

# Giving and Volunteering in London



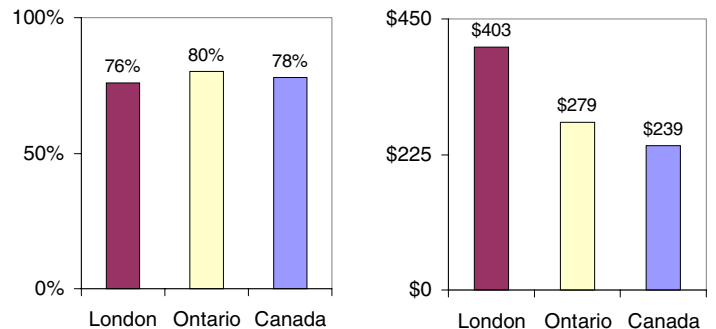
## Fact Sheet #23

### Giving: *How many? How much?*

More than three out of four (76%) people living in the census metropolitan area (CMA) of London, Ontario<sup>1</sup> made financial donations to charitable and nonprofit organizations, according to data from the National Survey of Giving, Volunteering and Participating (NSGVP).<sup>2</sup>

On average, these donors gave a total of \$403. Their charitable donations totalled \$103.8 million.

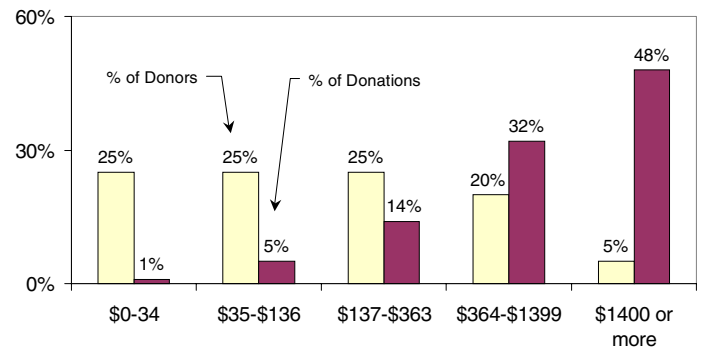
Percentage of Population Making Donations and Average Annual Donation by Geographic Area



### Much comes from the few

Nearly half (48%) of the total dollar value of all donations comes from just 5% of donors – those who gave \$1400 or more in the previous year. The 20% of donors who gave between \$364 and \$1399 account for 32% of donations. Although these two groups combined account for only 25% of donors, they contributed 80% of all financial donations.

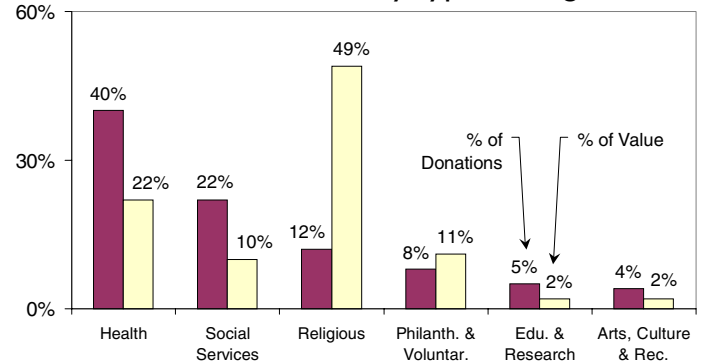
Percentage of Donors and Percentage of Donations by Size of Donation



### Where donations go

Donors in London gave more money to support religious organizations than any other type of organization. During the year covered by the survey, they gave 49% of the total value of donations, or \$50.8 million, to religious organizations, even though these organizations received only 12% 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 went to health organizations, which accounted for 22% (\$22.8 million) of the total dollar value of donations.

Social service organizations received 23% of all donations and 10% (\$10.1 million) of the total value of donations.

Philanthropy and voluntarism organizations received 8% of all donations and 11% (\$11.4 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).

## QUICKfacts...

**Donors in London contributed an average of \$403 annually, compared to \$279 for the province as a whole.**

**The top 5% of volunteers contributed 26% of total volunteer hours, compared to 33% 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 three (35%) people living in the London CMA volunteered for a charitable or nonprofit organization.

On average, volunteers contributed a total of 138 hours each during the year, for a total of 16.3 million hours. This is the equivalent of 8,450 full time jobs – roughly equal to 4% of the region’s labour force in 1997.

## Much comes from the few

More than one out of four (26%) of all volunteer hours were contributed by 5% of volunteers – those who gave 475 hours or more of their time. The 20% of volunteers who gave between 185 and 474 hours per year account for 41% of all volunteer hours. Although these two groups combined account for only 25% of volunteers, they contributed 67% of all volunteer hours.

## What volunteers do...

The most common volunteer activities were:

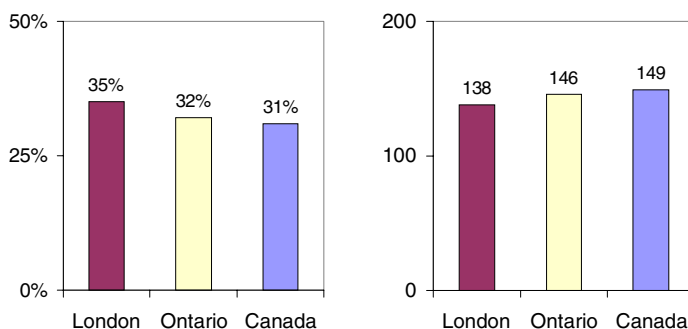
- ✿ Organizing and supervising activities or events (53%)<sup>3</sup>
- ✿ Canvassing, campaigning, or fundraising (40%)
- ✿ Serving as an unpaid member of a board or committee (37%)

## ...and where they volunteer

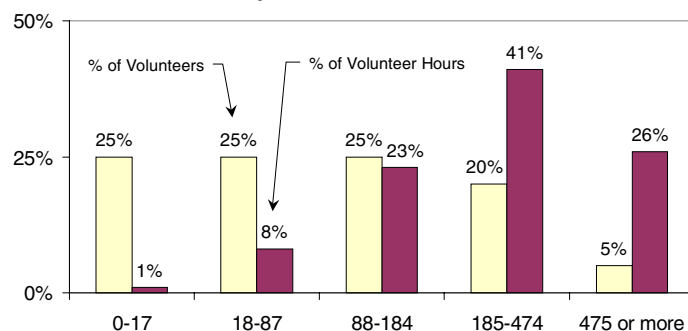
In the London CMA most volunteering occurred in 4 types of organizations:

- ✿ Social service organizations
- ✿ Arts, culture and recreation organizations
- ✿ Health organizations
- ✿ Religious organizations

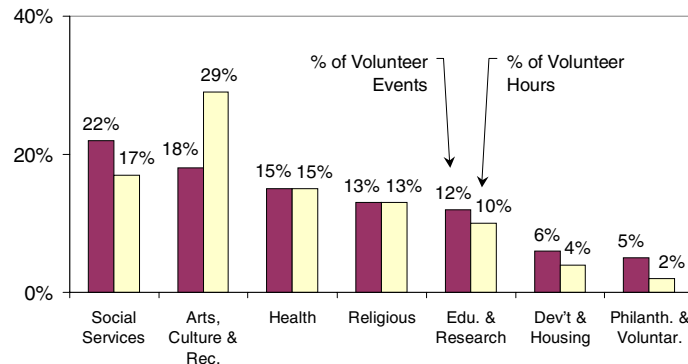
Percentage of Population Volunteering and Average Annual Volunteer Hours by Geographic Area



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



Percentage of Volunteer Events<sup>4</sup> and Percentage of Volunteer Hours by Type of Organization



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

<sup>4</sup>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

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](http://www.nsgvp.org)

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