



What Canadian Donors Want

Fact Sheet: Motivations for Giving

Donor Motivations

As in 2013, topping the list of why Canadians donated to the last charity they donated to is the desire to help those in need (35%).

Other reasons include it is the right thing to do (22%, up 5 points) and wanting to give back to the community (15%, down 4 points).

About one in ten say they donated because it feels good (9%), they've benefited from those services and want to give back (8%), and that it's part of their religious beliefs (7%).

However, when delving deeper into Canadians' motivations, we find differences across donors. The 2015 survey included a segmentation of donors. The research identified six segments of donors based on their motivations for donating:

- **Affiliative:** Enjoy going to fundraising events and donate to charities from which they or someone they know has benefited (representative of 24% of respondents)
- **Communal:** Donate to locally-based charities that benefit those in their community (representative of 16% of respondents)
- **Pragmatist:** Family tradition of donating to a specific charity and donate to a charity where a tax credit is provided (representative of 25% of respondents)
- **Benevolent:** Doing good is a moral obligation and want to help those in need (representative of 13% of respondents)
- **Reactive:** Do not strongly associate with charities they donate to, and wait to be approached to donate (representative of 12% of respondents)
- **Adherent/Reverent:** Donate to charities that share their beliefs or morals and motivated by their religious beliefs (representative of 10% of respondents)

Survey Information

- The findings from the general population survey of Canadians were based on an Ipsos poll conducted between November 3-10, 2015, on behalf of the AFP Foundation for Philanthropy - Canada. For this survey, a sample of 1,502 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. The general population survey is accurate to within +/- 2.5 percentage points, 19 times out of 20, had all Canadian adults been polled.

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More: Find out more about What Canadian Donors Want; AFP; Ipsos; the AFP Foundation for Philanthropy – Canada; and get fact Sheets, The Recorded Webinar and more here:

Affiliative – 24%		
<i>Key Characteristics</i>	<i>Attitudes about Charities</i>	<i>Demographics</i>
<ul style="list-style-type: none"> - Top Charities Donated to in Past 12 Months: Health (60%); Social Services (54%) - Reach of Charities: Local community (55%) - Number of Causes Donated to in Past 12 months: 1 cause (25%); 6+ causes (18%) - Top Preferred Approaches for Donations: Letter in mail: (30%); E-mail: (17%); By cashier: (15%) - Top Sources of Info on Charities: Organization's website: (49%); Other people: (35%); General online search: (25%) - Social Media Usage: Facebook Account: (76%); Twitter Account: (27%); Instagram Account: (20%) 	<ul style="list-style-type: none"> - Confidence in Charities: Confident in charitable sector: (77%) - Importance of Charities: Charities play an important role: (82%) - Views of Charitable Organization Management: <ul style="list-style-type: none"> - Charities well-managed: (64%) - Charities responsible with donations received: (68%) - Charities are trustworthy: (63%) 	<p>Region: Ontario: (38%); Quebec: (27%)</p> <p>Gender: Female/Male: (50%/50%)</p> <p>Age: 18-34: (31%); 35-54: (43%); 55+: (37%)</p> <p>Education: H.S. or less: (17%); University grad: (39%)</p> <p>Household Income: <\$25K: (5%); \$100K+: (31%)</p> <p>Children Under 18 in Household: (34%)</p>

Communal – 16%		
<i>Key Characteristics</i>	<i>Attitudes about Charities</i>	<i>Demographics</i>
<ul style="list-style-type: none"> - Top Charities Donated to in Past 12 Months: Social Services (82%); Health (56%) - Reach of Charities: Local community (73%) - Number of Causes Donated to in Past 12 Months: 2-3 causes: (47%) - Top Preferred Approaches for Donation: Letter in the mail (27%); By cashier (21%); E-mail (19%) - Top Sources of Information on Charities: Organization's website: (43%); Other people (39%); General online search: (27%) 	<ul style="list-style-type: none"> - Confidence in Charities: Confident in charitable sector (85%) - Importance of Charities: Charities play an important role (86%) - Views of Charitable Organization Management: <ul style="list-style-type: none"> ▪ Charities well-managed (69%) ▪ Charities responsible with donations received (71%) ▪ Charities are trustworthy (73%) 	<p>Region: Ontario (38%); Quebec (27%)</p> <p>Gender: Female/Male (59%/41%)</p> <p>Age: 18-34 (24%); 35-54 (34%); 55+ (42%)</p> <p>Education: H.S. or less (23%); University grad: (35%)</p> <p>Household Income: <\$25K (11%); \$100K+ (24%)</p>



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- Social Media Usage: Facebook Account: (74%); Twitter Account (19%)		
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Pragmatist – 25%		
<i>Key Characteristics</i>	<i>Attitudes about Charities</i>	<i>Demographics</i>
<ul style="list-style-type: none"> - Top Charities Donated to in Past 12 Months: Health (70%); Social Services (55%) - Reach of Charities: Local community (56%) - Number of Causes Donated to in Past 12 Months: 2-3 causes (42%) - Top Preferred Approaches for Donation: Letter in the mail (40%); E-mail (21%) - Top Sources of Information on Charities: Organization's website (52%); Other people (34%); General online search (27%) - Social Media Usage: Facebook Account (75%); Twitter Account (19%); Instagram Account (10%) 	<ul style="list-style-type: none"> - Confidence in Charities: Confident in charitable sector (81%) - Importance of Charities: Charities play an important role (86%) - Views of Charitable Organization Management: <ul style="list-style-type: none"> ▪ Charities well-managed (68%) ▪ Charities responsible with donations received (73%) ▪ Charities are trustworthy (73%) 	<p>Region: Ontario (49%); Quebec (14%)</p> <p>Gender: Female/Male (56%/44%)</p> <p>Age: 18-34 (16%); 35-54 (38%); 55+ (46%)</p> <p>Education: H.S. or less (20%); University grad (30%)</p> <p>Household Income: <\$25K: (10%); \$100K+ (22%)</p>

Benevolent – 13%		
<i>Key Characteristics</i>	<i>Attitudes about Charities</i>	<i>Demographics</i>
<ul style="list-style-type: none"> - Top Charities Donated to in Past 12 Months: Social Services (67%); International (60%); Health (51%); Education (27%) - Reach of Charities: International community (21%); Developing countries (22%); Local community (24%) - Number of Causes Donated to in Past 12 Months: 1 cause (14%); 6 or more causes (29%) - Top Preferred Approaches for Donation: Letter in mail (42%); E-mail (26%); Newsletter (22%) - Top Sources of Information on Charities: Organization's website (64%); General online search (37%); Word of mouth (28%); - Social Media Usage: Facebook Account (73%); Twitter Account (34%) 	<ul style="list-style-type: none"> - Confidence in Charities: Confident in charitable sector (85%) - Importance of Charities: Charities play an important role (91%) - Views of Charitable Organization Management: <ul style="list-style-type: none"> ▪ Charities well-managed (74%) ▪ Charities responsible with donations received (80%) ▪ Charities are trustworthy (77%) 	<p>Region: Ontario (46%); Quebec (15%)</p> <p>Gender: Female/Male (58%/42%)</p> <p>Age: 18-34 (20%); 35-54 (43%); 55+ (37%)</p> <p>Education: H.S. or less (13%); University grad (61%) - Post-grad (21%)</p> <p>Household Income: <\$25K (1%); \$100K+ (37%)</p>

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Reactive – 12%		
<i>Key Characteristics</i>	<i>Attitudes about Charities</i>	<i>Demographics</i>
<ul style="list-style-type: none"> - Top Charities Donated to in Past 12 Months: Health (66%); Social Services (54%); International (20%) - Reach of Charities: Local community (60%); Developing Countries (2%) - Number of Causes Donated to in Past 12 Months: 2-3 causes (47%) - Top Preferred Approaches for Donation: Letter in the mail (35%); E-mail (25%); Organized employee giving (16%) - Top Sources of Information on Charities: Organization's website: (47%); Other people (34%); General online search (22%) - Social Media Usage: Facebook Account: (71%); Twitter Account (21%) 	<ul style="list-style-type: none"> - Confidence in Charities: Confident in charitable sector (78%) - Importance of Charities: Charities play an important role (88%) - Views of Charitable Organization Management: <ul style="list-style-type: none"> ▪ Charities well-managed (72%) ▪ Charities responsible with donations received (81%) ▪ Charities are trustworthy (70%) 	<p>Region: Ontario (34%); Quebec (15%); Prairies (28%) - Manitoba (9%)</p> <p>Gender: Female/Male (57%/43%)</p> <p>Age: 18-34 (16%); 35-54 (29%); 55+ (55%)</p> <p>Education: H.S. or less (19%); University grad (40%)</p> <p>Household Income: <\$25K (3%); \$100K+ (30%)</p>

Adherent/ Reverent – 10%		
<i>Key Characteristics</i>	<i>Attitudes about Charities</i>	<i>Demographics</i>
<ul style="list-style-type: none"> - Top Charities Donated to in Past 12 Months: Social Services (60%); Health (56%); Religion (47%) - Reach of Charities: Local community (57%) - Number of Causes Donated to in Past 12 Months: 6 or more causes (27%) - Top Preferred Approaches for Donation: Letter in the mail (36%); E-mail (29%) - Top Sources of Information on Charities: Organization's website (58%); Other people (32%); General online search (29%) 	<ul style="list-style-type: none"> - Confidence in Charities: Confident in charitable sector (79%) - Importance of Charities: Charities play an important role (89%) - Views of Charitable Organization Management: <ul style="list-style-type: none"> ▪ Charities well-managed (75%) ▪ Charities responsible with donations received (79%) ▪ Charities are trustworthy (75%) 	<p>Region: Ontario (37%); Quebec (14%); Atlantic (15%)- Nova Scotia (8%)</p> <p>Gender: Female/Male (55%/45%)</p> <p>Age: 18-34 (16%); 35-54: (34%); 55+ (50%)</p> <p>Education: H.S. or less (14%); University grad (50%) - Post-grad (22%)</p> <p>Household Income: <\$25K (1%); \$100K+ (30%)</p>



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- Social Media Usage: Facebook Account (71%) ; Twitter Account (31%)		
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