

# Charitable Giving in British Columbia

## Fact Sheet #26

**National Survey of Giving, Volunteering, and Participating**

### How many? How much?

Nearly nine out of ten (89%) British Columbians 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>

Seven out of ten British Columbians gave a total of \$552 million in financial donations to charities.

The average annual donation in British Columbia was \$241.

Over two-thirds of British Columbians donated clothing or goods to charitable and nonprofit organizations. More than half donated food.

### Much comes from the few

Half of the total dollar value of all donations made in British Columbia came from the 5% of donors who gave \$1121 or more each. The 20% of donors who gave between \$192 and \$1120 accounted for 31% of the total value of donations. These two groups accounted for one-quarter of all donors, but contributed 81% of all financial donations.

### Variations by size of community

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

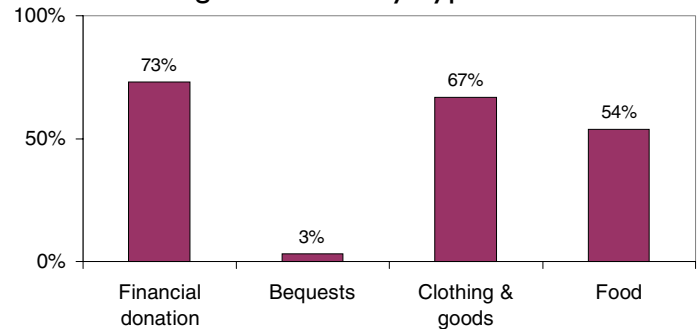
Donors in communities of 100,000-499,999 people (e.g., Victoria, Matsqui/Mission) made the highest average annual donation (\$334).

A higher percentage of British Columbians (83%) living in these communities made donations than those living in rural areas (75%) or large cities (68%).

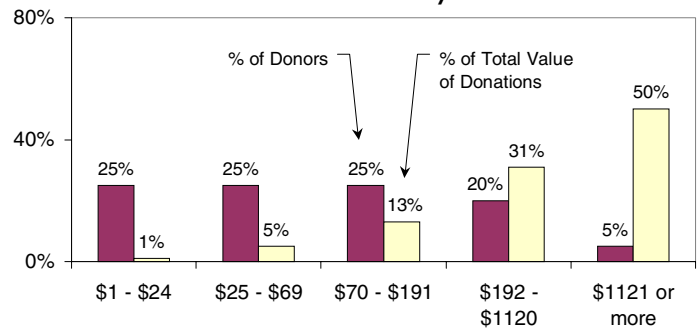
Just over two-thirds (68%) of the total value of donations came from British Columbians residing in towns and cities with populations of 100,000 or more. Rural British Columbians contributed 11% of the total value of donations.

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.

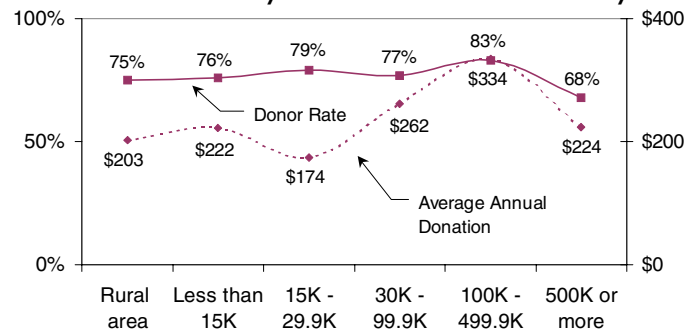
Percentage of British Columbians Making Donations by Type of Donation



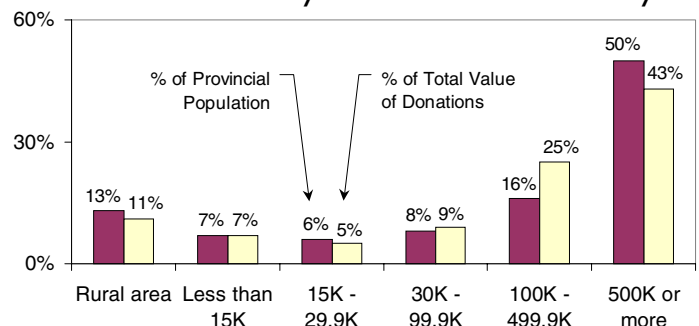
Percentage of British Columbia Donors and Total Value of Donations by Size of Donation



Percentage of British Columbians Making Donations and Average Annual Donation by Size of Community



Percentage of Total Donations and Percentage of Population of British Columbia by Size of Community



### Where donations go

British Columbians donated more money to religious organizations than to any other type of organization. Almost half (\$263 million) of the total value of donations was given to religious organizations. However, these organizations received only 10% of the total number of charitable donations.<sup>2</sup>

The average donation to religious organizations was almost three times the size of average donations to non-religious organizations (\$392 vs. \$134).

Health organizations received 34% of the total number of donations, which accounted for 13% (\$73.6 million) of the total dollar value of donations.

One-quarter of all financial donations went to social service organizations, which accounted for 13% (\$73.4 million) of the total dollar value of donations.

Education and research organizations received 9% of all donations, which accounted for 4% (\$24.7 million) of the total dollar value of donations.

Finally, philanthropy and voluntarism organizations received 4% of all donations, which accounted for 6% (\$35 million) of the total value of donations. This category includes foundations (e.g., private, corporate, and community), support and service organizations (e.g. volunteer centres), as well as fundraising organizations.

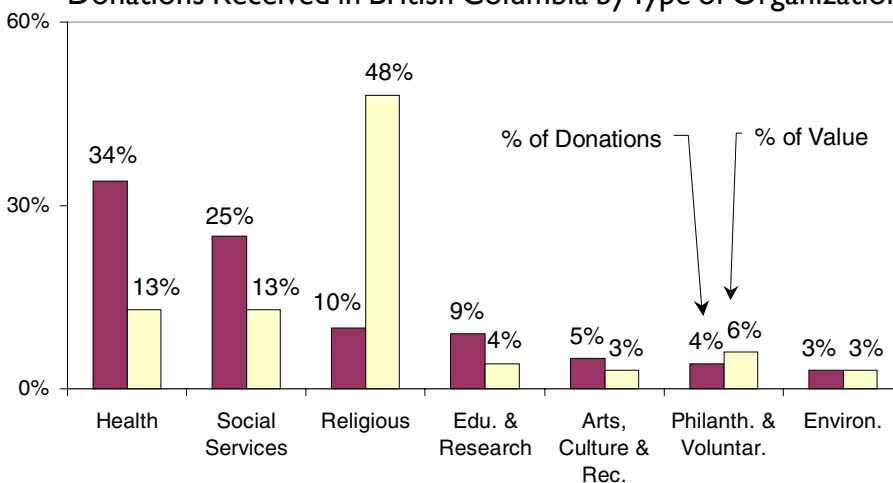
2. Percentages may not add up to 100% due to rounding.

### QUICK facts...

The top four motivations for giving were:

- 🍁 Feeling of compassion towards people in need (95%)
- 🍁 To help a cause in which they personally believe (91%)
- 🍁 Because they have been personally affected or know someone who has been personally affected by the cause the organization supports (66%)
- 🍁 Feeling they owe something to their own community (57%)

Percentage of Donations and Percentage of the Value of Donations Received in British Columbia by Type of Organization



Canadian Centre for Philanthropy™  
Le Centre canadien de philanthropie<sup>MC</sup>



VOLUNTEER  
BÉNÉVOLES  
CANADA

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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 Web site: [www.nsgvp.org](http://www.nsgvp.org)

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