



CANADA'S CHARITIES IN A GLOBAL CONTEXT



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EXECUTIVE SUMMARY

Around the globe, international and domestic Charitable Organizations fill in the gaps of government-sponsored aid and address unmet societal and individual needs. These include access to healthcare, education, food, clean water, shelter, safety, animal welfare, the environment, and advocating for human rights. To do this, they rely on the support of philanthropic donors.

Community giving and philanthropy are considered ingrained into the Canadian culture. Canada has a respected international reputation for prioritizing social well-being. The country ranks high on global surveys of happiness, liveability, and quality of life - all contributing factors to generosity and giving.

This report provides a comparison of Canadian donor behaviour to that of other countries. With the help of this report, readers can gain in-depth information regarding the past performance and prospects of the charitable giving industry.

We provide discussion and analytical insights through the following global studies:

- The World Happiness Index.
- The Global Liveability Index.
- The Social Progress Index..
- The Quality of Life Index.
- The World Giving Index.
- Individual Giving as a Share of GDP.
- Individual Charity Donations Per Capita and Per Donor Average.
- Business Charitable Donations as a Share of GDP and of Corporate Taxable Income.
- Philanthropic Assets as a Share of GDP.
- Average Spend Rate of Charitable Organizations.
- Philanthropic Outflows as a Share of GNI.
- Tax Relief for Charitable Donations.
- Volunteer Participation Rate by Country.
- Business Subsidy for Employee Volunteers.

Principle conclusions of the Report

- Canada ranks high on global surveys of happiness, liveability, and quality of life - all contributing factors to generosity and giving.
- Canada ranks in the top-10 of the World Giving Index. The country's index performance has been consistent since 2016, but other countries have surpassed Canada in index growth over this time.
- Canada is second and tied with New Zealand in the rankings of Individual Giving as a Share of GDP .
- On a Per Capita and Per Donor Average Amount Donated comparison with the United States, we find that Canadian donors have increased the size of their charitable donations , but the number of donors in the US Increased by more than in Canada.
- Canadian companies have been more generous than those in the United States in the amount of their charitable giving as a Share of GDP, but they donate a smaller percentage of the Taxable Income than other countries.
- Canada ranks third in the world on Philanthropic Assets as a Share of GDP. Canada has a 12 percent annual spending rate for these Philanthropic Assets, below other more generous countries.

- Canada ranks high in Philanthropic Outflows to other countries, both in aggregate terms and as a Share of Gross National Income.
- The Tax Relief available for Canadian donors for their charitable giving is below the global average and that of many of its peer countries. We present this analysis for various income levels.
- Canada's Volunteer Participation Rate at 8.8 percent of the population in 2023 is marginally below the global average of 9.2 percent.
- Corporate Canada is less advanced and less generous in the subsidies they provide to their employees for volunteer time and charitable donations. .

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June 2024: Charity Sector Management and Oversight



Our Vision

We will participate in a thriving Canadian philanthropic sector where the most impactful charities with the highest governance standards are celebrated and supported by donor capital.

Our Mission

The Veritas Foundation aims to be Canada's authoritative source for participating in the country's charitable sector and evaluating its effectiveness and impact.



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