



WORLD GIVING REPORT

# GIVING IN CANADA

2025

IN PARTNERSHIP WITH





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# 1

## INTRODUCTION



## REDEFINING THE WORLD'S UNDERSTANDING OF GENEROSITY

I'm proud to share this year's Giving in Canada report as part of the World Giving Report 2025. This global study, developed in partnership with the Charities Aid Foundation (CAF), reflects the views of more than 55,000 people across 101 countries and sheds new light on how Canadians give — financially, through volunteerism, and through everyday acts of generosity.

This report reveals public attitudes and behaviors toward giving in Canada. It also shows how we compare globally and within North America. In 2024, 84 percent of Canadians engaged in charitable activity, from donating money or goods to volunteering or fundraising. Canada surpassed the global average for both financial and in-kind giving, with 69 percent giving money and 42 percent donating goods.

However, the findings also uncover a meaningful gap between how generous Canadians perceive themselves to be and how much of their income they actually donate. Canada ranks 50th in self-perceived generosity, but only 57th in terms of income donated.

This gap suggests that generosity in Canada is strong, but could be deepened through clearer information, stronger trust, and better understanding of how donations make an impact. Canadians told us they would give more if they had better insight into how charities work and where their money goes.

At CAF Canada, we're committed to helping close this gap. By building trust, encouraging transparency, and elevating the many ways people choose to give, we aim to strengthen philanthropy across Canada.



**JOANNE KVIRING**  
Managing Director  
Charities Aid Foundation Canada





## INTRODUCTION

## ABOUT US

The Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organizations around the globe.

As a leading charity operating in the U.K., U.S., and Canada, CAF works at the center of the giving world. We partner with corporate and individual donors to enable them to give more effectively, strategically and impactfully. This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help social purpose organizations to strengthen their resilience and do more of their life changing work, through strategic advisory services from our Impact Accelerator, tools to support charities' fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy, and campaigns work, we understand and influence the wider environment for charities and donors.

## CAF CANADA

In Canada, the Charities Aid Foundation operates as CAF Canada, working to empower a more globally engaged donor community.

CAF Canada helps donors to give more strategically and impactfully, to secure lasting positive change for the communities they want to support. Our solutions enable charities internationally to benefit from the generosity of donors across Canada.

Annually, working together across CAF, we donate over CAD\$1.9 billion to charities around the globe on behalf of donors.

**TOGETHER WE GIVE MORE.**



## INTRODUCTION

### WHAT IS THE WORLD GIVING REPORT?

The World Giving Report (WGR) is a survey that captures the public's attitudes and behaviours around giving in 101 countries around the world.

Access our global insights hub at:  
[www.worldgivingreport.org](http://www.worldgivingreport.org)

This report is one of 28 country-specific giving reports that uses the WGR data and is produced by CAF in partnership with leading social purpose organizations around the world.

### Later this year, we are also publishing:

Insights on the world charity landscape from partner-led surveys of social purpose organizations in 28 countries (September)

Country-specific charity insights reports (Winter 2025)





## INTRODUCTION

## OUR METHODOLOGY

The results described in this report were collected as part of the World Giving Report survey in January 2025.

All fieldwork was conducted online by our partners, Focaldata. The data was weighted, post-hoc to be representative of the Canadian Anglophone population. All sample sizes are specified throughout the report, where relevant.

### A note on 'Charity'

Across the report, we use the words 'charity' and 'charities' to represent any organization that works to try and improve issues that are affecting individuals, communities, animals or the natural environment, and society as a whole.

In doing so, we recognise that these terms and their definitions differ around the world, with this type of organization also described as: non-governmental organizations (NGOs), nonprofit organizations (NPOs), community organizations, social purpose organizations, associations, and other names.

You can find further details about our methodology at [www.worldgivingreport.org](https://www.worldgivingreport.org).



# 2

## THE GLOBAL CONTEXT





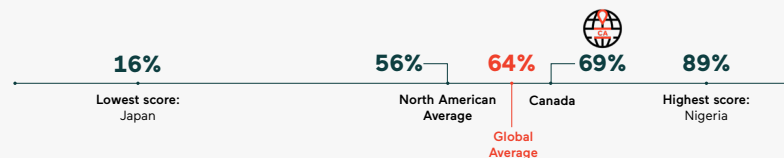
## GIVING MONEY AND GIVING TIME:

### Worldwide and within the continent

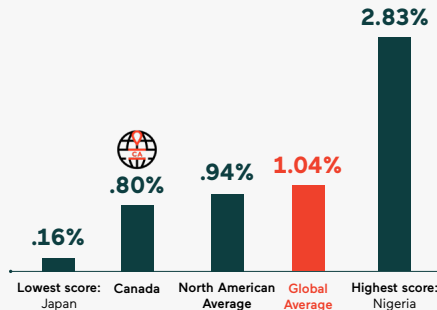
Donating is common in Canada. About eight-in-ten Canadian adults gave money or goods to a charity, person in need (not family or friends), or religious organization. Monetary gifts are more common than in-kind donations (69% vs. 42%). However, Canada exceeds the global average for both monetary and in-kind donations.

Overall, the vast majority (84%) of Canadians engaged in some type of charitable behavior in 2024, be it donating money or goods, volunteering their time, fundraising for a charity, or other charitable acts.

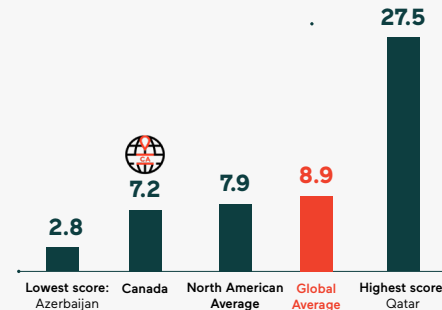
### % OF PEOPLE WHO DONATED MONEY IN 2024



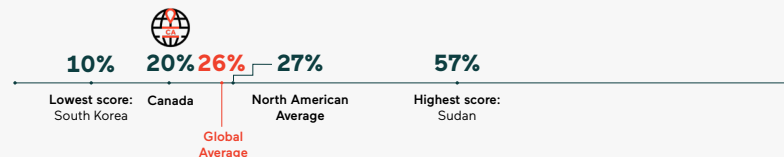
### AVERAGE % OF INCOME DONATED



### AVERAGE HOURS VOLUNTEERED, PER PERSON, IN 2024



### % OF PEOPLE WHO VOLUNTEERED IN 2024



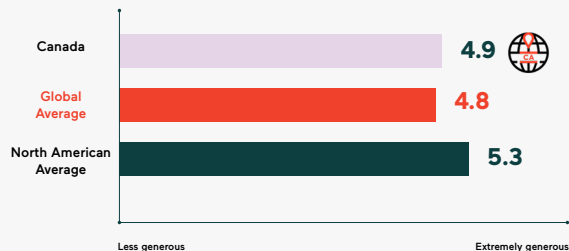
## PERCEPTIONS OF OUR OWN GENEROSITY

We slightly overestimate our generosity.

Canada ranks 50th out of 101 countries for how generous we think we are.

We are 57th in terms of the proportion of income we donate.

### PERCEPTION OF THEIR OWN GENEROSITY



### PERCEPTION OF THE COUNTRY'S GENEROSITY





# 3

## ASPECTS OF GENEROSITY



## THE PROPORTION OF PEOPLE WHO GIVE MONEY IN DIFFERENT WAYS

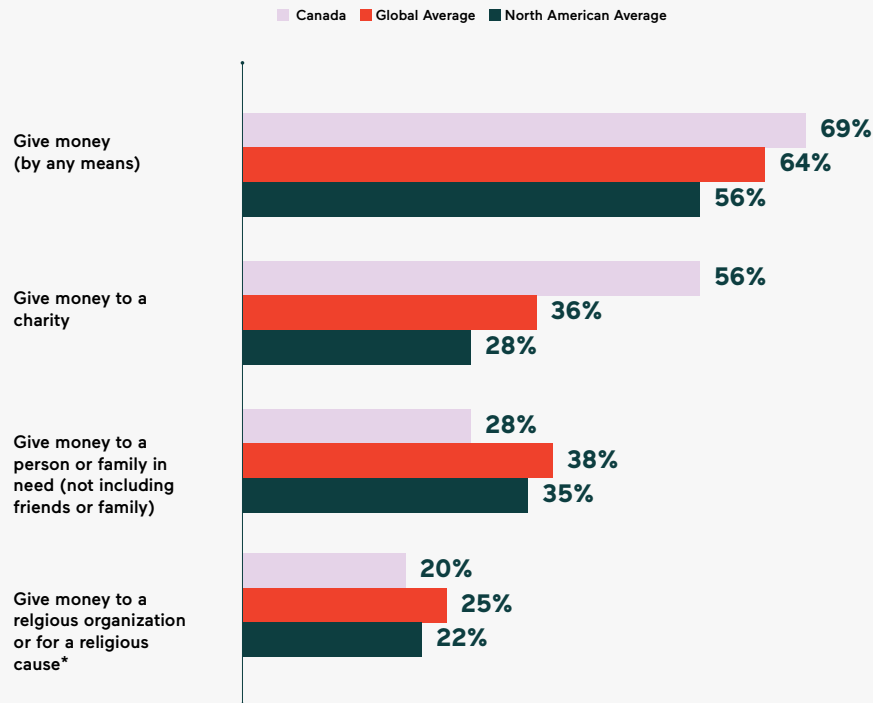
A majority of Canadians donate money, with charities being the most common recipient. Giving directly to others or through religious outlets are less common ways of donating. In fact, we lag behind the global average on these metrics.

Giving money directly to people in need is typically more common or about as common as giving to charity around the globe. However, this is not the case in Canada. Canadians favor giving through established organizations.

Donating goods, also known as in-kind donations, is less common than donating money. Globally, 36% donated goods in 2024; by comparison, Canada excelled on this front with 42% of the population making in-kind donations.



### Q: DURING 2024, DID YOU DO ANY OF THE FOLLOWING (All, Canadian n = 1,008)



\*The full answer code was worded, 'Give money to a religious organization or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government\*.



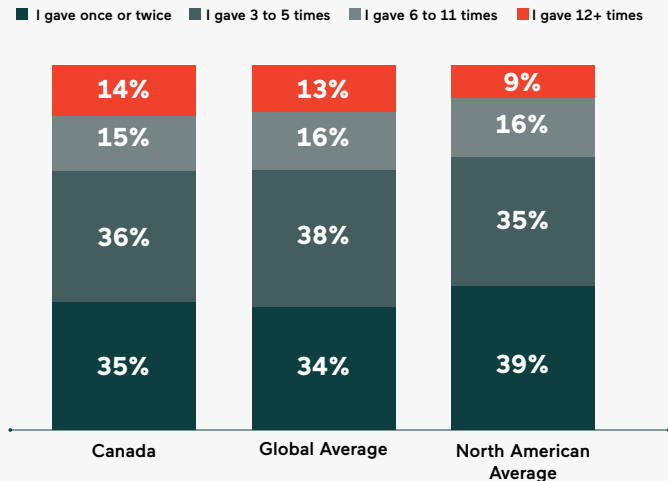


## HOW FREQUENTLY PEOPLE GAVE

Roughly a third of Canadian donors gave just once or twice in 2024, while 14% donated money monthly on average.

Certain times of year encourage people to give. Prior CAF Canada research finds that the holiday season is often a key time of year for charitable donations. People who do not otherwise donate consider doing so during November and December.

**Q: HOW OFTEN DID YOU GIVE MONEY AWAY IN 2024, EITHER TO CHARITY, A PERSON OR FAMILY IN NEED, OR TO A RELIGIOUS ORGANIZATION**  
(People who had given money, Canadian n = 694)



## SHARE OF DONATIONS

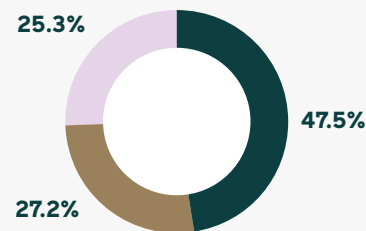
The total value of all donations to charity outweigh the values of religious or direct monetary donations. However, average total value of donations to religious organizations in a year is much higher than the average for charities (\$508.90 vs. \$339.10 | median values: \$200 vs. \$120)

Religious donors' generosity extends to other domains. As discussed in [the global report](#), religious giving does not take away from other forms of giving but rather opens the door to greater generosity. Religious donors give more to charities than other donors, they donate a greater percentage of their income, and they are more likely to volunteer their time.

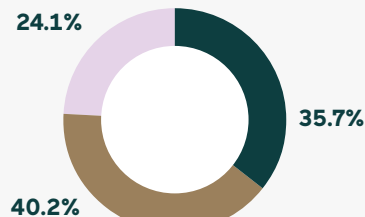


THE SHARE OF THE VALUE OF ALL DONATIONS MADE IN 2024,  
ACROSS THE THREE DIFFERENT ROUTES  
(People who had given money, Canadian n = 694)

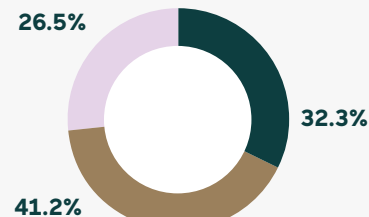
■ To charity ■ Direct to people in need ■ To religion



Canada



Global Average



North American  
Average

## DONATIONS AS A PROPORTION OF INCOME

Canadian donors give billions of dollars to charitable causes each year. While the value of Canadians' donations is vast, the percentage of our income we give is relatively small.

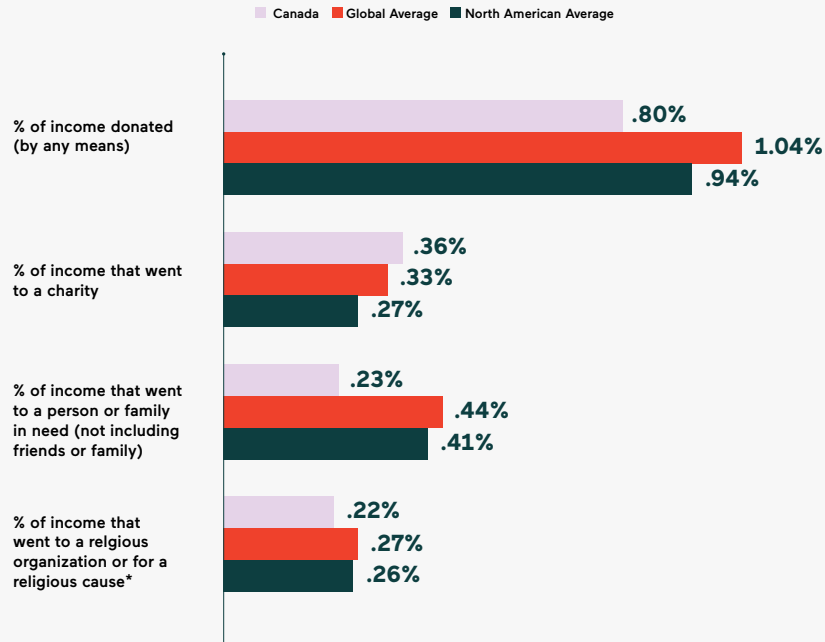
Canadian donors gave away just .80% of their income, whereas the average globally is 1.04%.

Once again Canadians' support of formal charities is greater than the global average, while our support for direct giving falls below the average.



## THE AVERAGE PROPORTION OF INCOME PEOPLE GAVE TO EACH OF THE THREE DONATION ROUTES, AND OVERALL

(All, including those donating zero, Canadian n = 1,008)



\*The full answer code was worded, 'Give money to a religious organization or for a religious cause, (for example, at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.



## HOW PEOPLE FEEL ABOUT GIVING MONEY

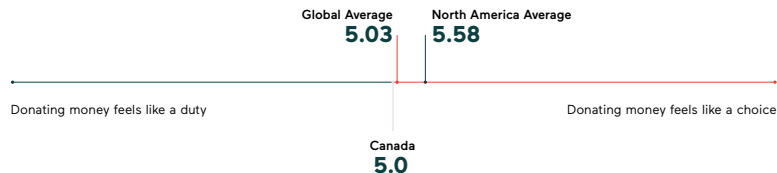
Canadian donors tend to feel they are donating money of their own volition – not out of obligation.

A quarter of Canadian donors say donating money feels more like a duty than a choice, while 68% see it as more of a choice.

It is common around the globe for donors who feel obligated to give to be more generous in their donations compared with those who feel it's a choice. However, this pattern does not play out for Canadian donors – who donate similar amounts and shares of their income regardless of their views.

### THE AVERAGE SCORE WHEN PEOPLE WERE ASKED HOW DONATING MONEY FEELS.

(People who had given money, n = 694)



## REASONS FOR GIVING MONEY

### Connection is essential for building lasting philanthropic relationships.

When donors care about a cause, they are more likely to donate, donate again when asked, and become a recurrent donor. Feelings of connection can also foster trust in charities.

While most Canadians do not see giving as a duty, feeling a duty to donate motivates people to give on either side of this debate; but those who see giving as a duty rather than a choice are more heavily influenced by this reason (42% vs. 29%).

The top three global reasons donors gave in 2024:

**65%**

I care about the cause/to make a difference

**31%**

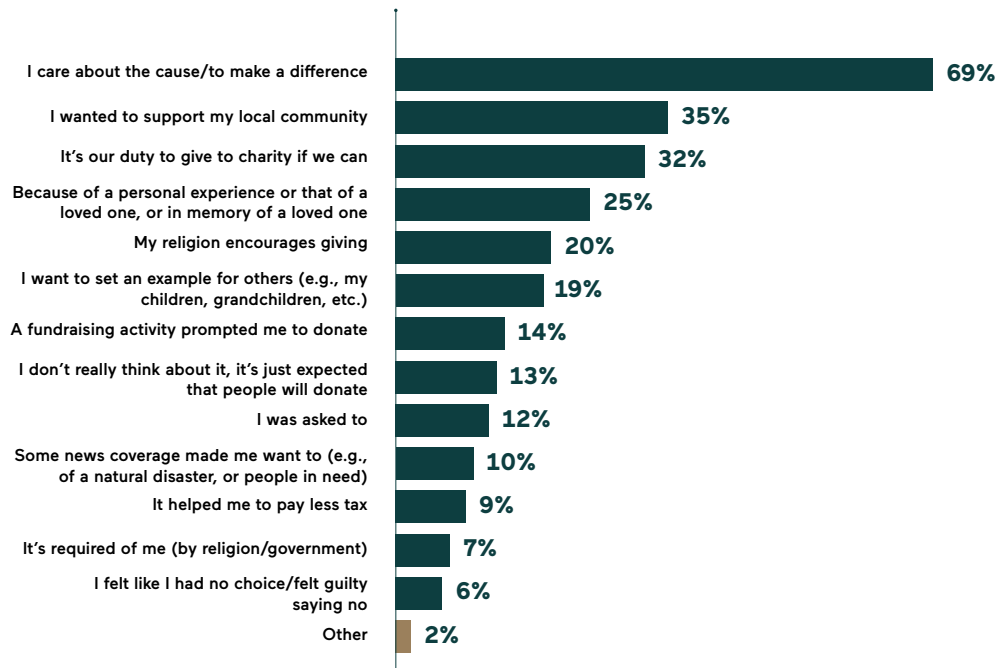
It's our duty to give to charity if we can

**29%**

My religion encourages it

### WHICH OF THE FOLLOWING, IF ANY, ARE REASONS THAT YOU GAVE AWAY MONEY IN 2024?

(People who had given money, n = 694)







## SOCIAL NORMS DRIVE GENEROSITY

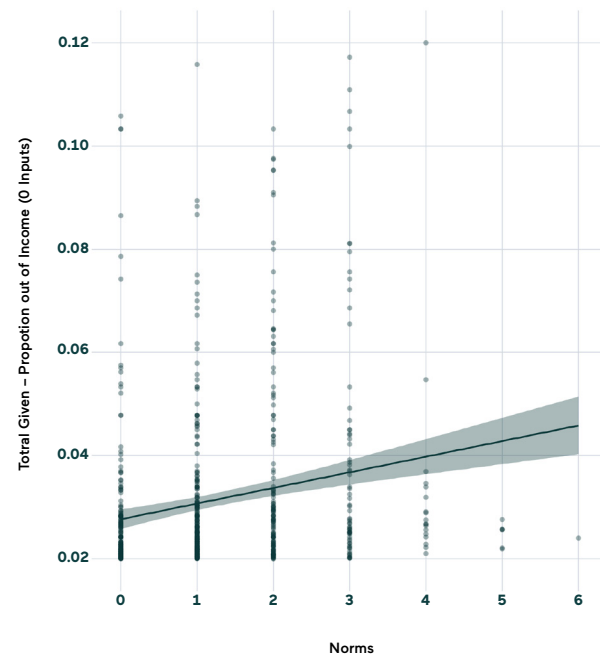
Social norms are the unwritten rules that a society uses to determine what is acceptable or expected behaviour. These norms tell us what others expect from us and what we should expect in turn. This research explored six potential social norms that could motivate people to donate money:

- I wanted to set an example for others
- I felt like I had no choice/felt guilty saying no
- I didn't really think about it, it's just expected that people will donate
- It's our duty to give to charity if we can
- I wanted to support my local community
- My religion encourages giving

Donors who report being motivated by any of the six social norms gave 1.29% of their annual income to charity, exceeding the national average of .80%. In fact, the greater the number of social norms contributing to a donor's rationale for donating, the more of their income they donate.

While feeling like donating is a duty is unrelated to the share of their income a donor gives, it is related to the number of social norms they feel shape their monetary giving.

Check out [the global report](#) for more on how social norms shape giving.



## REASONS FOR NOT GIVING MONEY

Most Canadians who did not donate money in 2024 say that lack of money to give is what held them back from giving. While about a quarter of non-donors shun the idea of donating money in general (don't trust charities with their money or don't want to), nearly a fifth of non-donors share that they choose to give in other ways, such as in-kind donations.

A cohort of non-donors simply didn't give because it didn't occur to them or no one asked them to give. And another group were hesitant to give because they needed more information about how to donate, who they should donate to, if their donation would make a difference, or the tax benefits they'd receive.

The top three global reasons donors did not give in 2024:

**40%**

I couldn't afford it

**20%**

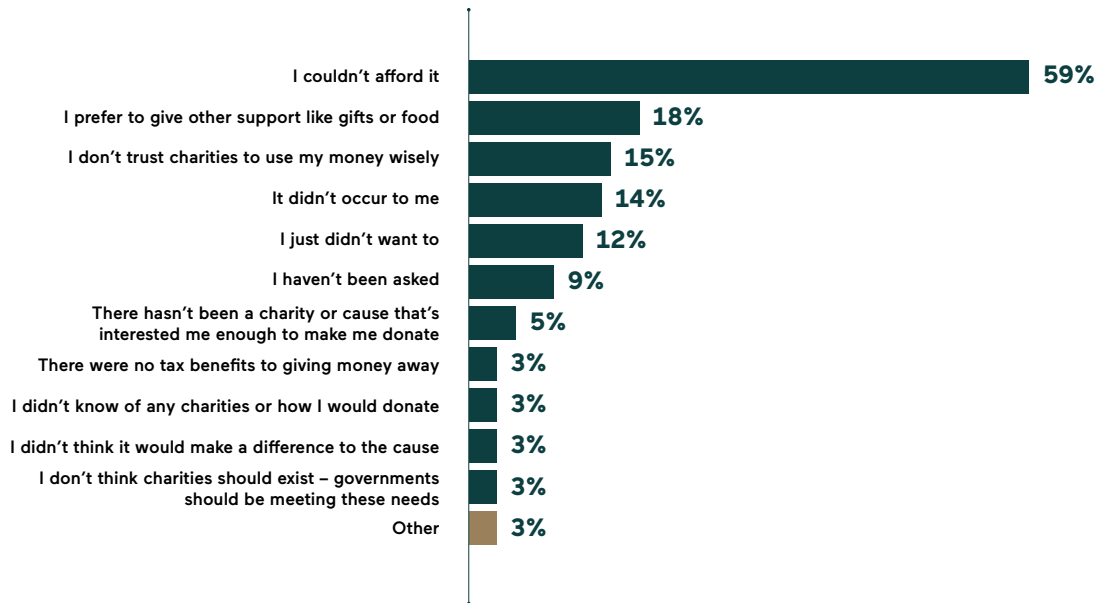
I prefer to give other support like gifts or food

**14%**

I don't trust charities to use my money wisely

## WHAT WOULD YOU SAY ARE THE MAIN REASONS THAT YOU DID NOT GIVE MONEY AWAY IN 2024?

(People who had not given money, n = 314)





## WHAT WOULD INCREASE DONATIONS?

**Nearly six-in-ten of Canadians say that they would give more if they knew more about potential charities.**

Canadians want their monetary donations to have a positive impact. They want to know how their money would be spent, what the results would be, and how the organization operates.

**Transparency is key in fundraising, as uncertainty erodes trust.**

The clearer an organization is about how they operate and how funds are used, the more trusted they'll be and they'll be more likely to attract Canadian donors.

**Half of Canadians say they would give more money to charity if they had more themselves.**

This is a common sentiment felt worldwide. It's worth reminding potential Canadian donors that even small donations can have a big impact, especially small recurring donations.

## THE TOP THREE REASONS THAT WOULD MAKE THE RESPONDENT LIKELY TO GIVE MORE MONEY, GOODS OR TIME TO CHARITIES IN 2025

(All, n = 1,008)

49%

Having more money myself

38%

Knowing more about how my money would be spent

31%

Knowing more about the results and impact that a charity has

## TAX CREDITS TO ENCOURAGE DONATIONS

For the first time in almost 40 years, Canadian tax laws changed the [Alternative Minimum Tax \(AMT\)](#) in 2024; these changes included [reducing the credits received for charitable donations](#). Charitable organizations throughout Canada have [expressed concern about how these changes](#) will affect donations and some report hearing from donors that these changes will reduce their charitable contributions.

Our research finds that a fifth of Canadians (19%) say they would give more to charity if there were greater tax benefits. This share holds constant regardless of a person's current income. This suggests more tax charitable credits for all income brackets would encourage greater giving.



19%

say they would give more  
to charity if there were  
greater tax benefits



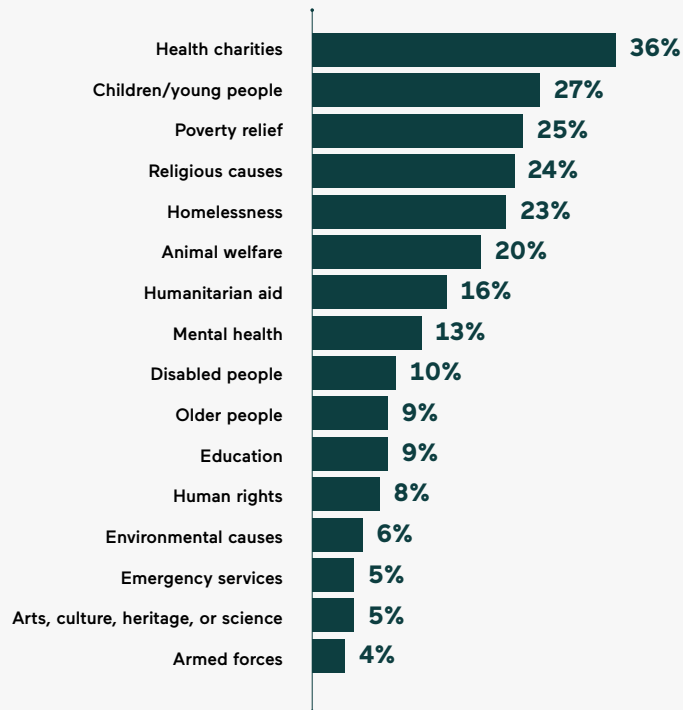
## THE CAUSES PEOPLE SUPPORT THROUGH DONATING

Poverty, health, and religion rally the most support in Canada. Roughly half of Canadian donors (48%) gave to health and wellness initiatives, from cancer treatments to mental health to disability; while 39% supported some form of poverty relief, including food or housing insecurity.

The typical Canadian donor supported two-to-three different cause areas in 2024. These findings heavily align with CAF Canada research conducted in late 2024 where donors projected what causes they would support at the end of 2024.



## WHICH CAUSE(S) DID YOU GIVE MONEY TO IN 2024?



## HUMANITARIAN AID

With disasters on the rise around the globe, there is more need for humanitarian aid than ever before. Nearly a fifth of Canadian donors (16%) gave money to humanitarian causes in 2024. Among those who gave to a humanitarian cause in 2024:

- 79% gave to a conflict or refugee crisis
- 74% gave to an environmental or weather disaster
- 69% gave to famine, droughts, or disease outbreak
- 62% gave to a crisis occurring in Canada
- 81% gave to an international crisis

Canadian humanitarian donors are more likely to give to international humanitarian crises than domestic ones. This is an uncommon phenomenon as most countries' humanitarian donors focus primarily on domestic causes (Globally: 83% give domestically vs. 51% internationally).



### Spotlight: Building Resilience in the Philippines

CAF Canada partners with [Rose Colored Glasses International Funds \(Rose CGI\)](#) to deliver disaster preparedness and resilience programming to vulnerable communities on Boracay Island. Through the Project REDEEM work, each month 60 urban economically disadvantaged families were provided with lifesaving CPR and first aid training, hygiene education, and essential supplies like rice and sanitation kits. These efforts empower communities to respond effectively during emergencies, especially critical in a region frequently impacted by typhoons. The partnership also supported the Project Weight of Life work, which addresses child malnutrition by providing

nutritious school lunches twice weekly to 150 undernourished students. In 2023 alone, the Project REDEEM work reached over 600 individuals across 22 barangays. To date, CAF Canada has supported Rose CGI with \$151,445 in total grant funding, delivering important aid and strengthening local capacity where it's most needed. Additionally, Rose CGI has been recognized by the Philippine Red Cross as a Partner in Service in recognition of its continued support to the Philippine Red Cross Marikina City Chapter.



## WHERE CHARITABLE DOLLARS GO

Outside of times of crisis, Canadian donors often have their focus on causes close to home. Nearly all Canadian donors who gave to charity donated to a domestic charity (95%), with most focused on charities in their local community (77%). A quarter of charity donors gave to an international charity in 2024. However, that share drops to just 12% when excluding gifts to international charities for projects in Canada.



**77%**

Local charities



**46%**

National charities



**17%**

International  
charities working in  
Canada



**12%**

International  
charities working  
abroad





## AVERAGE TIME SPENT VOLUNTEERING

A fifth of Canadians volunteered in 2024. On average, Canadian volunteers spent about 35.4 hours volunteering across the year, with an average shift length of 3.5 hours.

Volunteers are more likely to engage in other generous behaviors like donating money or goods (86% vs. 76% of non-volunteers).

Volunteerism was not related to age in Canada. Globally, volunteering is often related to age, with younger adults being more likely to volunteer but older adults spending more time volunteering. In Canada, younger and older adults were just as likely to volunteer and spent similar amounts of time volunteering.



### ON AVERAGE, PEOPLE IN CANADA SPENT THIS TIME VOLUNTEERING IN 2024

(All, n = 1,008) [nb – this is overall, so includes all those who did nothing within the average]



Global Average



North American Average

## FREQUENCY OF VOLUNTEERING

Canadian volunteers give their time more regularly than is typical globally. About three-in-ten Canadian volunteers do so on average at least once a month while globally 20% of volunteers do the same.

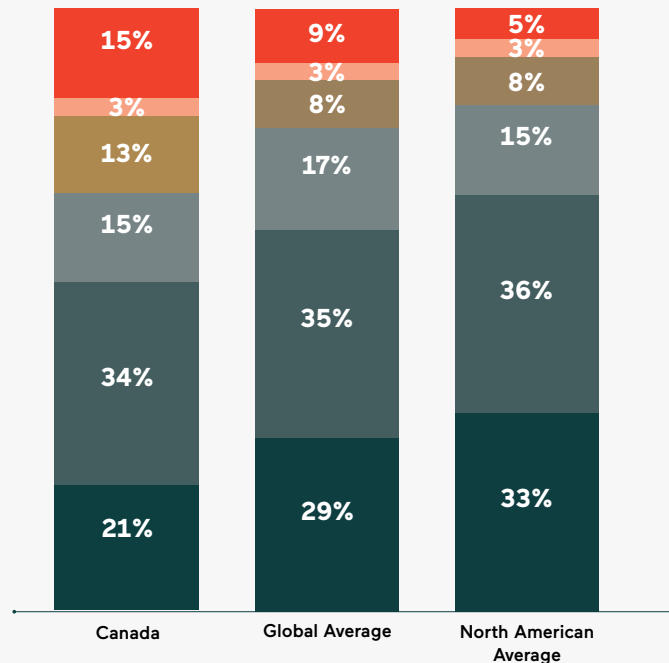
The length of a Canadian volunteer's typical shift looks similar regardless of whether they volunteer about once a year or once a month. This pattern is in contrast to what we see globally: typically the more frequently a person volunteers, the longer their typical shift.



## HOW OFTEN DID YOU DO UNPAID, VOLUNTARY WORK IN 2024 THAT BENEFITED PEOPLE OTHER THAN YOUR FAMILY OR FRIENDS?

(those who volunteered, n = 205)

■ Once or twice ■ 3 – 5 times ■ 6 – 11 times ■ 12 – 20 times ■ 21 – 30 times ■ More than 30 times



## THE CAUSES PEOPLE SUPPORTED THROUGH VOLUNTEERING

Canadians give their time to similar causes they give their money to with a one key difference.

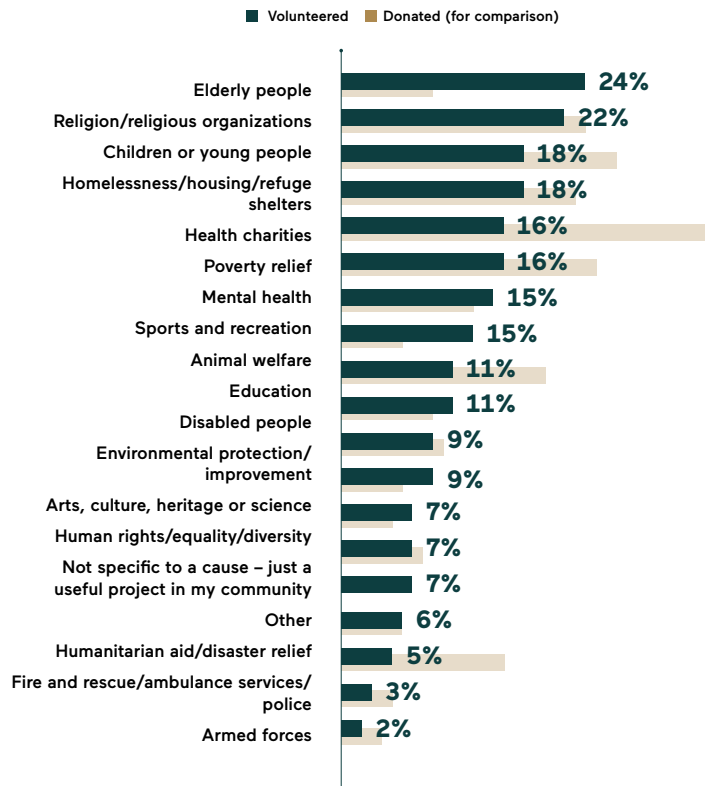
Top causes people volunteer with:



While the elderly didn't crack the top five causes for monetary donations, it sits near the top for causes people put their time towards.

## WHICH CAUSE(S) DID YOU DO UNPAID VOLUNTARY WORK FOR IN 2024?

(People who had volunteered, n = 205)





HOW HELPFUL PEOPLE ARE TO OTHERS

The vast majority of Canadians have helped someone in the past year: 93% did a good deed for someone else. Canadians were more likely to help people they felt closer social ties to. However, 83% helped at least two different types of people.

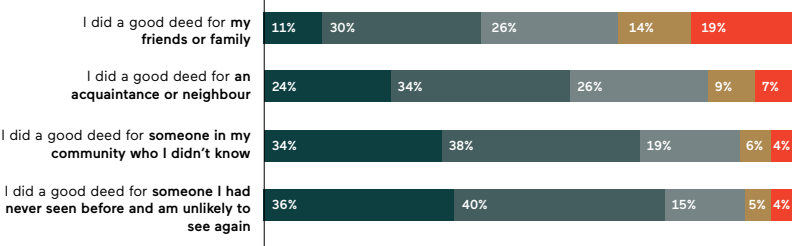
Canadians who choose to extend kindness to others, donate more of their income and time to causes they care about. Generosity grows in turn with the kindness Canadians show others: the more often people help others, the more time and money they report giving away in 2024.



BEYOND EASY ACTS OF KINDNESS OR SIMPLE GOOD MANNERS THAT DO NOT REQUIRE MUCH EFFORT, FOR EXAMPLE, HOLDING OPEN A DOOR OR PICKING UP A DROPPED ITEM, DID YOU DO A GOOD DEED IN 2024?

(All, n = 1,008)

■ I didn't do this in 2024 ■ Once or twice in 2024 ■ 3 to 5 times in 2024 ■ 6 to 11 times in 2024 ■ 12+ times in 2024



# 4

## PERCEPTIONS OF CIVIL SOCIETY

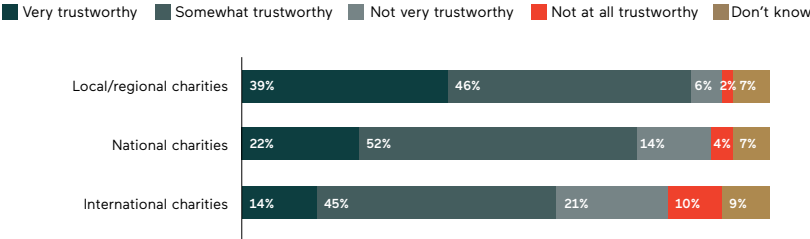




HOW MUCH THE PUBLIC TRUSTS CHARITIES

Canadians put the most trust in causes close to home. The vast majority (85%) of Canadian adults see charities in their local area as trustworthy. Trust in national charities dips a bit (75%) and drops even more for international charities (59%).

HOW TRUSTWORTHY DO YOU TEND TO FIND EACH OF THESE TYPES OF CHARITIES?  
(All, n = 1,008)



Overall, the public in Canada gave a score of 9 out of 15 for how much they trust charities. This compares to a North American average of 9.47 and a global average of 9.22.







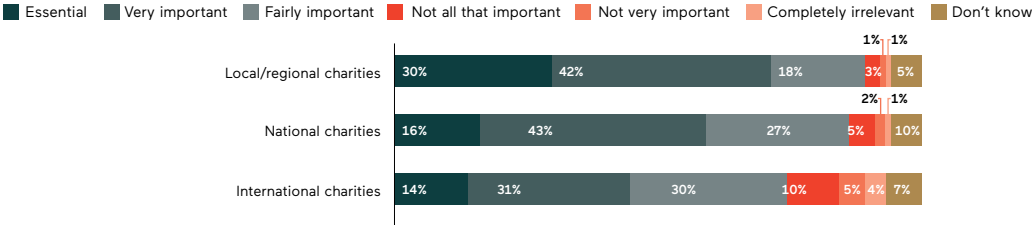
## THE PERCEIVED IMPORTANCE OF CHARITIES TO SOCIETY

Canadians see charities operating within Canada as being more important to our society than those outside of our borders. Once again, local charities are put in a privileged position. Roughly seven-in-ten Canadians see local charities as highly important to Canadian society, with nearly three-in-ten calling local charities essential.

Overall, 36% of Canadian adults see any form of charity as essential to society. While that number is largely driven by the value Canadians place on local organizations, 8% of the population thinks all three types of charities (local, national, and international) are essential to what makes Canadian society today.

### HOW IMPORTANT, IN GENERAL, DO YOU BELIEVE THESE DIFFERENT TYPES OF CHARITIES ARE TO YOUR COUNTRY'S SOCIETY?

(All, n = 1,008)



Overall, the public in Canada gave a score of 10.80 out of 15 for how much they value charities. This compares to a North American average of 11.05 and a global average of 10.98.

## HOW PEOPLE DISCOVER CHARITIES

Closeness is key in understanding where Canadian donors chose to give their money. They turn to charities they already know well, that operate in their local area, or that people in their social circles vouch for.

The top three ways donors around the world found the last charity they donated to:

**14%**

On social media

**11%**

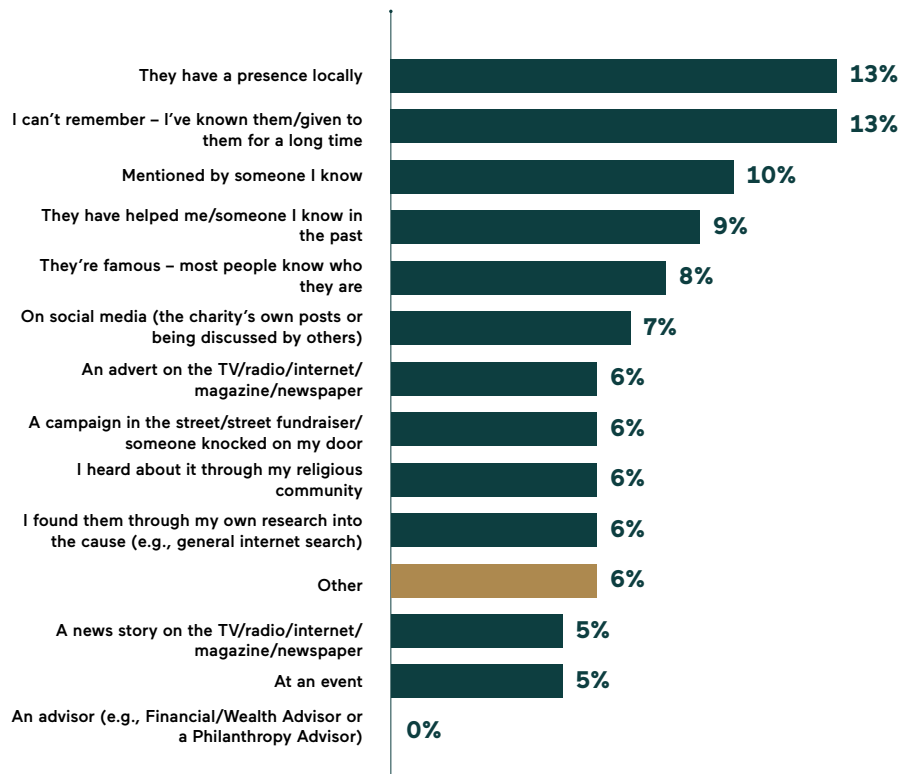
They have a presence locally

**10%**

They were mentioned by someone I know

## FOR THE LAST CHARITY THAT YOU GAVE MONEY TO, HOW DID YOU FIRST FIND OUT ABOUT THEM?

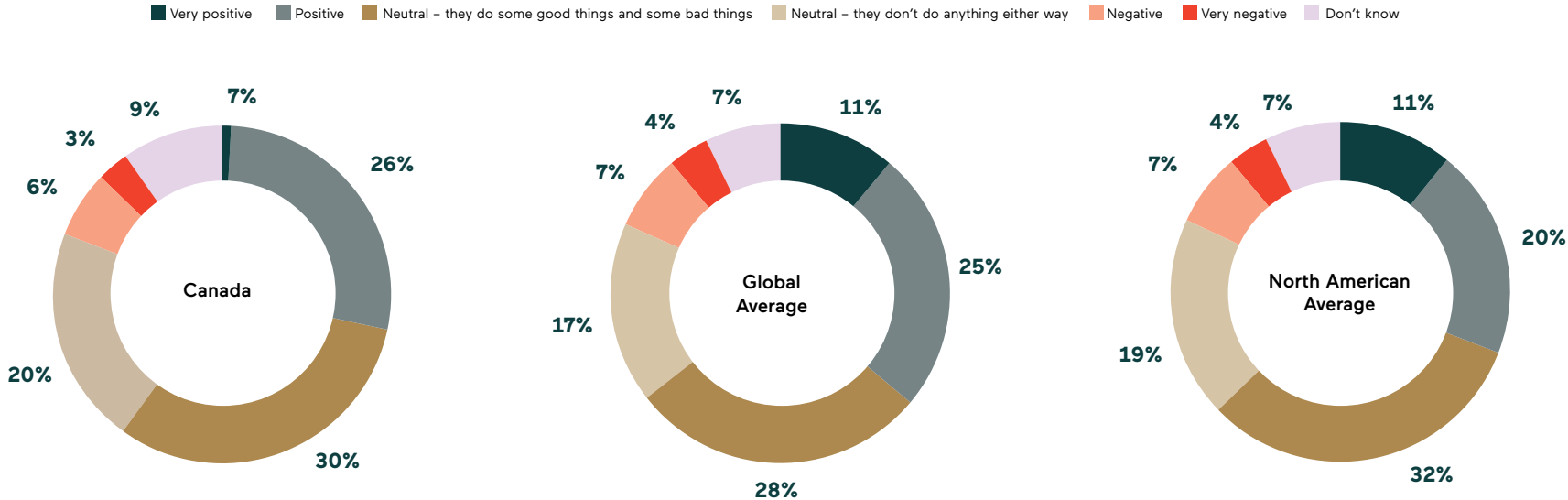
People who had given money to charities, n = 560)



OVERALL INFLUENCE OF GOVERNMENT ON CHARITIES

Half of Canadians think the government has a neutral effect on the charity sector, while about a quarter say the government has a positive effect. Just 9% say the government has a negative influence on the charity sector.

OVERALL, DO YOU THINK THE GOVERNMENT IS A POSITIVE OR NEGATIVE INFLUENCE ON THE CHARITY SECTOR  
(All, Canadian n = 1,008)

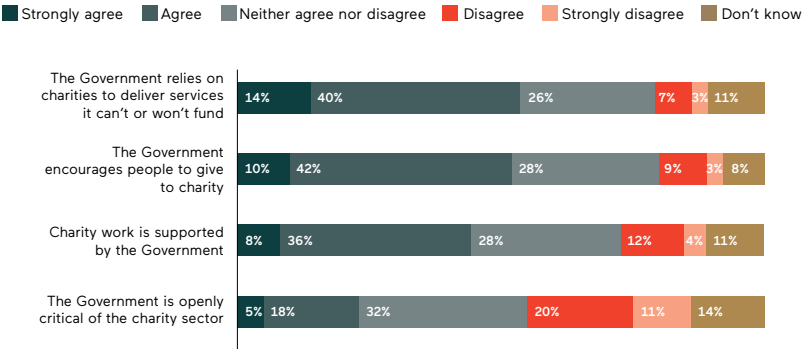




SPECIFIC OPINIONS ON THE ROLE OF GOVERNMENT

Canadians generally feel that the governmental and charity sectors exist in a neutral to harmonious state. Roughly half or more Canadian adults feel the government relies on charities to fill the gaps in services it doesn't provide (54%) or encourages people to give to charity (52%). A little over four-in-ten think the government supports charity work while 16% say the government does not support such work. Lastly, about a quarter said the government is openly critical of the charity sector.

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE GOVERNMENT'S INVOLVEMENT IN THE CHARITY SECTOR?  
(All, n = 1,008)





## THANK YOU

W: [cafcanada.ca](http://cafcanada.ca)

E: [info@cafcanada.ca](mailto:info@cafcanada.ca)

T: **416-362-2261**

Registered charity number 268369