

## Facts and Stats

---

### Scorecard: Giving in Canada

#### Volunteering

- Approximately 27% of Canadians do some kind of volunteer work.
- More than 6.5 million Canadians volunteer more than 1 billion hours of their time to charitable and voluntary organizations each year—the equivalent of more than 549,000 full-time jobs and an annual payroll of more than \$17 billion.
- The number of people who volunteer in Canada declined from 7.5 million in 1997 to 6.5 million in 2000. However, over that time, there was an increase in the average number of hours that each volunteer donated.
- The number one reason people give for *not* volunteering is 'lack of time'.
- 62% of people who volunteer believe it will improve their job prospects.
- To the extent that there is a typical Canadian volunteer, it is a married woman between 35 and 54, with some post-secondary education. She is employed, has a household income of more than \$60K, and has some sort of religious affiliation.
- The top reason for volunteering is 'a belief in the cause'. In addition, women are more likely to volunteer to explore personal strengths, while men are more likely to volunteer because their friends are volunteering.

Sources: Charityvillage.ca, Imagine Canada

#### Giving to Charities

- Approximately 23% of tax filing British Columbians gave money to charity in 2004.
- British Columbians donated .71% of their income to charity in 2004.
- The average charitable donation in 2004 in B.C. was \$1,219.
- The number of British Columbians who gave to charity in 2002 was 2.2% less than in 1995, (23.8%) however, British Columbians increased the percentage of their income given to charity: from .56% in 1995 to .71% in 2002.

# THE POWER *of* GIVING

Creating abundance in your home, at work, and in your community.

- For the fifth consecutive year, Manitobans rank as the most generous givers in Canada, with the largest percentage of tax filers donating to charity (28.5%), and the largest percentage of income donated (.88%). Ontario and Saskatchewan ranked second and third, with approximately 27% of tax filers giving, and .8% of aggregate income given to charity.
- Per capita, Americans continue to outperform Canada in terms of how much people give to charities, and how many people give to charities each year. In Canada, an average of 25.1% of tax filers donated to charity in Canada, versus 30.8% in the U.S. Americans give an average of 1.57% of their income, while here in Canada we give .65% of our incomes to charities.  
Note: The difference between the two countries' taxation systems and safety nets was recognized in the study, but did not weight the results.
- Albertans gave the highest per charitable donation in Canada in 2004—at an average of \$1,330 per donor. In Wyoming, the average was \$6, 356 per charitable donation.

Sources: Canada Revenue Agency, Statistics Canada, *Generosity Index* (The Fraser Institute)

## **Why Give?**

- One out of every four people in the world is hungry.
- One billion people in the world do not have enough clean water.
- At least 200 million people are suffering the horror of war, imprisonment, and/or torture.
- Every few seconds, a child dies from a preventable disease.
- One-seventh of the world's population is illiterate.
- In the U.S., the world's richest country, three million people are homeless each year.

—30—

## **More information**

Farrah Jinha  
Elite Public Relations  
604.980.2448  
[farrah@elitepr.ca](mailto:farrah@elitepr.ca)