

# Who are Manitoba's Donors?

## Personal and economic characteristics

Eighty-four percent of Manitoba residents donated an average of \$383 each, according to the 2000 National Survey of Giving, Volunteering and Participating.<sup>1</sup> Whether individuals will donate and how much they give on average vary with a number of personal and economic characteristics. This fact sheet explores the relationship between charitable giving and age, education level, and household income.

### Age

Manitobans aged 45 to 64 were most likely to make a donation (90% donated in 2000), followed by those aged 30 to 44 (87%). Those aged 15 to 29 were the least likely to donate (75%).

Donors aged 65 and older made the largest average annual donation (\$566), followed by those aged 30 to 44 (\$411). Those aged 15 to 29 made the smallest average annual donation (\$200\*).

Donors aged 65 and older contributed a disproportionately large percentage of the total amount donated. This group accounted for 16% of donors, but contributed 24% of the total value of all donations.

### Education

Manitobans with a post-secondary certificate or diploma were the most likely to make a donation (93%), followed closely by those with a university degree (91%). Those with a high school diploma or less were the least likely to donate (78%).

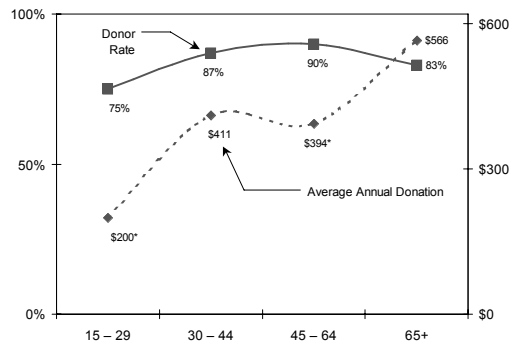
Donors with university degrees made significantly larger average annual donations (\$813\*) than did those with less formal education. Those with some post-secondary education made the smallest average annual donation (\$201\*).

Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 15% of donors, but contributed 32% of the total value of all donations.

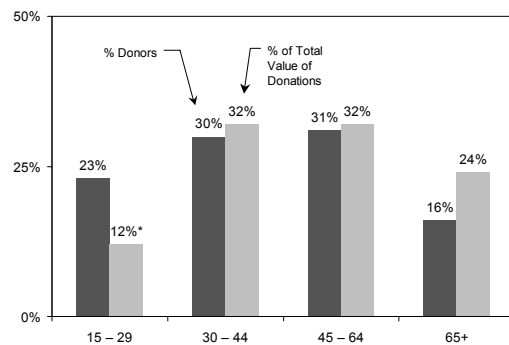
<sup>1</sup> NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

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

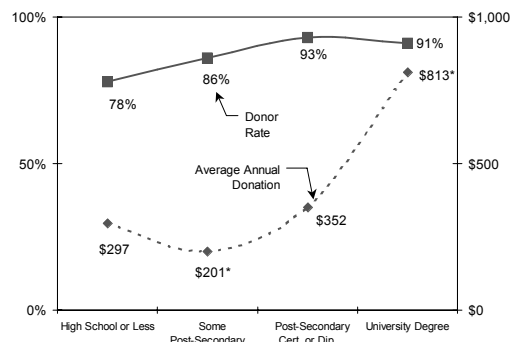
Donor Rate and Average Annual Donation by Age



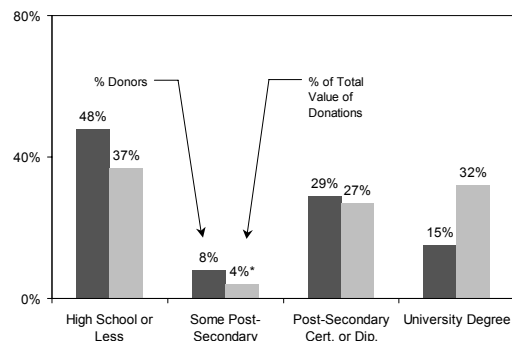
Percentage of Donors and Percentage of Donations by Age



Donor Rate and Average Annual Donation by Education



Percentage of Donors and Percentage of Donations by Education



### Household income

The likelihood of donating increased with household income. Those with household incomes of \$75,000 or more were the most likely to give (95%), while those with household incomes of less than \$25,000 were the least likely to give (70%).

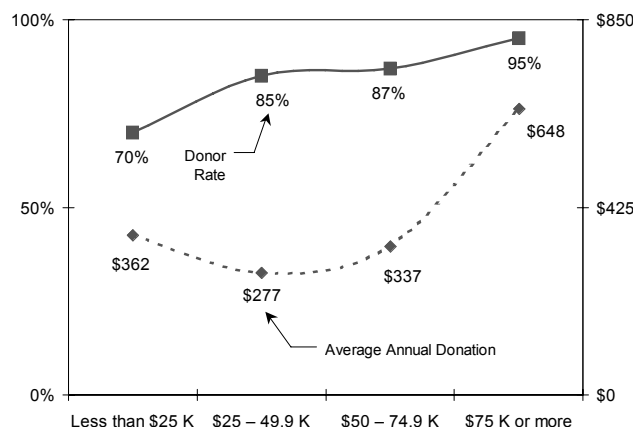
Donors with household incomes of \$75,000 or more made the largest average annual donation (\$648), while those with household incomes of between \$25,000 and \$49,999 made the smallest average annual donation (\$277).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 20% of donors in Manitoba, but contributed 33% of the total value of all donations.

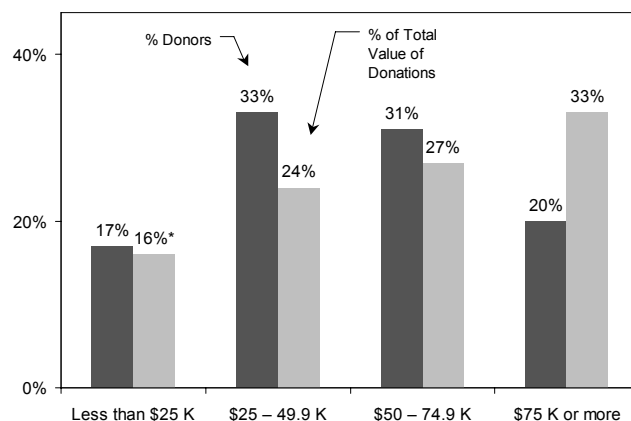
### Are high-income donors more generous?

Although those with lower household incomes made smaller average annual donations, they donated a higher percentage of their income than did donors in higher income groups. When annual donations are calculated as a percentage of household income, those with household incomes less than \$25,000 donated an average of 2.35%\* of that income, compared to 0.59% for those with household incomes between \$50,000 and \$74,900. Manitobans with household incomes of less than \$25,000 donated a higher percentage of that income than did any other group in Canada.

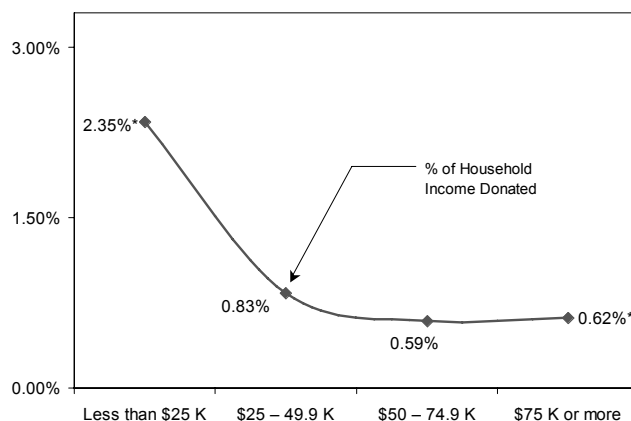
Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



Percentage of Household Income Spent on Financial Donations to Charitable and Nonprofit Organizations



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.

© 2003, Canadian Centre for Philanthropy

Canadian Centre for Philanthropy Research Program  
425 University Ave., Suite 700  
Toronto, ON M5G 1T6  
tel. 416.597.2293  
fax. 416.597.2294