

CANADIAN Donor & Charity Statistics

DONORS

Average Canadian Donor

- DONATES: **\$300** PER YEAR
- AGE: **54** YEARS OLD

5.4 MILLION DONATIONS WERE MADE IN 2016 WORTH **\$8.9 BILLION**

91% When asked about the reasons for donating, 91% of donors said they felt **compassion** towards people in need.

26% Only 26% of donors said charities are doing a good or excellent job **providing information** on how they use donations.

TOP 1% OF CHARITABLE ORGANIZATIONS BRING IN **60% OF ALL REVENUE**

79% OF CANADIANS TRUST CHARITIES.

CHARITIES

54% OF CANADA'S CHARITIES ARE RUN BY VOLUNTEERS.

2 million PEOPLE ARE EMPLOYED BY CHARITIES IN CANADA.

40% of all donations people make are towards **religious institutions**.

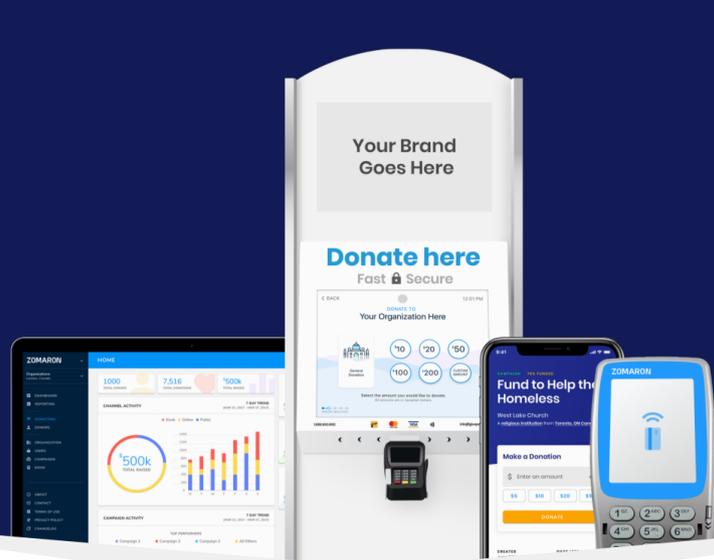
Each year, 35% of giving happens in the month of **December**.

Ways Canadians Donate to Charities

Cash
More than half of the Canadian population will be cashless by **2020**.

Online
Online giving to charities increased **12.2%** in the last year.

Donation Kiosk
Over **75%** of Canadians prefer to use their debit and credit cards.



Zomaron Fundraising

Digitally connecting your charity with its donors.

This secure and modern fundraising platform features an unattended kiosk to accept offline donations through debit and credit, an online portal to accept one-time or recurring donations, secure payment processing options for eCommerce and in-person transactions, and access to a robust reporting and analytics software. Partner with Zomaron and receive one consolidated bill for all your charity's payment needs.

- ✓ Cashless Solution
- ✓ Campaign Management
- ✓ Content Management
- ✓ Donor Engagement
- ✓ Dedicated Support
- ✓ Automated Tax Receipts

Start collecting digital donations today. Because every donation counts.
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Sources: Sector Source, Statistics Canada, Muttart Foundation, Mobile Syrup