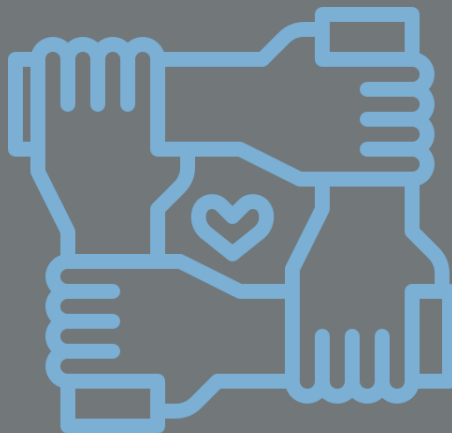




NAVIGATING NEW HORIZONS

*The Contributions and Perspectives
of Multicultural Canadians*

2024



IMAGINE
CANADA

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ACKNOWLEDGEMENTS



Imagine Canada would like to acknowledge the following organizations for their financial support and active participation in shaping *Navigating New Horizons: The Contributions and Perspectives of Multicultural Canadians*.

This study was made possible thanks to generous support from our Presenting Partner, BMO.



We would also like to thank our Lead Partners for their support and participation: Canadian Race Relations Foundation, The Canadian Red Cross Society, and the KPMG Foundation.



Canadian
Race Relations
Foundation



Canadian
Red Cross

Croix-Rouge
canadienne



Imagine Canada would like to thank the Multicultural Study Advisory Council for its active participation in shaping this study. Members include:

Sherman Chan, Director of Health & Refugee Services at [MOSAIC](#)

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FOREWORD FROM IMAGINE CANADA

by Bruce MacDonald
President & CEO, Imagine Canada

Canada is expected to welcome over 500,000 new permanent residents in 2024. Additionally, the number of international students is projected to exceed 800,000 by 2025, highlighting their growing impact on Canada's education system and workforce. Together, these groups play a crucial role in filling labour market gaps, while enriching the nation's cultural and social landscape.

Building on our landmark study from [2020](#), we are pleased to release the first of two reports on the contributions and perspectives of multicultural Canadians. This first report, titled 'Navigating New Horizons: The Contributions and Perspectives of Multicultural Canadians', presents findings from national research conducted earlier this year with over 3,000 multicultural Canadians.

Our 2020 research revealed that the participation of newcomers as volunteers and donors was a notable bright spot amid broader trends of declining giving and volunteering. In 2024, we aimed to not only explore connections to charities and nonprofit organizations but also to gain deeper insights into various aspects of the immigrant experience.

In this report, we examine the levels of giving among multicultural Canadians, the causes they support, their motivations for donating, and the factors that may limit their contributions. We also explore their perspectives on charities and giving. A large proportion of multicultural Canadians were born abroad, and a key thread woven throughout the report is how their experiences of coming to Canada shape their opinions and attitudes about giving as well as their giving levels. Throughout, we also look at how perspectives vary based on the length of time multicultural Canadians have been in Canada, whether they were born in Canada or elsewhere, their current immigration status and their ethnocultural backgrounds.

Imagine Canada is committed to engaging meaningfully with multicultural Canadians to ensure that leaders of charities and nonprofits have access to information that deepens their understanding of the diverse communities they serve. We extend our gratitude to our dedicated funding partners who made this research possible.



INTRODUCTION

This report focuses on the giving-related behaviours, beliefs and attitudes of multicultural Canadians belonging to six of the largest and fastest growing ethnocultural groups in Canada. These Canadians are of considerable interest because their numbers are expected to grow by about 44% by 2034, significantly outpacing the growth of other populations, particularly non-visible minority (i.e., White) Canadians. By 2034, multicultural Canadians are expected to make up about 31% of the population (Statistics Canada (n.d.-b)). Collectively, we surveyed 3,074 people from South Asian, Chinese, Afro-Caribbean/African, Filipino, Arab, and West Asian backgrounds.

This report provides valuable insight into the motivations and barriers faced by multicultural Canadians in their charitable giving. The findings can inform policymakers, nonprofit and charitable organizations about the needs of multicultural populations, guiding the development of supportive policies and practices that enhance and encourage charitable giving.

This survey was conducted online between March 14 and May 13, 2024 using a random sample drawn from CulturalIQ's Online Ethnic Panel. Eligibility was restricted to residents of Canada 18 years of age or older, with at least some responsibility for making charitable giving decisions for their household. Survey respondents identified as members of one of the six ethnocultural groups included in this study. For more details on the survey administration and sampling strategy, please refer to the Methodology section of this report.



DEFINING MULTICULTURAL CANADIANS

For the purposes of this report, multicultural Canadians are defined as individuals who self-identify as belonging to one of six visible minority groups, as defined by Statistics Canada. The six groups are South Asian, Chinese, Black (referred to here as Afro-Caribbean / African), Filipino, Arab, and West Asian. We focus on these groups because they are six of the largest and fastest growing visible minority groups in Canada.

Although we include the word “Canadian” in the term multicultural Canadians, the definition is not limited to Canadian citizens. Instead, it includes both permanent and non-permanent residents. Throughout the report we examine how behaviours, opinions and views tend to vary with individuals’ immigration status. The categories we use are:

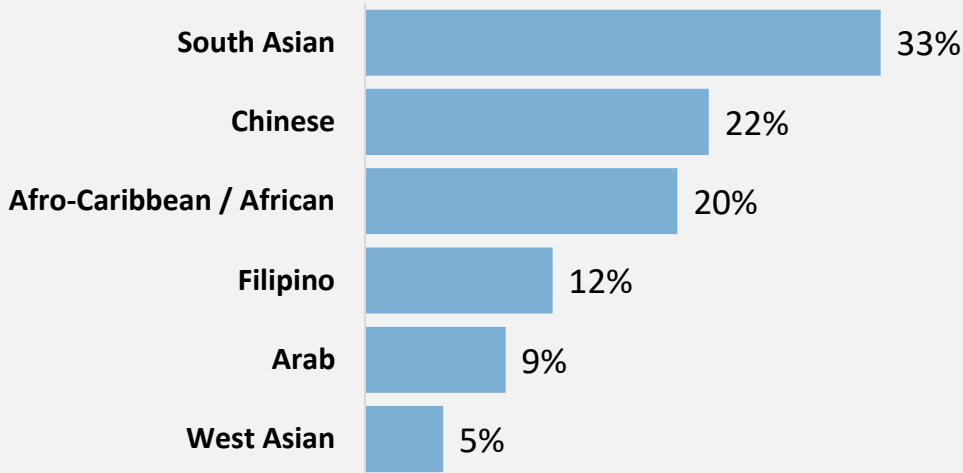
- non-permanent residents - individuals from another country resident in Canada who have a work or study permit or have claimed refugee status,
- permanent residents - individuals from another country who have permanent residency status as immigrants to Canada, but have not yet been granted Canadian citizenship,
- naturalized Canadians - those born abroad who have become Canadian citizens via naturalization, and
- Canadian-born - those who have Canadian citizenship by virtue of having been born in Canada.¹

In this report, when speaking of naturalized Canadians and permanent and non-permanent residents we frequently use the term internationally-born, as differentiated from those who were born in Canada, referred to as Canadian-born.

¹ A small number of respondents said they had some other status, primarily being visitors to Canada.

Figure 1

Distribution of multicultural Canadians by ethnocultural group, 2021



RECENT DEMOGRAPHIC TRENDS AMONG MULTICULTURAL CANADIANS

In the 2021 Census of Population, multicultural Canadians accounted for 21.6% of the Canadian population, up from 18.2% in 2016 (Statistics Canada (n.d.-c), Statistics Canada (n.d.-d)). South Asians accounted for the largest proportion of multicultural Canadians, followed by those from Chinese and Afro-Caribbean / African backgrounds. Although those from West Asian and Arab backgrounds constituted smaller proportions of the multicultural Canadian population, they were the first and third fastest growing groups between 2016 and 2021.

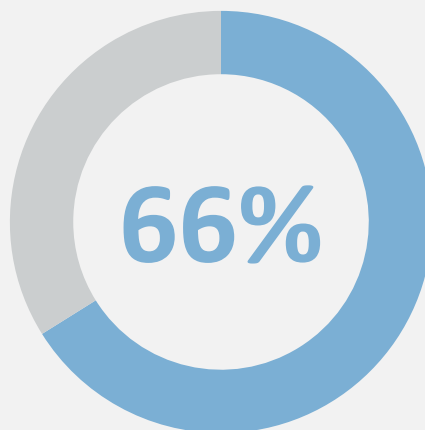
Since the end of the pandemic, the number of people entering Canada has increased dramatically, especially among non-permanent residents. Since the last Census in 2021, approximately 3.0 million newcomers have arrived in Canada, including 1.7 million non-permanent residents (Statistics Canada (n.d.-a)). Compared to pre-pandemic norms, the number of permanent residents entering Canada in any given year has increased by about two thirds, while the number of non-permanent residents has roughly quadrupled.

Based on country of origin data from Immigration, Refugees and Citizenship Canada², we estimate that approximately 69% of these newcomers belong to one of the six groups defined as multicultural Canadians for this study. About 52% appear to be non-permanent residents, with a roughly even split between students and workers, while the remaining 48% are permanent residents. Overall, we believe the number of multicultural Canadians has grown by approximately 2.4 million, rising from 7.8 million in 2021. Additionally, the percentage of non-permanent residents has roughly doubled, increasing from 8% to 17%.

VIEWS ABOUT CHARITIES

Overall, multicultural Canadian respondents generally hold positive views of Canadian charities and nonprofits. Two thirds (66%) view them favourably, while just under a third are neutral and the remaining 2% have a negative view.

Figure 2
Views about charities



I have a positive view on charitable organizations in Canada

² See the References section for data sources.

With regards to personal characteristics, those with a positive view of Canadian charities and nonprofits are more likely to:

- Be under the age of 35,
- Identify as male,
- Have higher levels of formal education, and
- Live in households that include children under the age of 18.

Regarding variations related to respondents’ ethnocultural backgrounds and immigration history, respondents from African / Afro-Caribbean and South Asian backgrounds are most likely hold positive views of charities while those from West Asian and Chinese backgrounds are the least likely to have positive views. Furthermore, respondents who were born abroad and have been in Canada for less than ten years tend to have more favorable views than those born in Canada or those who have been here for ten years or more (see [Table 14](#) in Appendix A). Beyond the differences between those born in Canada and those born abroad, views on charities do not vary greatly by immigration status (see [Table 15](#)).

Table 1
View of charities by ethnocultural origin

Ethnocultural origin	View of charities		
	Positive	Neutral	Negative
South Asian	72%	26%	2%
Chinese	58%	40%	3%
Afro-Caribbean / African	74%	24%	1%
Filipino	65%	33%	3%
Arab	63%	35%	2%
West Asian	55%	43%	2%



LEVELS OF GIVING

Just under four in five respondents (79%) reported donating to charitable causes during the one year period prior to the survey, a moderate increase from 74% in 2020 in the first edition of our survey. On average, donors contributed \$795 each, down from \$874 in 2020.

Levels of giving among multicultural Canadians tend to vary according to similar personal and economic characteristics as those seen in the broader Canadian population. For instance, respondents with higher household incomes are more likely to donate and tend to give larger amounts, as are those with children under the age of 18 in the household. Additionally, respondents with university or post-graduate education tend to donate larger amounts, as do those who are employed, particularly on a full-time basis.

Respondents who are immigrants to Canada – both permanent residents and naturalized citizens – are the most likely to donate and tend to contribute the largest amounts. In contrast, those born in Canada are slightly less likely to donate and give modestly smaller amounts, which may be partly attributed to the fact that they tend to be somewhat younger than the first two groups. Non-permanent residents are substantially less likely than others to donate and generally give smaller amounts.

Table 2
Giving by immigration status³

Immigration status	Giving	
	Donation rate	Average amount
Non-permanent residents	64%	\$352*
Permanent residents	84%	\$994
Naturalized Canadian citizens	83%	\$884
Canadian-born	80%	\$730

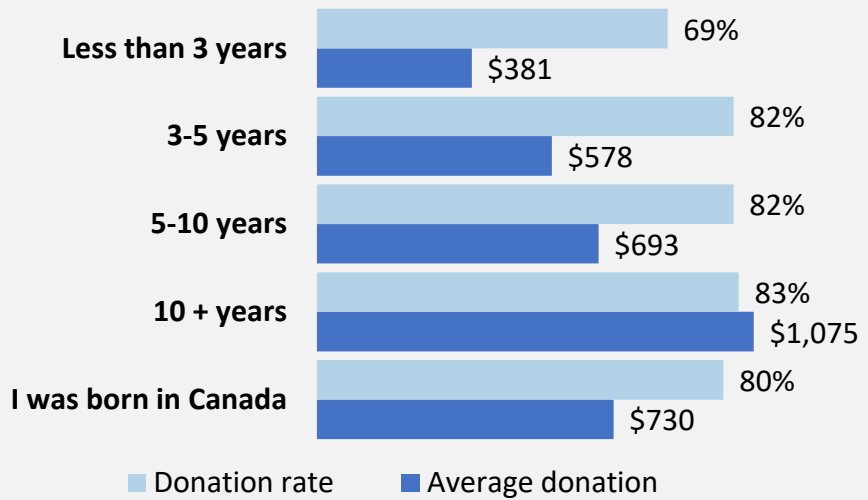
*use with caution

The pattern is quite similar when looking at respondents’ experiences as newcomers to Canada. Those who came to Canada at least three years ago are more likely to donate compared to those who have been here for less than three years, many of whom are non-permanent residents. The amounts donated by internationally-born individuals generally increase with the length of time they have been in Canada, to the point that we see those who have been in Canada for ten years or more giving noticeably more than those born in Canada. A notable proportion of the lower average donations among Canadian-born respondents can be attributed to their generally younger age and likely lower levels of formal education compared to internationally-born respondents who have been in Canada for a decade or longer.⁴

³ See the Methodology section for an explanation of the use with caution indicator.

⁴ Higher levels of formal education correlate with higher average donations.

Figure 3
Donation rate and average donation by birth locale and length of time in Canada



In terms of variation by ethnocultural origin, respondents from Afro-Caribbean / African backgrounds stand out as particularly likely to donate and to give large amounts. South Asians also demonstrate a strong likelihood of donating, though they tend to give more moderate amounts. Respondents from Chinese backgrounds are slightly less likely to donate than many other groups, but when they do give, they typically contribute quite large amounts.

Table 3
Giving by ethnocultural origin

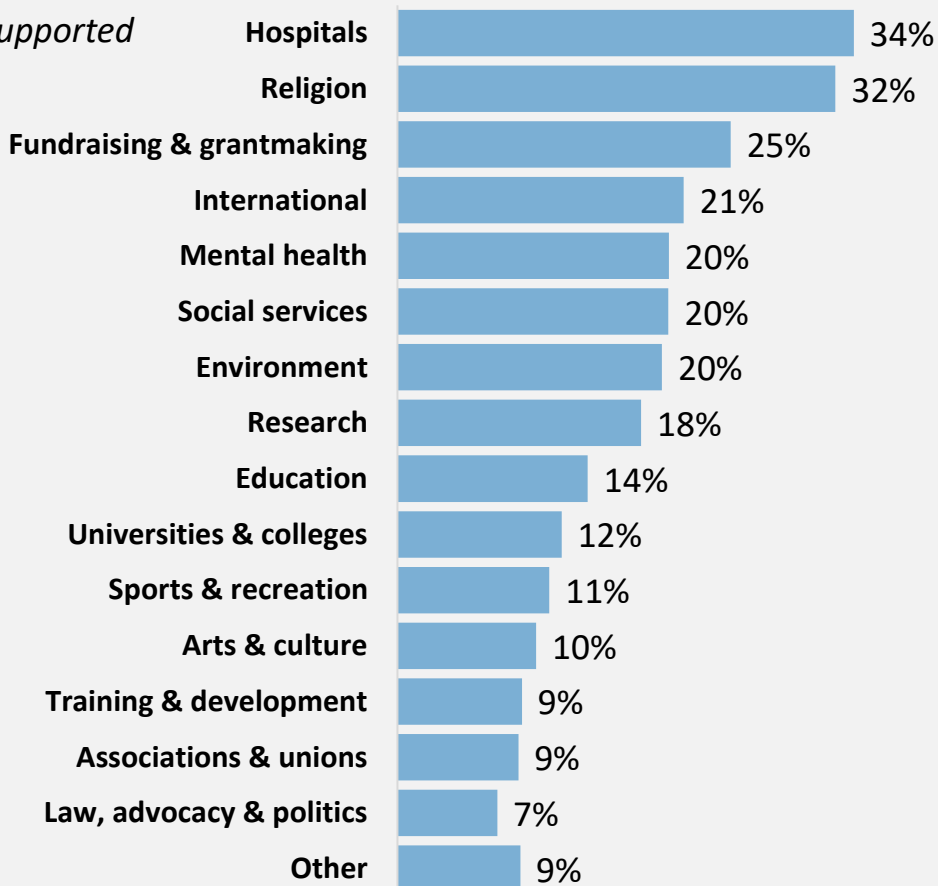
Ethnocultural group	Giving	
	Donation rate	Average amount
South Asian	84%	\$767
Chinese	74%	\$922
Afro-Caribbean / African	84%	\$1,128
Filipino	79%	\$421*
Arab	66%	\$441*
West Asian	72%	\$458*

*use with caution

GIVING BY CAUSE

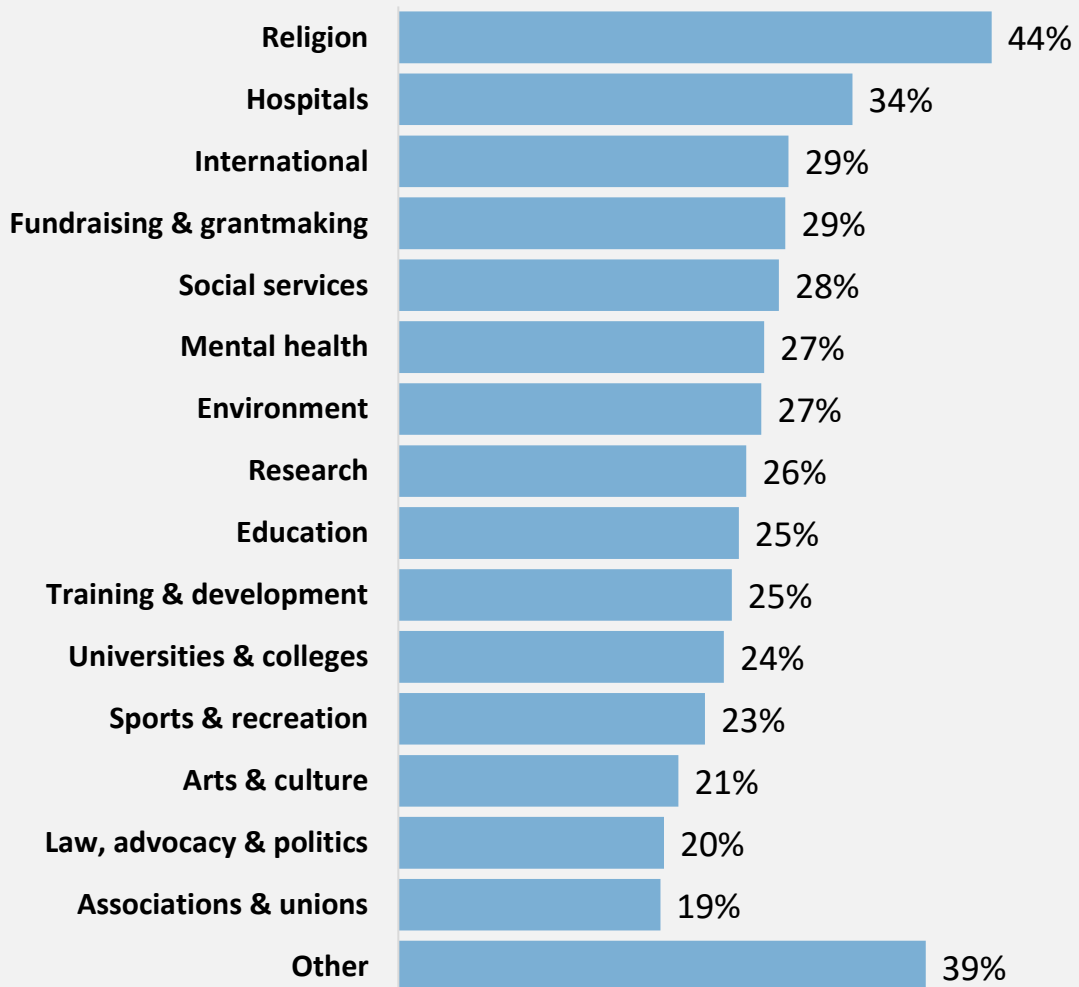
Multicultural Canadians support a wide range of causes through their donations. The most commonly supported causes are hospitals and religious organizations, which are supported by about a third of respondents. A quarter donate to fundraising organizations, while approximately one in five support organizations focused on international development and relief, mental health, social services, the environment and research. Ten percent or fewer donate to organizations working in the areas of arts and culture, job training and development, business and professional associations and unions, and advocacy and politics.

Figure 4
Causes supported



Looking at the amounts donated, multicultural Canadian donors generally distribute their support fairly evenly across various causes. On average, donors support 3.6 causes, with most causes receiving approximately a quarter of the total amount contributed by respondents. Religious organizations and hospitals tend to receive slightly larger portions of total donations, while arts and advocacy organizations, as well as business and professional associations, receive somewhat smaller shares.

Figure 5
Average allocation of money by cause





Broadly speaking, respondents who have been in Canada for shorter periods are less likely to donate to most causes compared to those born abroad who have been in the country longer. For many causes, those who have been in Canada for longer periods are somewhat more likely to donate than Canadian-born respondents. The major exception to this pattern is that those who have been in Canada for less than three years are relatively likely to give to religious organizations and universities. However, these donors are also relatively unlikely to give to hospitals, mental health and research organizations.

Similar patterns emerge when examining immigration status: permanent residents and naturalized Canadians, who have typically been in the country longer, are more likely to donate to virtually all causes than non-permanent residents (see [Table 16](#) in Appendix A).

Table 4

Causes supported by birth locale and length of time in Canada

Cause supported	Length of time in Canada				
	Less than 3 years	3-5 years	5-10 years	10 + years	Born in Canada
Hospitals	22%	31%	33%	39%	36%
Religion	32%	30%	35%	37%	26%
Fundraising & grantmaking	19%	20%	31%	26%	25%
International	15%	25%	25%	25%	19%
Mental health	12%	27%	23%	22%	21%
Social services	15%	21%	26%	22%	19%
Environment	15%	22%	19%	20%	22%
Research	7%*	15%*	20%	21%	22%
Education	10%	19%	18%	14%	16%
Universities & colleges	11%	13%*	15%	12%	13%
Sports & recreation	8%*	11%*	14%	9%	15%
Arts & culture	6%*	16%*	13%	10%	12%
Training & development	7%*	12%*	12%	9%	10%
Associations & unions	6%*	6%*	11%	8%	12%
Law, advocacy & politics	5%*	6%*	10%*	8%	7%*
Other	7%*	9%*	12%*	10%	8%*

*use with caution

The patterns of support for various causes by ethnocultural background are quite similar to those observed in overall donation levels. Respondents from Afro-Caribbean / African backgrounds are more likely to donate to many causes, followed to a lesser extent by those from South Asian backgrounds. In contrast, those from Chinese backgrounds are less likely to donate to many causes, particularly religious organizations, although they are most likely among all groups to donate to hospitals.

Table 5
Causes supported by ethnocultural origin

Cause supported	Ethnocultural group					
	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	West Asian
Hospitals	36%	38%	36%	28%	22%*	20%*
Religion	35%	18%	49%	38%	31%	25%*
Fundraising & grantmaking	26%	20%	35%	25%	19%*	...
International	24%	18%	25%	20%	18%*	...
Mental health	25%	15%	25%	20%	14%*	...
Social services	25%	15%	19%	19%	19%*	26%*
Environment	24%	16%	20%	23%	15%*	...
Research	19%	20%	19%	16%*	17%*	...
Education	15%	13%	19%	12%*	9%*	...
Universities & colleges	15%	9%	19%	8%*
Sports & recreation	13%	9%	14%	10%*	9%*	...
Arts & culture	12%	9%	14%	5%*	10%*	...
Training & development	11%	6%	12%*	9%*	9%*	...
Associations & unions	10%	7%	14%*	6%*
Law, advocacy & politics	8%	5%*	10%*	7%*
Other	10%	6%	12%*	13%*	8%*	...

*use with caution ... result cannot be released

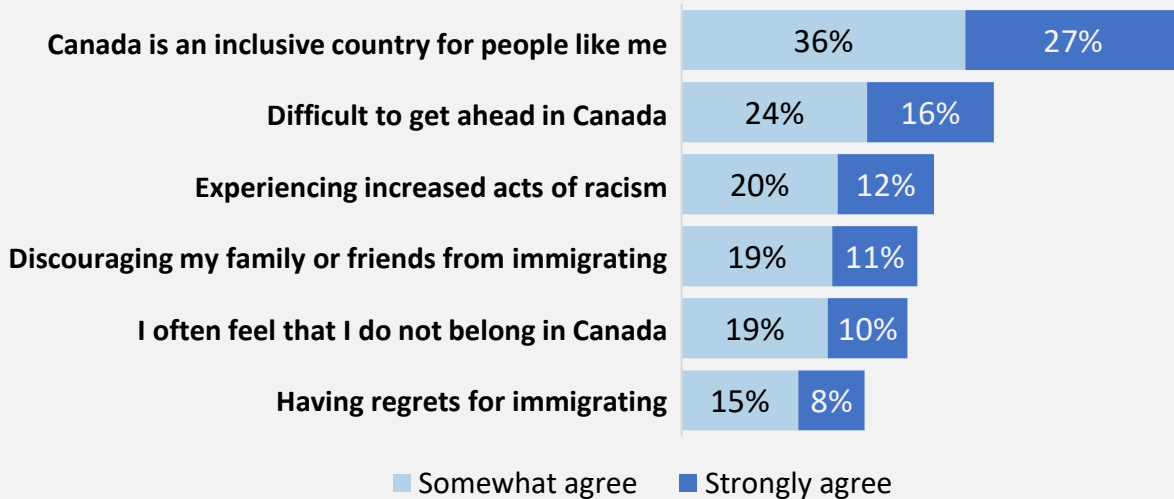
GIVING AND EXPERIENCES OF COMING TO CANADA

Given that many multicultural Canadians were born outside of Canada, a key objective of this study was to explore how their experiences since arriving in Canada influence their charitable giving. To assess this, the survey asked

internationally-born respondents to indicate their level of agreement with various statements related to these experiences. The results suggest that while most internationally-born respondents find Canada to be inclusive, others are experiencing challenges.

Forty percent of respondents believe that Canada is a more difficult place to get ahead than their country of origin, and about a third report experiencing increased acts of racism. These challenges are substantial enough that just under a third indicate they are discouraging family and friends from coming to Canada and/or often feel they do not belong here. Additionally, nearly a quarter express regret about coming to Canada.

Figure 6
Experiences since arriving in Canada

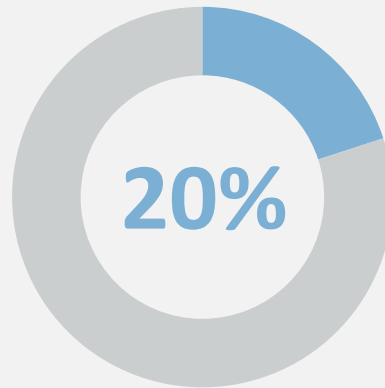


The net impact of these experiences is that one in five internationally-born respondents are considering leaving Canada, whether for their home country or another destination. Feelings of not belonging and regrets about coming to Canada appear to be the primary drivers of this inclination. Additionally, increased experiences of racism and the perception that it is more difficult to succeed in Canada are also significant factors influencing their decision.

Figure 7

Thinking about leaving Canada

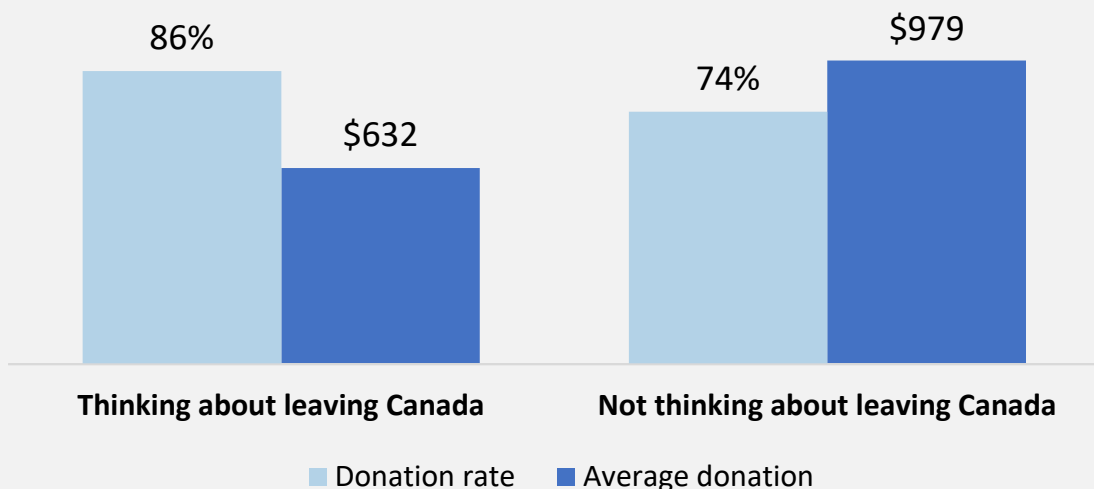
I am thinking about leaving Canada and not returning



Regarding the relationship between these experiences and donating, one might expect that those who have had negative experiences in Canada would be significantly less engaged. However, this does not seem to be entirely the case. Interestingly, respondents who are considering leaving Canada are actually more likely to donate and tend to support more causes than those who are not considering leaving, although they generally give smaller amounts, on average.

Figure 8

Donation rate and average donation by thoughts about leaving





Overall, the survey findings align with previous research indicating that the likelihood of leaving Canada peaks around five years after newcomers arrive in Canada, before declining. Nearly a third of respondents who have been in Canada for five to ten years say they are considering leaving, compared to just one in five of those who have been here for ten years and 17% of those who have been here for less than three years.

In terms of drivers behind the impulse to leave, respondents who have been in Canada for three to ten years are relatively likely to perceive Canada as an inclusive place, yet they are also more likely to report feelings of not belonging⁵ and to have regrets about their immigration. Those who have been in Canada for five to ten years – who likely have a clearer set of expectations – are the most likely to report experiencing increased acts of racism. Notably, the perception that it is more difficult to succeed in Canada compared to one's home country is similarly high among both those who have been in Canada for less than three years and those who have been here for three to ten years.

⁵ Overall, about a fifth of respondents believe that Canada is inclusive but also often feel like they do not belong. This combination of sentiments peaks among those who have been in Canada between three and five years.

Table 6

Experiences of internationally-born multicultural Canadians by length of time in Canada

Opinion	Length of time in Canada			
	Less than 3 years	3-5 years	5-10 years	10 + years
Canada is an inclusive country for people like me	62%	68%	66%	64%
Difficult to get ahead in Canada	43%	41%	43%	36%
Experiencing increased acts of racism	29%	33%	41%	34%
Thinking about moving / have moved to another city or province	33%	37%	38%	29%
Discouraging my family or friends from immigrating	29%	37%	37%	29%
I often feel that I do not belong in Canada	30%	39%	34%	25%
I am thinking about leaving Canada and not returning	17%	24%	31%	20%
Having regrets for immigrating	23%	32%	30%	21%

Examining how experiences of coming to Canada vary across specific ethnocultural backgrounds reveals that respondents from South Asian backgrounds are facing particular challenges. While they are just as likely as respondents from other backgrounds to perceive Canada as an inclusive place, they are the most likely to report negative experiences and to hold critical views about coming to Canada, frequently by significant margins. This is particularly important given the large proportion of recent newcomers to Canada of South Asian origins. Respondents from West Asian backgrounds also appear to be facing somewhat more challenges than others, though not to the same extent as those from South Asian backgrounds.

Table 7

Experiences of internationally-born respondents by ethnocultural origin

Opinion	Ethnocultural group					
	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	West Asian
Canada is an inclusive country for people like me	62%	63%	77%	56%	58%	62%
Difficult to get ahead in Canada	52%	36%	24%	43%	26%	37%*
Experiencing increased acts of racism	39%	32%	25%	25%	28%	34%*
Thinking about moving / have moved to another city or province	38%	27%	29%	33%	21%	32%*
Discouraging my family or friends from immigrating	40%	25%	22%	23%	25%	34%*
I often feel that I do not belong in Canada	35%	27%	22%	27%	24%	22%*
I am thinking about leaving Canada and not returning	26%	17%	13%*	17%	17%*	24%*
Having regrets for immigrating	32%	18%	19%	19%	12%*	28%*

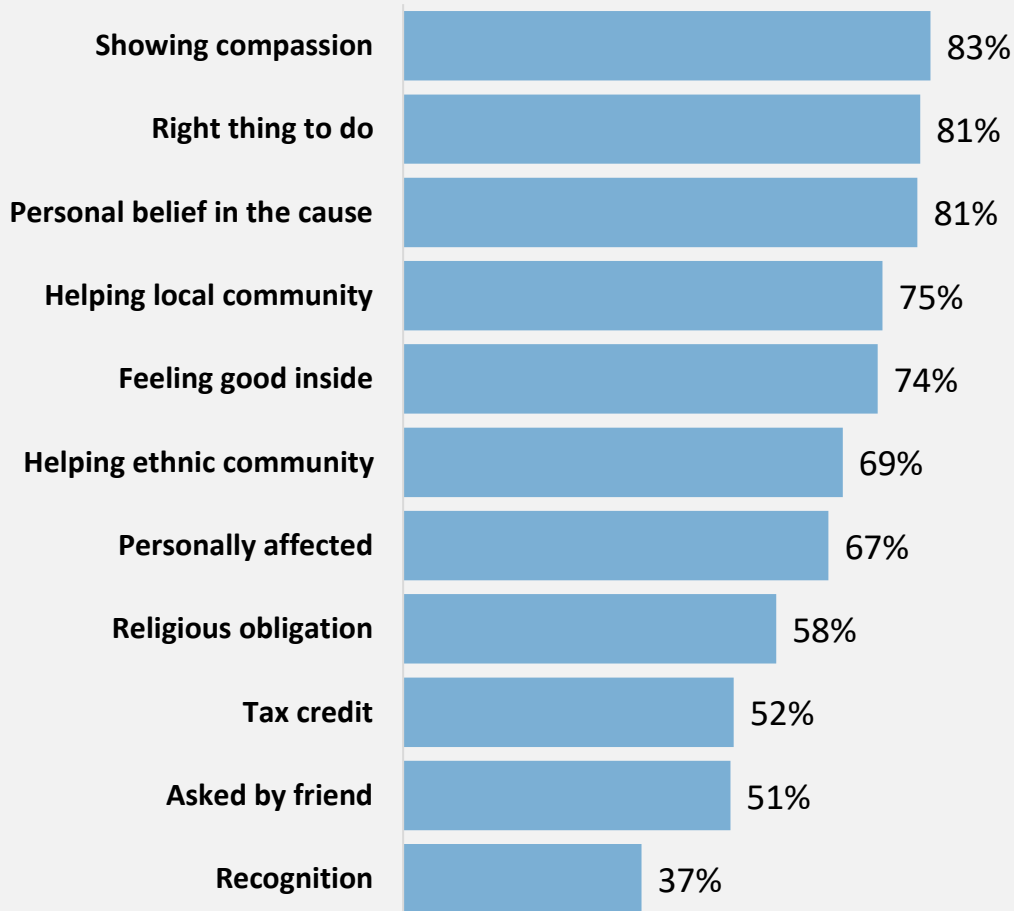
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MOTIVATIONS FOR GIVING

Like other Canadians, respondents from multicultural backgrounds donate for a variety of reasons, ranging from abstract beliefs and convictions to tangible personal benefits. The relative importance of these factors varies from person to person and often changes throughout an individual’s life as their personal and economic situations evolve. While there is considerable variability in these motivations, some clear trends emerge at the population level.

To assess the factors that encourage multicultural Canadians to give, the survey asked respondents to evaluate the importance of various motivations when deciding to support a particular charitable organization. Overall, the most important motivations relate to personal beliefs and internal satisfaction, followed by the desire to help those in need. Extrinsic motivations for donating, such as receiving public recognition or a tax credit, were somewhat less common but still significant. Donating because of religious obligations or personal connections to the cause fell in between these extremes.

Figure 9
Motivations for giving

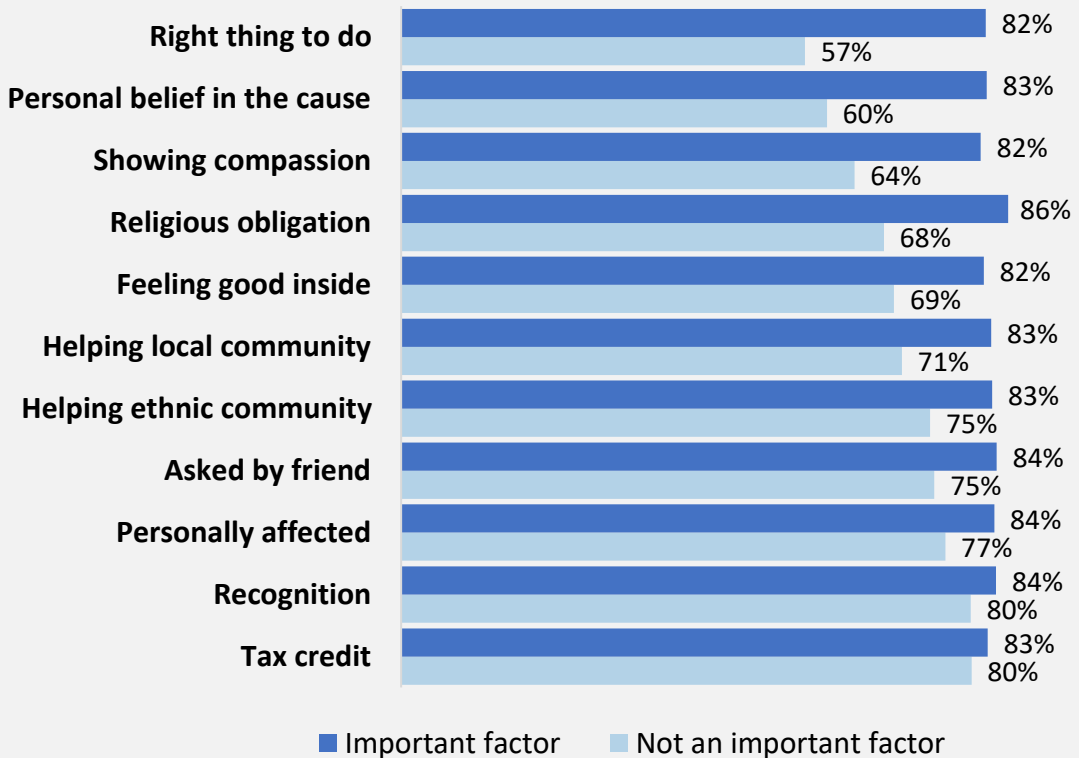


Not surprisingly, respondents who consider each factor important in their decision to donate are more likely to have donated over the previous year and tend to give larger amounts when they do. The most significant factors that influence the likelihood of donating include:

- Donating because it is the right thing to do,
- Personal belief in the cause,
- Showing compassion for those in need, and
- Religious obligations

Respondents who view religious obligations and personal belief in the cause as important tend to donate larger amounts, as do those who prioritize tax credits in their decision-making.

Figure 10
Donation rate by motivations for giving





Significantly, respondents who feel dissatisfied with key experiences since arriving in Canada have somewhat different views on the reasons for their donation and assign greater importance to several factors. For instance, respondents who often feel like they do not belong are more likely to consider being personally affected by the cause as important to their donation decisions (74% vs. 69% for those who feel like they belong). Similarly, respondents who have experienced increased acts of racism are more likely to cite religious obligations as a reason for donating (75% vs. 67% among those who have not experienced increased racism). Other motivations that emerge as being particularly important among those dissatisfied with their experiences since arriving in Canada include being asked to donate by friends or family, tax credits and public recognition for their donations.

Table 8

Motivations for giving by experiences since arriving in Canada

	% reporting motivation by agreement with statement of experiences	
	Disagree	Agree
As an immigrant, I often feel that I do not belong in Canada		
Personally affected	69%	74%
Religious obligation	64%	73%
Asked by friend	53%	63%
Tax credit	47%	63%
Recognition	30%	57%
I am experiencing increased acts of racism		
Personally affected	71%	75%
Religious obligation	67%	75%
Asked by friend	51%	63%
Tax credit	47%	70%
Recognition	30%	57%
It is difficult to get ahead in Canada, compared to my home country		
Personally affected	72%	79%
Religious obligation	65%	73%
Asked by friend	52%	65%
Tax credit	48%	66%
Recognition	30%	55%
I am having regrets for immigrating to Canada		
Personally affected	72%	82%
Religious obligation	65%	77%
Asked by friend	53%	71%
Tax credit	49%	76%
Recognition	32%	68%

The importance respondents assign to motivations for donating tends to vary according to where they were born and length of time in Canada.

Respondents born abroad generally view nearly all motivations as more important than those born in Canada. Furthermore, internationally-born respondents who have been in Canada for longer periods tend to assign greater importance to many motivations compared to those who have been in Canada for less than three years. An exception to this trend is seen in the motivations related to fulfilling religious obligations and showing compassion.

Unsurprisingly, since dissatisfaction with the immigrant experience tends to peak between three and ten years after arriving in Canada, many of the motivations that we saw as more important to those feeling dissatisfied with their experiences in Canada (as shown in Figure 10) also stand out as being relatively important to those who have been in Canada between three and ten years, compared to other donors. Variations by immigration status align with these trends, reflecting the differences observed by time spent in Canada (see [Table 20](#) in Appendix A).



Table 9

Motivations for giving by birth locale and length of time in Canada

Motivation	Length of time in Canada				
	Less than 3 years	3-5 years	5-10 years	10 + years	Born in Canada
Showing compassion	87%	85%	86%	83%	77%
Right thing to do	80%	85%	84%	84%	75%
Personal belief in the cause	79%	81%	81%	83%	77%
Helping local community	76%	76%	76%	78%	70%
Feeling good inside	76%	79%	81%	76%	67%
Helping ethnic community	74%	76%	74%	68%	63%
Personally affected	64%	69%	68%	69%	64%
Religious obligation	68%	63%	67%	58%	48%
Tax credit	45%	59%	59%	54%	50%
Asked by friend	53%	67%	56%	50%	47%
Recognition	42%	53%	48%	33%	34%



In general, respondents from Afro-Caribbean / African, South Asian and Filipino backgrounds tend to consider many motivations for donating as more important than those from other backgrounds.

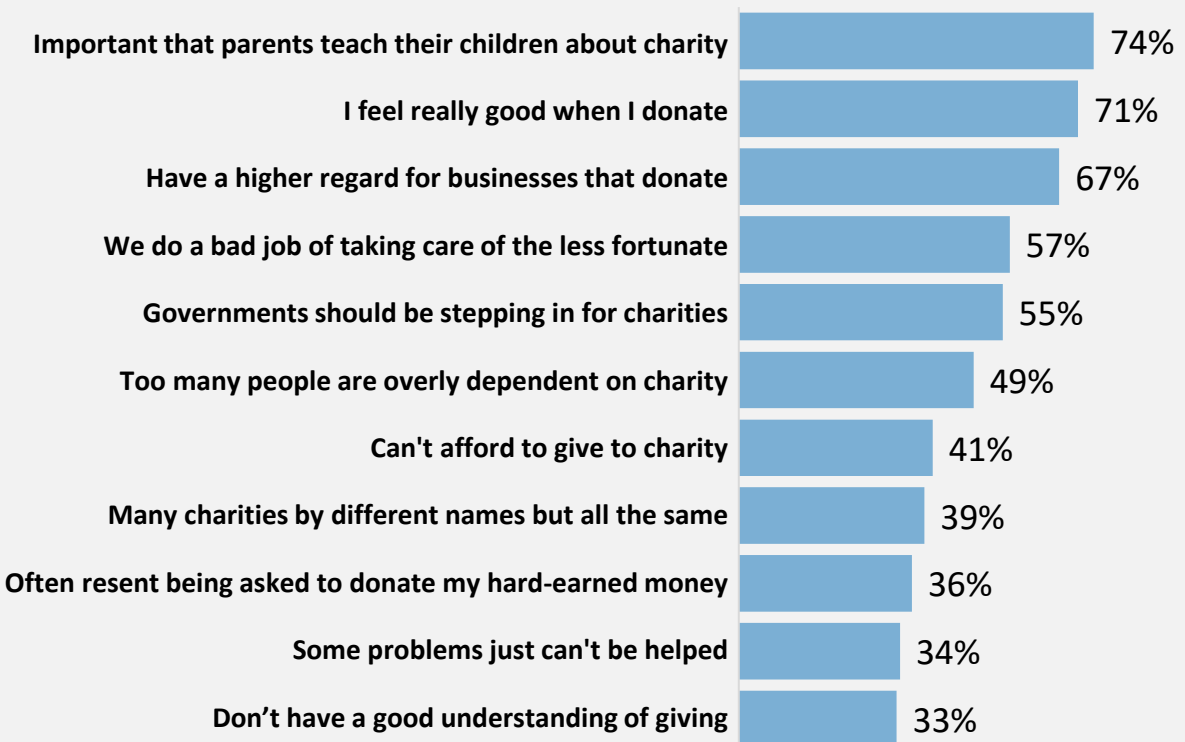
Table 10
Motivations for giving by ethnocultural origin

Motivation	Ethnocultural group					
	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	West Asian
Showing compassion	85%	76%	88%	88%	75%	81%
Right thing to do	83%	76%	86%	82%	77%	78%
Personal belief in the cause	82%	77%	84%	84%	74%	79%
Helping local community	80%	66%	81%	79%	68%	71%
Feeling good inside	78%	65%	78%	76%	78%	73%
Helping ethnic community	75%	54%	77%	72%	67%	66%
Personally affected	67%	64%	69%	74%	61%	57%
Religious obligation	66%	33%	72%	68%	67%	54%
Tax credit	55%	54%	46%	49%	52%	46%
Asked by friend	55%	43%	50%	53%	61%	57%
Recognition	44%	27%	37%	37%	42%	42%

VIEWPOINTS ABOUT GIVING AND CHARITIES

Overall, multicultural Canadians tend to be quite supportive of charities and giving. 74% of respondents believe it is important to teach children about philanthropy and 71% feel good when they donate. Relatively smaller percentages of respondents report that they do not have a good understanding of charities and giving, believe that the problems we face are beyond solving or resent being asked to donate their hard-earned money. However, opinions are more divided on the societal role of charities, such as whether Canadian society does a good job of looking after the less fortunate, whether government should fill the role currently played by charity and whether people are overly dependent on charities.

Figure 11
Viewpoints about giving and charities





Once again, the views of internationally-born respondents reflect their experiences since arriving in Canada. Those who hold more negative perspectives of their experiences are significantly more likely to hold critical views of charities and their role. For example, those who regret immigrating to Canada are more than twice as likely to resent being asked to donate (66% vs. 25% of those who without such regrets). Similarly, those who are discouraging friends and family from immigrating to Canada are markedly more likely to believe that some problems cannot be helped (58% vs. 25% of those not attempting to dissuade their friends and family from immigrating).

Table 11

Viewpoints about charities and giving by experiences since arriving in Canada

	% reporting viewpoint by agreement with statement of experiences		
	Disagree	Neutral	Agree
I am having regrets for immigrating to Canada			
Often resent being asked to donate my hard-earned money	25%	34%	66%
Can't afford to give to charity	28%	34%	69%
Some problems just can't be helped	26%	31%	64%
Don't have a good understanding of giving	24%	26%	65%
Many charities by different names but all the same	33%	35%	69%
Too many people are overly dependent on charity	47%	49%	72%
Governments should be stepping in for charities	49%	52%	73%
We do a bad job of taking care of the less fortunate	52%	47%	74%
I am persuading my family or friends who are thinking about immigrating to Canada, not to do so			
Often resent being asked to donate my hard-earned money	25%	31%	58%
Can't afford to give to charity	28%	33%	61%
Some problems just can't be helped	25%	28%	58%
Don't have a good understanding of giving	25%	27%	53%
Many charities by different names but all the same	32%	36%	60%
Too many people are overly dependent on charity	43%	49%	71%
Governments should be stepping in for charities	46%	50%	74%
We do a bad job of taking care of the less fortunate	50%	50%	69%
I am experiencing increased acts of racism			
Often resent being asked to donate my hard-earned money	24%	31%	56%
Can't afford to give to charity	29%	32%	57%
Some problems just can't be helped	24%	30%	56%
Don't have a good understanding of giving	22%	26%	54%
Many charities by different names but all the same	31%	33%	61%
Too many people are overly dependent on charity	44%	48%	69%
Governments should be stepping in for charities	47%	50%	69%
We do a bad job of taking care of the less fortunate	50%	49%	69%

Table 11 (continued)

Viewpoints about charities and giving by experiences since arriving in Canada

	% reporting viewpoint by agreement with statement of experiences		
	Disagree	Neutral	Agree
As an immigrant, I often feel that I do not belong in Canada			
Often resent being asked to donate my hard-earned money	26%	29%	57%
Can't afford to give to charity	32%	34%	60%
Some problems just can't be helped	25%	27%	56%
Don't have a good understanding of giving	28%	26%	52%
Many charities by different names but all the same	32%	37%	61%
Too many people are overly dependent on charity	45%	47%	67%
Governments should be stepping in for charities	47%	49%	69%
We do a bad job of taking care of the less fortunate	49%	43%	70%
It is difficult to get ahead in Canada, compared to my home country			
Often resent being asked to donate my hard-earned money	24%	33%	51%
Can't afford to give to charity	26%	31%	57%
Some problems just can't be helped	24%	30%	52%
Don't have a good understanding of giving	24%	26%	49%
Many charities by different names but all the same	30%	36%	56%
Too many people are overly dependent on charity	42%	49%	67%
Governments should be stepping in for charities	46%	43%	73%
We do a bad job of taking care of the less fortunate	52%	43%	69%



Examining how viewpoints vary by place of birth and length of time in Canada reveals a few key trends. First, internationally-born respondents who have been in Canada for three to ten years tend to hold the most critical views of charities. For example, they are more skeptical about whether problems can be solved, more likely to believe that government should step in for charities, more inclined to resent being asked for donations and lack a good understanding of giving. Second, Canadian-born respondents have somewhat different views on the need for charities and their services. They are less likely to think that people are overly dependent on charities and somewhat more likely to believe that Canadian society is failing to care for the less fortunate. Finally, all groups largely agree on the importance of teaching children about donating, agree that they feel good when they donate and have a higher regard for businesses that donate.



Table 12

Viewpoints about charities and giving by birth locale and length of time in Canada

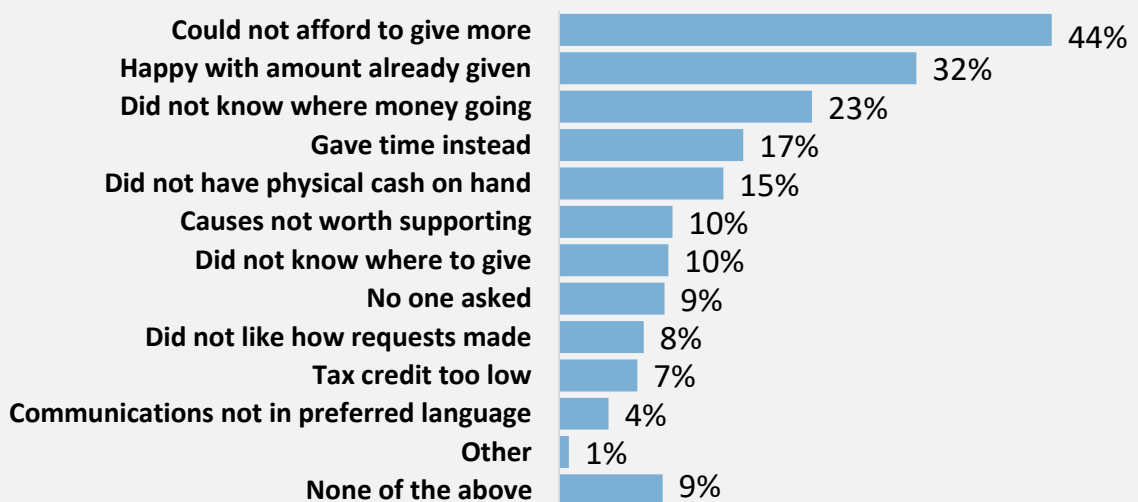
Viewpoints about charities and giving	Length of time in Canada				
	Less than 3 years	3-5 years	5-10 years	10 + years	Born in Canada
Important that parents teach their children about charity	76%	77%	75%	75%	71%
I feel really good when I donate	73%	71%	72%	73%	66%
Have a higher regard for businesses that donate	65%	66%	67%	68%	67%
We do a bad job of taking care of the less fortunate	51%	58%	57%	55%	63%
Governments should be stepping in for charities	51%	61%	64%	55%	55%
Too many people are overly dependent on charity	52%	58%	57%	50%	41%
Can't afford to give to charity	41%	48%	45%	38%	40%
Many charities by different names but all the same	44%	49%	47%	36%	34%
Often resent being asked to donate my hard-earned money	34%	46%	42%	35%	36%
Some problems just can't be helped	33%	47%	43%	32%	31%
Don't have a good understanding of giving	37%	39%	40%	30%	31%

BARRIERS TO GIVING

To identify factors that may be hindering multicultural Canadians from donating more, the survey asked respondents about potential barriers that may have influenced their giving over the previous year. The most commonly reported barrier is the inability to afford larger donations, followed by satisfaction with the current contribution amounts. Nearly two thirds of donors cite one or both of these reasons as barriers to giving more, while about a quarter cite concerns about knowing where their donations are going.

Although only a relatively small percentage of donors report that they were not asked to donate or were unsure where to donate, just over a quarter of those who are not already satisfied with their giving or who report affordability as a barrier indicate that one or both of these factors are limiting their donations. This suggests that a lack of awareness may be leaving potential contributions untapped. Overall, the number of barriers typically reported by donors is quite small; over three quarters of respondents say they face only one or two barriers and about one in ten report that none of the potential barriers limited their giving.

Figure 12
Barriers to giving more

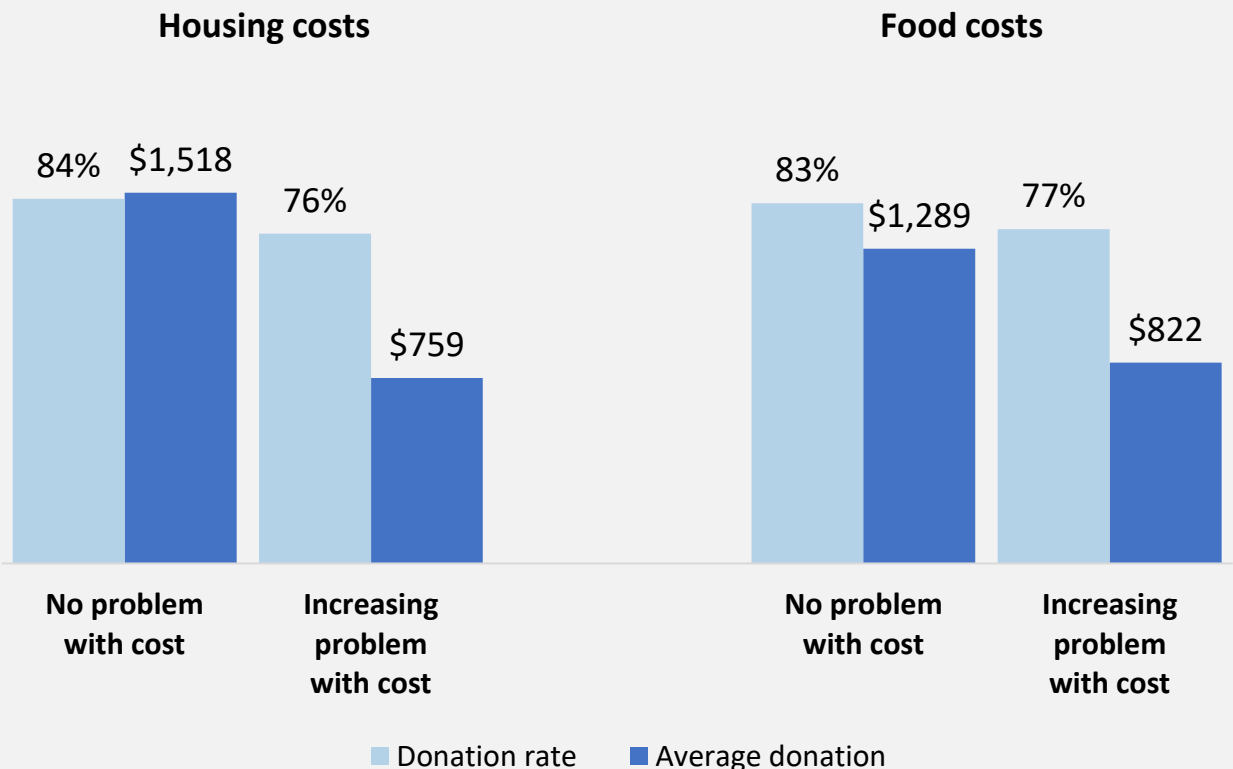


Given the relatively large percentage of respondents who report that they cannot afford to give more, cost of living is clearly a significant concern. For instance, internationally-born donors who report housing costs as an increasing challenge are significantly more likely to report that they cannot afford to donate more (49% vs. 26% for those not experiencing challenges due to housing costs). Similarly, those experiencing difficulties with food costs also report that they cannot afford to donate more (48% vs. 36% for those not experiencing challenges with food costs).

This impact of living expenses is evident in donation patterns, as respondents citing housing and food costs as challenges are both less likely to donate and tend to give smaller average amounts when they do donate.

Figure 13

Donation rate and average donation by cost challenges, internationally-born donors



Donors who have faced negative experiences since arriving in Canada are more likely to report a number of barriers to giving. Those who regret immigrating, have experienced increasing acts of racism, often feel that they do not belong in Canada and are discouraging family or friends from immigrating are substantially more likely to:

- Limit their donations because they feel they do not receive a sufficient tax credit for donating,
- Have received communications in a language other than their preferred one, and
- Dislike the manner in which communications have been made

Additionally, these donors are also somewhat more likely to express uncertainty about where to donate.



Table 13

Barriers to giving more by immigration-related experiences and views

	% reporting barrier by agreement with statement of experiences		
	Disagree	Neutral	Agree
I am having regrets for immigrating to Canada			
Tax credit too low	4%	6%	15%
Communications not in preferred language	2%	4%	12%
Did not like how requests made	6%	7%	11%
Did not know where to give	8%	11%	14%
As an immigrant, I often feel that I do not belong in Canada			
Tax credit too low	4%	7%	13%
Communications not in preferred language	2%	4%	11%
Did not like how requests made	6%	6%	11%
Did not know where to give	7%	11%	14%
I am persuading my family or friends who are thinking about immigrating to Canada, not to do so			
Tax credit too low	3%	5%	14%
Communications not in preferred language	2%	4%	9%
Did not like how requests made	5%	6%	12%
Did not know where to give	9%	10%	12%
I am experiencing increased acts of racism			
Tax credit too low	4%	7%	11%
Communications not in preferred language	2%	3%	10%
Did not like how requests made	4%	8%	10%
Did not know where to give	8%	9%	13%

Overall, the barriers respondents face do not appear to vary greatly based on how long they have been in Canada. One notable difference is that internationally-born respondents who have been in the country for less than three years are less likely to cite satisfaction with their current giving levels as a barrier to donating more. Further, respondents who have been in Canada for three to five years are less likely to report affordability as a constraint (see [Table 21](#) in Appendix A). Similar patterns are observed regarding immigration status (see [Table 22](#)) and ethnocultural background (see [Table 23](#)), with little to no statistically significant variation in barriers across these dimensions.



CONCLUSION

This report underscores the complex landscape of charitable giving among multicultural Canadians, revealing both their strong support for philanthropy and the various barriers that may be hindering greater charitable giving. The insights gained from this research highlight the diverse experiences of internationally-born Canadians and how these experiences shape their views on charity and giving.

We see that many multicultural Canadians are motivated by personal beliefs and a desire to help others, but various barriers – including financial constraints and feelings of exclusion – impact their ability to contribute more. Rising housing and food costs are identified as significant concerns, limiting many people’s ability to donate more. This report also reveals a troubling trend: nearly a quarter of immigrants express regrets about their decision to come to Canada. This sentiment is particularly prevalent among those who have faced challenges like increased racism, feelings of exclusion, and perceptions of limited opportunities.

Despite these experiences, many continue to engage in charitable giving, driven by personal beliefs and a desire to support their communities. However, the reported regrets suggest a disconnect that must be addressed to foster a more inclusive and supportive environment for newcomers.

Understanding the motivations, experiences and challenges of multicultural Canadians – including their feelings of regret – is crucial for promoting a more engaged society. By recognizing these diverse perspectives, we can enhance charitable initiatives, strengthen community ties, and work towards a Canada where everyone feels valued and included.

METHODOLOGY



The survey was fielded between March 14 and May 13, 2024. Respondents completed an interactive, self-administered online questionnaire in their choice of English, French or Simplified Chinese. Respondents were drawn from CulturalIQ's Online Ethnic Panel and eligibility was restricted to residents of Canada 18 years of age or older with some responsibility for making charitable donation decisions for their household.

As is common industry practice, respondents with household members working in the media or for market research, advertising or public relations firms, were excluded from the survey. Respondents with household members working directly for a charity or nonprofit were also excluded. These measures are intended to help ensure that the responses received are more typical of multicultural Canadians.

The total sample size for the survey was 3,074. Respondents lived in one of the provinces and self-identified as members of one of the six ethnocultural groups included in this study. Permanent and non-permanent residents were included, as were Canadian-born respondents. The distribution of respondents was as follows:

- **Region:** British Columbia (n = 700), Prairies (n = 500), Ontario (n = 930), Quebec (n = 500), Atlantic Canada (n = 433).
- **Ethnicity:** South Asian (n = 996), Chinese (n = 858), Afro-Caribbean / African [Black] (n = 404), Filipino (n = 380), Arab (n = 316), West Asian (n = 150).
- **Length of time in Canada:** less than 3 years (n = 681), 3 to 5 years (n = 353), 6 to 10 years (n = 526), more than 10 years (n = 809), born in Canada (n = 705).
- **Residency:** Canadian citizen (n = 1,689), permanent resident (n = 742), international student (n = 320), work permit (n = 261), visitor (n = 34), refugee / asylum seeker (n = 25), Other (n = 3).

- **Gender:** Man (n = 1,469), woman (n = 1,595), non-binary (n = 10).
- **Age group:** 18 to 24 (n = 560), 25 to 34 (n = 956), 35 to 44 (n = 884), 45 to 54 (n = 472), 55 to 64 (n = 175), 65 and older (n = 27).

Responses were weighted by province, ethnicity and length of time in Canada to produce estimates that are more representative of the overall population of multicultural Canadians. They were not weighted by gender, age group, educational attainment, presence of children or household income as there are no estimates of the distributions of multicultural Canadians by these attributes that account for recent immigration shifts.

DATA QUALITY

Because the information contained in this report is derived from a survey, there is a degree of uncertainty around the results. Generally speaking, uncertainty is higher when the number of respondents is smaller or their responses are highly variable. Where this occurs, we have highlighted the affected figures with two symbols:

“*” means the figure should be used with caution - while the uncertainty around this figure is higher than usual, it is still useful for decision-making;

“...” means the uncertainty about the figure is high enough that it should not be used for decision-making and we have not released it.



APPENDIX A: SUPPLEMENTARY DATA TABLES

Table 14

View of charities by birth locale and length of time in Canada

Time in Canada	View of charities		
	Positive	Neutral	Negative
Less than 3 years	71%	26%	3%
3-5 years	73%	25%	3%
5-10 years	73%	26%	1%
10 + years	64%	34%	2%
Born in Canada	62%	35%	3%

Table 15

View of charities by immigration status

Immigration status	View of charities		
	Positive	Neutral	Negative
Non-permanent residents	67%	29%	3%
Permanent residents	73%	26%	2%
Naturalized Canadian citizens	66%	32%	2%
Canadian-born	62%	35%	3%

Table 16
Causes supported by immigration status

Cause supported	Immigration status			
	Non-permanent residents	Permanent residents	Naturalized Canadian citizens	Canadian-born
Hospitals	15%	39%	37%	36%
Religion	28%	35%	37%	26%
Fundraising & grantmaking	19%	28%	26%	25%
International	11%*	23%	26%	19%
Mental health	11%*	25%	21%	21%
Social services	15%	24%	21%	19%
Environment	13%	23%	20%	22%
Research	7%*	14%	22%	22%
Education	7%*	19%	14%	16%
Universities & colleges	13%	11%	12%	13%
Sports & recreation	8%*	11%	10%	15%
Arts & culture	7%*	11%	9%	12%
Training & development	6%*	11%	9%	10%
Associations & unions	5%*	9%*	8%	12%
Law, advocacy & politics	5%*	10%*	8%	7%*
Other	7%*	12%	10%	8%*

*use with caution

Table 17
Experiences of internationally-born respondents by immigration status

Opinion	Immigration status		
	Non-permanent residents	Permanent residents	Naturalized Canadian citizens
Canada is an inclusive country for people like me	61%	70%	64%
Difficult to get ahead in Canada	40%	45%	37%
Experiencing increased acts of racism	30%	31%	35%
Thinking about moving / have moved to another city or province	35%	31%	31%
Discouraging my family or friends from immigrating	29%	32%	30%
I often feel that I do not belong in Canada	33%	30%	25%
I am thinking about leaving Canada and not returning	18%	18%	23%
Having regrets for immigrating	24%	26%	22%

Table 18
Viewpoints about charities and giving by immigration status

Viewpoints about charities and giving	Immigration status			
	Non-permanent residents	Permanent residents	Naturalized Canadian citizens	Canadian-born
Important that parents teach their children about charity	74%	76%	76%	71%
I feel really good when I donate	71%	77%	71%	66%
Have a higher regard for businesses that donate	69%	68%	67%	67%
We do a bad job of taking care of the less fortunate	53%	54%	55%	63%
Governments should be stepping in for charities	52%	57%	56%	55%
Too many people are overly dependent on charity	52%	53%	52%	41%
Can't afford to give to charity	43%	41%	40%	40%
Many charities by different names but all the same	45%	42%	39%	34%
Often resent being asked to donate my hard-earned money	35%	38%	37%	36%
Some problems just can't be helped	35%	38%	34%	31%
Don't have a good understanding of giving	37%	36%	32%	31%

Table 19

Viewpoints about charities and giving by ethnocultural origin

Viewpoints about charities and giving	Ethnocultural group					
	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	West Asian
Important that parents teach their children about charity	78%	66%	81%	79%	67%	68%
I feel really good when I donate	75%	60%	78%	74%	74%	61%
Have a higher regard for businesses that donate	69%	61%	73%	70%	65%	60%
We do a bad job of taking care of the less fortunate	62%	51%	56%	57%	56%	55%
Governments should be stepping in for charities	63%	52%	48%	54%	57%	48%
Too many people are overly dependent on charity	56%	47%	39%	47%	52%	52%
Can't afford to give to charity	46%	37%	42%	33%	42%	39%*
Many charities by different names but all the same	45%	31%	41%	32%	43%	39%*
Often resent being asked to donate my hard-earned money	43%	31%	30%	31%	43%	41%*
Some problems just can't be helped	40%	30%	28%	30%	41%	31%*
Don't have a good understanding of giving	40%	27%	33%	23%	36%	33%*

*use with caution

Table 20
Motivations for giving by immigration status

Motivation	Immigration status			
	Non-permanent residents	Permanent residents	Naturalized Canadian citizens	Canadian-born
Showing compassion	85%	87%	83%	77%
Right thing to do	79%	85%	84%	75%
Personal belief in the cause	78%	83%	83%	77%
Helping local community	74%	77%	78%	70%
Feeling good inside	76%	78%	77%	67%
Helping ethnic community	74%	72%	69%	63%
Personally affected	63%	69%	69%	64%
Religious obligation	67%	66%	59%	48%
Tax credit	44%	54%	55%	50%
Asked by friend	55%	56%	50%	47%
Recognition	44%	45%	34%	34%

Table 21
Barriers to giving more by birth locale and length of time in Canada

Barrier	Length of time in Canada				
	Less than 3 years	3-5 years	5-10 years	10+ years	Born in Canada
Could not afford to give more	46%	33%	38%	45%	46%
Happy with amount already given	27%	36%	32%	34%	33%
Did not know where money going	23%	21%	23%	24%	21%
Gave time instead	19%	25%	17%	16%	14%
Did not have physical cash on hand	15%	20%	15%	12%	17%
Causes not worth supporting	10%*	8%*	10%*	10%	11%
Did not know where to give	16%	10%*	11%*	7%	9%*
No one asked	9%*	9%*	12%	9%	10%
Did not like how requests made	4%*	8%*	8%*	8%	8%*
Tax credit too low	4%*	9%*	9%*	8%	7%*
Communications not in preferred language	5%*	11%*	7%*	4%*	...

*use with caution ... result can not be released

Table 22
Barriers to giving more by immigration status

Barrier	Immigration status			
	Non-permanent residents	Permanent residents	Naturalized Canadian citizens	Canadian-born
Could not afford to give more	46%	38%	46%	46%
Happy with amount already given	30%	27%	35%	33%
Did not know where money going	23%	22%	24%	21%
Gave time instead	19%	21%	16%	14%
Did not have physical cash on hand	17%*	10%	14%	17%
Causes not worth supporting	11%*	10%	10%	11%
Did not know where to give	15%*	13%	8%	9%*
No one asked	9%*	9%*	9%	10%
Did not like how requests made	5%*	7%*	9%	8%*
Tax credit too low	4%*	8%*	8%	7%*
Communications not in preferred language	8%*	6%*	4%*	...

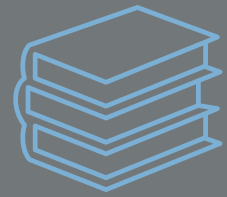
*use with caution ... result cannot be released

Table 23
Barriers to giving more by ethnocultural origin

Barrier	Ethnocultural group					
	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	West Asian
Could not afford to give more	44%	43%	41%	53%	44%	46%*
Happy with amount already given	35%	34%	28%	35%	21%*	29%*
Did not know where money going	23%	23%	20%	30%	21%*	...
Gave time instead	19%	12%	21%	17%	15%*	...
Did not have physical cash on hand	16%	10%	16%	18%	20%*	...
Causes not worth supporting	10%	12%	6%*	13%*	9%*	...
Did not know where to give	13%	6%*	10%*	9%*	11%*	...
No one asked	8%	8%	12%*	11%*	7%*	...
Did not like how requests made	6%	9%	8%*	7%*
Tax credit too low	7%	10%	8%*
Communications not in preferred language	4%*	3%*	5%*	4%*

*use with caution ... result cannot be released

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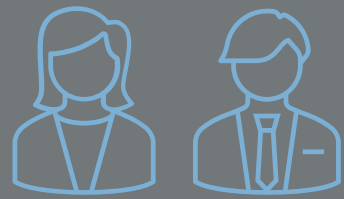
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ISBN: 978-1-55401-451-4

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