



# THE GUIDE TO CHARITY CATEGORIES

*2023 Update*

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## EXECUTIVE SUMMARY

Canadians have an overwhelming number of Charitable Organizations to support. To enhance the identification of these services and programs, and to provide transparency and accountability, the CRA allocates a Category Type to each registrant.

This report presents statistics relevant to each of fourteen Charity Categories identified by the CRA. We first present the analysis of all Categories of Charitable Organizations to provide insight into standard comparative measures. We then provide a Summary Snapshot of each Category to provide specific insight into the operations and current challenges of each.

Our survey included 48,619 Charitable Organizations in 2021 and 48,443 in 2016.

### Principle conclusions of the Report

- In number of Charitable Organizations, the largest Categories include Poverty (23 percent), Foundations (18 percent), and Education Support (16 percent).
- The smallest Categories include Human Rights, Agriculture, and Research (all at nil percent).
- Over the five years from 2016 to 2021, we find that the smallest Categories of Human Rights, Environment, Research, and Animal Welfare registered the largest percentage increase in the number of Charitable Organizations.
- In Total Assets, the Core Healthcare Category dominates with 28 percent of the sector total, followed by Foundations (24 percent) and Poverty (20 percent).
- Excluding the Core Healthcare category, the smaller Categories become more relevant in the ranking of Total Assets.
- Presenting the change in Total Assets over the five years from 2016 to 2021 reveals that Poverty has almost doubled in size, followed by Environment and Community Resources.
- The Human Rights Category is the only one showing a decline in Total Assets. This is due to the dramatic decline of a single charity, the WE Charity, over the five years from 2016 to 2021.
- Ranking of Categories by Total Revenue in 2021 discloses the dominance of Core Healthcare as the largest with 42 percent of sector revenues.
- Ranking on the growth of Total Revenues over the five years from 2016 to 2021 reveals Foundations with the largest growth at 78.9 percent.
- Tax-Receipted Donations reveals that Foundations dominate this source of Revenue with a 63 percent share because of the large donations received by many Private Foundations from single-source donors.
- Foundations also score highly in Inter-Charity Donations along with Core Healthcare, each with a 26 percent share of this source of Revenue.
- The healthcare categories represent the largest Categories utilizing the Sale of Goods & Services as a source of revenue. The healthcare categories represent the largest Categories utilizing the Sale of Goods & Services as a source of revenue.

- The healthcare categories also represent the dominant Categories receiving Government Funding (comprised of Federal, Provincial, and Municipal governments).
- The healthcare categories dominate Total Expended on Charitable Activity given that they provide Canada-wide universal healthcare.
- In presenting Category Snapshots, we find that Core Healthcare dominates with six first place rankings out of a total of eleven benchmarks. This is followed by Foundations and Relieving Poverty with two each, and Human Rights with one.
- Agriculture and Human Rights are the lowest rated of the Categories with five last place rankings each, followed by Core Healthcare with one.

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June 2023: Update on the Canadian Donor Advised Fund Market  
July 2023: The Canadian Charitable and Philanthropic Sector, 2023 Update  
August 2023: The Canadian Donor Advised Fund Market, 2023 Update

### UPCOMING RESEARCH REPORTS

October 2023: Charity Sector Contribution to Canada's Economy  
November 2023: The Veritas-500 Fastest Growing Charity  
December 2023: Update on Canadian Charitable Sector Employment



## 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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