

How many? How much?

Almost nine out of ten (88%) British Columbia residents made financial or in-kind donations to charitable and nonprofit organizations, according to the 2000 National Survey of Giving, Volunteering and Participating.¹ This is a decrease of 1% since 1997, one of only two such decreases.²

Seventy-four percent of residents made direct financial donations totaling \$613.6 million — 11% more than the \$552.4 million donated in 1997.

Seventy-three percent of British Columbians gave clothing or goods to charitable and nonprofit organizations, while 56% donated food, and 4%* reported having made a bequest as part of their will.

The average donation in British Columbia was \$255, an increase from the 1997 average of \$241.

Much comes from the few

Almost half (46%*) the money donated in British Columbia came from the 5% of donors who gave \$1119 or more. Another 36% of the total came from the 20% of donors who gave between \$213 and \$1118.

Combined, these two groups accounted for 25% of all donors, but 82% of the value of donations.

Motivations for donating

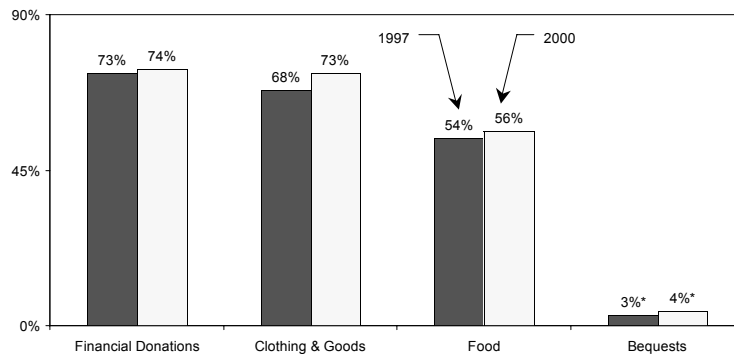
As in almost all provinces in Canada, the most common motivations cited by donors in British Columbia were compassion toward those in need and belief in the cause of the organization (94% of donors for both). Religious obligations or beliefs (27% of donors) and the tax credit received from government in return for making a donation (16%) were least frequently mentioned as motivations.

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

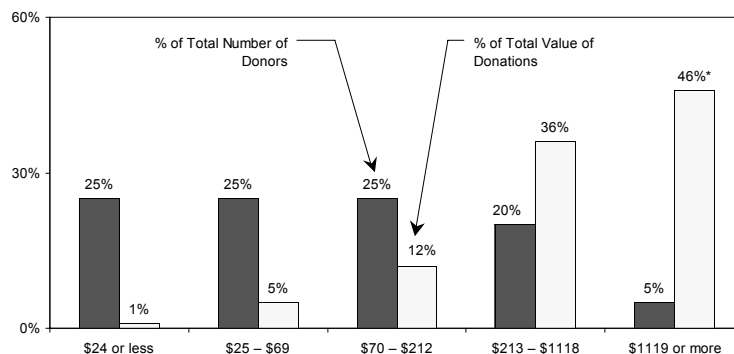
² The rate of donating also decreased in Manitoba.

* Sample size limitations affect the reliability of this estimate.

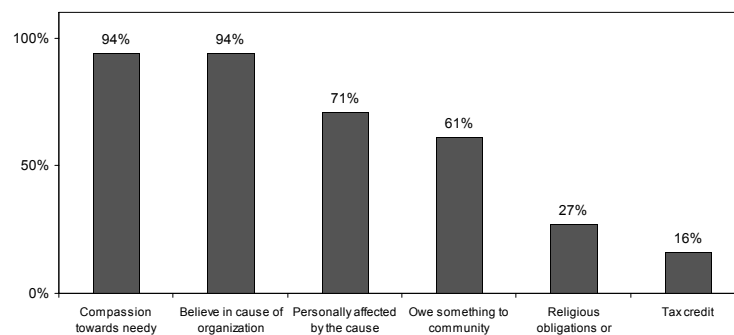
Percentage of Population Making Donations by Type of Donation, 1997 and 2000



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 (60% of non-donors), followed by wanting to spend money in other ways (55%). Comparatively few non-donors said that they did not donate because they volunteered instead of donating (20%*), gave money directly to people (18%*), or found it hard to find a worthy cause (16%*).

Non-donors in British Columbia were more likely than those in other provinces to say that they did not donate because they did not like how the requests were made (38%).

Where the money goes

Religious organizations received almost half (46%) of the total value of all donations made in British Columbia, but only 10% of the total number of donations.

Health organizations received the largest number of donations (38% of the total), but accounted for only 20% of the total value of all donations. The percentage of the total value of all donations received by health organizations in British Columbia was among the highest in the country.

How the money is donated

The most common method of making a donation was through sponsoring someone in an event, such as a walkathon (18% of the total number of donations), followed by responding to a mail request (16%), and responding to door-to-door canvassing (14%).

Although making a donation by sponsoring someone in an event was the most commonly mentioned method of donating, it was not the most lucrative. Donations made through places of worship accounted for 42% of the total value of all donations, whereas sponsoring someone in an event accounted for only 6% of the total.

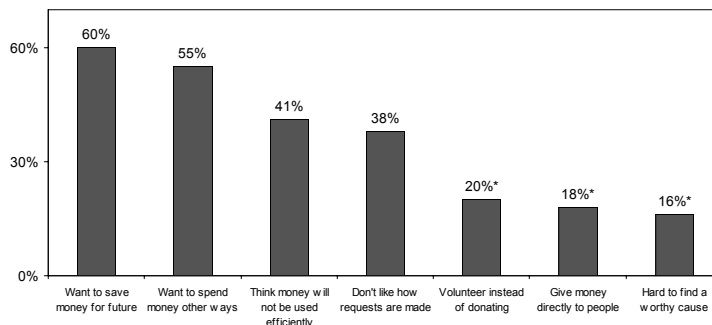
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

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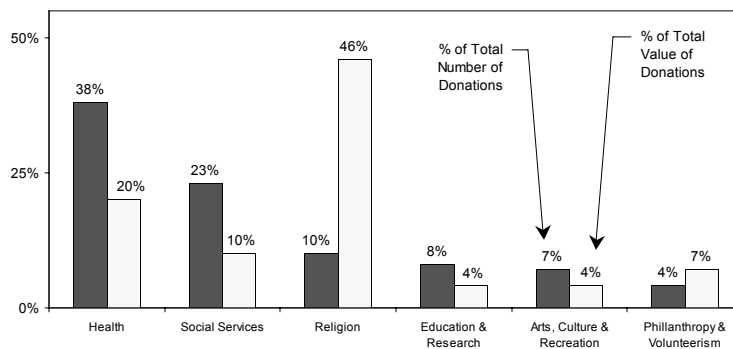
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Percentage of Non-Donors Citing Specific Barriers to Giving



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

