



Generosity in Canada

An exploration of giving and volunteering, the drivers + barriers, and why generosity is declining.

Summary Report

November 2023

An initiative of
SECTOR3INSIGHTS
& **GIV3**

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**This report summarizes the main insights.
A full report of all data is available separately.**

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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 Canada.

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 grassroot 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

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

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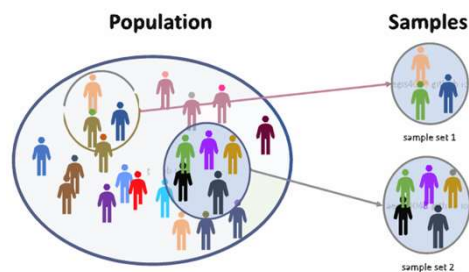


About this study



- 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 20th - 25th, 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.

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Executive Summary of Insights and Implications



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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 newest generations.
- **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*

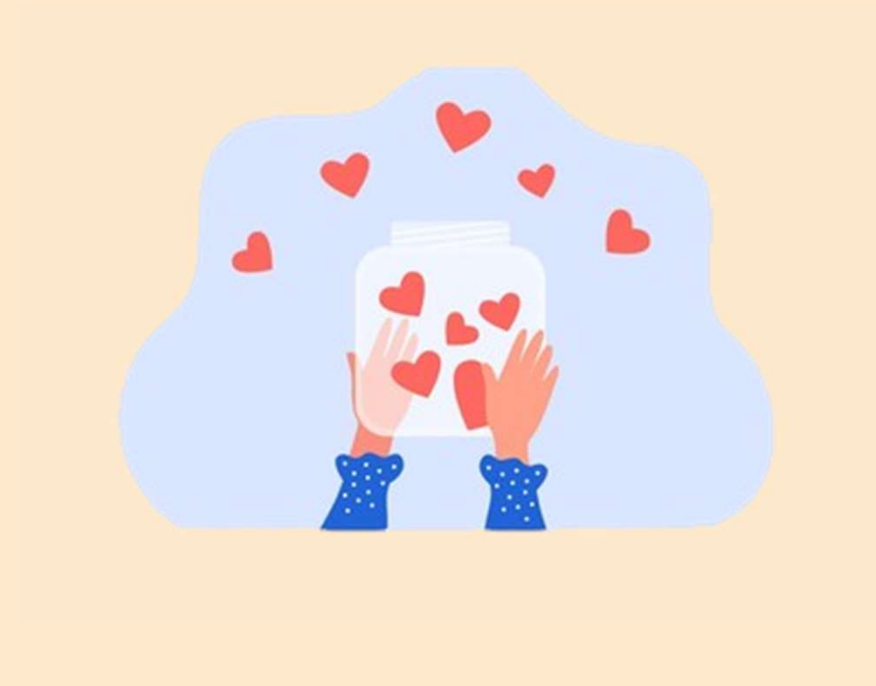
Unless we learn from these insights and find remedial solutions, generosity will very likely continue to decline in Canada.

- 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?



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1 *Canadians are generous in many ways.*

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

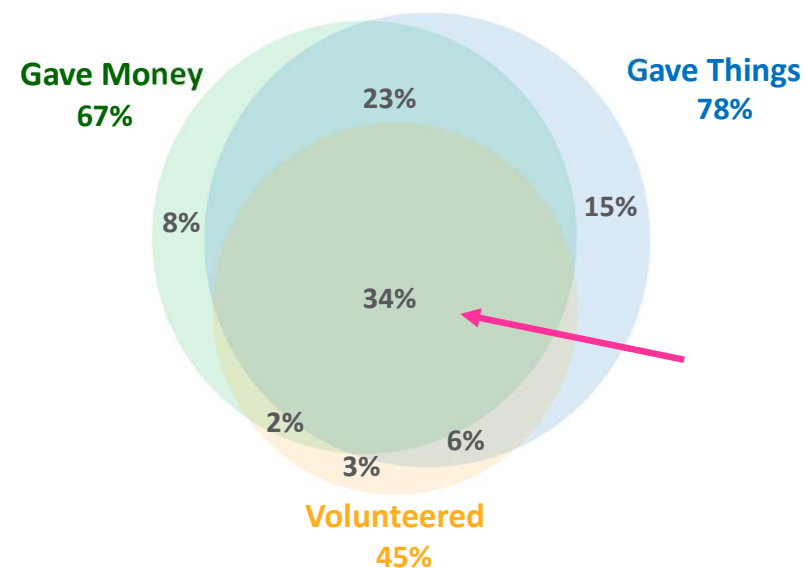
The vast majority (90%) of the Canadian adult population has been generous in one form or another in the past 12 months.

And in more 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 **registered charities** are the most popular recipients of generosity (more than other Nonprofits or giving directly to people).

Intersections of Behaviours in Past 12 Mos (Base: Total Canadian Adult Sample)



If we care about the all types of pro-social behaviour helping to make our communities better, we need to better measure the many types of behaviours not currently well-measured.

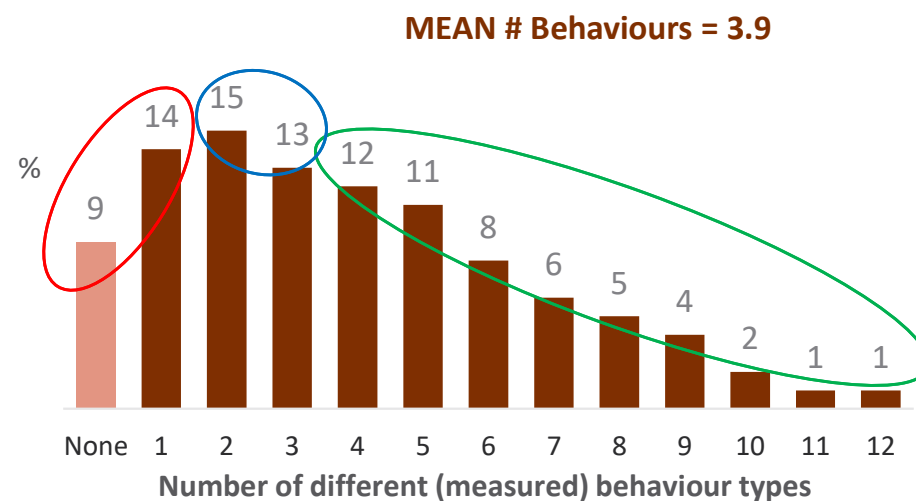


Acts of generosity do not compete with each other. Instead, they are additive. About ½ of the country is very generous.

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

- ¼ who did none or just one type of behaviour
- ¼ who did 2 to 3 types of generosity, and
- ½ who are very actively generous in many ways (4+ forms of behaviour, and/or types of recipients)

of Different Generosity Types in Past 12 Mos (Base: Total Adult Sample)



If we care about all types of pro-social behaviour, we also need to consider ways to incent more of these behaviours we value. About half of Canadians could likely be better activated.



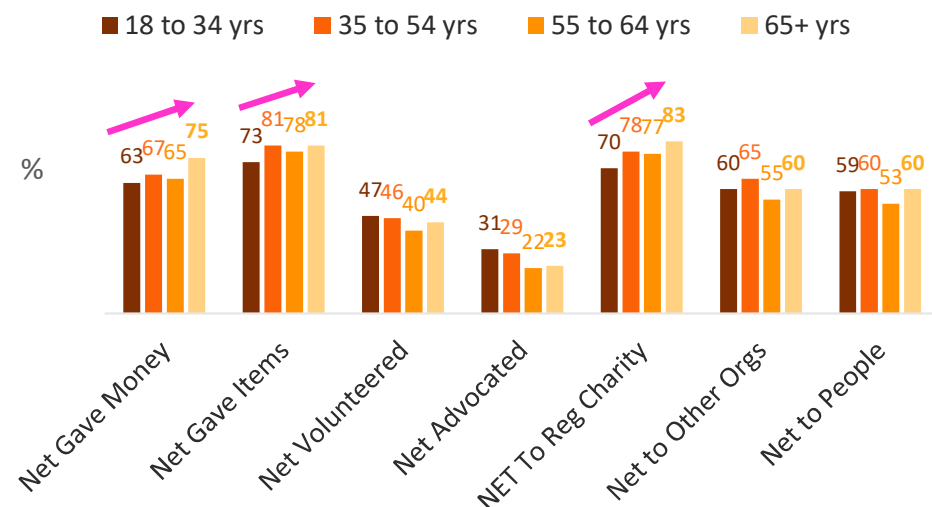
Older adults are more likely to be generous than adults under 35 years (and more so to registered charities).

This chart shows the tendency for older adults to act 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)



This implies a certain need to target younger adults to boost their generosity to offset the importance of the large Baby Boom cohort as it passes. More insights are shared to explain this...



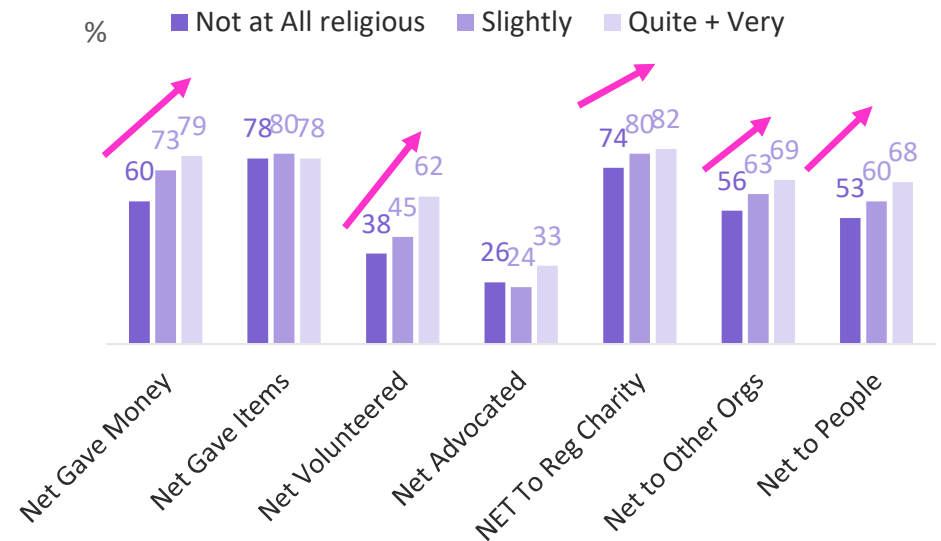
Religiosity is a key discriminator. Religious Canadians are more generous and more supportive in every way.

The insights about religion are key to the health of the charity sector; For the positive characteristics it offers today, and for the future as religiosity decays in society.

Religious Canadians are generous in many ways, and more so than non-religious Canadians.... And for all types of recipients. There are likely many reasons (which we will explore later):

- Values + principles
- Community
- Social norms (+ peer pressure)

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



The decay of religiosity in Canada is a threat to the future of the sector. We need to learn why religious Canadians are much more generous and enhance these traits across the whole population.

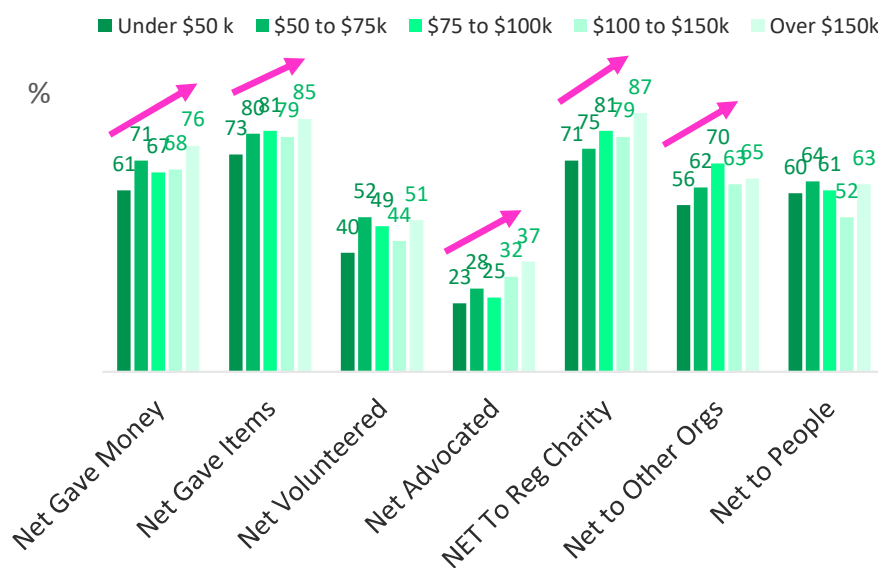


5 Household income is another key discriminator in describing generosity.

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 behaviour in the future. It is likely harder to afford generosity than it was a generation ago.

Types of Generosity in P12Mos by Income Level (Base: Total Adult Sample)



Remedying the consequences of ‘economic anxiety’ will be difficult for the charity sector to address. We explore the role of charity tax credits later, but this tool is limited and only affects a subset of generous behaviours.

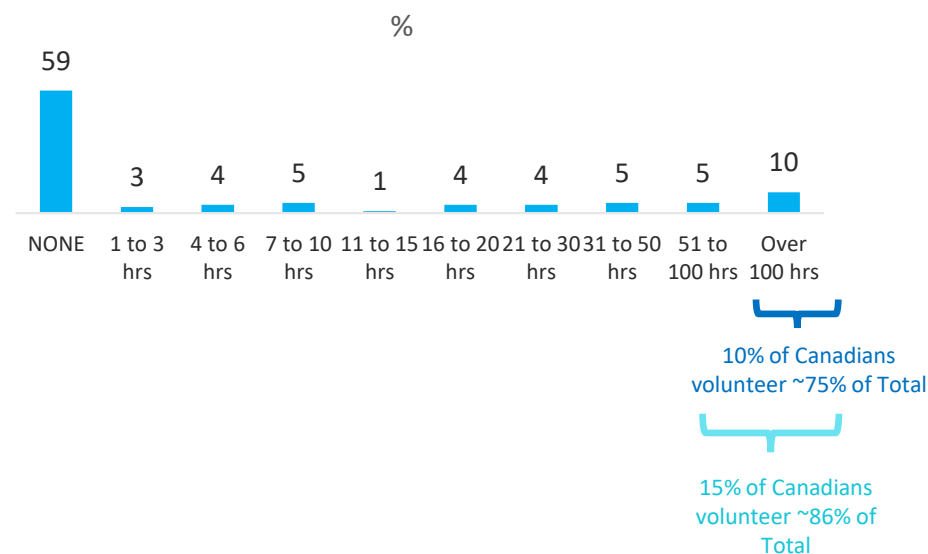


A majority of volunteered hours (over 85%) are given by a very small group of people (15%).

Two big insights pop out in this chart:

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

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



This concentration feels risky (so much from so few). It implies a need for an innovative approach to achieve a wider-based and more inclusive role of volunteering to the aid of our communities.



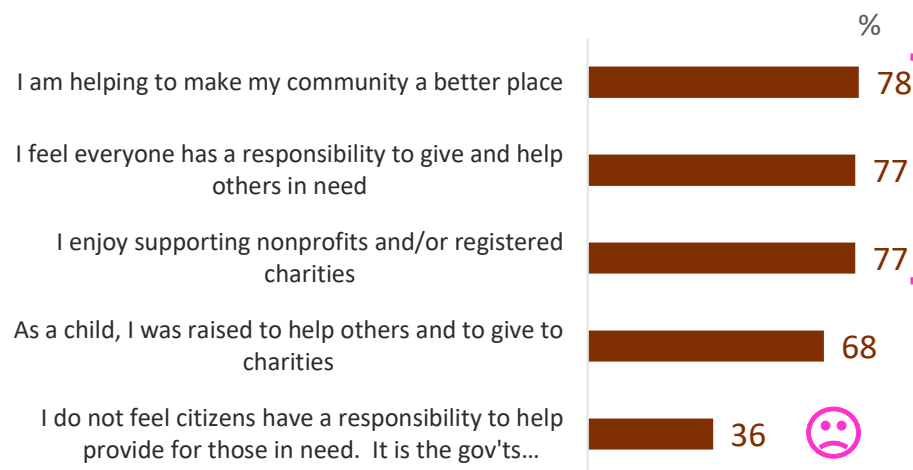
Motivation:
7 Canadians have strong philanthropic sentiments.

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 regard. In absolute, the level of caring 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 in absolute.

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)



This does not scream for remedial action. Empathy is already quite high across Canada. Instead, as we will see, the social norm for the amount of giving is a different concern.



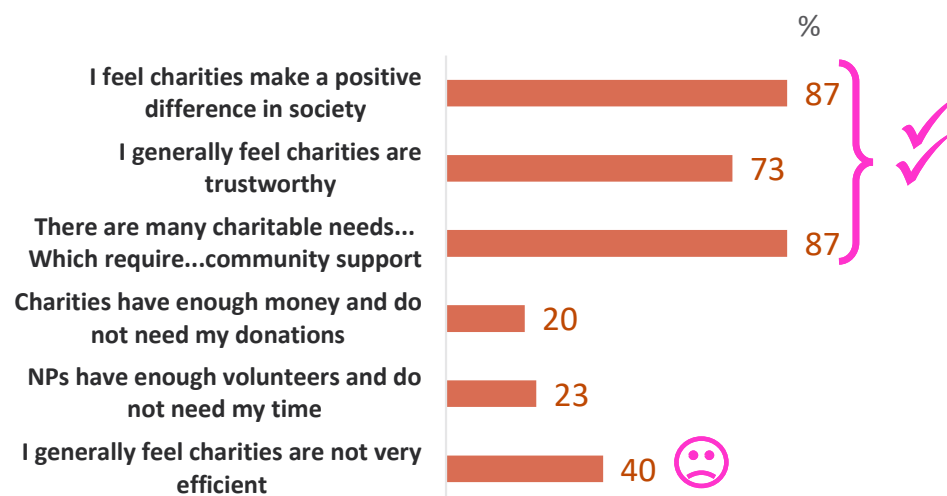
Motivation:
8 Canadians have good regard towards nonprofit organizations.

In addition to their inner feelings, the vast majority of Canadians have very strong and favourable external attitudes and trust *for the charity 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.

40% feel charities are not very efficient, but this is not a barrier since many who feel this way are significant donors regardless.

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



Although one can never have too much trust, these insights imply that trust is not a big barrier. Even within the sub-segment who do not feel charities are efficient, this is not a big barrier either (many are still giving).

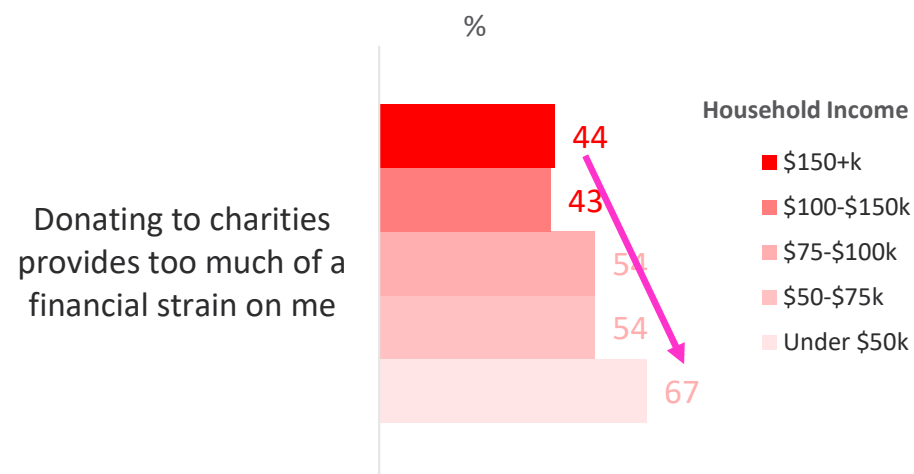


Ability:
There is a segment of Canadians that cannot afford to be generous.

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.

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

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



Donating to charities provides too much of a financial strain on me

Economic issues (whether real or perceived) are a real factor explaining the decline in giving. However, it is hard for the charity sector to do anything about this. Perhaps smaller, automatic monthly giving helps reduce the impact of larger one-time gifts on Canadians cash flows (?)



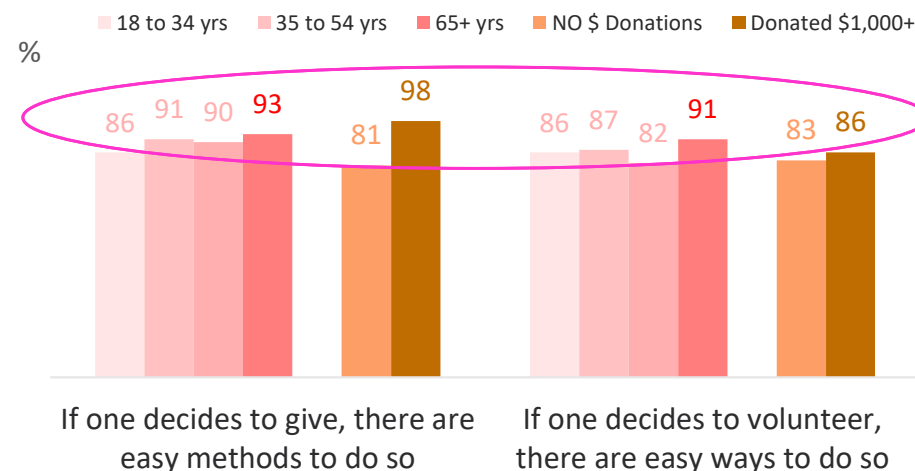
Ability:
The simplicity to give or volunteer is very easy and not a barrier.

This other half 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.

(BTW: There are some in the USA who believe that the ease of giving digitally may be under-mining the volume of giving by reducing the size of gifts and allowing the level of ‘feeling good about oneself’ to be much lower than in prior generations).

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



This implies that working to make giving easier is not strategically important. It may be appreciated, but it is unlikely to be so opportunistic in reversing declining giving.

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Triggers:
Canadians feel there are many prompts and triggers to be generous.

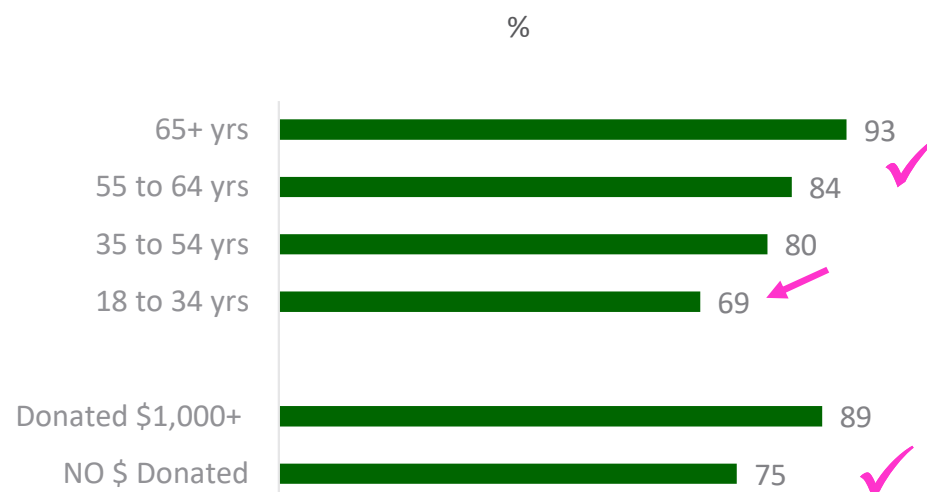
Everyone, including non-donors feel quite strongly that there are many reminders, solicitations, appeals, and/or publicity in support of giving and volunteering.

- Even NON-Donors agree

There is a slightly lower level of agreement among younger adults (69% agreement, vs 93% among those 65+ yrs).

- Perhaps this lower level among younger adults is reflective of fewer solicitations to this group due to lower participation in charity databases.
- Regardless, 69% is still a favourable level in absolute.

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



This implies a need to reach younger adults better. This is not a negative opinion about charities, but a need for charities to target younger adults (who may not be so well represented in charity donor databases).



Canadians have a poor sense of the social norm for giving and for volunteering.

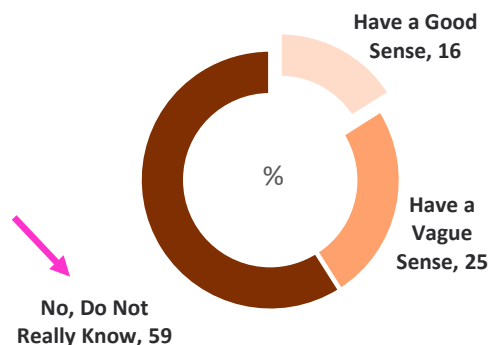
When we asked Canadians how confident they felt about knowing about the ‘average level of donating’ among Canadian society, the vast majority claimed to have no idea (59%) or just a vague idea (+ 25%)

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

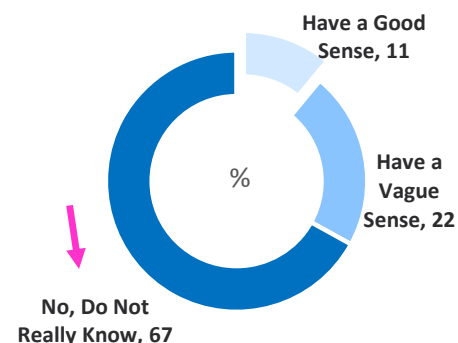
The sense of a volunteering norm is even weaker.

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

...For Donating Money



... For Volunteering



This low awareness of a social giving norm raises the question about its importance...

13

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

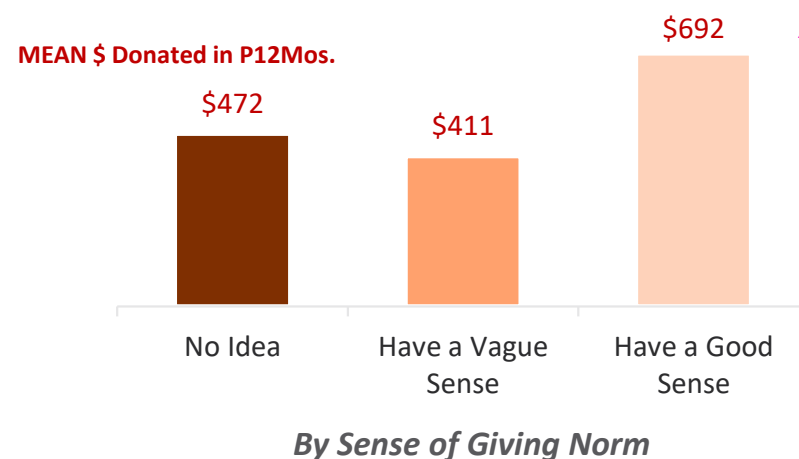
Those who have a sense of the social norm for giving money are actually giving more.

Religious people have a higher sense of giving norms (60%, versus 30% among non-religious Canadians), and they 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.

As religiosity decays, there is a real risk the social norm will decay as well. Since knowing the 'social giving norm' matters, this begs for some remedial action to boost the social norm.

Total \$\$ Donations in Past 12 Months (Base: Total Adult Sample)





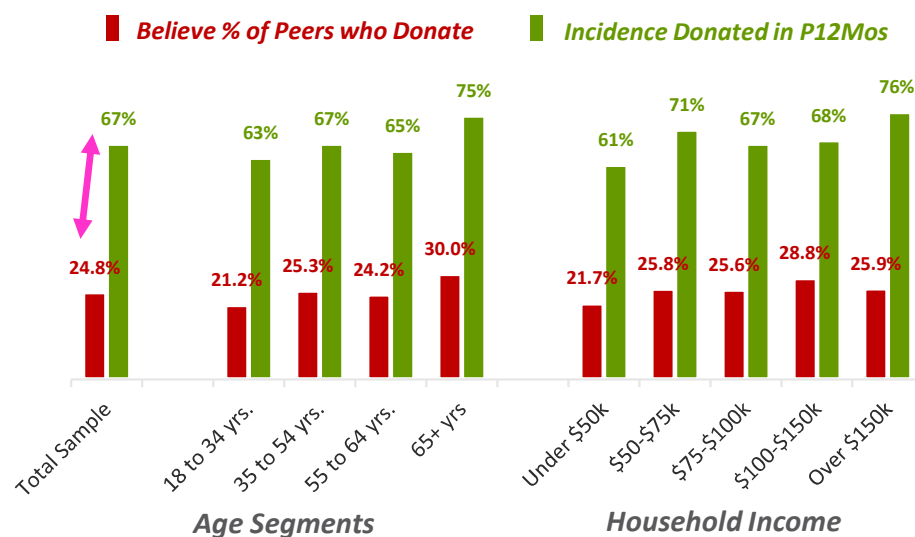
The social norm: Canadians do not believe many of their peers are donating money.

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 Peers Donating Money Versus Claimed 'Donated Money in Past 12 Months'



This incorrect perception may support peoples' own belief that they do not have to give, or at least not to give very much (because most others are not).



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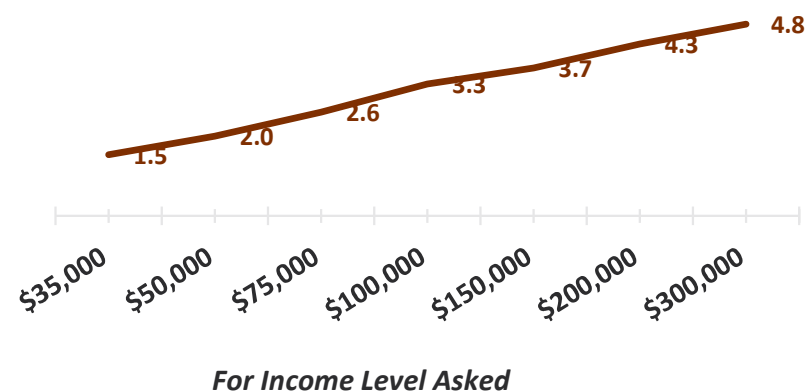
The social norm: Canadians feel people should be giving at all income levels, with an increasing % as income builds.

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.

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

*Mean % of Income Should Give
for Each Income Level Asked*



This strong support for the idea of giving for people of all income levels indicates an openness by Canadians to promote and participate in giving as a common practice.



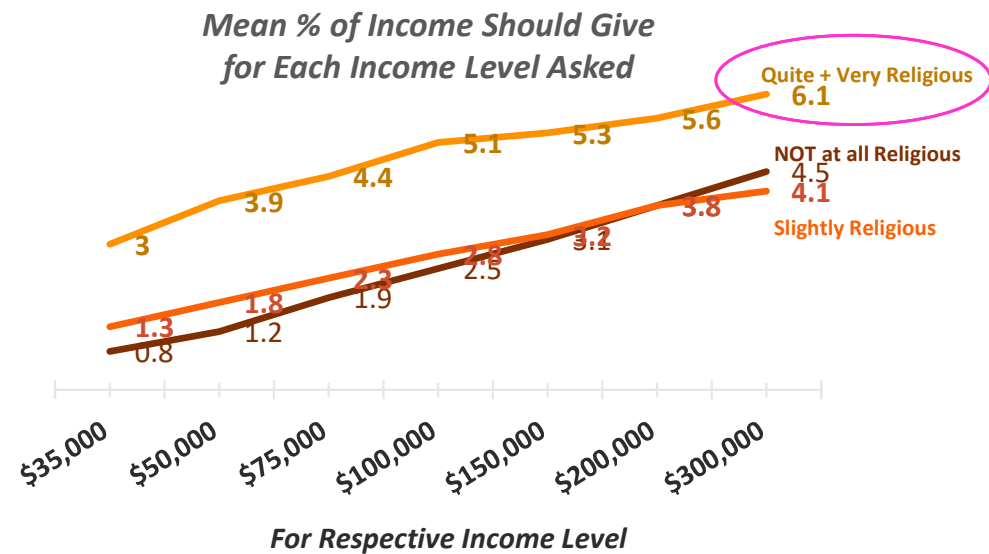
16

The social norm: Religious adults 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.

We also observe that younger adults set a lower giving expectation versus older adults.

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



As religiosity continues to decline, and as Baby Boomers pass, we will likely continue to experience a decline in the the social norm for giving.



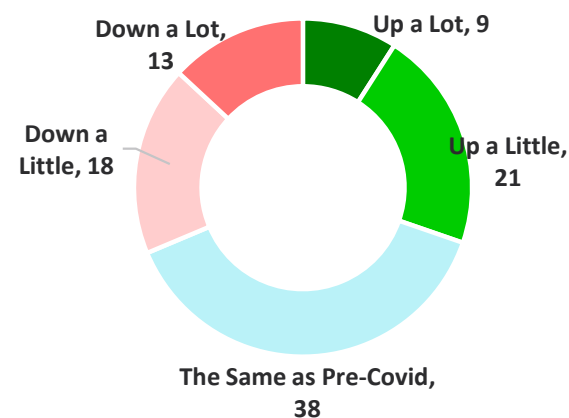
Among the 67% who made a financial donation in the past year, their claimed rate of giving has been quite consistent.

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 to volume to be increasing to keep pace.

Personal Level of Giving vs Pre-Covid

(Base: Donated Money in Past 12 Months)



Since on-going donors are giving at about the same levels, then the decline in giving is mostly attributable to the segment of past donors who have stopped giving. - See next page...

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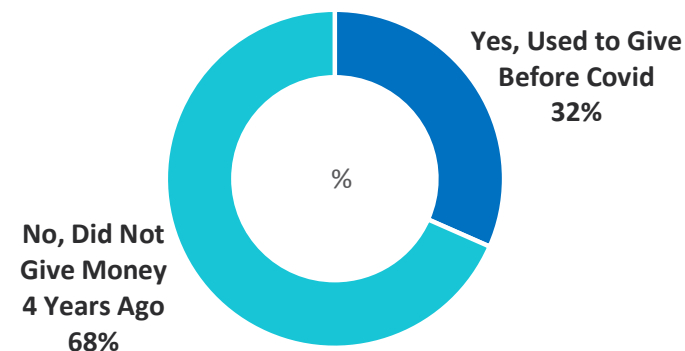
Among those who have not made a monetary contribution in the past year, about 1 in 3 used to give prior to COVID.

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.

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



This supports the conclusion that the net loss in aggregate-level donation is mostly attributable to fewer donors rather than current donors giving less



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 (perceived) **economic pressures**.

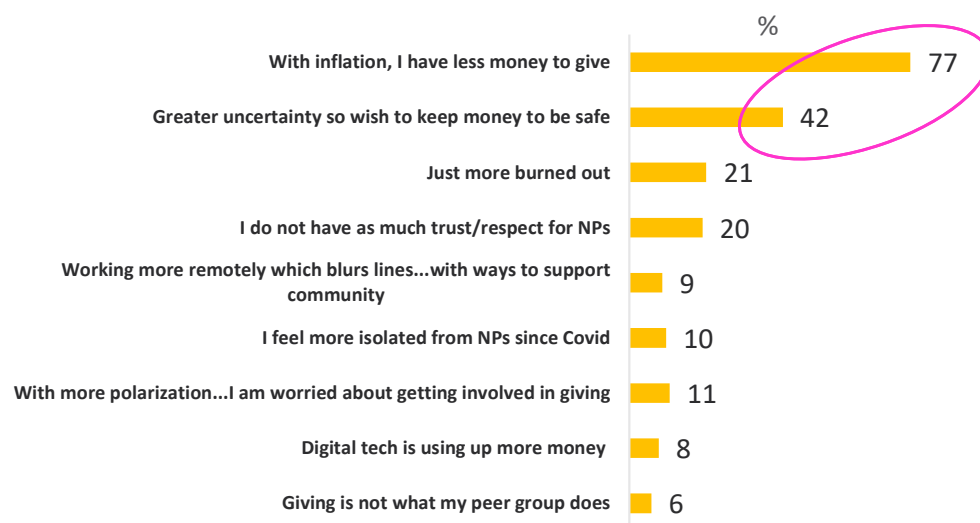
Secondary elements relate to

- 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.

Reasons Donations have Decreased vs Pre-Covid

(Base: Gave Less Money in Past Year vs Pre-Covid)



*This implies that the motivation to give remains strong, but **the ability** to do so is a challenge. - This is one part of the explanation as to why generosity is declining.*

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

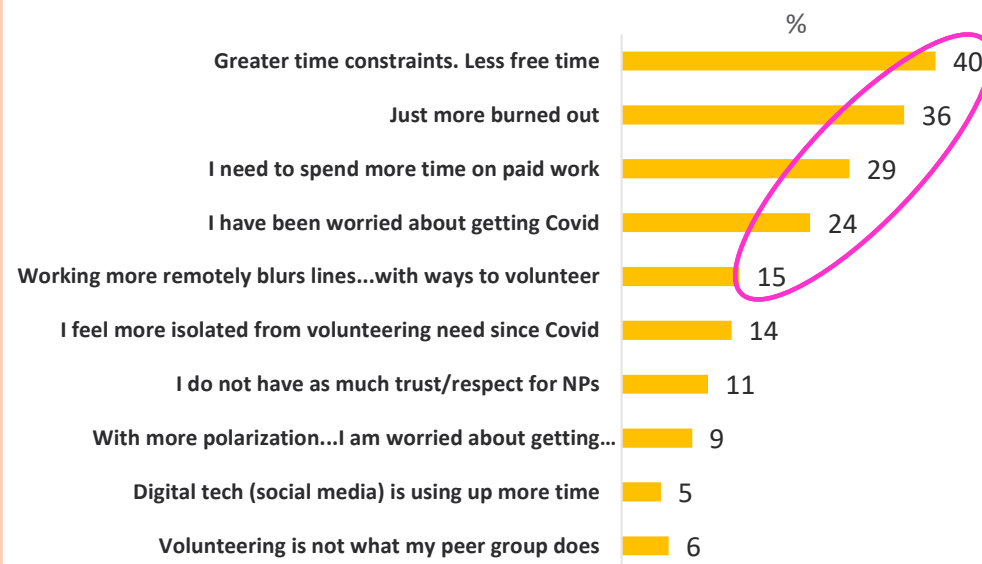
We observe a few reasons for the decline in volunteering (for those who have declined/stopped):

- 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, the decline in generosity is not because Canadians are losing their philanthropic sentiment.

Reasons Volunteering Has Decreased

(Base: Volunteered Less in Past Year vs Pre-Covid)



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 (?)



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

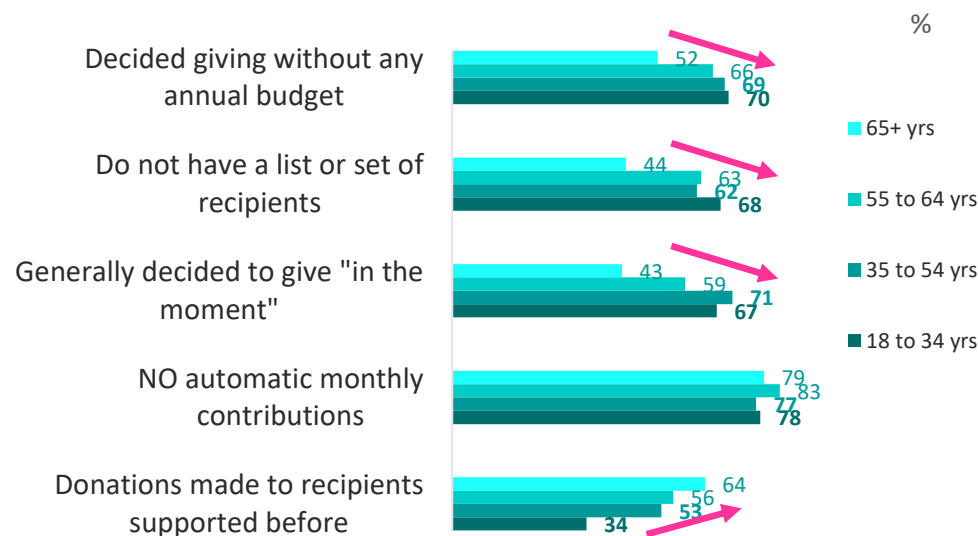
Compared to older adults, younger adults are more likely:

- 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.

Characteristics of Giving Money

(Base: Donated Money in Past Year)



This implies that targeting younger adults is opportune since they are more ‘in-play’ (more open).

- *But note well, these approaches among younger donors also correlate with lower giving levels.*

This also implies that retention among current donors (once on charities’ lists) cannot be taken for granted.

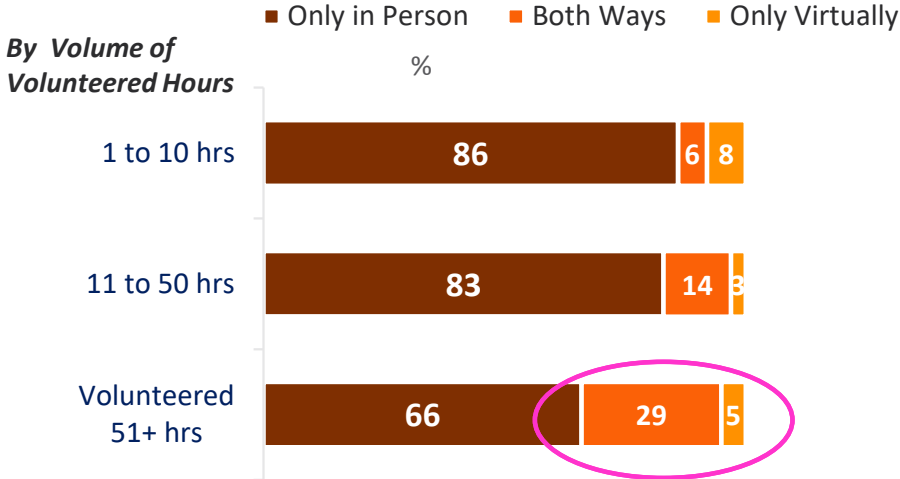


Volunteering is mostly in-person, but making room for virtual volunteering seems prudent.

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.

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



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



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

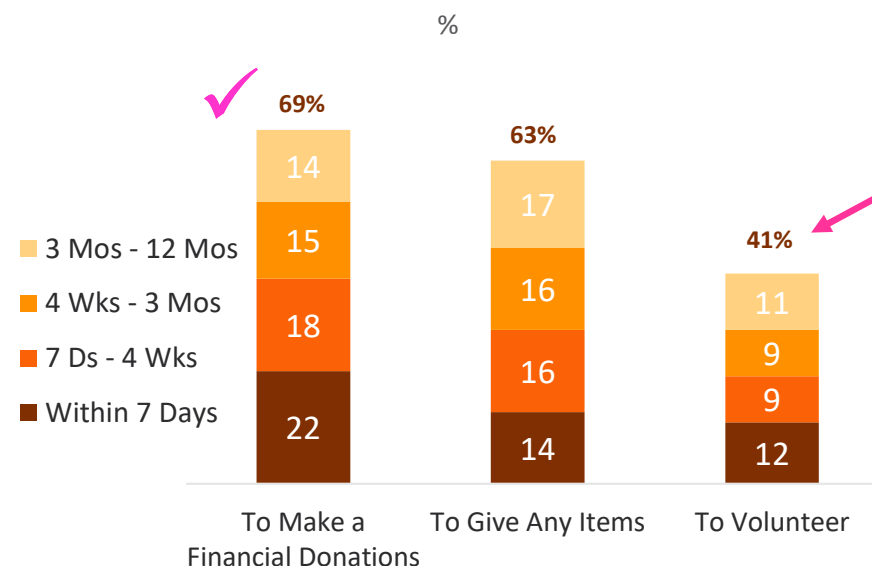
The majority of Canadians receive solicitation for support, with the request for money being the highest.

- The charity sector has done a fairly good job reaching Canadians.

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)



Canada's declining level of giving is not likely due to a lack of solicitation (although, the quality of solicitation could like be stronger to improve success). On the other hand, stronger solicitation for volunteer roles may be opportunistic.



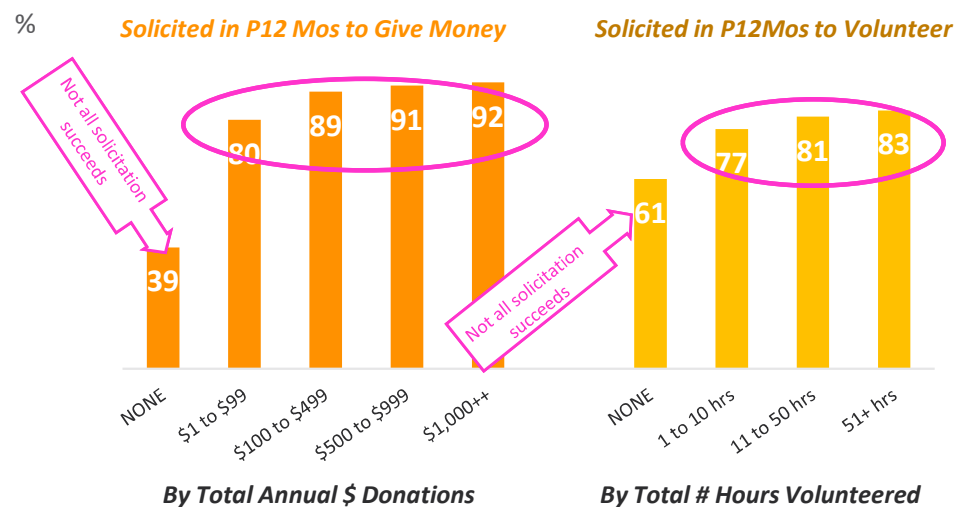
Solicitation is a key correlate with generosity, but not a guarantee since not everyone responds.

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 will indeed give.

For low + non-donors, it is NOT due to a lack of being asked. There are other explanations.

**% Solicited in Past 12 Months
(Base: Total Adult Sample)**



This implies Charities must solicit.... Often. And the quality, content, and nature of the solicitation is very important in achieving success. Best-practices must be leveraged.



25 *Less generous Canadians are younger, less religious, less civically-minded, and less wealthy.*

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 important.

Annually... %	Donated under \$500	Donated \$1,000+	NOT Volunteered	Volunteered 51+ hrs
Aged 18 to 34 yrs	29	19	26	23
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

This implies a need to fill a growing 'values gap' as religiosity continues to decline. We also need to be teaching and mentoring children to be supportive of the charity sector. We need to define a stronger social norm.

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



26 Exploring why younger adults are less generous... (supporting data shared separately)

- | | | |
|--|---|--|
| a) Is this due to lower wealth and/or 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 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.



27

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

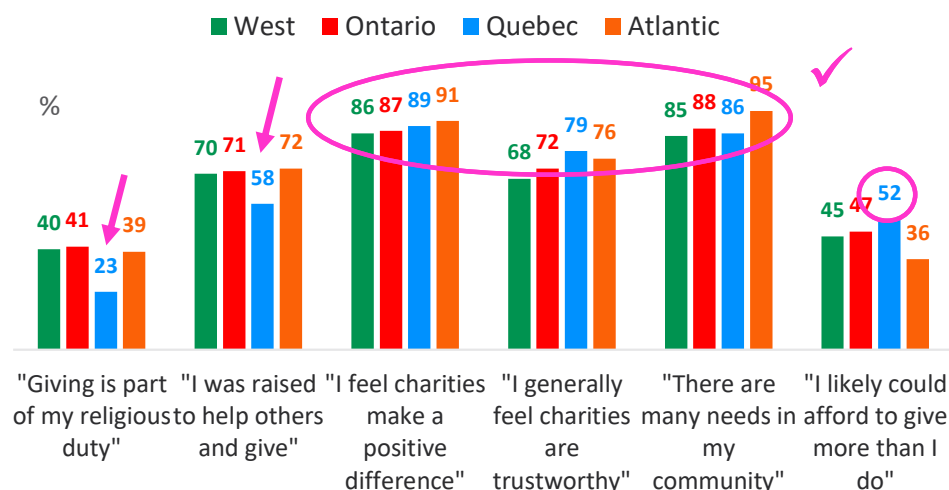
Quebec has the highest provincial charity tax credits in Canada, and yet **Quebec has the lowest incidence and volume of giving.**

- This indicates that giving does not correlate strongly with tax incentives.
- It is more financially attractive (to the public purse) to get people to want to act rather than to pay them to act.

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 norms.

**Agree with Statements by Region
(Base: Total Adult Sample)**



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

28

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

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

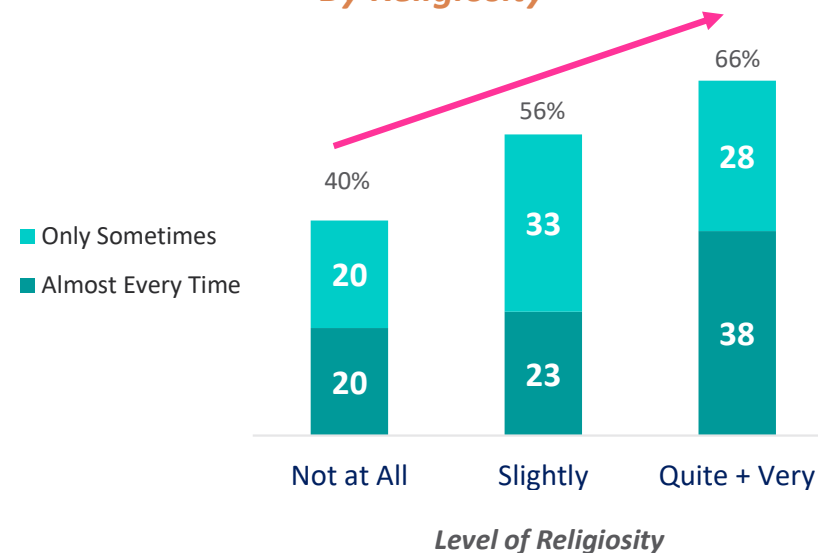
On the other hand, religious Canadians experience the “Giver’s High” more frequently.

- 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.

Do You Experience The Giver’s High?

By Religiosity



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

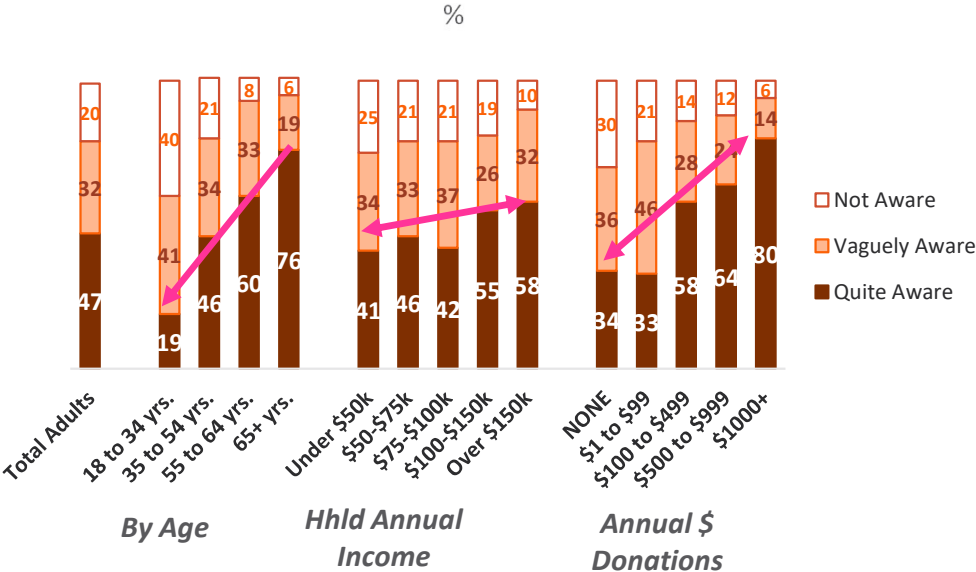


Awareness of the Charity Tax Credit is low among younger adults, and not particularly robust among high income households.

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 strongly as it could as an incentive.

Since awareness of the charity tax credit is much higher based on donation level than it is for high income households, this implies that only after one donates does appreciation of the charity tax credit increase. Until then, the incentive is vague. ***This defies the intention of the charity tax credit for incenting new (big) donors.***

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



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

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



30

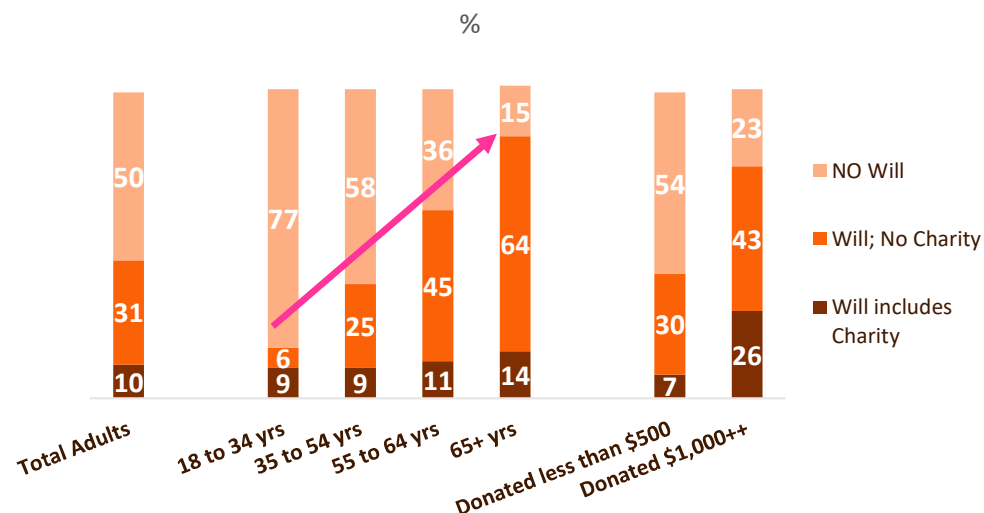
About 10% of Canadians claim to have included Charity within a Last Will & Testament.

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 the Will, but it is still a minority of them.

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



FYI: The results do not total 100% since a few % chose not to answer

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



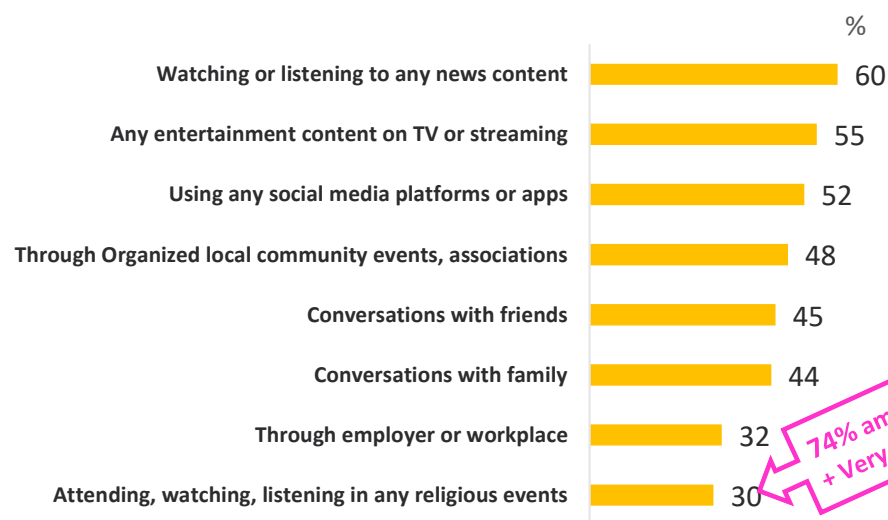
Much of the 'news' Canadians experience about the sector is served to them via the news networks and/or entertainment.

Although *social media* is pervasive, the two strongest channels in which Canadians experience the charity sector are the news networks and formal entertainment content.

Also of note is the role of religious institutions among those who are quite religious. This shows the power of religion in promoting charitable behaviour....

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 Hear About Giving and the Sector: Experience at Least Monthly (Base: Total Adult Sample)



Owing to the influence of religious institutions to religious Canadians (74%), the decline in attendance at religious institutions will likely result in a weakness in communicated support of generosity. The above data implies that it is important to have a strong relationship between the sector and the media.



32

Larger donors are more likely to be principled, organized, rational and purposeful. Empathy is not a differentiator.

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

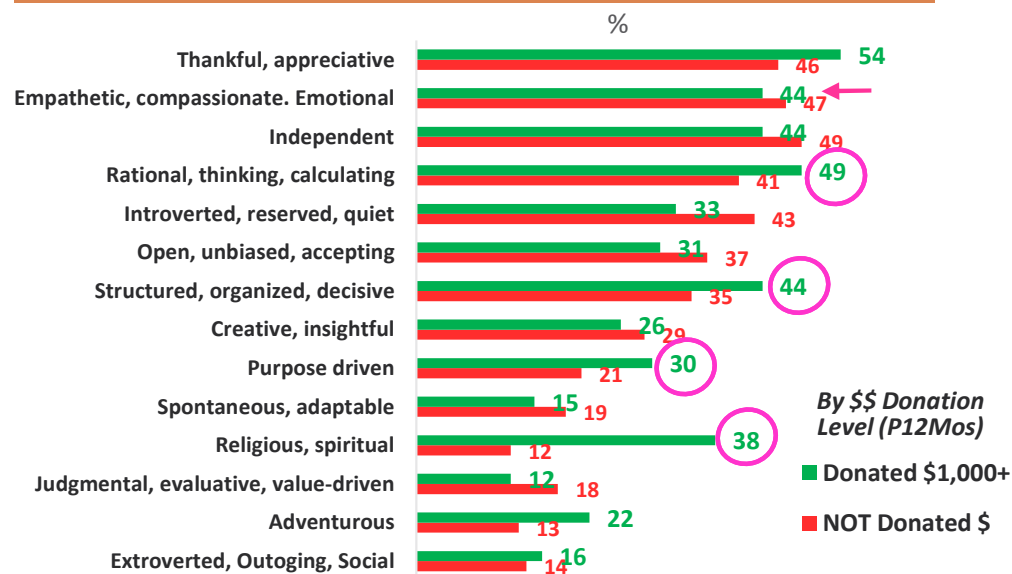
Instead, bigger donors are more purpose driven, structured, decisive, rational, calculated, and religious (versus non-donors).

This implies that *strong* 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 strong charitable giving (not just empathy and compassion).

Characteristics of Personality (Base: Total Adult Sample)





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

Bigger donors are much more religious.

The interesting insight is not so much the role of spirituality (which is high among both big donors as well as low-donors), but the **greater incidence of attendance** among the bigger donors (versus the low-donors).

This implies an importance for the social nature of religion, and perhaps, the frequent reminders to be generous.

Religiosity in Canada by Donation Level (Base: Total Adult Sample)

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

This implies that as religiosity declines, remedial actions need to focus on the benefits of religion: (1) Driving generous values; (2) Nurturing community; and (3) Setting a (higher) giving norm.

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.

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 or visit www.Sector3Insights.com.