



Your Story, Your Future

Time, Treasure, Talent: Canadian Women and Philanthropy

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INVESTOR ECONOMICS





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Introduction

Coutts, a London private bank, publishes an annual review of philanthropic gifts of over US\$1 million. In their 2015 report covering the United States,¹ Coutts reported that in 2014, in total, there were 1,164 gifts of US\$1 million or more with a value of \$14.1 billion made to 724 different charities. Of this amount only US\$680 million (5%) was given by corporations with the balance being unevenly distributed between foundations (28%) and individuals (67%).

Although no separate study was conducted for Canada by Coutts, given the findings of other research, it can be reasonably assumed that a similar pattern exists in this country and that 100 or so gifts of \$1 million or more were made by Canadians in 2014. Many of those gifts would have been driven by the extraordinary generosity of Canadian women.

In 2014 TD Wealth, in cooperation with Investor Economics, published a report entitled *Time, Treasure, Talent: Canadian Women and Philanthropy (Time, Treasure, Talent)*. The report examined a wide variety of issues associated with the philanthropic activities of affluent women in Canada.

The report received wide recognition as the first major study of the topic in Canada. It highlighted a number of trends in regard to charitable giving by women and identified unique approaches that have been adopted by women in terms of their attitudes and choices before, during and after a charitable gift has been made.

This addendum report provides an update to important data contained in the original report, and reviews third-party research that has emerged since the date of the original publication which deals with issues discussed in the original report. This report does not seek to provide a comprehensive review of the various topics and, ideally, it should be read as a companion to the full report.

¹ Coutts Million Dollar Report. US Philanthropy Findings. 2015



Executive Summary

Women in the Canadian Economy

- Canadian women are likely to be the primary beneficiaries of the transfer of wealth over the next decade.
- By the end of 2024, it is estimated that women in Canada will control approximately \$3 trillion in personal wealth.
- The number of senior positions in Canada held by women reached a new high level in 2015.
- Women in Canada have materially increased their influence within Canadian politics and are in leadership positions that enable them to influence public policy in major areas of interest to society.

Women and Giving

- Women in most developed countries continue to be more active in charitable causes than men.
- Single women have been identified as a segment that is particularly engaged in supporting charities through volunteering and financial gifts.
- Charities in the United States give greater emphasis to soliciting gifts from male donors than female donors.
- There is some evidence that members of certain professional occupational groups are more generous and more frequent donors than others. Women are well represented in these occupational groups.
- Individuals who are active participants in organized religion give more generously to charities than occasional or non-participants.
- Canadian women are more likely to participate in organized religion than men.
- Canadian women support the involvement of Canadian corporations in charitable causes, particularly those associated with poverty, mental health and abuse.
- Affluent women are twice as likely as men to be interested in social impact investing.
- There is evidence that suggests that millennial women may have different charitable priorities than older women, such as a heightened interest in environmental issues.
- Women over the age of 65 in Canada are likely to exert increased influence over the direction and amount of charitable giving by households over the next decade.

Other Issues

- Women are more likely than men to seek the counsel of an expert in charitable giving prior to making a gift of consequence.
- There is growing interest by women investors and donors in crowdfunding initiatives led by women.



Women in the Canadian Economy

Wealth Concentration

Irrespective of gender, personal financial wealth in Canada continues to be concentrated in a small segment of households.² At the end of 2014, Investor Economics estimated that 80% of Canadian financial wealth was controlled by approximately 1.4 million households with over \$500,000 in personal financial assets. This concentration of wealth is higher than that recorded in *Time, Treasure, Talent* (77%).

Despite publicly expressed concerns about the uneven distribution of wealth, the increase represents a trend that is being experienced in many developed economies. The pattern of charitable giving that has been witnessed in Canada in recent years suggests that the bulk of donations are made by individuals in this wealth segment.

The inheritance factor

At the time of the publication of the *2015 Household Balance Sheet Report*, Investor Economics estimated that between 2014 and 2024, \$794 billion in assets (both real and financial) will be transferred between generations in Canada in the form of inheritances. It has been suggested that as much as 70% of all transfers of financial wealth, both those between spouses and between generations, will be made to female beneficiaries. In Canada, this would represent approximately \$390 billion in inter-generational transfers alone. On the assumption that the same percentage of real assets will be transferred to female beneficiaries, combined real and financial assets expected to be transferred could reach \$550 billion over the next decade.

In the *Time, Treasure, Talent* report,³ the total amount of assets expected to be transferred over the decade ending 2022 was approximately \$100 billion higher than the amount now being forecast. The lower amount reflects a more detailed analysis by Investor Economics, as well as tempered expectations for the expansion of wealth driven by economic activity in Canada. The impact of this reduced economic activity on the level of bequests flowing from estates to Canadian charities is estimated to be approximately \$3.5 billion over the decade.

Wealth controlled by women

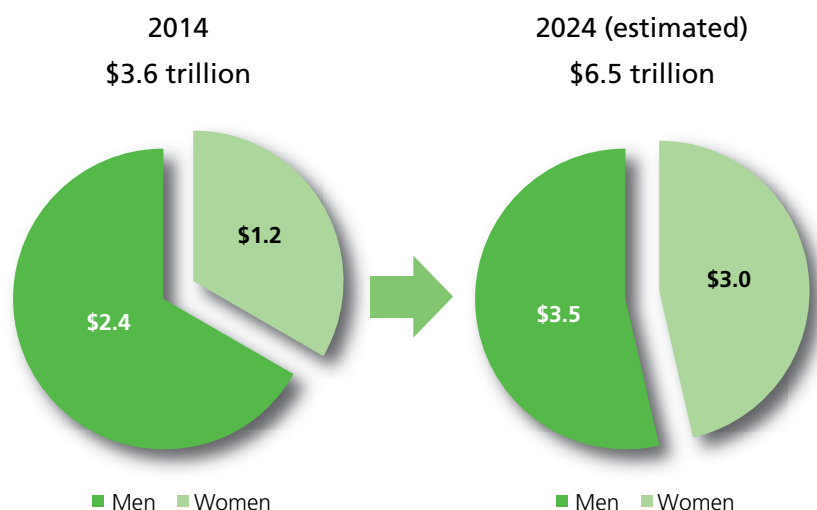
In the *2013 Household Balance Sheet Report* (which was used as the foundation for some of the observations made in the original *Time, Treasure, Talent* report), Investor Economics suggested that at the end of 2012 Canadian women controlled approximately one-third of household wealth in Canada. In terms of total assets, this represented approximately \$3.3 trillion and, in terms of financial wealth alone, approximately \$1.1 trillion (**Figure 1**).

² As indicated in Figure 3 Page 145 Section six of the 2015 Household Balance Sheet Report. Investor Economics 2015.

³ Your Story, Your Future. *Time, Treasure, Talent: Canadian Women and Philanthropy*. Investor Economics and TD Wealth. June 2014.

By 2014, total assets controlled by women were estimated to be approximately \$4 trillion with the level of financial wealth controlled by women at the end of 2014 estimated to have risen to \$1.2 trillion. By the end of 2024, projections are for total assets controlled by women to reach \$6.5 trillion and financial wealth to increase by \$1.8 trillion over the decade to \$3 trillion, representing a higher portion of total wealth in Canada.

Figure 1: Women’s Share of Financial Wealth in Canada (\$ trillions)



A study undertaken in the United States and published in the spring of 2015,⁴ suggested that 51% of wealth in the United States is now controlled by women. Another source suggested that in recent years the rate of increase in the number of wealthy women has been twice that of the increase in wealthy men.⁵

The estimates for Canada indicate that although the trends are similar, the level of achievements is more moderate.

Women and income

The most recent Canada Revenue Agency (CRA) data⁶ on the aggregate total assessed income of Canadian women indicate that in 2013 (the most recent year for which comprehensive data is available) women’s income represented 41% of total assessed income, a share similar to that recorded in 2012. In absolute terms, total assessed income for women reached \$445.3 billion in 2013, a decrease of approximately \$31 billion over the previous year. However, it is worth noting that total employment income reported by women to the CRA increased by \$11.2 billion year-over-year to \$302.9 billion and total tax payable by Canadian women increased from \$59.5 billion in 2012 to \$62.9 billion, or 34% of total tax payable.

⁴ Financial Concerns of Women. US Edition. Bank of Montreal Wealth Institute. March 2015.

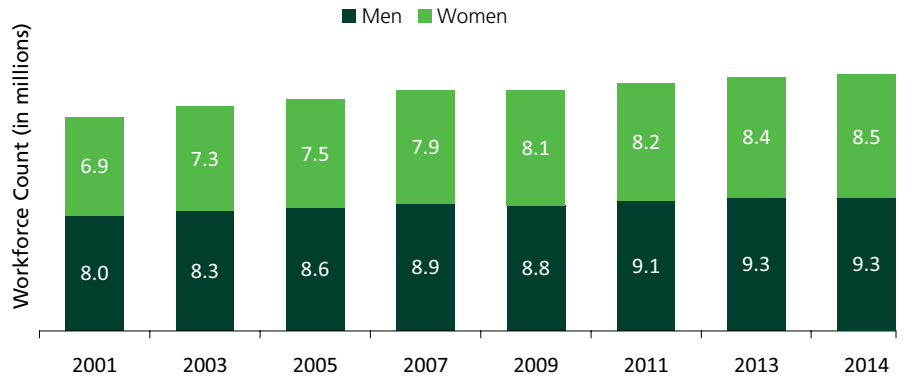
⁵ Women in Leadership and Philanthropy website. Virginia Polytechnic and State University. December 2015.

⁶ Income Statistics and GST/HST Statistics. T1 Final Statistics. 2015 (for the 2013 tax year). Final Table 4. Canada Revenue Agency.

Influence on the economy

Canadian women continue to increase their level of influence in the economy. Since *Time, Treasure, Talent* was published in 2014, the number of working Canadian women has increased by 100,000 to 8.5 million (**Figure 2**). This number represents 48% of the total Canadian workforce.

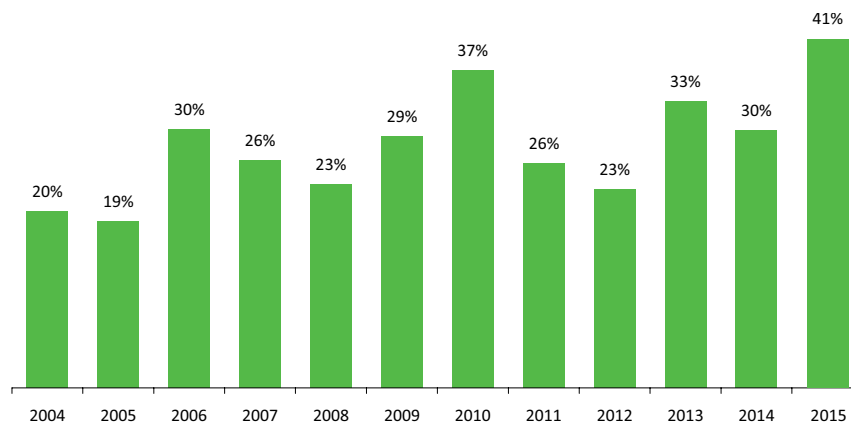
Figure 2: Number of Canadians in the Workforce by Gender



Source: Statistics Canada. Table 282-0002 Labour force survey estimates (LFS), by sex and detailed age group, annual.

The most recent data from Statistics Canada indicates that the number of Canadian women in upper levels of management has also continued to increase at (Figure 3). Over the past ten years, the number of senior positions held by women has increased significantly and reached a new high level in the survey results published in 2015.

Figure 3: Senior-Level Management Positions Held by Women in Canada



Source: Statistics Canada. Table 282-0009 Labour force survey estimates (LFS).

The representation of women on the Boards of Directors of Canadian companies has not kept pace with advances made in other areas. According to statistics published on the Catalyst Canada website,⁷ only 30% of board positions on crown corporation boards are filled by women and a far lower number, 12%, of private sector boards are filled by female directors.

⁷ Women in the Workforce: Canada. Catalyst Canada. May 2015. www.catalyst.org/regions/canada



Women and Education

In the 2011 National Household Survey, the most recent undertaken by Statistics Canada, reveals some interesting data on the participation and achievements of women.⁸ Overall, women represented 60% of graduates. More specifically, women accounted for 54% of all university degree holders in the 25 – 64 age cohort. Within that broad category, it is worth noting that, for the same cohort, women represented 47% of graduates holding doctorates. Furthermore, it is evident that women are entering occupational fields, such as engineering and medicine, previously dominated by men. For example, in the 25 – 34 age cohort, the survey reported that 62% of those holding a medical degree were women.

Political influence

The positioning of women in senior government positions following the 2015 Federal Election is a signal that Canadian women are set to lead the public agenda in areas such as indigenous affairs, health and the environment, all areas of concern within the charitable sector.

Although this report is not about the political influence of women, it is worth noting that in a report published in 2015 by Pew Research Centre, results of various surveys were discussed. Of interest, were the survey findings of a broad public sample of approximately 1,800 Americans that suggested that 34% of respondents considered women in politics to be more honest and ethical than men (3% suggested that men would be more honest) and that 26% felt that women in public office would be more likely than men to work to improve the quality of life.⁹

⁸ As reported in Macleans. Women in Canada embrace higher education: Statcan. Lauren La Rose. The Canadian Press. June 26, 2013.

⁹ Women and Leadership. Pew Research Center. Social & Demographic Trends. January 2015.

Women and Giving

Giving habits

As indicated in the original report, in 2013 Canadian women claimed a total of \$3.3 billion in donations and government gifts, an amount similar to the year before. Average donations made by women increased slightly year-over-year as a result of a decline of 10,760 in the number of women claiming a tax credit.

As noted in the original report, the ability of couples to combine their charitable donation for tax filing purposes underscores the generosity of Canadian women. As a percentage of total assessed income in 2013, Canadian women, on average, contributed 0.75% to charitable causes compared to 0.92% for men.

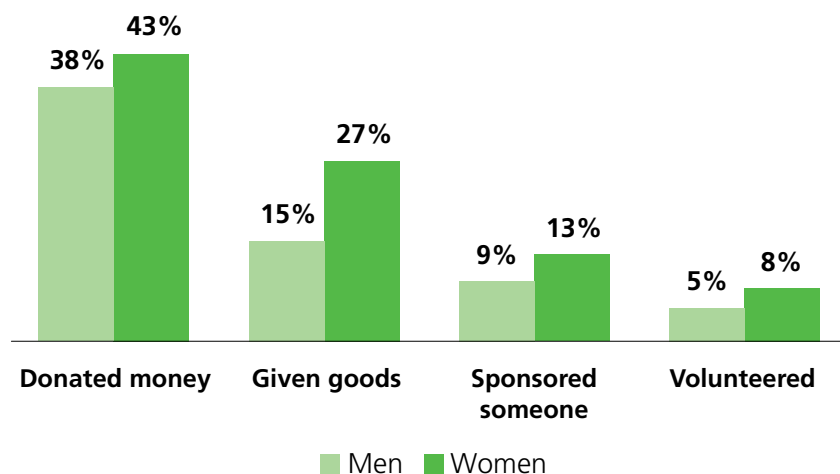
Participation in charitable activities

Recent research conducted internationally has confirmed the finding in the *Time, Treasure, Talent* report that affluent women in developed economies continue to be more likely to be involved in all types of charitable activities than men (**Figure 4**)¹⁰ and tend to donate more frequently and are more likely to donate on an unrestricted basis.¹¹

More women in the workplace and in senior corporate and public sector roles translates to higher disposable incomes and accumulated wealth, both of which can, in part, be directed towards the fulfillment of philanthropic goals.

Women in many countries, including Canada and the United Kingdom, continue to give more as a percentage of their total income, although male donors give more in aggregate as the result of higher average salaries and the overall number of men in the workforce.

Figure 4: Charity Involvement



Source: UK Giving 2014. Charities Aid Foundation. April 2015.

¹⁰ UK Giving 2014. Charities Aid Foundation. April 2015.

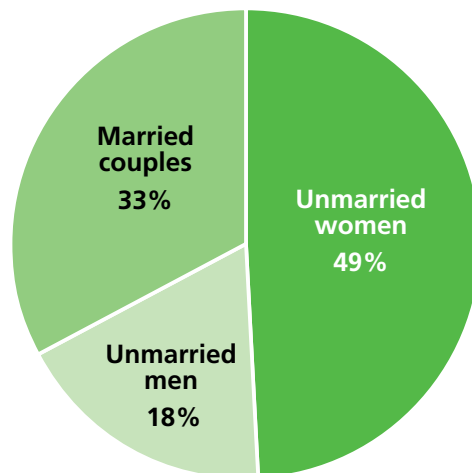
¹¹ An Examination of Tax Deductible Donations Made By Individual Australian Taxpayers in 2011-12. Myles McGregor-Lowndes and Marie Crittall. August 2015.

In the initial *Time, Treasure, Talent* report, observations were made about the difference in attitude of single women versus those women who were either married or in a permanent relationship. Newly published research confirms the finding that single women, in general, are more generous than single men both in terms of the number of active donors as well as the magnitude of donations. Single women are also known to donate to more causes than single men. However, as net worth increases the gender differences lessen.¹²

As **Figure 5** indicates, the unequal approach to philanthropy between men and women extends to making charitable bequests to the point that unmarried women, including those who are widowed, divorced or never married, make almost half of all charitable bequests in the United States.¹³

Given these findings and those discussed in the original report, the results of a survey by The Chronicle of Philanthropy and New York University are likely to raise concerns. The survey found that 40% of women at major charities indicate that there is less emphasis on soliciting gifts from women, and that only one-third of the women surveyed believe that wealthy female donors are given “the same respect as men.”¹⁴

Figure 5: Charity Involvement



Source: Giving in Retirement. America's Longevity Bonus. Merrill Lynch. Bank of America Corporation. 2015.

¹² Where Do Men and Women Give? Do Women Give More? Women's Philanthropy Institute September 2015.

¹³ Giving in Retirement: America's Longevity Bonus. Merrill Lynch. Bank of America Corporation. 2015

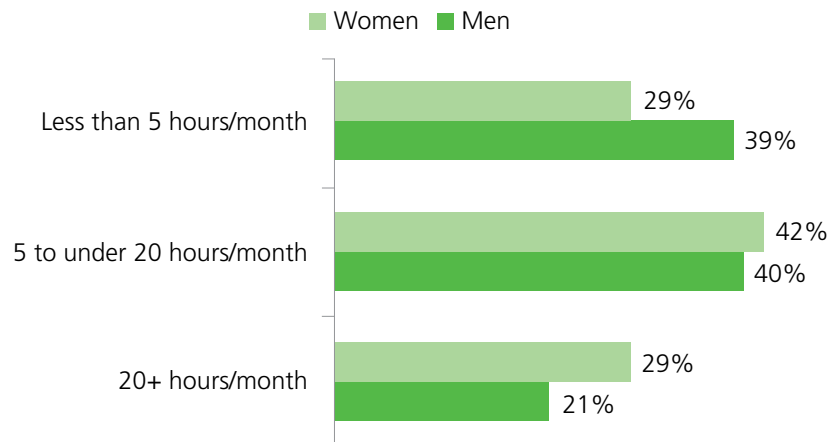
¹⁴ 11 Trends for Nonprofit Leaders. Stacy Palmer. The Chronicle of Philanthropy. May 2015.



Time allocated to charitable activities

A study of donors undertaken by Fidelity Charitable in 2015¹⁵ examined the differences between men and women in regard to the time allocated to charitable activities as well as the approach taken to the management of those activities. The study found that 71% of female respondents to the study questionnaire dedicated over five hours a month to charitable activities compared to 61% of male respondents (**Figure 6**). The gender gap was not impacted by whether or not the individuals were working full-time or were retired.

Figure 6: Average Amount of Time Spent on Philanthropic Activities, By Gender



Source: Giving and Planning, Research Insights, Fidelity Charitable, 2015.

According to the study, not only are women willing to give more personal time to charitable activities but they are also more likely to have a more structured approach to these activities, particularly giving. For example, approximately two-thirds of the women in the Fidelity Charitable Study had a charitable legacy plan in place compared to a little more than one-third of men, and more women than men indicated that they had created a mission statement or a set of charitable goals.

¹⁵ Giving and Planning, Research Insights, Fidelity Charitable, 2015. Page 10.

Regional variances

Within Canada, there are regional variances in the giving habits of women. Canada Revenue Agency data (for the 2013 tax year)¹⁶ suggests that a higher percentage of women who live in either Manitoba or Saskatchewan donate compared to other provinces. Not only are women in those provinces more likely to donate but, on average, they donate higher than average amounts. It may be coincidental, but residents in those two provinces also have the highest level of attachment to organized religion,¹⁷ a known driver of charitable giving.

Occupational trends

Australian research into charitable giving habits referred to on the previous page¹⁸ suggests that across both genders, certain occupational groups give disproportionately high amounts to charity, including chief executive officers, lawyers, accountants and medical professionals.

Legal professionals in Australia donate, on average, the highest amounts of all occupational groups (\$6,123 in 2013) and come second only to ministers of religion in terms of the percentage of income donated (1.95%). Although there is no gender-specific data available from the study, the fact that a higher percentage of Australian women than men donate, the data is likely reflective of the giving habits of women.

These findings should alert Canadian charities to the opportunity and importance of targeting their gift solicitation activities towards high-potential sub-segments, such as professional women, rather than adopting a “one-size fits all” strategy.

Entrepreneurs and charitable giving

The rise of entrepreneurship around the world is having a significant impact on philanthropy. A global study undertaken by Ledbury Research and sponsored by Barclays Bank PLC, a British bank,¹⁹ looked into the difference in attitudes between those that had become wealthy through inheritance or careful savings versus individuals that had created wealth through the profit or sale of a family-owned business. The questions that were asked a sample of high net worth individuals included questions about the portion of their wealth that would be given to charity – whether during their lifetime or at the time their wealth was transferred – and the timing of their charitable gifts.

Irrespective of how wealth was created, there was little difference in the amount of wealth to be given to charity during or at the end of the lifetime of the individual. On average this amount was 13% of wealth with entrepreneurs seeming to be slightly more generous than inheritors. The bigger difference between the three groups lay in the timing of charitable gifts. The research indicated that entrepreneurs were far more likely to make gifts during their lifetime than either inheritors or savers (**Figure 7**).

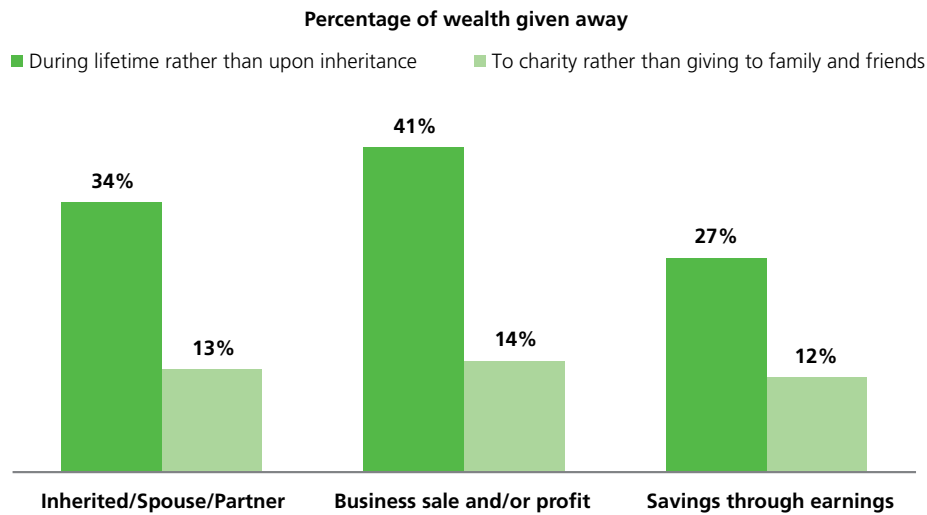
¹⁶ Income Statistics and GST/HST Statistics. T1 Final Statistics. 2015 (for the 2013 tax year). Final Table 4. Canada Revenue Agency.

¹⁷ Religion in Canada. Association of Canadian Studies. February 2013.

¹⁸ An Examination of Tax Deductible Donations Made By Individual Australian Taxpayers in 2011-12. Myles McGregor-Lowndes and Marie Crittall. August 2015.

¹⁹ Philanthropy. Wealth Insights. Volume 17. Barclays Wealth and Investment Management. 2016

Figure 7: Planned Use of Wealth by Source of Wealth



Source: Barclays Wealth and Investment Management. Wealth Insights Volume 17. Philanthropy 2016.

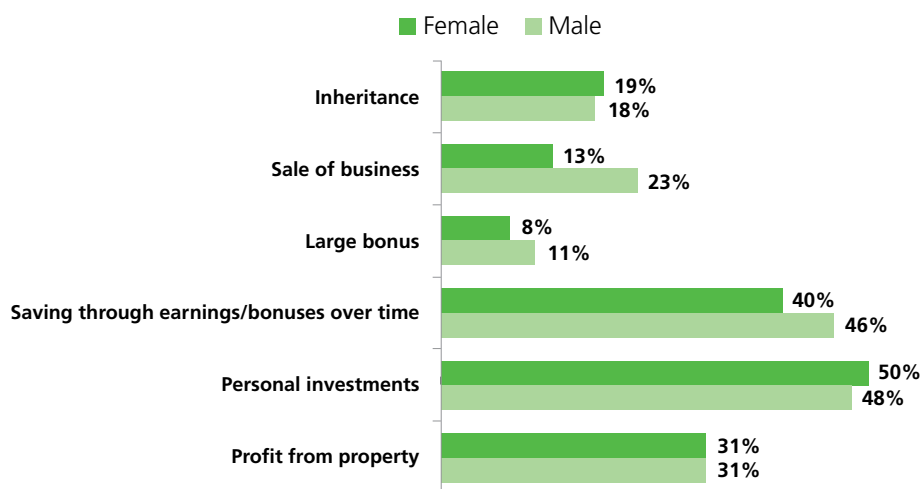
An earlier study undertaken by the Fidelity Charitable Gift Fund in 2010,²⁰ examined other attitudes of entrepreneurs in the United States. The study reported that a very high percentage of entrepreneurs (90%) donate both personally and through their companies and that almost two-thirds sit on at least one not-for-profit board of directors. Interestingly, while the study did not specifically address the level of personal generosity demonstrated by entrepreneurs, it did indicate that the level of giving through family-owned business, as measured by the percentage of profits, was more than twice that of the largest companies in the United States.

Another Barclays report published in 2013²¹ titled *Unlocking the Female Economy*, examined the state of female entrepreneurialism around the world. The research indicated that among a sample of high net worth women the percentage who claimed to be entrepreneurs was only slightly less than the male entrepreneurs in the male sample. However, in terms of the sources of wealth, the study reported that women were far less likely to create wealth through the sale of a business than through savings, prudent investments, profit from a real estate or even an inheritance (**Figure 8**). To some extent this finding may reflect the fact that far fewer female-led businesses have been sold (due to the recent increase in the number of female entrepreneurs) rather than the inability of female entrepreneurs to capitalize on their entrepreneurial success.

²⁰ Fidelity Charitable Gift Fund. *Entrepreneurs & Philanthropy: Investing in the Future: Executive Summary*. 2010

²¹ *Unlocking the Female Economy. The Path to Entrepreneurial Success*. Barclays Wealth and Investment Management January 2013.

Figure 8: Source of Wealth*



*Percentages do not sum to 100% because respondents could select more than one source as a “primary” source of wealth.
 Source: Unlocking the Female Economy. The Path to Entrepreneurial Success. Barclays Wealth and Investment Management January 2013.

Other activities

Finally, In the Charities Aid Research²² referenced on the previous page, evidence is presented that suggests that more women than men are likely to donate goods to charities (27% versus 15%), buy goods from a charity (25% versus 17%) and sponsor somebody for a charity-related event (13% versus 9%).

Motivators

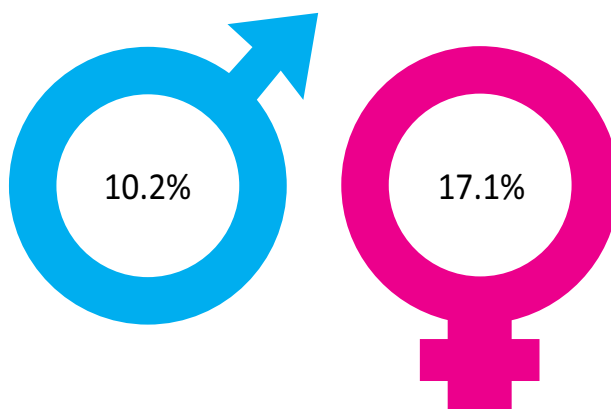
Research conducted for the 2014 *Time, Treasure, Talent* report outlined a number of the ways in which women support charities, the types of causes they are most likely to support and which factors are most influential in their decision making process. Panel discussions revealed a wide range of motivations including newly acquired wealth, embedded giving traditions within the family, religious involvement and growing up in rural communities.

The results of a more recent study indicated that the three most frequently cited inhibitors to giving were a concern that the gift would not be used wisely, a fear that one gift would lead to continuous solicitation and a belief that the level of family wealth was insufficient to enable a gift to be made.²³

²² UK Giving 2014. Charities Aid Foundation. April 2015.

²³ The Philanthropic Conversation. Canadian Association of Gift Planners. 2015

Figure 9: Interest in Integrating Values with Charitable Goals



Source: U.S. Trust Study of High Net Worth Philanthropy. U.S. Trust. 2014.

One recent U.S. study on philanthropy found that a higher percentage of affluent women than men are interested in integrating their personal values and charitable goals (**Figure 9**).²⁴

In the original *Time, Treasure, Talent* report, mention was made about the impact of religion as a motivator for women to donate and become involved in charitable activities. This finding was based on qualitative research undertaken specifically in support of the study.

Since the time of publication of the report, research has been published in the United States that links participation in organized religion with generosity. The study indicated that women are more frequent attendees at religious events, and that 70% of women versus 51% of men claim that religion is important to them.²⁵ It also confirms the accepted belief that those people who are active participants in organized religion give more generously than those who are occasional or non-participants.

Despite the relatively high incidence of participation in organized religion in the United States, it is also apparent that affluent donors in that country are less likely to give to religious causes than before, and that the amount being given by participants, in relation to their overall donations, has trended lower.²⁶

It is doubtful that religion is as strong a motivator in Canada as it is in the United States. A recent study indicated that only one-third of Canadians participate in organized religion within their community.²⁷ However, the participation rates of men and women are different in that 29% of men responding to the survey claimed to participate versus 37% of women. The same gender bias was present in response to participation in community volunteer activities, a trend that was apparent in the original research for *Time, Treasure, Talent*.

²⁴ U.S. Trust. Bank of America Private Wealth Management.

²⁵ New Research on Women, Religion and Giving. Women's Philanthropy Institute. 2014

²⁶ The 2014 U.S. Trust Study of High Net Worth Philanthropy. U.S. Trust. October 2014 indicated that in 2005 the average share of total HNW giving donated to religious organizations was 22.5% in 2005 and 18.7% in 2013.

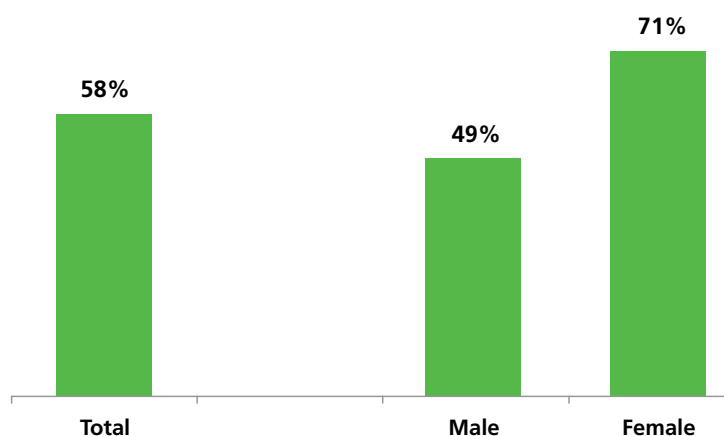
²⁷ Canadians and Their Communities. Angus Reid Institute. October 2015.



Causes

As suggested in the 2014 report, women tend to support different causes than men. In *Time, Treasure, Talent*, the underlying research indicated that women frequently give to causes related to poverty, health, children, women's rights and education. This finding has been confirmed by more recent research,²⁸ which also supported the view that women are more likely to cite the visible impact of donations as being a critical factor when deciding to make an investment (**Figure 10**).

Figure 10: Percentage Who Agree Social or Environmental Impact is Important to Investment Decisions



Source: U.S. Trust Insights on Wealth and Worth. U.S. Trust. 2015.

A recent study by the Women's Philanthropy Institute found that single HNW women are more likely to give to very specific causes, while single HNW men are more likely to support large organizations like the United Way.²⁹ The study also found that as women's incomes rise they are more likely than men to donate to charitable causes.

Research published in April 2015 in the United Kingdom examined the charitable activities of men and women. As indicated in the initial report, women in the United Kingdom share many of the same charitable priorities as Canadian women. Interestingly, however, in the latest publication by Charities Aid Foundation,³⁰ in addition to the normal list of giving priorities for men and women – in which men only out-give women in the area of sports – there is evidence that overseas (international) causes are more likely to be supported by men than women.

These gender differences also extend to opinions about the causes that people feel should be supported by the corporate sector. In a 2015 Ipsos survey in Canada,³¹ while the ranking of causes was similar between male and female respondents, the level of conviction was consistently higher among women. For example, women demonstrated noticeably stronger support for corporate involvement in causes associated with poverty (65% of women versus 57% of men); mental health issues (57% versus 51%); and abuse issues (49% versus 43%). It is also worth noting that 7% of men surveyed did not believe that it was appropriate for Canadian corporations to support any causes.

²⁸ The 2014 U.S. Trust Study of High Net Worth Philanthropy. U.S. Trust. October 2014.

²⁹ Where Do Men and Women Give? Women's Philanthropy Institute. September 2015.

³⁰ UK Giving 2014. Charitable Aid Foundation. April 2015.

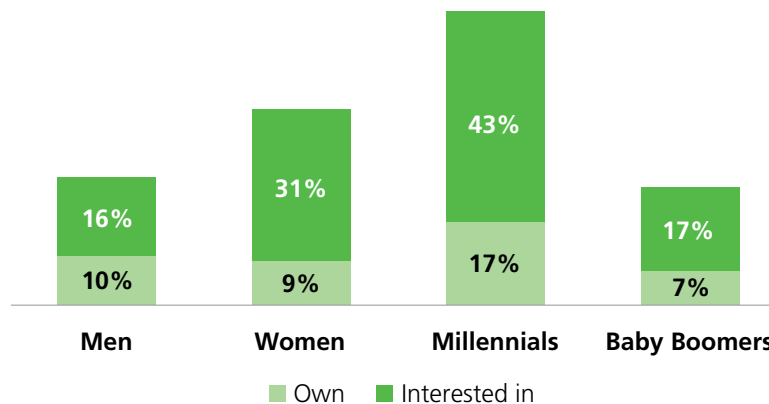
³¹ Causes We're Loyal To. Knowledge & Ideas. Ipsos. 2015

The same research also pointed to gender differences in response to a question that asked participants to self-identify with the statement “I consider myself a socially responsible person.” 76% of women who responded provided a positive answer compared to 69% of men. Finally, despite evidence to the contrary, the survey results indicated that 46% of Canadian men believe that Canadians are more generous than donors in other countries. Fewer women held that opinion, suggesting that women have a better sense of our national generosity than men.

Millennials

Additional survey-based research supported these findings by disclosing that wealthy women are far more likely than wealthy men (71% versus 49%) to feel that investment decisions are a way to express social or environmental values.³² Interestingly, support for this statement is highest among millennials and declines with age.

Figure 11: Interest in Social Impact Investing



Source: UK Giving 2014. Charities Aid Foundation. April 2015.

The same study also found that affluent women are twice as likely to be interested in social impact investments, with individuals within the affluent millennial cohort showing greater interest and involvement than older generations (**Figure 11**).

A presentation at Otterbein University in March 2015 provided insights into the giving habits of the 76 million millennials in the United States.³³ The presentation, which drew on third-party research, suggested that in 2013 millennial giving totalled US\$33 billion, an amount equal to 11% of all personal donations. The presentation also quoted an article in *Nonprofit Quarterly* that stated that millennial women favour “socially conscious, globally minded charities that champion civil rights, good business practices, and environmental protection.”³⁴

³² U.S. Trust. Bank of America Private Banking.

³³ *Women in Philanthropy: The Millennial Perspective*. Erin Scott, MPA March 4, 2015.

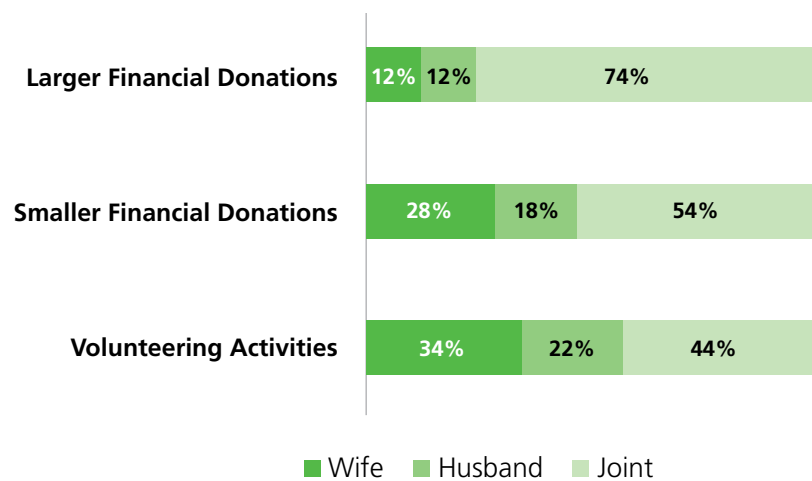
³⁴ *Millennial Givers and a “Movement” Approach to Giving* – *Nonprofit Quarterly*. September 2014.

Retirees

As indicated above, giving trends not only differ between genders, but also by age. A 2015 research report by a major U.S. investment firm revealed a number of interesting giving tendencies associated with retired women. For example, women are more likely to say that success in retirement is defined by giving versus attaining great wealth, a finding that is reflected by higher giving and volunteer rates for women.³⁵

The same study also found that large financial donations are usually decided equally by spouses in a post-retirement marriage, although women take a greater role in decisions involving volunteering and small financial donations (**Figure 12**).

Figure 12: Philanthropic Decision Making



Source: Giving in Retirement. America's Longevity Bonus. Merrill Lynch. Bank of America Corporation. 2015

This decision making responsibility is significant as women are three times more likely to be widowed than are men, often leaving women as the sole decision maker over where and how much to give.

At the time of the 2011 census, women over the age of 65 represented 16.1% of all women in Canada, an increase from 14.5% in 2001. Statistics Canada reported that by 2014, the percentage of women over the age of 65 had reached 17% and estimated that the total female population over the age of 65 was approximately 3.1 million.

Using Investor Economics data as a guide, it is estimated that approximately 470,000 of these women would represent households with over \$500,000 in accumulated wealth, the segment most likely to make meaningful gifts to charities. Given the outlook for the concentration of wealth among households over the age of 65, it is evident that Canadian women in this segment will exert an increasing influence over the direction of charitable giving.

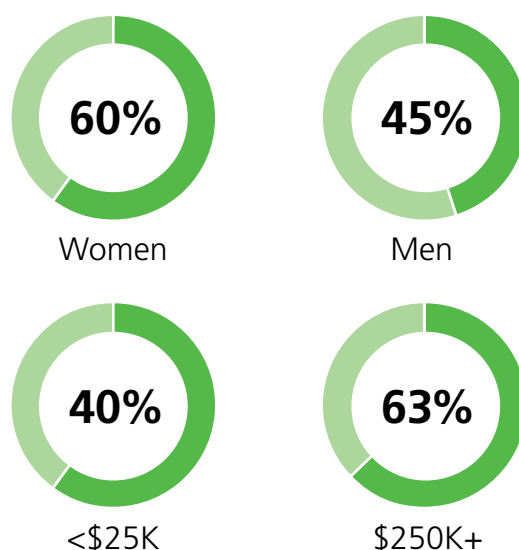
³⁵ Giving in Retirement: America's Longevity Bonus. Merrill Lynch. 2015

Working with financial advisors

In the Conclusions section of the original report, mention was made about the shortage of sources of objective advice for female donors. Since the publication of *Time, Treasure and Talent*, two groups – one Canadian and the other based in the United States – have studied the provision of advice on charitable giving by financial advisors (who may, or may not, be experts in the field).

The research undertaken by Fidelity Charitable,³⁶ indicated that women are far more likely than men to meet with their financial advisor to discuss various charitable planning and implementation issues (**Figure 13**). The research also pointed out that the level of financial wealth has a bearing on whether or not expert advice is sought.

Figure 13: Likelihood of Having Had a Conversation with Advisor about Charitable Planning



Note: Balances held in donor advised fund account.

Source: 2015 Giving Report. A deeper Look at Fidelity Charitable Donors and the Many Ways They Give. Fidelity Charitable. 2015

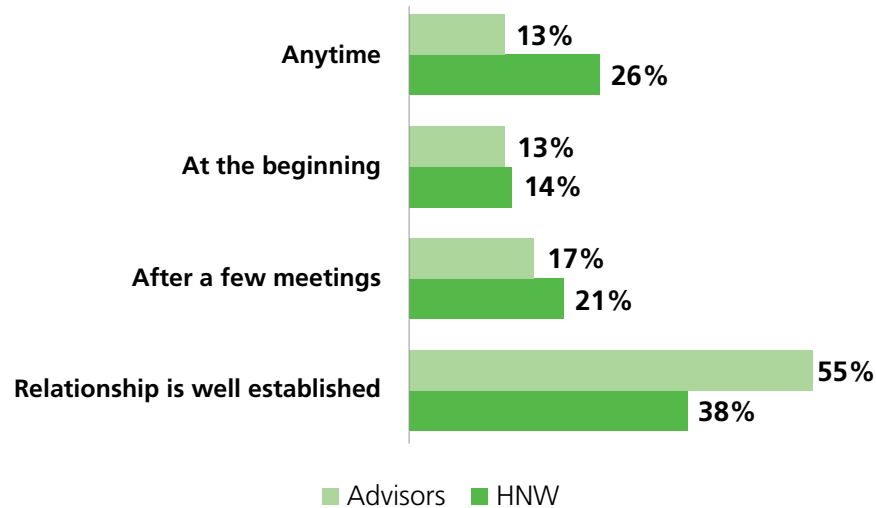
The publicly available report on research sponsored in part by the Canadian Association of Gift Planners, GIV3 and Philanthropic Foundations Canada did not differentiate between responses from men and women. However, it is apparent from the results that, irrespective of gender, and despite the claims of advisors surveyed for the study, the incidence of donors seeking advice from financial advisors is lower in Canada than in the United States.

Of those respondents who use a financial advisor (the same type of respondent base as used in the Fidelity Charitable research), only 15% of donors engage their financial advisor in a discussion about giving. There continues to be an imbalance between the demand for advice and the supply, suggesting that financial institutions that offer both advice and implementation services are likely to attract new business flows from active donors.

³⁶ 2015 Giving Report. A deeper Look at Fidelity Charitable Donors and the Many Ways They Give. Fidelity Charitable. 2015

It is worth noting that wealthy donors who either already take advice or might take advice in the future are interested in beginning philanthropic discussions earlier in the process than most advisors anticipate (**Figure 14**).

Figure 14: Timing of Philanthropic Discussions



Source: The Philanthropic Conversation. BMO Harris Private Wealth Management.CAGP:GIV3 and PFC. 2014.

In a commentary published in July 2015 by Cannon Financial Institute,³⁷ the findings of a panel discussion on women and philanthropy³⁸ were reported.

“The consensus from the panel was that women are greatly influenced by an opportunity to volunteer at the charity, the charity’s financials – clear, traceable and transparent were key – and an acknowledgment of previous donations.”

The panel also concluded:

“Overall, women take longer than men to make a sizeable donation, and they are more likely to give large sums if they’ve devoted hours to that specific charity.”

³⁷ Women in philanthropy: Their motivations, the numbers and its impact on advisors. Cannon Financial Institute. July 2015.

³⁸ Panel moderated by Gena Rotstein, Chief Executive Officer, Dexterity Ventures Inc. As reported in Women in philanthropy: Their motivations, the numbers and its impact on advisors. Cannon Financial Institute. July 2015.

Crowdfunding

The use of crowdfunding by charities has grown rapidly to the point that in 2014 out of a total of 12,663 global crowdfunding campaigns 1,722 were undertaken by charities and non-profits in Canada.³⁹

Crowdfunding involves two important elements. First, the funding has to be raised over the Internet (including social media sites) and, second, the campaign must involve a specific project as opposed to general fundraising. Crowdfunding campaigns have been adopted by charities and others to enable donors to contribute directly and conveniently in support of individuals, families or social causes.

The Crowdfunding Guide published in 2015 by HiveWire and the Centre for Social Innovation⁴⁰ provides insight into crowdfunding campaigns undertaken by Canadian non-profit organizations. Between 2008 and 2015, campaigns raised a total of \$91 million in pledges from approximately 1,700 campaigns. The majority of campaigns generated relatively small amounts with only 11.8% campaigns generating amounts in excess of \$20,000. Giveffect, has indicated that the average donation is in the range of \$25 - \$30, or approximately 10% of the median donation per person in Canada.⁴¹

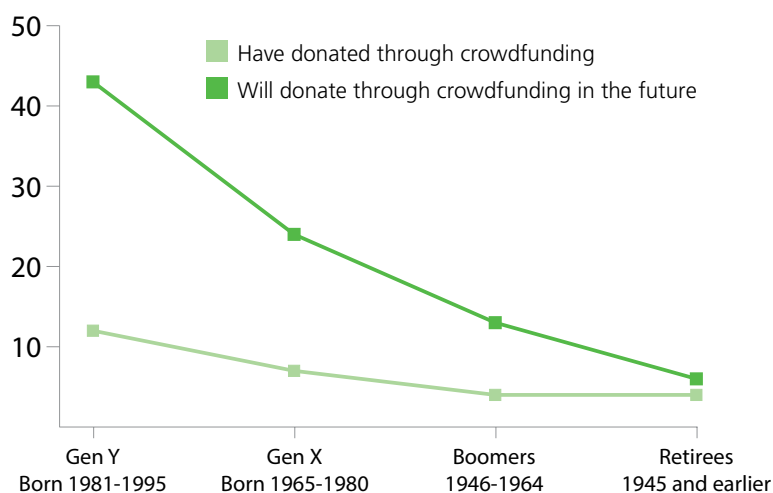
Crowdfunding in Canada for social causes unrelated to registered charities

The overall level of support, despite being modest, is viewed positively. A cause for some concern is the fact that in 2013 only 25% - 30% of funding raised went to registered Canadian charities with the majority going to individuals or projects unrelated to a registered charity.⁴²

Who donates?

As indicated in **Figure 15**, enthusiasm for crowdfunding declines with age.

Figure 15. The Changing Landscape of Giving in Canada



³⁹ Crowdfunding Guide For Nonprofits, Charities and Social Impact Projects. HiveWire and Centre for Social Innovation. Page 8. 2015

⁴⁰ Crowdfunding Guide For Nonprofits, Charities and Social Impact Projects. HiveWire and Centre for Social Innovation. 2015

⁴¹ Data reveals fewer young Canadians are making donations. Seres Lu, Business Reporter, The Globe and Mail. June 23, 2015.

⁴² Is Crowdfunding Charities' Friend Or Foe? Marina Glogovac. Huffington Post. October 2015.

Crowdfunding for non-profits and charities in Canada covers a wide range of causes, although 45% of the funds raised have been directed towards community (29%) and education (16.5%) causes.

Women and crowdfunding

Recent studies show that female led ventures seeking crowdfunding support out-perform those led by males. This is in contrast to conventional venture capital funding that is skewed in favour of male entrepreneurs. The experience of female entrepreneurs and the actions of female investors may cast some light on the potential for crowdfunding in the non-profit sector.

Instead of asking for large amounts of money from a few major donors, crowdfunding campaigns rely on small amounts from a large pool of donors that share the concerns and priorities of the organization. If the experience in commercial crowdfunding is a guide, crowdfunding in the non-profit sector may be an avenue to attract female donors, particularly in support of causes that deal with the priorities of women such as children, poverty and women's rights.

Conclusions

A year after the publication of *Time, Treasure, Talent: Canadian Women and Philanthropy*, it is evident that women continue to exert a growing influence on the Canadian economy. The increase in the total income generated by women, as well as the likelihood that they will be substantial inheritors over the next decade, suggests that women can and will play an increasingly powerful role in Canadian philanthropy.

As the baby-boomers move through the Canadian demographic landscape, demands on their income will change and, in many cases, lessen to the extent that donations to charities will become more affordable to many households. Given the generosity of mature women discussed earlier in this report, this demographic event offers hope that the somewhat stagnant level of charitable giving in Canada will witness positive change.

That said, it should not be overlooked that Canadian women, judged by the most recent Canada Revenue Agency statistics,⁴³ increased their annual giving between 2009 and 2012 by \$400 million.⁴⁴ Using the Compound Average Growth Rate for the period (4.4%), it would be reasonable to suggest that by 2020 Canadian women will make total annual donations of \$5 billion. New initiatives by the federal government and the projected increase in the financial capacity of women may well take the level of donations beyond that amount.

⁴³ Income Statistics and GST/HST Statistics. T1 Final Statistics. 2015 (for the 2013 tax year). Final Table 4. Canada Revenue Agency.

⁴⁴ Using CRA statistics as a primary guide to the generosity of women likely understates the amount donated by women in Canada. The Income Tax Act enables couples to aggregate their donations for the purpose of calculating tax credits which may result in a wife/partner aggregating her donations with her husband/partner in order to maximize the tax impact.

TD's Women Investor Program

TD's "Your Story, Your Future" program is Canada's first experiential investor program for women.

It was developed to serve women who influence a large and growing share of wealth in Canada and who are looking for a distinct investment experience from men. One of the key differences between men and women investors is a desire for a more holistic financial advisory relationship – one that is based on setting and achieving life goals rather than simply hitting a financial benchmark. The program is chaired by Sandy Cimatori, Chief Operating Officer, TD Wealth, Executive Sponsor of Women Investor Program and led by Vanessa Iarocci, Associate Vice President, TD Wealth, Program Director, Women Investor Program and managed by Sonia Guglielmi, Manager, Segment Strategy Experience, TD Wealth.

For more information on this report or local women-related programs please contact TDWealthWomenInvestorStrategy@td.com or Vanessa Iarocci at vanessa.iarocci@td.com



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Jo-Anne Ryan joined TD Wealth in 2003. Jo-Anne leads the Philanthropic Advisory Services team within Wealth Advisory Services. She is the Executive Director and architect of the Private Giving Foundation (PGF), the first donor-advised fund program launched by a financial institution in Canada that provides a structure to leave a lasting legacy in a simple and effective manner. Jo-Anne develops strategies to help clients incorporate philanthropy in their overall financial and estate planning.

For more information on this report, or to discuss how TD Wealth can help you achieve your philanthropic goals, please contact:

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Let's continue this conversation:
#yourstoryyourfuture



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