



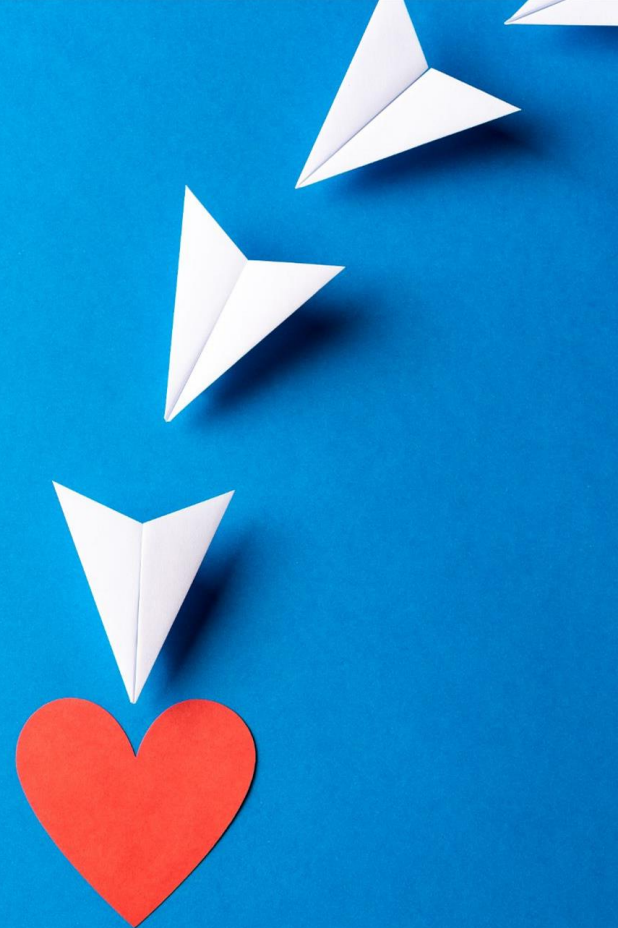
What Canadian Donors Want

Report
October 2021

Research prepared by



Research sponsored by





AFP Foundation Canada

Serves as the philanthropic arm of AFP and supports programs and services through fundraising efforts.

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What Canadian Donors Want

- WCDW 2021 is the 5th iteration of the research study which seeks to understand donor views on charities and their donation behaviour.
- Online questionnaire to 1,000+ Canadians.
- Findings disseminated broadly, free of charge, to AFP chapters, members, and the non-profit/charitable sector.
- Increases social impact through a deeper understanding of specific donor trends, segments, and their behaviours around charitable giving.



Thank you for your generous support in funding the WCDW research.

- Fundraise Up (*Title Sponsor*)
- CAGP Foundation
- Michael Decter
- Hospital Development and Education Fund of Canada
- Scott Decksheimer, CFRE
- AFP AB, Calgary & Area Chapter
- AFP AB, Edmonton & Area Chapter
- AFP BC, Greater Vancouver Chapter
- AFP BC, Okanagan Chapter
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- AFP ON, Greater Toronto Chapter
- AFP ON, Ottawa Chapter
- AFP ON, South Eastern Chapter
- AFP Quebec Chapter
- AFP SK, Saskatoon Chapter
- AFP SK, South Saskatchewan Chapter



Thank you to the AFP Foundation Canada Research Committee

- Nowshad Ali
- Mary Bowyer
- Juniper Locilento
- Cody Barnett
- Muneeb Syed
- Meena Das
- John Gormaly, Chair

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Methodology

Fieldwork Dates

April 9 – 30, 2021 (donors) and June 8 – 17, 2021 (non-donors)

Sample

Nationally representative sample of English and French speaking Canadians aged 18 years and older.

Overall data has been weighted by region, age, and gender according to 2016 census data.

Sample Size

1,802

Survey Collection Method

CAWI (Computer Assisted Web Interviewing)

Margin of Error

$\pm 2.31\%$

Definitions

- **Donors** – People who have made a financial donation to a charitable cause.
- **Current donors** – Donors who have made a financial donation to a charitable cause within the past 12 months
- **Lapsed donors** – Donors who have not made a financial donation to a charitable cause within the past 12 months.
- **Non-donors** – People who have never made a financial donation to a charitable cause.
- **TOP2** – reference the consolidated top 2 positive responses.
- **BTM2** – reference the consolidated bottom 2 negative responses.

Interpreting this Report

- Comparisons have been made to results from previous iterations of the WCDW study, where applicable.
- Due to rounding, numbers presented throughout this document may not add up to the totals provided.
- Arrows in the charts indicate statistically significant differences between donors and non-donors or current donors and lapsed donors. Numbers that are significantly higher (at the 95% confidence level) are indicated with a green up arrow (↑).
- *Beyond WCDW 2021* in the top-right of a slide is used throughout the report to share other research or resources related to certain topics.

Summary

Opportunities and risks

Opportunities

- 1) **Most Canadian donors express positive attitudes toward charities**, including general confidence (84%), trust to deliver on mission/goals (87%), and trust to spend responsibly (82%). Majority agree that the government should support charities financially to help them recover post-COVID (71%).
- 2) **Digital continues to be crucial to share your message and cause.** Donor's find information on the charities they support predominantly through the organization's website (47%), general online search (46%), and social media (27%). Optimize donation pages and fundraising platform, as online giving accelerated at record rates in 2020. *Advocate for investments in the right technology, operations, and analytics.*
- 3) **Many Canadians interested in estate planning discussions with charities.** One-third trust Canadian charities enough to discuss estate planning with them, yet only 6% of Canadians leave a gift in their Will. *Continue engaging donors with meaningful conversations about estate planning.*

Risks



- 1) **The share of Canadians donating is decreasing.** Main reasons for not having donated are financial and COVID related (24% and 8%). Majority of respondents claimed that they are likely to donate in the next 12 months (81%), so when speaking with donors, local impact should be emphasized. *Continued focus should be kept on retaining donors.*
- 2) **Many Canadians feel they are over-solicited for donations.** Respondents who think they are approached for donations too much and the right amount are split almost equally (44% and 48%). *Monitor your organization's communication metrics and performance.*
- 3) **Less Canadians are volunteering, and those that do are spending less time volunteering.** Of those who have not volunteered in the past 12 months (79%), most mention COVID-19 related issues as the main reason for not being able to volunteer (56%). *Focus should be put towards retaining current volunteers and re-engaging lapsed volunteers.*



WCDW 2021



Attitudes / Behaviour / Drivers / Information

Attitudes toward charities

Attitudes

Donation and volunteering behaviour

Behaviour

Drivers of donations

Drivers

Channels of information

Information

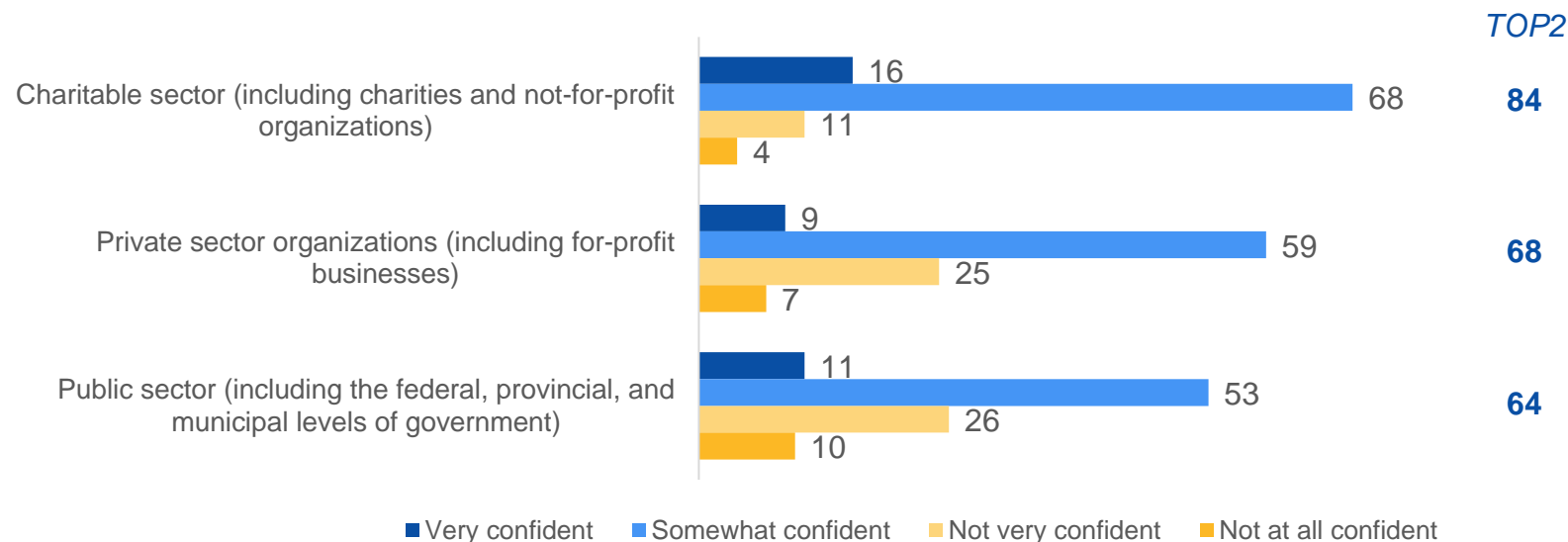
Attitudes towards charities

Section 1

Confidence in the charitable sector higher than both private and public organizations.

Attitudes / Behaviour / Drivers / Information

Confidence in the organizations (%)



Question 4: Generally speaking, how confident are you in each of the following in Canada?

Sample size: 1802

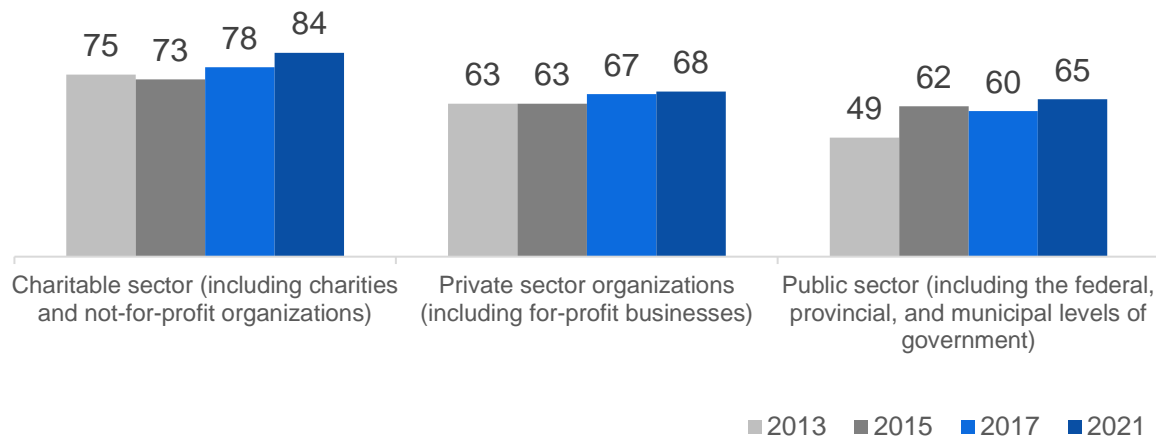
Framework: All respondents; excluding "don't know" responses

Confidence in the charitable sector has been growing since 2015.

Attitudes / Behaviour / Drivers / Information

Confidence in the organizations (%)

% Very confident + Somewhat confident



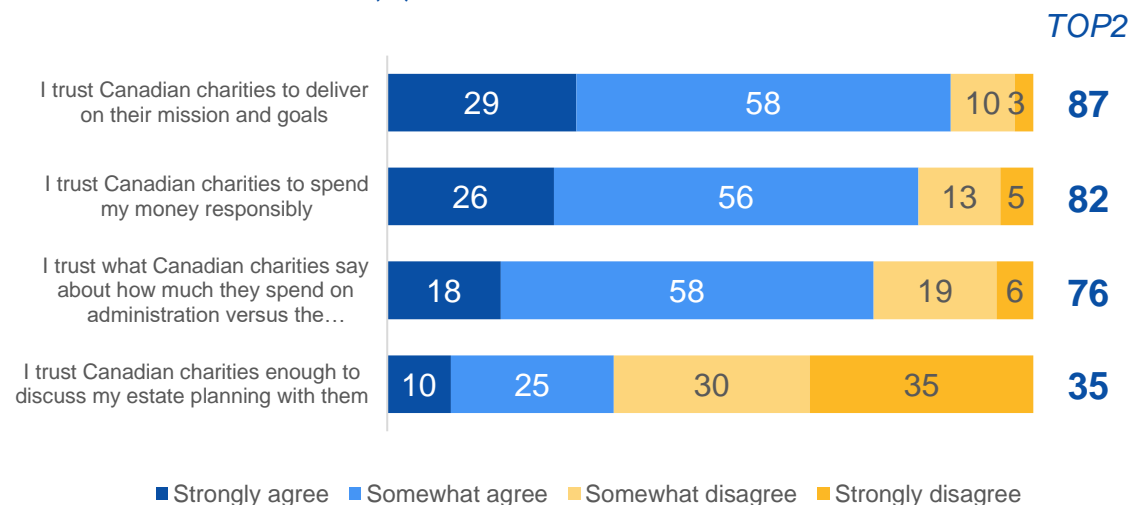
- Almost 8 in 10 donors (TOP2: 84%) state they feel confident in the charitable sector. This is up 8% from 2017.
- Confidence in private sector organizations (TOP2: 68%) is slightly higher than the public sector (TOP2: 65%).
- Current donors are more likely to feel confident about the charitable sector than lapsed donors (TOP2: 89% vs. 80%). Donors (Current + Lapsed) are also more likely to feel confident about the charitable sector than non-donors (TOP2: 87% vs. TOP2: 65%).

Most Canadians trust Canadian charities to deliver on their mission and goals, and to spend donors' money responsibly.



Attitudes / Behaviour / Drivers / Information

Trust in Canadian charities (%)



- Among all statements, Canadians trust Canadian charities in delivering their mission and goals the most (TOP2: 87%).
- 1 in 3 Canadians (TOP2: 35%) trust Canadian charities enough to discuss their estate planning.
- Current donors are more likely to agree with all statements than lapsed donors.
- Donors are more likely to agree with the statements compared to non-donors, except for "I trust Canadian charities enough to discuss my estate planning with them" (TOP2: Donors 35% and Non-Donors 38%).
- Although more Non-Donors trust charities enough to discuss estate planning with them, they are less likely than Donors to leave them as a beneficiary in their will (TOP2: Donors 6.0% and Non-Donors 5.2%).

Question 3: How much do you agree or disagree with the following statements about Canadian charities?
Sample size: 1802
Framework: All respondents; excluding "don't know" responses



Edelman Trust Barometer

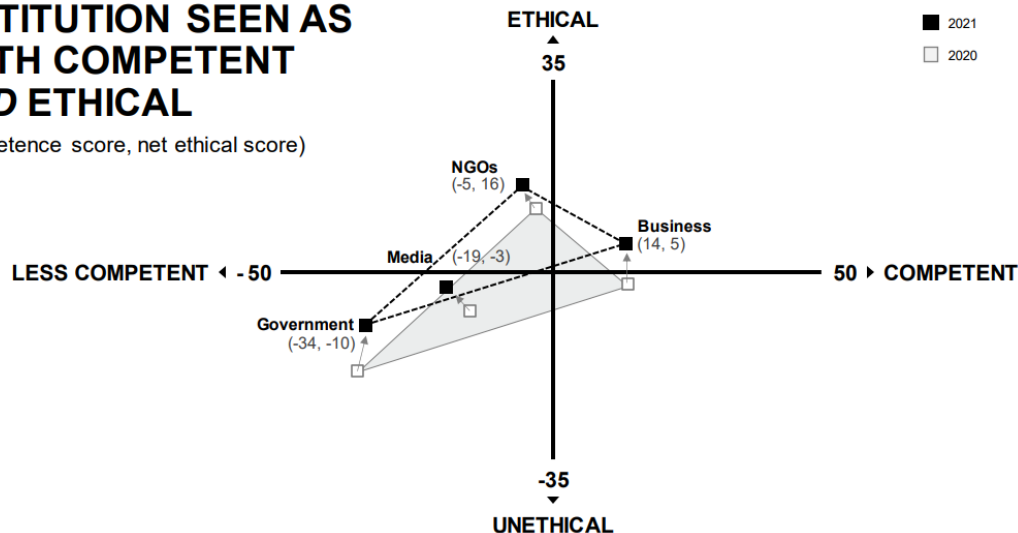
2021 Edelman Trust Barometer

November 2020

NGOs across the Globe are viewed as ethical, but less competent.

BUSINESS NOW ONLY INSTITUTION SEEN AS BOTH COMPETENT AND ETHICAL

(Competence score, net ethical score)



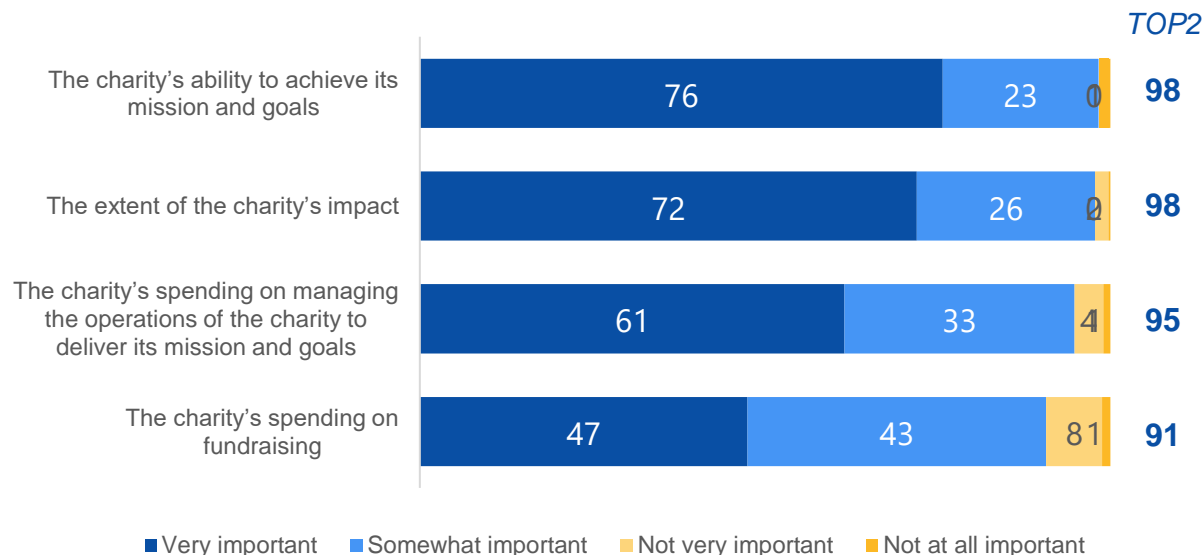
2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS1. Depending on the question it was either asked of the full or half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.



The most important factors Canadians use in determining the effectiveness of a charity are ability to achieve mission and goals, and the extent of its impact.

Attitudes / Behaviour / Drivers / Information

Importance of factors in evaluating the effectiveness of charities (%)

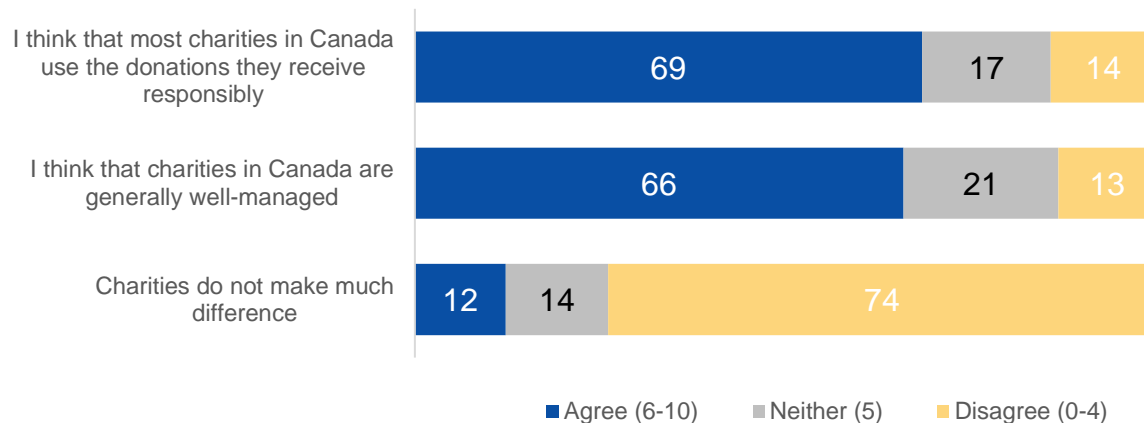


- The vast majority of Canadians say all factors are important in evaluating a charity's effectiveness.
- Almost all think that the charity's ability to achieve its mission and goals (TOP2: 98%) and the extent of its impact (TOP2: 98%) are important in evaluating its effectiveness.
- The charity's spending on managing the operations (TOP2: 95%) and on fundraising (TOP2: 91%) are found slightly less important compared to the other factors.

Majority agree that charities use the donations responsibly and are well-managed.

Attitudes / Behaviour / Drivers / Information

Agreement with the way charities are managed (%)



- Almost 7 in 10 Canadians (TOP5: 69%) agree that most charities use the donations responsibly, and two thirds (TOP5: 66%) agree that charities are generally well-managed.
- Donors are more likely to agree with these statements than non-donors.

An increasing portion of Canadians agree that charities use donations responsibly and are well-managed.

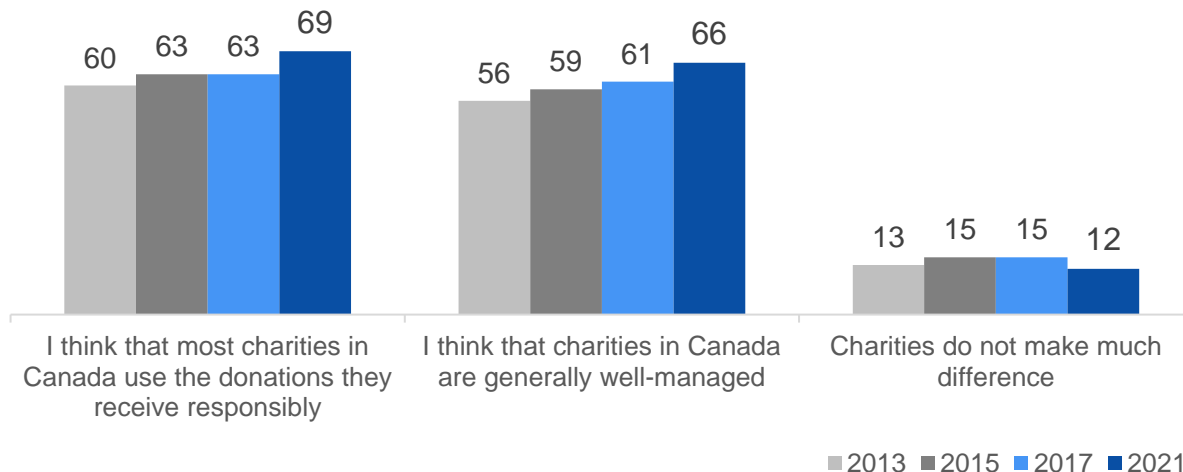
Fewer Canadians agree that charities do not make much difference.



Attitudes / Behaviour / Drivers / Information

Agreement with the way charities are managed (%)

% Agree (6-10 on the 1-10 agreement-disagreement scale)



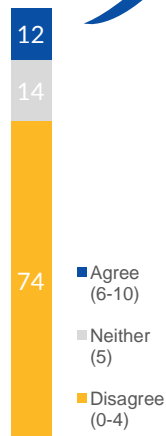
Question 1a: People have different attitudes towards charities. How much do you agree or disagree with each of the following statements as it relates to you personally? Please select one response for each statement:
Sample size: 1802
Framework: All respondents, excluding "don't know" responses

- Compared to previous years, more respondents agreed that most charities use donations responsibly and that charities are well-managed.
- In 2021, only 12% (TOP5) agree that charities do not make much difference, down from 15% (TOP5) in 2017 and 2015.
- Non-donors are more likely to agree that charities do not make much difference than donors (TOP5: 22% vs. 11%).

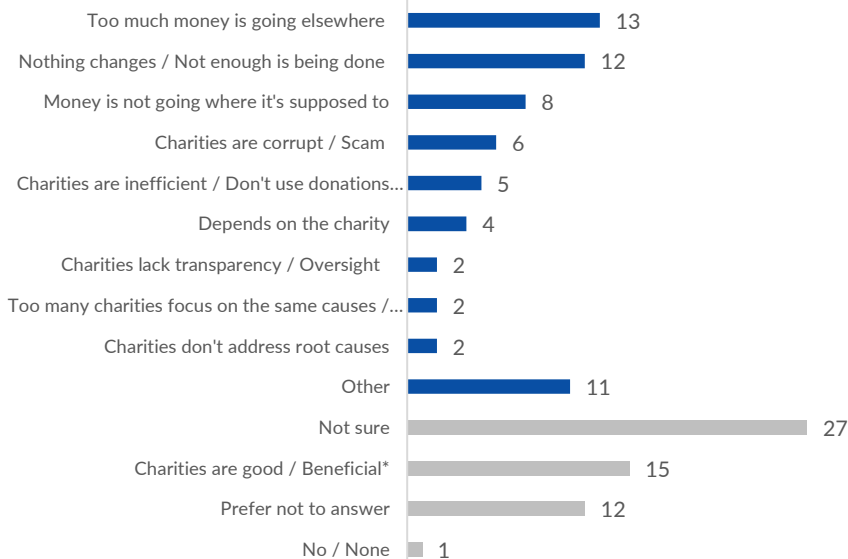
Main reason behind the belief charities do not make much difference is that the money is going somewhere else.

Attitudes / Behaviour / Drivers / Information

"Charities do not make much difference" (%)



Reasons for agreeing (6-10) that "Charities do not make much difference" (%)



- Of the 12% of Canadians who think charities do not make much difference, almost 3 in 10 (27%) are not sure why.
- The most common reasons why donors say charities do not make much difference is because too much money is going elsewhere (13%), followed by not enough is being done (12%), and because money is not going where it is supposed to (8%).

* Responses of respondents who read the statement wrong.

** (Additional response not included in the chart)
Government / Taxpayer funded programs are better suited to address problems <1%

Question 1a: People have different attitudes towards charities. How much do you agree or disagree with each of the following statements as it relates to you personally? Please select one response for each statement: / Question 1b: Please explain why you provided a score of [INSERT SCORE FROM Q1] for the statement "Charities do not make much difference."

Sample size: Question 1a: 1802 / Question 1b: 217

Framework: Question 1a: All respondents, excluding "don't know" responses / Question 1b: Respondents who selected ≥ 6 for "Charities do not make much difference" in Question 1a, excluding "don't know" responses



Rethinking the cost of fundraising

AFP Canada Media Brief

November 2020

Potential response on the topic of the cost of fundraising:

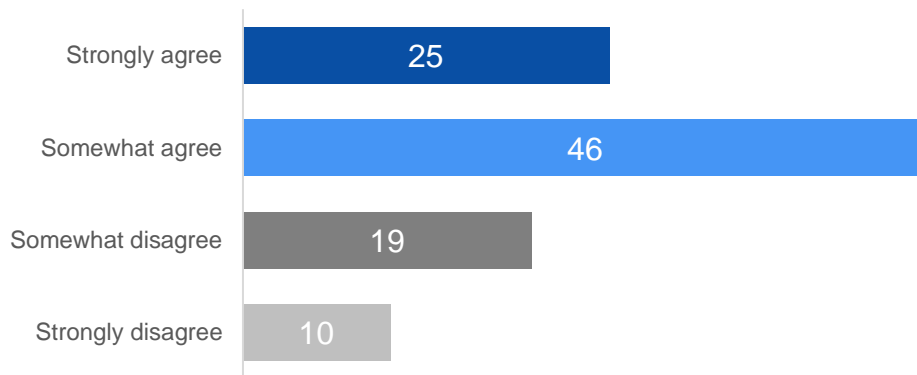
- The cost of fundraising should be embraced as one measure of investment by charities.
- Charities make investments to run programs and services that benefit worthy causes, so let's acknowledge and celebrate that charities are investing to grow their impact in our communities.
- If you want to assess a charity, instead of looking at one financial metric, look at impact.
- With 170,000 charities and nonprofits in Canada, no single metric can judge effectiveness; impact, size and scope matter.

Majority agree that the government should support charities financially to help them recover post-COVID.

Attitudes / Behaviour / Drivers / Information

Agreement with Post-COVID government support (%)

'The government should provide financial support for charities to ensure their recovery post-COVID'



TOP2
71

- 7 in 10 donors (TOP2: 71%) agree that the government should provide financial support for charities to ensure their recovery post-COVID.
- Donors are more likely to agree (TOP2: 72%) with the statement than non-donors (TOP2: 63%).

Question 5: How much do you agree with the following statement?
Sample size: 1802
Framework: All respondents; excluding "don't know" responses



2021 Election Toolkit



[AFP Canada](#)

[2021 Election Toolkit](#)

AFP Canada policy priorities for the 2021 election:

- 1) Establish a home in government for the charitable and nonprofit sector.
- 2) Ensure an equitable recovery from the COVID-19 pandemic by investing in equity-seeking charitable organizations and those serving disadvantaged and marginalized communities.

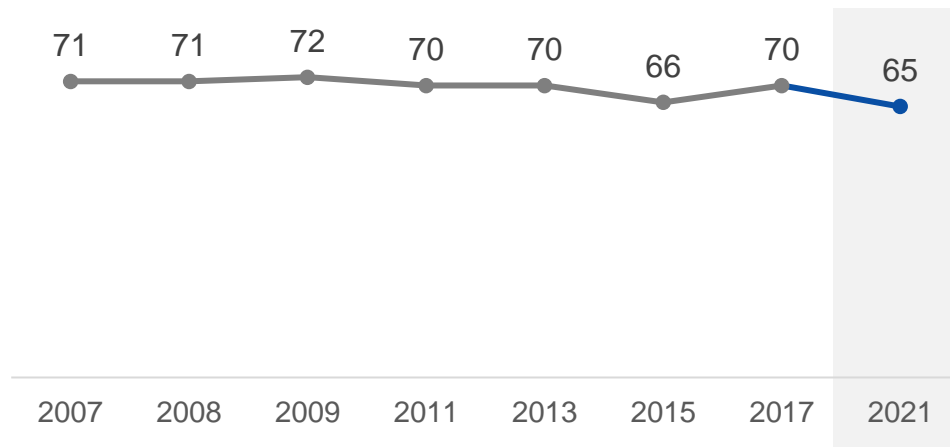
Donation and volunteering behaviour

Section 2

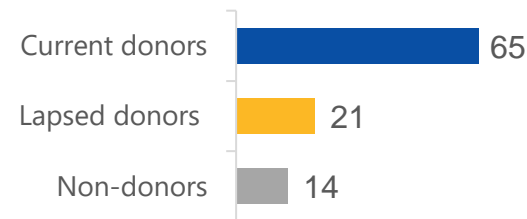
In 2021, two thirds of the respondents (65%) reported to have donated to a charitable cause in the last 12 months. This is down from 70% in 2017.

Attitudes / Behaviour / Drivers / Information

Made a financial donation to a charitable cause in the last 12 months – All respondents (%)



% of all respondents

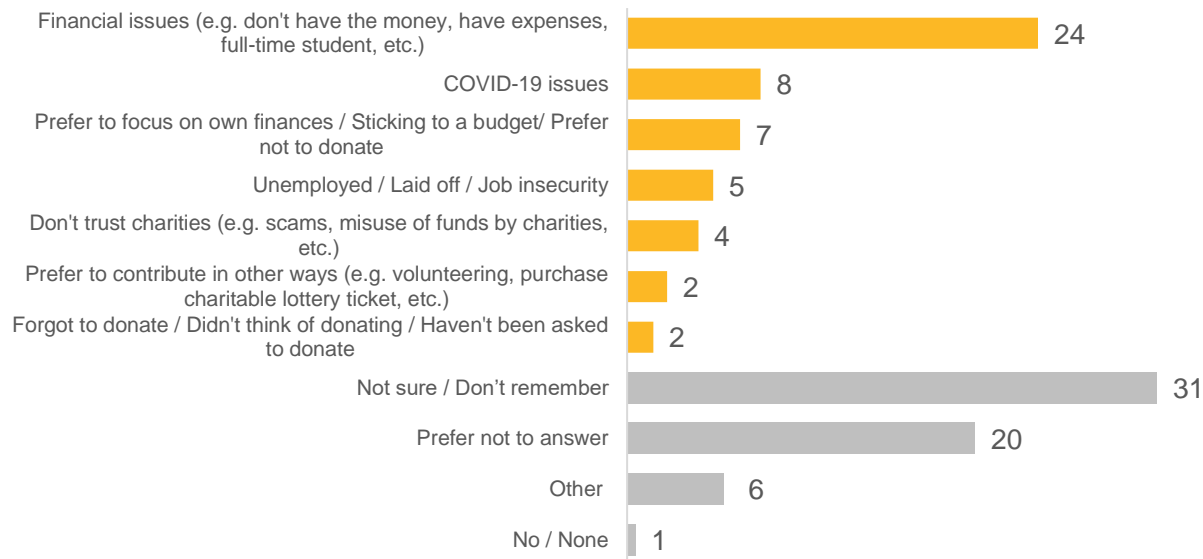


*In 2021, donor and non-donor surveys were conducted separately. The percentage has been calculated using the combined data. The trend should be interpreted with caution.

Main reasons for not having donated are financial related

Attitudes / Behaviour / Drivers / Information

Reasons of not having donated in the past 12 months (%)



- A quarter of respondents (24%) mention financial issues as the reason for not having donated to a charitable cause.
- Other than those who are not sure or who don't prefer to answer, the second most mentioned reason is COVID-19 related issues (8%).

Question 20: [ASK IF S4 = 2] Why haven't you made a financial donation to a charitable cause in the past / in the past 12 months? Please type your response in the space provided.

Sample size: 627

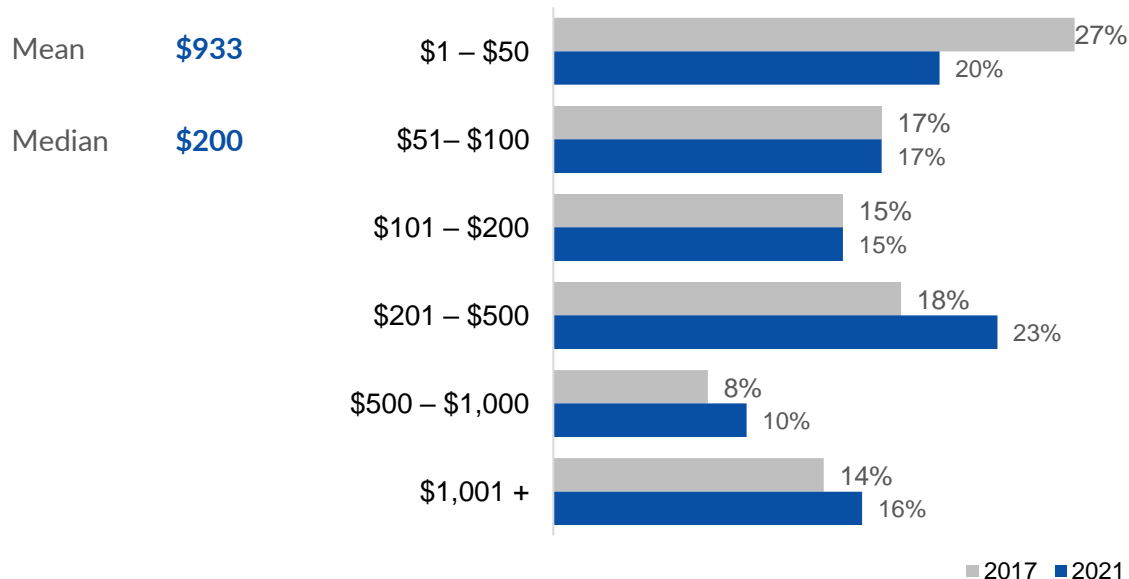
Framework: Respondents who have not made a financial donation to a charitable cause (Lapsed donors and non-donors)

There was an increase in average donation amount from 2017 to 2021 (\$772 to \$933).



Attitudes / Behaviour / Drivers / Information

Average annual contribution in 2021



- The average increased by 23% from 2017 to 2021 (\$772 to \$933).
- A contributing factor to the increase is likely the decrease in the total percent of respondents donating.
- The proportion of current donors who contributed more than \$200 annually increased from 40% in 2017 to 49% in 2021.
- Respondents gave a minimum of \$1 and a maximum of \$140,000.

Question 16: [ASK IF S4 = 1] Approximately how much in total did you donate to charitable causes in the past 12 months? Your best guess is fine.
Sample size: 1175
Framework: Respondents who have made a financial donation to a charitable cause within the past 12 months (Current donors), excluding "not sure / don't remember" and "prefer not to answer" responses



Fundraising Effectiveness Project



[Source](#)



Trends in Canada look similar to what we see in the US in two ways:

- **Considerable market volatility.** While total giving appears to be up, some cause areas saw significant gains, while others suffered lost revenue: the rising tide did not lift all boats.
- **Donor mobility increased.** With a year of overall donation growth, we expect to see all metrics increase, but donor retention dropped while donor acquisition increased.

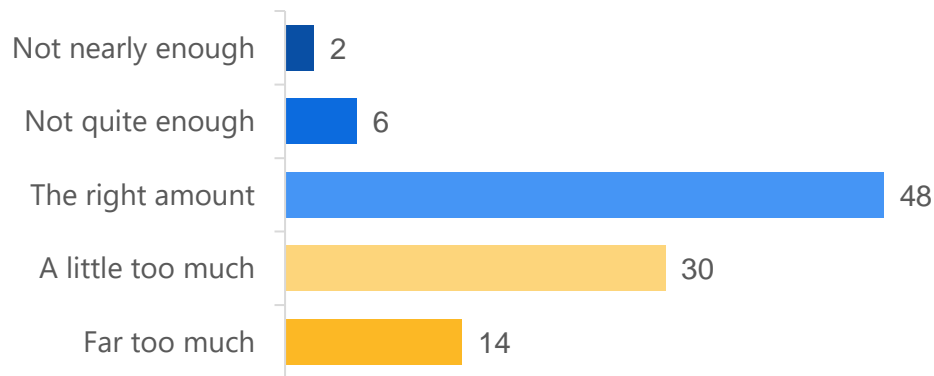
** Only broad trends for FEP Canada can be shared at this point.*

Reports will be published as they come available.

Respondents who think they are approached for donations the right amount and too much are split almost equally.

Attitudes / Behaviour / Drivers / Information

Do you feel that you are approached for donations...? (%)

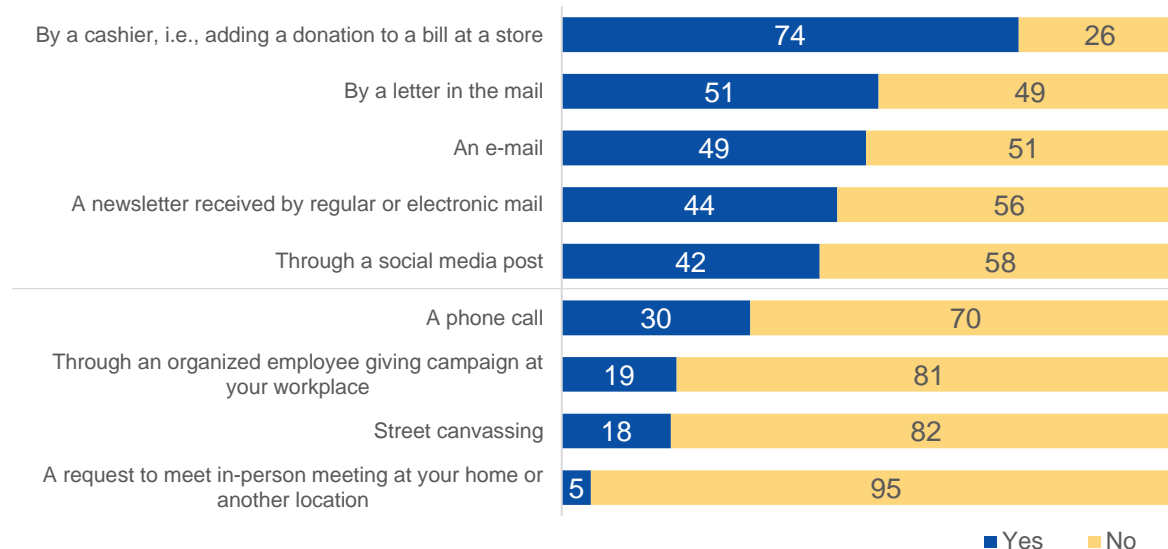


- The proportion of respondents who think they are contacted too much (TOP2: 44%) for donations are almost equal to those who think they are approached the right amount (48%).
- There's a small group of respondents who feel that they are not approached enough for donations (BTM2 8%).

Most mentioned ways to be contacted for donations are by a cashier, letter in the mail, or an email.

Attitudes / Behaviour / Drivers / Information

Ways to be approached for donations (%)



- Three quarters of the respondents state they have been contacted to donate money by a cashier (74%), and half of them have been approached by a letter in the mail (51%) and an email (49%) in the past 12 months.

Question 6: In the past 12 months, have you been contacted in the following ways by charities, educational institutions, or other kinds of non-profit organizations to ask you to donate money?

Sample size: 1802

Framework: All respondents; excluding "don't know" responses

* Through an organized employee giving campaign at your workplace

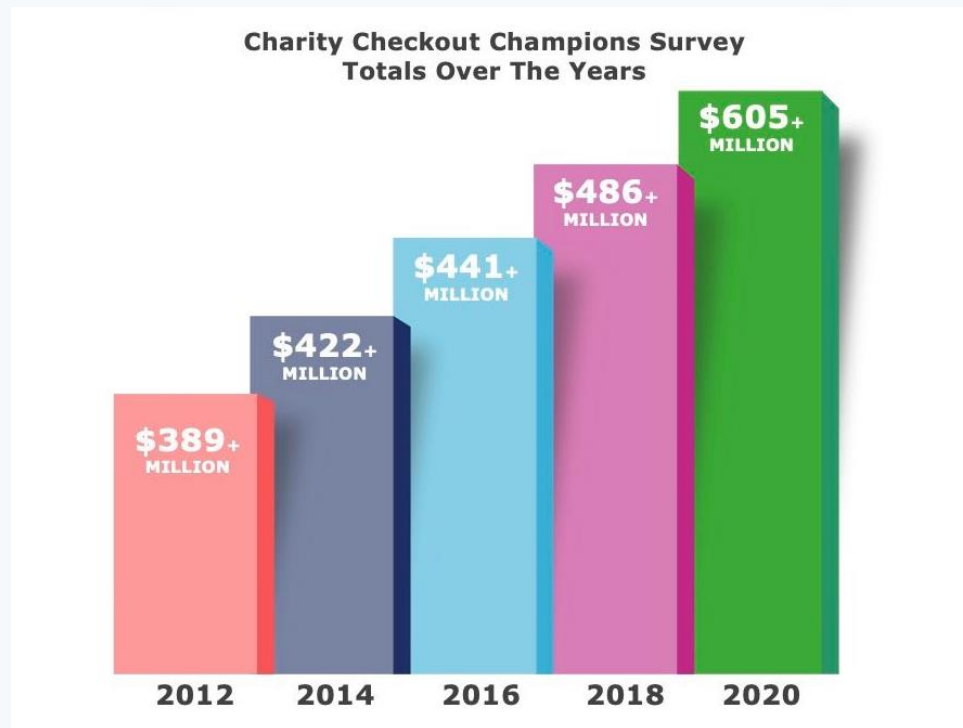


U.S point-of-sale fundraising campaigns



[America's Charity Checkout Champions 2021](#)

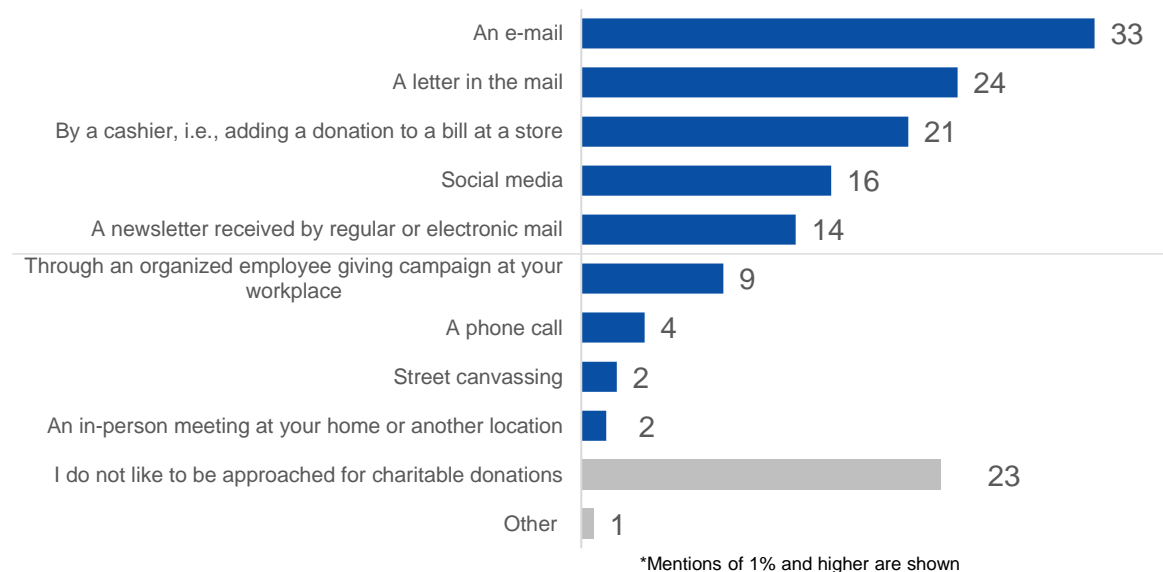
Point-of-sale fundraising continues to thrive.



Most preferred ways to be approached for charitable donations are through an e-mail, letter in the mail, and by a cashier.

Attitudes / Behaviour / Drivers / Information

Preferred ways to be approached for donations (%)



- The most preferred way that respondents would like to be approached for donations is by e-mail (33%) and mailed letter (24%).
- Although most of the respondents say they have been contacted by a cashier in the past 12 months to donate, it is the 4th most preferred way to be approached for charitable donations (21%).
- 23% of the respondents state that they don't like to be approached for charitable donations.

Question 8: How do you prefer to be approached for charitable donations? Please select up to two responses.
Sample size: 1802
Framework: All respondents; excluding "don't know" responses

* Through an organized employee giving campaign at your workplace

Traditional giving methods (OTG, monthly) are the most preferred way of giving.

Attitudes / Behaviour / Drivers / Information

Most preferred methods to support charities (%)



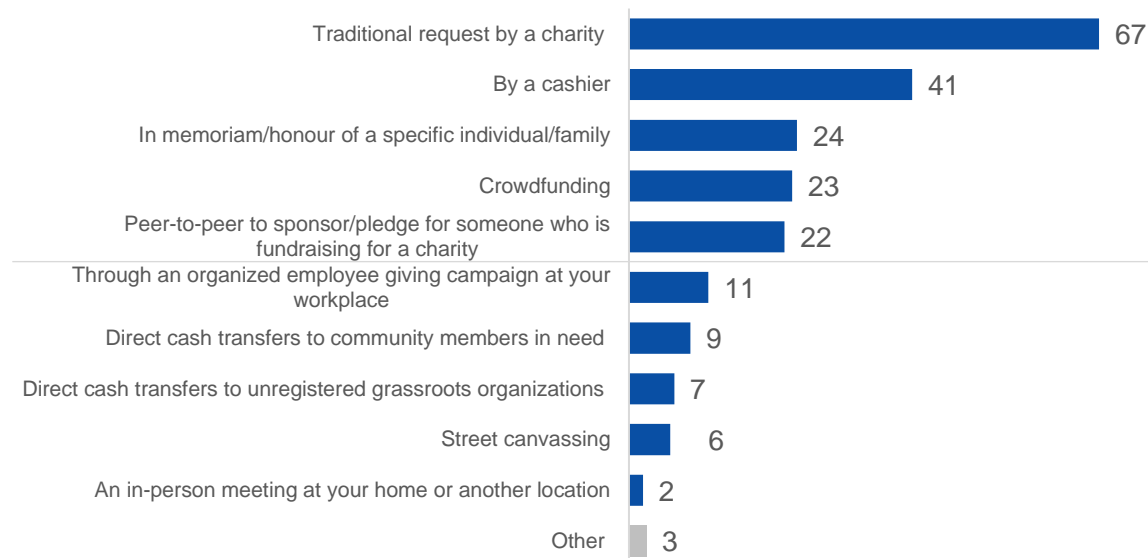
*Mentions of 2% and higher are shown

- Traditional giving methods are the most preferred way of giving (38%).
- Current donors are more likely to prefer giving through traditional methods (45%) compared to lapsed donors (27%).
- Lapsed donors tend to be more likely to have no preference compared to current donors (19% vs. 7%).

Traditional giving methods are the most used method current donors used to support a charitable cause.

Attitudes / Behaviour / Drivers / Information

Methods used by current donors to support charities in the past 12 months (%)



*Mentions of 2% and higher are shown

- Almost 7 in 10 (67%) current donors donated through a traditional request by a charity in the past 12 months.
- Donating through a cashier in a store (41%), in memoriam of an individual (24%), crowdfunding (23%) and peer-to-peer (22%) are other ways used.

Question 9: In the past 12 months, which of the following ways have you supported a charitable cause? Select all that apply. [MULTI-SELECT]

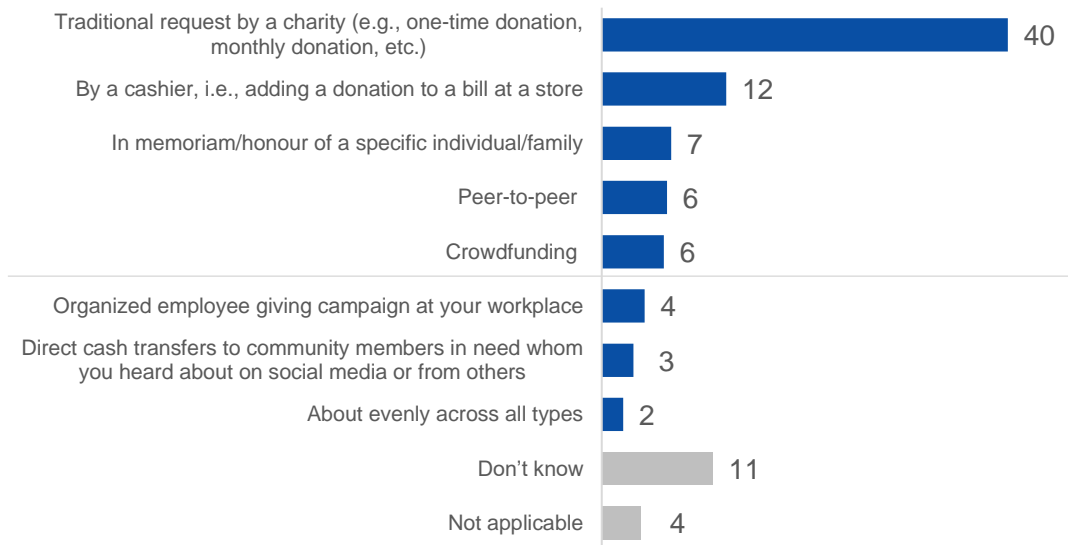
Sample size: 1175

Framework: Respondents who have made a financial donation to a charitable cause within the past 12 months (Current donors)

Giving to a charity through traditional methods will continue to be the preferred method of supporting charities in the future.

Attitudes / Behaviour / Drivers / Information

Most preferred methods to support charities in the future (%)



*Mentions of 2% and higher are shown

Question 11: In the future, which method of giving do you see yourself using the most? Select one response only.

Sample size: 1802

Framework: All respondents

- Traditional request by a charity is still preferred by more respondents (40%) compared to other methods of giving to a charity in the future.
- Lapsed donors are less likely to prefer traditional request by a charity compared to current donors (26% vs. 48%), however they are more likely to report that they don't know (17% vs. 7%)



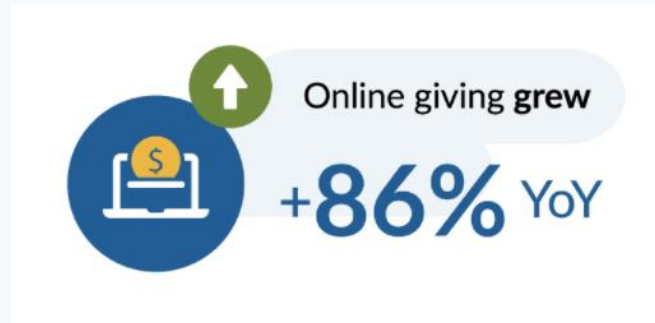
The Giving Report



[2021 Giving Report](#)



CanadaHelps

*Online giving accelerated
at record rates in 2020.*



The Online Fundraising Platform for **Enterprise Nonprofits.**

Powered by AI, machine learning, and data science. Optimized for Canada 🇨🇦


**HELPING
HAND
FOUNDATION**

Serving Communities Around The World

Every day, people in need are supported through the generosity of donors like you. Thank you for making a donation today in support of our life-changing work around the world.

100% of this donation will directly support people in need.

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 **Secure Donation**

GIVE ONCE

♥ MONTHLY

\$500

\$350

\$250

\$170

\$100

\$75

\$ **120** CAD ▾

Designate to Children's Education

▶ [Give in honor or in memory](#)

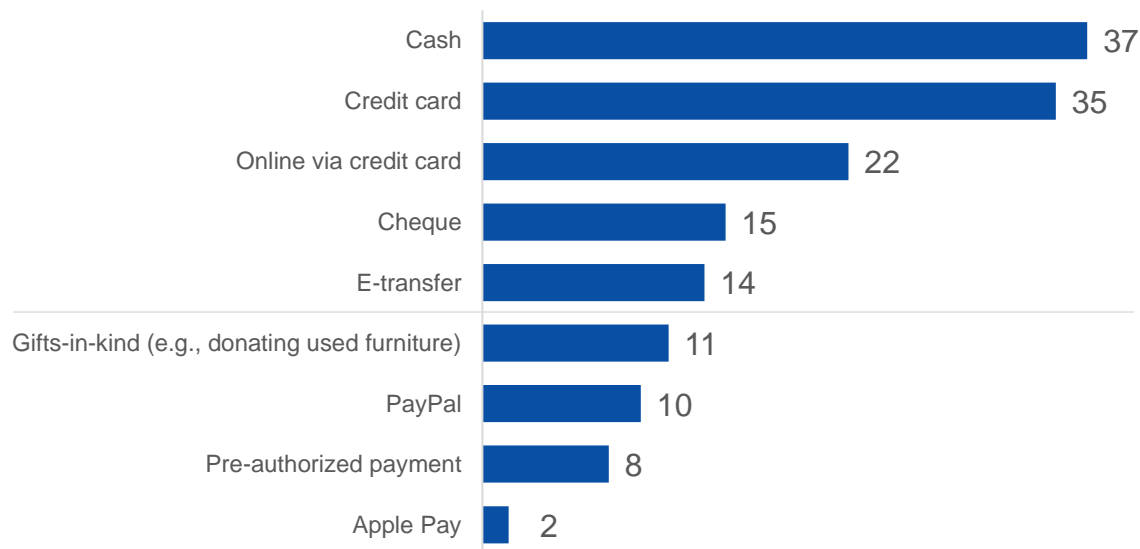
▶ [Add comment](#)

DONATE

The most preferred methods for making donations are cash and credit card

Attitudes / Behaviour / Drivers / Information

Preferred payment methods (%)



*Mentions of 2% and higher are shown

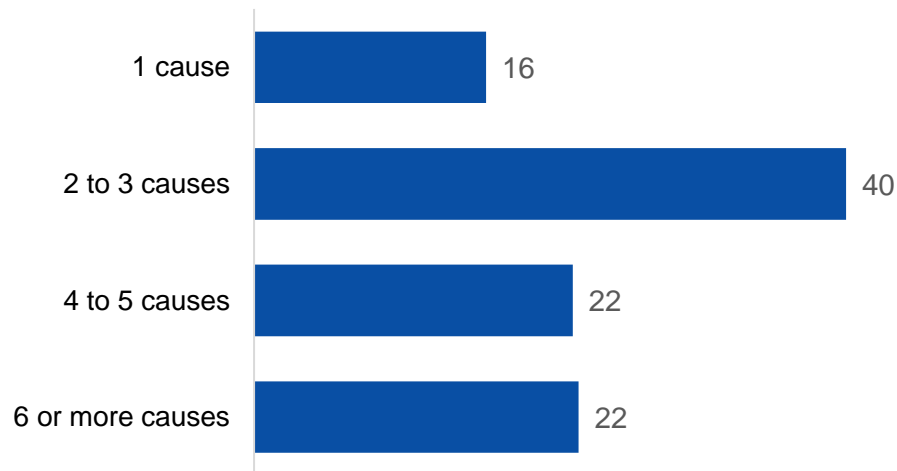
- Overall, the most preferred payment methods are cash (37%) and credit card (35%).
- Current donors are more likely to prefer to pay with credit card (41%), online via credit card (28%), cheque (17%), pre-authorized payment (11%), and PayPal (11%) compared to lapsed donors.
- Lapsed donors are more likely to prefer to pay with cash (51%) and gifts-in-kind (16%) compared to current donors.

Question 22: What are your preferred methods for making donations? Select all that you prefer. [MULTI-SELECT]
Sample size: 1802 (Donors: 1555 / Non-donors: 248)
Framework: All respondents

Majority of current donors have donated to more than 1 cause in the past 12 months.

Attitudes / Behaviour / Drivers / Information

Number of causes current donors supported in the past 12 months (%)



- Most of the current donors have donated to 2-3 causes (40%), and 44% have donated to 4 and more causes in the past 12 months.
- 16% of current donors supported 1 cause exclusively.
- There are significantly more current donors to 6 or more causes in 2021 compared to 2017 (22% vs. 13%).

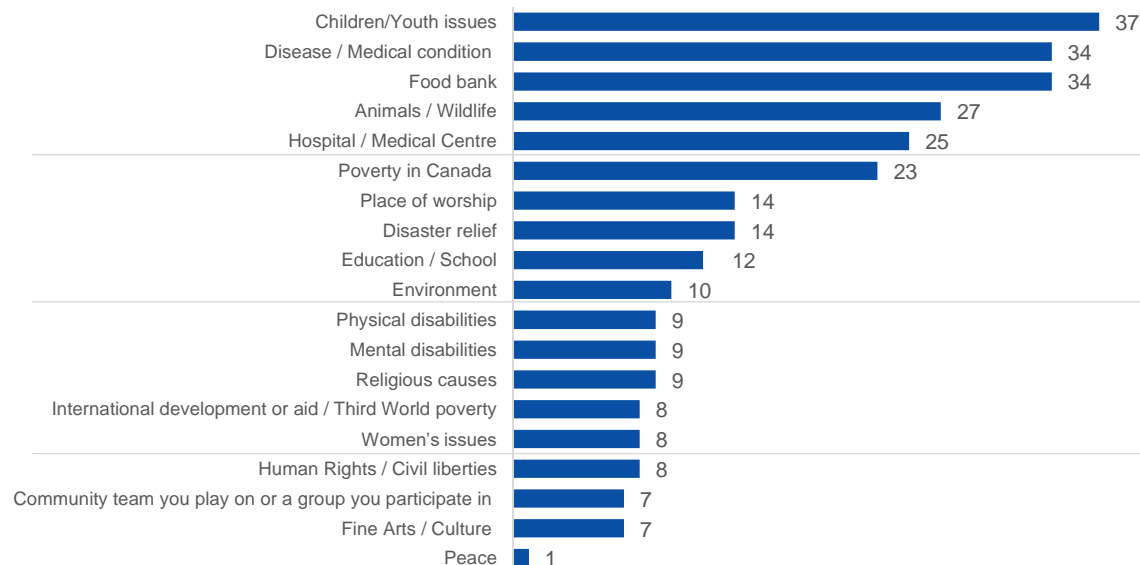
Question 15: [ASK IF S4 = 1] How many different organizations, individuals, and causes did you donate money to in the past 12 months? Your best guess is fine.]

Framework: Respondents who have made a financial donation to a charitable cause within the past 12 months (Current donors), excluding "not sure / don't remember" and "prefer not to answer" responses

Top 3 charitable causes supported by current donors are children/youth issues, disease/medical conditions, and food banks

Attitudes / Behaviour / Drivers / Information

Types of causes supported in the past 12 months (%)



*Mentions of 2% and higher are shown

- Of those who have made a financial donation in the past 12 months, over a third state they supported children/youth issues (37%), disease/medical conditions (34%), and food banks (34%).
- Similarly, in 2017 the top 3 causes supported were disease/medical conditions (37%), children/youth issues (35%), and food banks (30%).

Question 14: [ASK IF S4 = 1] Thinking about the charitable causes that you gave a financial donation to in the past 12 months, what types of areas did they work in? Please select all that apply. [MULTI-SELECT; DO NOT RANDOMIZE]

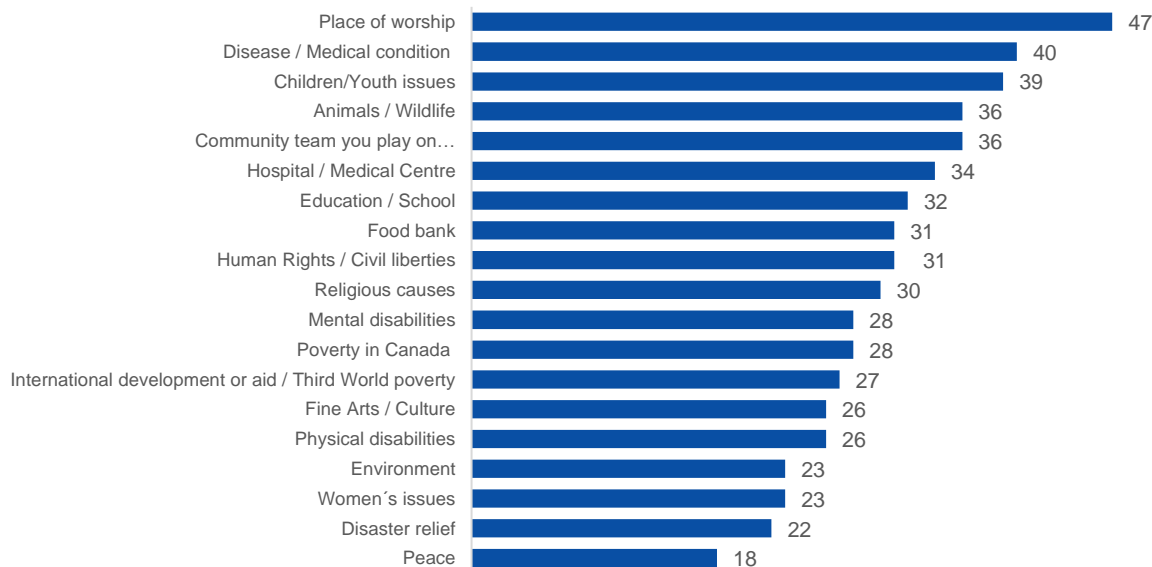
Sample size: 1175

Framework: Who have made a financial donation to a charitable cause within the past 12 months (Current donors)

Place of worship receives the highest share of a donors' total contributions for the year.

Attitudes / Behaviour / Drivers / Information

Average share of a current donor's total contributions for the year (%)



- On average, place of worship receives the highest share of current donors' total contributions for the year (47%).
- Compared to 2017, respondents are donating a greater share of their money to community teams/groups (22% in 2017 to 36% on 2021).

Question 17: [ASK IF S4 = 1] Using your best guess, please indicate what percentage of the money you donated in the past 12 months, was donated to causes in each of the following areas? Note: the total should add to 100%.

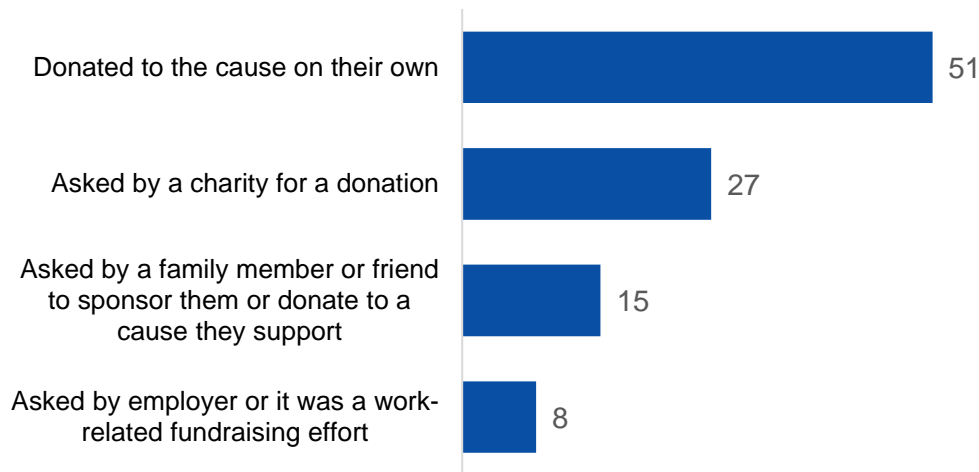
Sample size: 1175

Framework: Respondents who have made a financial donation to a charitable cause within the past 12 months (Current donors)

Majority of the share of contributions were made unsolicited.

Attitudes / Behaviour / Drivers / Information

Average share of a current donor's contributions by solicitation type (%)



- On average, 51% of the money donated by current donors in the past 12 months was donated to the cause on their own, while 27% was because they were asked by a charity for a donation.

Question 19: [ASK IF S4 = 1] Using your best guess, what percentage of the money you donated in the past 12 months was because... (Note: total should add to 100%)

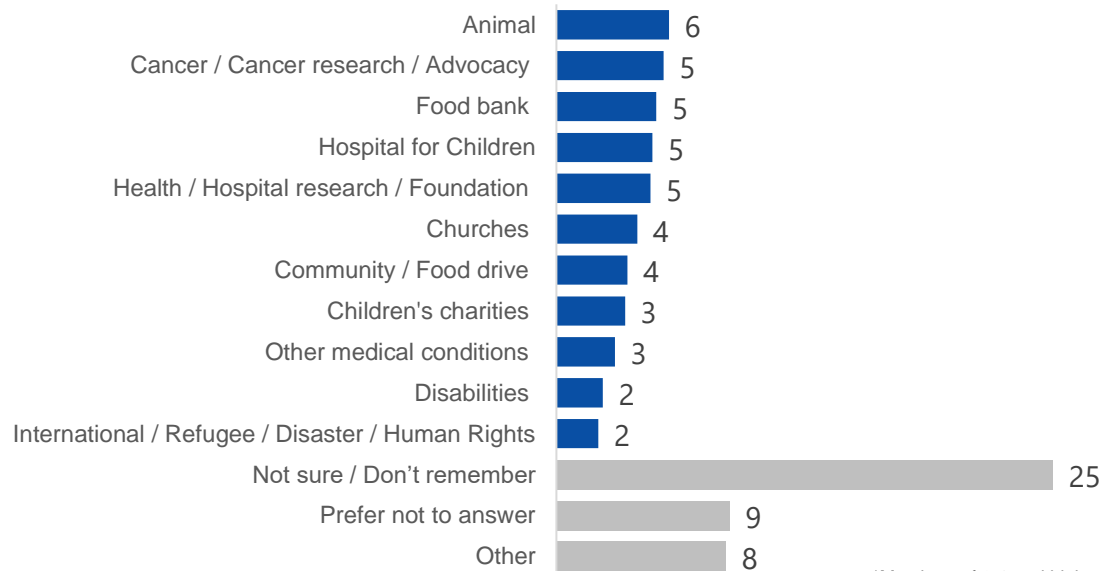
Sample size: 1175

Framework: Respondents who have made a financial donation to a charitable cause within the past 12 months (Current donors)

A quarter of donors can't recall the cause they last donated to.

Attitudes / Behaviour / Drivers / Information

Charitable causes last donated to (%) (open ended response)



*Mentions of 2% and higher are shown

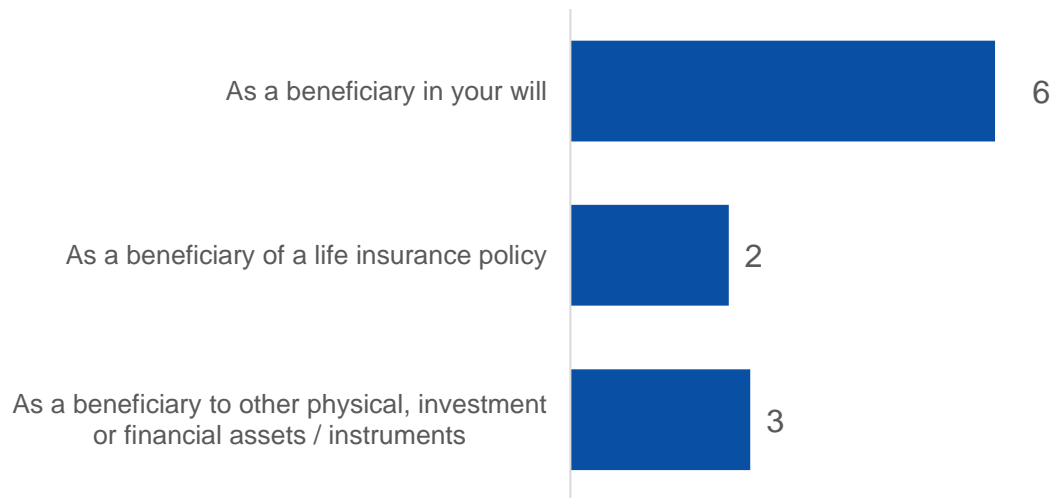
- 25% of the donors do not remember the last charitable cause they donated to.
- The most mentioned charitable cause that donors last donated to was for animals (6%).

Question 21: Which charitable cause did you last donate to? Please type your response in the space provided.
Sample size: 1555
Framework: Current and lapsed donors

Naming charities as a beneficiary in a will is not yet common.

Attitudes / Behaviour / Drivers / Information

Naming charities as a beneficiary (%)

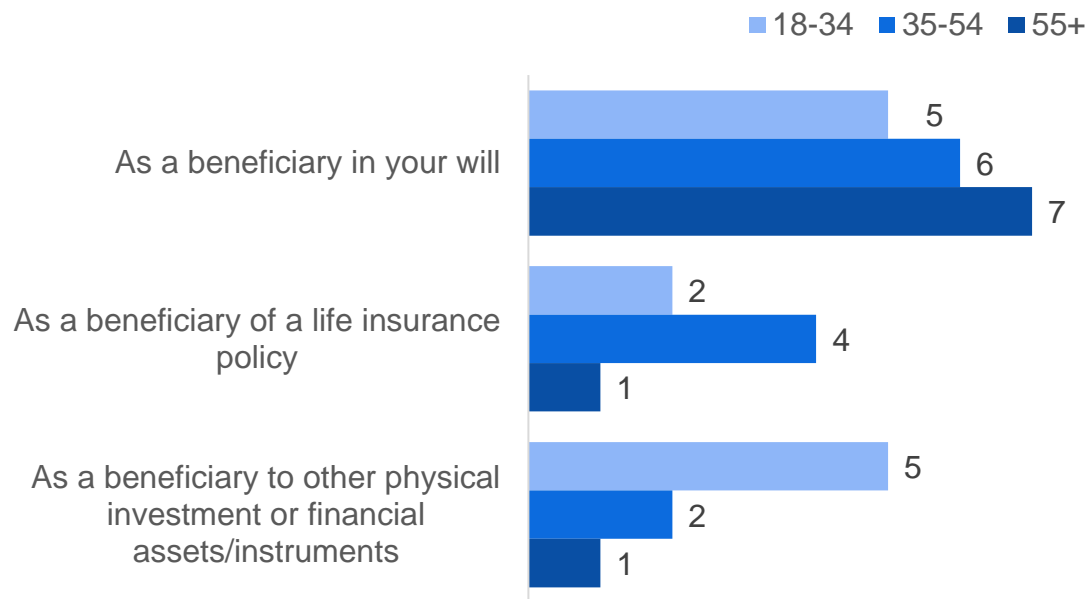


- Current donors are more likely to state they named a charity as a beneficiary in their will (7%) or of a life insurance policy (2%) compared to lapsed donors (3% and 1% respectively).
- Similar to 2017, the vast majority (91%) of respondents say they have not named a charity as a beneficiary to some form of their estate.

55+ are the most likely to leave a gift in their will. 18-34 are significantly more likely to leave physical investment or financial assets.

Attitudes / Behaviour / Drivers / Information

Naming charities as a beneficiary by age group (%)



- 18-34 and 35-54 age groups are more likely to prefer to name charities as a beneficiary to other physical investments or financial assets than 55+ age group.
- 35-54 age group is more likely to prefer to name charities as a beneficiary of a life insurance policy than 18-34 and 55+ age groups.
- Regarding different income groups, interestingly, those who have an income under \$40K and above \$150K are more likely to state they have not named a charity as a beneficiary compared to those who have an income between \$60K to \$80K.

Question 12: Have you named a charity... (select all that apply) [MULTI-SELECT]

Sample size: 1802

Framework: All respondents

* Letter indicates that the response of a segment is significantly higher than the response of the segment denoted by the letter.



Make gifts in Wills the social norm

[Source](#)



We need to turn trust into action.

1 in 3 Canadians trust charities enough
to discuss estate planning with them.

Yet only 5% have named a charity as a beneficiary in a will .



Leaving a gift in a Will to charity turns the ordinary Canadian into an extraordinary philanthropist. Yet only 5% of Canadians do this.

Will Power is the biggest campaign in our history to make gifts in Wills the social norm. Our goal: to inspire **\$40B in gifts to charities by 2030.**

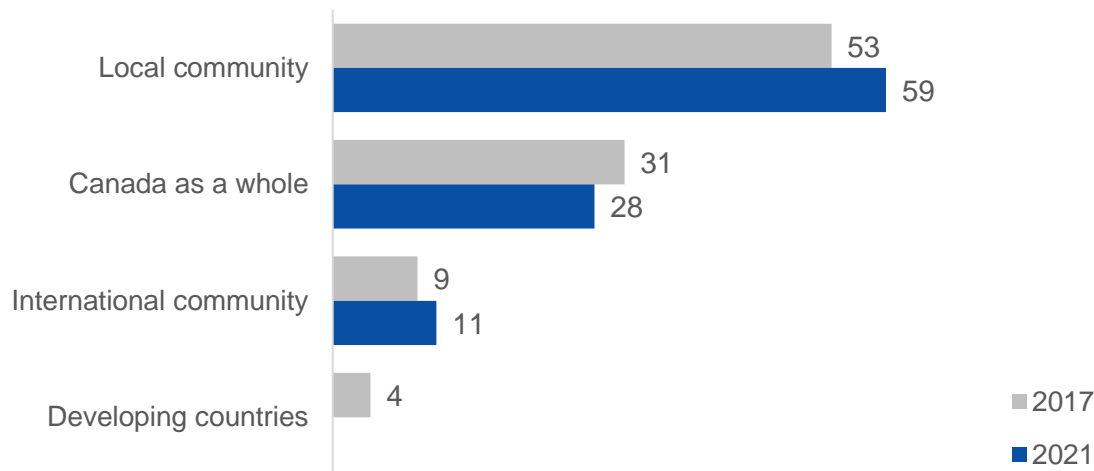
JOIN WILL POWER AS A CHARITY

JOIN WILL POWER AS AN ADVISOR

When speaking with donors, local impact should be emphasized.

Attitudes / Behaviour / Drivers / Information

Local, national and international reach of donations by current donors (%)



*Mentions of 2% and higher are shown

- Substantially more current donors are looking to benefit local communities (59%) than to national (28%) and international (11%) communities.
- Compared to 2017, there is an increase in donations to their local community (from 53% to 59%) and a decrease in national donations (from 31% to 28%).

Question 18: [ASK IF S4 = 1] Thinking about the causes that you donated to in the past 12 months, would you say they mostly benefited... (please select one option only)

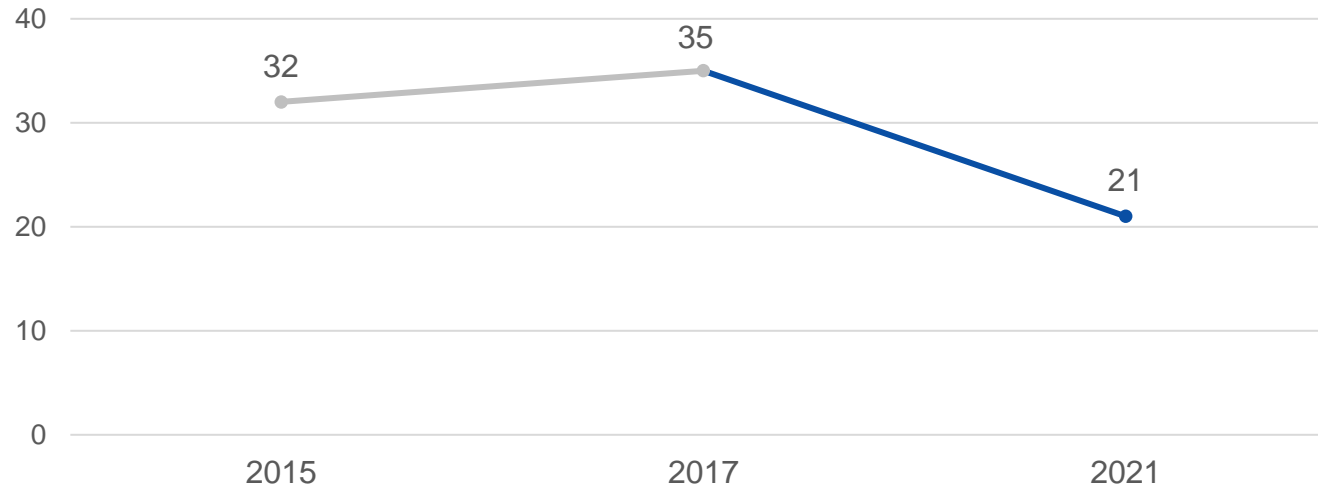
Sample size: 1175

Framework: Respondents who have made a financial donation to a charitable cause within the past 12 months (Current donors)

8 in 10 respondents have not volunteered in the past 12 months.

Attitudes / Behaviour / Drivers / Information

Volunteered time in a charitable cause (%)



Question 13a: Have you volunteered your time to a charitable cause in the past 12 months? / Question 13b: [ASK IF Q13a = 2] What are the reasons you have not volunteered your time to a charitable cause in the past 12 months? / Question 13c: [ASK IF Q13a = 1] How much time would you say you volunteered in total in the past 12 months? Your best estimate is fine. Please answer in hours.

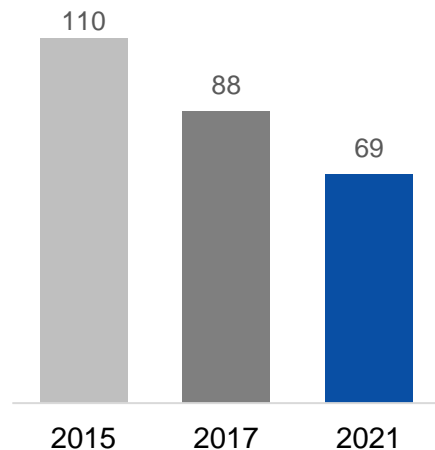
Sample size: (Question 13a): 1802 / (Question 13b): 1425 / (Question 13c): 377

Framework: (Question 13a): All respondents / (Question 13b): Who have not volunteered in the past 12 months / (Question 13c): Who have volunteered in the past 12 months, excluding "not sure / don't remember", "prefer not to answer"

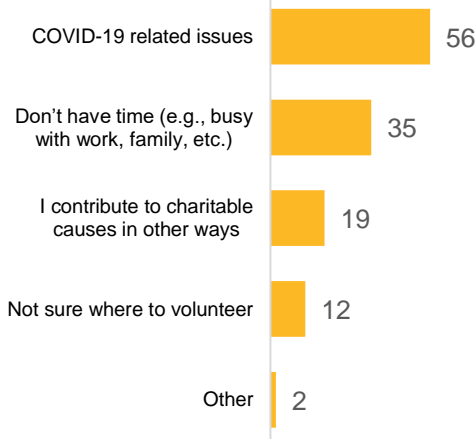
Volunteers are spending less time volunteering, and those not volunteering are mostly COVID-19 related.

Attitudes / Behaviour / Drivers / Information

Time spent volunteering in the past 12 months (average hours)



Reasons for not having volunteered (%)



*Mentions of 2% and higher are shown

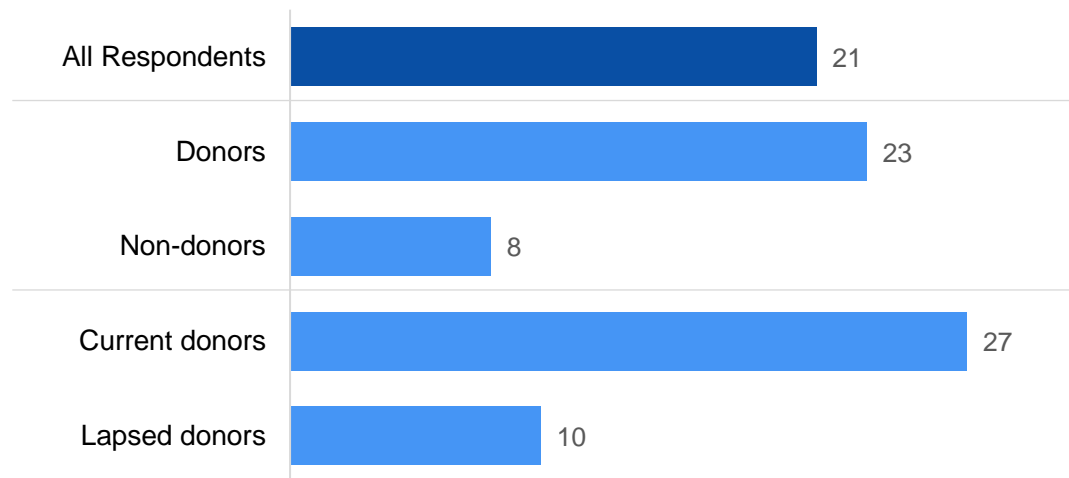
- Volunteering hours have been declining since 2015, with those volunteering hours in 2021 averaging 69 hours.
- Of those who have not volunteered in the past 12 months, 56% mention COVID-19 related issues as the main reason for not being able to volunteer.
- Not having time (35%), contributing in other ways (19%), and not being sure where to volunteer (12%) are other reasons stated.

Question 13a: Have you volunteered your time to a charitable cause in the past 12 months? / Question 13b: [ASK IF Q13a = 2] What are the reasons you have not volunteered your time to a charitable cause in the past 12 months? / Question 13c: [ASK IF Q13a = 1] How much time would you say you volunteered in total in the past 12 months? Your best estimate is fine. Please answer in hours.
Sample size: (Question 13a): 1802 / (Question 13b): 1425 / (Question 13c): 377
Framework: (Question 13a): All respondents / (Question 13b): Who have not volunteered in the past 12 months / (Question 13c): Who have volunteered in the past 12 months, excluding "not sure / don't remember", "prefer not to answer"

Current donors are the best source when recruiting volunteers.

Attitudes / Behaviour / Drivers / Information

Volunteered time in a charitable cause (%)



- In the past 12 months, while more than one fourth of current donors (27%) have been more likely to volunteer their time to a charitable cause, only 1 in 10 lapsed donors (10%) stated to have volunteered their time.
- Similarly, almost a quarter of donors (23%) reported to have volunteered their time whereas 8% of non-donors reported to have volunteered their time to a charitable cause in the last 12 months.

Question 13a: Have you volunteered your time to a charitable cause in the past 12 months
Sample size: 1802 (Current donors: 1175 / Lapsed donors: 379 / Non-donors: 248)
Framework: All respondents

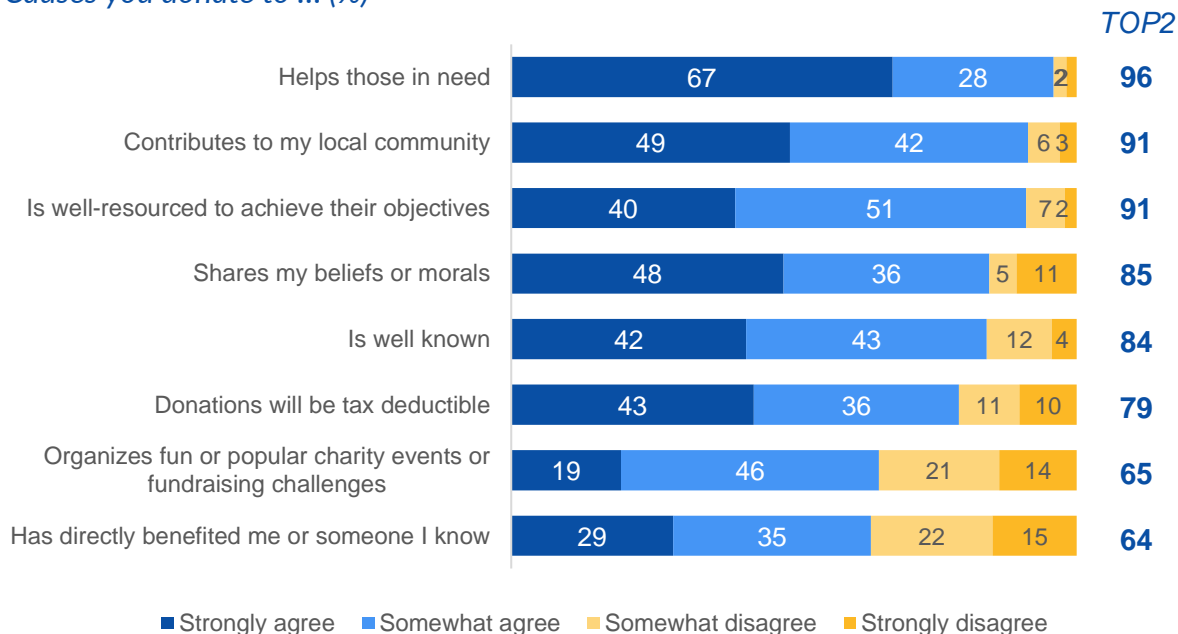
Drivers of donating and volunteering

Section 3

Main motivation of almost all donors is helping those in need.

Attitudes / Behaviour / Drivers / Information

Causes you donate to ... (%)



- An overwhelming majority of the donors are motivated by the fact that the cause they donate helps those in need (TOP2: 96%), contributes to their local community (TOP2: 91%), and is well resourced to achieve their objectives (TOP2: 91%).
- In the 2017 study, although the donors were similarly motivated by helping those in need (TOP2: 96%) the most, the other motivating factors were the cause sharing their beliefs or morals (TOP2: 95%) and being well-known (TOP2: 90%).

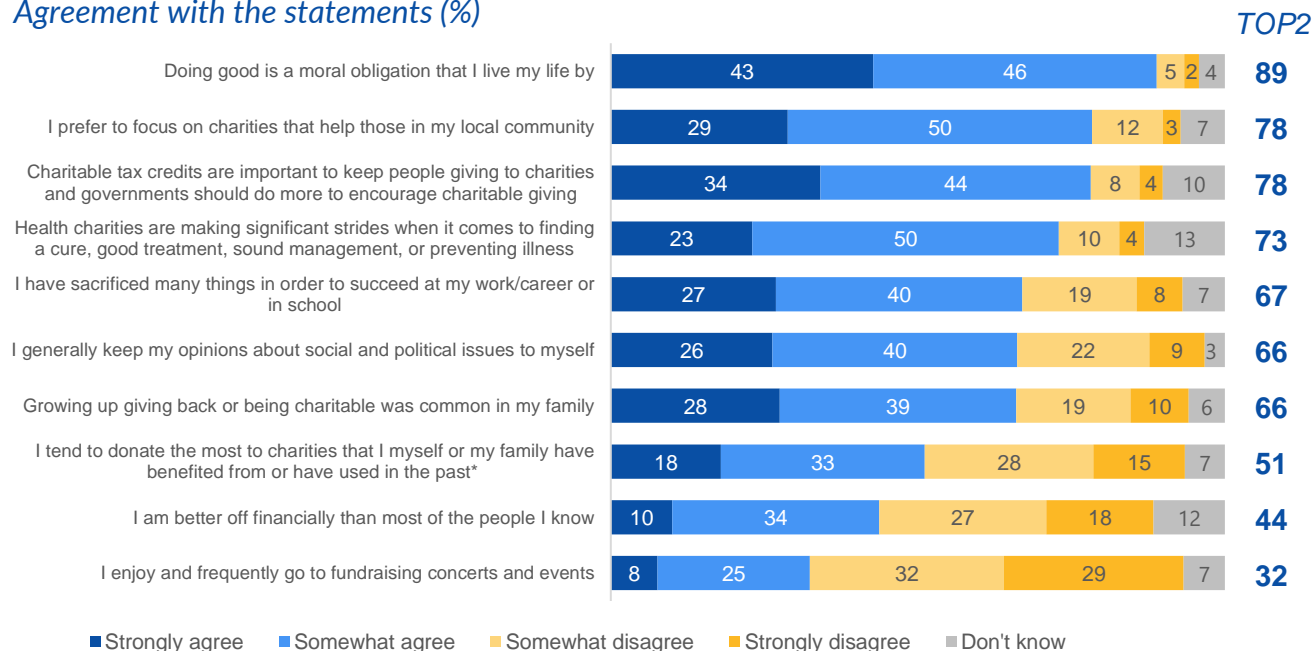
Question 23: How much do you agree or disagree with each of the following statements when it comes to the causes you donate to? [RANDOMIZE ROWS]

Sample size: 1555 (Current donors: 1175 / Lapsed donors: 379)

Framework: Current and lapsed donors; excluding "don't know" responses

Majority of the respondents agree that doing good is a moral obligation that they live their life by

Agreement with the statements (%)



Question 33: How much do you agree or disagree with each of the following statements?
 Sample size: 1802
 Framework: All respondents

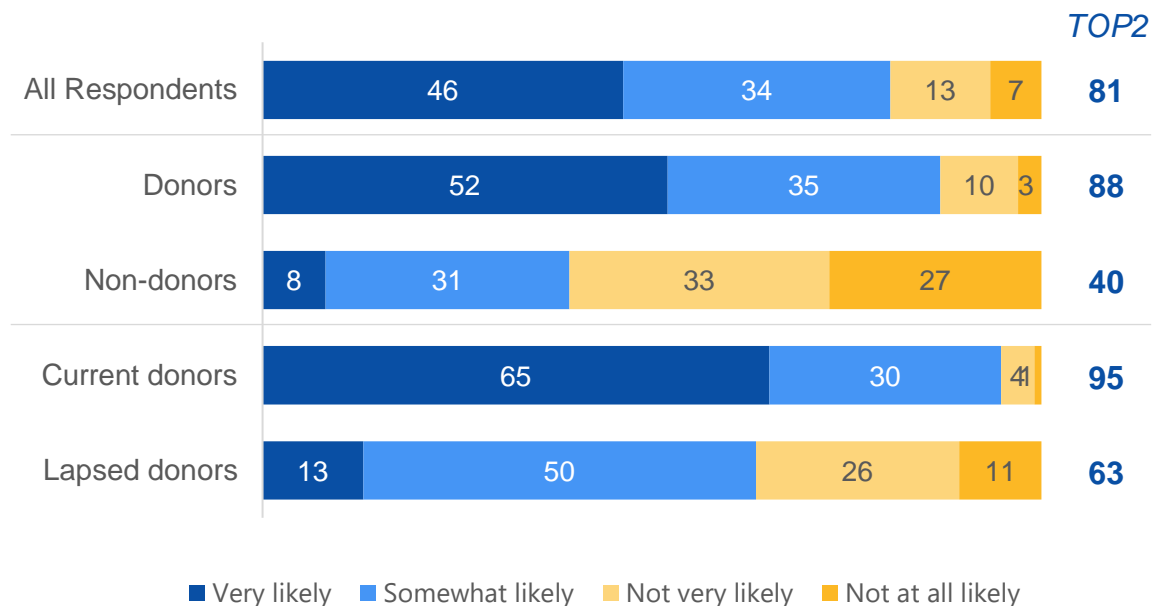
*Asked to donors only

- The top statement with 9 in 10 respondents (TOP2: 89%) saying they agree with is that doing good is a moral obligation that they live their life by.
- Most of the respondents (TOP2: 78%) also agree that they prefer to focus on charities that help those in their local community.
- Being better off financially than most of the people they know (TOP2: 44%) and enjoying and frequently going to fundraising concerts and events (TOP2: 32%) are the statements respondents agreed with the least.

8 in 10 respondents are likely to donate in the next 12 months.

Attitudes / Behaviour / Drivers / Information

Likelihood of donation in the next 12 months (%)



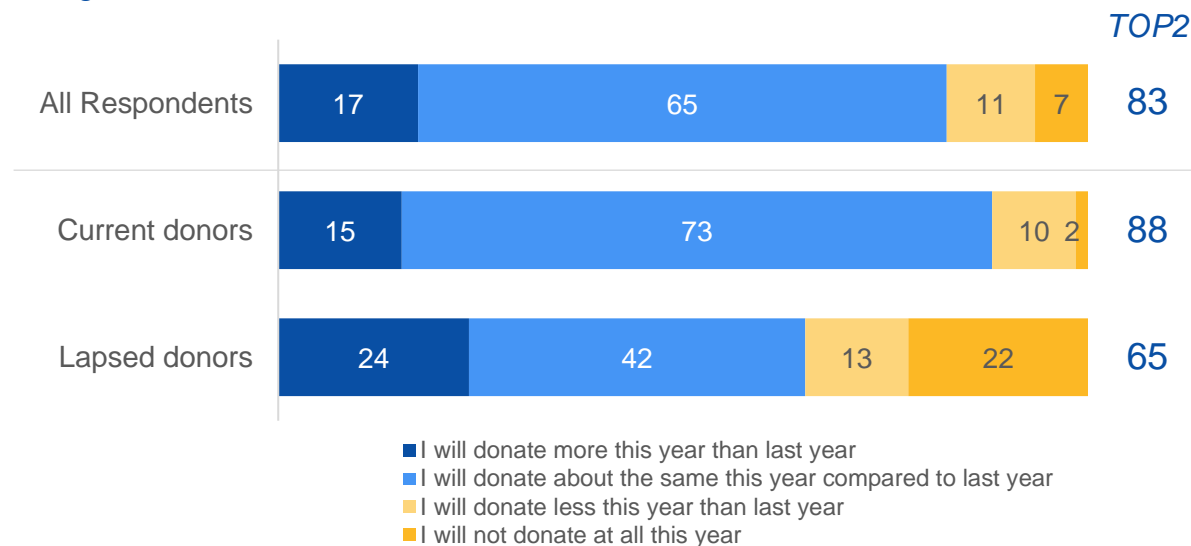
Question 24: How likely are you to make a financial donation to a charitable cause in the next 12 months?
 Sample size: 1802 (Current donors: 1175 / Lapsed donors: 379 / Non-donors: 248)
 Framework All respondents

- Overall, in 2021, the likelihood of people who state they will make a financial donation in the next 12 months (TOP2: 81%) is almost equal to the proportion of those in 2017 (TOP2%: 80%).
- An overwhelming majority of current donors (TOP2: 95%) are likely to donate in the next 12 months. Current donors are more likely to donate than lapsed donors (TOP2: 95% vs. TOP2 63%)
- Donors are more likely to make a financial donation in the next 12 months than non-donors (TOP2: 88% vs. TOP2: 40%)

Majority of donors plan to donate about the same amount or more in 2021 compared to 2020

Attitudes / Behaviour / Drivers / Information

Change in the donation amount – 2020 vs 2021 (%)



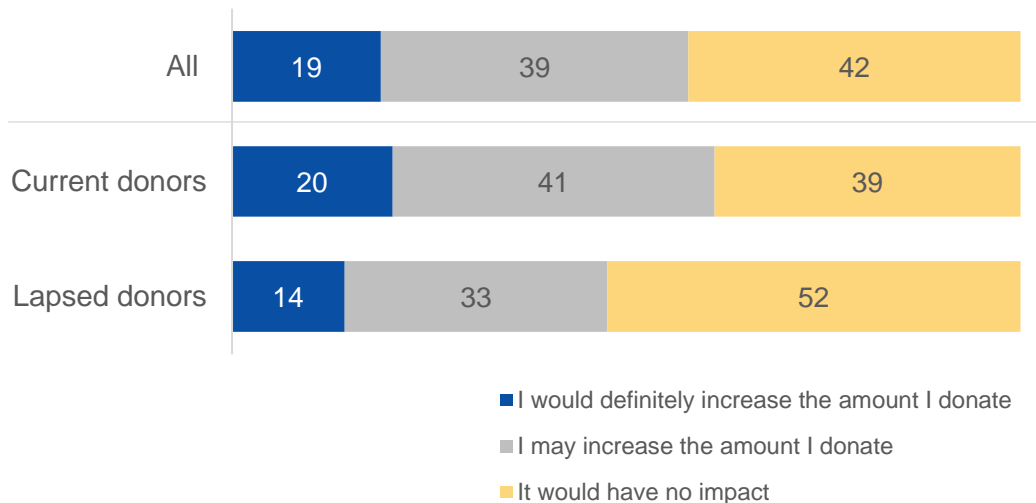
- Almost 9 in 10 current donors (TOP2: 88%) and 6 in 10 lapsed donors (TOP2: 65%) state that they will either donate about the same amount or more in 2021 compared to 2020.
- Current donors (73%) are more likely to say that they will donate the same amount this year compared to lapsed donors (42%). Whereas, lapsed donors are more likely to say they will not donate at all this year (22%) compared to current donors (2%) or that they will donate more this year (24%) compared to current donors (15%).

Question 25: How do you think the amount you donate this year (2021) will compare to last year (2020)?
 Sample size; 1555 (Current donors: 1175 / Lapsed donors: 379)
 Framework Current and lapsed donors

1 in 5 say they would increase the amount they donate if the government were to increase the tax credit received for donating.

Attitudes / Behaviour / Drivers / Information

Impact of an increase in the tax credit received for donating (%)



Question 26. If the government were to increase the tax credit received for donating to charitable organizations, what impact would it have on the amount you donate?
Sample size; 1555 (Current donors: 1175 / Lapsed donors: 379)
Framework Current and lapsed donors

Question 26d. If the government were to increase the tax credit received for donating to charitable organizations, what impact, if any, would it have on your future donation habits?
Sample size; 248
Framework Non-donors

- 2 in 10 donors (19%) state they would increase the amount of their donations, and 4 in 10 donors (39%) state they may increase the amount they donate if the government were to increase the tax credit
- Lapsed donors are more likely than current donors to state that the increase in the tax credit would have no impact on the amount they would donate (52% vs. 39%).
- Half of the non-donors state that an increase in the tax credit received would have no impact on whether or not they will donate in the future.

Key drivers analysis

The key drivers analysis in this report has been based on a regression analysis method that determines how specific *predictors* (aka *independent variables*) contribute to 1) current donation behavior, 2) donation amount, and 3) volunteering behavior, which are the *outcome variable* (aka *dependent variable*).

Key drivers of having donated in the last 12 months

*The behaviours that played a significant role in identifying **current donors**' characteristics compared to lapsed donors are (in order of relative impact):*

- Donated to charity in response to an invitation through social media.
- Volunteered their time to a charitable cause.
- Have confidence in the charitable sector overall.
- Consider themselves to be in a better financial position than others.
- Consider themselves knowledgeable about the charitable causes they support.
- While evaluating a charity's effectiveness, they take the charity's spending on managing the operations into consideration.
- Higher education.
- Inclined to donate to charitable causes that organizes events or fundraising challenges.

Key drivers of donation amount

The key drivers that play a significant role in **how much current donors donate** to charities (in order of relative impact):

- Trust Canadian charities to deliver on their mission and goals.
- Older donors.
- Well-informed about the charitable causes they support.
- Charity's spending on fundraising
- Extent of the charity's impact
- Charities that organize events
- Well-known organizations

Key drivers of volunteering

*The behaviours that played a significant role in identifying **those who volunteer** compared to those who do not volunteer are (in order of relative impact):*

- Knowledgeable about the cause they support.
- Enjoy attending fundraising events.
- Trust Canadian charities enough to discuss their estate planning with them.
- Consider themselves better off financially.
- While evaluating a charity's effectiveness, they take the charity's ability to achieve its mission and goals into consideration.
- Identify as female.

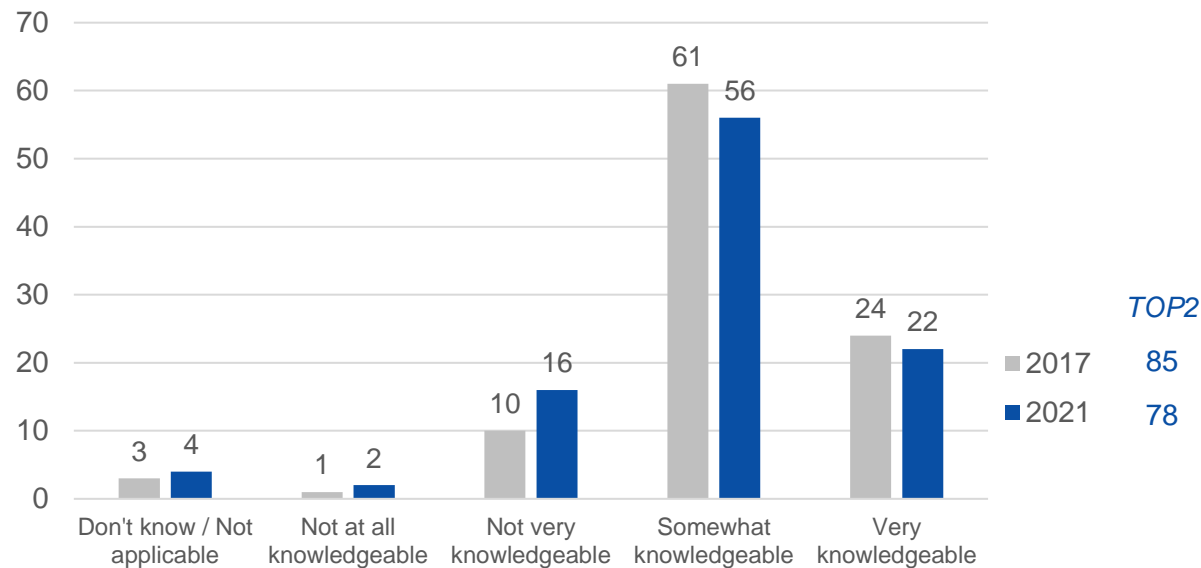
Channels of information

Section 4

Large majority of donors say they are knowledgeable about the charitable causes they support

Attitudes / Behaviour / Drivers / Information

Knowledge of the charities chosen for support (%)



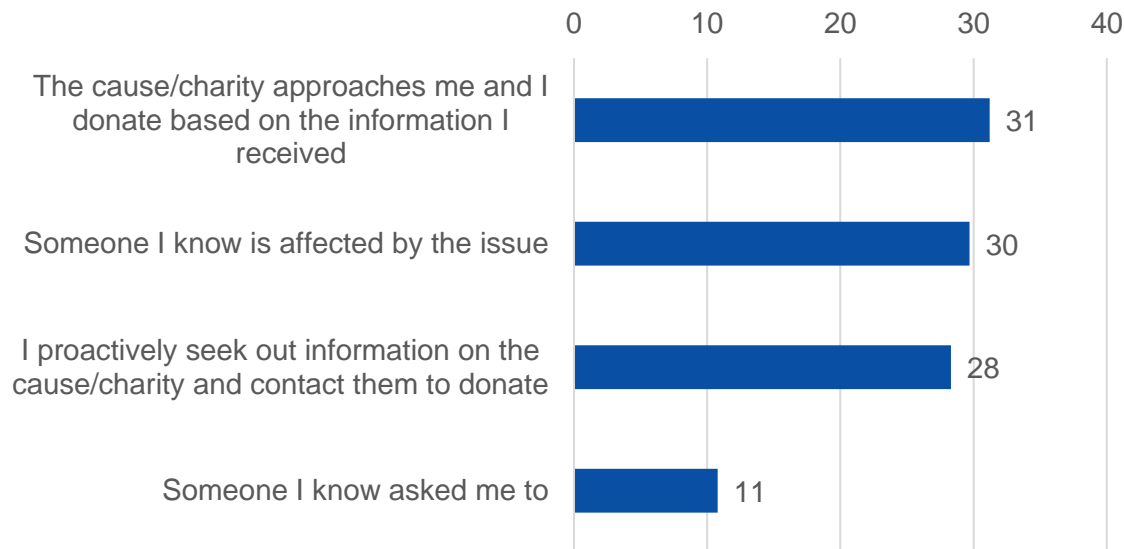
Question 30: In general, how would you rate your knowledge of the charitable causes that you support?
Sample size: 1555
Framework: Current and lapsed donors

- Over a fifth (22%) of the donors think that they are “very knowledgeable” about the charities they support.
- Current donors are more likely to say they are “very knowledgeable” about the charitable causes they support (25%) compared to lapsed donors (13%).
- Compared to 2017, there is a decrease in the percentage of donors who think they are knowledgeable (2017 TOP2: 85% vs, 2021 TOP2: 78%).

Even split among reactive and proactive approaches to selecting a cause/charity.

Attitudes / Behaviour / Drivers / Information

Approach to selecting a charity (%)



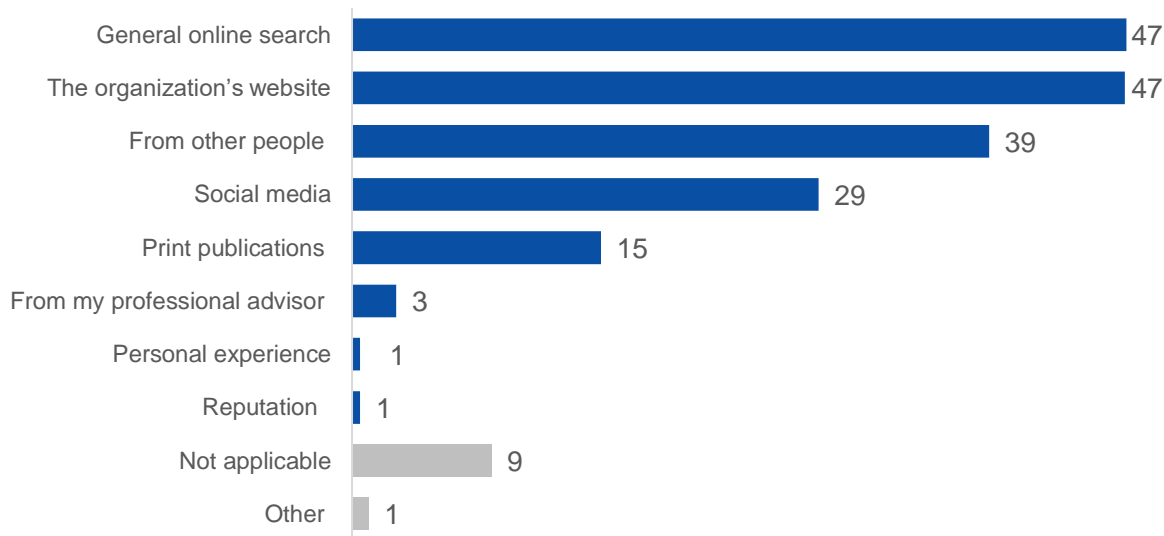
- Waiting to be approached by charities (31%) and selecting a cause/charity related to an issue which has affected someone they know (30%) are the most described way donors approach selecting a cause/charity.
- Proactively seeking information and contacting the charities to donate (28%) is the other way donors use when selecting a cause/charity.

Question 31: Which of the following best describes how you approach selecting a cause/charity?
Sample size: 1555
Framework: Current and lapsed donors

Digital is crucial to share your message and cause.

Attitudes / Behaviour / Drivers / Information

Information sources on the charities supported (%)



*Mentions of 1% and higher are shown

- Nearly half of the donors mention general online search (47%) and the organization's website (47%) as the sources where they find information about the charities they support.
- The organization's website (26%), general online search (25%) and other people (19%) are also the most used information sources by the donors.
- In 2017, the organization's website was similarly the most mentioned information source (42%).
- General online search saw an increase from 33% in 2017 to 47% in 2021.

Question 32a: How do you typically find information on the charities that you support? Please select all that apply. [MULTI-SELECT] / Question 32b: Of all the ways you typically use to find information on the charities you support, which one do you use the most?
Sample size: 1555 (Current donors: 1175 / Lapsed donors: 379)
Framework: Current and lapsed donors



The State of Nonprofit Donation Pages



[Source](#)

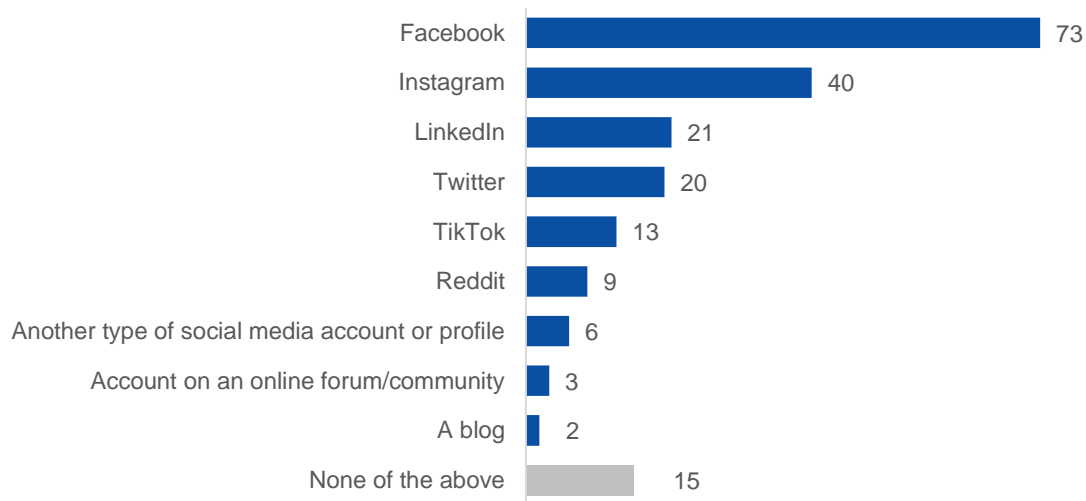
7 key findings from giving to 203 nonprofits:

- 1) Everyone has room to improve their donation page.
- 2) Nonprofits aren't giving donors a great reason to give on their donation page.
- 3) There is too much friction – steps in the process, distracting links, fields required, etc. – for donors to deal with when making a donation.
- 4) Online recurring giving remains a big opportunity for nonprofits to improve and optimize.
- 5) The mobile giving experience is improving but can still be optimized and further improved.
- 6) Many donation selection and gift array strategies are quite similar.
- 7) The thank you/confirmation page remains an underutilized asset in the donor journey and online giving experience.

Facebook is the most mentioned social media platform actively used by the respondents, followed by Instagram.

Attitudes / Behaviour / Drivers / Information

Social media platforms actively used (%)



- Facebook is the most popular social media platform, used by nearly three quarters of respondents (73%).
- Noticeably, while LinkedIn was not mentioned in 2017, it has become the third most actively used social media platform in 2021 (21%).
- Similar to 2017, Facebook, Instagram and Twitter were the top 3 social media platforms that respondents say they are very active on. However, the proportion of respondents who are very active on these platforms decreased in 2021 (Facebook: from 29% to 16% / Instagram: from 32% to 15%, Twitter: from 17% to 13%).

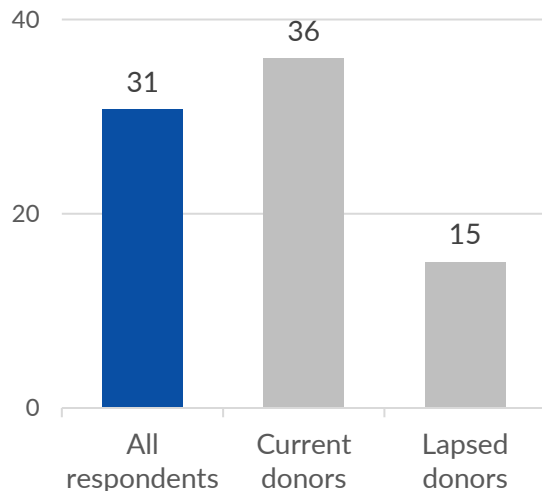
Question 34: Do you actively use any of the following? Check all that apply. / Question 35: [ASK IF Q34 = "None of the above"] Which of the following best describes how actively you use each of your social media accounts?
Sample size: 1802 (Question 34)

Framework: Question 34: All respondents / Question 35: Respondents who have not selected "None of the above" in Question 34

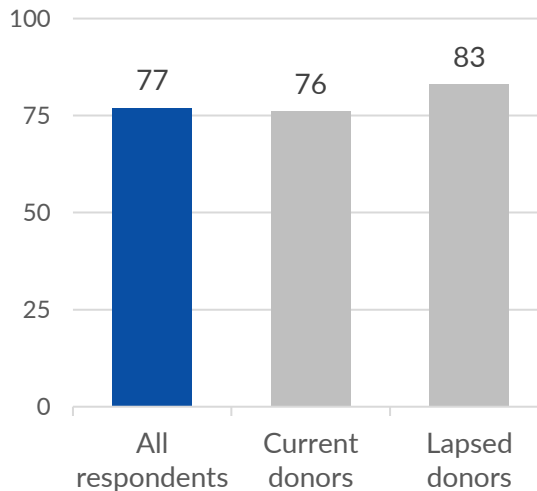
A third of donors who actively use social media have donated to a charity in response to an invitation through social media.

Attitudes / Behaviour / Drivers / Information

Donated to charity in response to an invitation through social media (%)



Request came from someone you know personally (%)



- Of the donors who actively use social media, 31% have donated to a charity in response to an invitation through social media, and the majority received the request from someone they know.
- Current donors are more likely to donate in response to an invitation through social media than lapsed donors (36% vs. 15%).
- In 2021, more donors state that they donated in response to an invitation through social media (31%) compared to respondents from 2017 (18%).
- The majority of donors (77%) who donated in response to an invitation through social media received the request from someone they know.

Question 36: Have you ever donated to a charity in response to an invitation or post that came to you through your social media account (e.g., Facebook, etc.)? / Question 37: Thinking of the time(s) that you have donated to a charity in response to a social media request or post, would you say that most often the post or request came from someone you knew personally?

Sample size: Question 36: 1319 (Current donors: 994 / Lapsed donors: 325) / Question 37: 405 (Current donors: 357 / Lapsed donors: 47)

Framework: Question 36: Respondents who actively use social media / Question 37: Respondents who replied "yes" in Question 36

Additional resources

Beyond WCDW 2021

— — —

Research and tools linked in this report:

- [Edelman Trust Barometer 2021](#)
- [Rethinking the cost of fundraising](#), AFP Canada Media Brief
- [AFP Canada Election Toolkit 2021](#)
- [AFP Fundraising Effectiveness Project](#)
- [America's Charity Checkout Champions 2021](#), Engage for Good
- [The Giving Report](#), CanadaHelps
- [CAGP Will Power](#)
- [The State of Nonprofit Donation Pages](#), NextAfter

Additional Resources

- [AFP Foundation Canada research programs and resources](#) – WCDW, FEP, and research grant
- [Why fundraising matters, now more than ever](#), AFP Canada Media Brief
- [Narrative for Canadian Fundraising](#), AFP Canada
- [30 Years of Giving in Canada](#), Imagine Canada
- [Peer-to-Peer Fundraising Study 2020](#), Blackbaud



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Please provide your name and email if you would like to receive further communications about the WCDW research as additional resources become available (ex. French report and summary sheets).



Thank you

Questions, comments, or ideas ...

John.Gormaly@gmail.com

Research prepared by

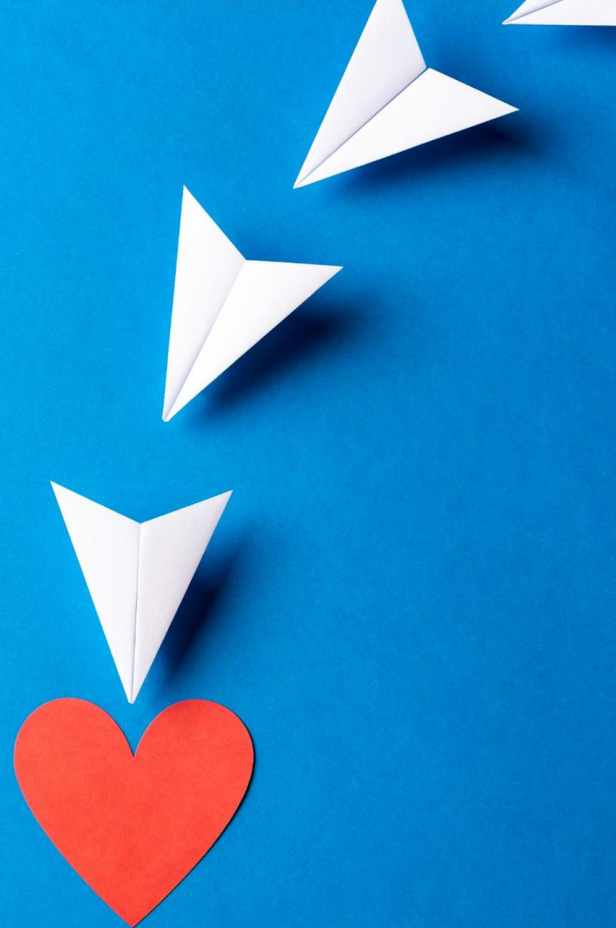


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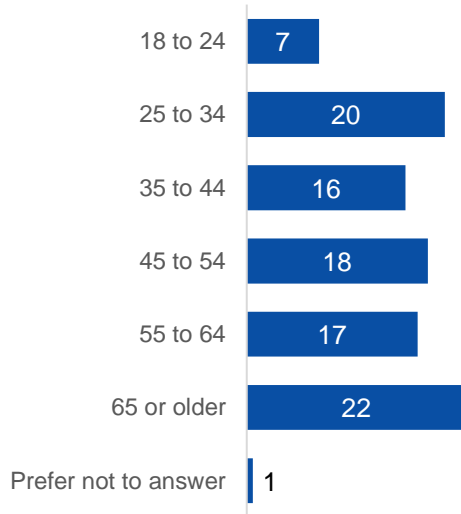
Appendix

Demographics

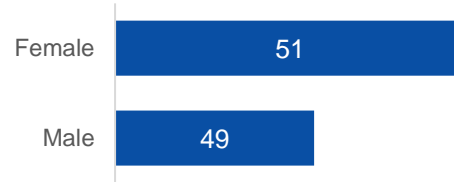
Appendix

Demographics

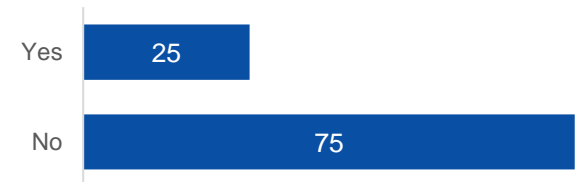
Age (%)



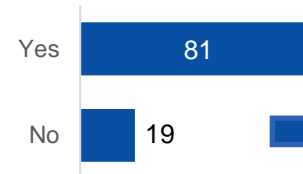
Gender (%)



Children aged under 18 living in the household (%)



Born in Canada (%)

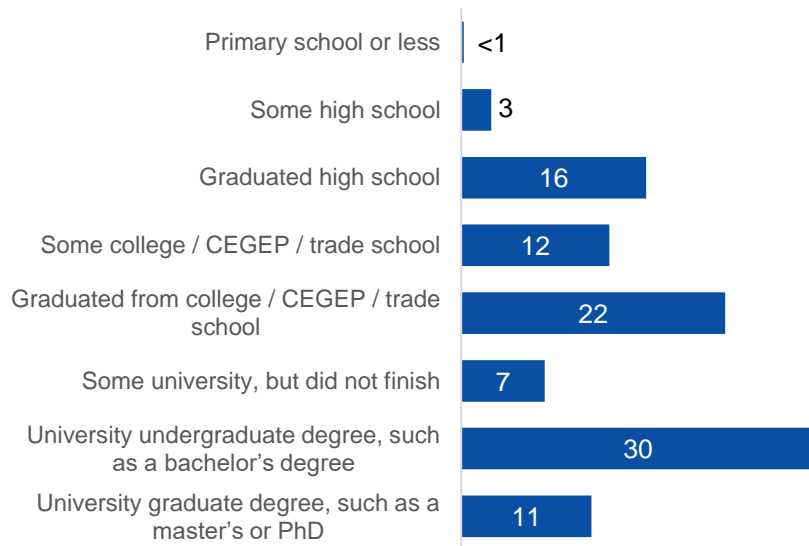


Number of years
lived in Canada

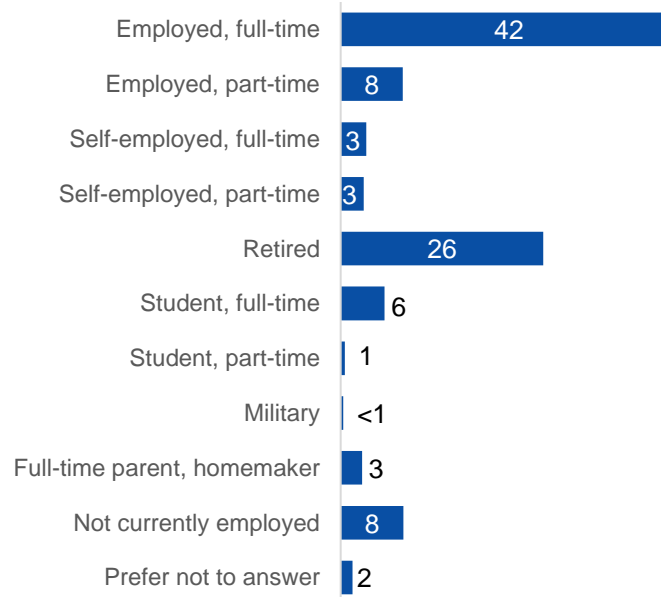
Mean:
27 years

Demographics

Education (%)

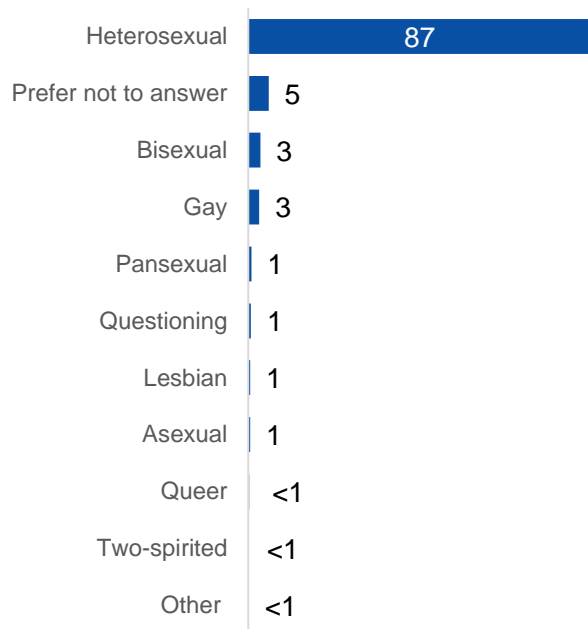


Employment status (%)

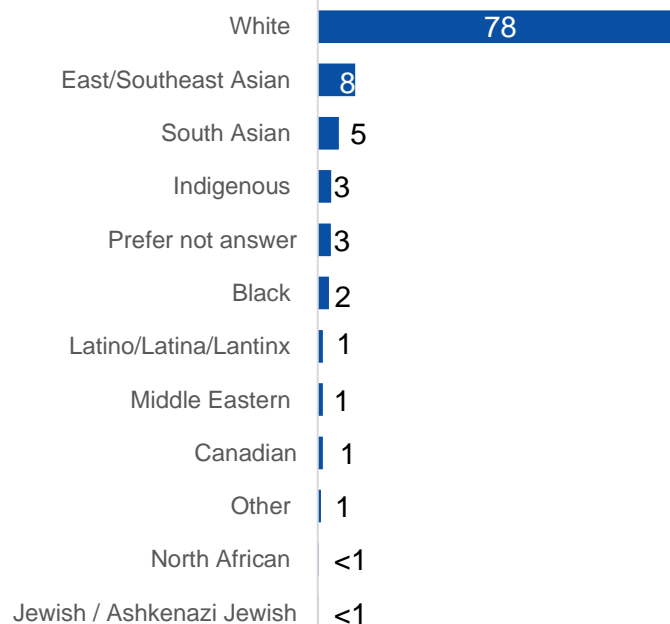


Demographics

Sexual orientation (%)

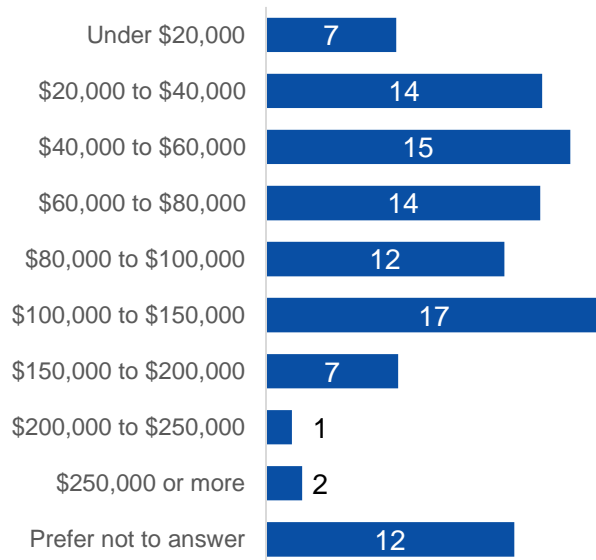


Ethnic background (%)

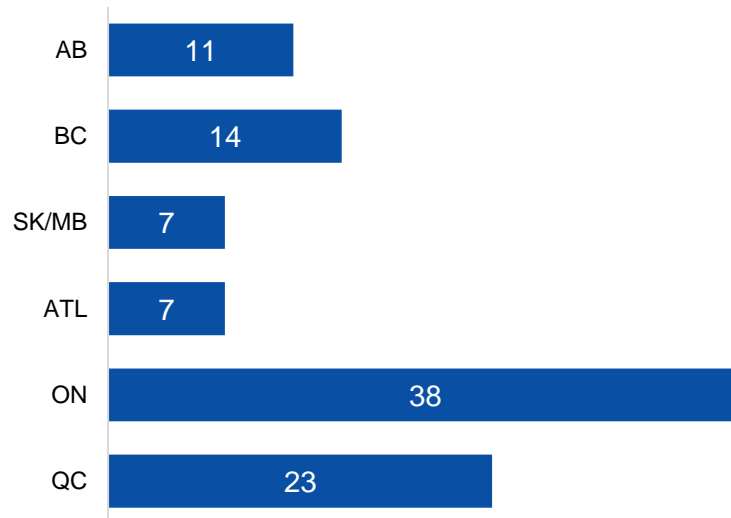


Demographics

Income (%)



Province (%)



Key drivers analysis details

Appendix

Key drivers analysis

The key drivers analysis in this report has been based on a regression analysis method that determines how specific *predictors* (aka *independent variables*) contribute to 1) current donation behavior, 2) donation amount, and 3) volunteering behavior, which are the *outcome variable* (aka *dependent variable*).

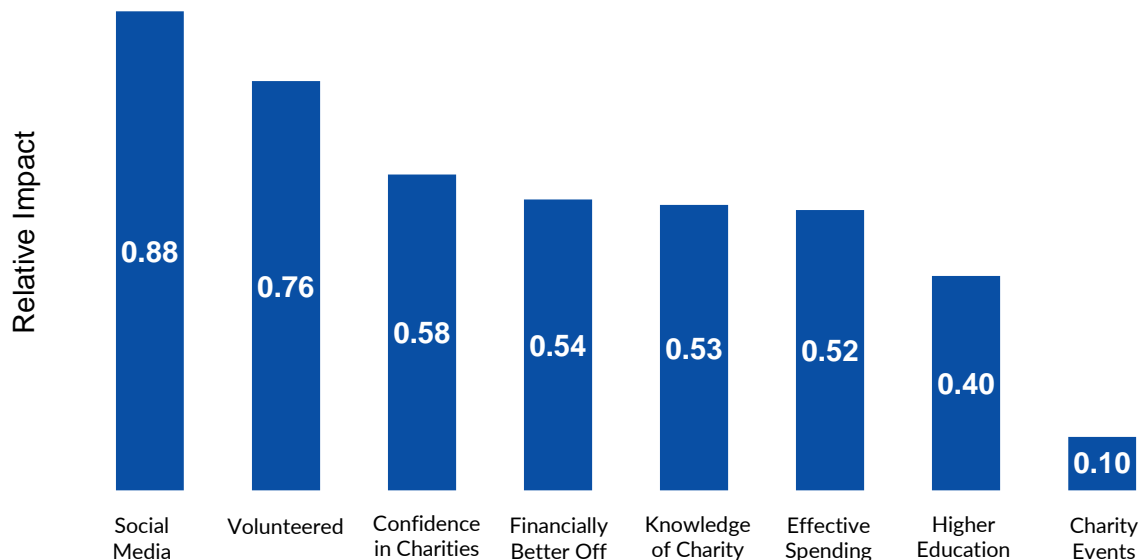
Key drivers of having donated in the last 12 months

*The behaviours that played a significant role in identifying **current donors**' characteristics compared to lapsed donors are (in order of relative impact):*

- Donated to charity in response to an invitation through social media.
- Volunteered their time to a charitable cause.
- Have confidence in the charitable sector overall.
- Consider themselves to be in a better financial position than others.
- Consider themselves knowledgeable about the charitable causes they support.
- While evaluating a charity's effectiveness, they take the charity's spending on managing the operations into consideration.
- Higher education.
- Inclined to donate to charitable causes that organizes events or fundraising challenges.

Drivers of Donation Behavior

Current Donors



R-square: 0.384

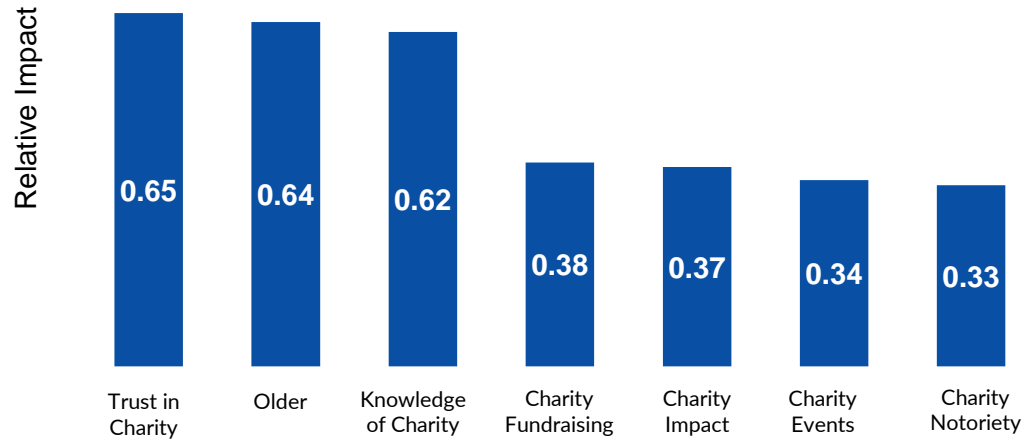
R-square is an estimation of the explained variance. Meaning that the variation in included variables explains an indicated percent of variation in donation behaviour.

Key drivers of donation amount

The key drivers that play a significant role in **how much current donors donate** to charities (in order of relative impact):

- Trust Canadian charities to deliver on their mission and goals.
- Older donors.
- Well-informed about the charitable causes they support.
- Charity's spending on fundraising
- Extent of the charity's impact
- Charities that organize events
- Well-known organizations

Drivers of Donation Amount



R-square: 0.235

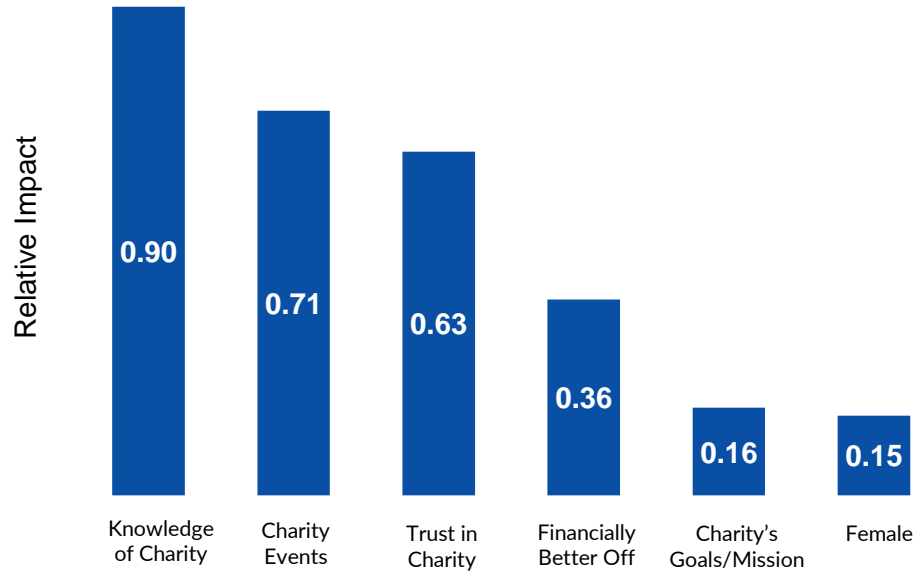
R-square is an estimation of the explained variance. Meaning that the variation in included variables explains an indicated percent of variation in donation behaviour.

Key drivers of volunteering

*The behaviours that played a significant role in identifying **those who volunteer** compared to those who do not volunteer are (in order of relative impact):*

- Knowledgeable about the cause they support.
- Enjoy attending fundraising events.
- Trust Canadian charities enough to discuss their estate planning with them.
- Consider themselves better off financially.
- While evaluating a charity's effectiveness, they take the charity's ability to achieve its mission and goals into consideration.
- Identify as female.

Drivers of Volunteering



R-square: 0.222

R-square is an estimation of the explained variance. Meaning that the variation in included variables explains an indicated percent of variation in donation behaviour.

Interpretation

R-square is a statistical calculation that measures the degree of interrelation and dependence between two variables. It assesses the strength of a regression model. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable. R-square values range from 0 to 1 and can be expressed as percentages on a 1% to 100% scale. Say, an R-square of 0.25 or 25% means that the behavior of the dependent variable is sufficiently explained by the behavior of the independent variables being studied.

E.g., The chart on page 97 (evaluation of drivers of donation behavior for someone to be a current donor) can be interpreted as – 0.384 or 38% of the behavior to be a current donor is explained by the independent attributes like social media, volunteering, confidence in charities, financial position, etc. Within these drivers, the impact of social media and volunteering is the highest on an individual to become a current donor.

There are no good or bad R-sq values. R-sq depends on the context of the data and the missing data points, which can further explain the dependent variables.