

WHERE CANADIANS DONATE:

DONATING BY TYPE OF ORGANIZATION

David Lasby

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Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie™



VOLUNTEER
BÉNÉVOLES
C A N A D A

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For more information about the 2000 National Survey of Giving, Volunteering and Participating, including full text of the highlights report, *Caring Canadians, Involved Canadians*, please visit www.givingandvolunteering.ca.

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Canada 

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I About the NSGVP

The National Survey of Giving, Volunteering and Participating (NSGVP) provides the most comprehensive look at the contributions of Canadians to one another and their communities ever undertaken in Canada.

The NSGVP asks Canadians a series of questions about how they give money and other resources to individuals and to charitable and nonprofit organizations; volunteer time to charitable and voluntary organizations and directly to individuals; and participate in organizations by becoming members. First conducted in 1997 as a special survey by Statistics Canada, the NSGVP was repeated in 2000 as part of the federal government's Voluntary Sector Initiative (VSI). The 2000 survey was conducted by Statistics Canada as a supplement to the Labour Force Survey (LFS). The 2000 NSGVP is based on a representative sample of 14,724 Canadians aged 15 and older who were asked about their giving and volunteering for a one-year period from October 1, 1999 to September 30, 2000.

A renamed and redesigned Canada Survey of Giving, Volunteering and Participating (CSGVP) will be conducted every three years beginning in 2004. Although Statistics Canada will continue to conduct the CSGVP, it will be a stand-alone survey that is independent of the Labour Force Survey. Following national consultations with voluntary sector organizations, federal and provincial agencies, and the academic research community, the CSGVP content was modified. The new survey instrument was tested and will go into the field in the fall of 2004.

For more information on the NSGVP and CSGVP, please continue to visit www.givingandvolunteering.ca.

Nearly 8 in 10 (78%) Canadians aged 15 and over made at least one donation to a charitable or nonprofit organization in 2000, according to the National Survey of Giving, Volunteering and Participating (NSGVP). On average, these donors contributed \$259 each, for a total of \$4.9 billion. What types of organizations did Canadian donors support? What distinguishes Canadians who donated to one type of organization from those who donated to other types of organizations? What might these findings mean for Canadian charitable and voluntary organizations that hope to attract and retain donors?

This report draws on data from the 2000 National Survey of Giving, Volunteering and Participating, which surveyed 14,724 Canadians aged 15 and over about their charitable giving and volunteering over the one year period between October 1, 1999 and September 30, 2000. It begins by describing the personal and economic characteristics of Canadian donors. Next, it presents findings on why these Canadians donate, what prevents them from giving more, and the methods by which they make charitable donations. It then turns to an analysis of Canadians who donated to six specific types of organizations: Health organizations; Social Services organizations; Religious organizations; Education and Research organizations; Philanthropic Intermediaries and Voluntarism Promotion organizations; and Arts, Culture and Recreation organizations. In each section, we examine the characteristics of Canadians who donated to each type of organization, their motivations, the barriers they faced, and how they made their donations.

Readers should note that this report presents findings on Canadian donors as a whole. Readers seeking information about charitable donating in one of more of Canada's provinces are directed to givingandvolunteering.ca, which houses a series of provincial fact sheets, as well as a downloadable version of *Caring Canadians, Involved Canadians: Highlights from the 2000 National Survey of Giving, Volunteering and Participating*. Readers will also find on this Web site a how-to manual, *Understanding Canadian Donors: Using the National Survey of Giving, Volunteering and Participating to Build Your Fundraising Program*.

A note on the research methodology

The basic unit of measurement for the NSGVP is the individual survey respondent. As a result, much of the data collected can be related only to the respondent, not to specific instances of donating. Because many respondents donated to more than one type of organization, this means, for example, that if a respondent cited a particular motivation for donating, this is taken to apply equally to all of the organization types that the respondent supported. This allows us to report, for example, on the percentage of people who donated to a specific type of organization *and who also* cited a particular motivation for donating. It does not allow us to report on the percentage of people who donated to a specific type of organization *because* of a particular motivation. However, by directly comparing and contrasting the responses of donors who did and did not support particular types of organization, we are able to provide the reader with some insight into the behaviours and attitudes of Canadians who donated to specific types of organizations.

The NSGVP classifies organizations according to the International Classification of Nonprofit Organizations (ICNPO). This classification, developed by the Comparative Nonprofit Project, based at Johns Hopkins University, divides the nonprofit sector into 12 major categories (see Table 1). Every incident of giving to and volunteering for an organization collected by the NSGVP was attributed to one of these 12 organization types.

Table 1. Types of organizations

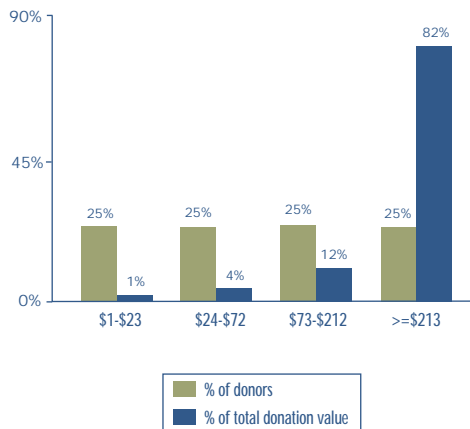
Arts, culture and recreation organizations
Education and research organizations
Health organizations
Social services organizations
Environment organizations
Development and housing organizations
Law, advocacy and politics organizations
Philanthropic intermediaries and voluntarism promotion organizations
International organizations
Religion organizations
Business and professional associations and unions
Other organizations

Due to sample size concerns, we can only report on donating to the six most commonly supported organization types: Health; Social Services; Religious; Education and Research; Philanthropic Intermediaries and Voluntarism Promotion; and Arts, Culture and Recreation. However, much of the material covered in the first part of this report does not focus on a specific organization type, and is applicable to donating in general.

Who are Canada's donors?

According to the NSGVP, 78% of Canadians aged 15 and over made at least one donation to a charitable and non-profit organization in 2000. On average, these donors contributed \$259 each, for a total of \$4.9 billion. Although this support was broadly based, a minority of donors accounted for the overwhelming majority of the funds donated. Fully 82% of the total value of all donations was contributed by the 25% of donors (or about 20% of all Canadians) who donated \$213 or more (see Figure 1).

Figure 1. Much comes from the few



Before examining donating by organization type, it would be useful to have a picture of Canada's donors. Who are they? What distinguishes them from Canadians who do not make charitable donations? Which Canadians are more likely to make charitable donations? This section of the report presents findings on the personal and economic characteristics of Canadian donors. It also highlights the characteristics associated with "top" donors – the 25% of donors who contributed an average of \$213 or more.

Personal and economic characteristics

Age. Canadians aged 35 to 44 were the most likely to donate (86% donated), while those who were either younger or older were less likely to do so (64% of 15 to 24 year olds and 77% of those 65 and over; see Table 2).

The average annual donation increased with age, peaking at \$338 among those aged 45 to 54, and then declining somewhat. Even with this decline, however, those aged 45 and over made significantly larger average donations than did younger donors.

Canadians in some age groups contributed a disproportionately large percentage of the total value of all donations, given their representation in the Canadian population, while those in other age groups contributed a disproportionately small percentage. For example, Canadians aged 45 to 54 made up 18% of the population and 19% of donors, but accounted for 23% of top donors and 25% of the total value of all donations. Conversely, Canadians aged 15 to 24 made up 17% of the population and 14% of donors, but accounted for just 5% of top donors and 6% of the total value of all donations.

Sex. Women were somewhat more likely to donate than were men (81% of women vs. 75% of men; see Table 2), but both groups donated almost the same amounts, on average (\$259 and \$260, respectively). Women made up 51% of the population, but accounted for 52% of top donors and 53% of the total value of all donations; men made up 49% of the population, but accounted for 48% of top donors and 47% of the total value of all donations.

Table 2. Donating and personal and economic characteristics

	Donation rate	Average donation	% Population	% Donors	% Top donors	% Total value of donation
Age						
15 - 24 years	64%	\$118	17%	14%	5%	6%
25 - 34 years	77%	\$229	18%	17%	14%	15%
35 - 44 years	86%	\$242	21%	24%	24%	22%
45 - 54 years	83%	\$338	18%	19%	23%	25%
55 - 64 years	81%	\$316	11%	12%	15%	14%
65+ years	77%	\$308	15%	15%	19%	17%
Sex						
Male	75%	\$260	49%	47%	48%	47%
Female	81%	\$259	51%	53%	52%	53%
Marital status						
Married/Common law	84%	\$282	62%	66%	72%	72%
Single/Never married	66%	\$169	26%	22%	14%	15%
Widow/Widower	77%	\$328	5%	5%	7%	7%
Separated/Divorced	72%	\$286	7%	6%	7%	7%
Education level						
Less than high school	68%	\$152	27%	23%	15%	14%
High school diploma	80%	\$210	20%	20%	16%	16%
Some post-secondary	77%	\$231	9%	9%	9%	8%
Post-secondary diploma	84%	\$252	28%	30%	29%	29%
University degree	84%	\$480	17%	18%	30%	33%
Labour force status						
Employed	82%	\$273	63%	66%	68%	69%
Full-time (>30 hrs)	83%	\$274	50%	54%	57%	56%
Part-time (<30 hrs)	76%	\$271	12%	12%	11%	12%
Unemployed	65%	\$139	4%	3%	2%	2%
Not in labour force	73%	\$243	33%	31%	30%	29%
Religious affiliation						
Affiliated	83%	\$296	74%	77%	85%	87%
No affiliation	72%	\$146	26%	23%	15%	13%
Religious attendance						
Weekly attender	90%	\$577	19%	21%	40%	47%
Not a weekly attender	77%	\$176	81%	79%	60%	53%
Religiosity						
Very religious	85%	\$618	11%	12%	21%	29%
Not very religious	79%	\$210	89%	88%	79%	71%
Household income						
Less than \$20,000	63%	\$142	13%	11%	6%	6%
\$20,000 to \$39,999	75%	\$190	26%	25%	18%	18%
\$40,000 to \$59,999	79%	\$214	23%	23%	20%	19%
\$60,000 to \$99,999	85%	\$275	25%	27%	32%	29%
\$100,000 or more	86%	\$529	12%	13%	24%	27%

Marital status. Canadians who were married or in common-law relationships were the most likely to donate (84%; see Table 2), while those who were single and had never married were least likely to do so (66%). Those in the remaining groups fell between these two extremes.

Donors who were widowed made the largest average annual donations (\$328), while those who were single made the smallest average donations (\$169). Although those who were married were significantly more likely to donate than those who were separated or divorced, both groups made similar average annual donations (\$282 and \$286, respectively).

Married Canadians contributed a disproportionately large percentage of the total value of all donations, given their representation in the Canadian population. They made up 62% of the population, but accounted for 72% of top donors and 72% of total value of all donations. Conversely, those who were single

accounted for a disproportionately small percentage of the total value of all donations. They made up 26% of Canadians, but accounted for only 14% of top donors and 15% of the total value of all donations.

Education. Canadians with a post-secondary degree or diploma and those with a university degree were the most likely to donate (84% of both groups; see Table 2), while those with less than a high school education were least likely to do so (68%). Those with some post-secondary education and those with a high school diploma fell between these groups (77% and 80%, respectively).

The average annual donation rose steadily with education, ranging from a low of \$152 among those with less than a high school diploma to a high of \$480 among those with a university degree.

Canadians with a university degree contributed a disproportionately large percentage of the total value of all donations, given their representation in the Canadian population. They made up 17% of the population and 18% of donors, but accounted for 30% of top donors and 33% of the total value of all donations. Conversely, those with less than a high school education contributed a disproportionately small percentage of the total value of all donations. They made up 27% of the population and 23% of donors, but accounted for just 15% of top donors and 14% of the total value of all donations.

Labour force status. Canadians who were employed, particularly on a full-time basis, were the most likely to donate. Over four fifths (83%) of those employed full-time and three quarters (76%) of those employed part-time made donations, compared to less than three quarters (73%) of those not in the labour force, and less than two thirds (65%) of those who were unemployed (see Table 2).

A similar pattern can be seen with average annual donations, although there were small differences between those who were employed full-time (\$274) and those who were employed part-time (\$271). This compares to \$243 for those who were not in the labour force and \$139 for those who were unemployed.

Employed Canadians contributed a disproportionately large percentage of the total value of donations, given their representation in the population. Canadians who were employed made up 63% of the population and 66% of donors, but accounted for 68% of top donors and 69% of the total value of all donations. Conversely, Canadians who were not in the labour force contributed a disproportionately small percentage of the total value of all donations. They made up 33% of the population and 31% of donors, but accounted for 30% of top donors and 29% of the value of donations.

Religious affinity. The NSGVP uses three measures of religious affinity: affiliation with an established religious tradition or place of worship, frequency of attendance at religious services,¹ and self-identified degree of religiosity. By all three of these measures, those who were more religious were more likely to make donations and to donate larger average amounts than those who were less religious. Just over four in five (83%) of those with a religious affiliation made a donation, compared with less than three quarters (72%) of those with no affiliation (see Table 2). Similarly, 85% of those who considered themselves very religious donated, compared to 79% of those who did not identify themselves in this way. The most pronounced difference was in frequency of attendance at religious services — 90% of those who attended services weekly made donations, compared to 77% of those who did not attend religious services weekly.

These patterns can also be seen with respect to average annual donations. Canadians with a religious affiliation donated slightly more than twice as much, on average, as those with no affiliation (\$296 versus \$146). Similarly, those who identified themselves as very religious donated almost three times as much, on average, as those who did not identify themselves in this way (\$618 versus \$210). Again, the most striking difference was between those who attended religious services weekly and those who did not — the former donated over three times as much, on average, as the latter (\$577 versus \$176).

Canadians who were more religious contributed a disproportionately large percentage of the total value of donations, given their representation in the population. The 74% of Canadians who claimed a religious affiliation accounted for 77% of donors, 85% of top donors, and 87% of the total value of all donations. Similarly, those who attended religious services on a weekly basis made up 19% of the population and 21% of donors, but accounted for 40% of top donors and nearly half (47%) of the total value of all donations. The most striking example of this over-representation can be seen among those who consider themselves very religious. They made up just 11% of the Canadian population and 12% of donors, but accounted for 21% of top donors and almost one third (29%) of the total value of all donations.

Household income. The likelihood of donating increased with annual household income, from a low of 63% among Canadians with household incomes of less than \$20,000 to a high of 86% among those with household incomes of \$100,000 or more (see Table 2).

Average annual donations also increased with the annual household income, ranging from a low of \$142 among those with household incomes of less than \$20,000 to a high of \$529 among those with household incomes of \$100,000 or more.

Canadians with household incomes of \$60,000 or more (particularly those with household incomes of \$100,000 or more) contributed a disproportionately large percentage of the total value of all donations, given their representation in the population. Those with household incomes of \$100,000 or more made up 12% of the population and 13% of donors, but accounted for 24% of top donors and over one quarter (27%) of the total value of all donations. Similarly, those with household incomes of between \$60,000 and \$99,999 made up 25% of the population and 27% of donors, but accounted for 32% of top donors and 29% of the total value of all donations. Conversely, those with annual household incomes of less than \$20,000 made up 13% of the population and 11% of donors, but accounted for just 6% of top donors and 6% of the total value of all donations.

Organizations supported

Although 78% of Canadians made at least one donation to a charitable or nonprofit organization, the percentage who donated to each type of organization is somewhat smaller. This is because 29% of donors contributed to only one type of organization. Health organizations had by far the broadest support (54% of Canadians made at least one donation to a Health organization; see Table 3). Social Services and Religious organizations were supported by approximately a third of all Canadians (38% and 32%, respectively), while less than one fifth of Canadians supported Education and Research (19%), Philanthropic Intermediaries and Voluntarism Promotion (14%), and Arts, Culture and Recreation (13%) organizations. The base of support of all other types of organization was significantly smaller, hovering at about one in twenty Canadians, or less.

¹ Those who were not affiliated with an established religious tradition or place of worship were automatically considered not to be weekly attendees.

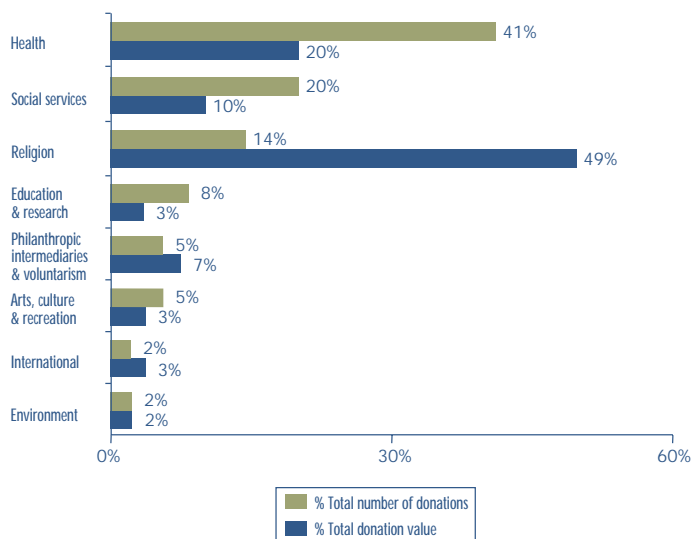
Table 3. Level of support by organization type

Organization type	% Canadians donating
Health	54%
Social services	38%
Religious	32%
Education & research	19%
Philanthropic intermediaries & voluntarism promotion	14%
Arts, culture & recreation	13%
Environment	5%
International	5%
Law, advocacy & politics	4%
Other	2%
Development & housing	1%
Business associations & unions	<1%*

*Sample size limitations affect the reliability of this estimate.

A broad base of support did not necessarily translate into a larger share of total donations made in 2000. Although Health organizations attracted the support of over one half of Canadians (54%), they received only 41% of the total number of donations and 20% of the total value of all donations (see Figure 2). A similar pattern is seen with Social Services organizations, which attracted the support of 38% of Canadians, but only 20% of the total number of donations and 10% of the total value of all donations. Religious organizations, on the other hand, were supported by 32% of Canadians, and received 14% of the total number of donations, but nearly one half (49%) of the total value of all donations.

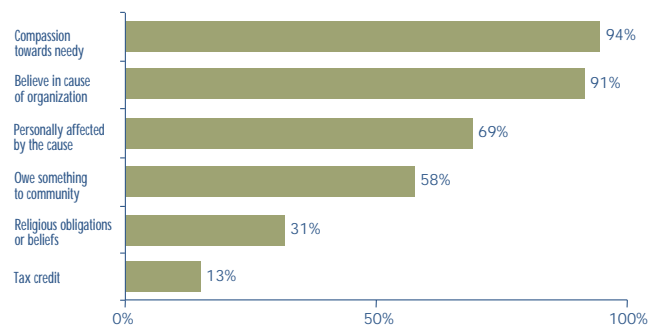
Figure 2. Percentage of the number of donations and total donation value by organization type



Motivations for donating

The NSGVP asked donors whether they donated for any of a range of possible motivations (see Figure 3). The most commonly cited motivation was a sense of compassion for those in need (94% of donors), closely followed by a belief in the cause that the organization(s) supported (91%). Fewer donors said that they gave because they or someone they knew had been personally affected by the cause the organization(s) supported (69%), or because they believed they owed something to their community (58%). Just under one third (31%) said that they donated to fulfill religious obligations or beliefs. Comparatively few donors (13%) said that they gave because of the charitable tax credits they received from government.

Figure 3. Motivations for donating, all donors



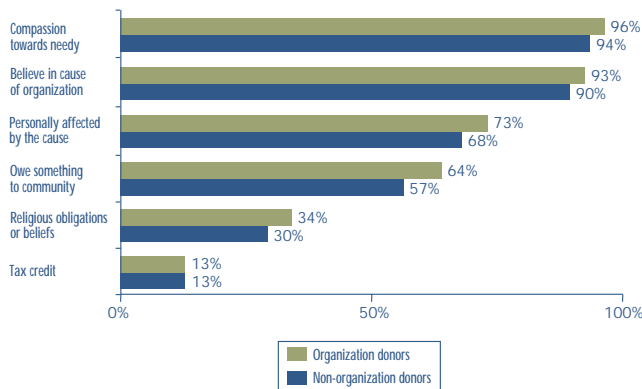
As explained in “A note on the research methodology,” we can only report on the percentage of people who donated to a specific type of organization *and who also* cited a particular motivation for donating. We cannot report on the percentage of people who donated to a specific type of organization *because* of a particular motivation. This means that if a donor who cited owing something to the community as a motivation for giving supported both a Health organization and an Arts, Culture and Recreation organization, this motivation is considered to be equally applicable to both donations. To compensate for this limitation in the data, we contrast the motivations of donors who supported each type of organization with the motivations of donors who gave to other types of organizations.

It is also important to understand that, with few exceptions, donors who supported any given type of organization tended to cite virtually all motivations at a higher rate than did donors who did not support that type of organization. For example, donors to Health organizations were more likely than donors who did not support Health organizations to say that they donated because they or someone they knew had been affected by the cause the organization supported. However, this is also

true of donors who supported any of the organization types covered in this report.² Does this mean, for example, that Health donors were more strongly influenced by this motivation that were other donors?

To answer this question, we must examine the difference between Health and non-Health donors and compare this with the differences between donors who supported any given type of organization and donors who supported other types of organizations. For example, when one looks at the weighted average for donors who supported any specific type of organization and for donors who supported other types of organizations (see Figure 4), one can see that 73% of supporters cite this motivation, compared to 68% of non-supporters – a difference of five percentage points. But when one looks specifically at Health donors versus non-Health donors (see Figure 8), one can see that 76% of Health donors mentioned this motivation, compared to just 54% of non-Health donors — a difference of 22 percentage points. This means that this motivation was more important for Health donors than it was for donors to other types of organizations.

Figure 4. Motivations for donating, donors who supported any given type organization vs. donors who supported all other types of organizations (weighted average percentages)

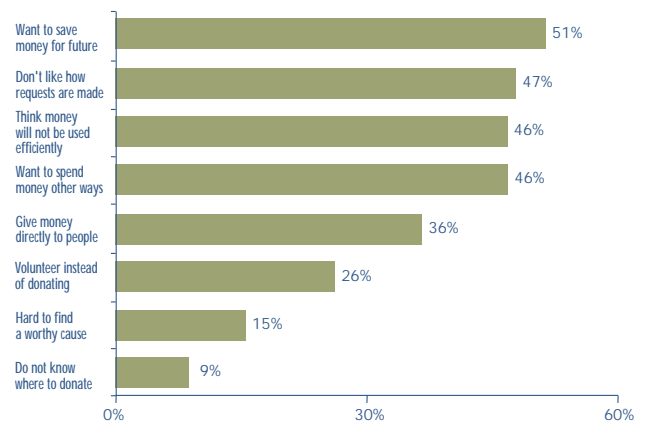


Barriers to donating more

The NSGVP asked donors whether any of a range of potential barriers prevented them from donating more money.³ Approximately half of donors (51%) said that they did not donate more because they wanted to save money for future needs, they did not like how requests for donations were made (47%), they thought that any money that they

donated would not be used efficiently (46%), and/or they would prefer to spend their money in other ways (46%; see Figure 5). Just over one third (36%) of donors said that they did not give more because they already gave enough money directly to those in need without going through an organization. Just over one quarter (26%) said that they volunteered time instead of donating more. Somewhat fewer said that they did not give more because they could not find a cause worth supporting (15%) or because they did not know where to make a donation (9%).

Figure 5. Barriers to donating more, all donors



As with motivations for donating, barriers to donating more apply to donating *generally*, not to donating to specific types of organizations. It is important to understand that, with some exceptions, donors who supported a given type of organization tended to cite most barriers to donating less frequently than did donors who did not support that type of organization. For example, donors to Health organizations were less likely than donors who supported other types of organizations to say that they did not donate more because they would prefer to spend their money in other ways (44% of Health donors, vs. 52% of non-Health donors; see Figure 9).

These figures are quite different from the weighted averages for donors who supported a given organization type versus donors who supported other organization types (45% and 47%, respectively – a difference of two percentage points; see Figure 6). This suggests that wanting to save money for future needs was of far less concern to Health donors than it was to non-Health donors.

² This is because a) donors can support more than one type of organization, b) the likelihood of citing any given motivation tends to increase with the number of types of organizations supported, and c) donors who supported more types of organizations (and who are also more likely to cite a given motivation) were more likely to support any given type of organization, meaning that supporters of any given type of organization were more likely to cite virtually all motivations for donating.

³ Non-donors were asked whether any of the same range of potential barriers was a reason why they did not donate at all.

Figure 6. Barriers to donating more, donors who supported any given type of organization vs. donors who supported all other types of organizations (weighted average percentages)

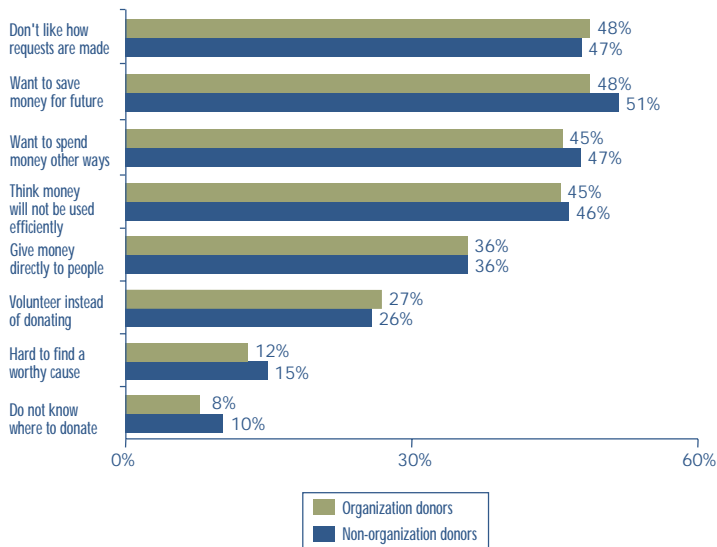
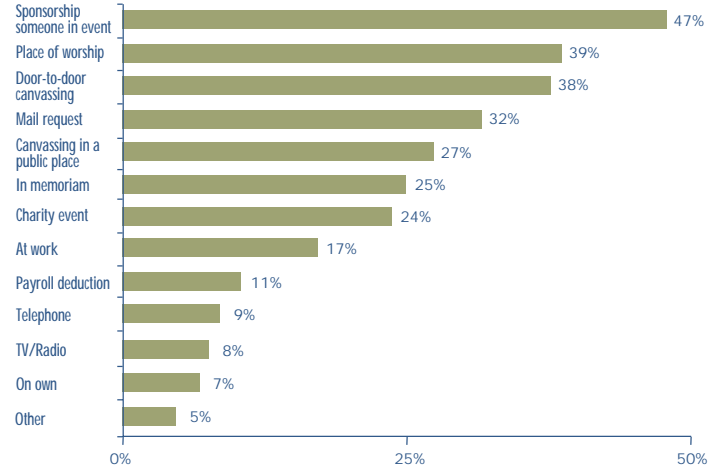


Figure 7. Percentage of donors who donated via each donation method



Methods of donating

The most commonly cited method of donation was sponsoring someone in an event; nearly half of donors (47%) said that they had made at least one donation in this way. Donating through a place of worship and in response to door to door canvassing were somewhat less commonly cited (39% and 38% of donors reported having made at least one donation in each of these ways, respectively). Between a third and a quarter of donors said that they had donated in response to a mail request (32%), canvassing in a public place such as a shopping mall or street corner (27%), in memory of someone (25%), or by paying to attend a charity event (24%). Donating via a phone solicitation (9%), in response to a request on the television or radio (8%), or on the donor's own initiative (7%) were reported.

Donations to health organizations

The Health organizations category includes medical clinics and hospitals, psychiatric care, rehabilitation facilities, public health and wellness promotion, and emergency medical services. This category does not include medical research, which is classified under Education and Research.

Health organizations had the broadest base of support of all organization types, attracting donations from 54% of Canadians. Health donors contributed an average of \$74 each, for a total of \$963 million, or 20% of the total value of all donations in 2000.

Personal and economic characteristics

Age. Canadians aged 35 to 64 were the most likely to donate to Health organizations (61%), followed by those who were 65 years of age or older (57%; see Table 4). Canadians aged 15 to 24 were the least likely to be Health donors (33%). Canadians aged 15 to 24 made up only 10% of Health donors, compared to 14% of all donors.

Sex. Women were more likely to donate to Health organizations than were men (57% vs. 50%; see Table 4). However, the representation of men and women among health donors was roughly the same as their representation among all donors.

Marital status. Canadians who were married or in common law relationships were most likely to donate to Health organizations (61%), followed closely by those who were widowed (59%; see Table 4). Those who were single were noticeably less likely to make Health donations (36%). Married Canadians made up a larger percentage of Health donors than they did of donors generally, accounting for 66% of all donors, but 70% of health donors. Canadians who had never married were under-represented, accounting for 22% of all donors, but only 18% of Health donors.

Education. Generally speaking, the likelihood of donating to Health organizations increased with education (see Table 4). Just over six in ten (61%) Canadians with a university degree donated to Health organizations, compared

to 43% of those with less than a high school diploma. However, the representation of Canadians with various levels of education among Health donors was roughly in keeping with their representation among all donors.

Labour force status. Perhaps not surprisingly, Canadians who were employed, particularly full-time, were more likely than the unemployed or those not in the labour force to donate to Health organizations. Almost six in ten (58%) of those who were employed full-time donated to Health organizations, compared to just over one third (35%) of those who were unemployed (see Table 4). Those who were not in the labour force fell between these two extremes (50%). The representation of Canadians in various labour force groups among Health donors was roughly the same as their representation among all donors.

Religious affinity. The likelihood of donating to Health organizations varied somewhat according to the various measures of religious affinity. Canadians who were affiliated with an established religious tradition and those who attended religious services weekly were more likely to donate to Health organizations (57% and 60%, respectively) than were those who did not possess these attributes (49% and 54%, respectively; see Table 4). However, those who considered themselves very religious were slightly less likely to donate to Health organizations than were those who considered themselves to be less religious (54% vs. 55%). All groups were represented among Health donors in roughly the proportions that one would expect, given their representation among all donors.

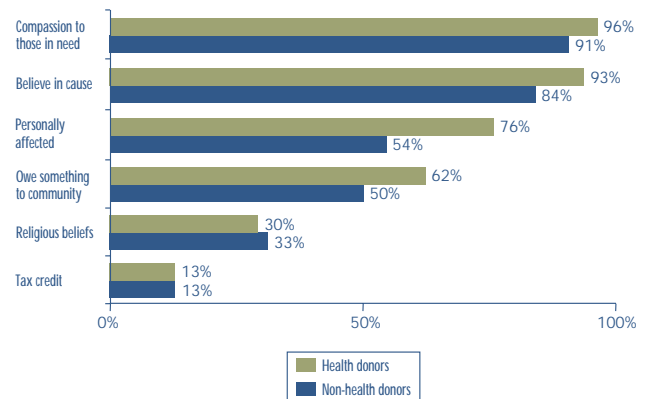
Household income. The likelihood of donating to Health organizations increased with household income (see Table 4). Canadians with annual household incomes of \$100,000 or more were the most likely to donate to Health organizations (66%), while those with incomes of less than \$20,000 were the least likely to do so (38%). Those with household incomes of \$60,000 or more also made up a larger percentage of Health donors than they did of donors generally. Those with incomes of between \$60,000 and \$99,999 accounted for 27% of all donors, but 29% of Health donors, and those with incomes of \$100,000 or more accounted for 13% of all donors, but 15% of Health donors.

Table 4. Donating to health organizations by personal and economic characteristics			
	% Donating for health	% Health donors	% All donors
Age			
15 - 24 years	33%	10%	14%
25 - 34 years	51%	17%	17%
35 - 44 years	61%	24%	24%
45 - 54 years	61%	20%	19%
55 - 64 years	61%	13%	12%
65+ years	57%	16%	15%
Sex			
Male	50%	46%	47%
Female	57%	54%	53%
Marital status			
Married/Common law	61%	70%	66%
Single/Never married	36%	18%	22%
Widow/Widower	59%	6%	5%
Separated/Divorced	49%	6%	6%
Education level			
Less than high school	43%	22%	23%
High school diploma	55%	20%	20%
Some post-secondary	54%	9%	9%
Post-secondary diploma	59%	30%	30%
University degree	61%	19%	18%
Labour force status			
Employed	57%	66%	66%
Full-time (>30 hrs/week)	58%	55%	54%
Part-time (<30 hrs/week)	51%	12%	12%
Unemployed	35%	3%	3%
Not in labour force	50%	31%	31%
Religious affiliation			
Affiliated	57%	77%	77%
No affiliation	49%	23%	23%
Religious attendance			
Weekly attender	60%	20%	21%
Not a weekly attender	54%	80%	79%
Religiosity			
Very religious	54%	11%	12%
Not very religious	55%	89%	88%
Household income			
Less than \$20,000	38%	9%	11%
\$20,000 to \$39,999	49%	24%	25%
\$40,000 to \$59,999	53%	22%	23%
\$60,000 to \$99,999	63%	29%	27%
\$100,000 or more	66%	15%	13%

Motivations for donating

Health donors were markedly more likely than non-Health donors to say that they donated because they or someone they knew had been personally affected by the cause of the organization (76% of Health donors vs. 54% of non-Health donors; see Figure 8). They were also significantly more likely to say that they donated because they felt that they owed something to their community (62% vs. 50% non-Health donors), and because they believed in the cause supported by the organization (93% vs. 84% of non-Health donors). Health donors were less likely than non-Health donors to cite just one motivation: giving to fulfill religious beliefs or obligations (30% vs. 33% non-Health donors).

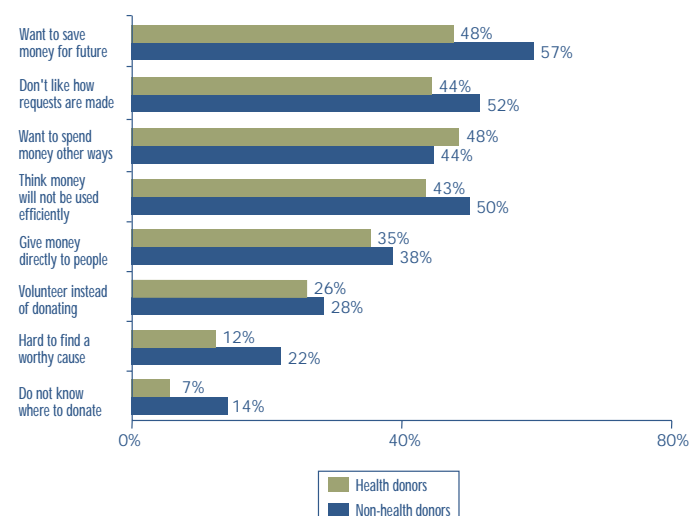
Figure 8. Motivations for donating, health donors and non-health donors



Barriers to donating more

Health donors were remarkably insulated from most barriers to donating more. In fact, Health donors were less likely than non-Health donors to cite almost all barriers (see Figure 9). Only half as many Health donors as non-Health donors said that they did not give more because they did not know where to make a donation (7% of Health donors vs. 14% of non-Health donors). Similarly, far fewer Health donors (12%) said they found it hard to find a cause worth supporting than did non-Health donors (22%). The same is true for those who said that they did not donate more because they wanted to save their money for future needs (48% of Health donors vs. 57% of non-Health donors) and those who wanted to spend their money in other ways (44% of Health donors vs. 52% of non-Health donors). The only barrier that was more significant among Health donors than it was among non-Health donors was not liking the way requests were made (48% of Health donors vs. 44% of non-Health donors).

Figure 9. Barriers to donating more, health donors and non-health donors



Methods of donating

Health organizations received donations through a variety of methods, but some methods were more common than others. For example, donors were most likely to donate to Health organizations by sponsoring someone in an event, such as a walkathon (38% donated in this way) and in response to door to door canvassing (37%; see Figure 10). Other common means of donating to Health organizations included making a gift in memory of someone (28%) and responding to a mail solicitation (24%). Health donors were significantly more likely than donors to other types of organizations to donate in each of these four ways. They were less likely than other donors to offer support by paying to attend a charity event, by donating in response to canvassing in a public place such as a shopping centre or street corner, or by donating through work.

Figure 10. Percentages of health and non-health donors contributing via specific donation methods

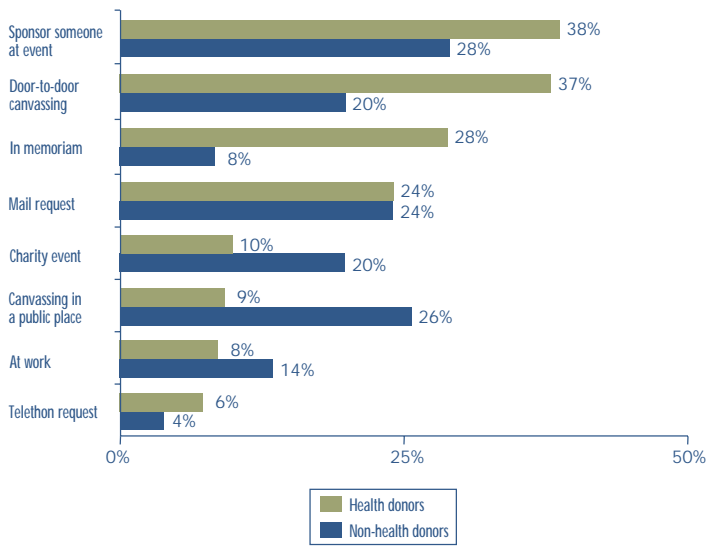
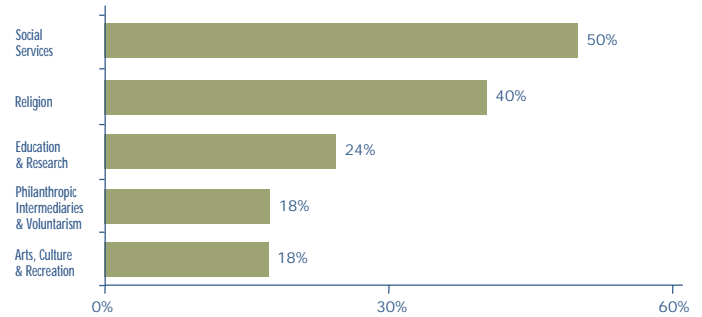


Figure 11. Percentage of Health donors donating to other types of organizations



Support for other types of organizations

The overwhelming majority (83%) of Health donors also made donations to other types organizations. Half (50%) of Health donors also donated to Social Services organizations, 40% to Religious organizations, 24% to Education and Research organizations, and 18% to both Arts, Culture and Recreation organizations, and Philanthropic Intermediaries and Voluntarism Promotion organizations (see Figure 11).

Donations to social services organizations

The Social Services organizations category includes organizations that deliver an entire range of services either to all Canadians or to specific groups within Canadian society. These services run the gamut from child services and daycare, through to services for the elderly, emergency support and relief (including disaster prevention and relief within Canada), income support and maintenance, and other forms of material assistance such as food, clothing, and shelter. This category does not include organizations that deliver services outside of Canada.

Social Services organizations were second only to Health in terms of their breadth of support, attracting donations from over one third of Canadians (38%). Social Services donors contributed an average of \$55 each, for a total of \$503 million, or 10% of the total value of donations in 2000.

Personal and economic characteristics

Age. Canadians aged 35 to 44 were the most likely to donate to Social Services organizations (43%; see Table 5) followed closely by those aged 45 to 54 (42%). Canadians aged 15 to 24 were the least likely to donate to Social Services organizations (27%). The representation of Canadians in various age groups among Social Services donors was roughly in keeping with their representation among all donors.

Marital status. Canadians who were married or in common law relationships were the most likely to donate to Social Services organizations (41%; see Table 5), while those who were single were the least likely to do so (29%). The percentages of Social Services donors by marital status were very similar to the percentages of all donors by marital status.

Education. The likelihood of donating to Social Services organizations increased with education, from a low of 29% among those with less than a high school diploma to a high of 45% among those with a university degree (see Table 5). Canadians with less than a high school diploma made up a smaller percentage of Social Services donors than they did of donors generally, accounting for 23% of all donors, but just 20% of Social Services donors. Conversely, those with a university degree were somewhat over-represented, accounting for 18% of all donors, but 20% of Social Services donors.

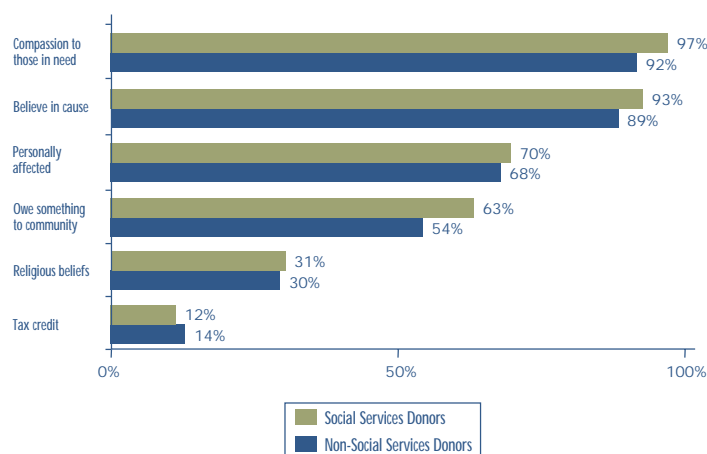
Religious affinity. By any measure of religious affinity, Canadians who were more religious were more likely to donate to Social Services organizations than were those who were less religious. The largest difference related to affiliation to an established religious tradition or place of worship. More than 4 in 10 (41%) Canadians with a religious affiliation donated to Social Services organizations, compared to 33% of those who claimed no affiliation (see Table 5). The representation of Canadians by religious affinity among Social Services donors was roughly in keeping with their representation among all donors.

Household income. Perhaps not surprisingly, the likelihood of donating to Social Services organizations increased with household income (see Table 5). Canadians with annual household incomes of \$100,000 or more were most likely to be Social Services donors (45%), while those with incomes less than \$20,000 were least likely to give to Social Services organizations (26%). Canadians in the highest household income category made up a larger percentage of Social Services donors than they did of donors generally, accounting for 13% of all donors, but 15% of Social Services donors. Conversely, those in the lowest household income category were under-represented, accounting for 11% of all donors, but only 9% of Social Services donors.

Table 5. Donating to social services organizations by personal and economic characteristics			
	% Donating to social services	% Social services donors	% All donors
Age			
15 - 24 years	27%	12%	14%
25 - 34 years	35%	17%	17%
35 - 44 years	43%	24%	24%
45 - 54 years	42%	20%	19%
55 - 64 years	41%	13%	12%
65+ years	38%	15%	15%
Sex			
Male	37%	48%	47%
Female	38%	52%	53%
Marital status			
Married/Common law	41%	68%	66%
Single/Never married	29%	20%	22%
Widow/Widower	38%	5%	5%
Separated/Divorced	36%	6%	6%
Education level			
Less than high school	29%	20%	23%
High school diploma	38%	20%	20%
Some post-secondary	40%	10%	9%
Post-secondary diploma	41%	30%	30%
University degree	45%	20%	18%
Labour force status			
Employed	40%	66%	66%
Full-time (>30 hrs/week)	40%	54%	54%
Part-time (<30 hrs/week)	38%	12%	12%
Unemployed	31%	3%	3%
Not in labour force	35%	30%	31%
Religious affiliation			
Affiliated	41%	78%	77%
No affiliation	33%	22%	23%
Religious attendance			
Weekly attender	43%	21%	21%
Not a weekly attender	38%	79%	79%
Religiosity			
Very religious	41%	12%	12%
Not very religious	39%	88%	88%
Household income			
Less than \$20,000	26%	9%	11%
\$20,000 to \$39,999	36%	25%	25%
\$40,000 to \$59,999	38%	23%	23%
\$60,000 to \$99,999	42%	28%	27%
\$100,000 or more	45%	15%	13%

by a sense of compassion towards those in need (97% vs. 92% of non-Social Services). They were somewhat less likely than other donors to say they were motivated by tax credits (12% vs. 14% of non-Social Services).

Figure 12. Motivations for donating, Social Services donors and non-Social Services donors



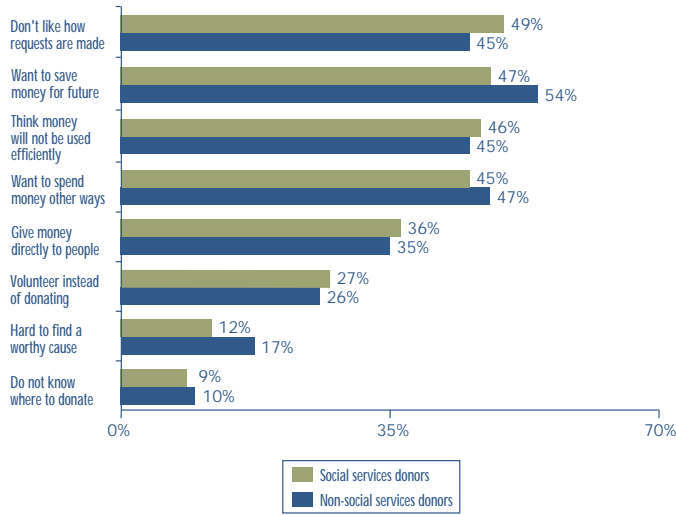
Barriers to donating

The range and magnitude of barriers to donating more that were cited by Social Services supporters were broadly consistent with those cited by donors who supported other types of organizations. The only significant difference was that Social Services donors were less likely than donors to most other types of organizations to say that they did not donate more because they wanted to save money for their own future needs (47% of Social Services donors vs. 54% of non-Social Services donors; see Figure 13).

Motivations for donating

Social Services donors were more likely than non-Social Services donors to say that they donated because they felt they owed something to their community (63% of Social Services donors vs. 54% of non-Social Services donors; see Figure 12). They were also more likely to be motivated

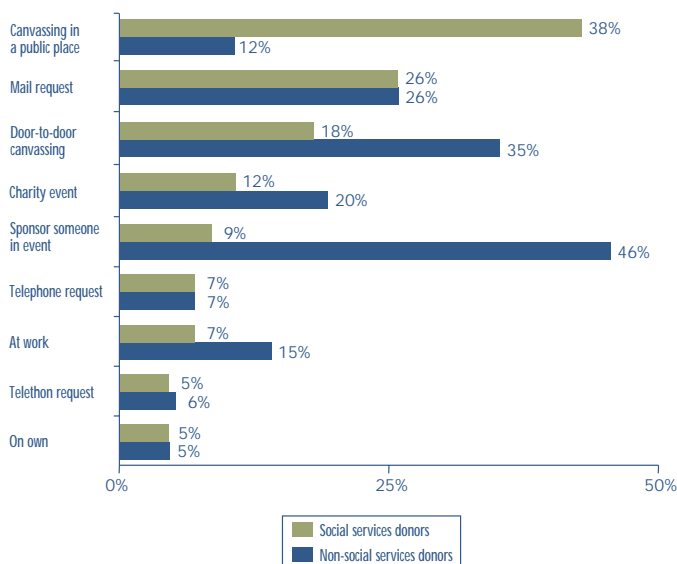
Figure 13. Barriers to donating more, social services donors and non-social services donors.



Methods of donating

Donors to Social Services organizations were most likely to donate in response to a solicitation in a public place, such as a shopping centre or street corner (38% donated in this way), or in response to a mail solicitation (26%; see Figure 14). Other common donation methods included responding to door-to-door canvassing (18%) and paying to attend a charity event (12%). Social Services donors were noticeably more likely than non-Social Services donors to give in response to a solicitation in a public place such as a shopping centre or street corner or in response to a mail solicitation. They were much less likely to donate by sponsoring someone in an event, such as a walkathon (9% of Social Services donors vs. 46% of non-Social Services donors).

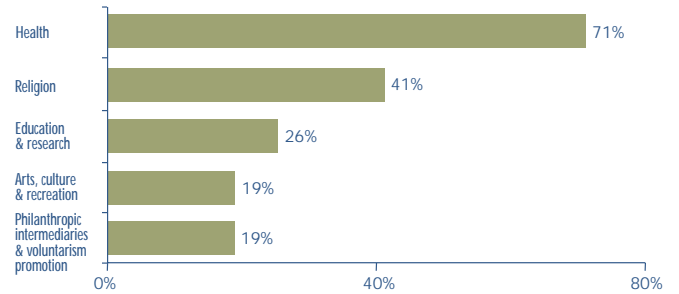
Figure 14. Percentages of social services and non-social services donors contributing via specific donation methods



Support for other types of organizations

The overwhelming majority (90%) of Social Services donors also donated to other types of organizations (see Figure 15). Almost three quarters (71%) of Social Services donors also donated to Health organizations; 41% gave to Religious organizations; 26% to Education and Research organizations; and 19% to each of Philanthropic Intermediaries and Voluntarism Promotion organizations, and Arts, Culture and Recreation organizations (see Figure 15).

Figure 15. Percentage of social services donors donating to other types of organizations



Donations to religious organizations

The Religious organizations category includes religious congregations, associations of religious congregations, organizations that exist primarily to support religious congregations, and organizations that support or promote religious beliefs or activities.

Religious organizations had a fairly broad base of support, attracting donations from 32% of Canadians. Donors to Religious organizations contributed an average of \$310 each, by far the largest average amount donated to any type of organization, for a total of \$2.4 billion, or nearly half (49%) of the total value of donations in 2000.

As will be seen, donors to Religious organizations were different from donors to other types of organizations in that they were far more motivated by their sense of religious obligation and allocated high percentages of their total donations to Religious rather than secular organizations.

Personal and economic characteristics

Age. The likelihood of donating to Religious organizations increased steadily with age (see Table 6). Canadians aged 15 to 24 were the least likely to donate to Religious organizations (21%), while those aged 65 and over were the most likely to do so (45%). Canadians younger than 55 made up smaller percentages of Religion donors than they did of donors generally, while those aged 55 and older were over-represented. For example, those aged 65 and older accounted for 15% of all donors, but 21% of donors to Religious organizations.

Sex. Women were somewhat more likely than men to donate to Religious organizations (34% vs. 29%, respectively; see Table 6), and were somewhat over-represented among donors to Religious organizations, accounting for 53% of all donors, but 55% of Religion donors.

Marital status. Canadians who were widowed were the most likely to donate to Religious organizations (46%), while those who were single were the least likely to do so (22%; see Table 6). Widowed Canadians made up a larger percentage of Religion donors than they did of donors

generally, accounting for 5% of all donors, but 8% of donors to Religious organizations. The same was true of Canadians who were married or in common-law relationships, who accounted for 66% of all donors, but 69% of donors to Religious organizations. This may be at least partially related to age – widowed Canadians, and to a lesser extent married Canadians, are likely to be older than those who are single, and older people tend to be more religiously active than younger people.

Education. The likelihood of donating to Religious organizations was relatively constant among those with less than a post-secondary degree or diploma, averaging 28-29%, but was noticeably higher among those with more education – 35% among those with a post-secondary degree or diploma and 38% among those with a university degree (see Table 6). Canadians with a university degree made up a larger percentage of Religion donors than they did of donors generally, accounting for 18% of all donors, but 20% of Religion donors, as did those with less than high school, who accounted for 23% of all donors, but 25% of Religion donors.

Labour force status. Canadians who were not in the labour force were the most likely to donate to Religious organizations (37%), while those who are unemployed were the least likely to do so (21%; see Table 6). Employed Canadians fell between these two extremes (30%). Canadians who were not in the labour force were over-represented among Religion donors, accounting for just under one third of all donors (31%), but 38% of donors to Religious organizations. Conversely, those who were employed were under-represented, accounting for 66% of all donors, but just 59% of donors to Religious organizations.

Table 6. Donating to religious organizations by personal and economic characteristics

	% Donating to religion	% Religion donors	% All donors
Age			
15 - 24 years	21%	11%	14%
25 - 34 years	26%	15%	17%
35 - 44 years	33%	22%	24%
45 - 54 years	33%	18%	19%
55 - 64 years	37%	13%	12%
65+ years	45%	21%	15%
Sex			
Male	29%	45%	47%
Female	34%	55%	53%
Marital status			
Married/Common law	36%	69%	66%
Single/Never married	22%	18%	22%
Widow/Widower	46%	8%	5%
Separated/Divorced	26%	5%	6%
Education level			
Less than high school	29%	25%	23%
High school diploma	28%	17%	20%
Some post-secondary	28%	8%	9%
Post-secondary diploma	35%	31%	30%
University degree	38%	20%	18%
Labour force status			
Employed	30%	59%	66%
Full-time (>30 hrs/week)	30%	48%	54%
Part-time (<30 hrs/week)	30%	12%	12%
Unemployed	21%	3%	3%
Not in labour force	37%	38%	31%
Religious affiliation			
Affiliated	42%	94%	77%
No affiliation	7%	6%	23%
Religious attendance			
Weekly attender	73%	41%	21%
Not a weekly attender	24%	59%	79%
Religiosity			
Very religious	60%	21%	12%
Not very religious	29%	79%	88%
Household income			
Less than \$20,000	28%	11%	11%
\$20,000 to \$39,999	32%	26%	25%
\$40,000 to \$59,999	31%	22%	23%
\$60,000 to \$99,999	34%	27%	27%
\$100,000 or more	36%	14%	13%

Religious affinity. As one would expect, by any measure of religious affinity, Canadians who were more religious were significantly more likely to donate to Religious organizations than were those who were less religious. The most striking example of this relates to affiliation with an established religious tradition. Canadians with an affiliation were six times more likely to donate to Religious organizations than were those with no affiliation (42% vs. 7%, respectively; see Table 6). Similar, but less pronounced, patterns were seen with the other measures of religious affinity. Not surprisingly, then, Canadians who were more religious made up larger percentages of Religion donors than they did of donors generally. For example, those who attended religious services on a weekly

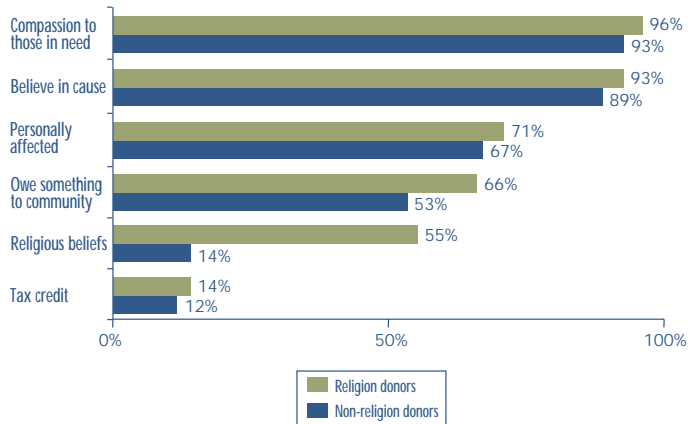
basis accounted for 21% of all donors, but 41% of donors to Religious organizations. Similar, but less pronounced, patterns are seen with the other measures of religious affinity.

Household income. The likelihood of donating to Religious organizations tended to increase with household income. Canadians with annual household incomes of less than \$20,000 were the least likely to donate to Religious organizations (28%), while those with incomes of \$100,000 or more were the most likely to do so (36%). However, the representation of Canadians by household income among Religion donors was roughly in keeping with their representation among all donors.

Motivations for donating

It is perhaps no surprise that religious obligations or beliefs were a much more powerful motivator for donors to Religious organizations than they were for non-Religion donors. More than one half (55%) of Religion donors cited this motivation, compared to 14% of non-Religion donors (see Figure 16). Donors to Religious organizations were also somewhat more likely than donors to other organizations to say that they gave because they felt they owed something to their community (66% vs. 53% of non-Religion donors). Broadly speaking, the relative importance of other motivations for donating were as important to donors to Religious organizations as they were to supporters of other types of organizations.

Figure 16. Motivations for donating, religion donors and non-religion donors

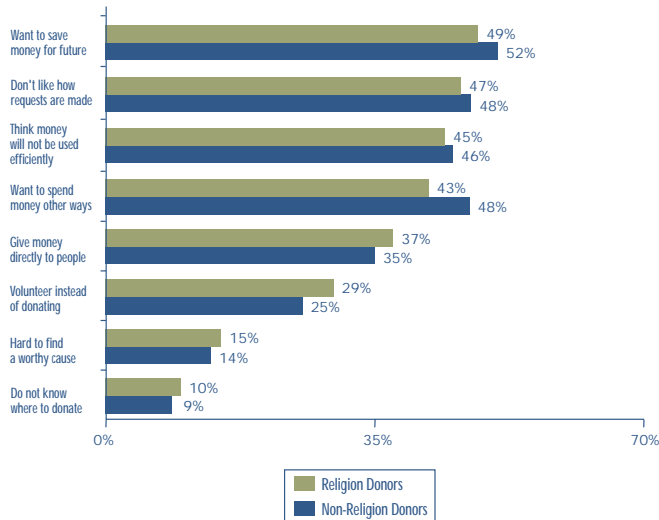


Barriers to donating more

Donors to Religious organizations were more, likely than donors to other organizations to say that they did not donate more because they found it difficult to find an organization worth supporting (15% of Religion donors vs. 14% of non-Religion donors; see Figure 17) and because they did not know where to

make a donation (10% vs. 9% of non-Religion donors).⁴ The effects of other barriers were roughly in keeping with what was seen with other organization types.

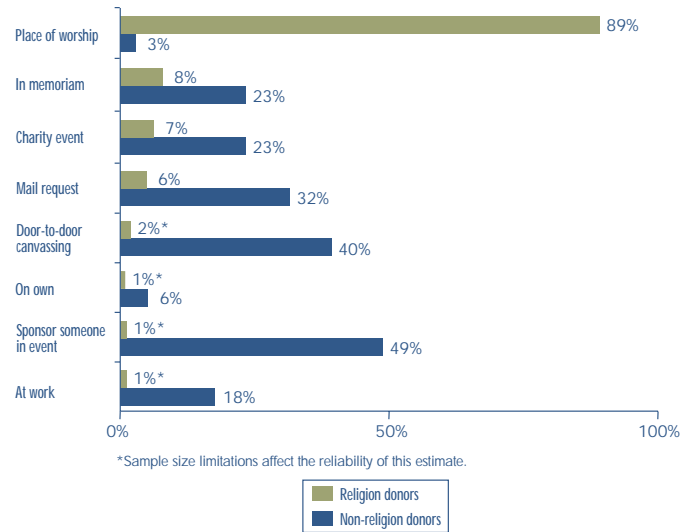
Figure 17. Barriers to donating more, Religion donors and non-Religion donors



Methods of donating

Perhaps not surprisingly, almost 9 in 10 (89%) donors to Religious organizations donated through a place of worship. Only 3% of donors to other types of organizations gave in this way. Much smaller numbers of Religion donors gave in other ways. Eight percent donated in memory of someone, 7% by paying to attend a charity event, and 6% in response to a mail solicitation. Only 2%* of donors to Religious organizations donated in response to a door-to-door solicitation, compared to 40% of donors to other types of organizations.

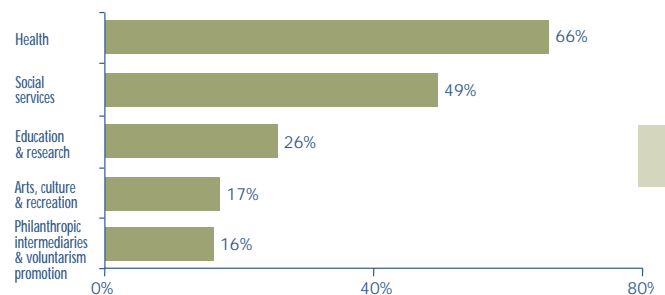
Figure 18. Percentages of religion and non-religion donors contributing via specific donation methods



Support for other types of organizations

The overwhelming majority (86%) of donors to Religious organizations also donated to other types of organizations. Two thirds (66%) also donated to Health organizations. Almost half (49%) also donated to Social Services organizations. Just over one quarter (26%) supported Education and Research organizations, 17% gave to Arts, Culture and Recreation organizations, and 16% donated to Philanthropic Intermediaries and Voluntarism Promotion organizations.

Figure 19. Percentage of religion donors donating to other types of organizations



⁴ The only other instance where this pattern was seen with either of these two barriers was with 'Other' organizations (organizations that could not be assigned to a definite category); 17% of donors to 'Other' organizations, but 15% of other donors, said that they did not donate more because they found it difficult to find a cause worth supporting.

* Sample size limitations affect the reliability of this estimate.

Donations to education and research organizations

The Education and Research category includes institutions devoted to primary, secondary, and post-secondary education, as well as vocational and technical schools, and continuing education programs. It also includes research in the natural, physical, and social sciences, and medical research. It should be noted that childcare falls under Social Services, not Education and Research.

Education and Research organizations attracted the support of roughly one fifth of Canadians (19%). Education and Research donors contributed an average of \$33 each, for a total of \$152 million, or 3% of the total value of all donations in 2000.

Personal and economic characteristics

Age. Canadians aged 35 to 44 were most likely to donate to Education and Research organizations (24%; see Table 7), followed by those 45 to 54 (21%), and 55 to 64 (20%). This may be in part because Canadians in these age groups are the most likely to have children in school. Canadians on either end of the age spectrum were the least likely to support Education and Research organizations (15% of those 65 years of age and older, and 12% of those aged 15 to 24). Middle-aged Canadians made up a larger percentage of Education and Research donors than they did of donors generally. For example, those aged 35 to 44 accounted for 24 % of all donors, but 27% of Education and Research donors.

Sex. Women were somewhat more likely than men to donate to Education and Research organizations (20% of women vs. 17% of men; see Table 7), and were somewhat over-represented among Education and Research donors.

Marital status. Canadians who were married or in common-law relationships were the most likely to donate to Education and Research organizations (21%; see Table 7). Those who were widowed were the least likely to support Education and Research organizations (13%*), followed by those who were single (14%). Married Canadians made up a larger percentage of Education and Research donors than they did of donors generally, accounting for 66% of all donors but 71% of donors to Education and Research organizations.

Education. The likelihood of donating to Education and Research organizations increased steadily with education, ranging from a low of 12% of Canadians with less than a high school diploma to a high of 25% among those with a university degree (see Table 7). Canadians with higher levels of education made up larger percentages of Education and Research donors than they did of donors generally. For example, those with a university degree accounted for 18% of all donors, but 22% of Education and Research donors.

Religious affinity. By two of our three measures of religious affinity, Canadians who were more religious were slightly more likely to donate to Education and Research organizations than were those who were less religious. However, the representation of Canadians with various degrees of religious affinity among Education and Research donors was roughly in keeping with their representation among all donors.

Table 7. Donating to education and research organizations by personal and economic characteristics			
	% Donating to education and research	% Education and research donors	% All donors
Age			
15 - 24 years	12%	10%	14%
25 - 34 years	19%	18%	17%
35 - 44 years	24%	27%	24%
45 - 54 years	21%	20%	19%
55 - 64 years	20%	12%	12%
65+ years	15%	12%	15%
Sex			
Male	17%	45%	47%
Female	20%	55%	53%
Marital status			
Married/Common law	21%	71%	66%
Single/Never married	14%	19%	22%
Widow/Widower	13%*	4%*	5%
Separated/Divorced	17%	6%	6%
Education level			
Less than high school	12%	18%	23%
High school diploma	17%	18%	20%
Some post-secondary	19%	9%	9%
Post-secondary diploma	22%	33%	30%
University degree	25%	22%	18%
Labour force status			
Employed	21%	70%	66%
Full-time (>30 hrs/week)	21%	58%	54%
Part-time (<30 hrs/week)	18%	12%	12%
Unemployed	14%*	3%*	3%
Not in labour force	15%	27%	31%
Religious affiliation			
Affiliated	20%	77%	77%
No affiliation	17%	23%	23%
Religious attendance			
Weekly attender	21%	21%	21%
Not a weekly attender	19%	79%	79%
Religiosity			
Very religious	20%	12%	12%
Not very religious	19%	88%	88%
Household income			
Less than \$20,000	10%	7%	11%
\$20,000 to \$39,999	16%	23%	25%
\$40,000 to \$59,999	19%	23%	23%
\$60,000 to \$99,999	22%	30%	27%
\$100,000 or more	25%	16%	13%

*Sample size limitations affect the reliability of this estimate.

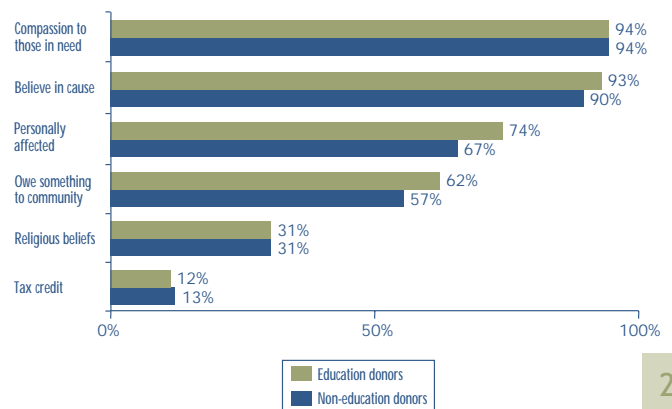
Household Income. As is the case with donating to many other organization types, the likelihood of donating to Education and Research organizations increased with household income (see Table 7). Canadians with annual household incomes of \$100,000 or more were the most likely to donate to Education and Research organizations

(25%), while those with incomes of less than \$20,000 were the least likely to do so (10%). Those with higher household incomes accounted for disproportionately large percentages of Education and Research donors. For example, Canadians with household incomes of \$100,000 or more accounted for 13% of all donors, but 16% of Education and Research donors.

Motivations for donating

The relative importance of various motivations for donating among donors to Education and Research organizations was broadly similar to that among donors to other types of organizations (see Figure 20). Only minor differences were seen between donors to Education and Research organizations and donors to other types of organizations.

Figure 20. Motivations for donating, education and research donors and non-education and research donors



Barriers to donating more

The relative importance of various barriers to donating more among Education and Research donors was broadly similar to that among donors to other types of organizations (see Figure 21). The only major difference was that, like Social Services and Arts, Culture, and Recreations donors, Education and Research donors were somewhat more likely to say that they did not donate more because they believed that their donations would not be used efficiently (47% of Education and Research donors vs. 45% of non-Education and Research donors).

Figure 21. Barriers to donating more, education and research donors and non-education and research donors

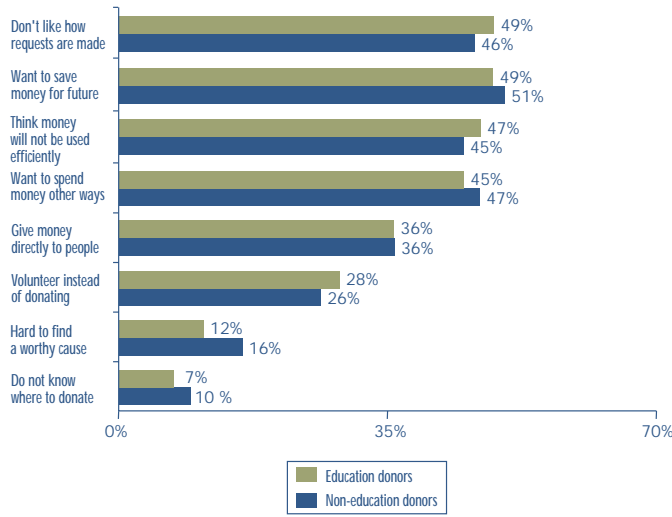
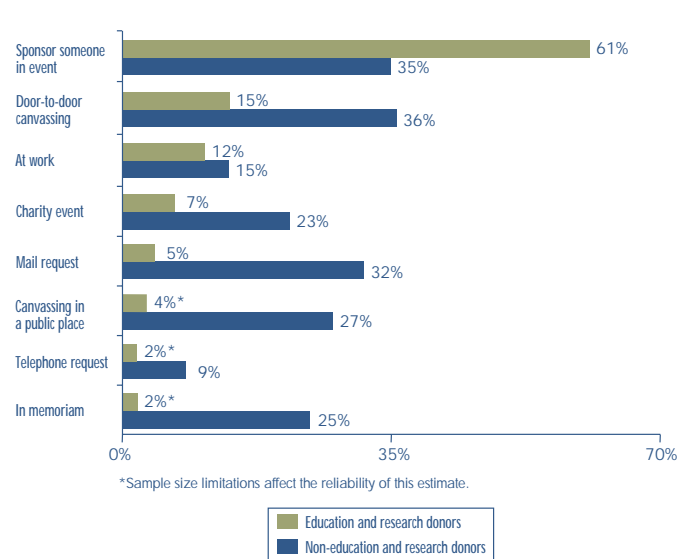


Figure 22. Percentages of education and research and non-education and research donors contributing via specific donation methods



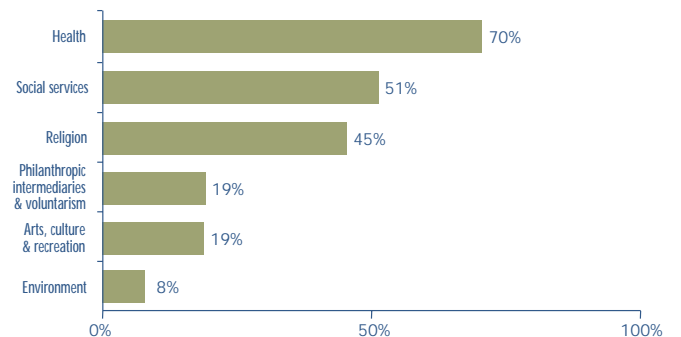
Methods of donating

Education and Research donors were much more likely to give by sponsoring someone in an event, such as a walkathon, than they were to give in any other way (61%; see Figure 22). Only 35% of donors to other organizations used this method. Other relatively common methods used by Education and Research donors were responding to door-to-door canvassing (15%) and donating at work (12%). These two methods were, however, noticeably less common among Education and Research donors than they were among donors to other types of organizations. Education and Research donors were also less likely than other donors to donate in memory of someone, in response to canvassing in a public place, or in response to a mail solicitation.

Support for other types of organizations

The overwhelming majority (93%) of Education and Research donors also donated to other types of organizations. Over two thirds (70%) also donated to Health organizations, over half (51%) gave to Social Services organizations, 45% supported Religious organizations, and 19% gave to Philanthropic Intermediaries and Voluntarism organizations and to Arts, Culture and Recreation organizations (see Figure 23).

Figure 23. Percentage of education and research donors donating to other types of organizations



Donations to philanthropic intermediaries and voluntarism promotion organizations

Philanthropic Intermediaries and Voluntarism Promotion includes organizations, such as public and private foundations, that exist primarily to distribute grants, as well as organizations that promote and/or support voluntarism. It also includes lotteries and collective or federated fundraising organizations that support their members (e.g., United Way).

Philanthropic Intermediaries and Voluntarism Promotion organizations attracted donations from 14% of Canadians. Donors to these organizations contributed an average of \$104 each, for a total of \$363 million, or 7% of the total value of all donations in 2000.

Personal and economic characteristics

Age. Canadians between the age of 35 and 54 were the most likely to donate to Philanthropic Intermediaries and Voluntarism Promotion organizations (“Philanthropic organizations”). One in five (20%) of those in this age range donated to Philanthropic organizations (see Table 8). Canadians at either end of the age spectrum were the least likely to do so (5% of those aged 65, and older and 7% of those aged 15 to 24). Canadians aged 35 to 44 made up a larger percentage of Philanthropic donors than they did of donors generally, accounting for 24% of all donors, but 31% of Philanthropic donors. Conversely, those aged 65 and older were noticeably under-represented, accounting for 15% of all donors, but just 5% of Philanthropic donors.

Sex. Men and women were equally likely to donate to Philanthropic organizations (14% of both sexes) and were represented among Philanthropic donors roughly in the proportions that one would expect, given their representation among donors generally.

Marital status. Canadians who were married or in common-law relationships, or who were separated or divorced, were the most likely to donate to Philanthropic organizations (16% of both groups; see Table 8). Canadians who were widowed were the least likely to support Philanthropic organizations (5%*), while those who were single fell between these two extremes (12%). Canadians who were married made up a somewhat larger percentage of Philanthropic donors than they did of donors generally, accounting for 66% of all donors, but 69% of Philanthropic donors. Those who were widowed were under-represented, accounting for 5% of all donors, but just 2%* of Philanthropic donors.

Education. The likelihood of donating to Philanthropic organizations increased with education, rising from a low of 6% of Canadians with less than a high school diploma to a high of 27% of those with a university degree (see Table 8). Canadians with less than a high school diploma made up a significantly smaller percentage of Philanthropic donors than they did of donors generally, accounting for 23% of all donors, but just 12% of Philanthropic donors. Conversely, Canadians with a university degree were over-represented, accounting for 18% of all donors, but 31% of Philanthropic donors.

Labour force status. Canadians who were employed full-time were the most likely to donate to Philanthropic organizations (21%), while those not in the labour force were the least likely to do so (6%; see Table 8). Canadians who were employed full-time were central to Philanthropic organizations, accounting for 66% of all donors, but 86% of Philanthropic donors. Conversely, those not in the labour force accounted for 31% of all donors, but just 13% of Philanthropic donors.

Table 8. Donating to philanthropic intermediaries and voluntarism promotion organizations by personal and economic characteristics

	% Donating to philanthropy	% Philanthropy donors	% All donors
Age			
15 - 24 years	7%	9%	14%
25 - 34 years	15%	18%	17%
35 - 44 years	20%	31%	24%
45 - 54 years	20%	25%	19%
55 - 64 years	14%	12%	12%
65+ years	5%	5%	15%
Sex			
Male	14%	49%	47%
Female	14%	51%	53%
Marital status			
Married/Common law	16%	69%	66%
Single/Never married	12%	21%	22%
Widow/Widower	5%*	2%*	5%
Separated/Divorced	16%	7%	6%
Education Level			
Less than high school	6%	12%	23%
High school diploma	12%	17%	20%
Some post-secondary	14%	9%	9%
Post-secondary diploma	16%	31%	30%
University degree	27%	31%	18%
Labour force status			
Employed	19%	86%	66%
Full-time (>30 hrs/week)	21%	74%	54%
Part-time (<30 hrs/week)	13%	12%	12%
Unemployed	---	---	3%
Not in labour force	6%	13%	31%
Religious affiliation			
Affiliated	15%	77%	77%
No affiliation	13%	23%	23%
Religious attendance			
Weekly attender	12%	16%	21%
Not a weekly attender	15%	84%	79%
Religiosity			
Very religious	12%	9%	12%
Not very religious	15%	91%	88%
Household income			
Less than \$20,000	4%*	4%*	11%
\$20,000 to \$39,999	8%	15%	25%
\$40,000 to \$59,999	15%	24%	23%
\$60,000 to \$99,999	20%	35%	27%
\$100,000 or more	25%	22%	13%

*Sample size limitations affect the reliability of this estimate.
 --Estimate too small to be expressed.

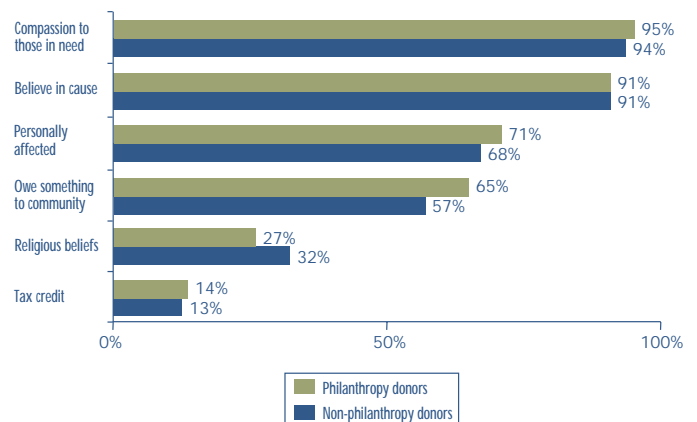
Religious affinity. Contrary to what is seen with many other types of organizations, by two measures of religious affinity, Canadians who were more religious were *less* likely to donate to Philanthropic organizations. Nearly one in seven (15%) Canadians who did not attend religious services weekly donated to Philanthropic organizations, compared to just 12% of those who attended religious services weekly (see Table 8). The same results were found when we compared those who considered themselves very religious to those who considered themselves not very religious. Those who were less religious were also over-represented among donors to Philanthropic organizations, given their representation among donors generally.

Household income. The likelihood of donating to Philanthropic organizations increased with annual household income (see Table 8). Canadians with annual household incomes of less than \$20,000 were the least likely to donate to Philanthropic organizations (4%*), while those with incomes of \$100,000 or more were the most likely to do so (25%). Perhaps unsurprisingly, Canadians with higher household incomes made up larger percentages of Philanthropic donors than they did of donors generally, while those with lower household incomes were under-represented.

Motivations for donating

Donors to Philanthropic organizations were different from donors to other types of organizations in that they were less likely to be motivated by a few factors. Not only were they less likely than non-Philanthropic donors to cite religious obligations or beliefs as a motivation for giving, but this motivation was *negatively* correlated with support for Philanthropic organizations; 27% of Philanthropic donors cited this motivation, compared to 32% of non-Philanthropic (see Figure 24). Donors to Philanthropic organizations were more likely than non-Philanthropic donors to say that they gave because they or someone they knew had been personally affected by the cause the organization supports. Nearly three quarters (71%) of Philanthropic donors cited this motivation, compared to 68% of non-Philanthropic donors. However, because donors who supported any given organization type were even more likely to cite this motivation (73% vs. 68% of donors to all other types of organizations; see Figure 4), this means that this motivation was *less* important to donors to Philanthropic organizations than it was to donors to other types of organizations.

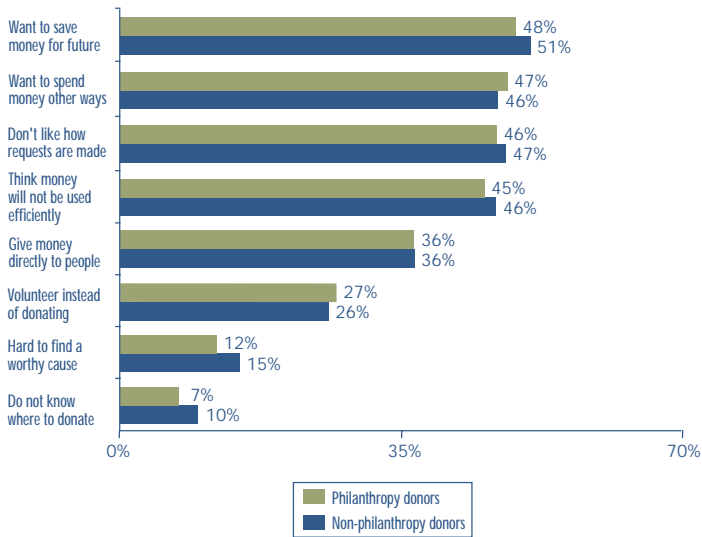
Figure 24. Motivations for donating, donors and non-donors to philanthropic intermediaries and voluntarism promotion organizations



Barriers to donating more

Donors to Philanthropic organizations appeared to respond to most obstacles to donating in much the same way as supporters of other types of organizations. The only exception was that donors to Philanthropic organizations were somewhat more likely to say that they did not donate more because they preferred to spend their money in other ways (47% of Philanthropic donors vs. 46% of non-Philanthropic donors; see Figure 25). Although the magnitude of this difference was not large, donors to most types of organizations tended to cite this barrier at a lower rate than did donors who supported other types of organizations.

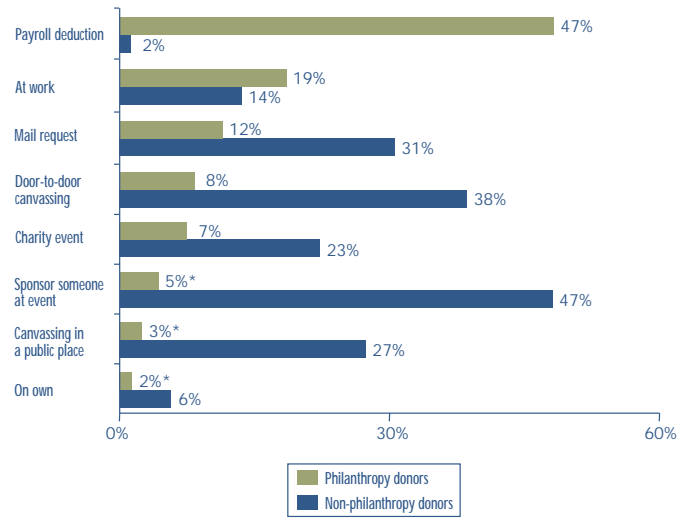
Figure 25. Barriers to donating more, donors who supported philanthropic intermediaries and voluntarism promotion organizations and donors who supported other types of organizations



Methods of donating

Donors to Philanthropic organizations were most likely to donate via payroll deductions. Almost half (47%) donated in this way (see Figure 26). This compares to only 2% of donors to other types of organizations. Other common methods of donating to Philanthropic organizations were through the donors' place of work (19%) and in response to requests sent through the mail (12%). Donors to Philanthropic organizations were less likely than donors to other types of organizations to donate by sponsoring someone in an event, in response to canvassing in a public place, or in response to door-to-door canvassing.

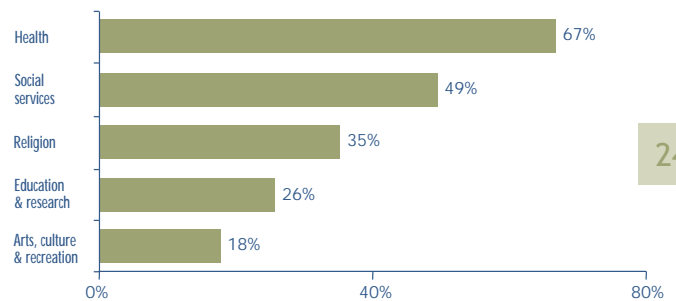
Figure 26. Percentages of donors and non-donors to philanthropic intermediaries and voluntarism promotion organizations contributing via specific donation methods



Support for other types of organizations

The overwhelming majority (89%) of donors to Philanthropic organizations also donated to other types of organizations. Two-thirds (67%) donated to Health organizations, 49% gave to Social Services organizations, 35% supported Religious organizations, 26% donated to Education and Research organizations, and 18% gave to Arts, Culture and Recreation organizations (see Figure 27).

Figure 27. Percentage of donors to philanthropic intermediaries and voluntarism promotion organizations donating to other types of organizations



Donations to arts, culture and recreation organizations

Arts, Culture and Recreation includes three major sub-groups of organizations: Culture and Arts; Sports; and Recreation. Culture and Arts includes performing arts, historical and literary societies, museums, zoos and aquariums, visual arts and architecture, and media and communications. Sports includes amateur sport and physical fitness. Recreation includes recreation and social clubs, and service clubs such as the Rotary or Kinsmen.

Arts, Culture and Recreation organizations attracted donations from over one in ten (13%) Canadians. Arts, Culture and Recreation donors contributed an average of \$51 each, for a total of \$161 million, or 3% of the total value of all donations in 2000.

Personal and economic characteristics

Age. As with most organization types, middle-aged Canadians were the most likely to donate to Arts, Culture and Recreation organizations (“Arts and Recreation organizations”). More Canadians aged 45 to 54 supported Arts and Recreation organizations (17%) than did those on either end of the age spectrum (11% of those 65 and over, and 9% of those 15 to 24; see Table 9). Canadians aged 35 to 54 accounted for larger percentages of Arts and Recreation donors than they did of donors generally. For example, those aged 45 to 54 accounted for 19% of all donors, but 23% of Arts and Recreation donors.

Sex. Contrary to what we find with most other organization types, men were more likely to donate to Arts and Recreation organizations than were women (14% of men vs. 12% of women; see Table 9). Men were also over-represented among Arts and Recreation donors, accounting for 47% of all donors, but 53% of Arts and Recreation donors.

Marital status. Canadians who were married or in common-law relationships were the most likely to donate to Arts and Recreation organizations (15%), while those who were single were the least likely to do so (9%; see Table 9). Widowed Canadians and divorced or separated Canadians fell between these two extremes (12% of both groups donated). Married Canadians made up a larger percentage of Arts and Recreation donors than they did of donors generally, accounting for 66% of all donors, but 70% of Arts and Recreation donors.

Education. As with most other types of organizations, the likelihood of donating to Arts and Recreation organizations increased with education (see Table 9). Canadians with a university degree were the most likely to donate (17%), while those with less than a high school diploma were the least likely to do so (9%; see Table 9). Canadians in other education categories fell between these two extremes. Canadians with a university degree made up a larger percentage of Arts and Recreation donors than they did of donors generally, accounting for 18% of all donors, but 22% of Arts and Recreation donors. Conversely, Canadians with less than a high school diploma were under-represented, accounting for 23% of all donors, but 18% of Arts and Recreation donors.

Labour force status. Canadians who were employed, both full-time and part-time, were more likely to donate to Arts and Recreation organizations (15% and 14%, respectively) than were those who were unemployed or not in the labour force (10% of both groups donated; see Table 9). Employed Canadians made up a larger percentage of Arts and Recreation donors than they did of donors generally, accounting for 66% of all donors, but 73% of Arts and Recreation donors. Conversely, Canadians who were not in the labour force were under-represented, accounting for 31% of all donors, but 24% of Arts and Recreation donors.

Religious affinity. There was very little difference in the rate of donating to Arts and Recreation organizations according to any of the measures of religious affinity (see Table 9). Canadians in the various categories of religious affinity were represented among Arts and Recreation donors roughly in the proportions that one would expect, given their representation among donors generally.

Household income. As with many other organization types, the likelihood of donating to Arts and Recreation organizations increased with household income (see Table 9). Canadians with annual household incomes of \$100,000 or more were the most likely to donate (20%), while those with incomes of less than \$20,000 were least likely to do so (7%). Canadians with household incomes of \$100,000 or more made up a larger percentage of Arts and Recreation donors than they did of donors generally, accounting for 13% of all donors, but 19% of Arts and Recreation donors. Conversely, Canadians with household

incomes of less than \$20,000 were under-represented, accounting for 11% of all donors, but just 7% of Arts and Recreation donors.

Table 9. Donating to arts, culture and recreation organizations by personal and economic characteristics

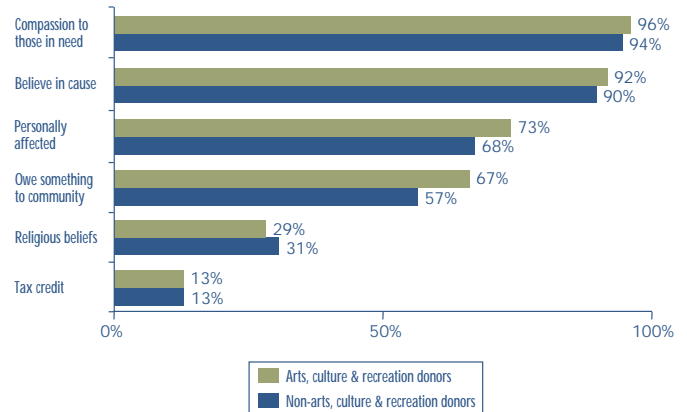
	% Donating to arts, culture and recreation	% Arts, culture and recreation donors	% All donors
Age			
15 - 24 years	9%	11%	14%
25 - 34 years	12%	16%	17%
35 - 44 years	16%	26%	24%
45 - 54 years	17%	23%	19%
55 - 64 years	13%	11%	12%
65+ years	11%	12%	15%
Sex			
Male	14%	53%	47%
Female	12%	47%	53%
Marital status			
Married/Common law	15%	70%	66%
Single/Never married	9%	19%	22%
Widow/Widower	12%*	5%*	5%
Separated/Divorced	12%	6%	6%
Education level			
Less than high school	9%	18%	23%
High school diploma	13%	19%	20%
Some post-secondary	14%	10%	9%
Post-secondary diploma	15%	31%	30%
University degree	17%	22%	18%
Labour force status			
Employed	15%	73%	66%
Full-time (>30 hrs/week)	15%	59%	54%
Part-time (<30 hrs/week)	14%	14%	12%
Unemployed	10%	3%*	3%
Not in labour force	10%	24%	31%
Religious affiliation			
Affiliated	14%	76%	77%
No affiliation	13%	24%	23%
Religious attendance			
Weekly attender	14%	20%	21%
Not a weekly attender	14%	80%	79%
Religiosity			
Very religious	13%	11%	12%
Not very religious	14%	89%	88%
Household income			
Less than \$20,000	7%	7%	11%
\$20,000 to \$39,999	10%	20%	25%
\$40,000 to \$59,999	13%	23%	23%
\$60,000 to \$99,999	16%	31%	27%
\$100,000 or more	20%	19%	13%

*Sample size limitations affect the reliability of this estimate.

Motivations for donating

Broadly speaking, donors to Arts, Culture and Recreation organizations were motivated by the same range of factors as were donors to other types of organizations (see Figure 28). However, Arts, Culture and Recreation donors were somewhat more likely to say that they donated because they felt that they owed something to their community (67% of Arts, Culture and Recreation donors vs. 57% of non-Arts, Culture and Recreation donors). Arts, Culture and Recreation donors were also somewhat different from most other donors in that religious beliefs and obligations were negatively correlated as a motivation for donating (29% vs. 31% of non-Arts, Culture and Recreation donors).

Figure 28. Motivations for donating, arts, culture and recreation donors and non-arts, culture and recreation donors



Barriers to donating more

Arts, Culture and Recreation donors were more likely to cite a number of barriers to donating more than were donors to most other types of organizations. They were more likely to say that they did not like the way that requests for donation were made (51% of Arts, Culture and Recreation donors vs. 46% of non-Arts, Culture and Recreation donors; see Figure 29). They were also more likely to say that they believed that the money donated would not be used efficiently (48% vs. 45% of non-Arts, Culture and Recreation donors), and that they would prefer to spend their money in other ways (47% vs. 46% of non-Arts, Culture and Recreation donors).

Figure 29. Barriers to donating more, arts, culture and recreation donors and non-arts, culture and recreation donors

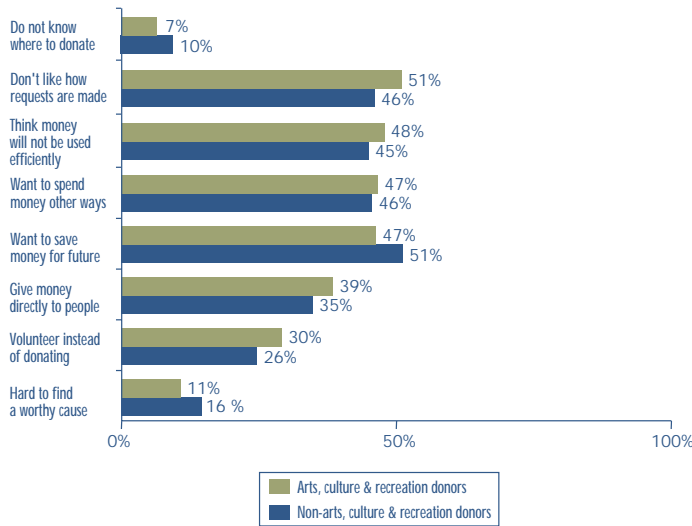
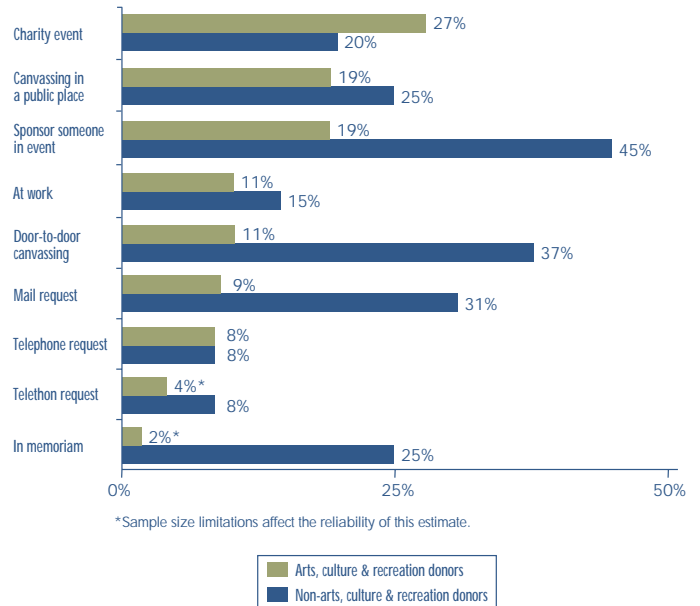


Figure 30. Percentages of arts, culture and recreation and non-arts, culture and recreation donors contributing via specific donation methods



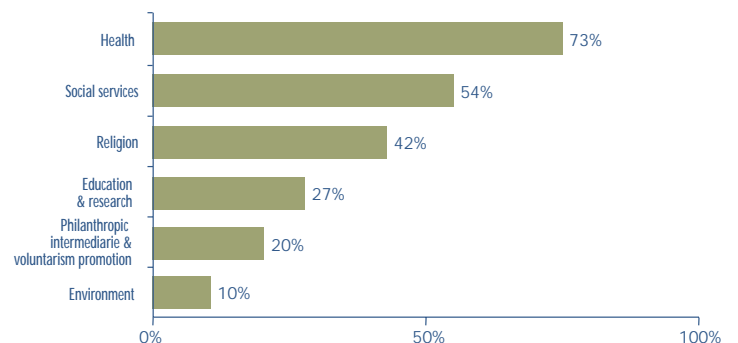
Methods of donating

Donors to Arts, Culture and Recreation organizations were most likely to donate by paying to attend a charity event of some sort (27%), in response to canvassing in a public place such as a shopping centre or street corner (19%), and through sponsoring someone in an event, such as a walkathon (19%; see Figure 30). They were much more likely than donors to other types of organizations to donate by paying to attend a charity event (only 20% of other donors donated in this way). Conversely, Arts, Culture and Recreation donors were less likely to donate in response to a mail request (9% vs. 31% of other donors), in response to door to door canvassing (11% vs. 37%), by sponsoring someone in an event (19% vs. 45% of other donors), and in memory of someone (2%* vs. 25%).

Support for other types of organizations

The overwhelming majority (93%) of Arts and Recreation donors also donated to other types of organizations. Almost three-quarters (73%) also donated to Health organizations, 54% supported Social Services organizations, 42% gave to Religious organizations, 27% donated to Education and Research organizations, 20% supported Philanthropic Intermediaries and Voluntarism Promotion organizations (see Figure 31).

Figure 31. Percentage arts, culture and recreation donors donating to other types of organizations



Summary and discussion

Nearly 8 in 10 (78%) Canadians aged 15 and over made at least one donation to charitable and nonprofit organizations in 2000. On average, those who donated contributed \$259 each, for a total of \$4.9 billion.

The six most commonly supported types of organizations were: Health organizations; Social Services organizations; Religious organizations; Education and Research organizations; Philanthropic Intermediaries and Voluntarism Promotion organizations; and Arts, Culture and Recreation organizations.

Demographic characteristics of donors

There was relatively little variation in the demographic characteristics of donors to different types of organizations. Regardless of the specific type of organization they supported, donors tended to be middle-aged, married, more highly educated, employed (particularly on a full-time basis), and to have higher household incomes. The only significant exception to this general pattern can be seen among donors to Religious organizations, who tended to be older than middle-aged, more likely to be widowed, not in the labour force, and more religious than the average donor. In all likelihood, many of these tendencies are a result of the fact that religious Canadians tend to be older than other Canadians.

Motivations for donating

There were noticeable associations between donating to particular types of organizations and specific motivations for donating. Usually, donors to a particular type of organization were more likely to cite a given motivation or group of motivations for donating than were those who did not donate to that type of organization. That said, some motivations were less likely to be cited by those who made donations to a particular type of organization. For instance, donors to Arts, Culture and Recreation and Philanthropic Intermediaries and Voluntarism Promotion organizations were less likely to cite religious obligations

or beliefs as a reason for donating. Some motivations were very commonly cited by supporters of a range of organization types, such as donating because of the sense of owing something to one's community. Conversely, some motivations seem to be linked to the support of particular organization types. For example, Health donors were likely to say they donate because they, or someone that they know, was personally affected by the cause the organization supports.

Barriers to giving more

There were also noticeable associations between donating to particular types of organizations and specific barriers to donating more. Usually, donors to a particular type of organization were more likely than those who did not donate to cite specific barriers to donating more. The specific barriers that were more likely to be cited varied with organization type. There was little apparent patterning in the responses to potential barriers to donating more across different organization types.

Donation methods

There also tended to be associations between specific organization types and particular methods of donation. It is interesting to note that these associations tended not to overlap. That is, although most donation methods were used by all types of organizations, some methods were particularly popular with one and only one type of organization. While the tendency to donate through a place of worship to Religious organizations is perhaps unsurprising, it is interesting to note some other associations, such as the tendency to donate to Philanthropic Intermediaries and Voluntarism Promotion organizations via payroll deductions or other donations made through one's place of work.

Support for other types of organizations

Generally speaking, donors to any of the types of organizations covered in this report were more likely than the typical donor to support more than one organization type. Donors to multiple types of organizations were most likely

to devote this additional support to one or another of the types of organizations covered in this report. This last is perhaps unsurprising, given that these organization types were included in this report because they have the most widespread base of support among Canadians, but it is interesting that donating to one type of organization is a predictor of donating to another type of organization.

Conclusion

The likelihood of Canadians donating to a specific type of nonprofit and voluntary organization and the amounts they give varied according to their personal and economic characteristics, as did motivations for giving, barriers to contributing more, and methods of donating. Armed with this information, charitable and nonprofit organizations that rely on donors, in whole or in part, can target their donor acquisition efforts to Canadians who appear most inclined to support their specific type of organization. Charities and nonprofits can also consider broadening their donor base by reaching out to Canadians who have not typically been supporters of their type of organization. Understanding what motivates donors to give to a specific organization can be helpful in shaping fundraising messages and donor communications. Understanding barriers to giving more can be helpful in designing fundraising appeals that answer the questions that donors may have, and to inspire them to give.



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