

emerging trends in Canadian charity & philanthropy

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What's going on with philanthropy?

1. Is the pie shrinking?
2. Are millennials the biggest thing since sliced bread?
3. What the heck is tech?
4. Will crowdfunding drown us out?
5. Isn't advocacy for activists?

data + info sources

Sector publications

- [Ontario Non-profit Network](#)
- [Imagine Canada](#)
- [Social deficit](#)
- [The Philanthropist](#)
- [Muttart Foundation](#)
- [Blackbaud Institute](#)
- [Blumbergs CharityData](#)
- [Philanthropic Trends Quarterly](#)

Statistics Canada

- Taxfiler data
- Census data
- Survey of giving, volunteering and participating

Is the pie shrinking?

Not exactly, but it is getting harder to grab a slice.

fewer people are donating to charity

↑ charitable revenue
real value of donations
average value of donations

↓ donor pool

Peterborough (2007-2016)

- decrease in donor pool
- decrease in real numbers of donors
- real value of donations decreasing
- average value of donations increasing

(fewer) wealthy donors are giving more

in 1984

. . . . top 1% of donors = 16% of donations

in 2014

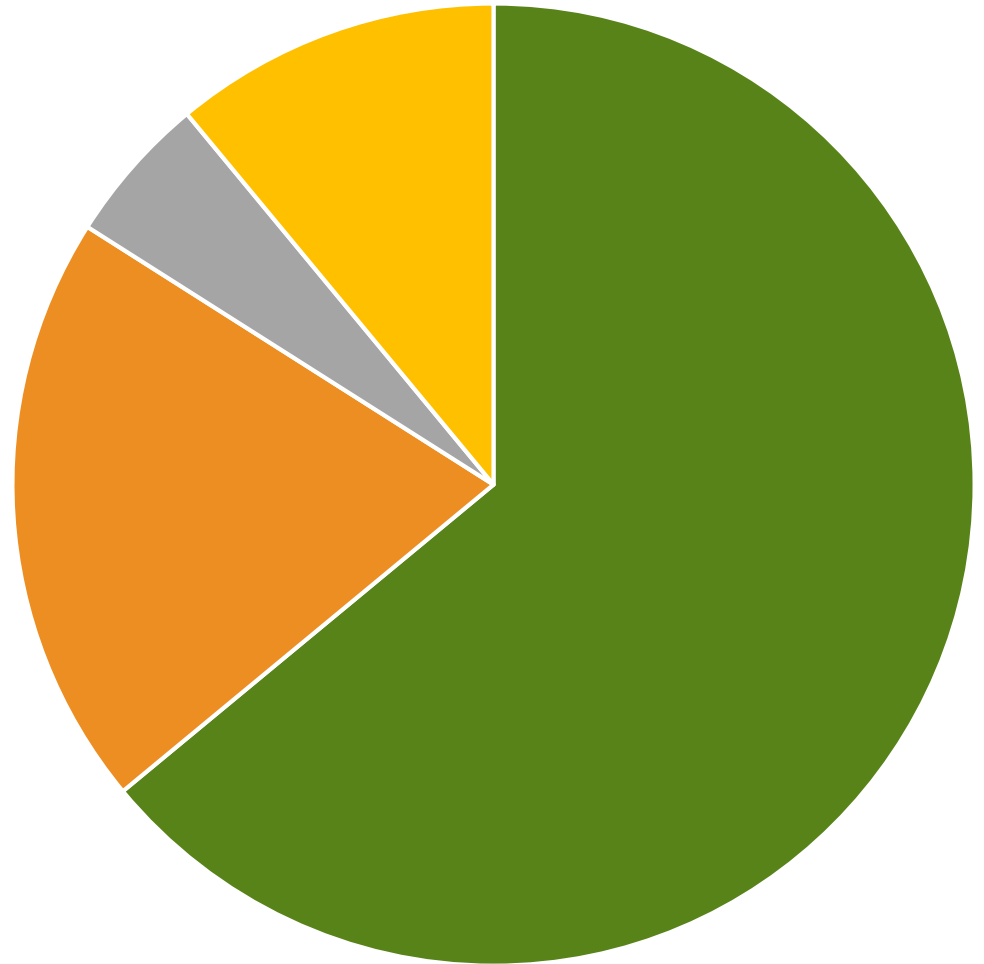
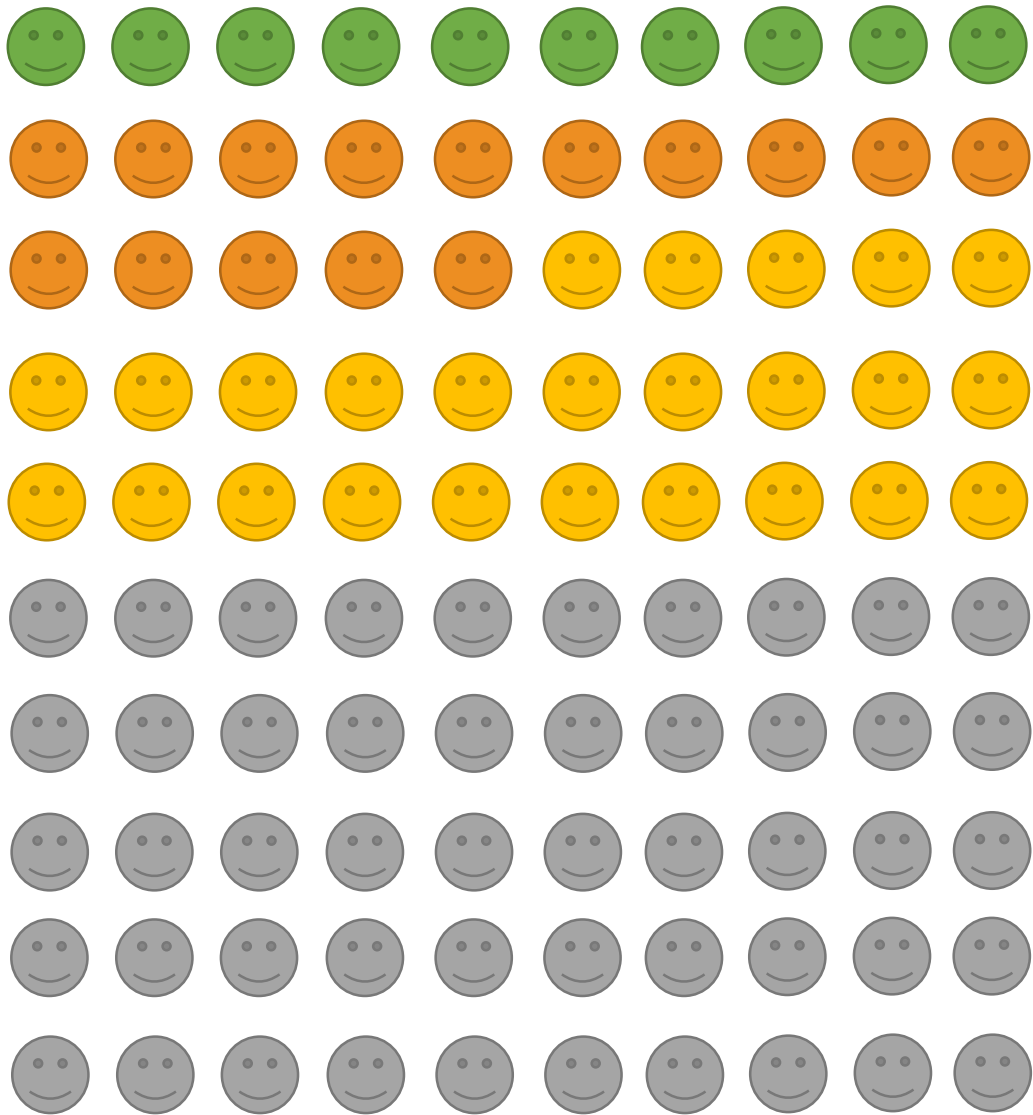
. . . . top 1% of donors = 31% of donations

Peterborough (2007-2016)

- % of wealthy donors increased
- % of donations from wealthy donors fluctuating around 50%
- % of donations from middle income donors increased

wealthy = \$80K+/year

middle = \$60-79K/year



“I’m interested in finding out whether a shift in wealth in our society is contributing to a decline in participation in giving . . . I wonder how much impact this reality is having on the willingness and ability of Canadians to give to charity.”

- Broek Bosma,

Chief Development Office, St. Paul’s Hospital Foundation

the looming social deficit

- + increased income inequality
 - + aging population
 - + transitional needs of immigrants and refugees
 - + the impacts of climate change
 - charitable giving
-
- = not enough services to meet demand

Imagine Canada predicts the sector will need an additional \$25 billion over the next 10 years to meet spiking demand for services.

wealthy donors can give more

31% of donors say they could give more. Why don't they?

- gave directly
- weren't asked
- doubts about effectiveness/efficiency of charities

Personal Philanthropies Project: if individuals earning \$100K+/year gave at least 1% of their income to charity, donations would rise by \$1.6 billion

The same groups that **presently donate the most** also offer the **most hope for future growth** in donations (i.e. your wealthiest, most engaged donors).

Are millennials the biggest thing since sliced bread?

More like a multi-grain gluten-free wood-fired artisanal cracker. Worth a try, but not your pantry staple.

generational shifts in philanthropy

↑ age = ↑ size of donation
↑ likelihood of donating

Significance as philanthropists:

- Civics (73+) - falling
- Boomers (54-72) - peaking
- Gen X (38-53) - rising
- Millennials (20-37) - uncertain

Peterborough (2007-2016)

- Slight increase in proportion of giving by donors aged 65+
- Average donation increases with age

Older donors (Boomers, Civics)

- 3.5 million donors
- 60% of donors
- Value of donations ↑
- ↑ number of donors aged 60+
- Dislike how asks are done
- Doubt additional donations would be used effectively or efficiently

Younger donors (Gen X, Millennial)

- 2.3 million donors
- 40% of donors
- General ↓ in number of donors
- Average donations status quo
- Concerned about impact
- Interested in mobile giving
- Interested in workplace giving

other trends worth mentioning

- Religious attendance ↓
- Giving to religious institutions ↓
- Giving to international charities ↑
- Foreign-born Canadians are more generous

Peterborough (2007-2016)

- Slow growth of foreign-born population
- Anecdotal evidence that religious attendance ↓

Will crowdfunding drown us out?

Not if you're channel-surfing.

if it feels like a gift, it's a gift

It's not crowdfunding *per se* . . .

- lots of ad hoc fundraising
- direct giving on the rise
- digital giving on the rise

Peterborough (2018)

- Gofundme: 681 campaigns
- Patreon: 5 campaigns
- Charities: 269

giving channels are in flux

Donor perspective:

- more ways to give
- more noise
- more choice

Charity challenge:


- cut through the noise
- test, monitor, adapt
- harness power of new channels

What the heck is tech?

The difference between winning and losing.

digital gap in the sector

Tech is a part of our daily lives

- Canadians spend 25+ hours on online every week
- 46% of Canadians can't live without their smartphone
- 63% of time online is spent on a mobile device
- Google search and organization's website are key info sources for donors across all age groups
- Online giving is rapidly 

Charities are late adopters

- 50% of charities say can't keep up with digital tech
- 66% believe their missions are held back or at risk as a result
- 74% believe a growing tech gap threatens the long term success of their organization
- 74% of charities don't have a mobile optimized website

going digital is a matter of how (not if)

- 3 components to going digital: Create tech strategies for:
- strategy
 - capacity
 - culture
- internal operations
 - programs and communications
 - fundraising

“I worry that non-profits who do not prioritize digital and mobile technology in the coming years will struggle to remain relevant.”

- Marina Glogovac, President and CEO of Canadahelps.org

pressure to measure

Digital tech creates data and lends itself to measurement:

- **data** – information that you have
- **measurement** – process of tracking your data
- **analysis** – making sense of your data

data + storytelling = impact

Isn't advocacy for activists?

Little 'p' politics is changing the game for charities.

the looming social deficit

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political activity uncapped

Good news:

- removes formal limitations to political activity
- fuelling conversations about role of charities in setting policy

Bad news:

- doesn't address true barriers to political activity
- could open Canada up to Super PACs

sector-wide succession

Leadership gap:

- large number of retirements
- lack of succession planning
- changing skill sets for emerging leaders
- exploitative nature of non-profit work environment

“The charitable sector is undergoing the largest transition of leadership ever faced in Canada.”

- Dianne Lister

recap

- there are dramatic shifts occurring across the landscape of Canadian philanthropy and the charitable sector
- smaller charities face significant challenges in adapting and thriving
- tech can help us stay competitive and fulfill mission
- we can help shape the policy environment that's driving these changes