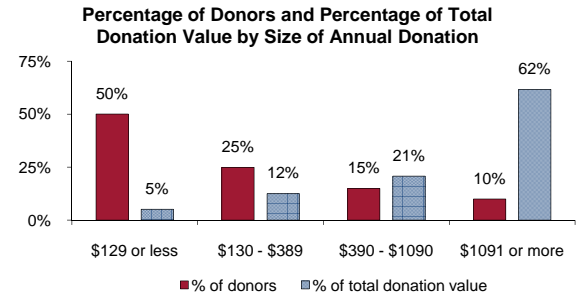


Charitable Giving in BRITISH COLUMBIA

According to the Canada Survey of Giving, Volunteering and Participating (CSGVP), 77% of British Columbia residents aged 15 and over (2.6 million people) donated in 2004. Each donor contributed an average of \$467, for a total of \$1.3 billion.

Much comes from the few

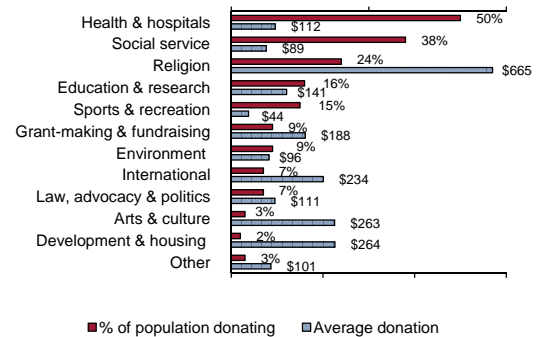
Although most British Columbians donate, a small minority contributes most of the dollars. One in ten donors contributed 62% of the total value of all financial donations. These donors gave \$1091 or more over the course of the year. About one fifth (21%) of the total donation value came from the 15% of donors who gave between \$390 and \$1090. Taken together, this top quarter of donors (representing 19% of all British Columbia residents) accounted for 83% of the total value of all donations.



The types of organizations donors support

British Columbia residents were most likely to support Health & Hospitals (50% donated), followed by Social Services (38%) and Religious (24%) organizations. Smaller numbers of British Columbians donated to Arts & Culture and Development & Housing organizations (3% and 2% respectively).

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

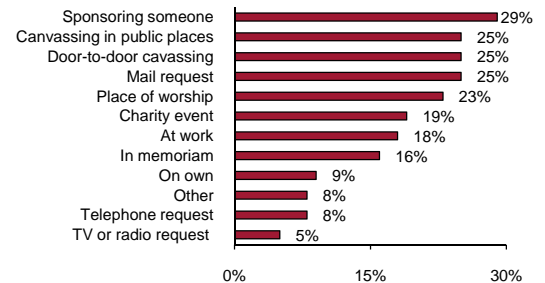


Donors tended to donate the largest amounts to Religious organizations (\$665 on average), followed by Development & Housing (\$264) and Arts & Culture (\$263) organizations.¹ Donations to Environment, Social Services, and Sports & Recreation organizations tended to be much smaller.

How donations are made

British Columbia people were most likely to donate money by sponsoring someone at an event (29% donated this way), while shopping in a mall or on the street (25%), and in response to being asked at their door (25%). They were least likely to donate by approaching the organization on their own (9%) or in response to a telephone (8%) or television or radio request (5%).

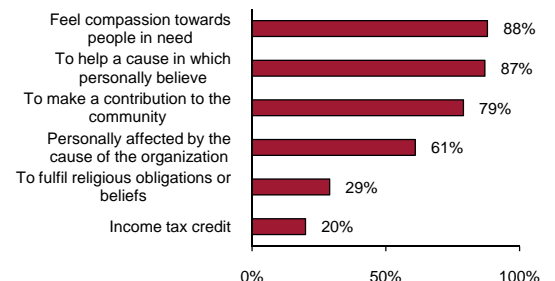
Percentage of Population Donating by Method of Donation



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 (87%), or wanted to make a contribution to the community (79%). They were least likely to donate in order to fulfill religious obligations or beliefs (29%) or because they would receive an income tax credit (20%).

Percentage of Donors Citing Motivations for Giving

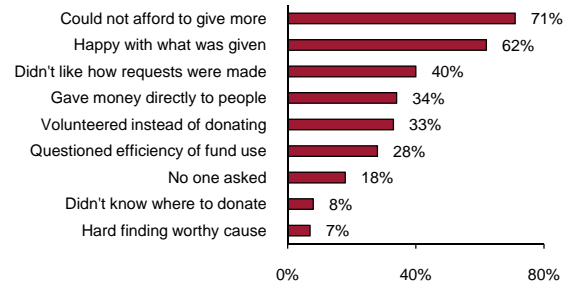


¹Average donation amounts are expressed in terms of individuals who actually supported the organization type; they do not include those who did not donate (i.e., the 24% of British Columbians who donated at least \$1 to religious organizations contributed an average of \$665 each while those who did not donate at all to religious organizations are excluded from the average).

The barriers to donating more

British Columbia donors were most likely to say they did not donate more to charities because they could not afford to give more (71%) or because they were happy with what they had already given (62%). Few donors reported not knowing where to make a contribution (8%) or difficulty finding a cause worth supporting (7%) as barriers to giving more money.

Percentage of Donors Reporting Barriers to Giving More



Personal and economic characteristics of British Columbia donors: education and household income²

British Columbians with a university degree were the most likely to make a donation (89%) while those with less than a high school education were the least likely to give (56%). Those with a university degree tended to contribute much more (\$766 on average) than those with less education.

Donors with a university degree contributed a disproportionately large percentage of the total amount donated, given their numbers (they made up 23% of the population but contributed 42% of the total value of donations).

British Columbians with household incomes of \$100,000 or more were most likely to give (89%) while those with household incomes of less than \$20,000 were least likely to give (58%). Those with household incomes of \$100,000 or more tended to contribute much more (\$788 on average) than those from households with lower incomes.

Donors from households with incomes of \$100,000 or more contributed a disproportionately large percentage of the total amount donated, given their numbers (they made up 18% of the population but contributed 35% of total donation value).

Percentage of Population Who Donate and Distribution of Donations by Education and Household Income

	% Donating	Average Donation	% of Pop.	% Donation Value
Education				
Less than high school	56%	\$314 ^E	17%	8% ^E
Graduated from high school	69%	\$318	21%	12%
Some postsecondary	83%	\$373	9%	7% ^E
Postsecondary diploma	85%	\$425	31%	30%
University degree	89%	\$766	23%	42%
Household Income Level				
Less than \$20,000	58%	\$227	14%	5%
\$20,000 to \$39,999	72%	\$318	22%	14%
\$40,000 to \$59,999	77%	\$366	20%	15%
\$60,000 to \$99,999	84%	\$528	26%	30%
\$100,000 or more	89%	\$788	18%	35%

^E Use with caution

² Giving tends to vary with the personal and economic characteristics of the individual. This fact sheet focuses on education and household income, 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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