

# Canadians want to give, but what's holding them back?

They say it's better to give than to receive. Judging by their actions, Canadians are big believers in that concept with an overwhelming majority making financial donations to worthy causes. Not only does it make them feel good, it may also yield favourable tax incentives. Nevertheless, charitable giving in Canada is waning.

Canada ranked **4<sup>th</sup>**  
out of **135**  
countries for  
charitable giving  
based on time, money  
and acts of kindness

// While most people are not motivated to give just to save on taxes, tax saving may determine the timing and size of gifts. //

Marvi Ricker, VP Philanthropic Services, BMO Wealth Management

## Most popular gifts made by donors

Cash **87%**  
Volunteer my time **54%**  
Gifts in kind **35%**  
Art or property **20%**  
Residual interests **10%**  
Gifts of life insurance **9%**



## Top motivations for choosing to donate to the same charity



## Strategies to consider for charitable giving

- Donating publicly traded securities
- Real estate or private company shares
- Private foundations or donor-advised fund
- Charitable bequests



## Hesitations about charitable giving

Donations or gifts won't be used wisely **43%**  
Lack knowledge or a connection to charity **28%**  
Not wealthy enough **27%**  
Have not yet explored philanthropic passions **13%**  
Don't know where to start **12%**  
No tradition of family giving **12%**



## How charitable organizations are chosen

**52%** had a personal connection with an organization  
**41%** researched organization and their cause  
**35%** considered and/or discussed family values

There are many things that potential donors can do to feel more confident about where their money is going to and how it will be used. Among them:

- ✓ **Do the research** – Take the time to delve into the organization online and by phone.
- ✓ **Get up-close and personal** – after researching the charity online and talking to others about it, visit the organization in person, volunteer for it and attend events to see it in action.
- ✓ **Do your due diligence** – don't fall for scams! Check to see if the organization is a registered charity and examine its financial numbers to determine the efficiency of the organization or charity.

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For more insights and information, visit [bmo.com/wealth/reports/philanthropy](https://bmo.com/wealth/reports/philanthropy)

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