

Charitable Donations in Halton – Part 2

Unlike the Canada Survey of Giving, Volunteering and Participating, the taxfiler data on charitable donations are available at lower levels of geographies such as local municipality and neighbourhood (e.g. Census Tract¹). We can gain a better understanding of the charitable activities among neighbourhoods within our communities.



Furthermore, the local area data are of particular interest to organizations involved in canvassing and fundraising activities. Organizations can use the neighbourhood data on charitable donations and other socio-economic characteristics to identify potential and untapped areas. By working with the organization's own client data, their marketing and campaigning efforts could be more focused.

Town of Oakville

About 47% of the total charitable donations from Halton Region originated from the Town of Oakville. The top three census tracts by total donation (\$5.2 to \$10.2 million – biggest blue circles) are all located in Oakville. They account for one third of the total donation from the town. The Town of Oakville also has the top four census tracts by median donation (\$660 to \$940 –shaded in dark brown). At the other end of the scale, four of the 22 census tracts with the lowest total donation (\$310,000 to \$950,000) are also in Oakville.

City of Burlington

The total charitable donation from the City of Burlington was \$63 million. It represents about 36% of the Halton total. The geographic distribution pattern of donation is significantly different from the Town of Oakville. There is only one census tract with the highest total donation of \$4.3 million. There are 14 census tracts with the lowest total donation. They represent over 60% of regional total in that category. About 45% of the lowest median donation census tracts are also located in Burlington.

Town of Milton

Milton's \$17 million of total donation represents about 10% of the regional total. There are two census tracts with total donations between \$1.7 million to \$3.1 million. The majority (70%) of the census tracts have the lowest median donation (\$200 to \$280 – shaded in yellow).

Town of Halton Hills

The total charitable donation from the Town of Halton Hills was \$14 million. Three out of 10 census tracts donated between \$1.7 million to \$3.1 million each. Similar to the Town of Milton, about 70% of the census tracts falls into the lowest median donation (\$200 to \$280) category.

¹ A Census Tract (CT) is a relatively permanent area with a population range of 2,500 to 8,000 and the greatest possible social and economic homogeneity

Charitable Donations by Census Tract Halton Region, 2010

Total donation ('000s)
by CT

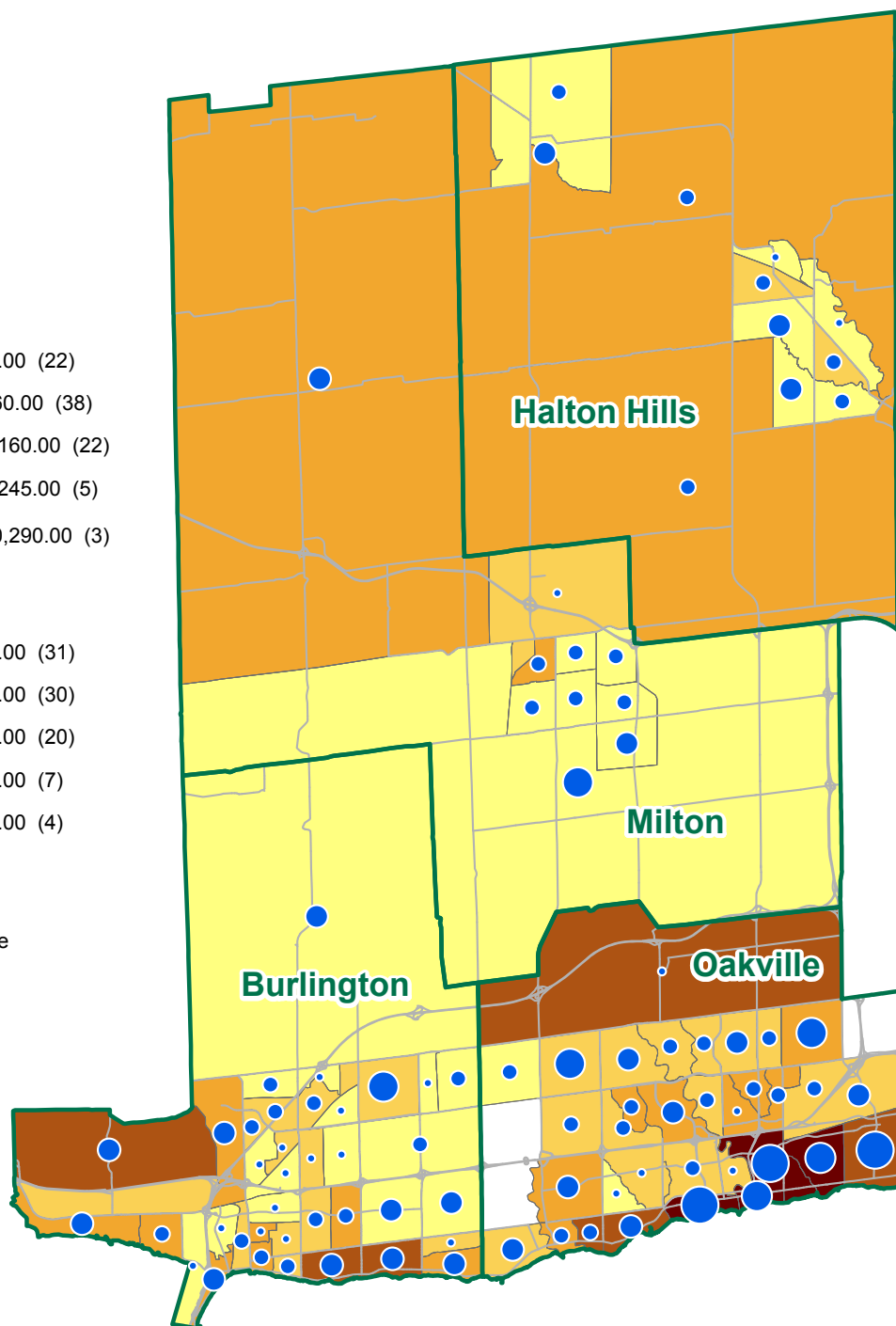
- \$310.00 - \$950.00 (22)
- \$950.01 - \$1,760.00 (38)
- \$1,760.01 - \$3,160.00 (22)
- \$3,160.01 - \$5,245.00 (5)
- \$5,245.01 - \$10,290.00 (3)

Median donation
by CT

- \$200.00 - \$280.00 (31)
- \$280.01 - \$350.00 (30)
- \$350.01 - \$480.00 (20)
- \$480.01 - \$660.00 (7)
- \$660.01 - \$940.00 (4)

□ zero or no data

() # CTs in same range



Source: Statistics Canada, 2010 Taxfiler data

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