



The Giving Report

TRENDS IN CHARITABLE GIVING 2018-2024

ENVIRONICS
ANALYTICS

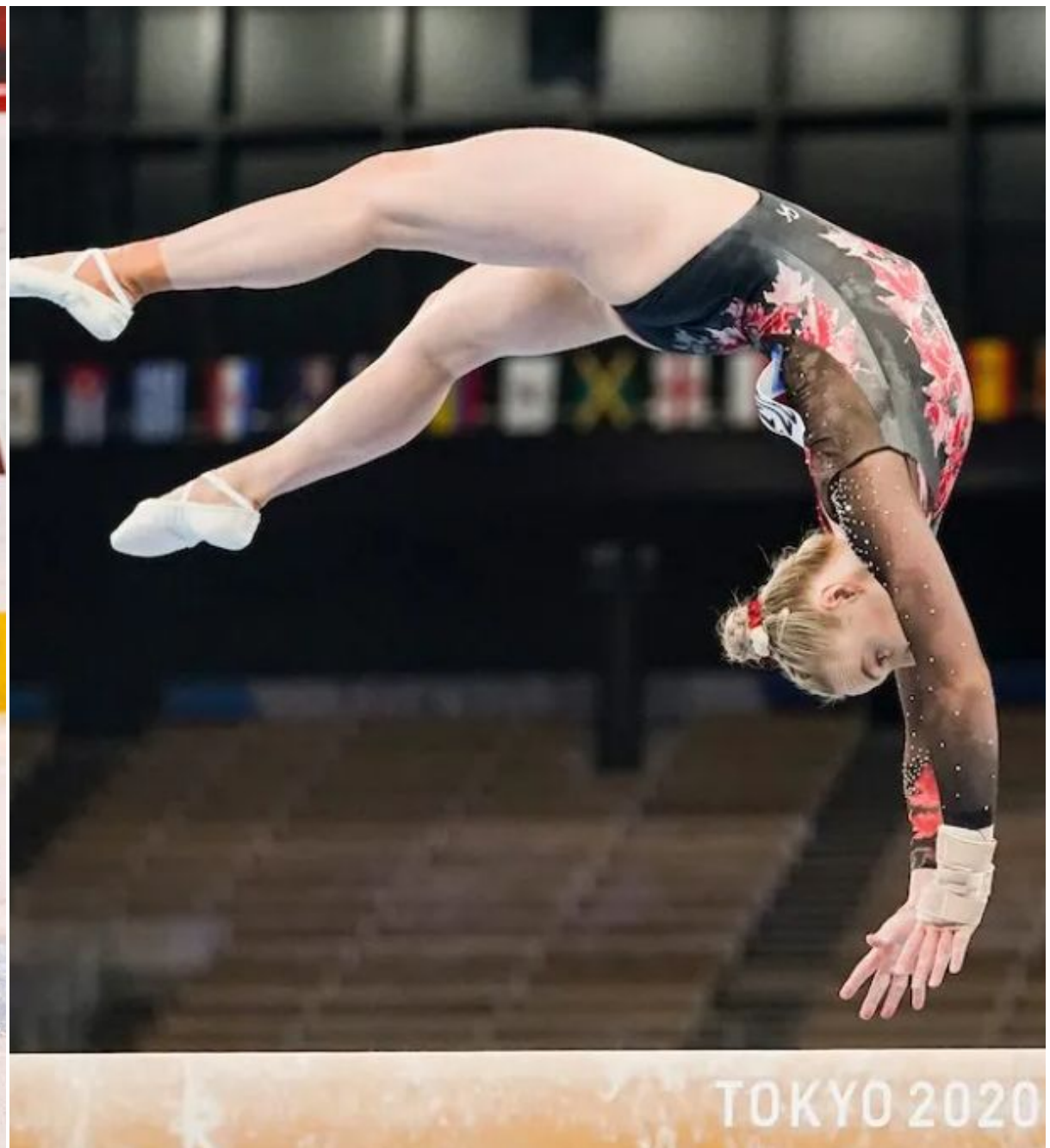


THE GIVING REPORT

Trends in Charitable Giving 2018-2024



PRESENTING PARTNER
ENVIRONICS
ANALYTICS

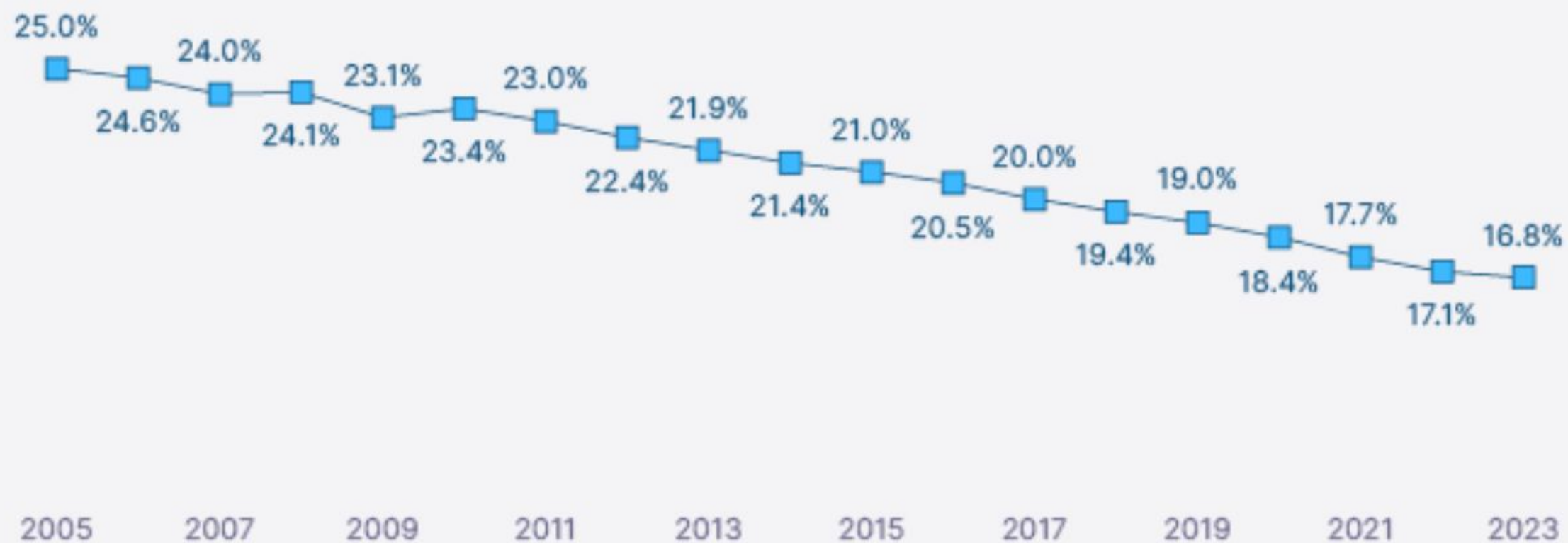




**Generosity
is right here.**

Giving reaches record-highs, but on the shoulders of wealthy, older donors.

Figure 3 – Percentage of Canadians Claiming Donations on Their Tax Returns



**Taxpayers making more than \$1 million
in personal income accounted for 59% of
the overall increase in giving.**

The number of donors with total incomes under \$60,000 dropped by 5.7% in 2023.

Nearly 1 in 4 Canadians aged 65 and older reported a donation on their tax return.

Two-thirds of the increase in giving from 2013 to 2022 went to ~150 charities (less than 0.2% of all receipting charities).

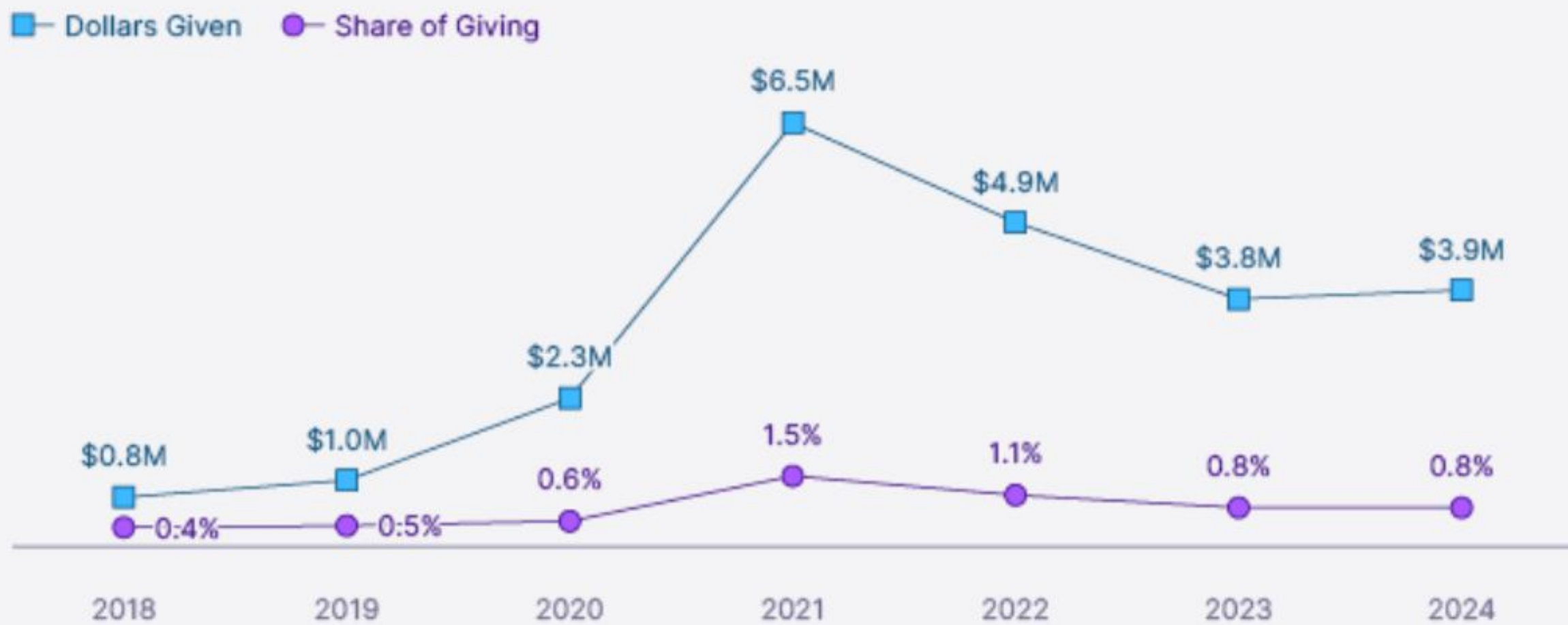
**Average total giving per donor by
10% on CanadaHelps in 2024.**

Optimistic signs in 2025.

Unexpected events are destabilizing
traditional funding sources & cycles.

**Support for Indigenous causes surges,
fueled by moments of reckoning.**

**Figure 5 – Giving to Indigenous Peoples on CanadaHelps:
Total Donations (\$ Millions) and Share of Overall Giving**



Cause Focused Trends

- Environmental causes have sustained strong momentum since 2018.
- Donations to education charities have more than doubled from 2018 to 2024.
- Donations to religious charities has seen a decline.
- Some causes, including public benefit, animal charities, and social services, have seen relatively stagnant growth since 2021.

Donors are seeking local impact.

CanadaHelps 2025 Giving Report Launch

Welcome from Environics Analytics

Mitchell Hillier

Director, Business Development - NFP & Education Lead

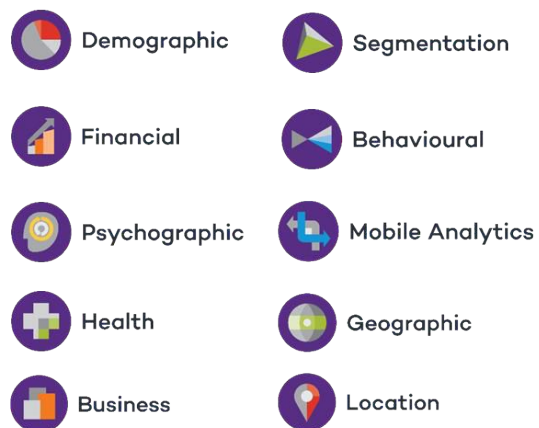
ENVIRONICS
ANALYTICS

What We Do - Data to Insights to Activation

We help charities achieve their business objectives by delivering actionable consumer, patient, HCP and market insight grounded in data and analytics.

ACTIONABLE DATA

Used by over 1,000 Canadian Organizations



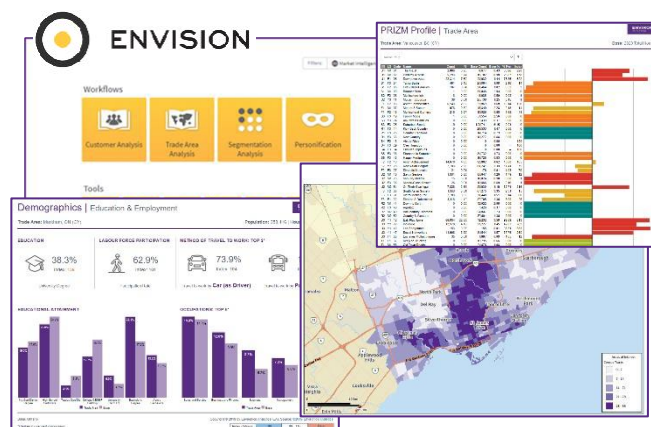
30,000 Current Variables at Postal Code Level

- Comprehensive
- Proprietary
- Actionable
- Privacy Compliant

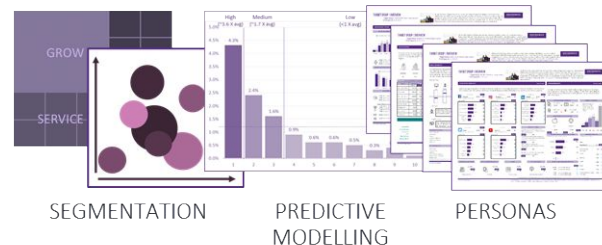


ADVANCED ANALYTICS

Purpose-built SaaS Platform



Custom Analytics



AMPLIFIED ACTIVATION

The “Intel Inside” in all Channels

Traditional & Digital Channels



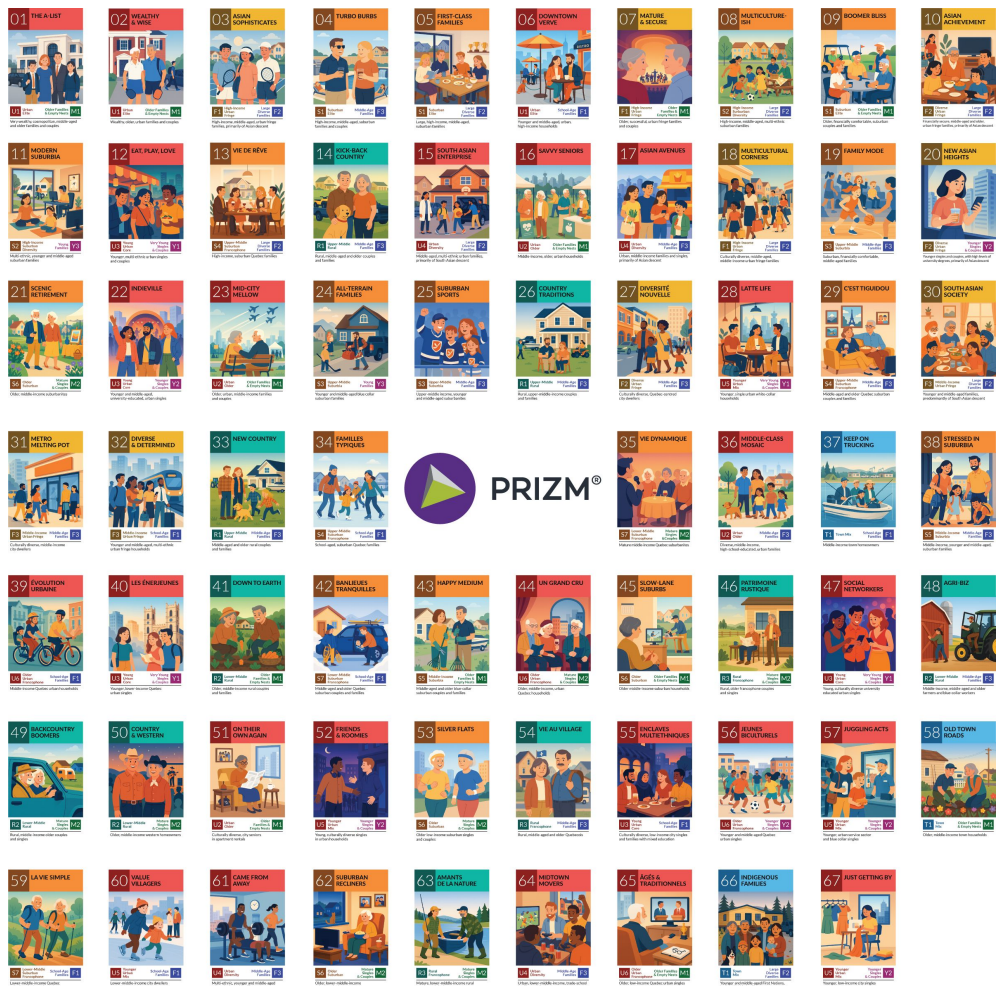
Data Collaboration



- Strategic Partnerships
- M&A
- Campaign Activation
- Media Measurement & Attribution

Get to Know Your Neighbourhood Through a PRIZM® Lens

Discover which of the 67 unique lifestyle types make up a neighbourhood powered by EA's PRIZM® segmentation system.



Canada's Donors



Wealthy Families

Donors: 21.6%
Households: 8.3%
Total \$123M



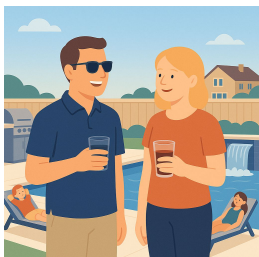
Urban Mix

Donors: 9.5%
Households: 12.1%
Total \$35M



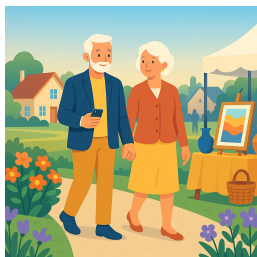
Older Suburban and Rural

Donors: 7.9%
Households: 8.6%
Total \$29M



Suburban and Rural Families

Donors: 14.3%
Households: 10.0 %
Total \$60M



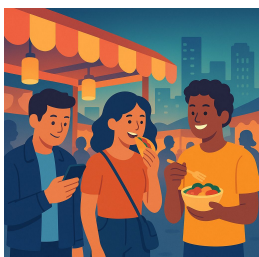
Senior Donors

Donors: 9.2%
Households: 5.5%
Total \$36M



Francophones

Donors: 4.4%
Households: 11.1%
Total \$13M



Downtown Donors

Donors: 11.0%
Households: 6.1%
Total \$54M



Diverse Families

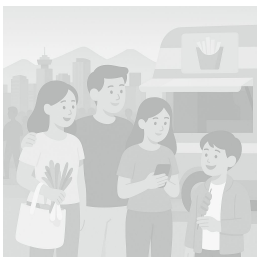
Donors: 8.9%
Households: 7.4%
Total \$34M

Canada's Donors



Wealthy Families

Donors: 21.6%
Households: 8.3%
Total \$: 123M



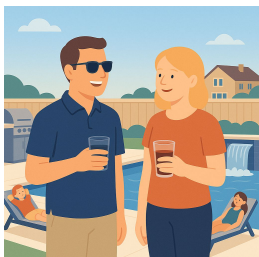
Urban Mix

Donors: 9.5%
Households: 12.1%
Total \$: 35M



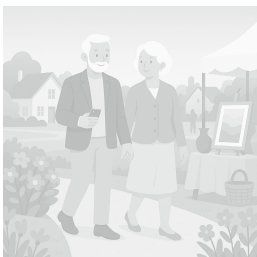
Older Suburban and Rural

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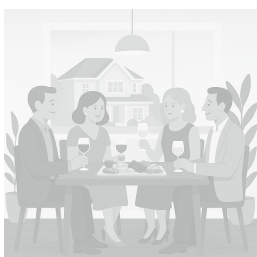
Suburban and Rural Families

Donors: 14.3%
Households: 10.0 %
Total \$: 60M



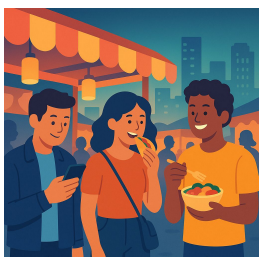
Senior Donors

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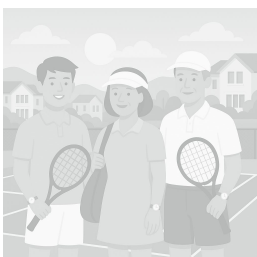
Francophones

Donors: 4.4%
Households: 11.1%
Total \$: 13M



Downtown Donors

Donors: 11.0%
Households: 6.1%
Total \$: 54M



Diverse Families

Donors: 8.9%
Households: 7.4%
Total \$: 34M

Wealthy Families

Diversity:

- Average

Reasons for Giving:

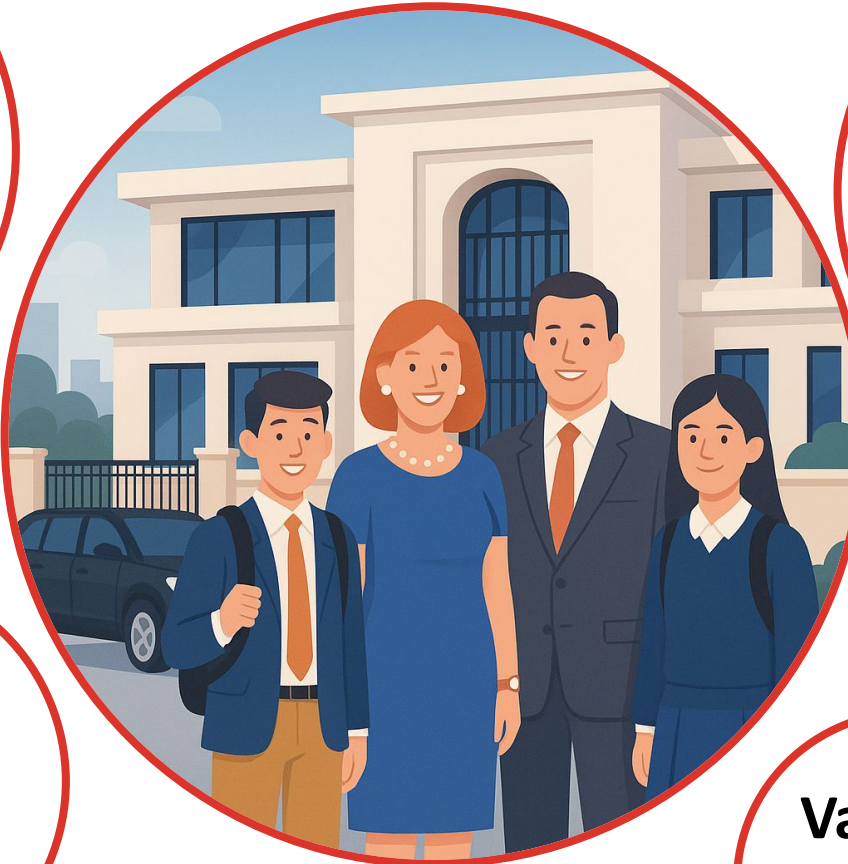
- Religious Obligations
- Personal Association

Demographics:

- Age: 50+
- Married, Teen/Adult Children
- Income: \$203K
- 3.6 million pop.

Located:

- Ottawa
- Calgary
- Toronto
- Edmonton



Donor Characteristics:

- -2.8% donor pool
- +10.5% donor revenue
- 21% of all donations

Giving Causes:

- Health
- Education

Values:

- Legacy
- Duty

Suburban and Rural Families

Reasons for Giving:

- Personally Affected
- Cause

Diversity:

- Low

Demographics:

- Age: 35-50
- Married, Pre/Teen Children
- Income: \$152K
- 4.6 million pop.

Located:

- Halifax
- Ottawa
- Hamilton

Values:

- Financial Future
- National Pride



Donor Characteristics:

- -2.6% donor pool
- +8.3% donor revenue
- 14% of all donations

Giving Causes:

- Social Services
- Public Benefit
- Animal Charities

Downtown Donors

Located:

- Toronto
- Vancouver
- Montreal
- Calgary

Reasons for Giving:

- Community
- Cause

Diversity:

- High

Demographics:

- Age: 25-45
- Singles, Couples w/ Young Children
- Income: \$137K
- 2 million pop.

Values:

- Global Consciousness
- Rejection of Authority



Donor Characteristics:

- -2.0% donor pool
- +6.5% donor revenue
- 13% of all donations

Giving Causes:

- Arts & Culture
- Indigenous Peoples
- Environment

Thank You

www.environicsanalytics.com



We need to be
ready for
anything.



Digital resilience is not an option.

Donations of securities have
increased 5X since 2018.

Double down on monthly giving.

GivingTuesday continues to grow.

Get in Touch

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Download The Report

