

The Giving Report 2021

Faster Growth in Online Giving Crucial During Times of Crisis



In partnership with

ENVIRONICS
ANALYTICS

About CanadaHelps

CanadaHelps is a charitable foundation working to increase giving in Canada through technology.

CanadaHelps.org provides a safe and trusted one stop destination for discovering and supporting any charity in Canada.

CanadaHelps also develops affordable fundraising technology for 25,000+ charities and provides 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, nearly 3 million people have given more than \$1.9 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.



About the Presenters

Shannon Craig, Chief Marketing Officer, with Shawn Bunsee, VP Data & Analytics



Drawing on 6+ years in the sector, and more than 20 years working in marketing, research, and strategic partnerships.

Previous roles include Kobo, WIND Mobile, Critical Path, FedEx and LEGO.



Bringing nearly 20 years in data, analytics, and customer insights.

Previous analytics & research roles at BlackBerry, Workopolis, Medallia, Nielsen, and Ipsos.



About The Giving Report

- CanadaHelps created The Giving Report in 2017 to help Canadians understand the profile, the trends, and issues affecting the charitable sector.
- There is limited comprehensive data available on the sector, which makes it hard to tell the story of the sector's impact and needs.
- In 2020, CanadaHelps introduced the Online Giving Index, which provides a measure of how quickly or slowly online giving is growing.
- In 2021, Environics Analytics provided demographic analysis to help us to understand the values and behaviours of online donors who gave through CanadaHelps.org, especially during the COVID-19 pandemic and social justice movements..



Goals of the Session

- Highlight the trends seen in The Giving Report 2021 and how they impact charities now
- Highlight some things charities should be thinking about
- Answer questions about this year's report

About the Sector



How Money Is Spent



Pre-Pandemic Context

- For about 15 years, the number of Canadians who gave to charities and the average amounts of their gifts have been on a downward slope.
- The number of Canadians claiming a charitable donation on their tax filings fell from 24% of tax-filing individuals in 2007 to 19% in 2017.
- The average donation per Canadian also fell, from \$410 per adult in 2007 to an estimated \$368 in 2018.
- The majority of giving (in total dollars) comes from those aged 55 or older – representing twice as much than the giving of those aged 25-54



↓ 5%

From 2007 to 2017 the share of taxfilers who made donations dropped 5% from 24% to only 19%

↓ 10%

From 2007 to 2018 the average gift amount per Canadian decreased by 10%



New Insights From The Giving Report 2021



What is the Online Giving Index (OGI)?

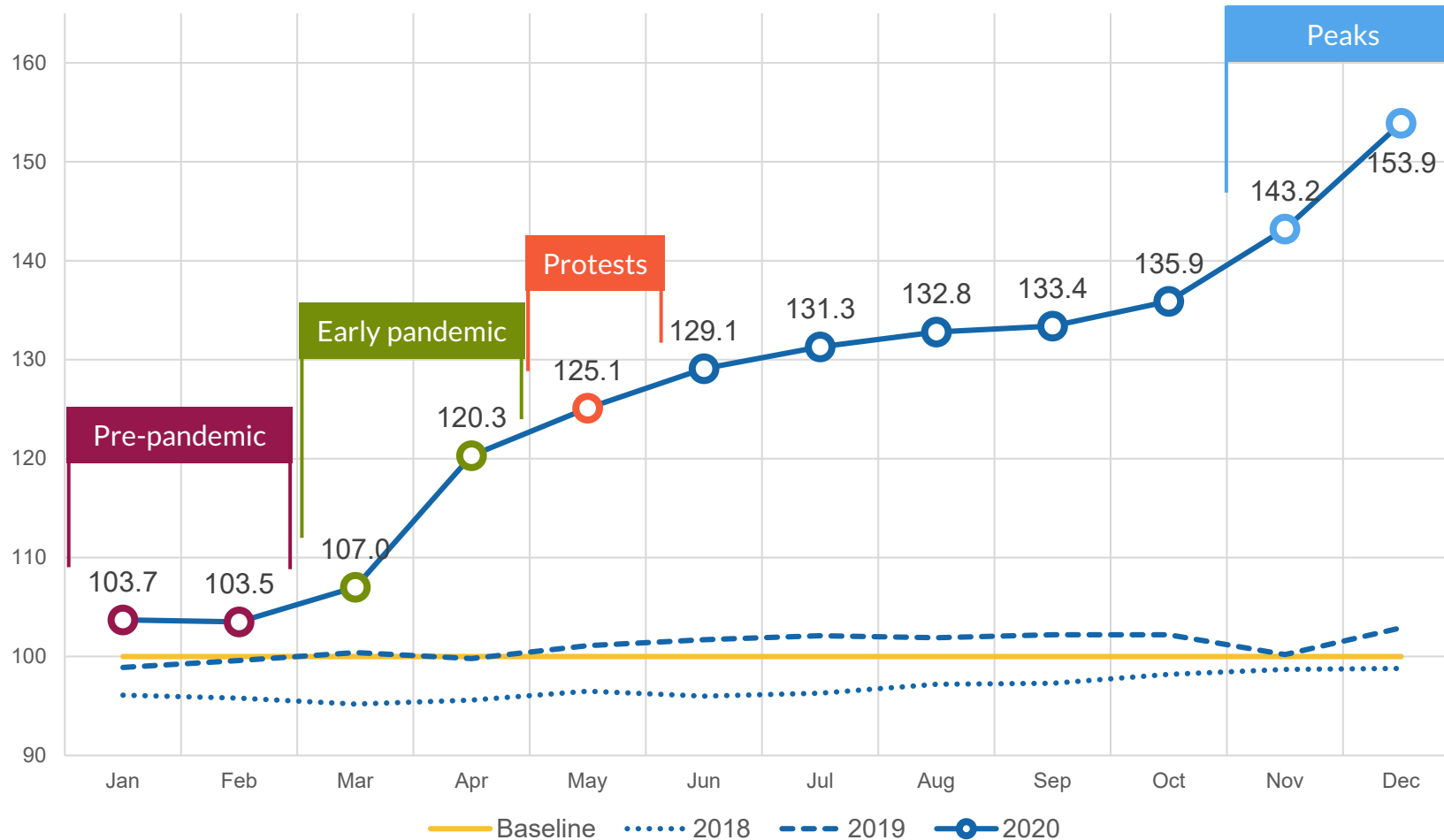
The Online Giving Index draws on CanadaHelps' unique volume and breadth of Canadian data about online charitable giving. The OGI reveals insights about the growth of online giving through CanadaHelps and, by extension, the growth of online giving in Canada.

- 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 2017.
- An OGI value above 100 means that a period grew at a higher rate than the base period of January 2017.
- An OGI value below 100 means slower growth. This is still growth, but it's decelerating.



OGI Shows Faster Growth, Total Giving Likely Fell

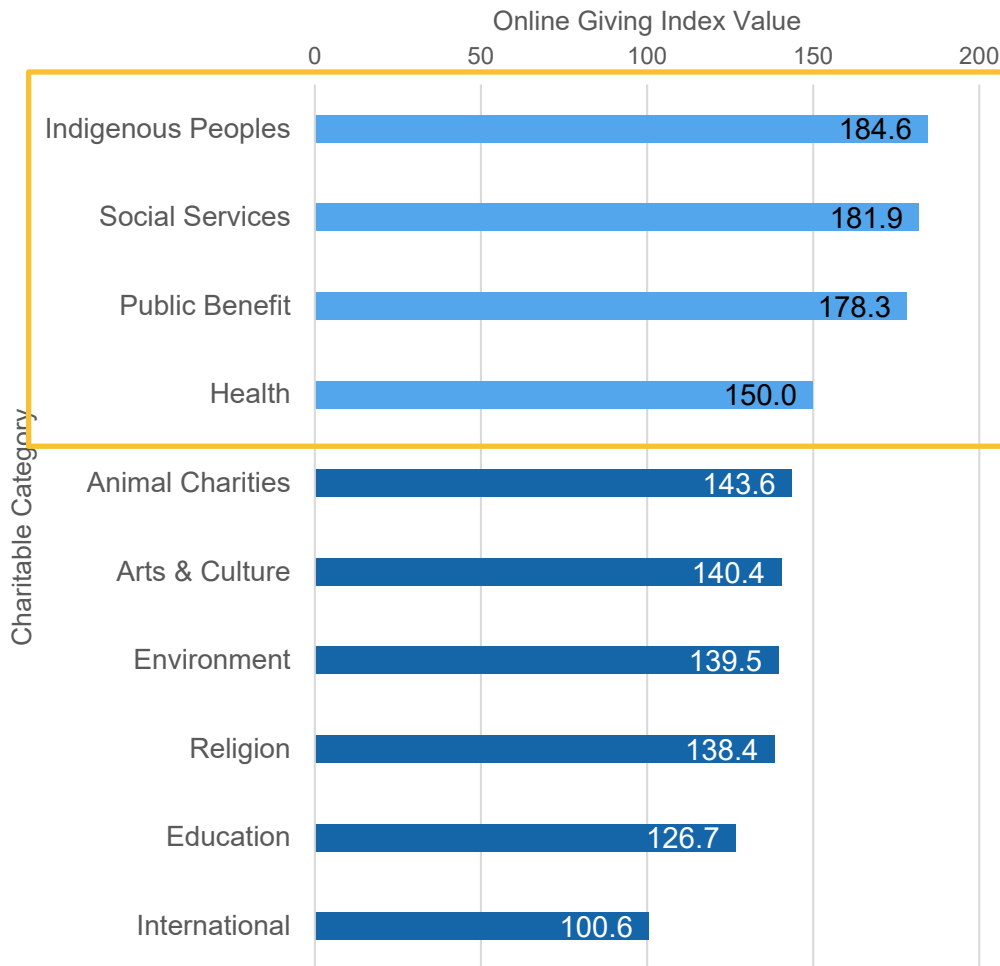
Online Giving Index 2018-2020



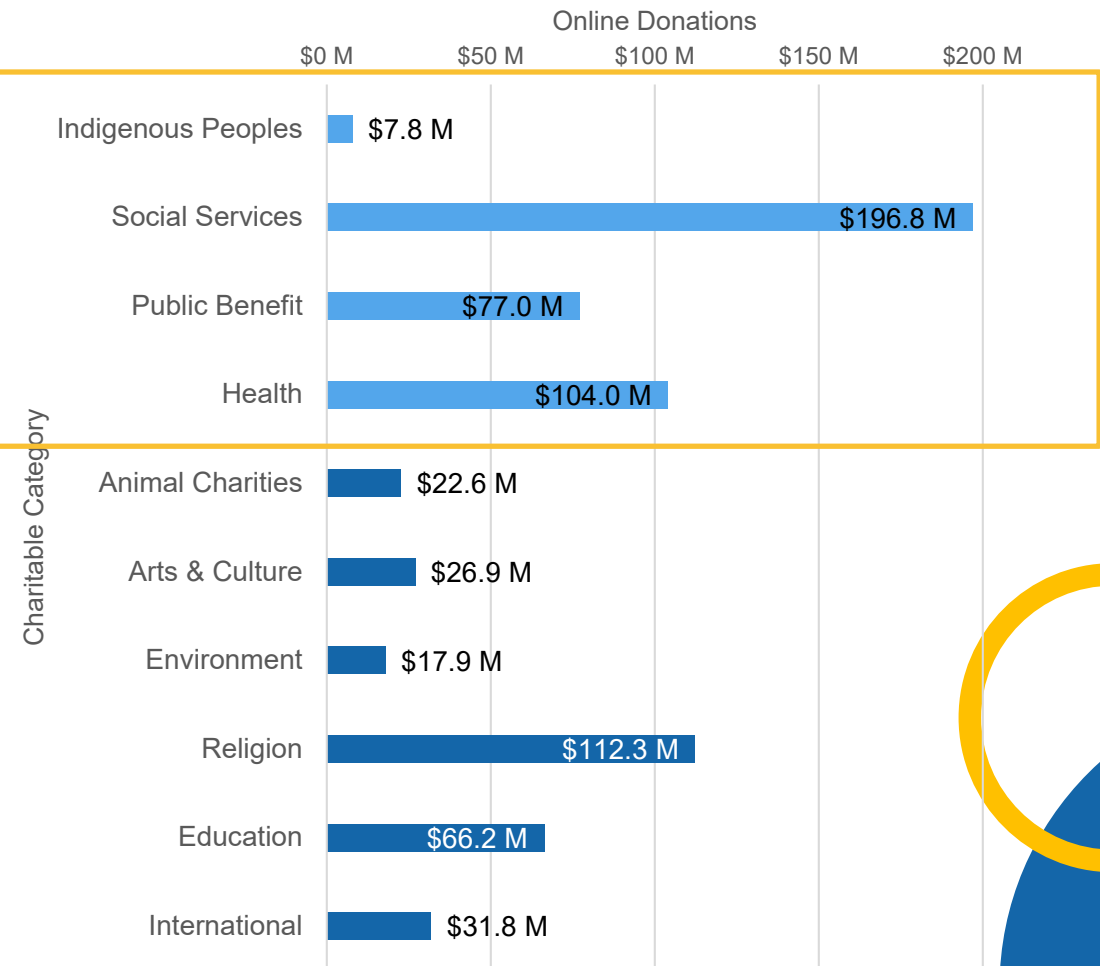
Online giving **grew**
+86% YoY

How Canadians Gave in 2020

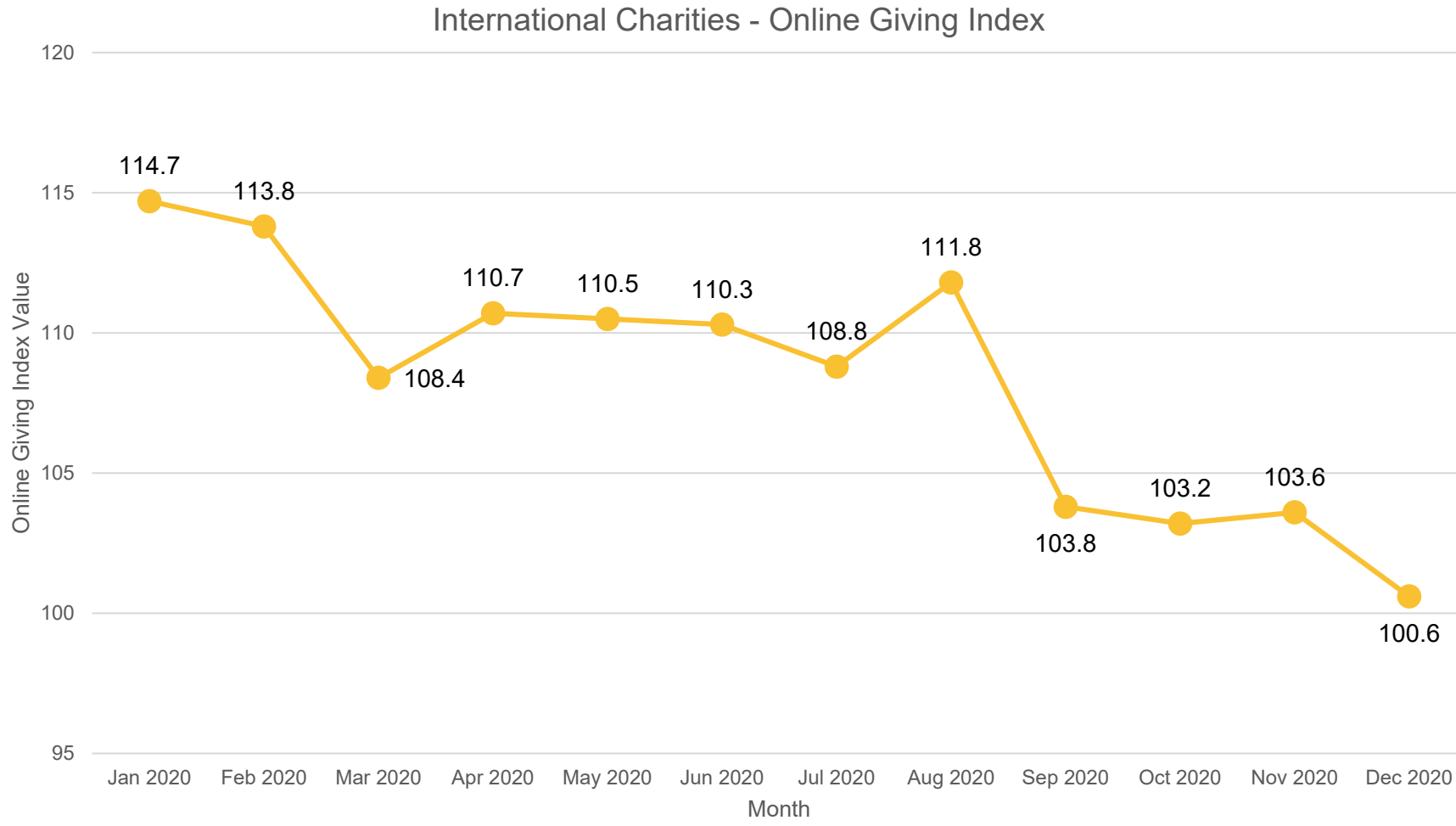
Charitable Categories - Online Giving Index



Charitable Categories - Online Donations



Areas of Slower Growth



The Launch of Cause Funds by CanadaHelps

- In 2019, fueled by research showing the changing preferences of younger donors, CanadaHelps launched the first of many Cause Funds.
- Cause Funds by CanadaHelps enable Canadians to quickly and easily identify a cause they care about, and to give to the many charities in the Fund in a single transaction. Donations to the Funds are distributed equally amongst the charities in the Fund.
- Early in the pandemic, we deployed this new way of giving to support COVID-19 response, and responded to growing social justice movements by launching the Black Solidarity Fund, the Indigenous Peoples Culture & Language Resurgence Fund, and the Indigenous Peoples Solidarity Fund.



Engaging Younger Donors

- Thousands of new donors gave online to CanadaHelps' Black Solidarity Fund and to two funds for charities working with Indigenous Peoples. Individual charities working in social justice also saw increased donations.
- These new, young donors are culturally diverse, more educated, more open-minded and live in or around cities – and they're in the same groups that are active in social justice movements and are themselves impacted by racial and social injustices.





Engaging Younger Donors

- These younger demographic groups don't have as much money as the other groups, but they showed up in greater numbers to donate to the causes and organizations behind the movements.
- In contrast, wealthier, older, and less culturally diverse groups donated less to these funds, likely because they tend to be less involved with those causes and are less affected by social and racial injustices.



Canadians Donated In Huge Numbers To Help During The Covid-19 Pandemic



OVER \$1 MILLION RAISED AND MATCHED

CanadaHelps COVID-19 Community Care Fund

AN EASY WAY TO SUPPORT VULNERABLE COMMUNITIES AFFECTED BY COVID-19.

The graphic features a blue background with a close-up of hands holding a red apple. On the left, there is a circular inset showing an illustration of three people: an elderly person with a cane, a person in a green shirt, and a person in a red shirt. A red shield with a white cross is positioned between the elderly person and the others.



OVER \$1 MILLION RAISED AND MATCHED

CanadaHelps COVID-19 Healthcare & Hospital Fund

AN EASY WAY TO SUPPORT CANADIAN HOSPITALS AND HEALTHCARE PROVIDERS ON THE FRONTLINES OF THE PANDEMIC.

The graphic features a blue background with a close-up of hands holding a stethoscope. On the left, there is a circular inset showing an illustration of two healthcare workers in white coats and masks. A red shield with a white cross is positioned between them.

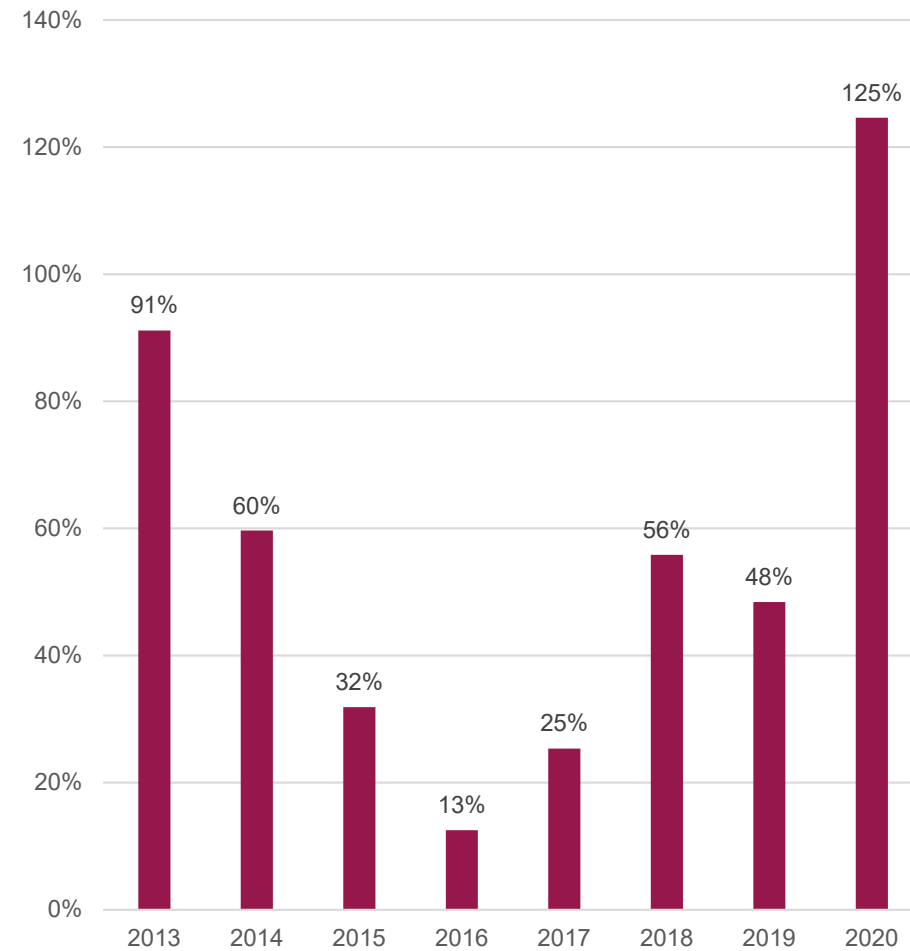
- Canadians donated \$5.1 million to approximately 630 charities responding to the COVID-19 crisis through CanadaHelps' Healthcare and Hospital Fund and Community Care Fund.
- Since the declaration of the pandemic, the OGI shows online giving accelerating suddenly in nearly every month in nine of 10 charitable categories.
- Across Canada, people from all demographic groups donated more and at increasing rates to charities that work in the Health sector in 2020.

GivingTuesday Continues Growth In 2020

GivingTuesday Revenue from CanadaHelps



GivingTuesday Year-over-year Growth

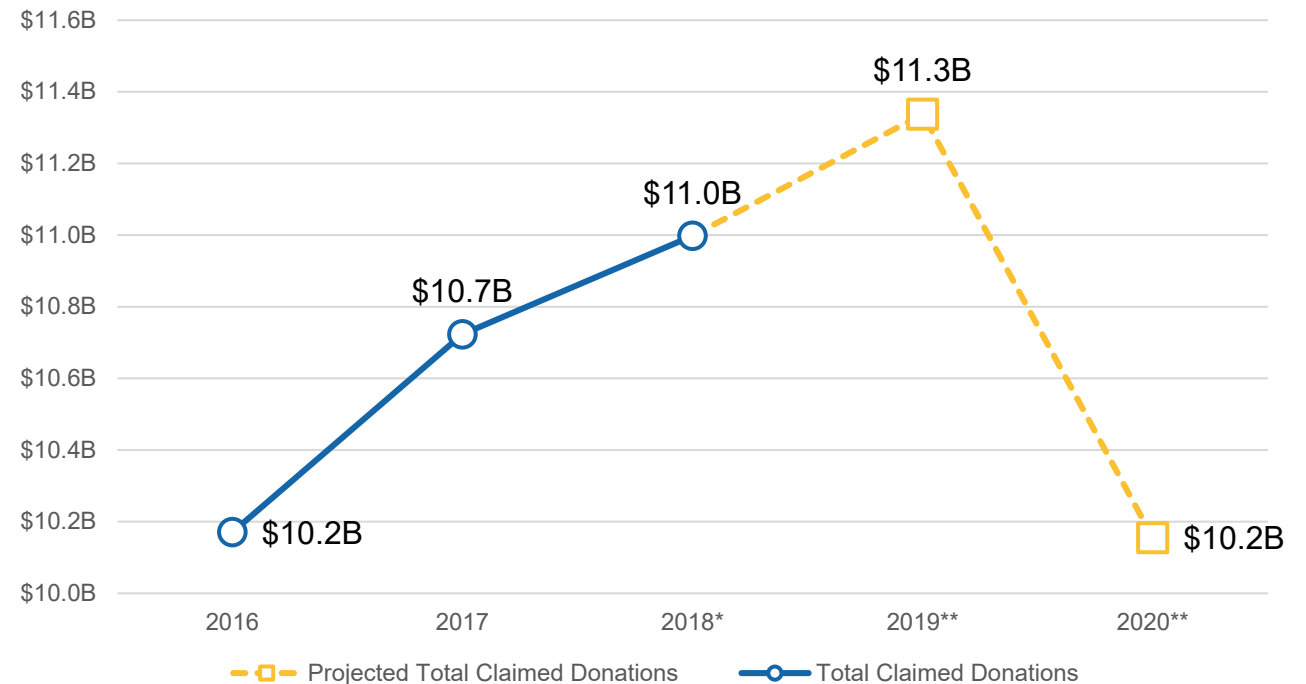


Projection for 2020

- Because of a lag in reporting of overall giving data, CanadaHelps developed projected 2019 and 2020 numbers.
- Analysis of overall giving and GDP going back to 2007 showed a very strong correlation between these two measures, along with strong correlation between YoY growth rates of both.
- Using final 2019 GDP data and 2018 tax filer data, CanadaHelps projected steady growth in 2019.
- Using established projections for final 2020 GDP and assuming similar declines as 2008/2009 recession, a 10% decline in total giving was projected for 2020– falling to 2016 levels.



Total Claimed Donations in Canada (Constant 2018 Dollars) - Past 5 Years



*Estimated based on released preliminary CRA data

**Projected data - see methodology for details

Digital in a Post-Pandemic World

- Though we don't have enough data to project into 2021, we will likely to see a continuation of this decline if the pandemic continues.
- The rise in online donations was critical for the sector. Charities need to continue to transition to online fundraising, as well as focusing on broader digital transformation in their organizations.
- In this digital age of uncertainty and disruption, there is an urgency and pressure on the charitable sector to embrace digital transformation. We should see it as an enabler of positive change.
- Change must be resourced. Make a case to your funders, Board, and other stakeholders for why this is key and why investment is needed.
 - Full transformation will not happen overnight – it will take careful, calculated adoption and it is ok to start small. However, budgeting for continued momentum is a must.



Read the full report:
www.canadahelps.org/en/the-giving-report/

More Resources for Charities:

- **CanadaHelps' Whitepapers on Digital Fundraising**
<https://www.canadahelps.org/en/for-charities/white-papers/>
- **CanadaHelps' Webinars on Digital Fundraising**
<https://www.canadahelps.org/en/for-charities/webinars/>
- **The Giving Report 2021**
<https://www.canadahelps.org/en/the-giving-report/>
- **Canadian Charities Connect Facebook Group**
<https://www.facebook.com/groups/216361816227820>

