

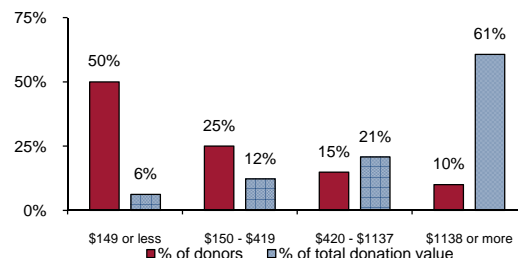
Charitable Giving in ALBERTA

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 79% of Alberta residents aged 15 and over (2 million people) donated in 2004. Each donor contributed an average of \$500, for a total of \$1 billion.

Much comes from the few

Although most Albertans donate, a small minority contributes most of the dollars. One in ten donors contributed 61% of the total value of all financial donations. These donors gave \$1138 or more over the course of the year. About one fifth (21%) of the total donation value came from the 15% of donors who gave between \$420 and \$1137. Taken together, this top quarter of donors (representing 20% of all Alberta residents) accounted for 82% of the total value of all donations.

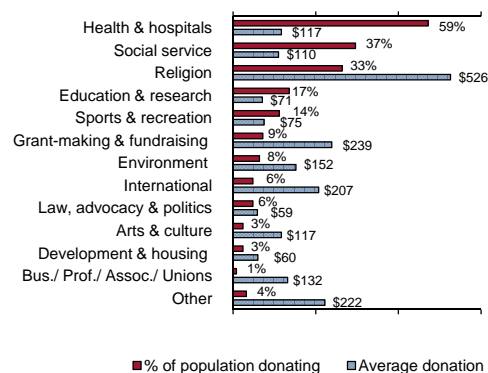
Percentage of Donors & Percentage of Total Donation Value by Size of Annual Donation



The types of organizations donors support

Alberta residents were most likely to support Health & Hospitals (59% donated), followed by Social Services (37%) and Religious (33%) organizations. Smaller numbers of Albertans donated to Education & Research and Sports & Recreation organizations (17% and 14% respectively).

Percentage of Population Donating & Average Annual Donation By Type of Organization

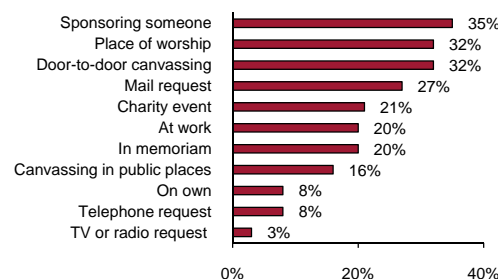


Donors tended to give the largest amounts to Religious organizations (\$526 on average), followed by Grant-making & Fundraising (\$239) and International (\$207) organizations.¹ Donations to Sports & Recreation, Education & Research, Development & Housing, and Law, Advocacy & Politics organizations tended to be much smaller.

How donations are made

Albertans were most likely to donate money by sponsoring someone at an event (35% donated this way), through their place of worship (32%), or in response to being asked at their door (32%). They were least likely to donate by approaching the organization on their own (8%) or in response to a telephone (8%) or television or radio request (3%).

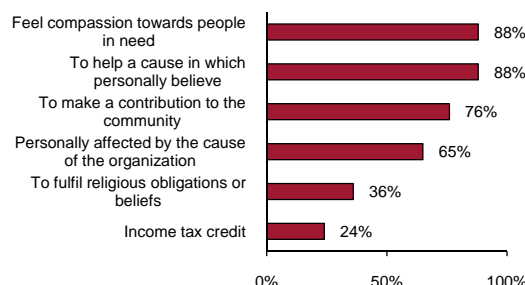
Percentage of Population Donating by Method of Donation



The motivations of donors

Donors were most likely to say they donated because they felt compassion towards people in need (reported by 88% of donors), wanted to help a cause in which they personally believe (88%), or wanted to make a contribution to the community (76%). They were least likely to donate in order to fulfill religious obligations or beliefs (36%) or because they would receive an income tax credit (24%).

Percentage of Donors Citing Motivations for Giving



¹Average donation amounts are expressed in terms of individuals who actually supported the organization type; they do not include those who did not donate (i.e., the 33% of Albertans who donated at least \$1 to religious organizations contributed an average of \$526 each while those who did not donate at all to religious organizations are excluded from the average).

Charitable Giving in ALBERTA

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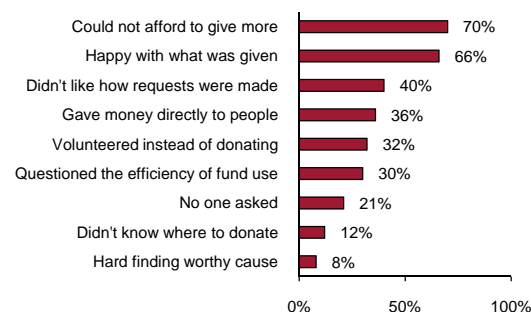


However, Alberta donors were more likely than donors in the rest of Canada to report that they donated because they would receive a tax credit (24% vs. 19% in the rest of Canada) or to fulfill their religious obligations or beliefs (36% vs. 31%).

The barriers to donating more

Alberta donors were most likely to say they did not donate more to charities because they could not afford to give more (70%) or because they were happy with what they had already given (66%). Few donors reported not knowing where to make a contribution (12%) or difficulty finding a cause worth supporting (8%) as barriers to giving more.

Percentage of Donors Reporting Barriers to Giving More



Personal and economic characteristics of Alberta donors: age and marital status²

Alberta residents aged 35 to 44 were more likely to donate (89%) than were those in any other age group. Donors aged 45 to 54 tended to donate the largest amounts (\$727 on average) while donors aged 15 to 24 tended to donate the least (\$138).

Those aged 45 to 54 contributed a disproportionately large percentage of the total donation value given their numbers (they made up 19% of the population but contributed 29% of the total value of donations) while those younger than 25 contributed a disproportionately small percentage (19% of the population vs. 4% of total donation value).

Donors who were married or in common-law relationships also contributed a disproportionately large percentage of the total amount donated, given their numbers (59% of the population vs. 76% of total donation value). Conversely, those who were single contributed a disproportionately small percentage of the total amount donated (29% of the population vs. 10% of total donation value).

Albertans, who were married or in common-law relationships were most likely to donate (86%), while those who were single, were least likely to give (68%). Widows and widowers tended to contribute more (\$728^E on average) than those with any other marital status.

Percentage of Population Who Donate and Distribution of Donations by Age and Marital Status

	% Donating	Average Donation	% of Pop.	% Donation Value
Age				
15 to 24	63%	\$138	19%	4%
25 to 34	75%	\$382	19%	14%
35 to 44	89%	\$498	20%	22%
45 to 54	85%	\$727	19%	29%
55 to 64	84%	\$685	11%	16%
65 and older	83%	\$563 ^E	12%	14%
Marital status				
Married or common-law	86%	\$596	59%	76%
Single, never married	68%	\$198	29%	10%
Separated or divorced	79%	\$582 ^E	7%	8% ^E
Widow or widower	75%	\$728 ^E	5%	7% ^E

^E Use with caution

² Giving tends to vary with the personal and economic characteristics of the individual. This fact sheet focuses on age and marital status, but many other characteristics are important. For more information, readers should refer to *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*, available at http://www.givingandvolunteering.ca/pdf/CSGVP_Highlights_2004_en.pdf.

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