

Philanthropy in Edmonton

An act or gift done or made for humanitarian purposes.

In partnership with Edmonton Social Planning Council, Vital Signs is an annual checkup conducted by Edmonton Community Foundation to measure how the community is doing. We also focus on individual issues in our quarterly feature, Vital Topic, covering timely and important issues specific to Edmonton. Watch for these in each issue of *Legacy in Action*, and for the full issue of Vital Signs in October 2019.



In Edmonton, who gives?¹

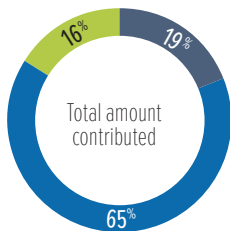
Median annual donation²

\$470	\$400
Men	Women



Donors by annual income

- Earn < \$40k
- Earn \$40k-\$79k
- Earn ≥ \$80k



Donors by age

20% of people 55 years or older donated	3% of people 24 years or younger donated
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Why do we give?

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

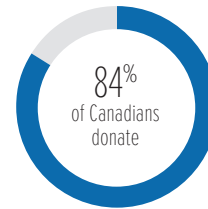
Youth are the least likely to donate, but find experiences such as 'helping others' or 'volunteering' motivational.

When do we give?



In Canada, who gives?

Since the 1980s, the largest average donations come from **Alberta & B.C.** and the lowest from Québec and Atlantic Canada.



Calgarians gave \$664 million in 213,050 donations

Edmontonians gave \$439 million in 196,180 donations

Median annual donation

\$300	\$480	\$470	\$440
Canada	Alberta	Calgary	Edmonton

Who gives the most?

Baby Boomers have been responsible for more than 40% of total donations since 2000.

Monthly donors³ give an average of \$681 annually, while those who made one-time donations averaged \$327 annually.

Foreign-born Canadians tend to donate larger amounts than do those born in Canada.

What are we giving to?

Canadians give registered charities over **\$14 billion annually**

1% of the charities in Canada get 66% of the donations

Categories of organizations donated to

41% Religion
13% Health
12% Social Services
34% Other

Immigrants to Canada are almost twice as likely to donate because of religious obligations. They are also more concerned about charity fraud or scams.

How has giving changed?

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

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

What does this mean?

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

¹ Unless otherwise stated, "Edmonton" refers to the Edmonton Census Metropolitan Area.
² All data refers to 2017 tax-filer data unless otherwise stated. ³ According to *The Giving Report 2018* by Canada Helps. Sources for these stats can be found at ecfoundation.org