



THE GIVING REPORT 2021

Faster Growth in Online Giving Crucial During Times of Crisis



In partnership with

ENVIRONICS
ANALYTICS

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About CanadaHelps

CanadaHelps is a charitable foundation working to increase giving in Canada through technology. CanadaHelps.org provides a safe and trusted one stop destination for discovering and supporting any charity in Canada. CanadaHelps also develops affordable fundraising technology for 24,000+ charities and provides free training and education so that, regardless of size, all charities have the capacity to increase their impact and succeed in the digital age. Since 2000, nearly 3 million people have given more than \$1.9 billion through CanadaHelps.

Contributors

Environics Analytics is a partner on the Giving Report, providing analysis for insights into demographic, financial, psychographic, and behavioural trends in CanadaHelps data.

Imagine Canada has been a partner on the Giving Report since 2018, providing deeper analysis of various data from Canada Revenue Agency & data verification.



EXECUTIVE SUMMARY

While Total Donations Decreased, Seven Trends in Online Giving Emerged

To say that 2020 was difficult for charities and their communities is an understatement. The COVID-19 pandemic led to severe service reductions and significant funding losses. At least one fifth of charities, mainly small organizations, cancelled or reduced programs (as well as cancelled fundraising events) in the first few months of the pandemic.¹ Nearly a year later, revenues were down for 55% of charities.² Online giving was the one saving grace.

When the taxfiler data for 2020 is available, we expect to see that total donations that Canadians claimed on their tax forms decreased significantly. Based on 2018 tax filer data available from the Canada Revenue Agency, CanadaHelps developed a projection of total donations for 2020 and discovered what most people in the charitable sector already know: total giving (which includes all methods of individual giving, including online, offline giving, and payroll deductions) declined in 2020.

¹ Imagine Canada, COVID-19 Sector Monitor Report, May 2020 https://imaginecanada.ca/sites/default/files/COVID-19%20Sector%20Monitor%20Report%20ENGLISH_0.pdf

² Imagine Canada, COVID-19 Sector Monitor Report, Feb. 2021 <https://www.imaginecanada.ca/sites/default/files/Sector-Monitor-Ongoing-Effects-COVID-19-Pandemic-EN.pdf>

More specifically, the projection shows that total giving in 2020 fell to 2016 levels.

Adding to the problems, at a time when charities needed donor support most, was a government scandal that undermined donor trust in charities.³ Perhaps as a result, 80% of those surveyed in an Angus Reid poll at the time said they preferred donating to smaller charities, instead of larger organizations.

Not all was doom and gloom however. Many charities were resilient and adaptable. They transferred programs, services and partnerships to online platforms, while meeting increased needs from their communities—and many charities innovated by launching or expanding online fundraising campaigns.

Even as Canadians donated less in total, many donated more online, ramping up online support to charities in almost every charitable category as you'll read in these pages. Even among charities in the Arts and Culture sector, which was financially and artistically devastated by cancellations due to the pandemic, large increases in online giving brought some respite.

After the start of protests in May, some Canadians (mainly those in younger demographics) became more active regarding centuries-old issues about colonization, police brutality, and racism in Canada—and, increasingly, they donated more online to support charities involved in those movements.

The Giving Report 2021 provides insights about such online trends, including success stories from more than a dozen charities across Canada.

³ <http://angusreid.org/covid-we-charity-giving>.

⁴ <https://www150.statcan.gc.ca/n1/daily-quotidien/190305/dq190305a-eng.html>

⁵ This includes associated expenses, including gifts to qualified donors and other expenses not related to fundraising and administration.

About the Sector

- The Canadian nonprofit sector contributed to 8.5% of GDP in 2017.⁴
- Charities employed approximately 10% of the full-time workforce in Canada in 2018.
- There are nearly 86,000 registered charities in Canada.

How money is spent in the charitable sector:

1%
on fundraising



9%
on administration



90%
on charitable activities⁵



Most charities are small and:

79%
of charities make less than \$500,000 in revenue a year

90%
employ 10 or fewer full-time staff

58%
are fully run by volunteers

We elaborate on seven online trends in 2020:

1 Online donations continued to accelerate at record rates, even as total giving fell.

In 2020, 1.1 million Canadians donated more than \$480 million online through CanadaHelps. This huge increase in online giving happened at the same time as total donations (across all offline and online channels) decreased. The top four charitable categories in terms of fastest growth in online giving were: (1) Indigenous Peoples; (2) Social Services; (3) Public Benefit; and (4) Health. The online donation information in this report is drawn from donations made using CanadaHelps' suite of online fundraising software.

2 Canadians donated in huge numbers to help during the COVID-19 pandemic.

For example, they donated \$5.1 million to approximately 630 charities responding to the crisis (through CanadaHelps' Healthcare and Hospital Fund and Community Care Fund).

3 Online giving skyrocketed to charities working with Indigenous communities.

While the amount given in the Indigenous Peoples category is dwarfed by amounts donated in

other categories (not only for online giving, but in general), the Indigenous Peoples category still saw the fastest online growth of any category in 2020.

4 After protests increased in May, young people donated more to social justice movements.

With the Black Solidarity Fund (BSF), for instance, CanadaHelps enabled easy giving to a group of more than 70 charities working for the advancement of Black Canadians. Nearly 5,000 Canadians donated \$1.9 million to the BSF.

5 Online donations to environmental charities continued growing faster.

In spite of greater attention to COVID-related crises, online donations to charities working on environmental issues saw the fastest growth in that category in four years.

6 International disasters generated spikes in online giving.

The International category was the only one that struggled to grow online in 2020. In other words, these charities raised more money online in 2020, but at slower rates compared to nine other categories. Notable exceptions were related to online giving for disaster relief, such as for the Australian bushfires and Beirut explosion.

7 GivingTuesday is still one of the most important giving days of the year.

Donations on this day in 2020 doubled through CanadaHelps, compared to GivingTuesday in 2019. Donations on GivingTuesdayNow (a new initiative on May 5 in response to the COVID-crisis) were four times higher than donations on an average Tuesday before the pandemic—a huge increase in giving.

Deeper Demographic & Behavioural Insights

CanadaHelps partnered with Environics Analytics, North America's leading data, analytics and marketing services company. The demographic analysis helped us to understand the values and behaviours of online donors who gave through CanadaHelps.org, especially during the COVID-19 pandemic and social justice movements. The demographic and behavioral analysis appears throughout the report.

The Giving Gaps & Cause Funds

As noted in previous versions of The Giving Report, there remains a giving gap in Canada. Canadians aged 55 years and older give at twice the rate of younger Canadians, and there's no indication that the giving of this younger population will be replaced when older Canadians can no longer give.

One sign of hope occurred in 2020: younger people donated relatively more, compared to other demographics, to social justice-related Cause Funds through CanadaHelps, including the Black Solidarity

Fund and the Indigenous Peoples Culture and Language Resurgence in the Canadian North Fund.

Cause Funds are an easy way for Canadians to give to many charities in a single transaction. Charities working to support the same cause are grouped together to make giving simple. This is especially appealing to younger donors who have fewer ties to individual charities but passion for a range of causes; however, as seen in CanadaHelps' data, Cause Funds — particularly funds responding to a crisis — appeal across age groups.

Canadians
of All Ages
Give Online

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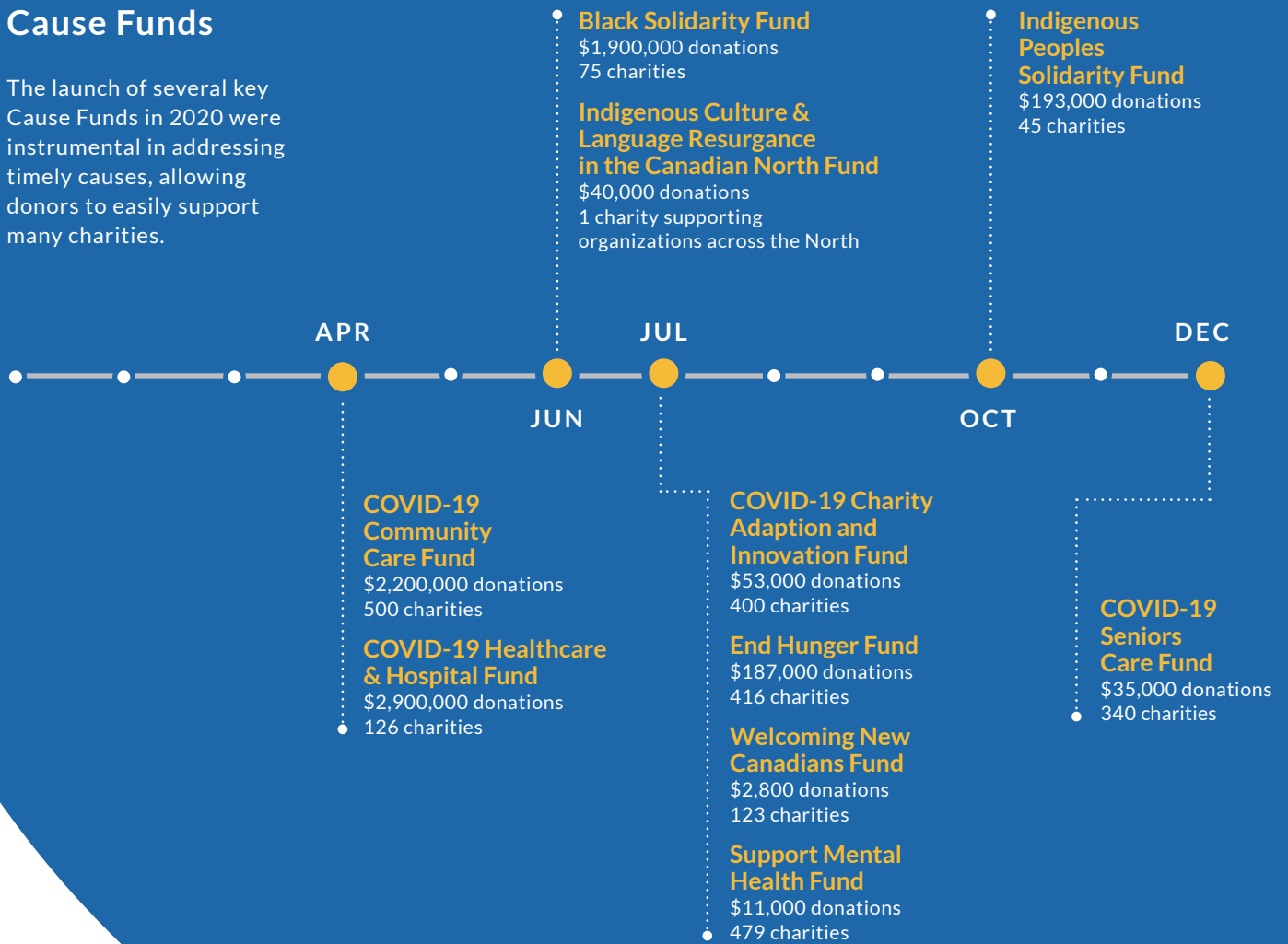
In a study we conducted in March 2020, right before the pandemic was declared, we saw a significantly higher proportion of donors aged 65 to 74 giving online than we did in 2018.

SHAWN BUNSEE, VICE PRESIDENT OF DATA & ANALYTICS AT CANADAHHELPS



Cause Funds

The launch of several key Cause Funds in 2020 were instrumental in addressing timely causes, allowing donors to easily support many charities.



“

We're seeing increasing numbers of young people donate to charities involved in social and racial justice movements. These new donors are culturally diverse, educated and live in cities, and they're in the same groups that are active in the social justice movements or that are impacted by injustices.

MARINA GLOGOVAC, PRESIDENT AND CEO OF CANADAHELPS

“

Now, more than ever, it's important for charities of all sizes to learn about data, understand what they have access to that can help define how they engage their constituents, and ensure they are using the right message at the right time and in the right channels.

ALLEN DAVIDOV, SENIOR VICE PRESIDENT & PRACTICE LEADER, ENVIRONICS ANALYTICS

CASE STUDY

What to do After the Money Dries Up?

Because of the pandemic, *Sunrise House*, a youth shelter in Alberta, faced a major crisis: it had to cancel its annual concert, Big Hearts for Big Kids.

“It was our bread-and-butter fundraising event, normally raising \$400,000 for our programs,” says Tanya Wald, Executive Director of *Sunrise House*, also known as the Grande Prairie Youth Emergency Shelter Society. The organization also cancelled the annual golf tournament, losing another \$50,000 in 2020. This funding (the \$450,000) represents 45% of their total funding in a typical year.

This crisis scenario was common with charities across the country during the pandemic. The budget of any organization that relied on in-person events was gutted.

One way that organizations survived was by ramping up online fundraising. “We rebounded by going virtual, and

an influx of online donations arrived during the concert and over a couple of days,” Wald explains. “We raised almost \$80,000 of the \$450,000 that we needed. And we were able to access some savings from the previous year’s fundraising, which helped to ensure we wouldn’t have to cut any of our services.”

These amounts raised from dedicated donors didn’t total \$450,000, not even close, but the upsurge in online giving (along with grants from our local community foundation, Home Depot Canada Foundation, and provincial COVID relief grants) saved *Sunrise House*.

“Honestly, it was a difficult year for us,” Wald concludes. “But our local donors came through online, and we’re incredibly grateful to our community and funders who were able to continue or increase their support when it was needed most.”



TREND #1

Online Giving Index Shows Faster Growth Even As Total Giving Likely Fell

Last year's report introduced the Online Giving Index (OGI) to show insights about online donations through CanadaHelps and, by extension, online donations in Canada. The OGI is based on anonymized data of giving through CanadaHelps. In 2020, 1.1 million Canadians donated using CanadaHelps, an amount that represents 3% of Canada's household population, making it a good sample size of online giving in Canada. These 1.1 million Canadians donated more than \$480 million through CanadaHelps to nearly 30,000 charities, more than double the amount donated in 2019.

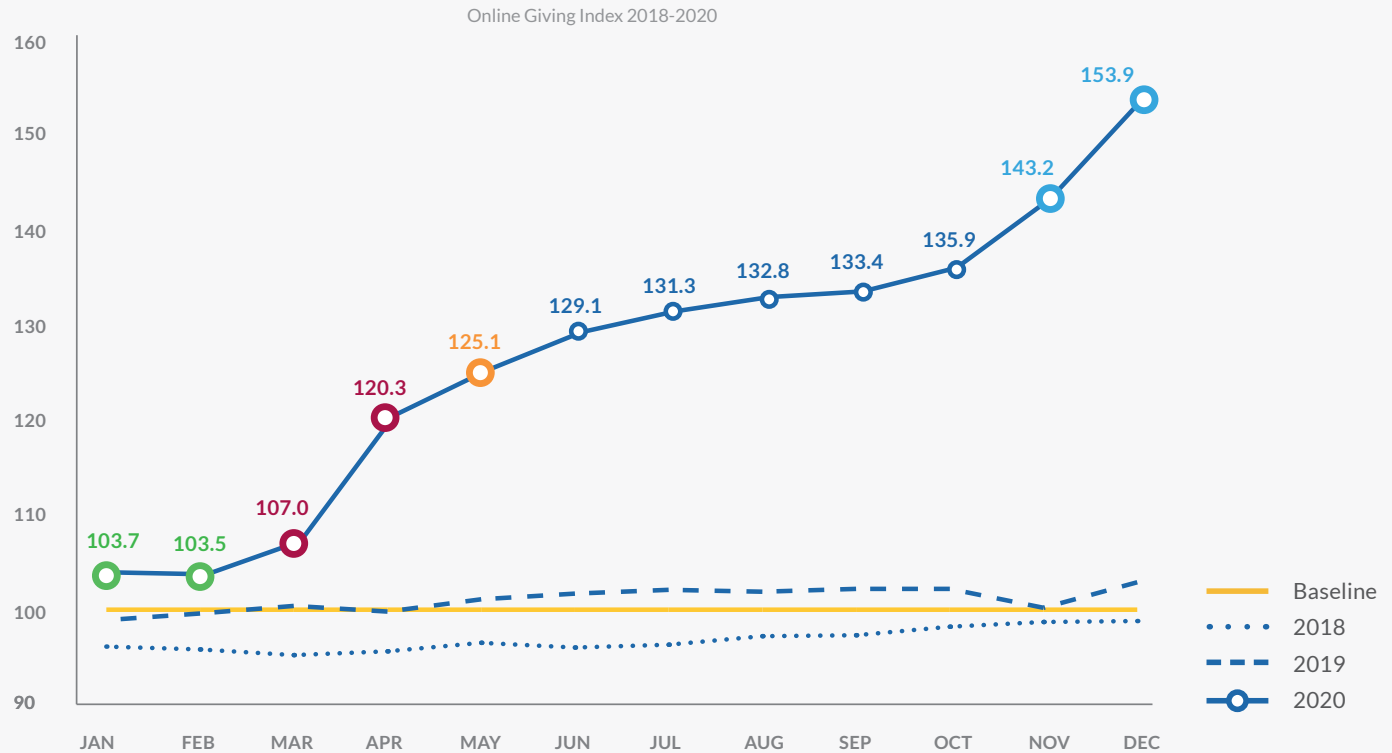
Since the declaration of the pandemic by the World Health Organization in March 2020, the OGI shows online giving accelerating suddenly in nearly every month in nine of 10 charitable categories.

About the Online Giving Index

- An OGI of value 100 means that online giving in a 12-month period grew at the same rate as the baseline, which is the 12 months ending in January 2017.
- An OGI value above 100 means that a period grew at a higher rate than the base period of January 2017.
- An OGI value below 100 means slower growth. This is still growth, but it's decelerating.



FIGURE 2
Online Giving Index Over Three Years



Pre-pandemic

January and February continued the run of increased OGI that was seen through most of 2019, which means that online donations from Canadians continued to accelerate in those two months. While 2019 concluded with the highest OGI ever (102.9 in December), both January and February of 2020 saw even higher OGIs (103.7 and 103.5). That means donations increased faster.

Early Pandemic

After pandemic announcements, the OGI sped up to a peak of 107.0 in March and 120.3 in April, coinciding with lockdown measures and launches of CanadaHelps' COVID-19 Cause Funds. (See page 5 for list of Cause Funds.) This was the fastest acceleration in online giving that we've measured in four years.

Protests

Canadians gave more (and at an increasing rate) during the COVID-19 pandemic and during mass protests about social and racial injustices that started in May.

Peaks

Online donations skyrocketed in November and December in almost every category, except International. The jump is due in part to GivingTuesday (see page 34 for story). The faster growth is also likely due to increased donations during the holidays and to assist with COVID's 'second wave,' which motivated Canadians to give more.

In May 2020, mass protests against police brutality and racism began across Canada and the U.S., accompanied by a big increase in online giving to charities working in the categories of Indigenous Peoples and Social Services. (See pages 18 and 22 for details.)

Also, Canadians increased their support to hospitals, healthcare workers, and health services during the pandemic. As a result, in 2020 the Health charitable category saw the fourth highest OGI value, the highest in four years. (For the full story about online giving to charities in the Health sector, see page 15). Partly because of CanadaHelps' Cause Funds, the OGI for the Public Benefit category also saw large increases.

FIGURE 3A
Online Giving Index by Charitable Categories

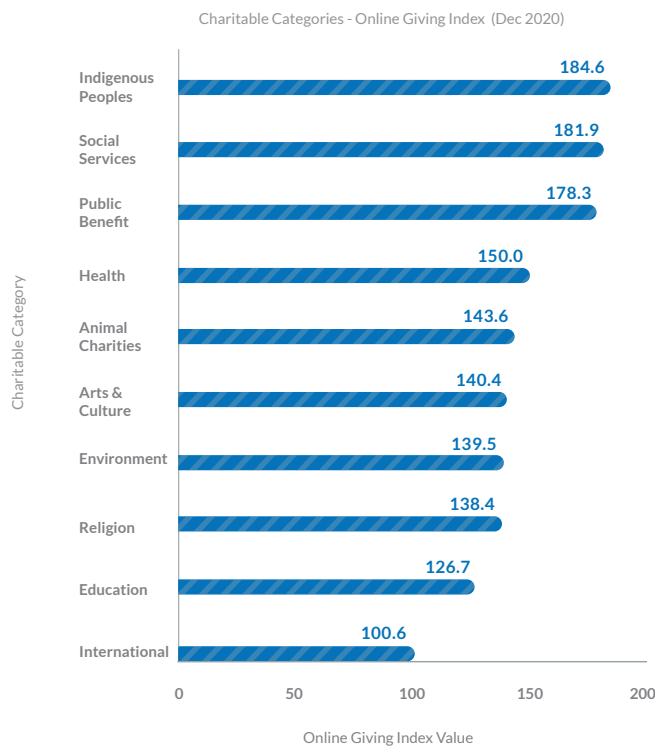
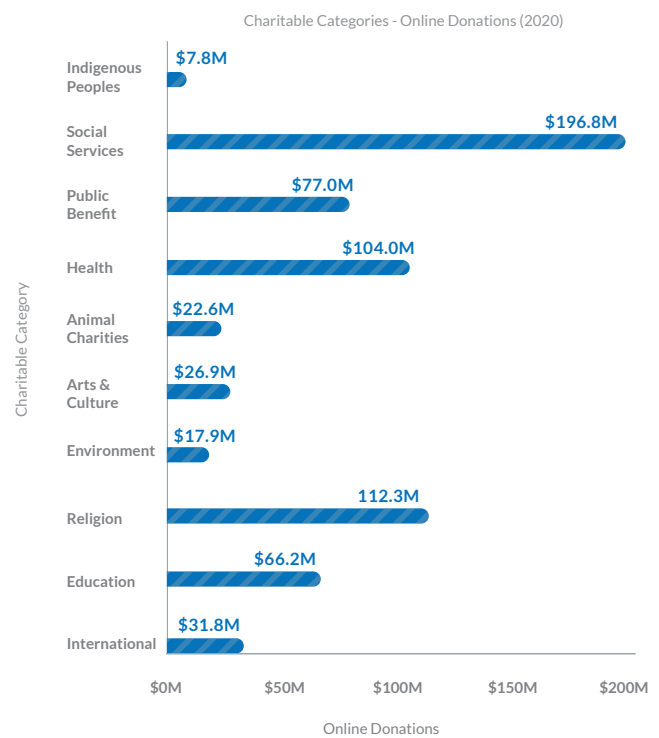


FIGURE 3B
Online Donations by Charitable Categories



Environment and Animals

Donations in these two categories didn't grow at the same phenomenal rate as donations in the top four, but they still accelerated starting in March compared to their levels in the months before the pandemic. (For details about Environment and Animals categories, see page 28.)

Religion

The OGI value for the Religion category was already high before the pandemic announcement, peaking at 102.5 in February, the highest OGI value ever seen for this category. It continued to increase for most months of 2020, as Canadians helped those in need in their religious communities. (See page 27 for Religion story.)

Arts & Culture

Even though Canadians gave relatively more to charities in other categories (and even though Arts & Culture charities suffered drastic reductions in revenue), Canadians still gave more to Arts & Culture – and at an increasing rate, compared to the three years before. (See page 32.)

International

Charities in the International category raised more money in 2020, but at relatively slower rates compared to every other category, likely because Canadians focused on local charities during months when the pandemic got worse. However, there were a few notable exceptions related to disasters and crises. (See page 30 for more information.)

Education

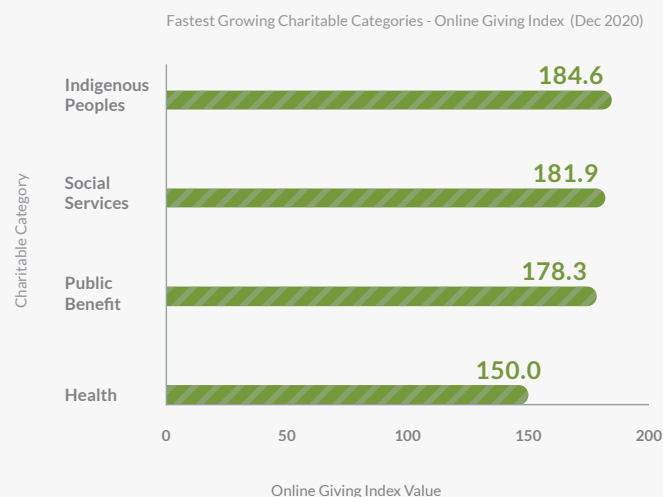
As schools closed down across the country, Canadian donors responded by increasing online support to charities in the Education category, boosting Education from a low OGI value in February to incremental increases for the rest of the year, to a high of 126.7 in December. Although this peak was the second lowest out of 10 charitable categories, it was still a peak for charities in the Education sector.

The fastest growth online was charities in these top four categories:

- 1. Indigenous Peoples** category includes charities that address issues vital to culture, health, and well-being of Indigenous communities.
- 2. Social Services** encompasses organizations that provide for basic needs of people in communities across Canada.
- 3. Public Benefit** includes charities promoting philanthropy, volunteering, charitable activity and community building.⁶
- 4. Health** includes charities, such as hospital foundations, that support essential medical research, support the health and well-being of Canadians, and more.

Taking a closer look, we see that donations to charities in the Social Services, Public Benefit and Health sectors dwarfed donations to charities in the Indigenous Peoples category in absolute terms. However, it's still noteworthy that many Canadians gave to charities benefitting Indigenous Peoples at accelerated rates — a milestone, given the extremely low and slow levels of past support in this category (for details, see story on page 22.)

FIGURE 4 A
Top Four Growth Categories - Online Giving Index



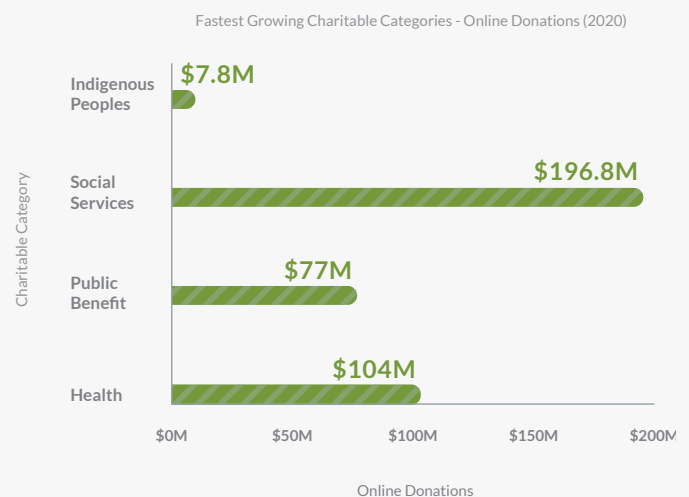
Social Services

Includes food banks, shelters, and charities that provide for people's basic needs. The OGI values in 2020 were the highest in four years.

Public Benefit

Includes foundations and organizations that often channel money to smaller charities and that promote volunteering, philanthropy and community building. Starting in January, before the pandemic announcement, charities in this category saw the highest OGI values ever.

FIGURE 4 B
Top Four Growth Categories - Online Donations



Health

The acceleration in online giving coincided with the April launches of CanadaHelps' COVID-19 Cause Funds (Healthcare and Hospital Fund and Community Care Fund), both of which raised \$5.1 million for approximately 630 charities.

Indigenous Peoples

While the amounts given to charities that work with Indigenous communities is dwarfed by amounts donated in Social Services, the Indigenous Peoples category still saw the fastest growth of any category in 2020. (See page 22 for more details.)

⁶ A large portion of online giving in this category went to charities in many categories through CanadaHelps' Cause Funds.

CASE STUDY

1JustCity Fundraises for the Underloved

In Winnipeg, the charity *1JustCity* supports three drop-in centres and the city's only no-barrier, overnight space in the winter. All are welcome at the sites: people living with addictions, people without homes, and those excluded based on race, income or sexual orientation. The organization provides meal programs, as well as additional services and essentials. Along the way, they offer understanding, respect and love for those who are too often underloved.

As with so many other charities during the pandemic, *1JustCity* showed commitment to its communities by adapting to maintain programs (some continuing in-person, inside, some outside, and some by phone) and launching a COVID-19 fund to cover increased expenses. The goal was to maintain support for vulnerable people. As a result, the organization received a lot of media coverage about how it adapted its essential services during the pandemic – and how it was there for its guests.

“We ensured that none of our food delivery and essential services were reduced in capacity,” says Tessa Blaikie Whitecloud, the Executive Director of *1JustCity*.

And the online fund was a huge success. Donations increased, while administrative workloads to process the donations decreased, freeing staff for other initiatives, such as those involving essential services, understanding, and respect.



CASE STUDY

Adapting at Warp Speed After a Rise in Distress Calls

Tara Monks expected a sharp rise in the number of crisis calls during the pandemic and economic recession. “We knew we’d have to figure out how to maintain 160,000 calls, texts and online interactions,” says Monks, Fund Development Manager at *Distress Centres of Greater Toronto*. “And then there was a 30% increase in call volumes.”

Volunteers at the organization help with issues of abuse, suicide ideation, severe anxiety, and fear due to isolation and financial crises, all of which got worse during the pandemic. However, volunteers suddenly had to work from home because of lockdowns. Expenses for the transition and adaptation shot through the ceiling.

The organization moved quickly to train and support 300 volunteers virtually, and to set up more online phone lines, video conferencing, laptops, and other technology. It also launched an emergency appeal right away and reached out to its supporters and vendors to explain the dire situation.

“Through our research on trends, we’d seen the rise in digital fundraising and knew we had to improve in this area the year before,” Monks says. “And, wow, COVID made us change at warp speed.”

The organization adapted, and oversaw a large jump in online donations that covered the increased costs, and, in the process, it helped hundreds of thousands of people in crisis.



TREND #1 Continued

In contrast to the growth in online giving, when the taxfiler data for 2020 is available, we expect to see that total donations that Canadians claimed on their tax forms decreased even as online giving grew.

In the 2020 edition of The Giving Report we saw that overall giving for 2017, the most recent year of data available, was around \$10.6 billion (now \$10.7 billion adjusted to constant 2018 dollars). With 2018 data now released, we see an increase of 2.6% year-over-year, with overall giving at \$11.0 billion.

Based on 2018 tax filer data available from the Canada Revenue Agency, CanadaHelps developed a projection of total donations for 2020 and discovered what most people in the charitable sector already knew: total giving (including online and offline giving) declined in 2020. More specifically, the projection shows that total giving in 2020 fell to 2016 levels.



Projection Methodology

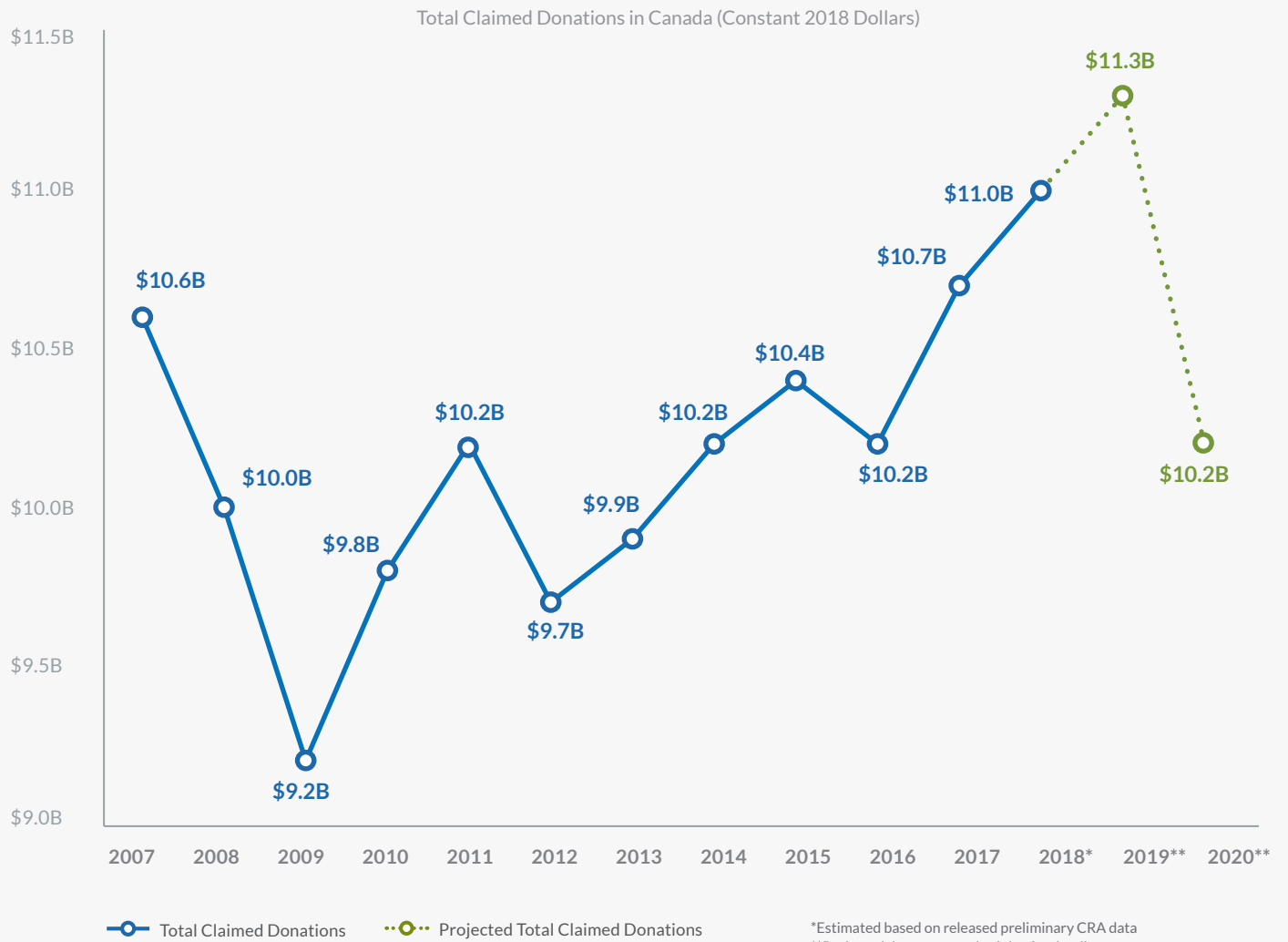
- Going back to 2007 data, analysis by CanadaHelps determined a very strong correlation between overall giving and Gross Domestic Product (GDP).
- The analysis also determined a strong correlation between year-over-year (YoY) growth rates of overall giving and YoY growth rates of GDP.
- Using final 2019 GDP data, the relationship between giving and GDP was used to produce a 2019 projection for overall donations.
- For 2020 projections, two assumptions were made:
 1. 2020 GDP was estimated based on estimates from two sources: Organisation for Economic Co-operation and Development (OECD)⁷ and The Conference Board of Canada⁸, both of which are in line with Statistics Canada's most recent estimate of decline of 2020 GDP.⁹
 2. The relationship between YoY growth in giving and YoY growth in GDP was assumed to be similar to what was seen in the recession of 2008/2009.
- The projection was tested by applying the same methodology with Employment data, another economic indicator strongly correlated to giving and with finalized data up to 2020 – the results of that projection were very similar.

⁷ Organisation for Economic Co-operation and Development. Turning hope into Reality, OECD Economic Outlook, December 2020. <https://www.oecd.org/economic-outlook/#global-outlook>

⁸ Conference Board of Canada. Recovery Rests on Vaccine Rollout: Canada's Two-Year Outlook – January 2021. <https://www.conferenceboard.ca/e-library/abstract.aspx?did=10963>

⁹ <https://www150.statcan.gc.ca/n1/daily-quotidien/201201/dq201201a-eng.htm>

FIGURE 5
Total Claimed Donations in Canada



TREND #2

Canadians donated in huge numbers to help during the COVID-19 pandemic

You only have to look at maps of COVID-19 cases in Toronto, Montreal and other regions of the country to see that neighbourhoods of marginalized and racialized communities were the worst affected by the pandemic. In the first six months of the pandemic in Toronto, for example, a disproportionate number of non-white workers continued to work in-person, while millions of other Canadians worked relatively more safely at home. As a result, Black, Latin American, Arab, Middle Eastern, and West Asian residents experienced COVID infection rates that were at least seven times higher than rates among other residents.

Black Health Alliance responded to all this with collaborations to alleviate people's serious concerns about health, poverty and housing, and it allied with other charities to address mental-health impacts and issues with appropriate care in parts of the city. BHA is a charity that works to improve the health and well-being of Black communities in Canada.

"All of that isn't new to us and isn't new to the conversation, but the moments of COVID-19 and George Floyd's killing created a confluence of things that catapulted us and our work to a different level," explains Paul Bailey, Interim Executive Director of BHA, referring to the May 2020 killing of a Black man in the United States that re-ignited worldwide movements against police brutality. "We've had to respond to racial injustice but also to COVID very specifically," he says.

BHA raised more than \$1 million online in a few months by expanding its online outreach and fundraising through CanadaHelps, and it rapidly amplified its advocacy work around an equitable response to COVID-19. It also responded to huge increases in requests for support from communities.

"Our role is to make sure that the public has access to systems, or make sure that the systems are responding specifically to the needs of Black communities," he says.



Who Donates to the Health Sector?

Across Canada, people from all demographic groups donated more and at increasing rates to charities that work in the Health sector in 2020. CanadaHelps analyzed data from 10 demographic groups and discovered that no matter what the age, income level, cultural background, living situation, or values held, Canadians donated online in vast numbers to local health clinics, hospitals and charities on the frontlines of the health crisis, reflecting a willingness to help others during the COVID-19 pandemic.



“

Someone wrote on Twitter, soon after George Floyd’s killing, ‘It’s not enough to stand in solidarity or turn your photos black. You need to support organizations concretely.’ BHA was on her list.

PAUL BAILEY, INTERIM EXECUTIVE
DIRECTOR OF
BLACK HEALTH ALLIANCE

Across the country, Canadians increased their online support to charities such as BHA, along with tremendous increases in support to hospitals, frontline healthcare workers, and to health services during the pandemic. As a result, in 2020, the Health sector saw the fourth highest Online Giving Index value, the highest in four years.

Meanwhile, at BHA, Paul Bailey hopes that these huge numbers of donations will continue to flow online to his organization the way they did in 2020.

“We’ll keep donors engaged,” he says. “We’re starting an initiative, a hub called Thrive, which brings together individuals, organizations and public policy around health and wellbeing.”

CASE STUDY

Online Initiatives of an Island Foundation

Bowen Island, in BC, doesn't have a hospital or health centre, so when the pandemic spread to the province, community members realized how vulnerable they were. *The Bowen Island Health Centre Foundation* made three changes to continue to raise funds for a new centre, even as in-person fundraising slowed because of pandemic-related restrictions.

"We stopped having neighbourhood meetings and instead, enlisted the help of a well-connected individual to contact neighbours on our behalf – this fundraising effort was mostly in neighbourhoods with a higher-than-average household income," says Tim Rhodes, President of the Foundation.

Next, they applied for grants to help at-risk and vulnerable populations during COVID, and distributed the money to local organizations working with those populations.

"We hosted town halls and sessions, by video, with local physicians, psychiatrists, psychologists, and counselors, as well as business owners, to answer the community's questions about COVID," Rhodes says. "All of this helped raise the profile of the fundraising effort." These video meetings maintained much of the online effort. "We even had one person issue a challenge donation on the first video call, which was matched by several others," Rhodes explains. These initiatives were on top of mailouts, emails, social media promotions and media coverage in Bowen Island's community newspaper.

The result was a large jump in donations.

"We attained 90% of our \$6 million goal to build the health centre," Rhodes says. Many people will benefit from the health services during and after the pandemic.



A Spike in Giving to Social Services & Public Benefit

In Canada, approximately 25,000 charities work within Social Services and/or the Public Benefit category—and Canadians donated to them in large numbers in 2020 (see *Figures 3A & 3B*).

“Our data shows that Social Services and Public Benefit organizations were part of a spike in online giving in 2020, with their Online Giving Indexes increasing in every month since March—the highest increase in four years,” says Shawn Bunsee, Vice President of Data & Analytics at CanadaHelps. Charities in the Health sector were also part of this spike.

With Canadians looking to support healthcare initiatives and healthcare workers, organizations in

the Social Services and Public Benefit categories, as well as those in the Health sector, were instrumental in channeling donations to many different areas and communities, including more money to food banks and charities meeting basic needs. (See pages 20 and 21 for examples).

In general, the data suggests two things. First, it’s possible that Canadians saw a strong role for foundations and other grant-giving organizations in channeling donations to areas of need in Canada. Second, Canadians gave online more to charities focused on Canadian initiatives than to charities focused on international work (see page 30 for exceptions to this).



CASE STUDY

Maggie's Survives a Pandemic

Founded in 1986, *Maggie's* is an organization run by and for sex workers, a community devastated by the pandemic. *Maggie's* responded during the crisis by adapting programs and fundraising. It launched a food-delivery program and sex-worker support groups via video meetings, as well as Indigenous-specific virtual sharing circles and art programs that reduced isolation.

"We created an online campaign to raise funds for our COVID-19 Sex Worker Emergency Support Fund," says the organization's Board Chair Jenny Duffy and Board member Ellie Ade Kur.

"As workplaces were shut down, sex workers were left out of government support and emergency aid. This was for a number of reasons, including barriers to reporting income, the stigmas associated with sex work, and the very real risk of losing housing, child custody and professional opportunities when reporting income as a sex worker."

The organization promoted its online fund through social media channels, media interviews, and phone calls and emails to potential donors, resulting in a large increase in community support and online donations during a severe crisis.



Support for Food Banks Hits an All-Time High

Fundraising in the Social Services sector changed during the pandemic—and for the better, to everyone’s surprise. In past years, before the pandemic, *Food Banks of Saskatchewan* (FBS) would organize fundraising campaigns and encourage people to donate food directly to local food banks. That went out the window because of restrictions due to COVID-19.

“The pandemic called for a different approach, because donors couldn’t drop off food and local food banks were overwhelmed with urgent needs from communities,” says Laurie O’Connor, volunteer Executive Director of FBS. “And instead of encouraging people to donate online to local food banks, which would have added fundraising stresses, FBS created a province-wide goal. We looked at every person in the province — how much a typical hamper would cost — and concluded that 40,000 people, mainly in Regina and Saskatoon, would need extra food. We used multiple campaigns and set a target of \$6 million province-wide.”

FBS attained that goal, mainly through online fundraising platforms. “It was so completely different from any other fundraising I’ve done,” O’Connor explains. “We saw unprecedented support from the community, which pointed to folks trusting that we’re supporting the most vulnerable.”

This is how it went in many food banks across the country, where food donations plummeted, while people in crisis needed even more food. Canadians responded to the calls for more donations: online giving to food banks and charities that address food insecurity surged by approximately 270% in 2020, compared to 2019, and accounted for over two thirds of all donations in the Social Services category.

Afterwards, O’Connor expected support to decrease in the fall and winter of 2020, but it didn’t. “Folks are still supportive of the work we’re doing,” she says. This is heartening, because Saskatchewan’s urban and rural communities faced a health and financial crisis unlike anything they’ve lived through in their lifetimes.



CASE STUDY

O3 Online Adapted to Isolation & Lack of Funds

It's hard to adapt overnight after a pandemic-lockdown announcement. There's the isolation. There's the lack of money. There's the fact that you don't have anywhere to sleep.

On Our Own (O3) is a social service organization in Montreal that provides affordable housing and support services to young parents who face serious crises.

"It was difficult for the first couple of months, especially when it was cold and we couldn't go out," says Ushana Houston, Director of O3. "We have 29 apartments in two buildings for young parents. Our offices are in the basement of one of the buildings."

Everyone was worried that a child would contract COVID. In the closed spaces, the virus would spread quickly to homes and the O3 offices.

The organization adapted using online video, but video fatigue soon set in, and video alone is no way to sustain programs for kids and young parents.

"Organizing a workshop by video at the end of the day isn't an option," says Houston. "We're trying indoor workshops for the moms, but with only four parents at

a time, while their kids are in the playroom. That means we need either more staff or more workshops." And that means more logistics, coordination, and fundraising.

Typically, O3 runs an annual fundraiser, an in-person comedy show. "We moved it to a drive-in, so everybody could be in their car and socially distance but still enjoy the show," Houston says. Promotion, including a media tour, started three months earlier than usual, because of the pandemic.

"That made a difference," Houston says. "Instead of having donations start in August, we started earlier. We raised more money this year than we ever have." A roster of live comedians entertained drivers, who tuned in via audio. The organization raised \$105,000, much of it through online giving.

"The funds will help O3 to work with young parents and their children, particularly now, as they face more food and financial insecurities brought on by the pandemic," Houston explains.

TREND #3

Increases for Charities Working with Indigenous Peoples

In the spring of 2020, an organization in Nunavut cancelled most of its programs due to the COVID pandemic. It was a scary decision for *Pitquhirnikkut Ilihautiniq / Kitikmeot Heritage Society (PI/KHS)*. The organization focuses on reviving the language and culture of the Inuinait, a distinct group of Inuit living in the Arctic. PI/KHS estimates that Inuinait, a language with less than 600 fluent speakers, will be extinct in less than two generations.

Elders are at the core of many of PI/KHS's programs; they teach younger people, in person, to speak the language and maintain their culture, but with the COVID pandemic, PI/KHS didn't want to put elders and the community at risk. Soon, it faced the prospect of program cutbacks and funding losses.

"In terms of programming, we played things week by week," says Lyndsey Friesen, Philanthropy and Communications Manager with PI/KHS. "We didn't do social gatherings, just because the elders are so precious to everything we do." Many of the programs shifted to online platforms, in spite of internet and other online costs in the North being astronomically high. "A video call can cost \$150 to \$200 per hour," Lyndsey explains, "and there's no option for unlimited internet service."

But online fundraising was successful for PI/KHS, just as it was with other charities working with Indigenous communities.

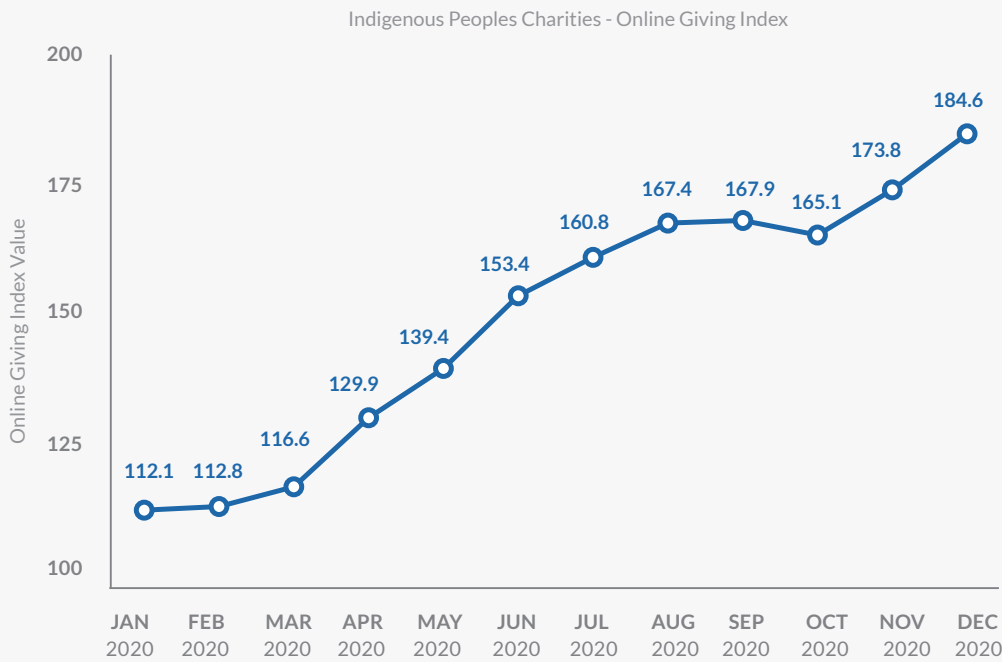


“

A video call can cost \$150 to \$200 per hour if our entire data package gets eaten up in a video conference due to low bandwidth. Our average monthly internet package ranges from \$150-300.

LYNDEY FRIESEN, PHILANTHROPY
AND COMMUNICATIONS MANAGER
WITH PI/KHS

FIGURE 6
Online Giving Index for Indigenous Peoples Category



Since June, 2020, online donations have increased at the highest rate ever seen in this and all other categories. This could be partly because of the expansion, in May, of highly publicized campaigns against social and racial injustices.

CanadaHelps' launched its Indigenous Culture and Language Resurgence in the Canadian North Cause Fund in July. In October it launched the Indigenous Peoples Solidarity Fund to support Indigenous-led charities.

“Last year, in The Giving Report 2020, CanadaHelps reported that donations to charities in the Indigenous Peoples category grew faster than growth in other charitable categories, especially in the last six months of 2019,” says Marina Glogovac, President and CEO of CanadaHelps. “That trend continued, and the OGI value jumped from 116.6 in March (after the declaration of the pandemic) to an astounding 184.6 in December (the highest OGI value recorded in four years).”

Although online giving for Indigenous Peoples is only 2% of all online giving in absolute terms, the OGI increase is telling.

PI/KHS was part of that positive trend because it had prepared in previous years. In 2018, the organization had made it easier for donors to give online, and donations increased as a result. This year, online giving rose even more.



Who Gives More to Indigenous Peoples?

Last year, we reported that specific groups donate more to the Indigenous Peoples category—groups that tend to be young, educated, live downtown, and are more likely to identify as visible minorities than the Canadian average. This trend continued in 2020 at a faster rate than in 2019. These younger groups don't typically donate, partly because their incomes are lower than average, but they still donated more in 2020 than they typically would have.



“One reason was the pandemic, which highlighted the need to support charities, but another reason was the social-justice movement, which highlighted the need to support Indigenous charities,” Friesen explains. For example, on *National Indigenous Peoples Day*, on June 21, PI/KHS saw a rise in donations, likely a result of searches for Indigenous charities to support after widely publicized protests in May. “This is significant for a small charity in the North, especially because the average donation is \$25 to \$50.”

Also, PI/KHS did something new in 2020. “We’d been trying to build relationships with foundations and individuals, so that we didn’t have to rely on project-based government funding, and we submitted a proposal to a private foundation, telling them, honestly, that we were unsure if we’d be able to pull off projects in the coming months, given the pandemic.” PI/KHS asked the foundation to support a sustainability fund that would pay for staffing, an extraordinary request in a sector in which donors want to donate for projects but not for the staff and administration to run those projects.

To Friesen’s surprise, the foundation said yes. “The pandemic is changing the world of philanthropy,” Friesen concludes. “Project-based funds are fine, but there’s a need to support the operational side of charities and nonprofits.”

Perhaps another thing that’s changing is Canadians’ awareness of the systemic racism facing Indigenous communities and the need to support Indigenous-led programs such as PI/KHS’s. “Data from the Canada Revenue Agency about total donations shows that this category was on the rise before 2020, with a 9.6% compound annual growth rate from 2013 to 2018,” says Shawn Bunsee, Vice President of Data & Analytics at CanadaHelps. “It’s possible that the Truth and Reconciliation Commission of Canada in 2015 and the National Inquiry into Missing and Murdered Indigenous Women and Girls in 2019 led to more donations in subsequent years.” And that trend continued in 2020.

TREND #4

After Protests Increased in May, Young People Donated More to Social Justice Movements

Since 2006, donation rates among young people have been falling. In 2020, thousands of new donors gave online to CanadaHelps' Black Solidarity Fund (BSF) and to two funds for charities working with Indigenous Peoples.

These new, young donors are culturally diverse, more educated, more open-minded and live in or around cities – and they're in the same groups that are active in social justice movements and are themselves impacted by racial and social injustices. Out of the 3,900 donors to the BSF, more than 2,000 are from these younger demographics. In 2020, they donated more than they typically would have, compared to previous years.

In contrast, wealthier, older and less culturally diverse groups donated less to these funds, likely because they tend to be less involved with those causes and are less affected by social and racial injustices.

What's eye opening is that the younger people who opened their e-wallets don't have as much money as the other groups, but they showed up in greater numbers to donate to the causes and organizations behind the movements.



The Black Solidarity Fund

In June, 2020, CanadaHelps launched the Black Solidarity Fund (BSF), an opportunity to stand up to intolerance, prejudice, and injustice, and to support charities in a range of categories, all focused on the advancement of Black Canadians. The BSF involves more than 70 charities (including the Hamilton Centre for Civic Inclusion) that advance social services, economic opportunities, mental health supports, advocacy efforts, and access to education for Black Canadians. Plus, many of these charities are preserving and celebrating Black art, heritage, and culture and their contributions to Canada. Many new donors, especially those from younger, culturally diverse backgrounds, gave online in large numbers. The BSF raised approximately \$1.9 million.

CASE STUDY

How Do You Fundraise for Anti-Racism Work?

The Hamilton Centre for Civic Inclusion is a charity that speaks out against discrimination and offers anti-oppression and anti-racism training, among other programs. But because the organization does anti-racism work, it's difficult to get donations.

"How do you convince people that they have to support anti-racism work?" says Kojo Dampthey, HCCI's Interim Executive Director. That's a good question.

The pandemic worsened income inequalities, racism and xenophobia in Canada, and social justice movements gained momentum in May, 2020 — with campaigns continuing this year. More people are rallying together against anti-Black racism and police brutality; in 2020, 60% of Canadians reported seeing racism as a serious issue, versus 47% in the previous year.

"Because of George Floyd's death, the protests and Black Lives Matter, people began to say, 'Who are the anti-racism organizations, and how do we support them in Hamilton or Ontario?' That's when our donations started increasing," Dampthey says. HCCI saw a jump in donors, from a few to approximately 100 monthly donors.

The organization also made sure it was easy to donate online, with a newly launched website and improved online donation tools. "The monthly increase was a huge change," Dampthey says. "It was about a moment in time, not something different we were doing. Also, now, we show people what we do before we ask them for money."

For example, the organization is producing a 40-second film showcasing its work and asking for donations on a designated landing page, as well as launching a fundraising strategy and videos on social media. It adapted to the pandemic lockdowns by running its Black Youth Mentorship Program, Anti-Racism Conference and other initiatives online.

"There's always discomfort when talking about racism and anti-racism—nobody wants to be called a racist—but the main thing is that an organization has to be out there in the community and has to engage people, so that you're mobilizing people," Dampthey explains. "So, when the time comes to ask them for money, it's easy for them to donate."

And the future looks promising. "Our organization is making sure that those who have donated and those who are monthly donors remain engaged in anti-racism work and civic engagement for the long haul," Dampthey says.



Religious Charities Were Bedrocks

Many religious charities, such as the Winnipeg-based *Manitoba Islamic Association* (MIA), stepped up during the pandemic, expanding reach into their communities and diversifying their online-fundraising tactics. MIA temporarily closed its three mosques and moved most programs online, including worship, children's stories, arts and crafts activities for families, and online cooking classes. That's when things got bad.

"Revenue from facility bookings plummeted, as people cancelled events during the pandemic, but closing the mosques was a huge loss, because people donate during worship," explains Idris Elbakri, the volunteer Chair of the Board of Directors of the MIA.

"But we're blessed with volunteers who stepped in," he says.

As with many other religious charities of any denomination, MIA is run mainly by volunteers. An MIA volunteer fundraiser was ready when the pandemic hit,

with fundraising focused during Ramadan, a month of fasting and prayer.

"Ramadan is the time of giving," Elbakri says. "We created an online campaign, the Lifeline Program, to increase monthly donations for operations. We went from 50 to 150 monthly donors in one month. Calling people to donate helped to boost the campaign."

Initiatives like this resulted in a higher Online Giving Index value for charities in the Religion category in 2020. (See *Figures 3A and 3B* on page 9.)

"The OGI value was already high before the pandemic announcement in March, peaking at 102.5 in February, the highest OGI value ever seen for this category," says Shawn Bunsee, Vice President of Data & Analytics at CanadaHelps. It continued to increase for most months of 2020, to 138.4 in December, as Canadians opened their online wallets to help those in need and to support new online programs in their religious communities.



TREND #5

Canadians Remembered the Environment

In 2019, given all the attention on climate change and environmental issues in Canada, it was surprising that only 4% of all online donations went to initiatives that protect and nurture the natural world. But, as we reported back then, slower growth in donations to the environmental sector finally reversed in the last six months of 2019. One year later, in 2020, charities working on environmental issues saw faster growth in online giving – the fastest growth in four years.

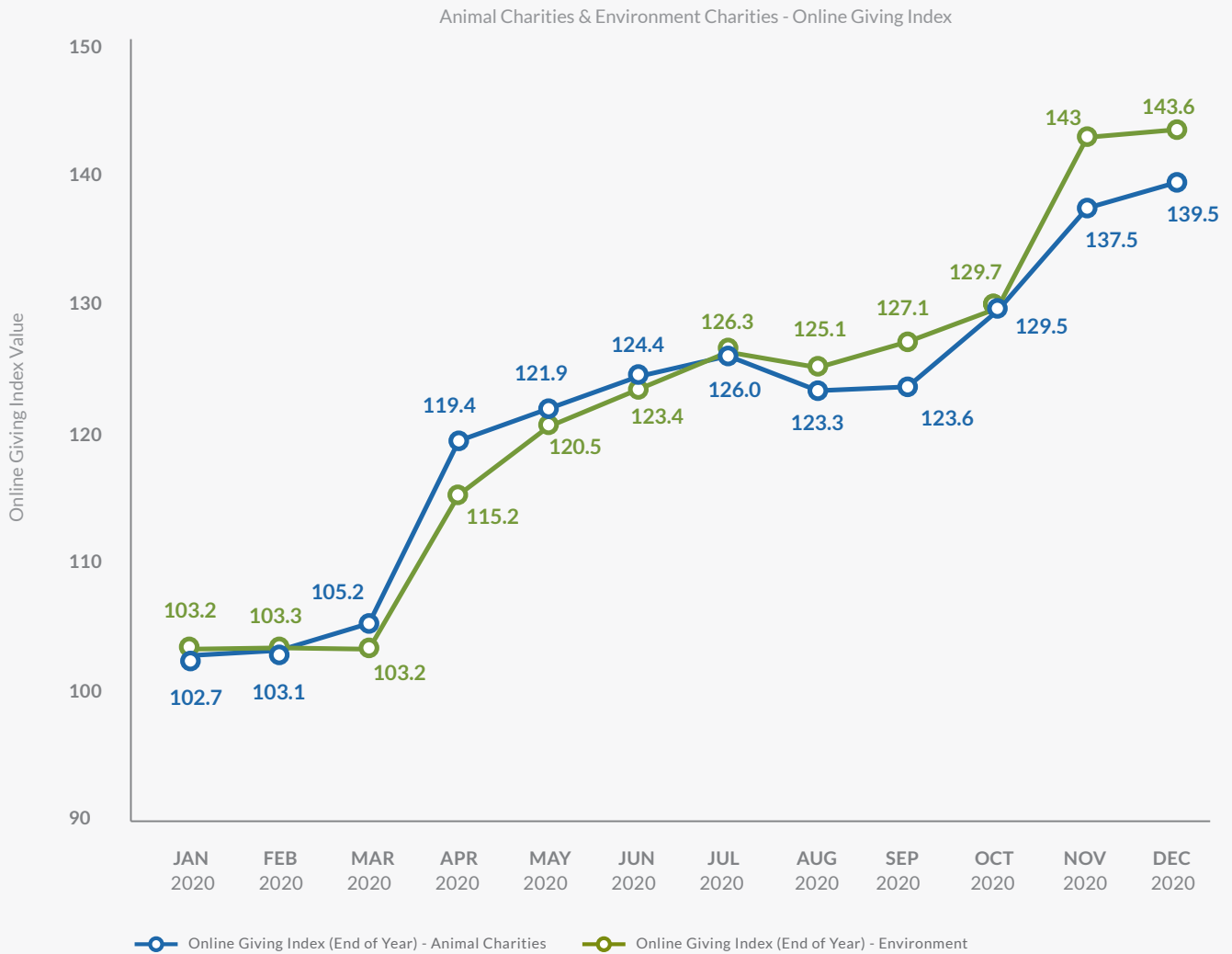


Who Gives More to Environmental & Animal-Focused Charities?

People from all demographics give online to charities that work on environmental issues or that run animal shelters and programs. However, there are two exceptions:

1. One demographic group gives slightly more to Environment charities. These donors tend to like to travel, are open-minded about other cultures, have less income, see themselves as citizens of the world, and are a mix of younger and middle-aged singles and couples who live downtown in cities.
2. An older demographic group gives relatively more, compared to other groups, to Animals charities. They tend to be less culturally diverse, work at blue-collar jobs, have children, have slightly more income than the average, are often 55 years and older, and tend to escape to rural areas.

FIGURE 7
Online Giving Index for Environment & Animals Categories



Pre-pandemic

Charities working with animals, pets, and habitats saw lower OGI values in January (103.2) and February (103.3), compared to a peak in December (104.7), the highest values seen since 2017.

Faster growth

Charities working in the Animals category experienced incremental growth for most of 2020. It now has the fifth highest OGI value.

Peaks after the pandemic started

The Environment continued to have incremental growth each month, peaking in July and seeing even greater growth in October.

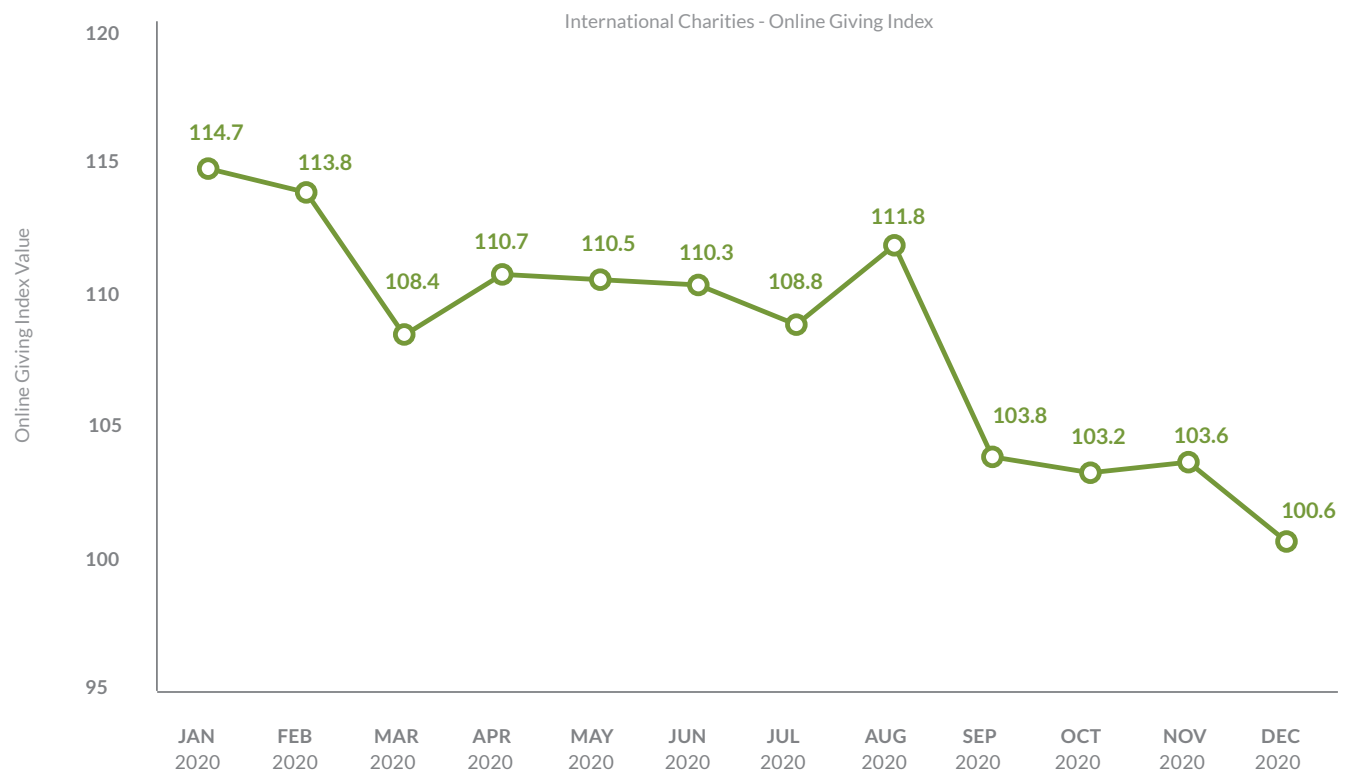
By December, the Environment OGI value was 139.5, and in the Animals category, it was 143.6, both of which were the highest in four years.

TREND #6

International Charities: Ups, Downs & COVID

Online donations to international charities had been growing faster in 2017-2019, but slowed down in 2020, likely because Canadians focused on local and national charities when the pandemic got worse.

FIGURE 8
Online Giving Index for International Category



Attack on Ukrainian plane in Iran

The International category had the highest OGI values of any category, likely due to responses to an Iranian missile strike on an airplane that killed many Canadians in Tehran.

Australian bushfires

Canadians' responded to the bushfires in Australia that destroyed millions of hectares of land and killed more than a billion animals. CanadaHelps launched an appeal to support charities involved in relief efforts.

Beirut explosion

The highest peak since the onset of the pandemic coinciding with appeals to support relief efforts after 2,500 tonnes of bomb material exploded in downtown Beirut, the largest non-nuclear detonation in the history of the world. It left 300,000 people homeless and resulted in \$15 billion in damage.

Natural disasters in 2019

Canadians responded to Hurricane Dorian and Amazon forest fires with faster growth in donations in September and October, 2019, resulting in relatively lower OGI values in those months in 2020. The hurricane was the most powerful ever recorded in the Atlantic Ocean and resulted in catastrophic damage in multiple countries. The Amazon fires destroyed nearly a million hectares of forest. Increases in online giving to affected communities showed, once again, that Canadians give at faster rates after an environmental or other kind of disaster.

“After peaking in 2020, the OGI value for International charities fell to 100.6 by December – meaning growth in the category is around the same as in January 2017,” says Shawn Bunsee, VP of Data & Analytics at CanadaHelps.

There are two important exceptions to all this. First, there were peaks in giving in early 2020 after the Australian bushfires and Iranian bombing (see Figure 8). Canadians tend to open their e-wallets in greater numbers after disasters and crises. Second, it’s important to remember that online giving to International charities continued to grow in 2020 (in spite of slowing rates of growth). The charities that excelled in the International category did so likely because they adapted programming and fundraising in early 2020 to focus on overseas communities affected by the pandemic.

Amistad Canada, for example, is a Canadian charity that improves the lives of Mexicans through projects designed to improve health and education. Beginning in March, 2020, it worked with many of its 13 partner Mexican organizations to make programming more focused on food, supplies and urgent needs just as the pandemic hit that country – and it turned to donor networks to expand online fundraising. In both cases (with programming and fundraising), it moved quickly, because after tourism and local economies had tanked, and after unemployment worsened, many people lost their livelihoods due to the COVID-19 crisis.

“The pandemic was terrible in Mexico,” says Mark O’Neill, President of *Amistad Canada*. “Financial poverty and sub-standard healthcare, mixed with other problems, made it one of the most seriously hit countries in the world – and it’s still bad.”

Amistad’s partners teamed up with other organizations, as well as municipal and state governments. “It was a level of collaboration we’d never seen,” O’Neill says. Meanwhile, the partner organizations ran more fundraising events online and raised more money than in previous years – approximately \$548,000 in 2020, compared to nearly \$345,000 in 2019. Most of the increase was due to donations specifically for COVID-19 relief.

Also, one of *Amistad’s* avenues of fundraising, the Toronto Waterfront Marathon, was cancelled in-person in Toronto but was expanded to take place online across Canada. This ‘virtual race’ allowed flexibility (donors ran or walked where and whenever they wanted in October), and seven of *Amistad’s* 13 partners participated, raising \$39,000 in the process.

“We also hosted a Fall Fanfare series of presentations, transforming it from a Toronto-only night to three, online, video events – a concert, lecture and a cooking show – which expanded reach across Canada,” O’Neill explains. “Still, I don’t know how these will sustain over the long term,” he says. “We assume 2021 will be similar to 2020, but we’re hoping 2022 will be ‘normal’ if vaccines become available and the pandemic subsides.”



The Effects on Arts & Culture

After the pandemic started in March, charities in the Arts & Culture category reported sharp drops in fundraising, even as people watched more movies, listened to more music and participated more in arts online because of lockdowns. Charities that support the arts and that rely on ticket sales and in-person events were among the worst affected by the pandemic cancellations. In Toronto, for instance, two thirds of arts and culture organizations reported a median decline of 50% in revenue.

But many charities, such as *Nia Centre for the Arts*, a Toronto-based organization that showcases and supports arts from the African Diaspora, adapted quickly and were part of a trend of faster growth in online donations to Arts & Culture.

One reason for this was speedy re-structuring of programs. Nia Centre cancelled its in-person programs, but it immediately shifted programs online. For instance, it surveyed artists about how they were dealing with the pandemic, provided art supplies to young people and artists in Black communities, ran



Who gives more to Arts & Culture?

Four demographic groups tend to give relatively more to charities in the Arts & Culture sphere. Most of these donors tend to have relatively less income, compared to other groups, and are young, urban, and well educated. However, one of these four groups is comprised of wealthy, middle-aged and older families who are highly educated. All four donate online to Arts & Culture at above average rates.



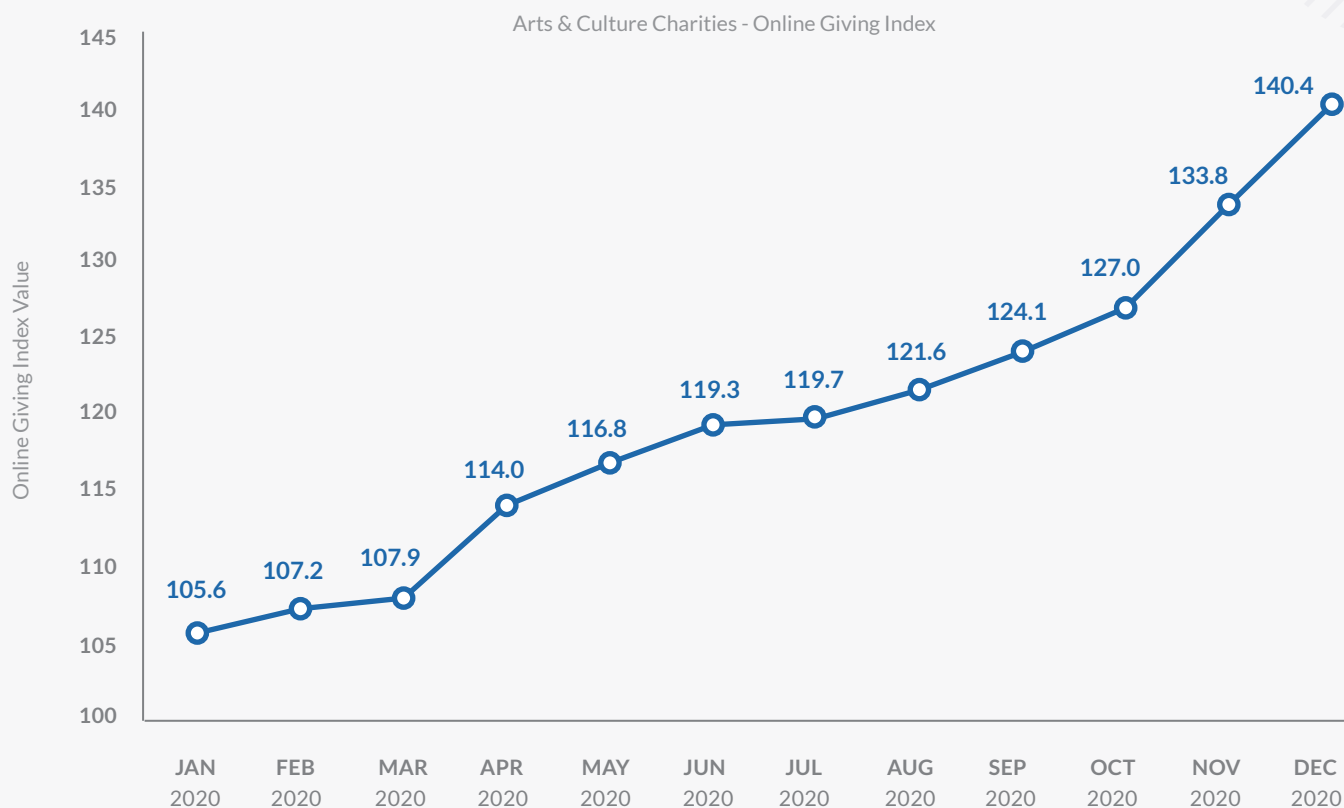
virtual workshops over the summer to help young artists stay engaged, and, during the height of the pandemic, produced a video, #KeepThatEnergy, as a tribute to artists whose work was keeping people grounded and connected during isolation. The result was a lot of media attention and a large increase in donations.

“One reason we got all those funds is because of people waking up to the fact that they don’t give to Black charities,” says Alica Hall, Nia Centre’s Executive Director. More than 90% of the donations came online, including through CanadaHelps’ Black Solidarity Fund, a huge

increase. Of note, many of the young people that tend to give relatively more to social justice causes are the same groups that give more to Arts & Culture charities (see sidebar.)

Looking to a future when lockdowns ease, Nia Centre raised more than \$6 million to re-develop its space into Canada’s first professional Black arts centre, a hub that will provide recording studios, exhibition spaces, a performance theatre, co-working spaces, and community workspaces.

FIGURE 9
Online Giving Index for Arts & Culture Category



In February, before the COVID-19 pandemic hit Canada, the Arts & Culture category saw a dramatic shift upwards – to the highest OGI value (107.2) for this category since 2017.

The faster growth continued after the pandemic as well, peaking at 140.4 in December.

Even though Canadians gave relatively more to other charities (and even though many Arts & Culture charities suffered drastic reductions in revenue), Canadians still gave more to Arts & Culture charities in 2020, and at an increasing rate, compared to previous years.

TREND #7

GivingTuesday Continues Growth in 2020

In Canada, GivingTuesday is the opening day of the giving season, a time when charities, companies and individuals rally for their favourite causes. It's part of a movement in 73 countries, and outside of the final days of the calendar year, it's the most important giving day of the year. It falls on the Tuesday following consumer shopping day, Black Friday, in late November or early December.

“Donations on GivingTuesday in 2020 doubled through CanadaHelps, compared to GivingTuesday in 2019, probably because Canadians wanted to help more during the COVID pandemic,” says Lys Hugessen, Vice President of Partnerships and GivingTuesday Canada at CanadaHelps. “On top of that, people donated more than \$36 million in 24 hours through 30 platforms in Canada.”

FIGURE 10 A
GivingTuesday Revenue Trend

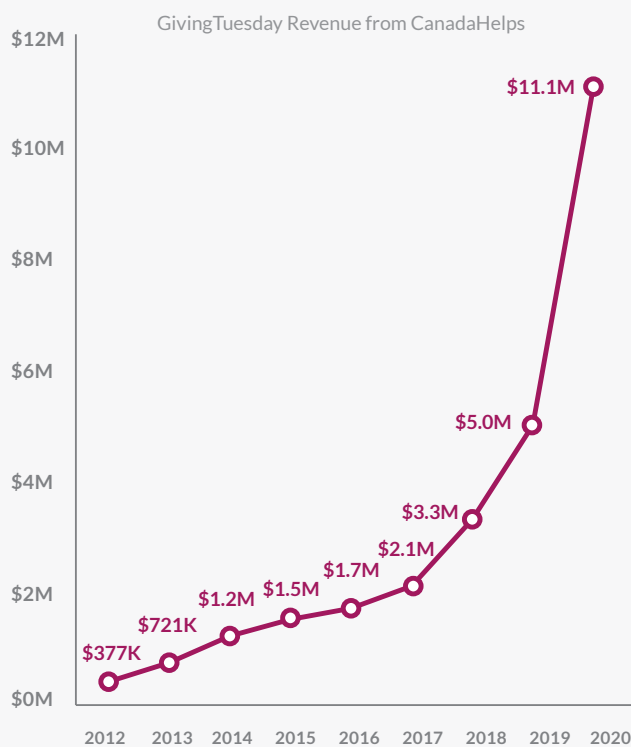
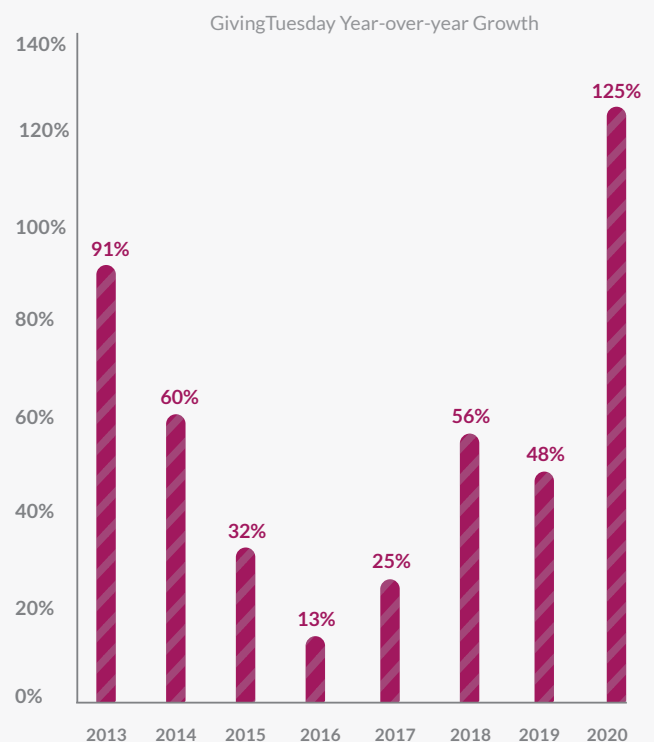


FIGURE 10 B
GivingTuesday Growth Trend



GivingTuesdayNow, on May 5, 2020, was a new initiative. It focused people on emergency responses to COVID-19, and online donations that day were four times higher than donations on an average Tuesday before the pandemic—a huge increase in giving.

The Recession, the Pandemic & the Future of Our Sector

For about 15 years, the number of Canadians who gave to charities and the average amounts of their gifts have been on a downward slope. The number of Canadians claiming a charitable donation on their tax filings, what we call the “participation rate,” fell from 24% of tax-filing individuals in 2007 to 19% in 2017. In addition, the average donation per Canadian also fell, from \$410 per adult in 2007 to an estimated \$368 in 2018.

“Both decreases, the number and the average, have been occurring at the same time,” says Shawn Bunsee, Vice President of Data & Analytics at CanadaHelps. “And even as Canada’s population has grown, total donations—online and offline—haven’t kept up at the same rate as the population increase.”

As noted on page 13, our projections of total giving in 2020 show that the COVID-19 pandemic and economic recession have hurt the charitable sector in similar ways to the 2008 Great Recession, with an estimated drop in total giving of \$1.2 billion in 2020. Looking at it another way, the estimated total donations for 2020 is expected to drop by 10% year-over-year, to 2016 levels. What’s equally worrisome, however, is that economic damage caused by this pandemic will likely continue well into 2021.



↓ 5%

From 2007 to 2017 the share of taxfilers who made donations dropped 5% from 24% to only 19%



↓ 10%

Total giving in 2020 projected to have declined by 10% in COVID-driven recession

↓ 10%

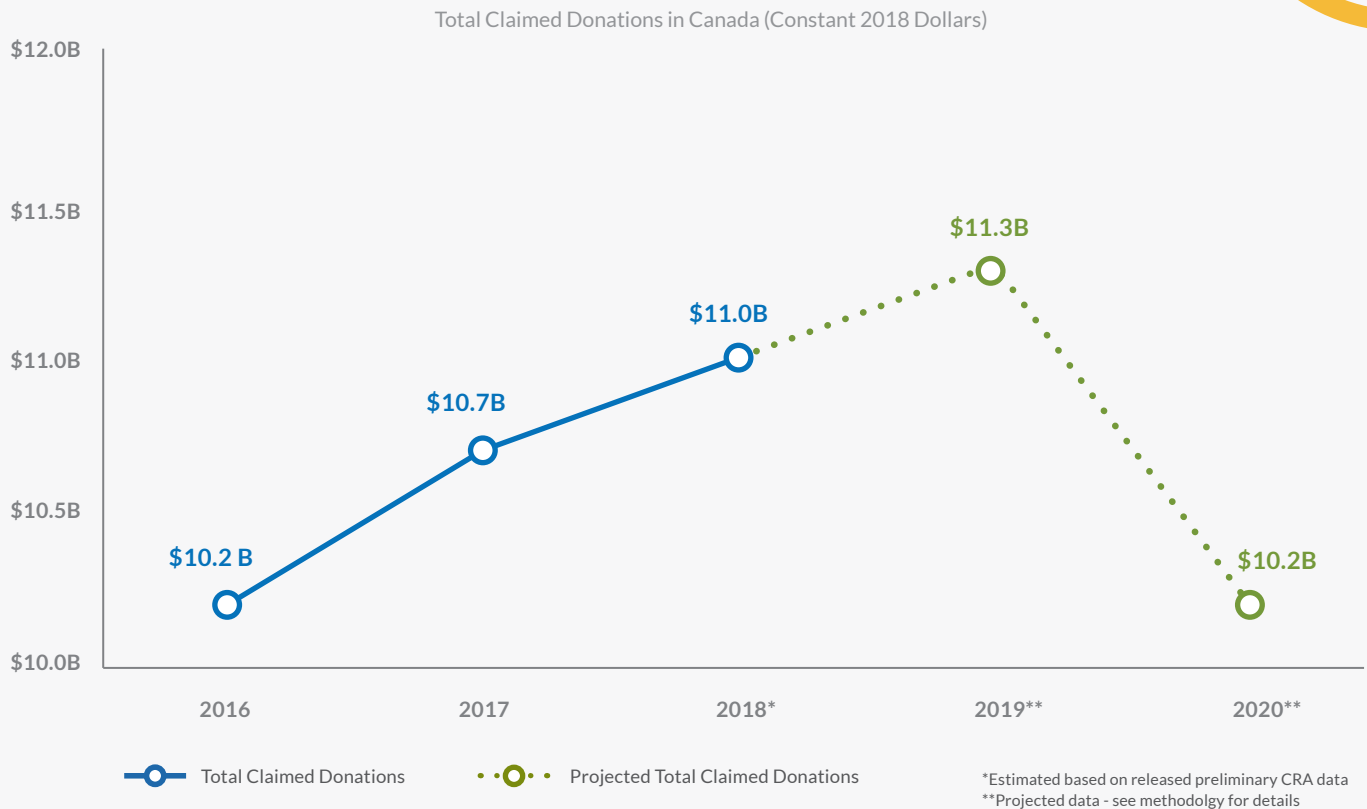
From 2007 to 2018 the average gift amount per Canadian decreased by 10%



“Although we don’t have data to project into 2021, we believe that we’ll see more of what we saw in 2020 if the recession continues,” says Marina Glogovac, President and CEO of CanadaHelps. “For a sector that contributes both significant economic value, and immeasurable social value, we must take this as a wake-up call.”

One bright spot is rising online donations — growing faster in nearly every category — in spite of falling total donations. “If there’s one message to take away from this report, it’s that charities should continue transitioning to online fundraising, and, if they’re already online, they

FIGURE 11
Total Claimed Donations in Canada (Constant 2018 Dollars)



should expand their networks, tools and strategies online,” Glogovac says. “At the very least, increases in online giving will bring some respite if total donations continue to fall in the future.”

Seeing these trends, it’s important that Canadians actively support charities’ investments into their

digital capacity. “In many ways, for charities as it is for businesses and other sectors of the economy, this is a critical indicator of survival in the increasingly digital future” Glogovac says. “And for communities, charities’ survival will determine whether the critical support charities provide in so many areas will continue and be scaled to meet increasing demands now and in the future.”

Data Sources & Notes

Donations made using CanadaHelps.org, and CanadaHelps fundraising software.

CanadaHelps maintains a charity database that is aligned with the Canada Revenue Agency's official charities listing, but this database is also supplemented by information entered by the charities themselves or researched by CanadaHelps.

Statistics Canada, Center for Income and Socioeconomic Well-being Statistics Income Statistics Division, T1 Family File, Reference 20041 - 980095.

Postal Code Validation Disclaimer: The geography in T1FF tables is based on an amalgamation of Postal Code^{OM} which does not always respect official boundaries. Statistics Canada makes no representation or warranty as to, or validation of, the accuracy of any Postal Code^{OM} data.

Canada Revenue Agency, T1 Final Statistics, <https://www.canada.ca/en/revenue-agency/programs/about-canada-revenue-agency-cra/income-statistics-gst-hst-statistics/t1-final-statistics.html>.

T1 Final Statistics. Data are derived from personal income tax returns. All returns received between the filing deadline (generally the end of April) and the end of June of the year following (i.e., 13 months after the filing deadline) are included. Any assessments or re-assessments up to the cut-off date are incorporated in the statistics. As with the T1 Family File, claimed donation amounts were adjusted to account for the effects of gifting tax shelter arrangements.

Claimed donation amounts were adjusted to account for the effects of gifting tax shelter arrangements. In 2006, the peak year for these arrangements, approximately \$1.3 billion in tax shelter-related donations were claimed. (The amounts claimed were not actual donations to charities – substantially the entire value of these claims has subsequently been disallowed by Canada Revenue Agency.) Over the period covered by this report, we identified approximately \$3.7 billion in donations to charities associated with such tax shelter arrangements. Because these claimed donations do not represent actual donations to charities, we have reduced reported claimed donations by equivalent amounts.

Canada Revenue Agency, T3010 Registered Charity Information Return Information as of July 2018.

Disclaimer from the Canada Revenue Agency: The information in this document has been provided by an information technology provider. Efforts have been made to ensure that the information contained herein is correct. The Charities Directorate is not responsible for the quality, accuracy, reliability or currency of the information contained in this package. Statistics and data are produced or compiled by the Charities Directorate for the sole purpose of providing Canadians or individuals with direct access to public information about registered charities in Canada. The CRA is not responsible for the use and manipulation by any persons of this information.

Registered charities are required to file a T3010 return annually with Canada Revenue Agency. These returns contain a wealth of information about organizational activities, finances, human resources and governance. Our analyses are based on Canada Revenue Agency's dataset of return. Our analyses excluded registered charities believed to be associated with gifting tax shelter arrangements.

Revenue analyses are based on the raw amounts reported by charities. Because of significant reporting errors, analyses of paid staff numbers are based on manually cleaned and corrected numbers of full-time paid staff.

Statistics Canada. Table 36-10-0222-01. Gross domestic product, expenditure-based, provincial and territorial, annual (x 1,000,000)

Statistics Canada. Table 17-10-0005-01. Population estimates on July 1st, by age and sex.

Statistics Canada. Table 14-10-0023-01. Labour force characteristics by industry, annual (x 1,000).

Statistics Canada. Table 36-10-0478-01. Supply and use tables, detail level, provincial and territorial (x 1,000)

Statistics Canada. Table 36-10-0438-01. Supply and use tables, summary level, provincial and territorial (x 1,000,000).

Inflation adjustments

With the exception of CanadaHelps' online donation data, all dollar amounts reported from the above sources are expressed in constant 2018 dollars. Nominal dollar amounts were adjusted using Statistics Canada's all-items annual average Consumer Price Index (CANSIM 18-10-0005-01). Dollar amounts reported from other supplementary data sources are reported in nominal dollars.

Timeframe

Generally speaking, our analyses included the most recent full year available. For external data sources, this was usually 2017 or 2018. For CanadaHelps' online donations data, this was 2020. However, where necessary we aligned the timeframe with the most recent full year available of the data we were comparing to.

Acknowledgements

Alex Gillis provided research, interviews, writing, and editorial and design direction for this year's report.

Our gratitude and thanks go to the charities who participated in this report:

- 1JustCity
- Amistad
- Black Health Alliance
- Bowen Island Health Centre Foundation
- Distress Centres of Greater Toronto
- Food Banks of Saskatchewan
- Hamilton Centre for Civic Inclusion
- Maggie's
- Manitoba Islamic Association
- Nia Centre for the Arts
- On Our Own (O3)
- Pitquhirnikkut Ilihautiniq / Kitikmeot Heritage Society
- Sunrise House (Grande Prairie Youth Emergency Shelter Society)



Supplemental Data Tables

Envionics Analytics developed donor segments using a range of anonymized data to help CanadaHelps understand key demographics, social attitudes, and donation behaviours of online donors.

TABLE 1

Donor Segment	Description
Downtown Donors	Downtown Donors are found in large urban centres and contain a mix of younger and middle-aged singles and couples who prefer the excitement of downtown living. Downtown Donors live in a vertical world, 77% of residents live in apartment buildings. Nearly 60% have a university degree (bachelor's and above) which has translated into white-collar jobs in various industries where they earn incomes nearly 20% higher than the Canadian average. Despite high rates of visible minorities, 76% of residents report English as their mother tongue. Fiercely independent, these residents do not like to be told what to do and may create their own fundraising campaigns.
Philanthropic Families	Philanthropic Families are comprised of wealthy, middle-aged and older families that are established and live in the most affluent neighbourhoods in Canada. These families are homeowners who are more likely to live in single-detached houses in affluent urban and suburban neighbourhoods. They are highly educated, with almost half holding a university degree or higher. These families are more likely to work in white-collar occupations such as business, finance, and administration, earning annual incomes almost 70% over Canada's average. One-in-three identify as a visible minority, with many of Chinese or South Asian descent. Their strong values in legacy and community involvement have led them to be generous with their donations to a variety of organizations. Not only does this group look to support those in their own backyards, they are also donors to international causes.
Maturing in Suburbia	Maturing in Suburbia is a collection of both older couples aging in place and middle-aged families raising older children. In this segment, more than 80% of residents own single-detached houses in well-established neighbourhoods in cities like Winnipeg, Calgary and Edmonton. The average household income is \$103K, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. Diversity in this group is very low. Residents are fiercely Canadian, prefer to have control over all aspects of their lives, but are less comfortable with modern technology.
Older Rural Families	Older Rural Families are scattered in small communities across Canada. These large family households are more likely to contain 4 or more people with children of all ages. The mostly middle-aged and older couples and families have turned their college and high school educations into incomes nearly 30% higher than the Canadian average. Most own a recently built single-detached home. In these neighbourhoods only 10% of residents identify as a visible minority (60% lower than the national average) and 92% of residents report English as their mother tongue.
Diverse Families	Diverse Families is a mix of multicultural families found in urban fringe neighbourhoods in cities such as Mississauga and Calgary, more than a third of households contain Canadians born in Asia. These large households are more likely to contain 5 or more people, with almost a fifth of the population speaking a non-official language and more than 40% identifying as a visible minority. With their university educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences. Legacy is very important to these residents, with a desire to leave a lasting impression on future generations, whether it's by donating their time or money.
Young Diversity	Young Diversity are young singles and couples living in older apartment buildings in large urban centres. More than 30% of household maintainers are younger than 35 and more than a third are single. Almost 50% identify as a visible minority and over one-third of are immigrants to Canada from countries such as China, India and the Philippines. Having recently entered the workforce, these residents earn modest incomes from white-collar occupations in sciences, arts & culture, and information and technology. With relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities.
Older Diverse Households	Older Diverse Households are a group of established families living in urban neighbourhoods and their surrounding areas. They are well-educated, working in white-collar careers and earning average household incomes. professions and in business and finance. Almost 75% identify as a visible minority and over half are immigrants to Canada often hailing from places such as India, China, the Philippines and Pakistan. A little over half speak English at home, with many other non-official languages being spoken at rates well above the Canadian average.

TABLE 2

How Donor Segments Gave to Select Cause Funds				
Donor Segment	Overall Donation Share	Increase/Decrease in Donation Share by Cause Fund		
		COVID-19 Community Care Fund	COVID-19 Healthcare & Hospital Fund	Black Solidarity Fund
Downtown Donors	12.7%	+9.5%	+8.9%	+19.4%
Philanthropic Families	16.5%	+0.6%	+1.9%	-1.7%
Maturing in Suburbia	6.9%	-1.9%	-1.5%	-3.1%
Older Rural Families	13.5%	-4.6%	-3.7%	-7.1%
Diverse Families	13.6%	-1.5%	+0.4%	-1.7%
Young Diversity	4.5%	+2.0%	+1.3%	+2.0%
Older Diverse Households	5.9%	+3.0%	+3.4%	+3.1%

TABLE 3

How Donor Segments Gave to Charitable Categories											
Donor Segment	Overall Donation Share	Increase/Decrease in Donation Share by Category									
		Animal Charities	Arts & Culture	Education	Environment	Health	Indigenous Peoples	International	Public Benefit	Religious	Social Services
Downtown Donors	12.7%	+0.3%	+9.2%	+2.8%	+3.7%	+0.5%	+11.7%	+0.3%	+1.1%	-3.7%	+0.8%
Philanthropic Families	16.5%	-1.9%	+3.6%	+1.4%	+1.5%	+1.0%	-1.9%	+2.5%	+0.5%	+0.1%	+0.9%
Maturing in Suburbia	6.9%	+0.3%	-0.4%	-0.5%	+1.0%	+0.1%	-1.7%	-0.3%	+0.2%	-0.2%	+0.1%
Older Rural Families	13.5%	+1.5%	-4.3%	-1.2%	-1.8%	+0.1%	-3.5%	-0.7%	-0.2%	-0.5%	-0.1%
Diverse Families	13.6%	-1.1%	-3.8%	-1.0%	-2.2%	-0.7%	-2.8%	-0.3%	-0.8%	+2.1%	+0.3%
Young Diversity	4.5%	+0.2%	+0.7%	+0.2%	+0.0%	-0.3%	+1.2%	+0.2%	+0.2%	+0.6%	+0.2%
Older Diverse Households	5.9%	-0.3%	-0.8%	-0.4%	-0.2%	-0.9%	+1.9%	+1.7%	-0.5%	+2.8%	-0.5%

TABLE 4

Online Giving Index Values by Year, Category				
Category	Online Giving Index Value (as of December)			
	2017	2018	2019	2020
Overall	96.3	98.8	102.9	153.9
Animal Charities	103.0	98.0	104.7	143.6
Arts & Culture	93.8	100.9	102.9	140.4
Education	98.3	98.4	97.3	126.7
Environment	108.8	94.5	101.8	139.5
Health	98.7	100.9	104.1	150.0
Indigenous Peoples	117.6	98.6	114.4	184.6
International	80.0	93.2	113.7	100.6
Public Benefit	90.0	99.8	101.8	178.3
Religious	95.5	94.5	101.0	138.4
Social Services	94.3	98.9	106.6	181.9

TABLE 5

Number of Full-Time Employees in Canada, Employed by Charities and All Organizations

Industry	2012	2013	2014	2015	2016	2017	2018	Growth between 2012 and 2018	CAGR
Employed by Charities	1,353,475	1,408,513	1,455,997	1,413,175	1,458,072	1,495,153	1,540,582	13.8%	2.2%
Employed (All Industries)	14,084,900	14,240,900	14,277,400	14,440,500	14,473,600	14,772,100		7.1%	1.2%
Percent Employed by Charities	9.6%	9.9%	10.2%	9.8%	10.1%	10.1%	10.2%		

CAGR = Compound Annual Growth Rate

TABLE 6

2018 Expenditure by Type of Charity

Charity Type	Charitable activities	Management / admin	Fundraising	Political activities	Gifts to qualified donees	Other	Computed sum of breakdown expenses	Reported total expenditures	Variance
Charitable Organization	\$195,253.0 M	\$20,941.6 M	\$1,918.4 M	\$28.0 M	\$2,390.1 M	\$10,947.1 M	\$231,478.6 M	\$261,235.0 M	11.4%
Private foundation	\$692.3 M	\$214.9 M	\$16.6 M	\$0.2 M	\$2,609.7 M	\$91.4 M	\$3,625.3 M	\$3,720.6 M	2.6%
Public foundation	\$998.0 M	\$609.0 M	\$870.0 M	\$2.5 M	\$4,408.8 M	\$154.3 M	\$7,044.1 M	\$7,034.5 M	0.1%
Total	\$196,943.3 M	\$21,765.5 M	\$2,805.1 M	\$30.7 M	\$9,408.5 M	\$11,192.9 M	\$242,148.0 M	\$271,990.1 M	11.0%
Distribution	81%	9%	1%	0%	4%	5%			

TABLE 7

Number of Charities by Full-Time Employees

Full-Time Employees	2012	2013	2014	2015	2016	2017	2018	Percent of Total (2018)	Compound Annual Growth Rate
0 or not entered	48,677	48,360	48,889	48,824	48,673	48,676	48,885	58%	0.1%
1 to 2	17,759	17,922	17,535	17,332	17,077	16,871	16,542	20%	-1.2%
3 to 5	7,040	6,922	6,772	6,876	6,859	6,843	6,817	8%	-0.5%
6 to 10	4,038	4,027	4,077	4,053	4,001	4,034	4,089	5%	0.2%
11 to 50	5,276	5,361	5,411	5,461	5,553	5,570	5,642	7%	1.1%
51 to 200	1,462	1,475	1,491	1,552	1,560	1,598	1,669	2%	2.2%
200 or more	798	812	816	799	734	745	744	1%	-1.2%
Total	85,050	84,879	84,991	84,897	84,457	84,337	84,388	100%	-0.1%

TABLE 8

Number of Charities by Total Revenue

Total Revenue	2012	2013	2014	2015	2016	2017	2018	Percent of Total (2018)	Compound Annual Growth Rate
Less than \$100,000	44,419	43,994	43,531	43,349	42,643	41,839	41,931	50%	-1.0%
\$100,000 - \$499,999	24,420	24,379	24,511	24,463	24,504	24,520	24,468	29%	0.0%
\$500,000 - \$999,999	6,361	6,420	6,497	6,464	6,637	6,773	6,710	8%	0.9%
\$1,000,000 - \$2,499,999	4,765	4,848	5,022	5,103	5,101	5,361	5,410	6%	2.1%
\$2,500,000 - \$4,999,999	2,027	2,047	2,110	2,157	2,249	2,308	2,309	3%	2.2%
\$5,000,000 or more	3,058	3,191	3,320	3,361	3,323	3,536	3,560	4%	2.6%
Total	85,050	84,879	84,991	84,897	84,457	84,337	84,388	100%	-0.1%



CanadaHelps is a Registered Charity

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