

THE GIVING REPORT T 2022

Giving at a Crossroads

Generational Trends, Pandemic Uncertainties,
and Unprecedented Strain on Charities



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About CanadaHelps

CanadaHelps is a public foundation advancing philanthropy through technology. For Canadians, it powers CanadaHelps.org, a safe and trusted destination for discovering and supporting any charity in Canada, and UniteforChange.com, where Canadians can learn about causes and easily support the collective work of charities addressing a cause they care about. CanadaHelps also develops affordable fundraising technology used by more than 25,000 charities, and free training and education so that, regardless of size, all charities have the capacity to increase their impact and succeed in the digital age. Since 2000, over 3.4 million people have given more than \$2.1 billion through CanadaHelps.



Contributors

Environics Analytics is a partner on The Giving Report, providing analysis for insights into demographic, financial, psychographic, and behavioural trends in CanadaHelps data.

Imagine Canada has been a partner on The Giving Report since 2018, providing deeper analysis of various data from Canada Revenue Agency & data verification.



Executive Summary

By Marina Glogovac, President and CEO, CanadaHelps

Five years ago I introduced the first edition of The Giving Report, an annual report that provides Canadians, charities, and businesses with critical insights on the role of the charitable sector, its health, and emerging giving trends. Each year, the report engages more Canadians, and I am proud of the coverage received in media, large and small, that helps advance important conversations about the well-being of our country. However, as I introduce our fifth annual report, my concerns for the future of Canadian charities and the resulting strength of our communities is more heightened than ever.

Education and conversation is not enough. For that reason, this year's report is a **call to Canadians of all ages to protect our charitable sector** through greater engagement and financial gifts. I have outlined four key findings, which together, are a clear explanation as to why this call to action is necessary, the challenges ahead, as well as the reasons for optimism.



Key Findings

1

The giving gap continues to widen.

Our last three reports have shed light on what we consider the most concerning trend: the giving gap, a term used to discuss the steady decline in the percentage of Canadians that donate to charities, the increased reliance on a smaller group of aging donors, and the funding shortfalls charities from coast to coast to coast will face when these donors can no longer give. Our updated analysis of tax filer data shows that the percentage of Canadians that give has continued its steady decline, with 19% of 2019 tax filers claiming donations versus 25% in 2006. That's a 6 point drop in under 15 years, with the most acute decline amongst Generation X (40-54 years old) and families in higher income brackets. Participation rate declines span all age groups, and if it were not for the increase in amounts given by those Canadians aged 55 years and older who still give, charities would be experiencing even steeper declines in funding.

2

Across generations, how we think and support charities and causes is different.

Seeking insights to help address the giving gap, we conducted a proprietary research study this year to explore the differences in giving habits, engagement, motivations, and perceptions between generations; this study highlighted major variances in how generations give. While fewer younger Canadians make financial donations, many donate and express their generosity in more than one way, which can include volunteering, fundraising, attending protests, or spreading the word about a charity or cause. While mental health is a top five cause supported across all generations, other top causes supported by younger generations are climate change and racial justice. Older generations prioritize medical research and treatment, senior care, and poverty in Canada.

3

Looking at younger Canadians, there is hope.

When younger Canadians have the means, they donate. While some younger Canadians don't give financially today, they have the intention to give in the future. Looking at both younger Canadians that give today and those that do not, there are high levels of trust in charities. That said, charities need to understand this generation is savvy. They expect digital engagement and look for modern giving vehicles like cryptocurrency donations, and more cost-effective ways to give like donations of securities. The top causes for younger Canadians relate to social justice. To appeal to younger donors, charities need to be aware of these issues and many will need to shape new narratives to better resonate with these Canadians.

About the Sector

Nonprofits represented 8.3% of Canada's GDP in the second quarter of 2021.

Charities employed approximately 10% of the full-time workforce in Canada in 2019.

There are approximately 86,000 registered charities in Canada.

How money is spent in the charitable sector:

1%
on fundraising



9%
on administration



90%
on charitable activities



Most charities are small and:

78%
of charities make less than \$500,000 in revenue a year

90%
employ 10 or fewer full-time staff

58%
are fully run by volunteers



4

We project a decline of 12% in total giving from 2019 to 2021 as a result of pandemic impacts and inflationary concerns, further challenging the ability of charities to meet growing demand.

This concerning outlook is supported by the declining growth seen in online giving since March 2021. Moreover, our research also shows that four out of five Canadians expect inflation and/or the prolonged impacts of the pandemic will negatively impact their financial situation. As a result, one in four Canadians (26%) expect to use or are already using charitable services in 2022, and one in four Canadians (25%) expect to give less in 2022 than they did in 2021. While we see hope that younger Canadians are engaged and will in time give, the need is urgent and all Canadians must step up.

Last year we projected total giving in 2020 fell by 10%. An additional decline of 2% in 2021 may prove catastrophic for many charities.

So where do we go from here?

A Canada without a strong charitable sector is one that is very different than many of us know. It is one where people experiencing homelessness lack access to a safe and healthy refuge; individuals with mental illness experience isolation, unemployment, and even death by suicide without the care they need; people suffer from medical conditions although research could provide a cure; where countless programs championing diversity, equality and inclusion are lost and the health of our communities suffer. My hope is that every Canadian will consider and act on all they can do to make the sector stronger by using their voice and financial means.



M. Glogovac

Marina Glogovac

President & CEO, CanadaHelps



The Giving Gap Between the Generations



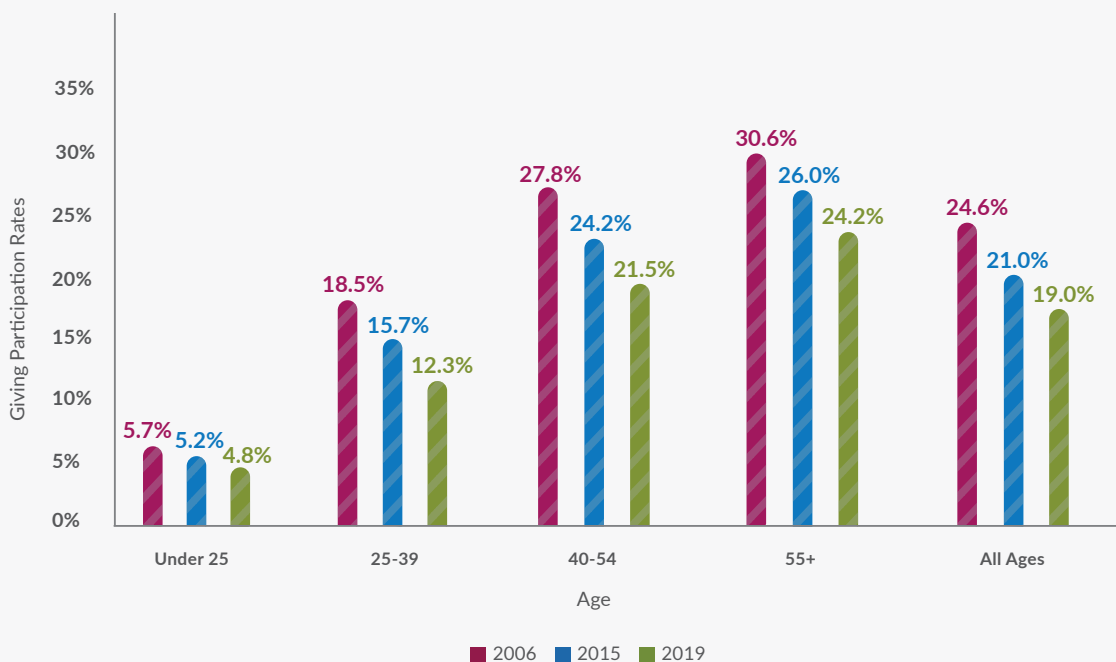
Giving participation rates continue to steadily decline across all age groups

Overall giving participation rates have declined from 25% in 2006 to 19.0% in 2019, representing a sharp 6 point drop since 2006, and representing an additional 2.0% decline since we first reported this in our 2018 Giving Report.

Lower giving participation rates are expected for younger Canadians as they work to complete their education and establish themselves in the work world, and likewise amongst older Canadians who

have retired and transitioned to fixed incomes. What is relevant here is the marked decline over time within each age bracket. What is also noteworthy is that while our concern often focuses on younger Millennials (25-39 years old) who have faced steeper housing and cost of living expenses than previous generations, the most marked decline in giving participation rates is amongst Generation X and above. (See Figure 1)

FIGURE 1
Giving Participation Rates in 2006, 2015, and 2019
Based on Personal Income Tax Filings





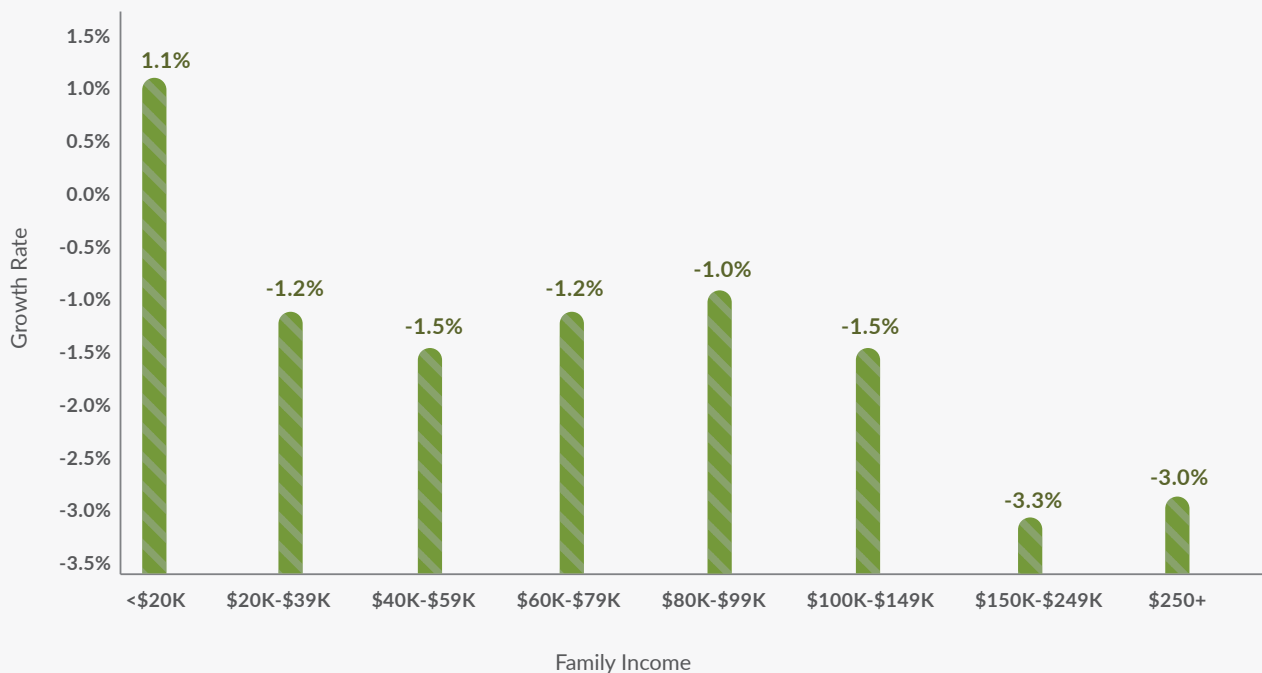
The amount donated is declining 2x faster amongst higher-income families than lower-income families

Of Canadian families that give to charity, the amount given has declined for all but the very lowest income band. More concerning, the decrease in the amount donated each year is steepest amongst families with incomes of \$150K or more. In fact, the annual rate of decline in the amount given is more than double the rate for families in all incomes bands of \$150k and higher than in families in income bands between \$20k and \$99k (-3.0% to -3.3% versus -1.0% to -1.5%). (See Figure 2)

While this is concerning, our analysis did reveal positive signs. The average annual decline in giving in 2006-2019 is significantly less than when we first published this data for 2006-2016 in our 2018 edition of The Giving Report. Between 2016-2019, of Canadian families that give to charity, the average amount donated increased. The increase in average annual donation amounts was led by families with the lowest income (less than \$20k) and the highest income (over \$250k) at 2.8% and 2.7% respectively, while annual growth rates for all other income bands fluctuated between -0.8% and 0.8%.

FIGURE 2
Average Annual Percent Change in Donation Amount by Family Income (2006 through 2019)

Compound Annual Growth Rate Based on Personal Income Tax Filings





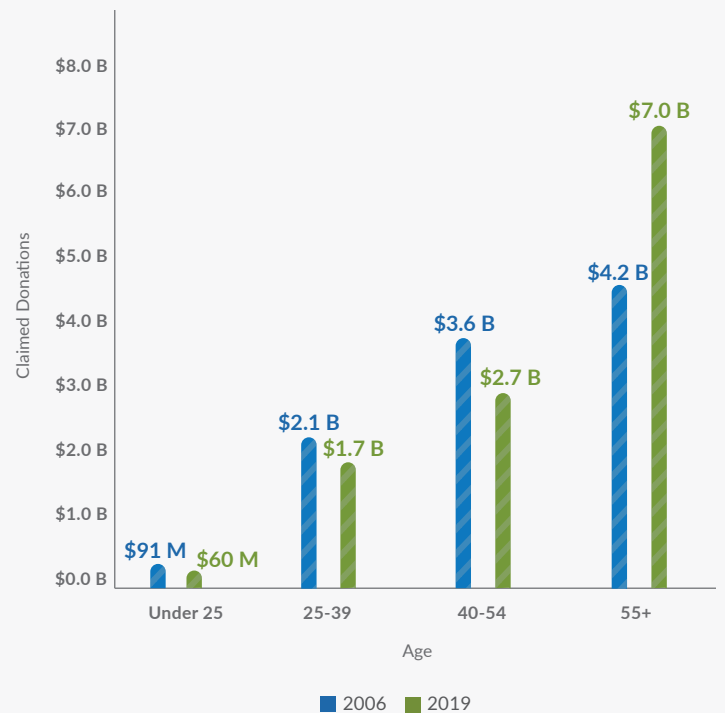
The approaching giving gap has been concealed by larger donations made by a smaller group of older Canadians

While giving participation rates across age and income brackets have been steadily declining, a growing population and a smaller group of older donors (aged 55+) have helped maintain and even grow annual charitable donations through to 2019, the most recent year of reporting data available from Canada Revenue Agency. As illustrated in Figure 3, older Canadians have grown their giving an average of 3.9% each year from 2006 to 2019, while Generation X (40-54 years old), Millennials (25-39 years old) and Generation Z (18-25 years old included in our survey) have decreased the amount they give each year by an average of -3.1%, -1.6% and -2.1% respectively during the same time period.

We refer to this concerning trend as the giving gap where current trends point to a major shortfall in funding for charities when these older donors are no longer able to give.

How do we work to counter the giving gap? It's up to Canadians to take action. It's also important to better understand the giving habits, preferences, motivators, and views of Canadians. We conducted a proprietary research study to better understand this, and in particular to identify the similarities and differences by generation.

FIGURE 3
Claimed Charitable Donations by Age (2006 vs 2019)





Younger Generations Demonstrate Generosity, Savvy, and Trust

News outlets inundate us with stories that focus on generational differences, often portraying younger generations like Generation Z (born between 1997-2012) and Millennials (born between 1981 and 1996) as strikingly different from older generations and, often, in a negative light. The commentary often takes aim at their loyalty, work ethic, reliance on technology, lack of trust in institutions, and more. At times there appears to be a palpable tension displayed towards Baby Boomers (those born between 1946 to 1964) for being out of touch, while Generation X (those born between 1965 to 1980) is omitted from these debates entirely.

In our research, we sought to understand how each generation gives, other ways they try to make a difference, the causes they care about, and how they engage with charities. Our research discovered the following:



They are generous and give in many different ways

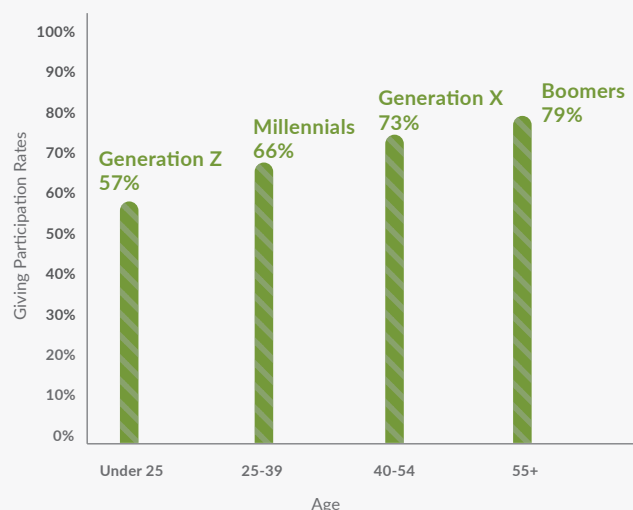
Our research study found 66% of Millennials and 57% of Generation Z reported an act of giving in the last 12 months, such as donating money to charity, donating items or food to charity, or giving directly to someone in need. This supports our giving gap analysis that shows fewer younger Canadians give in comparison to older generations, where 73% of Generation X and 79% of Baby Boomers reported some act of giving in the previous 12 months (See Figure 4).

While Generation Z and Millennials are less likely to give, the rate of giving in these groups is not insignificant, with the majority still giving in some way. The reduced rates, as our survey found, can be explained in part by the extenuating circumstances of younger groups.

When it comes to volunteering their time the generations are more similar, with 30% of Generation Z and 26% of Millennials reporting that they volunteered their time, compared to 29% of Generation X and 36% of Baby Boomers.

(Reference: See Table 1 and Table 2 in appendix)

FIGURE 4
Reported an Act of Giving in the Last 12 Months by Generation





Their financial situation may impact their ability to give

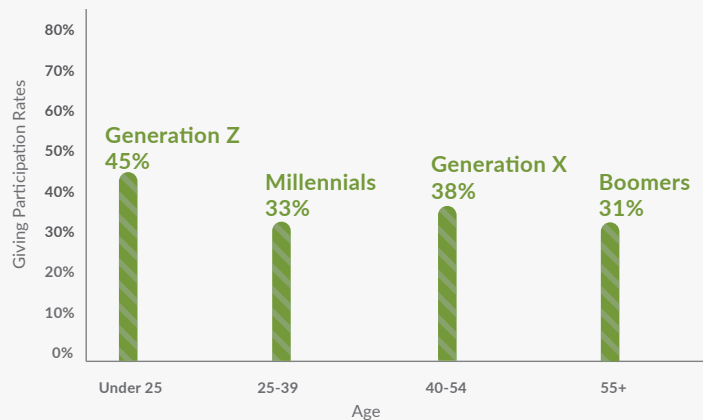
Four out of five people in the Generation Z and Millennial generations claimed that they give when they have the financial means to do so.

Of the Generation Z and Millennials who did not give to charity, 45% of Generation Z and 33% of Millennials said it was because they could not afford to give.

When asked if the average Canadian 30 year-old could afford to give to charity, 42% of Millennials said they could not.

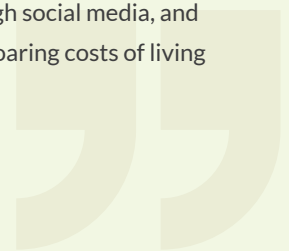
(Reference: See Table 3, Table 4 and Table 5 in appendix)

FIGURE 5
Respondents Who Didn't Give That Said They Couldn't Afford to Give (by generation)



“I think young people can be perceived as entitled, but that’s so far from the truth. They are super passionate about causes that matter to them, particularly when it comes to social justice, inequality, and environmental issues. They are showing up at protests, speaking out through social media, and signing petitions. But let’s face it, they also have significant student loan debt, soaring costs of living and many are working in the gig economy going paycheque to paycheque.”

Jennifer Luedey, Director of Fund Development
Oxfam Canada





Younger generations are savvy and strategic in their giving behaviour and preferences

Among those who give, both Generation Z and Millennials demonstrate how strategic they are with their giving. Both generations are more likely to give securities, such as stocks and bonds, compared to older generations. Donations of securities are one of the most strategic ways to give because donors can receive a larger tax benefit and charities receive a larger donation. Millennials in particular hold a strong affinity for securities donations with 11% having donated securities, making them more than 2x as likely to donate securities than Baby Boomers. Meanwhile, roughly 7% of Generation Z and 6% of Generation X donate securities.

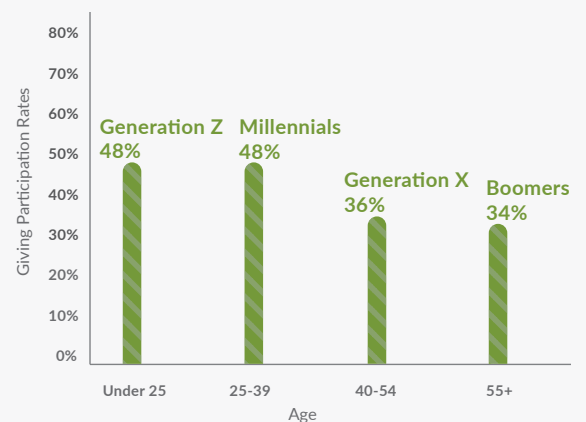
While donations of cryptocurrency, such as Bitcoin, are relatively uncommon, the vast majority of cryptocurrency donations are made by younger Canadians, further demonstrating their savviness. In the last 12 months, 4.5% of Generation Z and 6.1% of Millennials have made donations of cryptocurrency compared to just 0.3% of Generation X and less than 0.1% of Baby Boomers. Similarly, while only 6.5% of Canadians have donated by text message in the last 12 months, 9% of Generation Z and 12.3% Millennials did so.

In addition, almost half of both Generation Z and Millennials are motivated by the ability to claim their charitable donations on their tax returns, compared to a quarter of Baby Boomers and Generation X who are motivated by tax credits. Meanwhile, one-third of Generation Z and Millennials have a preference for giving monthly, which can be easier on their budgets, but also better for charities, compared to one-quarter of Generation X and Baby Boomers.

(Reference: See Table 6, Table 7, and Table 8 in appendix)

FIGURE 6

Does the ability to receive a tax credit for your charitable gifts increase your likelihood to give?





Digital connection with charities is important to all, but especially younger generations

Nearly all Canadians (over 80%) agreed that charities need to keep pace with digital trends and technologies to effectively carry out their missions, with 87% of Generation Z agreeing with this statement.

Meanwhile, when considering engaging or supporting a charity, the ability to learn about the charity online was very important to 56% of Generation Z, 51% of Millennials and Generation X, and only 41% of Baby Boomers. Digital matters to all Canadians, but especially Generation Z.

(Reference: See Table 3 and Table 9 in appendix)



Younger generations have a higher degree of trust in charities

Generation Z and Millennials were more likely to report that they trust charities than older generations, with 71% of Generation Z and 66% of Millennials saying that they strongly agree that they trust charities and their services. Fewer Baby Boomers and Generation X trust charities, at 63% and 64% respectively.

What's more interesting, of those who do not give to charities, only approximately 1 in 10 in the younger generations said lack of trust was the reason they do not donate, but twice as many Generation Xers and Baby Boomers claimed it was trust that stopped them from giving.

Furthermore, Generation Z (12%) and Millennials (19%) are less likely to believe that charities will not use donations effectively when compared to Baby Boomers and Generation X where 30% believe the money will not be used well.

(Reference: See Table 3 and Table 4 in appendix)





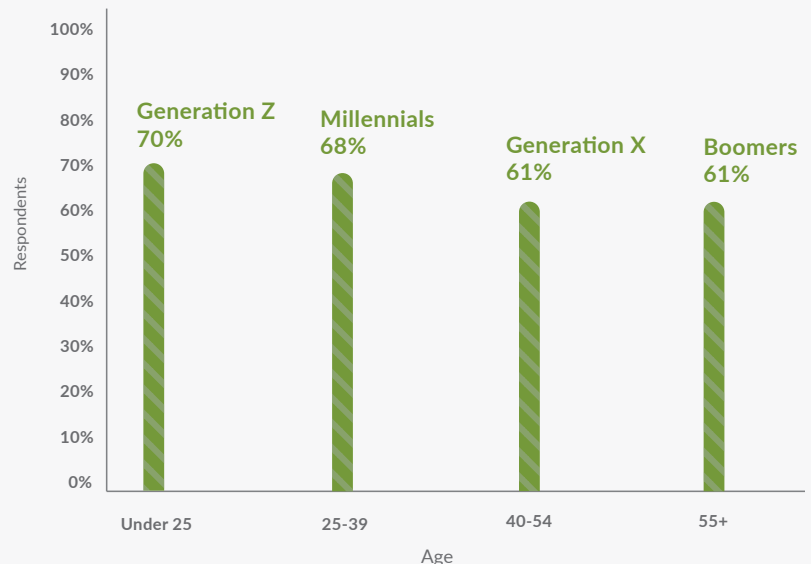
The vast majority of younger Canadians hold other positive beliefs about charities

While the majority of Canadians from each generation held generally positive beliefs about charities, more Generation Z and Millennials strongly agreed with the following statements.

Over 80% of both Generation Z and Millennials agreed that charities provide value through practical solutions that help solve the most pressing societal issues and make Canada a better place. Meanwhile, 70% of Generation Z and 68% of Millennials believe that most charities are dynamic and innovative organizations that cater to society's current needs.

(Reference: See Table 3 in appendix)

FIGURE 7
Percent of Respondents that Believe Most Charities are Dynamic and Innovative





Beyond Giving: Generational Approaches to Creating Change and Making a Difference

Every generation showed strong agreement with the statement “I have a role to play in making a change in the world.” More than 80% of people from each generation agreed with that sentiment. The previous section outlined ways each generation makes a difference through financial gifts, but in our research, we discovered many other ways Canadians tried to make a difference.

(Reference: See Table 3 in appendix)



Learning, talking, and sharing causes is important to many

Canadians across all generations say they would learn as much as they can about an issue so they can be an informed supporter, however, this is strongest amongst Generation Z with 58% saying that they would engage in this learning. Almost half of Millennials (48%), Generation X (45%), and Baby Boomers (49%) made the same claim.

Talking about causes is a key action taken to support charities across generations, but was most common among younger Canadians. Sixty percent of Generation Z and 57% of Millennials would talk about the causes most important to them, while 53% of Generation X and 51% of Baby Boomers say they talk about those causes.

Young Canadians were more likely to take their causes to social media, with more than 42% of Generation Z and Millennials sharing or promoting causes important to them on social media, compared to 37% of Generation X, and only 24% of Baby Boomers.

(Reference: See Table 10 in appendix)

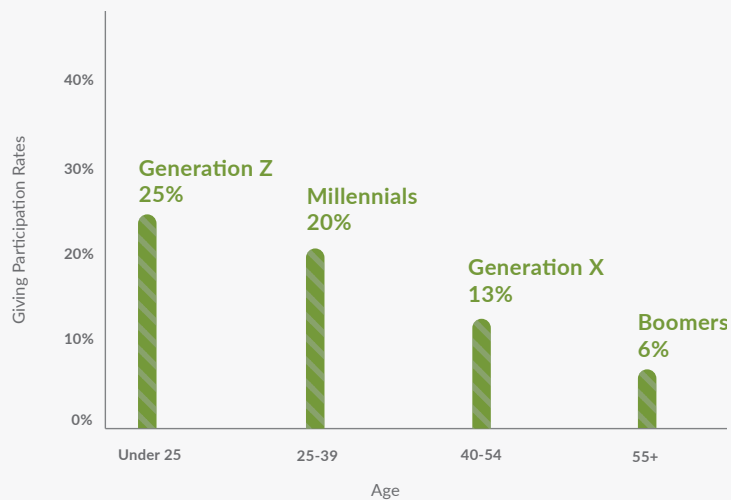


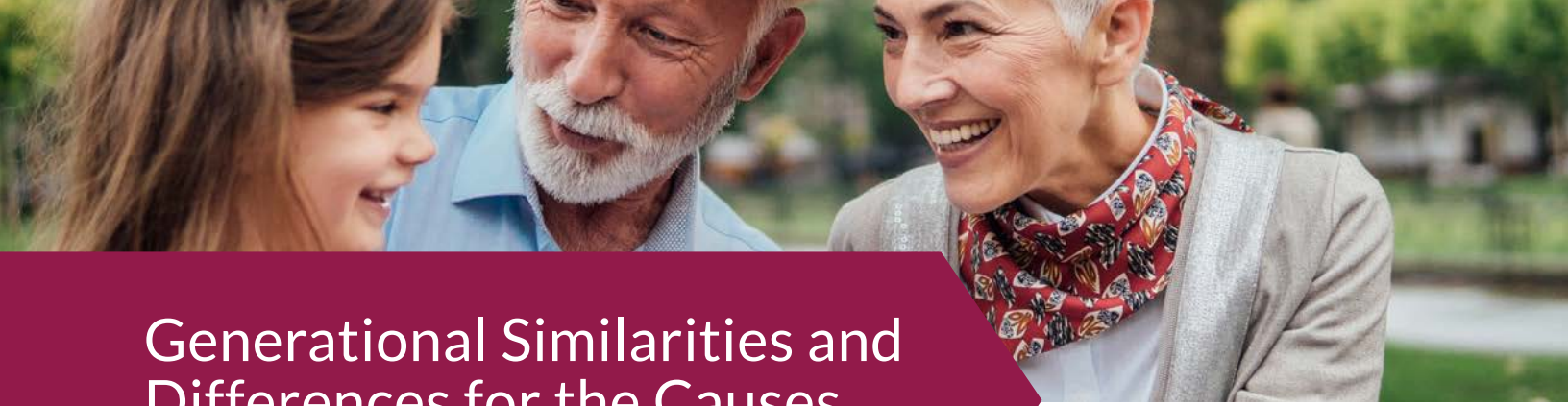
Younger Canadians are more likely to take their cause to the streets

Both Generation Z and Millennials were more likely to show their support through protest and in-person events, with 25% of Generation Z and 20% of Millennials saying they would do so. Meanwhile, 13% of Generation X and 6% of Baby Boomers said that's how they'd support their cause.

(Reference: See Table 10 in appendix)

FIGURE 8
Percent of Respondents that Show Support through Protest and In-person Events





Generational Similarities and Differences for the Causes Canadians Care About

When asked to select the causes they care most about, we saw some marked differences (and a couple of similarities) in the causes that each generation cared about.



Mental Health is the #2 cause overall, important to all generations

Across every generation, Mental Health Support and Research was selected by at least one-third of all respondents, with 40% of Millennials, 38% of Generation Z and Generation X, and 34% of Baby Boomers selecting it as a top five choice.

(Reference: See Table 11 in appendix)



Climate Change is the #3 cause overall, and #1 for Generation Z

While Climate Change did not crack the top five for Generation X (it occupies the 6th spot), it had strong support across all generations. Generation Z and Millennials placed it in their #1 and #2 spot respectively, with 44% of Generation Z and 36% of Millennials selecting it as a top cause. Climate Change made the third spot with 35% of Baby Boomers claiming it as a top cause. And even in the 6th place for Generation X, still, 27% claimed it as a top cause.

(Reference: See Table 11 in appendix)



Supporting social justice and marginalized communities is more pressing for younger generations

Almost across the board, younger generations were more likely to report that Racial Inequality and Supporting Other Marginalized Groups were more important causes to them compared to the responses of older generations. Nearly 30% of Generation Z and 17% of Millennials put this cause in their top five, compared to 11% of Generation X and 9% of Baby Boomers.

Generation Z was more likely at 18% to select LGBTQ+ Communities as important, more than any other generation, with 10% of Millennials also selecting it, followed by 7% of Generation X, and only 4% Baby Boomers.

(Reference: See Table 11 in appendix)



Senior Care and Advocacy matter more to older generations

Perhaps not surprisingly, Generation X (29%) and Baby Boomers (50%) both named Senior Care and Advocacy as a top 5 cause, likely because Baby Boomers are near the age where they themselves might need those services, and Generation X is likely to take on a caregiver role. Meanwhile, only 10% of Generation Z and 16% of Millennials selected it as a top 5 cause.

(Reference: See Table 11 in appendix)



Support for Medical Research differs among generations, but is first overall

Older generations are far more likely to name Medical Research as a top cause, with 54% of Baby Boomers and 39% of Generation X selecting it. But even among younger Canadians, many name it as a top cause, with 21% of Generation Z and 28% of Millennials. Taken together, it was the most mentioned when looking at all Canadians, with 38% claiming it as a top cause – higher than any other single cause we asked about.

(Reference: See Table 11 in appendix)



Differences and Similarities Along Gender Lines

In our research, we found additional interesting facts, marked differences, and some similarities along gender lines.



Men and Women’s Shared Causes

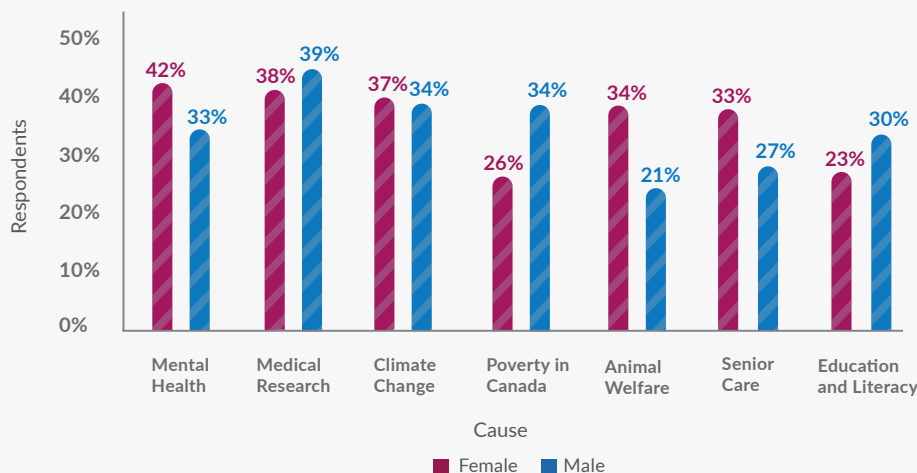
Among the shared “most important causes” for men and women, Medical Research made it the top 5 of both groups, with almost equal numbers (39% and 38%) claiming it as an important cause. For men, Medical Research was selected most often while for women, Mental Health was selected more frequently with 42% of women claiming it as an important cause. Mental Health made it to the fourth position for men with one-third selecting it as an important cause.

Finally, Climate Change was also claimed as important by both men and women with 34% of men and 37% of women selecting it as a top cause.

NOTE: Our survey did include a small number, approximately 0.6%, of respondents who identified as non-binary. With their numbers being so much smaller than those who identified as male and female, we are not including their responses here.

(Reference: See Table 11 in appendix)

FIGURE 9
Top Causes: Percent of Respondents who Selected Cause Within Their Top 5





Where did men and women diverge?

Poverty in Canada was in the number two spot for men, with 34% feeling it was an important cause, while only 26% of women felt the same way. Meanwhile, both animal welfare and senior care had approximately one-third of women claiming it as important while fewer men (21% and 27%) claiming it was important.

Other notable differences include women being twice as likely to claim that causes related to women and girls' health or advancement were important (29% of women vs. 12% of men) and twice as many women named gender-based or domestic violence as an important cause (18% vs. 9%).

(Reference: See Table 11 in appendix)





Case Study: Shifting to Meet the Needs of Younger Canadians

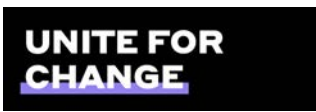
The giving gap is not new. Likewise, the need to engage and cultivate tomorrow’s future donors has been a topic of discussion for years. Understanding and evolving to meet the preferences and expectations of younger Canadians is not simple. At CanadaHelps, our approach is to listen, experiment, and evolve. The launch of Cause Funds in November 2019, followed by the launch of UniteforChange.com in November 2021, serves as a case study to demonstrate how to approach a challenge in this way.



Listen

Following a decade of listening by tracking giving data, reading mainstream news stories on trends of younger people, and participating in charitable sector sessions engaging younger donors, CanadaHelps led more formal and informal research starting in 2018. Three key learnings about younger Canadians emerged:

- They are passionate about causes, but less interested in any one organization serving that cause.
- Addressing injustice impacting racialized or marginalized groups tops their list of priorities.
- They are digital experts, expecting information at their fingertips and the ability to engage with and easily support their favourite causes online.





Experiment

The idea for Cause Funds, a new and innovative giving vehicle from CanadaHelps, emerged from our key learnings. In the fall of 2019, we launched our first Cause Fund which focused on the environment. By grouping charities together, Cause Funds enable donors to fuel the collective work of many charities working towards the same cause — protecting the environment in this case — and we then responded to donor interest by adding new funds. Funds range from supporting work in local communities, COVID-19 relief here in Canada and internationally, food justice and health-related causes, social justice funds including the Indigenous Peoples Solidarity Fund, Anti-Racism Fund, LGBTQ+ Pride Fund, and more.

Today, we have 35 Cause Funds and have raised more than \$9.7 million for more than 6,300 charities across Canada leading initiatives in support of their respective causes. Most importantly, we have learned some of the following lessons:

Through analysis in partnership with Environics Analytics, we know that younger, urban, and diverse donors, many of which were net new donors, gave in greater numbers to social justice-related Cause Funds, such as the Anti-Racism Fund, Asian Solidarity Fund, and End Hunger Fund.

Donations spike with topical conversations in the news. Most recently, this occurred following the discovery of unmarked Indigenous residential school graves which shocked many Canadians and drove many to give to show their solidarity with Indigenous Peoples.

The convenience and ease of supporting the collective work of charities addressing a specific cause is also attractive to brands and corporations.



Evolve

Equipped with the knowledge that Cause Funds resonated with Canadians of all ages, but were particularly successful in inspiring the generosity of younger Canadians, it was time to evolve. In November 2021, we launched UniteforChange.com, the new home of our Cause Funds. Specifically designed for younger Canadians, UniteforChange.com spotlights the most pressing causes of our day and is developed with compelling imagery, poignant data insights, and concise, skimmable, and highly educational content that younger Canadians expect.

Our listening, experimentation, and evolution is a practical approach that is just getting started. You can follow us and join the UniteforChange.com movement [here](#).





Online Giving Growth, Category Insights, and Trends in Who's Giving



Online giving grew faster in 2021, until a downward trend set in

Canada's charitable sector has been on the same rollercoaster many Canadians and businesses face. The trends that appear in the Online Giving Index (OGI) for 2019 through 2021 mirror some of the trends Canada as a whole has faced during the pandemic. Specifically, we see the trajectory of online giving before the pandemic, the acceleration in the first year of the crisis, and now a downward trend that likely is related to the uncertainty of the future.

Drawing on the vast number of donations processed by CanadaHelps, the OGI provides insights into online donations that are representative of online giving in Canada as a whole. In 2021, 969K Canadians, representing 3% of Canada's adult population, donated \$465 million dollars to more than 32,253 charities through CanadaHelps.

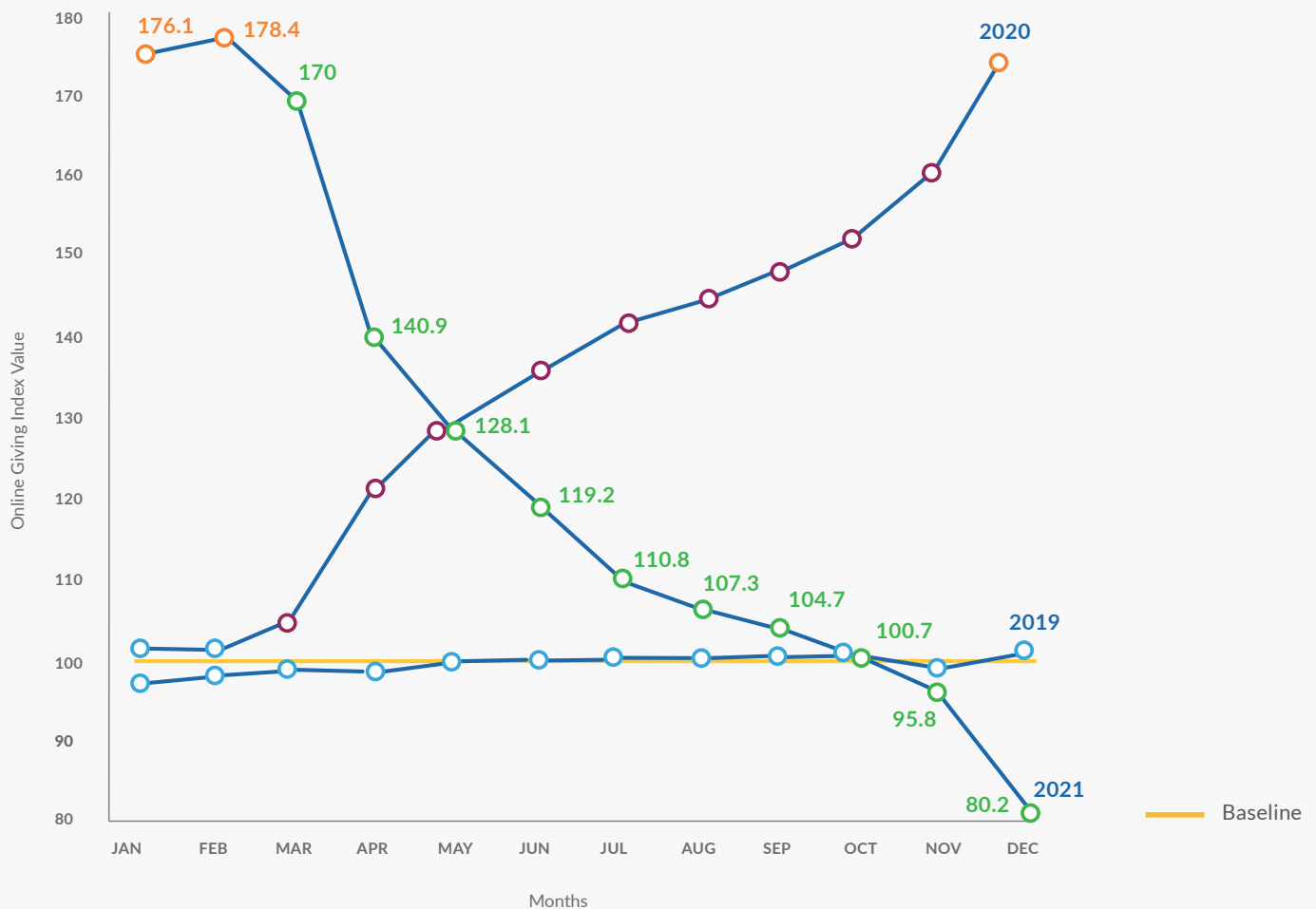
About the Online Giving Index

An OGI of value 100 means that online giving in a 12-month period grew at the same rate as the baseline, which is the 12 months ending in January 2018.

An OGI value above 100 means that a period grew at a higher rate than the base period of January 2018.

An OGI value below 100 means slower growth. This was still growth, but it decelerated.

FIGURE 10
Online Giving Index (2019-2021)



Pre-pandemic

Even as news spread in January and February 2020 of the COVID-19 virus' global impacts, growth in online giving continued at expected levels with the OGI in February 2020 hitting 102.4.

Early Pandemic

In March 2020, when Prime Minister Trudeau announced travel restrictions and Canadian provinces declared states of emergency, online giving accelerated. The OGI reached 105.9 in March 2020, 121.6 in April 2020, and continued to rise each month from May through November 2020 in response to pandemic needs, and social justice and racial injustice issues.

Peak

Growth in pandemic giving peaked between December 2020 and February 2021. December 2020 showed strong growth and had the highest increase in OGI (an increase of 14 from the month prior) since

the increase seen in April 2020 (an increase of 16 compared to the prior month). The OGI then peaked in February 2021 at a record of 179. This acceleration in growth occurred in step with the overall worsening of COVID-19, with active cases and death tolls reaching the highest levels in December 2020, and prior to widespread mass vaccination efforts in Canada. At the same time, several provinces reinstated emergency measures and the Canadian government extended restrictions on non-essential travel to the US.

Prolonged pandemic

While the amount of giving grew throughout 2021, the rate of growth started to significantly decelerate in March 2021. The overall OGI declined by 98 points over the next 10 months, from its peak of 178 in February 2021, to 80 in December 2021. December 2021's OGI value of 80 represented the first decline in giving since the OGI was developed. It means that 2021 calendar year had less giving than the 2020 calendar year.



Explaining the rapidly shifting OGI

Giving is prone to large spikes as individuals respond to major events that cause great need and drive a sense of urgency, which explains the periods of growth observed in the early pandemic and peak periods. As such, the deceleration in the giving growth rate was anticipated in 2021. It is reasonable to conclude that the shifting attention of individuals and media, and the waning perception that COVID-19 needs were still urgent as Canada started moving towards broad reopenings, likely played a role in declining charitable giving. In addition, individuals who faced financial hardship and uncertainty during the pandemic may lack the financial resources to give, whereas those with the financial means may not have had the ability or interest to sustain the steep pace of giving demonstrated in 2020.





Looking forward

2022 is marked by uncertainty and larger issues for the charitable sector. While our collective hope is that the deceleration of growth in online giving will soon reverse, we conclude our report with further data that displays high levels of concern regarding continued pandemic impacts, high levels of inflation, and more. Here, we focus on the three larger issues charities have confronted in the face of a global pandemic:

Rising demand: Since the start of the pandemic, almost half of Canadian charities have experienced a sharp rise in demand as many Canadians have turned to food banks, mental health services, and other charities to get through the pandemic.

Charities are struggling to meet demand: As of spring 2021, organizational capacity has increased to address the rising demand in only 25% of charities, while 40% of charities report that their capacity has not changed and 36% report that their ability to meet demand has decreased compared to the start of the pandemic.

Perilous futures: For some charities, the future still looks uncertain. Five percent of charities reported that they could continue operating for 3 to 6 months, 17% of charities could continue operating for 6 to 12 months, 29% could continue for upwards of 12 months, and only 36% of charities were confident that they could continue operations into the future without concern.

Clearly, there is an urgent need to increase the funding of Canada's charities to support those in need today, and in the future. When we consider the giving gap discussed earlier, increasing giving participation levels as reflected in Canadian tax filer data is key.





Last year's category OGI leaders suffered the greatest declines in 2021, except for Indigenous Peoples charities

In 2020 the four charitable categories that saw the highest increase in OGI were Indigenous Peoples, Social Services, Health, and the Public Benefit category which includes many foundations that disbursed money to charities that support frontline workers, vulnerable Canadians, and healthcare initiatives during the pandemic. Three of these charitable categories, Social Services, Health, and Public Benefit charities saw the greatest decrease in OGI in 2021 as giving shifted back to closely mirror the distribution of giving to charitable categories prior to the pandemic. The Indigenous Peoples category, which had the highest OGI in both December 2019 (119.5) and December 2020 (247.7), was the sole charitable category to have a higher OGI in December 2021 hitting 181.2 (See Figure 11).

Many injustices committed against Indigenous Peoples received increased media attention between 2019 and 2021. These include, but are not limited to, the use of excessive force by the RCMP against the BC pipeline protesters, the disproportionate impact of COVID-19 on Indigenous Peoples, the harassment and vandalism of the commercial fishing operations run by members of the Sipekne'katik First Nation, and the discovery of unmarked graves of Indigenous children on former Indigenous residential school grounds. While the strong Indigenous Peoples category OGI reflects progress as the nation continues its journey of reconciliation, overall giving to the Indigenous Peoples category still accounts for only 3.3% of overall online donations. (See Figure 12)

FIGURE 11
Online Giving Index by Charitable Categories
Charitable Categories - Online Giving Index (Dec 2019-2021)

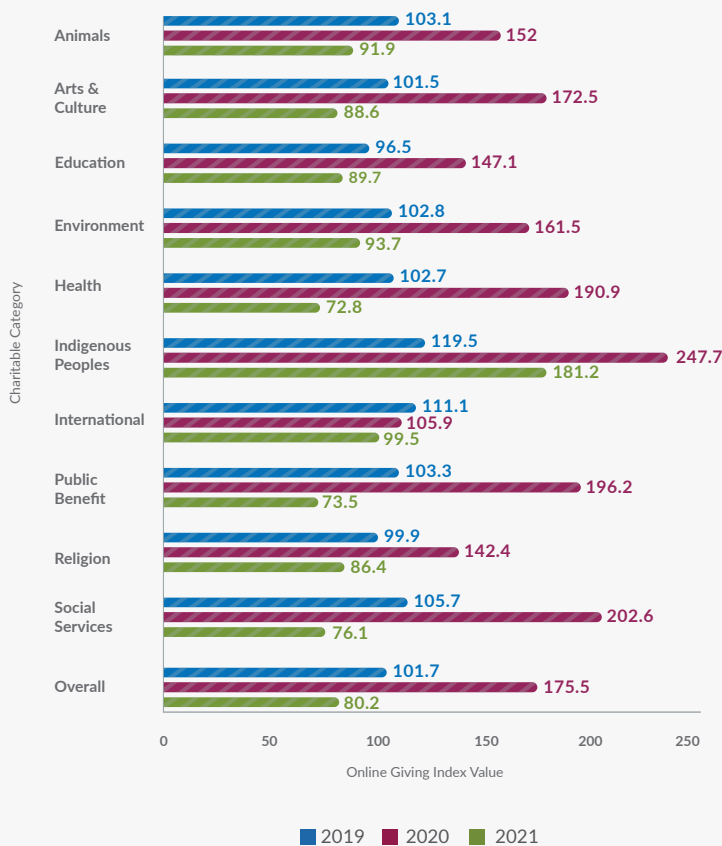
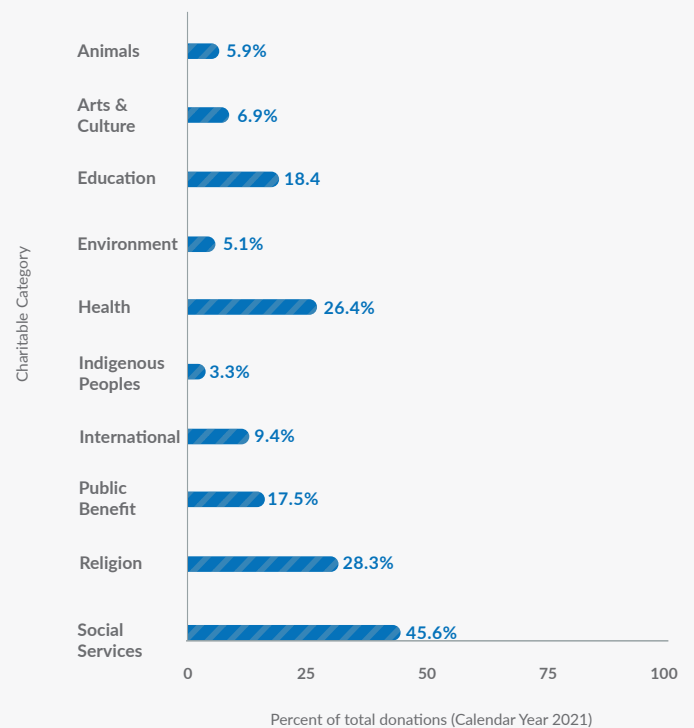


FIGURE 12
Percent of Donations by Charitable Category (2021)





In 2021 we continued to see growth in new donors that are younger, urban, and diverse

Through the generous support of Environics Analytics, we can delve deeper into who gives online. They mapped Canadians who donated using CanadaHelps to the Environics Analytics segmentation groups. Their work found eight key groups: five primary groups and three emerging groups who have a shorter tenure but are more likely to have started their online giving in the last year. A description of each group can be found in Table 12. Together, these groups comprise 58.2% of the total 18+ household population in Canada and 76% of CanadaHelps donors. (See Figure 13)

The primary groups have a longer tenure as online donors and are most likely to give online. Philanthropic Families, Older Rural Families, and Downtown Donors donate at above average donation amounts, meanwhile Philanthropic Families, Maturing in Suburbia, and Downtown Donors have increased their giving even further in 2021 vs. 2020.

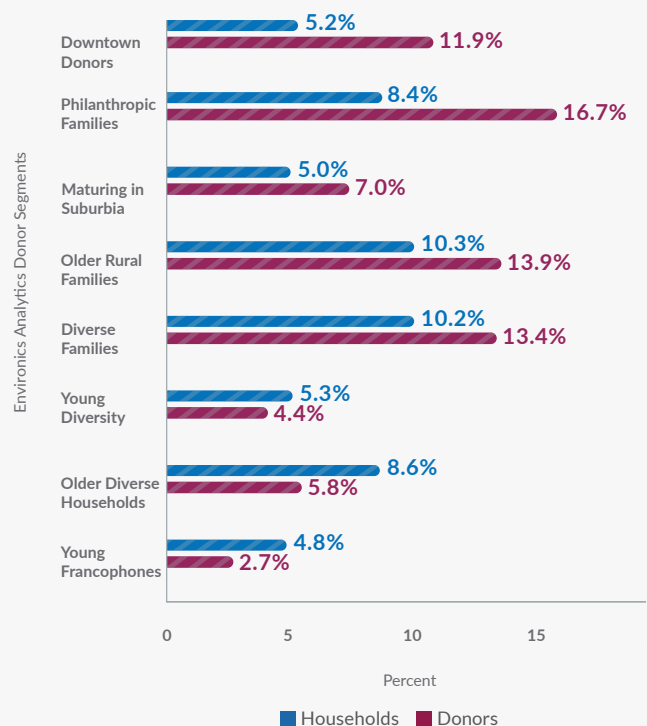
While the emerging groups represent a smaller number of donors, they have grown their numbers faster than the primary groups did in 2021. In 2021, these groups grew their share of new donors between 12% to 40% above the Canadian average.

The emerging groups include Young Diversity, Young Francophones, and Older Diverse Households. Although small in number, Young Diversity and Older Diverse Households give close to, but still shy of, the same amount as some of our primary groups. All three groups showed a propensity to give in response to urgent needs, including social justice causes. They were likely to give to both our COVID-19 Cause Funds as well as our social justice Cause Funds, most notably the Indigenous

Peoples Funds, Asian Solidarity Fund, Anti-Racism Fund, and End Hunger Fund. Beyond urgent needs, these groups each showed a propensity to support different categories of charities. Young Francophones gave at above-average rates to Arts and Culture, Older Diverse Households gave to International and Religious charities, and the Young Diversity group gave to Arts and Culture, International, Religious, and Indigenous charities.

Growth within these emerging groups is exciting as charities work to counter the giving gap. The affinity of these groups to support social justice issues reinforces earlier cause-related findings. Moreover, it suggests the need for charities to better understand and appeal to the interests of emerging donors.

FIGURE 13
Share of Canadian Households and Total Donors by Group





Conclusions: The Pandemic and the Future of Our Sector

By Marina Glogovac, President and CEO, CanadaHelps

2022 is a year in which charities and Canadians of all ages need to dig deep.

We've been ringing alarm bells about the giving gap for years as we watched the steady decline in giving across generations. Even before the pandemic, we were concerned about the strain charities face to meet service level demands when the smaller number of aging Canadian donors can no longer maintain or increase their giving. The pandemic has made things worse, and though there is reason for optimism, there is also reason for continued concern.

This year's edition of The Giving Report makes it clear that the large majority of Canadians understand the critical role of charities in keeping Canada strong. While there are differences between the generations in terms of how they give and what causes matter the most, by and large, we are a country of caring people that want to make a difference. This year's edition of The Giving Report leaves me more optimistic that charities can effectively engage and ignite the giving power of younger Canadians by taking a listen, experiment, and evolve approach.

That said, my optimism is tempered by the reality that we are living in uncertain times with unprecedented challenges. Having now entered our third year of a global pandemic, with staggering costs of lockdowns and needed public health measures, pressures on Canada's charitable sector are clear. Funding is insufficient to meet the demand for critical charitable services.

For over a decade, growth in online giving outpaced giving through offline methods. However, in March 2021 the rate of growth decelerated, and by November 2021 it had actually declined below the January 2017 baseline. While the final total for charitable giving from Canada Revenue Agency is still not available, the OGI makes it clear that giving is in fact softening. Moreover, we project a dramatic decline of total giving, including both offline and online donations, of 12% during the two-year period from 2019 to 2021. Our projection is grounded in analysis that confirmed a strong correlation between giving data and GDP. See the Projection Methodology in the Data Sources and Notes for more information.

To supplement our projection and to shed light on the struggles and concerns of Canadians, CanadaHelps engaged Ipsos to conduct a poll of 1,000 Canadians in January 2022. Focused on the impact of inflation and the pandemic, the poll highlighted the following findings:

1

Most Canadians are concerned about inflation.

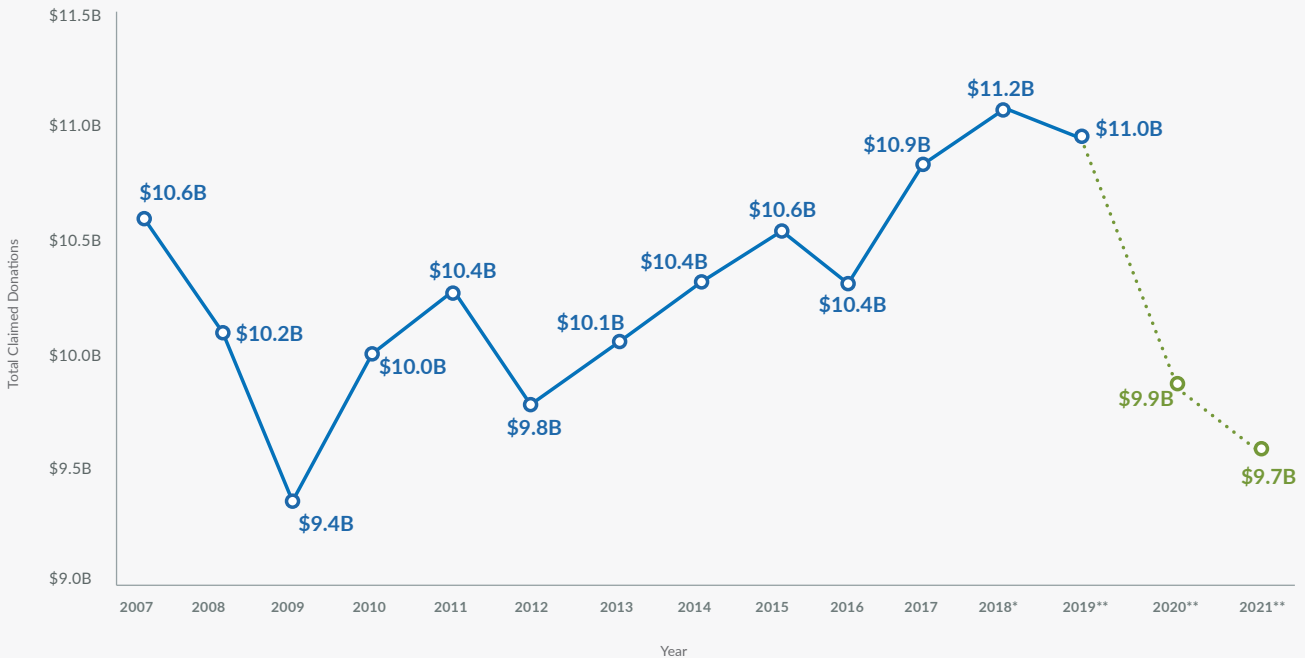
Nearly three quarters (74%) of Canadians are concerned about inflation and 82% expect their financial situation to be negatively impacted in some way. A sizable portion (15%) report that they won't be able to afford basic necessities such as groceries, medicine, gas, etc., and three in ten (29%) say they would need to cut their spending on basic necessities if high inflation continues.

2

Demand for charitable services will increase

One in four Canadians (26%) expect to use or are already using charitable services in 2022, mostly in response to the pandemic and/or high inflation.

FIGURE 14
Total Claimed Donations in Canada with 2020 and 2021 Projections
 In constant 2018 dollars



74%

of Canadians are concerned about inflation

If high inflation continues, access to basic necessities will be impacted for many Canadians:

15%

won't be able to afford basic necessities (i.e., groceries, medicine, gas, etc.)

29%

would need to cut back on basic necessities, if high inflation continues

26%

of Canadians expect to use or are already using charitable services in 2022

Largely due to inflation and pandemic concerns, many Canadians are giving less:

25%

expect to give less in 2022 than in 2021 while only 17% expect to give more

23%

gave less in 2021 than in 2020 while only 16% claimed they gave more

3

Charitable donations were impacted in 2021.

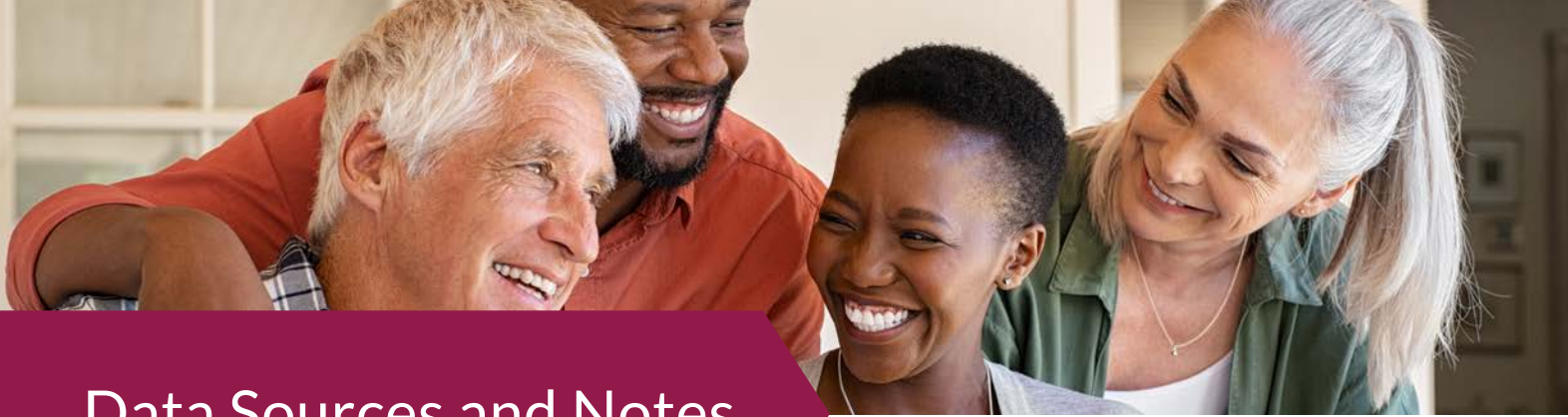
Inflation and the effects of the pandemic negatively impacted Canadians' giving behaviours in 2021. Nearly one-quarter (23%) report donating less to charities in 2021 than they did in 2020, with 10% citing inflation and 10% citing the pandemic as factors that limited their ability to donate in 2021. Conversely, only one in six (16%) claim to have donated more to charity in 2021 than in 2020.

4

Charitable donations will be further impacted in 2022.

Giving will further decline due to inflation and the effects of the pandemic in 2022. One in four (25%) respondents said they plan to give less to charities compared to 2021, with 17% citing the effects of inflation and 12% citing the effects of the pandemic. By comparison, just 15% plan to give more to charities in 2022 than they did in 2021.

Economic uncertainty is challenging and even more so when compounded by isolation and continued concerns of the pandemic. The pandemic however has not been experienced in the same way across the board and has unfortunately dramatically deepened pre-existing inequalities. Economic uncertainty leads to greater need from the most vulnerable in our communities, and 2022 is a year when all Canadians need to dig deep to help charities meet demand. If you are unable to give financially, give with your time, or use your voice to bring visibility to the shortfalls threatening the basic needs of fellow Canadians. And, if you are amongst the one in three Canadians who have accumulated more discretionary income during the pandemic, donate generously. How we all get through this time will shape the Canada of tomorrow.



Data Sources and Notes

Proprietary Generational Research Study

CanadaHelps commissioned Sector3Insights to complete an online survey in September 2021 exploring the similarities and differences in giving habits and motivations; causes of interest and cause engagement preferences; and perceptions of charities and giving between generations. 2,444 Canadians between the ages of 18 and 85 years living in Canada within the past 12 months were invited to complete the survey. 48% of the survey respondents were male, 51% were female, and 1% were non-binary. 330 of the respondents were 18 to 24 years old (Generation Z), 775 of the respondents were 25 to 39 years old (Millennials), 479 were 40 to 54 years old (Generation X), and 860 were 55 to 85 years old (Baby Boomers).

Inflationary and Pandemic Research Study

CanadaHelps commissioned Ipsos to conduct a poll in January 2022 exploring the impacts of inflation and the pandemic on demand for charitable services and giving to Canadian charities. 1,001 Canadians (46% male and 54% female) who were older than 17 years were invited to complete the poll. 17 respondents were in Generation Z, 285 respondents were Millennials, 314 respondents were in Generation X, and 331 respondents were Baby Boomers.

Donations made using CanadaHelps.org, and CanadaHelps fundraising software

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.

Statistics Canada, Centre for Income and Socioeconomic Well-being Statistics Income Statistics Division, T1 Family File, Reference 21038 - 1044784

Postal Code Validation Disclaimer: The geography in T1FF tables is based on an amalgamation of Postal CodeOM which does not always respect official boundaries. Statistics Canada makes no representation or warranty as to, or validation of, the accuracy of any Postal CodeOM data.

Canada Revenue Agency, T3010 Registered Charity Information Return Information as of July 2019

Disclaimer from the Canada Revenue Agency: The information in this document 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.

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 return. 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.

Statistics Canada. Table 36-10-0222-01. Gross domestic product, expenditure-based, provincial and territorial, annual (x 1,000,000)

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

Statistics Canada. Table 14-10-0023-01. Labour force characteristics by industry, annual (x 1,000).

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).

Statistics Canada. Table 11-10-0002-01 Tax filers with charitable donations by sex and age

Statistics Canada. Table 11-10-0047-01 Summary characteristics of Canadian tax filers (preliminary T1 Family File)

Statistics Canada. Table 11-10-0130-01 Summary of charitable donors



Inflation adjustments

With the exception of CanadaHelps' online donation data, all dollar amounts reported from the above sources are expressed in constant 2019 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.

Timeframe

Generally speaking, our analyses included the most recent full year available. For external data sources, this was usually 2019. For CanadaHelps' online donations data, this was 2021. However, where necessary we aligned the timeframe with the most recent full year available of the data we were comparing to.

Projection Methodology

- Going back to 2007 data, analysis by CanadaHelps determined a very strong correlation between overall giving and Gross Domestic Product (GDP).
- The analysis also determined a strong correlation between year-over-year (YoY) growth rates of overall giving and YoY growth rates of GDP.
- Using final 2019 GDP data, the relationship between giving and GDP was used to produce a 2019 projection for overall donations.
- Using final 2020 GDP data, the 2020 projection assumes the relationship between YoY growth in giving and YoY growth in GDP to be similar to what was seen in the recession of 2008/2009.
- 2021 GDP was estimated based on estimates from two sources: Organization for Economic Co-operation and Development (OECD) and The Conference Board of Canada.

References:

OECD

https://read.oecd-ilibrary.org/view/?ref=1118_1118299-eh4a7fvuct&title=Country-profile-Canada-OECD-Economic-Outlook-Volume-2021-2

Conference Board of Canada

<https://www.conferenceboard.ca/insights/featured/canadian-economics/november-gdp-a-milestone-reached-but-the-storm-is-building/>

- The projection was tested by applying the same methodology with Employment data, another economic indicator strongly correlated to giving and with finalized data up to 2021 - the results of that projection were very similar.



Acknowledgements

Alex Gillis provided editorial direction, research, interviews and writing for this year's report.

Our gratitude and thanks go to the groups that provided quotations or background information for this report:

- Anishnawbe Health Foundation
- Mi'kmawey Debert Cultural Centre
- Oxfam Canada
- The Centre for Art Tapes
- Unicef Canada
- University of Lethbridge
- Youth Employment Services





Appendix

TABLE 1
Giving Participation by Generation

Which of the following things have you personally done within the past 12 months?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Giving things other than money (such as food, clothing, personal care products, furniture, or other personal property)	49.7%	32.2%	43.7%	56.7%	58.1%
Making a financial donation OR taking part in a fundraising event (online/in-person) for a charitable organization	40.5%	25.2%	35.7%	40.0%	50.9%
Giving money directly to people in need (not via a charitable organization), either online or in-person	24.5%	17.7%	23.3%	27.1%	26.7%
Total Giving (includes all respondents who gave in one or more ways above)	70.7%	57.0%	66.2%	72.6%	78.9%

TABLE 2
Volunteerism

Which of the following have you done in the last 12 months?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Volunteering your time	30.6%	29.8%	25.9%	28.8%	36.0%

TABLE 3
Giving Insights and Perceptions of Charities

Do you generally agree or disagree with the following statements?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
I expect charities to invest in measuring and reporting the impact of their work	91.9%	85.5%	89.3%	91.7%	96.9%
Charities improve the quality of life of so many people	85.8%	83.9%	88.3%	86.0%	84.2%
I give when I have the financial means to	84.9%	80.9%	82.3%	85.9%	88.1%
Charities have to exist to support causes that are overlooked by the government	84.6%	83.3%	84.4%	83.6%	85.7%
I have a role to play in making change in the world	84.1%	82.1%	83.1%	84.4%	85.7%
Charities need to keep pace with digital trends and technologies to effectively carry out their missions	83.1%	87.4%	83.6%	82.8%	81.2%
I care more about the outcomes of a charity's work than the charitable organization itself	82.3%	79.7%	80.3%	82.2%	85.3%
I expect charities to operate as effectively as other for-profit businesses	81.0%	66.2%	73.8%	84.7%	91.0%
Charities provide value through practical solutions that help solve the most pressing societal issues and make Canada a better place	80.8%	84.8%	83.9%	79.6%	77.0%
Actions are more important than giving money	77.2%	77.7%	77.9%	78.8%	75.6%
Charities play an important role in our economy	73.9%	68.3%	73.5%	75.3%	75.8%
I enjoy giving to charities	70.4%	72.9%	70.7%	70.3%	69.1%
Everyone who is able has a responsibility to give	66.1%	63.4%	65.7%	65.5%	67.8%
I generally trust charities and the services they provide	65.1%	71.0%	65.8%	63.9%	62.9%
Most charities are dynamic, innovative organizations that cater to society's current needs	64.3%	70.2%	67.5%	60.6%	61.1%
Charities do good work, but it's the government that really creates positive change	47.6%	53.1%	50.2%	43.2%	45.5%
I generally feel that charities are not very efficient	43.9%	41.6%	44.1%	47.6%	42.4%
My religious beliefs influence my giving	27.1%	30.7%	28.2%	26.3%	25.2%

TABLE 4
Reasons for Not Having Made a Financial Donation

You have indicated you have not made a financial donation to a charity in the past 12 months. Which of the following statements explain why not?

	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
I can't afford to give to charity	35.4%	45.1%	33.3%	38.3%	30.7%
The timing isn't right but I do plan to give in the future	14.8%	23.7%	17.2%	10.6%	10.1%
I don't think the money is well used	23.1%	12.4%	18.8%	30.0%	29.3%
I'd rather give to people directly	21.7%	18.4%	18.9%	23.6%	25.5%
I give in another way	20.7%	17.9%	22.1%	17.2%	22.9%
I don't trust charities	16.3%	10.4%	13.5%	19.5%	20.7%
I volunteer instead	13.9%	13.5%	13.1%	11.1%	17.0%
Charities aren't an effective way to make change	8.8%	6.1%	6.1%	8.9%	13.2%

TABLE 5
Perceptions of a 30-Year-Old's Financial Situation

Consider the financial situation of an average 30-year-old living in Canada, in 2021. In your opinion are they able to afford the following?

	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Afford to own a car	77.2%	76.6%	76.9%	75.2%	78.8%
Afford to rent a suitable house or apartment	68.4%	71.4%	66.1%	67.2%	69.9%
Afford to have children	56.2%	50.8%	52.2%	59.6%	59.9%
Afford to give to charitable organizations	55.4%	60.3%	57.7%	55.3%	51.5%
Afford to buy a house	20.9%	26.8%	23.1%	20.6%	16.9%

TABLE 6
Methods of Making Financial Gifts

In the past 12 months, which methods of giving have you personally used when giving to a charitable organization?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Online directly via a charitable organization's website or app	61.9%	56.4%	65.9%	62.2%	60.2%
Online indirectly via an intermediary platform raising funds (such as Canada-Helps, GoFundMe, or similar)	40.8%	42.2%	47.5%	42.6%	34.9%
By text message on a mobile device	6.5%	9.0%	12.3%	5.6%	2.3%
By mail	21.9%	11.9%	10.3%	9.5%	38.0%
At a live event, or in a religious service, online or in-person	18.0%	19.0%	19.0%	21.1%	15.6%
Directly to a person in need	41.9%	39.7%	46.8%	41.3%	39.2%
In a store, at the cashier	42.7%	35.4%	47.7%	43.6%	40.6%
Via a fundraiser collected in person	26.4%	26.3%	24.3%	26.8%	27.7%
Via an employer as a payroll deduction	10.6%	13.6%	14.8%	13.1%	5.7%
By bank transfer (or by wire) directly through your bank/financial institution	28.7%	18.7%	31.0%	34.1%	26.9%
By donation of stocks or other assets	6.6%	6.6%	11.1%	6.1%	3.6%
By cryptocurrency e.g. Bitcoin	2.3%	4.5%	6.1%	0.3%	-

TABLE 7
Importance of Charitable Tax Credit

Does the ability to receive a tax credit for your charitable gifts increase your likelihood to give?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Yes	40.7%	48.4%	48.1%	35.8%	33.9%
No	59.3%	51.6%	51.9%	64.2%	66.1%

TABLE 8
Affinity for Monthly Giving

Which method of financial giving to a charitable organization appeals more to you?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Occasional larger donations to a charitable organization	39.2%	32.3%	36.0%	35.6%	46.7%
Smaller monthly donations to a charitable organization	26.5%	31.8%	30.6%	27.6%	20.3%
Both equally	34.3%	35.9%	33.4%	36.8%	33.0%

TABLE 9
Factors that Encourage Support of a Charity

When considering engaging with (or supporting) a charitable organization, financially or otherwise, what factors encourage you to support that charity?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
I understand the mission of the charity	68.8%	67.7%	65.4%	69.5%	71.8%
I trust that the charity is efficiently managed and uses its donations responsibly.	68.2%	65.4%	65.8%	68.8%	71.2%
The charity clearly communicates its impact.	65.1%	67.4%	62.2%	66.3%	66.2%
The charity has a strong reputation.	64.3%	57.3%	60.8%	66.4%	69.1%
The purpose of the charity impacts me or someone I care about.	53.9%	52.4%	53.8%	56.2%	53.2%
The charity has the resources to achieve their objectives.	53.7%	55.9%	54.2%	53.9%	52.3%
I can learn about, engage with, and give to the charity online.	48.3%	56%	51.0%	51.3%	41.1%
Other people I like or trust support this charity.	39.1%	47.1%	43.8%	38.8%	31.9%
The charity regularly reaches out to me for support.	21.7%	23.1%	25.5%	20.5%	18.5%

TABLE 10
Support of Top Causes

Considering the causes you selected as important to you, which of these actions would you take to support these causes?					
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)
Donating money	62.3%	52.2%	61.2%	63.0%	66.7%
Talking about it with friends, families, or colleagues	54.7%	60.3%	57.4%	52.7%	51.3%
Buying products that support the issue/cause	53.4%	46.9%	53.2%	53.9%	55.8%
Learning as much as I can so I can be a more informed supporter	48.7%	58.2%	47.5%	44.6%	48.5%
Volunteering	48.0%	53.9%	47.9%	45.0%	47.6%
Promoting or sharing the issues on social media	34.7%	43.7%	41.6%	37.2%	23.8%
Fundraising to support the issue	23.8%	25.2%	26.4%	25.5%	19.9%
Social media badges, wearing t-shirts, etc.	18.7%	24.8%	27.7%	17.3%	9.1%
Attending protests or other in-person actions	14.7%	25.1%	20.4%	13.1%	6.4%

TABLE 11
Top Causes

Please indicate from the list below up to five causes that are important to you.							
	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)	Male	Female
Medical research or treatment	38.4%	21.3%	27.8%	38.8%	54.4%	38.9%	38.4%
Mental health support and research	37.4%	38.2%	40.2%	38.2%	34.0%	33.1%	41.5%
Climate change or protecting our environment	35.1%	44.0%	36.2%	27.3%	35.0%	33.5%	36.5%
Senior care, advocacy, and support	29.9%	10.2%	16.3%	28.9%	50.4%	27.4%	32.7%
Poverty in Canada	29.7%	21.6%	26.3%	34.9%	33.0%	34.1%	25.7%
Children and youth's health, well-being, or advancement	27.8%	20.6%	28.0%	36.7%	25.3%	27.2%	28.5%

	All Generations	Generation Z (18-24 years)	Millennials (25-39 years)	Generation X (40-54 years)	Boomers (55-85 years)	Male	Female
Animal welfare or animal rights	27.4%	22.2%	29.6%	28.5%	26.9%	21.2%	33.6%
Education and literacy	26.2%	27.8%	23.5%	25.0%	28.6%	29.9%	22.6%
Humanitarian relief after a crisis or natural disaster	21.1%	16.9%	17.1%	20.7%	26.6%	21.9%	20.6%
Women's or girls' health, well-being, or advancement	20.9%	25.7%	25.2%	21.3%	14.9%	12.3%	29.1%
Poverty around the world	20.0%	24.0%	23.5%	17.6%	16.5%	21.7%	18.5%
Indigenous peoples and communities	16.1%	22.3%	18.3%	13.7%	13.1%	14.1%	17.6%
Racial inequality, and supporting racialized or marginalized groups	14.6%	28.3%	16.8%	11.1%	9.4%	12.8%	16.1%
Accessibility and inclusion for people with disabilities	13.9%	11.0%	10.6%	12.4%	18.8%	12.0%	15.6%
Gender-based and domestic violence	13.5%	18.4%	12.8%	11.5%	13.4%	8.7%	18.0%
International human rights and equality	11.8%	18.9%	11.3%	9.6%	10.7%	13.4%	10.3%
Addiction support	11.7%	10.6%	12.8%	13.3%	10.2%	13.1%	10.3%
LGBTQ+ communities	8.2%	18.2%	9.5%	7.0%	3.8%	8.1%	7.6%
New immigrants or refugees	8.1%	10.5%	11.1%	5.4%	6.1%	8.0%	8.2%
Men's or boys' health or well-being	7.9%	9.4%	9.5%	8.1%	5.8%	12.7%	3.3%
Arts and Culture	7.4%	6.9%	7.9%	6.8%	7.5%	8.7%	6.2%

TABLE 12
Environics Analytics Donor Segments

Environics Analytics developed donor segments using anonymized data to help CanadaHelps understand key demographics, social attitudes, and donation behaviours of online donors.

Donor Segment	Description
Downtown Donors	Downtown Donors are found in large urban centres and contain a mix of younger and middle-aged singles and couples who prefer the excitement of downtown living. Downtown Donors live in a vertical world, 77% of residents live in apartment buildings. Nearly 60% have a university degree (bachelors and above) which has translated into white-collar jobs in various industries where they earn incomes nearly 20% higher than the Canadian average. Despite high rates of visible minorities, 76% of residents report English as their mother tongue. Fiercely independent, these residents do not like to be told what to do and may create their own fundraising campaigns.
Philanthropic Families	Philanthropic Families are comprised of wealthy, middle-aged, and older families that are established and live in the most affluent neighbourhoods in Canada. These families are homeowners who are more likely to live in single-detached houses in affluent urban and suburban neighbourhoods. They are highly educated, with almost half holding a university degree or higher. These families are more likely to work in white-collar occupations such as business, finance, and administration, earning annual incomes almost 70% over Canada's average. One-in-three identify as a visible minority, with many of Chinese or South Asian descent. Their strong values of legacy and community involvement have led them to be generous with their donations to a variety of organizations. Not only does this group look to support those in their own backyards, they are also donors to international causes.
Maturing in Suburbia	Maturing in Suburbia is a collection of both older couples aging in place and middle-aged families raising older children. In this segment, more than 80% of residents own single-detached houses in well-established neighbourhoods in cities like Winnipeg, Calgary and Edmonton. The average household income is \$103K, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. Diversity in this group is very low. Residents are fiercely Canadian, prefer to have control over all aspects of their lives, but are less comfortable with modern technology.
Older Rural Families	Older Rural Families are scattered in small communities across Canada. These large family households are more likely to contain 4 or more people with children of all ages. The mostly middle-aged and older couples and families have turned their college and high school educations into incomes nearly 30% higher than the Canadian average. Most own a recently built single-detached home. In these neighbourhoods only 10% of residents identify as a visible minority (60% lower than the national average) and 92% of residents report English as their mother tongue.
Diverse Families	Diverse Families is a mix of multicultural families found in urban fringe neighbourhoods in cities such as Mississauga and Calgary, more than a third of these households contain Canadians born in Asia. These large households are more likely to contain 5 or more people, with almost a fifth of the population speaking a non-official language and more than 40% identifying as a visible minority. With their university educations, these adults enjoy upscale incomes—earned from jobs in management, business, and the sciences. Legacy is very important to these residents, with a desire to leave a lasting impression on future generations, whether it's by donating their time or money.
Young Diversity	Young Diversity are young singles and couples living in older apartment buildings in large urban centres. More than 30% of household maintainers are younger than 35 and more than a third are single. Almost 50% identify as a visible minority and over one-third of are immigrants to Canada from countries such as China, India, and the Philippines. Having recently entered the workforce, these residents earn modest incomes from white-collar occupations in sciences, arts & culture, and information and technology. With relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities.
Older Diverse Households	Older Diverse Households are a group of established families living in urban neighbourhoods and their surrounding areas. They are well-educated, working in white-collar careers and earning average household incomes. professions and in business and finance. Almost 75% identify as a visible minority and over half are immigrants to Canada often hailing from places such as India, China, the Philippines and Pakistan. A little over half speak English at home, with many other non-official languages being spoken at rates well above the Canadian average.

TABLE 13

How Donor Segments Gave to Other Select Cause Funds									
Donor Segment	Donors Share	Increase/Decrease in Donor Share by Cause Fund							
		COVID-19 Community Care Fund	COVID-19 Healthcare & Hospital Fund	Black Solidarity Fund	Northern Indigenous Fund	Indigenous Peoples Solidarity Fund	Asian Solidarity Fund	Anti-Racism Fund	End Hunger Fund
Downtown Donors	11.9%	+11.5%	+8.1%	+17.8%	+19.2%	+10.9%	+13.5%	+9.0%	+3.5%
Philanthropic Families	16.7%	+2.5%	+2.8%	-0.9%	-0.7%	+1.8%	+0.9%	+0.6%	+0.5%
Maturing in Suburbia	7.0%	-0.5%	+0.5%	-2.1%	-2.0%	-0.7%	-3.5%	-1.2%	-1.0%
Older Rural Families	13.9%	-4.9%	-2.8%	-6.3%	-7.1%	-4.5%	-7.2%	-7.3%	-6.8%
Diverse Families	13.4%	-3.3%	-1.5%	-1.9%	-7.5%	-3.2%	-1.4%	-1.8%	-0.8%
Young Diversity	4.4%	+2.3%	+1.4%	+3.1%	+2.4%	+1.4%	+3.3%	+3.3%	+4.7%
Older Diverse Households	5.8%	+1.4%	+1.9%	+0.8%	-0.8%	+0.4%	+4.1%	+1.1%	+6.2%

TABLE 14

How Donor Segments Gave to Select Charitable Categories											
Donor Segment	Total Donors	Increase/Decrease in Donation Share by Category									
		Animal Charities	Arts & Culture	Educational	Environment	Health	Indigenous Peoples	International	Public Benefit	Religious	Social Services
Downtown Donors	11.9%	+0.9%	+8.2%	+2.4%	+3.8%	+0.2%	+13.3%	+1.9%	+1.0%	-3.0%	+1.3%
Philanthropic Families	16.7%	-0.7%	+3.9%	+2.2%	+2.8%	+1.2%	-1.6%	+2.9%	+1.1%	+1.0%	+1.3%
Maturing in Suburbia	7.0%	+1.0%	+0.2%	+0.0%	+1.3%	+0.5%	-1.5%	-0.5%	+0.3%	-0.2%	+0.1%
Older Rural Families	13.9%	+1.9%	-3.6%	-1.0%	-1.1%	+0.4%	-3.3%	-2.4%	-0.4%	-1.7%	-0.3%
Diverse Families	13.4%	-1.9%	-3.9%	-1.0%	-3.4%	-1.4%	-2.2%	-0.2%	-1.5%	+2.1%	-0.4%
Young Diversity	4.4%	+0.1%	+0.9%	+0.4%	-0.1%	-0.2%	+1.9%	+1.0%	+0.4%	+1.0%	+0.4%
Older Diverse Households	5.8%	-1.0%	-1.0%	-0.2%	-1.2%	-1.0%	+0.9%	+1.7%	-0.5%	+3.5%	+0.1%

TABLE 15

Online Giving Index Values by Year, Category				
Category	Online Giving Index Value (as of December)			
	2018	2019	2020	2021
Overall	97.6	101.7	175.5	80.2
Animal Charities	97.3	103.1	152.0	91.9
Arts & Culture	99.8	101.5	172.5	88.6
Education	97.1	96.5	147.1	89.7
Environment	92.8	102.8	161.5	93.7
Health	99.3	102.7	190.9	72.8
Indigenous Peoples	89.7	119.5	247.7	181.2
International	90.3	111.1	105.9	99.5
Public Benefit	98.7	103.3	196.2	73.5
Religious	93.4	99.9	142.4	86.4
Social Services	97.3	105.7	202.6	76.1

TABLE 16

Number of Full-Time Employees in Canada, Employed by Charities and All Organizations

Industry	2013	2014	2015	2016	2017	2018	2019	Growth between 2013 and 2019	CAGR
Employed by Charities	1,408,513	1,455,997	1,413,175	1,458,072	1,495,153	1,540,582	1,540,582	9.0%	1.5%
Employed (All Industries)	14,240,900	14,277,400	14,440,500	14,473,600	14,772,100	15,086,900	15,377,400	8.0%	1.3%
Percent Employed by Charities	9.9%	10.2%	9.8%	10.1%	10.1%	10.2%	10.2%		

CAGR = Compound Annual Growth Rate

TABLE 17

2018 Expenditure by Type of Charity

Charity Type	Charitable Activities	Management / Admin	Fundraising	Political Activities	Gifts to Qualified Donees	Other	Computed Sum of Breakdown Expenses	Reported Total Expenditures	Variance
Charitable Organization	\$202,014.2 M	\$21,589.8 M	\$1,906.8 M	\$5.6 M	\$2,567.1 M	\$10,670.0 M	\$238,753.6 M	\$273,704.1 M	12.8%
Private Foundation	\$831.9 M	\$268.8 M	\$19.7 M	\$0.0 M	\$2,525.7 M	\$91.5 M	\$3,738.0 M	\$3,769.6 M	0.8%
Public Foundation	\$1,053.8 M	\$635.2 M	\$881.9 M	\$0.1 M	\$4,602.0 M	\$124.1 M	\$7,297.2 M	\$7,377.6 M	1.1%
Total	\$203,899.9 M	\$22,493.8 M	\$2,808.4 M	\$5.7 M	\$9,694.9 M	\$10,885.6 M	\$249,788.8 M	\$284,851.4 M	12.3%
Distribution	82%	9%	1%	0%	4%	4%			

TABLE 18

Number of Charities by Full-Time Employees

Full-Time Employees	2013	2014	2015	2016	2017	2018	2019	Percent of Total (2019)	Compound Annual Growth Rate
0 or not entered	48,361	48,887	48,822	48,675	48,677	48,885	49,157	58%	0.3%
1 to 2	17,921	17,539	17,332	17,076	16,870	16,542	16,303	19%	-1.6%
3 to 5	6,926	6,772	6,876	6,855	6,842	6,817	6,738	8%	-0.5%
6 to 10	4,024	4,076	4,051	4,002	4,035	4,089	4,064	5%	0.2%
11 to 50	5,360	5,411	5,464	5,555	5,570	5,642	5,613	7%	0.8%
51 to 200	1,475	1,490	1,553	1,560	1,598	1,669	1,662	2%	2.0%
200 or more	812	816	799	734	745	744	740	1%	-1.5%
Total	84,879	84,991	84,897	84,457	84,337	84,388	84,277	100%	-0.1%

TABLE 19

Number of Charities by Total Revenue

Total Revenue	2013	2014	2015	2016	2017	2018	2019	Percent of Total (2019)	Compound Annual Growth Rate
Less than \$100,000	43,994	43,531	43,349	42,643	41,839	41,931	40,781	48%	-1.3%
\$100,000 - \$499,999	24,379	24,511	24,463	24,504	24,520	24,468	24,538	29%	0.1%
\$500,000 - \$999,999	6,420	6,497	6,464	6,637	6,773	6,710	6,974	8%	1.4%
\$1,000,000 - \$2,499,999	4,848	5,022	5,103	5,101	5,361	5,410	5,640	7%	2.6%
\$2,500,000 - \$4,999,999	2,047	2,110	2,157	2,249	2,308	2,309	2,516	3%	3.5%
\$5,000,000 or more	3,191	3,320	3,361	3,323	3,536	3,560	3,828	5%	3.1%
Total	84,879	84,991	84,897	84,457	84,337	84,388	84,277	100%	-0.1%



CanadaHelps is a Registered Charity

BN: 896568417RR0001

186 Spadina Avenue, Units 1-5, Toronto, ON, M5T 3B2

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

www.CanadaHelps.org

