

# GIVINGBACK RELEASE NOTES

## PRODUCT VINTAGE

2023

## SURVEY SAMPLE SIZE

16,419

## BASE LEVEL GEOGRAPHY

Postal Code

## VARIABLES

733

To view the complete list of variables please visit:  
[environicsanalytics.com/variables](https://environicsanalytics.com/variables)

## WHAT IT IS

The GivingBack database explores how Canadians volunteer their time, donate money, and provide in-kind gifts to charitable and non-profit organizations, with data available at the postal code and dissemination area levels. Based on Statistics Canada's Survey of Giving, Volunteering and Participating, the database profiles the philanthropic behaviour of Canadians and offers insights into why they support a particular cause. By combining GivingBack with PRIZM® data, users can segment their donor or alumni databases to allocate resources and develop relevant messages that will engage prospective audiences. GivingBack was updated with the latest 2018 data from Statistics Canada's Survey of Giving, Volunteering and Participating in 2021.

## HOW IT'S USED



Hospitals can use GivingBack to identify potential donors and conduct more effective fundraising campaigns by analyzing donation amounts, preferred donation channels and the motivations to donate within different neighbourhoods in their community.



Religious organizations can use GivingBack to improve their fundraising efforts by analyzing their members and differentiating those who prefer to volunteer their time versus those who prefer to donate money.



Non-profit organizations can use GivingBack to determine which volunteer programs their PRIZM® target groups are more likely to join. Understanding that one group prefers fundraising activities while another prefers teaching or coaching can help an organization more effectively engage their members.

## SAMPLE QUESTIONS IT CAN ANSWER

- What proportion of volunteers spend time working with more than one organization?
- What are some of the reasons preventing some individuals from volunteering or donating more?
- Do people volunteer in lieu of giving money or vice versa?
- Does the length of time spent in a community affect the size of a person's donation to the arts?