

Arts philanthropy

Context, statistics, and seeds for the future

STATISTICAL INSIGHTS ON THE ARTS



Kelly Hill
Sauble Beach, Ontario

Prepared for

BANFF
CENTRE FOR ARTS AND CREATIVITY

April 7, 2026

Hi! I'm Kelly.



- I have 29 years of specialized experience in arts research in Canada.
- My company, Hill Strategies, is known for its statistical work and its unique focus on the arts.
- My current focus is on the Statistical insights on the arts series.

STATISTICAL INSIGHTS ON THE ARTS



StatsInsights.ca

- Mission: To find, analyze, and share Canadian arts statistics
- SIA has provided reliable, recent, and insightful data since 2002
 - Distributed via Substack (since 2022)

Workers in arts, culture, and sport in Canada's 6 largest CMAs (as a group) 2013 to 2025 (three-year moving average, in thousands)



Source: Statistics Canada, Table 14-10-0468-01, Employment characteristics by census metropolitan area, c...

Local trends in the arts, culture, and heritage workforce between 20...

The 6 largest CMAs, the Canadian average, and the average for all 31 CMAs with reliable data

MAR 3 • HILL STRATEGIES (KELLY HILL)

Latest Top Discussions

Multiple job holding is much more common in the arts, culture, and heritage than elsewhere

Plus: Changes since 1987 and comparisons between women and men

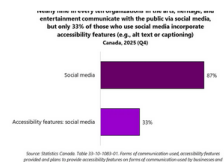
FEB 10 • HILL STRATEGIES (KELLY HILL)



Communications accessibility features are not common among organizations and businesses in the arts, heritage, and...

Also: Reasons why organizations don't incorporate accessibility features

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Statistical insights on the arts

On a mission to find, analyze, and share Canadian arts statistics. See the results, weekly!

✓ Subscribed

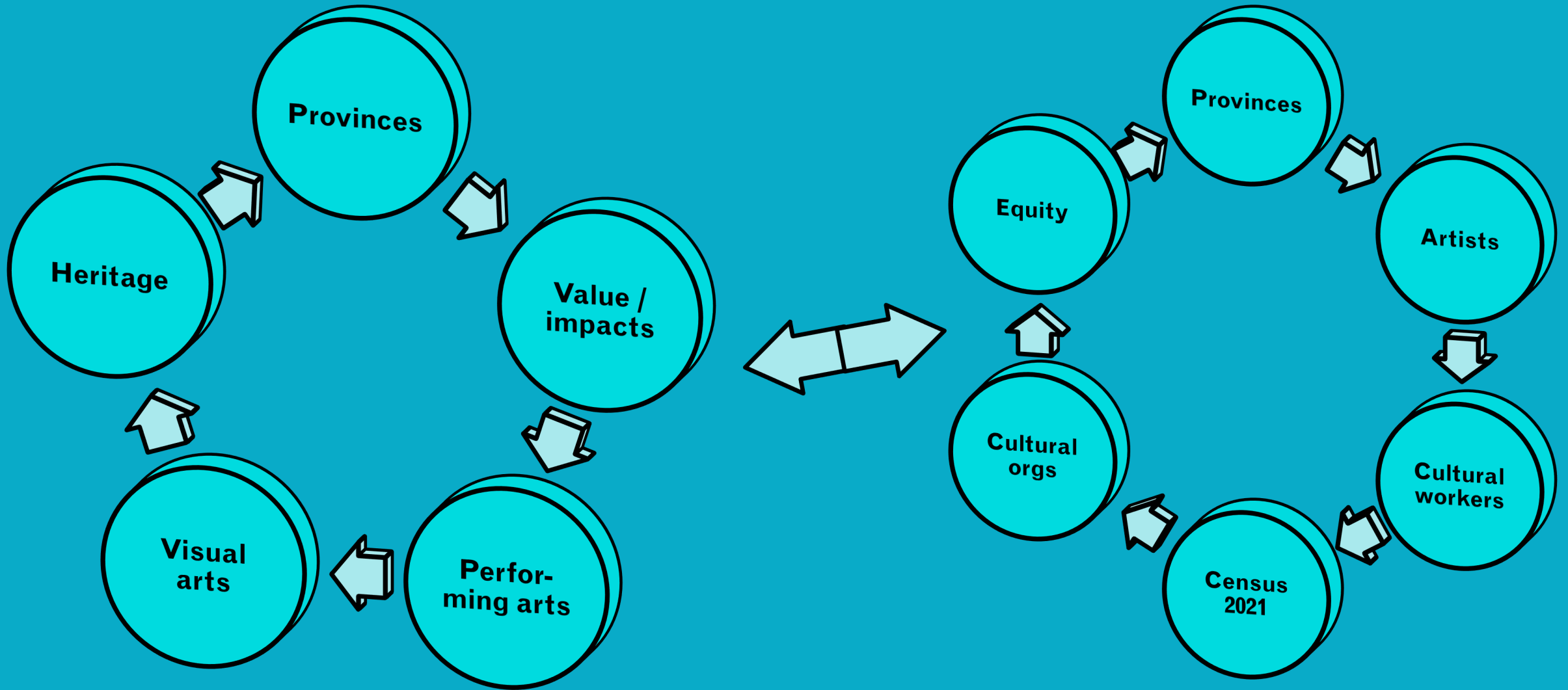
Recommendations MANAGE

#1000 WORDS OF SUMMER
CRAFT TALK
Jami Attenberg

THE AUDACITY
The Audacity.
Roxane Gay

Regards statistiques sur les arts
Hill Strategies (Kelly Hill)

STATISTICAL INSIGHTS ON THE ARTS





A passion statement

- Why did I start working in the arts 29 years ago?
- Because of my **passion for the arts**

- Why do people donate to the arts?
- Why do people volunteer in the arts?
- Why do people participate in the arts?
- Because of their **passion for the arts**

A passion statement

- Passion for the arts
 - Who has it?
 - Who doesn't?
 - How is it cultivated?
- Probably through some of the hardest things to maintain
 - Arts education
 - Sustained arts participation
 - Focus / time for reading & thinking
 - Artists

Photo by [Ian Schneider](#) on [Unsplash](#)



Economics of the arts

- What does that phrase mean to you?
 - Economic output (impacts)
 - Also economic inputs
- Arts philanthropy is definitely a relationship business
- So is arts economics

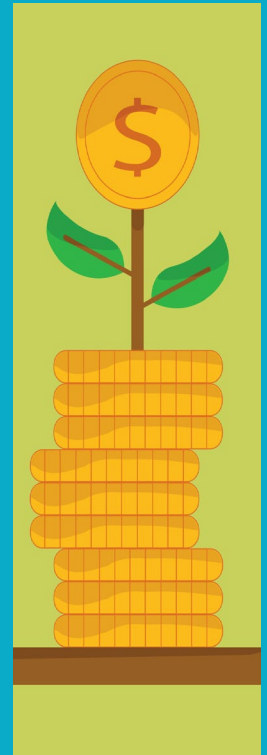


Photo by [Ian Schneider](#) on [Unsplash](#)

Economic relationships: provocations

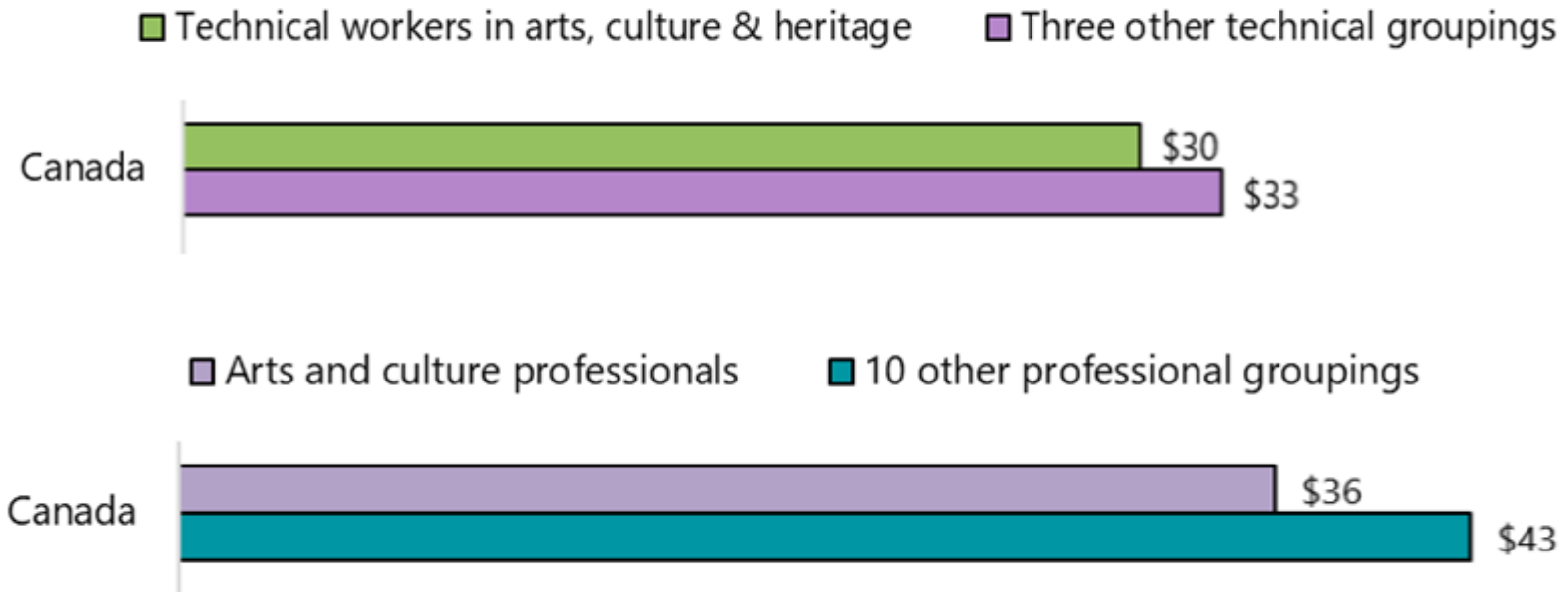
1. Who gets to continue being an artist because they're fairly paid, not because they come from money?
2. Which organizations get to fulfill their missions, and ideally inform and entertain their community, because they have stable infrastructure?
3. Whose work in the arts is most-poorly-paid? Why?
4. Whose work in the arts is not paid at all? Why not?

All of this,
in my mind,
is what
arts
fundraising
is for.



Cultural work

Median hourly wage for employed workers in the arts, culture, and heritage compared with similar levels of occupations in other areas, Canada (3-year average, 2002-2024)



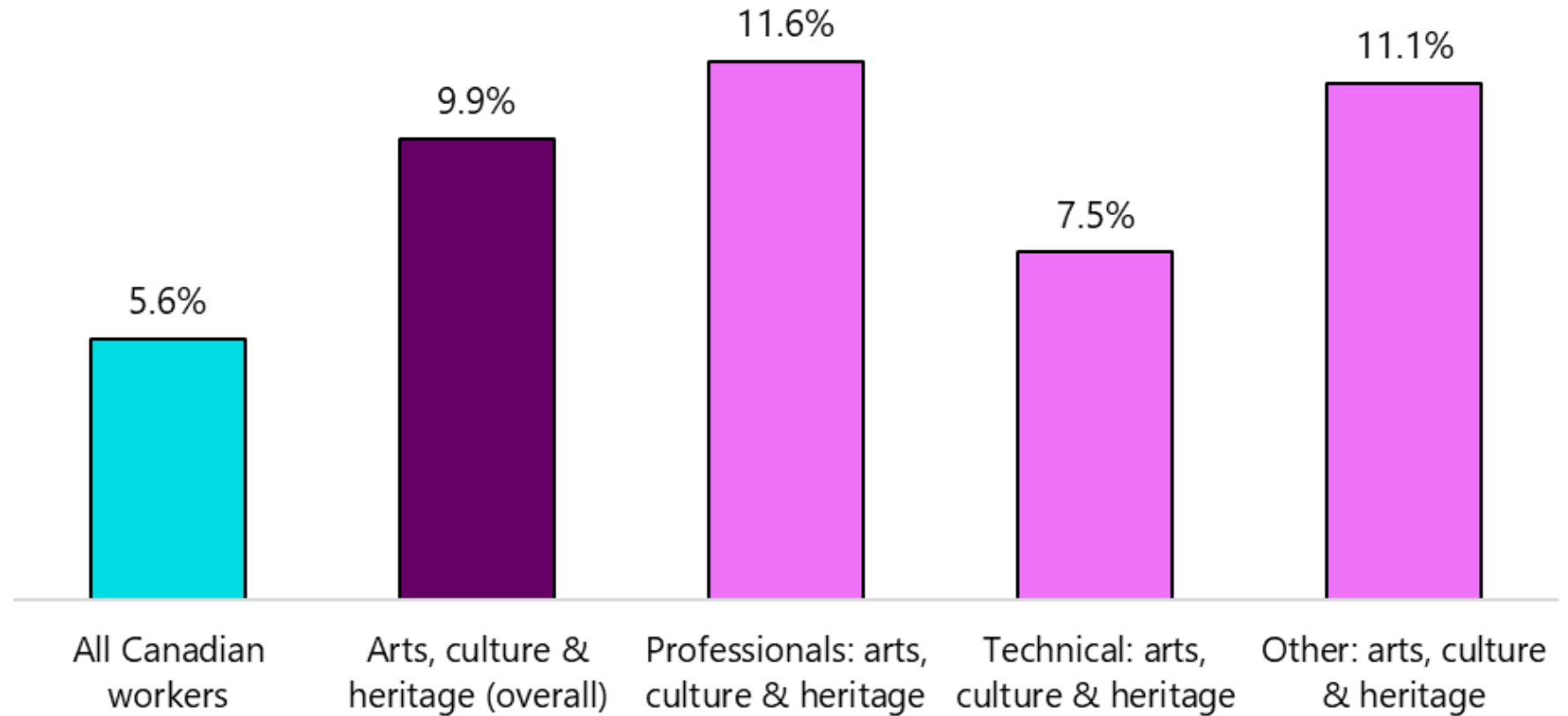
Source: Statistics Canada. Statistics Canada. Table 14-10-0417-01. Employee wages by occupation, annual.

Download my presentation slides at:
[KellyHill-Banff.ca](https://kellyhill-banff.ca)

<https://statsinsights.hillstrategies.com/p/wages-culture-provinces-technical-2024>
and
<https://statsinsights.hillstrategies.com/p/wages-culture-provinces-professional-2024>

Cultural work

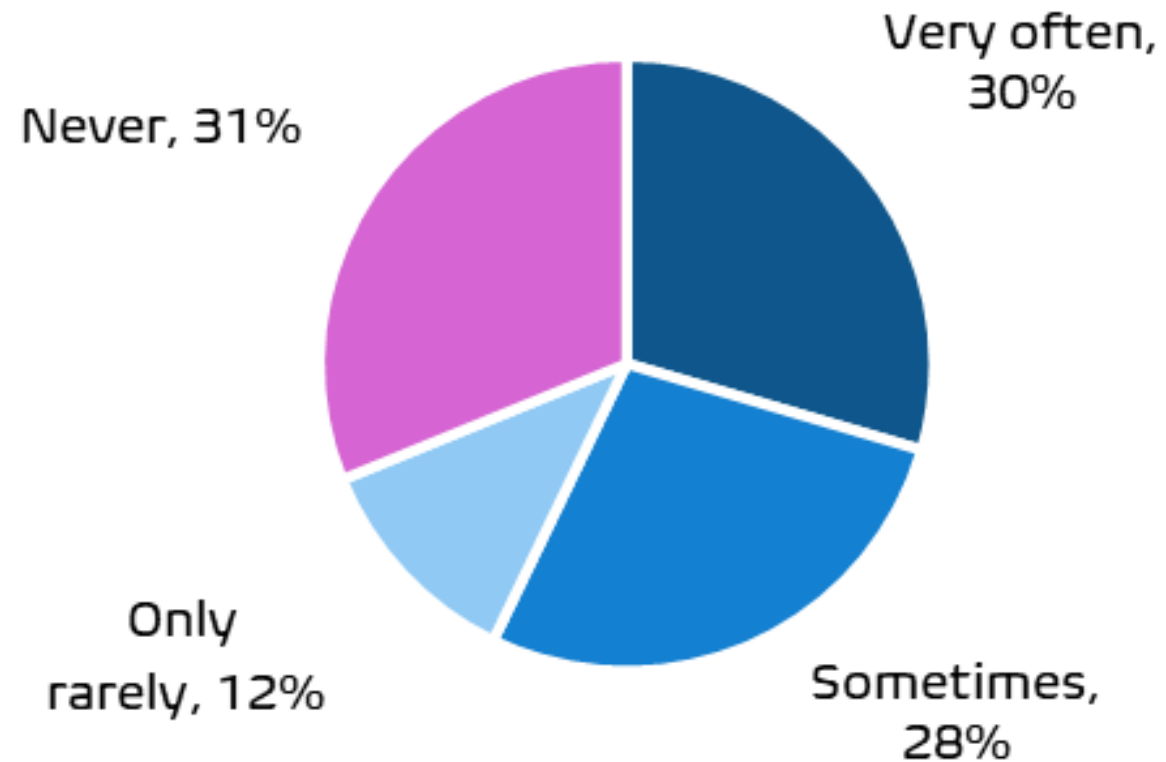
Proportion of employed workers holding multiple jobs, Canada, 2025



Source: Hill Strategies calculations based on Statistics Canada.
Table 14-10-0410-01 Multiple jobholders by occupation, annual.

Cultural work

Percentage of employed cultural workers doing unpaid work



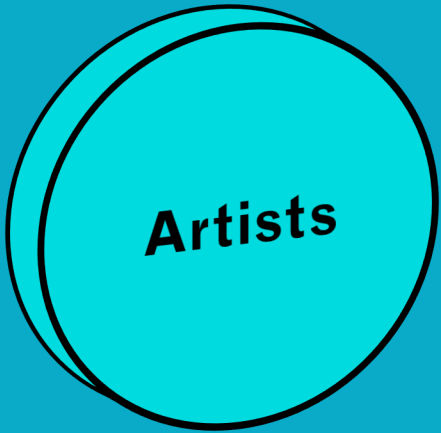
Source: Survey of affordability and working conditions for artists and other cultural workers in early 2024

<https://statsinsights.hillstrategies.com/p/chrc-cw-survey-2024>

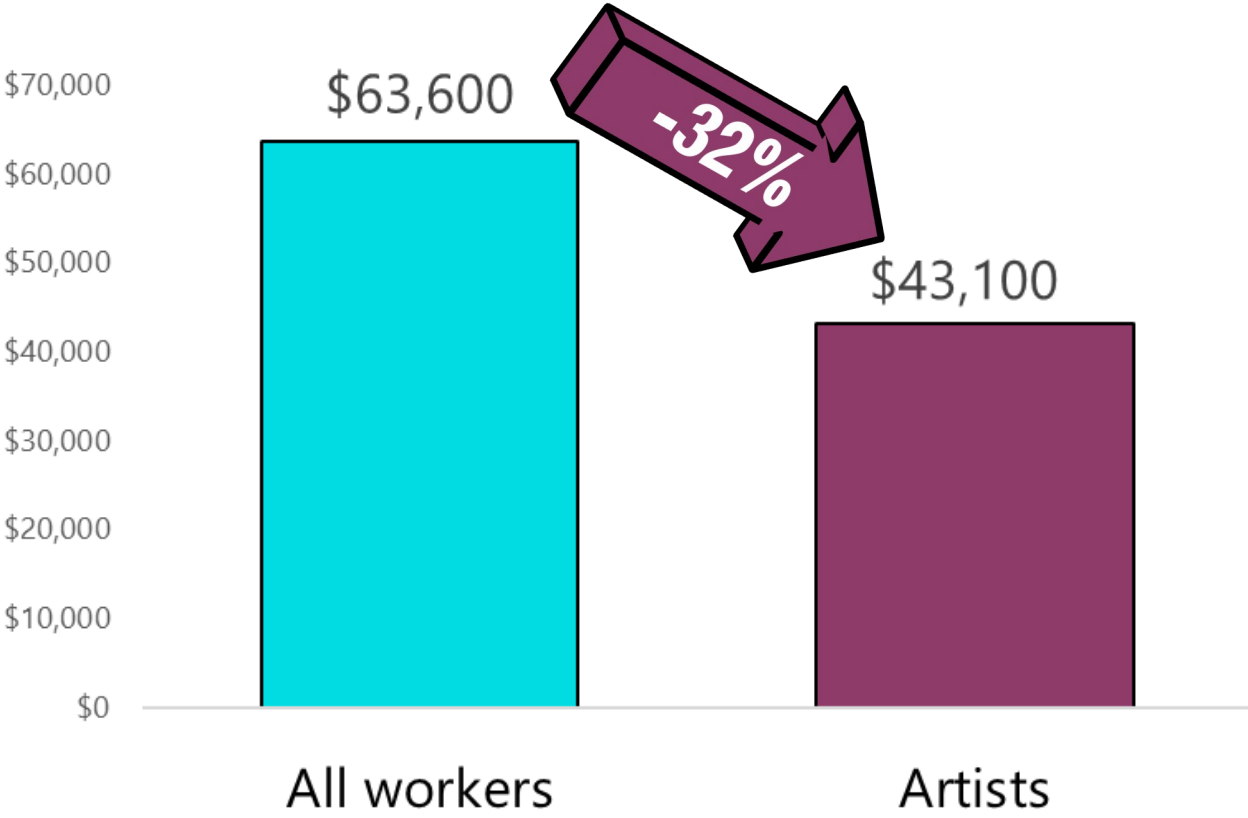
***THE* key stat of the day**



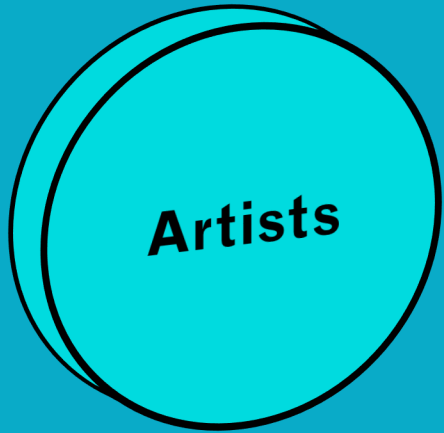
-32%



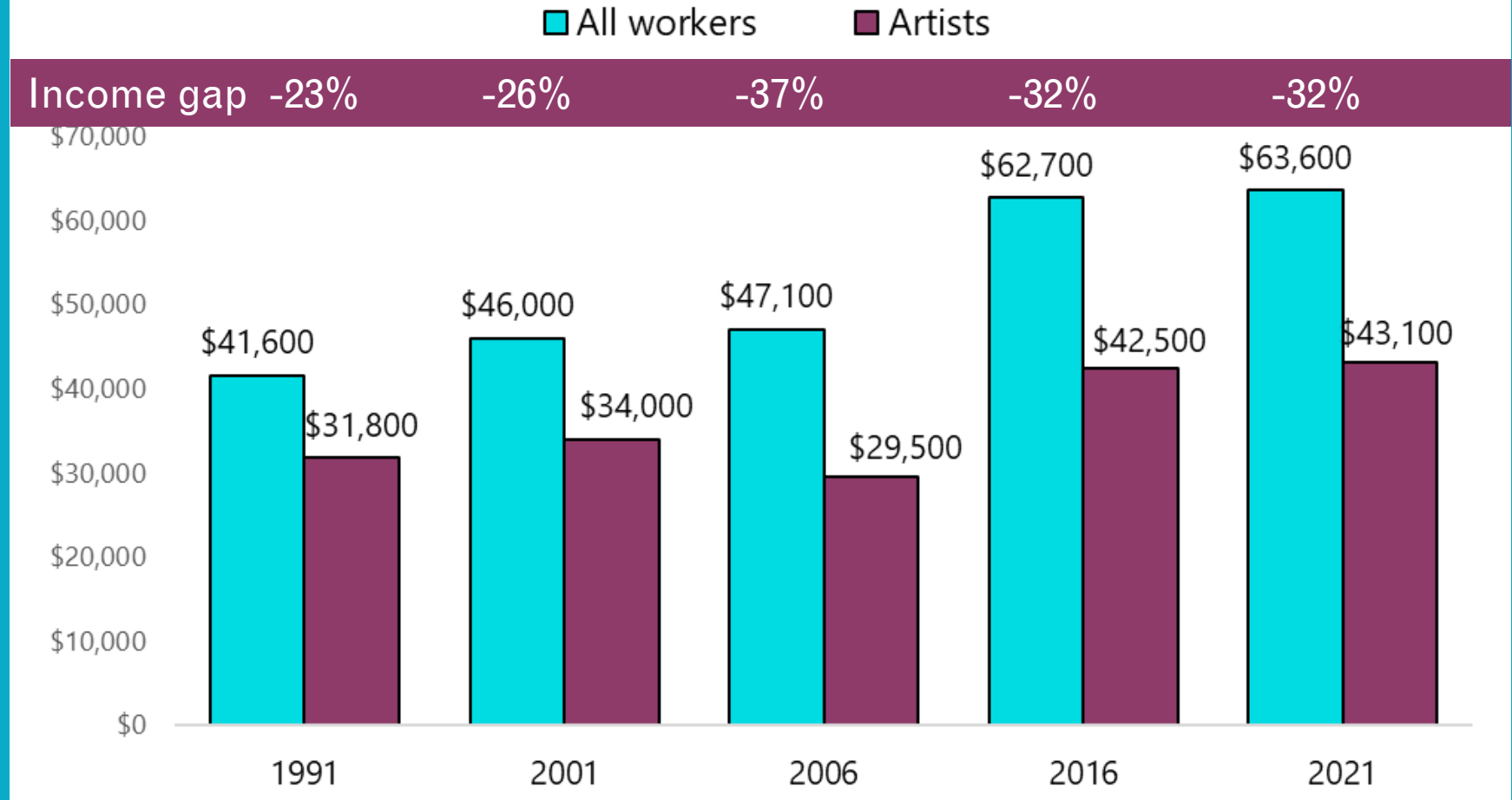
Average incomes of artists and all workers in Canada, 2021



Source: Hill Strategies analysis of 2021 census data.

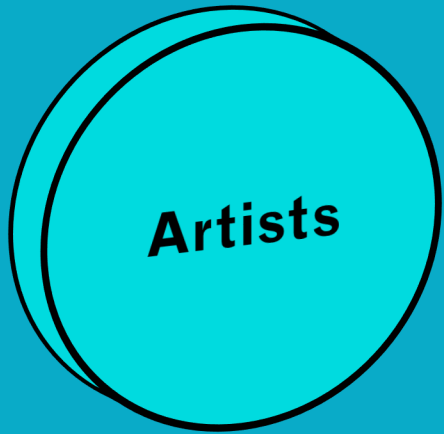


Average incomes of artists and all Canadian workers, 1991 to 2021 (adjusted for inflation)

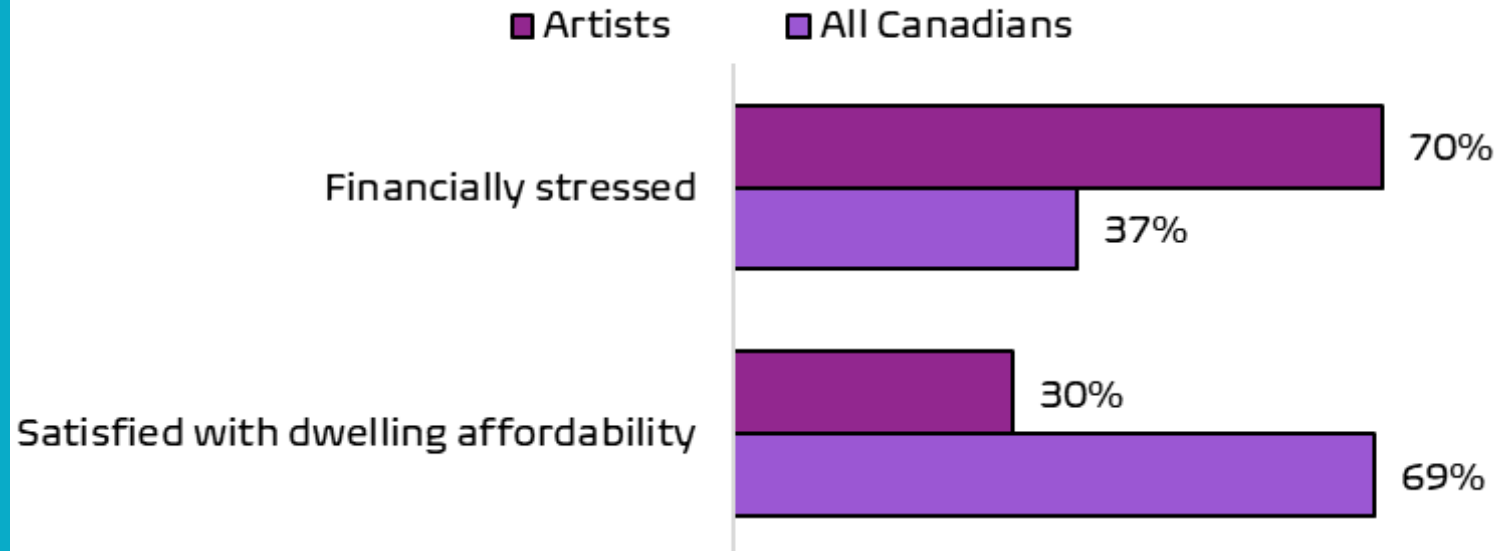


Source: Hill Strategies analysis of census data, various years.

Note: The statistics from each census are not perfectly comparable. But they are at least roughly similar.



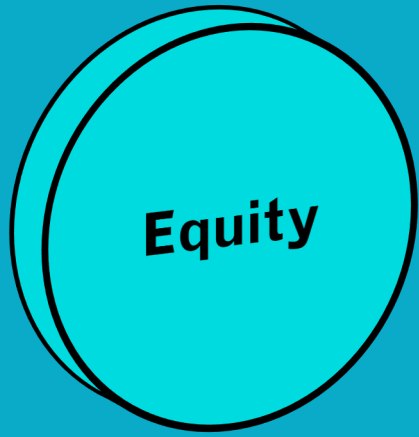
Key financial challenges, artists and all Canadians



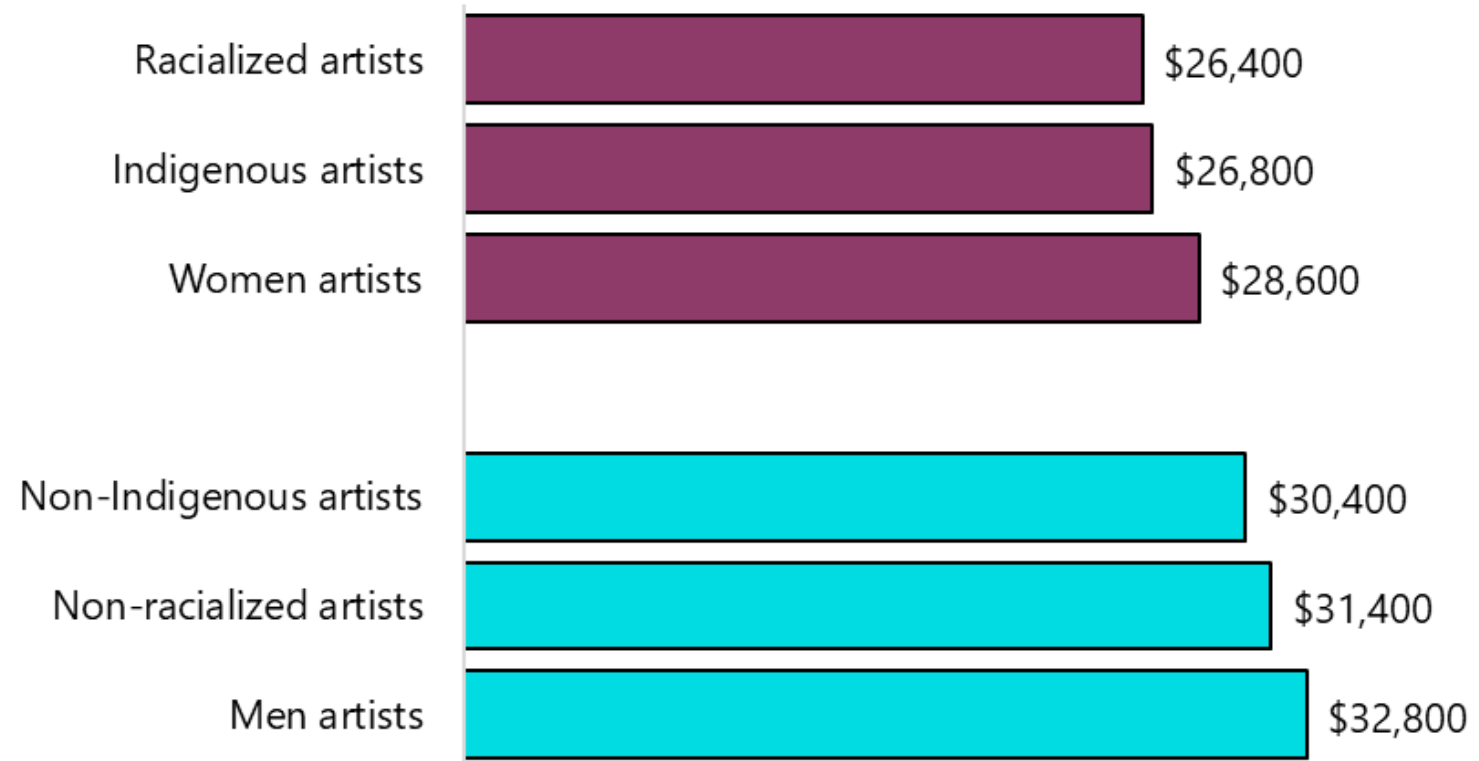
Sources: Surveys by National Payroll Institute (2023), Statistics Canada (2021); and Hill Strategies Research (2024).

Survey of affordability and working conditions for artists and other cultural workers in early 2024

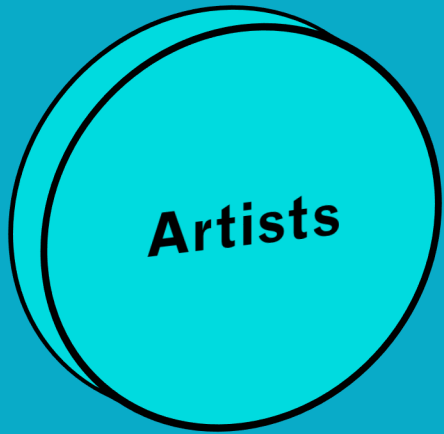
<https://statsinsights.hillstrategies.com/p/chrc-artists-survey-2024>



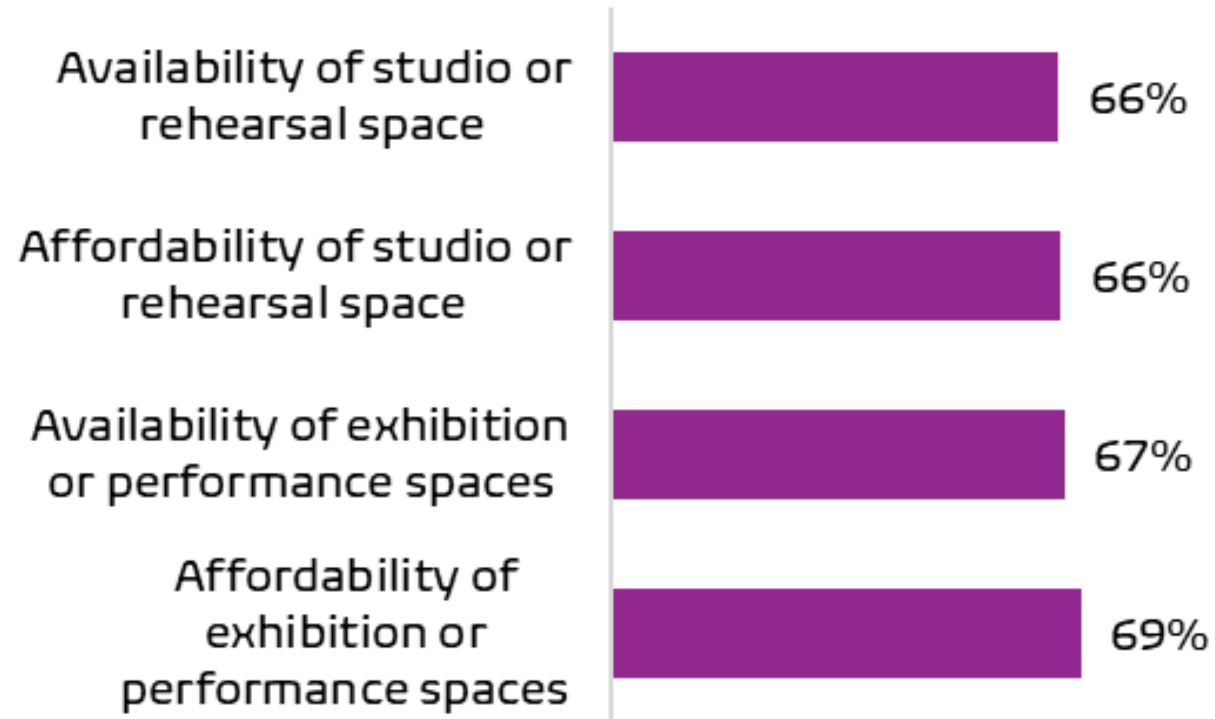
Median personal incomes of equity-seeking artists in Canada, 2021 census



Note: Personal incomes include all sources for an individual during the 2020 calendar year. Source: 2021 census, custom data request by Hill Strategies.

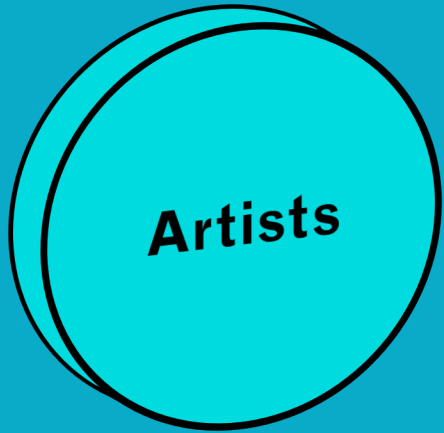


Dissatisfaction with artistic spaces

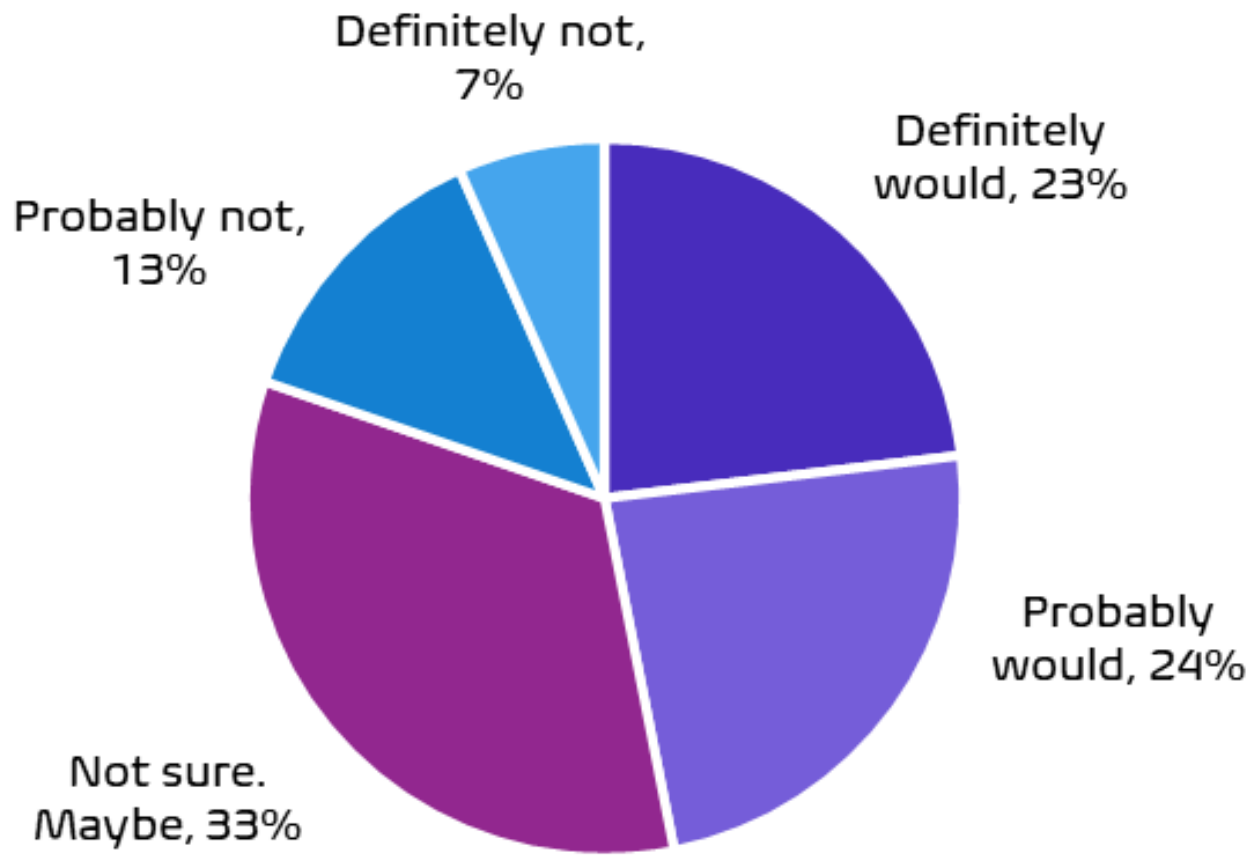


Source: Survey of affordability and working conditions for artists and other cultural workers in early 2024

<https://statsinsights.hillstrategies.com/p/chrc-artists-survey-2024>



Career re-do: Would artists choose the same path?



Source: Survey of affordability and working conditions for artists and other cultural workers in early 2024

<https://statsinsights.hillstrategies.com/p/chrc-artists-survey-2024>

A passionate provocation (about the economics of the arts)









- We in the arts have a passion challenge, and it affects everything we do (and how we do it)
 - Economic impacts (aka output) of the arts, culture, and heritage
 - Stats on arts philanthropy



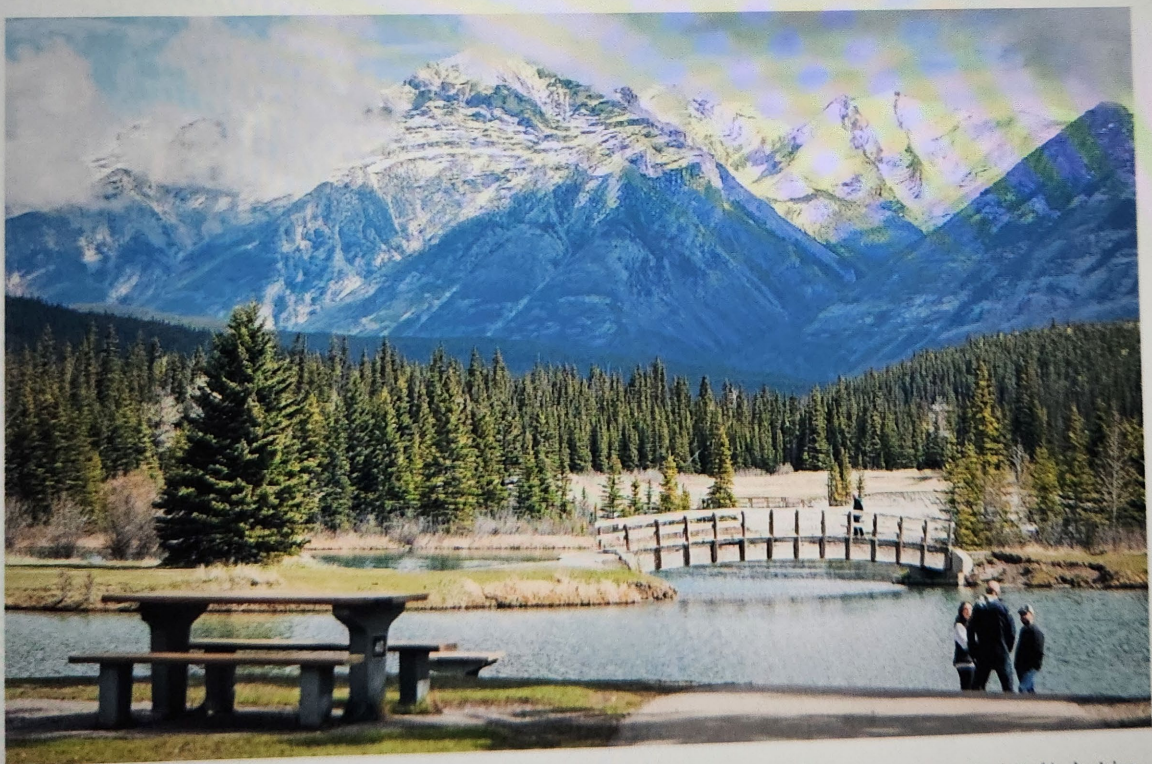
Illustration by [Wahyu Bintoro](#) on [Unsplash](#)

REPORT ON BUSINESS

ONTARIO EDITION ■ THURSDAY, FEBRUARY 26, 2026 ■ GLOBEANDMAIL.COM

 S&P/TSX 34,127.33 +156.95	 DOW 49,482.15 +307.65	 S&P 500 6,946.13 +56.06	 NASDAQ 23,152.08 +288.40	 DOLLAR 73.07/1.3685 +0.12/-0.0023	 GOLD (oz.) US\$5,226.20 +49.90	 OIL (WTI) US\$65.42 -0.21	 GCAN (10-YR) 3.20% +0.02
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ECONOMY



Cascade Ponds in Banff National Park, Alta. The Canadian Parks and Wilderness Society said tourism and related industries support 150,000 jobs and contribute \$1.4-billion in tax revenue from visitors. JEFF MCINTOSH/THE CANADIAN PRESS

Natural lands make \$11-billion in GDP: research

Ottawa set to review commitments as federal funding for projects set to expire at end of next month

JEFFREY JONES
ESG AND SUSTAINABLE FINANCE
REPORTER
CALGARY

Canada's protected natural areas help generate nearly \$11-billion a year in gross domestic product, according to new research highlighting the economic impact of preserving the country's vast natural assets.

In a white paper to be released on Wednesday, the Canadian Parks and Wilderness Society said tourism and related industries that rely on natural ecosystems support 150,000 jobs paying a total of \$6.6-billion in wages and contribute \$1.4-billion in tax revenue from visitors.

CPAWS, a national charity that promotes land and water protection, is releasing its economic research with the federal government yet to announce a new funding and implementation plan for a nature strategy it unveiled in June, 2024.

The strategy was developed to meet goals it agreed to in late 2022, when participants at a United Nations conference on biological diversity adopted a landmark plan to preserve and restore global biodiversity. That plan, the Kunming-Montreal Global Biodiversity Framework, includes a commitment to protect



The Canadian Parks and Wilderness Society said tourism and related industries that rely on natural ecosystems support 150,000 jobs paying a total of \$6.6-billion in wages. GIORDANO CIAMPINI/THE CANADIAN PRESS

30 per cent of lands and water.

An official with Environment and Climate Change Minister Julie Dabrusin's office did not give a date for when new funding could be announced. "The government remains committed to working together with partners and stakeholders on the whole-of-society approach that is needed to implement Canada's nature commitments, and will announce next steps on the nature strategy soon," spokesperson Eleni Armenakis said in an e-mail.

The CPAWS research aims to show that conservation has substantial economic impact along

with the well-understood environmental and climate benefits, said Jason Wong, economic analyst at CPAWS and co-author of the white paper. Setting aside natural areas not only prevents their degradation, but produces financial returns, the paper says.

"Economic impact has really long been unclear or unrecognized. So this really for us was a way to take a hard look and to begin to provide some real figures to show this enormous impact that investing in nature has, not just on our environment, but also on our health and on our wallets as a country," Mr. Wong said in an interview.

He pointed to the preservation of the Great Bear Rainforest and Haida Gwaii on the West Coast. According to Coast Funds, First Nations investments there, supported by a \$60-million economic development fund, were responsible for contributing \$808-million to British Columbia's GDP and generating \$1.77-billion in gross economic output between 2008 and 2024.

The CPAWS analysis shows that, nationally, nature preservation accounted for \$10.9-billion in GDP in the 2023-24 fiscal year. In addition, as public investment in protected areas increased by 50 per cent over the past 15 years,

tax revenues generated by income from those areas increased by 250 per cent, it said. Meanwhile, the economic impact of new conservation areas has yet to be realized.

Federal funding for the current round of projects under the nature strategy is slated to expire at the end of next month, after the government last year reaffirmed its commitment to meeting the conservation goals. "So really, all eyes are on the government, the federal government, to show leadership and to demonstrate that," Mr. Wong said.

In the leadup to the April, 2025, election, Prime Minister Mark Carney said nature is part of the Canadian identity and he pledged "bold new approaches to protect Canada's natural heritage and defend it for future generations." That included creating new national parks and marine conservation areas and 15 new urban parks.

Since then, Ottawa's major focus has been on pursuing major industrial projects across the country, from mines to energy developments to ports, to kick-start the domestic economy in the face of U.S. President Donald Trump's tariff war.

Mr. Wong said his group's research underscores the importance of setting aside natural areas while the country goes about its industrial development push.

"Really, what our report is showing that investing in nature is not a trade-off, it's a return on investment. And when we put money into this, we're putting money back into our own pockets," he said.

<https://www.theglobeandmail.com/business/article-protected-natural-areas-helped-generate-11-billion-in-gdp-new-research/>



MENU ▾

[Canada.ca](#) > [Employment and Social Development Canada](#)

Government of Canada announces significant investment to strengthen workforce development across key economic sectors

From: [Employment and Social Development Canada](#)

News release

March 9, 2026

Ottawa, Ontario

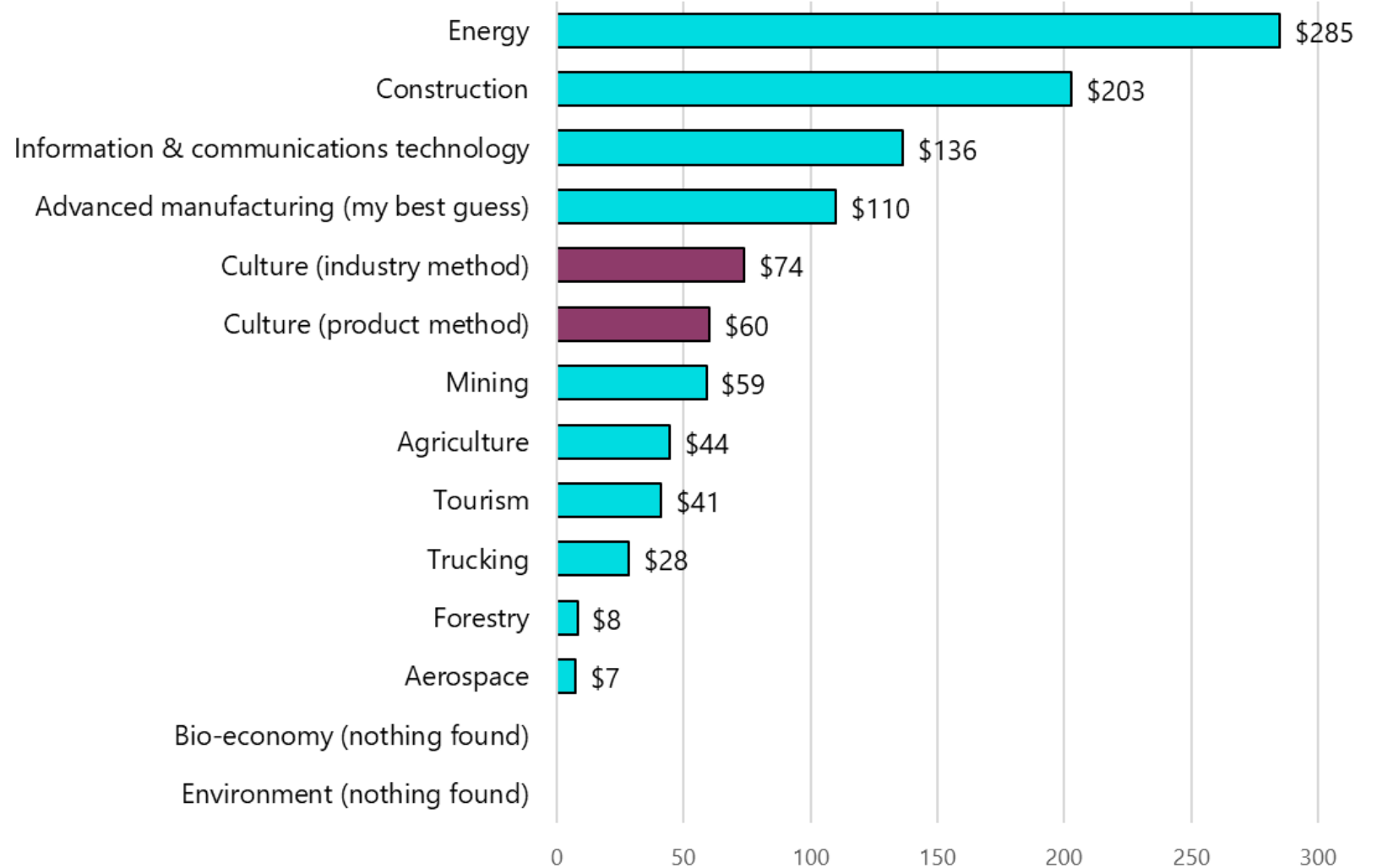
Employment and Social Development Canada

The global landscape is shifting rapidly, creating uncertainty and challenges for workers, industries and communities across Canada.

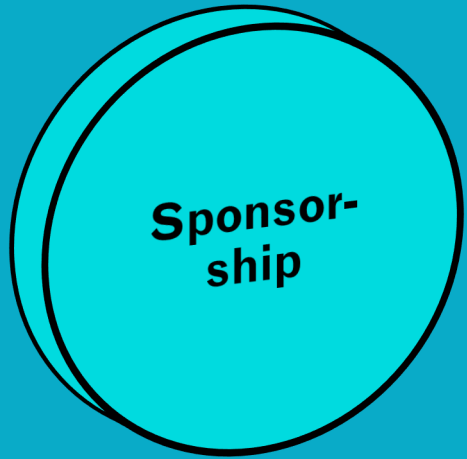
- * Advanced manufacturing
- * Aerospace
- * Agriculture
- * Bio-economy
- * Construction
- * Energy
- * Environment
- * Forestry
- * Information & communications technology
- * Mining
- * Tourism
- * Trucking



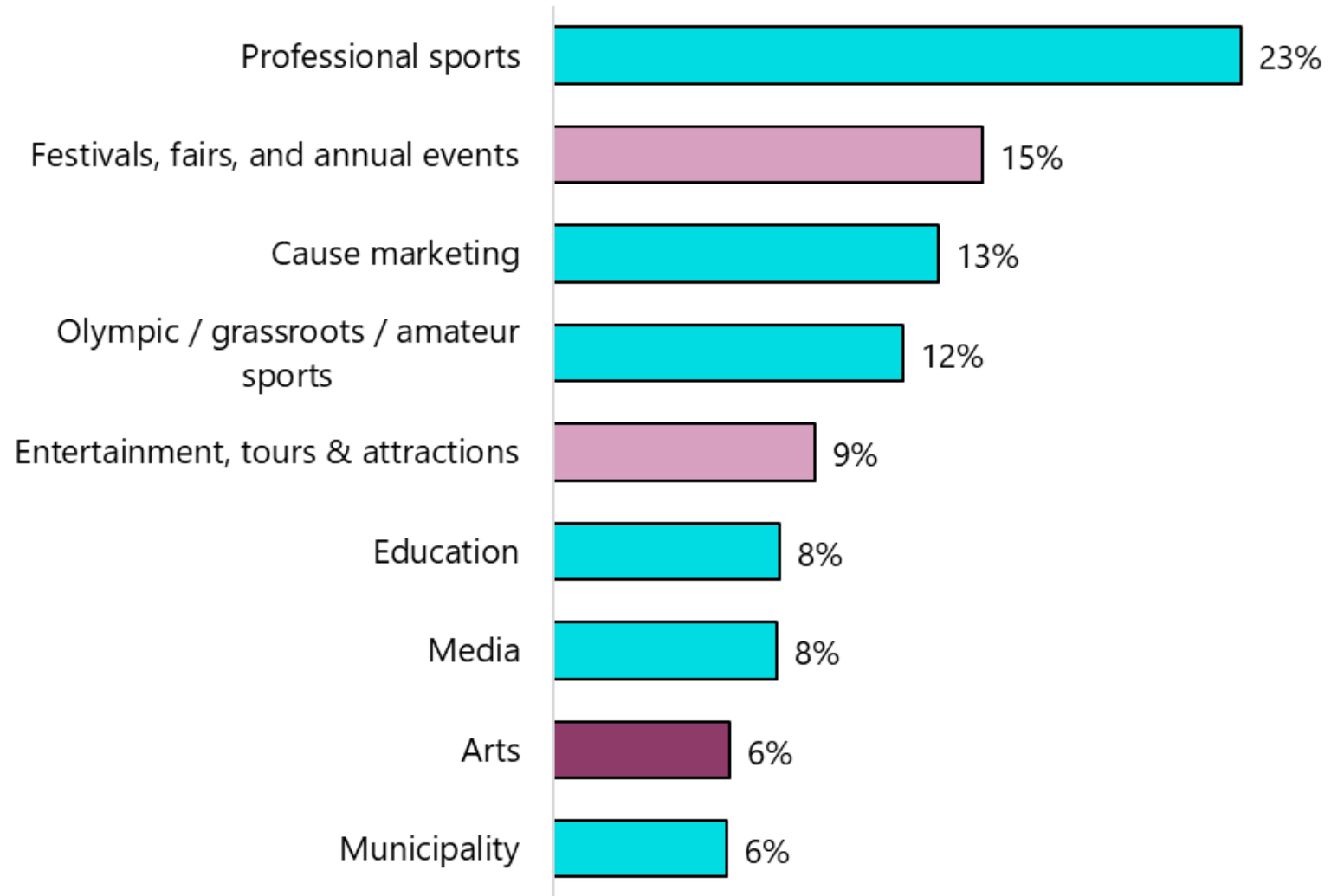
GDP of culture and "key economic sectors" (\$ billions, 2022)



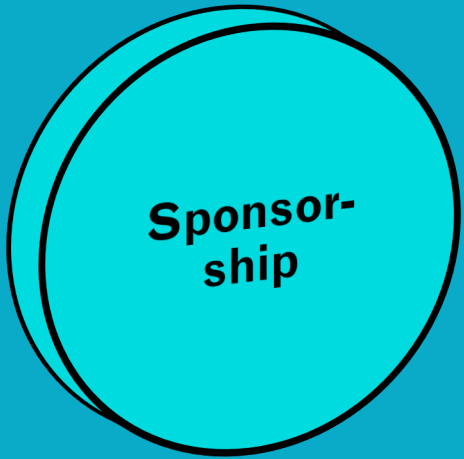
Sources: 1) Gross domestic product (GDP) at basic prices, by industry; 2) Tourism gross domestic product, current prices; 3) Culture and sport indicators by domain and sub-domain (industry and product perspectives).



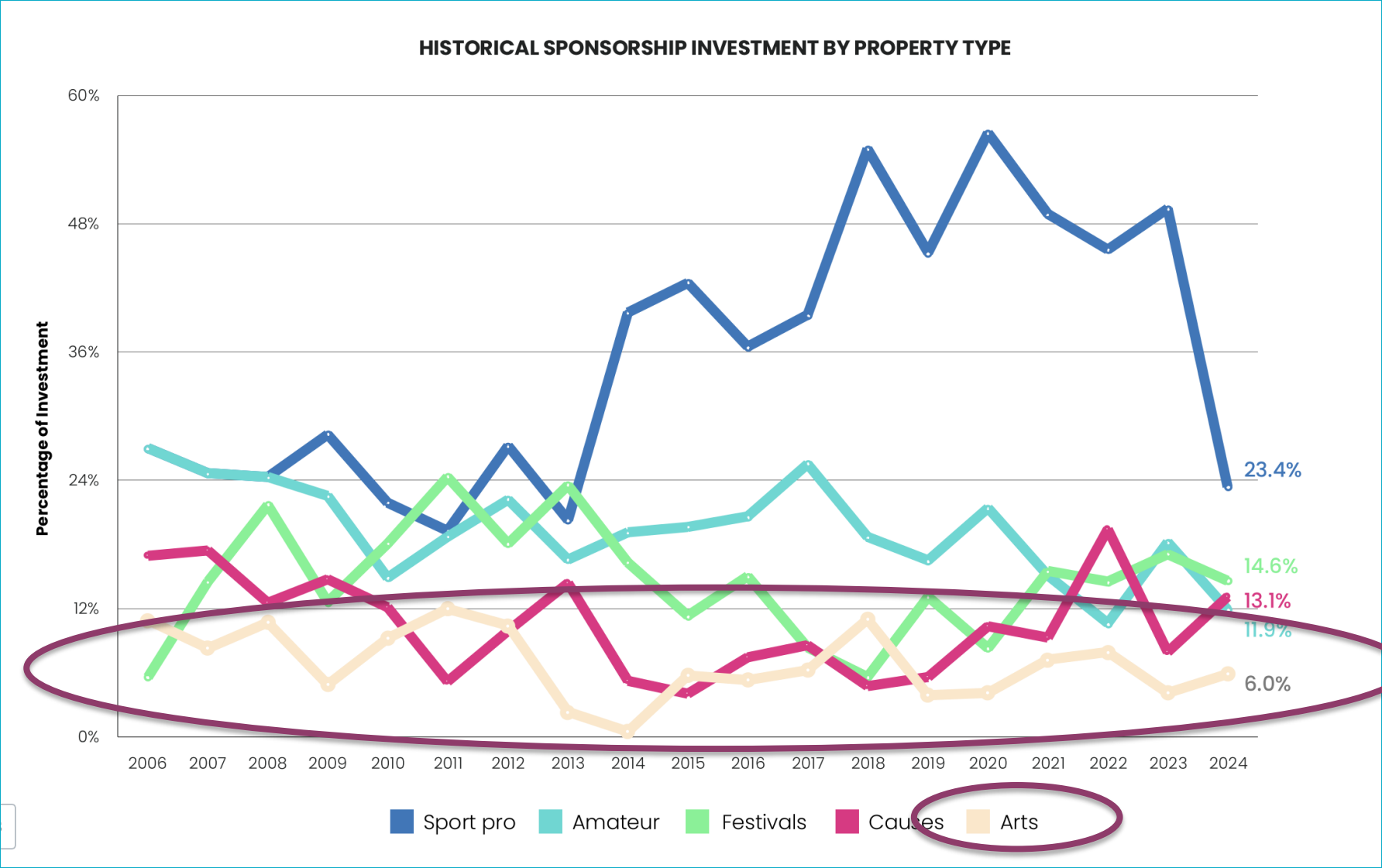
Business sponsorships by organization receiving funding Canada, 2024



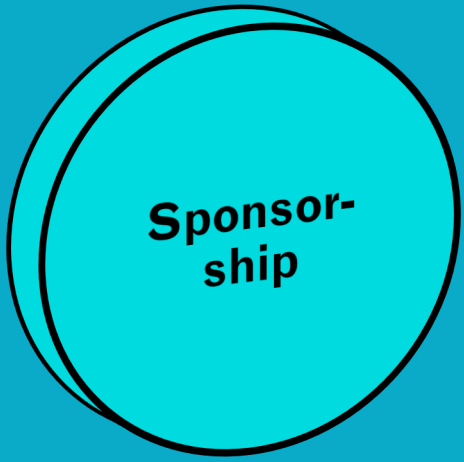
Source: Canadian Sponsorship Study



Sponsorship in the arts is not growing



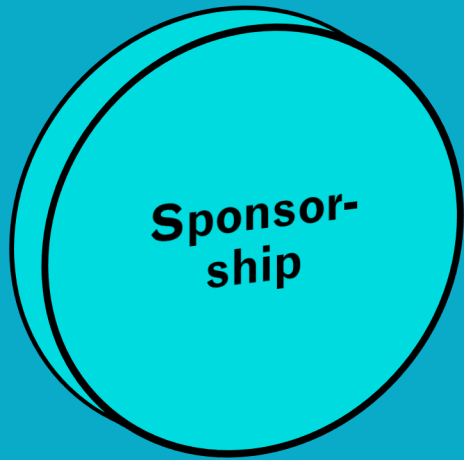
Source: Canadian Sponsorship Landscape Report



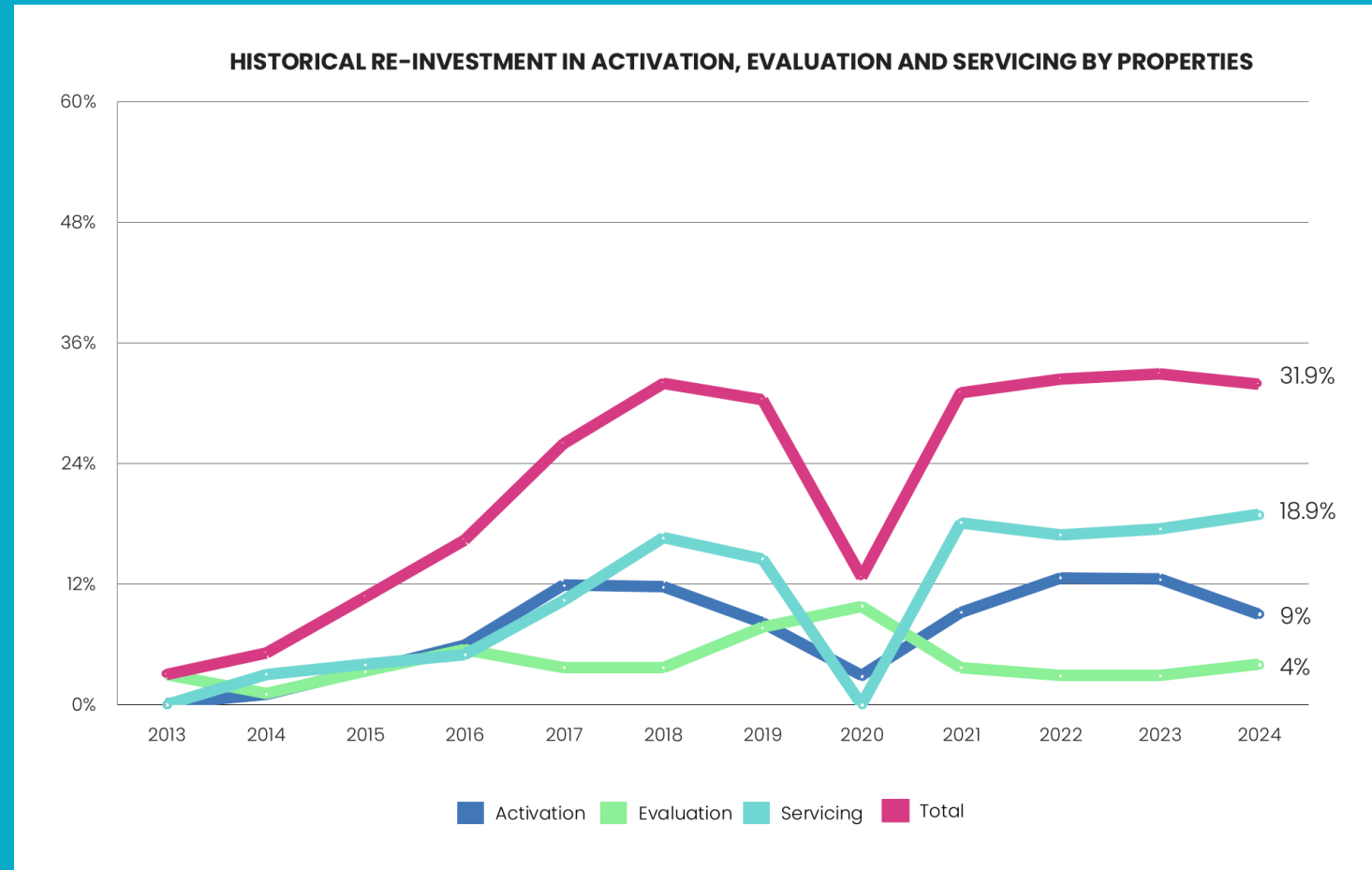
Largest business sponsorship investment by organization receiving funding, Canada, 2024



Source: Canadian Sponsorship Study



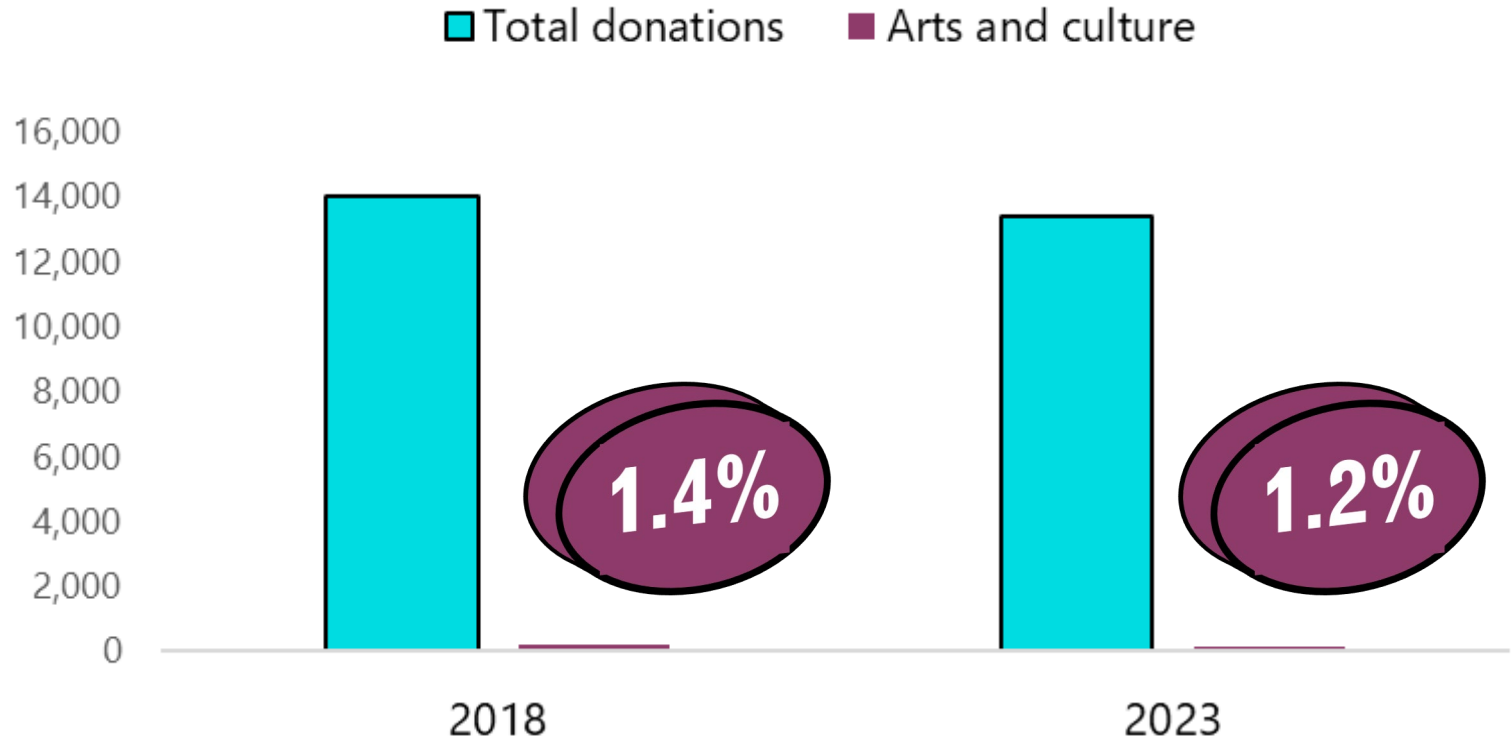
- Relationship building: 32% of rights fees received are reinvested in the sponsorship through servicing, activation & evaluation



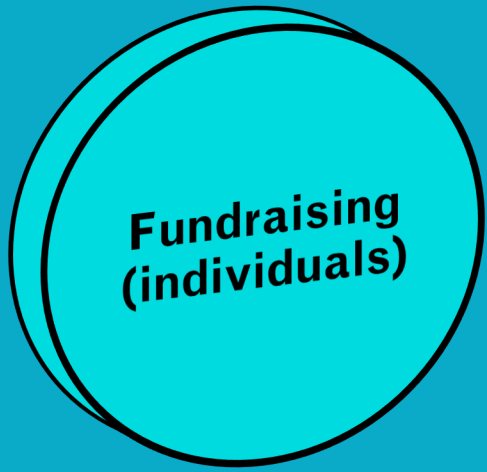
- Similar proportions since 2018 (except 2020)

**Fundraising
(individuals)**

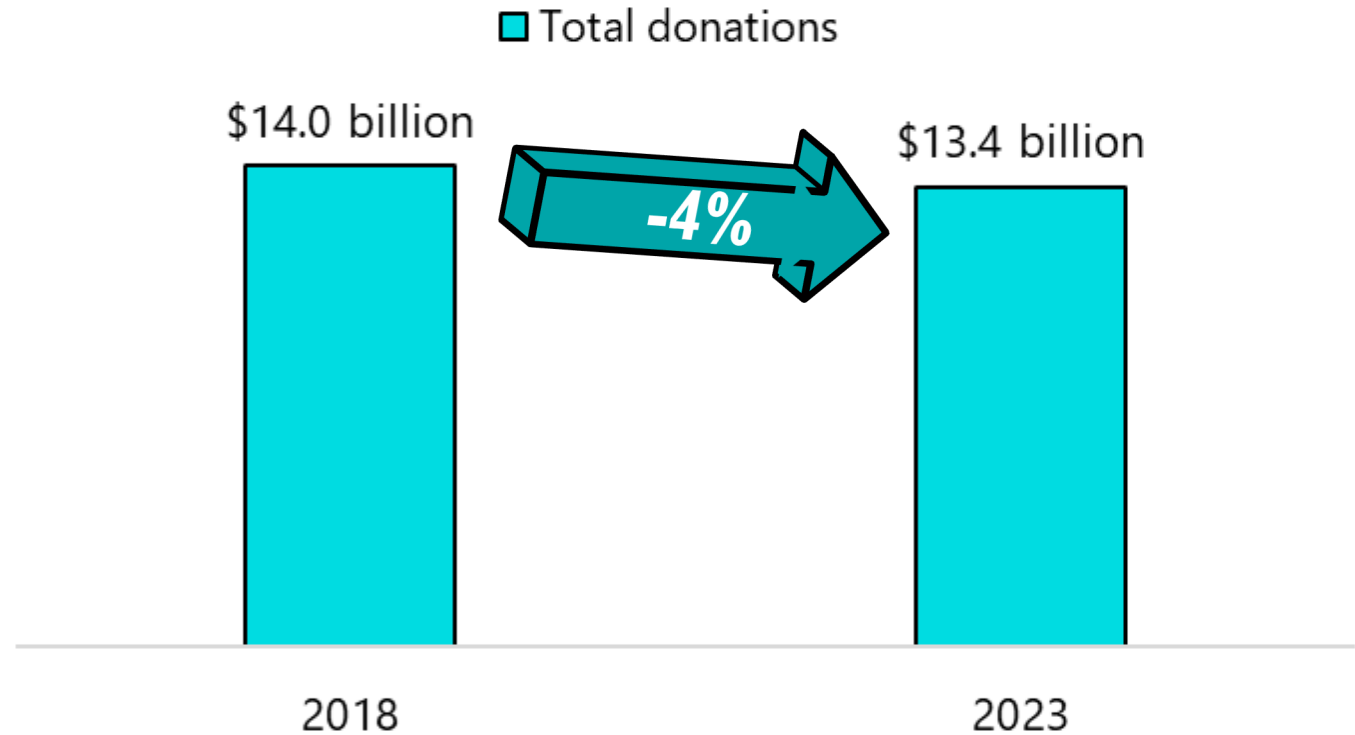
Individual donations to charitable or non-profit organizations, Canada, 2018 and 2023 (\$ millions)



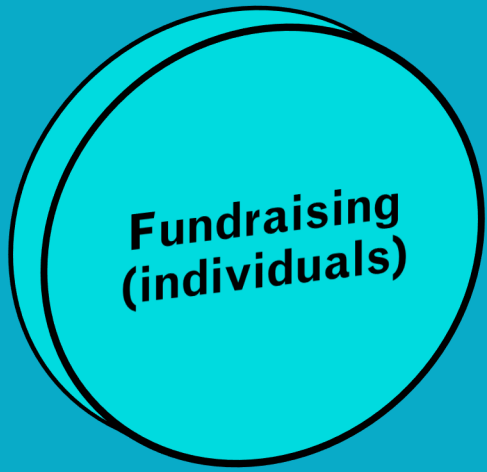
Source: Statistics Canada, Survey on Giving, Volunteering, and Participating, 2018 and 2023.



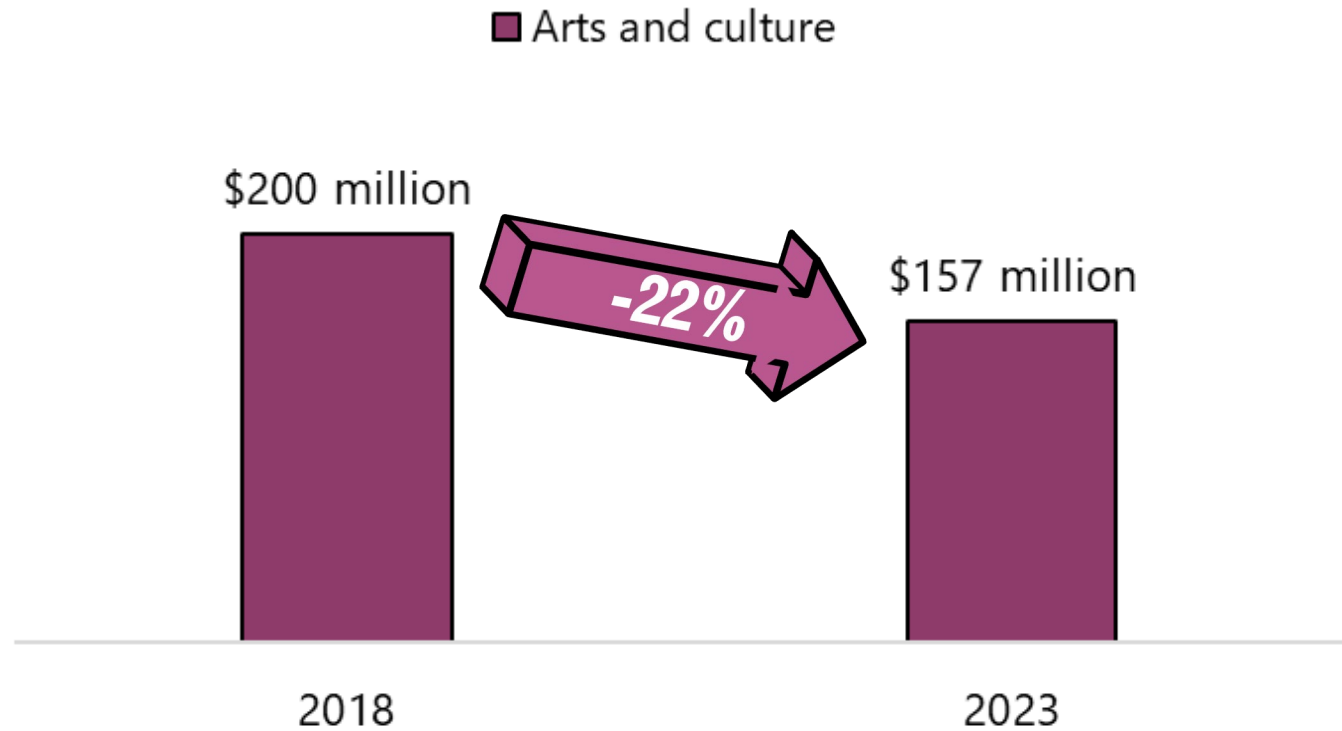
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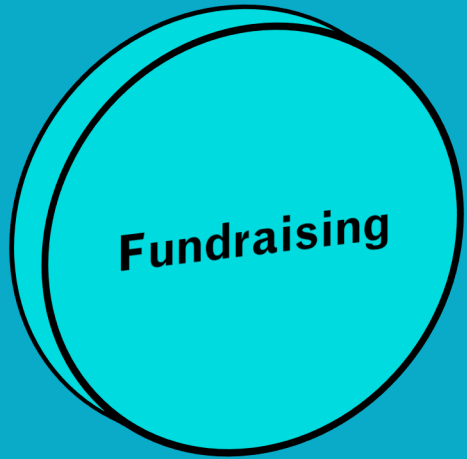
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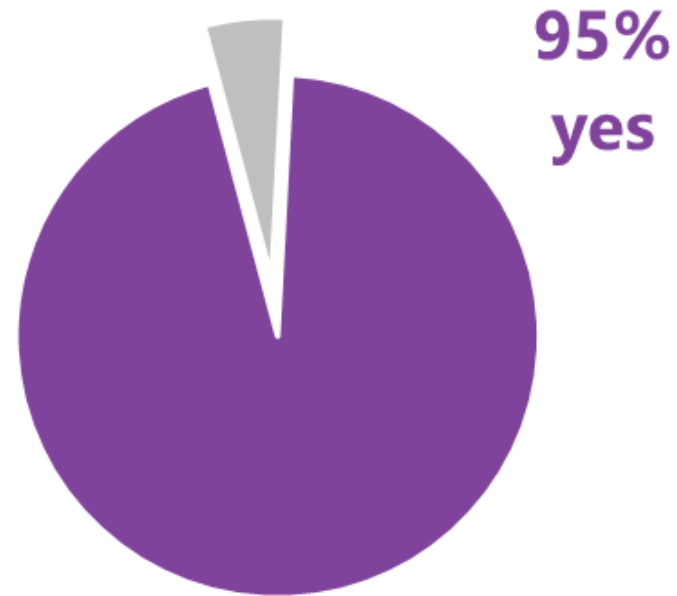
Individual donations to charitable or non-profit organizations, Canada, 2018 and 2023



Source: Statistics Canada, Survey on Giving, Volunteering, and Participating, 2018 and 2023.



**Cultural organizations that seek donations:
At least one type of challenge in obtaining
donations?**

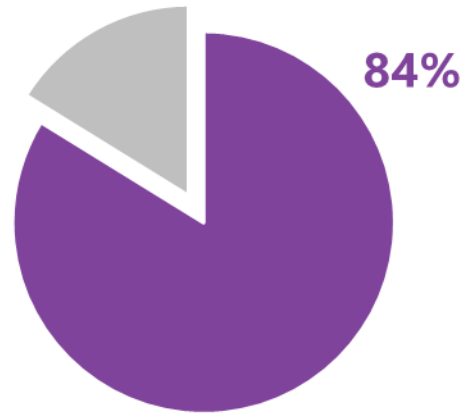


% of organizations in the arts, culture, heritage, and sports that receive donations from the public.

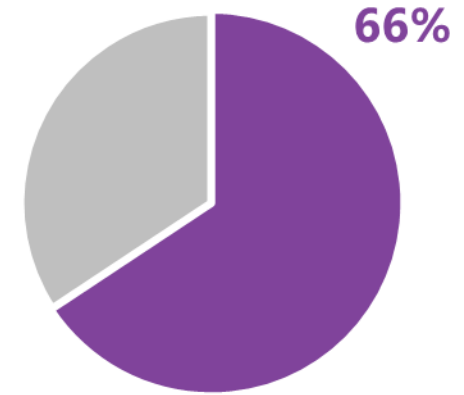
Source: Statistics Canada, Organization receives revenue in the form of donations from the public and challenges faced in seeking donations from the public, fourth quarter of 2023.

Fundraising (individuals)

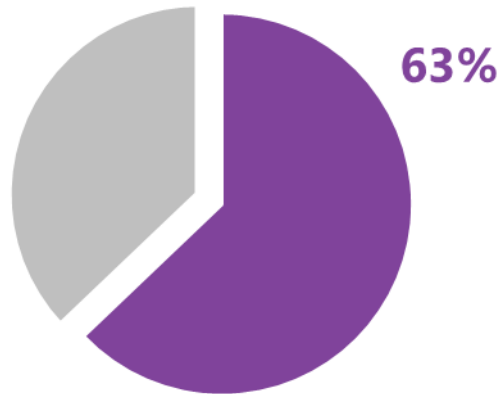
Finding new donors



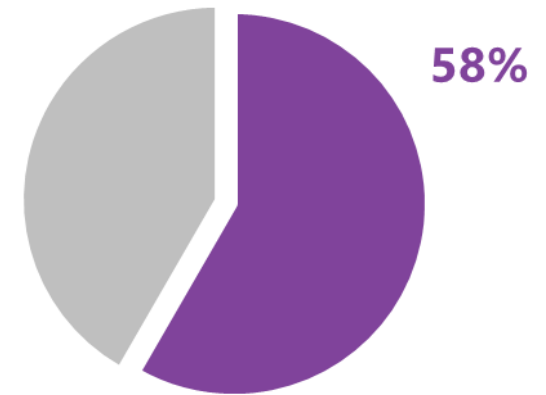
Retaining new donors



Lack of time or resources to seek donations



Donors not giving as much as they used to



Graphs created for today's presentation, based on

<https://statsinsights.hillstrategies.com/p/fundraising-arts-culture-2023>

% of organizations in the arts, culture, heritage, and sports that receive donations from the public.

Source: Statistics Canada, Organization receives revenue in the form of donations from the public and challenges faced in seeking donations from the public, fourth quarter of 2023.

A few fundraising research resources

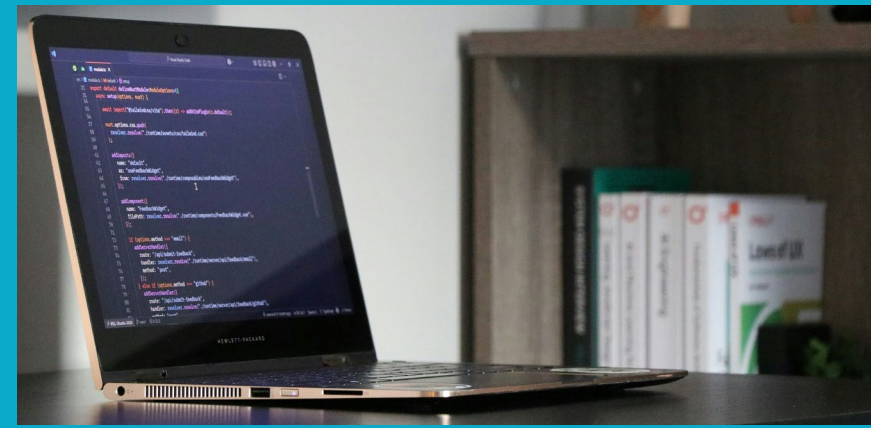


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on [Unsplash](#)

- [StatsInsights.ca](#)
- [Canadian Sponsorship Landscape Study](#)
- [Giving Report](#), CanadaHelps
- [Charity Insights Canada Project](#), Carleton University

Announcement



Sauble Beach sunset. Photo by Kelly Hill



Photo by Erik McLean on [Unsplash](#)

Provocations: Do you agree? What do you think that we can we do?

1. Who gets to continue being an artist because they're fairly paid, not because they come from money?
2. Which organizations get to fulfill their missions, and ideally inform and entertain their community, because they have stable infrastructure?
3. Whose work in the arts is most-poorly-paid? Why?
4. Whose work in the arts is not paid at all? Why not?
5. We in the arts have a passion challenge.



Illustration by [Wahyu Bintoro](#) on [Unsplash](#)

Thanks!

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April 7, 2026