

New Oakville Generosity Report shows \$115 million donated to charity in 2023 Oakville generosity registering need for “primary care”

FOR IMMEDIATE RELEASE

Oakville, Ont., November 4, 2025 - More than \$115 million was donated to registered charities by Oakville residents in 2023, a decline from previous years, according to the Oakville Community Foundation's new research report, the [*Oakville Generosity Report*](#).

The report is a deep-dive look at charitable donations made by Oakville residents from 2020 to 2023 and makes use of Statistics Canada Tax Filer data, which captures anyone in a household who claims a charitable tax receipt.

The 2023 donation total, \$115 million, has declined from previous years, down 4.9% from 2022 and 8% from 2021. Nationally, Canadian donors had their most generous year ever, donating more than \$12.7 billion, the highest amount ever recorded.

The relationship between community and generosity is one that is ingrained across Oakville, not only because it's fundamental to the operation of local charities, but because our community has been built with generosity.

“If you remove private businesses, private homes, and most government buildings (not all), everything else is built with generosity: cultural, recreational, health, education, and charitable facilities as well as the natural environment. When we come together as a community and share our time, talent and treasure, we build community well-being for everyone,” says Wendy Rinella, CEO of the Oakville Community Foundation. “I would suggest that if you show me a community with declining levels of generosity— it will be a community of declining well-being.”

The report also contends with the fact that the number of people who have historically been able to donate has increasingly become fewer. In 2011, The Foundation reported that 31% of Oakville taxfilers had made a charitable gift, which dropped 10 percentage points 10 years later. The latest 2023 numbers have 21.2% of all tax filers making a charitable gift. If this trend continues to 2030, it could be a further 3.5 percentage point drop to 17.7% of Oakville tax filers, from 1 in 5 donors to 1 in 6.

Oakville residents' capacity to give cannot be solely explained by economics. A recent Foundation report asked the question, “[*Is Oakville a Wealthy Community?*](#)”, and while the low income rate is 8.6%, or one in 12, the median household income grew by 12.6% to \$128,000, between 2016-2021. The median household income was estimated at \$145,000 in 2024, 50% above the provincial median.

“We are not yet ringing the alarm bells as Oakville giving remains above national trends,” continued Rinella. “We are not at a critical care stage, but we definitely need some primary care. OCF will continue to explore these issues to understand what is driving these long-term trends.”

Thanks to the commitment of lead sponsor and one of the OCF's founding families, the Larry and Gerry Wilson Family Fund, OCF will launch a series to increase our knowledge about generosity, specifically: what drives it, what barriers exist and how communities can foster a culture of giving. The Foundation welcomes other organizations wishing to collaborate and support this work.

"Generosity affects us all and plays a key role in determining the future of our community and belonging."

Additional information in the report includes:

- donors by age
- average gift size by age group
- gender disparities in generosity
- donors and donation volume by income level, and
- donor participation rates.

The Oakville Community Foundation offers a number of opportunities to generously support our community, including the upcoming fall giving campaign, GIVEOakville. The campaign will be open from November 14 to December 8, with more than 65 charities looking for support. You can also make a donation to the [GIVEOakville Fund](#), open year-round, where donations will be split amongst all GIVEOakville charities.

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Oakville Community Foundation

The Oakville Community Foundation is Oakville's largest community of philanthropists with 400 Funds. The Foundation acts as a philanthropic medium, investing donations to generate new money for our community. We conduct local research to provide our diverse donors with knowledge and solutions to make an impact in the local community, both today and in the future. Thanks to the visionaries in our community who started The Foundation 30 years ago, The Foundation has granted more than \$75 million to support charities locally and beyond.

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