



GLOBE INSIDERS

Philanthropy Study

June 2023



Introduction

Objective and Methodology

We wanted to learn more about our readers' charitable donation habits, the types of charities they support, how often they donate and their motivations for giving.

Some of the questions we asked our Globe Insiders looked at:

- how much they donated in the last 12 months
- the number of charities they donate to
- what influenced them to give to charity
- if they researched the charity prior to giving
- if they took part in any activities for donors

Survey Period:

June 8-11, 2023

Survey Participants:

1,373 respondents (38% response rate)

Qualified Participants:

1,287 respondents (Donated within the past 12 months)





Philanthropy Study Summary

Globe readers are major donors to charity

- More than 1 in 2 donate at least \$1,000 a year to charity
- About 1 in 5 donate \$5,000 or more
- 36% donated to at least 6 different charities
- 86% donate more than once per year
- 63% have donated for at least 20 years
- About 90% plan to donate the same or more in the next 12 months

Globe readers support a large variety of charities

- On average, 4 types of charities are supported
- Health based and hospital foundation charities are the most commonly supported charity with 58% of readers supporting
- The Red Cross is the organization most often mentioned when asked what specific organizations were donated to

Globe readers are actively engaged in the charities they support

- 61% visited the website before donating
- 83% take at least one action such as visiting the website or reading a newsletter of a charity they have given to
- Nearly half of donors report a personal connection to the cause they are giving to
- One in four were influenced by a newspaper article or online ad





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**For more information on this study or
The Globe Insiders Panel, please contact:**

Andrew Consky
Head of Research and Media Insights
aconsky@globeandmail.com

Larissa Styrsky-Ellwood
Research and Insights Lead
lstyrskyellwood@globeandmail.com

Jason Ainsworth
Research and Insights Analyst
jainsworth@globeandmail.com