In Edmonton, who gives?

**Median annual donation**

- **Men**: $470
- **Women**: $400

**Donors by gender**

- **Men** made ¾ of donations.
- **Women** are expected to close the gap in charitable giving as income equality is achieved.

**Donors by annual income**

- Earn < $40k: 16%
- Earn $40k–$79k: 19%
- Earn ≥ $80k: 65%

**Total amount contributed**

- 20% of people 55 years or older donated
- 3% of people 24 years or younger donated

**Donors by age**

- Baby Boomers: 20%
- Millennials: 19%

Why do we give?

- **91%**: Compassion toward those in need
- **88%**: Personal belief in a cause
- **82%**: Contribution to the community
- **67%**: Personally affected
- **45%**: Asked by a friend, family member, neighbour and/or colleague

Youth motivation

Youth are the least likely to donate, but find experiences such as ‘helping others’ or ‘volunteering’ motivational.

What are we giving to?

Canadians give registered charities over $14 billion annually

- 1% of the charities in Canada get 66% of the donations
- Categories of organizations donated to:
  - 1%: Religion
  - 1%: Health
  - 4%: Social Services
  - 34%: Other

How has giving changed?

**Online donations**

Edmonton Community Foundation’s online donations went from 271 donations in 2015, to 686 donations in 2017.

**1/3** Since 1990, the percentage of Canadian tax-filers claiming donations has dropped by roughly a third, but the average amount claimed has nearly doubled.

What does this mean?

Canada’s 170,000 charities and non-profits employ two million Canadians and account for 8.1% of GDP (gross domestic product). As the Baby Boomer generation ages, charities will have to find new ways to engage with younger donors and new Canadians and embrace online giving.