



# UNLOCKING GENEROSITY

*Understanding and Engaging Multicultural  
Canadians in Charitable Giving*

2025



IM△GINE  
CANADA

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# ACKNOWLEDGEMENTS



Imagine Canada would like to acknowledge the following organizations for their financial support and active participation in shaping this report. This study was made possible thanks to generous support from our Presenting Partner, [BMO](#).



Imagine Canada would also like to thank our Lead Partners: [Canadian Race Relations Foundation](#), The [Canadian Red Cross](#), and the [KPMG Foundation](#).



Canadian  
Race Relations  
Foundation

Fondation  
canadienne des  
relations raciales



Canadian  
Red Cross

Croix-Rouge  
canadienne



We would like to thank the following organizations for their participation in our Multicultural Study Advisory Group:

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## INTRODUCTION

This is the second report presenting major findings from the Multicultural Charitable Giving Study. It serves as a companion to [Navigating New Horizons: The contributions and perspectives of multicultural Canadians](#), published in November 2024. This first report focused on how recent demographic trends and the experiences of multicultural Canadians in coming to Canada affect their giving, attitudes and beliefs about charitable organizations. The current report explores the giving behaviours of multicultural Canadians in more depth, examining new thematic areas such as donation methods, the role of multicultural media, intentionality in giving, and the potential for greater support. The report also includes more comprehensive tabulations of survey findings, available in Appendix A. These findings are broadly relevant but are of particular value for those engaged in fundraising efforts involving multicultural Canadians or seeking to expand their donor base to include them.

Report findings are based on an online survey of over three thousand multicultural Canadians, conducted between March 14 and May 13, 2024. Survey respondents were randomly drawn from CulturalIQ's Online Ethnic Panel. To be eligible, respondents were required to have some responsibility for household charitable giving decisions, identify as members of one of the six ethnocultural groups included in the study, and be Canadian residents 18 years of age or older. Generally speaking, uncertainty is higher when the number of respondents is smaller or their responses are highly variable. For more details on the survey administration, sampling strategy and data quality please refer to the Methodology section of this report.



## DEFINING MULTICULTURAL CANADIANS

As in our previous report *Navigating New Horizons*, this study defines multicultural Canadians as individuals who self-identify as belonging to one of six visible minority groups recognized by Statistics Canada. These six groups are South Asian, Chinese, Afro-Caribbean / African (identified as Black in Statistics Canada terminology), 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

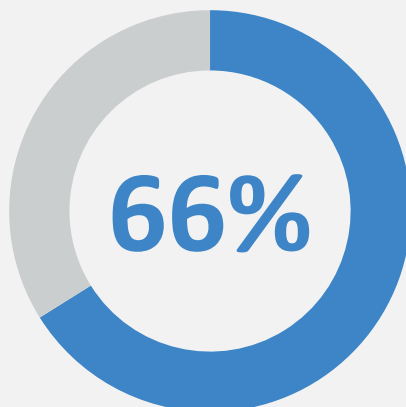
While our term *multicultural Canadians* specifically references “Canadians”, this definition is not restricted to Canadian citizens. Instead, it includes both permanent and non-permanent residents. Throughout the report, we explore how giving behaviours, opinions and views vary with individuals’ immigration 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.<sup>1</sup>

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*.

---

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

**Figure 1***View of charities*

***I have a positive view on charitable organizations in Canada***

## **VIEWS ABOUT CHARITABLE ORGANIZATIONS AND GIVING**

Overall, multicultural Canadians hold fairly positive views of charitable organizations, including registered charities, nonprofits and foundations. Two thirds express a favourable view of them, nearly a third are neutral, and just 2% hold a negative view.

Views on charitable organizations vary significantly based on respondents' demographic characteristics. Groups with more positive views of charitable organizations include individuals who: are 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.

Views also vary significantly according to respondents' ethnocultural origin and immigration history. Respondents from Afro-Caribbean / African and South Asian backgrounds are more likely to hold positive views of charities, while those from Chinese and West Asian backgrounds are less likely to do so (see Table 1). Similarly, internationally-born respondents who have lived in Canada

for less than 10 years are more likely to hold positive views compared to those who have been in Canada longer or were born here. Notably, these differences are primarily driven by the proportion of respondents with neutral views rather than those with negative views.<sup>2</sup>

**Table 1**

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

|                                 | View of charities |         |          |
|---------------------------------|-------------------|---------|----------|
|                                 | Positive          | Neutral | Negative |
| <b>Ethnocultural origin</b>     |                   |         |          |
| South Asian                     | 72%               | 26%     | 2%*      |
| Chinese                         | 58%               | 40%     | 3%*      |
| Afro-Caribbean / African        | 74%               | 24%     | ...      |
| Filipino                        | 65%               | 33%     | ...      |
| Arab                            | 63%               | 35%     | ...      |
| West Asian                      | 55%               | 43%     | ...      |
| <b>Length of time in Canada</b> |                   |         |          |
| Less than 3 years               | 71%               | 26%     | 3%*      |
| 3-5 years                       | 73%               | 25%     | ...      |
| 5-10 years                      | 73%               | 26%     | ...      |
| 10 + years                      | 64%               | 34%     | 2%*      |
| Born in Canada                  | 62%               | 35%     | 3%*      |

\*use with caution  
... result suppressed <sup>3</sup>

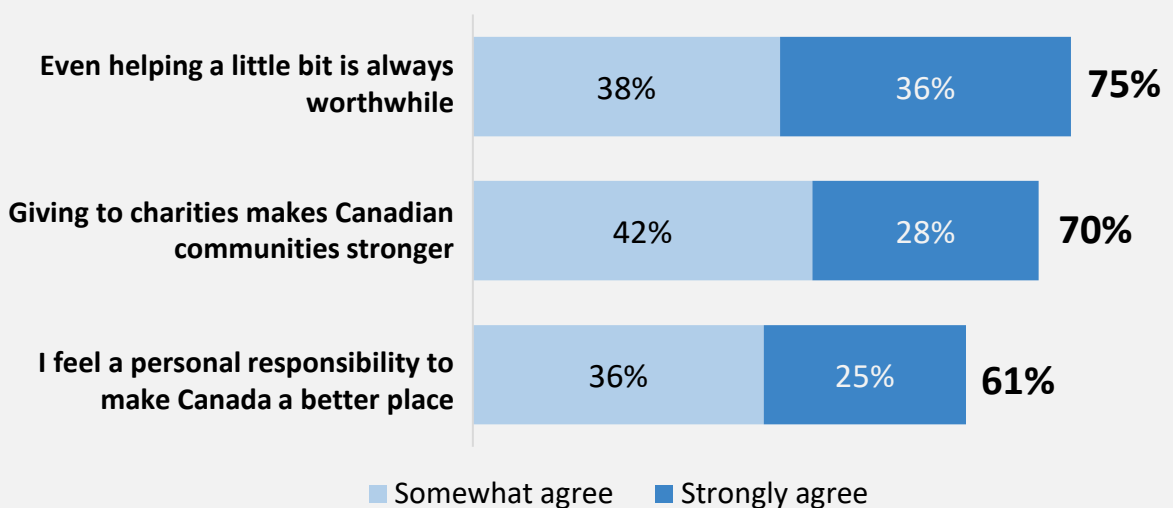
<sup>2</sup> In fact, the proportion of most groups that hold negative views is so small that it is difficult to measure accurately.

<sup>3</sup> '\*' is used for data that should be used with caution - while the uncertainty around this figure is higher than usual, it is still useful for decision-making; '...' is used for data where the uncertainty about the figure is high enough that it should not be used for decision-making and, as such, the data has been suppressed. See the Data Quality section on p.48 for more information.

Attitudes toward charitable organizations and giving are closely linked to broader beliefs, particularly those related to the role of charities in society, the perceived value of small contributions, and one's personal responsibility to make Canada a better place. Strong majorities of respondents agreed with each of these sentiments, and those who agree with each are more likely to have positive views of charities and nonprofits (see Figure 2). The most strongly held of these related beliefs is that giving even small amounts is worthwhile, followed by the belief that charities help make communities stronger. A slightly smaller proportion—three in five respondents—feel they have a personal responsibility to make Canada a better place.

Agreement on the value of giving, even in small amounts, remains quite consistent across respondents, regardless of where they were born or length of time in Canada (see Table 2). However, those born in Canada and those who have lived in Canada for more than five years are more likely to believe that charitable giving makes communities stronger compared to those who have been in Canada for less time. Internationally-born respondents, on the other hand, are significantly more likely than Canadian-born respondents to feel a

**Figure 2**  
*Views about charitable giving*





**Table 2***Views about charitable giving by birth locale and length of time in Canada*

| View about giving                                              | Length of time in Canada |           |            |           |                |
|----------------------------------------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                                                | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Even helping a little bit is always worthwhile                 | 74%                      | 77%       | 75%        | 76%       | 73%            |
| Giving to charities makes Canadian communities stronger        | 63%                      | 68%       | 71%        | 73%       | 70%            |
| I feel a personal responsibility to make Canada a better place | 64%                      | 68%       | 65%        | 64%       | 53%            |

personal responsibility to make Canada a better place. This suggests that multicultural Canadians share a foundational belief in the value of giving. Over time, as they become more familiar with the societal roles charities and nonprofits play in Canada, multicultural Canadians increasingly view charities and nonprofits as effective contributors to community well-being. These patterns align quite consistently with variations in views by immigration status (see Table A-1 in Appendix A).

**Table 3***Views about charitable giving by ethnocultural origin*

| View about giving                                              | Ethnocultural origin |         |                          |          |      |            |
|----------------------------------------------------------------|----------------------|---------|--------------------------|----------|------|------------|
|                                                                | South Asian          | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Even helping a little bit is always worthwhile                 | 74%                  | 72%     | 83%                      | 78%      | 71%  | 65%        |
| Giving to charities makes Canadian communities stronger        | 72%                  | 64%     | 76%                      | 69%      | 67%  | 68%        |
| I feel a personal responsibility to make Canada a better place | 67%                  | 55%     | 65%                      | 58%      | 58%  | 53%        |



Respondents from Afro-Caribbean / African backgrounds stand out for their particularly positive views of charities and giving (see Table 3). Compared to those from other ethnocultural backgrounds, they are more likely to see the value in giving and believe that charities make communities stronger and are somewhat more likely to feel responsible for making Canada a better place. Respondents from South Asian backgrounds share quite similar views, though they are somewhat less convinced of the value of giving even in small amounts. In contrast, respondents from West Asian, Chinese and Arab backgrounds tend to hold somewhat less positive views.



## GIVING

The vast majority of respondents (79%) reported donating to charitable organizations in the year prior to the survey, marking a modest increase from the 74% in our initial 2020 survey. Donors contributed an average of \$795 each, a slight decrease from \$874 in 2020.

As with the broader Canadian population, charitable giving among multicultural Canadians varies based on personal and economic characteristics. For example, those with higher household incomes are more likely to donate and tend to give larger amounts, as are those who have non-adult children in the household. Additionally, those with university or post-graduate degrees and those who are employed tend to give larger amounts.

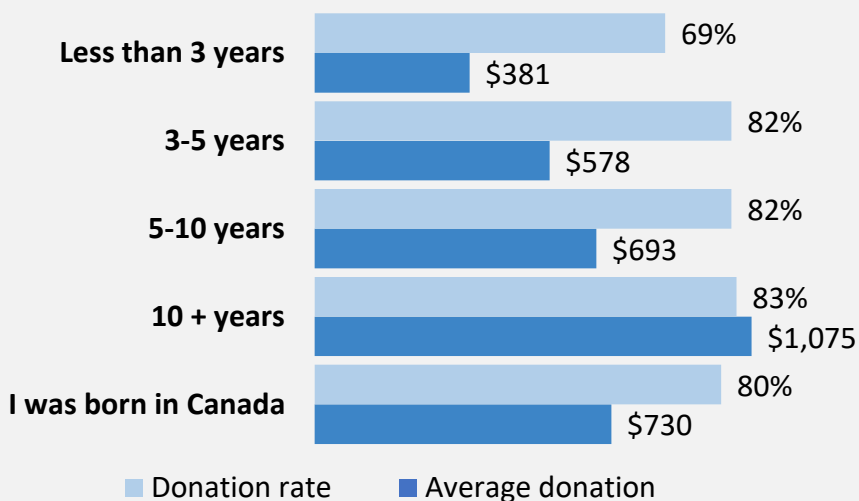
Not surprisingly, donation patterns are also linked to the settlement process. Internationally-born respondents who are permanent residents or naturalized citizens are most likely to donate and tend to give the largest amounts (see Table 4). Those who were born in Canada are slightly less likely to donate and tend to give somewhat smaller amounts. This difference is likely driven by the younger average age of Canadian-born respondents compared to permanent residents and naturalized citizens. Compared to all other groups, non-permanent residents are markedly less likely to donate

**Table 4***Giving by immigration status*

| 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

and tend to contribute significantly smaller amounts. Similar patterns can be seen when looking at how long internationally-born respondents have been in Canada. Those who have been in Canada for the shortest period (and are more likely to be non-permanent residents) are less likely to give, with donation amounts generally increasing the longer they reside in Canada (see Figure 3).

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

Respondents from Afro-Caribbean / African backgrounds are particularly likely to donate and tend to give relatively large amounts (see Table 5). South Asian respondents are also particularly likely to donate but tend to give more moderate amounts. Chinese respondents tend to give larger amounts, though they are slightly less likely than average to give.

**Table 5**  
*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

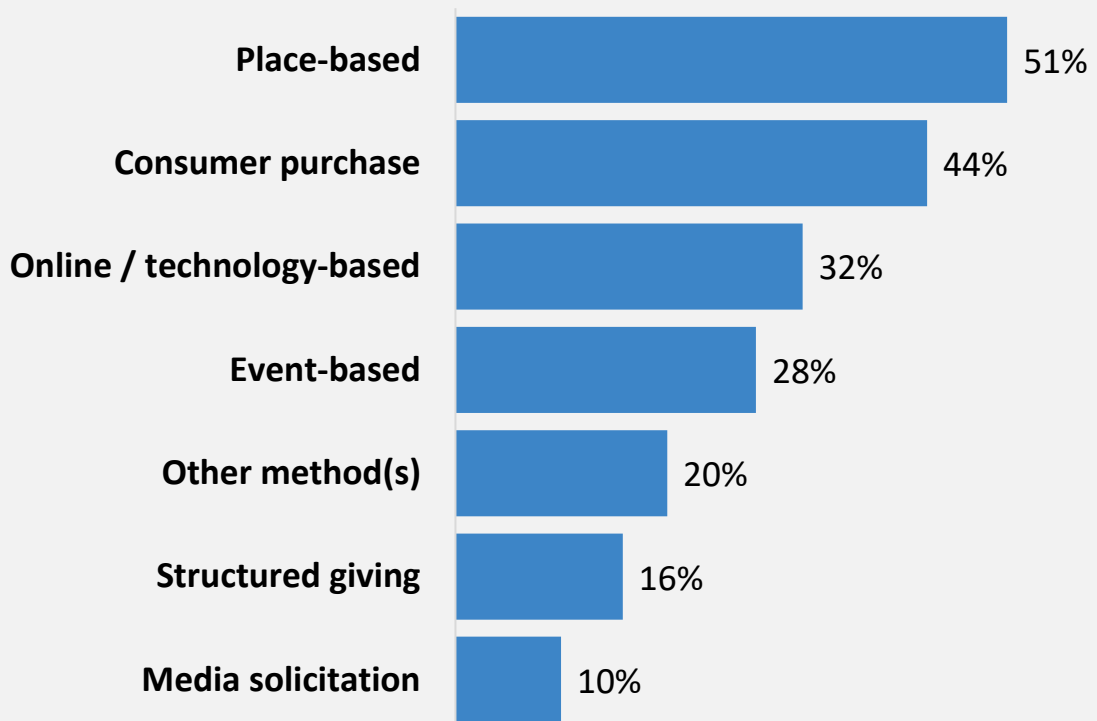
## HOW DO MULTICULTURAL CANADIANS GIVE?

To gain deeper insight into how multicultural Canadians give, the survey asked respondents whether they had used any of over two dozen different charitable donation methods during the previous year. These methods ranged from more traditional approaches, such as direct mail or sponsoring someone in an event, to contemporary digital methods like giving via mobile apps and text messaging. Reflecting the increasingly multi-channel nature of donor

engagement and giving, the survey included both single- and multi-channel giving methods. These can be loosely grouped into various methods, including place-based giving, giving through consumer purchases, event- and online- or technology-based giving, and structured giving,<sup>4</sup> among others (see Figure 4).

Although the survey did not track how much donors contributed via each method, analyzing total donations, the number of causes supported, and key donor attitudes by mode provides valuable insight into the donor personas associated with each giving method. Where relevant, we also examine how donation methods relate to immigration status and ethnocultural background.<sup>5</sup>

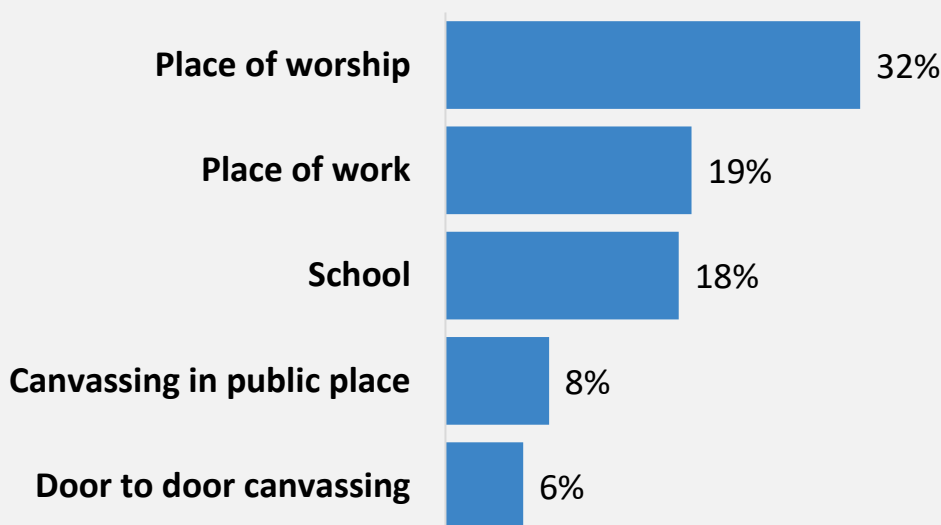
**Figure 4**  
*Major methods of donating*



<sup>4</sup> For the purposes of this report *structured giving* is defined as giving via methods that show an unusually high degree of intentionality and prior-planning, such as planned and monthly giving.

<sup>5</sup> For more detail on these associations, please refer to the supplementary data tables in Appendix A.

**Figure 5**  
*Place-based methods of donating*



## THE ROLE OF PLACE

Place-based giving is the most common donation channel among multicultural Canadians, with just over half (51%) donating through one or more place-based methods. The most frequent method is donating at a place of worship, primarily in support of religious organizations (see Figure 5). Workplace and school-based donations are also prevalent, with about one in five multicultural Canadians donating through these channels. Somewhat smaller numbers donate after being approached in public spaces or at their homes via door-to-door canvassing.

Overall, donors who contribute via place-based methods tend to give significantly more than those who do not (\$960 vs. \$497, on average). They also tend to support a greater number of causes (3.9 vs. 3.0, on average). Not surprisingly, given the prevalence of donating at a place of worship, place-based donors are more likely to feel a responsibility to give due to their faith (67% vs. 51% of non-place-based donors).



Permanent residents tend to be more likely to give through place-based methods, as are those from Afro-Caribbean / African, Filipino and South Asian backgrounds. In contrast, those from Chinese backgrounds are less likely to do so (see Appendix A). Notably, those who have been in Canada for less than three years are just as likely to donate through place-based methods, likely due to the strong connection with religious giving.

## DONATING THROUGH CONSUMER PURCHASES

Nearly half of multicultural Canadians (44%) reported donating through consumer purchase during the year prior to the survey. Just over a quarter donated at a point-of-sale or made a purchase where a portion of the proceeds supported a charitable cause (see Figure 6). About one in eight contributed by shopping at third-party vendors (i.e., businesses not directly affiliated with a charitable organization) that allocate a portion of their sales to supporting a charitable cause.

Those who donate through consumer purchases tend to be somewhat less committed to giving compared to other donors. They are more likely to say they mainly support charities in small ways (74% vs. 56% of those who do not donate through consumer purchases) and tend to give smaller amounts (\$675 vs. \$945, on average). However, these donors also show potential for



**Figure 6***Consumer purchase-related methods of donating*

greater engagement. They are more likely to express a desire to give more but are uncertain about how to do so (48% vs. 41% of non-consumer-purchase donors) and are more inclined to promote the charities they care about to their friends and family (62% vs. 53%).

Non-permanent residents and those who have been in Canada for less than three years are noticeably less likely to donate through consumer purchases, while permanent residents are somewhat more likely to do so. As with most other methods of donation, respondents from Afro-Caribbean / African, Filipino and South Asian backgrounds are more likely to engage in this form of giving.

## THE ROLE OF TECHNOLOGY

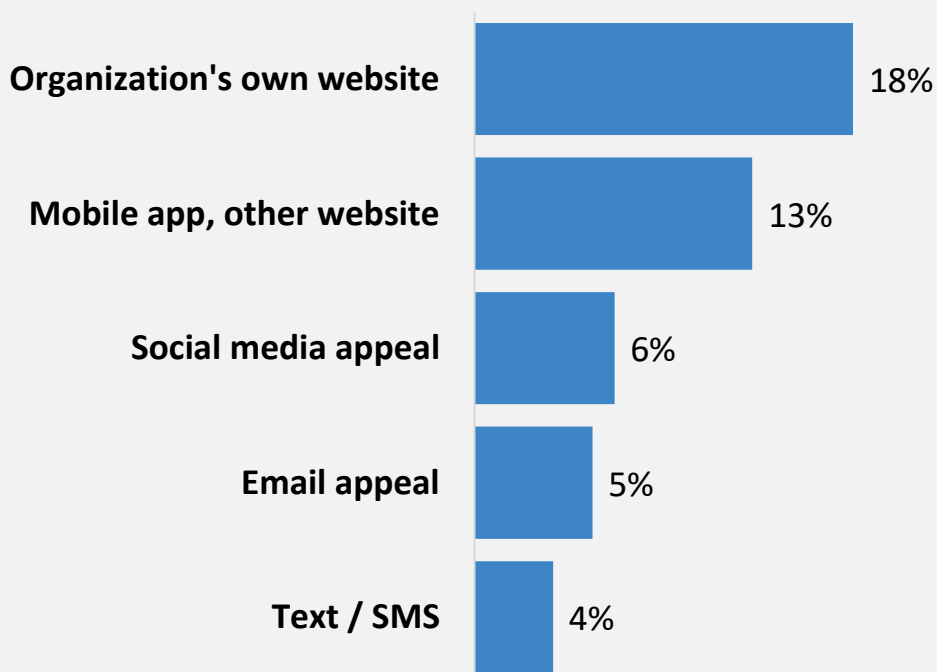
Overall, just under a third of respondents (32%) reported donating in response to an online appeal or through a technology-related channel. The most common method was donating via the organization's website, followed by contributing through a mobile app or third-party website (see Figure 7). Slightly fewer respondents donated through social media or in response to email solicitations, while fewer than one in 20 gave via text message. Interestingly, while the popularity of many other donation methods has increased since the first edition of this survey in 2020, the prevalence of online and technology-based giving among multicultural Canadians has remained essentially unchanged.

Donors who give through technology-related channels tend to be fairly committed to charitable giving. On average, they contribute significantly larger amounts than those who do not donate through technology-related channels (\$1,048 vs. \$621) and tend to support a greater number of causes (4.1 vs. 3.2). They tend to be more responsive to direct appeals from charities and are less responsive to indirect requests from family and friends (57% vs. 62% of non-technology donors). Additionally, they are slightly less likely to describe their giving as spontaneous or driven by what appeals most in the moment (63% vs. 66% of non-technology donors).

In terms of immigration status, respondents who have been in Canada for less than three years and particularly those who are non-permanent residents are less likely to donate in response to online appeals or through technology-related channels. Patterns by ethnocultural background are similar to those observed in place-based and consumer purchase-related giving.

### **Figure 7**

#### *Technology-related methods of donating*



**Figure 8***Event-based methods of donating*

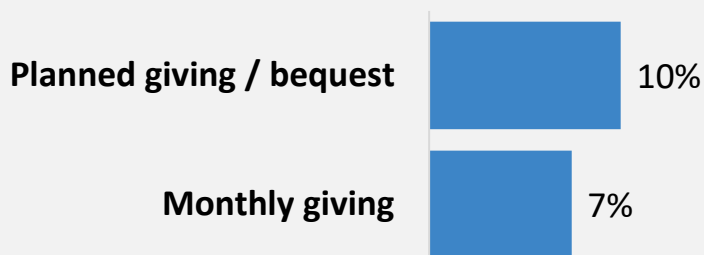
## EVENT-BASED GIVING

Just over a quarter (28%) of respondents made at least one event-based donation in the previous year. The most common form of event-based giving was purchasing tickets to fundraising events such as galas or sporting events, followed by sponsoring someone in an event such as a walk-a-thon (see Figure 8). About one in ten respondents attended a fundraising event where they donated or made a pledge.

Event-based donors are fairly committed to giving, contributing significantly more on average (\$1,148 vs. \$604 for non-event-based donors) and supporting a greater number of causes (4.6 vs. 2.1). Not surprisingly, these donors are particularly likely to say they enjoy supporting charitable organizations by participating in events (68% vs. 47% of non-event-based donors). They are also more likely to visit a charity's website or social media profile before donating (72% vs. 54%) and are more likely to promote the causes and organizations they care about to family and friends (67% vs. 50%).

As with most other donation methods, those who have been in Canada for less than three years or hold non-permanent resident status are somewhat less likely to give through event-based giving, while those from Afro-Caribbean / African backgrounds are somewhat more likely to engage in this form of giving.

**Figure 9**  
*Structured methods of donating*



## STRUCTURED GIVING

Structured giving methods, as defined here, emphasize planning and intentionality in charitable giving. Although only 16% of multicultural Canadians donate this way, they play a significant role due to their strong commitment and the larger amounts they tend to contribute. The most common structured donation method reported in the survey is planned giving, such as through charitable annuities or bequests in a will, followed by monthly giving (see Figure 9).

Although the survey includes only two structured giving methods and does not fully capture the potential of this approach,<sup>6</sup> donors who give in this way tend to contribute significantly larger amounts (\$1,518 vs. \$619 for non-structured donors) and support a greater number of causes (4.8 vs. 3.3). Not surprisingly, they are also far more likely to consider charitable giving personally important (83% vs. 66% of non-structured donors) and to have a pre-determined idea of which charities they will support before giving (75% vs. 63%). Notably, these donors are more receptive to engagement. They are likely to say they would give more if asked more frequently (61% vs. 45%) and are more inclined to promote the charities they care about to friends and family (71% vs. 55%).

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<sup>6</sup> Planned donation amounts not actually contributed in the previous 12 months are not included in respondents' total donations.



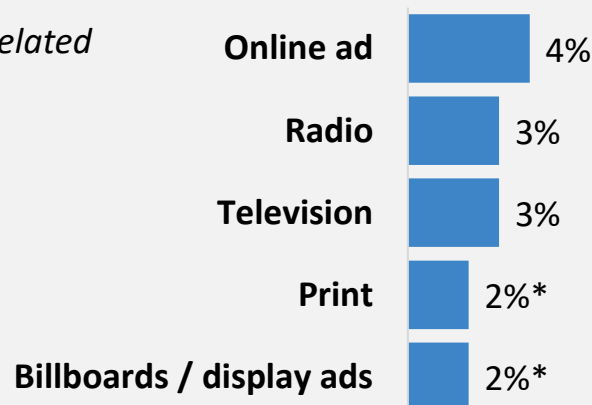
As expected, given their relatively lower attachment to charitable giving, structured giving is less common among respondents who have been in Canada for less than three years or are non-permanent residents. It is most prevalent among internationally-born respondents, particularly permanent residents. In terms of ethnocultural patterns, structured giving is particularly common among respondents from Afro-Caribbean / African backgrounds and, to a slightly lesser extent, those from South Asian backgrounds.

# GIVING IN RESPONSE TO MEDIA APPEALS / ADVERTISING

Media-related giving is the least common donation method among multicultural Canadians. Although the survey includes questions on five specific media channels, only one-tenth of respondents reported giving this way. The most common donation channels were in response to online and broadcast advertising, followed by print media and display ads (see Figure 10).

Although the relatively small percentage of respondents donating through media-related channels might suggest that media-related giving is unimportant, this method has greater impact than it might appear. First, donors who contribute this way tend to give significantly more than others (\$1,437 vs. \$705 for non-media donors) and support more causes (5.3 vs. 3.4). Second, these donors are more likely to also give through other methods typically associated with committed donors. For example, donors who give through media-related channels are significantly more likely to participate in structured giving (33% vs. 18% of non-media-related donors) and to donate through technology-related channels (56% vs. 39%). Third, despite already giving substantial amounts, this giving mode appears to be quite effective at reaching those willing to give even more. Media-related donors are more

**Figure 10**  
*Media / advertising-related methods of donating*



\*use with caution

likely than others to say they would support more charities if asked more frequently (67% vs. 46% of non-media donors) and to say they would like to donate to more charities but don't know how (62% vs. 42%).

Media solicitation is particularly effective at reaching internationally-born respondents who have been in Canada for three to five years and, to a slightly lesser extent, are permanent residents. However, it appears to be less effective in engaging those who have been in Canada for less than three years or are non-permanent residents.



## **The Role of Multicultural Media**

*To better understand the role of media and advertising in charitable giving, the survey asked respondents how much they agree or disagree with a number of statements regarding how they respond to different channels, languages, and depictions of stakeholders used by charitable organizations in their advertising. Overall, results suggest that multicultural Canadians tend to have a somewhat more favourable views of charities that advertise through multicultural media outlets and use materials in their native language and depict individuals from their ethnocultural group. However, these views do not seem to be strongly held (see Figure 11). While roughly two in five respondents have a positive perception of each of these factors, a third or more are neutral, and about a quarter disagree that this type of advertising significantly influences their views.*

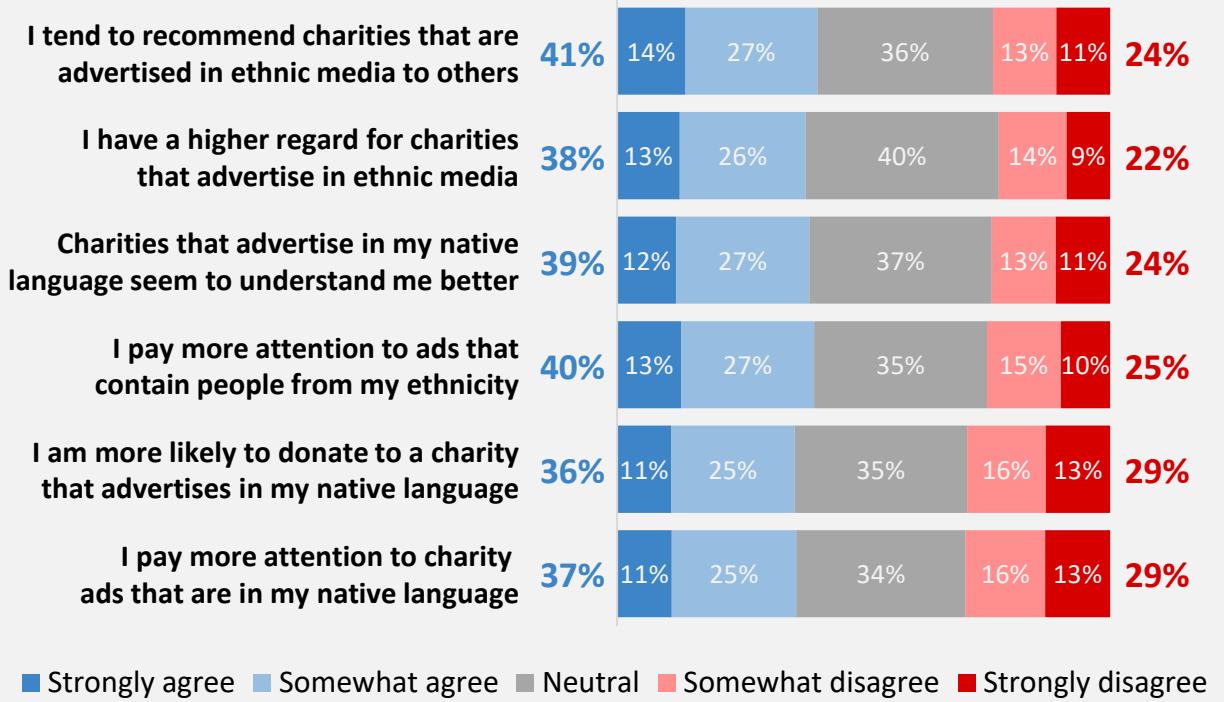
*While overall views of multicultural media and advertising are somewhat mixed, they provide value in number of ways. First, they help organizations reach newcomers to Canada. Respondents who have been in Canada for shorter periods—who might be expected to rely more on multicultural media—tend to have more positive views of these efforts than respondents who were born in Canada or have lived here for ten years or more (see Table 6). Second, certain demographic groups are more receptive to multicultural media and advertising. Younger respondents, men and those with minor children in the household tend to hold more positive views of this type of advertising, as do individuals who hold a favourable view of charitable organizations. Third, and possibly most directly, those with positive views of multicultural media and advertising are more likely to donate in response to media appeals and by participating in events.*





**Figure 11**

*Views of charities that advertise in multicultural media*



**Table 6**

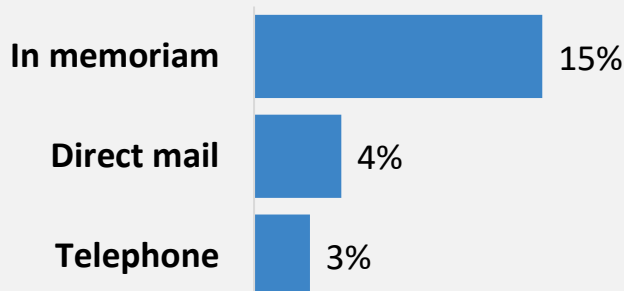
*Views of charities advertising in multicultural media by birth locale and length of time in Canada*

| Multicultural media-related opinion                                           | Length of time in Canada |           |            |           |                |
|-------------------------------------------------------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                                                               | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| I tend to recommend charities that are advertised in ethnic media to others   | 44%                      | 54%       | 47%        | 38%       | 37%            |
| I have a higher regard for charities that advertise in ethnic media           | 43%                      | 51%       | 45%        | 35%       | 34%            |
| Charities that advertise in my native language seem to understand me better   | 49%                      | 56%       | 48%        | 34%       | 33%            |
| I pay more attention to ads that contain people from my ethnicity             | 40%                      | 47%       | 50%        | 38%       | 37%            |
| I am more likely to donate to a charity that advertises in my native language | 44%                      | 53%       | 47%        | 32%       | 31%            |
| I pay more attention to charity ads that are in my native language            | 45%                      | 52%       | 44%        | 35%       | 28%            |

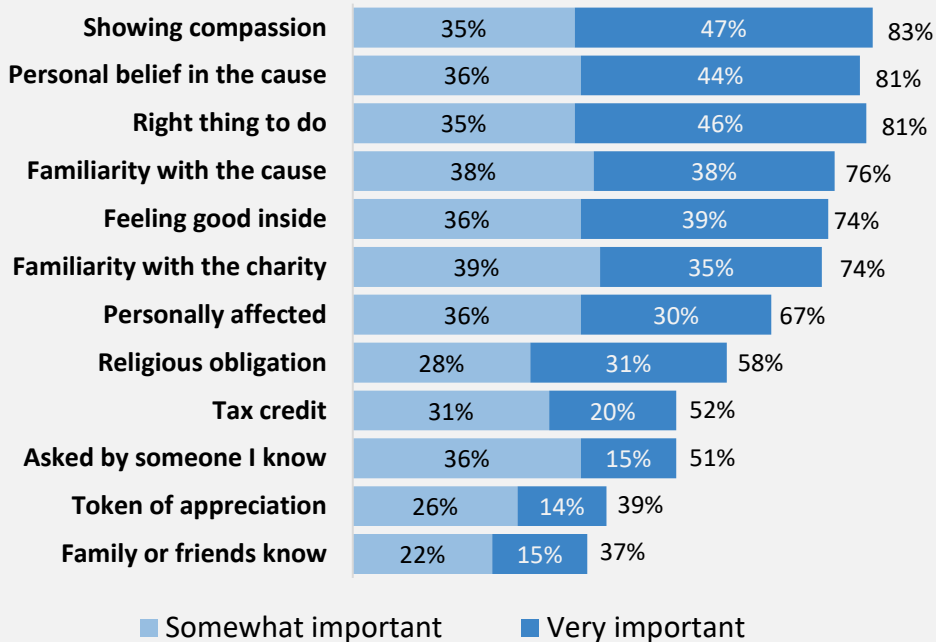
## OTHER METHODS

The remaining three donation methods do not fit cleanly into any of the other modalities of giving, but are important to examine, especially given their significance in charitable giving among non-multicultural Canadians (see Figure 12).

**Figure 12**  
*Other methods of donating*



**Figure 13**  
*Reasons for giving*



## WHY DO MULTICULTURAL CANADIANS GIVE?

Multicultural Canadians are primarily more motivated to give by altruism and belief rather than transactional considerations (i.e., personal benefits they might receive). Altruistic values—such as showing compassion, doing the right thing and personal belief in the cause—are the most common reasons for donating (see Figure 13). Familiarity with the cause and the charities they support are also key factors, likely because they give donors greater confidence that their contributions will have a meaningful impact. More personal motivations, such as being affected by the cause or donating to fulfill religious obligations, are less common but are still cited by a majority of respondents. Beyond the emotional benefits of giving, factors related to personal or social incentives—such as donation tax credits or whether friends or family are aware of their donations—are generally less influential.

**Table 7**  
*Motivations for giving by immigration status*

| Motivation for Giving        | 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%           |
| Familiarity with the cause   | 70%                     | 75%                 | 81%                           | 76%           |
| Feeling good inside          | 76%                     | 78%                 | 77%                           | 67%           |
| Familiarity with the charity | 65%                     | 76%                 | 77%                           | 73%           |
| Personally affected          | 63%                     | 69%                 | 69%                           | 64%           |
| Religious obligation         | 67%                     | 66%                 | 59%                           | 48%           |
| Tax credit                   | 44%                     | 54%                 | 55%                           | 50%           |
| Asked by someone I know      | 55%                     | 56%                 | 50%                           | 47%           |
| Token of appreciation        | 47%                     | 46%                 | 37%                           | 33%           |
| Family or friends know       | 44%                     | 45%                 | 34%                           | 34%           |

The importance of motivations for giving varies significantly based on respondents' immigration status (see Table 7). Internationally-born respondents, particularly permanent residents and Canadian citizens, place greater importance on altruistic values compared to Canadian-born respondents. Non-permanent residents, compared to other internationally-born respondents, assign similar importance to showing compassion and feeling good inside. However, they are less likely to view "doing the right thing" and belief in the cause as important factors. This may stem from having less experience with Canadian charities as a means of making a positive impact, which could also explain the lower importance they assign to familiarity with the charities and causes they supported.

**Table 8**  
*Motivations for giving by ethnocultural origin*

| Motivation for Giving        | Ethnocultural origin |         |                          |          |      |            |
|------------------------------|----------------------|---------|--------------------------|----------|------|------------|
|                              | 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%        |
| Familiarity with the cause   | 77%                  | 77%     | 75%                      | 85%      | 70%  | 67%        |
| Feeling good inside          | 78%                  | 65%     | 78%                      | 76%      | 78%  | 73%        |
| Familiarity with the charity | 75%                  | 74%     | 72%                      | 80%      | 66%  | 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 someone I know      | 55%                  | 43%     | 50%                      | 53%      | 61%  | 57%        |
| Token of appreciation        | 44%                  | 29%     | 42%                      | 38%      | 43%  | 48%        |
| Family or friends know       | 44%                  | 27%     | 37%                      | 37%      | 42%  | 42%        |

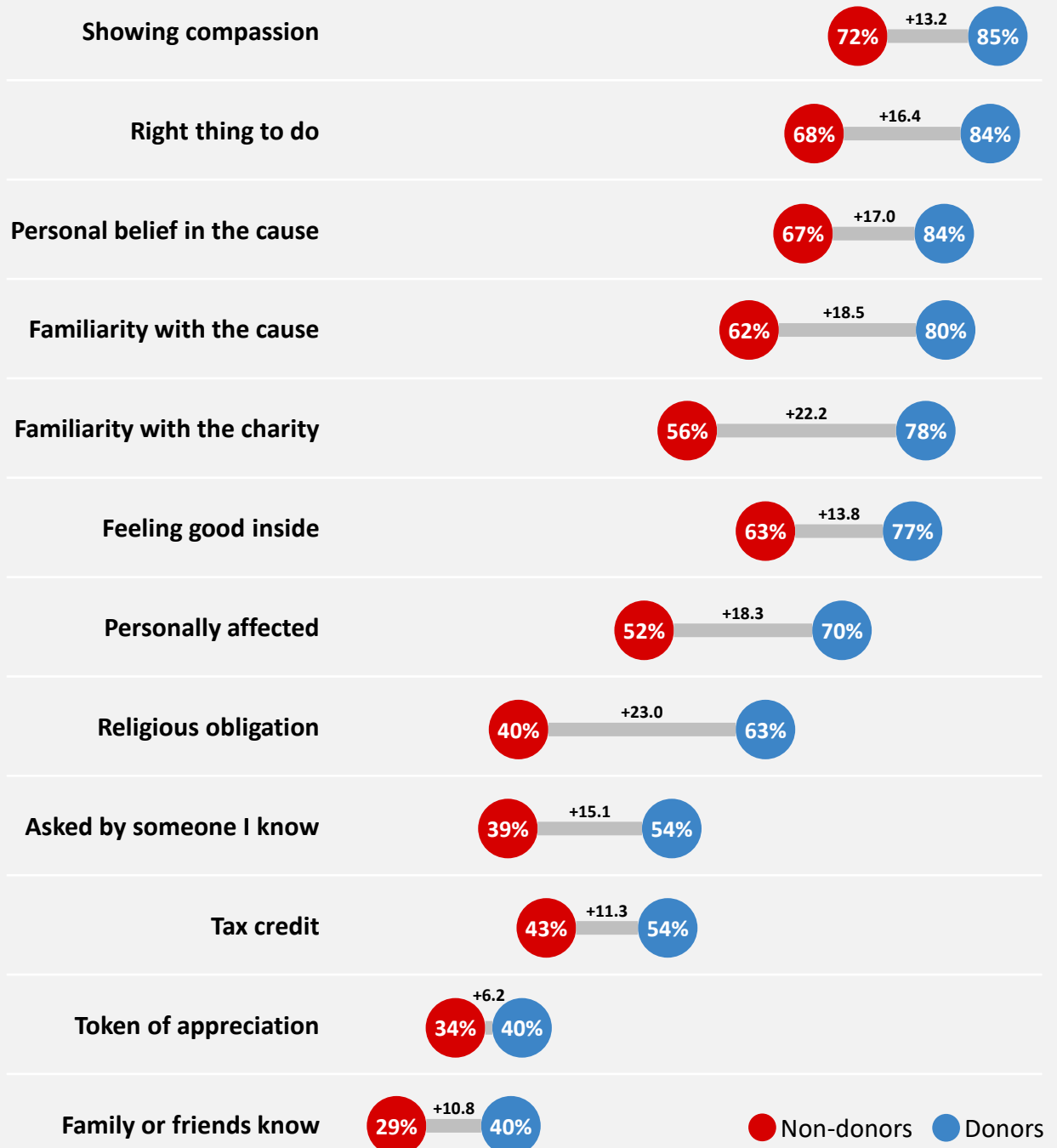
Both permanent and non-permanent residents are more likely to be motivated by personal and social incentives, such as being asked to donate by friends, family, or acquaintances and whether others know about their giving. Very similar patterns emerge when examining how long respondents have lived in Canada (see Table 42 in Appendix A).

The significance of these donation motivations also varies by ethnocultural background. Afro-Caribbean / African, Filipino and South Asian respondents place greater emphasis on altruistic values, such as showing compassion for those in need and personal belief in the cause, than other groups (see Table 8). Respondents from Filipino backgrounds prioritize familiarity with the

causes and charities they support more than other groups, while respondents from Arab and West Asian backgrounds place less importance on these factors. Family and social ties appear to play a greater role among respondents from Arab, West Asian and South Asian backgrounds, who assign greater importance to being approached by someone they know and having family and friends aware of their donations.

Donors consistently rate all motivations as more important than non-donors (see Figure 14). The largest differences between donors and non-donors are observed in the importance of religious obligations, familiarity with the charity and cause, and personal connections to the cause. While being asked to donate by family, friends, or acquaintances and having friends or family know about their charitable giving are less influential overall, the relative size of the gaps between donors and non-donors indicates that these factors are important motivators for certain groups (e.g., those with Arab, West Asian and South Asian backgrounds). While respondents place great importance on altruistic factors such as showing compassion for those in need and doing the right thing, the smaller relative differences between donors and non-donors suggest that these may serve as more baseline beliefs and attitudes rather than direct drivers of support for specific organizations or causes.

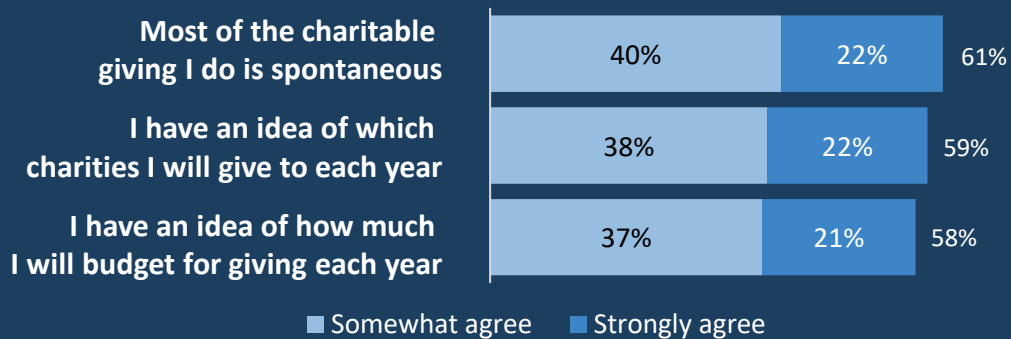


**Figure 14***Reasons for giving, donors vs. non-donors*

## Planning and Intentionality

Intentionality and prior planning play a significant role in the charitable giving of multicultural Canadians. While a similar or slightly smaller proportion of respondents report having a set budget and predetermined charities they will support compared to those who say most of their giving happens spontaneously (see Figure 15), those who plan their giving tend to give significantly larger amounts (see Table 9).

**Figure 15**  
Indicators of planning and intentionality



**Table 9**  
Average donation by indicators  
of planning and intentionality

|                                                               | Disagree | Agree |
|---------------------------------------------------------------|----------|-------|
| Most of the charitable giving I do is spontaneous             | \$1,374* | \$726 |
| I have an idea of which charities I will give to each year    | \$554*   | \$975 |
| I have an idea of how much I will budget for giving each year | \$554*   | \$984 |

\*use with caution

Internationally-born respondents who have lived in Canada for at least three years are more likely to plan their giving in advance by identifying which charities they will support, as are permanent residents and naturalized citizens. Among ethnocultural groups, respondents from South Asian backgrounds are notably more likely to plan their giving.



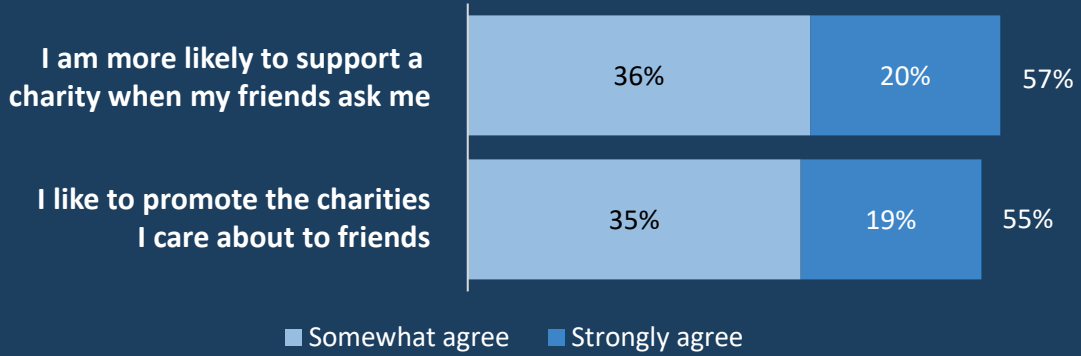
## The Role of Family and Friends

*Just over half of respondents indicated they are more likely to donate to a charitable organization when asked by friends and family rather than by the charity itself (see Figure 16). Not surprisingly, these respondents are more than twice as likely to consider being asked by someone they know an important factor in their donation decisions (67% vs. 27% who disagreed that they are more likely to donate when friends or family ask). They are also more than three times as likely to say it is important that family and friends are aware of their donations (51% vs. 15%). These respondents are particularly important because they tend to give substantially larger amounts (see Table 10) and are more likely than the average respondent to promote the charities they care about to friends and family (67% do this vs. 43% of those who are more influenced by direct appeals from the charity).*

*The importance of being asked to donate by friends and family does not vary significantly by immigration status (see Appendix A). However, this factor is particularly influential for those who have been in Canada for three to five years, suggesting that friends and family play a key role in shaping giving norms and attitudes as internationally-born individuals become more established in Canada. The impact of this influence is also reflected in the fact that individuals who have been in Canada for shorter periods, as well as both non-permanent and permanent residents, are more likely to promote the charities they care about to their friends and family. There are relatively few statistically significant variations by ethnocultural background. However, respondents from South Asian backgrounds are more likely than some other groups to be more influenced by donation requests from family and friends rather than directly from charities, while respondents from Chinese backgrounds are less likely to promote the causes they care about to others.*



**Figure 16**  
*Indicators of the role of family and friends in giving*



**Table 10**  
*Average donation by indicators of the role of friends and family*

|                                                              | Disagree | Agree |
|--------------------------------------------------------------|----------|-------|
| I like to promote the charities I care about to friends      | \$708*   | \$882 |
| I am more likely to support a charity when my friends ask me | \$628    | \$871 |

\*use with caution



# WHAT CAUSES DO MULTICULTURAL CANADIANS SUPPORT?

Multicultural Canadians support a diverse range of causes through their donations. Hospitals and religious organizations stand out as the most commonly supported, with about a third of respondents reporting donations to these organizations during the previous year (see Figure 17). Human services<sup>7</sup>—both inside Canada and internationally—as well as environmental causes are also key areas of focus, with approximately one in five respondents contributing to each. Support for research and education-related causes is also quite high, though lower than human services.

Support for the remaining cause areas tends to be more limited, with about one in ten multicultural Canadians contributing to most other causes. Notably, a number of these causes involve organizations where donors are more likely to be direct participants or beneficiaries of the organization's services (e.g., sports & recreation, associations & unions). Lastly, about one in four respondents donate to fundraising and grantmaking organizations, which primarily focus on raising money and providing financial support to organizations in other cause areas.

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<sup>7</sup> Human services organizations primarily provide material and financial supports and services for individuals and groups. Examples include foodbanks and homeless shelters and organizations providing supports and services to families, youth, seniors and people with disabilities, among others. The range of services offered by these organizations extremely broad, ranging from prenatal supports to parenting resources to independent living services to seniors.



**Figure 17***Cause-specific donation rates*

Internationally-born Canadians who have lived in Canada for less than three years are less likely to give to nearly all causes, with support for religious organizations being the only exception (see Table 11). The likelihood of giving to most other causes tends to increase the longer internationally-born donors have lived in Canada, often reaching its highest levels among those who have been in the country for five to ten years before stabilizing or even declining slightly. Support for hospitals and religious organizations are notable exceptions to this trend.

**Table 11***Cause-specific donation rates by birth locale and length of time in Canada*

| Cause                     | 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%*            |

\*use with caution

Multicultural Canadians born in Canada are less likely to donate to many causes compared to internationally-born donors who have lived in Canada for several years. Patterns of support by immigration status follow a similar trend (see Table 49 in Appendix A), with non-permanent residents being less likely to support nearly all causes compared to permanent residents and naturalized citizens. Support for universities and colleges is the only exception to this pattern and is likely related to the significant number of international students in Canada who hold non-permanent resident status.

When interpreting these findings, it is important to consider the role of age. Internationally-born respondents who have lived in Canada for at least five years tend to be older than Canadian-born respondents. Since younger individuals are generally less likely to donate than older ones, this demographic difference likely contributes to the lower giving rates observed among those born in Canada.

Patterns of support by ethnocultural background generally align with overall giving levels. Respondents from Afro-Caribbean / African and South Asian backgrounds, who have high overall giving rates, are particularly likely to support many causes, including hospitals, international development and relief and mental health organizations (see Table 12). Respondents from Chinese and Arab backgrounds tend to be less likely to donate to most cause areas. However, there are notable exceptions: respondents from Chinese background are more likely to support hospitals and education and research organizations, while respondents from Arab backgrounds show higher levels of support for religious, social services, and research organizations.



**Table 12***Cause-specific donation rates by ethnocultural origins*

| Cause                     | Ethnocultural origin |         |                          |          |      |            |
|---------------------------|----------------------|---------|--------------------------|----------|------|------------|
|                           | 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%*      | ...  | ...        |

\*use with caution  
 ... result suppressed

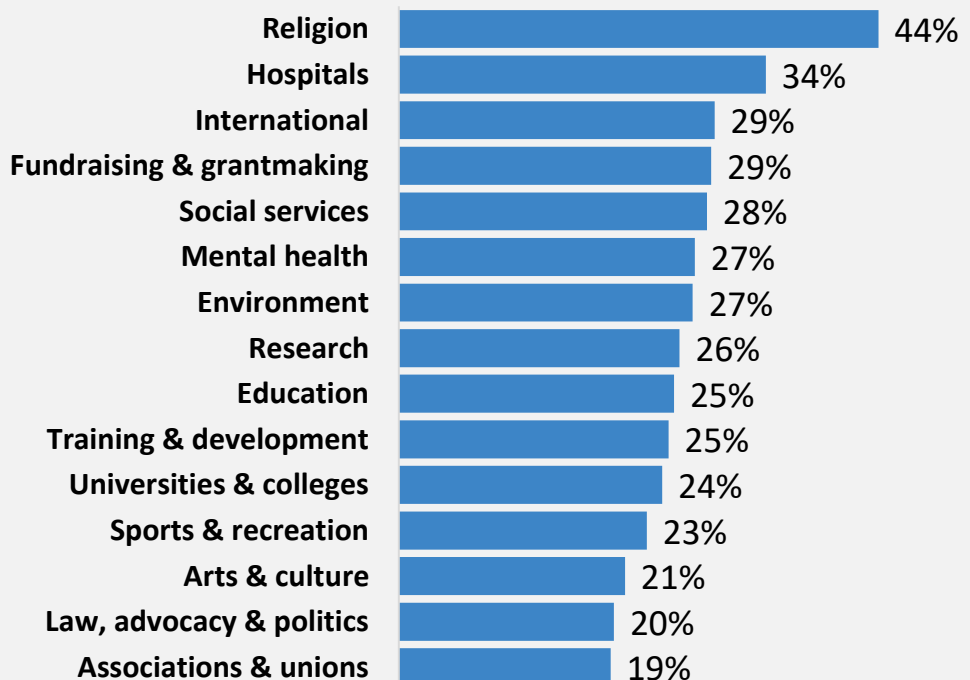


## LEVELS OF FINANCIAL SUPPORT BY CAUSE

The survey assesses levels of financial support by cause by asking donors what proportion of their total donations they allocated to each supported cause.<sup>8</sup> While this approach explicitly separates the likelihood of supporting a given cause from the level of financial support provided, the ranking of causes by financial contribution closely mirrors the ranking of causes by likelihood of donating. This suggests that support for less commonly donated-to causes primarily comes from donors who give to many causes. More widely supported causes, such as religion and hospitals, can be considered “core” causes, as they attract fairly high proportions of donors. In contrast, less common causes like associations and unions, tend to receive support from a smaller proportion of donors who contribute to them in addition to their “core” giving.

<sup>8</sup> For example, those who donated to education, health, and environmental organizations were asked what percentage of their total donations went to each of these three causes.

**Figure 18**  
*Average allocation of money by cause*





## Where do Multicultural Canadians Focus their Support?

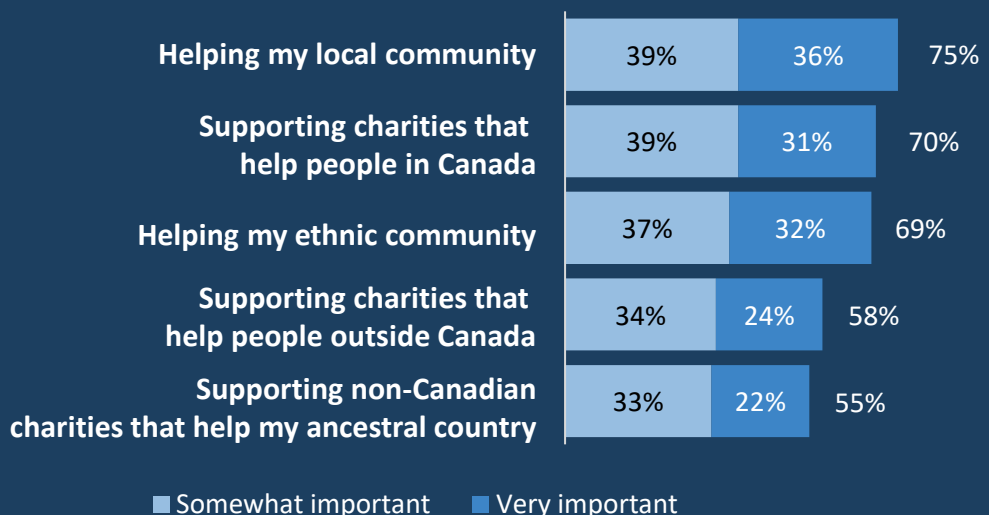
Beyond supporting specific causes, multicultural Canadians donate out of a desire to help communities. To better understand how they prioritize their support, the survey asked respondents how important it is to support various communities—either directly or through the charities that serve them—when making donation decisions.

Overall, responses indicate that multicultural Canadians prioritize supporting the communities closest to them. Three-quarters of respondents consider helping their local community important, while about seven in ten value supporting charities in Canada and/or assisting members of their ethnocultural community. While respondents also value helping those outside Canada, these communities are generally ranked as a slightly lower priority compared to those within Canada.

Internationally-born respondents tend to place greater importance on helping their local community compared to those who were born in Canada (see Tables 53 and 54 in Appendix A). However, non-permanent residents and those who have been in Canada for less than three years are less likely to prioritize supporting charities that help people in Canada compared to individuals who have been in Canada longer or were born here. This may be due to a weaker perceived connection between charitable giving and supporting their community. Additionally, the importance respondents placed on helping those outside Canada tends to decline the longer respondents have lived in Canada.

In terms of ethnocultural differences, respondents from Afro-Caribbean / African, Filipino and South Asian backgrounds are somewhat more likely than other groups to view these factors as important (see Table 55 in Appendix A).

**Figure 19**  
Importance  
of the  
population  
helped

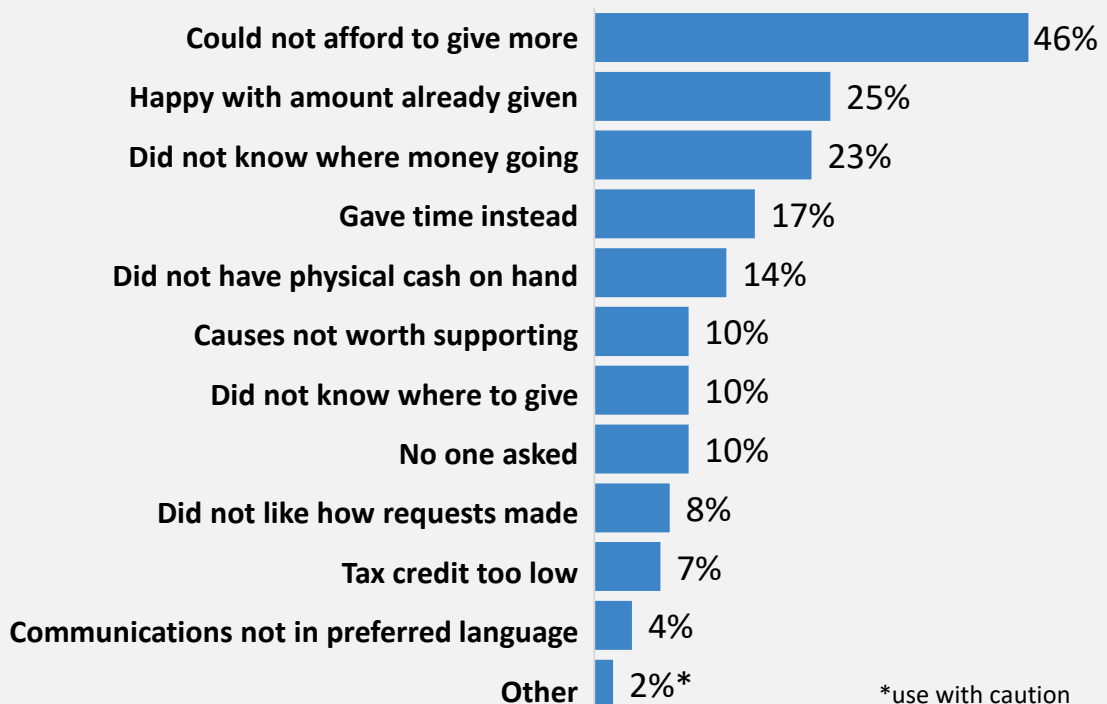


## BARRIERS TO GIVING

To understand barriers to giving, the survey asked respondents whether any of eleven specific factors prevented them from donating more to charitable organizations in the past year. Affordability emerged as the most significant barrier, with respondents citing it far more frequently than any other factor (see Figure 20).

About a quarter of respondents felt they had already given enough or were uncertain about where their donations were going. This lack of clarity about how donations are used is closely linked to other concerns. While only about one in ten respondents indicated that they didn't donate because they believed the causes are not worth supporting, this percentage nearly doubled (19%) among those who were unsure where their donations were going.

**Figure 20**  
*Barriers to giving more*



\*use with caution

Additionally, ten percent of respondents cited not being asked and/or not knowing where to give as reasons for not giving more, suggesting that even in today's highly saturated fundraising environment, some audiences are not being reached. Notably, two thirds of those who don't know where to give expressed a desire to give more to charities, highlighting an opportunity for greater engagement and outreach.

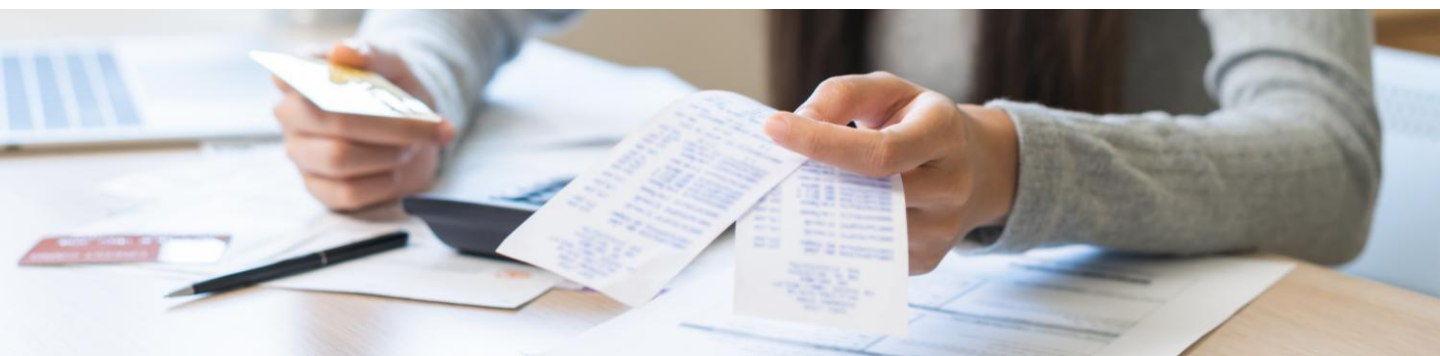
The current level of tax credits does not appear to be a major barrier to giving, though some groups are more influenced by tax credits than others. Lastly, about one in ten respondents indicated that none of the identified barriers prevented them from donating more.

Notably, charitable organizations appear to be somewhat less effective at reaching internationally-born respondents who have lived in Canada for less than three years (see Table 56 in Appendix A). While these respondents are less likely to be satisfied with the amounts they have already donated, they are more likely to report not knowing where to give.<sup>9</sup> Similar patterns are observed across immigration status.

Examining the differences between donors and non-donors, affordability again emerges as the most significant barrier preventing multicultural Canadians from giving. Non-donors were substantially more likely to cite financial constraints as a reason for not donating (54% vs. 44% for donors). Differences between donors and non-donors were much smaller for all other barriers, to the extent that most of these differences cannot be reliably measured within the sample size of this survey.

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<sup>9</sup> Less directly, they are also less likely to not like how requests are made (volume of requests is very frequently the primary reason for dissatisfaction with fundraising).



# THE POTENTIAL FOR GREATER SUPPORT

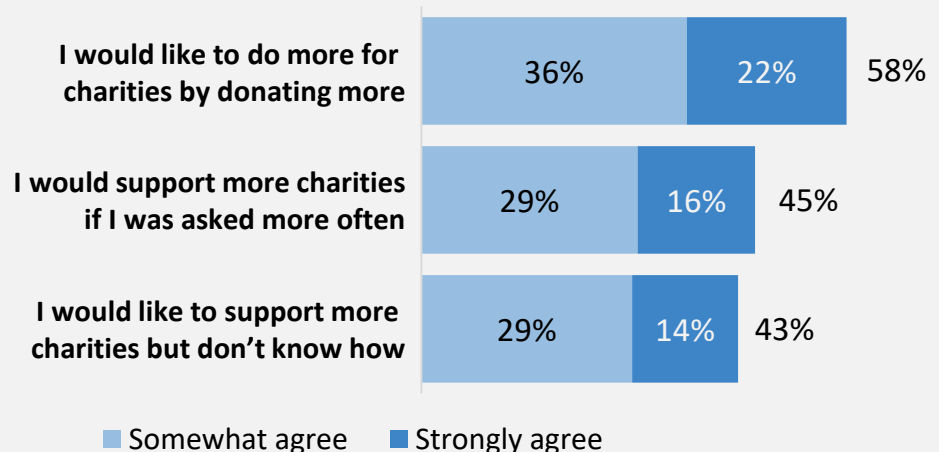
While most multicultural Canadians already give generously, many are open to contributing even more. In fact, the majority express a desire to donate more, and nearly as many would do so if they were asked more frequently or had better knowledge of how to support more charities (see Figure 21).

Willingness to give more is highest among internationally-born non-permanent or permanent residents, as well as those who have lived in Canada for less than ten years (see Tables 60 and 59 in Appendix A). These groups are also more likely to be uncertain about how to increase their level of support.

Compared to other respondents, these individuals are more likely to face a number of key barriers, including not knowing where to give, receiving charity communications in a language other than their preferred one, not being asked to give, and perceiving donation tax credits as insufficient.

While these barriers are less common overall, they are significantly more prevalent among those willing to increase their support. Notably, they are also more frequently reported by internationally-born non-permanent or permanent residents, as well as those who have lived in Canada for less than ten years.

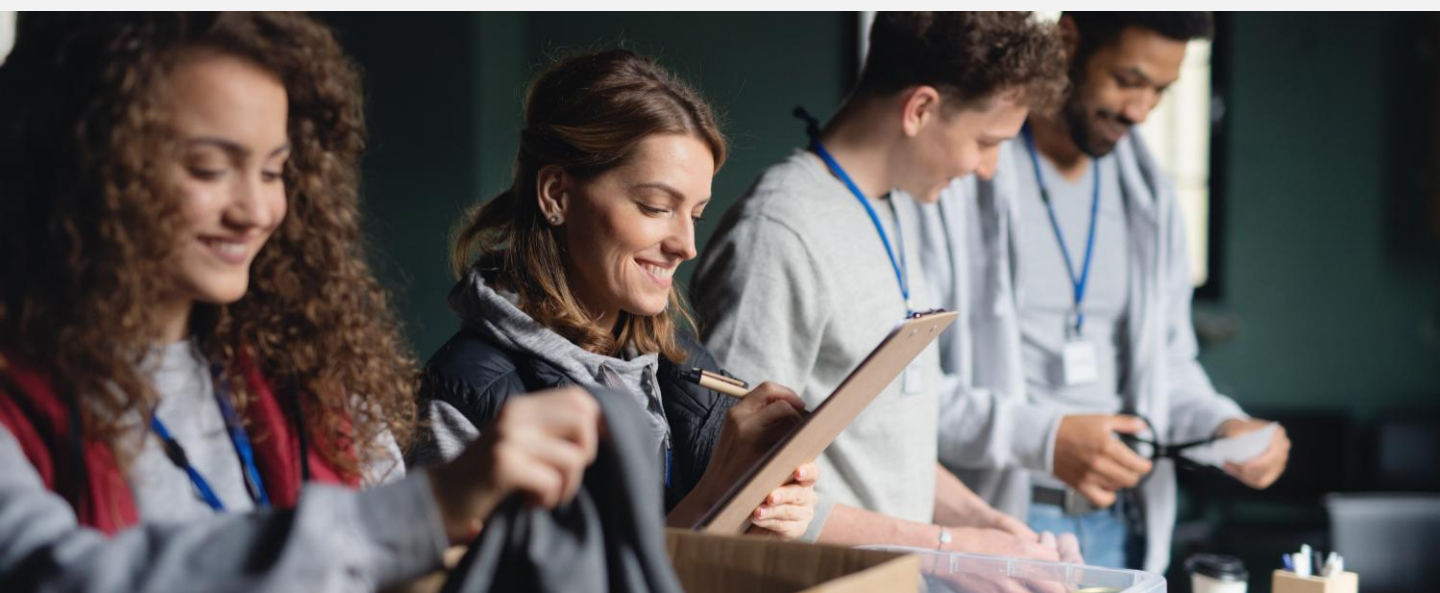
**Figure 21**  
*Indicators of the potential for greater support*



**Table 13**  
*Barriers by indicator of potential for increased support*

|                                                                  | % reporting barrier by agreement with indicator of potential for increased support |         |       |
|------------------------------------------------------------------|------------------------------------------------------------------------------------|---------|-------|
|                                                                  | Disagree                                                                           | Neutral | Agree |
| <b>I would like to do more for charities by donating more</b>    |                                                                                    |         |       |
| Did not know where to give                                       | ...                                                                                | 8%*     | 11%   |
| No one asked                                                     | 9%*                                                                                | 9%      | 9%    |
| Tax credit too low                                               | 7%*                                                                                | 6%*     | 8%    |
| Communications not in preferred language                         | ...                                                                                | 2%*     | 6%    |
| <b>I would support more charities if I was asked more often</b>  |                                                                                    |         |       |
| Did not know where to give                                       | 6%*                                                                                | 7%*     | 13%   |
| No one asked                                                     | 5%*                                                                                | 10%     | 11%   |
| Tax credit too low                                               | 5%*                                                                                | 6%*     | 9%    |
| Communications not in preferred language                         | ...                                                                                | 3%*     | 7%    |
| <b>I would like to support more charities but don't know how</b> |                                                                                    |         |       |
| Did not know where to give                                       | 5%*                                                                                | 7%      | 14%   |
| No one asked                                                     | 7%*                                                                                | 8%      | 12%   |
| Tax credit too low                                               | 5%*                                                                                | 6%*     | 9%    |
| Communications not in preferred language                         | ...                                                                                | 3%*     | 7%    |

\*use with caution  
 ... result suppressed



## CONCLUSION

This study underscores the very significant contributions multicultural Canadians make to charitable organizations and their communities. As one of Canada's fastest-growing population segments—with their numbers projected to increase by 44% by 2034—the role of multicultural Canadians in giving will continue to expand. In the years ahead, effectively engaging and building meaningful connections within these communities will be crucial for organizations seeking to enhance their long-term sustainability, grow engagement and maximize their impact.

As this report illustrates, the giving behaviours, attitudes, and beliefs of multicultural Canadians are highly diverse and shaped by their personal circumstances, histories and, for many, the experience of settling in a new country. With the continued growth of this population—both through immigration and increasing numbers of second- and third-generation Canadians—and its evolving composition, charitable organizations must adapt accordingly. To remain effective, they will need to continually reassess their approaches, move beyond outdated assumptions, and embrace new strategies that reflect the shifting priorities and experiences of this dynamic population.

Perhaps the most pressing challenge for organizations and leaders will be engaging multicultural Canadians who are harder to reach—whether due to language barriers, lack of familiarity with Canadian charities, being early in the settlement journey, or simply not having been approached. Focused efforts to authentically engage these individuals will not only strengthen the charitable sector but also foster a greater sense of belonging and inclusion within Canadian society. By deepening their understanding of the behaviours, attitudes, and beliefs of multicultural Canadians—and prioritizing accessibility and genuine relationship-building—organizations can unlock the full potential of multicultural giving.

# 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.





# CREDITS



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ISBN: 978-1-55401-457-6

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# APPENDIX A: SUPPLEMENTARY DATA TABLES

## Views About Charitable Organizations and Giving

**Table 14**  
*Views about charitable giving  
by immigration status*

|                                                                | Immigration status      |                     |                               |               |
|----------------------------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                                                | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Even helping a little bit is always worthwhile                 | 74%                     | 78%                 | 75%                           | 73%           |
| Giving to charities makes Canadian communities stronger        | 62%                     | 72%                 | 72%                           | 70%           |
| I feel a personal responsibility to make Canada a better place | 62%                     | 70%                 | 63%                           | 53%           |

## Giving – How Do Multicultural Canadians Give?

**Table 15**  
*Major methods of donating by birth  
locale and length of time in Canada*

|                           | Length of time in Canada |           |            |           |                |
|---------------------------|--------------------------|-----------|------------|-----------|----------------|
|                           | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Place-based               | 52%                      | 55%       | 51%        | 53%       | 47%            |
| Consumer purchase         | 39%                      | 47%       | 43%        | 46%       | 44%            |
| Online / technology-based | 25%                      | 40%       | 37%        | 34%       | 32%            |
| Event-based               | 20%                      | 28%       | 30%        | 29%       | 30%            |
| Other method(s)           | 12%                      | 21%       | 19%        | 21%       | 23%            |
| Structured giving         | 11%                      | 17%       | 19%        | 17%       | 15%            |
| Media solicitation        | 6%*                      | 21%       | 14%        | 10%       | 9%             |

\*use with caution

**Table 16**  
Major methods of donating  
by immigration status

|                           | Immigration status      |                     |                               |               |
|---------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                           | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Place-based               | 45%                     | 60%                 | 52%                           | 47%           |
| Consumer purchase         | 36%                     | 52%                 | 43%                           | 44%           |
| Online / technology-based | 21%                     | 39%                 | 34%                           | 32%           |
| Event-based               | 21%                     | 31%                 | 28%                           | 30%           |
| Other method(s)           | 14%                     | 20%                 | 19%                           | 23%           |
| Structured giving         | 12%                     | 20%                 | 16%                           | 15%           |
| Media solicitation        | 7%*                     | 13%                 | 10%                           | 9%            |

\*use with caution

**Table 17**  
Major methods of donating  
by ethnocultural origin

|                           | Ethnocultural group |         |                          |          |      |            |
|---------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                           | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Place-based               | 60%                 | 36%     | 61%                      | 58%      | 46%  | 30%*       |
| Consumer purchase         | 47%                 | 34%     | 54%                      | 51%      | 30%  | 33%*       |
| Online / technology-based | 36%                 | 28%     | 36%                      | 33%      | 21%  | 29%*       |
| Event-based               | 31%                 | 26%     | 35%                      | 21%      | 18%* | 21%*       |
| Other method(s)           | 22%                 | 16%     | 21%                      | 22%      | 16%* | 17%*       |
| Structured giving         | 17%                 | 12%     | 24%                      | 14%      | 10%* | ...        |
| Media solicitation        | 10%                 | 6%      | 16%                      | 7%*      | 10%* | ...        |

\*use with caution  
...result suppressed

## The Role of Place

**Table 18**

*Place-related giving methods by birth locale and length of time in Canada*

|                            | Length of time in Canada |           |            |           |                |
|----------------------------|--------------------------|-----------|------------|-----------|----------------|
|                            | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Place of worship           | 37%                      | 33%       | 33%        | 34%       | 26%            |
| Place of work              | 13%                      | 19%       | 21%        | 22%       | 17%            |
| School                     | 17%                      | 23%       | 18%        | 17%       | 20%            |
| Canvassing in public place | 9%                       | 8%*       | 9%*        | 8%        | 7%*            |
| Door to door canvassing    | 4%*                      | 6%*       | 7%*        | 7%        | 6%*            |

\*use with caution

**Table 19**

*Place-related giving methods by immigration status*

|                            | Immigration status      |                     |                               |               |
|----------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                            | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Place of worship           | 30%                     | 42%                 | 32%                           | 26%           |
| Place of work              | 12%                     | 19%                 | 22%                           | 17%           |
| School                     | 16%                     | 21%                 | 16%                           | 20%           |
| Canvassing in public place | 7%*                     | 12%                 | 7%                            | 7%*           |
| Door to door canvassing    | 3%*                     | 7%*                 | 6%                            | 6%*           |

\*use with caution

**Table 20**  
*Place-related giving methods by ethnocultural origin*

|                            | Ethnocultural group |         |                          |          |      |            |
|----------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                            | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Place-based                | 60%                 | 36%     | 61%                      | 58%      | 46%  | 30%*       |
| Place of worship           | 39%                 | 15%     | 46%                      | 39%      | 31%  | ...        |
| Place of work              | 20%                 | 14%     | 21%                      | 25%      | 14%* | ...        |
| School                     | 18%                 | 14%     | 25%                      | 19%      | 12%* | ...        |
| Canvassing in public place | 9%                  | 5%*     | 11%*                     | 7%*      | 5%*  | ...        |
| Door to door canvassing    | 8%                  | 2%*     | 9%*                      | 5%*      | ...  | ...        |

\*use with caution  
...result suppressed

## Donating Through Consumer Purchases

**Table 21**  
*Consumer purchase-related giving methods by birth locale and length of time in Canada*

|                                | Length of time in Canada |           |            |           |                |
|--------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Donation at point of sale      | 23%                      | 33%       | 26%        | 29%       | 27%            |
| Portion of individual purchase | 23%                      | 25%       | 26%        | 28%       | 27%            |
| Shopped at third party vendor  | 12%                      | 17%       | 13%        | 10%       | 13%            |

**Table 22**  
*Consumer purchase-related giving methods by immigration status*

|                                | Immigration status      |                     |                               |               |
|--------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Donation at point of sale      | 21%                     | 35%                 | 27%                           | 28%           |
| Portion of individual purchase | 22%                     | 33%                 | 25%                           | 27%           |
| Shopped at third party vendor  | 12%                     | 14%                 | 10%                           | 13%           |

**Table 23**

*Consumer purchase-related giving methods by ethnocultural origin*

|                                | Ethnocultural group |         |                          |          |      |            |
|--------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Donation at point of sale      | 27%                 | 23%     | 36%                      | 32%      | 21%  | 23%*       |
| Portion of individual purchase | 28%                 | 22%     | 32%                      | 34%      | 16%* | ...        |
| Shopped at third party vendor  | 13%                 | 6%      | 18%                      | 16%      | 5%*  | ...        |

\*use with caution  
...result suppressed

## The Role of Technology

**Table 24**

*Technology-related giving methods by birth locale and length of time in Canada*

|                            | Length of time in Canada |           |            |           |                |
|----------------------------|--------------------------|-----------|------------|-----------|----------------|
|                            | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Organization's own website | 11%                      | 16%       | 19%        | 20%       | 18%            |
| Mobile app, other website  | 11%                      | 12%*      | 16%        | 13%       | 13%            |
| Social media appeal        | 6%*                      | 14%*      | 8%*        | 6%*       | 7%*            |
| Email appeal               | 2%*                      | 10%*      | 6%*        | 8%        | 4%*            |
| Text / SMS                 | 5%*                      | 6%*       | 4%*        | 3%*       | 3%*            |

\*use with caution

**Table 25**

*Technology-related giving methods by immigration status*

|                            | Immigration status      |                     |                               |               |
|----------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                            | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Organization's own website | 8%*                     | 20%                 | 20%                           | 18%           |
| Mobile app, other website  | 9%*                     | 17%                 | 13%                           | 13%           |
| Social media appeal        | 5%*                     | 10%                 | 5%                            | 7%*           |
| Email appeal               | 1%*                     | 9%*                 | 7%                            | 4%*           |
| Text / SMS                 | 5%*                     | 6%*                 | 3%*                           | 3%*           |

\*use with caution  
...result suppressed

**Table 26**

*Technology-related giving methods by ethnocultural origin*

|                            | Ethnocultural group |         |                          |          |      |            |
|----------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                            | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Organization's own website | 17%                 | 18%     | 22%                      | 17%      | 10%* | ...        |
| Mobile app, other website  | 16%                 | 7%      | 16%                      | 17%      | 7%*  | ...        |
| Social media appeal        | 8%                  | 2%*     | 9%*                      | 7%*      | 7%*  | ...        |
| Email appeal               | 7%                  | 4%*     | 8%*                      | ...      | ...  | ...        |
| Text / SMS                 | 4%*                 | ...     | 7%*                      | 5%*      | ...  | ...        |

\*use with caution  
...result suppressed

## Event-Based Giving

**Table 27**

*Event-based giving methods by birth locale and length of time in Canada*

|                               | Length of time in Canada |           |            |           |                |
|-------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                               | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Attended an event             | 12%                      | 16%       | 16%        | 14%       | 16%            |
| Sponsored someone in an event | 9%*                      | 11%*      | 13%        | 14%       | 12%            |
| Pledge at fundraising event   | 5%*                      | 13%*      | 12%        | 11%       | 10%            |

\*use with caution

**Table 28**

*Event-based giving methods by immigration status*

|                               | Immigration status      |                     |                               |               |
|-------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                               | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Attended an event             | 14%*                    | 18%                 | 12%                           | 16%           |
| Sponsored someone in an event | 8%*                     | 11%                 | 15%                           | 12%           |
| Pledge at fundraising event   | 7%*                     | 11%                 | 10%                           | 10%           |

\*use with caution

**Table 29**  
*Event-based giving methods  
by ethnocultural origin*

|                               | Ethnocultural group |         |                          |          |      |            |
|-------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                               | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Attended an event             | 14%                 | 9%      | 24%                      | 11%*     | 11%* | ...        |
| Sponsored someone in an event | 13%                 | 14%     | 15%                      | 10%*     | 8%*  | ...        |
| Pledge at fundraising event   | 12%                 | 10%     | 12%*                     | 8%*      | ...  | ...        |

\*use with caution  
...result suppressed

## Structured Giving

**Table 30**  
*Structured giving methods  
by birth locale and length  
of time in Canada*

|                          | Length of time in Canada |           |            |           |                |
|--------------------------|--------------------------|-----------|------------|-----------|----------------|
|                          | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Planned giving / bequest | 10%                      | 12%*      | 13%        | 9%        | 9%             |
| Monthly giving           | 3%*                      | 8%*       | 8%*        | 10%       | 6%*            |

\*use with caution

**Table 31**  
*Structured giving methods  
by immigration status*

|                          | Immigration status      |                     |                               |               |
|--------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                          | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Planned giving / bequest | 10%*                    | 12%                 | 9%                            | 9%            |
| Monthly giving           | 3%*                     | 10%                 | 9%                            | 6%*           |

\*use with caution

**Table 32**  
*Structured giving methods  
by ethnocultural origin*

|                          | Ethnocultural group |         |                          |          |      |            |
|--------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                          | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Planned giving / bequest | 12%                 | 6%      | 15%                      | 8%*      | ...  | ...        |
| Monthly giving           | 7%                  | 7%      | 11%*                     | 9%*      | 6%*  | ...        |

\*use with caution  
...result suppressed



## Giving in Response to Media Appeals / Advertising

**Table 33**

*Media and advertising-related giving methods by birth locale and length of time in Canada*

|                          | Length of time in Canada |           |            |           |                |
|--------------------------|--------------------------|-----------|------------|-----------|----------------|
|                          | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Online ad                | 3%*                      | 8%*       | 7%*        | 4%*       | 4%*            |
| Television               | 3%*                      | 5%*       | 4%*        | 3%*       | 2%*            |
| Radio                    | ...                      | 5%*       | ...        | 4%*       | ...            |
| Print                    | ...                      | 5%*       | ...        | 2%*       | 3%*            |
| Billboards / display ads | ...                      | 4%*       | 2%*        | 2%*       | ...            |

\*use with caution  
...result suppressed

**Table 34**

*Media and advertising-related giving methods by immigration status*

|                          | Immigration status      |                     |                               |               |
|--------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                          | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Online ad                | ...                     | 5%*                 | 5%*                           | 4%*           |
| Television               | ...                     | 5%*                 | 3%*                           | 2%*           |
| Radio                    | ...                     | 3%*                 | 3%*                           | ...           |
| Print                    | ...                     | 1%*                 | 2%*                           | 3%*           |
| Billboards / display ads | ...                     | 3%*                 | 2%*                           | ...           |

\*use with caution  
...result suppressed

**Table 35**

*Media and advertising-related giving methods by ethnocultural origin*

|                          | Ethnocultural group |         |                          |          |      |            |
|--------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                          | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Online ad                | 4%*                 | 2%*     | 8%*                      | ...      | ...  | ...        |
| Television               | 3%*                 | 2%*     | 8%*                      | ...      | ...  | ...        |
| Radio                    | 3%*                 | 1%*     | 5%*                      | ...      | ...  | ...        |
| Print                    | 2%*                 | 1%*     | ...                      | ...      | ...  | ...        |
| Billboards / display ads | 2%*                 | ...     | 3%*                      | ...      | ...  | ...        |

\*use with caution  
...result suppressed

## Multicultural Media

**Table 36**

*Views of multicultural media by birth locale and length of time in Canada*

|                                                                               | Length of time in Canada |           |            |           |                |
|-------------------------------------------------------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                                                               | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| I have a higher regard for charities that advertise in ethnic media           | 43%                      | 51%       | 45%        | 35%       | 34%            |
| Charities that advertise in my native language seem to understand me better   | 49%                      | 56%       | 48%        | 34%       | 33%            |
| I tend to recommend charities that are advertised in ethnic media to others   | 44%                      | 54%       | 47%        | 38%       | 37%            |
| I pay more attention to ads that contain people from my ethnicity             | 40%                      | 47%       | 50%        | 38%       | 37%            |
| I am more likely to donate to a charity that advertises in my native language | 44%                      | 53%       | 47%        | 32%       | 31%            |
| I pay more attention to charity ads that are in my native language            | 45%                      | 52%       | 44%        | 35%       | 28%            |

**Table 37**

*Views of multicultural media by immigration status*

|                                                                               | Immigration status      |                     |                               |               |
|-------------------------------------------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                                                               | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| I have a higher regard for charities that advertise in ethnic media           | 43%                     | 47%                 | 35%                           | 34%           |
| Charities that advertise in my native language seem to understand me better   | 55%                     | 49%                 | 34%                           | 33%           |
| I tend to recommend charities that are advertised in ethnic media to others   | 47%                     | 48%                 | 38%                           | 37%           |
| I pay more attention to ads that contain people from my ethnicity             | 41%                     | 45%                 | 39%                           | 37%           |
| I am more likely to donate to a charity that advertises in my native language | 44%                     | 47%                 | 33%                           | 31%           |
| I pay more attention to charity ads that are in my native language            | 46%                     | 49%                 | 34%                           | 28%           |

**Table 38**  
*Views of multicultural media  
by ethnocultural origin*

|                                                                               | Ethnocultural group |         |                          |          |      |            |
|-------------------------------------------------------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                                                               | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| I have a higher regard for charities that advertise in ethnic media           | 42%                 | 31%     | 48%                      | 32%      | 40%  | 29%*       |
| Charities that advertise in my native language seem to understand me better   | 43%                 | 32%     | NA                       | 41%      | 47%  | 39%*       |
| I tend to recommend charities that are advertised in ethnic media to others   | 44%                 | 29%     | 51%                      | 38%      | 47%  | 37%*       |
| I pay more attention to ads that contain people from my ethnicity             | 43%                 | 35%     | 46%                      | 35%      | 38%  | 37%*       |
| I am more likely to donate to a charity that advertises in my native language | 42%                 | 30%     | NA                       | 34%      | 44%  | 28%*       |
| I pay more attention to charity ads that are in my native language            | 42%                 | 31%     | NA                       | 32%      | 39%  | 34%*       |

\*use with caution

NA – respondents of Afro-Caribbean / African background not asked this question

## Other Methods

**Table 39**  
*Other giving methods by  
birth locale and length of  
time in Canada*

|             | Length of time in Canada |           |            |           |                |
|-------------|--------------------------|-----------|------------|-----------|----------------|
|             | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| In memoriam | 10%                      | 16%       | 14%        | 14%       | 19%            |
| Direct mail | ...                      | 6%*       | 4%*        | 6%*       | 3%*            |
| Telephone   | ...                      | ...       | 3%*        | 4%*       | 2%*            |

\*use with caution

...result suppressed

**Table 40**  
*Other giving methods  
 by immigration status*

|             | Immigration status      |                     |                               |               |
|-------------|-------------------------|---------------------|-------------------------------|---------------|
|             | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| In memoriam | 11%*                    | 14%                 | 14%                           | 19%           |
| Direct mail | ...                     | 7%*                 | 5%                            | 3%*           |
| Telephone   | ...                     | 3%*                 | 4%*                           | 2%*           |

\*use with caution  
 ...result suppressed

**Table 41**  
*Other giving methods  
 by ethnocultural origin*

|             | Ethnocultural group |         |                          |          |      |            |
|-------------|---------------------|---------|--------------------------|----------|------|------------|
|             | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| In memoriam | 17%                 | 12%     | 14%                      | 17%      | 15%* | ...        |
| Direct mail | 4%*                 | 4%*     | 6%*                      | 4%*      | ...  | ...        |
| Telephone   | 3%*                 | 2%*     | 6%*                      | ...      | ...  | ...        |

\*use with caution  
 ...result suppressed

## Why do Multicultural Canadians Give?

**Table 42**

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

|                              | 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%            |
| Familiarity with the cause   | 71%                      | 78%       | 77%        | 79%        | 76%            |
| Feeling good inside          | 76%                      | 79%       | 81%        | 76%        | 67%            |
| Familiarity with the charity | 67%                      | 76%       | 76%        | 77%        | 73%            |
| Personally affected          | 64%                      | 69%       | 68%        | 69%        | 64%            |
| Religious obligation         | 68%                      | 63%       | 67%        | 58%        | 48%            |
| Tax credit                   | 45%                      | 59%       | 59%        | 54%        | 50%            |
| Asked by someone I know      | 53%                      | 67%       | 56%        | 50%        | 47%            |
| Token of appreciation        | 46%                      | 52%       | 47%        | 36%        | 33%            |
| Family or friends know       | 42%                      | 53%       | 48%        | 33%        | 34%            |

## Planning and Intentionality

**Table 43**

*Indicators of planning and intentionality by birth locale and length of time in Canada*

|                                                               | Length of time in Canada |           |            |            |                |
|---------------------------------------------------------------|--------------------------|-----------|------------|------------|----------------|
|                                                               | Less than 3 years        | 3-5 years | 5-10 years | 10 + years | Born in Canada |
| I have an idea of how much I will budget for giving each year | 55%                      | 63%       | 61%        | 63%        | 51%            |
| I have an idea of which charities I will give to each year    | 52%                      | 65%       | 68%        | 65%        | 53%            |
| Most of the charitable giving I do is spontaneous             | 65%                      | 65%       | 62%        | 61%        | 59%            |

**Table 44**  
*Indicators of planning and intentionality by immigration status*

|                                                               | Immigration status      |                     |                               |               |
|---------------------------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                                               | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| I have an idea of how much I will budget for giving each year | 53%                     | 62%                 | 63%                           | 51%           |
| I have an idea of which charities I will give to each year    | 53%                     | 61%                 | 66%                           | 53%           |
| Most of the charitable giving I do is spontaneous             | 63%                     | 66%                 | 61%                           | 59%           |

**Table 45**  
*Indicators of planning and intentionality by ethnocultural origin*

|                                                               | Ethnocultural group |         |                          |          |      |            |
|---------------------------------------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                                               | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| I have an idea of how much I will budget for giving each year | 63%                 | 55%     | 59%                      | 59%      | 50%  | 46%        |
| I have an idea of which charities I will give to each year    | 63%                 | 57%     | 60%                      | 62%      | 51%  | 58%        |
| Most of the charitable giving I do is spontaneous             | 67%                 | 52%     | 65%                      | 62%      | 66%  | 55%        |

## The Role of Family and Friends

**Table 46**  
*Indicators of the role of family and friends by birth locale and length of time in Canada*

|                                                              | Length of time in Canada |           |            |           |                |
|--------------------------------------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                                              | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| I am more likely to support a charity when my friends ask me | 55%                      | 64%       | 57%        | 56%       | 57%            |
| I like to promote the charities I care about to friends      | 63%                      | 61%       | 59%        | 51%       | 50%            |

**Table 47**  
*Indicators of the role of family and friends by immigration status*

|                                                              | Immigration status      |                     |                               |               |
|--------------------------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                                              | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| I am more likely to support a charity when my friends ask me | 56%                     | 56%                 | 58%                           | 57%           |
| I like to promote the charities I care about to friends      | 62%                     | 60%                 | 52%                           | 50%           |

**Table 48**  
*Indicators of the role of family and friends by ethnocultural origin*

|                                                              | Ethnocultural group |         |                          |          |      |            |
|--------------------------------------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                                              | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| I am more likely to support a charity when my friends ask me | 61%                 | 55%     | 51%                      | 56%      | 58%  | 55%        |
| I like to promote the charities I care about to friends      | 60%                 | 38%     | 63%                      | 61%      | 54%  | 55%        |

## What Causes do Multicultural Canadians Support?

**Table 49**  
*Cause-specific donation rates by immigration status*

|                            | Immigration status      |                     |                               |               |
|----------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                            | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Hospitals                  | 15%                     | 39%                 | 37%                           | 36%           |
| Religion                   | 28%                     | 35%                 | 37%                           | 26%           |
| Fundraising & grant making | 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%*           |

\*use with caution



## Levels of Financial Support by Cause

**Table 50**

*Average allocation of money by cause by birth locale and length of time in Canada*

|                            | Length of time in Canada |           |            |           |                |
|----------------------------|--------------------------|-----------|------------|-----------|----------------|
|                            | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Hospitals                  | 30.5%                    | 40.6%     | 29.2%      | 33.9%     | 35.2%          |
| Religion                   | 48.7%                    | 45.2%     | 35.2%      | 45.7%     | 39.6%          |
| Fundraising & grant making | 32.6%                    | 21.9%     | 25.6%      | 25.4%     | 33.4%          |
| International              | 28.6%                    | 36.7%     | 28.6%      | 28.4%     | 28.6%          |
| Mental health              | 27.3%                    | 30.7%     | 21.8%      | 26.0%     | 29.8%          |
| Social services            | 31.8%                    | 31.2%     | 24.2%      | 28.6%     | 26.6%          |
| Environment                | 35.1%                    | 21.4%     | 23.3%      | 26.7%     | 24.2%          |
| Research                   | 22.8%                    | 21.7%     | 25.6%      | 26.0%     | 26.6%          |
| Education                  | 26.2%                    | 19.7%*    | 23.0%      | 23.5%     | 28.4%          |
| Universities & colleges    | 34.7%                    | 21.4%     | 21.7%      | 19.8%     | 23.8%          |
| Sports & recreation        | 31.2%*                   | 20.7%*    | 20.8%*     | 21.1%     | 21.1%          |
| Arts & culture             | 24.4%*                   | 23.9%*    | 15.3%*     | 16.7%     | 24.8%          |
| Training & development     | 25.6%                    | 27.4%*    | 17.5%      | 27.6%*    | 22.9%          |
| Associations & unions      | 22.3%                    | 26.0%*    | 19.4%*     | 16.3%     | 21.0%          |
| Law, advocacy & politics   | 18.2%*                   | 12.6%     | 26.0%*     | 13.3%     | 28.4%*         |

\*use with caution

**Table 51**  
Average allocation of money by  
cause by immigration status

|                            | Immigration status      |                     |                               |               |
|----------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                            | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Hospitals                  | 30.6%                   | 30.5%               | 34.5%                         | 35.2%         |
| Religion                   | 50.9%                   | 39.8%               | 45.3%                         | 39.6%         |
| Fundraising & grant making | 32.9%                   | 25.7%               | 25.9%                         | 33.4%         |
| International              | 30.6%                   | 25.5%               | 29.6%                         | 28.6%         |
| Mental health              | 28.0%                   | 23.9%               | 26.4%                         | 29.8%         |
| Social services            | 31.2%                   | 27.4%               | 28.7%                         | 26.6%         |
| Environment                | 33.1%                   | 29.2%               | 26.2%                         | 24.2%         |
| Education                  | 32.1%                   | 20.3%               | 23.9%                         | 28.4%         |
| Universities & colleges    | 36.0%                   | 21.7%*              | 20.4%                         | 23.8%         |
| Sports & recreation        | 32.6%*                  | 22.8%*              | 20.3%                         | 21.1%         |
| Arts & culture             | 25.9%*                  | 18.7%               | 16.6%                         | 24.8%         |
| Training & development     | 24.5%*                  | 23.4%               | 26.8%*                        | 22.9%         |
| Associations & unions      | 21.6%                   | 18.9%               | 17.7%                         | 21.0%         |
| Law, advocacy & politics   | 21.6%*                  | 19.8%*              | 13.6%*                        | 28.4%*        |

\*use with caution

**Table 52**

*Average allocation of money  
by cause by ethnicity*

|                            | Ethnocultural group |         |                          |          |        |            |
|----------------------------|---------------------|---------|--------------------------|----------|--------|------------|
|                            | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab   | West Asian |
| Hospitals                  | 30.9%               | 41.4%   | 27.2%                    | 26.1%    | 28.5%  | 54.4%      |
| Religion                   | 39.4%               | 51.4%   | 44.1%                    | 47.8%    | 39.5%  | 48.1%*     |
| Fundraising & grant making | 28.5%               | 27.7%   | 27.8%                    | 26.7%    | 28.4%* | 59.9%*     |
| International              | 26.0%               | 40.4%   | 21.1%                    | 22.3%    | 38.4%  | 37.3%      |
| Mental health              | 26.2%               | 27.4%   | 21.8%                    | 30.1%    | 32.1%* | 48.0%*     |
| Social services            | 25.3%               | 33.7%   | 23.0%*                   | 25.7%    | 33.4%* | 44.1%*     |
| Environment                | 25.3%               | 30.7%   | 21.0%*                   | 28.8%    | 35.5%* | ...        |
| Research                   | 23.9%               | 29.6%   | 18.5%                    | 27.4%    | 33.2%* | 22.4%      |
| Education                  | 21.7%               | 31.8%   | 19.1%*                   | 23.5%*   | 39.4%* | 38.2%*     |
| Universities & colleges    | 25.2%               | 30.9%   | 17.3%                    | 23.8%*   | ...    | 26.9%*     |
| Sports & recreation        | 24.5%               | 28.8%   | 14.4%*                   | 24.8%*   | 20.4%  | ...        |
| Arts & culture             | 22.9%               | 23.5%   | 14.9%*                   | 15.3%*   | 25.7%* | 18.3%      |
| Training & development     | 21.0%               | 35.7%   | 16.7%*                   | 20.9%*   | 19.8%* | ...        |
| Associations & unions      | 21.9%               | 18.3%   | 18.3%                    | 15.9%    | 18.6%* | 12.6%*     |
| Law, advocacy & politics   | 18.6%*              | 16.6%*  | 17.8%*                   | ...      | 12.4%* | 45.8%*     |

\*use with caution

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## Where do Multicultural Canadians Focus their Support?

**Table 53**

*Importance of communities served by birth locale and length of time in Canada*

|                                                                  | Length of time in Canada |           |            |           |                |
|------------------------------------------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                                                  | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| Helping my local community                                       | 76%                      | 76%       | 76%        | 78%       | 70%            |
| Supporting charities that help people in Canada                  | 66%                      | 74%       | 73%        | 71%       | 71%            |
| Helping my ethnic community                                      | 74%                      | 76%       | 74%        | 68%       | 63%            |
| Supporting charities that help people outside Canada             | 62%                      | 69%       | 62%        | 57%       | 55%            |
| Supporting non-Canadian charities that help my ancestral country | 64%                      | 65%       | 64%        | 53%       | 48%            |

**Table 54**

*Importance of communities served by immigration status*

|                                                                  | Immigration status      |                     |                               |               |
|------------------------------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                                                  | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Helping my local community                                       | 74%                     | 77%                 | 78%                           | 70%           |
| Supporting charities that help people in Canada                  | 64%                     | 71%                 | 73%                           | 71%           |
| Helping my ethnic community                                      | 74%                     | 72%                 | 69%                           | 63%           |
| Supporting charities that help people outside Canada             | 61%                     | 62%                 | 59%                           | 55%           |
| Supporting non-Canadian charities that help my ancestral country | 62%                     | 63%                 | 55%                           | 48%           |

**Table 55**

*Importance of communities served by ethnocultural origin*

|                                                                  | Ethnocultural group |         |                          |          |      |            |
|------------------------------------------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                                                  | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Helping my local community                                       | 80%                 | 66%     | 81%                      | 79%      | 68%  | 71%        |
| Supporting charities that help people in Canada                  | 73%                 | 66%     | 73%                      | 75%      | 66%  | 58%        |
| Helping my ethnic community                                      | 75%                 | 54%     | 77%                      | 72%      | 67%  | 66%        |
| Supporting charities that help people outside Canada             | 64%                 | 41%     | 67%                      | 67%      | 62%  | 55%        |
| Supporting non-Canadian charities that help my ancestral country | 62%                 | 35%     | 65%                      | 66%      | 59%  | 50%        |

## Barriers to Giving

**Table 56**

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

|                                          | 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%                      | 37%       | 43%        | 48%       | 48%            |
| Happy with amount already given          | 19%                      | 30%       | 26%        | 28%       | 26%            |
| Did not know where money going           | 22%                      | 20%       | 23%        | 23%       | 22%            |
| Gave time instead                        | 19%                      | 23%       | 17%        | 17%       | 14%            |
| Did not have physical cash on hand       | 14%                      | 18%       | 14%        | 12%       | 17%            |
| Causes not worth supporting              | 10%                      | 10%*      | 12%        | 10%       | 11%            |
| Did not know where to give               | 17%                      | 11%*      | 13%        | 7%        | 9%             |
| No one asked                             | 11%                      | 10%*      | 14%        | 8%        | 11%            |
| Did not like how requests made           | 4%*                      | 8%*       | 9%*        | 8%        | 9%             |
| Tax credit too low                       | 4%*                      | 9%*       | 8%         | 8%        | 6%*            |
| Communications not in preferred language | 4%*                      | 10%*      | 6%*        | 4%*       | 3%*            |
| Other                                    | 2%*                      | ...       | ...        | 2%*       | ...            |

\*use with caution  
...result suppressed

**Table 57**  
**Barriers to giving more**  
**by immigration status**

|                                          | Immigration status      |                     |                               |               |
|------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                          | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| Could not afford to give more            | 47%                     | 41%                 | 48%                           | 48%           |
| Happy with amount already given          | 19%                     | 23%                 | 29%                           | 26%           |
| Did not know where money going           | 22%                     | 22%                 | 24%                           | 22%           |
| Gave time instead                        | 18%                     | 21%                 | 17%                           | 14%           |
| Did not have physical cash on hand       | 14%                     | 10%                 | 14%                           | 17%           |
| Causes not worth supporting              | 11%*                    | 10%                 | 10%                           | 11%           |
| Did not know where to give               | 16%                     | 13%                 | 7%                            | 9%            |
| No one asked                             | 12%                     | 11%                 | 8%                            | 11%           |
| Did not like how requests made           | 5%*                     | 7%*                 | 8%                            | 9%            |
| Tax credit too low                       | 3%*                     | 8%                  | 8%                            | 6%*           |
| Communications not in preferred language | 6%*                     | 6%*                 | 3%*                           | 3%*           |
| Other                                    | ...                     | ...                 | 1%*                           | ...           |

\*use with caution  
 ...result suppressed

**Table 58**  
*Barriers to giving more  
 by ethnocultural origin*

|                                          | Ethnocultural group |         |                          |          |      |            |
|------------------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                          | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| Could not afford to give more            | 45%                 | 46%     | 42%                      | 56%      | 48%  | 46%        |
| Happy with amount already given          | 29%                 | 25%     | 23%                      | 27%      | 14%* | 21%*       |
| Did not know where money going           | 23%                 | 24%     | 19%                      | 27%      | 19%  | 19%*       |
| Gave time instead                        | 18%                 | 14%     | 20%                      | 17%      | 14%* | ...        |
| Did not have physical cash on hand       | 16%                 | 10%     | 15%                      | 18%      | 18%* | ...        |
| Causes not worth supporting              | 11%                 | 13%     | 6%*                      | 13%*     | 8%*  | ...        |
| Did not know where to give               | 14%                 | 7%      | 9%*                      | 10%*     | 11%* | ...        |
| No one asked                             | 9%                  | 10%     | 11%*                     | 13%*     | 8%*  | ...        |
| Did not like how requests made           | 6%                  | 9%      | 8%*                      | 6%*      | 7%*  | ...        |
| Tax credit too low                       | 6%                  | 10%     | 8%*                      | 3%*      | ...  | ...        |
| Communications not in preferred language | 4%*                 | 3%*     | 5%*                      | 3%*      | ...  | ...        |
| Other                                    | ...                 | 2%*     | ...                      | ...      | ...  | ...        |

\*use with caution  
 ...result suppressed

## The Potential for Greater Support

**Table 59**

*Indicators of the potential for greater support by birth locale and length of time in Canada*

|                                                           | Length of time in Canada |           |            |           |                |
|-----------------------------------------------------------|--------------------------|-----------|------------|-----------|----------------|
|                                                           | Less than 3 years        | 3-5 years | 5-10 years | 10+ years | Born in Canada |
| I would like to do more for charities by donating more    | 61%                      | 65%       | 64%        | 59%       | 50%            |
| I would support more charities if I was asked more often  | 53%                      | 59%       | 53%        | 41%       | 41%            |
| I would like to support more charities but don't know how | 53%                      | 55%       | 48%        | 38%       | 39%            |

**Table 60**

*Indicators of the potential for greater support by immigration status*

|                                                           | Immigration status      |                     |                               |               |
|-----------------------------------------------------------|-------------------------|---------------------|-------------------------------|---------------|
|                                                           | Non-permanent residents | Permanent residents | Naturalized Canadian citizens | Canadian-born |
| I would like to do more for charities by donating more    | 62%                     | 66%                 | 59%                           | 50%           |
| I would support more charities if I was asked more often  | 53%                     | 53%                 | 43%                           | 41%           |
| I would like to support more charities but don't know how | 54%                     | 51%                 | 38%                           | 39%           |

**Table 61**

*Indicators of the potential for greater support by ethnocultural origin*

|                                                           | Ethnocultural group |         |                          |          |      |            |
|-----------------------------------------------------------|---------------------|---------|--------------------------|----------|------|------------|
|                                                           | South Asian         | Chinese | Afro-Caribbean / African | Filipino | Arab | West Asian |
| I would like to do more for charities by donating more    | 65%                 | 45%     | 66%                      | 53%      | 57%  | 57%        |
| I would support more charities if I was asked more often  | 51%                 | 31%     | 54%                      | 44%      | 54%  | 43%        |
| I would like to support more charities but don't know how | 49%                 | 28%     | 48%                      | 42%      | 49%  | 53%        |