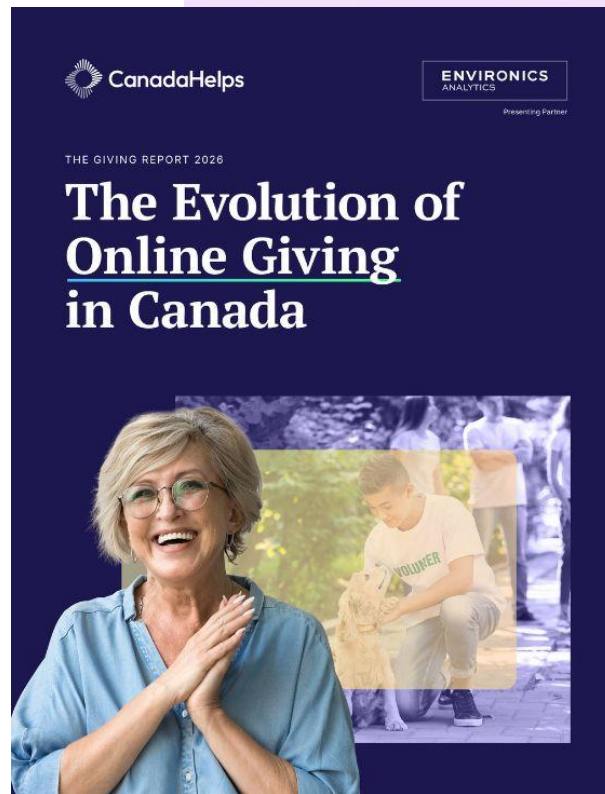


# The Giving Report 2026

The Evolution of Online Giving in Canada



# Land Acknowledgement



Source: #BeadYourProvince, Kooteen Creations

# Today's Speakers



**Julie Fiorini**  
General Manager,  
Charity & Donor Services  
CanadaHelps



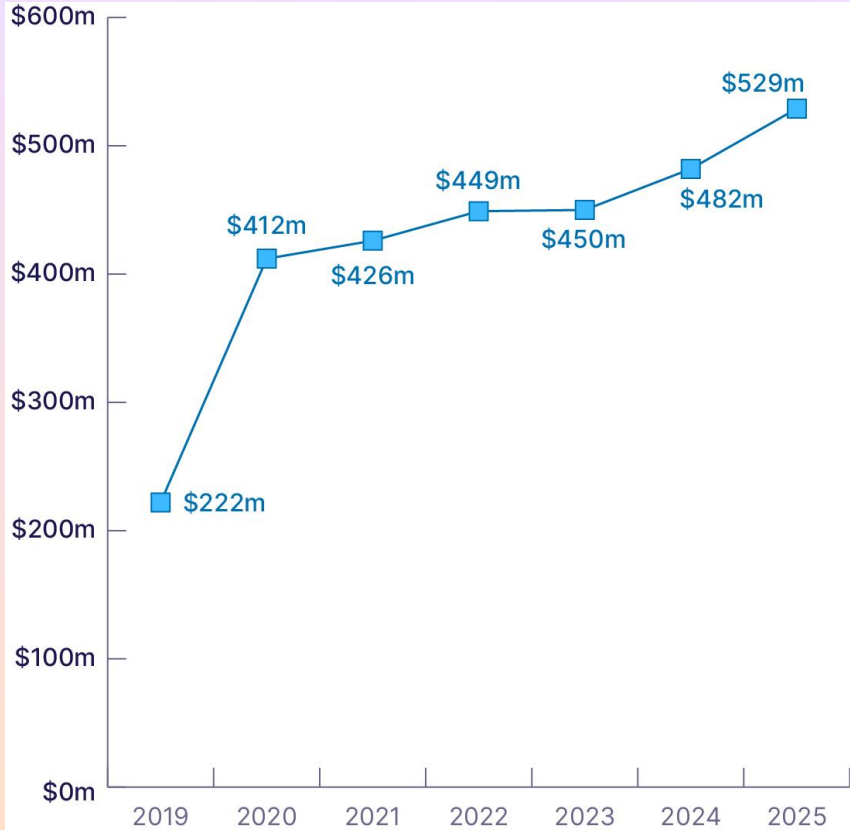
**Mitchell Hillier,**  
Director, Business Development  
- NFP & Education Lead  
Environics Analytics



**Giving is growing.**

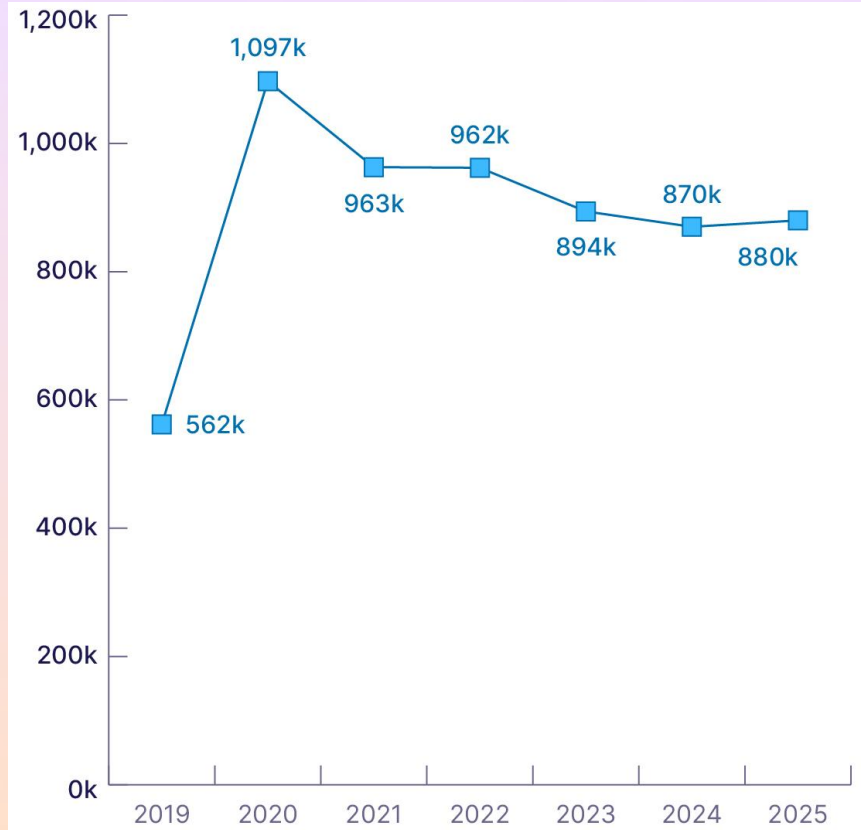
# Total Value of Online Giving

(CanadaHelps)



# Total Number of Online Donors

(CanadaHelps)



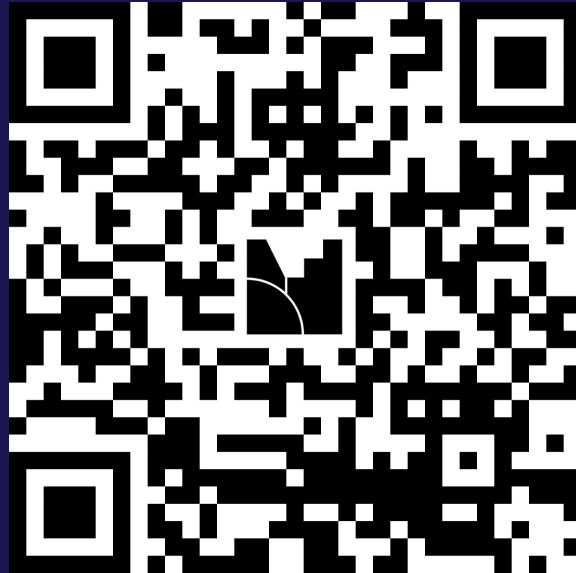
# Poll: What Does Donor Participation Look Like at Your Organization?



**Giving continues to be driven  
by larger gifts.**

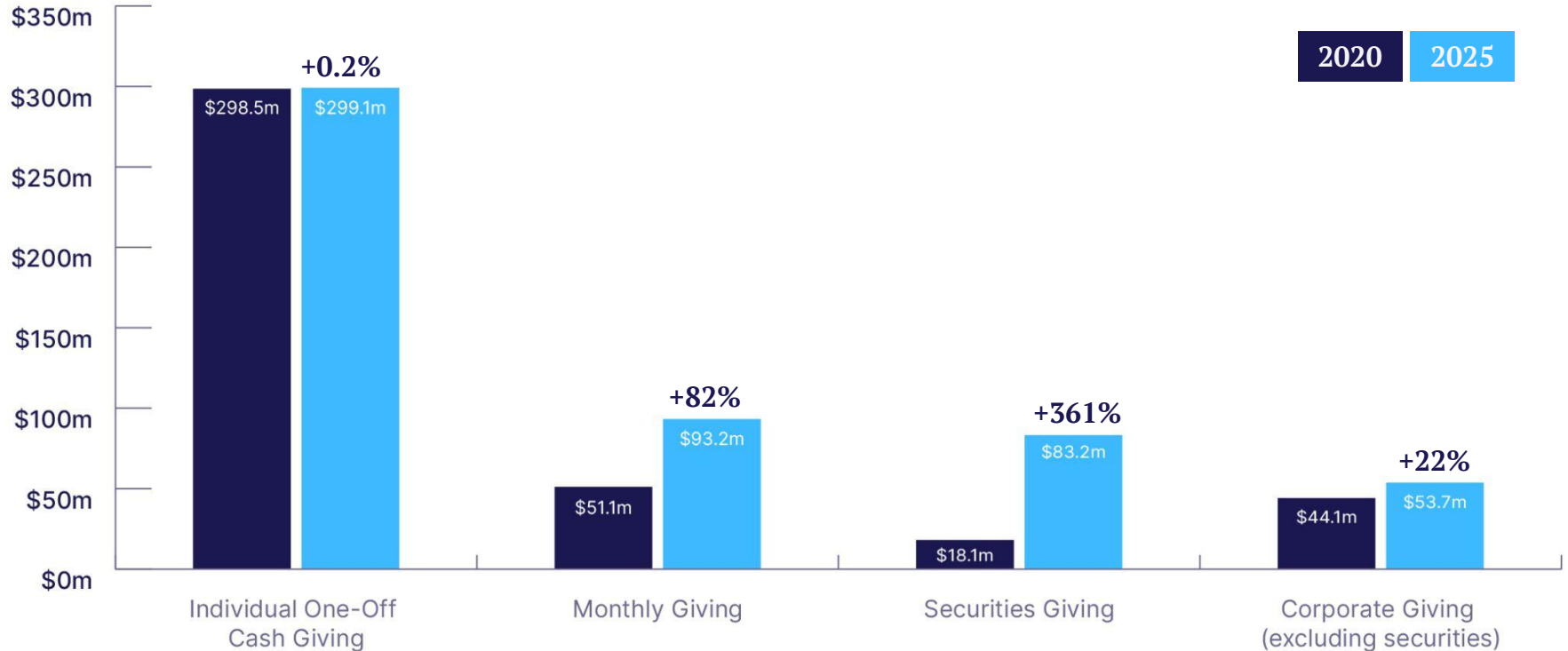
**Online giving is being reshaped by  
gifts of securities.**

# Poll: Do You Currently Offer and Promote Securities Donations?



**Multiple ways of giving are  
expanding at once.**

# Total Giving (\$) by Type: 2020 vs 2025



**Not all causes are benefitting  
equally from the growth in online  
giving.**

# Cause-Specific Giving Trends

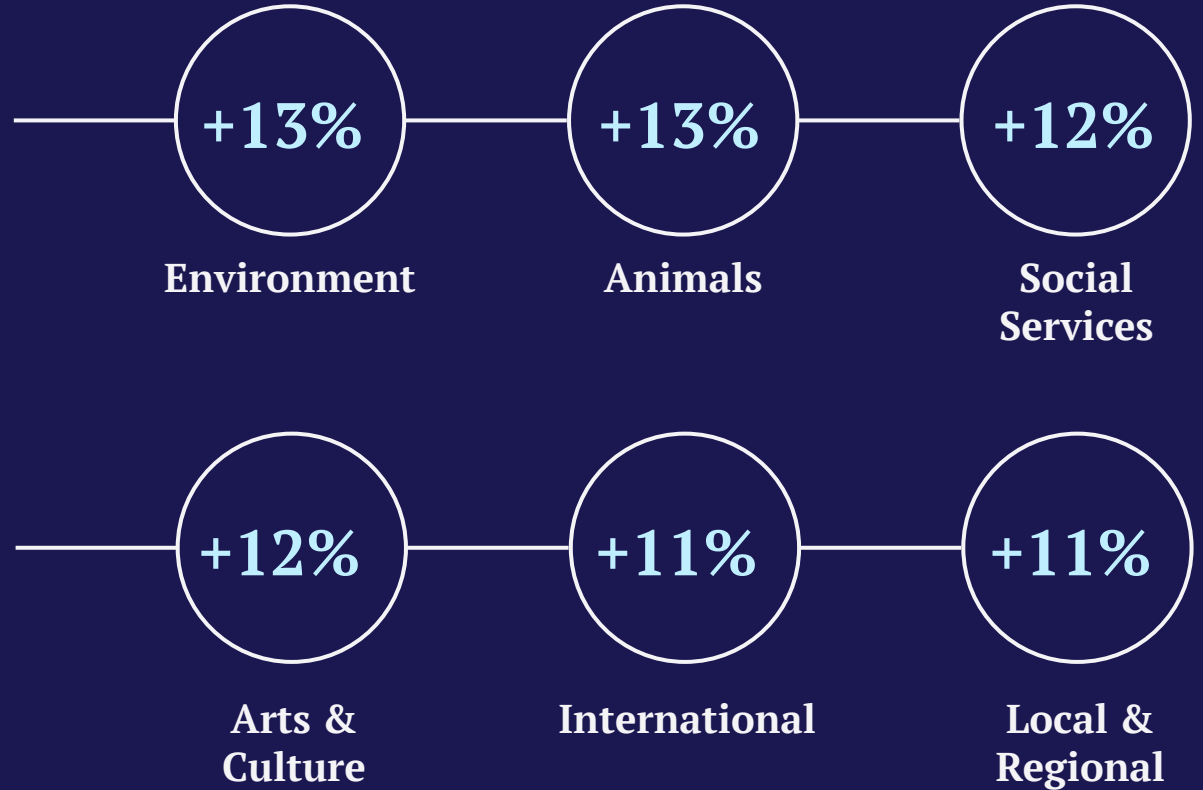


# Donations Remain Highly Concentrated.

Local/regional charities, health, and education charities together accounted for roughly **60% of all donations on the platform in 2025.**

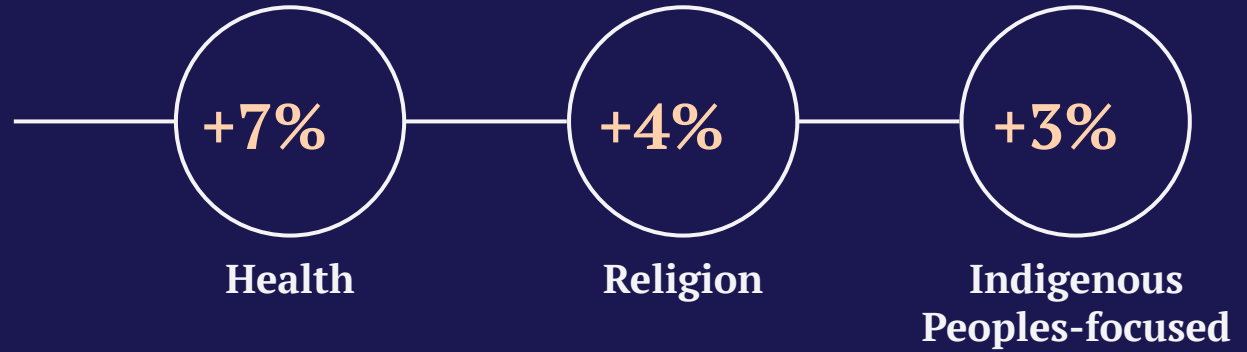
# Quick Growth Snapshot 2025:

Growing faster  
than overall giving



# Quick Growth Snapshot 2025:

Growing **slower**  
than overall giving



**Donors continue to seek local  
impact**

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

# Regional giving on CanadaHelps

- **Major cities still dominate giving, but growth slows.**
- **Atlantic Canada emerges as fastest-growing region.**
- **Strong growth in northern and rural communities too.**

# Who is Giving?



# Environics Analytics: Data to Outcomes

## DATA

Over 50,000 Privacy Compliant Variables at the 6-digit Postal Code Level



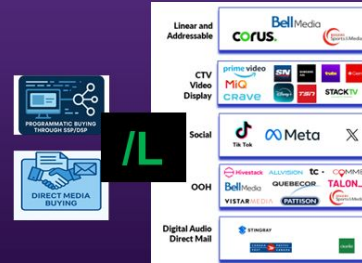
## INSIGHTS

Purpose-Built Insights Platform & Custom Analytics Projects



## ACTIVATION

1st & 3rd Party Data-Based Audience Activation in All Media Channels



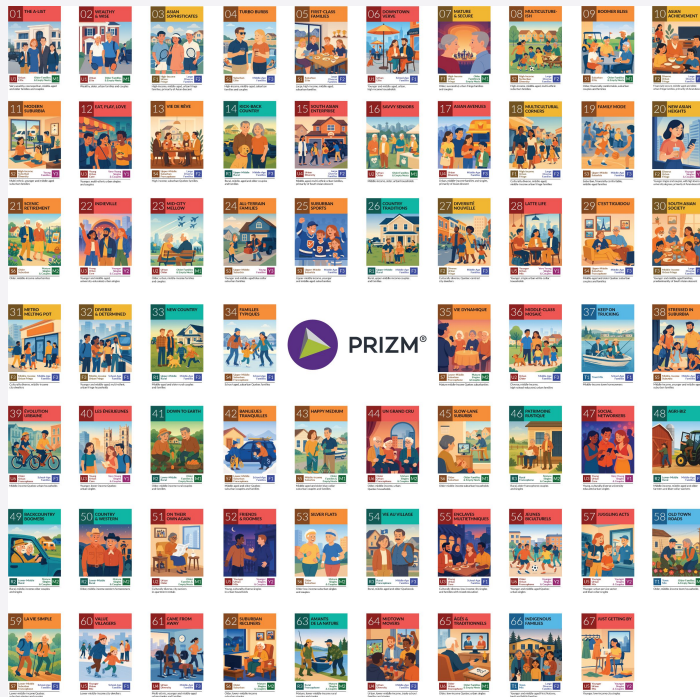
## OUTCOMES

Media Measurement & Partner Collaboration with Secure Clean Rooms



# Get to Know Your Neighbourhood Through a PRIZM® Lens

Discover which of the 67 unique lifestyle types make up a neighbourhood powered by EA's PRIZM® segmentation system.

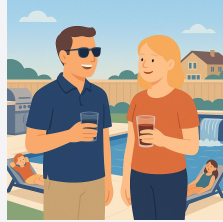


# Canada's Donors



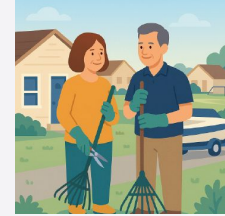
## Wealthy Families

Donors: 22.3%  
Households: 9.2%  
Total \$138M



## Suburban and Rural Families

Donors: 13.6%  
Households: 9.94%  
Total \$60M



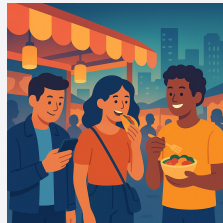
## Older Suburban and Rural

Donors: 7.5%  
Households: 8.5%  
Total \$30.8M



## Urban Mix

Donors: 10.1%  
Households: 13.22%  
Total \$39.9M



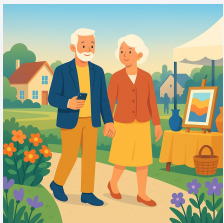
## Downtown Donors

Donors: 10.2%  
Households: 5.77%  
Total \$57.5M



## Francophones

Donors: 4.1%  
Households: 10.13%  
Total \$12.8M



## Senior Donors

Donors: 9.5%  
Households: 5.68%  
Total \$44M



## Diverse Families

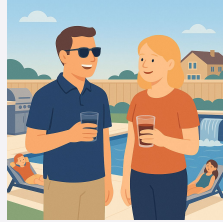
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Households: 7.59%  
Total \$36.6M

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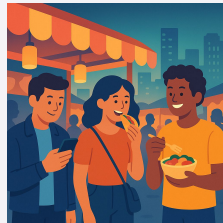
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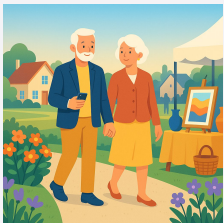
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# Wealthy Families

## Media

- TV
- Newspaper
- LinkedIn

## Donations:

- GivingTuesday
- Securities
- One-time donations

## Demographics:

- Age: 50+
- Married, Teen/Adult Children
- Income: \$213K
- 3.9 million pop.

## Located:

- Calgary
- Ottawa
- Toronto
- Surrey



## Diversity:

- Average

## Donor Characteristics:

- +4.6% donor pool
- +11.6% donor revenue
- +9.6% of all donations

## Giving Causes:

- Health
- Hospitals
- Religion

## Values:

- Legacy
- Effort Towards Health

# Urban Mix

## Media:

- Internet
- LinkedIn, Instagram, Twitter/X

## Donations:

- Smaller gifts across all channels

## Demographics

- Age: 20-40
- Single/Couples
- Income: \$97K
- 4.8 million pop.

## Located:

- Toronto
- Calgary
- Montréal
- Vancouver



## Diversity:

- High

## Donor Characteristics:

- +8.8% donor pool
- +14.6% donor revenue
- 10.9% of all donations

## Giving Causes:

- International
- Local/Regional
- Religious

## Values:

- Pursuit of Novelty
- Rejection of Authority

# Senior Donors

## Media:

- TV
- Direct Mail

## Donations:

- Monthly giving

## Demographics:

- Age: 65+
- Couples without children at home
- Income: \$127K
- 2.3 million pop.

## Located:

- Winnipeg
- Calgary
- Halifax
- Hamilton



## Diversity:

- Low

## Donor Characteristics:

- +5% donor pool
- +23.8% donor revenue
- 9.9% of all donations

## Giving Causes:

- Animal Charities
- Environment
- Social Services

## Values:

- Legacy
- Emotional Control

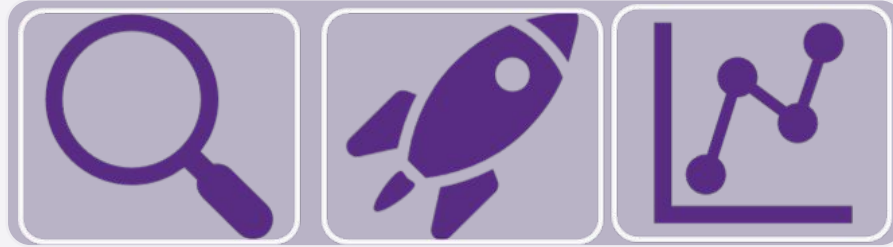
# Donor Activation Toolkit

Environics Analytics (EA) builds on insights from *The Giving Report* to provide a practical understanding of Canada's donor segments, **who** they are, **how** they engage with media, and **what** motivates their giving.



Download Now

## How can this help Charities?



### Understand your donor groups

Identify and explore the donor segments most relevant to your organization and goals.

### Activate using the right media mix

Reach your priority audiences using media channels that align with how they consume information and engage with causes.

### Measure and evaluate to drive better outcomes

Assess performance, understand impact, and apply learnings to strengthen future efforts.

Designed to help you move **insight** to **action**

# Key Takeaways



# Learn and Adapt

- Digital fundraising is becoming major gift fundraising.
- The next generation of donors may enter differently.
- Make sophisticated giving easier.
- Convert one time donors.



# Download The Giving Report



Download  
The Giving Report



Q&A





**Generosity  
is right here.**



@CanadaHelps