



# *Generosity in Canada*

*An exploration of giving and volunteering, the drivers + barriers, why generosity is declining, the role of the social norm, attitudes towards the charity tax credit, how much we should be giving + volunteering, important communication channels, and much more.*

## *The Full Report*

**November 2023**

An initiative of  
**SECTOR3INSIGHTS**  
& **GIV3**

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This report summarizes all of the questions in the survey.

A smaller summary report is available separately.



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Source: Generosity in Canada Survey; October 2023. Copyright.

# Introduction



***Why is charitable giving and volunteering declining in Canada?  
What can we learn to help charities thrive and to guide remedial actions?***

Statistics Canada data indicates that the incidences of charitable giving and volunteering are declining (on a per capita basis).

In response, one could conclude that new initiatives are required to improve generosity in support of the charitable sector.

- However, it is possible that generosity is not actually declining, but perhaps it is just shifting from the act of *giving money to charities* (which is well measured) towards other acts of prosocial generosity which are not well measured (i.e. giving money directly to people in need, giving items/things, greater volunteering, helping neighbours, and so on).
- Furthermore, some feel that younger adults have stronger philanthropic sentiments versus older adults, and thus, no remedial actions are required going forward.

***What is the reality?*** Do we need remedial action to reverse declining generosity? What do the facts imply for any remedial actions to encourage greater generosity among Canadians?

***GIV3 is keen to support the exploration of generosity in Canada in hope the insights will determine if remedial action is necessary, and in which ways we can collectively work to support greater generosity in the future.***

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# Project Sponsors

**GIV3** is a movement to encourage more Canadians to be more giving.

- GIV3 is a registered Canadian charity, created in 2009.
- It started with a focus on grassroots initiatives such as bringing **GivingTuesday** to Canada and developing **The Great Canadians Giving Challenge**. Both programs have triggered (and continue to encourage) tens of millions of additional donation dollars and other acts of giving, annually, in Canada.
- However, more recently, GIV3 has increased its work on advocacy and policy improvements for the charitable sector. We believe that systemic changes in regulations and government programs are overdue. New policies can quickly and effectively lead to significant benefits in the charitable sector, on the order of magnitude of billions of dollars for millions of Canadians in need.
- Learn more at [www.GIV3.ca](http://www.GIV3.ca)

**SECTOR 3** INSIGHTS is a social enterprise research firm providing insights for non-profit success.

- S3I leverages state-of-the-art research tools used in the corporate world to help guide non-profits in their decisions, strategies and actions. All profit is used to support charitable causes and initiatives.
- S3I conducts the continuous generosity tracking in the USA for GivingTuesday and tracks the annual GivingTuesday event in many countries around the world. It is this experience which has led to this Canadians survey.
- Visit the S3I website **to find many free research reports**, insights, and implications to enhance fundraising and generosity.
- Learn more at [www.Sector3Insights.com](http://www.Sector3Insights.com)

*Source: Generosity in Canada Survey; October 2023. Copyright.*

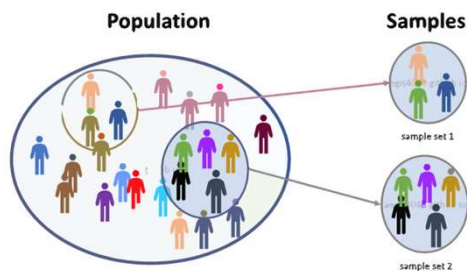


# About this study

- This is a quantitative survey, conducted by Sector3Insights, online, using a self-completion questionnaire.
- Respondents were recruited from a national panel established specifically for research purposes. They were invited to participate in our study, at their convenience. They followed the invitation link to our survey.
- The survey averaged ~12 minutes to complete and was accessible via any Internet device.
- The sample represents Canadian adults, English and French, from across all regions of Canada, representative of age, gender and region (as per census data). n=1,026
- Data collection period: October 20<sup>th</sup> - 25<sup>th</sup>, 2023.
- The data has been cleaned of “speeders”, inconsistent respondents, extreme outliers, etc.



## About survey results



- Surveys use a sample of the target population. Such a sample may not perfectly reflect the full population. Conducting another survey, with a different sample may produce slightly different results. These variations are referred to as “**sample error**”. The reported measures may vary or be different between studies by a few percentage points for any reported measure.
- Furthermore, respondents are not perfect rational machines. Results may not exactly reflect factual reality. It is important to look at comparative differences between results and between sub-groups. If an important decision depends on a precise number, extra caution should be used.

Source: Generosity in Canada Survey; October 2023. Copyright.

# *Executive Summary of Insights and Implications*



SECTOR INSIGHTS



## Executive Summary: *INSIGHTS*

***In brief, the data shows that generosity is declining. It is NOT just shifting to other forms. Several reasons, key targets, and important drivers are identified.***

Canadians are generous in many ways, but the well-measured decline for donating money and volunteering to charities (on a per capita basis) is not just a shifting of generosity to other acts which are less well measured. *The incidence and volume of generosity, when measured in a much more inclusive manner, is indeed declining.*

### ***Why is generosity slowly waning?***

- **Newer Generations:** Older adults are more generous (more acts of generosity, and at higher volumes/values) versus adults under 35 years of age. As older, more generous Canadians pass, we lose their significance. It is not being equally replaced by the next generation.
- **Economic pressures** are squeezing the ability to afford generosity (real or perceived). - Better familiarity with the charity tax credit could help.
- **Religious Canadians** are much more generous than non-religious Canadians. As religiosity continues to decline, so does generosity.
- **There is an ongoing shift in social values and principles** (in part related to the loss of religiosity).
  - Younger adults have lower appreciation of social giving norms. And they have a lower recognition that charities need their help.
  - Younger adults are less likely to feel a responsibility to help. They are more likely to feel government is responsible (not them).

***What does NOT appear to be problematic?*** That is, trying to improve these have limited upside leverage....

- ✓ **Canadians are strongly supportive, have trust in, and appreciate the importance of the charity sector.** They recognize the need for charitable services in their communities. There is no crisis in trust.
- ✓ **Canadians strongly agree that the mechanisms to be generous are plentiful and simple.**
- ✓ **Canadians agree there are many triggers and reminders to be generous.** Solicitations are prevalent.
  - **Admittedly, the nature, content, targeting, and frequency of solicitations can likely be improved by charities.**





## Executive Summary: *IMPLICATIONS*

***Unless we learn from these insights and find remedial solutions, generosity will very likely continue to decline in Canada.***

- A. If we collectively recognize the full value of all prosocial behaviours then we should be better incenting, managing, and measuring the wider importance of all generosity. New Federal policies should be considered to incent more of the prosocial values important to Canada
- B. Do not increase the charity tax credit since increasing it would be expensive to the public purse and such tax credits only have a limited effect on charitable giving. - Quebec has the highest charity tax credits, but the lowest levels of giving. It is not about the charity tax credits. It is about culture and values. It is better to get Canadians to want to be generous rather than paying them to be generous.
- C. Create an on-going public campaign (akin to “ParticipACTION”) to promote greater generosity via boosting prosocial values, setting higher social giving norms, creating communities of generous behaviours, and generally to replace the waning benefits of religiosity.
- D. Owing to the reach and penetrations of broadcast media, news networks, and online entertainment streams, ensure the sector has an ability to curate strong support in and among the media.
- E. Tactically, develop greater leadership to help charities leverage best-practices in terms of solicitation to improve fund-raising.
  - i. Also, work to increase familiarity with charity tax credits (currently low and not working well as an incentive mechanism).
  - ii. This should include promotion of the inclusion of charity in Canadians’ Last Wills and Testaments (currently low).
- F. Develop and promote online volunteerism and leverage new digital tools to support all acts of generosity (beyond payment platforms for collecting money for charities).
- G. Leverage volunteerism (and generosity in general) as a low-cost antidote to the expressed anxiety found in society.
- H. Specifically target, mentor, and leverage younger adults. Their weaknesses are a concern for the future of the sector.



Source: *Generosity in Canada Survey; October 2023. Copyright.*

# *What does generosity look like in Canada?*



# Canadians are generous in many forms. Giving money to charity is just a subset of pro-social behaviour.

The vast majority (90%) of the Canadian adult population has been generous in one form or another in the past 12 months.

And in more ways than just one form. The mean # of different types of generosity averaged 3.85

Donating **items/things** (i.e. food, personal care products, home furnishings, etc.) is the most popular form of generosity (78%)

And supporting **registered charities** is the most popular recipient of generosity.

*There is much more generosity going on than the well-measured traditional form of monetary donations to registered charities.*

## Generosity in Past 12 Months (Base: Total Adult Sample)

% of Total Population	Generosity in Past 12 Months (Base: Total Adult Sample)			NET Unduplicated Incidence
	...To a Registered Charity	...To other community organization	...To Individuals/ Neighbours	
Gave \$\$...	53	27	33	67
Gave Other Things...	61	45	39	78
Volunteered...	23	26	29	45
<b>Net Unduplicated Incidence</b>	<b>77</b>	<b>61</b>	<b>59</b>	<b>90</b>
Advocated ...		27		
Gave Blood/ Pledged Organs ...		14		
\$ Support to Political Ecosystem		9		

NET of any of these acts = 91%

MEAN # of different acts = 3.85

See Question Wording on following page



## Question for the measured behaviours...

Q. Which of the following have you, yourself, actually done in **just the last 12 months**? Some of these may have some overlap so please answer YES or NO for each.

- a) Made a **financial** donation to a registered charity (including donations for religious events).
- b) Gave **money** to some other organized or structured community group, association, or club which was not specifically a registered charity (including a go-fund-me-type campaigns for a local purpose or person).
- c) Gave **money** to someone which is not part of any organized or structured fund-raising. This would include a gift of money to a person on the street or to a neighbour in need.
- d) Gave things **other than money** (such as food, clothing, personal care products, furniture, etc.) via a registered charity.
- e) Gave things **other than money** (such as food, clothing, personal care products, furniture, etc.) to some other organized or structured community group, association, or club which was not specifically a registered charity.
- f) Gave things **other than money** (such as food, clothing, personal care products, furniture, etc.) which was not part of any organized or structured fund-raising. This would include a gift of money to a person on the street or to a neighbour in need.
- g) Volunteered **your time** to help a registered charity.
- h) Volunteered **your time** to help some other organized and structured community group, association, or club which was not specifically a registered charity.
- i) Volunteered **your time** to help support someone which was not part of any structured organization (e.g. some other family's child, organized sports or music for others, helping a senior, supporting immigrants, or other helpful activities which are unstructured).
- j) Recommended, encouraged others, or socially **publicized** an activity of a charity, a local non-profit organization, a club or association, a campaign, or some independent activity to help others.
- k) Donated **blood or other body parts** or pledged to be an organ donor (as part of an organized collection service for health-care use).
- l) Made a financial contribution to a political party, any political advocacy organization, a politician, or for any other person running for an elected position in public service.

# By estimating the value of each behaviour, we can get a rough comparison across the different acts of generosity. This shows the importance of volunteering time.

This is an estimated approximation of the value of the different types of generosity (based on the assumptions listed)

*This puts into context how the less well measured acts of generosity play a noteworthy value to society.*

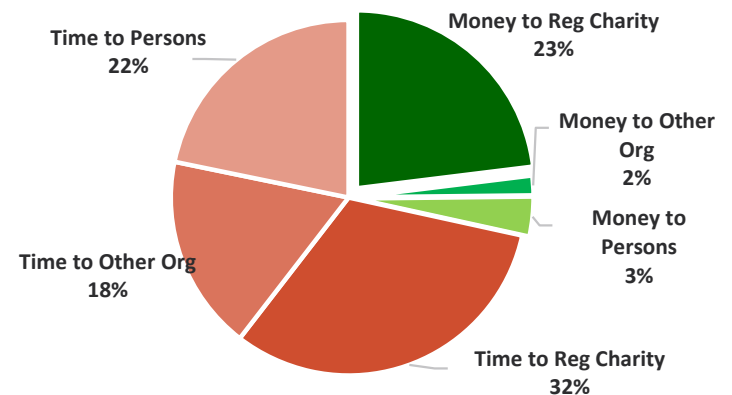
- And this does not include the value of all given items/things, donated blood, and pledged organs!

*If there is social value in all of these acts of generosity, then our nation should likely be (1) better measuring all of these acts, and (2) incenting much more than the donation of money to registered charities.*

Generosity in Past 12 Months			
% Incidence X Avg \$ Value per person			
Apples-to-apples comparison on Total Sample	...To a Registered Charity	...To other community organization	...To Individuals/ Neighbours
Gave \$\$...	\$397	\$31	\$62
Gave Time...	\$552	\$306	\$375

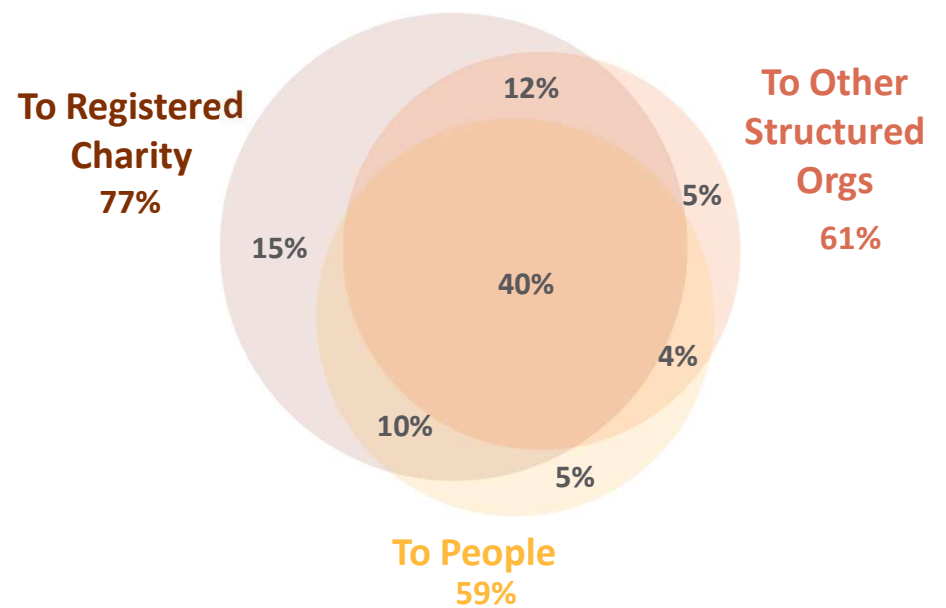
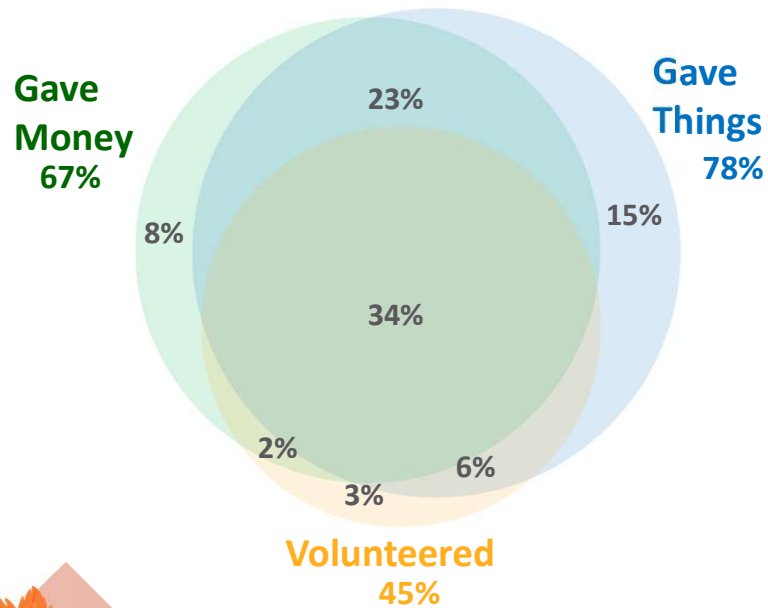
- The \$\$ dollar values given, are based on the survey.
- The value of time was calculated at a flat rate of \$30/hour X # hours from survey. According to Statistics Canada, the average hourly wage of citizens is about \$30: <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410013401>

**Comparative Value of these 6 acts of behaviour**



One act of generosity does not detract from another. They are mostly additive. About 34% of Canadians are doing all three acts of generosity.

### Intersections of Behaviours in P12Mos (Base: Total Adult Sample)



NOTE: These groupings include giving to registered charities, other community organizations, and/or people, but does not count advocacy, organ/blood donations, nor political giving.

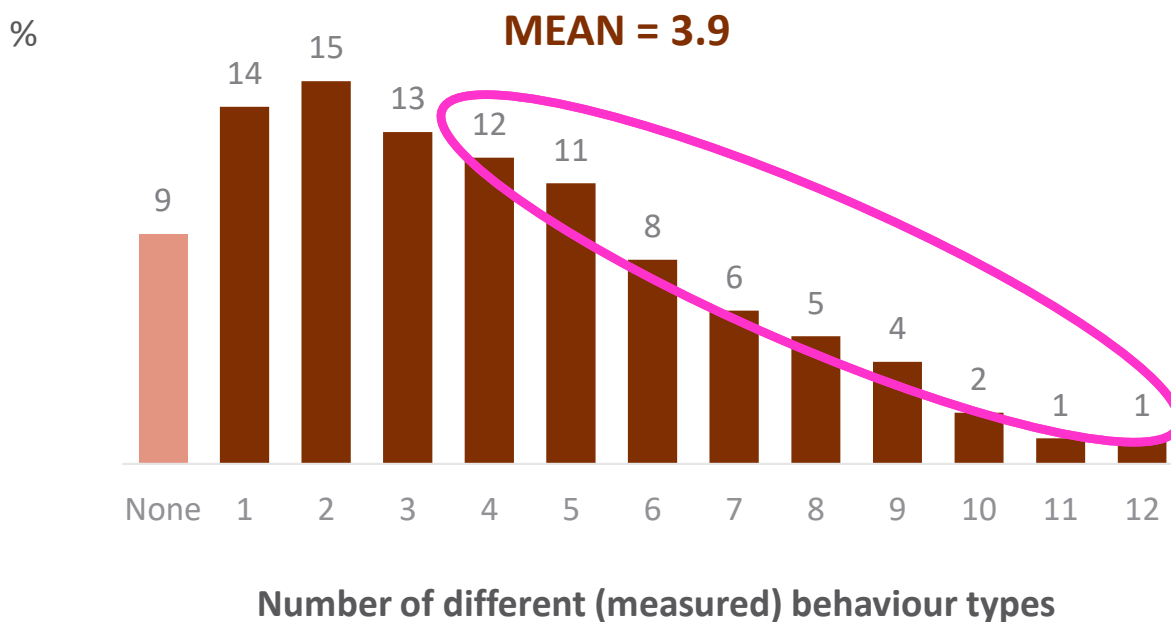
## Much is owed to a few.... Or at least we can recognize an important segment of Canadians who are actively generous.

There appears to be three roughly defined segments of Canadian adults:

- i.  $\frac{1}{4}$  who did none or just one type of behaviour,
- ii.  $\frac{1}{4}$  who did 2 to 3 types, and
- iii.  $\frac{1}{2}$  who are very actively generous (4+ forms of behaviour).

Check out the next pages to see the key elements of society which are being actively generous....

### Number of Different Generosity Types in P12Mos (Base: Total Adult Sample)



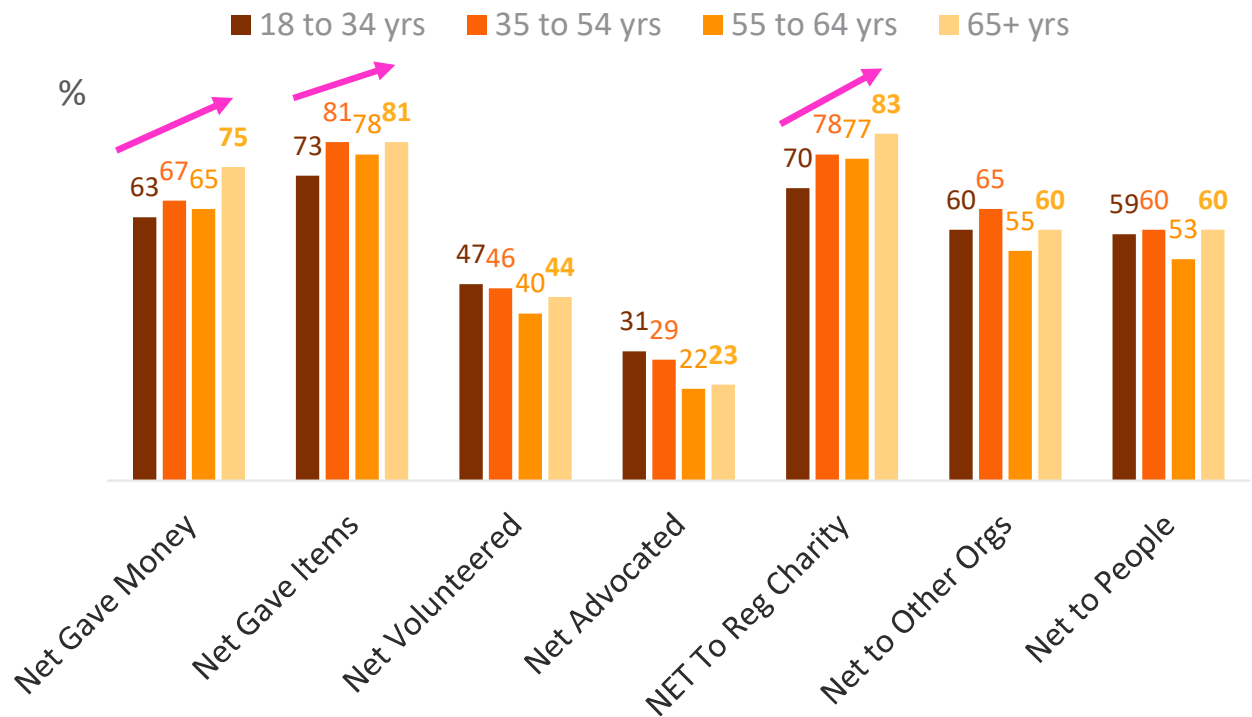
# Older adults are more likely to be generous than younger adults, and more so for registered charities.

This chart shows the general nature for older adults to be acting more generously than younger adults....

And it answers an important question some pose: How do we know if the declining generosity to charities is not simply shifting into other generous behaviours which are less well measured? ....

***This data shows the lower incidence of giving money to charities by younger adults is not being off-set by greater generosity in other ways. Younger adults are simply less generous in their behaviour.***

**Types of Generosity in P12Mos  
(Base: Total Adult Sample)**



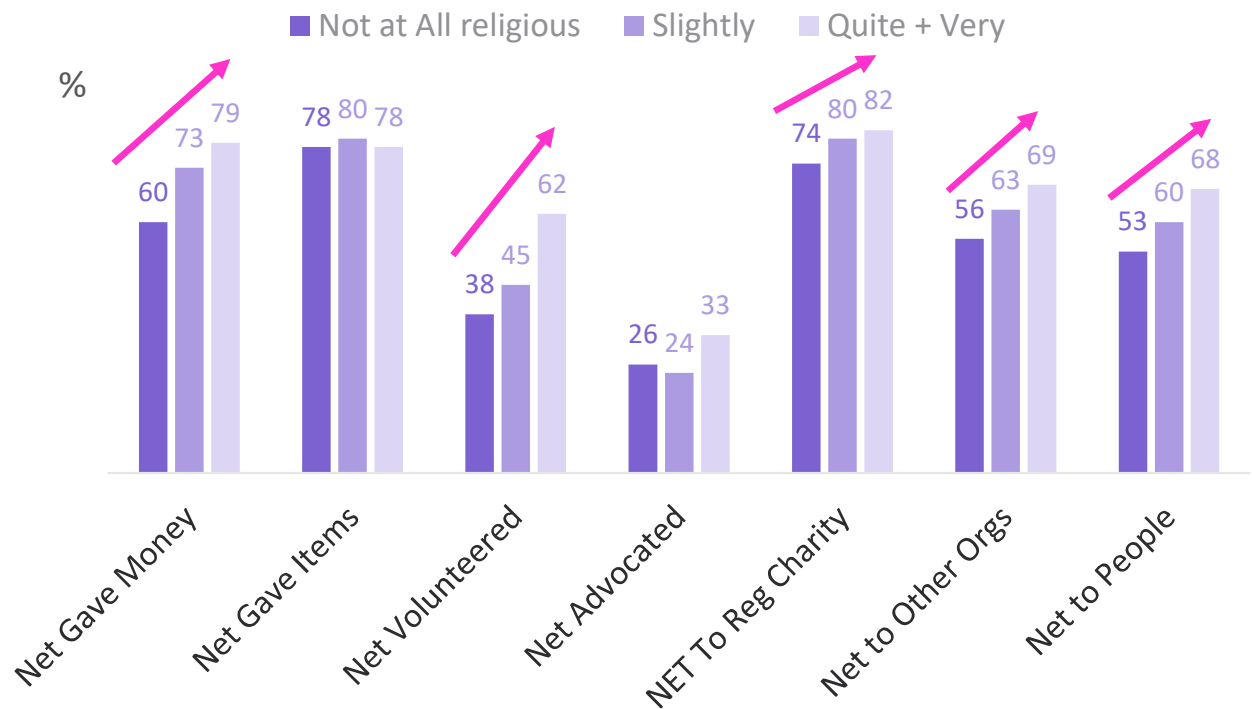
# Religiosity is a key discriminator. Religious Canadians are more generous and also more supportive of all recipients.

The insights about religion are key to the health of the charity sector, both for the positive influence, but also for the future as religiosity declines in society.

**Religious Canadians are generous in many ways, and more so than non-religious Canadians.... And for all types of recipients.**

**The decline of religiosity in Canada is a real threat to the future of the sector.**

## Types of Generosity in P12Mos (Base: Total Adult Sample)

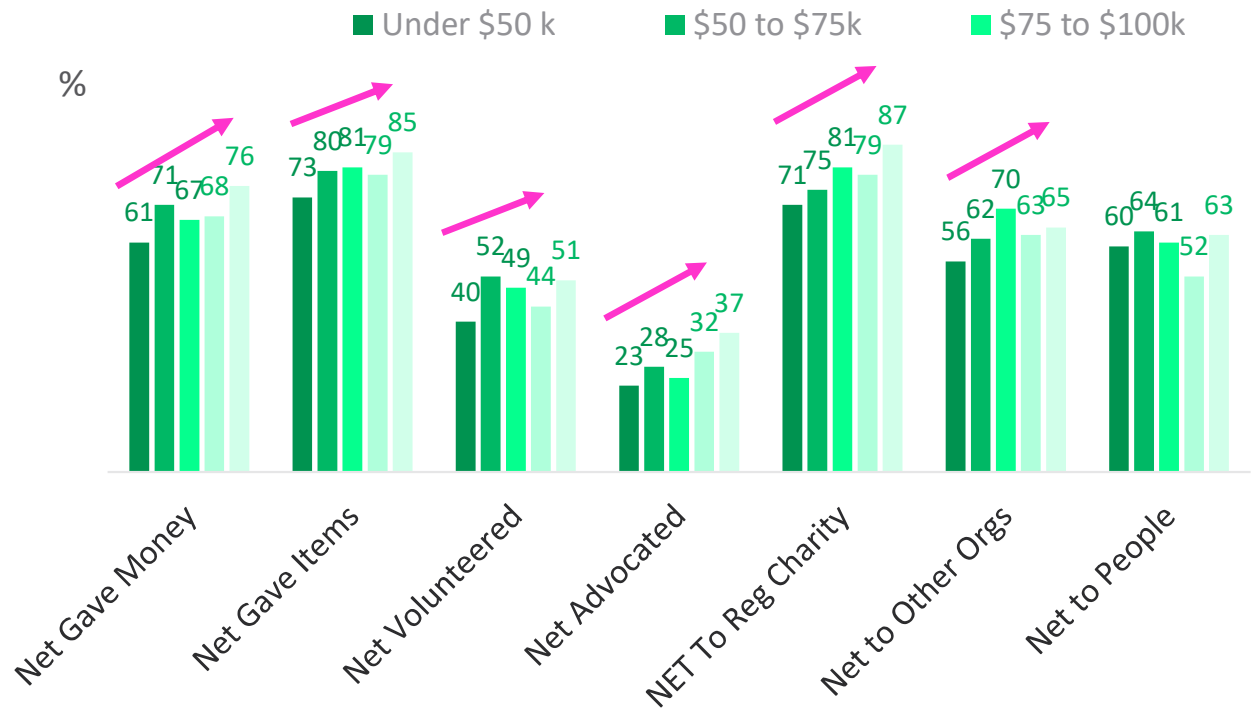


# Household income is another key discriminator in describing generosity.

This is not likely surprising; Those with more money are more generous, likely because they can afford to be so.

*However, the concern is that with personal wealth being challenged by inflation, higher interest rates, rising costs of homes, higher government deficits, and so on (and/or people have greater anxiety about it), then we are likely to experience declines in pro-social behaviours in the future.*

## Types of Generosity in P12Mos (Base: Total Adult Sample)



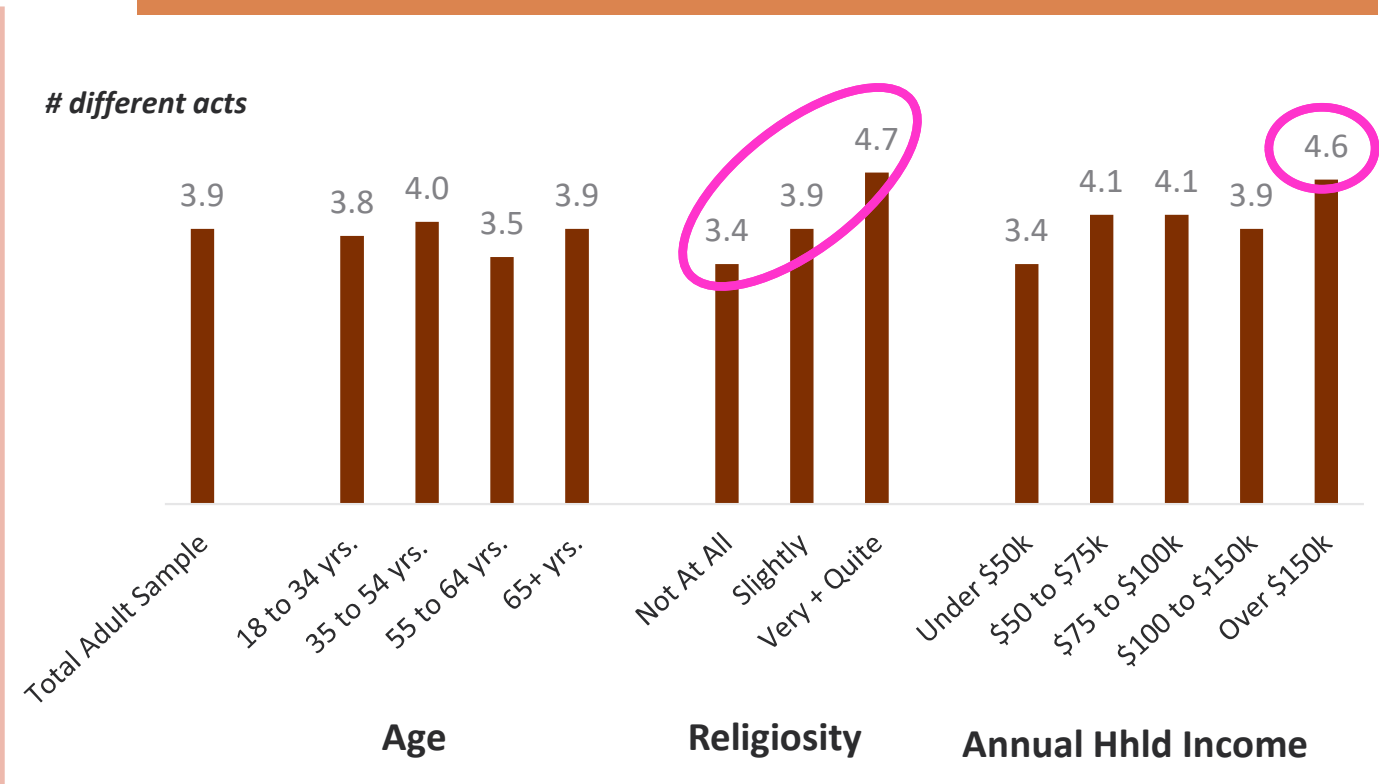
# Not only are religious Canadians and wealthier Canadians more generous, but the number of different behaviours are also higher.

Religious Canadians (for any and all types of religion) and wealthy Canadians are acting in many more ways of generosity than those who are not so religious or wealthy.

At this point, all age segments are showing equal levels of active generosity.

- Age differences will prove to be important in the nature and drivers (values) of altruism as we will see later.

## Number of Different Generosity Types in P12Mos



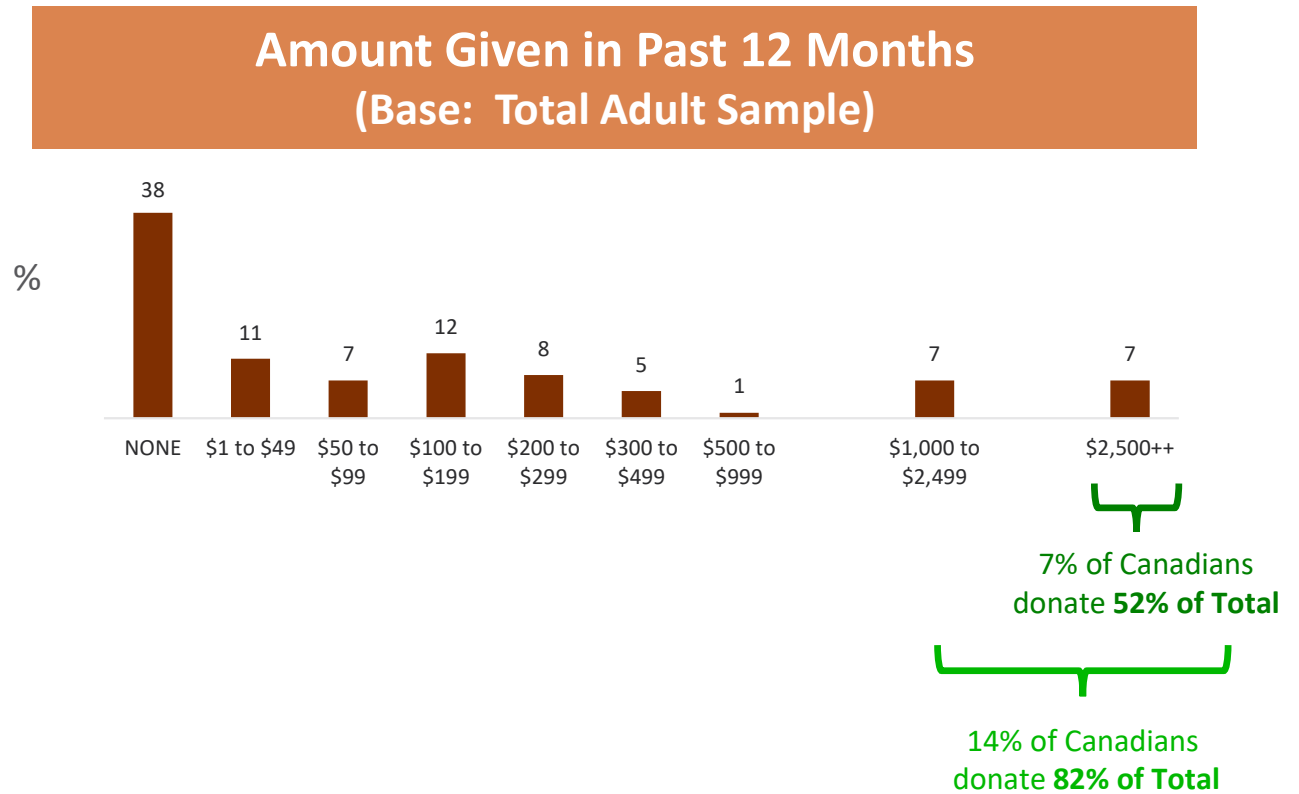
*Who is being generous...  
not generous?*



# Over 80% of donations come from about 15% of Canadians.

The concept of giving money to charity appears to be becoming less democratic and less inclusive. It is skewed to a smaller segment of people.

***For the future health of the Sector (to democratize it and avoid the risk of concentrating the Sector in the small sub-segment of society), it is likely important to be more inclusive, with more people contributing.***

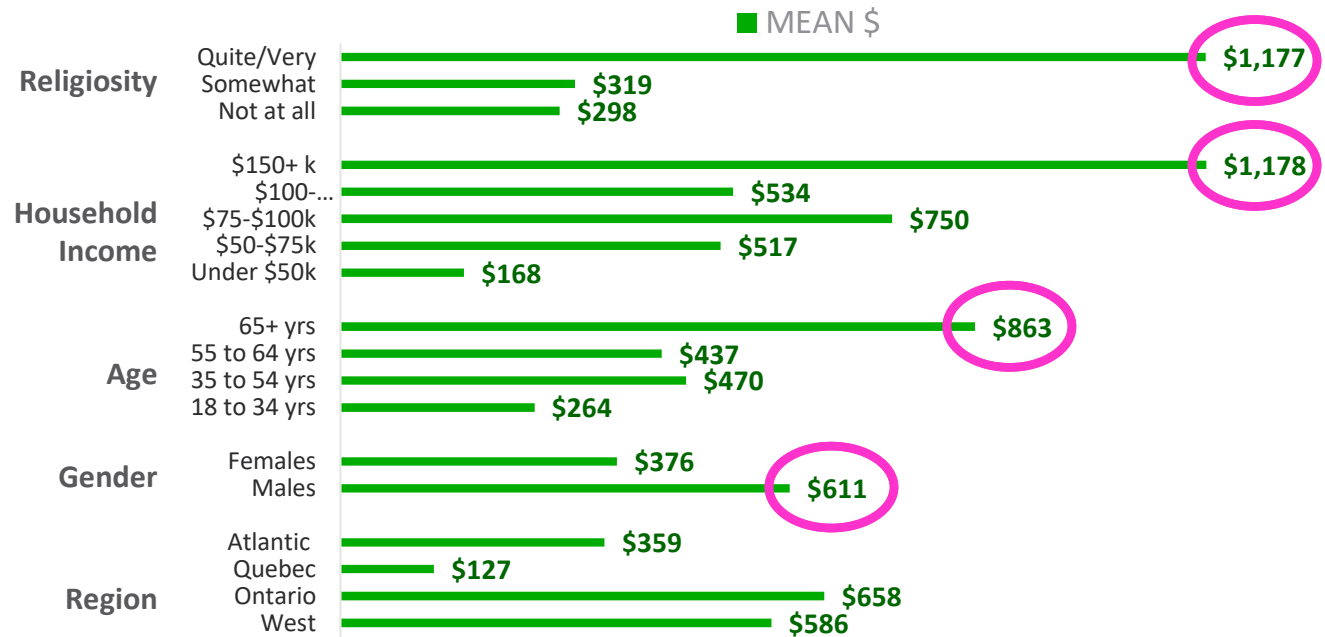


Q. You mentioned you have given money. How much money, in total, in the past 12 months, have you given ...

# Where are donated dollars mostly coming from? From Religious Canadians, Wealthier Canadians, Older Canadians, and English Canadians.

**Mean \$ Given in Past 12 Months by Key Segments  
(Base: Total Adult Sample)**

Similar to the patterns about the incidence of giving money, we now observe significant differences in the amounts of money given. Clearly, religion and wealth matter most, as does age.



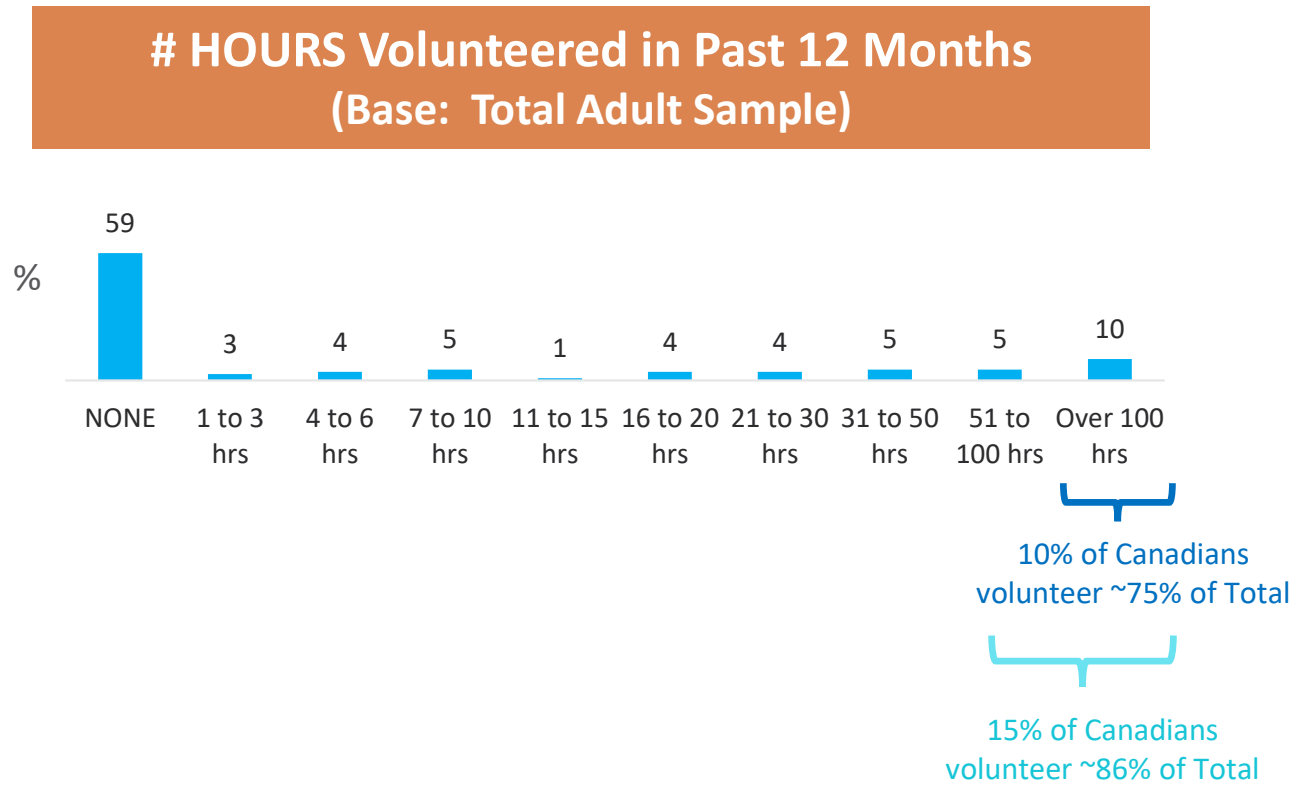
Q. You mentioned you have given money. How much money, in total, in the past 12 months, have you given ...

# So much volunteering (over 85%) is concentrated in so few (15%).

Two big insights pop out:

1. The importance of the top 15%, and the vulnerability of volunteering on such a small sub-segment
2. The 59% of Canadians who claimed to have not done any form of volunteering (not for charities, nor other NPs, nor even neighbours).

***This implies a need for a different approach to achieve a wider-based and more inclusive role of volunteering to the aid of our communities***



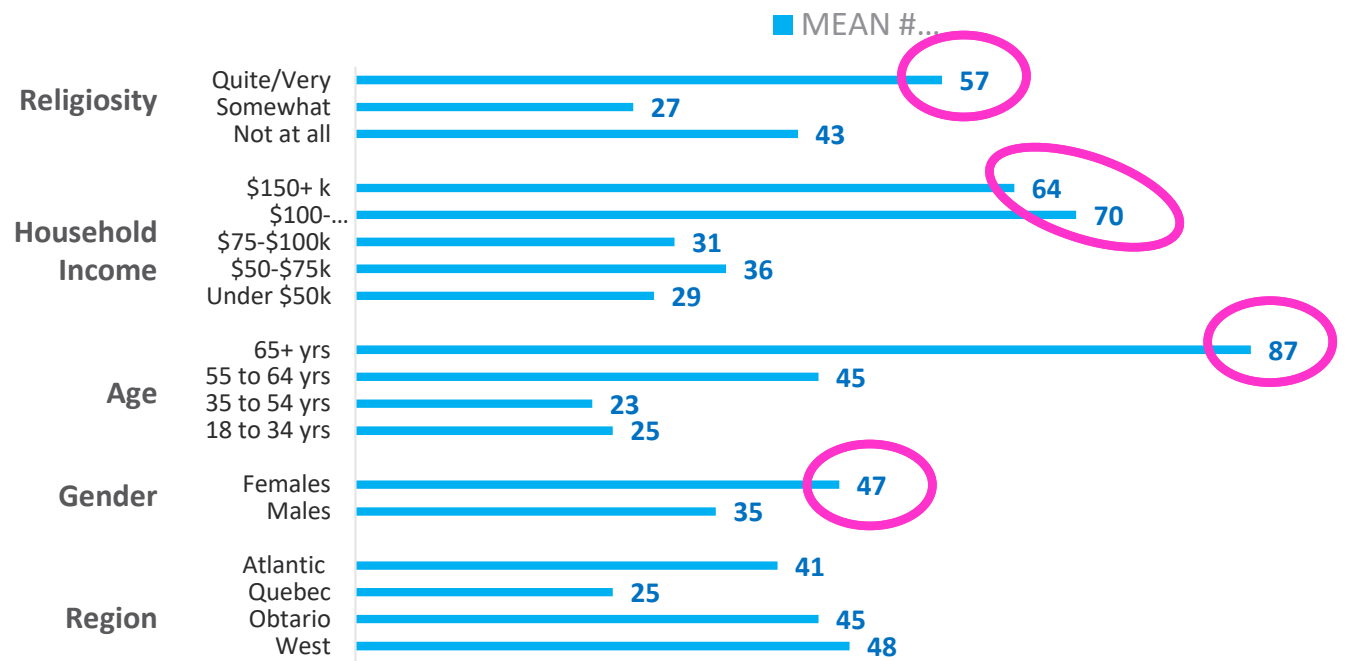
Q. You mentioned you have given money. How much money, in total, in the past 12 months, have you given ...

# Where are volunteer hours mostly coming from? Older Canadians, Wealthier Canadians, Religious Canadians, and English Canadians.

The concentration of volunteering among older adults implies a vulnerability in the future as the significant size of the Baby Boomers cohort passes away, leaving a smaller cohort of seniors thereafter.

Furthermore, the importance of religiosity is a concern as religion declines in the Western World. We will lose the positive influence this represents.

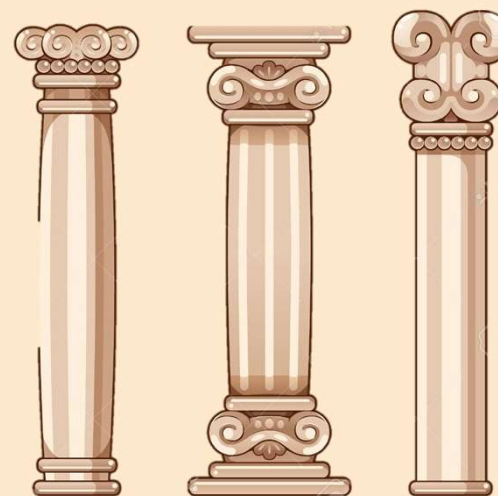
**# HOURS Volunteered in Past 12 Months**  
(Base: Total Adult Sample)



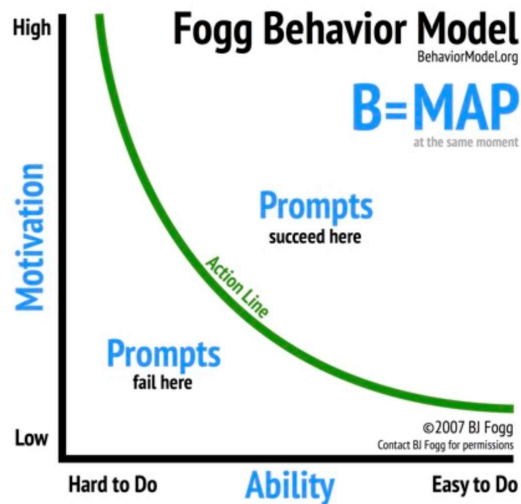
Q. You mentioned you have given money. How much money, in total, in the past 12 months, have you given ...

# *Insights on the pillars of behaviour*

SECTOR  INSIGHTS



# The key elements to explaining behaviour



- Dr. BJ Fogg's (Stanford University) Behavior Model illustrates the generally accepted perspective that behaviour is based on a three key elements. The interaction of all three elements explains behaviour.
  - 1) **Motivation** (desire) ... To want to be generous and giving.
    - Some recognize that Motivation can be further split between
      - Internal wants (e.g.. giving values; wanting to help) and
      - External forces (e.g. guilt, peer pressure)
  - 2) **Ability**.... To be able to be generous (easily, simply). To minimize barriers.
  - 3) **Prompted** (triggered) .... A reason or situation to be generous.

We feel giving and generosity can be reviewed by this perspective: The greater the motivation to give, with the greatest ease to give, and with frequent prompts/triggers to give (i.e. solicitation) will lead to better giving behaviour.

# (1) The Motivation Pillar - Internal motivations: Canadians have strong philanthropic sentiments.

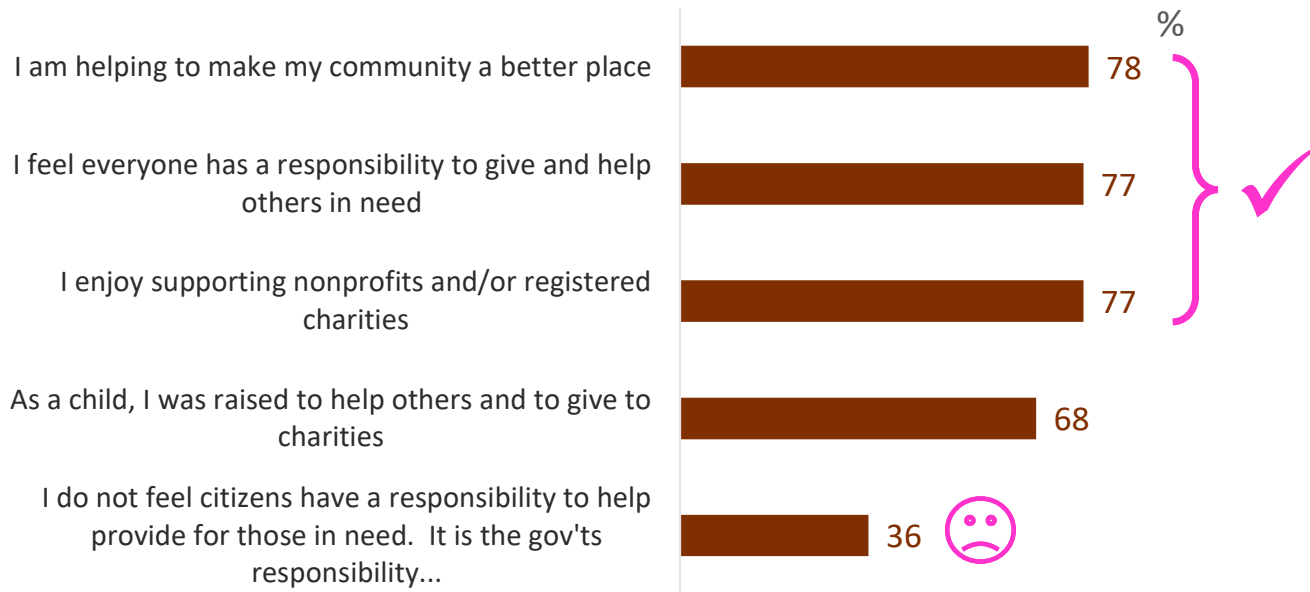
With the declines in giving money and in volunteering, one might wonder if Canadians are becoming less empathetic, less pro-social, with declining philanthropic sentiments...

We do not observe a crisis in this issue. In absolute, the level of Canadians caring about people in need, and being supportive of the charity sector, are high.

Admittedly, if we had tracking over time, these levels may have been even higher, but at least they are still quite robust.

But we do note a sub-segment at 36% who feel a lack of civic responsibility to provide help. We will explore this further as an (emerging) concern.

## Agree Strongly + Agree Somewhat (Base: Total Adult Sample)



Q. How much do you agree or disagree with each of the following statements.....- **SCALE:** Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree

# (1) The Motivation Pillar - External motivations: Canadians have good regard towards nonprofit organizations.

External to their inner feelings, the vast majority of Canadians have very strong and favourable attitudes and trust for the charity sector.

But, again, we observe a small subset of Canadians who fail to appreciate that charities need more money and more volunteers. And feel charities are not necessarily very efficient. – We will review this further.

- Note: For this latter element of efficiency, this is not likely so problematic since even big donors feel a level of inefficiency. - see next page...



Q. How much do you agree or disagree with each of the following statements.....- **SCALE:** Strongly Agree , Somewhat Agree, Somewhat **Disagree**, Strongly Disagree

# (1) The Motivation Pillar: Low donation behaviour is not really due to a lack of confidence in the sector.

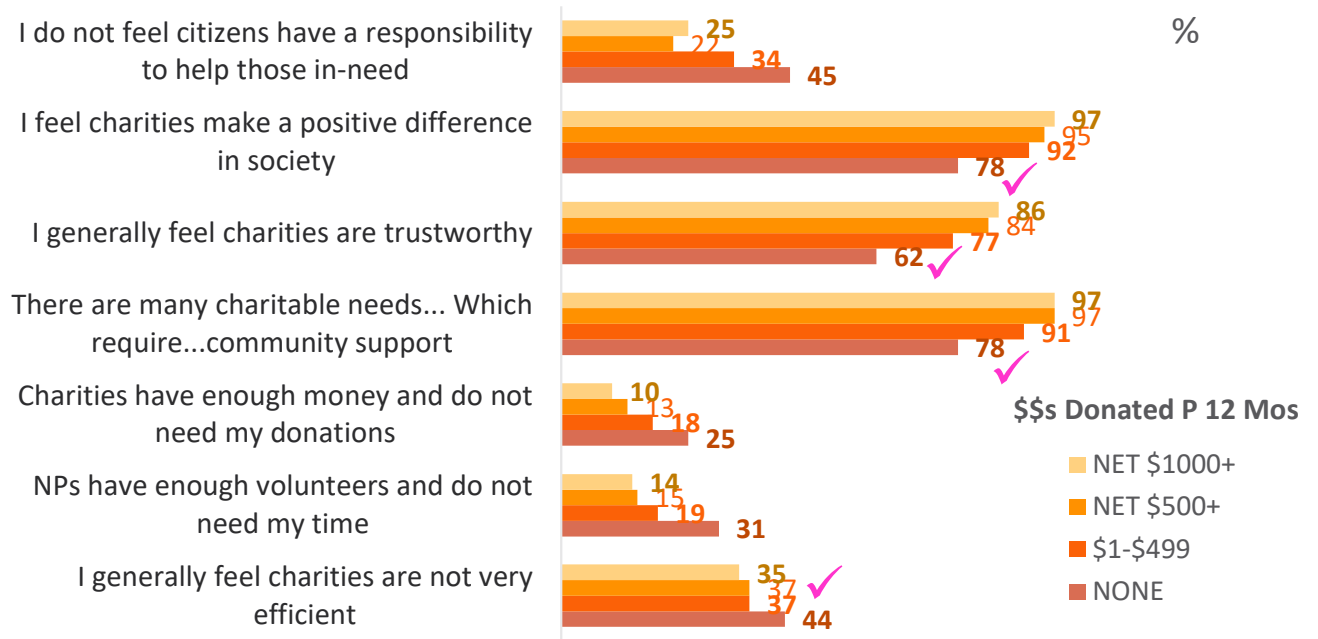
One might hypothesize that **non-donors** have lost trust in the sector, and/or believe it is not efficient, or does not make much difference...

However, this is not the case. Trust, confidence, and belief in the sector are quite good, in absolute, among non-donors.

As we will see, the reasons for weaker and declining behaviour are due to factors mostly external to the charities themselves.

**All to say, trust and efficiency do not appear to demand remedial action. Although trust could always be stronger, the data implies it is not a strategic priority.**

## Agree Strongly + Agree Somewhat (Base: Total Adult Sample)



Q. How much do you agree or disagree with each of the following statements.....- SCALE: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree.

## (2) The Ability Pillar: There is a challenge for some to give. Some feel they cannot afford to be generous.

This second pillar of the behaviour model is insightful and important.

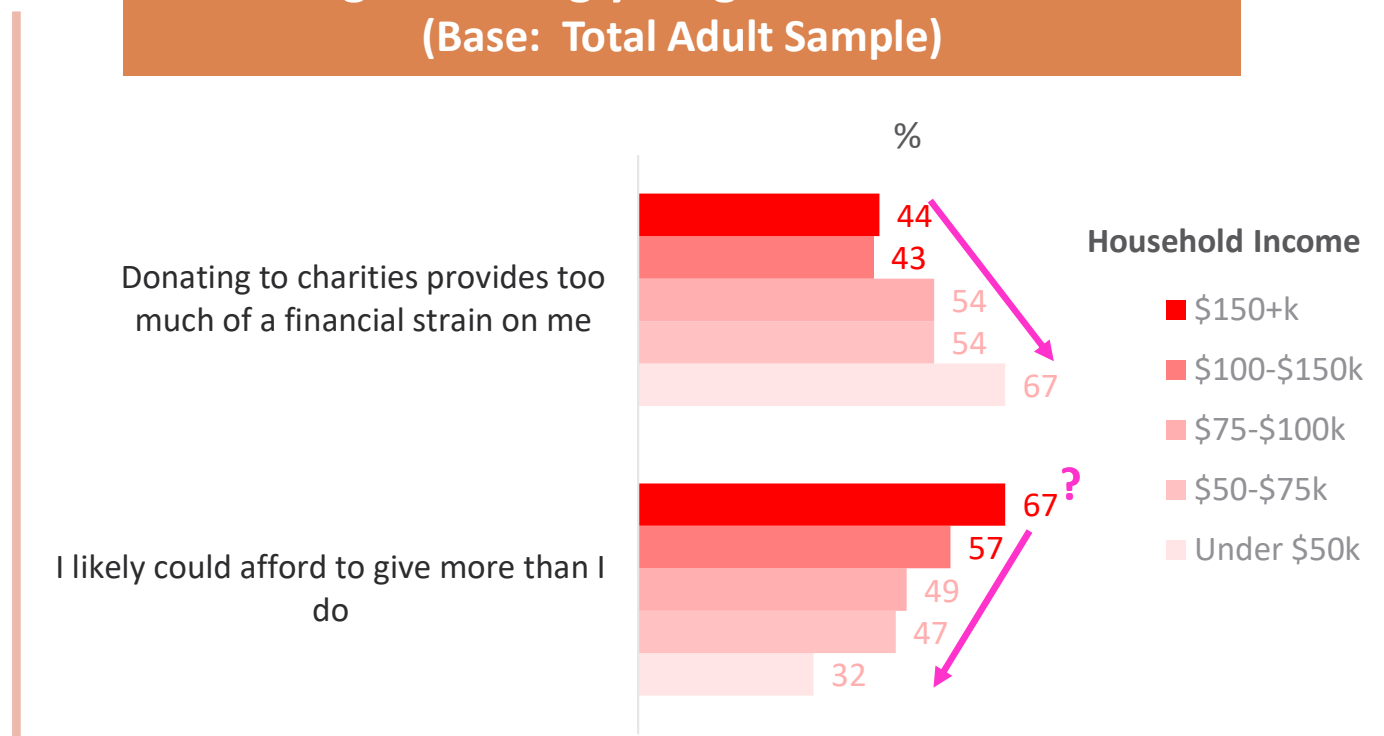
One of the main reasons some Canadians are not so generous is due to their lack of ability to be more giving. They struggle to afford charitable giving.

- Will see later, that this economic factor is also a main reason people cite for why their giving has decreased.

On the other hand, this chart also indicates that wealthier Canadians claim they have greater capacity to give: 67% agree they could likely afford to give more.

- This also begs the question why they are not more giving than they currently are?

### Agree Strongly + Agree Somewhat (Base: Total Adult Sample)



Q. How much do you agree or disagree with each of the following statements.....- SCALE: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree

## (2) The Ability Pillar: The simplicity to give or volunteer is very easy and not a barrier.

This second part of the ability pillar is the difficulty to do the behaviour. - In the charitable sector, this is not a concern.

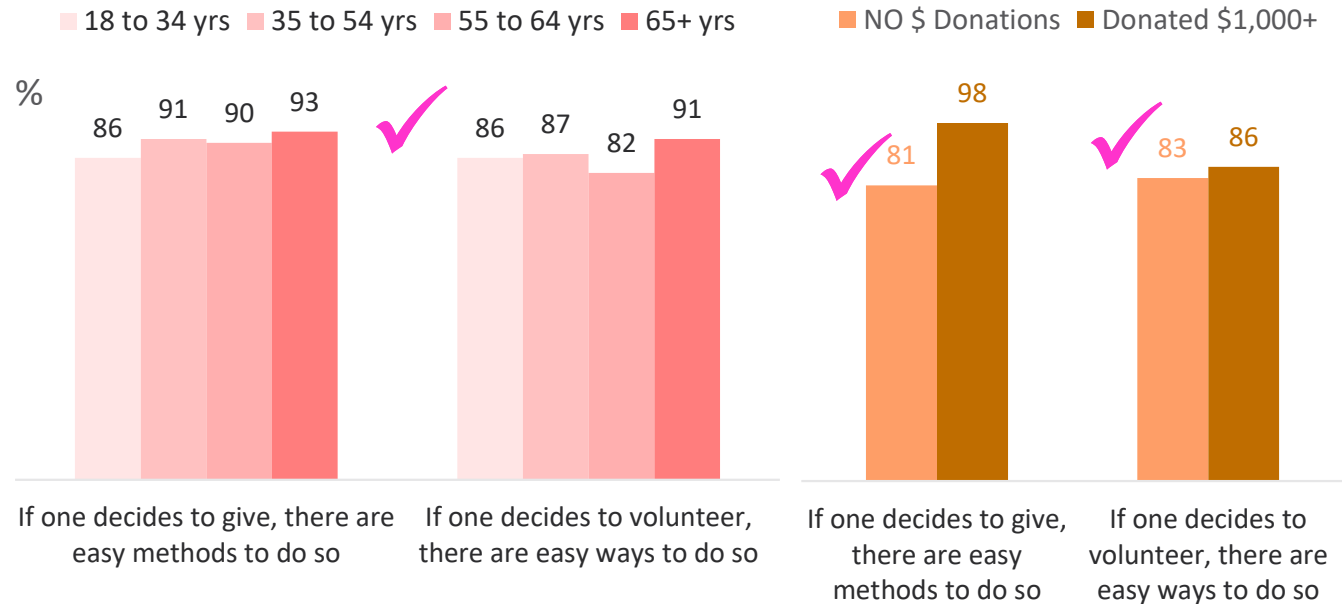
Everyone finds the act of giving or volunteering to be easy.

- Even **non-donors** strongly agree that the ease of giving is high.

***This implies that working to make giving easier is not strategically important.***

(BTW: There are some in the USA who hypothesize that the ease of giving digitally may be under-mining the volume of giving by reducing the required 'price' to feel good about oneself).

### Agree Strongly + Agree Somewhat (Base: Total Adult Sample)



Q. How much do you agree or disagree with each of the following statements.....- SCALE: Strongly Agree , Somewhat Agree, Somewhat Disagree, Strongly Disagree

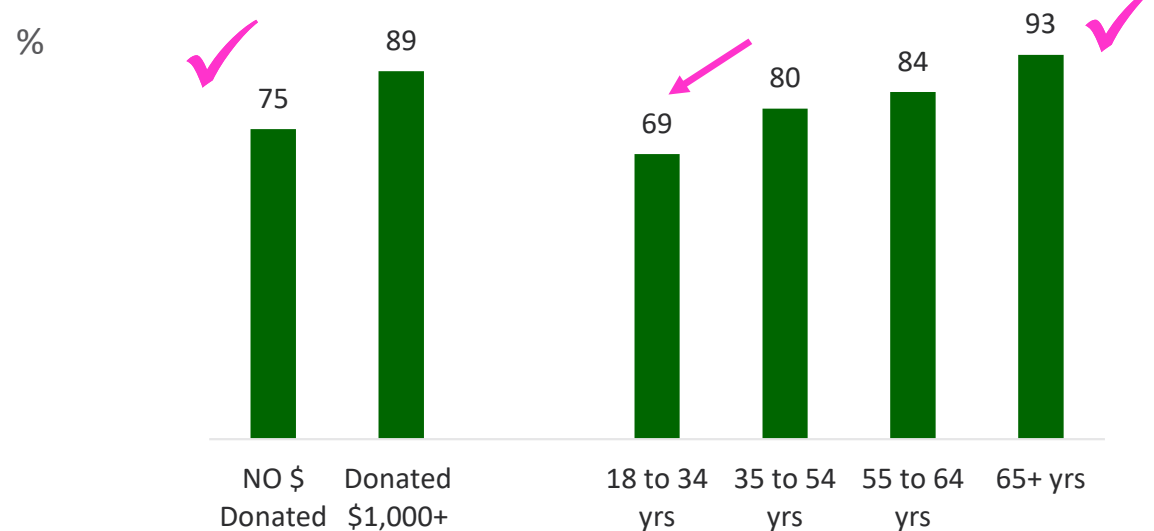
### (3) The Prompt/Trigger Pillar: Canadians feel there are many prompts and triggers to be generous.

Everyone, including **non-donors** feel quite strongly that there are many reminders, solicitations, appeals, and/or publicity in support of giving/volunteering.

- Even NON-Donors agree.

*There is a slightly lower level of agreement among younger adults which implies a need to target and reach younger adults better.*

**Agree: There are many reminders, solicitations, and publicity for giving to nonprofits.**



Q. How much do you agree or disagree with each of the following statements.....- **SCALE:** Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree

# *The importance of the social norm for giving & volunteering*

SECTOR  INSIGHTS

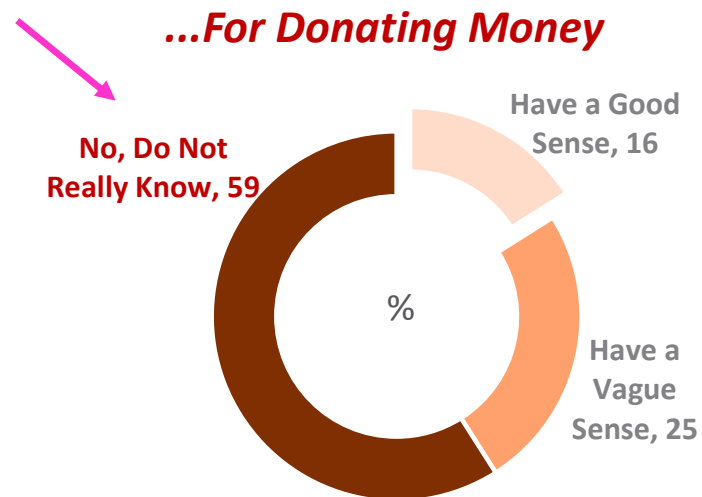


# The vast majority do not have a sense of a 'giving norm' for money.

When we asked Canadians how confident they felt about knowing about the 'average level of giving' among Canadian society, the vast majority claimed to have no idea (59%) or just a vague idea (+ 25%).

*Just 16% of Canadians feel they have a good sense for a social norm for giving.*

## Sense of Average Level of Giving... (Base: Total Adult Sample)



Q. For someone in your financial situation, do you feel you know what is the average level of charitable giving, or not really? Yes, I have a good sense of what is the average level of giving for people in my financial position; ... I have a vague sense of what is the average level of giving; ... No, I do not really know the average level of giving for people in my financial position.

# The social norm matters. Those who have a good sense of the giving norm donate significantly more money.

Those who have a sense of the social norm for giving money are actually giving more

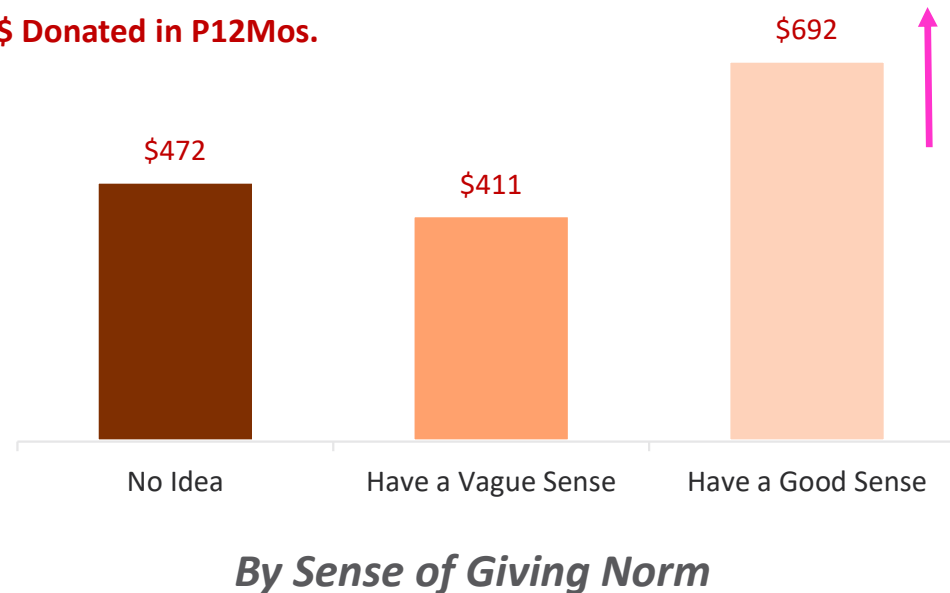
- Religious people have a higher sense of giving norms, and also donate more.

*It appears the characteristics of religiosity (learning the values of helping others, being part of a religious community, being reminded weekly, and/or attending social events) helps to define a social norm, which in turn drives greater generosity.*

- It should be said that religiosity does not differ by wealth, so it is not wealth leading to their higher generosity.

## Total \$ Donations in Past 12 Months

MEAN \$ Donated in P12Mos.



# Religious Canadians have a much better sense of the social norms.

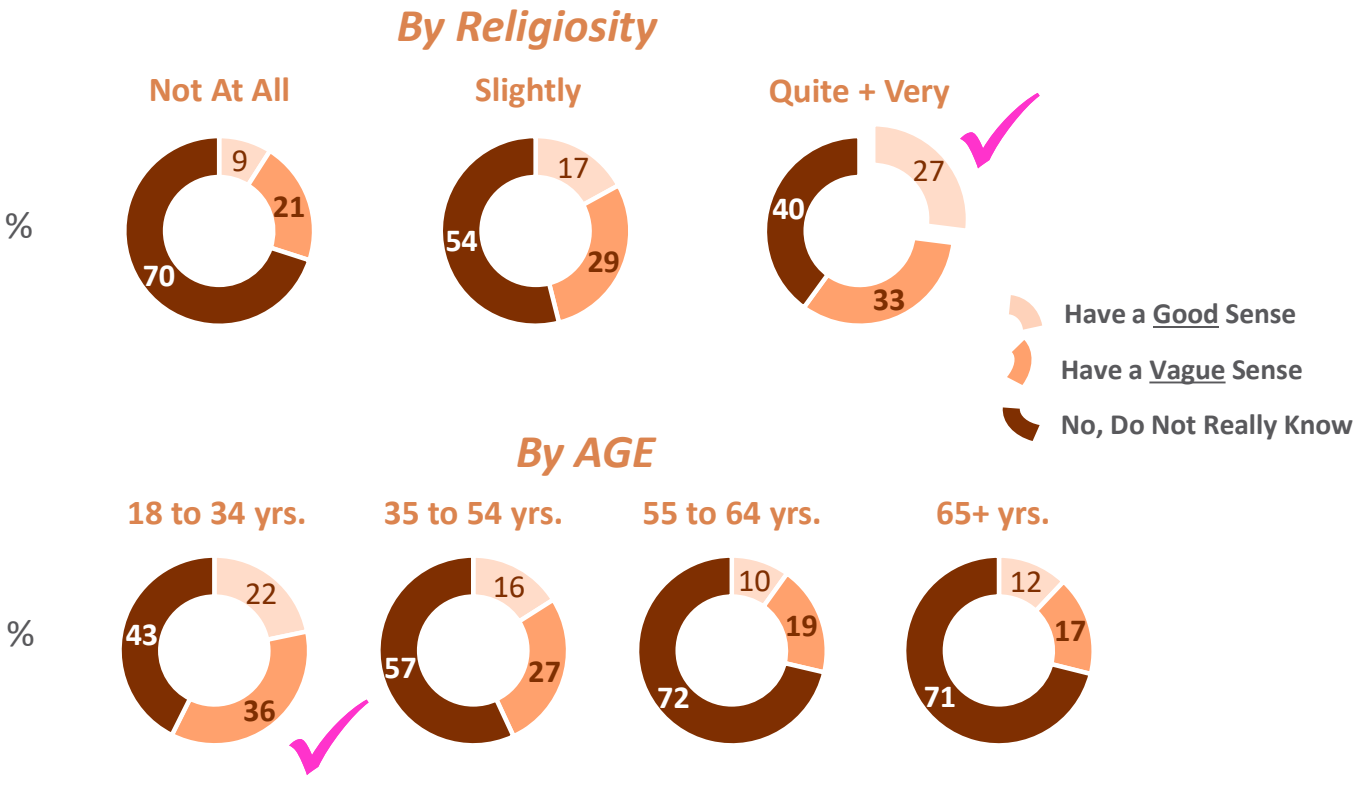
Those who are more religious have a better sense of the social norm for donating money.... Which correlates with their higher levels of giving.

We do not observe much differences by household income level.

But we do observe some differences by age: A higher incidence of younger adults claim to have a sense of the giving norm.

- The issue, as we will see, is that their social norm is lower than for older adults!

## Sense of Average Level of Charitable \$ Giving



# Canadians do not believe many of their peers are donating money.

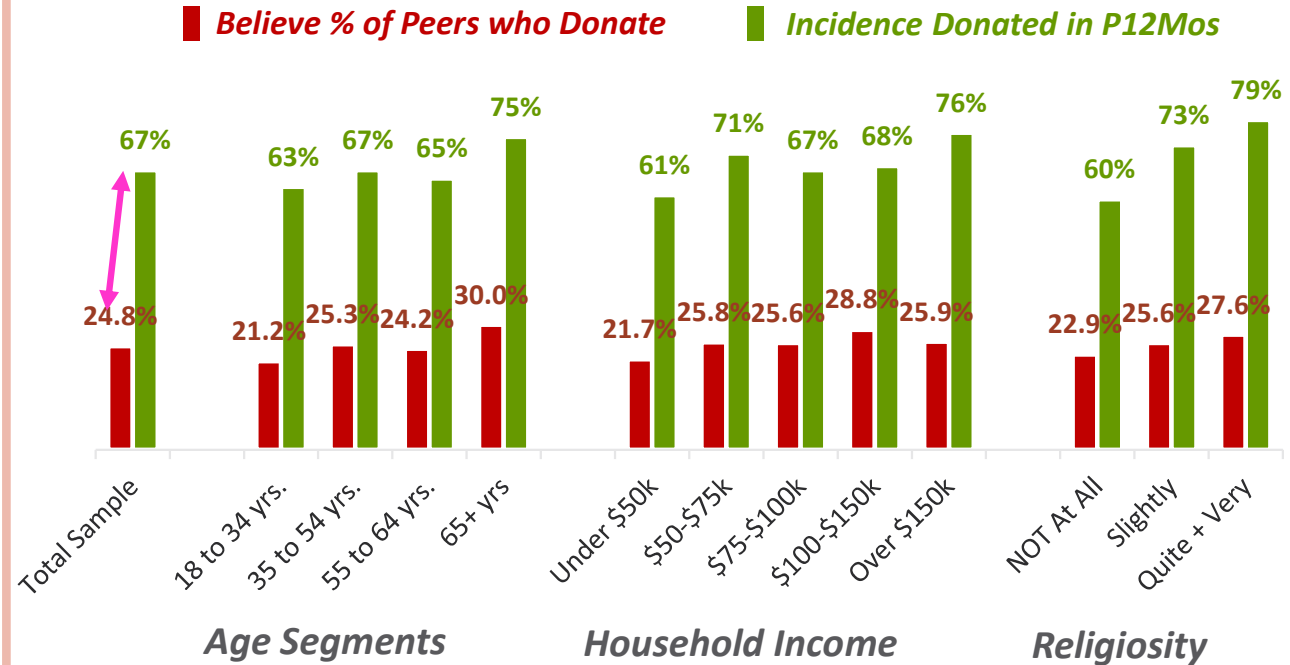
Canadians believe the incidence of donating money among their peers is **24.8%** of peers (Mean average)

This is much lower than reality (**67%** claimed to have given in the past 12 months).

*This implies that Canadians have an incorrect sense of the social norm.*

This may support their own belief that they do not have to give, or at least not to give very much.

## Believed % Incidence of Peer Group Donating Money Versus Claimed 'Donated Money in Past 12 Months'



Q.. Based on your impression, what percent of the people in your peer group give money to registered charities, to nonprofit organizations, and/or to individuals in need? I think or believe it is ....

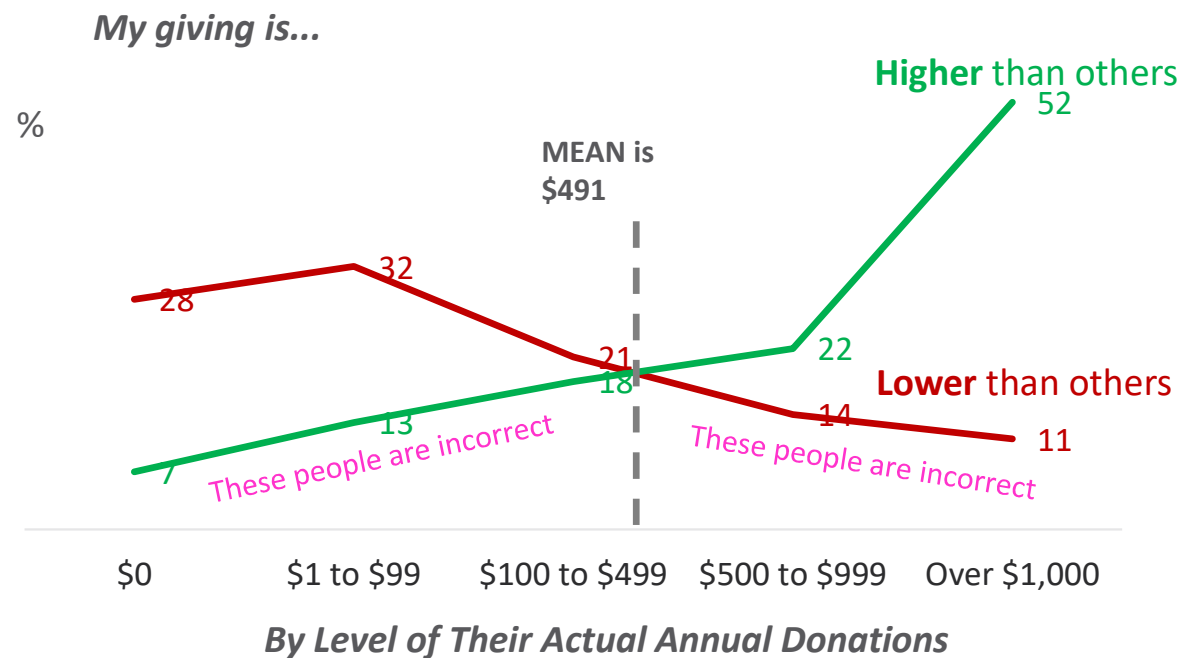
# Canadians are not so accurate in their self-comparison of their giving level versus peers ...especially those who give below-average.

When we asked people to compare their giving to their peers; ....

- ...Those who **gave above the Canadian average** were indeed likely to (correctly) feel they were above average or at least similar.
- However, those **who gave below the average** were less likely to be correct in their self-perception.. Just 30% correctly claimed they were indeed below the Canadian average (the rest were unaware or incorrect in their belief).

***This is further evidence that Canadians do not have a good sense of the social norm of giving, and how they compare.***

## Comparison of Your Level of Giving vs Peer Group (Base: Total Adult Sample)



Q.. Personally, do you feel your level of giving donations is: Much Higher,; Somewhat Higher; Very Much the Same; Somewhat Lower; Much Lower.. than others in my peer group.

# Canadians feel people *should* be giving at all income levels, with an increasing % as income builds.

We asked respondents to indicate at what percent of pre-tax income people should be giving for a range of different income levels.

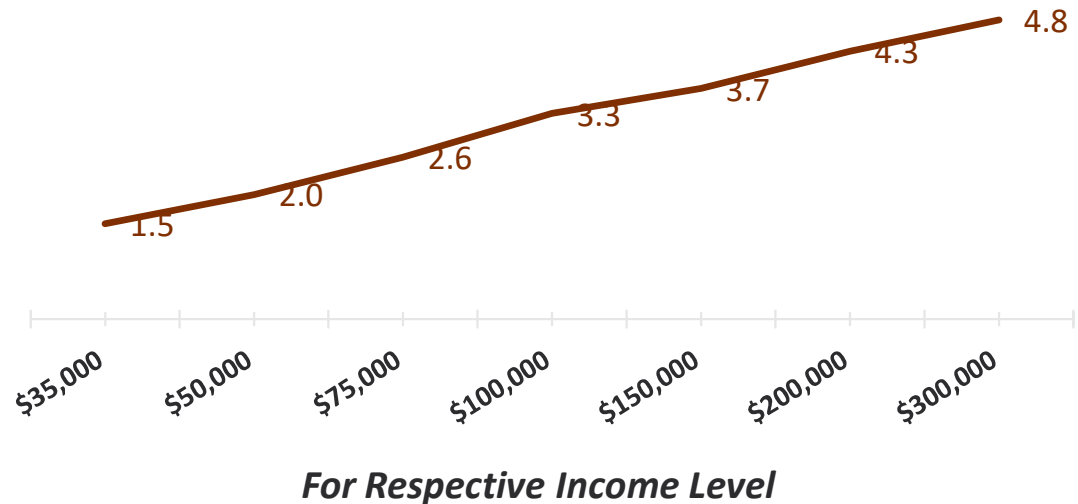
- We randomized the order in which the income levels were provided...
- And we still observed a nice smooth steady increase.

Canadians feel people should be giving more as one's income rises.

Canadians also agree that almost everyone should be giving at least something.

## % of Income People Should Be Donating (Base: Total Adult Sample)

### Mean % of Income For each Income Level Asked



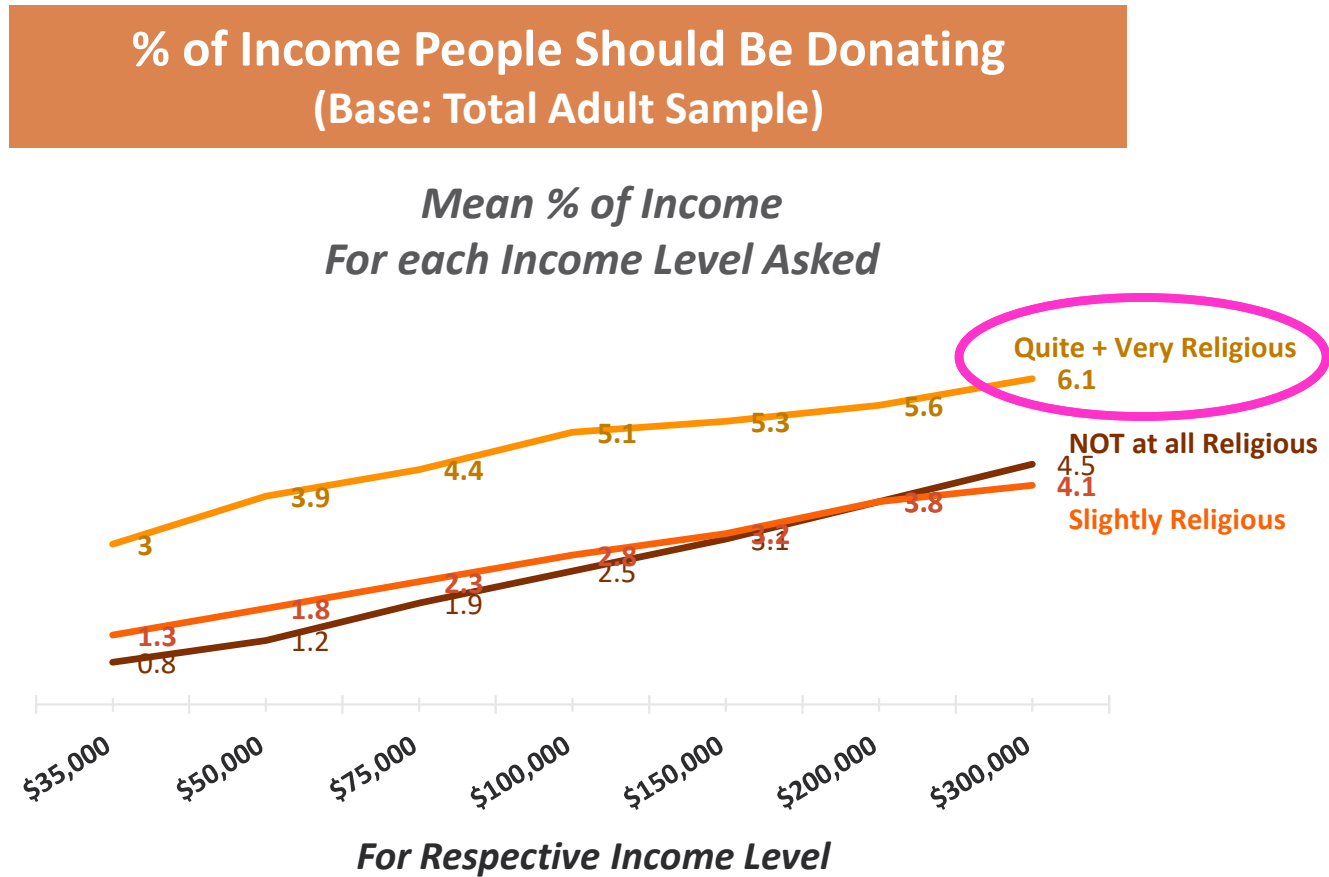
Q.. In general, what percent of pre-tax income do you feel people should be donating if their annual income is....? <Income levels asked in randomized order across respondents>

# Religious Canadians have a much higher expectation for what people should be giving at each income level.

Those who are quite or very religious have a higher expectation for what the social norm for giving should be.

*This is important because as religiosity continues to decline in the Western World, then we will likely observe a decline in the expectation for the higher social norm for giving.*

- Even those who are slightly religious have a noticeably lower expectation, equal to the non-religious.



Q.. In general, what percent of pre-tax income do you feel people should be donating if their annual income is....? <Income levels asked in randomized order across respondents>

# Those in higher income households have lower 'expectations' for what people should be giving. They seem defensive (?)

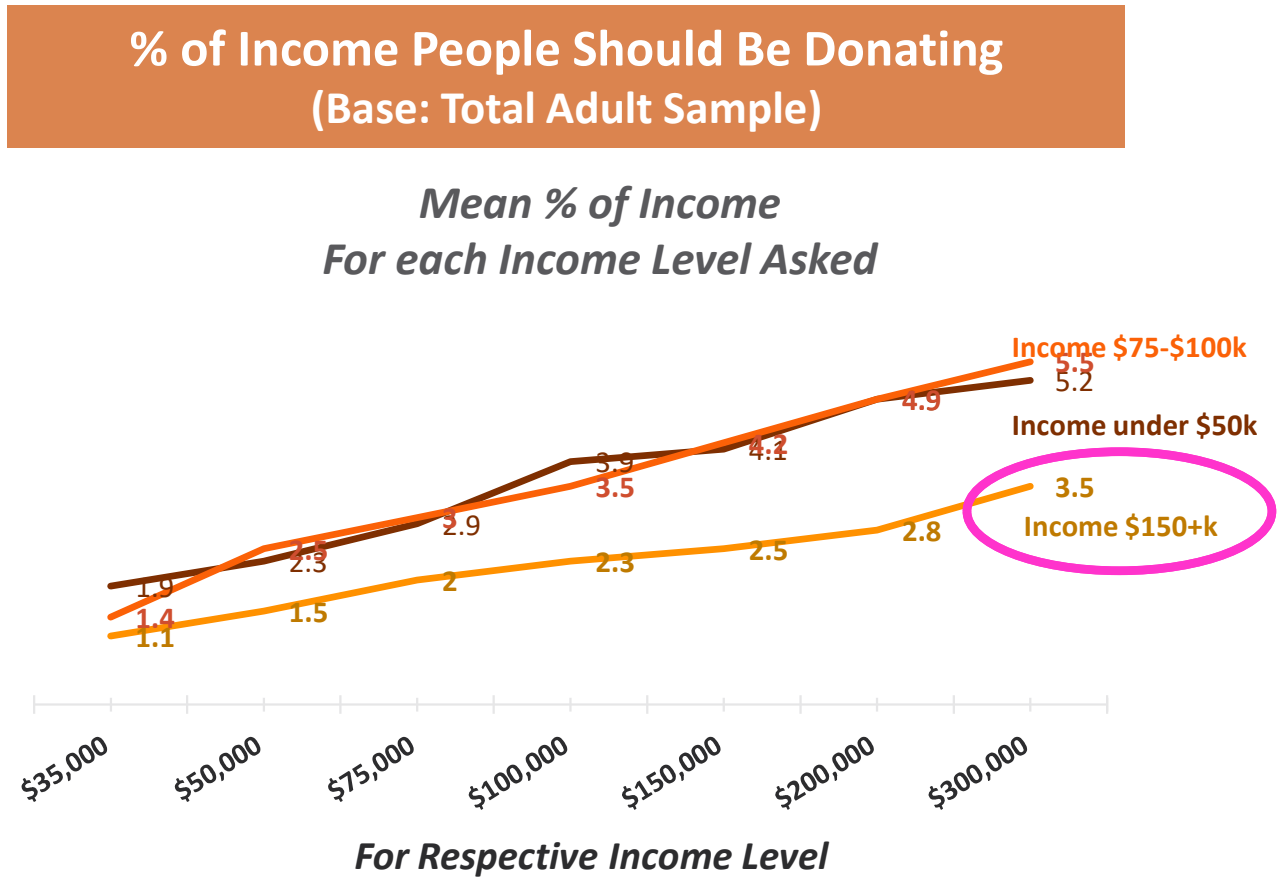
One might think that people in higher income households have a higher expectation or social norm for giving, but they do not. The opposite.

It is as if high-income people do not want the expectation to be more giving. They have a lower social giving norm.

- This may also help explain why so many of the wealthier Canadians claim they could be more giving than they currently are (see reported earlier). - They are stopping because of a lower social norm.

People with higher income feel that they should be giving at about 2.5% - 2.6% , which is lower than what the total sample of all Canadians feel they should be giving: 3.7+%

***This implies a point of friction between society, in general, versus those with the wealth (who do not wish to be so generous).***



Q.. In general, what percent of pre-tax income do you feel people should be donating if their annual income is....? <Income levels asked in randomized order across respondents>

# Younger Canadians set a lower giving % versus older adults. And religious Canadians set a much higher expectation.

This is likely a very important insight, with strong implications going forward:

1. Younger adults (under 35 years) are more conservative or guarded in how much they believe people should be giving (2.9% - across all income levels) versus older Canadians 4.0%.
2. Religious Canadians have a much higher expectation for what people should be giving (5.1%).

**These two insights imply concern for the future as younger adults grow older, and as religiosity continues to decline in Canada.**

- **This calls for consideration for remedial actions if one wishes to protect charitable giving.**

% of Income People Should Be Donating (Base: Total Adult Sample)							
	By Age				By Religiosity		
	18 to 34 yrs	35 to 54 yrs	55 to 64 yrs	65+ yrs	NOT at All	Slightly	Quite + Very
For Income Level Asked	For \$100,000 income level						
MEAN % of Income	2.9%	3.2%	3.1%	4.0%	2.5%	2.8%	5.1%

Q.. In general, what percent of pre-tax income do you feel people should be donating if their annual income is....?

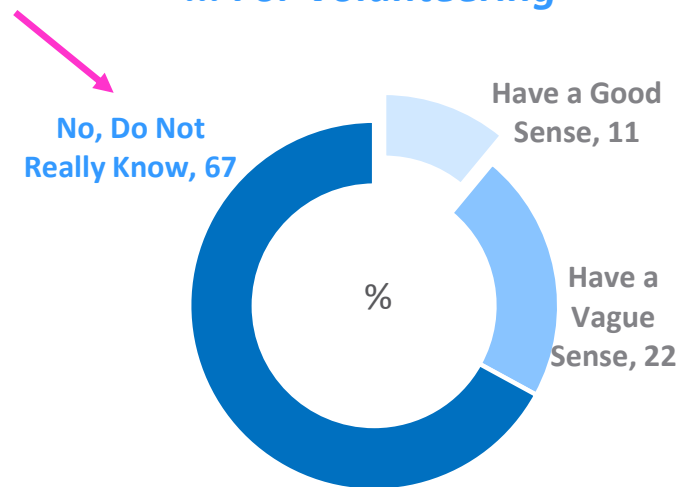
# Similar patterns for volunteering: The majority do not have a sense of a ‘volunteering norm’ (even lower than for donating \$).

When we ask Canadians how confident they feel about knowing about the ‘average level of volunteering’ among Canadian society, the vast majority claimed to have no idea (67%) or just a vague idea (+ 22%).

***Just 11% of Canadians feel they have a good sense for a social norm for volunteering...***

## Sense of Average Level of Volunteering (Base: Total Adult Sample)

### ... For Volunteering



Q. Among your age and peer group, do you feel you know what is the average level of time volunteered to non-profit organizations, or not really? Yes, I have a good sense of what is the average level of time volunteered; ... I have a vague sense of what is the average level of time volunteered; ... No, I do not really know the average level of time volunteered.

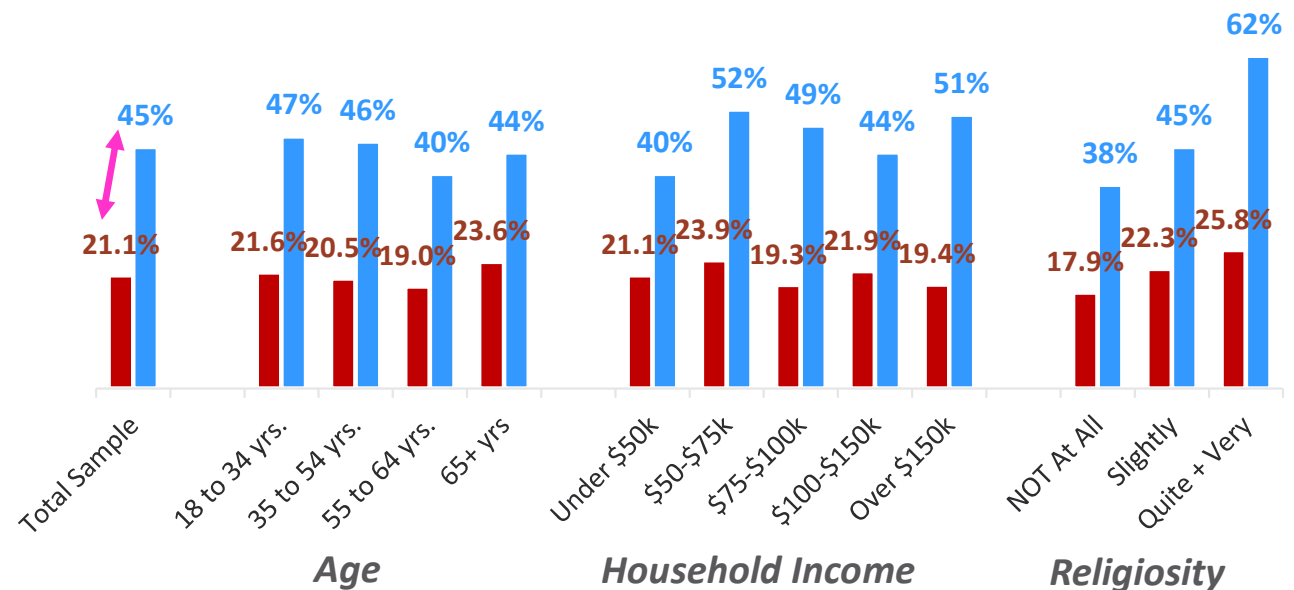
# Canadians do not believe many of their peers are volunteering.

Canadians believe the incidence of volunteering among their peers (21.1% of peers) is much lower than reality (45% who are volunteering).

This sets a false or inaccurate social norm for all ages.

## Believed % Incidence of Peer Group Volunteer Versus Volunteered in Past 12 Months

■ Believe % of Peers who Volunteer ■ Incidence Volunteered in P12Mos



Q.. What percent of the people in your peer group volunteer their time to registered charities, to nonprofit organizations, and/or to individuals in need? I think or believe it is ....

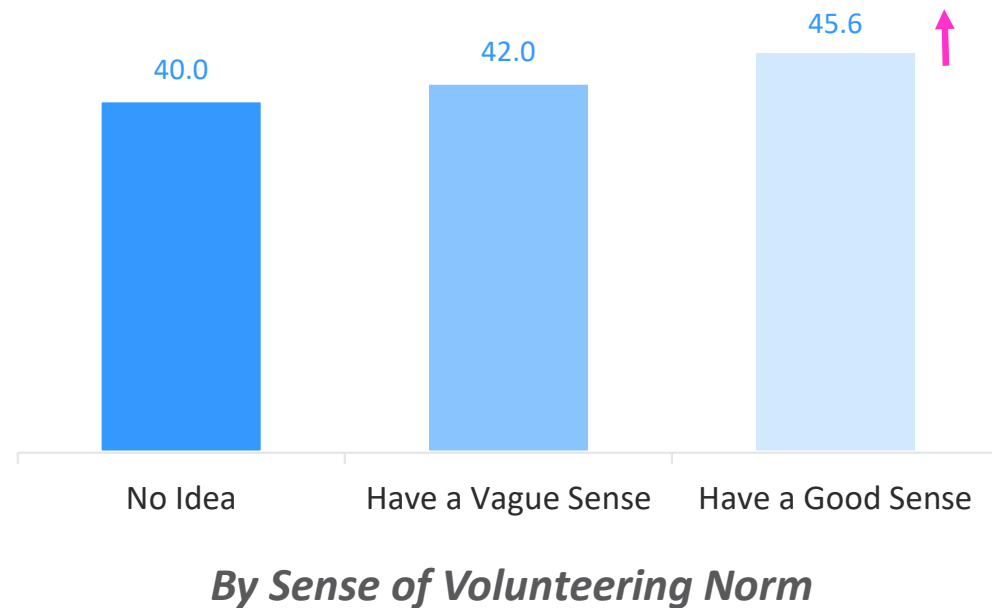
# Those who have a good sense of social giving norms volunteer more.

Those who have a good sense of a volunteering norm, have about a 10% higher volume of volunteered hours.

- Frankly, the picture is more dramatic since so many people do not volunteer at all.
  - Among those who volunteer at all; 43% have a sense of the volunteering norm,
  - Versus 25% who do not volunteer at all.

## Total # Hrs Volunteered in Past 12 Months

MEAN # Hrs Volunteered in P12Mos.



# Religious Canadians have a much better sense of the social norm for volunteering.

Those who are more religious have a better sense of the social norm for donating money and also for volunteering time.

We do not observe much differences by household income level.

But we do observe some differences by age segments... - see next page...

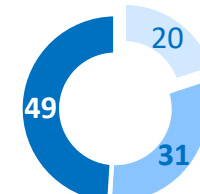
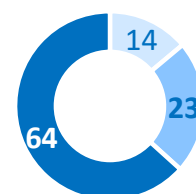
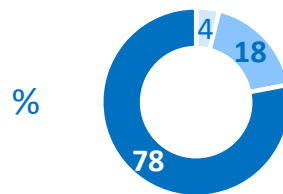
## Sense of Average Level of Volunteering Level




### By Religiosity

Not At All

Slightly

Quite + Very



-  Have a Good Sense
-  Have a Vague Sense
-  No, Do Not Really Know

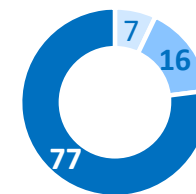
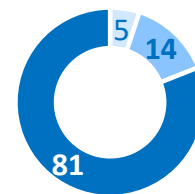
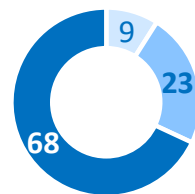
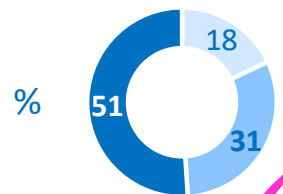
### By AGE

18 to 34 yrs.

35 to 54 yrs.

55 to 64 yrs.

65+ yrs.



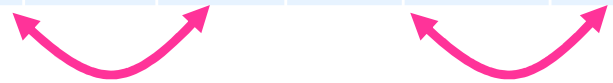
# Older Canadians set a higher expected volume of volunteering. And religious Canadians set a much higher expectation.

Younger adults expect a lower volume of volunteered hours among their peers (**77 hrs** a year) versus adults over 55 years (**100+** hours a year).

- Again, the data indicates that younger adults have a lower expected social norm.

## How Many Hours Is Believed People Volunteer (Base: Those who have a Vague or Good Sense of Volunteering)

	By Age				By Religiosity		
	18 to 34 yrs	35 to 54 yrs	55 to 64 yrs	65+ yrs	NOT at All	Slightly	Quite + Very
<b>MEAN # Hours</b>	76.9 hrs	71.4 hrs	81.0 hrs	<b>224.0 hrs</b>	87.4 hrs	84.7 hrs	<b>115.8 hrs</b>



Q.. ASKED IF "Good Sense" or "Vague Sense": How much time do you believe people in your age and peer group volunteer to non-profit organizations each year?

# *Trends in giving and volunteering... and why*



SECTOR  INSIGHTS

# Many Canadians correctly believe charitable giving is declining in Canada.

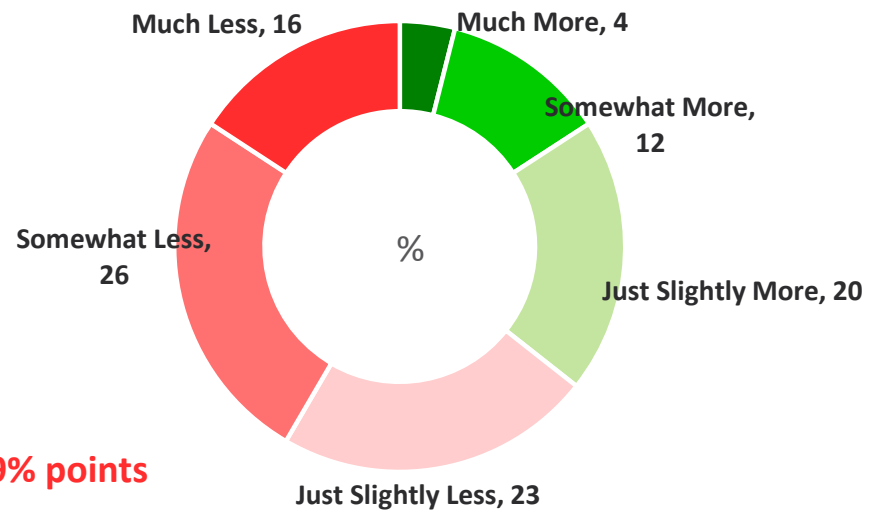
Based on Revenue Canada tax data, we know that giving to registered charities, on a per capita basis, has been declining.

Thus, Canadians are mostly right when they feel Canadians are being less charitable compared to 20 years ago.

Interestingly, younger adults are more likely to feel Canadians are being more charitable compared to older adults.

	18 to 34 year olds	65+ year olds
Net MORE Charitable	44%	32%
Net LESS Charitable	56%	68%

## Perception of Canadians Being Charitable vs 20 Yrs Ago (Base: Total Adult Sample)



Q.. Please indicate below how you feel the average Canadian is doing versus twenty years ago, in terms of being charitable/supportive of the non-profit (charity) sector. You think individual Canadians are being... charitable/supportive

# Among the 67% who made a financial donation in the past year, their claimed rate of giving has been quite consistent.

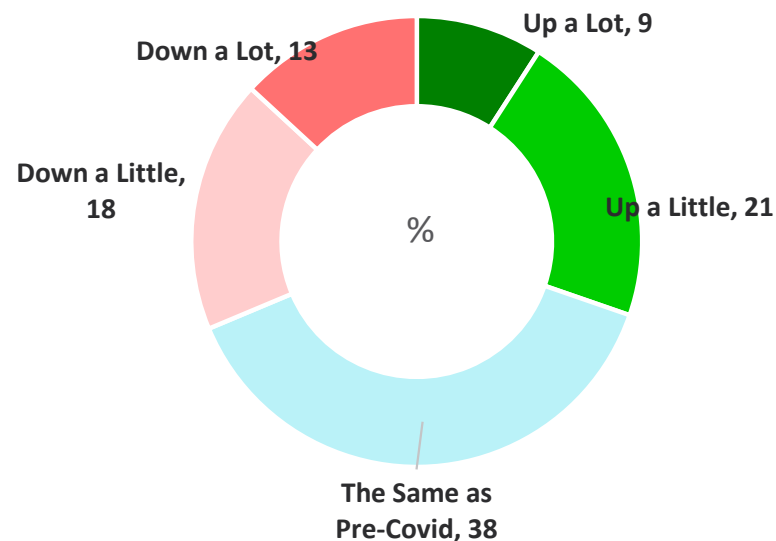
Current donors (who have not stopped) continue to be generous in about the same volume as prior years.

- Some donors are up and some are down, but the net gain is about even or flat.
- We imagine that with inflation, we would ideally need this volume to be increasing to keep pace.

***The main challenge is the decline in the incidence of donors. Some have stopped and are not included in this chart.***

– see next slide.

## Personal Level of Giving vs Pre-Covid (Base: Donated Money in Past 12 Months)



Q.. THOSE WHO DONATED MONEY IN THE PAST 12 MONTHS WERE ASKED: You have indicated that you have given about <<INSERT # DOLLARS FROM Q4d >> in the past 12 months. Compared to 4 years ago (before COVID), is this level of giving....

# Among those who have not made a monetary contribution in the past year (33%), about 1 in 3 used to give prior to COVID.

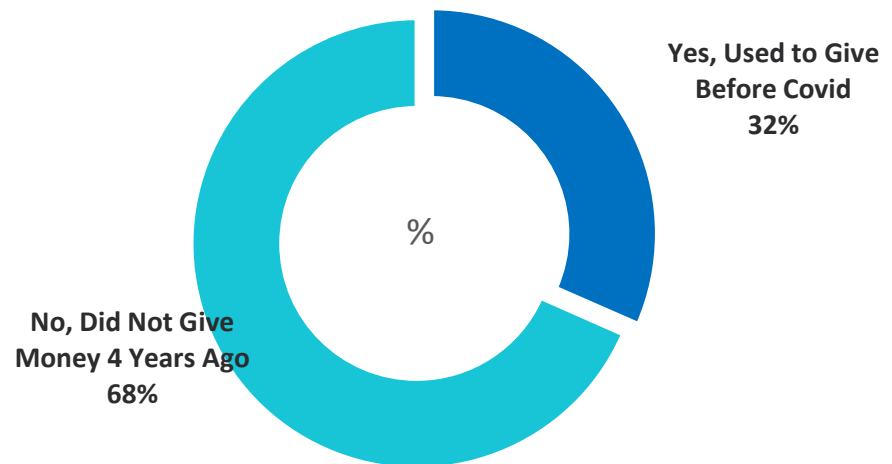
The incidence of Canadians giving money in the past year appears to have dropped by about 10-12% compared to the year before Covid.

- The decline is quite balanced across the age segments and slightly skewed higher among lower income households.

And as we learned in the prior slide, among those who have given, the rate is constant.

***Thus, the net loss in donations is mostly attributable to fewer donors rather than current donors giving less.***

## Non-Donors: Did You Used to Give 4 Years Ago? (Base: Did NOT Donate Money in Past 12 Months)



Q.. THOSE WHO DID NOT DONATE MONEY IN THE PAST 12 MONTHS WERE ASKED: You indicated you have not given any money in the past 12 months. Prior to COVID, did you give any money to support charities or others, or not really?

# The decline in donating money is mostly about economic pressures (not social issues or loss of trust).

There are many (intertwined) drivers and influences on charitable giving. This chart implies that the strongest explanation for the decline in giving is due to *economic pressures*.

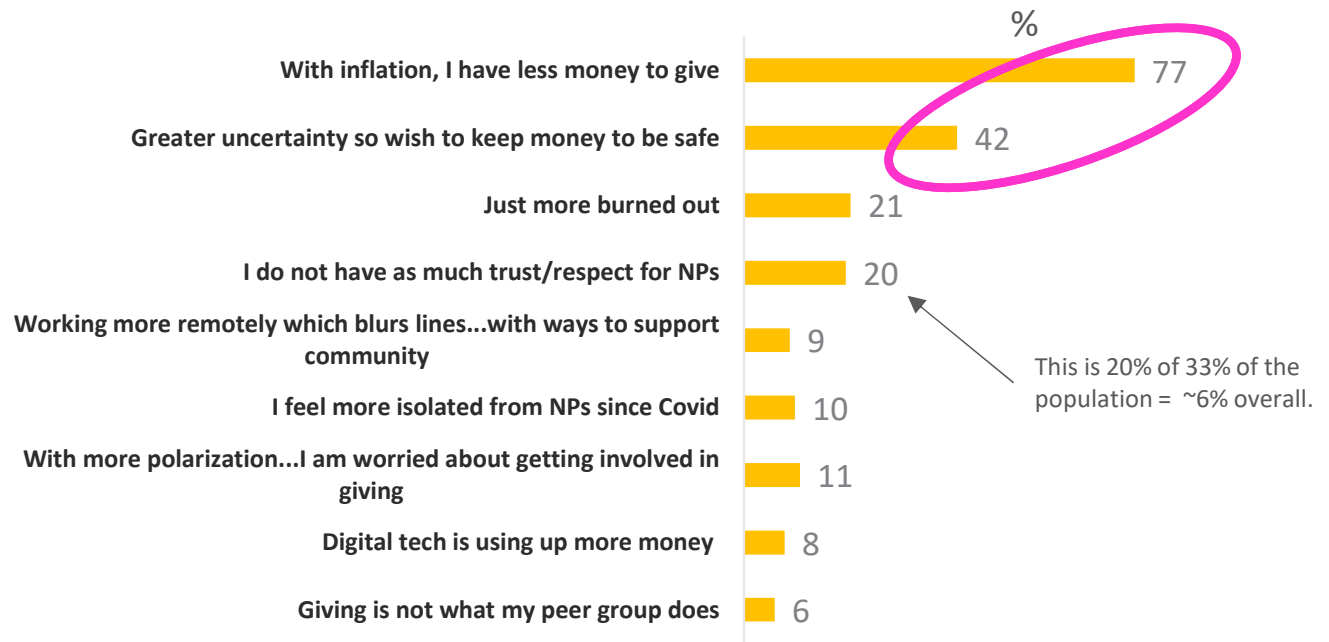
Secondary elements relate to

- Sociological shifts in society (working remotely, burn out, polarization), and
- Trust.

Another key insight is that very few claim to be losing their philanthropic sentiment. Just 6% mention that giving is not what they do.

***This implies that the motivation to give remains strong, but the ability to do so is a challenge.***

## Reasons Donations have Decreased vs Pre-Covid (Base: Gave Less Money in Past Year vs Pre-Covid)



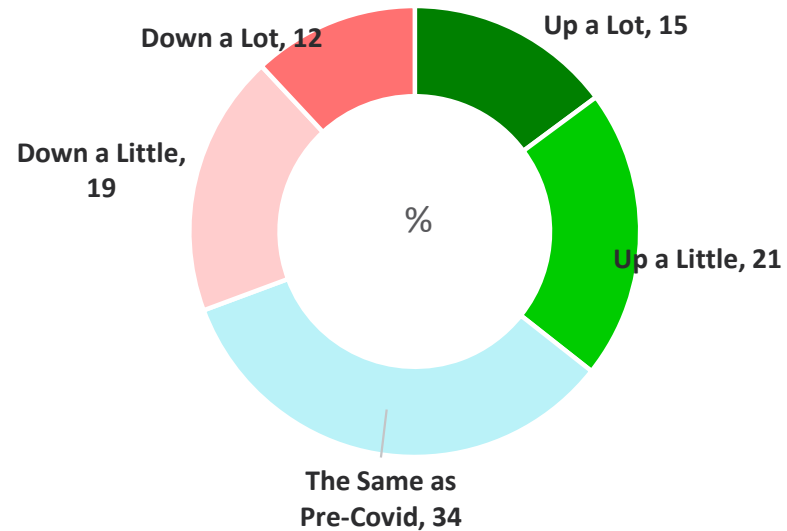
Q.. FOR THOSE WHO HAD A DECREASE IN GIVING WERE ASKED: Which of the following might explain why your amount of giving money in the past year has decreased compared to 4 years ago before COVID?

# Among the 45% of Canadians who volunteered, we observe a slight net increase in their volume of time.

Those who volunteer are important and continue to play a key role. This implies a strengthening in volume among those who have NOT stopped.

The next page, unfortunately, indicates a segment who have stopped volunteering....

## Personal Level of Volunteering vs Pre-Covid (Base: Volunteered in Past 12 Months)



Q.. THOSE WHO VOLUNTEERED IN THE PAST 12 MONTHS WERE ASKED: You have indicated that you have volunteered about <<INSERT # HOUR FROM Q10d >> in the past 12 months. Compared to 4 years ago (before COVID), is this level of volunteering....

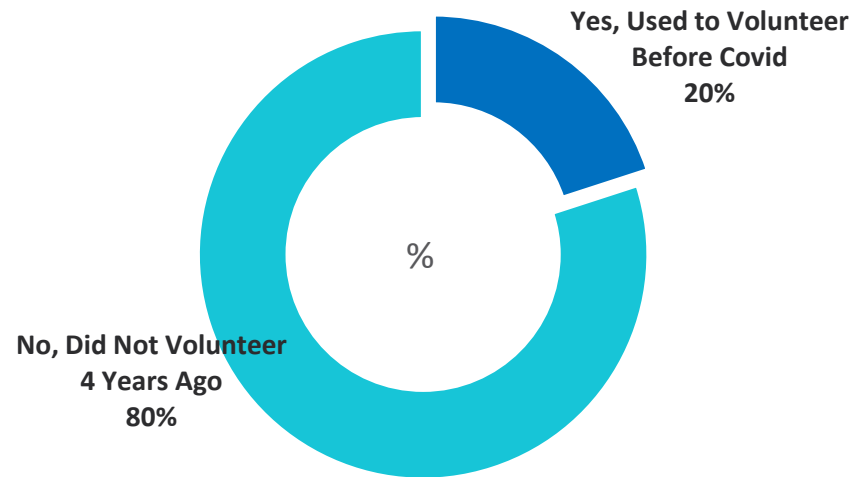
# Among those who have not volunteered (55%), we observe about 1 in 5 did volunteer, but stopped since COVID.

This incidence of 20% drop-out represents about 10-12% of the total population (versus the 45% which continues to volunteer).

- This decline is consistent/ balanced across age groups and household income levels.

***Thus, in combination with the previous slide, we conclude that volunteering is declining in incidence but is being somewhat off-set by stronger volumes among those still volunteering. - Unfortunately, this is among older adults and not younger adults.***

## Non-Volunteers: Did You Used to Volunteer 4 Years Ago? (Base: Did NOT Volunteer in Past 12 Months)



Q.. THOSE WHO DID NOT DVOLUNTEER IN THE PASTR 12 MONTHS WERE ASKED: You indicated you have not volunteered your time in the past 12 months. Prior to COVID, did you do any volunteering to support others, or not really?

# The decline in volunteering relates mostly to social shifts and burn out (not a loss of charitable sentiment or trust).

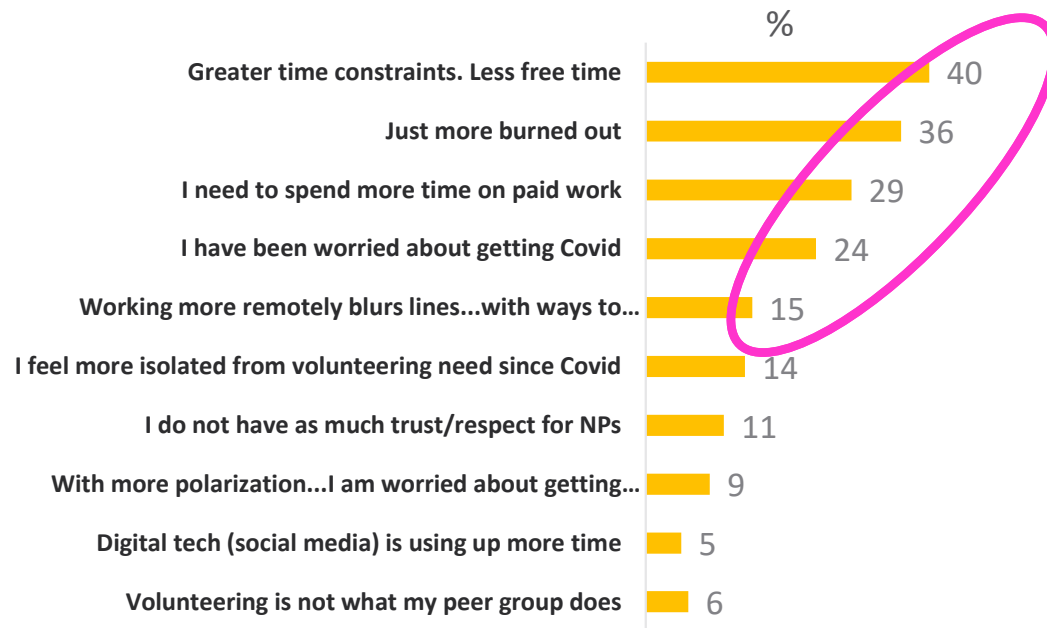
We observe a few reasons for the decline in volunteering (for those who have declined/stopped):

- Sociological influences: Less free time, burn out, blurred lines, more isolated,
- Need to do more paid work,
- Concern with getting Covid.

Again, we observe at the bottom of the chart that Canadians are not losing their philanthropic sentiment.

***These social trends and pressures may be hard to overcome. Perhaps emphasizing the benefits of volunteering as an antidote to society is necessary and opportunistic (?)***

## Reasons Volunteering Has Decreased vs Pre-Covid (Base: Volunteered Less in Past Year vs Pre-Covid)



Q.. FOR THOSE WHO HAD A DECREASE IN VOLUNTEERING WERE ASKED: Which of the following might explain why your amount of volunteering in the past year has decreased compared to 4 years ago before COVID? Please feel free to click as many reasons as apply.....

# *Some tactical characteristics of giving money*

SECTOR 3 INSIGHTS



# 'How' Canadians decide to give is likely important for determining who to target.

Most Canadians:

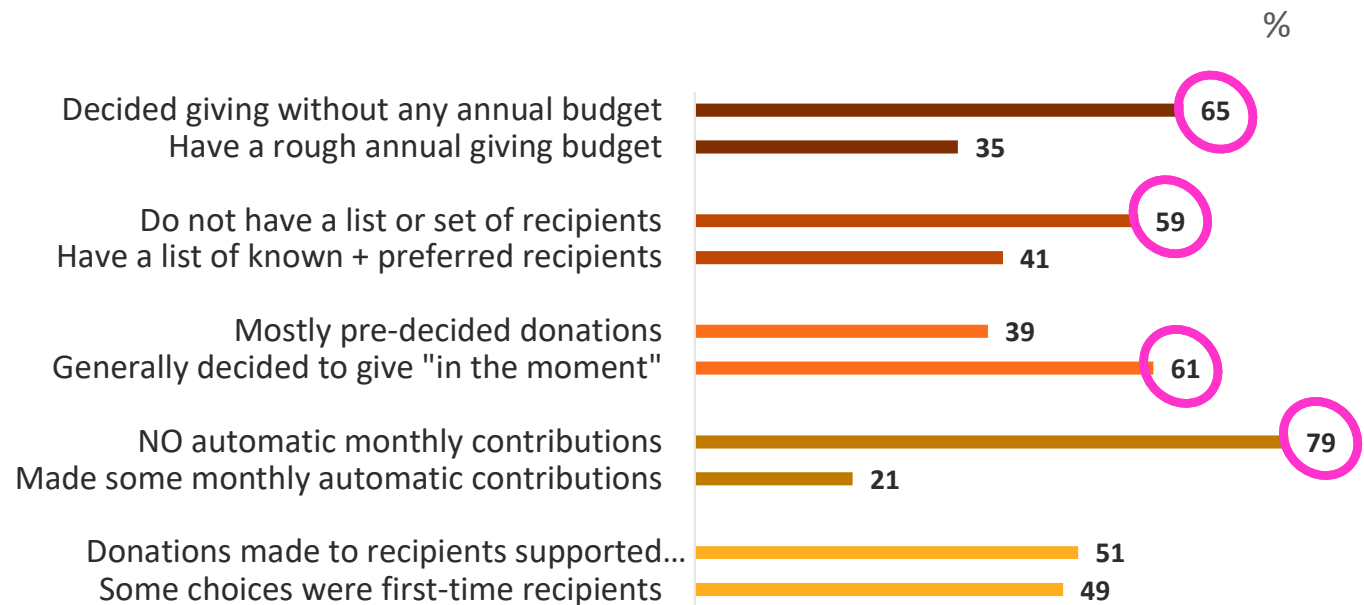
- × Do not have a giving budget
- × Do not have a list of pre-decided charities
- × Generally, decide "in the moment"
- × And do not have automatic monthly giving.

The insights imply a balance or split between two types of donors:

1. The intentional, pre-planned, pre-determined donors, using lists.
2. The spontaneous, in-the-moment, un-budgeted donors, without lists of charities in-mind,

But not both groups are of equal importance. They differ by age and donation volumes. - See next slides....

## Characteristics of Giving Money (Base: Donated Money in Past Year)



Q.. FOR THOSE WHO DONATED MONEY IN THE PAST 12 MONTHS WERE ASKED: For the donations of money you made in the past year, ...

# The nature of how Canadians make their charitable decision (to give \$) differs by age, with implications for targeting.

Compared to older adults, younger adults are more likely:

- To decide without a 'giving budget'.
- Do not have a list of recipients in-mind.
- Decide to give more spontaneously (in-the-moment).
- Choose new or first-time recipients.

The converse implies: Older adults are more set in their choices and decision-making process.

***This implies that targeting younger adults may be opportunistic since they are more "in-play" as it were. They are more open.***

## Characteristics of Giving Money (Base: Donated Money in Past Year)



Q.. FOR THOSE WHO DONATED MONEY IN THE PAST 12 MONTHS WERE ASKED: For the donations of money you made in the past year, ...

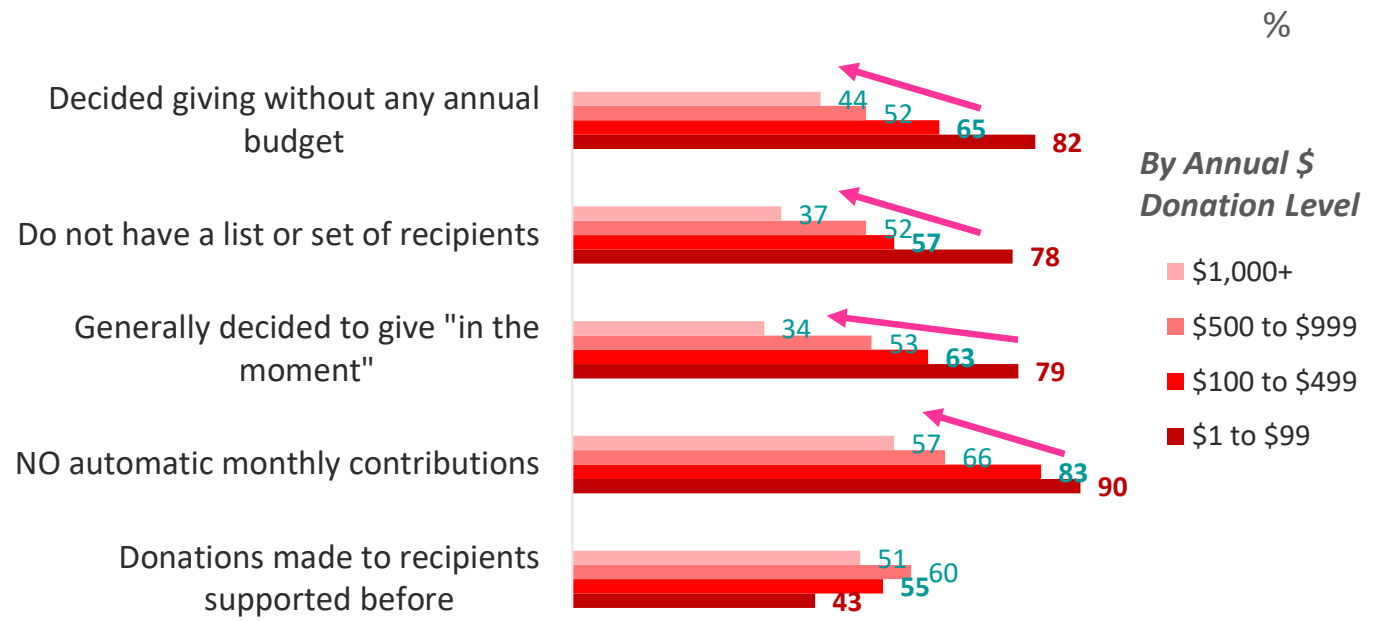
# This adds 'weight' to the nature of giving based on the volume of giving: Higher donors are less spontaneous and more pre-set.

Although younger donors may be more open and in-play, most of the volume of donations comes from those who are more intentional and pre-determined.

***This implies that curating current donors with strong retention practices is likely important to many charities.***

- Yes, one needs to bring in new donors (acquisition),
- ***But it is key to avoid taking current donors for granted. They are important (once you have gotten into their budget and on their lists).***

## Characteristics of Giving Money (Base: Donated Money in Past Year)



Q.. FOR THOSE WHO DONATED MONEY IN THE PAST 12 MONTHS WERE ASKED: For the donations of money you made in the past year, ....

# *Some tactical characteristics of volunteering*

SECTOR INSIGHTS

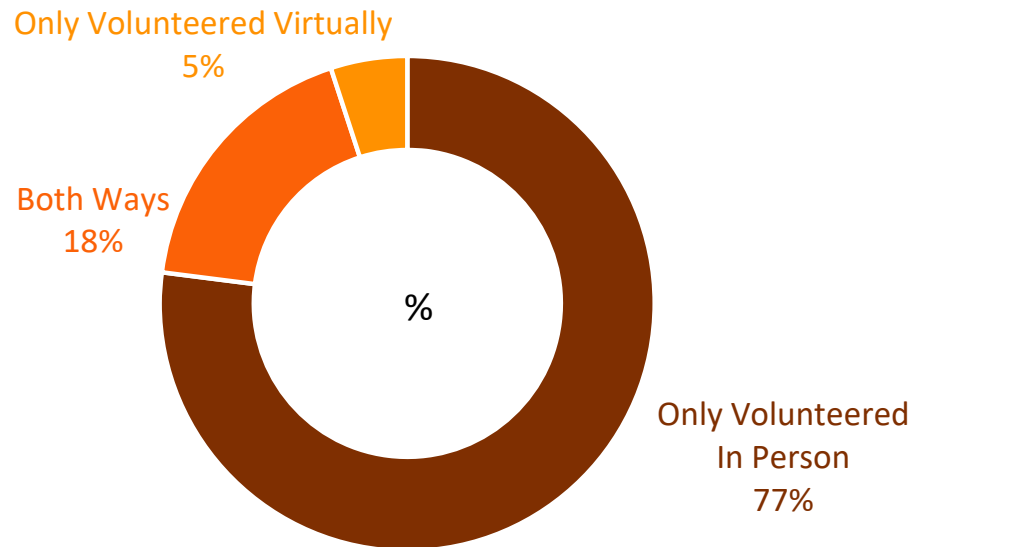


# Volunteering is mostly in-person, but making room for virtual volunteering seems prudent.

Although most volunteering is done in-person, the skew to virtual volunteering increases somewhat with age (perhaps to avoid Covid and/or mobility challenges?).

High-volume volunteers are more likely to participate virtually – see next page..

## Volunteering in Person vs Virtually (Base: Volunteered in Past Year)

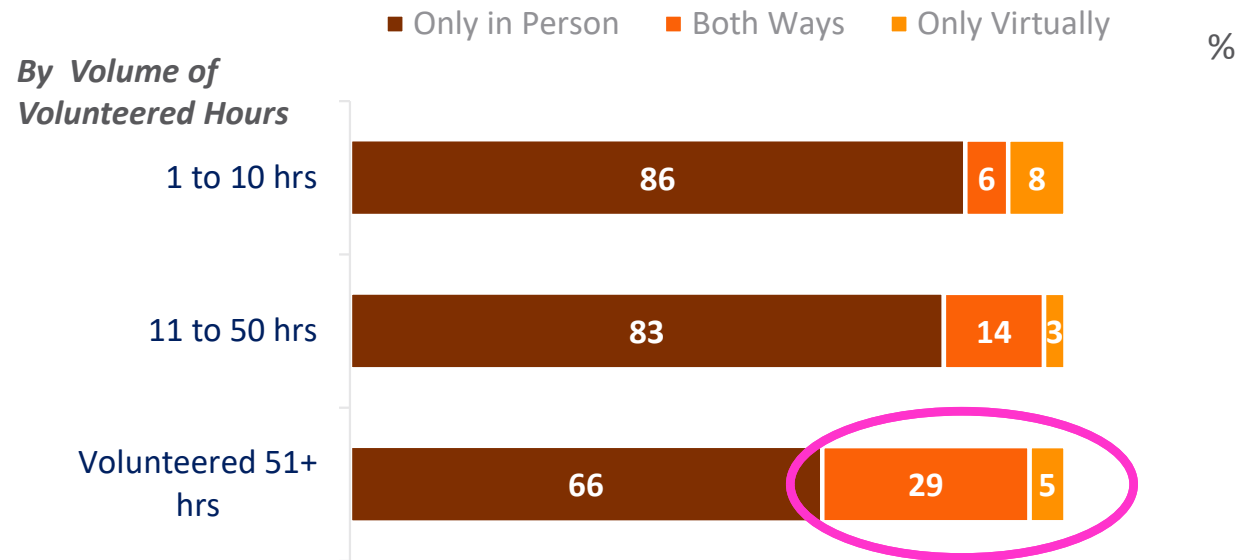


Q.. FOR THOSE WHO VOLUNTEERED IN THE PAST 12 MONTHS WERE ASKED: You mentioned you have volunteered in the past 12 months. Which of the following applies in describing the volunteering you have been doing more recently?

# Virtual volunteering increases among bigger donors which makes this approach relatively important.

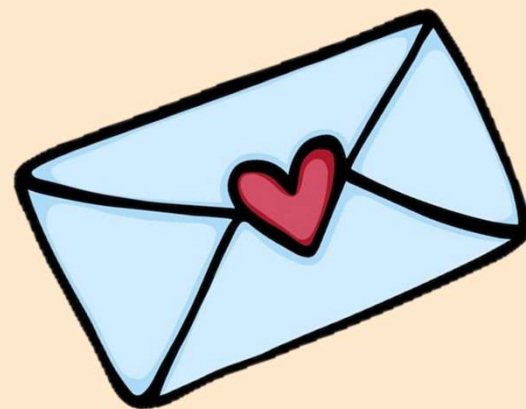
*Since the higher-volume volunteers have a greater use of virtual volunteering, perhaps this implies the need or benefit of facilitating and promoting this approach to volunteering.*

## Volunteering in Person vs Virtually (Base: Volunteered in Past Year)



Q.. FOR THOSE WHO VOLUNTEERED IN THE PAST 12 MONTHS WERE ASKED: You mentioned you have volunteered in the past 12 months. Which of the following applies in describing the volunteering you have been doing more recently?

# *The importance of solicitation*



SECTOR  INSIGHTS

# There is a high level of solicitation. This does not seem to be lacking.

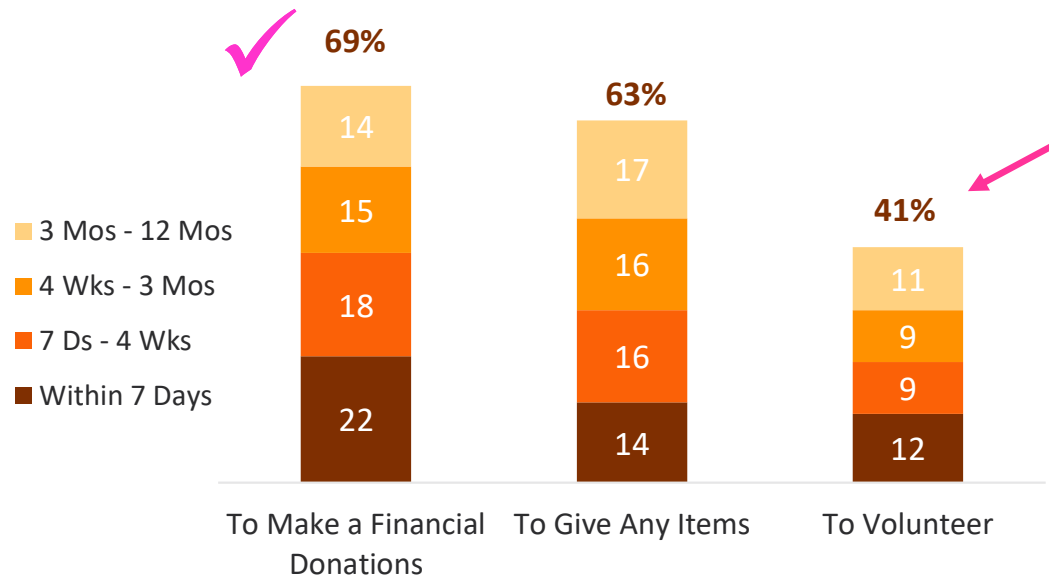
The majority of Canadians receive solicitation for support, with the request for money being the highest.

- The charity sector has done a fairly good job reaching Canadians.
- Naturally, the quality of the solicitation is a consideration, as we are the frequency and modes of solicitation.

Solicitation for volunteering is noticeably lower.

- This might be a contributing reason to why volunteering is less prevalent since we know solicitation is a key driver of acting generously.

## When Last Solicited (Base: Total Adult Sample)



Q. When were you, yourself, most recently solicited or asked (via online, email, SMS, face-to-face in-person, or via traditional mail) to... To make a **financial donation** of money?... To give any **items or things** (such as food, clothing, personal care products, furniture, etc.)?...To **volunteer your time** to help a charity or others in need?

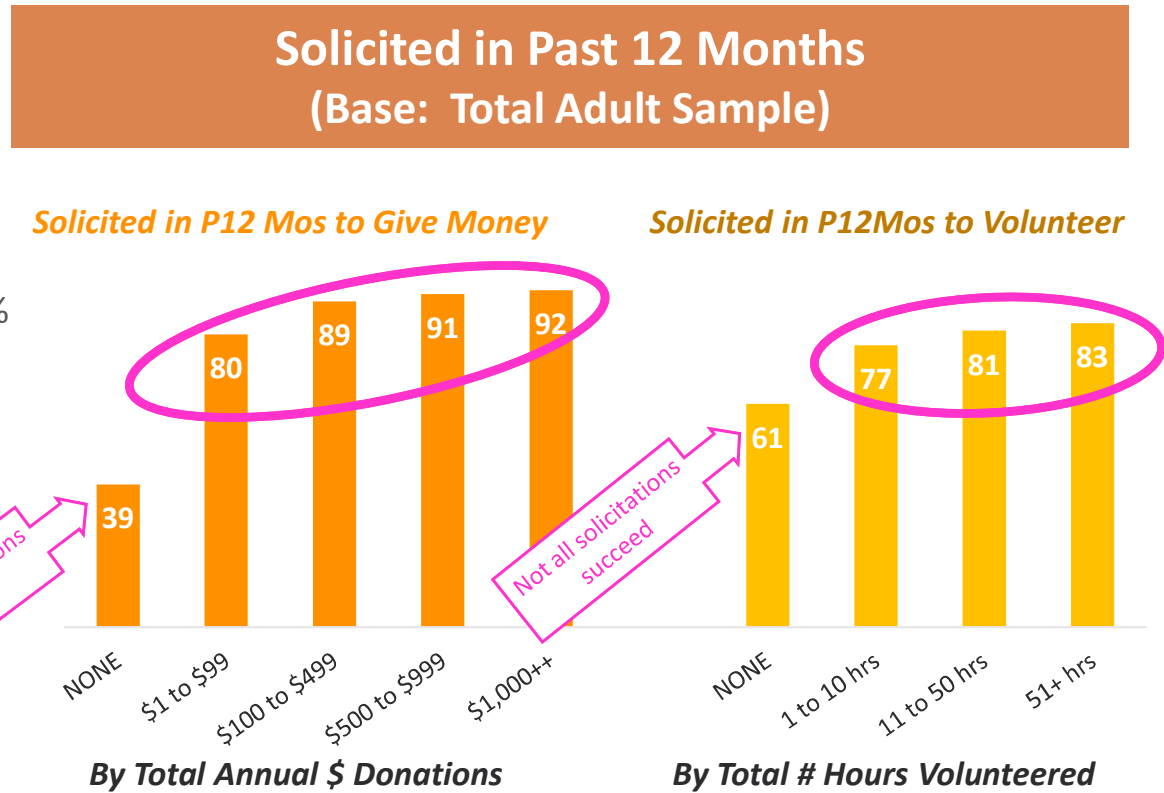
# Solicitation is a key correlate with donations. However not a guaranteed success since even those solicited may not respond.

There are two key insights in this chart:

1. The vast majority of donors have been solicited. This is consistent with other research which shows that solicitation (asking) drives most giving. Don't ask; Don't get.
2. However, not all of those who are solicited give.

***This implies...***

- ***Charities must solicit.... Often.***
- ***The quality, content, and nature of the solicitation is very important in achieving success. Best-practices must be leveraged.***
- ***For low + non-donors, it is NOT due to a lack of being asked. There are other explanations.***

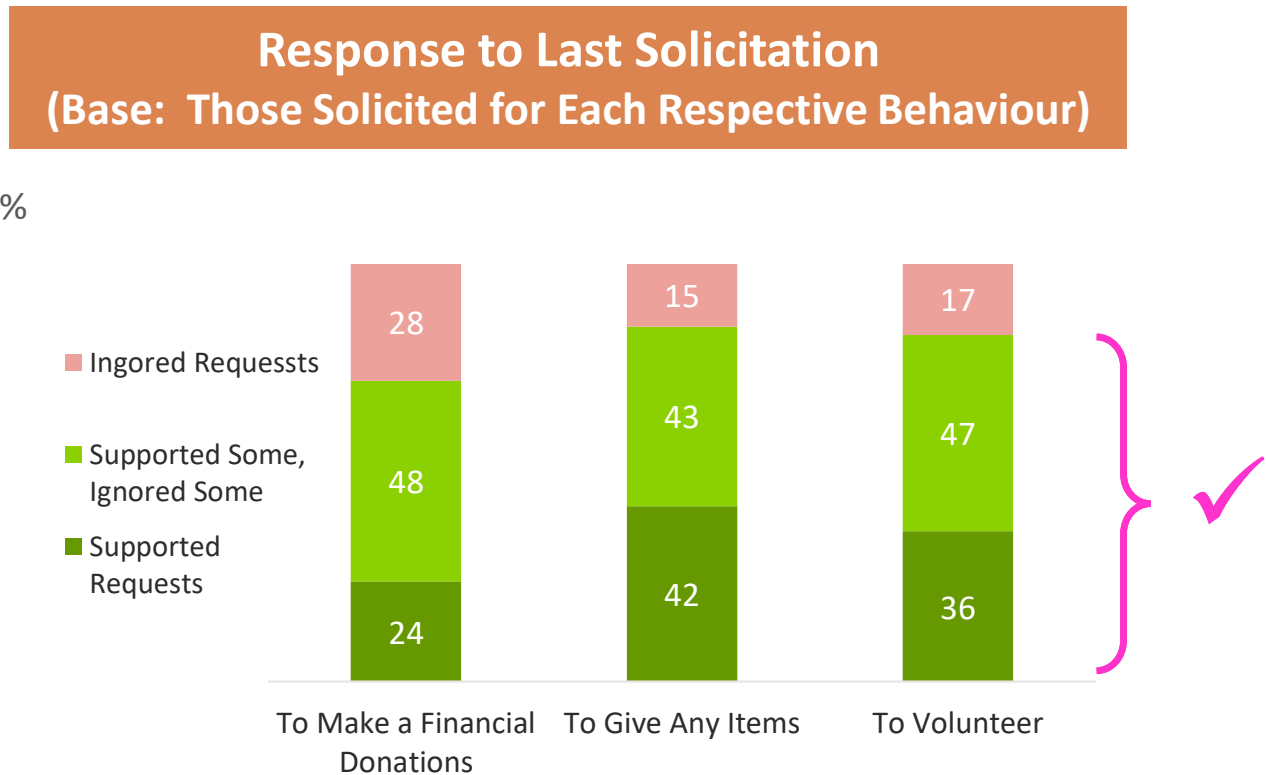


# Indeed, Canadians appear to respond well to solicitations.

It works!

The majority of Canadians, when solicited, respond with some act of generosity.

- Admittedly, not all the time for each solicitation, but the role of solicitation does generate outcomes.



Q. Which response best applies for the times you were asked t... To make a **financial donation** of money?... To give any **items or things** (such as food, clothing, personal care products, furniture, etc.)?...To **volunteer your time** to help a charity or others in need?

# *Are Millennials more charitable, or less?*



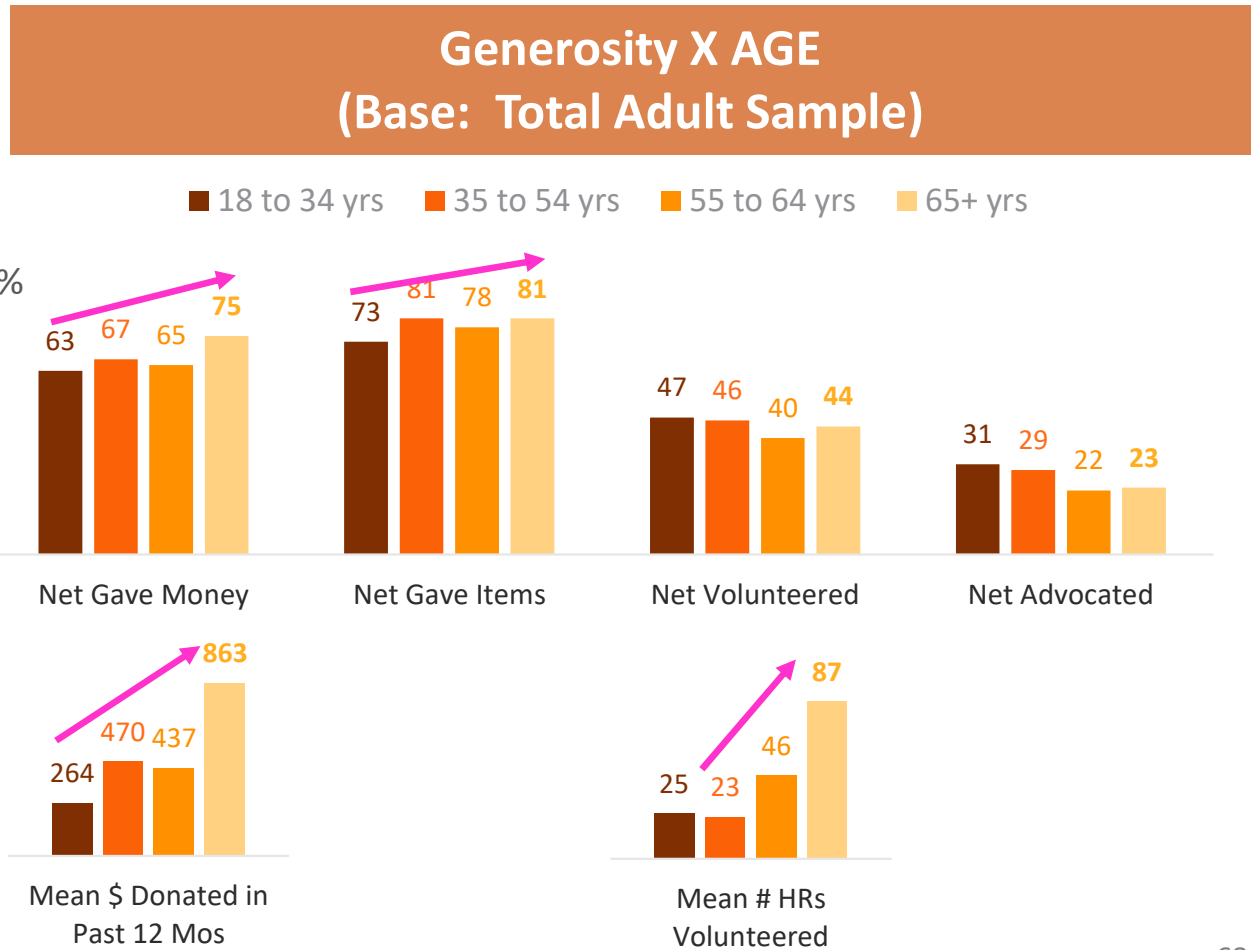
SECTOR  INSIGHTS

# We have already shown that older adults are more likely to be generous than younger adults, and also at higher levels.

With lower levels of generosity for those under 35 years, we wonder why?

- a) Is this due to lower wealth and/or a lower ability to be generous?
- b) Is this due to less solicitations to younger adults (appreciating that solicitation is a key driver)?
- c) Is this because they have poorer regard for the charity sector?
- d) Is this because they have weaker pro-social sentiments.
- e) Is this because their level of social norm is lower than it is for others.

*We address these in the following slides....*

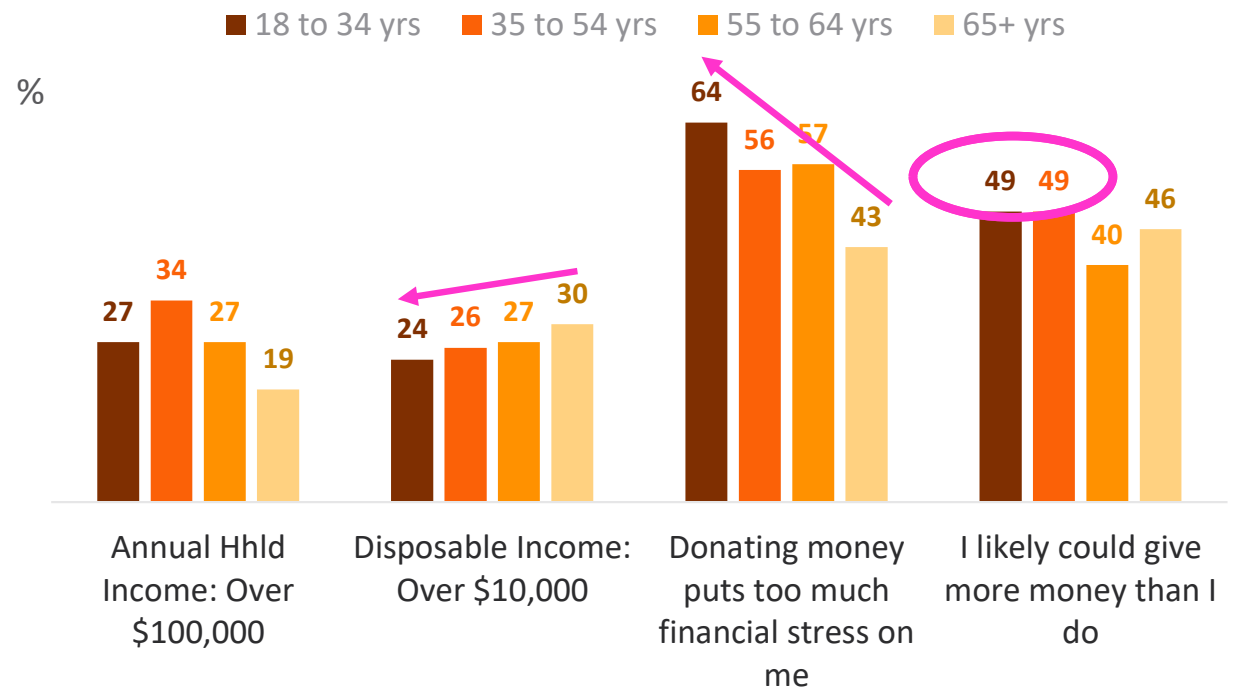


# Younger adults have good income and only slightly lower disposable income, but still feel significantly more financial stress.

It is likely that older people have more equity (in their homes and/or investments), but we certainly observe good levels of household income and disposable income among those 18-34 yrs.

- There is a small weakness in disposable income for younger adults...
- But this does not seem to account for the significant difference in feeling that donating money adds financial stress.
- Maybe older adults have few other competing needs for their disposable income, and thus, to donate more does not stress them, whereas younger adults have many competing interests and hence, feel more stressed about donating.
- There is a license-to-believe this is the case since so many young adults agree that they could give more than they do!
- ***This implies that convincing younger adults to give more is about persuasion and a battle for share-of-wallet... and not just affordability.***

## A Review of Wealth by Age (Base: Total Adult Sample)



# Younger adults have a lower awareness of the charity tax credit which may be undermining their level of giving.

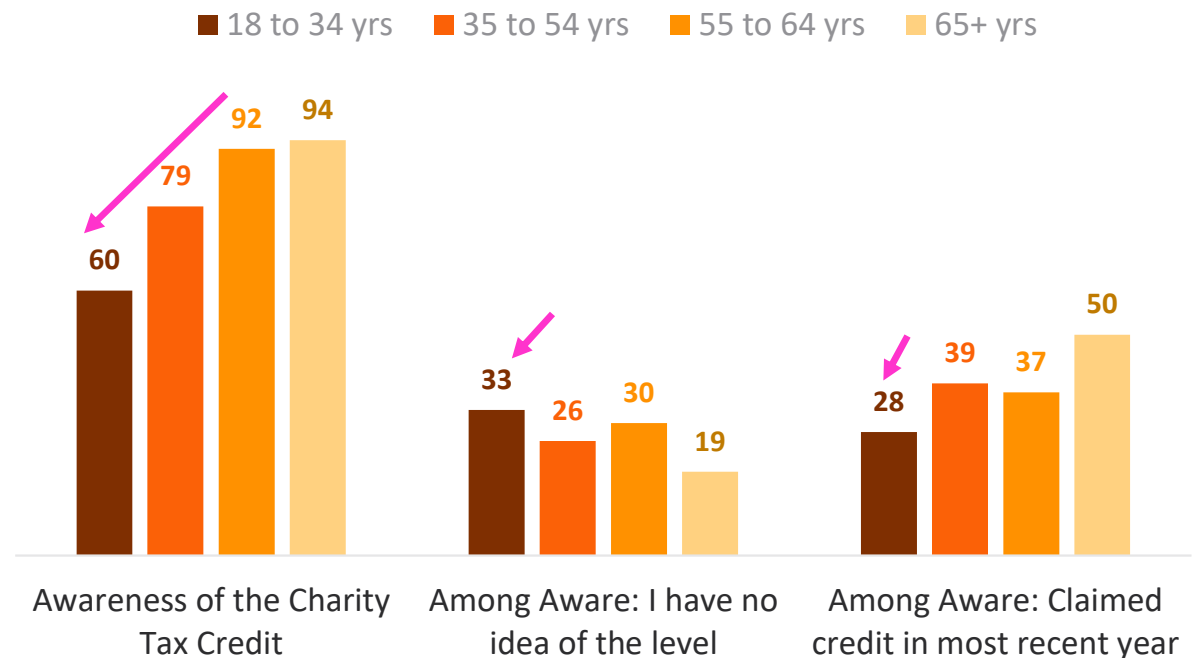
Awareness of the charity tax credits is certainly less well developed among younger adults.

This may be the case since their giving is lower. That is, the act of giving influences awareness of the charity tax credit.

And/or it may be that the lower awareness of the tax credit among younger adults is undermining their chosen level of giving.

***Regardless, boosting familiarity of the charity tax credit among younger adults seems opportune.***

## Awareness of the Charity Tax Credit X AGE (Base: Total Adult Sample)



# The incidence of solicitation does not appear to be the reasons for lower generosity among younger adults.

There is a very high incidence of everyone being solicited or asked to help. Younger adults are not lower in this regard.

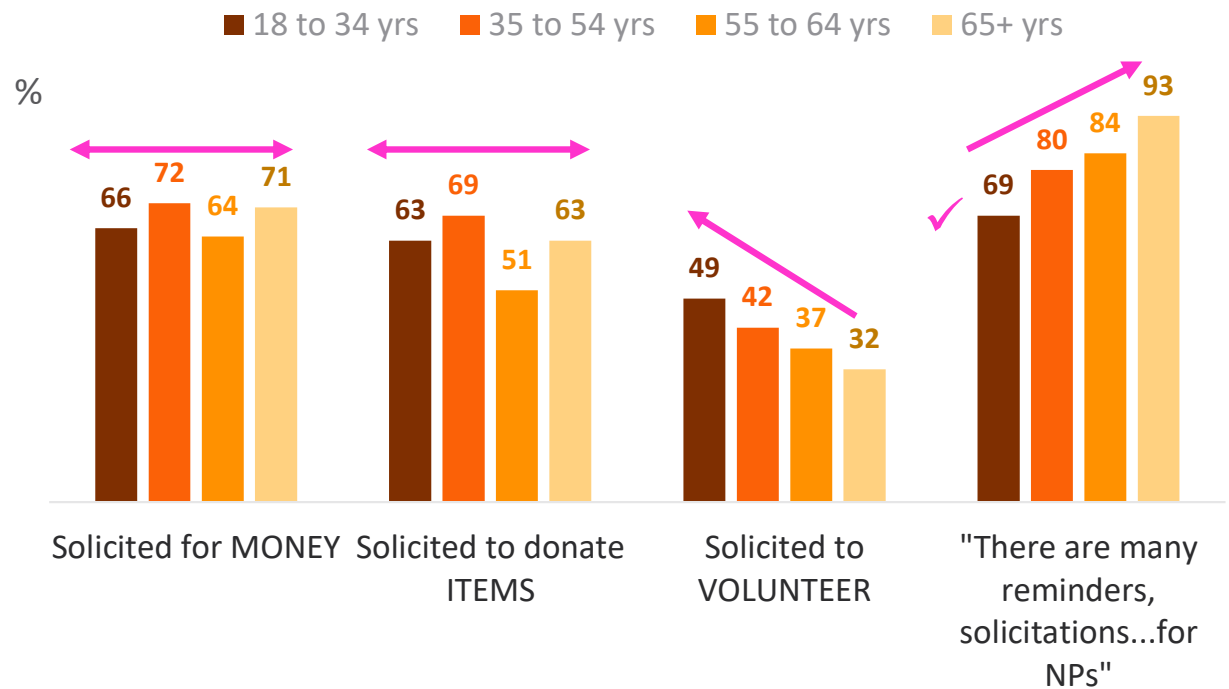
It is likely that older adults receive more solicitations because they have proven to be more giving to charities and are thus in more databases.

Nonetheless, the level of agreement about “many solicitations” is still quite high in absolute among younger adults.

***This implies that the lack of solicitations is not likely a significant explanatory characteristics for younger adults’ lower generosity.***

- ***There may be fewer solicitations to younger adults, and/or the quality of the solicitations may not be so persuasive (?). - We know both of these elements are helpful!***

## Solicitation by Age (Base: Total Adult Sample)

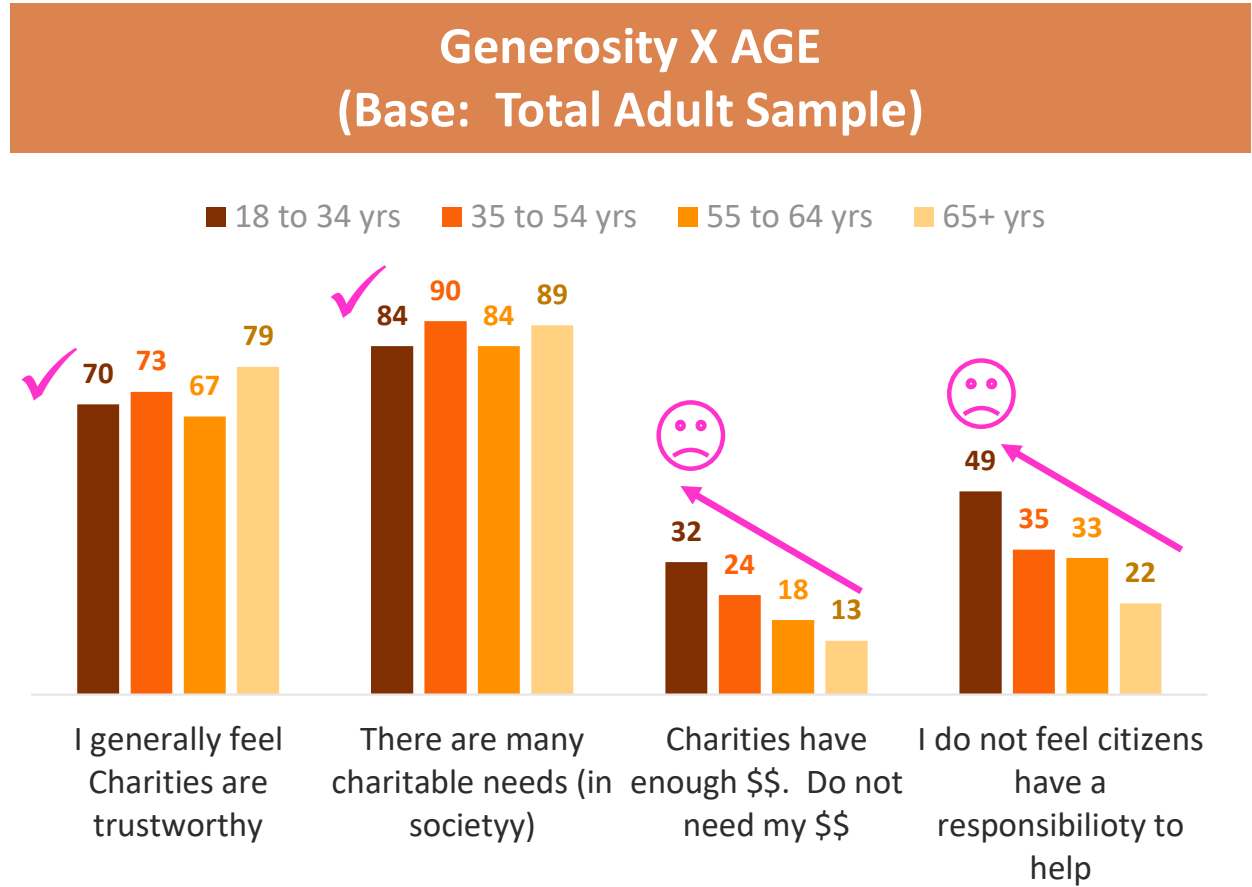


# Younger adults have a lower perceived need and a lower social (civic) responsibility to help people in need.

Adults 18 to 34 years have a **good level of trust** of charities and recognize the many needs in their communities.

However, they are more likely than older adults to feel:

- × It is not their responsibility to help,
- × And/or to feel charities have enough money.



# Younger adults have a lower perception of social giving norms.

Adults 18 to 34 years of age feel they have a good sense of the giving norm...

However, their level of the giving norms appear to be lower than for older adults:

- Younger adults feel a lower perception of what percent of their peers are giving (21.7%).
- Younger adults feel the % of income that people should be giving is lower than older adults.

Interestingly, the incidence of feeling the “Giver’s High” is higher among younger adults despite being less generous than older adults.

**Collectively, this implies that the social giving norm is lower for younger adults (lower expectations, lower awareness, and a higher “Giver’s High based on less giving).**

## Generosity X AGE (Base: Total Adult Sample)

	18-34 yrs	35-54 yrs	55-64 yrs	65+ yrs
“Good or Vague Senes” of the averages level of \$ giving by others	57	43	28	29
Perceived % of peers who donate \$ (MEAN %)	21.7%	25.3%	24.2%	30.0%
What % of Income People should be giving...				
...With \$50k income	1.87%	2.24%	1.56%	2.26%
...With \$100k income	2.94%	3.25%	3.13%	3.96%
Net “Yes” feel Giver’s High	62%	50%	39%	47%

# Younger Canadians believe in a lower giving level versus older adults. And religious Canadians hold a much higher expectation.

This is likely a very important insight, with strong implications going forward...

1. Younger adults (under 35 years) are more conservative or guarded in how much they believe people should be giving (across all income levels) versus older Canadians.
2. Religious Canadians have a much higher expectation for what people should be giving.

***These two insights imply concern for the future as younger adults grow older, and as religiosity continues to decline in Canada.***

- ***This calls for consideration for remedial actions if one wishes to protect charitable giving.***

## % of Income People Should Be Donating (Base: Total Adult Sample)






	By Age				By Religiosity		
	18 to 34 yrs	35 to 54 yrs	55 to 64 yrs	65+ yrs	NOT at All	Slightly	Quite + Very
For Income Level Asked	For \$100,000 income level						
MEAN % of Income	2.9%	3.2%	3.1%	4.0%	2.5%	2.8%	5.1%

Q.. In general, what percent of pre-tax income do you feel people should be donating if their annual income is....?

## Revisiting these prior questions, and summarizing the insights

*With lower levels of generosity for those under 35 years, we wonder why?*

---

- a) Is this due to lower wealth and/or lower ability to be generous?  There is likely some real economic pressure, but there is also much insight that convincing younger adults to give more is about persuasion and a battle for share-of-wallet (versus other desires)... and not just affordability. Younger adults certainly have lower familiarity with charity tax credits.
- b) Is this due to less solicitations to younger adults?  No, younger adults see many solicitations. However, there may be fewer solicitations to younger adults, and/or the quality of the solicitations may not be so persuasive (?). - We know both of these elements matter.
- c) Is this because they have poorer regard for the charity sector?  Not really. Younger adults have a high regard and trust, in general, for the charity sector. This does not appear to be a significantly strategic issue demanding remedial action.
- d) Is this because they have weaker pro-social sentiments?  Yes. Although younger adults have good social empathy, in general, they have a 'knowledge gap' (that others are giving, about charity tax credits, that charities need support, etc.), a weaker sense of what people should be giving (vs what older adults feel), and a lower social (civic) responsibility to help people in need.
- e) Is this because their social norm is lower than for others?  Yes. Younger Canadians have a lower giving expectation versus older adults.

***With declining religiosity, lower social norms, and the imminent passing of the large cohort of generous Baby Boomers, generosity will most likely continue to decline unless remedial actions are taken.***



# *The importance of values.*

SECTOR  INSIGHTS



# Those who are not likely to show generosity skew less wealthy, less religious, younger, and less civically-minded.

A lack of generosity is due, in part, to low household income. This is hard to do much about (and perhaps offers little upside opportunity).

Trust in charities is quite strong, even among the non-donors. This is less of an issue in need of remedial action.

However, the low generosity related to minimum religiosity and low civic responsibility might be ***something that can be improved by nurturing giving values in the population.***

***Raising children to be giving is also important.***

Annually...	Donated under \$500	Donated \$1,000+	NOT Volunteered	Volunteered 51+ hrs
Aged 18 to 34 yrs	29	19	26	23
Aged 55+ yrs	36	53	40	45
Male	57	47	48	48
Quite + Very Religious	17	46	16	31
Income over \$100k	28	38	27	29
Have vague or good sense of giving norm	40	48	36	47
"I feel charities are trustworthy"	70	86	69	81
"I was raised to help others"	65	79	62	77
"I do not feel citizens have a responsibility to help"	39	25	41	18
"Charities have enough - don't need me"	21	10	26	8

*Regional differences and why Quebec is so much lower in generosity*

SECTOR  INSIGHTS



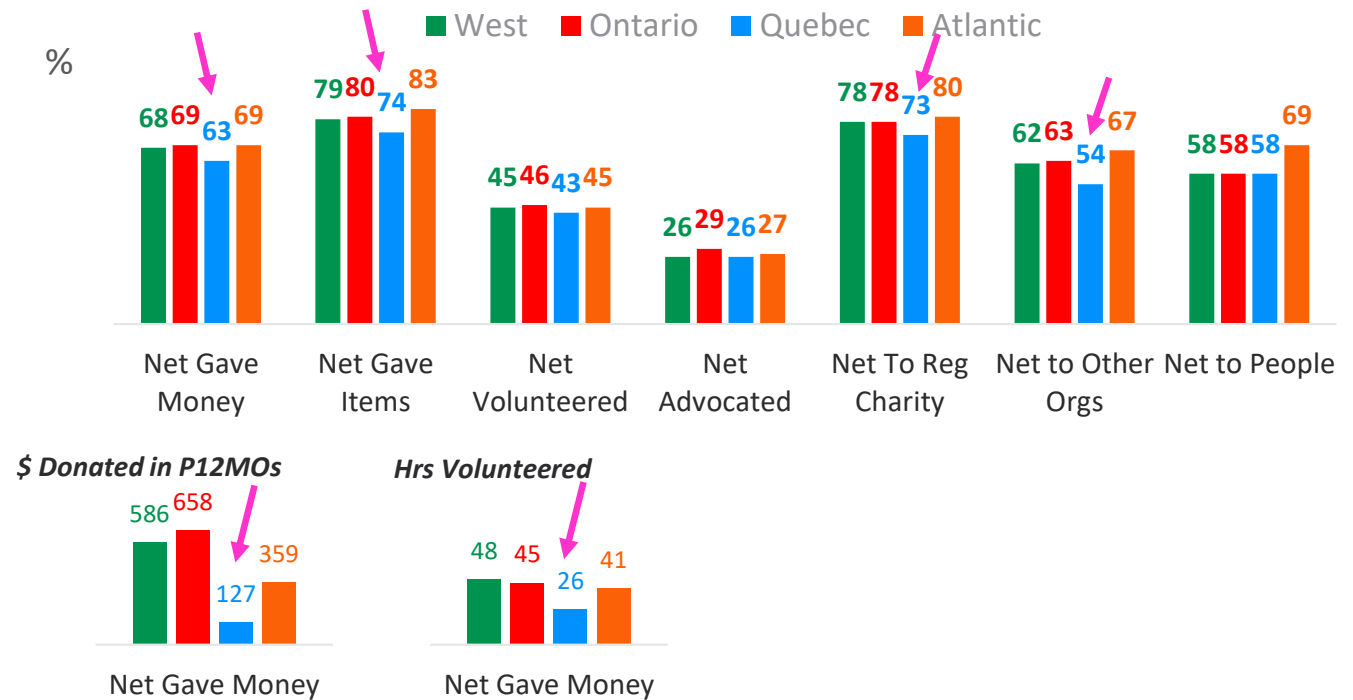
# Generosity is quite consistent across Canada, however, it is lower in Quebec.

Quebec has the highest rate of charity tax credits (combining federal and provincial tax levels) of all the provinces in Canada, and yet they have the lowest incidence and volume of giving.

*This indicates to a certain degree that charity tax credits are not the main determinant of giving.*

- Raising tax incentives in hope of incenting more donors would be very expensive to the public purse since it would reward all current donors.
- **It is not a good idea to give costly incentives to people who would act generously anyway.** In the marketing world, big brands have learned not to offer attractive coupons to incent consumers to buy their brands if consumers are willing to buy the same brands at full price.
- ***It is more financially attractive to get people to want to act rather than to pay them to act.***

## Types of Generosity in P12Mos (Base: Total Adult Sample)

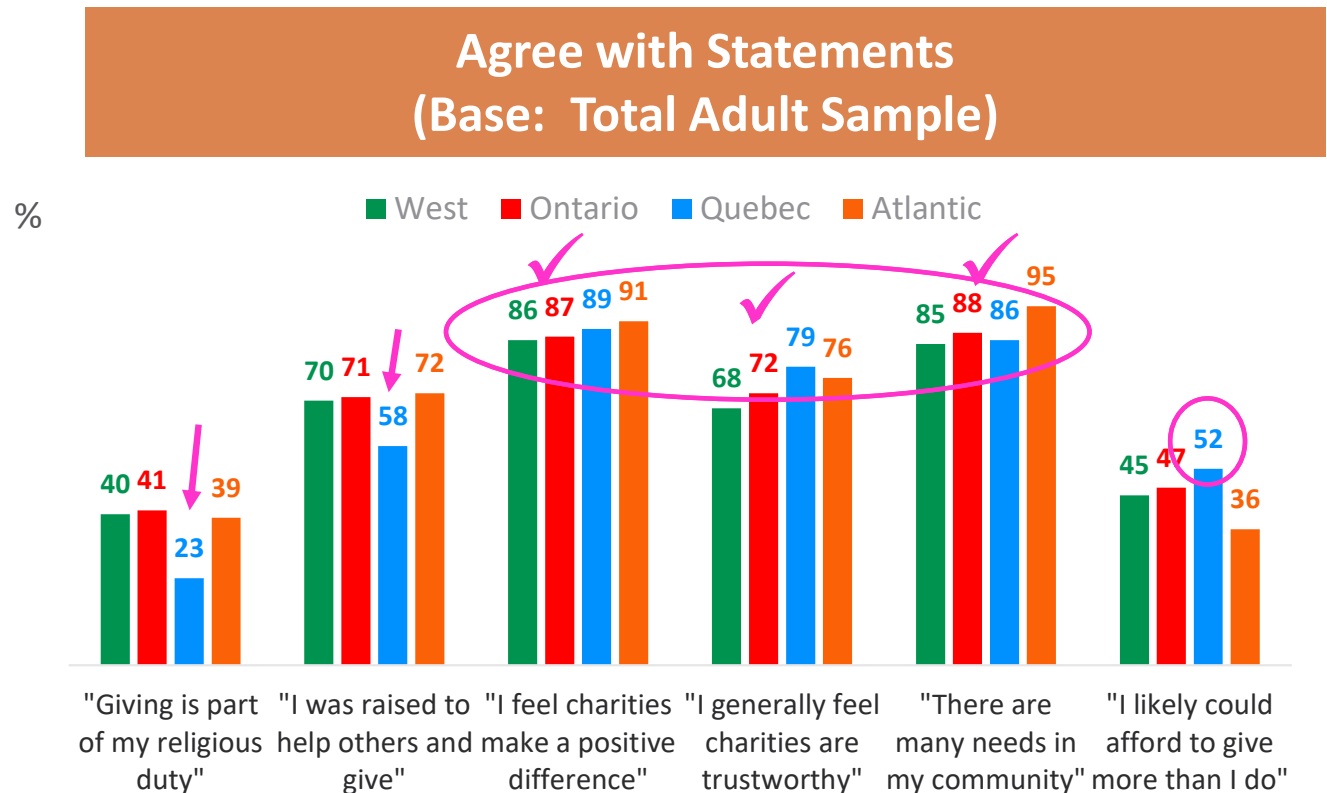


# Quebecers are very positive about charities. They just simply lack the philanthropic values found in English Canada.

Quebecers are supportive of the charity sector, in principle. They trust charities and appreciate the many needs in their communities.

*However, Quebecers are less religious, and therefore they do not have the same strength of charitable responsibility, mentoring, and social giving norm.*

*This implies that to incent higher giving is not really about increasing the charity tax credit levels, but instead, it is about affecting cultural values and strengthening the social giving norm...*



# Quebecers have a slightly lower social norm.

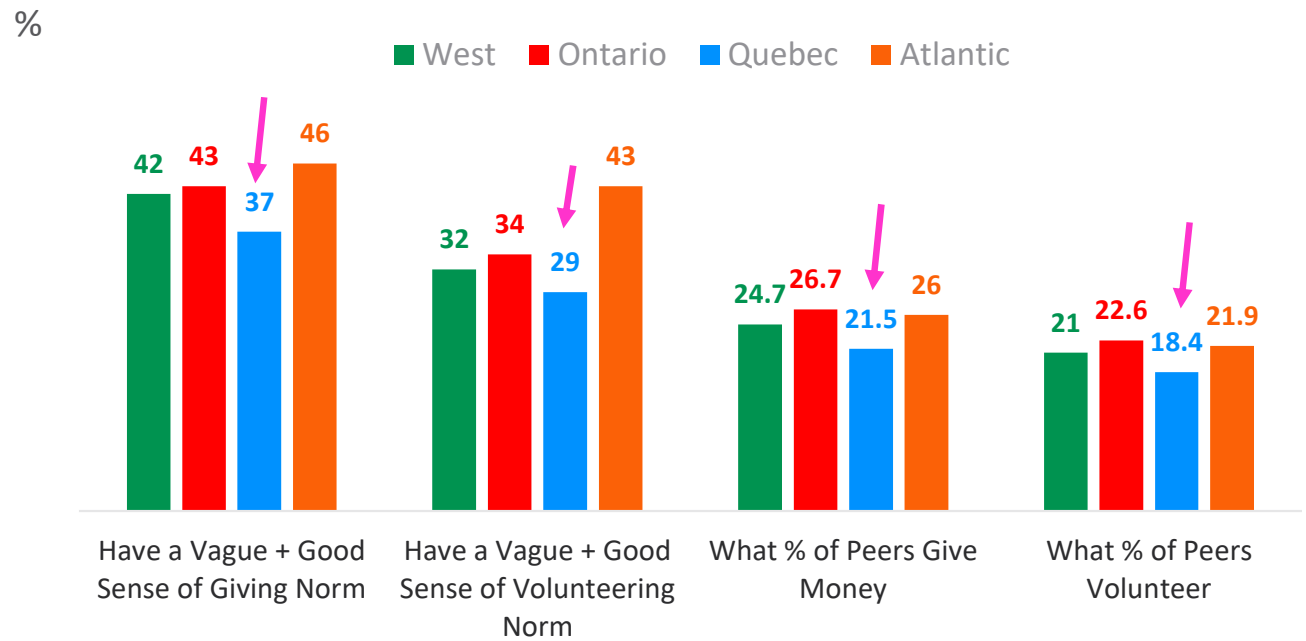
Quebecers:

- Have a lower sense of the social norms for giving and for volunteering,
- Believe only about 1 in 5 of their peer group are giving/volunteering, and
- Expect less of what people should be giving for a salary of \$100,000:

*% of Income should be giving...*

	West	ON.	QC.	Atlnt.
For \$100k	3.5%	3.5%	<b>2.6%</b>	3.2%

## About the Social Norms of Giving & Volunteering (Base: Total Adult Sample)



# *Insights on the “Giver’s High”*



SECTOR 3 INSIGHTS

## About half of Canadians (from time to time) experience a “Giver’s High”.

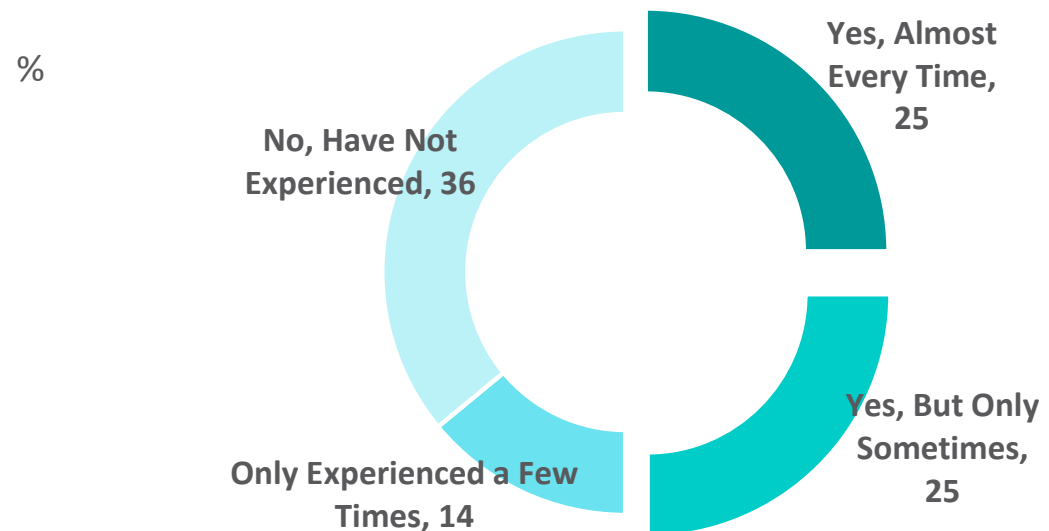
About one-quarter of Canadians feel the warm emotional “Giver’s High” almost every time they make a donation. This taps into the emotional aspects of being altruistic.

Interestingly, this does not differ by the donation levels of Canadians, nor by household income.

Nor does it differ much by age.

***But there is a big difference by religiosity...***

### Do You Experience The Giver’s High? (Base: Total Adult Sample)



Q.. The "Giver's High" or the "warm glow of generosity" are terms used to describe the positive feelings that individuals may experience when donating or volunteering. Do you tend to experience this feeling when giving money or volunteering in support of a charity, or not really?

## The experience of a “Giver’s High” is more frequently experienced by religious Canadians (who are also bigger donors).

This is interesting!

The frequency of experiencing the Giver’s High (overall) does not differ by donation level nor income level.

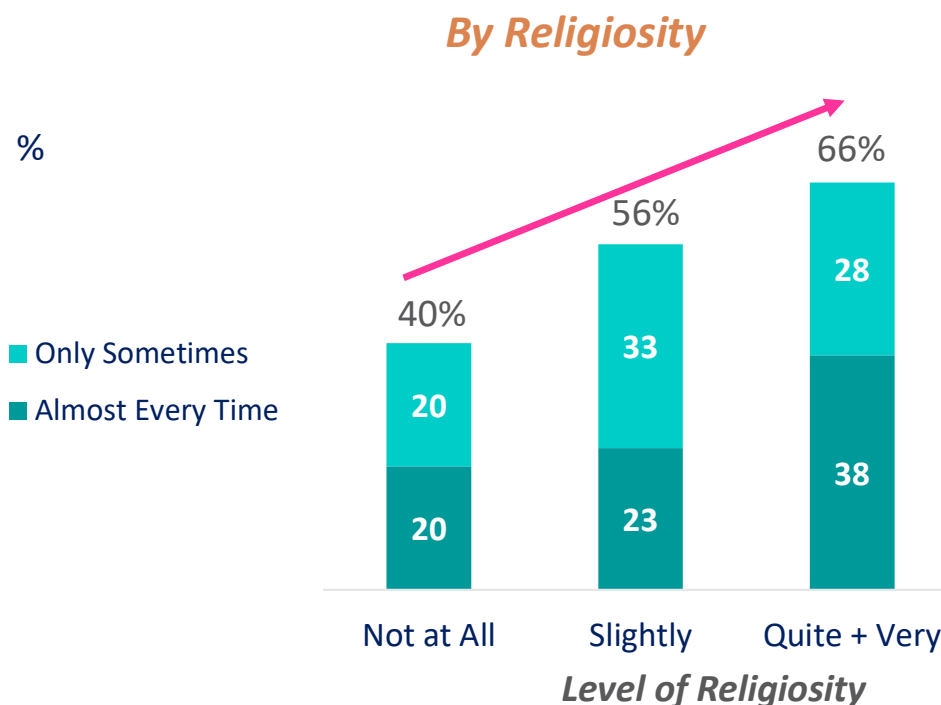
On the other hand, religious Canadians experience the “Giver’s High” more frequently.

- And religious people donate at higher levels....

Thus, there seems to be something within the value system of religious people that rewards them with the Giver’s High independent of the amount of money they donate. It is as if the concept of fulfilling one’s (religious) values is what empowers this good feeling.

Is this an important insight as to why religious people are more generous? ***Is altruism about values rather than ability and wealth?***

### Do You Experience The Giver’s High?



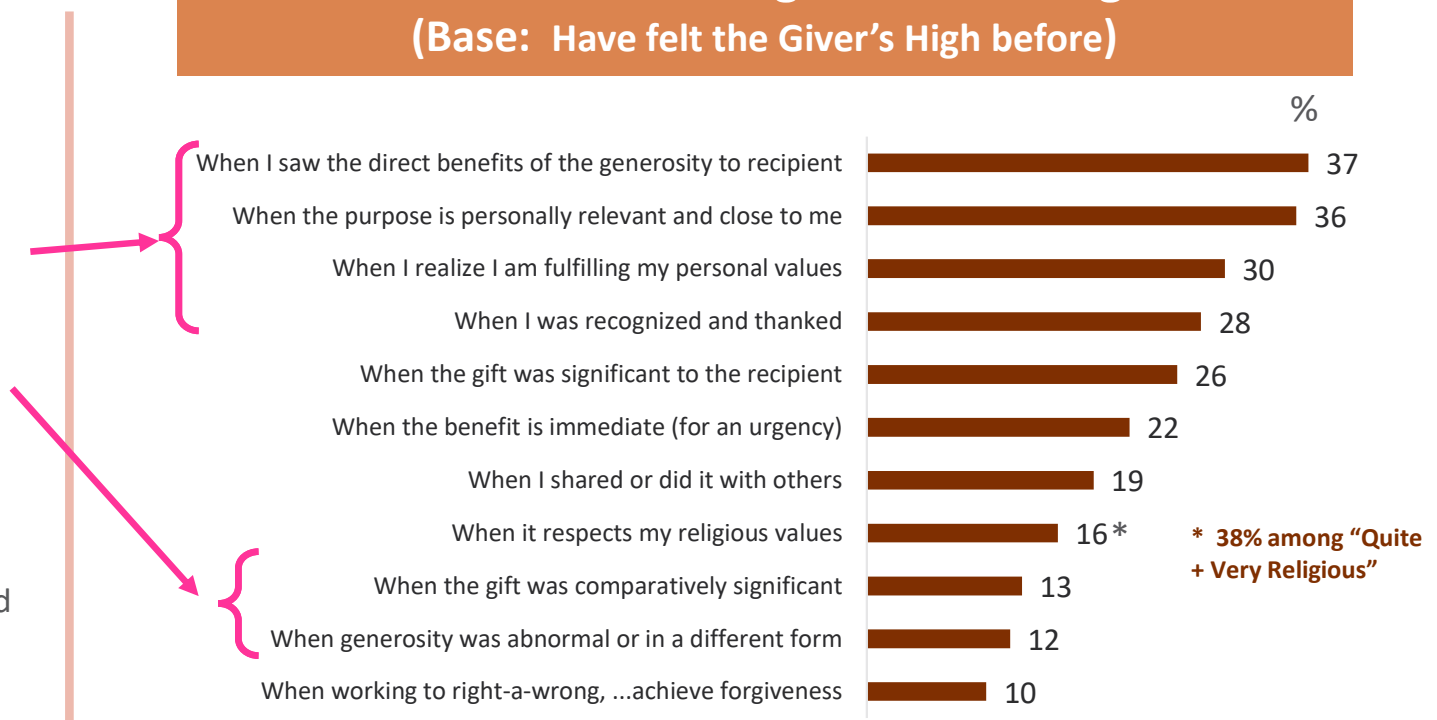
# Indeed, the warm feeling of altruism relate mostly to being helpful rather than the economic elements of the gifts.

When Canadians have experienced this “Giver’s High”...

- The reasons appears to be much more related to ‘experiencing the fulfillment of helping people’.
- and much less about the amount or nature of the gift.

This reflects other research we have which proves that giving money to a charity is driven more by emotion and what the donor experiences, and less about the characteristics of the charity itself.

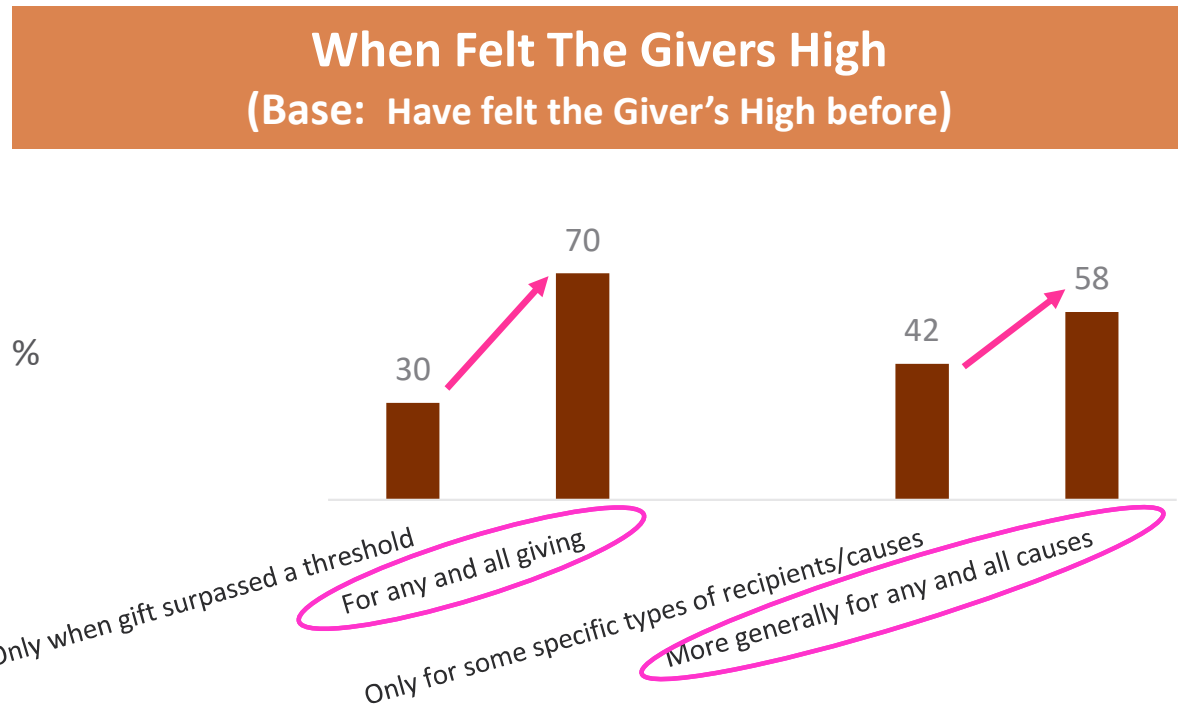
## Reasons for Feeling The Givers High (Base: Have felt the Giver’s High before)



Q.. Which of the following characteristics of your giving or volunteering relate to the times you have recently felt this Giver’s High or warm glow of generosity, versus the times you do NOT feel it?

# The “Giver’s High” appears to not be related to the value of the donation.

This further supports the view that the warm glow of giving is not so much about the amount or value of the donation, and is more about self-evaluation for ‘making a difference/helping others’.



Q.. For you, personally, do you feel this “Giver’s High” or warm glow of generosity ....Only when you surpass a threshold or certain level of giving (in your mind) , ....Or, for any and all levels of your giving (big and small)

Q. For you, personally, do you feel this “Giver’s High” or warm glow of generosity ....Only for some specific types of recipients, causes, or charity missions ,...Or more generally when supporting any and all charitable purposes.

# *Reactions to the Charity Tax Credit*

SECTOR  INSIGHTS

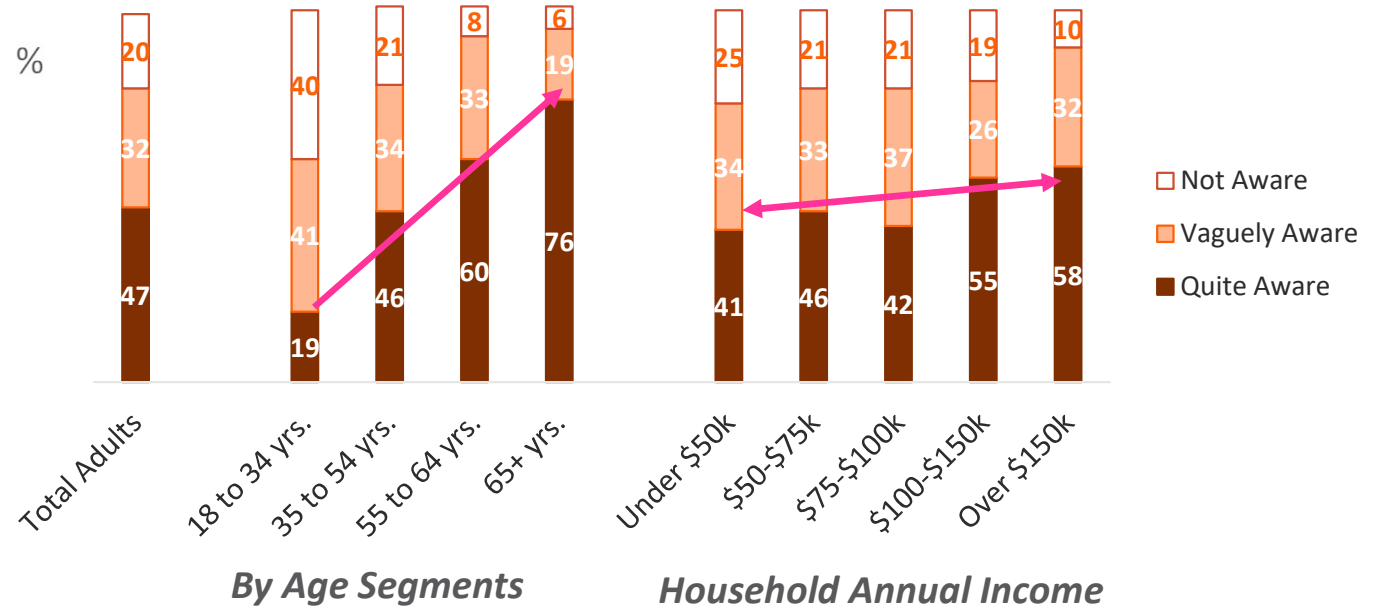


# Awareness of the Charity Tax Credit is very skewed by age, and somewhat low among high income households.

For younger adults, the level of awareness/familiarity with the Charity Tax Credit is not very robust, which in turn likely means this tax advantage is not acting as a strong incentive. - One has to be aware of the benefit in order for it to be an incentive.

***With such a clear distinction by age segment, and since targeting communications by age group is relatively easy, this implies a tactical opportunity to promote this tax credit to adults under 35 years.***

**Awareness of Charity Tax Credit**  
(Base: Total Adult Sample)



Q.. How aware are you, if at all, that when a donor makes a financial donation to a registered charity in Canada, they can get a charity donation receipt from the charity to be used to help reduce their personal income tax each year? This is called a charity tax credit.

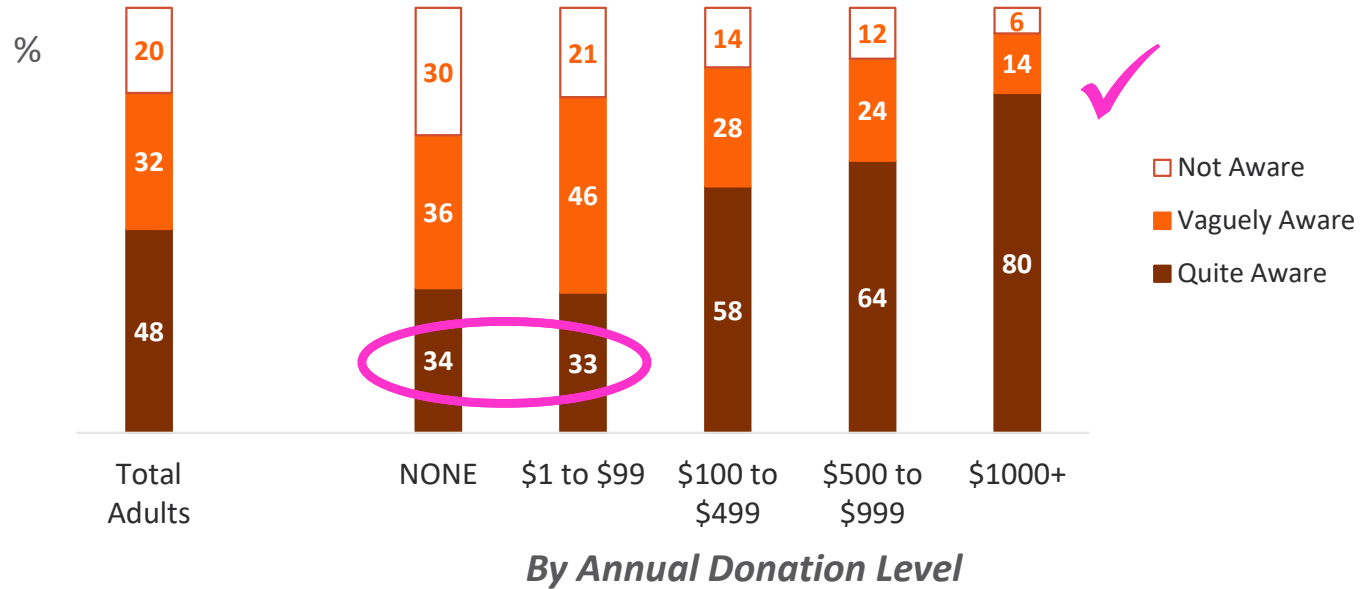
# Non-donors and lower donors are less aware of the Charity Tax Credit.

Fortunately, the bigger donors have a very good awareness of the charity tax credit.

Since this is much higher based on donation level than it is for high income households, this implies that it is the act of giving which drives familiarity with the tax credit. This implies that until one donates, the appreciation of the charity tax credit is vague. The defies the intention of the charity tax credit for incenting new (big) donors.

***This implies that there is likely an opportunity to boost awareness of the tax credit if one wants it to act as an incentive (as intended)***

## Awareness of Charity Tax Credit (Base: Total Adult Sample)



Q.. THOSE WHO WERE AWARE WERE ASKED: How aware are you, if at all, that when a donor makes a financial donation to a registered charity in Canada, they can get a charity donation receipt from the charity to be used to help reduce their personal income tax each year? This is called a charity tax credit.

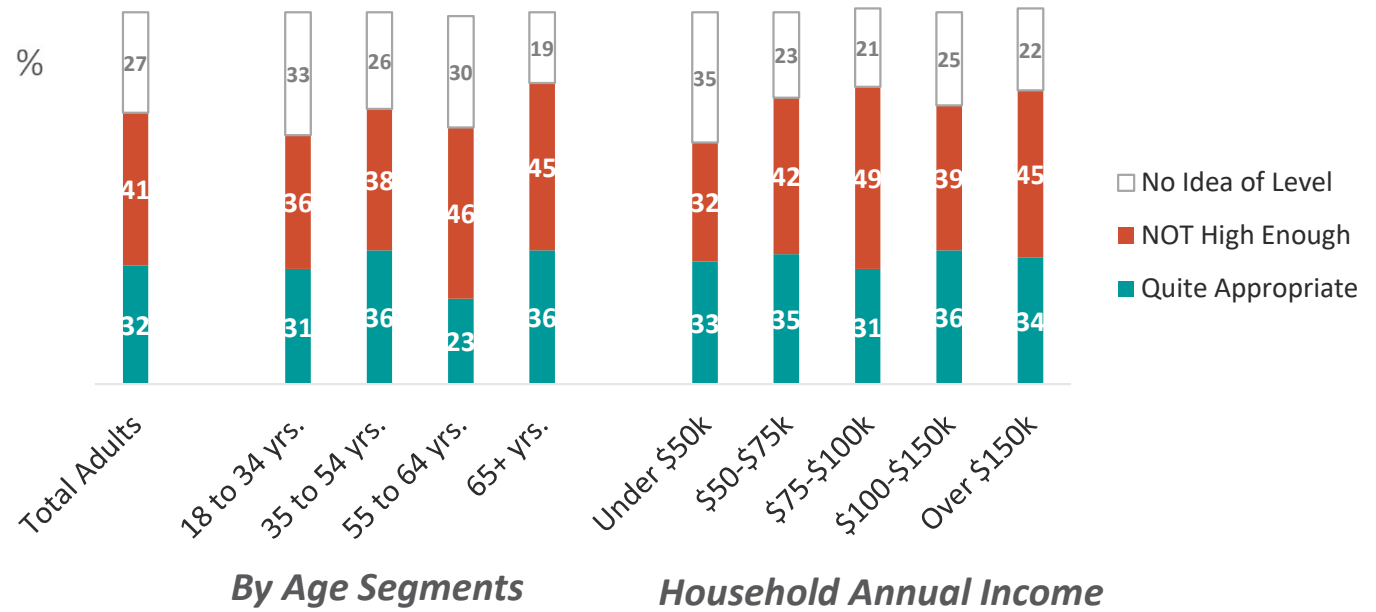
# Just as many Canadians think the level of the Charity Tax Credit is appropriate as do the number who feel it is not high enough.

This balance is likely a good thing. It implies that the charity tax credit is high enough without being too high. - Attitudes are quite consistent for everyone.

Even higher donors have a balance between quite appropriate vs not high enough.

(For the record, Canada has some of the highest charity tax credits in the world, and we find no correlation between provincial tax credits and provincial giving levels).

## Feelings About Charity Tax Credit Level (Base: Those Aware of Charity Tax Credit)



Q.. THOSE AWARE OF THE CHARITY TAX CREDIT WERE ASKED: For someone like you who makes a donation, how do you feel about the level of the charity tax credit benefit?

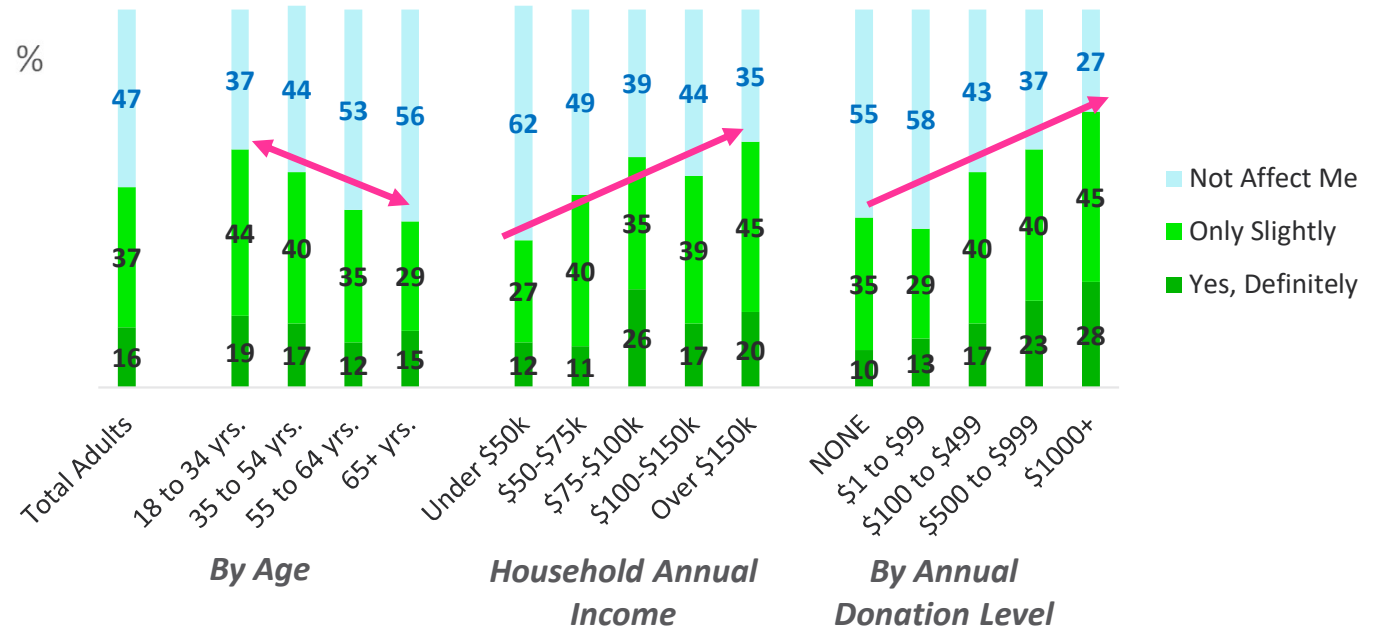
# Even though there is not a strong correlation between the Charity Tax Credit and donation levels, Canadians still claim it matters.

We have seen that giving is largely driven by personal values, religiosity, upbringing, and other non-economical elements. Nonetheless, charity tax credits do reduce the overall out-of-pocket 'cost' of donating... So, changing the tax credits will likely affect the overall net level of giving.

Here, we observe that the majority of bigger donors claim a direct effect of the charity tax credit.

This does not imply the incentive should be increased, but it does imply that reducing the credit (e.g. changing how the tax credit is used in the revised Alternative Minimum Tax calculations) may have negative consequences to the sector.

## If Charity Tax Credit Affects Giving Amount (Base: Those Aware of Charity Tax Credit)



Q.. THOSE AWARE OF THE CHARITY TAX CREDIT WERE ASKED: Do you feel the availability of a charity tax credit affects how much money you donate to registered charities each year, or not?

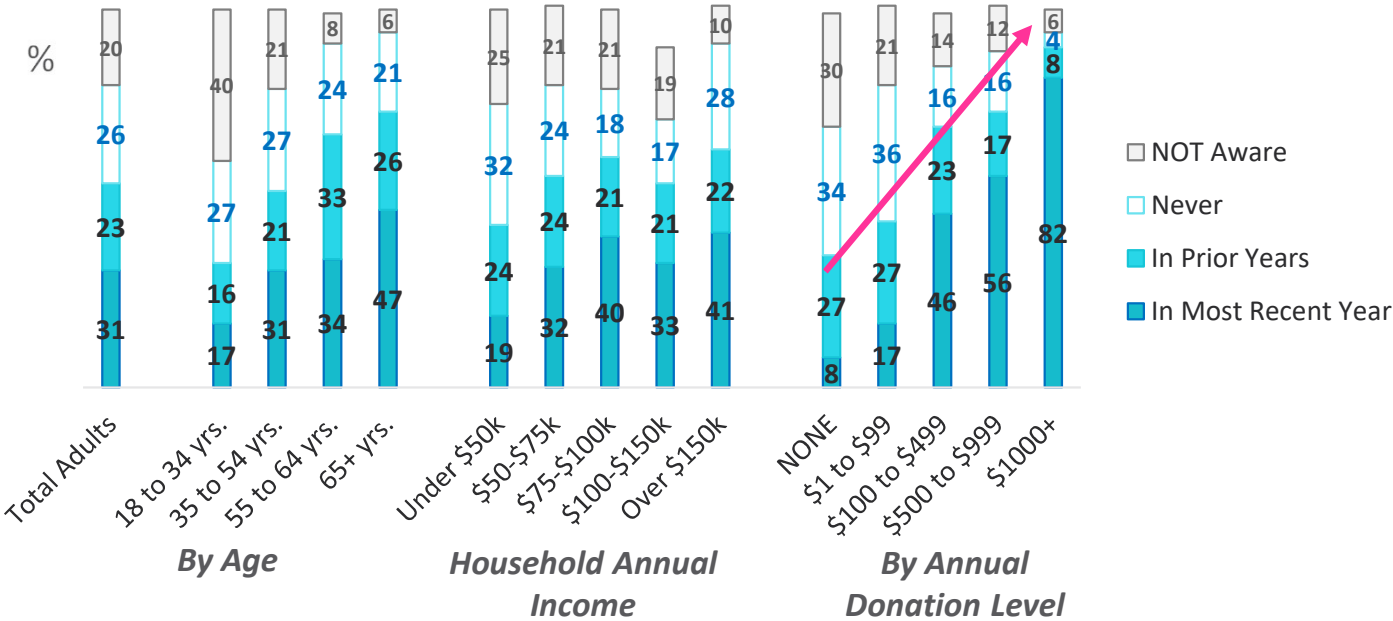
# Indeed, use of the Charity Tax Credit is significant among bigger donors.

As per Statistics Canada, there is a noteworthy gap between the amount of receipts donations which registered charities claim in the filing of their T3010s (close to \$20 billion) versus the volume of charity tax credits individual taxpayers claim in their annual T1 Tax Returns (about \$10 Billion). This implies that many issued charity tax credits are not used or claimed by donors.

This chart implies that bigger donors are quite good at leveraging the charity tax credits.

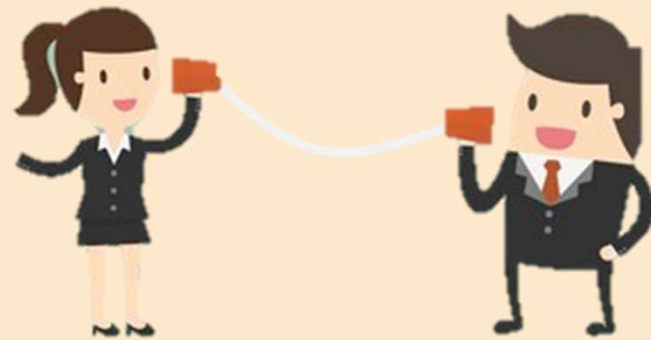
- It may be that smaller gifts and lower-level donors are the ones not optimizing the use of the tax credits (?)

**When Last Claimed a Charity Tax Credit  
(Base: Reporting Now on Total Population)**



Q.. THOSE AWARE OF THE CHARITY TAX CREDIT WERE ASKED: When was the last time you specifically claimed use of a charity tax credit in filing your annual tax return with the federal government, if ever?

# *Key communication channels for the charity sector*



SECTOR INSIGHTS

# Much of the 'news' Canadians experience about the sector is served to them via the news networks and/or entertainment channels.

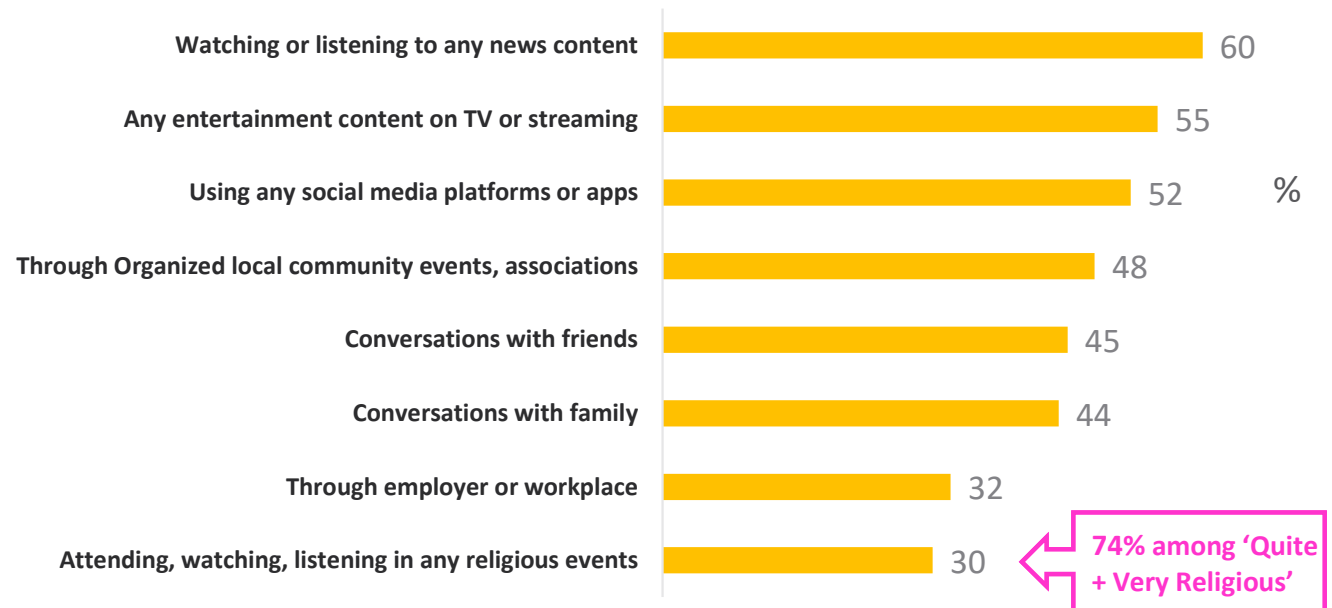
Although social media is pervasive, the two strongest channels in which Canadians experience the charity sector are the news networks and entertainment content (not social media).

***This implies that it is important to have a strong positive relationship between the charity sector and the media.***

Also of note is the role of religious institutions among those who are quite religious (at 74%). This shows the power of religion in promoting charitable behaviour.... ***And how declining attendance at religious institutions is likely to be detrimental to generosity in Canada.***

Lastly, we observe that conversations with **family and friends** are less prevalent, which in turn may partially explain the lack of a social giving norms.

## Channels in Which Canadians See/Hear About Giving and the Sector: *Experience at Least Monthly* (Base: Total Adult Sample)



Q.. There are many ways Canadians see, hear, or experience the idea of giving, volunteering, and charity. How often do you, yourself, experience the idea of supporting charity in each of these aspects of life, if ever?

# Younger adults claim to have a higher incidence of experiencing sector content across all channels. – *They are connected.*

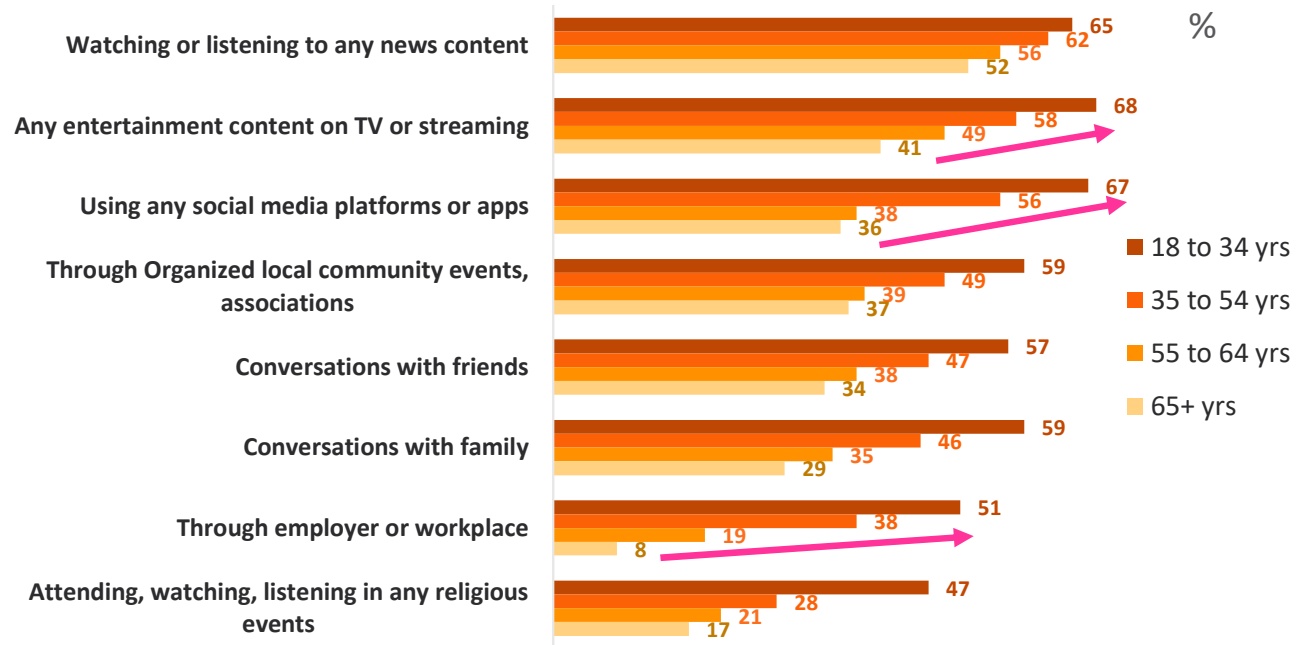
Younger adults are experiencing more sector content, in more channels, versus older adults.

Proportionally, older adults are getting more from news networks whereas younger adults are getting content from entertainment + social media.

This higher consumption of content aids in the ‘third pillar’ of the behaviour model (namely, Triggers), but this is not correlating with greater generosity.

***This implies that generosity is more significantly affected by one’s values towards generosity, social norms, and (economic) ability to be generous (and not from a lack of triggers). General sector triggers, alone, aren’t sufficient to drive greater generosity.***

## Channels in Which Canadians See/Hear About Giving and the Sector: *Experience at Least Monthly* (Base: Total Adult Sample)



Q.. There are many ways Canadians see, hear, or experience the idea of giving, volunteering, and charity. How often do you, yourself, experience the idea of supporting charity in each of these aspects of life, if ever?

# *Profile of respondents*

SECTOR  INSIGHTS



# The personalities of big donors are more likely (than non-donors) to be principled, structured, religious... not empathetic.

This is an insightful chart.

Although philanthropy is altruistic and empathetic by nature, the personality profile of big donors is not particularly more empathetic and compassionate.

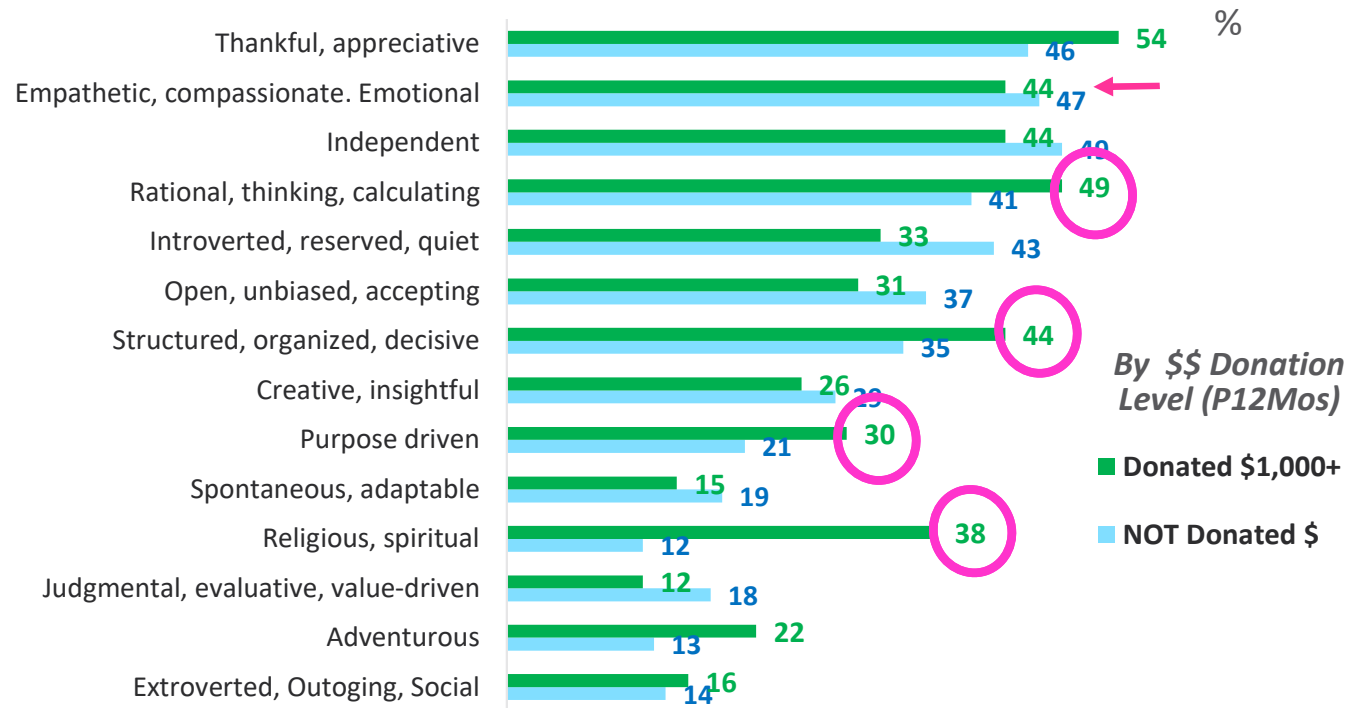
Instead, bigger donors are more purpose driven, structured, decisive, rational, calculated, and religious (versus non-donors).

This implies that a charitable giving is quite 'principled' and 'value-based' and not just about emotional empathy, and 'in-the-moment' generosity.

- Religious Canadians self-claim to be more purpose-driven than non-religious people. And religious people are more generous.

***This implies that 'principles + values' are important to charitable giving (not just empathy and compassion).***

## Characteristics of Personality (Base: Total Adult Sample)



Q. Check up to five (5) of these characteristics which you think best describe you

# This summarizes the nature of religiosity in Canada. It appears to be more spiritual than ‘attendance-based’.

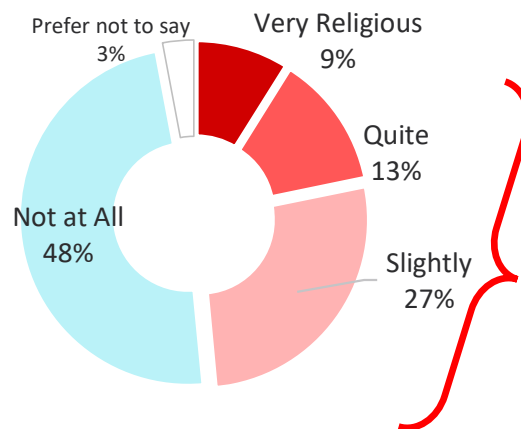
We have seen in other research that there are at least two important components within religion:

- The spiritual nature.
- and the socialization aspect (attendance with others).

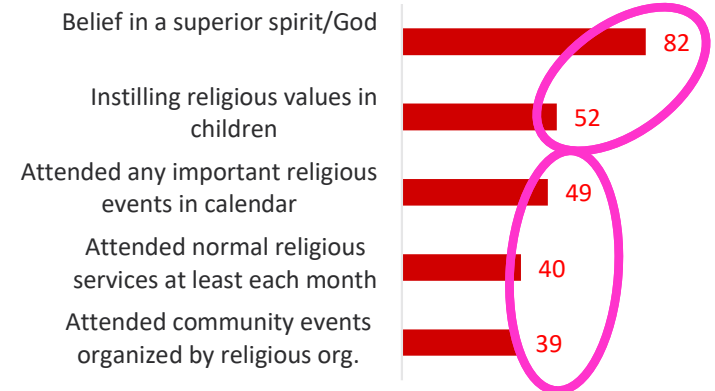
Both aspects are likely important elements to contributing to generosity and to understanding the social giving norm.

***This implies two considerations for remedial actions as religiosity declines and we consider replacements to drive greater generosity: A focus on values, and a focus on socialization.***

## Religiosity in Canada (Base: Total Adult Sample)



### The Nature of Religiosity



Q. How religiously observant do you feel you are?

Q. THOSE WHO ARE AT LEAST SLIGHTLY RELIGIOUS WERE ASKED: For your level of religiosity, which of the following does it include. – Since some of these overlap, please answer YES or NO for each as they apply in the past 12 months...

%

# Among the most generous, we observe a stronger religiosity, manifested in both spirituality and socialization.

## Religiosity in Canada by Donation Level

The first observation is how much more religious bigger donors are versus light and non-donors.

But the interesting insight is in the role of two components of religion:

- **Spirituality** is less important. It is high among both big donors as well as low-donors.
- **Attendance** is the key discriminator. It correlates with bigger donations (versus the low-donors).

*This implies an importance for the social nature of religion (attendance, community), and perhaps, the frequent reminders to be generous.*

**Total Annual Donation Level in Past 12 Months**

%	NONE	\$1 to \$99	\$100 to \$499	\$500 to \$999	\$1,000
Very Religious	6	7	6	15	22
Very + Quite Religious	9	9	16	23	25
<i>Among those who are slightly, quite, or very religious...</i>					
Belief in spirit/God	77	83	80	95	87
Instilling religious values in Children	46	35	56	52	71
Attended any important religious events	33	41	55	55	77
Attended normal religious services monthly	25	30	42	57	65
Attended community events by religious Org.	26	26	42	52	64

# About 10% of Canadians claim to have included Charity within a Last Will & Testament.

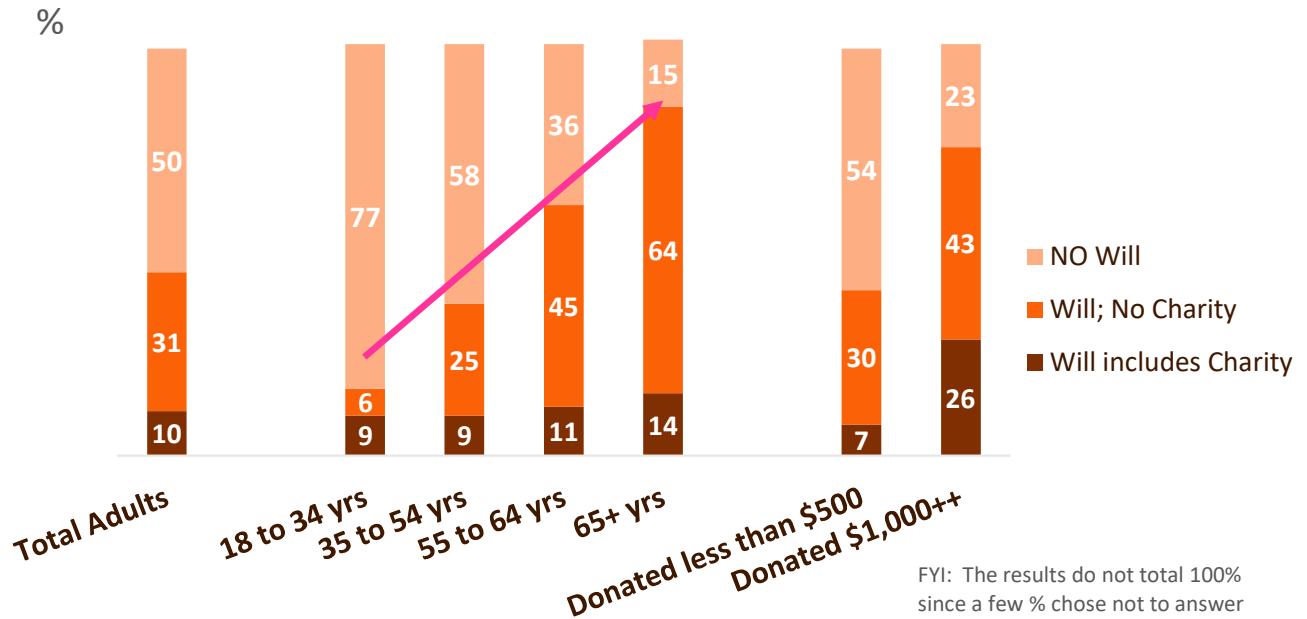
Older adults have a much higher incidence of having a Last Will & Testament...

However, most do not include charity within their Wills.

- The bigger donors are more likely to have included charity in their Will, but it is still a minority of them.

***There is a significant opportunity to promote the idea of including charity within one's Will.***

## Last Will & Testament... And Charity (Base: Total Adult Sample)



Q. Do you have a Last Will & Testament upon death, or not?

Q. Does it specifically include instructions to donate some money to one or more charitable organizations, or not?

# The growth of immigrants and new Canadians does not appear to have any measurable negative impact on generosity.

We did not spend much time in the survey exploring the family roots of respondents, their place of birth, if they might be immigrants, and so on.

But we did ask respondents if they would self identify with a list of characteristics....

In short, the profile of bigger donors versus non-donors does not indicate any lower generosity by immigrants or newer Canadians.

Ethnic and Personal Self-Identifiers (Base: Total Adult Sample)			
%	NO \$\$ Donated	\$1 to \$499	\$500+
Speak other lang. at home	7	2	6
Black	3	5	7
Asian	9	10	9
East/Central Euro	1	3	1
Hindu	2	2	1
Buddhist	1	1	2
Sikh	2	1	2
Hispanic/Latino	2	1	1
White	71	73	<b>67</b>

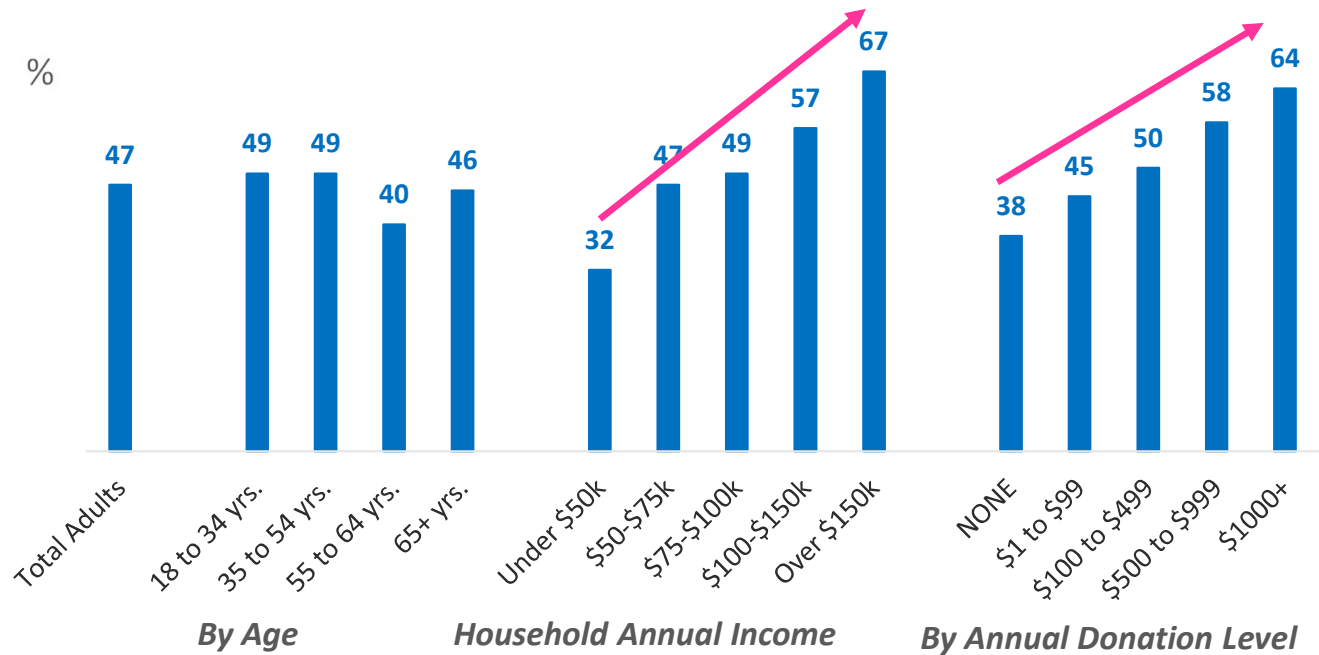
# There appears to be up-side potential with many Canadians claiming they could likely afford the give more than they do.

- We have discussed the important role of ‘motivation’ as a pillar of behaviour
- And we have talked about “share of wallet” (versus alternate uses of \$).
- Transactional data collected by donation processors have shown that when a human crisis happens, people quickly give. This bump in donations proves to not cannibalize on their giving later in the year.

This is all about providing a compelling reason to Canadians to spend a higher share-of-wallet towards charity.

This chart, on the right, indicates the open nature of many Canadians. **Almost half agree they could likely afford to give more.** - *The challenge is for charities, and the sector as a whole, to win a greater share of their wallets.*

## Agree with Statement: “I likely could afford to give more than I do.” (Base: Total Adult Sample)



### ***Net Take-Away:***

***Generosity is declining in Canada, and not just shifting. The research explains several reasons why this is happening and offers key characteristics of generous Canadians. Unless we find remedial solutions, there is a real license-to-believe that generosity will continue to decline. There are identifiable elements which can be targeted.***

### ***Consideration for Additional Research:***

- 1) How can social giving norms be strengthened? - An exploration of where, when, and how people originally gain their giving and pro-social values. At what age? Who and what are the influences, channels, and mechanisms? Why is it missing in others?
- 2) Research on retention: Longitudinal research on donors who become lapsed and how their experience differs from donors who do not lapse. Why do donors stop giving? What might get them to give more?
- 3) Do current digital giving modes encourage smaller donations and a lower aggregated sum over a full year? Do smaller donations allow Canadians to feel philanthropic at lower absolute levels, well below 'tithing' standards of prior generations?

**If you have questions for Sector3Insights, about this study, or about access to the summary tables and/or raw data, please contact [John@Sector3Insights.com](mailto:John@Sector3Insights.com) or visit [www.Sector3Insights.com](http://www.Sector3Insights.com).**