

# Charitable Giving in Alberta



## Fact Sheet #32

### How many? How much?

More than eight out of ten (85%) Albertans aged 15 and over made financial or in-kind donations to charitable and nonprofit organizations, according to the National Survey of Giving, Volunteering and Participating (NSGVP).<sup>1</sup>

Three-quarters of Albertans made financial donations totalling \$556 million.

The average annual donation in Alberta was \$338 – the highest among all provinces.

Almost two-thirds of Albertans donated clothing or goods to charitable and nonprofit organizations. Nearly six out of ten donated food.

### Much comes from the few

Forty-one percent of the total dollar value of donations made in Alberta came from the top 5% of donors who gave \$1534 or more each. The next 20% of donors who gave between \$285 and \$1533 accounted for 40% of the total value. These two groups combined accounted for 25% of all donors, but contributed 81% of financial donations.

### Variations in giving by size of community

Donation patterns in large urban areas tended to reflect province-wide patterns. There were differences, however, between giving patterns in large urban areas and those in smaller communities.

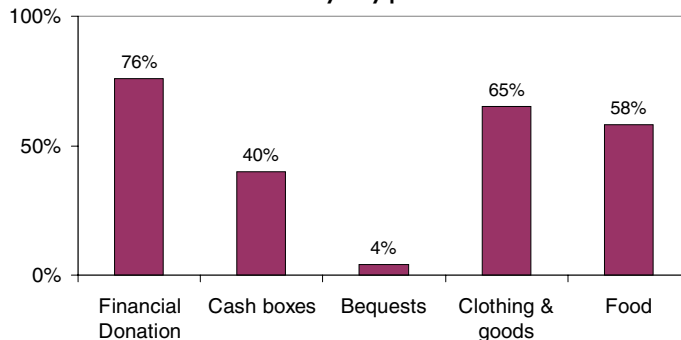
Donors in rural areas of Alberta made the highest average annual donation (\$384).

Albertans living in communities with populations between 15,000 to 499,999 were more likely to donate (88%) compared to those who lived in cities of 500,000 or more residents (71%).

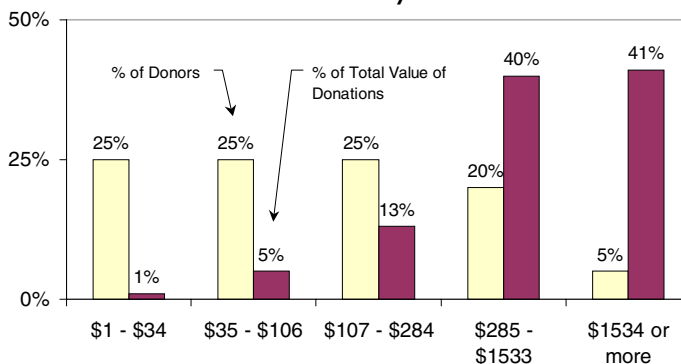
Sixty-one percent of the total value of donations came from those residing in cities with populations of 500,000 or more. Rural Albertans contributed 19% of the total value of donations although they accounted for 15% of the total population of the province.

1. Findings from the NSGVP are based on reports of charitable giving and volunteering over the one year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.  
2. Due to a smaller number of respondents in Alberta, data is presented using four community sizes instead of the six sizes shown in the Ontario and B.C. fact sheets.

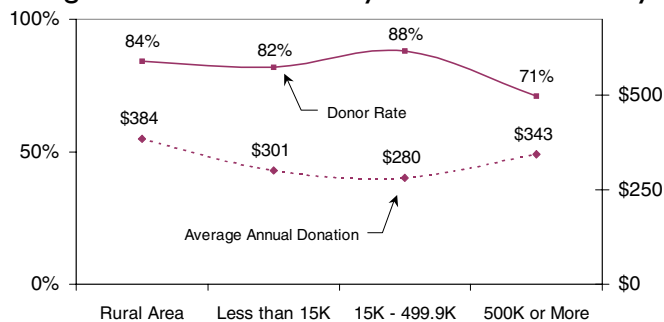
Percentage of Albertans Making Donations, by Type of Donation



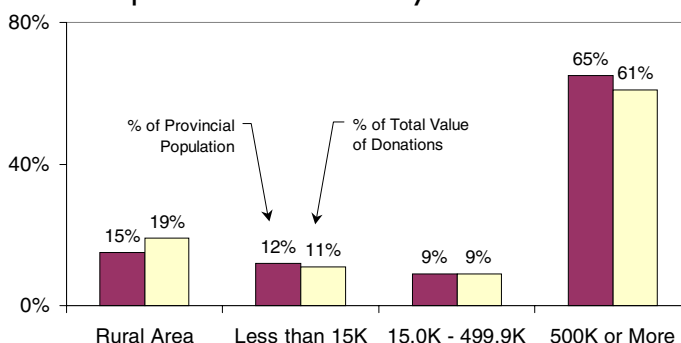
Percentage of Alberta Donors and Total Value of Donations by Size of Donation



Percentage of Albertans Making Donations and Average Annual Donation by Size of Community<sup>2</sup>



Percentage of Total Donations and Percentage of Population of Alberta by Size of Community



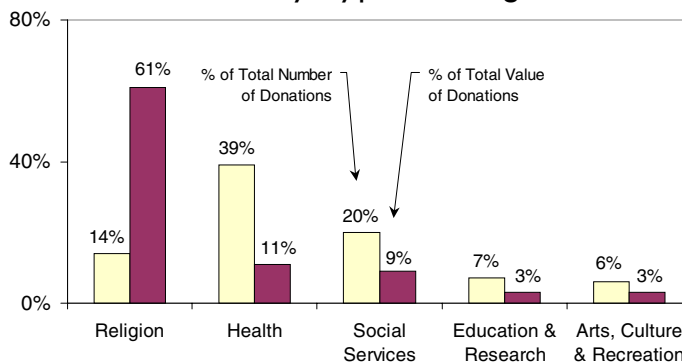
### Where donations go

Albertans donated more money to religious organizations than to any other type of organization. Sixty-one percent of the total value of donations was given to religious organizations,<sup>3</sup> which received 14% of the total number of donations. The average donation to religious organizations was more than three times that made to non-religious organizations (\$472 vs. \$141).

Health organizations received 11% (\$61.1 million) of the total dollar value of donations, but 39% of the total number of donations.





Ten percent of the total dollar value of donations went to social service organizations. This accounted for 20% (\$52.9 million) of the total number of donations.

Percentage of Donations and Percentage of the Value of Donations Received in Alberta by Type of Organization






### Motivations for giving

The top four reasons for giving cited by donors were:

-  The desire to help a cause in which they personally believed (96%)
-  A feeling of compassion towards people in need (94%)
-  They or someone they knew had been personally affected by the cause supported by the recipient organization (73%)
-  A feeling they owed something to their community (66%)

### Barriers to giving

What prevents Albertans from giving more to charities or from not giving at all? The key barriers for both donors and non-donors, in descending order of importance were:

-  Wanting to save money for future needs
-  Preferring to spend money in other ways
-  Thinking the money would not be used efficiently

3. Percentages may not add up to 100% due to rounding.



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More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians*, is available online at our Website: [www.nsgvp.org](http://www.nsgvp.org)

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