

# Charitable Giving in Alberta

## How many? How much?

More than nine out of ten (94%) Alberta residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.<sup>1</sup> This is an increase of 10% since 1997.

Eighty-five percent of residents made direct financial donations totaling \$729.3 million — 31% more than the \$556 million donated in 1997. The percentage of people who made direct financial donations increased from 75% in 1997, the largest such increase in Canada.

Seventy-four percent of Albertans gave clothing or goods to charitable and nonprofit organizations, while 63% donated food, and 6%\* reported having made a bequest as part of their will.

The average donation in Alberta was \$369, an increase from the 1997 average of \$338.

## Much comes from the few

Just over half (52%\*) the money donated in Alberta came from the 5% of donors who gave \$1625 or more. Another 32% of the total came from the 20% of donors who gave between \$260 and \$1624.

Combined, these two groups accounted for 25% of all donors, but 84% of the value of donations.

The percentage of the total value of donations made by the top 5% of donors was higher in Alberta than in any other province.

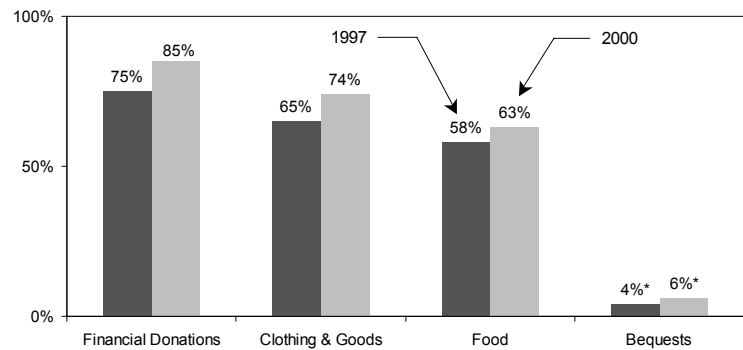
## Motivations for donating

As in almost all provinces in Canada, the most common motivations cited by donors in Alberta were compassion towards those in need (96% of donors) and belief in the cause of the organization (93%). Religious obligations or beliefs (28%) and the tax credit received from government in return for making a donation (12%) were least frequently mentioned as motivations.

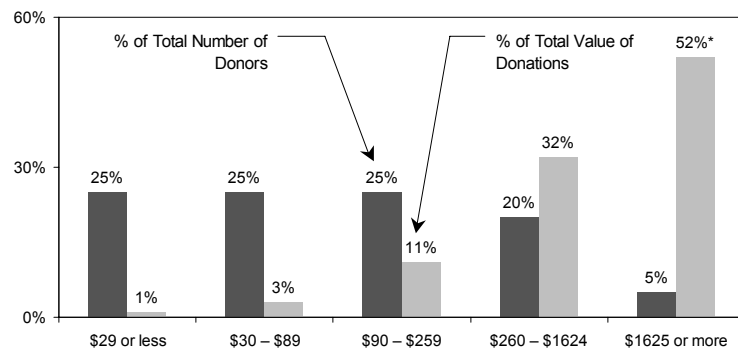
<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

\* Sample size limitations affect the reliability of this estimate.

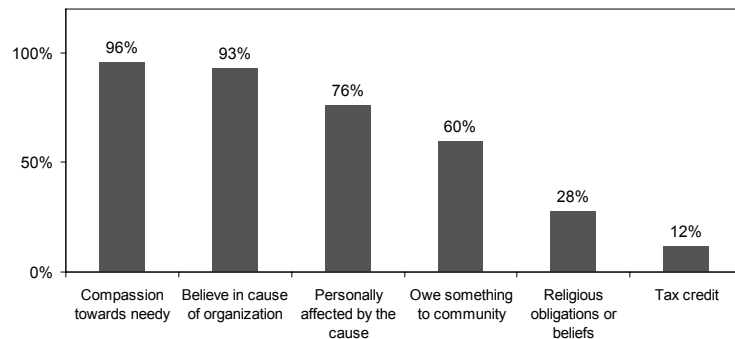
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



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



Percentage of Donors Citing Specific Motivations for Giving



### Barriers to donating

The most common barrier to making a donation was wanting to save money for future needs (61% of non-donors), followed by wanting to spend money in other ways (57%). Comparatively few non-donors said that they did not donate because they disliked the way requests are made (30%\*) or because they volunteered instead of donating (20%\*).

Non-donors in Alberta were more likely than those in other provinces to say that they did not donate because they thought that the money would not be used efficiently (49%).

### Where the money goes

Religious organizations received well over half (60%) of the total value of all donations made in Alberta, but just 13% of the total number of donations.

Health organizations received the largest number of donations (45% of the total), but accounted for only 16% of the total value of all donations.

### How the money is donated

The most common method of making a donation was in response to door-to-door canvassing (20% of the total number of donations), followed by sponsoring someone in an event such as a walkathon (18%), and donating in response to a mail request (15%).

Although giving in response to door-to-door canvassing was the most commonly mentioned method of donating, it was not the most lucrative. Donations made through places of worship accounted for more than half (53%) of the total value of all donations, whereas donations made in response to door-to-door canvassing accounted for only 4% of the total.

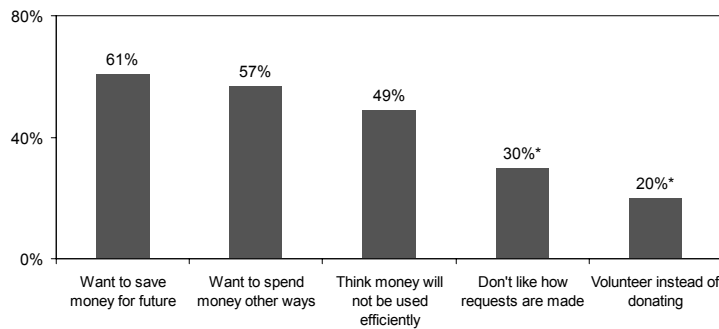
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians, Involved Canadians*, please visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca).

We would like to acknowledge the support of our funder, Human Resources Development Canada (HRDC), for the production of this fact sheet.

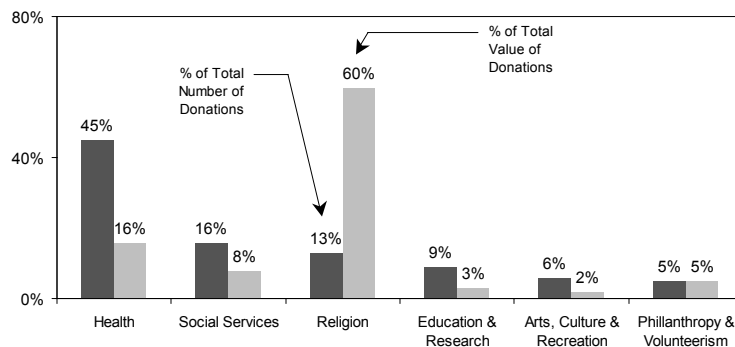
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Percentage of Non-Donors Citing Specific Barriers to Giving



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



Percentage of Donations and Percentage of the Value of Donations by Method of Donation

