

Who are British Columbia's Donors?

Fact Sheet #28



The demographics of donors

The charitable giving of British Columbians varies with their age, education and household income, according to the National Survey of Giving, Volunteering and Participating (NSGVP).¹

Age

British Columbians aged 55-64 were more likely to make charitable donations than others. Youth 15-24 years old were the least likely to contribute.



Seniors made the largest average annual donation compared to younger British Columbians. Eighty-four percent of British Columbians between the ages of 35-44 made charitable donations, however their average annual donation was only \$174.

-  Forty-five percent of British Columbia donors were 45 years and older.
-  British Columbians aged 45 and older contributed over two-thirds (64%) of the total dollar value of donations.

Education

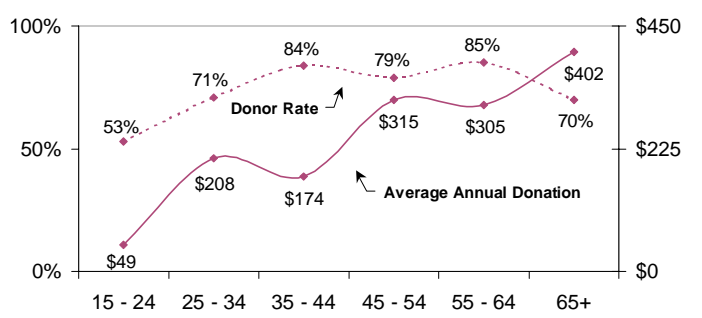
The majority of British Columbians with a university degree made charitable donations. Those with less than a high school diploma were least likely to make donations.

University-educated donors also made the highest average annual donation. The average annual donation increased with the level of education.

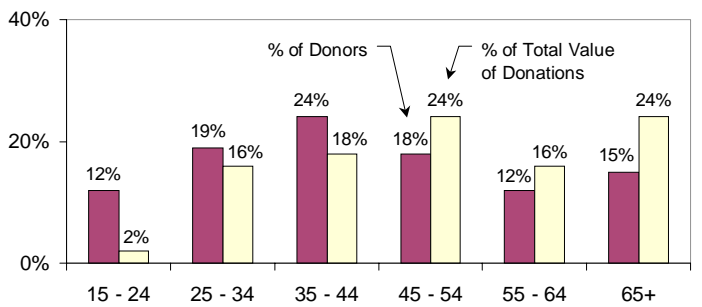
-  Forty-seven percent of all donors held a post-secondary certificate/diploma or university degree.
-  British Columbians with a post-secondary certificate/diploma or university degree contributed more than \$6 out of every \$10 donated.

1. Findings from the NSGVP are based on reports of charitable giving over the one-year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

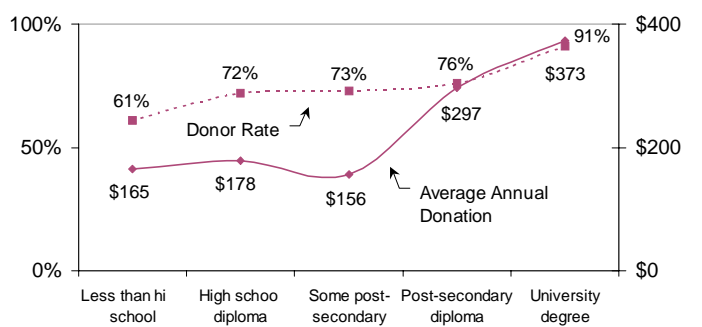
Percentage of British Columbia Population Making Donations and Average Annual Donation by Age



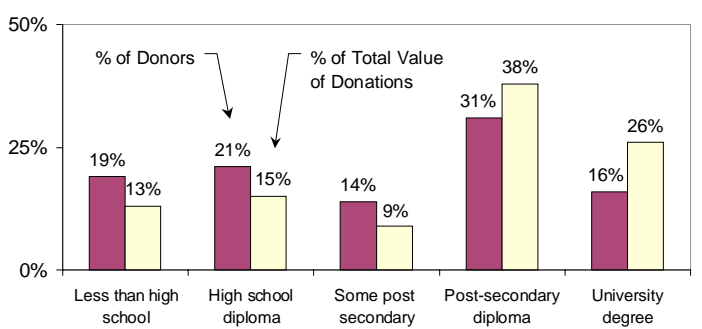
Percentage of British Columbia Donors and Percentage of Total Value of Donations by Age



Percentage of British Columbia Population Making Donations and Average Annual Donation by Education



Percentage of British Columbia Donors and Percentage of Total Value of Donations by Education



Household income

Nationally, donors with higher incomes were more likely to give, and to give more, than those in lower income brackets. This pattern does not hold in British Columbia.

Eighty-five percent of British Columbians with incomes of \$100,000 or more made donations, making them most likely to donate. However donors with incomes of \$20,000 to \$39,999 were more likely to donate than donors with incomes of \$80,000 to \$99,999.

British Columbians with incomes of \$100,000 or more also made the highest average annual donation. However, donors with incomes of \$40,000 to \$59,999 made larger average annual donations than those with a higher income of \$60,000 to \$79,999.

Two thirds of donors had household incomes of less than \$60,000.

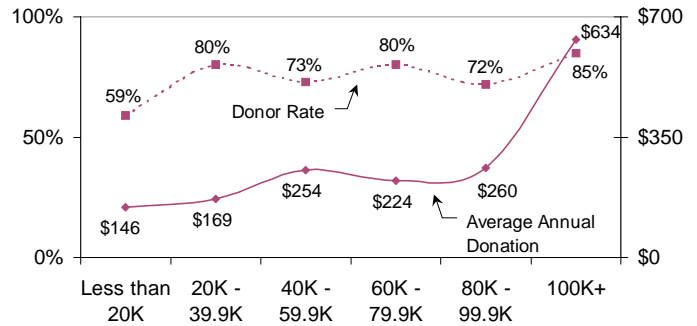
Although only 9% of donors had incomes of \$100,000 or more, they contributed nearly a quarter of the total value of all donations in the province.

Are high income donors more generous?

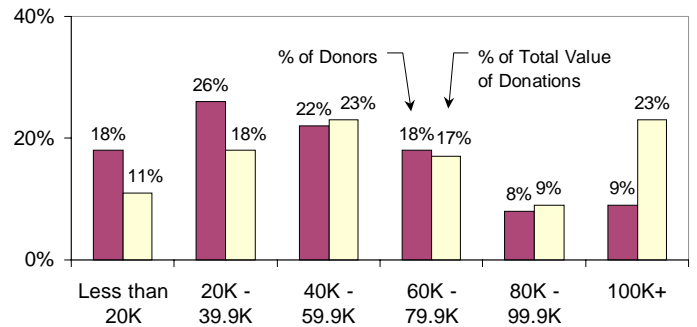
British Columbians with higher household incomes gave larger annual donations, but those with lower incomes contributed a larger percentage of their income. Donors with incomes under \$40,000 donated a significantly larger percentage of their income compared to those with incomes of \$40,000 or more.

Donors with household incomes of less than \$20,000 gave the highest percentage of household income in charitable donations. The percentage of household income contributed to donations decreased as income increased.

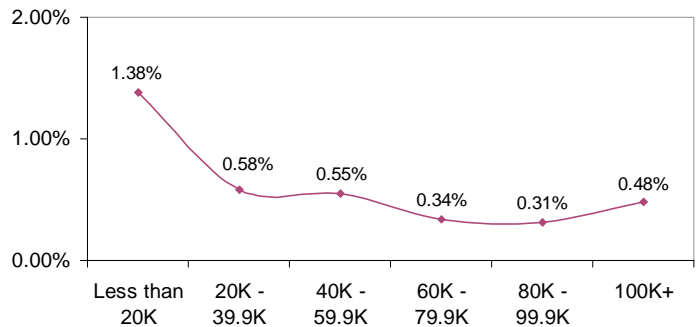
Percentage of British Columbia Population Making Donations and Average Annual Donation by Household Income



Percentage of British Columbia Donors and Percentage of Total Value of Donations by Household Income



Percentage of Household Income Spent on Financial Donations by Level of Household Income



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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

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