

Charitable giving in non-metro Ontario

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Highlights

- The vast majority of non-metro residents contribute to charities (86 to 90% per year).
- The average annual contribution to charities was \$534 per donor in non-metro areas in 2013.
- In aggregate, non-metro residents donate about \$1 billion annually.

Why look at who makes charitable donations?

Charitable giving and voluntary association is often used to indicate social capital, civic engagement and social cohesion. The non-profit sector, of which charities are a part, has a significant impact¹ on the health and well-being of Ontario communities.

Understanding who donates may help organizations to maintain and to grow their level of donations.

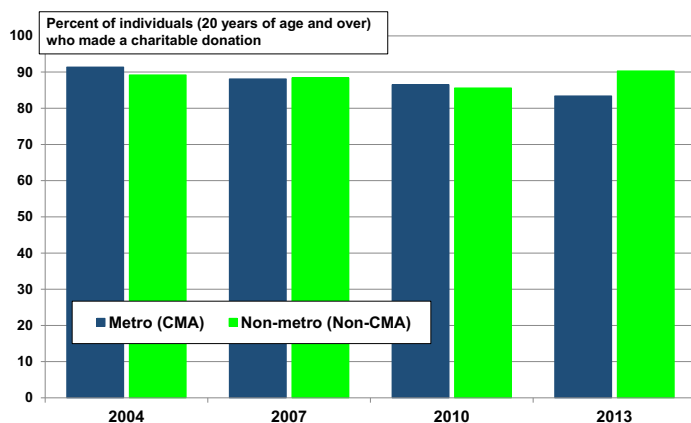
This FactSheet shows a) the percent who donated; and b) the average donations per donor in non-metro² Ontario³.

Findings

The vast majority of non-metro individuals donate to a charitable organization – 86% to 90% made an annual donation in the 2004-2013 period (Figure 1).

Figure 1

In 2013, 90% of individuals in non-metro Ontario made a charitable donation



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

¹ <http://issuu.com/theonn/docs/infographic.nonprofit.sector?e=16822570/12428958>.

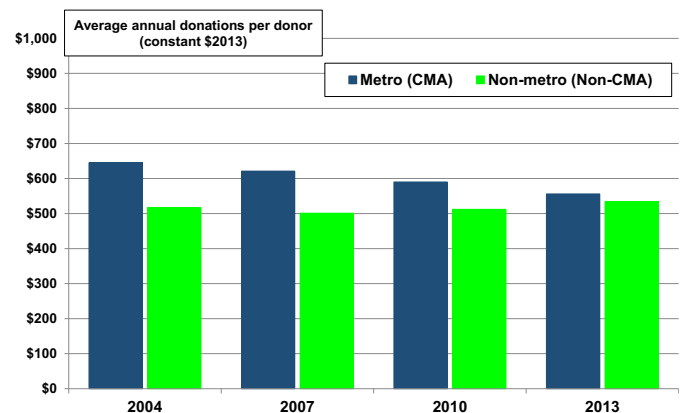
² Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>).

³ We focus on non-metro Ontario. Titles of detailed reports on over-all patterns are listed in the on-line [Appendix](#).

Annual donations per donor ranged between \$501 and \$534 in the 2004-2013 period (Figure 2).

Figure 2

Average annual donation per donor in 2013 was \$534 in non-metro Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

The estimated aggregate donations by non-metro residents have been about \$1 billion (\$2013) in the 2004-2013 period (Table 1). About 43% to 45% of aggregate donations were to religious organizations.

Table 1

	2004	2007	2010	2013
Non-metro population (20 years and over) ¹ (million)	2.1	2.1	2.2	2.2
Percent who made a charitable donation ²	89	88	86	90
Estimated number of non-metro donors	1.9	1.9	1.9	2.0
Average donation per donor ² (\$2013)	517	501	512	534
Estimated aggregate charitable donations by residents in non-metro Ontario (\$billion) (\$2013)	1.0	1.0	1.0	1.1

1. Source: Statistics Canada. Annual Demographic Estimates, CANSIM Tables 051-0001 and 051-0046.

2. Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Individuals ages 35-54 and 55+ show an equal propensity to donate (Figure 3) but the 55+ group donates somewhat more⁴ (Figure 4).

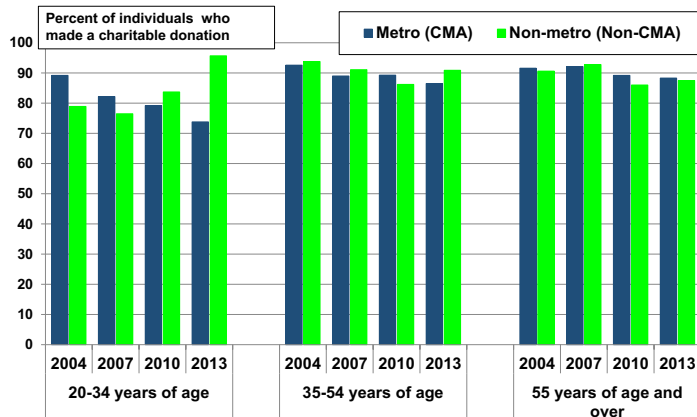
Both sexes are equally likely to donate (Figure 5) but males make slightly larger donations (Figure 6).

⁴ The reported differences in average donations are due, in part, to differences in income.

Post-secondary graduates are more likely to be donors (about 90%) compared to those without a post-secondary education (about 80%) (Figure 7). University graduates tend to donate more (Figure 8).

Figure 3

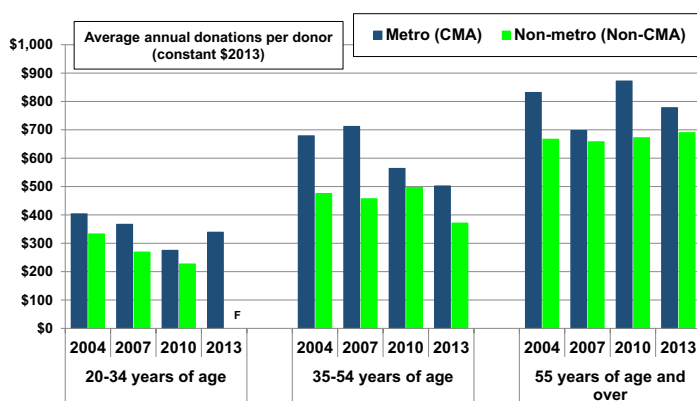
Individuals ages 35-54 and 55 and over show a similar propensity to make a charitable donation, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Figure 4

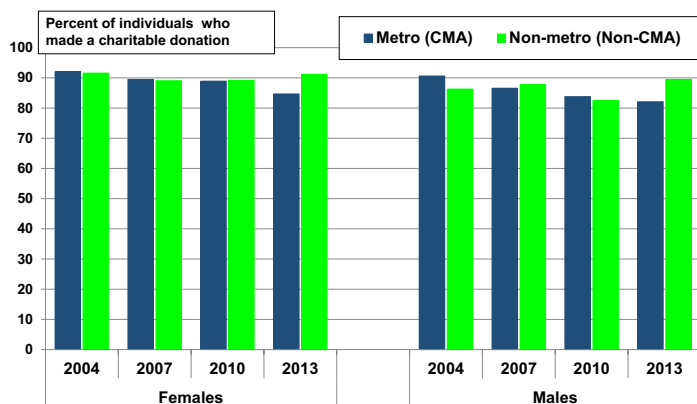
Individuals 55 years and over make higher annual donations, Ontario



*F: Too unreliable to publish (due to small sample size)
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Figure 5

Females and males are equally likely to make a charitable donation, Ontario



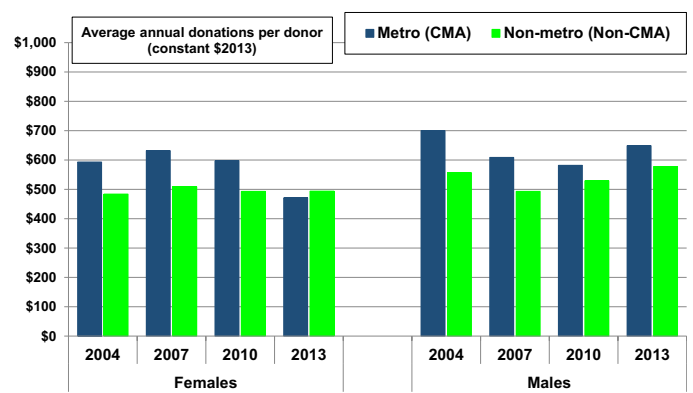
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Summary

Most individuals donate to a charitable organization.

Figure 6

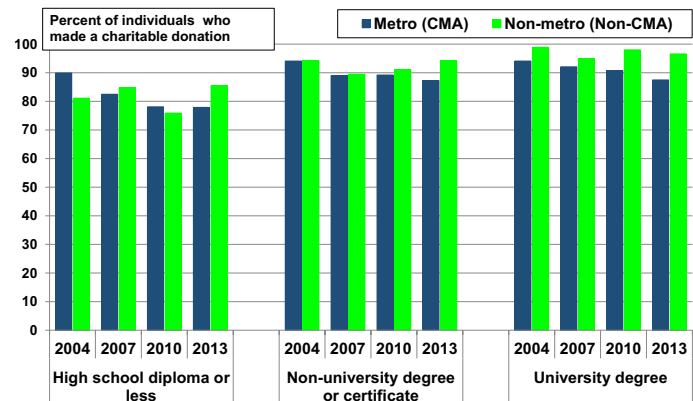
In non-metro Ontario, the average donation of a male is (slightly) higher than the average donation for a female



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Figure 7

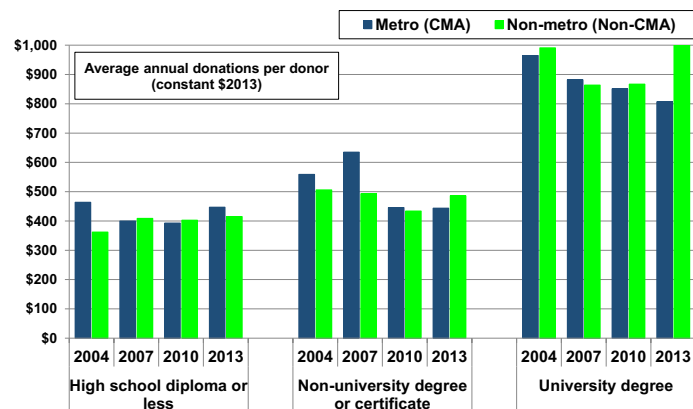
Individuals with some post-secondary education are (slightly) more likely to make a charitable donation, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Figure 8

Individuals with a university degree contribute higher charitable donations, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Annual donations per non-metro donor ranged between \$501 and \$534 in the 2004-2013 period.

Annual donations were higher among 55+ individuals and among individuals with a university degree.

Rural Ontario Institute gratefully acknowledges the work of Ray Bollman in preparing this edition of *Focus on Rural Ontario*. Questions on data sources can be directed to RayD.Bollman@sasktel.net. Any comments or discussions can be directed to NRageltie@RuralOntarioInstitute.ca.