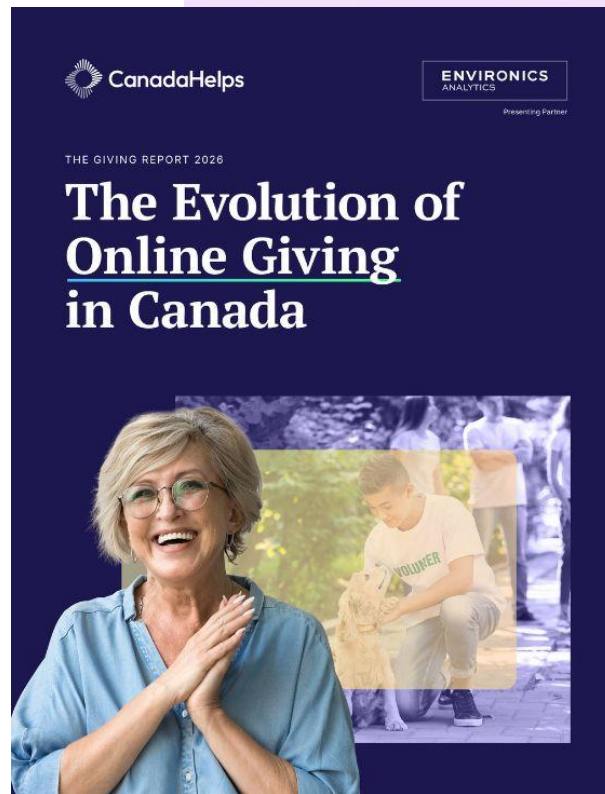


The Giving Report 2026

The Evolution of Online Giving in Canada



Land Acknowledgement

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that the land where our headquarters are located is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation, known today as Toronto. We want to express our respect for the territories we reside in and honour the diverse Indigenous Peoples who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous Peoples.



Source: #BeadYourProvince, Kooteen Creations

About CanadaHelps

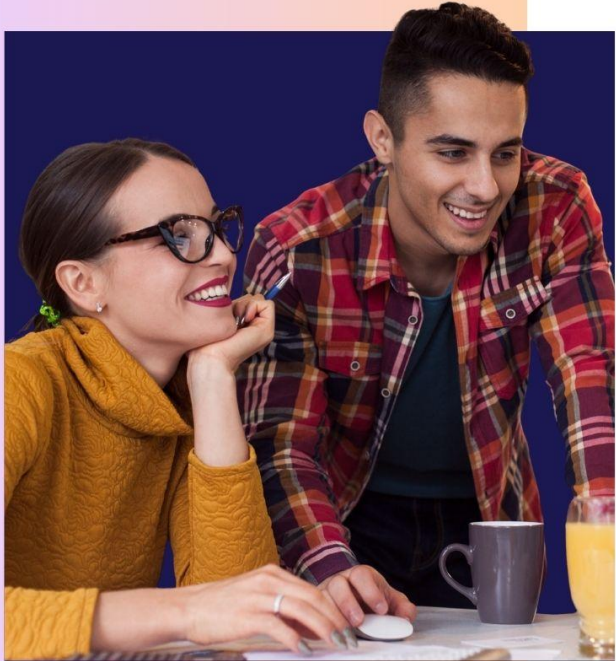
CanadaHelps is a charitable organization with a mission to spark generosity and power positive change.

- **For Canadians,** CanadaHelps offers the most comprehensive and flexible range of giving solutions for donating or learning about any charity in Canada.
- **For Canada's 85,000 charities,** CanadaHelps provides affordable fundraising tools and education to help charities increase their impact.

Since 2000, more than 5 million Canadians have donated over \$4 billion to charities using CanadaHelps.



Housekeeping



- The recording and slide deck will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.
- You can hear us, but we can't hear you.
- Have questions or technical difficulties? Type them into the Questions Log at any time.

Today's Speakers



Julie Fiorini
General Manager,
Charity & Donor Services
CanadaHelps



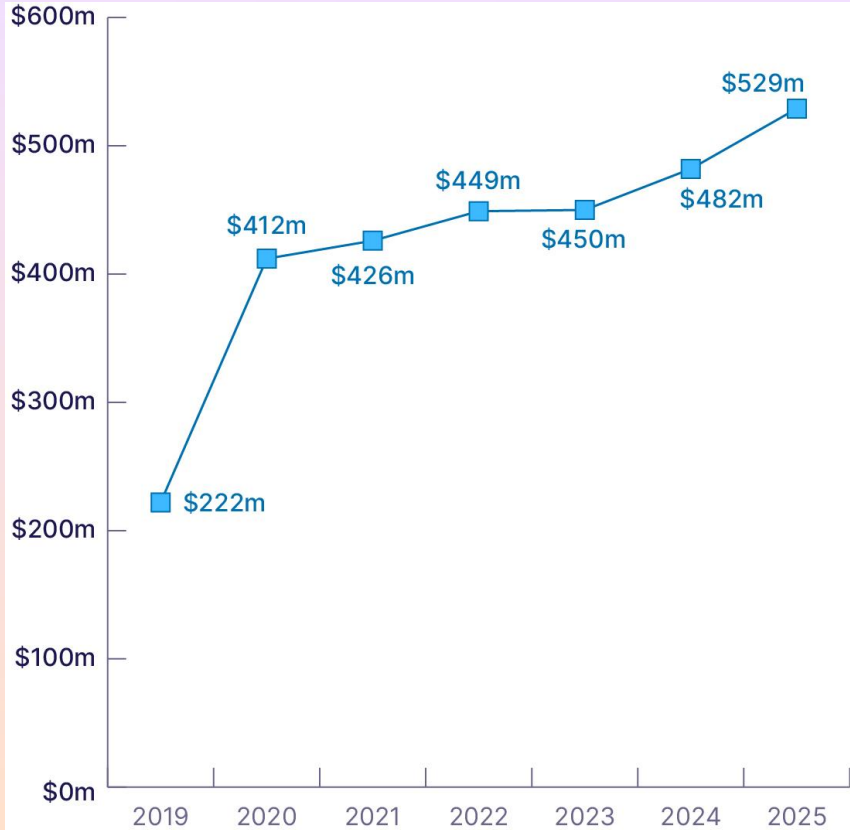
Mitchell Hillier,
Director, Business Development
- NFP & Education Lead
Environics Analytics



Giving is growing.

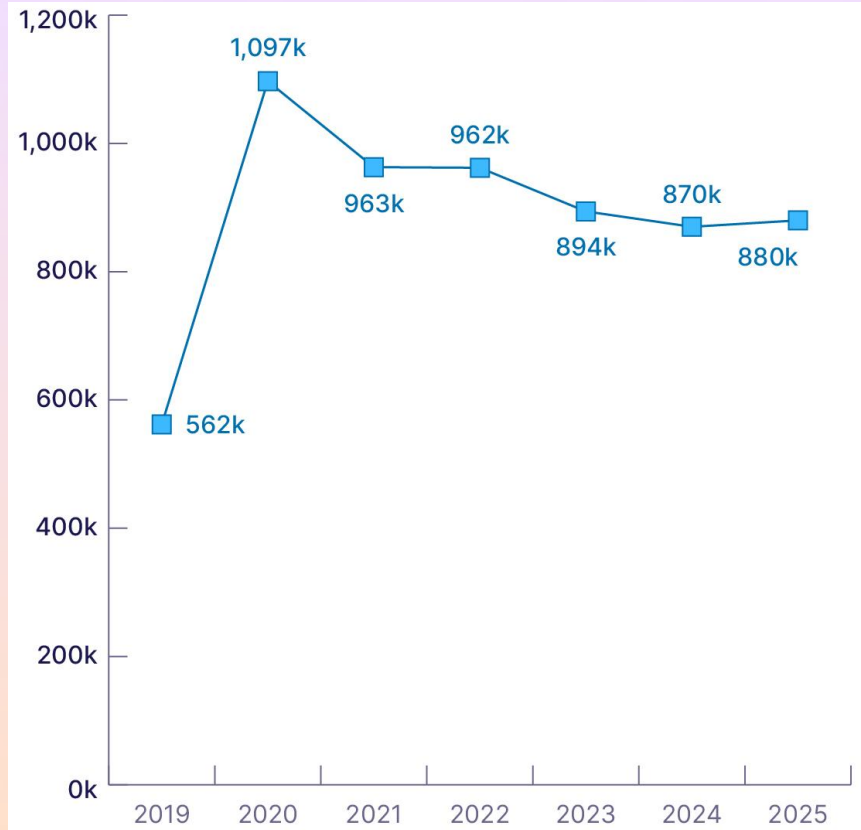
Total Value of Online Giving

(CanadaHelps)



Total Number of Online Donors

(CanadaHelps)

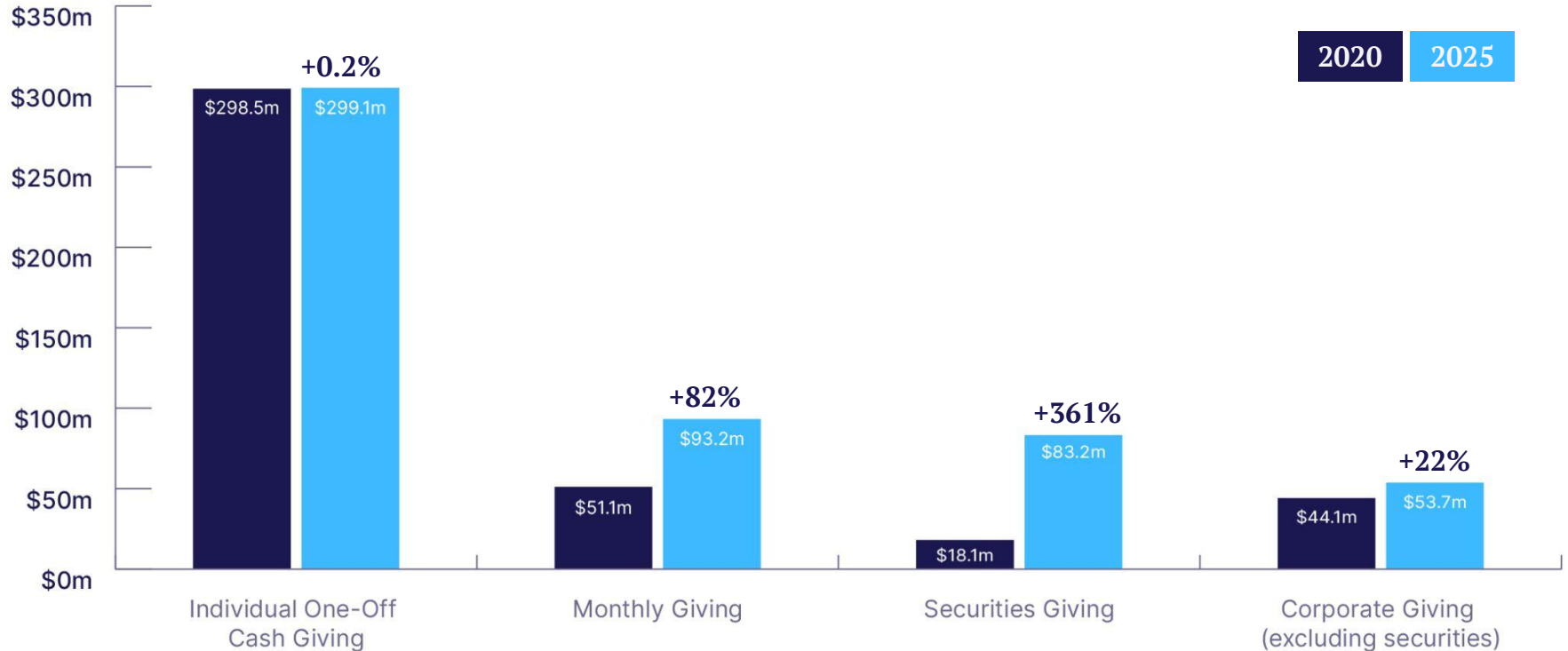


**Giving continues to be driven
by larger gifts.**

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

**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

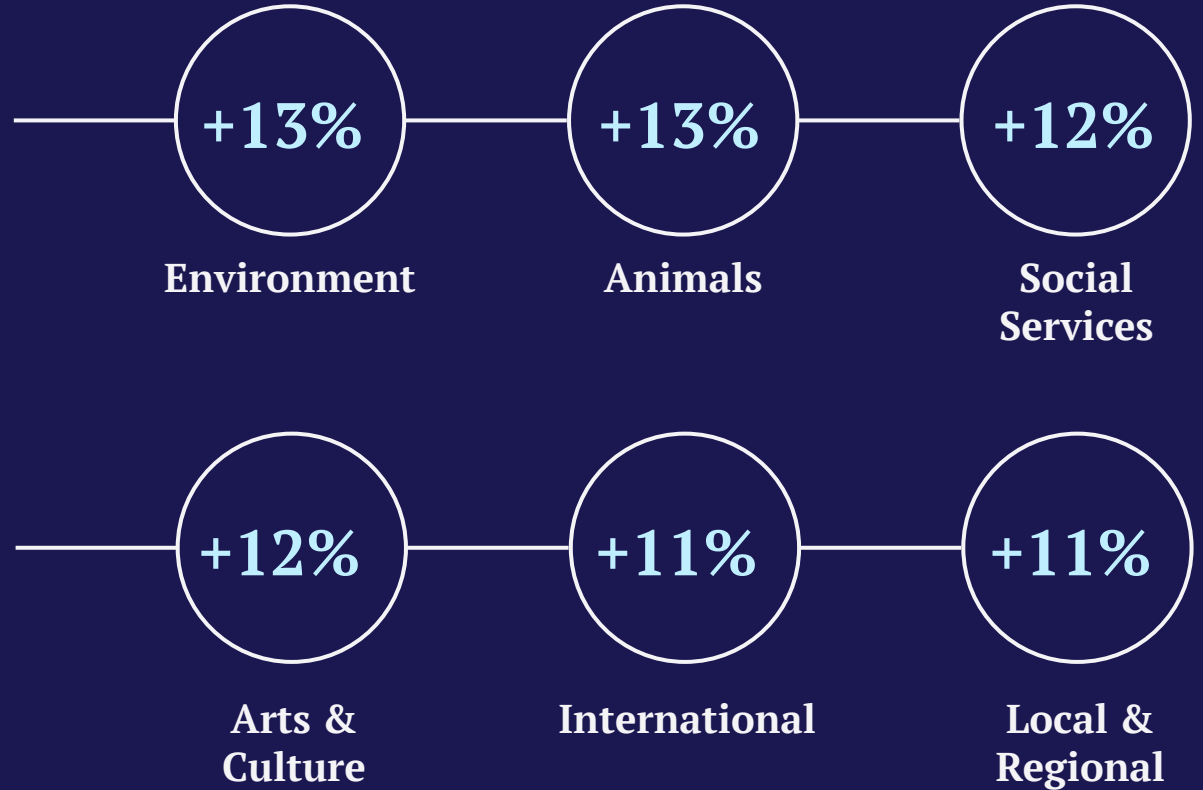


Donations Remain Highly Concentrated.

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

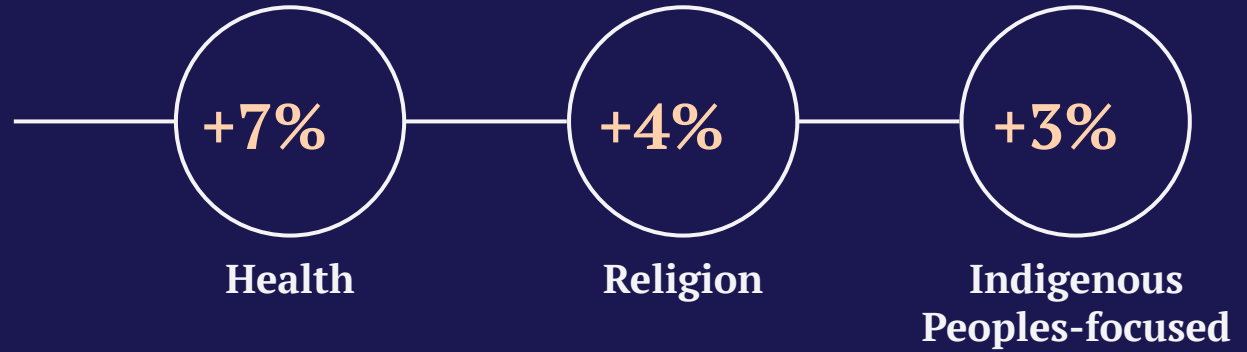
Quick Growth Snapshot 2025:

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



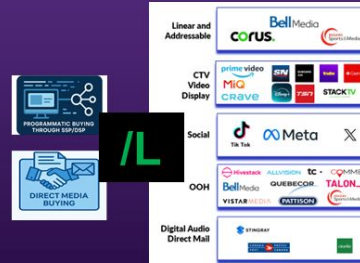
INSIGHTS

Purpose-Built Insights Platform & Custom Analytics Projects



ACTIVATION

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



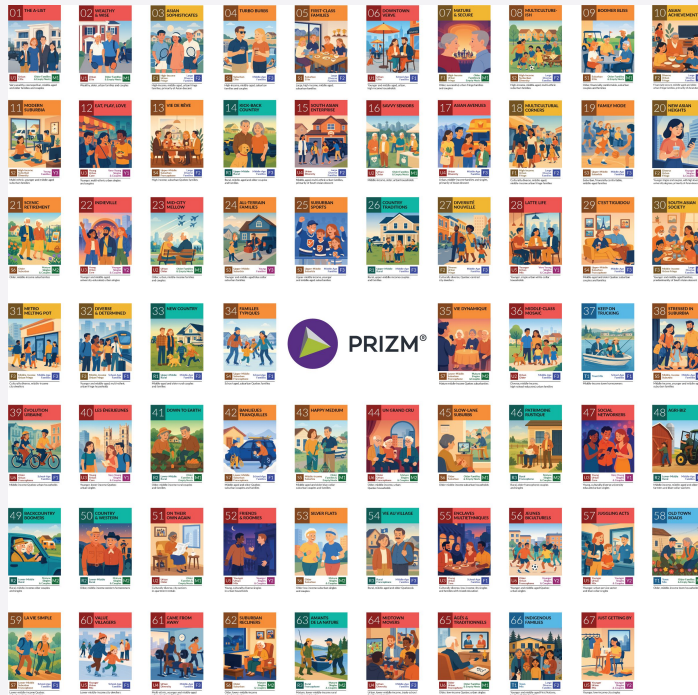
OUTCOMES

Media Measurement & Partner Collaboration with Secure Clean Rooms

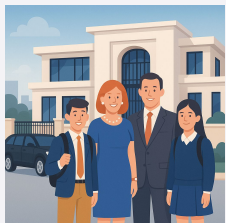


Get to Know Your Neighbourhood Through a PRIZM® Lens

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

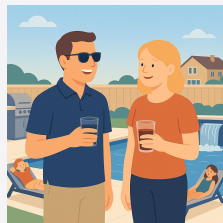


Canada's Donors



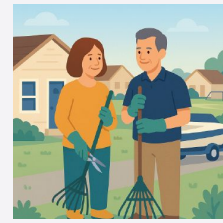
Wealthy Families

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



Suburban and Rural Families

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



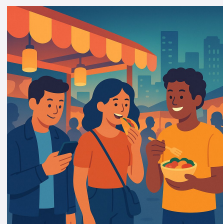
Older Suburban and Rural

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



Urban Mix

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



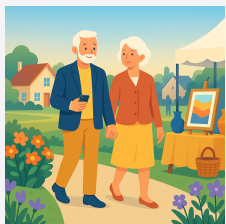
Downtown Donors

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



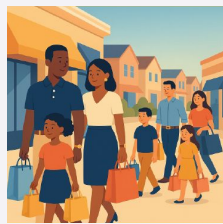
Francophones

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



Senior Donors

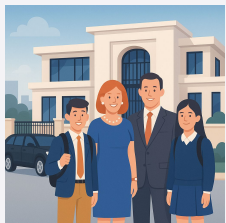
Donors: 9.5%
Households: 5.68%
Total \$44M



Diverse Families

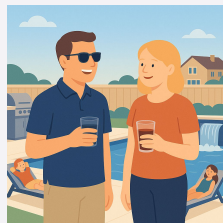
Donors: 8.8%
Households: 7.59%
Total \$36.6M

Canada's Donors



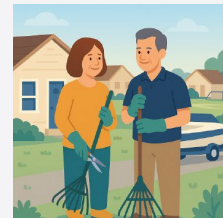
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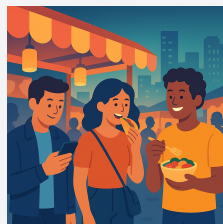
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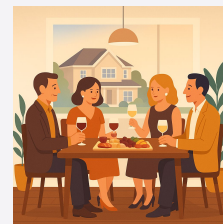
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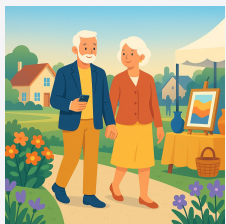
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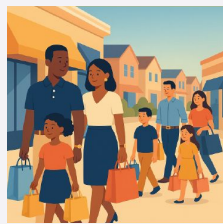
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Senior Donors

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Total \$44M



Diverse Families

Donors: 8.8%
Households: 7.59%
Total \$36.6M

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
- Edmonton



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
- Edmonton



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
- Edmonton
- 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

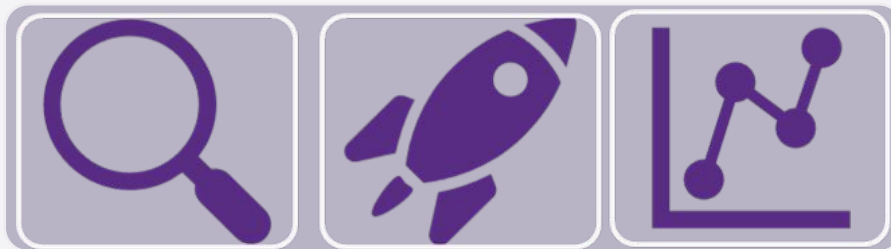
Donor Activation Toolkit

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 Report



Download the Report



Q&A





**Generosity
is right here.**



@CanadaHelps