

Canadian Donor behaviour insights

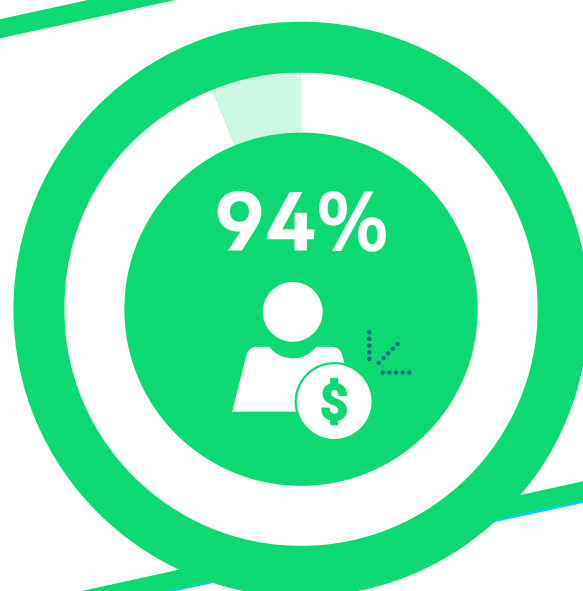
Here's what

1000

charity supporters in
Canada told us...

94%

said they prefer to show
their support for charities
by donating money



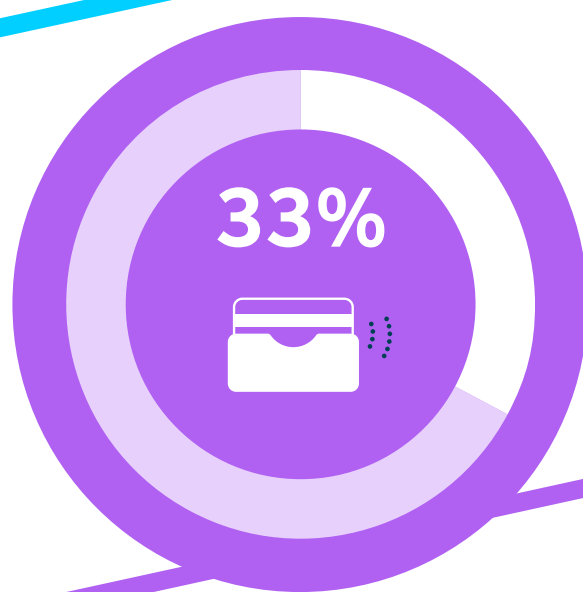
55%

said the pandemic
has had no impact
on their donation habits



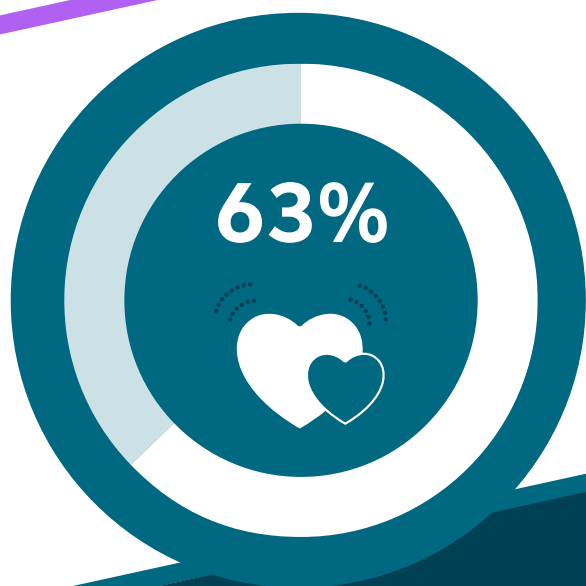
33%

said they prefer
to give online



63%

said they feel
positive after making
a donation to charity



Want to find out more?
You can read the full Fundraising in the
Canada: Donor Behaviour Insights 2023
report now by [clicking here](#).