

How many? How much?

More than nine out of ten (91%) Canadians made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating (NSGVP).¹ This is an increase of 3% since 1997.²

Seventy-eight percent of Canadians made direct financial donations totaling \$4.94 billion — 11% more than the \$4.44 billion that was donated in 1997.

The average annual donation was \$259, which is \$20 more than in 1997.

Sixty-nine percent of Canadians donated clothing or goods to charitable and nonprofit organizations, 54% gave food, and 4% reported having made a bequest.

Much comes from the few

Almost half (47%) of the total dollar value of all donations came from the 5% of donors who gave \$1088 or more during the survey year. Another 35% of all donations came from the 20% of donors who gave between \$213 and \$1087.

These two groups combined accounted for only 25% of all donors, but 82% of the value of all donations.

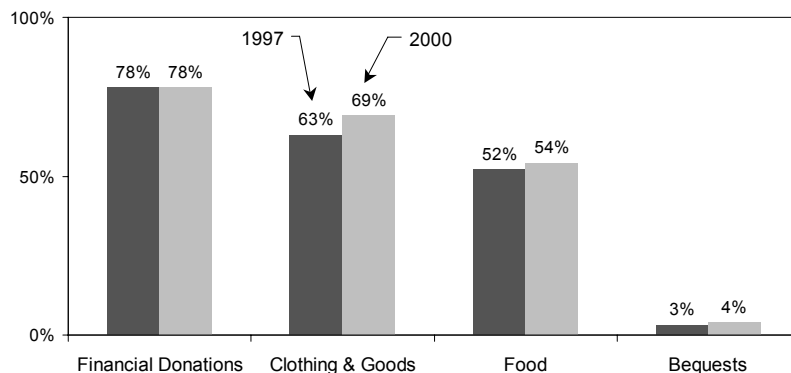
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

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

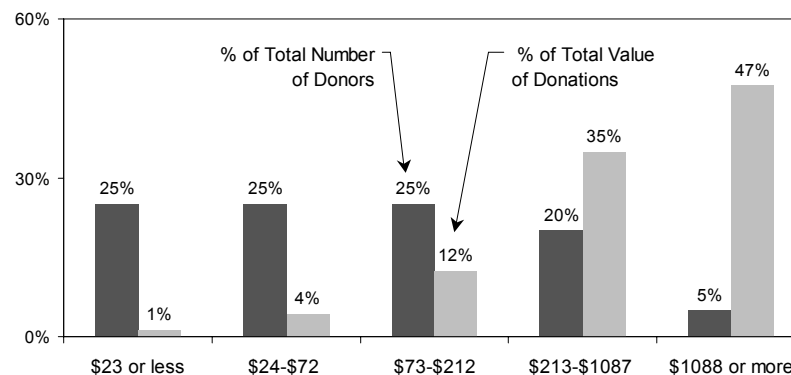
Quick facts

Total value of donations made through places of worship:	\$2.2 billion 44% of the total value of donations
Total value of donations made by sponsoring someone in an event:	\$685 million 14% of the total value of donations
Total value of donations made in response to mail solicitations:	\$236 million 5% of the total value of donations
Total value of donations made through door-to-door canvassing:	\$153 million 3% of the total value of donations

Percentage of Population Making Donations by Type of Donation, 1997 and 2000



Percentage of Donors and Percentage of Total Donation Value by Size of Annual Donation



Regional differences

Donor rates varied from a low of 74% in Quebec and British Columbia to a high of 87% in Nova Scotia. In general, Canadians living in the Atlantic and Prairie provinces were more likely to donate than those living elsewhere.

Average annual donations varied considerably more than donor rates. Residents of Quebec made the lowest average annual donation (\$117), while residents of Manitoba made the highest (\$383).

Where the money goes

More donations were made to religious organizations than to any other type of charitable or nonprofit organization. Canadians gave \$2.42 billion, or 49% of the total value of all donations, to religious organizations.

Donors contributed an annual average of \$310 to religious organizations and only \$140 to non-religious organizations (comparable amounts in 1997 were \$270 and \$125, respectively).

Health organizations received \$963 million, or 20% of the total value of donations.

Social services organizations received \$503 million, or 10% of the total value of donations.

Philanthropy and voluntarism organizations received \$363 million, or 7% of the total value of donations.

Education and research organizations received \$152 million, or 3% of the total value of donations.

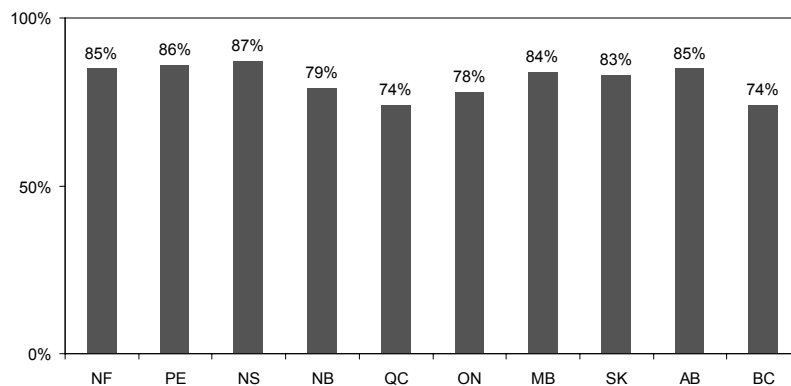
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

We would like to acknowledge the support of our funder, Canadian Heritage, for the production of this fact sheet.

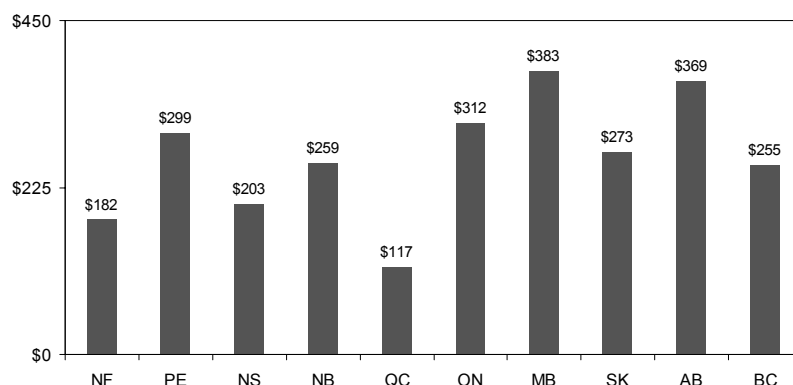
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Donor Rate by Province



Average Annual Donation by Province



Percentage of Donations and Percentage of the Value of Donations by Type of Organization

