

# Who are Canada's Donors?

## Personal and economic characteristics

Canada's donors are influenced by a variety of factors, including the financial capacity to give, values and attitudes related to giving, and the opportunities to give, according to the 2000 National Survey of Giving, Volunteering, and Participating.<sup>1</sup>

### Age

More than 8 in 10 Canadians (86%) aged 35-44 donated to charity in 2000, making them more likely to give than those in other age groups. This figure compares to 84% in 1997.<sup>2</sup>

Canadians over the age of 44 were only slightly less likely to give. The least likely to give were Canadians between the ages of 15-24; however, their donor rate rose from 59% in 1997 to 64% in 2000.

- Canadians between the ages of 45 and 54 made the largest average annual donations (\$338), while 15-24 year olds made the smallest average annual donations (\$118).
- Canadians aged 45 and older gave almost \$6 out of every \$10 contributed.
- Nearly half of all donors (45%) were 45 years of age and older.

### Education

Canadians with higher levels of education were more likely to be donors. Over eight in ten Canadians (84%) with a university degree or a post-secondary certificate or diploma made donations in 2000. In 1997, 90% of Canadians with a university degree gave as opposed to only 84% in 2000. Eighty-four percent of those with a post-secondary certificate or diploma donated in both 1997 and 2000. Only 68% of those with less than a high school diploma made donations in both 1997 and 2000.

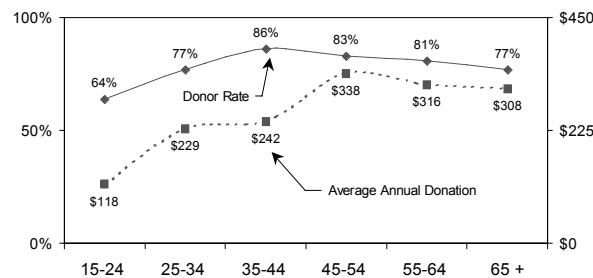
University-educated donors gave an annual average of \$480, compared to \$252 for those with post-secondary certificates or diplomas. Overall, the average annual donation amount increased with the level of education.

- Canadians with a university degree or a post-secondary certificate or diploma accounted for \$6 out of every \$10 donated.
- Nearly half (48%) of all donors held a university degree, post-secondary certificate or diploma.

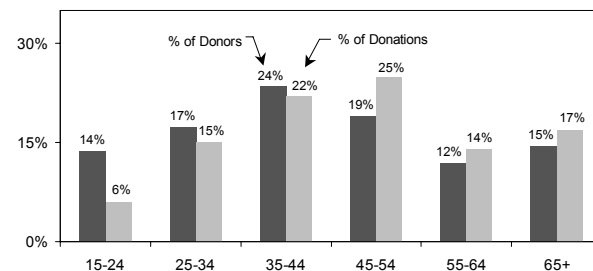
<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

<sup>2</sup> 1997 figures are from the 1997 NSGVP, which is based on reports of charitable giving and volunteering over the one-year period by Canadians aged 15 and older.

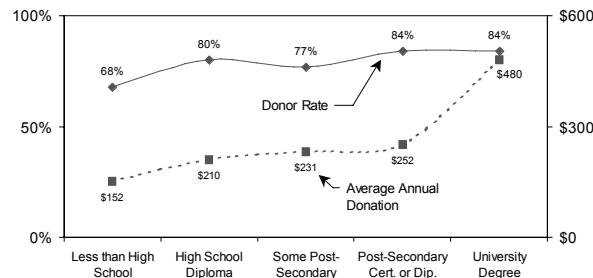
Donor Rate and Average Annual Donation by Age



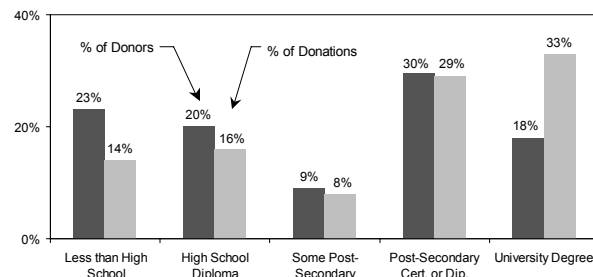
Percentage of Donors and Percentage of Donation by Age



Donor Rate and Average Annual Donation by Education



Percentage of Donors and Percentage of Donations by Education



### Household income

Canadians with higher household incomes were more likely to donate and more likely to give larger annual donations than those with lower household incomes.

Eighty-six percent of Canadians with household incomes of \$100,000 or more were donors, as were 87% of those with household incomes between \$80,000 and \$99,999. As household income decreased, so did the percentage of those making donations.

Those with household incomes of \$100,000 or more made the largest average annual donation — \$529, down from \$608 in 1997. Average annual donations decreased steadily as household incomes decreased.

- Canadians with household incomes of \$60,000 or more accounted for almost \$6 out of every \$10 donated.
- Forty-one percent of donors had household incomes of \$60,000 or more.

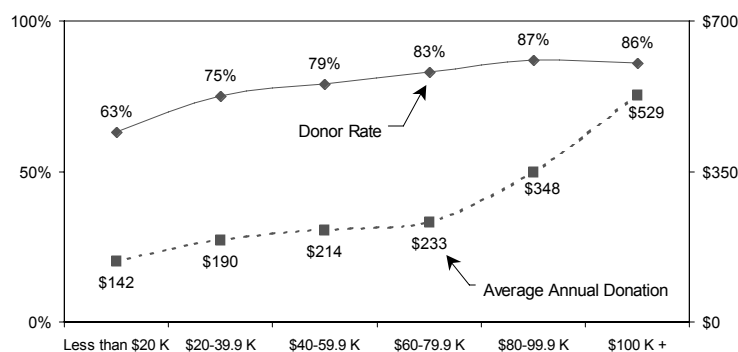
### Are high income donors more generous?

Although donors with higher household incomes made larger donations, donors with lower household incomes gave a larger percentage of their income.

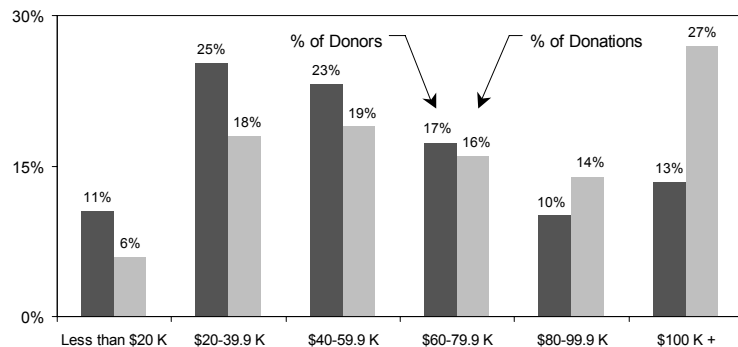
Those with household incomes under \$40,000 contributed significantly greater percentages of their income than those with higher household incomes.

Donors with household incomes of less than \$20,000 gave the highest percentage of income in the form of donations (1.12%). Generally, as household incomes increased, the percentage of income donated decreased.

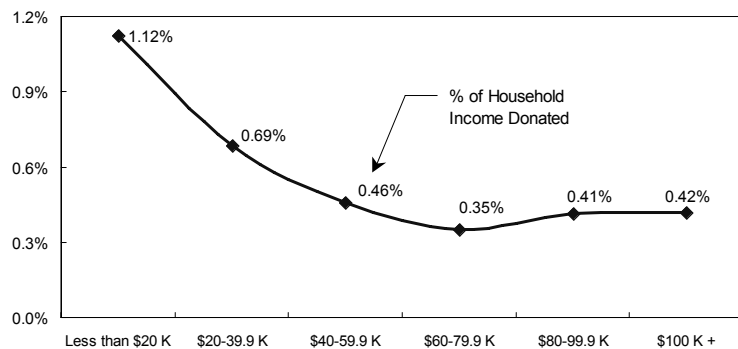
Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



Percentage of Household Income Spent on Financial Donations to Charitable and Nonprofit Organizations



For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians, Involved Canadians*, please visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca).

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