




IM△GINE
CANADA

Child and Youth Advocacy Centres

November 2018

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**You are
invited...**



30 Years of Giving The Rideau Hall Foundation

Sources

- Administrative data reported by charities and taxfilers from 1985 to 2014 (T3010 Charity Information Returns & T1 Statistics)
- Large scale surveys of individual Canadians – starting in 1997 up to 2013 (Canada Survey/General Social Survey on Giving, Volunteering and Participating)

Generous Canadians

We estimate that in 2014,
individual Canadians gave
approximately

**\$14.3
Billion**

in receipted and
unreceipted
donations to registered
charities.



Claimed donations
have increased

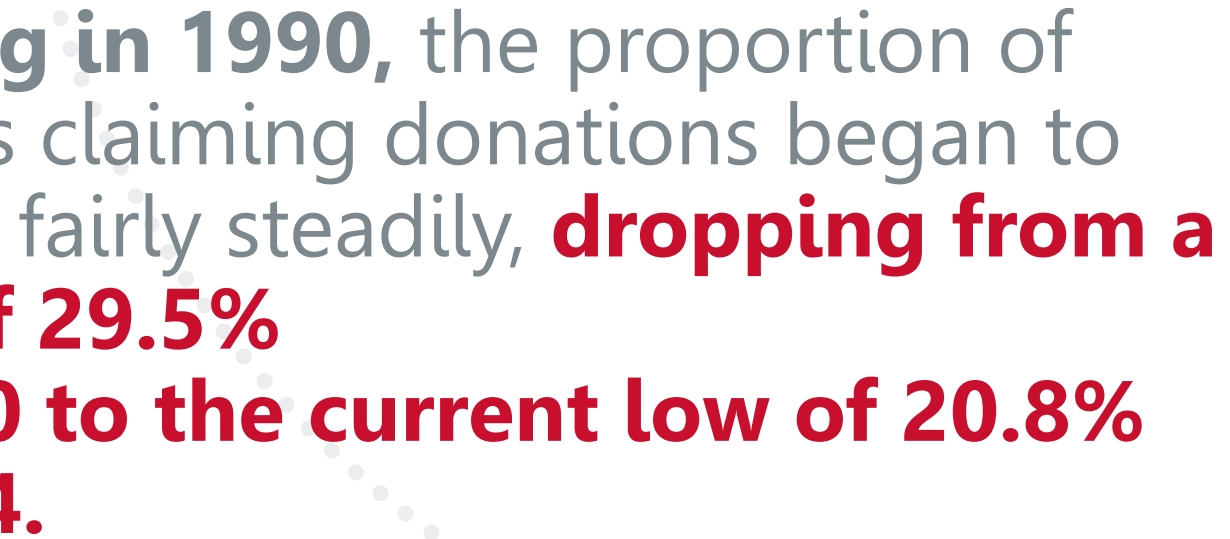
150% in real

terms since 1984,
however, charities are
relying on an ever-
decreasing proportion
of the population for
donations.



Trends

Shifting Donation Rates and Amounts

A decorative dotted line in light gray starts at the top center, curves down and to the right, and then curves back up and to the right, ending near the top right corner.

Starting in 1990, the proportion of taxfilers claiming donations began to decline fairly steadily, **dropping from a high of 29.5% in 1990 to the current low of 20.8% in 2014.**

The overall trend is clear:

the donor base is getting even smaller and changes in total donations are now primarily driven by variations in how much **people give.**



From a peak in
1990,
the percentage of
taxfilers claiming
donations has
dropped by roughly
a third, **while the
average amount
claimed has nearly
doubled.**



The Great Divide



Canadian
charities have
become more
dependent
than ever on
**affluent
Canadians.**





In 1984, the top 1% of taxfilers
(then earning \$80,000 and up)
accounted for only 16% of donations.

In 2014, the top 1% **(those earning
\$250,000 and up)** accounted for 31%
of donations.

The Golden Years

Donors 50+

account for 74%
of all
donations, **up
from 54% in
1985.**



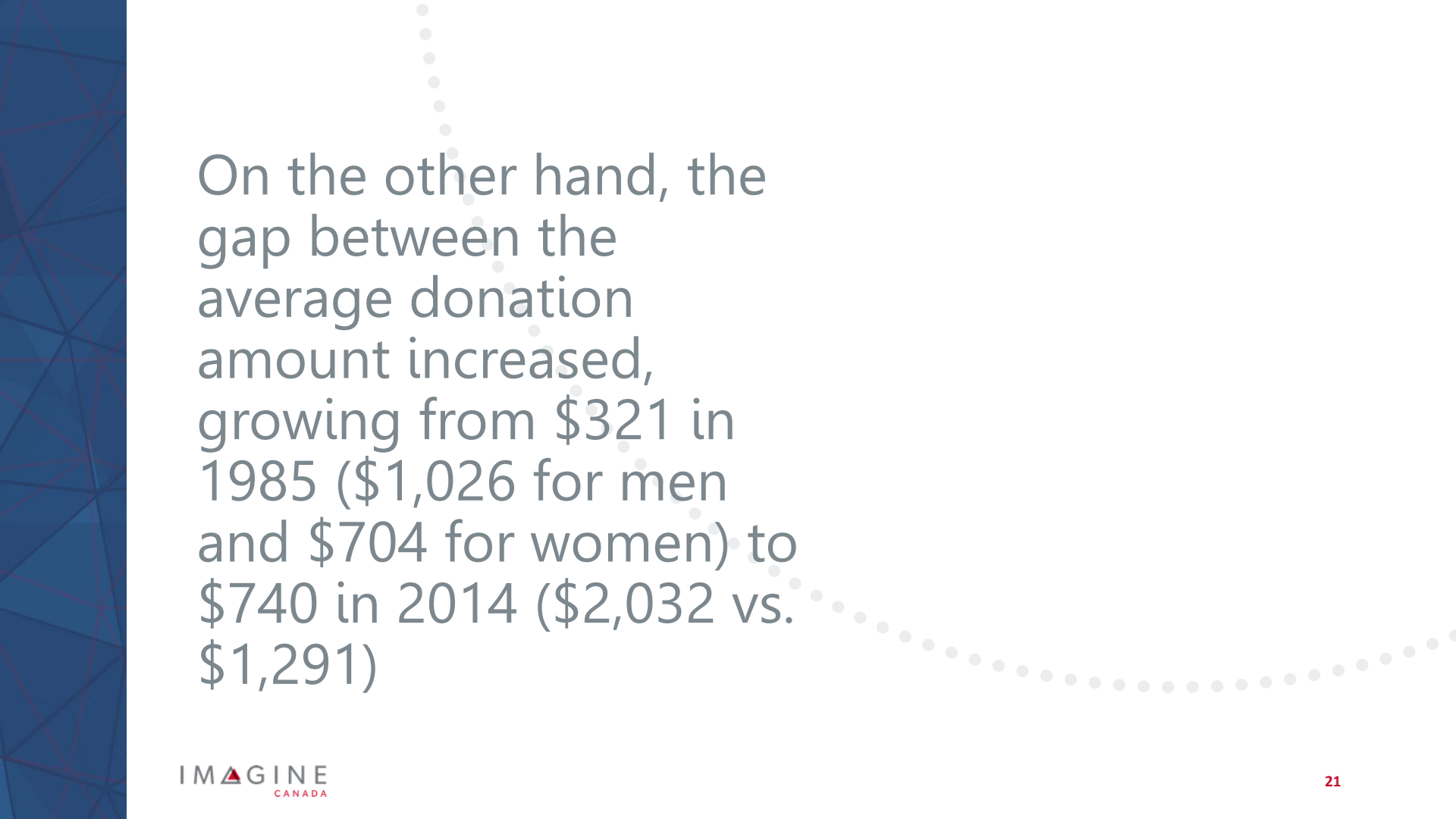
Those 70+
alone, account for
30% of donations,
**up from about
16% in 1985.**



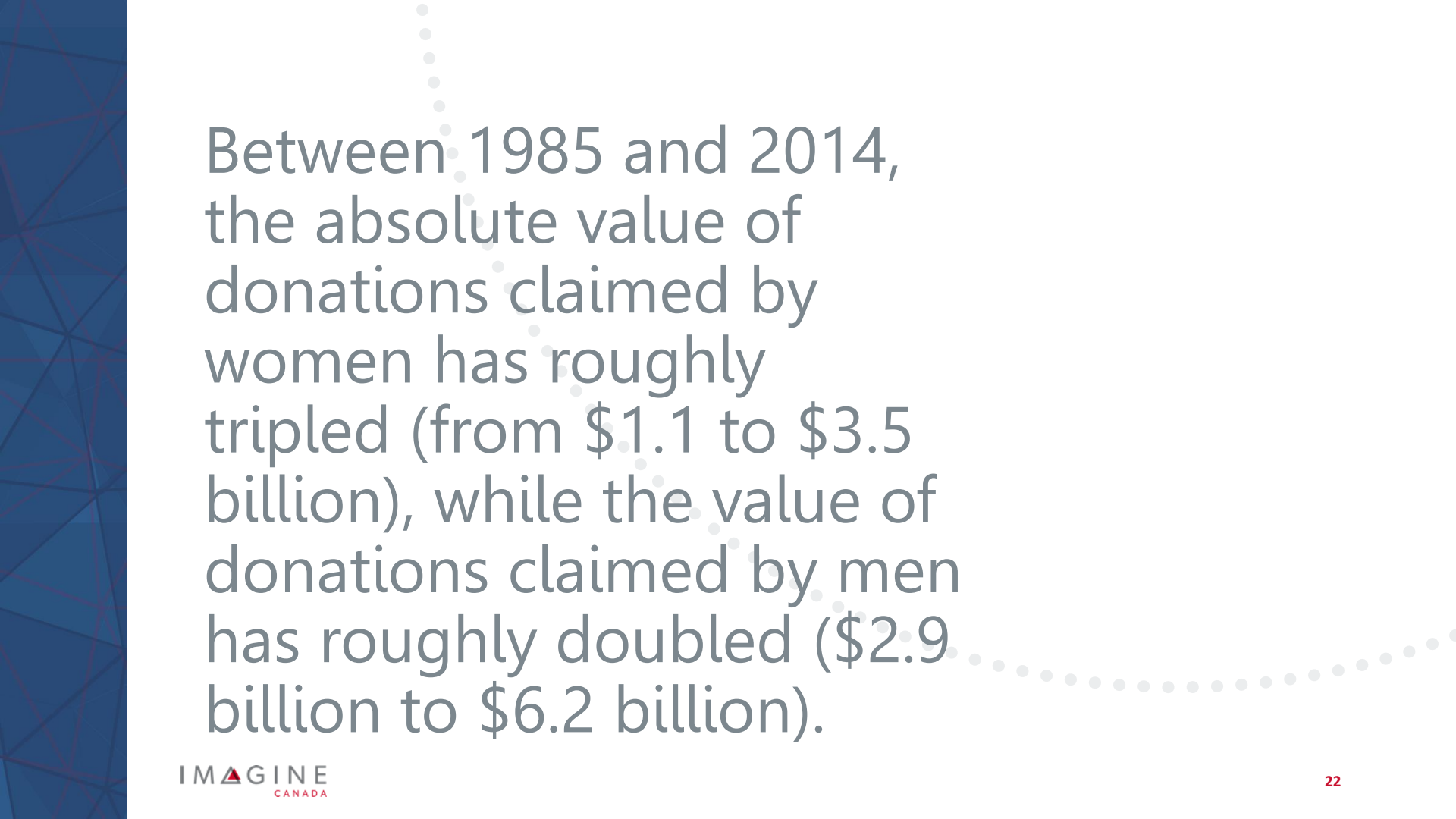
The Wonder Women

The gap in
donation rate
between men and
women shrank
from a difference
of **13 percentage
points in 1985 to
only 3.7% in
2014.**



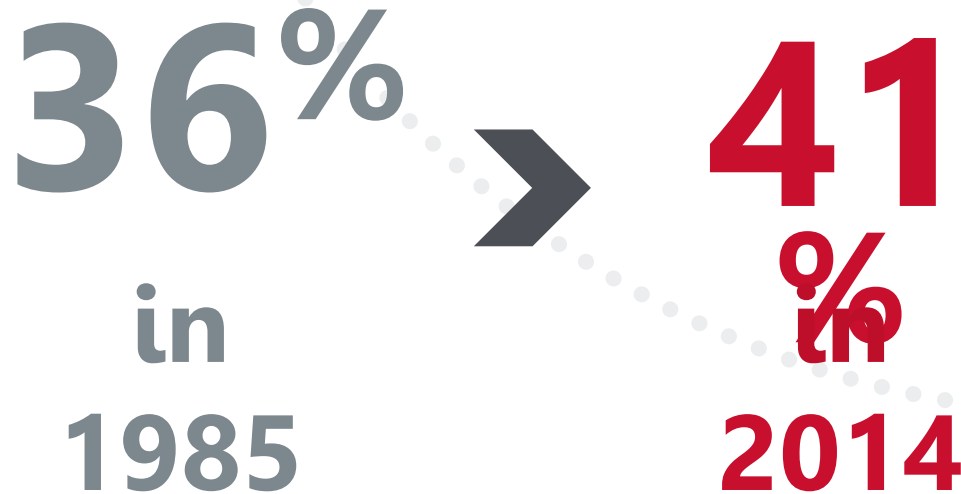


On the other hand, the gap between the average donation amount increased, growing from \$321 in 1985 (\$1,026 for men and \$704 for women) to \$740 in 2014 (\$2,032 vs. \$1,291)



Between 1985 and 2014, the absolute value of donations claimed by women has roughly tripled (from \$1.1 to \$3.5 billion), while the value of donations claimed by men has roughly doubled (\$2.9 billion to \$6.2 billion).

Since 1985, women have been making up an even greater percentage of donors.



The Young Gun(less)

Younger donors
(40 and under)
have gone from
accounting for
41.6% of
donations to
22.1% in 2014.




The absolute value of donations from Canadians all age groups, except one, has gone up.

The value of donations from people under 30 decreased by 16%.




Teasers – Rapid Fire Findings!



About a quarter of donors say they are happy with what they have given but could give more.

This group had the highest average donation of all groups at \$749.



Donors who are unhappy with the amounts they gave and could afford to give more **are less engaged with charities and less trusting.**

Charities raised an estimated \$35 million on crowdfunding platforms in 2015. What we don't know is how much is going to **'social issues or causes'** that aren't registered charities.



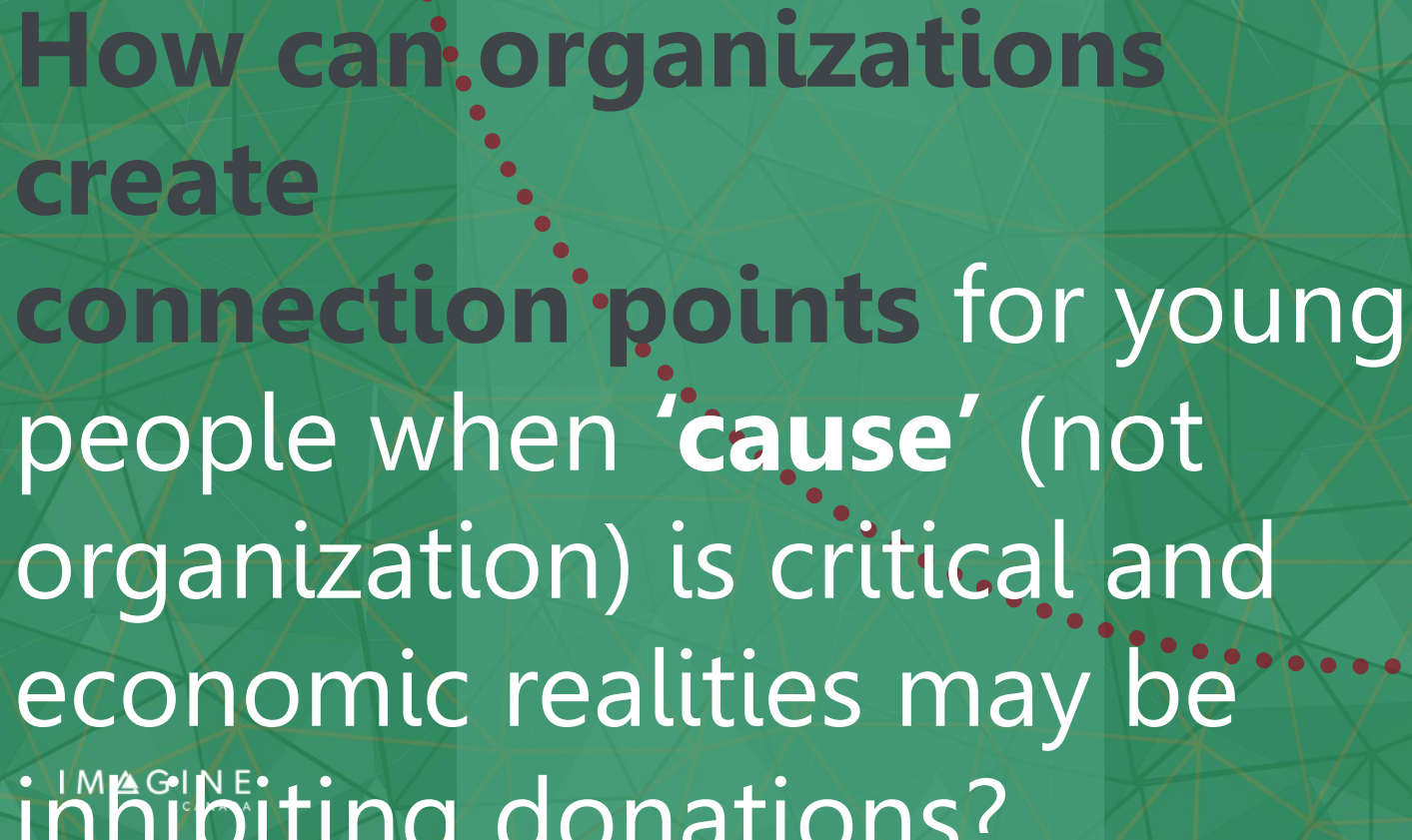


Looking at the barriers to giving cited by immigrants, charities are facing two key issues. The first is skepticism about charities and how they use donations. The second issue for charities is **successfully engaging immigrants.**



So, what does this all mean?

How can an **organizations**
plan for a fiscally sustainable
future when
its revenue streams are reliant
on
older, mission based donors?



How can organizations
create
connection points for young
people when **'cause'** (not
organization) is critical and
economic realities may be
inhibiting donations?

How can organizations find ways to invite new Canadians
to engage in their cause when
their current networks and
circles of influence don't include
them?

IMAGINE CANADA

Strong Charities. Strong Communities.

