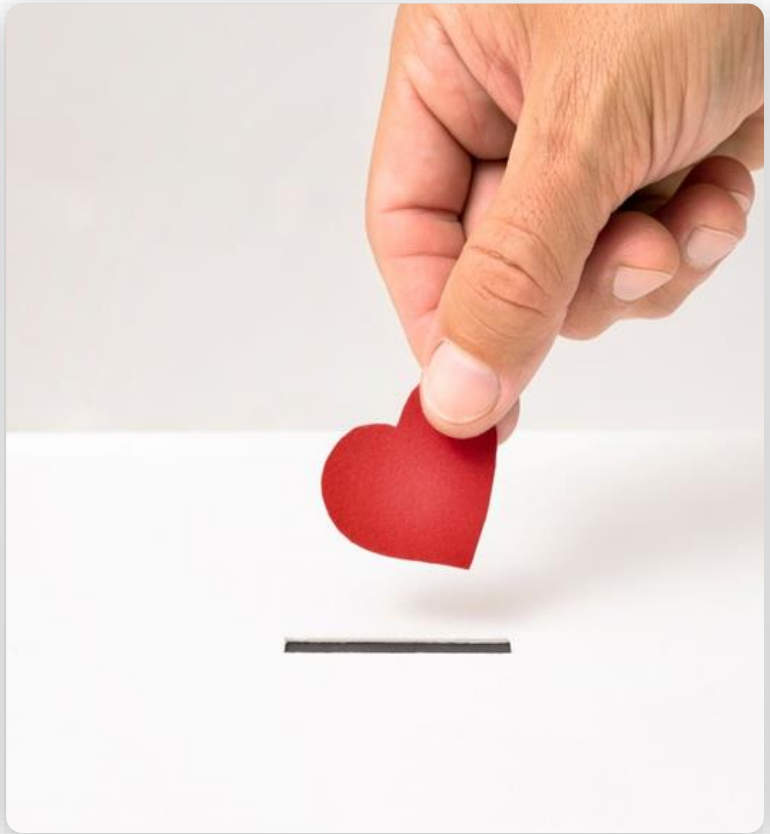
REPORT

Charitable Giving

CANADA



February 2025

#42313-048

Background

- Leger, the largest Canadian-owned polling and marketing research firm, monitors views on charitable giving to keep a pulse on the not-for-profit sector.
- This represents the second annual wave of research into the sector, tracking results from 2024.

Methodology

- Results are based on online research conducted with a representative sample of Canadian adults 18 years of age and older from LEO's (Leger Opinion) panel.
- Sample sizes and field dates :
  - 2,633 Canadians Feb 14-16, 2025.
  - 2,694 Canadians Feb 16-19, 2024.
- The data was statistically weighted according to Canadian Census figures.
- A margin of error cannot be associated with a non-probability sample in a panel survey, but for comparison purposes, a probability sample of 2,600 would have a margin of error of ±1.9%, 19 times out of 20.

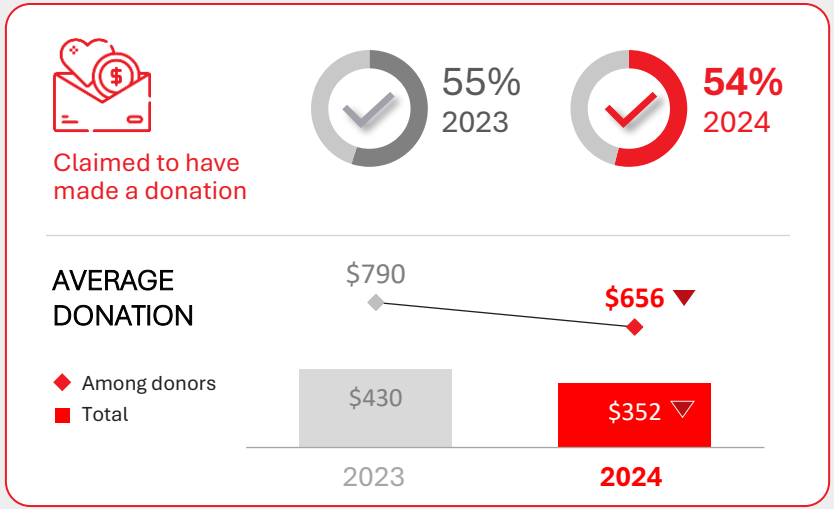
Additional methodology details can be found in the appendix.

KEY INSIGHTS

PAST YEAR GIVING

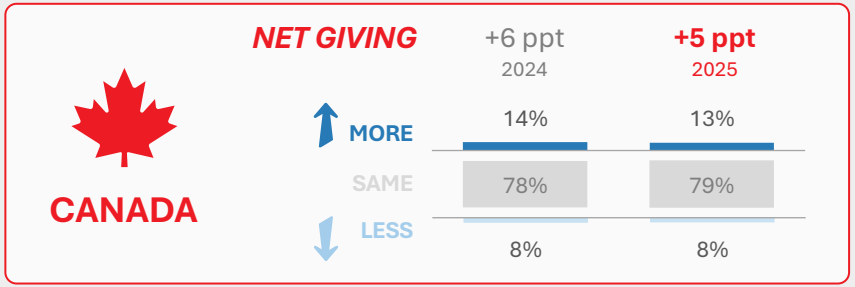
While the number who gave in 2024 has not changed from 2023, the amount given has declined this year over last. The rising costs of living and the postal strike may all have had a negative impact.

- Downward trend is present for all provinces but steepest in BC.
- BC, AB and SK continue to give most; QU the least.



FUTURE PREDICTIONS

In early 2024, Canadians mainly predicted they would give us a much as in 2023. That did not come to pass (as giving numbers to the left indicate), with economic challenges perhaps proving to be greater than anticipated. In 2025, Canadians continue to predict similar behaviour; given donors' predictions for 2024 and ongoing political and economic uncertainty, it may be that this is a more optimistic outlook for charities than is warranted.



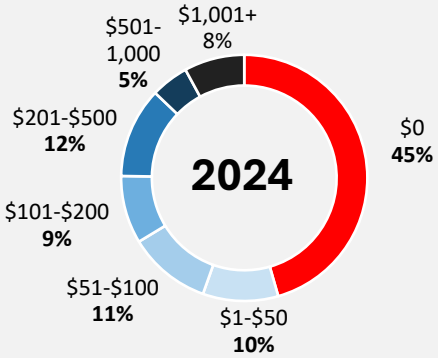
- Regionally, a greater decline in BC relative to other provinces may be seen in 2025 given that province's prediction.
- When it comes to specific activities, donating to friends/family fundraisers and buying a good/service where the proceeds are donated are areas likely to exhibit more softening in 2025 than others.

▲▼ Statistically significantly higher/lower than previous wave

PAST YEAR CHARITABLE DONATIONS

Perhaps in response to increasing economic concerns and negatively impacted by the postal strike in late 2024, Canadians gave less to charities last year than the year before. It's not a case of past donors choosing not to donate last year (essentially the same proportion donated), it's that doners are all giving slightly less. This trend is true in all provinces although the decline is steepest in BC.

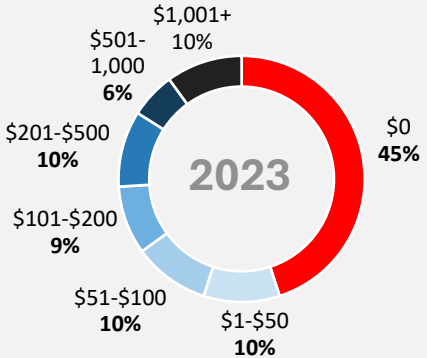
Quebec continues to be the province that gives the least while BC, Alberta and Saskatchewan give the most.



54% DONATED

$352 AVE. (TOTAL)

$656 AVE. (AMONG DONORS)



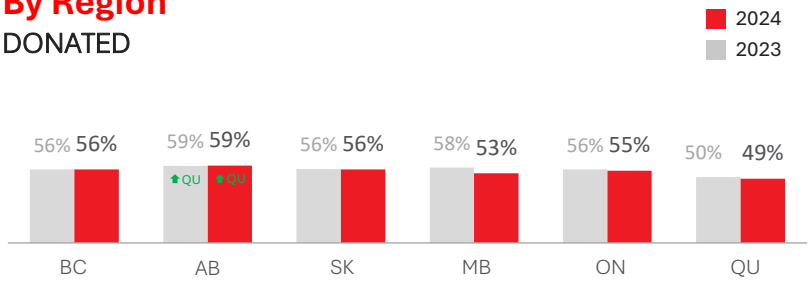
55% DONATED

$430 AVE. (TOTAL)

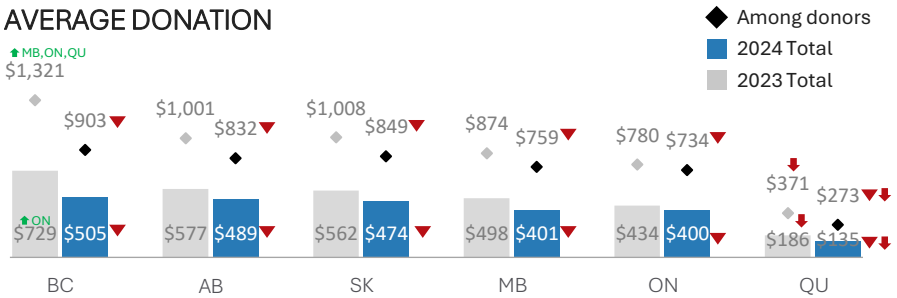
$790 AVE. (AMONG DONORS)

By Region

DONATED



AVERAGE DONATION



Statistically significantly higher/lower than previous wave

Statistically significantly higher/lower than comparison groups

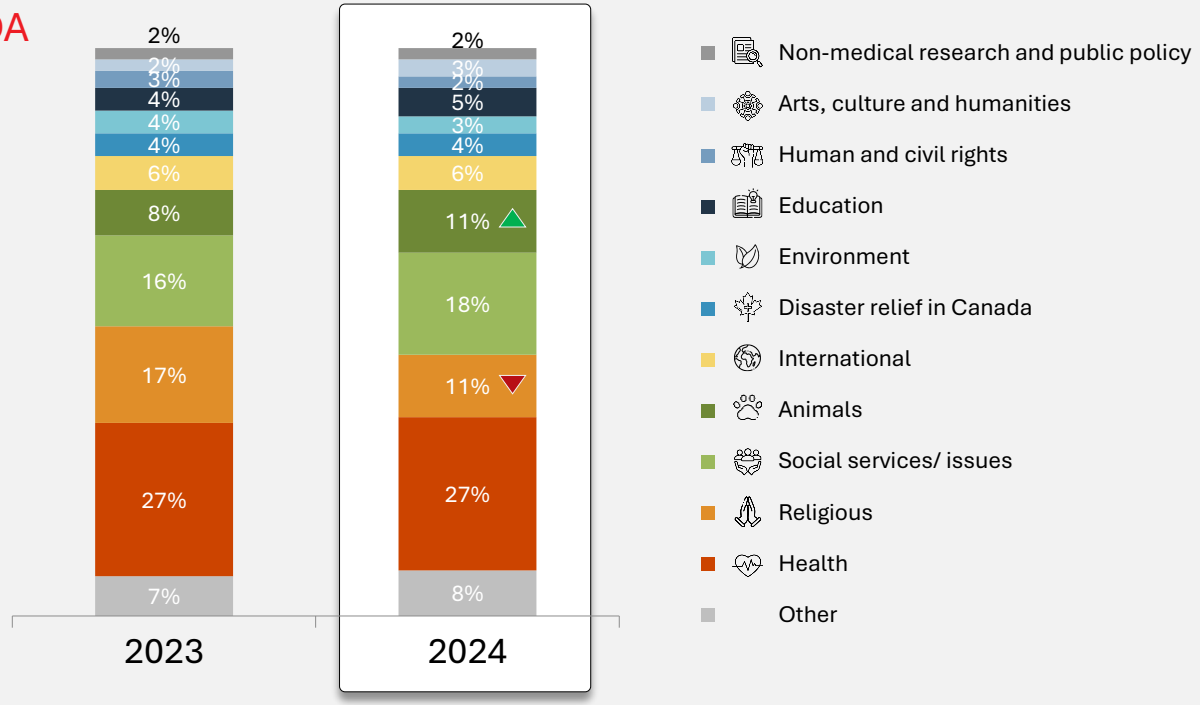
Thinking of all the charities, foundations, and not-for-profit organizations you donated money to, approximately how much did you donate in **2024**?

SHARE OF DONATIONS BY SECTOR

CANADA

Health charities, followed by those focussed on social services/ issues took the largest share of donations in 2024.

A small decline in donations to religious-affiliated charities takes that sector from second highest to tie with animal-related charities for fourth most donated to this year. Animal-related charities have seen a small increase this year, suggesting increasing popularity in the cause.



What proportion of your total financial donations in 2024 went to organizations in each of the following sectors/areas?

▲▼ Statistically significantly higher/lower than previous wave

SHARE OF DONATIONS BY SECTOR x REGION

	BC		AB		SK		MB		ON		QU	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
n=	202	216	207	213	146	151	244	196	316	325	177	181
Non-medical research and public policy	0%	2% ▲	1% ↑BC	1%	3%	2%	2% ↑BC	1%	1%	2%	4% ↑BC,AB,ON	2%
Arts, culture and humanities	2%	2%	2%	4%	3%	2%	2%	4%	2%	3%	1%	3%
Human and civil rights	4% ↑QU	2%	4% ↑QU	1% ▼	2%	4%	3% ↑QU	4%	3% ↑QU	2%	1%	2%
Education	3%	3%	2%	4%	4%	7%	5%	5%	4%	4%	4%	9% ↑BC,AB,ON
Environment	4%	5% ↑MB,QU	3%	3%	2%	4%	3%	3%	4%	4% ↑QU	4%	1%
Disaster relief in Canada	5% ↑SK	3%	4%	3%	2%	4%	3%	3%	3%	3%	3%	6%
International	7%	8% ↑QU	8%	10% ↑QU	7%	7%	5%	5%	6%	6%	6%	3%
Animals	13% ↑ON,QU	16% ↑ON,QU	11% ↑QU	14%	14% ↑ON,QU	12%	18% ↑AB,ON,QU	15% ↑ON,QU	7%	9%	5%	7%
Social services/ issues	16%	18%	14%	15%	10%	9% ↓	14%	15%	14%	18%	20% ↑SK	19%
Religious	20%	8% ▼	22%	21% ↑BC,ON,QU	21% ↑BC,QU	19%	19%	15% ↑BC,QU	18%	12% ↑▼QU	10% ↓	5%
Health	20%	23%	20%	18%	24%	21%	24%	25%	30% ↑BC,AB	30% ↑AB,SK	34% ↑BC,AB,MB	33% ↑BC, AB,SK
Other	5%	9%	9% ↑MB	6%	8%	11%	3%	5%	7% ↑MB	6%	8%	10%

What proportion of your total financial donations in 2024 went to organizations in each of the following sectors/areas?

▲▼ Statistically significantly higher/lower than previous wave
↑↓ Statistically significantly higher/lower than comparison groups

PLANNED CHANGES IN GIVING OVERALL

Future intentions reveal that the situation is not likely to improve for charities in 2025, with most planning to give the same amount, a similar finding to 2024. As actual donations in 2024 declined (contrary to predictions in early 2024), this result is suggestive of further softening in giving in the year to come, especially given the political and economic uncertainty faced so far this year. In BC, there are indications that decline may be steeper as fewer plan to give more in 2025 versus 2024.

NET GIVING

MORE

SAME

LESS

CANADA

	2024	2025
Net giving	+6 ppt	**+5 ppt**
MORE	14%	13%
SAME	78%	79%
LESS	8%	8%

British Columbia

	2024	2025
Net giving	+7 ppt	**+2 ppt ▼**
MORE	17%	11% ▼
SAME	73%	80% ▲ ↑AB,MB
LESS	10%	9%

Alberta

	2024	2025
Net giving	+10 ppt	**+7 ppt**
MORE	18% ↑SK,ON	17%
SAME	73%	73%
LESS	9%	10% ↑QC

Saskatchewan

	2024	2025
Net giving	+ 4ppt	**+6 ppt**
MORE	11%	16%
SAME	81% ↑BC,AB, MB	75%
LESS	7%	9%

Manitoba

	2024	2025
Net giving	+16 ppt ↑	**+12 ppt**
MORE	23% ↑BC,SK, ON,QU	19% ↑BC,ON
SAME	71%	73%
LESS	7%	7%

Ontario

	2024	2025
Net giving	+3 ppt	**+3 ppt**
MORE	12%	12%
SAME	78% ↑MB	79% ↑MB
LESS	10%	9%

Quebec

	2024	2025
Net giving	+7 ppt	**+8 ppt**
MORE	13%	13%
SAME	81% ↑BC,AB, MB	82% ↑AB,SK,MB
LESS	6%	5%

Base: All respondents
In 2025, do you plan to donate more, less or about the same amount to charities, foundations and not-for-profit organizations compared to 2024?

▲▼ Statistically significantly higher/lower than previous wave
↑↓ Statistically significantly higher/lower than comparison groups

PLANNED CHANGES IN CHARITABLE ACTIVITIES

As with donations overall, most Canadians anticipate their behaviour in 2025 compared to 2024 will be similar when it comes to a variety of charitable activities. There may, however, be softer participation in donating to friends/family fundraising and buying goods or services where the proceeds go to charity.

	One time donation to charity		Ongoing donation to charity		Donation to charity through friend/family's fundraising		Donation as a gift		Crowdsourcing donation to charity		Crowdsourcing donation to person/idea/ business		Buy goods/ services, profits donated		Lottery tickets for charity		Fundraise		Volunteer	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
NET GIVING	+5 ppt	+5 ppt	-1 ppt	0 ppt	-1 ppt	0 ppt	-3 ppt	0 ppt ▲	-2 ppt	-1 ppt	-3 ppt	-1 ppt	+3 ppt	+2 ppt	+1 ppt	0 ppt	-1 ppt	-1 ppt	+4 ppt	+4 ppt
MORE	11%	11%	5%	5%	6%	5%	3%	4%	4%	5%	3%	4%	8%	8%	7%	6%	4%	4%	9%	8%
SAME	46%	45%	27%	25%	34%	31% ▼	25%	23%	21%	21%	21%	20%	42%	39% ▼	36%	35%	21%	21%	28%	26%
LESS	6%	7%	5%	5%	6%	6%	6%	4% ▼	6%	6%	5%	5%	6%	6%	6%	6%	6%	5%	5%	4%
Plan to do the activity	63%	**63%**	37%	**35%**	45%	**42%** ▼	35%	**32%** ▼	31%	**31%**	29%	**29%**	56%	**53%** ▼	49%	**47%**	31%	**31%**	41%	**39%**

Base: All respondents
In 2025, are you likely to do more, less or about the same of each of the following compared to 2024?

▲▼ Statistically significantly higher/lower than previous wave

Appendix

METHODOLOGY

- The LEO (Leger Opinion) panel is the largest Canadian panel with over 450,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.
  - Many of LEO's panelists were randomly selected through Leger's telephone call centre (RDD), panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has developed a high-performance Apple and Android app.
- The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

WEIGHTED AND UNWEIGHTED SAMPLE

Region	Unweighted	Weighted
BC	402	366
AB	401	293
SK/MB	701	169
ON	620	1,019
QU	409	608
Atlantic	100	177

Gender	Unweighted	Weighted
Male	1,300	1,284
Female	1,333	1,349

Age group	Unweighted	Weighted
18-34	662	702
35-54	779	847
55+	1,192	1,083

NOTES ON READING THIS REPORT

- The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.
- In this report, statistically significant differences in trending over time are shown as follows:

  ▲▼ Statistically significantly higher/lower than previous wave

- In this report, statistically significant differences between subgroups are shown as follows:

  ⬆⬇ Statistically significantly higher/ lower than comparison group(s)

COMMITMENT TO ADVANCEMENT OF THE INDUSTRY

Through our memberships and accreditations, we're committed to upholding our industry's highest professional standards and ethical practices so you can get the reliable data you need. Our leaders and colleagues across North America actively participate, aiming to advance the industry overall and build a global community.

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