The Giving Report 2020

ONLINE GIVING IS ON THE RISE

CanadaHelps.org
giving made simple

TABLE OF CONTENTS

Foreword from CanadaHelps' CEO 03

The bad news: The number of Canadians who give to charities is decreasing 05

The good news: Online giving is growing faster in Canada 09

Donations from mobile users is outpacing donations from desktop users 10

Insights from our new Online Giving Index 11

Monthly donations: Strong and sustained growth for the past 36 months 15

Trend #1: Donations to charities that work with Indigenous peoples are still small but growing faster than most of the charitable categories 16

Trend #2: Donations to charities working on international issues are growing faster 18

Trend #3: Environmental sector: Stunted growth in online donations finally ends in 2019 19

Conclusion: Taking advantage of trends 21

Data sources and notes 22

Acknowledgements 23

Supplemental Data Tables 24

ABOUT CANADAHELPS

CanadaHelps exists to inform, inspire and connect donors and charities, and to democratize access to effective technology and education in the charitable sector. CanadaHelps allows donors to quickly and safely donate and fundraise online to any registered Canadian charity, and it provides charities with the secure, online fund-raising software that they need to succeed.

FOREWORD FROM CANADAHELPS' CEO

Over two editions of *The Giving Report*, CanadaHelps provided knowledge and insights to help Canadians understand the charitable sector and its impact on Canada. In this third edition, we've used extensive data from CanadaHelps to expand our focus on online giving in Canada, and we have also once again partnered with Imagine Canada to share Canada Revenue Agency data. No sector impacts and improves the lives of so many Canadians like the charitable sector, yet the number of Canadians who give to charities continues to decline at a worrisome rate — and the average donation amount among all adult Canadians has declined in the past decade as well. That's the bad news.

The good news is that the overall total of donation dollars has been increasing, and online giving is growing at nearly three times the rate of overall giving. Based on the trends we see at CanadaHelps, and patterns in the U.S. and U.K., online giving will continue to rise. None of this is surprising, as online purchasing continues to boom in Canada.[1]

> *"Using CanadaHelps' online tools, nearly 2.4 million Canadians have donated approximately $1.3 billion to charities since 2000."*

Charities are doing more to make it easier to donate online, a welcome move after decades of trying to transition to the digital world. Clearly, they must continue to do so in order to take advantage of increases in online giving through smartphones and tablets and through desktop computers (which still account for most donation revenues).

This report introduces our Online Giving Index, drawing on CanadaHelps' unique volume and breadth of Canadian data about online charitable giving. The OGI reveals insights about the growth of online giving through CanadaHelps and, by extension, the growth of online giving in Canada. GivingTuesday, for instance, has become one of the most important fundraising days of the year. In addition, three other trends caught our attention:

1. donations to charities that work with Indigenous peoples are growing faster than donations to other charitable categories;
2. donations for international issues, especially disaster relief, are also growing faster;
3. slower growth in online donations to the environmental sector finally reversed in 2019.

I'm inspired to see the public engaging more vigorously with these critical social issues. Our world is in the middle of a climate crisis, which contributes significantly to the hardships that internationally focused charities are working to address. And, in our own country, more Canadians are grasping the magnitude of the genocidal acts against Indigenous peoples of the past and the attitudes and inequalities that continue to this day. Increased giving to organizations serving Indigenous peoples, though still a

[1] Statistics Canada. Table 20-10-0072-01. Retail E-commerce sales, unadjusted (x 1,000).

small portion of overall giving, may be one way Canadians are working towards reconciliation. If you work or volunteer for a charity, now is perhaps the time to push fundraising efforts in three charitable categories: International, Environmental, and Indigenous Peoples.

Though there is still much work to be done to address the giving gaps we are seeing, data from this year's report, including 16 pages of Supplemental Data Tables, gives some hope that the state of charitable giving will improve.

Marina Glogovac
President & CEO
CanadaHelps

ABOUT THE SECTOR

Canadian charities contribute 8% of GDP,[2] and account for approximately 10% of the full-time workforce in Canada.

There are more than 86,000 registered charities in Canada.

How money is spent in the charitable sector:

- 1% on fundraising
- 9% on administration
- 90% on charitable activities

Most charities are small and:

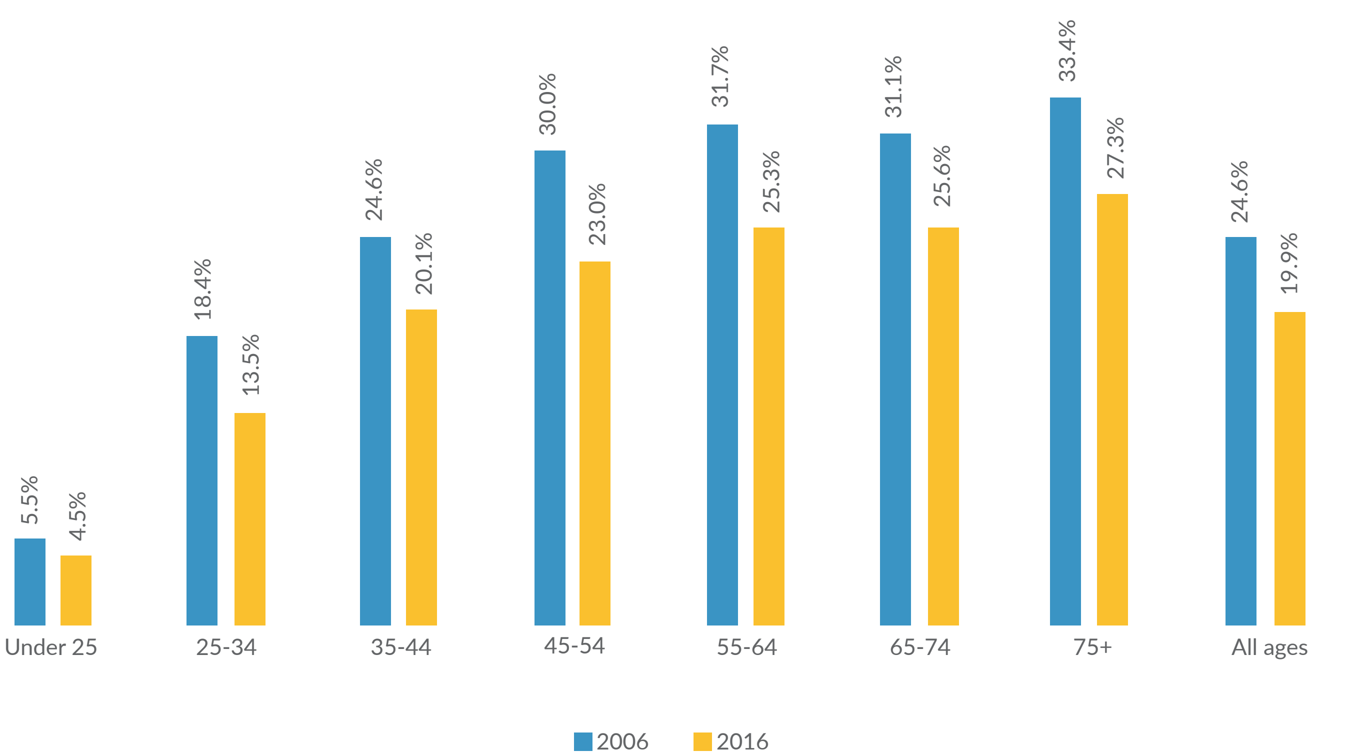
- 80% of charities make less than $500,000 in revenue a year
- 91% employ 10 or fewer full-time staff
- 58% are fully run by volunteers

[2] Imagine Canada, https://www.imaginecanada.ca/en/360/sector-stats

THE BAD NEWS: THE NUMBER OF CANADIANS WHO GIVE TO CHARITIES IS DECREASING

More than any other part of society, the charitable sector contributes to arts, culture, schools, social services, animal shelters, places of worship and our national economy, but the number of Canadians who give and the average amounts of their gifts have been decreasing for years. “Data from tax-filings reveal two trends happening simultaneously,” says Shawn Bunsee, Vice President of Data & Analytics for CanadaHelps. “First, fewer Canadians are donating each year. Donation rates fell from 25% of tax-filing individuals in 2006 to 20% in 2016, the most recent finalized data available. Preliminary data from 2017 shows the same trend.” Chart 1 shows the trend in those ten years.

CHART 1:
INDIVIDUAL DONATION RATES BY YEAR AND AGE



At the same time, a second trend is also continuing: average donation amounts among all adult Canadians has declined in the past decade (see Chart 2). According to tax-filer data, the average fell from $373 per adult in 2006 to $360 in 2017. Also, as shown in Chart 3, part of the reason for this relative drop is that overall donations haven't quite kept up with population increase in Canada.

CHART 2: AVERAGE DONATION PER CANADIAN

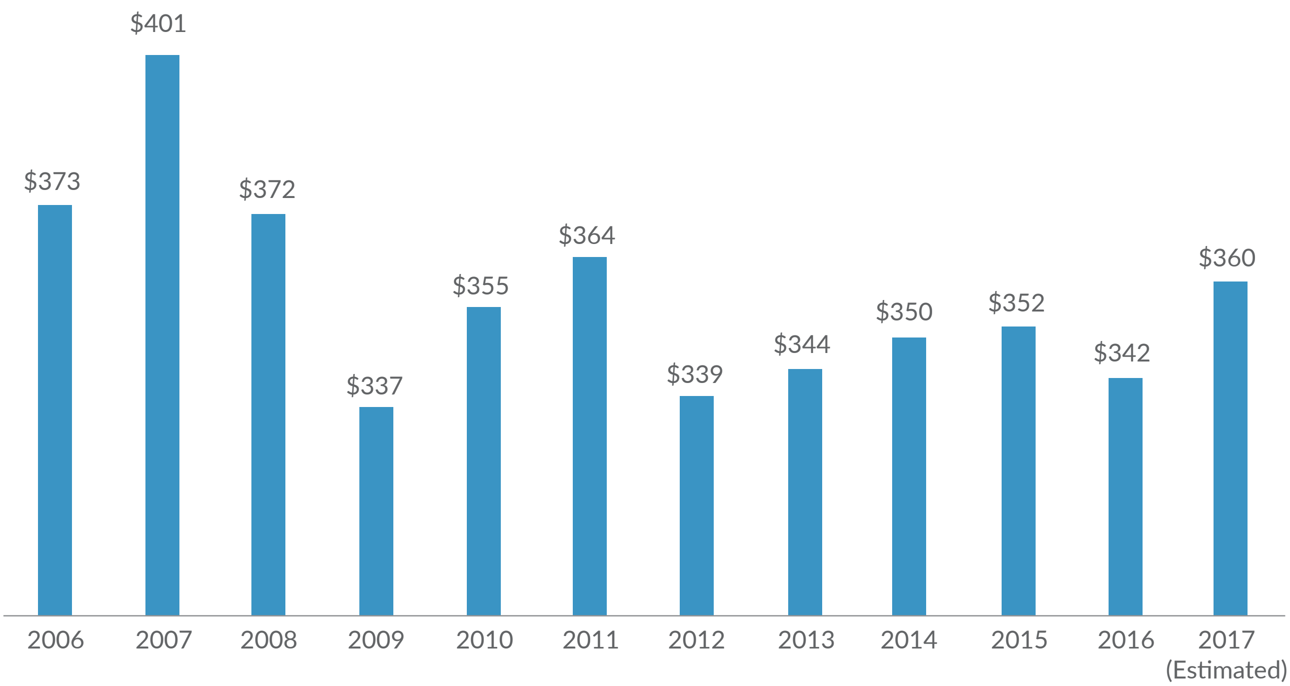
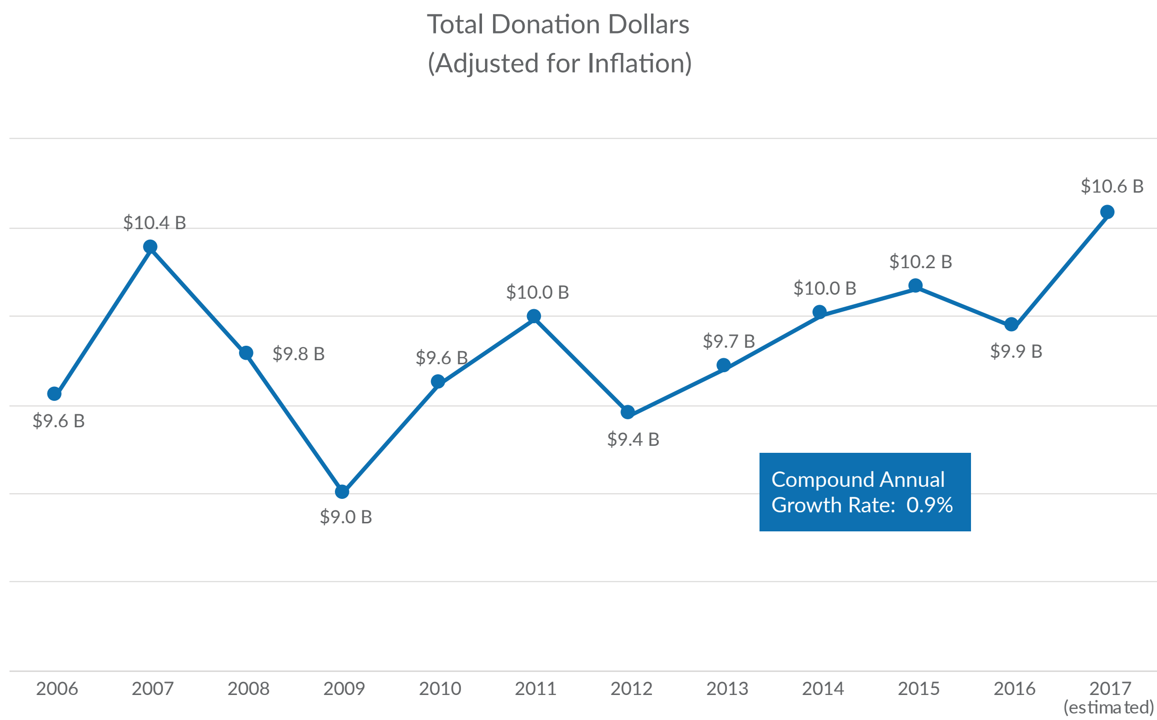
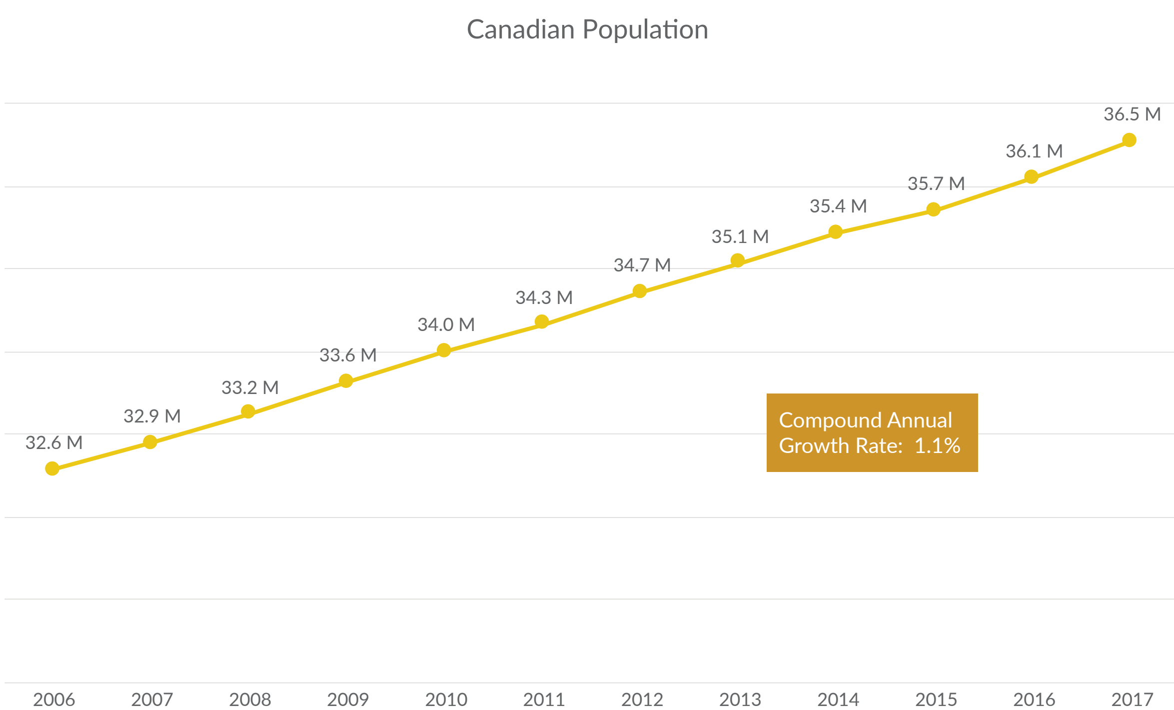


CHART 3:
TOTAL DONATIONS IN CANADA COMPARED TO POPULATION





"Those two trends – fewer donors and smaller donations per donor – are occurring mainly because the top income groups, who are usually older and have historically given the most, are donating less," says Marina Glogovac, President & CEO of CanadaHelps. "And that decline will likely continue, as younger demographics, who often have lower incomes, aren't donating more."

"In short, we've been saying the same thing at CanadaHelps for three years in a row: the giving patterns we're seeing are leading towards a crisis in the sector," Glogovac says. "As the demand for charities' services increases, the donations aren't following. We're not seeing a turnaround."

THE GIVING GAPS

1. Donors aged 55+ gave $6.9 billion to charity in Canada in 2017, almost double the $3.5 billion given by Canadians aged 25-54. This is a big giving gap.[3]

2. Between 2006 and 2017, Canadians aged 45-54 experienced the largest decline in donation rates (down 7 percentage points) of all age groups. As these Canadians move into the 55+ age bracket, the gap will grow significantly. This demographic shift will create another giving gap.

3. From 2006 to 2017, the compound annual growth rate (CAGR) for total donations (Chart 3) was 0.9%, compared to the CAGR of Canada's population, which was 1.1%. So, while population grew, total donations to support that population didn't grow at the same rate – yet another gap.

4. Donations fell from 25% of tax-filing individuals in 2006 to 20% in 2016.

5. Average donation per Canadian fell from $373 per adult in 2006 to an estimated $360 in 2017.

[3] Data in this and the next point are from the Canada Revenue Agency: https://www.canada.ca/en/revenue-agency/programs/about-canada-revenue-agency-cra/income-statistics-gst-hst-statistics/t1-final-statistics/2017-tax-year.html

THE GOOD NEWS: ONLINE GIVING IS GROWING FASTER IN CANADA

Data from CanadaHelps show that many Canadians continue to forego cash and cheques for online donations, which have been rising each year since 2011. “In 2017, online growth rose 17% from the previous year,” says Shawn Bunsee, Vice President of Data & Analytics for CanadaHelps. “That’s nearly three times higher than the growth of overall donations.

Charities are trying to keep up with the changes online. “It’s fair to say that most charities have struggled to fully take advantage of technology changes as online giving has leaped forward,” says Marina Glogovac, President & CEO of CanadaHelps.

Data from CanadaHelps shows that online giving grew to $144.8 million in 2017, a 17% increase from the year before, compared to a 6% increase in total giving in Canada (based on the most recent data from federal tax filings).

Canada lags behind 29 economically advanced nations in terms of information and communication technologies (ICTs), according to the 2017 ICT Development Index, a list of indicators used to measure the digital divide.[4] And, in 2015, an audit by the Canadian Internet Registration Authority discovered that the not-for-profit sector wasn’t making the most of online tools to report to stakeholders and wasn’t leveraging websites for online financial reporting.[5] Similar challenges are occurring in the U.K., where the technology of the charitable sector lags behind private companies by at least five years, and in the U.S., where non-profits have hit a barrier in transitioning from being technology users to digital organizations.[6]

[4] “Measuring the Information Society Report 2017: Volume 1,” by the International Telecommunication Union, an agency of the United Nations. Geneva, Switzerland.
[5] “Digital capacity in Canada’s not-for-profit sector,” by the Canadian Internet Registration Authority (CIRA) and Framework, which conducted audits in 2014 of the websites of more than 400 not-for-profit organizations (https://cira.ca/resources/state-internet/report/digital-capacity-canadas-not-profit-sector).
[6] "The Third Sector and the Fourth Industrial Revolution," speech given by Andrew G. Haldane, Co-founder and Trustee of Pro Bono Economics (PBE), Pro Bono Economics Annual Lecture, The Royal Society, London (May 22, 2019); and (2) "Civil Society in the Fourth Industrial Revolution: Preparation and Response," World Economic Forum, Switzerland (January 2019).

Donations from mobile users is outpacing donations from desktop users

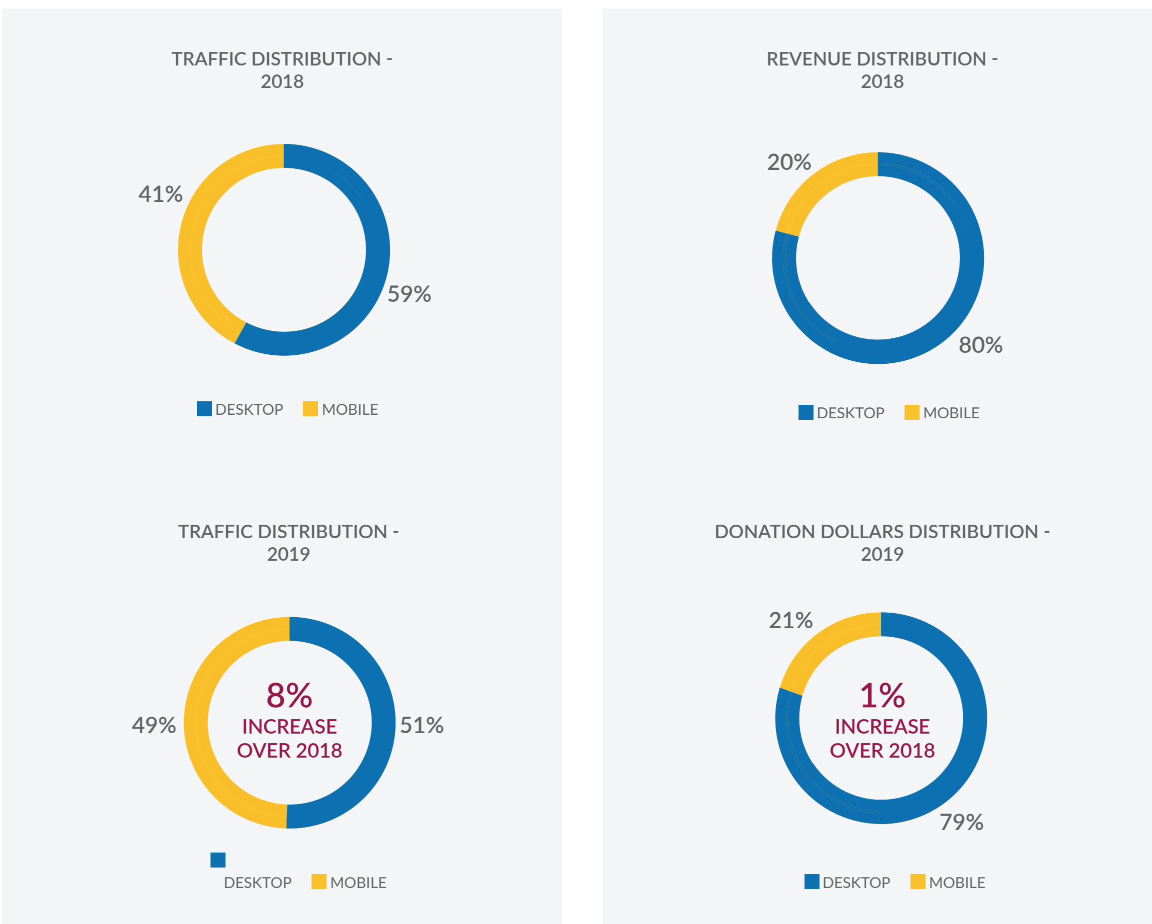
Desktop users account for much of the online giving through CanadaHelps, but mobile use is growing fast. Donations from mobile (smartphone and tablet) users grew 33% last year, compared to 25% for desktop users. And mobile traffic grew by 55%, while desktop traffic grew by only 13%.

However, mobile donors' share of revenue is still low compared to desktop donors, who accounted for 79% of donations revenue in 2019 (see Chart 4).

At a glance, more donors, especially baby boomers, are using their mobile devices to connect with charities, but those mobile users are less likely to donate larger amounts, compared to desktop users.[7] A similar pattern is occurring in the United States.[8]

"The key takeaway is that Canadian charities should continue to improve the ease of making online donations via mobile devices," says Marina Glogovac, President & CEO of CanadaHelps.

CHART 4:
SHARE OF MOBILE VS. DESKTOP TRAFFIC AND DONATIONS ON CANADAHELPS' WEBSITES



[7] "2019 Canada's Internet Handbook," by The Canadian Internet Registration Authority, Ottawa, Canada (https://cira.ca/resources/corporate/factbook/canadas-internet-factbook-2019).
[8] "Benchmarks 2019," by M+R, U.S. (https://mrbenchmarks.com/numbers) and "Nonprofit Fundraising Statistics [Updated for 2019]," by Double the Donation, U.S. (https://doublethedonation.com/tips/matching-grant-resources/nonprofit-fundraising-statistics/).

INSIGHTS FROM OUR NEW ONLINE GIVING INDEX

This report introduces the Online Giving Index (OGI), providing data and insights about the growth of online giving through CanadaHelps and, by extension, the growth of online giving in Canada. We're launching the OGI because online giving is increasing, and CanadaHelps is in a position to explain the phenomenon. Because of our significant volume of data — aggregated, anonymous data that no one else has — we can share trends and insights.

The OGI draws from CanadaHelps' data sources, representing a substantial sample of all online giving in Canada.

Data sources include:

1. CanadaHelps' giving portal, which is a website that enables anyone to give once, periodically or on a monthly basis to any of the 86,000 charities in Canada. Data from these donations are related to traditional monetary donations (single gifts or monthly donations), individual fundraising pages and securities donations.

2. Aggregated data from more than 8,000 charity users of CanadaHelps' fundraising software, including data from customized donation forms, peer-to-peer fundraising initiatives and ticketed charitable events.

3. Data from apps, Application Programming Interfaces (APIs) and other partnerships that run joint charitable programs/websites.

CHART 5A: ONLINE GIVING INDEX – JANUARY 2017 TO DECEMBER 2019

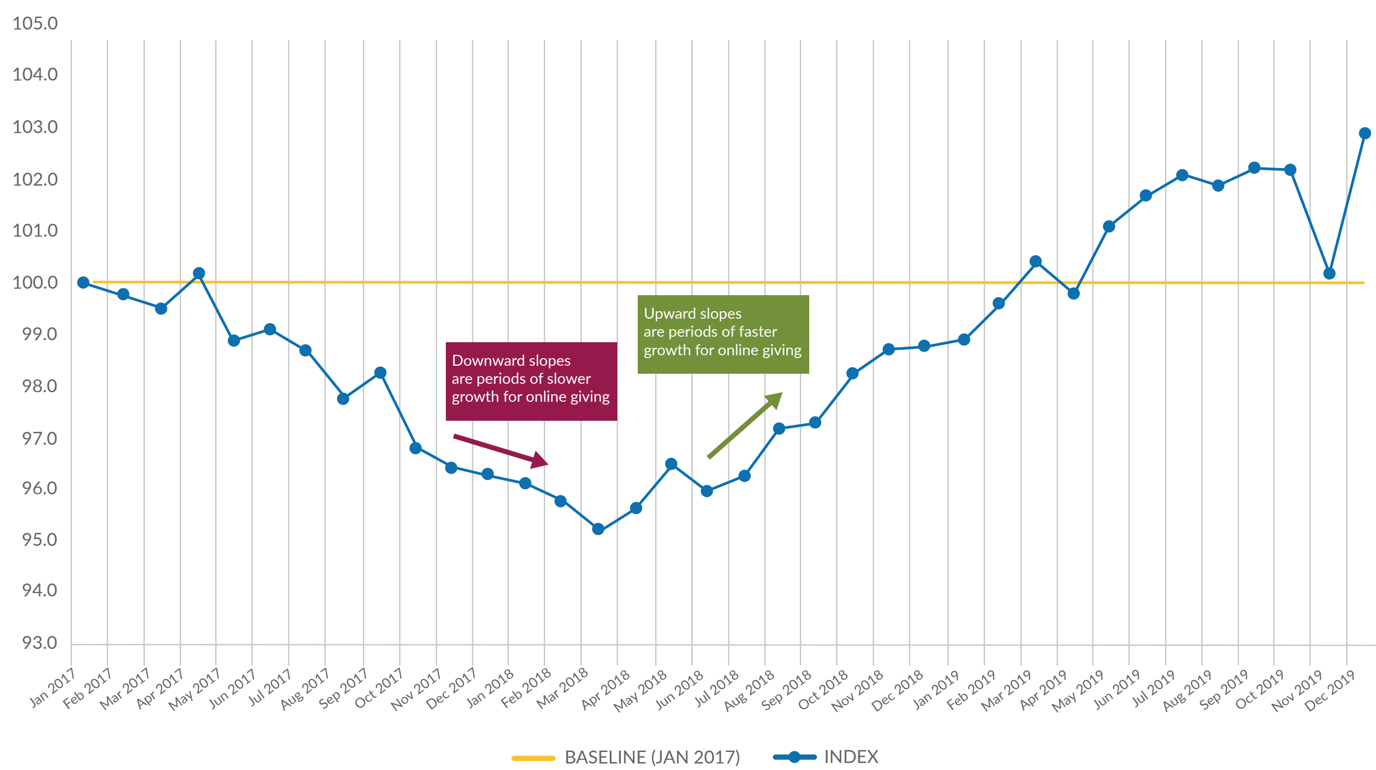
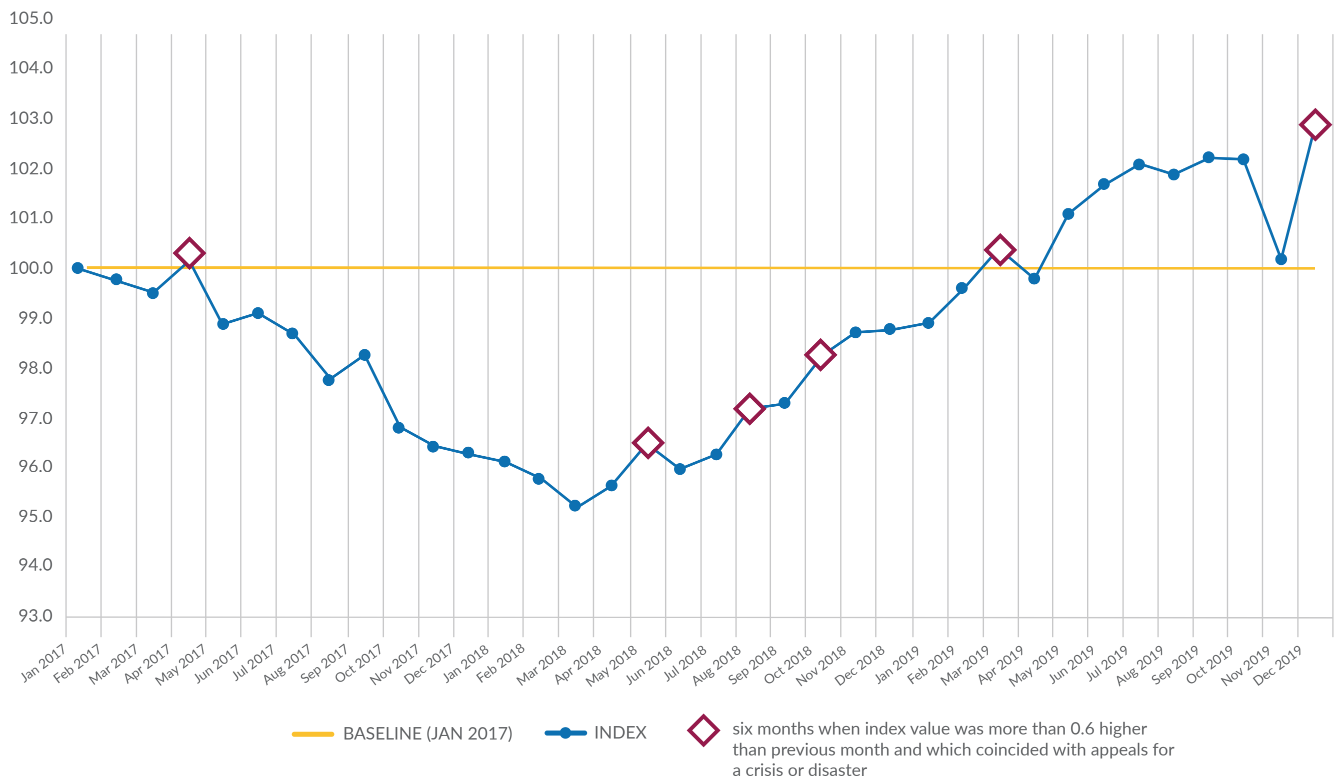


CHART 5B:
ONLINE GIVING INDEX



Using CanadaHelps data, the OGI measures 36 months of growth in online giving. "As a baseline, we used the growth in online giving amounts in the 12 months leading up to January 2017," says Shawn Bunsee, Vice President of Data & Analytics for CanadaHelps. "A value of 100 means that that particular period grew at the same rate as the baseline of January 2017, which happened to be a period of time when Canadians responded generously to many philanthropic calls to action, such as appeals for people fleeing unrest in Syria, those affected by the earth-quake in Ecuador, and for Canadians displaced by the 2016 wildfires in Alberta."

An OGI above 100 means that this period grew period grew at a higher rate than the base period of January 2017; any value below 100 means slower growth. "It was all growth — 36 months of growth, some faster, some slower," Bunsee explains (see Chart 5a).

Over the 36 months, the lowest and highest index values (in March 2018 and December 2019) didn't fall far from the average index value of 98.8. Measuring growth in a 12-month period against growth in the same 12-month period in the previous year, for month after month for 36 months, one wouldn't expect drastic shifts. "In fact, the average monthly change in the index, whether up or down, is 0.6," Bunsee says. "Our analysis focused on those months where the variance between a month and the previous month was above or below the average of 0.6." We identified six months when the index value was more than 0.6 higher than the previous month and which coincided with appeals for a crisis or disaster (see Chart 5b).

For example, in April 2018, the Toronto Strong Campaign through Toronto Foundation launched an appeal on

CanadaHelps' website after the Toronto van attack on April 23.

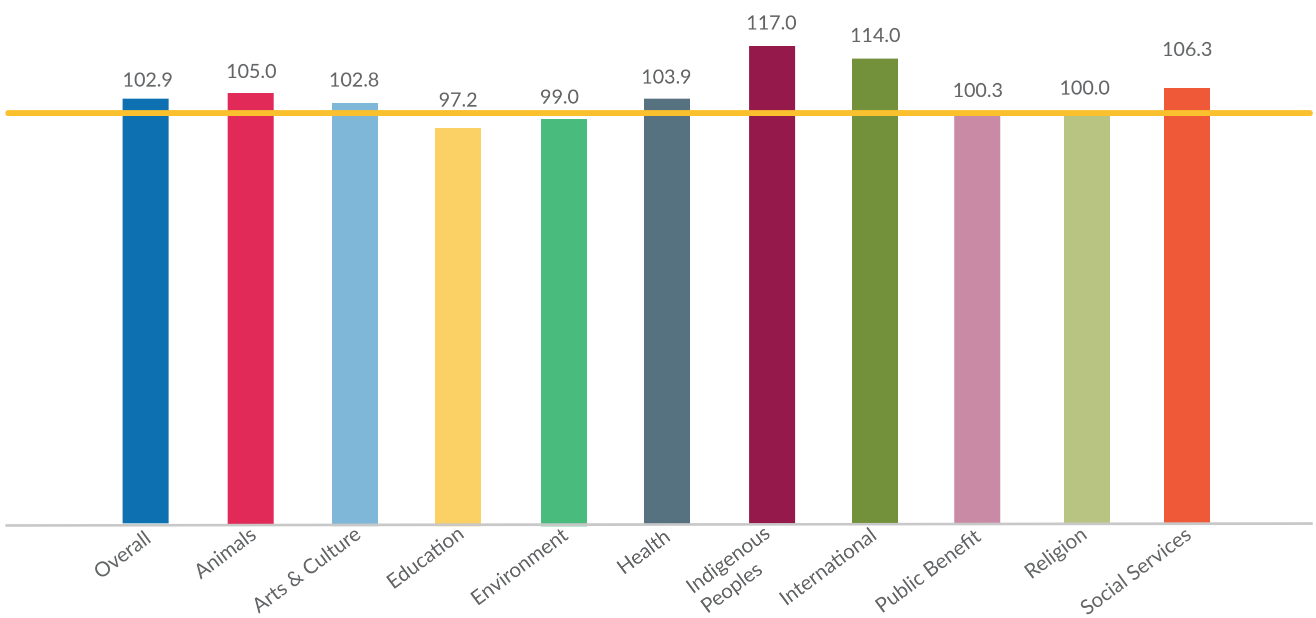
That appeal, along with other initiatives, resulted in much faster growth of online donations in May 2018 and likely resulted in an OGI higher than the average of 0.6. The year before, in April 2017, an OGI peak occurred, likely because of a month of appeals to support those affected by the famines in East Africa and Yemen. Four other months showed similar patterns (see Chart 5b).

"Three quarters of above-average increases in the OGI coincided with major appeals such as these," says Marina Glogovac, President & CEO of CanadaHelps. "We can use this as a good indicator of Canadians' compassionate and timely responses in times of need around the globe."

The Online Giving Index also provides insights into broader charitable categories. Looking at December 2019 (see Chart 6), when GivingTuesday occurred, we see that eight out of 10 charitable categories had OGI values above the baseline:

1. Animals
2. Arts & Culture
3. Health
4. Indigenous Peoples
5. International
6. Public Benefit
7. Religion
8. Social Services

CHART 6:
ONLINE GIVING INDEX - DECEMBER 2019 CHARITABLE CATEGORIES



As illustrated on Chart 6, these eight had faster growth, led by the International and Indigenous Peoples categories. (Please refer to pages 16 to 18 for more information about the Indigenous Peoples and International categories.)

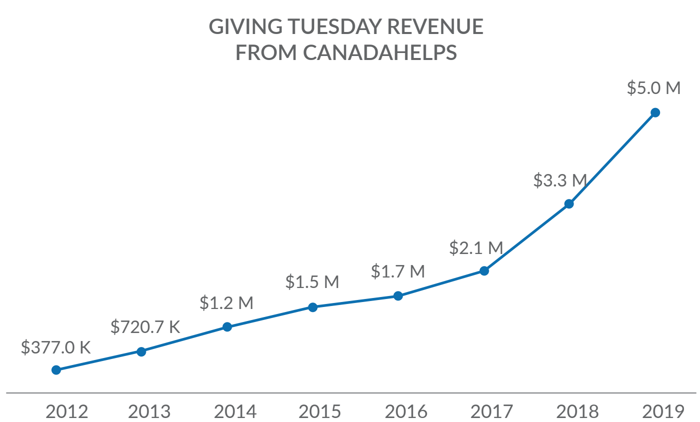
Education and Environment, the last two charitable categories, were the only ones with slower growth in December 2019. (Read page 19 for more insights about the Environment category.)

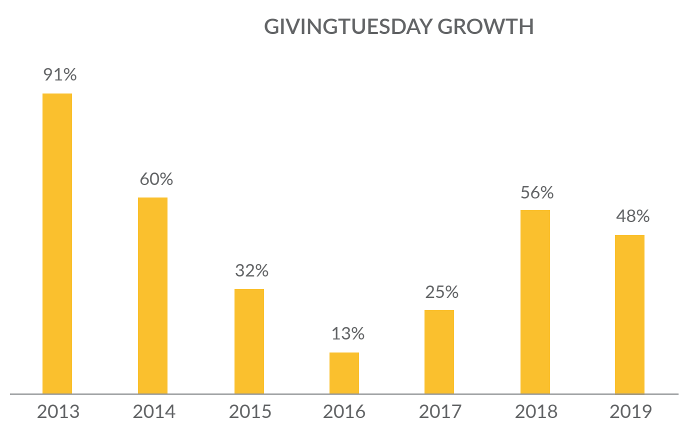
GIVINGTUESDAY MATTERS

In 2019, GivingTuesday shifted to December 3, from November 28 the year before. As a result, data from CanadaHelps shows slower growth in online giving in November 2019, when there was no GivingTuesday — and faster growth in December 2019 and November 2018, when there were GivingTuesdays. This shows that the day matters.

In the years 2013 to 2019, donations on GivingTuesday through CanadaHelps grew 44% a year (as shown on Chart 7). During its first two years, revenue growth was high (91% in 2013 and 60% in 2014) because the day was new. But in 2018 and 2019, GivingTuesdays continued being popular, showing growth of 56% and 48%, respectively. Outside of the final days of the calendar year, GivingTuesday is the most important giving day of the year.

CHART 7:
GIVINGTUESDAY RESULTS THROUGH CANADAHELPS





MONTHLY DONATIONS: STRONG AND SUSTAINED GROWTH FOR THE PAST 36 MONTHS

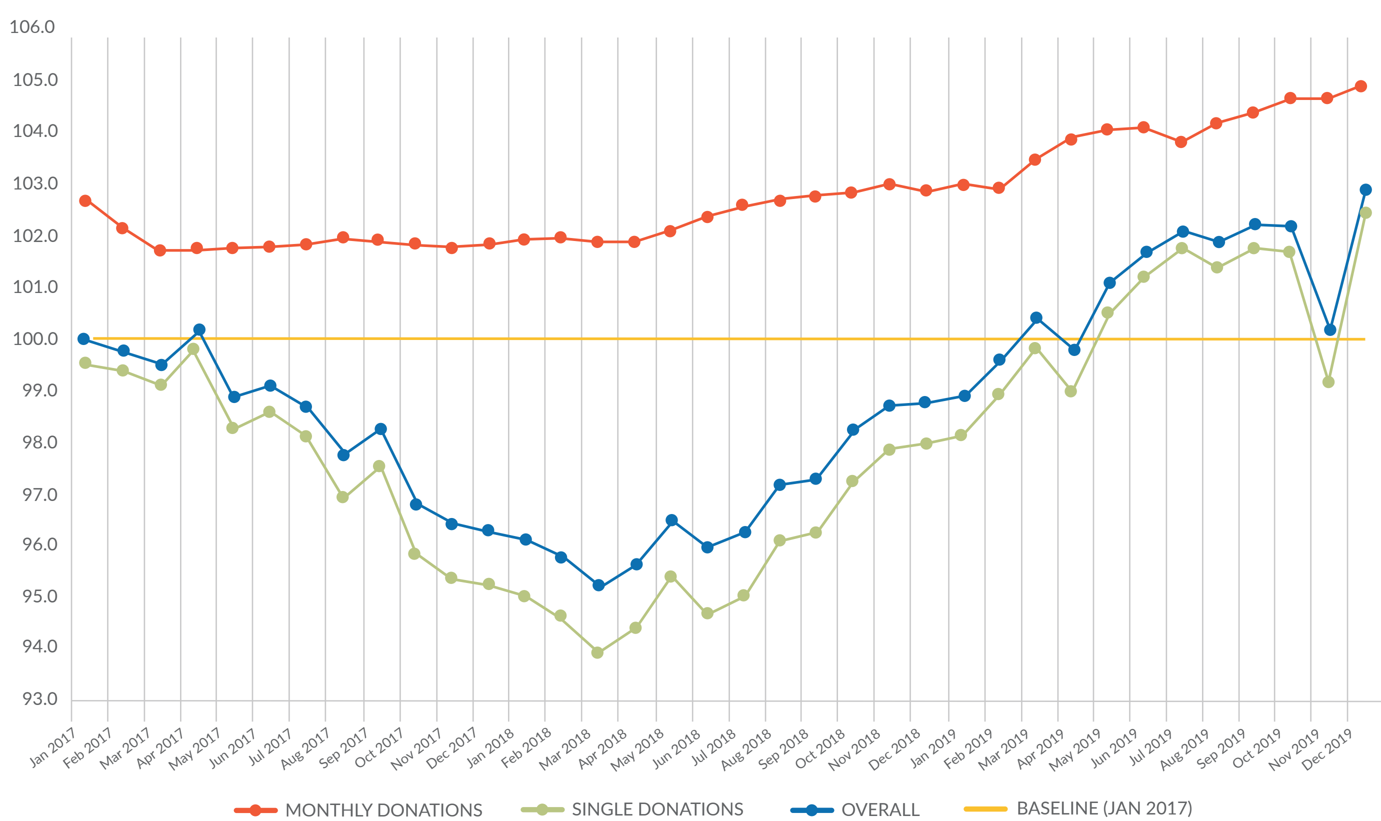
Monthly donations account for a good chunk of online donations. In 2017, they were 16% of all donated dollars through CanadaHelps, versus 84% that came from donors who made donations on average only once or twice a year. In 2018 and 2019, the situation changed only slightly: monthly donations inched to 17% of all donated dollars, with non-monthly donations dropping to 83%.

Monthly donations have played a large role in the Online Giving Index (as seen on Chart 8). "Breaking the monthly donation and non-monthly donation components out of the overall index, we see that monthly donation growth has remained well above that of non-monthly donations for the entire three years," says Shawn Bunsee, CanadaHelps' Vice President of Data & Analytics. The monthly donation index hit 104.9 in December 2019.

Monthly giving is a growth area for charities, especially when you look at a similar trend in the U.S.: for 2017-2018, monthly giving there rose at a faster rate than non-monthly giving.[9]

In general, online giving makes it much easier to set up monthly donations, creating higher overall donations and more donor loyalty. Monthly donations are also critical for charities.

CHART 8: ONLINE GIVING INDEX - MONTHLY DONATIONS VS. SINGLE DONATIONS



[9] "Benchmarks 2019," by M+R, U.S. (https://mrbenchmarks.com/numbers).

"The significance of monthly gifts to charities cannot be underestimated," says Marina Glogovac, CanadaHelps President & CEO. "Monthly gifts create sustainable, predictable revenue streams for charities, enabling them to commit to staff and projects in the longer term and better direct resources to mission-based work, because they have confidence that they have the money to get things done."

Trend #1: Donations to charities that work with Indigenous peoples are still small but growing faster than most other charitable categories

In 2018, Tides Canada, a charity, launched the "Culture and Language Resurgence" program in Yellowknife, an initiative that supports communities and organizations that revitalize Indigenous culture and language in the North. Similarly, hundreds of small- and medium-sized charities, including the Gord Downie & Chanie Wenjack Fund, the Native Women's Resource Centre of Toronto, and The Circle, are listed on CanadaHelps' website under the charitable category 'Indigenous Peoples'.

After more than a year of slower growth, donations to this charitable category grew at a faster rate, compared to nine other categories, especially in the last six months of 2019 (see Chart 9b). Two demographic groups drove the faster growth: (1) donors from a demographic that tends to be younger than 44, educated, live downtown and more likely to identify as a visible minority than the Canadian average; and (2) donors from a demographic that tends to be middle aged or older, well educated and have annual incomes almost twice Canada's average.[10] By December of 2019, these two groups drove the index value for 'Indigenous Peoples' to 117.0, the fastest growth its seen in a while (see Chart 9a and Chart 9b).

"One reason for the growth could be the growing profile and recognition around Indigenous rights and reconciliation," says Steve Ellis, one of Tides' Program Leads. "Charitable organizations are focusing in this specific space — and they're fundraising accordingly."

The fundraising is perhaps supported by the increased awareness about the "Truth and Reconciliation Commission of Canada," which, in 2015, released a report about the cultural genocide that resulted from the impacts of the residential school system on Indigenous communities. Also, the 2019 release of the federal government's "Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls" received widespread media coverage.

"Increased awareness is perhaps behind the recent faster growth," says Marina Glogovac, CanadaHelps President & CEO, "but online giving in the Indigenous Peoples category is still a very small part — only 1% — of total donations through CanadaHelps. I hope this changes."

[10] Based on analysis using PRIZM data from Environics Analytics.

CHART 9A: FASTER GROWTH OF DONATIONS THROUGH CANADAHELPS TO INDIGENOUS AND INTERNATIONAL CATEGORIES

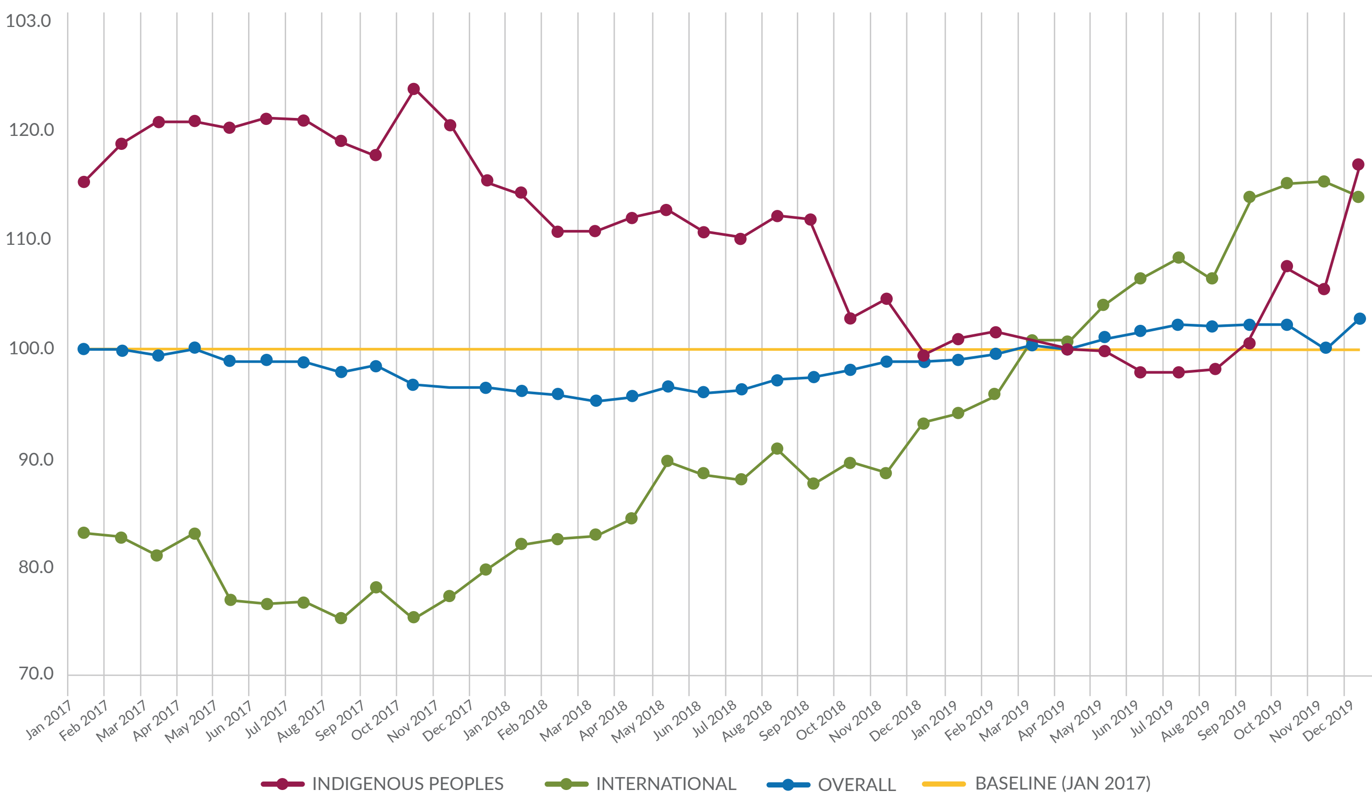
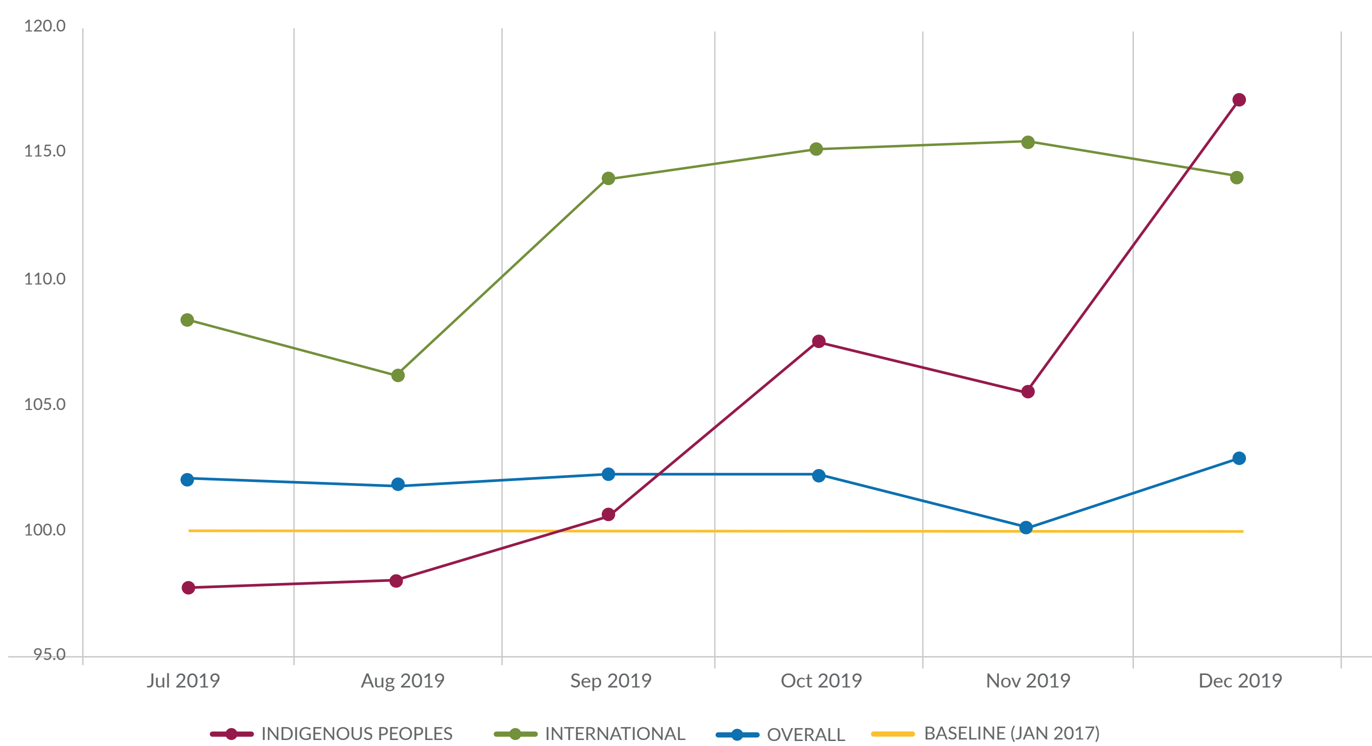


CHART 9B: FASTER GROWTH OF DONATIONS THROUGH CANADAHELPS TO INDIGENOUS AND INTERNATIONAL CATEGORIES



Trend #2: Donations to charities working on international issues are growing faster

Of the 86,000 charities listed on CanadaHelps' website, more than 1,300 work on International issues. These organizations work with millions of people every day to provide relief from natural disasters, conflict, hunger, abuse, slavery and persecution.

Our data reveals that this International charitable category had very strong growth in 2019: its index moved from 108.4 in July to 114.0 in December — well above nearly every other category (see Chart 6). Two groups drove the faster growth: (1) donors from a demographic that tends to be middle-aged and older who typically have a college education and incomes higher than the Canadian average; and (2) donors from a demographic that tends to be middle aged or older, well educated and have annual incomes almost twice Canada's average. [11]

What drove Canadians to donate more to International issues? The main reason seems to be increased awareness and appeals related to global crises and disasters.

"Our funding completely depends on the nature of the disaster, which means on the size, location and type of disaster," explains Chantel Kehoe, Director of Finance and Administration at GlobalMedic, which provides emergency aid after large-scale disasters. "Earthquakes and hurricanes get covered widely in the mainstream media, especially when they're geographically closer, compared to less coverage for long-term floods and conflicts," Kehoe says. Examples include the appeals for earthquakes in Indonesia in 2018, the East Africa and Yemen famine in 2018, Cyclone Idai in southern Africa in 2019, and other appeals posted on CanadaHelps' Crisis Relief Centre. These campaigns resulted in donations to multiple charities and multiple appeals.

"We'll also get more donations if there is a large local community in Canada whose country was affected," Kehoe says. "Philippines, for example, will get a lot of donations because they have a very large representation in Canada."

A similar pattern takes place for appeals for crises in Canada — for the B.C. wildfires in 2018, the Ottawa-Gatineau tornadoes in 2018, and other crises that touch the hearts and open the e-wallets of Canadians.

[11] Based on analysis using PRIZM data from Environics Analytics.

Trend #3: Environmental sector: Stunted growth in online donations finally ends in 2019

Environmental issues are important to Canadians, but donations in the Environment category, which includes 3,620 charities on CanadaHelps' website, still comprise a tiny part of overall giving. Only 5% of online donations received through CanadaHelps goes to initiatives that protect and nurture the natural world. Also surprising is that donations in this category grew at a slower rate in the past three years (see Chart 10a). All ten charitable categories grew at a slower rate in 2018, possibly because North America recorded the worst decline in stock markets in a decade and people were scared about U.S.-fuelled trade wars and crises, but the slower growth in the Environment category stuck out as particularly slow.

There was a bright spot, however. After a period of extremely decelerated growth, from October 2018 to June 2019, donations in the environment category grew faster in the last six months of 2019, as seen on Chart 10a.

"Environment charities seem to be in a state of accelerated growth, which may push the index above the baseline in early 2020," says Marina Glogovac, CanadaHelps President & CEO. A similar bump in growth is occurring in the U.S. environmental sector.[12] "We may be seeing a new push for support for charities in the environmental sector."

The faster growth in 2019 could be due to the heightened engagement and increased media coverage about environmental issues: in 2019, Greta Thunberg, the climate strikes erupted in Canada and around the world; and climate change became a federal-election issue.

"Two major reports were published on the declining state of biodiversity," notes Deborah Kennedy, Director of Marketing and Development at The Nature Trust of British Columbia, an environmental charity. "One was the 2019 global assessment from the international panel for biodiversity (IPBES), which stated that one million species are at risk and 85% of wetlands have been lost. The second report, published in 2019 in the journal *Science*, found that there are 2.9 billion fewer birds in the U.S. and Canada today than there were in 1970."

"It's highly likely that raising awareness about climate change and environmental issues leads to increased online donations," Glogovac explains. "We sorely need that. The world needs it. Our future depends on it."

[12] "Nonprofit Fundraising Statistics [Updated for 2019]," by Double the Donation, U.S. (https://doublethedonation.com/tips/matching-grant-resources/nonprofit-fundraising-statistics/).

CHART 10A: DONATIONS TO ENVIRONMENT CATEGORIES THROUGH CANADAHELPS

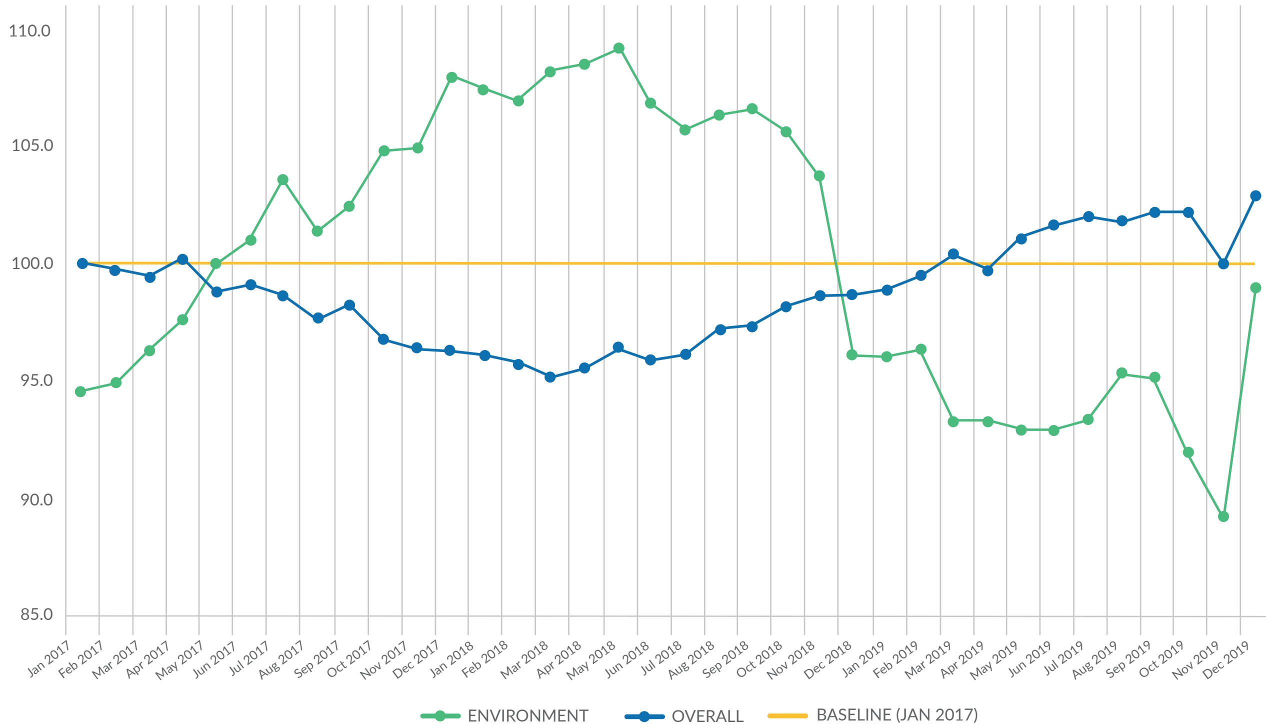
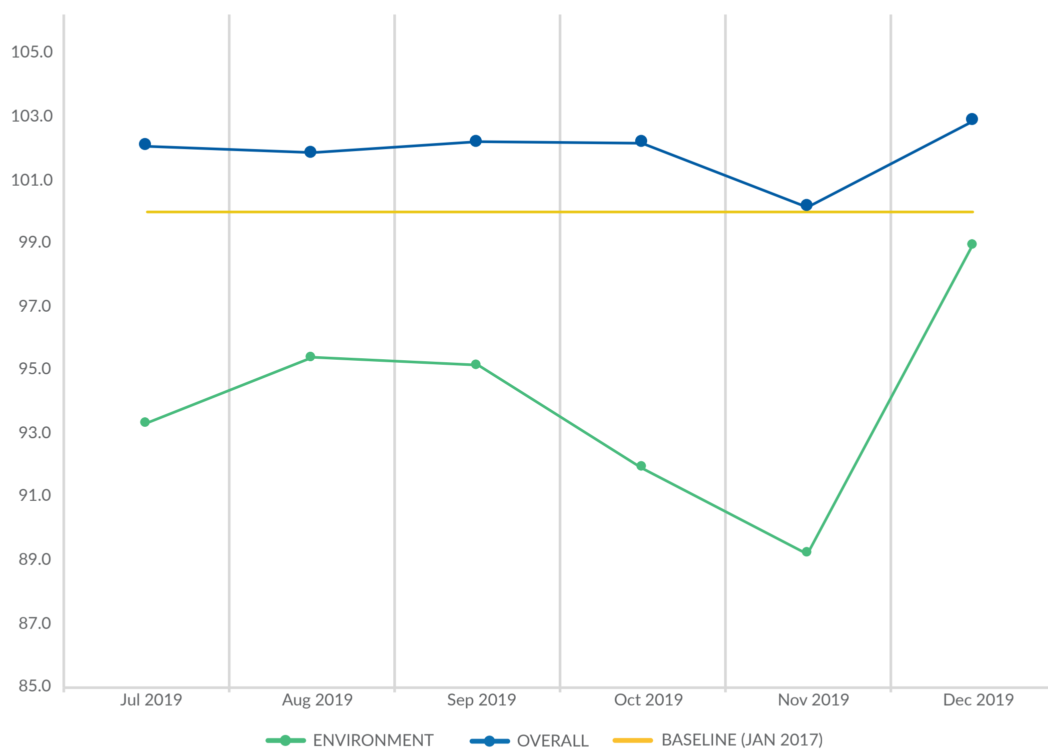


CHART 10B: DONATIONS TO ENVIRONMENT CATEGORIES THROUGH CANADAHELPS



CONCLUSION: TAKING ADVANTAGE OF TRENDS

"Although fewer Canadians are donating to charities each year, more of us are giving through online donations," says Marina Glogovac, President & CEO of CanadaHelps. "One of our purposes with *The Giving Report 2020* and our new Online Giving Index is to delineate how and why online donations are growing faster — and to identify trends in the data we've collected over the years."

The charitable sector plays an indispensable role in society, given shrinking government social services and growing inequality between people. "If there's one thing that's trending positively in this increasingly precarious context, it's that Canadians are donating more online, both single gifts and monthly donations, to help those in need — a trend in the U.S. and U.K. as well," Glogovac says.

Charities can take advantage of this trend, improving how they tell Canadians about their support of vulnerable people and communities and improving how they transition to digital technologies to make it easier for Canadians of all ages to give.

"Donations to charities that work with Indigenous peoples or in the environmental sector seem to be on the upswing," Glogovac says. "These two charitable categories have traditionally received only tiny amounts of support. With the recent increased media coverage and awareness about them, now may be the time to focus on them more. That support would be critical and much needed."

DATA SOURCES AND NOTES

Data Source #1: 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).

Data Source #2: 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.

Data Source #3: Statistics Canada. Table 14-10-0090-01. Labour force characteristics by province, territory and economic region, annual.

Data Source #4: Donations made using CanadaHelps.org.

Data Source #5: Statistics Canada, Income Statistics Division, T1 Family Files 2006 to 2017, Reference 19034.

Postal Code Validation Disclaimer: The geography in T1FF request are derived based on an amalgamation of Postal Codes. Statistics Canada makes no representation or warranty as to, or validation of, the accuracy of any Postal Code data.

Data Source #6: Statistics Canada. Table 17-10-0005-01. Population estimates on July 1st, by age and sex.

Data Source #7: 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.

Constant Dollar Amounts. With the exception of CanadaHelps' online donation data, all dollar amounts reported from the above sources are expressed in constant 2017 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. 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.

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.

CanadaHelps' online donation data. 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. In this report we supplement the T3010 data with charitable categories from CanadaHelps' database.

T3010 Registered Charity Information Returns. 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.

Timeframe: Generally speaking, our analyses included the most recent full year available. For external data sources, this was usually 2016 or 2017. For CanadaHelps' online donations data, this was 2019. However, where necessary we aligned the timeframe with the most recent full year available of the data we were comparing to.

ACKNOWLEDGEMENTS

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Alex Gillis provided editorial direction and writing for this year's report.

SUPPLEMENTAL DATA TABLES

Count of Registered Canadian Charities That Filed T3010, by Year

	2011	2012	2013	2014	2015	2016	2017	2017 over 2011 Growth	CAGR
Filed T3010 with CRA	84,604	85,050	84,879	84,991	84,897	84,457	84,337	-0.3%	-0.1%
Total Listed Charities	86,437	86,731	87,155	86,678	86,511	86,557	86,477	0%	0%
Percent that File	97.9%	98.1%	97.4%	98.1%	98.1%	97.6%	97.5%		

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

	2011	2012	2013	2014	2015	2016	2017	2017 over 2011 growth	CAGR
Employed by Charities	1,308,893	1,353,714	1,383,120	1,401,668	1,413,638	1,443,147	1,495,204	13.1%	2.1%
Employed by Organizations of All Types	13,900,900	14,133,200	14,314,200	14,369,900	14,559,300	14,612,200	14,892,800	7.1%	1.2%
Percent Employed by Charities	9.4%	9.6%	9.7%	9.8%	9.7%	9.9%	10.0%		

Revenue, by Type of Charity, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Charitable Organization	$222,303.8 M	$228,630.8 M	$237,020.2 M	$242,989.6 M	$243,884.0 M	$252,279.2 M	$258,543.2 M	92%	16.3%	2.5%
Private Foundation	$3,022.7 M	$4,519.5 M	$7,723.8 M	$5,418.1 M	$5,908.0 M	$5,283.4 M	$12,234.8 M	4%	304.8%	26.2%
Public Foundation	$6,542.2 M	$6,908.4 M	$8,301.5 M	$8,485.7 M	$9,526.8 M	$8,511.1 M	$9,097.7 M	3%	39.1%	5.6%
Reported Revenue Total	**$231,868.8 M**	**$240,058.7 M**	**$253,045.5 M**	**$256,893.4 M**	**$259,318.8 M**	**$266,073.7 M**	**$279,875.7 M**	**100%**	**20.7%**	**3.2%**

2017 Distribution of Total Expenditures by Type of Charity, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Charitable Organization	$217,705.0 M	$226,421.7 M	$235,841.2 M	$237,231.0 M	$238,683.6 M	$247,731.7 M	$251,458.3 M	96%	15.5%	2.4%
Private Foundation	$2,168.9 M	$2,313.6 M	$2,542.4 M	$2,636.9 M	$3,063.4 M	$3,141.2 M	$3,529.8 M	1%	62.8%	8.5%
Public Foundation	$5,510.3 M	$5,533.8 M	$5,870.2 M	$6,003.3 M	$6,342.6 M	$6,157.8 M	$6,702.1 M	3%	21.6%	3.3%
Reported Expenditure Total	**$225,384.1 M**	**$234,269.2 M**	**$244,253.8 M**	**$245,871.1 M**	**$248,089.6 M**	**$257,030.7 M**	**$261,690.2 M**	**100%**	**16.1%**	**2.5%**

2017 Expenditures by Type of Charity

	Charitable activities	Management / admin	Fundraising	Political activities	Gifts to qualified donees	Other	Computed sum of breakdown expenses	Reported total expenditures	Variance
Charitable Organization	$199,005.7 M	$20,967.9 M	$1,833.9 M	$25.3 M	$2,270.3 M	$11,607.0 M	$235,710.7 M	$251,458.3 M	6.3%
Private foundation	$704.6 M	$200.3 M	$17.1 M	$0.7 M	$2,499.7 M	$67.7 M	$3,490.7 M	$3,529.8 M	1.1%
Public foundation	$902.8 M	$552.8 M	$823.0 M	$2.3 M	$4,212.3 M	$139.6 M	$6,634.2 M	$6,702.1 M	1.0%
Total	**$200,613.0 M**	**$21,721.0 M**	**$2,674.0 M**	**$28.3 M**	**$8,982.3 M**	**$11,814.3 M**	**$245,835.6 M**	**$261,690.2 M**	**6.1%**

2017 Percent of Expenditures by Type of Charity

	Charitable activities	Management / admin	Fundraising	Political	Gifts to qualified donees	Other
Charitable Organization	79%	8%	1%	0%	1%	5%
Private foundation	20%	6%	0%	0%	71%	2%
Public foundation	13%	8%	12%	0%	63%	2%
Total	**77%**	**8%**	**1%**	**0%**	**3%**	**5%**

Revenue by Source, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Receipted Gifts	$14,943.7 M	$15,000.2 M	$15,574.5 M	$16,436.4 M	$16,989.1 M	$16,848.7 M	$18,066.4 M	6.5%	20.9%	3.2%
Government Funding (All Levels)	$158,573.3 M	$165,598.9 M	$171,756.3 M	$173,656.0 M	$173,941.3 M	$179,980.8 M	$183,858.7 M	65.7%	15.9%	2.5%
Inter-Charity Revenue	$5,332.5 M	$5,800.2 M	$5,884.5 M	$6,160.5 M	$6,581.8 M	$6,694.6 M	$7,262.7 M	2.6%	36.2%	5.3%
Other Revenue	$52,081.2 M	$55,098.8 M	$60,529.1 M	$60,597.0 M	$61,840.6 M	$62,552.7 M	$70,709.9 M	25.3%	35.8%	5.2%
Reported Revenue Total	**$231,868.7 M**	**$240,058.7 M**	**$253,045.5 M**	**$256,893.4 M**	**$259,318.8 M**	**$266,073.7 M**	**$279,875.7 M**	**100.0%**	**20.7%**	**3.2%**

"Other" Revenue Source, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Non-receipted gifts	$2,761.0 M	$2,825.2 M	$2,754.6 M	$2,906.6 M	$2,971.6 M	$3,079.2 M	$3,016.8 M	4.3%	9.3%	1.5%
Gifts from outside Canada	$1,276.6 M	$1,318.9 M	$1,444.4 M	$1,741.3 M	$1,879.5 M	$2,123.0 M	$2,319.5 M	3.3%	81.7%	10.5%
Investment income	$3,279.4 M	$3,034.0 M	$4,179.2 M	$5,057.0 M	$5,026.3 M	$3,596.8 M	$5,379.2 M	7.6%	64.0%	8.6%
Disposition assets	$961.6 M	$770.6 M	$962.8 M	$1,496.8 M	$1,428.1 M	$1,804.7 M	$1,725.5 M	2.4%	79.4%	10.2%
Rent, land, buildings	$2,846.3 M	$2,940.3 M	$3,077.1 M	$3,145.2 M	$3,273.4 M	$3,325.6 M	$3,427.1 M	4.8%	20.4%	3.1%
Membership dues	$1,655.5 M	$1,720.2 M	$1,703.7 M	$1,671.0 M	$1,716.9 M	$2,492.7 M	$1,739.7 M	2.5%	5.1%	0.8%
Non-receipted fundraising	$2,779.7 M	$2,889.5 M	$3,002.6 M	$3,088.7 M	$2,898.2 M	$2,915.4 M	$3,052.8 M	4.3%	9.8%	1.6%
Sales of goods & services	$18,586.8 M	$18,902.6 M	$20,031.5 M	$20,961.3 M	$21,286.7 M	$22,947.2 M	$23,127.3 M	32.7%	24.4%	3.7%
Other not classified above	$17,934.3 M	$20,697.5 M	$23,373.1 M	$20,529.0 M	$21,360.0 M	$20,268.2 M	$26,922.0 M	38.1%	50.1%	7.0%
Total other revenue	**$52,081.2 M**	**$55,098.8 M**	**$60,529.1 M**	**$60,597.0 M**	**$61,840.6 M**	**$62,552.7 M**	**$70,709.9 M**	**100.0%**	**35.8%**	**5.2%**

Government Funded Revenue by Body, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Federal	$8,078.5 M	$7,155.1 M	$7,375.1 M	$7,069.5 M	$7,055.9 M	$7,402.5 M	$8,998.8 M	4.9%	11.4%	1.8%
Provincial	$139,893.1 M	$147,456.7 M	$155,070.8 M	$156,924.4 M	$157,405.1 M	$162,059.8 M	$165,487.3 M	90.0%	18.3%	2.8%
Municipal	$10,455.2 M	$10,791.3 M	$9,175.7 M	$9,539.4 M	$9,360.2 M	$10,389.9 M	$9,288.0 M	5.1%	-11.2%	-2.0%
Gov funding	$146.5 M	$195.8 M	$134.7 M	$122.7 M	$120.2 M	$128.5 M	$84.5 M	0.0%	-42.3%	-8.8%
All government	**$158,573.3 M**	**$165,598.9 M**	**$171,756.3 M**	**$173,656.0 M**	**$173,941.3 M**	**$179,980.8 M**	**$183,858.7 M**	**100.0%**	**15.9%**	**2.5%**

Government Revenue by Subsector, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
Animals	$117.4 M	$112.4 M	$112.9 M	$117.9 M	$114.8 M	$126.3 M	$134.8 M	0.1%	14.8%	2.3%
Arts & Culture	$2,602.3 M	$2,623.9 M	$2,616.7 M	$2,550.7 M	$2,561.1 M	$2,682.9 M	$2,642.3 M	1.4%	1.5%	0.3%
Public Benefit	$256.5 M	$265.7 M	$274.8 M	$219.9 M	$232.2 M	$146.0 M	$184.9 M	0.1%	-27.9%	-5.3%
Education	$54,332.1 M	$57,305.6 M	$58,913.5 M	$58,453.9 M	$59,345.9 M	$59,843.8 M	$60,594.9 M	33.0%	11.5%	1.8%
Environment	$461.6 M	$453.6 M	$430.1 M	$423.4 M	$446.6 M	$459.5 M	$482.4 M	0.3%	4.5%	0.7%
International	$694.2 M	$718.8 M	$631.5 M	$720.2 M	$768.0 M	$783.8 M	$1,034.4 M	0.6%	49.0%	6.9%
Health	$80,701.3 M	$84,298.0 M	$88,566.4 M	$90,704.7 M	$89,986.9 M	$96,843.2 M	$98,748.1 M	53.7%	22.4%	3.4%
Religion	$1,696.1 M	$1,783.9 M	$1,805.6 M	$1,794.0 M	$1,843.1 M	$1,878.7 M	$1,859.8 M	1.0%	9.7%	1.5%
Social Services	$17,250.8 M	$17,582.2 M	$17,943.8 M	$18,217.4 M	$18,174.1 M	$16,720.6 M	$17,694.4 M	9.6%	2.6%	0.4%
Indigenous Peoples	$426.5 M	$420.9 M	$416.5 M	$423.4 M	$427.9 M	$452.1 M	$463.5 M	0.3%	8.7%	1.4%
Other	$34.5 M	$34.0 M	$44.5 M	$30.5 M	$40.8 M	$43.8 M	$19.3 M	0.0%	-44.1%	-9.2%
Total	**$158,573.3 M**	**$165,598.9 M**	**$171,756.3 M**	**$173,656.0 M**	**$173,941.3 M**	**$179,980.8 M**	**$183,858.7 M**	**100.0%**	**15.9%**	**2.5%**

Government Funding by Size of Charity (Measured by Number of Full-Time Employees)

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	2011 to 2017 Growth (adjusted for inflation)	CAGR (adjusted for inflation)
0 or not entered	$2,787.1 M	$2,772.9 M	$2,588.4 M	$2,933.1 M	$2,769.9 M	$2,750.9 M	$2,827.7 M	1.5%	1.5%	0.2%
1 to 2	$554.9 M	$534.1 M	$561.5 M	$530.0 M	$510.4 M	$513.7 M	$505.6 M	0.3%	-8.9%	-1.5%
3 to 5	$908.9 M	$903.6 M	$890.8 M	$833.8 M	$878.2 M	$1,023.3 M	$875.4 M	0.5%	-3.7%	-0.6%
6 to 10	$1,414.7 M	$1,361.1 M	$1,378.7 M	$1,319.2 M	$1,320.1 M	$1,317.3 M	$1,274.6 M	0.7%	-9.9%	-1.7%
11 to 50	$6,988.7 M	$7,308.6 M	$7,441.1 M	$7,308.8 M	$7,333.8 M	$7,439.9 M	$7,534.0 M	4.1%	7.8%	1.3%
51 to 200	$11,338.5 M	$11,225.6 M	$12,250.2 M	$11,166.8 M	$11,837.2 M	$11,345.2 M	$11,984.5 M	6.5%	5.7%	0.9%
200 or more	$134,580.5 M	$141,493.0 M	$146,645.6 M	$149,564.4 M	$149,291.7 M	$155,590.3 M	$158,856.9 M	86.4%	18.0%	2.8%
Total	**$158,573.3 M**	**$165,598.9 M**	**$171,756.3 M**	**$173,656.0 M**	**$173,941.3 M**	**$179,980.8 M**	**$183,858.7 M**	**100.0%**	**15.9%**	**2.5%**

2017 Distribution of Revenue by Source by Size of Charity (Measured by Number of Full-Time Employees)

	Receipted gifts	Inter-charity revenue	Government funding	Other revenue	% Receipted gifts	% Interchartity revenue	% Government funding	% Other revenue
0 or not entered	$5,259.5 M	$1,040.9 M	$2,827.7 M	$4,718.5 M	38%	8%	20%	34%
1 to 2	$2,424.2 M	$411.2 M	$505.6 M	$1,865.5 M	47%	8%	10%	36%
3 to 5	$1,608.5 M	$338.9 M	$875.4 M	$1,950.6 M	34%	7%	18%	41%
6 to 10	$1,598.5 M	$399.4 M	$1,274.6 M	$1,942.4 M	31%	8%	24%	37%
11 to 50	$3,039.1 M	$1,430.2 M	$7,534.0 M	$7,904.7 M	15%	7%	38%	40%
51 to 200	$2,252.4 M	$1,064.4 M	$11,984.5 M	$14,001.1 M	8%	4%	41%	48%
200 or more	$1,884.2 M	$2,577.8 M	$158,856.9 M	$38,327.2 M	1%	1%	79%	19%
Total	**$18,066.4 M**	**$7,262.7 M**	**$183,858.7 M**	**$70,709.9 M**	**6%**	**3%**	**66%**	**25%**

Number of Charities Filed T3010 by Type of Charity, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	CAGR
Charitable Organization	74,568	74,868	74,617	74,638	74,494	74,019	73,783	87%	-0.2%
Private foundation	5,009	5,121	5,201	5,296	5,369	5,444	5,598	7%	1.9%
Public foundation	5,027	5,061	5,061	5,057	5,034	4,994	4,956	6%	-0.2%
Total	**84,604**	**85,050**	**84,879**	**84,991**	**84,897**	**84,457**	**84,337**	**100%**	**-0.1%**

Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total	CAGR
0 or not entered	48,249	48,668	48,351	48,789	48,712	48,669	48,673	58%	0.1%
1 to 2	17,825	17,737	17,901	17,566	17,380	17,059	16,848	20%	-0.9%
3 to 5	6,993	7,045	6,925	6,789	6,897	6,858	6,840	8%	-0.4%
6 to 10	4,050	4,039	4,025	4,078	4,058	3,998	4,034	5%	-0.1%
11 to 50	5,208	5,271	5,361	5,417	5,466	5,545	5,568	7%	1.1%
51 to 200	1,460	1,463	1,475	1,497	1,556	1,557	1,599	2%	1.5%
200 or more	819	827	841	855	828	771	775	1%	-0.9%
Total	**84,604**	**85,050**	**84,879**	**84,991**	**84,897**	**84,457**	**84,337**	**100%**	**-0.1%**

Number of Charities by Size of Charity (Measured by Number of Full-Time Employees), by Year

	0 to 2 years	3 to 5 years	6 to 10 years	11 or more years	2017	Percent of total (2017)
0 or not entered	3,206	3,468	5,954	36,041	48,669	58%
1 to 2	537	704	1,288	14,320	16,849	20%
3 to 5	138	212	450	6,041	6,841	8%
6 to 10	71	100	214	3,650	4,035	5%
11 to 50	75	109	273	5,111	5,568	7%
51 to 200	6	12	47	1,534	1,599	2%
200 or more	6	14	26	729	775	1%
Total	**4,039**	**4,619**	**8,252**	**67,426**	**84,336**	**100%**

Number of Charities by Total Charity Revenue, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	CAGR
Less than $100,000	44,624	44,419	43,994	43,531	43,349	42,643	41,839	50%	-1.1%
$100,000 -$499,999	24,104	24,420	24,379	24,511	24,463	24,504	24,520	29%	0.3%
$500,000-$999,999	6,314	6,361	6,420	6,497	6,464	6,637	6,773	8%	1.2%
$1,000,000-$2,499,999	4,658	4,765	4,848	5,022	5,103	5,101	5,361	6%	2.4%
$2,500,000-$4,999,999	1,902	2,027	2,047	2,110	2,157	2,249	2,308	3%	3.3%
$5,000,000 or more	3,002	3,058	3,191	3,320	3,361	3,323	3,536	4%	2.8%
Total	**84,604**	**85,050**	**84,879**	**84,991**	**84,897**	**84,457**	**84,337**	**100%**	**-0.1%**

Revenue, by Province, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total	CAGR
AB	$30,631.9 M	$31,553.9 M	$33,013.9 M	$33,296.3 M	$34,324.6 M	$34,566.1 M	$34,987.5 M	13%	2.2%
BC	$32,200.8 M	$33,590.8 M	$34,924.3 M	$35,801.6 M	$36,478.4 M	$37,583.9 M	$38,481.4 M	14%	3.0%
MB	$9,842.3 M	$10,020.6 M	$10,455.4 M	$11,090.0 M	$11,203.1 M	$11,669.5 M	$11,717.9 M	4%	2.9%
NB	$2,905.5 M	$2,774.5 M	$3,739.3 M	$4,009.5 M	$3,988.2 M	$3,893.9 M	$3,692.5 M	1%	4.1%
NL	$3,184.6 M	$3,336.7 M	$3,241.5 M	$3,054.6 M	$3,159.5 M	$3,157.9 M	$3,280.5 M	1%	0.5%
NS	$6,089.4 M	$6,111.2 M	$6,390.7 M	$6,420.1 M	$5,610.2 M	$7,423.1 M	$6,838.4 M	2%	2.0%
NT	$453.4 M	$465.7 M	$464.0 M	$464.8 M	$467.8 M	$456.8 M	$468.4 M	0%	0.5%
NU	$70.2 M	$72.2 M	$105.2 M	$105.5 M	$85.4 M	$83.5 M	$86.4 M	0%	3.5%
ON	$93,755.2 M	$97,361.8 M	$103,939.3 M	$104,892.9 M	$106,335.7 M	$107,157.5 M	$117,906.8 M	42%	3.9%
PE	$355.7 M	$354.5 M	$358.8 M	$366.1 M	$360.0 M	$367.0 M	$378.1 M	0%	1.0%
QC	$43,869.5 M	$45,629.3 M	$47,326.8 M	$48,013.7 M	$47,711.7 M	$50,164.1 M	$52,544.7 M	19%	3.1%
SK	$8,345.4 M	$8,628.7 M	$8,920.2 M	$9,208.3 M	$9,417.5 M	$9,337.3 M	$9,302.1 M	3%	1.8%
YT	$156.7 M	$151.1 M	$155.8 M	$164.1 M	$170.2 M	$177.5 M	$183.1 M	0%	2.6%
International	$8.0 M	$7.7 M	$10.5 M	$6.0 M	$6.4 M	$35.5 M	$7.7 M	0%	-0.7%
Reported Revenue Total	**$231,868.8 M**	**$240,058.7 M**	**$253,045.5 M**	**$256,893.4 M**	**$259,318.8 M**	**$266,073.7 M**	**$279,875.7 M**	**100%**	**3.2%**

Receipted Revenue, by Province, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total (2017)	CAGR
AB	$1,786.8 M	$2,015.7 M	$2,001.2 M	$1,889.0 M	$2,027.0 M	$1,800.6 M	$1,794.6 M	10%	0.1%
BC	$2,222.2 M	$2,103.6 M	$2,256.7 M	$2,451.9 M	$2,419.4 M	$2,423.0 M	$2,714.1 M	15%	3.4%
MB	$708.6 M	$579.5 M	$637.3 M	$716.9 M	$656.1 M	$682.6 M	$648.7 M	4%	-1.5%
NB	$299.9 M	$304.9 M	$298.9 M	$383.7 M	$321.4 M	$317.7 M	$237.9 M	1%	-3.8%
NL	$117.8 M	$126.6 M	$126.1 M	$140.6 M	$113.5 M	$120.0 M	$119.7 M	1%	0.3%
NS	$267.9 M	$276.9 M	$257.0 M	$273.3 M	$266.3 M	$293.3 M	$297.5 M	2%	1.8%
NT	$5.4 M	$5.5 M	$6.3 M	$5.2 M	$5.6 M	$5.4 M	$6.2 M	0%	2.1%
NU	$2.2 M	$2.4 M	$2.7 M	$2.8 M	$1.9 M	$2.2 M	$1.4 M	0%	-7.4%
ON	$7,133.5 M	$7,141.3 M	$7,303.5 M	$7,824.7 M	$7,933.0 M	$7,913.8 M	$9,487.8 M	53%	4.9%
PE	$48.3 M	$45.1 M	$44.9 M	$51.5 M	$49.8 M	$50.7 M	$51.0 M	0%	0.9%
QC	$1,963.2 M	$1,985.7 M	$2,198.6 M	$2,241.9 M	$2,675.4 M	$2,811.0 M	$2,309.7 M	13%	2.7%
SK	$381.1 M	$405.8 M	$429.8 M	$448.6 M	$512.1 M	$391.8 M	$388.1 M	2%	0.3%
YT	$5.0 M	$5.1 M	$4.8 M	$4.4 M	$4.5 M	$4.6 M	$6.3 M	0%	3.8%
International	$1.8 M	$2.1 M	$6.6 M	$1.9 M	$3.0 M	$32.1 M	$3.4 M	0%	11.4%
Reported Revenue Total	**$14,943.7 M**	**$15,000.2 M**	**$15,574.5 M**	**$16,436.4 M**	**$16,989.1 M**	**$16,848.7 M**	**$18,066.4 M**	**100%**	**3.2%**

Percent of Families that Claimed Donations by Province, by Year

	2011	2012	2013	2014	2015	2016	2017
AB	37%	36%	35%	34%	34%	33%	30%
BC	33%	32%	32%	31%	31%	30%	29%
MB	41%	40%	40%	39%	39%	37%	36%
NB	33%	32%	32%	31%	31%	30%	28%
NL	35%	34%	33%	33%	32%	31%	29%
NS	35%	34%	33%	32%	31%	30%	29%
NT	24%	24%	22%	21%	20%	20%	19%
NU	15%	15%	14%	14%	13%	12%	11%
ON	38%	37%	36%	35%	35%	34%	33%
PE	40%	39%	39%	38%	37%	35%	34%
QC	32%	32%	31%	30%	30%	29%	29%
SK	39%	38%	37%	36%	35%	34%	32%
YT	30%	29%	28%	27%	26%	25%	24%
Canada	**36%**	**35%**	**34%**	**33%**	**33%**	**32%**	**31%**

Total Claimed Donations by Province, by Year

	2011	2012	2013	2014	2015	2016	2017	Percent of Total
AB	$1,536.2 M	$1,454.9 M	$1,602.6 M	$1,646.0 M	$1,696.3 M	$1,523.9 M	$1,597.7 M	16%
BC	$1,400.6 M	$1,331.7 M	$1,406.5 M	$1,520.8 M	$1,556.3 M	$1,553.6 M	$1,802.5 M	18%
MB	$404.6 M	$395.2 M	$425.3 M	$438.5 M	$459.2 M	$443.5 M	$467.1 M	5%
NB	$157.2 M	$149.7 M	$158.6 M	$178.6 M	$159.5 M	$176.0 M	$155.9 M	2%
NL	$92.9 M	$84.9 M	$88.0 M	$87.8 M	$88.9 M	$85.2 M	$82.0 M	1%
NS	$190.7 M	$182.3 M	$189.6 M	$198.1 M	$191.0 M	$191.1 M	$204.9 M	2%
NT	$6.4 M	$6.4 M	$6.1 M	$6.3 M	$6.5 M	$6.4 M	$6.2 M	0%
NU	$2.9 M	$2.9 M	$2.8 M	$2.9 M	$2.9 M	$2.7 M	$3.0 M	0%
ON	$4,104.5 M	$3,984.9 M	$4,114.1 M	$4,199.1 M	$4,283.7 M	$4,183.9 M	$4,399.7 M	44%
PE	$32.3 M	$31.6 M	$34.2 M	$34.8 M	$34.9 M	$32.8 M	$34.1 M	0%
QC	$879.6 M	$909.9 M	$937.6 M	$896.7 M	$914.0 M	$967.5 M	$980.8 M	10%
SK	$321.3 M	$312.2 M	$319.0 M	$329.9 M	$339.1 M	$317.3 M	$338.1 M	3%
YT	$6.3 M	$6.4 M	$6.5 M	$6.6 M	$6.6 M	$7.0 M	$7.2 M	0%
Canada	**$9,135.4 M**	**$8,852.8 M**	**$9,291.0 M**	**$9,546.2 M**	**$9,739.1 M**	**$9,490.8 M**	**$10,079.0 M**	**100%**

2017 Percent of Families That Claimed Donations by Province, by Family Type

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total
AB	41%	40%	16%	19%	30%
BC	41%	37%	18%	18%	29%
MB	48%	49%	18%	24%	36%
NB	37%	40%	14%	18%	28%
NL	38%	41%	13%	17%	29%
NS	37%	41%	14%	19%	29%
NT	27%	31%	8%	12%	19%
NU	12%	23%	5%	10%	11%
ON	44%	41%	21%	21%	33%
PE	43%	48%	18%	22%	34%
QC	40%	38%	19%	19%	29%
SK	42%	46%	13%	21%	32%
YT	35%	34%	14%	16%	24%
Canada	**42%**	**40%**	**18%**	**20%**	**31%**

2017 Total Amount of Claimed Donations by Province, by Family Type

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total	Percent of Total (2017)
AB	$658.0 M	$635.6 M	$47.2 M	$257.0 M	$1,597.7 M	16%
BC	$647.5 M	$703.1 M	$57.1 M	$394.8 M	$1,802.5 M	18%
MB	$184.3 M	$182.1 M	$19.4 M	$81.3 M	$467.1 M	5%
NB	$42.5 M	$76.1 M	$4.8 M	$32.5 M	$155.9 M	2%
NL	$24.0 M	$39.9 M	$2.6 M	$15.5 M	$82.0 M	1%
NS	$51.1 M	$84.6 M	$5.5 M	$63.6 M	$204.9 M	2%
NT	$2.6 M	$2.1 M	$0.2 M	$1.2 M	$6.2 M	0%
NU	$1.4 M	$0.9 M	$0.2 M	$0.6 M	$3.0 M	0%
ON	$1,756.3 M	$1,606.8 M	$173.2 M	$863.4 M	$4,399.7 M	44%
PE	$9.2 M	$15.7 M	$0.9 M	$8.2 M	$34.1 M	0%
QC	$346.2 M	$372.6 M	$34.9 M	$227.1 M	$980.8 M	10%
SK	$108.6 M	$154.4 M	$8.3 M	$66.7 M	$338.1 M	3%
YT	$2.4 M	$2.7 M	$0.4 M	$1.7 M	$7.2 M	0%
Canada	$3,834.0 M	$3,876.7 M	$354.9 M	$2,013.5 M	$10,079.0 M	100%
Percent of Total	**38%**	**38%**	**4%**	**20%**	**100%**	

2017 Average Claimed Donation Amount by Province, by Family Type

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total
AB	$2,989	$3,504	$1,782	$2,099	$2,903
BC	$2,833	$3,051	$1,827	$2,436	$2,763
MB	$2,430	$2,617	$1,840	$1,605	$2,261
NB	$1,390	$1,809	$979	$1,345	$1,533
NL	$1,042	$1,327	$773	$1,053	$1,152
NS	$1,374	$1,668	$818	$1,901	$1,599
NT	$1,838	$2,008	$1,077	$1,347	$1,723
NU	$2,252	$2,977	$1,765	$1,726	$2,242
ON	$2,279	$2,522	$1,455	$1,794	$2,191
PE	$1,257	$1,733	$782	$1,444	$1,465
QC	$928	$946	$593	$710	$856
SK	$1,938	$2,703	$1,163	$1,800	$2,148
YT	$1,727	$1,821	$1,442	$1,380	$1,644
Canada	**$2,100**	**$2,275**	**$1,313**	**$1,606**	**$1,994**

2017 Percent of Families That Claimed Donations by Province, by Family Income Band

	Less than $20,000	$20,000 to $39,999	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $149,999	$150,000 or more	Total
AB	2%	12%	24%	31%	36%	41%	57%	35%
BC	2%	13%	27%	35%	40%	46%	60%	33%
MB	2%	19%	35%	45%	50%	58%	72%	40%
NB	2%	13%	29%	37%	41%	47%	60%	32%
NL	2%	14%	32%	38%	40%	43%	52%	34%
NS	2%	14%	29%	37%	41%	47%	61%	33%
NT	1%	3%	9%	15%	18%	27%	41%	23%
NU	0%	2%	5%	8%	10%	17%	29%	14%
ON	2%	13%	28%	39%	44%	51%	67%	37%
PE	3%	19%	34%	41%	48%	54%	69%	39%
QC	3%	14%	27%	34%	39%	47%	66%	32%
SK	2%	14%	29%	37%	42%	47%	61%	37%
YT	1%	7%	16%	24%	31%	35%	49%	28%
Canada	**2%**	**14%**	**28%**	**36%**	**41%**	**48%**	**64%**	**35%**

2017 Total Amount of Claimed Donations by Province, by Family Income Band

	Less than $20,000	$20,000 to $39,999	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $149,999	$150,000 or more	Total
AB	$4.6 M	$41.8 M	$85.4 M	$115.6 M	$123.6 M	$268.5 M	$958.2 M	$1,597.7 M
BC	$10.2 M	$62.4 M	$115.8 M	$150.4 M	$151.8 M	$307.8 M	$1,004.2 M	$1,802.5 M
MB	$1.6 M	$22.5 M	$42.7 M	$53.6 M	$50.5 M	$91.3 M	$204.9 M	$467.1 M
NB	$0.5 M	$10.8 M	$21.3 M	$23.7 M	$20.0 M	$33.1 M	$46.4 M	$155.9 M
NL	$0.3 M	$7.4 M	$12.1 M	$11.7 M	$9.4 M	$15.8 M	$25.2 M	$82.0 M
NS	$0.8 M	$12.5 M	$22.2 M	$24.5 M	$20.8 M	$35.1 M	$88.9 M	$204.9 M
NT	$0.0 M	$0.1 M	$0.2 M	$0.3 M	$0.5 M	$1.2 M	$3.8 M	$6.2 M
NU	$0.0 M	$0.1 M	$0.1 M	$0.1 M	$0.2 M	$0.7 M	$1.9 M	$3.0 M
ON	$19.1 M	$140.9 M	$293.9 M	$367.4 M	$371.6 M	$747.4 M	$2,459.3 M	$4,399.7 M
PE	$0.2 M	$2.7 M	$4.3 M	$4.7 M	$4.3 M	$7.1 M	$10.8 M	$34.1 M
QC	$8.0 M	$53.4 M	$88.2 M	$88.4 M	$78.3 M	$147.3 M	$517.2 M	$980.8 M
SK	$1.2 M	$14.8 M	$28.5 M	$35.0 M	$35.7 M	$67.8 M	$155.3 M	$338.1 M
YT	$0.0 M	$0.2 M	$0.4 M	$0.8 M	$0.9 M	$1.8 M	$3.0 M	$7.2 M
Canada	**$46.5 M**	**$369.8 M**	**$715.1 M**	**$876.1 M**	**$867.5 M**	**$1,724.9 M**	**$5,479.1 M**	**$10,079.0 M**

2017 Average Claimed Donation Amount by Province, by Family Income Band

	Less than $20,000	$20,000 to $39,999	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $149,999	$150,000 or more	Total
AB	$1,021	$1,106	$1,412	$1,742	$1,936	$2,130	$5,006	$2,903
BC	$1,376	$1,075	$1,273	$1,610	$1,818	$2,031	$5,999	$2,763
MB	$735	$1,041	$1,352	$1,672	$1,781	$1,940	$4,686	$2,261
NB	$691	$935	$1,183	$1,369	$1,420	$1,496	$2,605	$1,533
NL	$562	$850	$1,019	$1,090	$1,077	$1,087	$1,574	$1,152
NS	$580	$826	$1,015	$1,201	$1,235	$1,284	$3,533	$1,599
NT	$356	$1,238	$1,214	$1,339	$1,723	$1,450	$1,970	$1,718
NU		$1,112	$972	$1,228	$2,011	$2,061	$2,777	$2,256
ON	$1,149	$880	$1,104	$1,320	$1,479	$1,635	$4,254	$2,191
PE	$692	$904	$1,104	$1,293	$1,361	$1,400	$2,554	$1,465
QC	$459	$398	$476	$517	$544	$592	$2,110	$856
SK	$834	$1,030	$1,340	$1,611	$1,817	$1,869	$3,629	$2,148
YT	$1,599	$886	$1,102	$1,460	$1,522	$1,658	$2,003	$1,640
Canada	**$886**	**$795**	**$1,004**	**$1,224**	**$1,368**	**$1,515**	**$4,101**	**$1,994**

2017 Claimed Donation Information by City

Place Name	% of Family Types That Claimed (Gave) Donations on Income Return	Average Amount Claimed (Given)	Total Amount Claimed (Given)
St. John's	27%	$ 1,117	$38.5 M
Charlottetown	35%	$ 1,524	$24.5 M
Halifax	31%	$ 1,611	$111.6 M
Cape Breton County	24%	$ 974	$11.4 M
Moncton	31%	$ 1,304	$33.2 M
Saint John	32%	$ 1,576	$36.0 M
Fredericton	35%	$ 1,882	$27.9 M
Montréal	27%	$ 1,773	$464.5 M
Québec City Area	35%	$ 525	$87.5 M
Laval	31%	$ 626	$37.2 M
Gatineau	27%	$ 717	$26.4 M
Longueuil-Brossard-Boucherville	32%	$ 862	$56.3 M
Sherbrooke	29%	$ 643	$24.0 M
Saguenay	30%	$ 352	$10.2 M
Trois-Rivières	27%	$ 422	$12.1 M
Terrebonne/Les Moulins	25%	$ 417	$8.4 M
Saint-Jean-sur-Richelieu/Le Haut-Richeleu	27%	$ 426	$7.5 M

Repentigny/L'Assomption	Repentigny/L'Assomption	27%	$ 437	$7.8 M
Châteauguay/Roussillon	Châteauguay/Roussillon	28%	$ 464	$15.6 M
Toronto	Toronto	30%	$ 3,386	$1,340.2 M
Ottawa	Ottawa	36%	$ 1,770	$336.8 M
Mississauga	Mississauga	32%	$ 1,814	$177.3 M
Brampton	Brampton	27%	$ 1,623	$95.8 M
Hamilton	Hamilton	30%	$ 1,631	$104.0 M
London	London	35%	$ 1,825	$180.6 M
Markham	Markham	33%	$ 2,211	$83.3 M
Vaughan	Vaughan	37%	$ 2,692	$123.5 M
Waterloo Region	Région de Waterloo	35%	$ 2,010	$154.4 M
Windsor	Windsor	33%	$ 1,459	$77.6 M
Richmond Hill	Richmond Hill	35%	$ 2,696	$120.1 M
Halton Region	Région de Halton	39%	$ 2,338	$218.0 M
Greater Sudbury	Grand Sudbury	31%	$ 1,052	$31.0 M
Durham Region	Région de Durham	34%	$ 1,771	$201.1 M
Barrie	Barrie	29%	$ 1,667	$53.4 M
Niagara Region	Région de Niagara	34%	$ 1,992	$158.1 M
Kingston	Kingston	34%	$ 1,704	$91.2 M
Guelph/Wellington County	Guelph/Comté de Wellington	41%	$ 2,293	$173.6 M
Thunder Bay	Thunder Bay	33%	$ 1,176	$27.7 M
Chatham-Kent	Chatham-Kent	35%	$ 1,688	$31.6 M
Brantford/County of Brant	Brantford/Comté de Brant	33%	$ 2,075	$70.1 M
Peterborough	Peterborough	32%	$ 1,674	$45.8 M
Winnipeg	Winnipeg	37%	$ 2,212	$356.5 M
Brandon	Brandon	34%	$ 1,489	$13.2 M
Saskatoon	Saskatoon	35%	$ 2,353	$135.6 M
Regina	Regina	32%	$ 1,707	$72.2 M
Calgary Region	Région de Calgary	32%	$ 3,394	$715.2 M
Greater Edmonton	Grand Edmonton	30%	$ 2,374	$494.3 M
Red Deer	Red Deer	29%	$ 2,825	$67.4 M
Lethbridge	Lethbridge	32%	$ 3,300	$46.1 M
Wood Buffalo	Wood Buffalo	25%	$ 2,831	$45.9 M
Medicine Hat	Medicine Hat	30%	$ 2,176	$20.2 M
Vancouver	Vancouver	28%	$ 4,216	$382.4 M
Surrey	Surrey	28%	$ 2,455	$129.5 M
Burnaby	Burnaby	29%	$ 2,342	$80.2 M
Richmond	Richmond	28%	$ 2,628	$70.1 M
Abbotsford-Mission/Fraser Valley	Abbotsford-Mission/Fraser Valley	28%	$ 3,285	$175.0 M
Coquitlam	Coquitlam	32%	$ 1,847	$62.2 M
Kelowna/Central Okanagan	Kelowna/Central Okanagan	29%	$ 2,416	$90.1 M
Greater Victoria	Grand Victoria	34%	$ 2,320	$139.2 M
Langley	Langley	31%	$ 3,222	$75.2 M
Delta	Delta	29%	$ 1,763	$53.0 M
Kamloops/Thompson-Nicola	Kamloops/Thompson-Nicola	26%	$ 1,640	$41.9 M
Nanaimo Region	Région de Nanaimo	29%	$ 1,543	$22.1 M
Whitehorse	Whitehorse	27%	$ 1,670	$6.2 M
Yellowknife	Yellowknife	27%	$ 1,600	$4.0 M
Iqaluit	Iqaluit	11%	$ 2,031	$1.6 M

2019 CanadaHelps Online Donation Data: How Canadians Give, by Category

Category	Donor Distribution	Donation Amount Distribution	Number of Donations Distribution
Animals	13%	6%	12%
Arts & Culture	10%	7%	7%
Education	26%	20%	21%
Environment	8%	5%	7%
Health	39%	26%	28%
Indigenous Peoples	2%	1%	2%
International	9%	12%	10%
Public Benefit	22%	16%	17%
Religion	16%	31%	23%
Social Services	51%	41%	43%

2019 CanadaHelps Online Donation Data: How Canadians Give - by Donation Type

Type of Donation	Donor Distribution	Donation Amount Distribution	Number of Donations Distribution
Events	7%	3%	5%
Fundraising	22%	6%	9%
Monthly	9%	17%	43%
One-Time	68%	67%	43%
Securities	0%	7%	0%

Online Giving Index By Donation Type

Month	Overall	Monthly	One-time
Jan 2017	100.0	102.7	99.5
Feb 2017	99.8	102.1	99.4
Mar 2017	99.5	101.7	99.1
Apr 2017	100.2	101.8	99.9
May 2017	98.9	101.7	98.3
Jun 2017	99.1	101.8	98.6
Jul 2017	98.7	101.8	98.1
Aug 2017	97.8	101.9	97.0
Sep 2017	98.2	101.9	97.5
Oct 2017	96.8	101.8	95.9
Nov 2017	96.4	101.8	95.4
Dec 2017	96.3	101.9	95.3
Jan 2018	96.1	101.9	95.1
Feb 2018	95.8	101.9	94.6
Mar 2018	95.2	101.9	93.9
Apr 2018	95.6	101.9	94.4
May 2018	96.5	102.1	95.4
Jun 2018	96.0	102.3	94.7
Jul 2018	96.3	102.6	95.0
Aug 2018	97.2	102.7	96.1
Sep 2018	97.3	102.7	96.3
Oct 2018	98.2	102.8	97.3
Nov 2018	98.7	103.0	97.8
Dec 2018	98.8	102.8	98.0
Jan 2019	98.9	102.9	98.1
Feb 2019	99.6	102.9	98.9
Mar 2019	100.4	103.4	99.8
Apr 2019	99.8	103.8	99.0
May 2019	101.1	104.0	100.5
Jun 2019	101.7	104.1	101.2
Jul 2019	102.1	103.8	101.7
Aug 2019	101.9	104.2	101.4
Sep 2019	102.2	104.4	101.8
Oct 2019	102.2	104.6	101.7
Nov 2019	100.2	104.6	99.2
Dec 2019	102.9	104.9	102.5

Online Giving Index By Category

Month	Overall	Animals	Arts & Culture	Education	Environment	Health	Indigenous Peoples	International	Public Benefit	Religion	Social Services
Jan 2017	100.0	106.1	111.8	94.7	94.6	104.0	115.3	83.1	102.7	96.6	103.3
Feb 2017	99.8	107.7	113.3	94.3	94.9	104.1	118.8	82.7	103.2	95.5	103.0
Mar 2017	99.5	107.7	112.5	93.7	96.3	103.6	120.8	81.1	102.8	94.6	102.7
Apr 2017	100.2	109.2	113.0	94.2	97.6	105.8	121.0	82.9	103.2	94.7	103.1
May 2017	98.9	107.8	111.7	95.0	100.0	102.3	120.4	77.0	100.3	94.9	98.3
Jun 2017	99.1	108.0	110.5	96.2	101.0	102.5	121.2	76.6	99.3	95.0	98.2
Jul 2017	98.7	111.6	111.5	95.5	103.6	103.0	121.0	76.7	97.6	94.5	97.6
Aug 2017	97.8	109.1	109.0	95.2	101.5	102.1	119.1	75.3	95.8	94.2	96.6
Sep 2017	98.2	107.9	103.1	96.4	102.5	103.5	117.7	78.1	96.1	94.9	96.3
Oct 2017	96.8	108.3	99.9	95.9	104.9	102.4	123.7	75.4	90.9	93.8	94.8
Nov 2017	96.4	110.2	94.2	95.4	105.1	101.1	120.5	77.3	91.0	94.2	94.2
Dec 2017	96.3	104.3	92.9	98.2	107.9	98.7	115.5	79.8	90.2	95.5	94.2
Jan 2018	96.1	103.7	92.3	98.1	107.5	98.0	114.2	82.1	90.3	95.2	94.4
Feb 2018	95.8	102.4	91.0	96.4	106.9	97.7	110.7	82.6	88.4	95.1	94.6
Mar 2018	95.2	102.9	89.2	96.0	108.2	96.9	110.8	82.9	88.0	94.6	93.5
Apr 2018	95.6	101.6	87.5	96.4	108.6	97.0	112.1	84.4	90.8	94.7	93.7
May 2018	96.5	103.2	86.3	96.0	109.3	98.6	112.7	89.8	93.7	94.7	96.1
Jun 2018	96.0	103.2	88.7	96.1	106.9	97.4	110.7	88.5	93.7	93.9	95.5
Jul 2018	96.3	99.7	88.0	96.9	105.8	97.1	110.1	88.1	94.6	94.7	95.7
Aug 2018	97.2	102.1	90.7	97.6	106.4	98.8	112.1	90.9	96.4	94.5	96.7
Sep 2018	97.3	102.7	94.2	97.2	106.6	98.0	111.8	87.6	96.8	94.4	97.6
Oct 2018	98.2	101.4	96.2	97.8	105.7	97.9	102.9	89.6	99.8	95.0	98.6
Nov 2018	98.7	100.7	100.9	98.0	103.8	98.2	104.6	88.6	100.0	95.3	99.5
Dec 2018	98.8	98.6	99.7	98.1	96.2	100.8	99.5	93.0	100.2	94.5	98.9
Jan 2019	98.9	99.6	97.5	98.1	96.1	101.1	100.9	94.2	100.8	94.6	98.7
Feb 2019	99.6	100.7	97.4	98.8	96.5	101.6	101.5	95.9		94.8	99.3
Mar 2019	100.4	100.7	99.2	98.6	93.3	103.0	100.8	100.7	102.1	96.3	100.7
Apr 2019	99.8	101.6	100.0	97.8	93.3	102.0	100.0	100.7	97.1	97.0	101.0
May 2019	101.1	100.5	102.1	98.9	93.0	103.1	99.6	104.0	95.4	98.5	102.7
Jun 2019	101.7	99.9	102.3	96.8	92.9	104.4	97.8	106.4	95.6	98.7	103.9
Jul 2019	102.1	101.3	103.9	97.3	93.4	105.0	97.8	108.4	95.9	98.9	104.6
Aug 2019	101.9	101.7	102.2	96.5	95.4	103.4	98.1	106.2	95.1	99.5	104.7
Sep 2019	102.2	101.6	101.4	96.0	95.2	105.0	100.6	114.0	97.8	99.4	105.1
Oct 2019	102.2	101.9	101.4	95.5	92.0	105.6	107.5	115.1	97.1	100.2	105.3
Nov 2019	100.2	96.7	96.1	93.9	89.2	103.9	105.5	115.4	94.9	99.2	102.8
Dec 2019	102.9	105.0	102.8	97.2	99.0	103.9	117.0	114.0	100.3	100.9	106.3

Online Giving Index By Region

Month	Overall	Newfoundland & Labrador	Nova Scotia	Prince Edward Island	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories
Jan 2017	100.0	111.0	108.5	141.8	106.1	95.2	97.5	109.8	117.0	100.5	104.0	97.9
Feb 2017	99.8	112.7	110.0	143.3	104.8	94.9	96.9	111.8	117.3	99.9	104.6	86.5
Mar 2017	99.5	110.8	111.2	144.2	105.6	94.7	96.7	111.4	119.0	98.1	104.6	94.1
Apr 2017	100.2	115.3	114.6	141.6	108.0	94.3	97.6	112.5	119.6	97.8	105.1	104.1
May 2017	98.9	115.4	111.9	138.3	106.8	95.1	96.2	112.4	117.2	95.4	104.5	100.7
Jun 2017	99.1	115.5	112.2	138.6	107.8	94.4	97.6	112.6	112.5	94.3	103.8	101.3
Jul 2017	98.7	111.5	109.5	131.9	104.9	96.2	97.6	110.7	112.3	94.1	101.8	99.2
Aug 2017	97.8	105.0	108.6	134.8	100.1	96.6	97.2	107.8	111.6	92.1	100.5	100.6
Sep 2017	98.2	102.4	107.4	143.2	100.9	97.1	98.2	108.8	111.9	91.1	100.5	102.6
Oct 2017	96.8	95.4	112.8	128.3	101.2	97.6	96.5	106.2	104.6	90.3	98.6	90.3
Nov 2017	96.4	97.3	107.1	122.8	99.5	96.7	97.1	102.2	97.7	90.3	97.8	88.3
Dec 2017	96.3	97.1	105.6	90.9	100.4	102.0	98.3	98.1	85.3	88.5	95.9	93.8
Jan 2018	96.1	96.2	107.1	89.9	99.7	100.8	98.9	96.9	85.8	88.5	93.8	94.5
Feb 2018	95.8	97.1	104.5	88.8	104.7	99.7	98.6	93.3	85.4	88.8	93.9	97.2
Mar 2018	95.2	94.7	101.4	90.7	104.9	99.1	97.6	93.0	81.4	90.1	93.6	98.4
Apr 2018	95.6	94.0	100.6	91.2	101.7	99.3	98.5	93.1	81.7	90.8	94.3	83.0
May 2018	96.5	93.8	100.9	91.7	101.8	99.6	99.5	92.9	84.7	91.2	95.3	84.9
Jun 2018	96.0	98.3	97.5	87.4	100.5	100.1	98.0	92.1	86.6	92.1	95.8	83.9
Jul 2018	96.3	101.1	98.5	88.7	102.2	99.6	98.6	92.4	86.4	91.9	95.7	85.2
Aug 2018	97.2	103.7	97.9	89.2	106.0	99.4	99.3	93.6	87.0	93.0	96.7	85.7
Sep 2018	97.3	102.4	99.3	81.6	107.4	100.4	99.5	93.0	86.8	93.0	97.1	89.1
Oct 2018	98.2	109.2	91.6	83.6	108.9	99.2	100.7	93.0	90.5	94.6	97.6	104.9
Nov 2018	98.7	105.8	96.4	86.5	111.2	99.4	100.4	96.2	93.3	95.6	98.2	107.2
Dec 2018	98.8	100.1	91.5	90.4	109.6	96.2	100.5	96.4	98.4	96.9	99.5	95.9
Jan 2019	98.9	107.1	87.0	91.9	110.7	96.8	100.3	95.7	98.7	97.4	100.7	96.3
Feb 2019	99.6	111.5	87.1	91.3	102.3	97.3	100.6	96.7	99.6	98.0	102.5	98.7
Mar 2019	100.4	115.3	88.3	86.5	102.1	97.6	102.3	96.7	103.4	96.2	103.0	99.2
Apr 2019	99.8	113.1	87.8	86.7	102.1	97.3	100.9	97.0	105.1	96.3	102.0	110.7
May 2019	101.1	115.2	87.7	86.7	102.5	96.9	102.5	99.8	102.8	98.7	102.2	111.1
Jun 2019	101.7	109.9	90.9	87.6	104.0	96.8	103.3	100.5	101.6	99.2	102.3	110.8
Jul 2019	102.1	111.7	90.2	87.0	103.0	96.7	103.4	101.6	102.5	100.3	103.3	108.5
Aug 2019	101.9	111.0	92.6	87.7	101.5	97.0	102.9	102.4	103.0	100.5	103.4	108.9
Sep 2019	102.2	115.7	91.9	92.5	100.3	96.0	103.2	102.0	102.9	102.6	102.8	104.8
Oct 2019	102.2	113.4	95.2	96.3	98.7	96.7	103.1	103.3	100.4	102.0	103.4	85.1
Nov 2019	100.2	112.5	87.3	93.7	95.6	94.5	101.2	100.3	99.3	101.2	101.0	88.4
Dec 2019	102.9	119.2	104.9	112.0	100.2	96.8	104.3	101.3	97.7	102.7	101.8	92.6

Online Giving Index By Metro

Month	Overall	Toronto	Montreal	Vancouver	Calgary	Edmonton	Ottawa	Winnipeg	Quebec City	Halifax	Saskatoon
Jan 2017	100.0	95.4	92.9	105.6	95.6	105.7	98.5	111.6	107.8	111.1	121.5
Feb 2017	99.8	94.6	92.0	106.4	95.9	104.6	97.7	113.5	113.6	112.9	124.2
Mar 2017	99.5	94.8	91.8	106.2	95.2	102.5	96.5	112.5	111.7	113.1	125.9
Apr 2017	100.2	95.9	92.7	105.2	94.5	102.6	95.8	112.9	105.5	117.2	125.7
May 2017	98.9	95.0	93.8	105.6	92.7	98.5	92.5	112.8	106.3	115.4	122.2
Jun 2017	99.1	96.7	93.3	103.3	90.4	97.8	93.2	112.7	107.4	116.1	114.1
Jul 2017	98.7	97.0	95.7	103.4	88.5	98.6	92.1	110.8	106.8	113.3	112.8
Aug 2017	97.8	97.2	96.0	102.1	84.9	98.4	90.0	108.0	105.3	114.2	113.1
Sep 2017	98.2	98.1	97.1	101.5	80.8	100.4	91.4	108.5	104.6	111.7	111.4
Oct 2017	96.8	96.9	97.3	100.5	80.7	97.3	90.5	105.5	107.0	119.8	108.8
Nov 2017	96.4	96.9	96.2	101.2	80.4	97.6	91.2	100.8	106.5	112.4	101.7
Dec 2017	96.3	97.9	103.8	97.6	82.2	91.5	94.0	96.5	106.0	105.3	90.4
Jan 2018	96.1	98.7	102.9	92.7	81.7	92.3	94.4	95.1	103.0	107.2	91.5
Feb 2018	95.8	98.7	102.3	92.8	81.9	92.2	94.0	91.9	95.1	104.2	89.9
Mar 2018	95.2	97.3	101.3	92.8	84.2	91.8	93.8	91.9	95.6	102.3	86.1
Apr 2018	95.6	98.9	100.5	94.7	86.0	91.4	95.9	92.5	98.2	100.8	87.5
May 2018	96.5	99.8	100.8	94.3	85.8	92.7	98.4	92.6	94.7	100.2	91.6
Jun 2018	96.0	98.4	101.6	95.9	87.3	93.5	99.1	92.0	90.1	97.4	95.5
Jul 2018	96.3	98.9	99.6	94.9	88.2	92.7	100.7	92.3	89.3	97.8	95.7
Aug 2018	97.2	99.2	100.0	95.9	91.0	91.9	103.0	93.4	87.3	96.3	95.5
Sep 2018	97.3	99.3	101.4	96.2	95.8	87.7	103.2	92.7	87.3	97.2	97.4
Oct 2018	98.2	99.6	99.5	95.3	97.5	89.7	104.2	92.4	85.1	87.2	101.2
Nov 2018	98.7	99.6	99.6	94.7	100.2	89.4	104.9	95.8	82.1	92.0	104.9
Dec 2018	98.8	99.9	95.4	96.2	109.1	85.5	105.0	95.8	81.0	88.6	113.3
Jan 2019	98.9	99.9	95.6	99.2	110.1	85.2	104.9	95.4	82.1	83.4	112.5
Feb 2019	99.6	99.9	95.7	98.5	111.5	85.5	106.2	96.2	85.4	83.8	112.9
Mar 2019	100.4	101.9	96.5	98.7	107.6	85.7	106.0	96.2	83.8	84.3	116.6
Apr 2019	99.8	99.0	96.9	96.6	105.9	86.9	104.9	96.2	81.8	83.8	118.4
May 2019	101.1	100.7	96.3	98.2	110.3	88.0	105.6	99.1	82.1	83.3	113.3
Jun 2019	101.7	101.2	96.0	98.5	111.5	87.8	104.5	99.7	85.2	85.9	111.2
Jul 2019	102.1	101.6	97.9	99.5	113.8	87.4	103.3	100.4	86.6	86.2	112.1
Aug 2019	101.9	101.0	98.0	99.8	113.7	88.6	102.1	101.0	88.2	89.0	112.1
Sep 2019	102.2	101.0	96.7	99.1	115.1	91.7	101.6	101.1	87.0	88.2	109.1
Oct 2019	102.2	101.2	97.7	101.6	114.3	91.7	101.4	103.1	85.3	93.7	103.3
Nov 2019	100.2	99.1	94.1	99.8	112.6	91.0	99.5	100.3	90.6	85.3	101.1
Dec 2019	102.9	102.0	96.4	101.4	106.8	99.1	99.7	99.9	95.8	105.3	94.6

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