

## Snapshot of Foundation Giving in Canada in 2018 and Trends 2013–2018

(NOVEMBER 2021)

### TRENDS 2013–2018

This report looks at historical asset and granting trends between 2013, when PFC released its first snapshot report, to this current report based on 2018 data.

From 2013 to 2018, there has been a slow but steady increase in private foundations and decrease in the number of public foundations. In 2018, all public and private foundations' assets totaled \$91.91 B. A total of \$7.02 B was granted to qualified donees across Canada and internationally in 2018. Also in 2018, the four provinces receiving the most grant dollars were Ontario, Québec, Alberta, and British Columbia. These provinces have continued to receive the most grant dollars over the last five years from 2013 – 2018, which correlates with where the majority of the **top 150 foundations** (92%) are located.

*Education & Research, Health, and Social Services* represent more than 50% of the total grant dollars disbursed in 2018 (see page 7). *Education & Research* and *Health* remain the first and second funding priorities, respectively, since we started tracking activity areas for the first snapshot report in 2013. There appears to be a growing trend of support for *Fundraising, Grantmaking & Voluntarism*, since its ranking has moved up in the years 2013 and 2015. Since 2013, funding for *Arts & Culture* has decreased slightly in 2013. Although *Environment* has historically been ranked low, it has maintained its rank as #8 since 2013. The top five most commonly funded activity areas by the top 150 foundations closely match the funding focuses of PFC members.

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#### ABOUT THE SNAPSHOT

This research report is produced periodically by Philanthropic Foundations Canada (PFC) to provide a snapshot of **Canada's top 150 private and public grantmaking foundations** (with grantmaking as primary activity) in 2018.

This report also looks at historical asset and granting trends between 2013, when PFC released its first snapshot report, to this current report based on 2018 data.

#### Top Foundations by Giving

[A complete list of top 150 foundations by gifts.](#)

#### Top Foundations by Assets

[A complete list of 150 top foundations by assets.](#)

#### ABOUT THE DATA

The data was compiled by Imagine Canada and is based on the recent year that complete public data is available (2018) from Canada Revenue Agency T3010 reports.

In Canada, there are three types of charities:

- private foundation
- public foundation
- charitable organization

This report focuses on the **TOP 150** private and public grantmaking foundations only.

## PROFILE OF FOUNDATIONS IN CANADA

### Grantmaking Foundations Defined in this Report

To be identified as a grantmaking foundation, the foundation must show clear evidence of independent philanthropic action as well as work activities primarily through multiple and unrelated qualified donees.

#### INTERESTING FACT

Close to **20** of the **top 150 largest foundations** today existed in 1967 or earlier.

#### THIS 2018 SNAPSHOT INCLUDES

- 150 of the top grantmaking foundations by assets
- 150 of the top grantmaking foundations by giving
- Domestic and international giving

#### DOES NOT INCLUDE

- National-level giving representation on the map
- Community foundations or donor-advised funds
- Foundations with member agencies
- Fundraising arms for associated charities

*Note: The Mastercard Foundation is Canada's largest foundation. For this reason, Mastercard Foundation's data is reported separately when available.*

## TYPES OF FOUNDATIONS

#### ■ PRIVATE

Half or more of the foundation's directors do not deal with each other at arm's length and/or 50% or more of the foundation's funding comes from a person or group of persons that control the charity in some way.

#### ■ PUBLIC

A majority of the foundation's directors deal with each other at arm's length and the organization's funding typically come from arm's length supporters. Public foundations are distinct from operating charities in that they must spend the equivalent of more than half of their annual income on gifts to qualified donees.

# SNAPSHOT IN 2018

In **2018**, Canada had **10,881** foundations with close to **\$92 billion** in assets combined and total giving of over **\$7 billion**.

In 2013, foundations in Canada had close to **\$56 billion** in assets combined and total giving of **\$2 billion**.

- Private foundations
- Public foundations

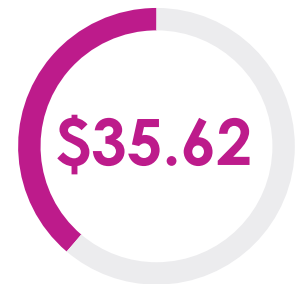
## Total Number of Foundations

10,881



## Total Assets (\$ Billion)

\$91.91



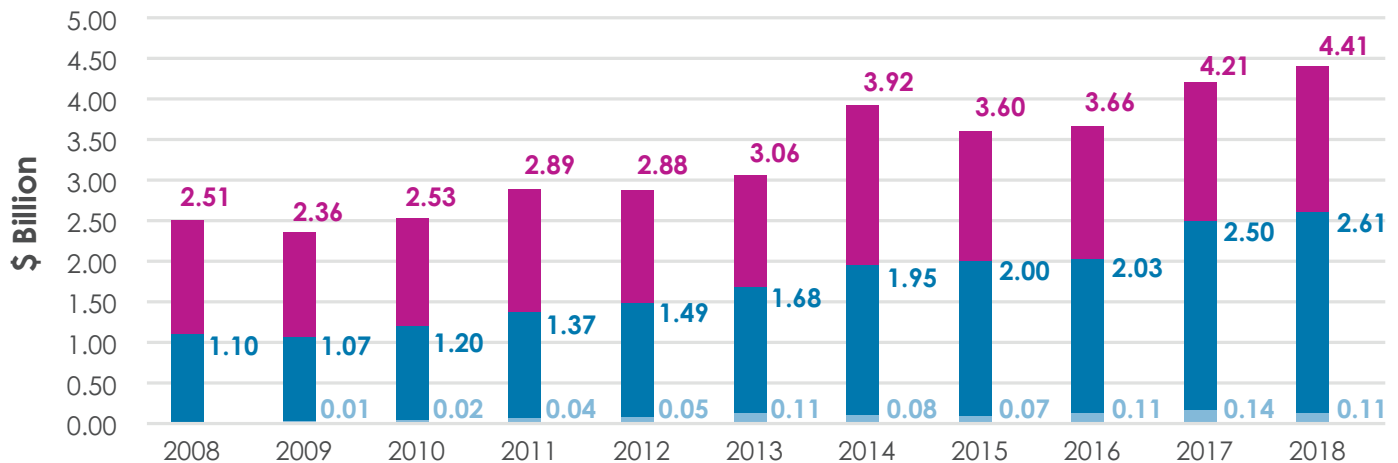
## Total Foundation Giving (\$ Billion)

\$7.02



## Total Foundation Giving in a Decade (2008 – 2018)<sup>1\*</sup>

■ Mastercard Foundation  
■ Private foundations  
■ Public foundations



\*Nominal Dollars

From 2008 to 2018, there were slight decreases in giving by public foundations in 2009 and 2015. However, overall giving by all foundations has increased from \$3.61 billion to \$7.02 billion in the 10-year period. In 2018, total granting added up to \$7.13 billion.

### MASTERCARD FOUNDATION IN 2018

The Mastercard Foundation is Canada's largest foundation, with **\$23.7 billion** in assets, and the largest grantmaker with over **\$113.7 million** in grants.

Mastercard is a significant funder to three issue areas:

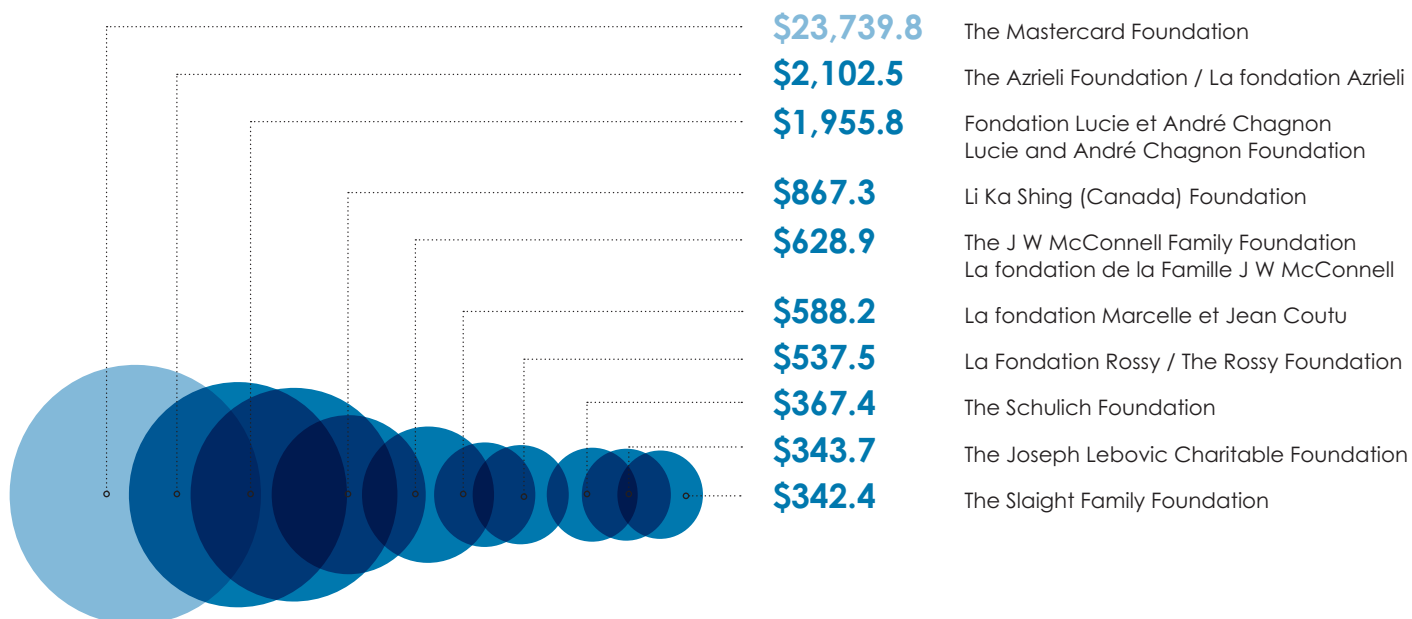
- Education & Research
- International Activities
- Government

In 2019, the Mastercard Foundation gave **\$70+ million** to qualified donees in Canada.

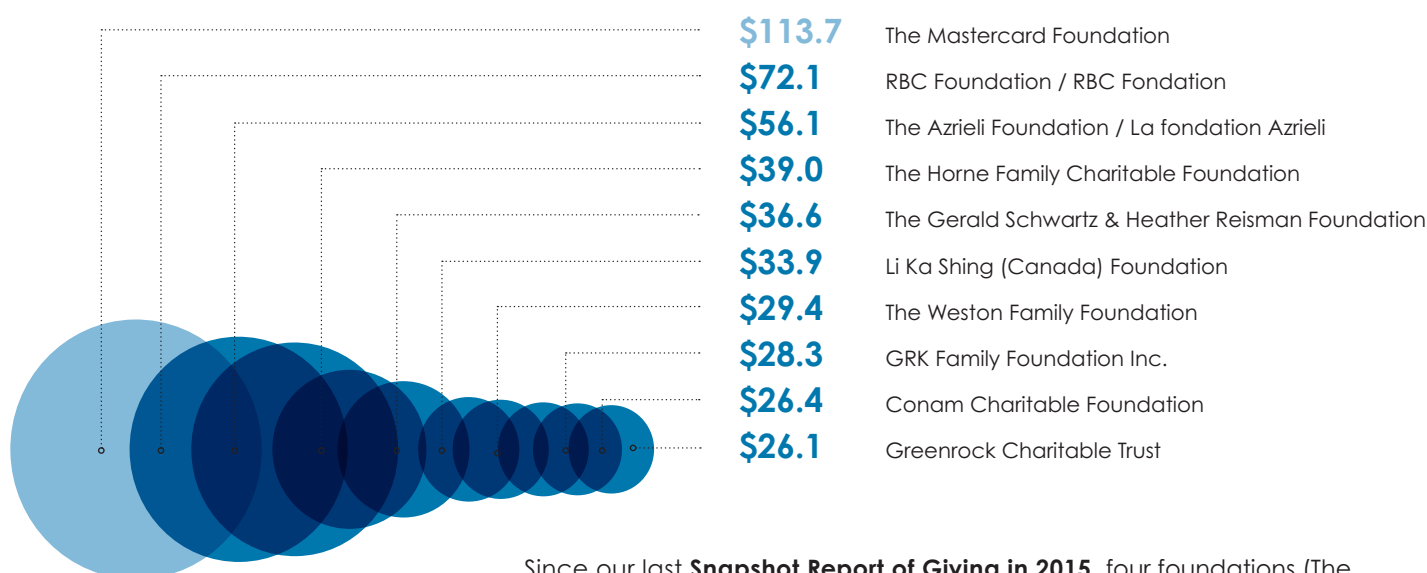
Visit the Mastercard Foundation website for more information [mastercardfdn.org](http://mastercardfdn.org)

<sup>1</sup> Source: Imagine Canada

## Top 10 Foundations by Assets<sup>2</sup> (\$ Million)



## Top 10 Foundations by Gifts (\$ Million)

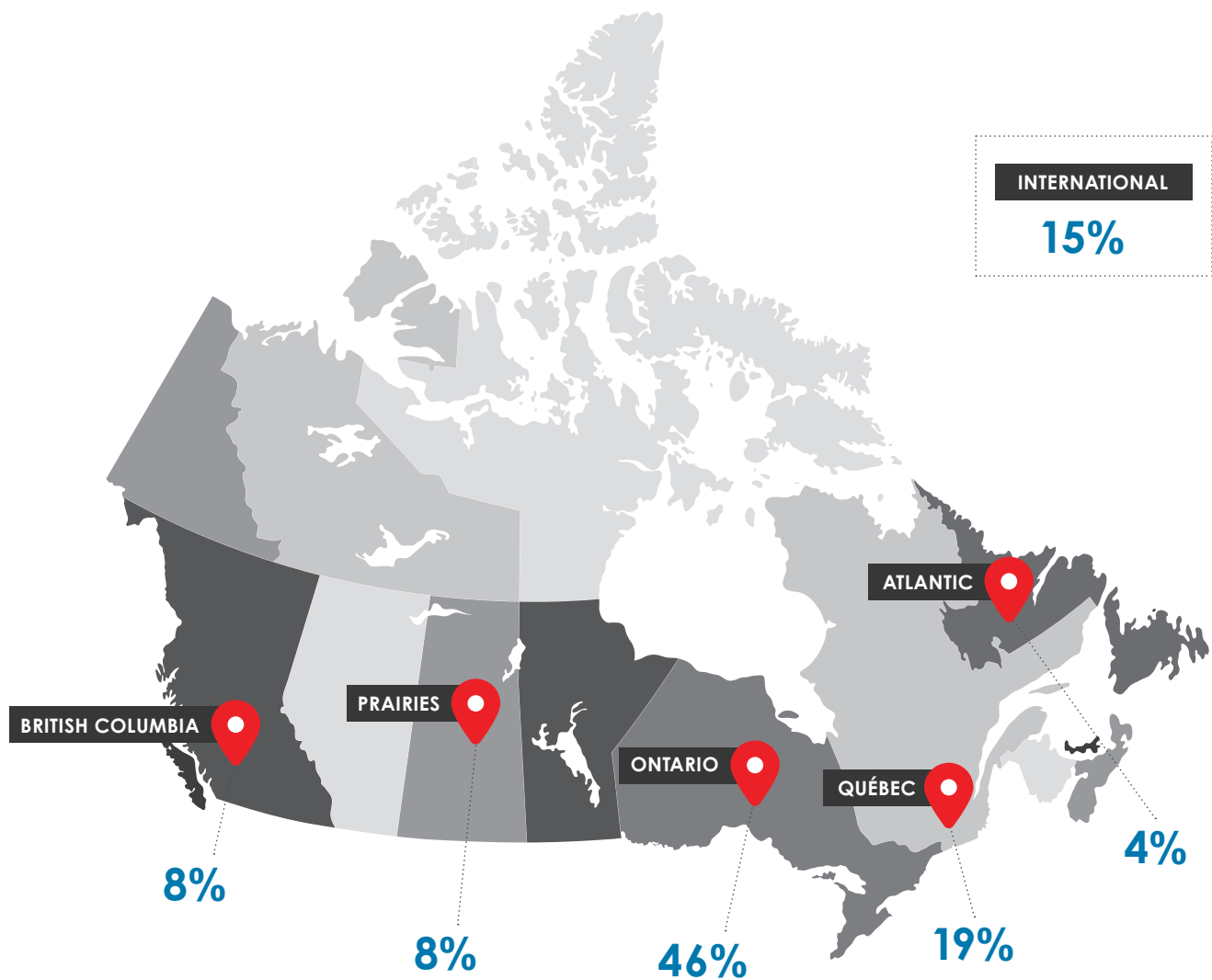


Since our last **Snapshot Report of Giving in 2015**, four foundations (The Horne Family Charitable Foundation, GRK Family Foundation Inc., Conam Charitable Foundation, Greenrock Charitable Trust) have newly joined the list of foundations disbursing the largest total gift amounts. In 2018, five (or 50%) of the top 10 foundations were also listed in the top 10 foundations by gifts in 2013: Mastercard Foundation (ranked #1), Li Ka Shing (Canada) Foundation (ranked #2), RBC Foundation / RBC Fondation (ranked #3), The Weston Family Foundation (ranked #7), and The Gerald Schwartz & Heather Reisman Foundation (ranked #9).

<sup>2</sup> 7 of 10 top foundations with the largest assets in 2013 remain in top 10 list: The Mastercard Foundation, Fondation Lucie et André Chagnon / Lucie and André Chagnon Foundation, The Azrieli Foundation / La fondation Azrieli, Li Ka Shing (Canada) Foundation, The J W McConnell Family Foundation / La fondation de la famille J W McConnell, The Rossy Foundation / La fondation Rossy and La fondation Marcelle et Jean Coutu.

# GIVING BY REGION

Distribution of Total Grant Dollars in Canada and Internationally (2018)<sup>3</sup>



Since 2013, most grant dollars have consistently been distributed to organizations located in Ontario and Québec. These two provinces alone account for the location of 58% of Canada's foundations and 61% of the country's population.<sup>4</sup>

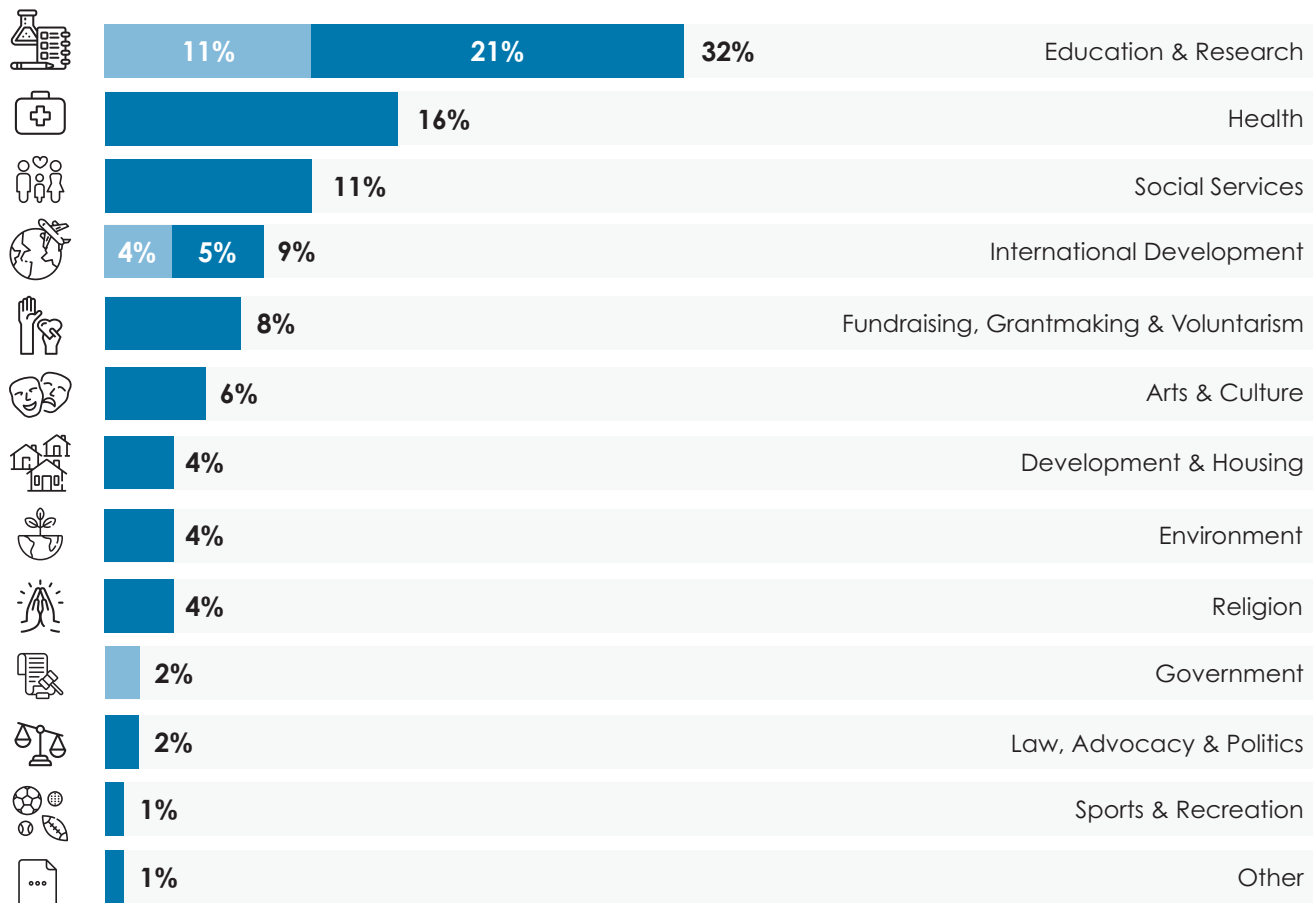
<sup>3</sup> Canada-wide grants with national level impact are not captured in the geographic analysis

<sup>4</sup> Source: Statistics Canada, 2018

# GIVING BY ACTIVITY AREA

## Percentage of Total Gifts by Activity Area (2018)

■ Foundations (excluding Mastercard Foundation)  
■ Mastercard Foundation



Since 2013, of all the activity areas, consistently fewer gifts were made to *Sports & Recreation* and *Law, Advocacy & Politics* activity areas. By contrast, the most significant increases were in *Social Services* (from 9% in 2013 to 11% in 2018) and *Health* (from 15 to 16%). If we exclude *International Development*, the most commonly funded activity areas match closely with the top five funding focus areas of PFC members: *Education & Research*; *Social Services*; *Health*; *Arts & Culture*; and *Fundraising, Grantmaking & Voluntarism*.

### Conclusion

The 2020-2021 COVID-19 pandemic has had profound ramifications on the charitable sector in Canada. Foundations are contributing to the recovery efforts and this snapshot series will continue to monitor the top 150 foundations to determine the impact on foundation assets, grants, and funding priorities.



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