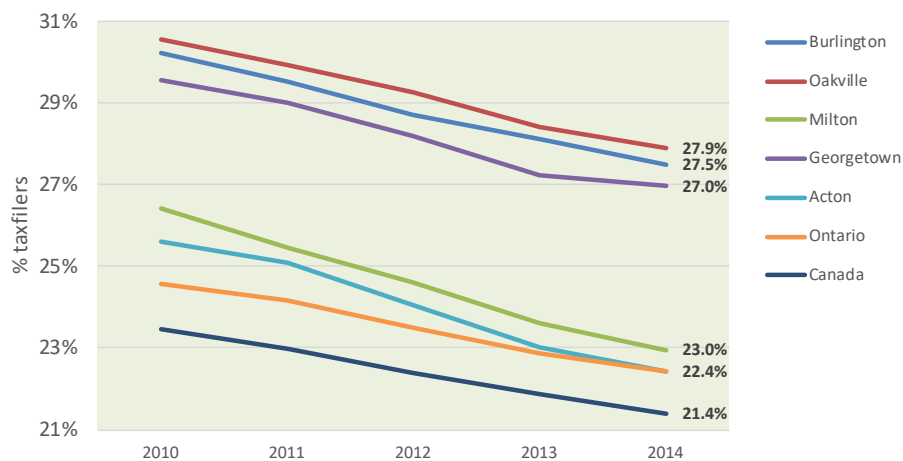


Recent Trends in Charitable Donations

The number of Canadians making a charitable donation has been falling in recent years. Between 2010 and 2014, there were 200,000 fewer individuals who claimed a tax credit for charitable donations on their tax returns. The percentage of donors also decreased from over 23% to 21.4%. Although Halton's local municipalities continued to show higher percentages than the provincial and national averages, the declining trend in the percentage of donors is evident.

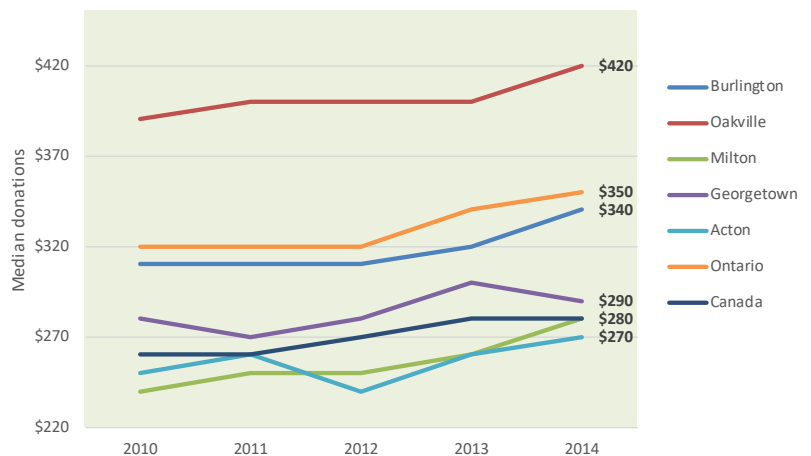
Percentage of Taxfilers Donating to Charities
2010-2014



Source: Statistics Canada, Financial Data and Charitable Donations, 13C0014

Despite falling donor percentages, the total amount of donation gained a moderate increase of 6.6% nationally. This increase is reflected in the rise in median donation. In Halton, the median donation in Oakville rose from \$390 to \$420 which means that half of the town's donors contribute more than \$420 and the other half less than that amount. However, except for Oakville, the other municipalities remained below the provincial medians between 2010 and 2014. The donations from Acton and Milton also track below the national medians.

Median Charitable Donations, 2010 - 2014



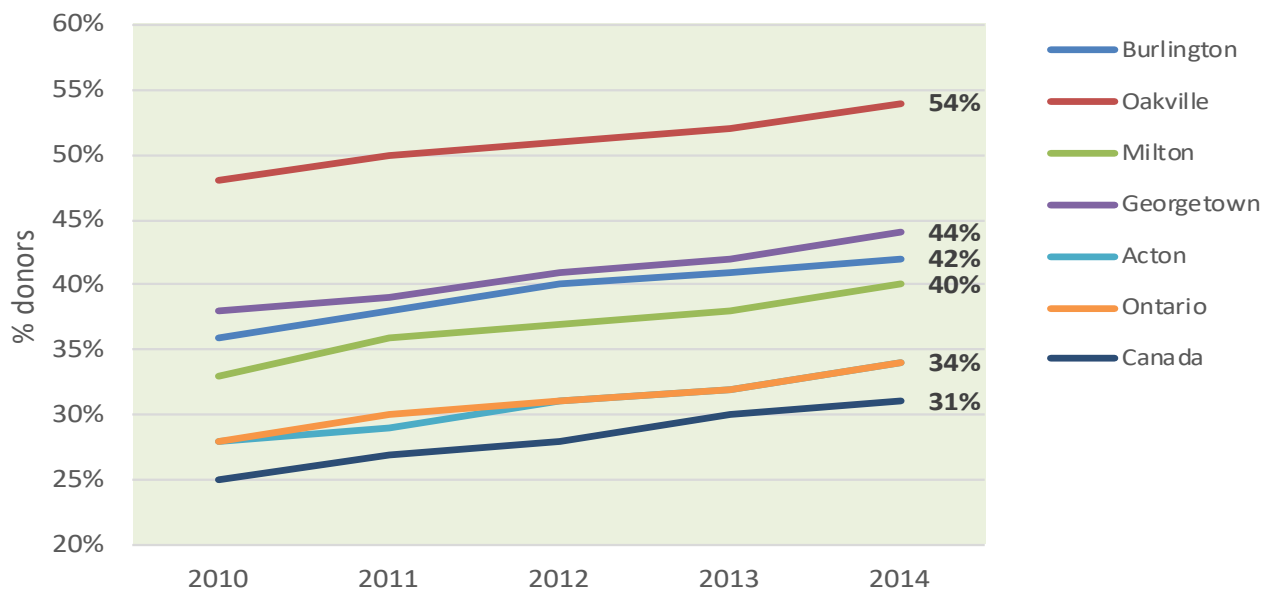
Source: Statistics Canada, Financial Data and Charitable Donations, 13C0014

The total donations from Halton exceeds \$195,000,000 representing a 10% increase since 2010. Oakville accounted for over 43% of Halton's total donations for 2014, followed by Burlington at 37%, Milton at 10%, Georgetown at 5.7% and Acton at 1.7%.

The number of donors and amount of donation vary among age and income groups. In general, older age groups have a higher percentage of donors. In 2014, seniors in Burlington represent 18% of the population but account for 32% of the donor population. Their average donation is over \$3,000, the highest among all age groups.

Higher income groups also have a higher percentage of donors and contribute more. For example, over half (54%) of the donors in Oakville have a total income over \$80,000 and their donations account for 79% of the total. In 2010, this income group represented 48% of all donors and 77% of the total donation. For donors with income less than \$20,000, they represent about 3% of all donors and contribute about 1% of all donations.

Percentage of Donors with Income \$80,000+ 2010-2014



United Way Funded Agency



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