGR
0 or Not entered	\$	6,337,705,412	\$	5,567,127,506	\$	4,809,381,261	\$	4,449,001,880	\$	5,049,915,462	\$	3,199,341,025	\$	4,953,270,828	2.8%	-21.8%	-4.0%
1-2 Full-time Staff	\$	558,651,365	\$	546,554,399	\$	526,464,276	\$	552,703,902	\$	521,978,438	\$	501,774,564	\$	506,032,038	0.3%	-9.4%	-1.6%
3-5 Full-time Staff	\$	930,329,414	\$	895,335,331	\$	889,647,035	\$	876,475,063	\$	820,865,195	\$	859,802,664	\$	1,007,654,473	0.6%	8.3%	1.3%
6-10 Full-time Staff	\$	1,415,305,911	\$	1,394,687,558	\$	1,341,816,550	\$	1,358,933,166	\$	1,299,507,950	\$	1,300,151,920	\$	1,301,645,851	0.7%	-8.0%	-1.4%
11-50 Full-time Staff	\$	6,983,936,343	\$	6,885,871,878	\$	7,201,964,136	\$	7,327,112,619	\$	7,199,028,723	\$	7,227,331,348	\$	7,332,913,237	4.1%	5.0%	0.8%
51-200 Full-time Staff	\$	11,060,870,392	\$	11,159,440,622	\$	11,070,464,166	\$	12,064,927,299	\$	10,997,160,316	\$	11,699,726,345	\$	11,258,636,431	6.4%	1.8%	0.3%
200+ Full-time Staff	\$	130,490,858,153	\$	129,692,218,700	\$	137,219,259,080	\$	142,492,858,772	\$	145,104,144,369	\$	146,485,379,174	\$	150,860,165,812	85.1%	15.6%	2.4%
Total	\$	157,777,656,991	\$	156,141,235,995	\$	163,058,996,504	\$	169,122,012,701	\$	170,992,600,454	\$	171,273,507,041	\$	177,220,318,670	100.0%	12.3%	2.0%

2016 Distribution of Revenue by Source by Size of Charity (Measured by Number of Full-Time Employees)

See Data Source 2

	Receipted gifts	Government funding	Inter-charity revenue	Other	% Receipted gifts	% Government funding	% Inter-charity	% Other revenue
0 or Not entered	\$ 3,878,087,518	\$ 4,953,270,828	\$ 836,162,760	\$ 4,243,990,150	28%	36%	6%	30%
1-2 Full-time Staff	\$ 2,130,913,900	\$ 506,032,038	\$ 342,786,904	\$ 1,751,193,467	45%	11%	7%	37%
3-5 Full-time Staff	\$ 1,497,473,859	\$ 1,007,654,473	\$ 298,680,395	\$ 1,689,820,512	33%	22%	7%	38%
6-10 Full-time Staff	\$ 2,020,829,609	\$ 1,301,645,851	\$ 453,818,747	\$ 1,879,055,633	36%	23%	8%	33%
11 to 50 Full-time Staff	\$ 2,963,340,201	\$ 7,332,913,237	\$ 1,291,786,367	\$ 7,280,861,442	16%	39%	7%	39%
51-200 Full-time Staff	\$ 2,141,338,465	\$ 11,258,636,431	\$ 967,769,086	\$ 9,124,100,049	9%	48%	4%	39%
200+ Full-time Staff	\$ 1,958,347,126	\$ 150,860,165,812	\$ 2,400,918,369	\$ 35,624,255,418	1%	79%	1%	19%
Total	\$ 16,590,330,678	\$ 177,220,318,670	\$ 6,591,922,628	\$ 61,593,276,671	6%	68%	3%	24%

Number of Charities Filed T3010 by Type of Charity, by Year

See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)	CAGR
Charitable Organization	74,440	74,568	74,868	74,617	74,638	74,494	74,019	88%	-0.1%
Private foundation	4,883	5,009	5,121	5,201	5,296	5,369	5,444	6%	1.8%
Public foundation	4,996	5,027	5,061	5,061	5,057	5,034	4,994	6%	0.0%
Total	84,319	84,604	85,050	84,879	84,991	84,897	84,457	100%	0.0%

Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Year See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)	CAGR
0 or Blank	47,893	48,246	48,669	48,354	48,800	48,709	48,667	58%	0.3%
1-2 Full-time Staff	18,064	17,854	17,757	17,922	17,593	17,399	17,077	20%	-0.9%
3-5 Full-time Staff	7,037	6,996	7,047	6,922	6,790	6,900	6,861	8%	-0.4%
6-10 Full-time Staff	3,959	4,055	4,039	4,031	4,082	4,059	4,004	5%	0.2%
11 to 50 Full-time Staff	5,166	5,213	5,278	5,363	5,419	5,474	5,553	7%	1.2%
51-200 Full-time Staff	1,435	1,452	1,462	1,476	1,494	1,556	1,561	2%	1.4%
200+ Full-time Staff	765	788	798	811	813	800	734	1%	-0.7%
Total	84,319	84,604	85,050	84,879	84,991	84,897	84,457	100%	0.0%

Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Year See Data Source 2

	0-2 years	3-5 years	6-10 years	11 or More Year	2016	Percent of total (2016)
0 or Blank	3,126	3,741	6,249	35,547	48,663	58%
1-2 Full-time Staff	526	793	1,347	14,411	17,077	20%
3-5 Full-time Staff	140	214	493	6,014	6,861	8%
6-10 Full-time Staff	53	99	241	3,611	4,004	5%
11 to 50 Full-time Staff	74	128	294	5,057	5,553	7%
51-200 Full-time Staff	11	12	48	1,490	1,561	2%
200+ Full-time Staff	4	9	48	673	734	1%
Total	3,934	4,996	8,720	66,803	84,453	100%

Number of Charities by Total Charity Revenue, by Year See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)	CAGR
Less than \$100,000	44,851	44,624	44,419	43,994	43,531	43,349	42,643	50%	-0.8%
\$100,000 - \$499,999	24,001	24,104	24,420	24,379	24,511	24,463	24,504	29%	0.3%
\$500,000 - \$999,999	6,144	6,314	6,361	6,420	6,497	6,464	6,637	8%	1.3%
\$1,000,000 - \$2,499,999	4,488	4,658	4,765	4,848	5,022	5,103	5,101	6%	2.2%
\$2,500,000 - \$4,999,999	1,888	1,902	2,027	2,047	2,110	2,157	2,249	3%	3.0%
\$5,000,000 or more	2,947	3,002	3,058	3,191	3,320	3,361	3,323	4%	2.0%
Total	84,319	84,604	85,050	84,879	84,991	84,897	84,457	100%	0.0%

Revenue by Province, by Year
See Data Source 2

	2010		2011		2012		2013		2014		2015		2016	Percent of Total (2016)	CAGR	
AB	\$	28,738,830,198	\$	30,162,121,888	\$	31,069,931,514	\$	32,507,554,679	\$	32,785,640,270	\$	33,798,160,194	\$	34,035,933,863	13%	2.9%
BC	\$	29,924,548,590	\$	31,706,956,080	\$	33,075,582,104	\$	34,388,632,734	\$	35,252,489,713	\$	35,918,907,310	\$	37,007,461,083	14%	3.6%
MB	\$	9,533,199,016	\$	9,691,344,427	\$	9,866,942,425	\$	10,295,002,864	\$	10,919,870,935	\$	11,031,267,164	\$	11,490,553,820	4%	3.2%
NB	\$	2,890,419,324	\$	2,860,976,365	\$	2,731,964,954	\$	3,681,912,984	\$	3,948,033,518	\$	3,927,059,905	\$	3,834,206,942	1%	4.8%
NL	\$	2,980,018,953	\$	3,135,798,387	\$	3,285,555,143	\$	3,191,752,441	\$	3,007,741,777	\$	3,111,041,404	\$	3,109,428,696	1%	0.7%
NS	\$	6,048,939,509	\$	5,995,989,436	\$	6,017,499,334	\$	6,292,674,001	\$	6,321,621,143	\$	5,524,197,719	\$	7,309,285,081	3%	3.2%
NT	\$	460,884,375	\$	446,492,536	\$	458,532,411	\$	456,874,050	\$	457,657,191	\$	460,649,782	\$	449,821,596	0%	-0.4%
NU	\$	71,548,336	\$	69,120,782	\$	71,137,974	\$	103,601,808	\$	103,858,117	\$	84,041,780	\$	82,191,440	0%	2.3%
ON	\$	97,919,378,300	\$	92,317,266,171	\$	95,868,480,313	\$	102,345,159,105	\$	103,284,123,244	\$	104,704,795,619	\$	105,513,984,127	40%	1.3%
PE	\$	342,259,592	\$	350,203,010	\$	349,016,742	\$	353,268,981	\$	360,504,253	\$	354,509,745	\$	361,413,184	0%	0.9%
QC	\$	41,363,237,086	\$	43,196,623,732	\$	44,929,508,250	\$	46,600,922,042	\$	47,277,252,415	\$	46,979,948,303	\$	49,394,668,266	19%	3.0%
SK	\$	7,899,589,778	\$	8,217,361,606	\$	8,496,367,036	\$	8,783,358,607	\$	9,067,062,067	\$	9,273,043,705	\$	9,194,120,412	4%	2.6%
YT	\$	139,894,440	\$	154,315,349	\$	148,738,307	\$	153,400,770	\$	161,588,469	\$	167,603,901	\$	174,750,275	0%	3.8%
International	\$	10,229,697	\$	7,912,250	\$	7,561,767	\$	10,324,027	\$	5,879,427	\$	6,296,006	\$	35,001,868	0%	22.8%
Reported Revenue Total	\$	228,322,977,195	\$	228,312,482,020	\$	236,376,818,275	\$	249,164,439,094	\$	252,953,322,539	\$	255,341,522,536	\$	261,992,820,653	100%	2.3%

Receipted Revenue, by Province, by Year

See Data Source 2

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)	CAGR
AB	\$ 1,733,765,441	\$ 1,759,439,263	\$ 1,984,767,025	\$ 1,970,491,716	\$ 1,859,990,508	\$ 1,995,953,135	\$ 1,773,014,810	11%	0.4%
BC	\$ 2,128,261,905	\$ 2,188,091,479	\$ 2,071,289,061	\$ 2,222,111,595	\$ 2,414,265,619	\$ 2,382,317,414	\$ 2,385,789,781	14%	1.9%
MB	\$ 575,618,028	\$ 697,759,485	\$ 570,615,910	\$ 627,564,612	\$ 705,893,583	\$ 646,018,030	\$ 672,101,781	4%	2.6%
NB	\$ 405,058,409	\$ 295,327,556	\$ 300,249,957	\$ 294,335,745	\$ 377,766,395	\$ 316,505,585	\$ 312,818,006	2%	-4.2%
NL	\$ 115,581,109	\$ 116,030,776	\$ 124,659,582	\$ 124,206,638	\$ 138,479,866	\$ 111,802,414	\$ 118,129,982	1%	0.4%
NS	\$ 322,536,065	\$ 263,749,757	\$ 272,690,091	\$ 253,067,336	\$ 269,153,588	\$ 262,203,137	\$ 288,809,521	2%	-1.8%
NT	\$ 5,835,985	\$ 5,362,336	\$ 5,374,109	\$ 6,247,411	\$ 5,131,500	\$ 5,511,484	\$ 5,335,817	0%	-1.5%
NU	\$ 3,397,310	\$ 2,131,006	\$ 2,323,886	\$ 2,636,029	\$ 2,731,635	\$ 1,906,478	\$ 2,155,637	0%	-7.3%
ON	\$ 7,148,240,980	\$ 7,024,082,419	\$ 7,031,809,069	\$ 7,191,503,149	\$ 7,704,717,611	\$ 7,811,341,160	\$ 7,792,425,261	47%	1.4%
PE	\$ 49,334,856	\$ 47,572,762	\$ 44,428,254	\$ 44,231,600	\$ 50,683,586	\$ 49,059,368	\$ 49,967,058	0%	0.2%
QC	\$ 1,673,838,447	\$ 1,933,084,088	\$ 1,955,290,186	\$ 2,164,866,783	\$ 2,207,522,404	\$ 2,634,360,476	\$ 2,767,856,441	17%	8.7%
SK	\$ 365,460,327	\$ 375,220,575	\$ 399,556,351	\$ 423,170,188	\$ 441,743,865	\$ 504,201,972	\$ 385,792,982	2%	0.9%
YT	\$ 4,487,896	\$ 4,914,007	\$ 5,029,756	\$ 4,696,366	\$ 4,295,256	\$ 4,467,702	\$ 4,518,494	0%	0.1%
International	\$ 2,317,448	\$ 1,760,122	\$ 2,028,553	\$ 6,535,708	\$ 1,887,746	\$ 2,925,660	\$ 31,615,107	0%	54.6%
Reported Revenue Total	\$ 14,533,734,207	\$ 14,714,525,632	\$ 14,770,111,789	\$ 15,335,664,876	\$ 16,184,263,160	\$ 16,728,574,015	\$ 16,590,330,678	100%	2.2%

Percent of Families that Claimed Donations by Province, by Year

See Data Source 5

	2010	2011	2012	2013	2014	2015	2016
AB	37%	37%	36%	35%	34%	34%	33%
BC	34%	33%	32%	32%	31%	31%	30%
MB	41%	41%	40%	40%	39%	39%	37%
NB	34%	33%	32%	32%	31%	31%	30%
NL	35%	35%	34%	33%	33%	32%	31%
NS	35%	35%	34%	33%	32%	31%	30%
NT	25%	24%	24%	22%	21%	20%	20%
NU	16%	15%	15%	14%	14%	13%	12%
ON	39%	38%	37%	36%	35%	35%	34%
PE	41%	40%	39%	39%	38%	37%	35%
QC	33%	32%	32%	31%	30%	30%	29%
SK	40%	39%	38%	37%	36%	35%	34%
YT	30%	30%	29%	28%	27%	26%	25%
Canada	36%	36%	35%	34%	33%	33%	32%

Total Claimed Donations by Province, by Year

See Data Source 5

	2010	2011	2012	2013	2014	2015	2016	Percent of Total (2016)
AB	\$ 1,527,032,992	\$ 1,512,623,389	\$ 1,432,594,700	\$ 1,578,019,189	\$ 1,620,779,686	\$ 1,670,256,303	\$ 1,500,553,070	16%
BC	\$ 1,377,261,404	\$ 1,379,072,936	\$ 1,311,239,351	\$ 1,384,955,728	\$ 1,497,479,139	\$ 1,532,393,893	\$ 1,529,778,240	16%
MB	\$ 407,539,578	\$ 398,382,927	\$ 389,100,753	\$ 418,813,036	\$ 431,811,520	\$ 452,205,264	\$ 436,648,840	5%
NB	\$ 159,822,173	\$ 154,766,612	\$ 147,367,819	\$ 156,153,062	\$ 175,877,216	\$ 157,090,682	\$ 173,260,970	2%
NL	\$ 90,006,692	\$ 91,475,449	\$ 83,613,762	\$ 86,649,511	\$ 86,457,175	\$ 87,551,508	\$ 83,848,340	1%
NS	\$ 190,564,358	\$ 187,731,015	\$ 179,466,168	\$ 186,709,793	\$ 195,080,927	\$ 188,116,262	\$ 188,137,620	2%
NT	\$ 6,775,988	\$ 6,277,379	\$ 6,288,535	\$ 6,023,772	\$ 6,206,460	\$ 6,378,153	\$ 6,273,700	0%
NU	\$ 2,901,610	\$ 2,881,550	\$ 2,822,159	\$ 2,789,872	\$ 2,819,239	\$ 2,885,606	\$ 2,688,810	0%
ON	\$ 4,057,997,783	\$ 4,041,559,455	\$ 3,923,737,250	\$ 4,050,977,655	\$ 4,134,705,777	\$ 4,218,010,865	\$ 4,119,693,470	44%
PE	\$ 32,738,024	\$ 31,817,896	\$ 31,161,812	\$ 33,681,774	\$ 34,294,053	\$ 34,387,545	\$ 32,304,340	0%
QC	\$ 892,023,434	\$ 866,132,559	\$ 895,922,860	\$ 923,182,908	\$ 882,973,874	\$ 899,974,623	\$ 952,701,840	10%
SK	\$ 306,882,869	\$ 316,336,905	\$ 307,362,849	\$ 314,135,134	\$ 324,824,418	\$ 333,917,518	\$ 312,423,240	3%
YT	\$ 5,983,631	\$ 6,189,341	\$ 6,324,256	\$ 6,443,336	\$ 6,522,548	\$ 6,516,025	\$ 6,907,000	0%
Canada	\$ 9,057,530,503	\$ 8,995,247,363	\$ 8,717,002,243	\$ 9,148,534,750	\$ 9,399,831,992	\$ 9,589,684,215	\$ 9,345,219,440	100%

2016 Percent of Families That Claimed Donations by Province, by Family Type

See Data Source 5

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total
AB	44%	41%	19%	20%	33%
BC	42%	38%	19%	19%	30%
MB	49%	50%	19%	25%	37%
NB	39%	42%	15%	18%	30%
NL	40%	43%	14%	18%	31%
NS	39%	42%	15%	20%	30%
NT	27%	32%	9%	12%	20%
NU	13%	23%	6%	11%	12%
ON	45%	42%	22%	22%	34%
PE	46%	49%	19%	23%	35%
QC	40%	39%	19%	19%	29%
SK	44%	47%	15%	22%	34%
YT	37%	37%	14%	16%	25%
Canada	43%	41%	20%	20%	32%

2016 Total Amount of Claimed Donations by Province, by Family Type

See Data Source 5

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total	Percent of Total (2016)
AB	\$ 636,958,790	\$ 586,194,200	\$ 46,183,930	\$ 231,216,150	\$ 1,500,553,088	16%
BC	\$ 587,725,900	\$ 616,282,080	\$ 47,684,700	\$ 278,085,560	\$ 1,529,778,176	16%
MB	\$ 177,290,870	\$ 171,340,890	\$ 12,497,440	\$ 75,519,640	\$ 436,648,832	5%
NB	\$ 60,546,770	\$ 74,506,790	\$ 5,044,000	\$ 33,163,410	\$ 173,260,976	2%
NL	\$ 25,607,110	\$ 40,060,420	\$ 3,048,480	\$ 15,132,330	\$ 83,848,336	1%
NS	\$ 50,796,990	\$ 83,329,550	\$ 5,758,270	\$ 48,252,810	\$ 188,137,616	2%
NT	\$ 2,777,010	\$ 2,225,460	\$ 265,080	\$ 1,006,150	\$ 6,273,700	0%
NU	\$ 1,243,390	\$ 640,830	\$ 214,070	\$ 590,520	\$ 2,688,810	0%
ON	\$ 1,680,870,220	\$ 1,451,799,610	\$ 153,385,330	\$ 833,638,310	\$ 4,119,693,568	44%
PE	\$ 9,226,680	\$ 14,320,890	\$ 902,520	\$ 7,854,250	\$ 32,304,340	0%
QC	\$ 345,877,680	\$ 356,597,990	\$ 36,187,330	\$ 214,038,840	\$ 952,701,824	10%
SK	\$ 110,446,780	\$ 125,566,650	\$ 8,683,530	\$ 67,726,280	\$ 312,423,232	3%
YT	\$ 2,213,860	\$ 2,833,730	\$ 339,650	\$ 1,519,760	\$ 6,907,000	0%
Canada	\$ 3,691,582,050	\$ 3,525,699,090	\$ 320,194,300	\$ 1,807,744,000	\$ 9,345,219,584	100%
Percent of Total	40%	38%	3%	19%	100%	

2016 Average Claimed Donation Amount by Province, by Family Type

See Data Source 5

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total
AB	\$ 2,752	\$ 3,081	\$ 1,638	\$ 1,818	\$ 2,600
BC	\$ 2,540	\$ 2,651	\$ 1,506	\$ 1,716	\$ 2,326
MB	\$ 2,295	\$ 2,433	\$ 1,133	\$ 1,486	\$ 2,084
NB	\$ 1,849	\$ 1,712	\$ 974	\$ 1,353	\$ 1,635
NL	\$ 1,023	\$ 1,290	\$ 852	\$ 1,014	\$ 1,124
NS	\$ 1,301	\$ 1,615	\$ 821	\$ 1,415	\$ 1,428
NT	\$ 1,928	\$ 1,987	\$ 1,153	\$ 1,143	\$ 1,709
NU	\$ 2,038	\$ 2,136	\$ 1,427	\$ 1,737	\$ 1,921
ON	\$ 2,127	\$ 2,265	\$ 1,250	\$ 1,732	\$ 2,024
PE	\$ 1,192	\$ 1,570	\$ 752	\$ 1,403	\$ 1,365
QC	\$ 924	\$ 902	\$ 616	\$ 681	\$ 834
SK	\$ 1,881	\$ 2,124	\$ 1,125	\$ 1,781	\$ 1,910
YT	\$ 1,537	\$ 1,805	\$ 1,306	\$ 1,236	\$ 1,535
Canada	\$ 1,973	\$ 2,042	\$ 1,153	\$ 1,441	\$ 1,821

2016 Percent of Families That Claimed Donations by Province, by Family Income Band

See Data Source 5

	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 \$149,999	\$150,000 or more	Total
AB	2%	13%	26%	34%	38%	45%	62%	36%
BC	2%	14%	28%	37%	42%	49%	62%	33%
MB	3%	20%	37%	47%	52%	60%	74%	41%
NB	2%	14%	32%	40%	44%	51%	63%	33%
NL	2%	15%	34%	40%	43%	45%	55%	34%
NS	2%	16%	31%	39%	43%	50%	64%	34%
NT	0%	4%	10%	16%	23%	26%	43%	23%
NU	0%	3%	6%	10%	12%	17%	31%	15%
ON	2%	14%	30%	41%	46%	54%	69%	38%
PE	3%	19%	36%	44%	50%	59%	72%	40%
QC	3%	15%	28%	36%	40%	49%	68%	32%
SK	2%	16%	31%	39%	44%	50%	65%	38%
YT	1%	8%	19%	26%	32%	39%	52%	29%
Canada	2%	15%	29%	38%	43%	51%	66%	35%

2016 Total Amount of Claimed Donations by Province, by Family Income Band

See Data Source 5

	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 \$149,999	\$150,000 or more	Total
AB	\$ 4,429,750	\$ 41,453,890	\$ 87,041,960	\$ 114,946,860	\$ 122,199,420	\$ 260,934,130	\$ 869,547,060	\$ 1,500,553,088
BC	\$ 8,142,740	\$ 59,960,840	\$ 119,520,400	\$ 147,221,490	\$ 146,121,010	\$ 294,598,310	\$ 754,213,440	\$ 1,529,778,176
MB	\$ 1,893,070	\$ 23,777,090	\$ 43,870,430	\$ 51,804,480	\$ 49,185,670	\$ 86,838,540	\$ 179,279,560	\$ 436,648,832
NB	\$ 573,590	\$ 11,384,900	\$ 21,726,250	\$ 24,316,410	\$ 19,986,330	\$ 32,883,410	\$ 62,390,080	\$ 173,260,960
NL	\$ 315,710	\$ 7,929,040	\$ 12,225,390	\$ 11,661,100	\$ 9,615,290	\$ 16,063,600	\$ 26,038,230	\$ 83,848,360
NS	\$ 855,280	\$ 12,750,760	\$ 22,836,850	\$ 24,627,090	\$ 21,108,500	\$ 34,586,940	\$ 71,372,190	\$ 188,137,616
NT	\$ -	\$ 91,870	\$ 249,960	\$ 345,120	\$ 438,960	\$ 1,218,160	\$ 3,921,450	\$ 6,265,520
NU	\$ -	\$ 47,490	\$ 63,080	\$ 151,590	\$ 217,930	\$ 611,690	\$ 1,594,680	\$ 2,686,460
ON	\$ 13,742,980	\$ 142,263,910	\$ 303,462,320	\$ 368,167,430	\$ 362,691,440	\$ 721,067,690	\$ 2,208,297,710	\$ 4,119,693,312
PE	\$ 242,420	\$ 2,618,030	\$ 4,518,610	\$ 4,518,880	\$ 4,083,280	\$ 6,863,990	\$ 9,459,130	\$ 32,304,340
QC	\$ 7,886,770	\$ 54,183,910	\$ 90,566,410	\$ 88,453,560	\$ 77,946,600	\$ 150,100,340	\$ 483,564,260	\$ 952,701,888
SK	\$ 1,339,330	\$ 15,811,080	\$ 29,805,160	\$ 35,738,060	\$ 34,638,580	\$ 67,054,950	\$ 128,036,090	\$ 312,423,232
YT	\$ 28,470	\$ 241,270	\$ 488,420	\$ 762,200	\$ 885,090	\$ 1,674,020	\$ 2,827,530	\$ 6,907,000
Canada	\$ 39,460,640	\$ 372,514,080	\$ 736,375,240	\$ 872,714,250	\$ 849,118,080	\$ 1,674,495,770	\$ 4,800,541,380	\$ 9,345,219,584

2016 Average Claimed Donation Amount, by Province, by Family Income Band
See Data Source 5

	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 \$149,999	\$150,000 or more	Total
AB	\$ 900	\$ \$1,003	\$ 1,331	\$ 1,616	\$ 1,822	\$ 1,967	\$ 4,469	\$ 2,600
BC	\$ 979	\$ 965	\$ 1,240	\$ 1,515	\$ 1,706	\$ 1,933	\$ 4,850	\$ 2,326
MB	\$ 770	\$ 1,030	\$ 1,302	\$ 1,573	\$ 1,702	\$ 1,841	\$ 4,345	\$ 2,084
NB	\$ 591	\$ 907	\$ 1,128	\$ 1,325	\$ 1,361	\$ 1,438	\$ 3,606	\$ 1,635
NL	\$ 544	\$ 843	\$ 991	\$ 1,057	\$ 1,042	\$ 1,051	\$ 1,558	\$ 1,124
NS	\$ 574	\$ 792	\$ 989	\$ 1,151	\$ 1,212	\$ 1,221	\$ 2,983	\$ 1,428
NT	\$ n/a	\$ 835	\$ 1,316	\$ 1,327	\$ 1,291	\$ 1,450	\$ 2,042	\$ 1,712
NU	\$ n/a	\$ 792	\$ 701	\$ 1,378	\$ 1,816	\$ 1,912	\$ 2,311	\$ 1,933
ON	\$ 752	\$ 838	\$ 1,073	\$ 1,277	\$ 1,400	\$ 1,559	\$ 3,985	\$ 2,024
PE	\$ 735	\$ 856	\$ 1,081	\$ 1,186	\$ 1,280	\$ 1,307	\$ 2,470	\$ 1,366
QC	\$ 456	\$ 401	\$ 470	\$ 508	\$ 533	\$ 603	\$ 2,118	\$ 834
SK	\$ 837	\$ 1,024	\$ 1,302	\$ 1,580	\$ 1,695	\$ 1,769	\$ 2,999	\$ 1,910
YT	\$ 949	\$ 894	\$ 1,062	\$ 1,337	\$ 1,526	\$ 1,456	\$ 1,937	\$ 1,528
Canada	\$ 701	\$ 763	\$ 977	\$ 1,176	\$ 1,301	\$ 1,449	\$ 3,743	\$ 1,821

2016 Claimed Donation Information by City

See Data Source 5

	% of Family Types That Claimed (Gave) Donations on Income Return	Average Amount Claimed (Given)	Total Amount Claimed (Given)
St. John's	29%	\$ 1,078	\$ 39,003,370
Charlottetown	36%	\$ 1,415	\$ 23,282,360
Halifax	32%	\$ 1,472	\$ 106,490,570
Cape Breton County	25%	\$ 940	\$ 10,162,700
Moncton	33%	\$ 1,303	\$ 34,665,280
Saint John	32%	\$ 1,624	\$ 36,941,220
Fredericton	38%	\$ 1,964	\$ 20,858,840
Montréal (Island of Montréal)	27%	\$ 1,758	\$ 457,522,970
Québec City Area	35%	\$ 521	\$ 86,448,300
Laval	30%	\$ 604	\$ 34,517,420
Gatineau	28%	\$ 687	\$ 25,898,990
Longueuil-Brossard-Boucherville	33%	\$ 743	\$ 48,157,900
Sherbrooke	28%	\$ 667	\$ 24,333,810
Saguenay	31%	\$ 352	\$ 10,572,950
Trois-Rivières	27%	\$ 424	\$ 12,126,050
Terrebonne/Les Moulins	25%	\$ 402	\$ 7,850,110
Saint-Jean-sur-Richelieu/Le Haut-Richeleu	27%	\$ 451	\$ 7,887,900
Repentigny/L'Assomption	28%	\$ 416	\$ 7,315,970
Châteauguay/Roussillon	29%	\$ 489	\$ 16,664,320
Toronto	30%	\$ 3,128	\$ 1,241,000,640
Ottawa	38%	\$ 1,638	\$ 325,930,260
Mississauga	33%	\$ 1,626	\$ 161,349,970
Brampton	28%	\$ 1,576	\$ 111,700,510
Hamilton	34%	\$ 1,967	\$ 238,413,780
London	36%	\$ 1,677	\$ 146,453,980
Markham	34%	\$ 2,307	\$ 107,911,650
Vaughan	38%	\$ 2,501	\$ 114,523,440
Waterloo Region	37%	\$ 1,898	\$ 145,403,940
Windsor	34%	\$ 1,372	\$ 74,246,450
Richmond Hill	35%	\$ 2,186	\$ 79,215,750
Halton Region	43%	\$ 2,131	\$ 210,398,160
Greater Sudbury	32%	\$ 1,141	\$ 34,741,600
Durham Region	35%	\$ 1,704	\$ 200,918,810
Barrie	29%	\$ 1,522	\$ 46,775,580
Niagara Region	34%	\$ 1,694	\$ 105,138,080

Continued on next page

CONTINUED:
2016 Claimed Donation Information by City
See Data Source 5

	% of Family Types That Claimed (Gave) Donations on Income Return	Average Amount Claimed (Given)	Total Amount Claimed (Given)
Kingston	35%	\$ 1,564	\$ 76,037,070
Guelph/Wellington County	40%	\$ 1,902	\$ 82,374,190
Thunder Bay	34%	\$ 1,093	\$ 26,288,210
Chatham-Kent	38%	\$ 1,650	\$ 45,155,100
Brantford/County of Brant	33%	\$ 1,648	\$ 29,444,400
Peterborough	34%	\$ 1,558	\$ 40,301,480
Winnipeg	38%	\$ 2,020	\$ 327,052,970
Brandon	36%	\$ 1,398	\$ 12,874,760
Saskatoon	36%	\$ 2,201	\$ 130,818,510
Regina	34%	\$ 1,783	\$ 80,133,290
Calgary Region	35%	\$ 2,979	\$ 656,869,240
Greater Edmonton	32%	\$ 2,159	\$ 471,445,820
Red Deer	30%	\$ 2,574	\$ 64,647,870
Lethbridge	34%	\$ 2,746	\$ 39,483,920
Wood Buffalo	26%	\$ 2,611	\$ 44,315,990
Medicine Hat	32%	\$ 2,021	\$ 19,864,920
Vancouver	29%	\$ 3,379	\$ 326,790,300
Surrey	28%	\$ 2,087	\$ 128,050,390
Burnaby	29%	\$ 1,973	\$ 78,788,380
Richmond	29%	\$ 2,436	\$ 65,964,230
Abbotsford-Mission/Fraser Valley	29%	\$ 2,828	\$ 155,457,070
Coquitlam	33%	\$ 1,640	\$ 39,284,260
Kelowna/Central Okanagan	29%	\$ 2,110	\$ 77,074,920
Greater Victoria	35%	\$ 1,975	\$ 122,582,650
Langley	31%	\$ 2,883	\$ 66,808,530
Delta	34%	\$ 1,743	\$ 38,732,140
Kamloops/Thompson-Nicola	28%	\$ 1,590	\$ 35,338,610
Nanaimo Region	30%	\$ 1,482	\$ 48,760,020
Whitehorse	28%	\$ 1,556	\$ 5,957,670
Yellowknife	28%	\$ 1,599	\$ 4,013,980
Iqaluit	13%	\$ 1,715	\$ 1,423,620
Canada	33%	\$ 1,821	\$ 9,345,219,440

2016 CanadaHelps Online Donation Data: How Canadians Give, by Category³

See Data Source 4

Category	Donor Distribution	Donation Amount Distribution	Number of Donations Distribution
Animals	11%	6%	10%
Arts & Culture	10%	7%	7%
Education	25%	20%	19%
Environment	7%	5%	6%
Health	38%	25%	26%
Indigenous Peoples	2%	1%	1%
International	9%	11%	9%
Public Benefit	33%	15%	21%
Religion	17%	32%	21%
Social Services	50%	39%	39%

2016 CanadaHelps Online Donation Data: How Canadians Give - by Donation Type

See Data Source 4

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



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

Phone: 1-877-755-1595 | **Email:** info@canadahelps.org

www.canadahelps.org

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