

Giving and Volunteering in Victoria



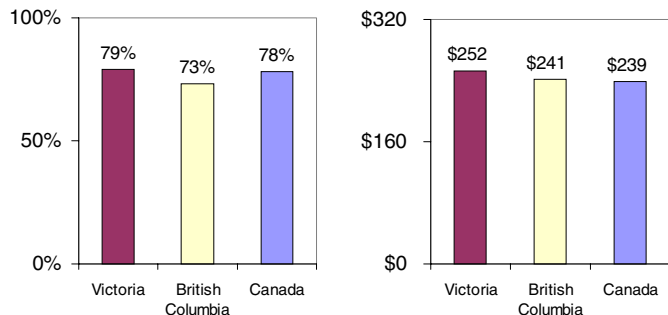
Fact Sheet #30

Giving: How Many? How Much?

Nearly eight out of ten people living in the census metropolitan area (CMA) of Victoria, British Columbia¹ made financial donations to charitable and nonprofit organizations, according to the National Survey of Giving, Volunteering and Participating (NSGVP).²

On average, donors in Victoria gave \$252 annually, for a total of \$52.3 million.

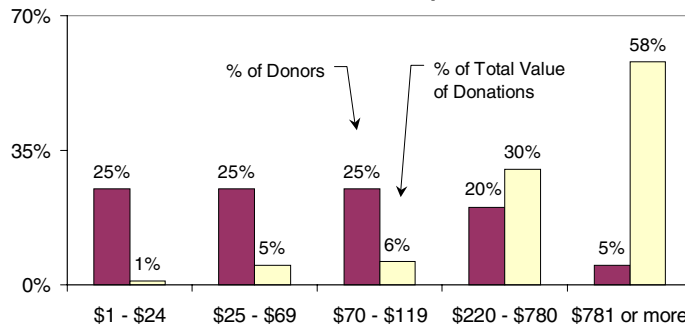
Percentage of Population Making Donations and Average Annual Donation by Geographic Area



Much comes from the few

Almost 6 out of every 10 dollars donated in Victoria came from just 5% of donors – those who gave \$781 or more. The twenty percent of donors who gave between \$220 and \$780 accounted for 30% of the total value of donations. These two groups accounted for one-quarter of all donors, but gave 88% of the total value of financial donations.

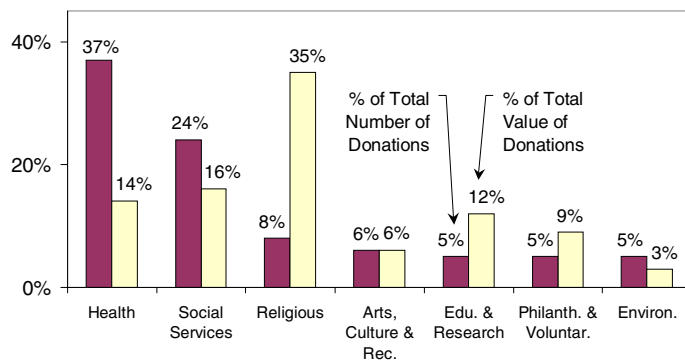
Percentage of Donors and Percentage of Total Value of Donations by Size of Donation



Where donations go

Victoria donors gave more money to religious organizations than to any other type of organization, as did British Columbians as a whole. Thirty-five percent of the value of all donations (\$18.4 million) went to religious organizations, even though these organizations only received 8% of the total number of charitable donations.³

Percentage of Donations and Percentage of Total Value of Donations by Type of Organization



Fourteen percent (\$7.3 million) of the total dollar value went to health organizations, which accounted for 37% of all donations.

Social service organizations received 16% (\$8.4 million) of the total value of donations and 24% of the total number of donations.

Education and research organizations received 12% (\$6.5 million) of the total value of donations and 5% of the total number of donations.

QUICK facts...

Victoria residents were more likely to donate and volunteer than residents of British Columbia as a whole.

Only 35% of the total value of donations went to religious organizations compared to 48% for the province and 51% for Canada as a whole.

1. The census metropolitan area is the geographic region designated by Statistics Canada for collecting census data.

2. Findings from the NSGVP are based on reports of charitable giving and volunteering over the one-year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

3. Percentages may not add up to 100% due to rounding.

Volunteering: How many? How much?

Forty percent of people living in the Victoria CMA volunteered for a charitable or nonprofit organization.

On average, Victoria volunteers contributed 146 hours each during the year, for a total of 15.4 million hours. This was below the provincial and national averages.

Much comes from the few

One quarter of volunteer hours were contributed by 5% of volunteers – those who gave 432 hours or more of their time. However, the 20% of volunteers who gave between 209 and 431 hours accounted for 40% of all volunteer hours. Although these two groups comprised only 25% of volunteers, they contributed 65% of all volunteer hours.

What volunteers do...

The most common volunteer activities were similar to provincial patterns:

- 🍁 Organizing and supervising activities or events (57%)⁴
- 🍁 Canvassing, campaigning, or fund-raising (42%)
- 🍁 Serving as an unpaid member of a board or committee (41%)

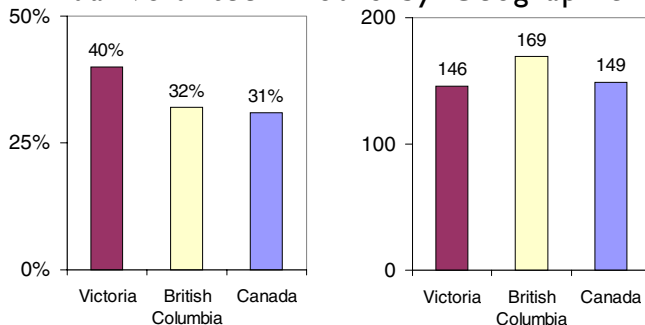
Where they volunteer...

In the Victoria CMA most volunteering occurred in 4 types of organizations:

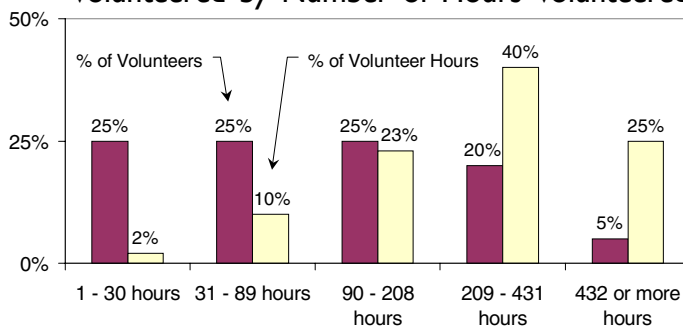
- 🍁 Arts, culture and recreation organizations
- 🍁 Social service organizations
- 🍁 Religious organizations
- 🍁 Education and research organizations

These four types of organizations accounted for 74% of all volunteer hours and 71% of all volunteer events.

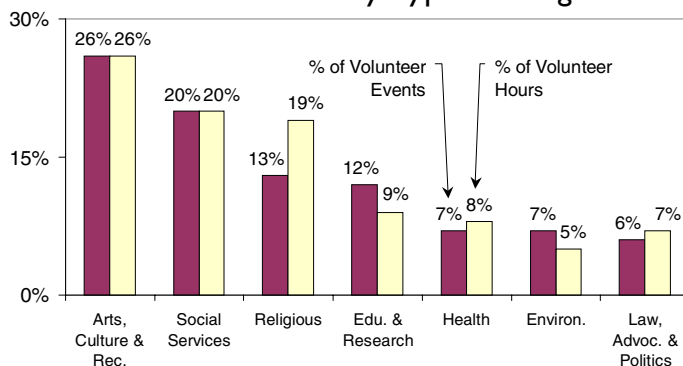
Percentage of Population Volunteering and Average Annual Volunteer Hours by Geographic Area



Percentage of Volunteers and Total Hours Volunteered by Number of Hours Volunteered



Percentage of Volunteer Events⁵ and Percentage of Volunteer Hours by Type of Organization



4. Percentages do not add up to 100% because many volunteers engaged in more than one type of activity.

5. Each occurrence of volunteering for an organization reported by an individual volunteer constitutes one volunteer event. Percentages may not add up to 100% due to rounding.



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VOLUNTEER
BÉNÉVOLES
CANADA

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More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians*, is available online at our Web site: www.nsgvp.org

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