

Giving and Volunteering for Social Services Organizations

As defined by the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP), Social Services organizations include organizations that provide human and social services to the community, such as social services, emergency and relief, and income support and maintenance organizations.

Giving

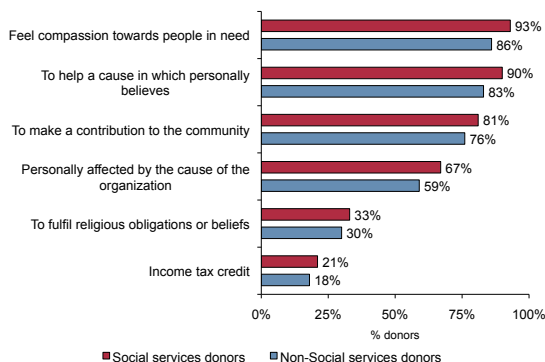
Over 11 million Canadians (43%) aged 15 and over donated to Social Services organizations in 2004, according to the CSGVP. These donors contributed an average of \$72 each, for a total of approximately \$810 million.

Although Social Services organizations have a broad base of support (they rank second in terms of the percentage of Canadians making a donation), they tend to receive smaller donations than most other organizations. The level of support for Social Services organizations is nevertheless sizable — the \$810 million they received accounts for a full 10% of the \$8.9 billion total donated to all organizations.

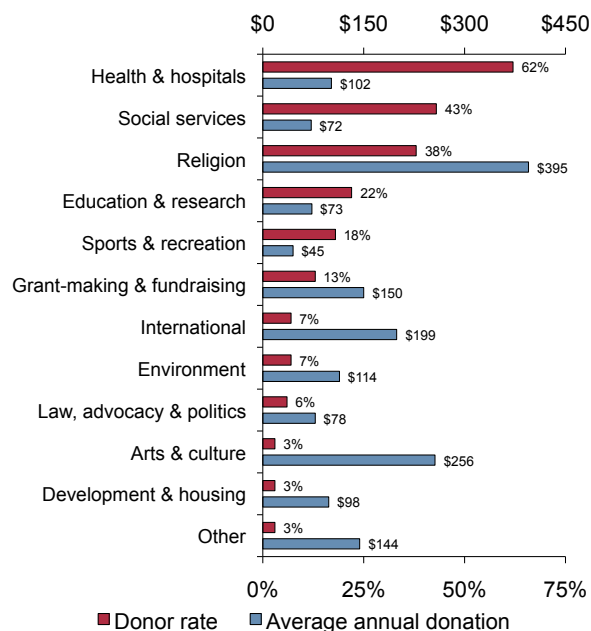
Motivations for giving

Generally speaking, those who donate to Social Services organizations and those who donate to other organizations are motivated by the same range of motivations. Social Services donors are slightly more likely to cite all motivations for donating. For example, Social Services donors are more likely than because they are personally affected by the cause the organization supports (67% vs. 59% of non-Social Services donors), or in order to receive an income tax credit (21% vs. 18%).

Motivations for Giving



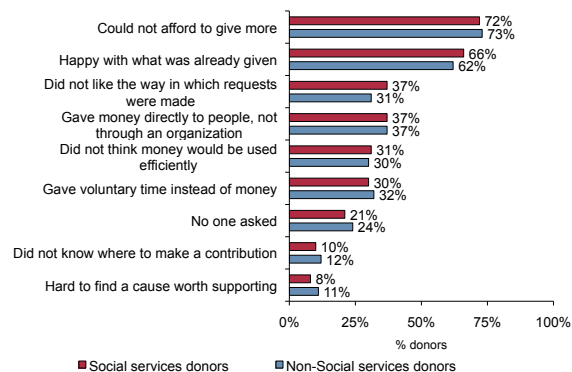
Giving by Organization Type



Barriers to giving more

Social Services donors were more likely than non-Social Services donors to cite that they did not give more because they did not like the way that requests were made (37% vs. 31%, respectively), indicating potential dissatisfaction with the organization. Yet,

Barriers to Giving More



they were slightly less likely to cite barriers suggesting a lack of knowledge or interest, such as not giving more because no one had asked (21% vs. 24% of non-Social Services donors), or not knowing where to make a contribution (10% vs. 12%), or having difficulty finding a cause worth supporting (8% vs. 11%).

Methods of donation

Almost half (43%) of Social Services donors donated after being asked to donate in a public place, such as at a shopping centre or on the street, and about one in four donated in response to a mail request (23%) or in response to door-to-door canvassing (22%). Somewhat fewer donors contributed by paying to attend a charity event (11%) or at work (9%). Although donating after being approached in a public place was the most common means of donation, more money was contributed via other donation methods. Those who donated in response to a mail request gave the largest amount (23% of total donation value). Interestingly, although only 6% of Social Services donors contributed on their own initiative, they contributed fully 18% of the total value of donations. Also, the 4% of Social Services donors who donated in other, unspecified ways contributed a considerable proportion of the total value of donations (17%).

Volunteering

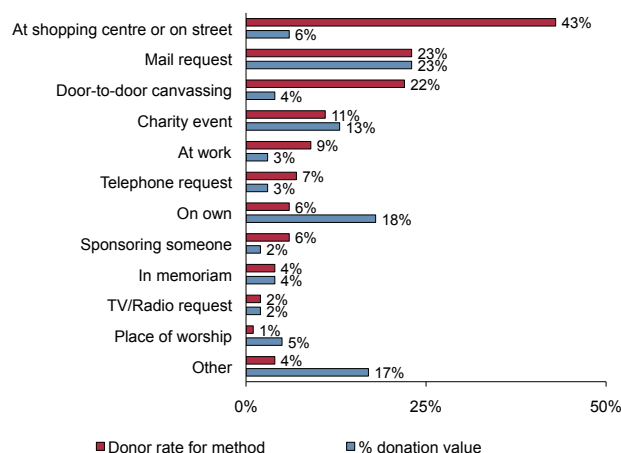
Almost 3 million Canadians (11%) volunteered for Social Services organizations, contributing an average of 117 hours each. Collectively these volunteers contributed approximately 337 million volunteer hours, the equivalent of almost 176,000 full time jobs.

Social Services organizations have a very broad base of volunteers. Social Services volunteers also tend to contribute many hours when they do volunteer. In consequence, Social Services organizations received about one hour in six (17%) volunteered by Canadian volunteers in 2004 (only Sports & Recreation organizations receive a larger proportion of total volunteer hours).

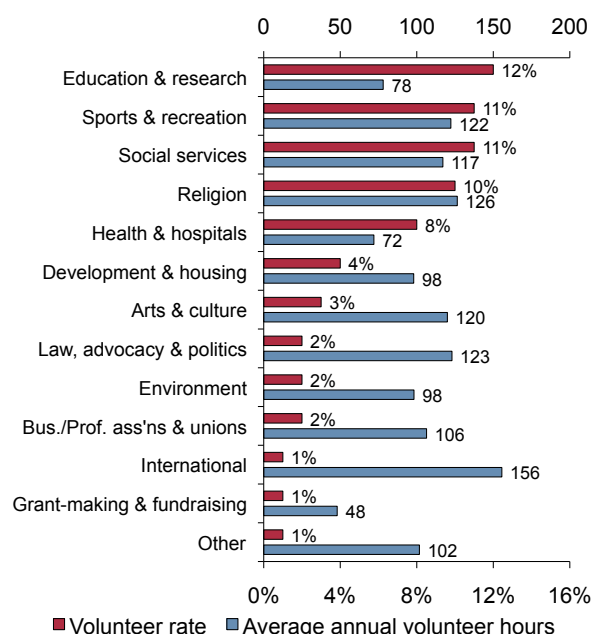
Motivations for volunteering

Volunteers for Social Services organizations cited a range of reasons for volunteering for the organizations they were involved with. The chance to improve job opportunities is important to Social Services volunteers; they were more likely than other volunteers to cite this motivation (26% vs. 21% of volunteers for other organizations). Conversely, motivations relating to networking opportunities (43% vs. 48% of volunteers for other organizations) or to religious beliefs (16% vs. 23%) did not appear to have played a large role for Social Services volunteers.

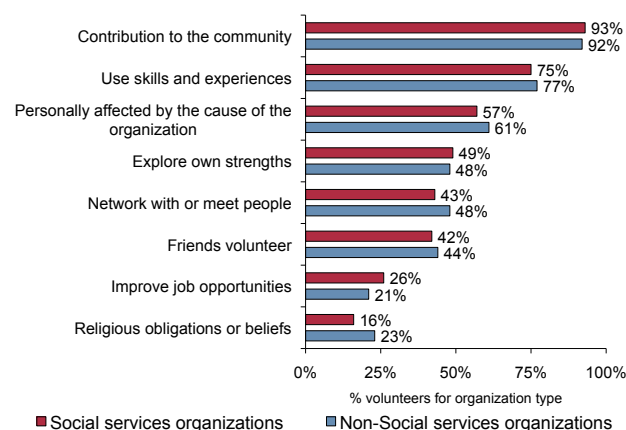
Donation Methods



Volunteering by Organization Type



Motivations for Volunteering



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Barriers to volunteering more

Volunteers for Social Services organizations were somewhat less likely than non-Social Services volunteers to say that they did not volunteer more time because they gave money instead of volunteering time (23% vs. 28% of non-Social Services volunteers), because they had no interest in doing so (15% vs. 17%), or because they did not know how to become involved (12% vs. 14%).

How long have volunteers been involved?

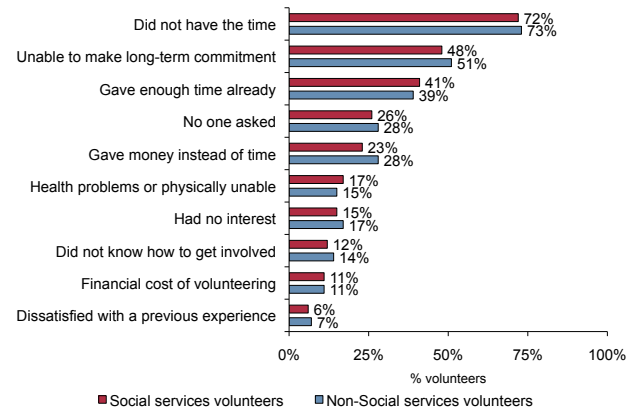
Volunteers for Social Services organizations tend to have been involved with the organizations that they volunteer with for shorter periods than do volunteers for other types of organizations. For example, 16% of Social Services volunteers have been involved with the organization for 10 years or more, compared to 22% of volunteers for other organizations. Conversely, 54% of Social Services volunteers had been involved for less than 3 year vs. 46% of volunteers for other organizations.

What do volunteers do?

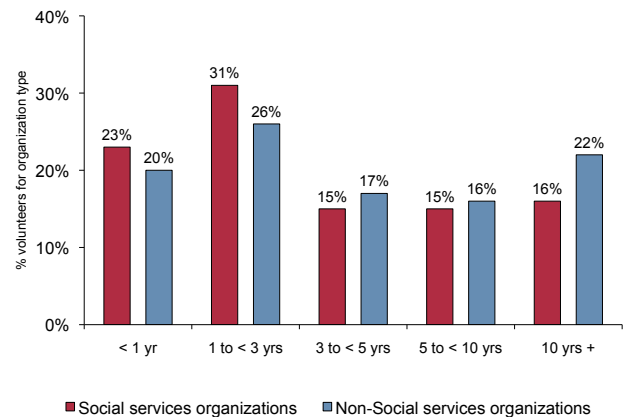
Social Services volunteers spend the largest part of their time organizing or supervising events (17% of volunteer hours), followed by teaching, educating, or mentoring (12%) and sitting on a committee or board (11%). Social Services volunteers devote more of their time to providing health care support (8% vs. 6%), counseling or providing advice (8% vs. 6%), and collecting, serving, or delivering food or goods (8% vs. 3%), than do volunteers for other organizations. Conversely, they spend less time than volunteers for other organizations engaged in fundraising (7% vs. 10%).

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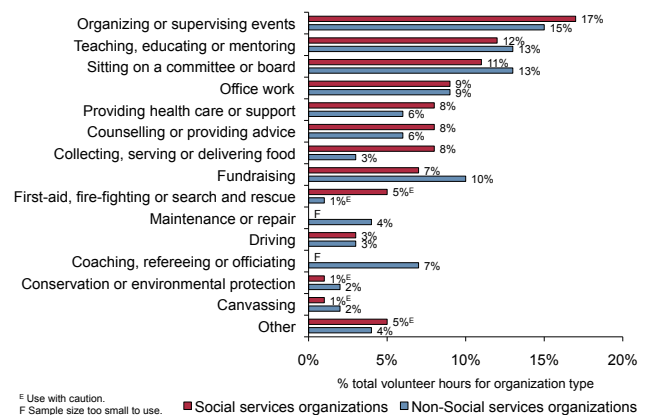
Barriers to Volunteering More



Length of Involvement



Volunteer Activities



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