CanadaHelps

ENVIRONICS ANALYTICS

Presenting Partner

THE GIVING REPORT 2026

The Evolution of Online Giving in Canada

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About CanadaHelps

CanadaHelps sparks generosity and powers positive change. As the country's largest online donation and fundraising platform, CanadaHelps offers a wide range of giving solutions in support of any Canadian charity or cause.

For charities, CanadaHelps is a trusted partner, offering affordable and right-sized tools to help them raise more and effectively run their organizations to maximize impact. Since 2000, more than 5.5 million Canadians have donated over $4 billion in support of thousands of charities through CanadaHelps.

Contributors

Environics Analytics has been a partner on The Giving Report since 2020, providing donor insights into demographic, financial, and psychographic behaviours amongst CanadaHelps donors.

Common Good Strategies has contributed research and writing to The Giving Report since 2024.

The Charity Insights Canada Project (CICP) at Carleton University offers accurate, timely, and comprehensive information about the charitable sector in Canada and provided data for this report.

Imagine Canada analyzed and provided data that was used in this report.

INTRODUCTION

Executive Summary

Online giving had its strongest year since the pandemic—but the bigger story is how it is changing.

Donations through CanadaHelps reached $529 million in 2025, up $47 million (10%) from the previous year—the largest increase since the pandemic surge. Donor participation also rose slightly (+1%), marking the first increase since 2020.

There are other positive trends of note:

Growth is broad-based across other forms of online giving.

Since 2020, the total value of gifts of securities on CanadaHelps has grown by 361%, monthly giving by 82%, and corporate giving by 22%.

While securities account for much of the growth in dollar terms, monthly giving also plays a major role, and these increases are not limited to one way of giving. Multiple ways of giving are expanding at once, pointing to a broader shift in how online donations are made. A 59% increase in GivingTuesday giving shows that one-time donations remain effective—particularly when driven by coordinated campaigns.

A few thousand donors have reshaped online giving through gifts of securities.

Just 3,894 donors—less than 0.5% of the total—gave more than $83 million in securities, accounting for 16% of all donations on CanadaHelps. The number of securities donors is up by 200% since 2020, while the value of giving has increased by 361%, helping drive one of the most significant shifts in online fundraising.

While the median securities donation on CanadaHelps in 2025 was about $9,500, gifts ranged from under $1,000 to more than $2 million. Securities donations through CanadaHelps were a mix of gifts made to just one organization per gift or split between multiple charities. The data shows us this form of giving is not just for the ultra-wealthy and the largest charities, but is rather a viable giving stream for a growing number of charities and their supporters.

Growth in online giving has spread across the country, reducing reliance on major cities.

Online giving is no longer concentrated in Canada's largest cities. Toronto and Montreal have grown roughly 20 percentage points **more slowly** than the national average since 2019.

Growth has shifted elsewhere: the Atlantic provinces (Nova Scotia +58 points faster than the national average; Newfoundland and Labrador +49), Northern Ontario (+29), rural communities (+22), and northern regions such as the Yukon (+25) are all outpacing national trends.

Large cities still generate significant totals—Toronto alone accounted for more than $46 million in 2025—but growth is now coming from a wider range of regions and communities.

Older, wealthier donors still drive giving—but early signs of broader participation are emerging.

After years of declining donor participation—both on CanadaHelps and through national giving data—2025 saw a modest increase (+1%), one of the first signs of a meaningful shift. Growth was concentrated in just three audiences: Senior Donors (+5%), Wealthy Families (+5%), and Urban Mix households (+9%)—a younger, more diverse segment concentrated outside the downtown cores of major cities.

Downtown Donors—historically among the highest-participating segments—are declining in share of donors, while participation is growing in mid-sized cities and outer urban regions. This likely reflects affordability pressures reshaping where younger households live—and now, where they give. The result is an early but notable shift: the donor base may be beginning to broaden again, but in different places and among different groups than before.

Giving is deepening—even as participation narrows.

Donors are increasingly giving larger amounts, while smaller gifts have declined, even after inflation adjustment. In real terms, donors giving $100 or less fell by 17% between 2020 and 2025, while those giving $1,000–$9,999 rose by 40% and those giving $10,000 or more doubled. These patterns are not just seen among our wealthiest donor audiences.

Online giving in Canada is not just growing—it is shifting.

The emerging signals are clear: deeper relationships, new pathways like monthly and securities giving, and participation shifting to new communities. The opportunity now is to build on these trends—and make generosity easier, more accessible, and more widespread.

See more about these segments from Environics Analytics on page 23.

About Charities in Canada

8.3%
Nonprofits represented 8.3% of Canada's GDP in 2023

1.7M
Charities employed approximately 1.7M Canadians, representing 10.7% of the full-time workforce in Canada in 2022

85K
There are approximately 85,000 registered charities in Canada

How money is spent:

1%
on fundraising

8%
on administration

86%
on charitable activities

5%
on other expenses

Most charities are small and:

77%	make less than $500,000 in revenue per year
90%	employ 10 or fewer full-time staff
59%	have no full-time staff

About Giving in Canada

16.8%
of Canadians claimed charitable donations on their tax returns in 2023 (down from 25% in 2005)

$12.8B
Total giving reported by individual Canadians reached $12.8 billion in 2023

All figures are drawn from publicly available data sources; full details and methodology are provided in the Appendix.

SECTION 1

A Strong Year for Online Giving

In 2025, online giving had its strongest year since the surge in donations during the pandemic.

Donations through CanadaHelps reached $529 million in 2025, an increase of $47 million, or roughly 10%, over the previous year. This marks the largest annual increase in online giving since 2020, and more than twice the average annual growth recorded between 2021 and 2024, when online giving largely stabilized.

After peaking in 2020, the number of donors declined gradually between 2021 and 2024. In 2025, donor numbers increased slightly—by about 1%, or 10,000 additional donors—the first increase since the pandemic leap.

While modest, the 2025 increase in donors breaks a pattern of steady decline that has characterized charitable giving in recent years, both online and off.

The data also reveals a more uneven pattern beneath the overall stabilization in donor numbers. Participation continues to fall among some donor audiences, even as others begin to grow again. These differences are explored in more detail in the section on Donor Audiences.

At the same time, the strong headline growth in donations reflects major changes in how Canadians are giving online. Since 2020, donations through CanadaHelps have grown from $412 million to $529 million.

The total amount donated is rising quickly—but the patterns underneath that growth are changing even more dramatically. Understanding those changes is key to understanding where online giving is headed next.

Figure 1:
Total Value of Online Giving, CanadaHelps

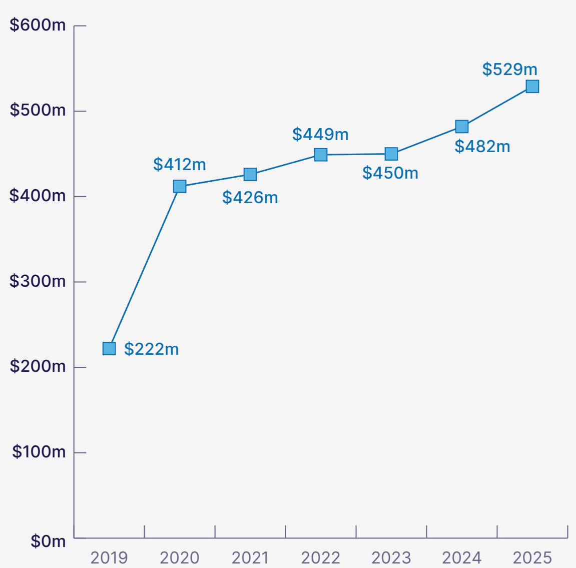
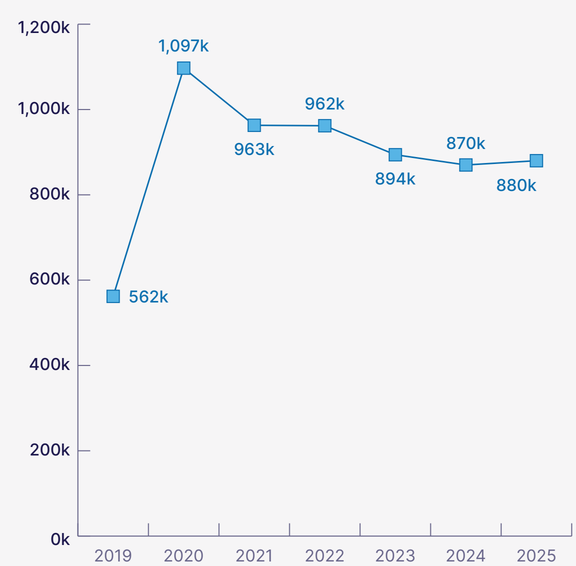


Figure 2:
Total Number of Online Donors, CanadaHelps



How is the Charitable Sector Doing?

Canada's charitable sector continues to face significant pressures, including rising demand for services, staff burnout, and challenges recruiting volunteers and securing funding. More than two-thirds of charities report increased demand for their services, while many organizations continue to struggle with staffing shortages and financial uncertainty. These pressures have intensified since the pandemic as affordability and housing challenges increase demand for many charitable programs.

Despite these challenges, many charities are adapting and expanding their work. Fifty-one percent of charities increased their capacity in 2025, and 59% plan to increase capacity in 2026. At the same time, 78% of organizations report feeling somewhat or very optimistic about the year ahead—the highest level recorded in the past three years.

Perhaps most importantly, 88% of charities report they are fully or mostly meeting their mission goals despite these pressures, highlighting the resilience of a sector that continues to deliver essential services even as demand grows.

Source: Charity Insights Canada Project (CICP) surveys, 2024–2026.

SECTION 2

Online Giving Is Changing Shape

Online giving has changed significantly since the pandemic. While one-time cash gifts from individuals surged in 2020, growth over the past five years has increasingly come from other forms of giving.

From 2019 to 2020, the value of one-time gifts from individuals doubled, increasing by approximately $150 million in a single year to reach just under $300 million. Other forms of giving also grew, but at just over half that rate.

Over the past five years, this pattern has shifted. One-time gifts from individuals have remained largely flat, growing by less than $1 million. Meanwhile, all other forms of online giving have more than doubled, increasing from $113 million to $230 million.

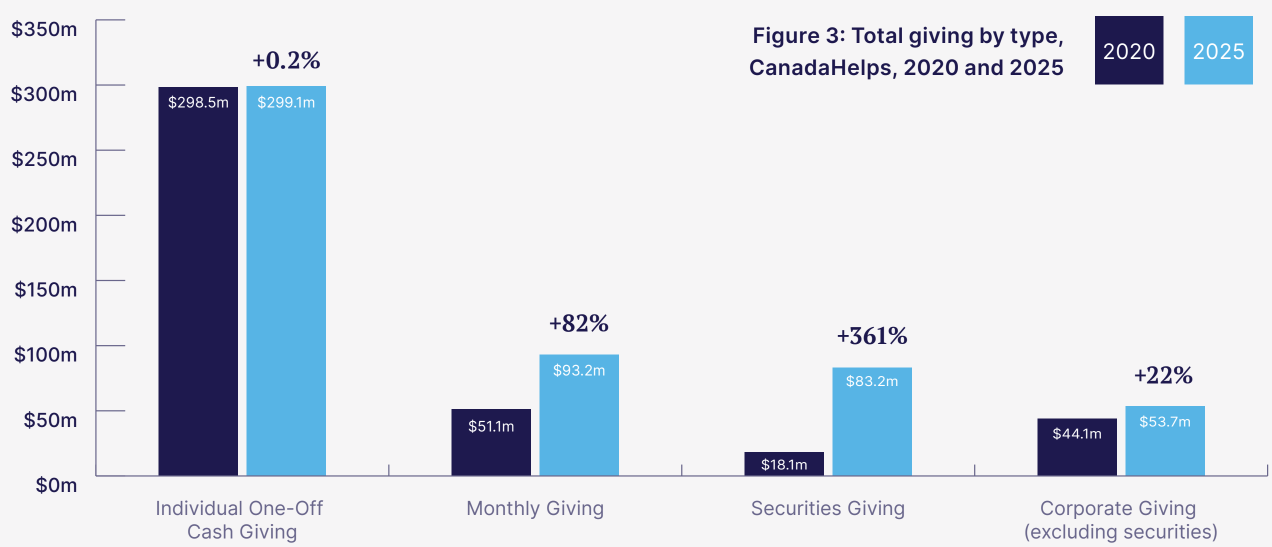
Much of this growth has been driven by gifts of securities and the increasing adoption of monthly giving. Gifts of securities have grown by 361% since 2020, now exceeding $83 million.

Monthly giving has increased by 82%, with the share of donors giving monthly doubling to 15% of all donors on the platform. These donors also give significantly more on average—87% higher than those who do not give monthly.

Corporate giving has also grown, though more modestly, rising 22% since 2020 to $53.7 million. At the same time, GivingTuesday remains a bright spot for one-time giving, with donations reaching approximately $16.2 million in 2025—an increase of more than 50% since 2020.

Taken together, these trends point to a shift in how giving is happening online. One-time donations remain foundational, but growth is increasingly coming from recurring contributions, larger asset-based gifts, and coordinated giving moments. For fundraisers, this means building deeper, longer-term relationships with donors while continuing to invest in broadening the base of participation.

Figure 3: Total giving by type, CanadaHelps, 2020 and 2025



Giving is deepening as small donations are decreasing.

Even after adjusting for inflation (2025 constant dollars), donor participation declined at the lowest gift levels while increasing steadily across larger donations between 2020 and 2025:

-17%
fewer donors giving
$100 or less

+14%
more donors giving
$100–$249

+40%
more donors giving
$1,000–$9,999

+100%
more donors giving
$10,000 or more

Together, these shifts suggest that growth in online giving is increasingly being driven by larger gifts across much of the upper end of the donor base, even as participation among smaller donors declines.

Gifts of Securities: A Small Group Driving Big Change

A few thousand donors are quietly reshaping the trajectory of online giving.

In 2025, just 3,894 donors made gifts of securities—donations of investments like publicly traded stocks, ETFs, and mutual funds—representing less than half of one percent of all donors on CanadaHelps. Yet despite their small numbers, these donors contributed more than $83 million, accounting for 16% of all giving.

Securities donations have grown by 361% since 2020, contributing roughly $65 million in additional giving, while traditional one-time giving has remained relatively flat over the same period. The number of securities donors has increased by 204% over the same period.

So, why has securities giving grown so rapidly? Donating appreciated securities can eliminate capital gains tax, making it one of the most tax-efficient ways to give and often reducing the after-tax cost of a gift by 20–30%.

Growth in securities giving has come in waves, with spikes in 2021 and again in 2024–2025, broadly tracking strong equity markets. Rising asset values increase the incentive to donate securities directly rather than sell and give cash.

The rapid growth of securities giving on CanadaHelps reflects a broader national trend. According to a Department of Finance analysis of individual tax data, gifts of publicly traded securities grew at an average annual rate of 14.7% between 2001 and 2015, compared with 2.4% growth in claimed donations overall.

Securities gifts are more varied—and often smaller—than expected. Among individual donors, the median donation on CanadaHelps in 2025 was about $9,500, well below the roughly $23,000 seen in the most recent national tax data (2015 data, but in 2025 dollars).

Yet the range is wide: 5% of gifts were under about $1,000, 25% under $4,000, and the top 5% exceeded $67,000. The highest gift exceeded $2 million.

Together, these patterns suggest that platforms like CanadaHelps—by simplifying the process—may be helping extend securities giving beyond the very highest-wealth donors, while also broadening access to these gifts to charities of all sizes.

How CanadaHelps Makes Securities Donations Easy

Donating publicly traded securities—such as stocks, mutual funds, or ETFs—can be one of the most tax-efficient ways for Canadians to support charities. When these types of securities are donated to a charity, donors avoid paying capital gains tax on the appreciated value while receiving a charitable tax receipt for the full market value of the gift.

CanadaHelps makes the process simple, fast, and accessible for both donors and charities. Securities can be donated in just a few steps, with CanadaHelps handling the receipt and sale of the securities as well as distribution of the proceeds, less our processing fee, to the selected charities.

For charities, this requires little to no administrative work. CanadaHelps manages the technical and financial steps for the entire process, allowing organizations to benefit from these larger gifts without needing specialized knowledge or infrastructure.

For charities interested in learning more, see the CanadaHelps 2025 Increase Your Fundraising with Securities Donations guide to explore how this growing form of giving can be incorporated into your fundraising strategy.

Monthly Giving: Another Key Source of Growth

Monthly giving continues to grow steadily, with total donations rising from $51 million in 2020 to $93 million in 2025 (+82%). This growth reflects, in part, a shift in how people are giving, with more donors choosing recurring contributions rather than one-time gifts.

The share of donors giving monthly through CanadaHelps has doubled since 2020, now representing more than 15% of all donors. These donors also give significantly more on average—$775 compared to $415 for non-monthly donors, or 87% higher.

This shift toward monthly giving has played a meaningful role in overall growth, as more donors move from one-time to recurring contributions. It may also help explain why one-time giving has remained relatively flat over the same period.

GivingTuesday continues to grow as a major moment for online giving

GivingTuesday remains one of the most significant coordinated giving moments of the year. Donations through CanadaHelps reached approximately $16.2 million in 2025, continuing a steady upward trend (+59% since 2020).

Over time, donors have been giving more on GivingTuesday, with average gift sizes now about 60% higher than in 2019. While that growth has begun to level off—average gift size rose by 3.5% in 2025—overall giving continues to increase (+7%), reflecting strong and sustained participation.

Earlier gains were fueled by larger gifts, but recent growth is increasingly coming from increased participation. GivingTuesday continues to bring new donors into the system—nearly 30% of donors in recent years have been first-time givers on the platform—and even converts some into ongoing supporters.

For charities, this reinforces a different kind of opportunity: less about maximizing individual gift size, and more about mobilizing broad participation during a moment when giving is top of mind. CanadaHelps supports this through campaign tools and resources designed to help organizations engage donors and build momentum during the giving season. Participating charities saw a 19.5% increase in GivingTuesday donations from 2023 to 2024, underscoring the continued momentum behind the campaign.

This year, GivingTuesday will take place on Tuesday, December 1, 2026, continuing to anchor the year-end giving season.

SECTION 3

Cause-Specific Giving Trends

Not all causes are benefiting equally from the growth in online giving

While total donations on CanadaHelps increased 10% in 2025, some causes are attracting donors at much faster rates than others. Local charities, environmental organizations, and social services are gaining momentum, while several causes that surged during the pandemic—including health and Indigenous-focused charities—are now growing more slowly.

Despite these differences, donations remain highly concentrated. Local and regional charities, health organizations, and education charities together accounted for roughly 60% of all donations on the platform in 2025.

Causes Gaining Momentum

Environmental Charities

Environmental charities continue to see strong momentum. Donations rose 13% in 2025 to $11.7 million, one of the fastest growth rates among all causes. Donor participation also increased sharply, rising 19%, by far the highest growth rate of any cause area. Overall, giving to environmental charities has nearly tripled since 2019, though it remains a small portion of overall giving.

Animal Charities

Animal-focused charities also experienced strong growth in 2025, with donations increasing 13% to $35.7 million. Support for animal welfare organizations has expanded steadily over the past several years, reflecting sustained donor interest in animal protection and care.

Social Services

Social service organizations appear to be regaining momentum after several flatter years following the pandemic surge. Donations increased 12% in 2025 to $24.5 million. The number of donors rose by 9%, the second-fastest growth among causes. Ongoing concerns around affordability, housing insecurity, and food access continue to drive support for organizations working directly with vulnerable populations.

Arts & Culture

Arts and culture organizations have continued their recovery after lagging during the pandemic years. Donations increased 12% in 2025 to $39.3 million, making the sector one of the fastest-growing categories over the past two years as in-person cultural participation rebounds and audiences return to live events and programming.

Education

Education charities received $81.1 million in donations in 2025, growing about 12% over the previous year. However, this increase should be interpreted with some caution, as much of the growth appears to be concentrated among a very small number of organizations rather than reflecting broad-based gains across the category.

International Charities

Donations to international charities reached $20.7 million in 2025, growing around 11% from the previous year. Giving to international causes has increased steadily in recent years, though at a more moderate pace than several domestic causes.

Local & Regional Charities

Local and regional organizations are the largest cause area but also grew slightly faster than the average. Donations reached $121.8 million in 2025, growing 11% over the previous year. Since 2019, giving to local organizations has nearly tripled, reflecting a broader shift toward community-based philanthropy as donors increasingly prioritize organizations working directly in their own communities.

Causes Growing More Slowly

Health Charities

Health charities remain the second-largest recipients of donations, receiving $113.4 million in 2025. However, growth was 7%, below the overall pace of giving. The number of donors declined 4%, the largest drop among major causes, suggesting that growth in this category was driven more by larger gifts than by broader participation.

Religious Organizations

Religious giving continued a longer-term pattern of slower growth. Donations increased 4% in 2025 to $34.4 million, while the number of donors declined 3%, continuing a gradual decline in participation that has been observed across many religious institutions.

Indigenous Peoples Focused Charities

Indigenous Peoples focused charities remain the smallest category on the platform, receiving $4.2 million in donations in 2025. Giving surged in 2021, following national attention to reconciliation and the discovery of potential unmarked graves at former residential schools, but donor participation declined afterward. Donations grew 3% in 2025, well below the overall pace of giving, though the category saw a 7% increase in donors, the third largest increase.

National Charities

National charities experienced very limited growth in 2025, with donations increasing just 1% to $10.5 million, far below the overall pace of giving on the platform. This continues a recent trend of national charities far underperforming the average on CanadaHelps, even as local/regional charities have been among the fastest-growing causes.

Quick Growth Snapshot (2025)

Growing faster than overall giving

13%	Environment
13%	Animal charities
12%	Social services
12%	Arts & culture
12%	Education
11%	International
11%	Local / Regional

Growing more slowly than overall giving

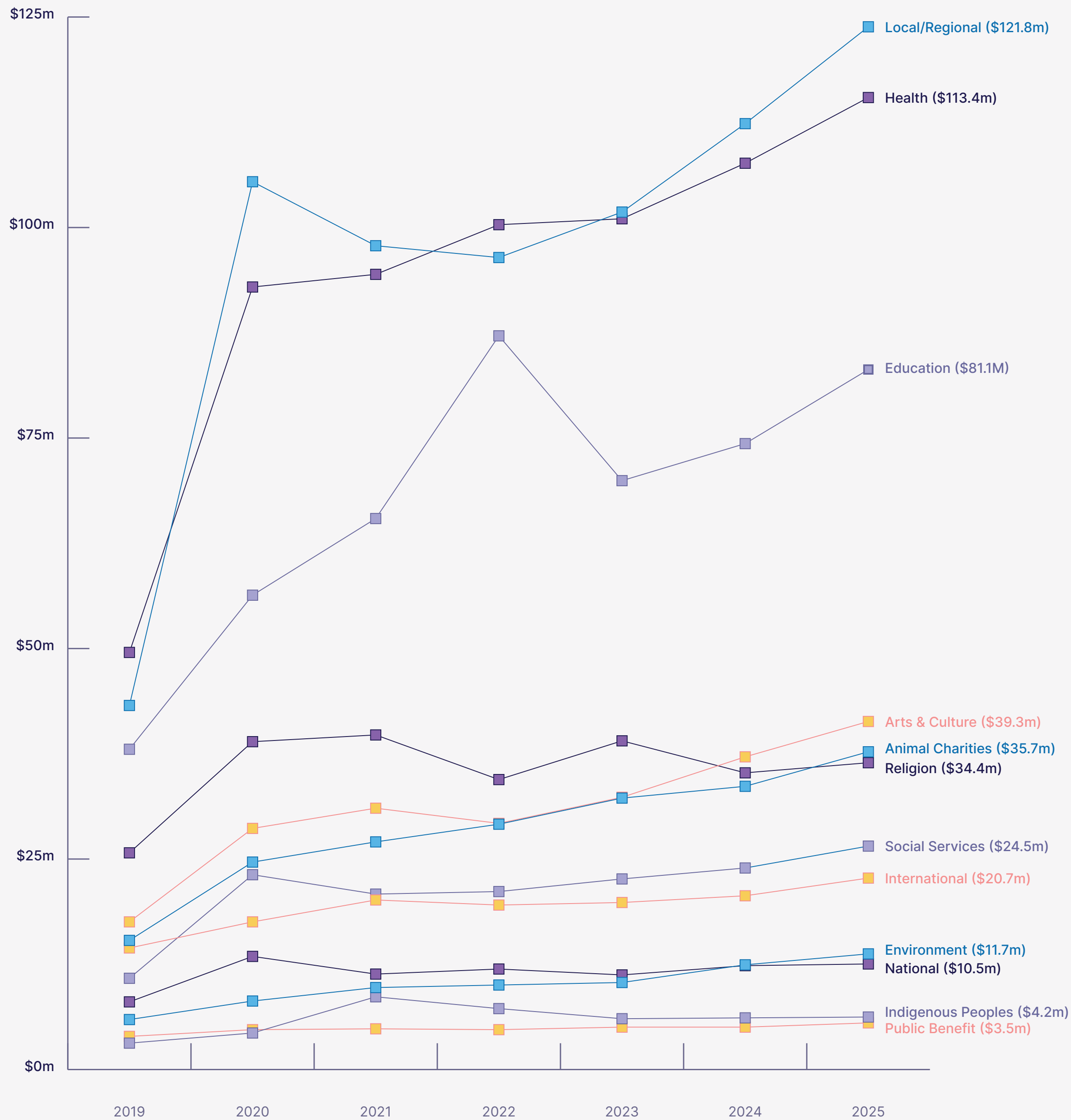
7%	Health
4%	Religion
3%	Indigenous Peoples
1%	National charities

(Year-over-year increase in dollars)

Growth By Category, 2019-2025

Local/Regional $41.2m → $121.8m	**Health** $47.5m → $113.4m	**Education** $36m → $81.1m	**Arts & Culture** $15.5m → $39.3m	**Animal Charities** $13.3m → $35.7m	**Religion** $23.7m → $34.4m
Social Services $8.8m → $24.5m	**International** $12.4m → $20.7m	**Environment** $3.9m → $11.7m	**National** $6m → $10.5m	**Indigenous Peoples** $1.1m → $4.2m	**Public Benefit** $1.9m → $3.5m

Figure 4: Total Value of Giving by Cause Area



SECTION 4

A Changing Geography of Online Giving

Giving Has Expanded Across the Country

Just as donor growth is emerging from new audiences alongside traditional donors, the geographic distribution of online giving is also shifting.

While Canada's largest cities still account for a significant share of online giving, since 2019, the fastest growth has increasingly occurred in much of the rest of the country, while the largest cities have grown less rapidly.

To highlight the scale of this shift, this section examines geographic trends since before the pandemic. Securities donations and corporate and institutional giving accounts are excluded from this analysis as their relatively small numbers in some regions can distort broader regional trends.

Atlantic Canada has emerged as the fastest-growing region for online giving in the country. Nova Scotia has led the way, growing 58 percentage points faster than the national trend since 2019 (or 168% in total), followed by Newfoundland and Labrador (+49% faster than the national average) and Prince Edward Island (+47%). New Brunswick also grew at +22% compared to the national benchmark.

Strong growth is also visible in northern and rural communities. Online giving in Northern Ontario has grown 29 percentage points faster than the national average, with the Northwest Territories and Nunavut growing 31 points faster, and the Yukon 25 points faster.

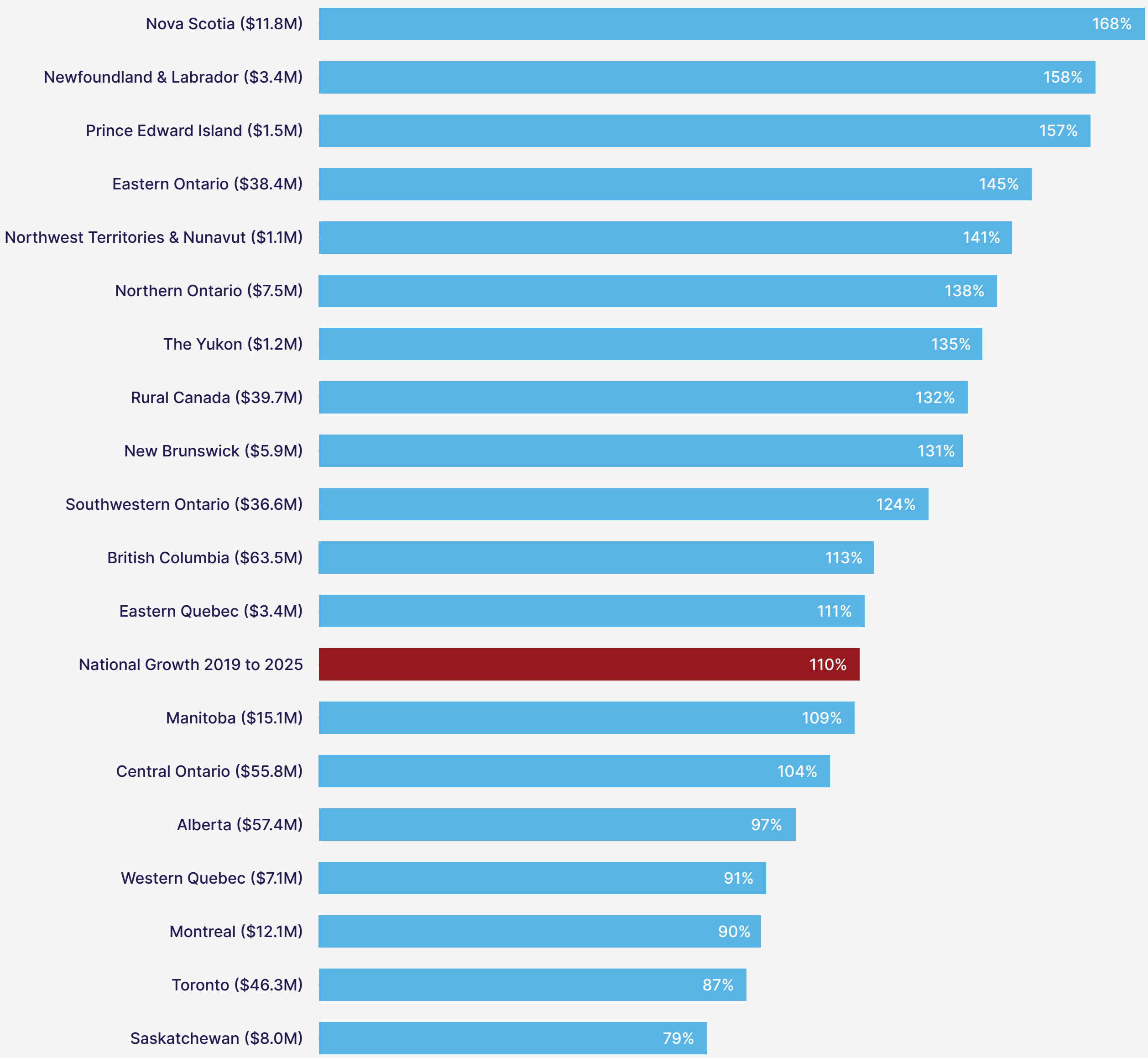
Rural communities across Canada have also expanded significantly, growing 22 percentage points faster than the national benchmark.

By contrast, growth has been slower in some of Canada's largest cities. Online giving in Toronto has grown 23 percentage points slower than the national average, while Montreal has grown 20 points below the national average. These cities still grew by 87% and 90% respectively, reflecting just how fast online giving has grown in recent years.

Major metropolitan regions continue to account for a substantial share of online giving. Gifts from within the city of Toronto alone generated more than $46 million in donations through CanadaHelps in 2025.

For charities across the country, online giving has become an increasingly important source

Figure 5: Growth in giving on CanadaHelps by Region, 2019 to 2025



Note: Regions are based on the first letter of postal codes and labeled to reflect the closest geographic area (e.g., M = Toronto, H = Montreal, K = Eastern Ontario, P = Northern Ontario). Rural areas are identified by postal codes with a "0" as the second character. Totals only include individual, non-securities giving.

SECTION 5

The Return of Donor Growth—But Not Everywhere

A Break from a Long Downward Trend

The number of overall donors in Canada has been declining for decades. While online donors on CanadaHelps had been increasing up until the unprecedented spike in 2020, they fell each year from 2021 to 2024 (see Figure 2 for full details).

In 2025, online donor growth returned (+1%)—but not across the board.

To better understand how giving is shifting—and who is behind these changes—CanadaHelps partnered with Environics Analytics (EA) to apply their PRIZM® segmentation to online donors. This approach groups Canadians into distinct donor audiences based on shared demographic, geographic, and behavioural characteristics.

This makes it possible to see not just whether there are more donors, but also who is driving the change.

Growth was concentrated in just three of the eight donor audiences: Urban Mix households (+9%), Wealthy Families (+5%), and Senior Donors (+5%). Most other segments remained flat or continued to decline, with the biggest declines coming from Downtown Donors (–6%), Older Suburban and Rural Donors (–3%), and Suburban and Rural Families (–3%).

This marks a shift from a relatively broad-based decline in recent years to a more divided donor landscape, where growth is coming from a narrow set of donors rather than the population as a whole.

A Shift Within Urban Donors

The most notable change came from Urban Mix households, where the number of donors rose from roughly 76,000 to 83,000 between 2024 and 2025.

Showcasing two different pictures for urban dwellers: the number of donors from *Downtown Donors*—concentrated in the cores of Toronto, Montreal, and Vancouver—declined by 6%, while the number of donors from *Urban Mix* households—particularly concentrated in most of Canada's slightly smaller cities—increased by 9%.

Urban Mix are younger singles living in vibrant urban centres and surrounding suburbs who may have recently entered the workforce and, in turn, earn modest incomes from white- and grey-collar occupations. *Downtown Donors*, by contrast, are young, white-collar singles and couples living in our largest urban centres across Canada.

Both *Urban Mix* and *Downtown Donors* are younger, diverse, and include large shares of new Canadians—but their donation patterns are moving in different directions.

This divergence adds nuance to the broader geographic trends discussed earlier. Toronto and Montreal have both grown their donation totals about 20 percentage points slower than the rest of the country, while growth has been stronger across much of the rest of Canada, including in many regions and communities where *Urban Mix* households are more prevalent.

Affordability is a likely part of this story.

Urban Mix households tend to have lower incomes and are earlier in the income lifecycle, but are not as common in our largest cities, while *Downtown Donors* are more likely to work in business and management roles, and tend to be more affluent, but live in the cores of our three biggest cities.

The shift suggests that affordability pressures in major urban centres may be pushing participation down, even as online giving rises elsewhere.

Growth Still Depends on Established Donors

At the same time, the overall system continues to rely heavily on its most established donors.

Wealthy Families saw donor counts rise from 174,000 to roughly 182,000 in 2025 and contributed approximately $138 million—more than any other segment and 29% of all donations on the platform. *Senior Donors* also saw strong growth, with total donations increasing by 24% to about $44 million.

This dominance is driven not just by larger gifts, but by higher participation. Roughly 5% of all individuals belonging to *Wealthy Families* donate through CanadaHelps in a given year—about twice the rate observed across the broader population. While average donation amounts are also higher, differences in participation rates play a major role in shaping where dollars come from.

A More Divided Donor Base

Taken together, a more complex picture is emerging. Growth is being driven by two very different forces: the continued strength of older and wealthier donors, and a potential re-engagement of younger households outside the cores of Canada's largest cities.

What is new is the divergence within younger donors themselves. While participation is rising among some younger, urban households, it is falling among others—suggesting that where people live, and the economic conditions they face are becoming increasingly important in shaping who gives.

Whether this momentum can be sustained remains an open question. While newer and younger audiences may shape the future donor base, the sector continues to rely heavily on older and wealthier donors to drive the majority of charitable revenue.

Figure 6:
Number of donors, by donor audience, 2024 and 2025

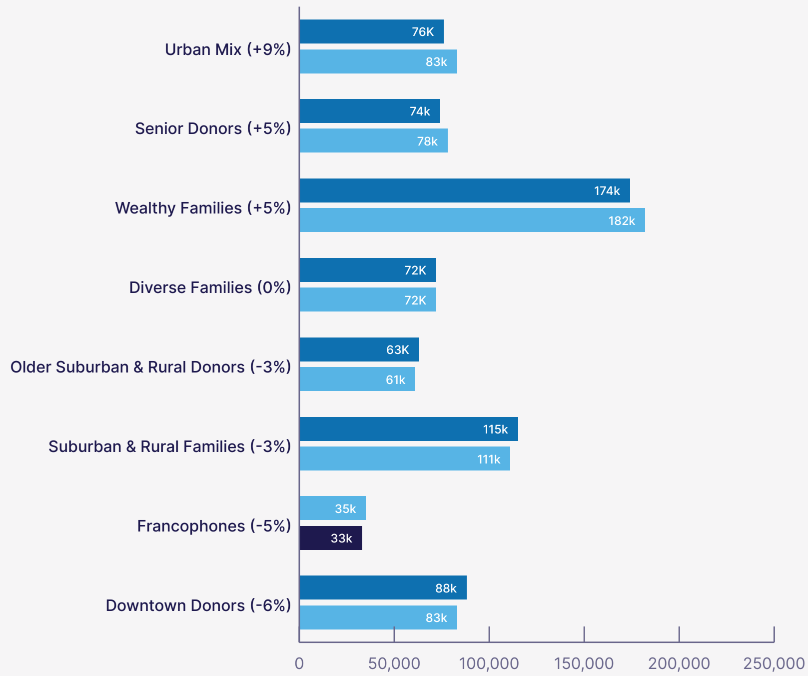
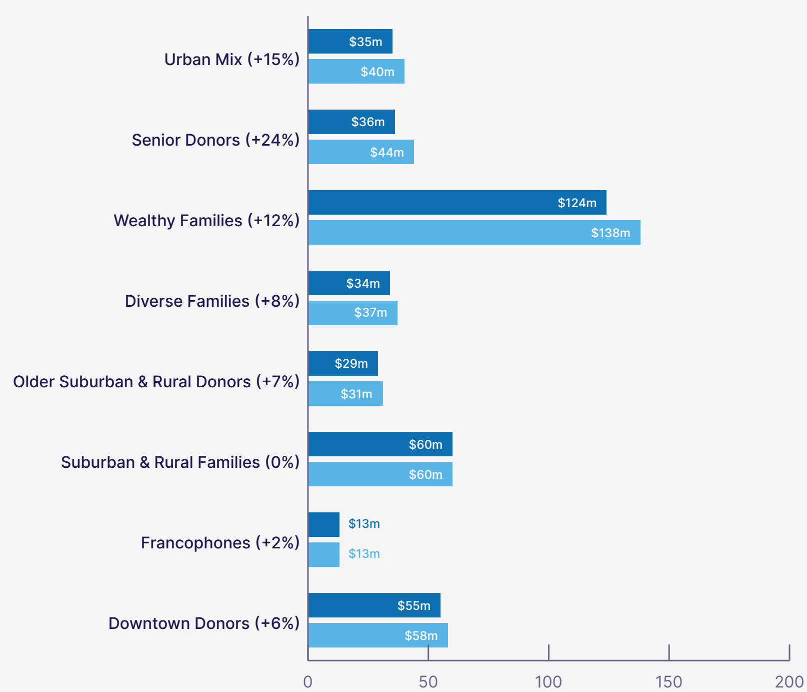


Figure 7:
Value of donations, by donor audience, 2024 and 2025



Source: Environics Analytics analysis of CanadaHelps data. See page 23 for additional details on the Audiences definitions.

About the Environics Analytics Donor Audiences

Wealthy Families	Wealthy Families are middle-aged and older families residing in Canada's most affluent communities with a strong propensity for charitable engagement.
Downtown Donors	Downtown Donors are younger, white-collar singles and couples concentrated in the cores of Canada's largest cities, particularly Toronto, Montreal, and Vancouver. While highly engaged across multiple donation types, this segment has seen declines in recent years, reflecting broader shifts away from dense urban cores and toward other urban and suburban areas.
Senior Donors	Senior Donors are suburban and urban-dwelling households with a mix of empty-nesters and mature families approaching a comfortable retirement from careers across blue-collar and service sector careers.
Suburban and Rural Families	Suburban and Rural Families are larger, middle-aged families scattered across small communities; these upper-middle-income earning families have turned their college and high school educations into careers in management, education, trades, and primary industries.
Diverse Families	Diverse Families are multicultural families residing in urban-fringe neighbourhoods that tend to be large households, with an increased presence of adult children (aged 25+) and multi-generational households; multiple donors live within a single residence.
Older Suburban and Rural Families	Older Suburban and Rural Families are older donors, who may be approaching the end of their careers in the trades or primary industries. They are also empty nesters that can be found living in small communities across Canada.
Urban Mix	Urban Mix are younger individuals and families living across a broader range of urban areas, including mid-sized cities and some neighbourhoods slightly further from the core of large metropolitan regions. They tend to have more modest incomes and give smaller amounts, but are contributing to growth through rising participation and frequent giving, helping to expand the overall donor base.
Francophones	Francophones are comprised of both younger and older French speaking segments. They tend to earn average incomes working white-collar occupations and have donor behaviour that is lower than the national average.

Donor Dollars: Growth Is Broad—but Not Evenly Driven

All donor segments saw an increase in total dollars donated, even as many experienced declines in the number of donors. This points to a clear pattern: growth is being sustained not just by more donors, but by higher giving among those who remain active.

Senior Donors (+24%) led dollar growth, followed by Urban Mix (+15%) and Wealthy Families (+12%). These same segments also saw increases in donor counts. However, other segments—including Diverse Families (+8%), Older Suburban & Rural Donors (+7%), and Downtown Donors (+6%)—also recorded meaningful increases in total giving despite declines in participation.

In other words, growth is coming from two sources: expanding participation in some segments, and higher average giving in nearly every segment.

Different Segments Are Driving Different Channels

These differences become more pronounced when looking at how donor segments engage across giving channels.

Wealthy Families play an outsized role across the platform, accounting for 29% of all donation dollars. They are particularly overrepresented in the value of securities giving (37%), which tends to involve larger, tax-efficient gifts and aligns with higher rates of investment ownership. Wealthy Families tend to also contribute a higher percentage of their total charitable contributions towards securities than the other segments. They also over-index in GivingTuesday and one-time donations, reinforcing their central role in driving large, episodic contributions. At the same time, they are underrepresented in monthly giving.

Urban Mix households show a different pattern. While contributing smaller amounts on average, their presence is growing across multiple channels. Donor numbers increased by 9 to 10% across monthly giving, one-off giving, and Giving Tuesday. Their impact is being driven less by large gifts and more by expanding participation across the system.

Senior Donors show yet another model. Their growth in giving dollars is being driven primarily by monthly giving, which increased by 13%, even as one-time donations declined slightly (-1%). Securities donations also play a meaningful role for this group. This suggests a shift toward more structured and sustained giving among older donors, even as traditional one-time contributions level off.

Although the Wealthy Families segment has the largest number of donors (by far) who have given gifts of securities, we see that all other segments (except for Francophones) have higher average security revenue per donor. Although more Wealthy Families are likely able to give gifts of securities, when the other donor audiences do donate securities, they make larger gifts.

Monthly Giving: Broad Participation

Monthly giving shows a different pattern, with no single segment dominating. Participation is more evenly distributed across donor audiences, with relatively stronger uptake among suburban and rural families and older donors.

This suggests that while Wealthy Families dominate overall giving, monthly giving functions differently—as a more accessible and widely adopted way to participate.

At the same time, many monthly donors maintain consistent contribution levels year over year, suggesting that while participation is strong, there may be opportunities to encourage modest increases over time.

A More Complex Giving System

Growth in online giving is being sustained through multiple, overlapping mechanisms: higher participation in some segments, deeper giving in others, and different channels amplifying both. Rather than a single driver, it is this combination—across donors, behaviours, and platforms—that is reshaping how giving works.

The free Environics Analytics Donor Activation Toolkit helps you move from insight to action. Built on findings from the Giving Report, it delivers a clear, practical view of who these donors are, how they consume media and what motivates them to give.

You will also find step-by-step guidance on how to activate each persona across paid media, social platforms and digital channels you already use.

CONCLUSION

Four Strategic Opportunities for Charities

Four Strategic Opportunities for Charities

1. Digital fundraising is becoming major-gift fundraising

The rapid growth of securities donations suggests that online platforms are no longer only for small donations. Increasingly, some of the most significant gifts are being made digitally. Help donors move up the giving ladder by creating clearer pathways for donors to move from small gifts toward larger or more structured giving.

2. The next generation of donors may enter differently

Younger urban donors appear to be re-engaging with charitable giving, but often through different causes, platforms, and participation styles than older donors. Understanding how these audiences prefer to give may shape the next era of fundraising.

3. Make sophisticated giving easier

The growth of securities donations shows that many donors are willing to give more when the process is simple. Reducing friction around complex gifts—such as securities donations—can unlock significant new revenue for charities. Ensure making a gift of securities is an option on your Ways to Give page, and part of your regular donor communications. If you don't have your own broker, you can leverage a Securities Donation Form from CanadaHelps.

4. Convert one-time givers

Audit your (or create a) new donor welcome sequence to specifically include an explainer on gifts of securities (and how to make the gift), and a monthly impact story, aimed at converting 2025's one-time givers into more deeply engaged supporters.

APPENDIX

Supplemental Data, Notes, & Sources

Supplemental Data Tables

Table 1: Number of Full-time Employees in Canada, Employed by Charities and All Organizations

	2016	2017	2018	2019	2020	2021	2022	Growth 2016-2022	CAGR
Employed by Charities	1,458,072	1,495,153	1,540,582	1,535,927	1,614,187	1,674,319	1,715,205	17.6%	2.7%
Employed (All industries)*	14,526,700	14,820,600	15,174,700	15,478,000	14,797,600	15,460,000	16,100,000	10.8%	1.7%
Percent employed by Charities	10.0%	10.1%	10.2%	9.9%	10.9%	10.8%	10.7%		

Note: These figures represent slightly different definitions of the number of people employed and should be interpreted with caution.

CAGR = Compound Annual Growth Rate

Source: T3010 Registered Charity Information Returns and https://www.statista.com/statistics/464156/number-of-full-time-workers-in-canada

Table 2: 2022 Sum of Reported Expenses by Type of Charity ($ Millions)

	Charitable Activities	Mgmt/ Admin	Fundraising	Gifts to Qualified Donees	Other	Computed sum of breakdown expenses	Reported total expenditures	Variance
Public foundation	$2,208.92	$865.79	$999.10	$6,569.72	$189.17	$10,832.70	$10,898.74	0.6%
Private foundation	$654.67	$280.39	$14.94	$3,313.07	$195.61	$4,458.68	$4,768.11	6.5%
Operating charity	$238,644.39	$23,753.10	$1,922.05	$3,013.92	$12,978.17	$280,311.64	$319,919.38	12.4%
Total	$241,507.98	$24,899.28	$2,936.10	$12,896.71	$13,362.95	$295,603.02	$335,586.23	11.9%

Note: The "computed sum of breakdown" adds up the individual expense lines shown, while "total reported expenditures" reflects the overall total reported by the organization; the two do not always align.

Source: T3010 Registered Charity Information Returns

Table 3: Number of Charities by Full-Time Employees

	2016	2017	2018	2019	2020	2021	2022	Percent of Total (2022)	CAGR (2016 to 2022)
0 or not entered	48,671	48,677	48,885	49,162	49,304	49,650	49,615	59%	0.3%
1 to 2	17,077	16,869	16,542	16,295	16,080	15,703	15,581	18%	-1.5%
3 to 5	6,858	6,844	6,817	6,741	6,611	6,616	6,539	8%	-0.8%
6 to 10	4,002	4,035	4,089	4,065	4,054	4,110	4,231	5%	0.9%
11 to 50	5,554	5,569	5,642	5,611	5,750	5,784	6,020	7%	1.4%
51 to 200	1,561	1,598	1,669	1,663	1,764	1,782	1,835	2%	2.7%
200 or more	734	745	744	740	768	790	820	1%	1.9%
Total	84,710	84,337	84,388	84,277	84,331	84,435	84,641	100%	0.0%

CAGR = Compound Annual Growth Rate

Source: T3010 Registered Charity Information Returns

Table 4: Number of Charities by Total Revenue

Total Revenue	2016	2017	2018	2019	2020	2021	2022	Percent of Total (2022)	CAGR (2016 to 2022)
Less than $100K	42,643	41,839	41,931	40,781	42,343	40,865	40,812	48%	-0.7%
$100K < $500K	24,504	24,520	24,468	24,538	23,687	23,760	24,040	28%	-0.3%
$500K < $1M	6,637	6,773	6,710	6,974	6,693	7,005	7,070	8%	1.1%
$1M < 2.5M	5,101	5,361	5,410	5,640	5,414	5,974	6,071	7%	2.9%
$2.5M < $5M	2,249	2,308	2,309	2,516	2,435	2,643	2,612	3%	2.5%
$5M or more	3,323	3,536	3,560	3,828	3,759	4,188	4,036	5%	3.3%
Total	84,457	84,337	84,388	84,277	84,331	84,435	84,641	100%	0.0%

CAGR = Compound Annual Growth Rate

Source: T3010 Registered Charity Information Returns

Table 5: Value of Claimed Donations (millions), Constant Dollars, by Year, and Province

	2016	2017	2018	2019	2020	2021	2022	Percent of Total (2022)
BC	$1,801.42	$2,090.02	$2,015.95	$2,100.00	$2,039.92	$2,421.67	$2,068.06	17%
AB	$1,767.01	$1,852.54	$1,883.97	$1,853.48	$1,767.78	$1,812.23	$1,858.07	16%
SK	$367.90	$392.08	$412.15	$357.98	$342.89	$357.03	$333.54	3%
MB	$514.18	$541.57	$532.63	$575.48	$530.59	$541.34	$515.94	4%
ON	$4,851.23	$5,101.46	$5,362.68	$5,576.05	$5,632.27	$5,904.14	$5,273.49	44%
QC	$1,121.87	$1,137.22	$1,113.77	$1,212.01	$1,195.46	$1,316.43	$1,338.00	11%
NB	$204.03	$180.79	$180.63	$180.52	$174.36	$193.82	$174.90	1%
NS	$221.55	$237.53	$220.54	$228.58	$228.18	$236.41	$210.62	2%
PE	$38.04	$39.50	$38.69	$39.06	$38.52	$41.88	$37.61	0%
NL	$98.74	$95.05	$92.53	$88.88	$85.97	$97.30	$83.13	1%
YT	$8.13	$8.31	$8.14	$7.86	$8.16	$8.62	$8.36	0%
NT	$7.39	$7.13	$6.98	$7.36	$7.67	$7.78	$9.07	0%
NU	$3.17	$3.51	$3.21	$3.05	$3.08	$3.11	$3.02	0%
Canada	$11,004.65	$11,686.71	$11,871.86	$12,230.33	$12,054.86	$12,941.78	$11,913.81	100%

Source: T1 Family File, Final Estimates

Note: This chart is in constant dollars (e.g. past years are adjusted for inflation) and refers to the final taxfiler numbers not the preliminary ones. Be careful when comparing preliminary and final numbers when trying to understand trends over time.

Table 6: Percentage of Families Claiming Donations, by Year and Province

	2015	2016	2017	2018	2019	2020	2021	2022
BC	31%	30%	29%	28%	27%	27%	26%	25%
AB	34%	33%	30%	30%	29%	27%	26%	25%
SK	35%	34%	32%	31%	30%	28%	27%	26%
MB	39%	37%	36%	35%	34%	32%	31%	30%
ON	35%	34%	33%	32%	31%	29%	28%	27%
QC	30%	29%	29%	28%	28%	28%	26%	26%
NB	31%	30%	28%	27%	27%	25%	24%	23%
NS	31%	30%	29%	28%	27%	26%	25%	24%
PE	37%	35%	34%	32%	31%	29%	27%	26%
NL	32%	31%	29%	28%	27%	26%	25%	24%
YT	26%	25%	24%	23%	22%	22%	22%	21%
NT	20%	20%	19%	18%	17%	17%	16%	16%
NU	13%	12%	11%	10%	10%	9%	9%	8%
Canada	33%	32%	31%	30%	29%	28%	27%	26%

Source: T1 Family File, Final Estimates

Table 7: Family Donation Rate by Family Type and Province, 2022

	Couple, with children	Couple, with no children	Individual Resident	Single Parent	Total
BC	36%	31%	16%	16%	25%
AB	35%	33%	13%	16%	25%
SK	34%	38%	10%	17%	26%
MB	40%	40%	14%	20%	30%
ON	38%	34%	17%	17%	27%
QC	37%	34%	17%	17%	26%
NB	29%	33%	11%	15%	23%
NS	31%	34%	12%	16%	24%
PE	33%	38%	14%	18%	26%
NL	31%	36%	11%	15%	24%
YT	31%	30%	11%	13%	21%
NT	22%	28%	6%	11%	16%
NU	9%	18%	3%	8%	8%
Canada	36%	34%	16%	17%	26%

Source: T1 Family File, Final Estimates

Table 8: Total Donation ($ millions) by Donors, 2022, by Family Type and Province

	Couple, with children	Couple, with no children	Single Parent	Individual Resident	Total	Percent of Total (2022)
BC	$721M	$781M	$96M	$470M	$2068M	**19%**
AB	$689M	$784M	$53M	$332M	$1858M	**14%**
SK	$106M	$146M	$10M	$71M	$334M	**3%**
MB	$194M	$210M	$20M	$92M	$516M	**4%**
ON	$1976M	$1987M	$166M	$1145M	$5273M	**46%**
QC	$402M	$601M	$57M	$278M	$1338M	**10%**
NB	$44M	$83M	$7M	$40M	$175M	**1%**
NS	$50M	$99M	$6M	$56M	$211M	**2%**
PE	$10M	$17M	$1M	$10M	$38M	**0%**
NL	$21M	$40M	$2M	$20M	$83M	**1%**
YT	$3M	$3M	$0.3M	$2M	$8M	**0%**
NT	$3M	$4M	$0.6M	$2M	$9M	**0%**
NU	$1M	$1M	$0.3M	$1M	$3M	**0%**
Canada	$4221M	$4756M	$420M	$2517M	$11914M	**100%**

Source: T1 Family File, Final Estimates

Note: In multiple previous reports, the labels were reversed for single parents and individual residents.

Table 9: Value of Total Donations ($ Millions), 2022, by Income and Province

	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
BC	$6.3M	$40.3M	$94.4M	$134.9M	$142.9M	$333.2M	$1316.1M	$2068.1M
AB	$3.9M	$27.6M	$65.4M	$104.2M	$117.9M	$281.1M	$1258.0M	$1858.1M
SK	$1.1M	$8.9M	$21.7M	$31.1M	$33.7M	$72.8M	$164.3M	$333.5M
MB	$1.7M	$18.2M	$36.9M	$45.8M	$53.1M	$100.8M	$259.5M	$515.9M
ON	$13.4M	$88.5M	$222.8M	$321.8M	$351.8M	$796.9M	$3478.2M	$5273.5M
QC	$4.0M	$33.1M	$73.3M	$88.0M	$86.7M	$185.0M	$867.8M	$1338.0M
NB	$0.5M	$6.6M	$16.1M	$22.0M	$20.5M	$36.4M	$72.8M	$174.9M
NS	$0.3M	$8.8M	$18.9M	$23.9M	$21.8M	$40.7M	$96.1M	$210.6M
PE	$0.1M	$1.9M	$4.0M	$4.2M	$4.7M	$7.7M	$15.1M	$37.6M
NL	$0.2M	$5.1M	$10.0M	$10.4M	$9.5M	$17.4M	$30.6M	$83.1M
YT	$0.0M	$0.1M	$0.4M	$0.7M	$0.8M	$1.9M	$4.4M	$8.4M
NT	$0.0M	$0.1M	$0.2M	$0.3M	$0.5M	$1.4M	$6.7M	$9.1M
NU	$0.0M	$0.0M	$0.0M	$0.1M	$0.2M	$0.5M	$2.2M	$3.0M
Canada	$31M	$239M	$564M	$787M	$844M	$1876M	$7572M	$11914M

Source: T1 Family File, Final Estimates

Note: In multiple previous reports, the labels were reversed for single parents and individual residents.

Data Notes & Sources

Note on Interpreting and Comparing CanadaHelps Giving Data

CanadaHelps donation data has been analyzed across multiple reports and within this report by different partners, including internal CanadaHelps teams, Environics Analytics, and Common Good Strategies. While these analyses follow broadly similar data cleaning and preparation strategies, each applies its own methods for deduplication, categorization, and treatment of special cases (e.g. handling foreign giving). As a result, estimates may vary slightly across reports and when different approaches are used to provide insights. Readers should interpret comparisons cautiously, especially when examining figures derived from different sources or analyses.

Donations made using CanadaHelps.org, and CanadaHelps fundraising software

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.

Statistics Canada Data

Statistics Canada, Centre for Income and Socioeconomic Well-being Statistics Income Statistics Division, T1 Family File, Reference 22056 - 1012178

Postal Code Validation Disclaimer: The geography in T1FF tables is based on an amalgamation of Postal Code OM which does not always respect official boundaries. Statistics Canada makes no representation or warranty as to, or validation of, the accuracy of any Postal CodeOM data.

Canada Revenue Agency, T3010 Registered Charity Information Return Information for 2022 was analyzed when just over 84,600 charities had their T3010 available. See Appendix Tables for more detail.

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.

Registered charities are required to file a T3010 return annually with the 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.

Statistics Canada. Table: 36-10-0222-01 (formerly CANSIM 384-0038). Gross domestic product, expenditure based, provincial and territorial, annual (x 1,000,000)

Statistics Canada. Table 14-10-0023-01. Labor force characteristics by industry, annual (x 1,000).

(x 1,000,000).

Statistics Canada. 11-10-0047-01 (formerly CANSIM 111-0041) Summary characteristics of Canadian tax filers (preliminary T1 Family File)

Statistics Canada. 11-10-0130-01 (formerly CANSIM 111-0001) Summary of charitable donors

Environics Analytics Data

Environics Analytics (EA) methodology reflects the usage of PRIZM®, its proprietary segmentation system that classifies Canada's neighborhoods into 67 unique lifestyle types. The segmentation methodology integrates geographic (Where are donors likely to live?), demographic (What does their neighbourhood look like?), and psychographic (What might motivate them to give to some causes and not others?) data. The data used from ~12+ demographic, marketing, and media sources to better analyze and understand donors and markets.

EA received ~814,000 donation records from CanadaHelps from the 2025 calendar year to create a representation of Canadian online donors and group them into donor audiences, removed any donations from corporations, international donors, and donations that provided business addresses to align with PRIZM® best practices. Some comparisons are made to previous years and for detailed methodology for these years please see the 2025 edition of The Giving Report.

All records were filtered through using PRIZM® segmentation system to ensure records could be tied to residential neighbourhoods, as well as updated market data (e.g. Environics Analytics' DemoStats product).

Once all records were assigned PRIZM® segments, donor audience groups were created by identifying commonalities within CanadaHelps giving patterns and EA's demographics, behaviours, psychographics, and PRIZM® segment market sizing.

In some cases, the EA analysis may not completely align with other data sources used in the report, as the focus was on creating a universe of Canadian residential donors.

Charity Insights Canada Project (CICP) – Survey Methodology

Data Source

Panel data is derived from publicly available Canada Revenue Agency T3010 filings. The dataset is unaltered and not affiliated with or endorsed by the Government of Canada.

Sample Design

The sampling frame was drawn from ~84,400 registered charities (2022–2023) and refined to ~33,000 organizations by excluding hospitals, schools, and most place-based religious institutions. The core sample focuses on charities that:

Are designated Type C (charities)

Have ≥1 full-time employee

Report >$1 in annual expenditures

Panel Composition

A randomized main sample, supplemented by targeted sub-samples, produces a panel of ~1,100 organizations (~950 active), representing a broad cross-section of the sector.

Data Collection

Surveys are distributed weekly (Wednesdays, 6:00 a.m. ET), with a 24-hour response window and reminder follow-up.

Weekly outputs: rapid insights
Quarterly outputs: deeper analysis

Oversight

Survey design is led by the CICP team with guidance from an advisory board to ensure relevance and sector alignment.

CanadaHelps

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