

Giving and Volunteering in Kitchener-Waterloo

Fact Sheet #22

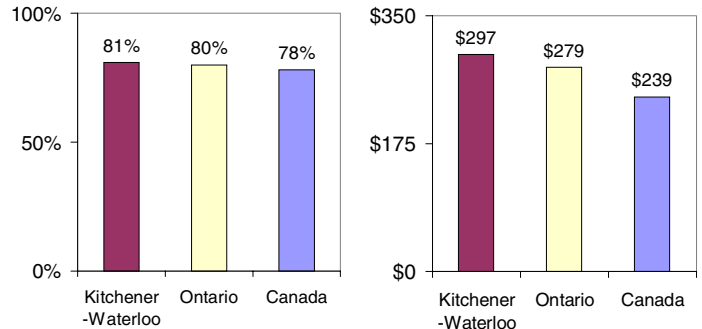
National Survey of Giving, Volunteering, and Participating

Giving: How many? How much?

More than eight out of ten (81%) people living in the census metropolitan area (CMA) of Kitchener-Waterloo, Ontario¹ made financial donations to charitable and nonprofit organizations, according to data from the National Survey of Giving, Volunteering and Participating (NSGVP).²

On average, these donors gave a total of \$297. Their charitable donations totalled \$77 million.

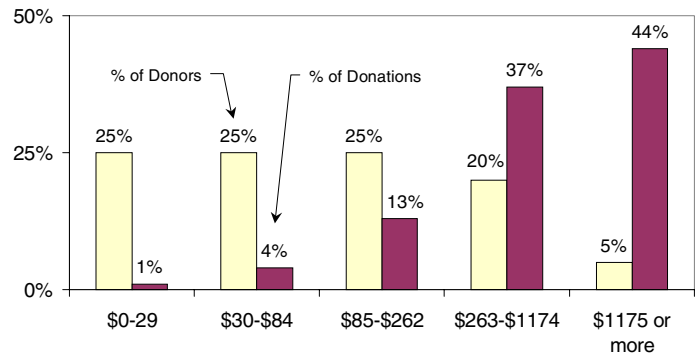
Percentage of Population Making Donations and Average Annual Donation by Geographic Area



Much comes from the few

Close to half (45%) of the total dollar value of all donations comes from just 5% of donors – those who gave \$1175 or more in the previous year. The 20% of donors who gave between \$263 and \$1174 account for 37% of donations. Although these two groups combined account for only 25% of donors, they contributed 82% of all financial donations.

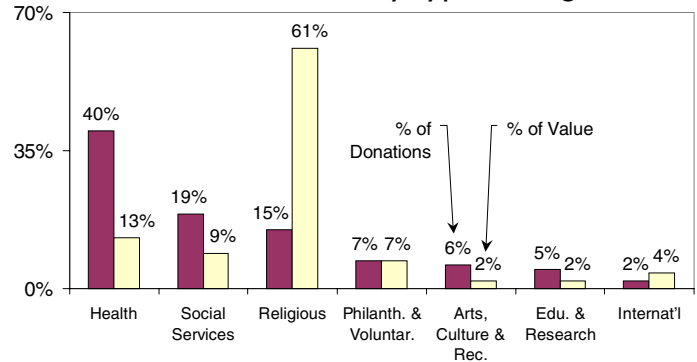
Percentage of Donors and Percentage of Donations by Size of Donation



Where donations go

Donors in Kitchener-Waterloo gave more money to religious organizations than to any other type of organization. During the year covered by the survey, they gave 61% of the total value of donations, or \$46.8 million, to religious organizations, even though these organizations received only 15% of the total number of charitable donations.

Percentage of Donations and Percentage of the Value of Donations Received by Type of Organization



Forty percent of all donations made went to health organizations, which accounted for 13% (\$10.3 million) of the total dollar value of donations.

Social service organizations received 19% of all donations and 9% (\$6.6 million) of the total value of donations.

Philanthropy and voluntarism organizations received 7% of all donations and 7% (\$5.3 million) of the total value of donations. The philanthropy and voluntarism category includes foundations (e.g., private, corporate, and community foundations), support and service organizations (e.g., volunteer centres), as well as fundraising organizations (e.g., collective fundraising organizations, lotteries).

*QUICK*facts...

Religious organizations received 61% of the value of all donations in Kitchener-Waterloo, compared to 51% in the province as a whole.

26% percent of the Kitchener-Waterloo population volunteered, compared to 32% for the province 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.

Volunteering: *How many? How much?*

More than one in four (26%) people living in the Kitchener-Waterloo CMA volunteered for a charitable or nonprofit organization.

On average, volunteers contributed a total of 135 hours each during the year for a total of 11.3 million hours. This is the equivalent of 5,850 full time jobs – roughly equal to 3% of the region’s labour force in 1997.

Much comes from the few

More than four out of ten (42%) volunteer hours were contributed by 5% of volunteers – those who gave 520 hours or more of their time. The 20% of volunteers who gave between 140 and 519 hours per year account for 35% of all volunteer hours. Although these two groups combined account for only 25% of volunteers, they contributed 77% of all volunteer hours.

What volunteers do...

The most common volunteer activities were:

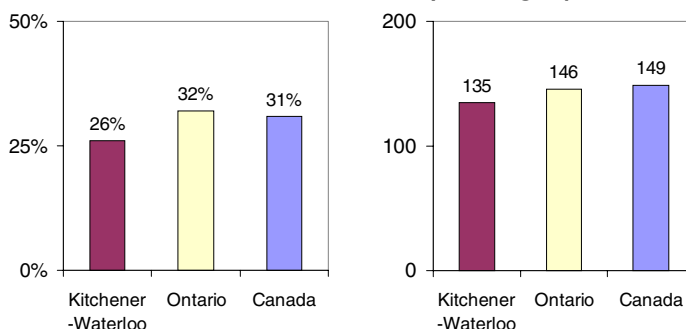
- ✿ Organizing and supervising activities or events (38%)³
- ✿ Serving as an unpaid member of a board or committee (32%)
- ✿ Canvassing, campaigning or fundraising (30%)

...and where they volunteer

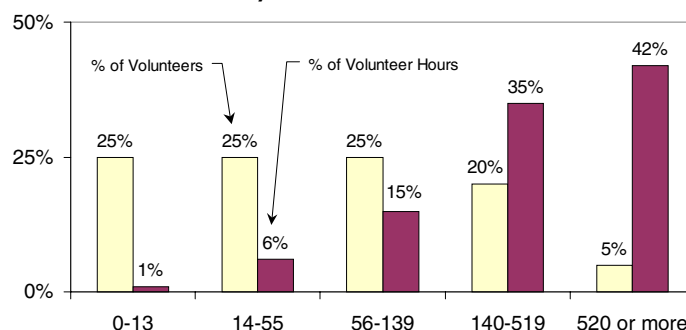
In the Kitchener-Waterloo CMA most volunteering occurred in 4 types of organizations:

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

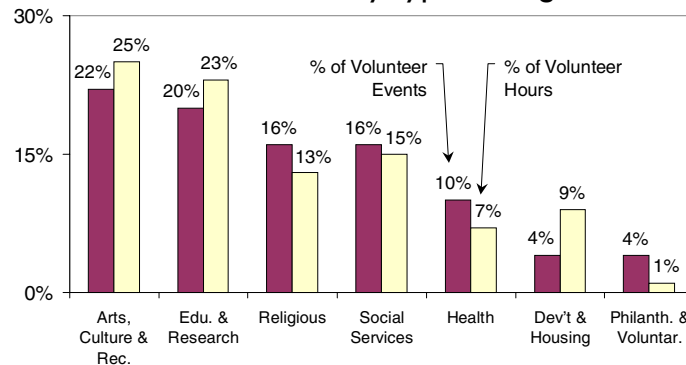
Percentage of Population Volunteering and Average Annual Volunteer Hours by Geographic Area



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



Percentage of Volunteer Events⁴ and Percentage of Volunteer Hours by Type of Organization



³Percentages do not add up to 100% because many volunteers engage in more than one type of activity.

⁴Each 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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BÉNÉVOLES
CANADA

We would like to acknowledge the support provided by the Government of Ontario for the production of this fact sheet.

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 Website: www.nsgvp.org

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