

Motivations and Barriers to Giving

The 2000 National Survey of Giving, Volunteering and Participating (NSGVP)¹ asked Canadians if a variety of potential motivations and barriers affected their decision to donate to nonprofit and voluntary organizations. The 78% of Canadians who made donations were asked whether any of the motivations spurred their decision to donate and if any of the barriers discouraged them from donating more than they did. The 22% of Canadians who did not make donations were asked if any of the barriers discouraged them from giving at all.

Motivations for giving

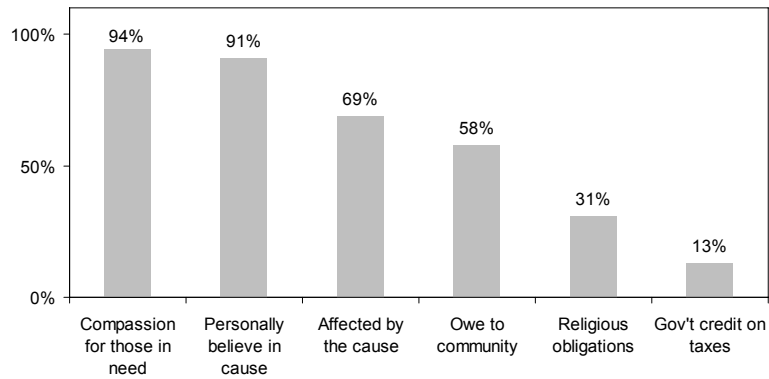
The most commonly cited motivation for donating was a feeling of compassion for those in need (reported by 94% of donors), followed closely by a desire to help a cause in which the donor personally believes (91%). Comparatively few donors said that they donated in order to fulfill religious obligations or beliefs (31%), or because they would receive tax credits from the government in return for donating (13%).

Motivations for giving vary with age. Older Canadians were more likely than younger Canadians to report donating because of their religious beliefs or to fulfill religious obligations. Nearly half (47%) of donors aged 65 and over said that they donated for this reason. In comparison, fewer than 30% of those under the age of 55 said they donated because of their religious beliefs.

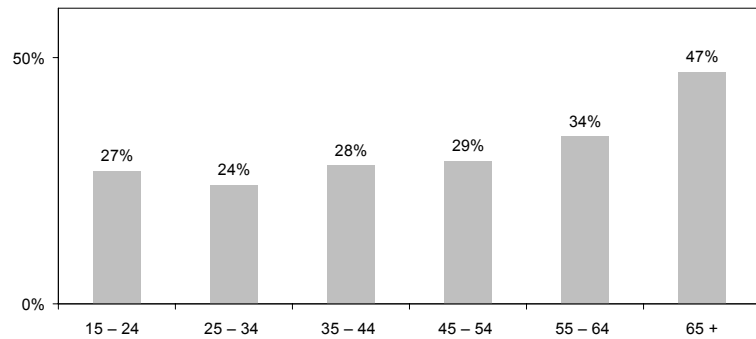
Canadians aged 45 and over were more likely than younger Canadians to donate because they felt they owed it to their community. Those aged 65 and over were the most likely to cite this motivation (64%), while those aged 35 to 44 were the least likely to do so (53%).

¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

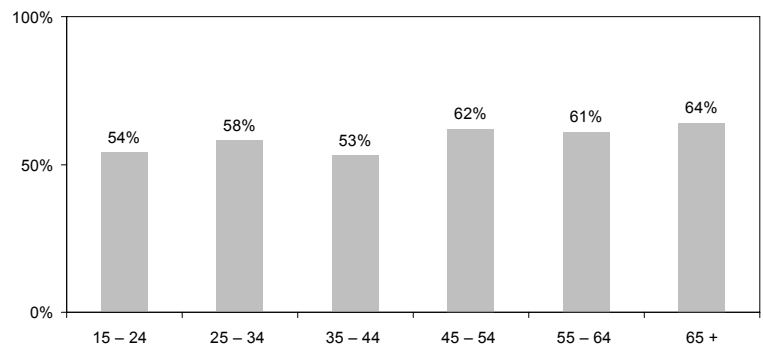
Motivations for Donating, Donors



Donate to Fulfill Religious Obligations, by Age



Owe it to the Community to Donate, by Age



Barriers to giving

Among both donors and non-donors, the most common reason for not giving or not giving more was a desire to save money for the future (51% of donors and 59% of non-donors). The second-most common reason given by non-donors was that they preferred to spend money in other ways (53%). Somewhat fewer donors (46%) cited this as a reason for not giving more. Other significant barriers for donors were believing that the money would not be used efficiently (46%) and not liking the way requests were made (47%).

As was the case with motivations, barriers to giving varied according to age. Those who were in the stages of life when people typically have more pressing financial responsibilities or concerns were more likely to say that they did not donate or did not donate more because they wanted to save their money for their own future needs.

Higher percentages of both donors and non-donors in the early stages of their adult lives mentioned this barrier. The importance of this barrier declined among those in middle age and then increased noticeably among those aged 65 and older.

Among non-donors, a majority (52%) of those aged 55 to 64 said that they did not donate more because they believed that their donation would not be used efficiently. Fewer than four in ten (38%) of those aged 15 to 24 mentioned this barrier.

Among donors, more than four in ten (44%) of those aged 55 to 64 said that they did not donate more because they already gave enough money directly to individuals. Just one quarter of those aged 15 to 24 mentioned this barrier.

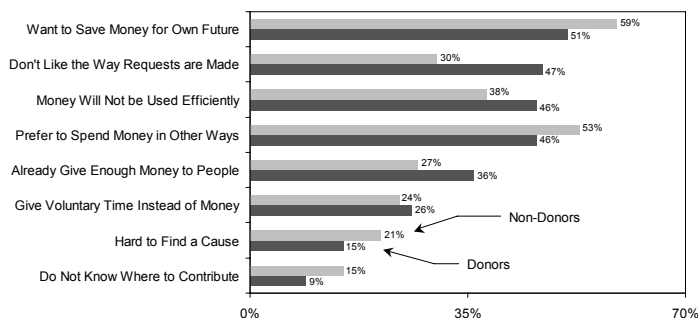
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

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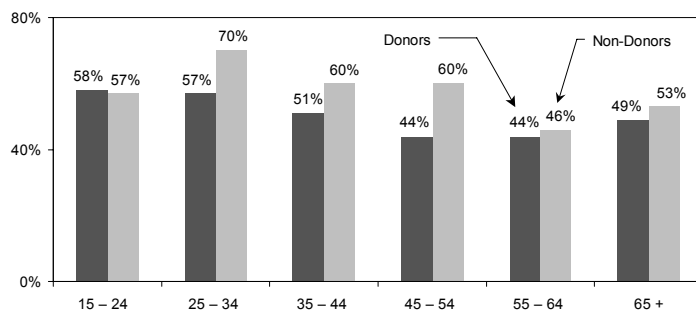
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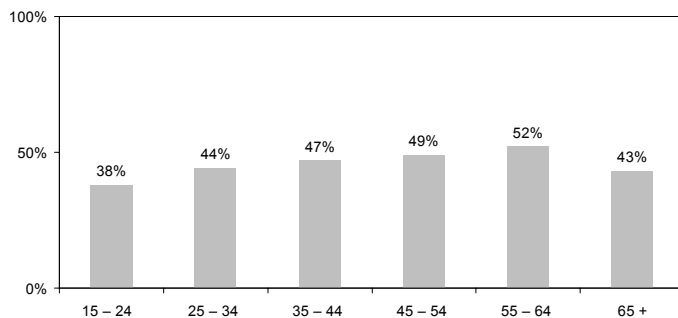
Barriers to Giving, Donors and Non-Donors



Want to Save Money for Future Needs by Age, Donors and Non-Donors



Money Not Spent Efficiently by Age, Non-Donors



Already Given Enough Money by Age, Donors

