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# THE STATE OF CHARITABLE GIVING IN CANADA



**Mark S. Bonham**  
M.Sc. (Econ), B.Comm.

Executive Director

[mbonham@theveritasfoundation.com](mailto:mbonham@theveritasfoundation.com)



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## EXECUTIVE SUMMARY

Canadians generally consider themselves charitable and are willing to support other individuals and projects in need, whether locally, nationally, or globally. It is believed that a core value embedded in the Canadian culture is that living generously adds economic stability and enriches our nation's lives.

Research has shown that giving financially to others makes us happier and healthier. It decreases stress and builds trust and satisfaction. Feelings of gratitude associated with financial giving is integral to happiness, optimism, health, and social bonds. There are many other reasons why Individuals and Business will give to charity.

In this Report we present how Canadian's charitable giving has changed in the period 2016 to 2019 (the most recent available published data).

We present financial data on Individual and Business charitable giving to assess the number of donors, value donated, average donation amount, percentage of the population who are donors, gender of donors, age of donors, the Taxable Income of donors, and the regional differences in the country. We interpret changes in these factors over the study period and identify the causes for the change.

### Principle conclusions of the Report

- The total value of Individual donations increased consistently over the study period of 2016 to 2019, representing a 15 per cent growth rate.
- The number of Individual donors and the percentage of the population making donations, however, has consistently declined over the same period.
- A smaller number of Individual are making an increasing dollar amount of donations.
- Individual charitable donations as a percentage of Gross Domestic Product has ranged between 0.64 per cent and 0.69 per cent over the study period.
- Individual charitable donations as a percentage of Gross National Income has been remarkably consistent at 0.48 per cent over the study period.
- Similarly, Individual charitable donations has consistently been 0.81 per cent of Taxable Income.
- The average Individual donation increased by 19 per cent over the study period, but increased only 11 per cent on a Per Capita basis. We present the reasons for this discrepancy.
- Men represented 52 per cent of donors and 65 per cent of the value of donations in 2019. We present several explanations for the differences between men and women donors.
- The average donation from male donors increased 23 per cent over our study period whereas the average donation from female donors increased 14 per cent. We present several explanations for this difference.
- Donations as a percentage of Taxable Income was 0.82 per cent for men and 0.63 per cent for women.

- Individuals under the age of 30 represent the smallest group of donors (8 per cent in 2019), whereas those greater than the age of 30 are evenly split in the number of donors at different age groups with approximately 31 per cent each.
- The value of donations increases steadily as the population ages. Older members of society have increased the value of their donations to a greater degree than have younger members.
- The most active donors in terms of the value of donations is shared equally by those earning between \$50,000 and \$150,000 and those earning more than \$250,000. The average donation amount increases markedly with the growth in Taxable Income.
- There is a wide disparity of charitable giving behaviour between Provinces and Territories in terms of Average Donation and Percentage of Tax Filers making donations.
- The value of charitable donations from Business has increased by 54 per cent between 2016 and 2019. However, such donations represent a negligible 0.08 per cent of their Taxable Income in 2019.
- Individual donations represent 74 per cent of Total Charitable Donations and Business is 26 per cent.

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## 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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The Veritas Foundation  
TD West Tower  
100 Wellington Street West Suite 3110, PO Box 80  
Toronto, Ontario, Canada M5K 1E7

416.866.8783 1-866-860-8783  
[www.theveritasfoundation.com](http://www.theveritasfoundation.com)  
[info@theveritasfoundation.com](mailto:info@theveritasfoundation.com)

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