

# The Greatest Challenges Facing Charities and Actions We Can Take

## The 2023 Giving Report

June 8th, 2023



# Land Acknowledgement

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

# Meet the Speaker

**Shannon Craig**

GM, Donor Services and Brand Marketing  
CanadaHelps



# Today's Agenda



1. Sector Deep Dive

2. Who is Giving?

3. Let's Take Action

4. Questions and Answers

# About CanadaHelps

CanadaHelps is a public foundation advancing philanthropy through technology.

CanadaHelps builds affordable fundraising technology and provides free training and education so all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, [www.CanadaHelps.org](http://www.CanadaHelps.org) is a convenient, safe and trusted, one stop destination for donating, fundraising, or learning about any charity in Canada.

**\$2.6 BILLION**  
RAISED OVER 23 YEARS

**3.8 MILLION**  
CANADIANS DONATED

**26,000+**  
CHARITIES REGISTERED

# About The Giving Report 2023

- Created by CanadaHelps in 2017.
- The report helps Canadians understand the trends and issues affecting the charitable sector.
- Surveyed almost 3,000 Canadian charities last fall.

## We are thankful for the contributions of our partners:

**Environics Analytics** provides analysis for insights into demographic, financial, psychographic, and behavioural trends in CanadaHelps data.

**Imagine Canada** has been a partner on the Giving Report since 2018, providing deeper analysis of various data from Canada Revenue Agency & data verification.





Time for a poll!

# The State of the Sector

A group of three diverse women are gathered around a table in a meeting. They are smiling and looking at a table covered with sticky notes. The woman in the center has curly hair and is wearing a red top. The woman on the right has long blonde hair and is wearing a white top. The woman on the left is partially visible, wearing a grey top. The background is a bright, modern office space with large windows.

Unprecedented demand.

Softening donations.

Organizational expenses inflating.

Personnel burnout.

# Key Finding #1: Charity Demand is Rising

- More than half (57%) of charities cannot meet current levels of demand.
- 40% of charities have experienced a lasting increase in demand since the start of the pandemic.
- 22% of charities reported that demand significantly exceeds capacity.



# Key Finding #1:

## Charity Demand is Rising

- 2 in 10 Canadians (**22%**) reported that they expected to rely on charities for basic needs such as food and shelter in the next 6 months.
- 1 in 4 parents (**27%**) are among those expecting to access essential charitable services.
- 1 in 3 Canadians (**35%**) between 18 to 34 expect to access essential charitable services, which is higher than Canadians 35 - 54 years of age (26%) and 55 years and older (10%).



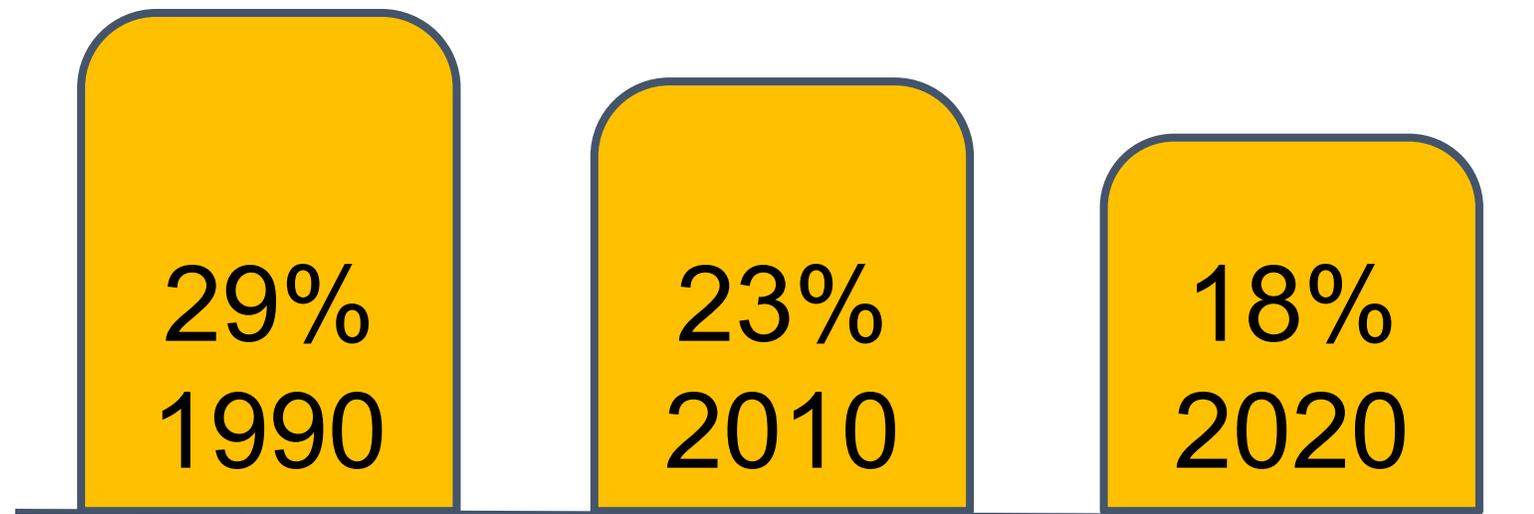
## Key Finding #2: Fewer Funds

- Less than half of charities surveyed (**45%**) report that funding levels are equal to pre-pandemic levels.
- One-third (**31%**) of charities say funding is below pre-pandemic levels.
- Just **12%** of charities report that their current fundraising results are higher than pre-pandemic levels.



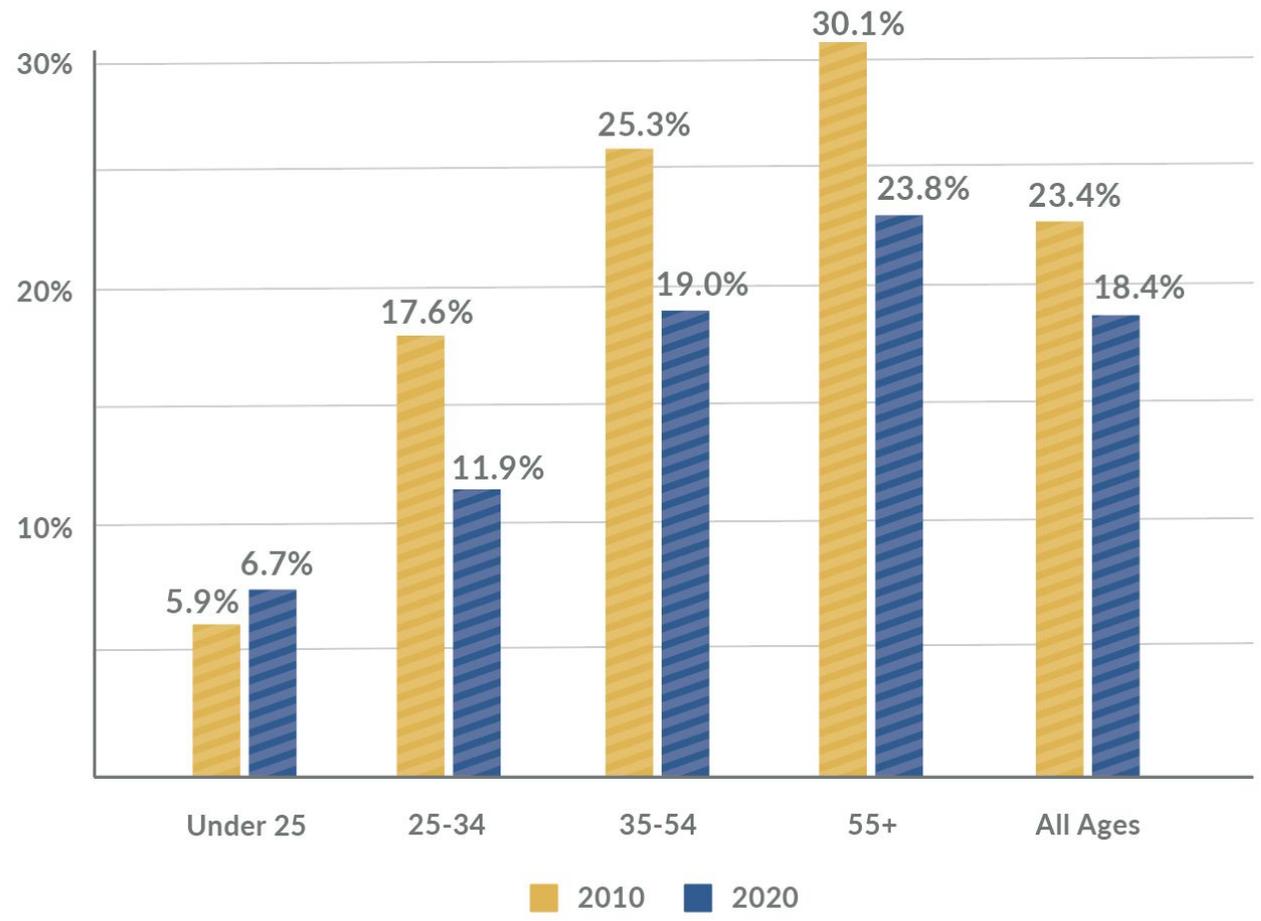
Overall Giving  
Participation  
Rates on the  
**Decline** ↓

## Percent of Canadian Tax Filers that claimed donations



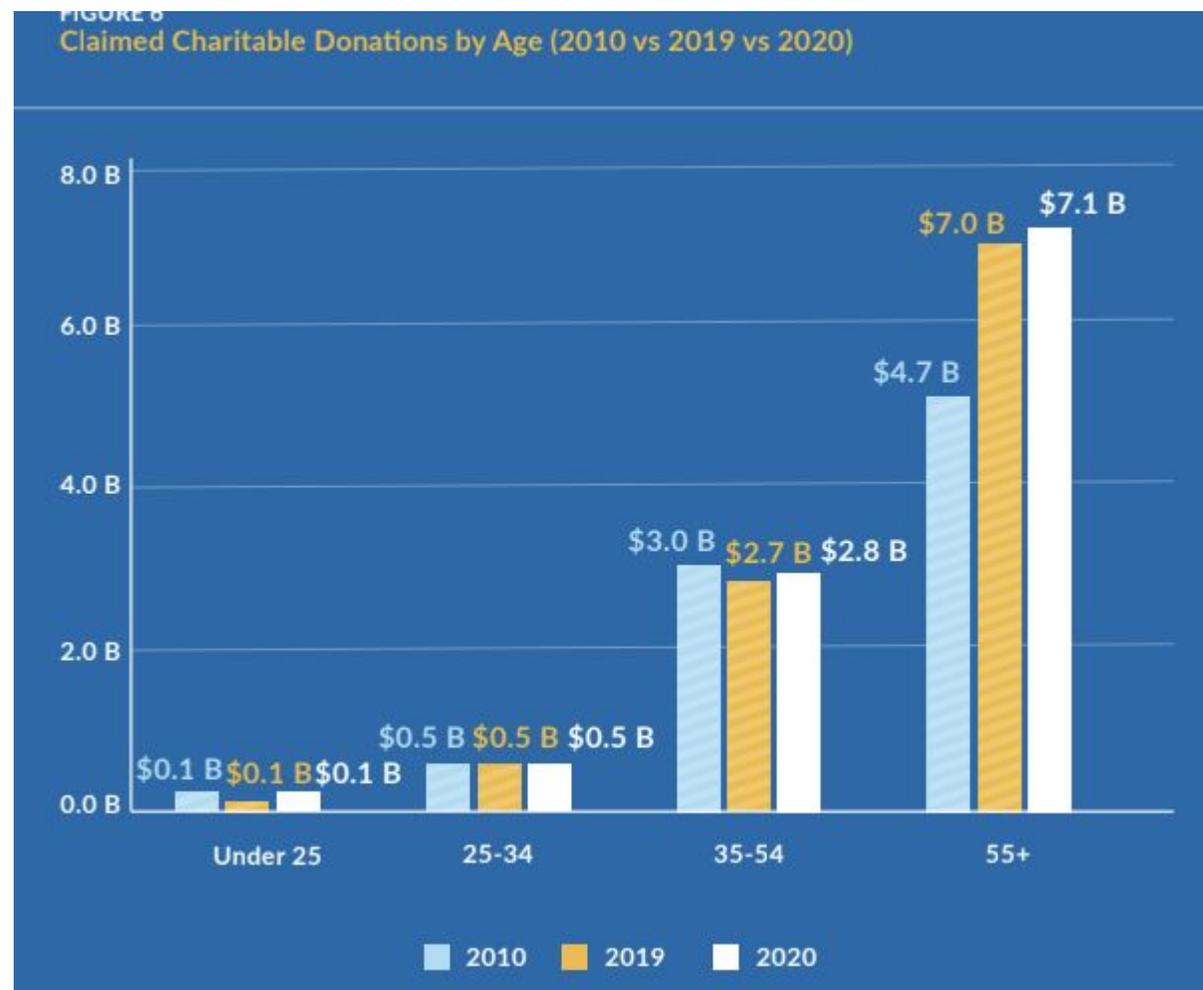
# Improvements in Giving Rates Under 25 Years Old ↑

**Giving by Canadians aged 25-34 dropped from 17.6% in 2010 to 11.9% in 2020; those aged 35-54 dropped from 25.3% in 2010 to 19% in 2020; and those 55+ dropped**



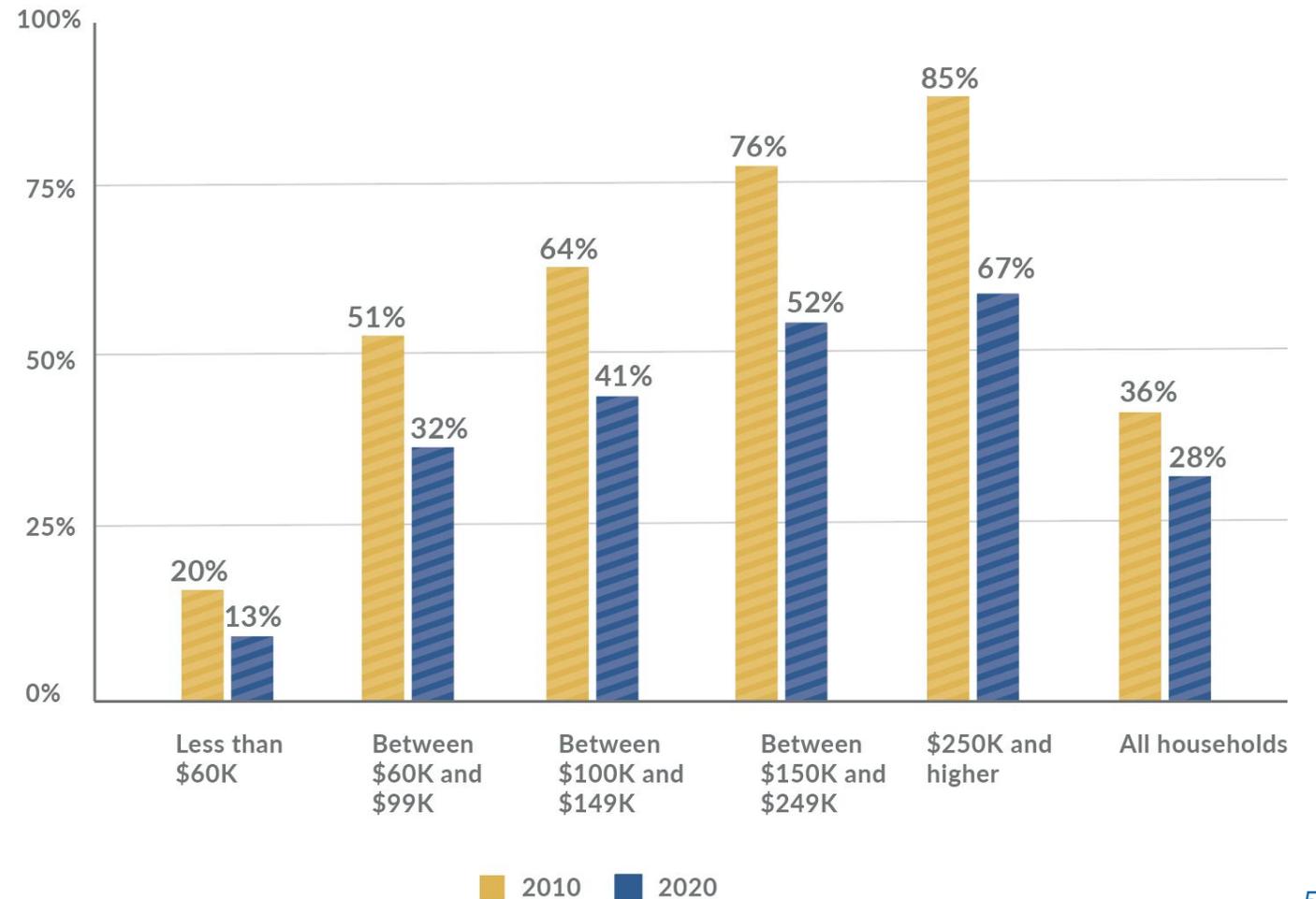
Amount given is falling to a smaller number of **aging donors**

Marginal change in terms of total dollars donated across all groups but Canadians aged 55 and older.



# Participation Rates on the Decline Among Households ↓

Among individual households, giving participation rates have dropped from 36% to 28% (8 points) from 2010 - 2022.



## Key Finding #2: Fewer Funds

- At the start of the pandemic, CanadaHelps experienced triple-digit growth, raising \$480 million in 2020 (116% YoY increase).
- In 2021, online giving on CanadaHelps grew by 2% over 2020 and 4% in 2022 over 2021 → significantly below the 22.4% average rate of growth between 2010 and 2020.



## Key Finding #3: Inflation

- 80% of charities report that inflation has impacted their service delivery costs, while funding has not increased to meet this demand.
- 44% of charities report that staff salaries increased due to inflation, but without an increase in funding, the only option is to cut expenses at a time when Canadians need them most.



## Key Finding #3: Inflation

- 55% of charities say they have fewer volunteers than before the pandemic.
- Close to 60% of charities report that they have the same number of paid staff working, despite heightened service demands.
- 15% of charities say they have decreased staff since the pandemic started.
- Only 24% of charities report more paid staff.



## Key Finding #4:

### Small Charities are struggling

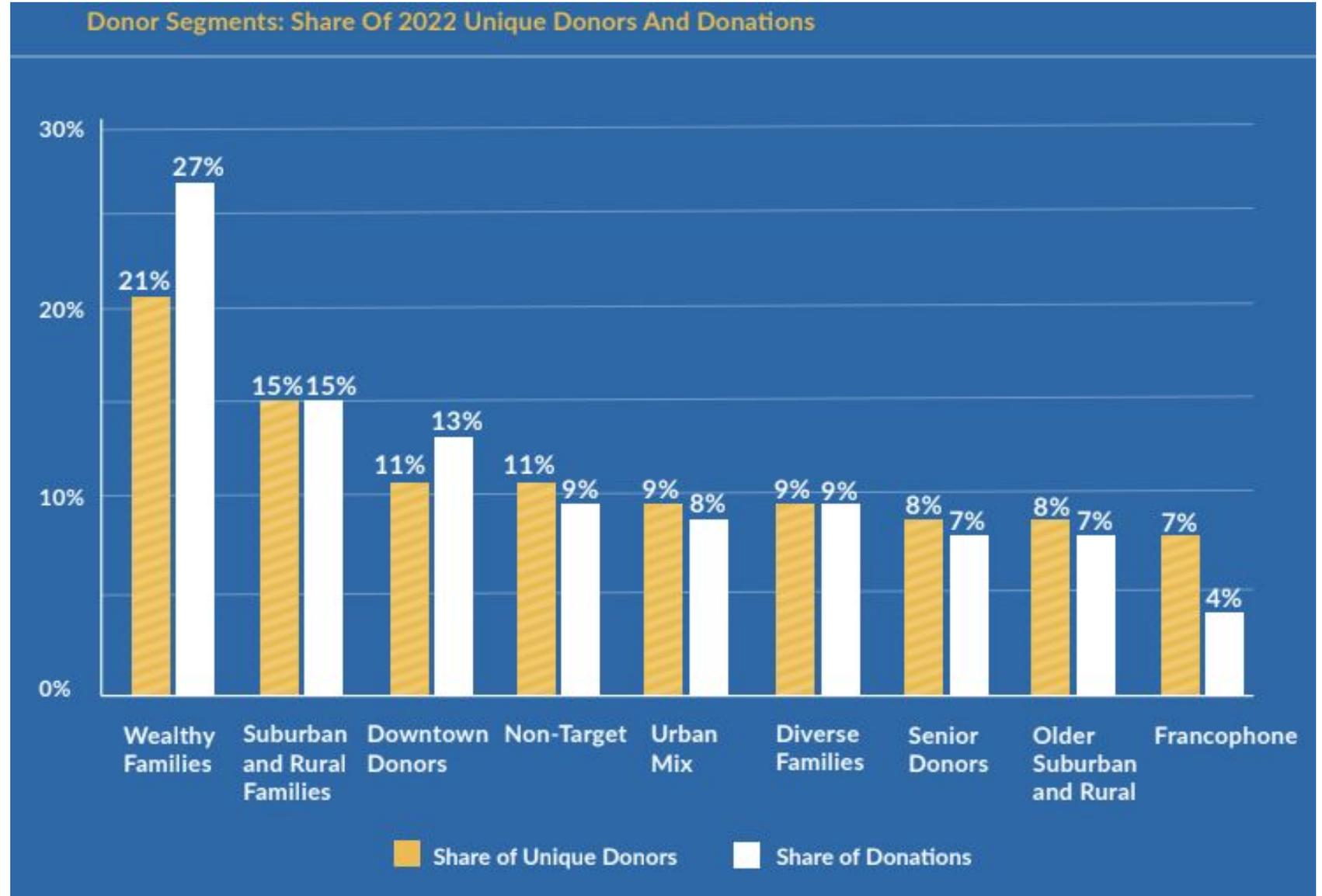
- In 2020, small charities with less than \$500,000 in annual revenue experienced an 8% decline in the margin between their total revenue and expenses compared to 2019.
- In contrast, medium and large charities above \$500,000 were able to better adapt to year one of the pandemic, experiencing a decline of only 4%.



# Who Is Giving



# A Look at Canadian Donors



# Donations for Ukraine

- Donations in support of international charities represented **9% of total gifts** on CanadaHelps in 2022.
- Of donations to the international category, **90% of donations** were made specifically in support of Ukraine which means a relatively small group of charities received this funding.
- **10% of all new donors** in 2022 donated to Ukraine on CanadaHelps.



# GivingTuesday Donors

- In 2022, 5% of all donors gave on GivingTuesday.
- 32% of GivingTuesday donors made additional gifts prior to the holidays.
- Charities that actively participate in GivingTuesday raise **256X** more on the day of GivingTuesday and **5.7X** more from GivingTuesday through to December 31st than charities that do not participate.



# Charities that participate in GivingTuesday become better year round fundraisers!

Over the last 5 years, we've tracked the incremental lift participating charities experience versus non-participating charities grow.



# 2022 Was Marked By Greater Intentional Giving



A photograph of three people (two women and one man) leaning over a table, smiling and looking at several colorful sticky notes. The scene is set in a bright, modern office environment. The image is overlaid with a semi-transparent blue filter. The text 'What can we do?' is written in white on the left side of the image.

What can we do?

# Let's Take Action

1. Focus on understanding your donors.
2. Engaging younger Canadians.
3. Rebuilding your value proposition for volunteers.
4. Investing in capacity and thoughtfully addressing staff burnout.
5. Taking a holistic approach to digital transformation.



# Taking Action #1: Understanding Your Donors

1. Why is your charity's work important to them?
2. How did they come to learn about your organization?
3. What types of updates they'd like to receive?
4. Ways they like to give?



## Take Action #2: Engaging Younger Canadians

- 49% of charities are dissatisfied with the engagement their charity has seen with Canadians aged 18 to 30 years old.
- Only 22% of charities have implemented a strategy intended to engage young Canadians.

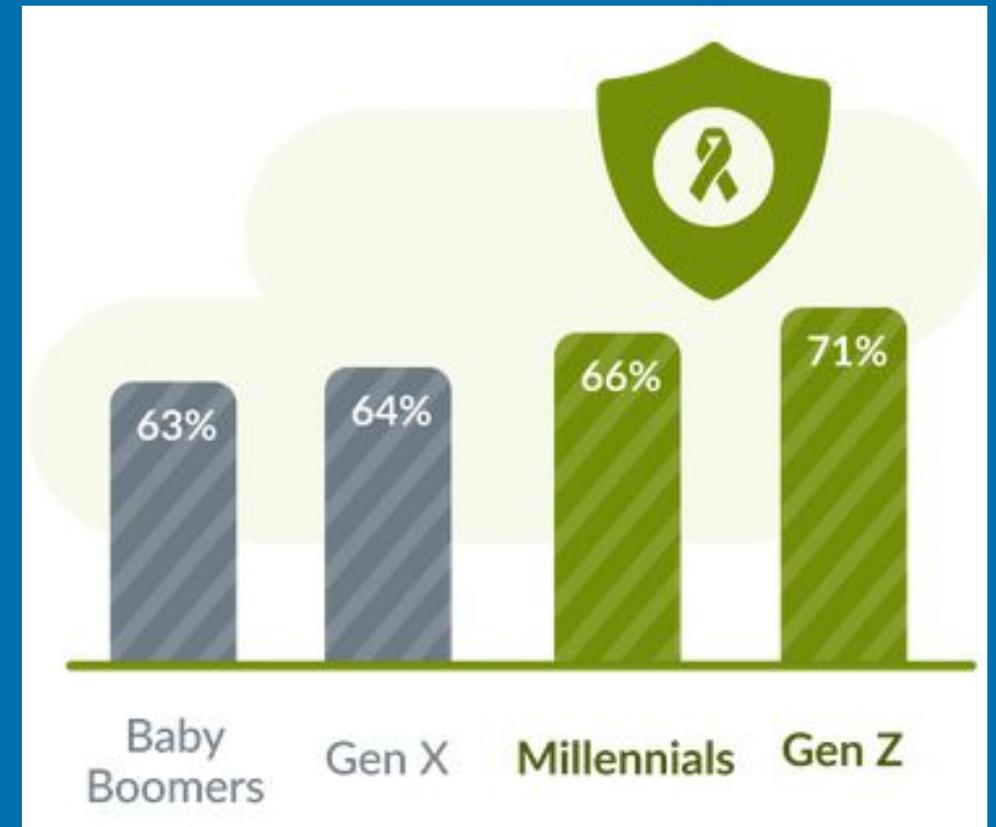


## Taking Action #2: Engaging Younger Canadians

Getting Started:

1. Start an advisory council of Young Canadians to help you build your program
2. Focus on engagement over donations
3. Tailor your message to focus on the aspects of your work that are most aligned with their values
4. Meet them where they are: online, social, mobile.

Percent of Canadians, by Generation,  
That Strongly Agree That They  
Trust Charities



2022 The Giving Report

# Taking Action #3: Support Our Volunteers

Open the conversation:

1. What motivates your volunteers?
2. What keeps them engaged?
3. What prevents them from investing more hours?
4. What prevents them from recruiting others?
5. What leads them to feeling burnt out?
6. What causes them to step away?

**55.2%**

have fewer  
active volunteers.



**41.8%**

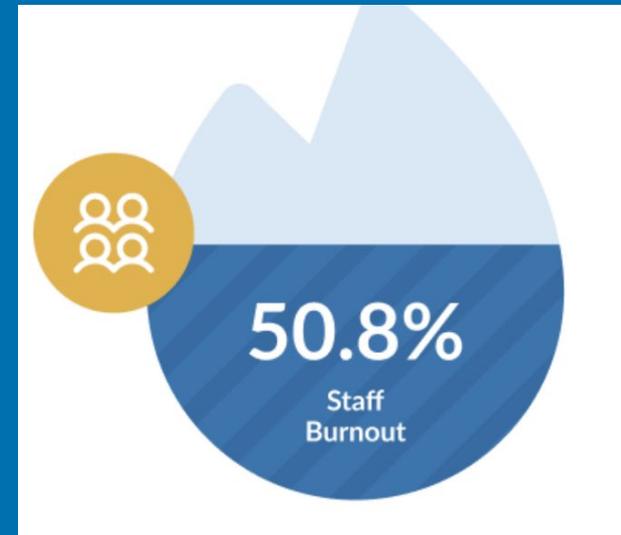
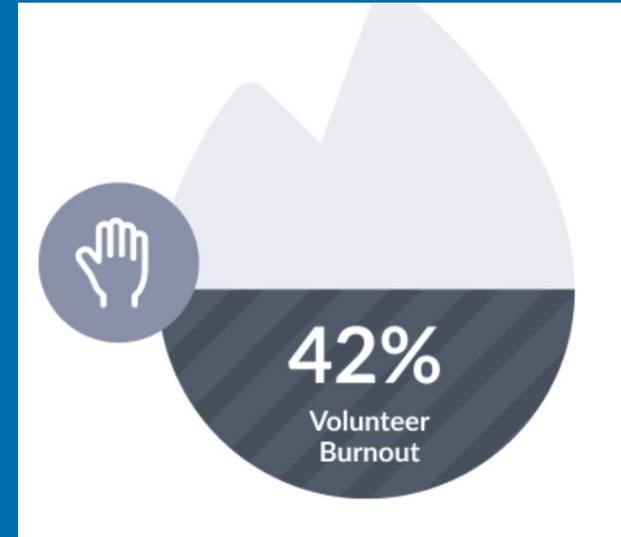
concerned about  
attracting volunteers



## Taking Action #4: Investing in Capacity

- Having honest conversations about what your organization needs: to meet demand and even more, to create the systemic change we all want to see.
- We know we need the tools, talent and bench strength. Now we need to get funders see the possibilities when we are properly funded.

### Percent of charities that are highly concerned



# Taking Action #5: Digital Transformation

- Digital transformation is about reimagining service in the digital age to create mission-driven change, faster.
- Charity Growth Academy is a new free digital transformation program to help Canadian charities grow.



**1 in 3 charities**  
believe they'll soon find it harder to  
continue their work if they don't  
improve their digital capabilities.

CanadaHelps 2021 Digital Skills Survey

Time for a poll!



Did the results change?

## How do you feel about the future strength of the charitable sector in Canada five years from now?

	From November 2023 Study	At Start of Session	At End of Session
<b>Very Pessimistic</b>	1%	1%	2%
<b>Pessimistic</b>	14%	19%	22%
<b>Neutral</b>	17%	25%	25%
<b>Optimistic</b>	53%	43%	44%
<b>Very Optimistic</b>	9%	5%	4%
<b>Not sure</b>	6%	8%	3%

# Questions & Answers



# Questions & Answers + Contact Details

1. Read the full report at [www.CanadaHelps.org](http://www.CanadaHelps.org)
2. Get in touch to learn more about how CanadaHelps can help take your fundraising to the next level!

**Shannon Craig**

General Manager, Donor Services and Brand Marketing

[shannonc@canadahelps.org](mailto:shannonc@canadahelps.org)

