

Giving and Volunteering in Toronto



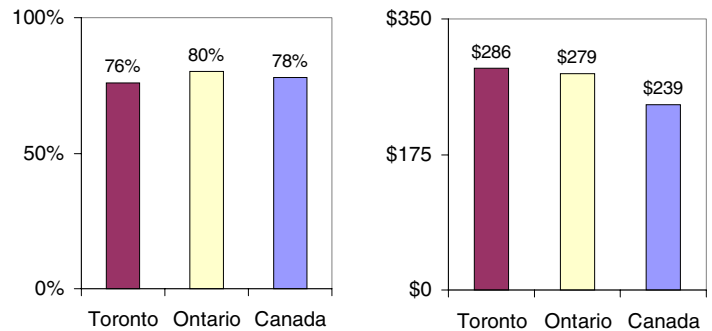
Fact Sheet #19

Giving: *How many? How much?*

More than three quarters (76%) of people living in the census metropolitan area (CMA) of Toronto, 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 \$286. Their charitable donations totalled \$779.8 million.

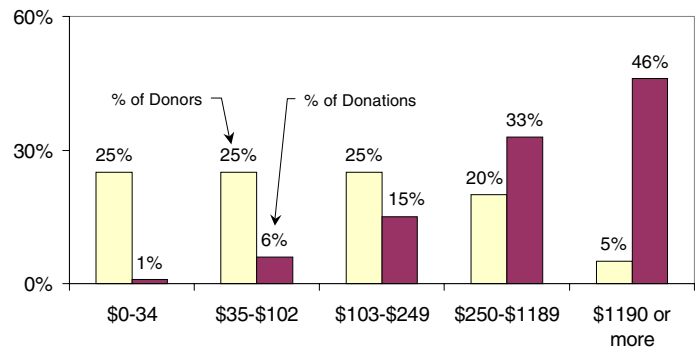
Percentage of Population Making Donations and Average Annual Donation by Geographic Area



Much comes from the few

More than 6 out of every 10 (62%) dollars donated comes from just 5% of donors – those who gave \$1190 or more during the previous year. The 20% of donors who gave between \$250 and \$1189 account for 25% of donations. Although these two groups combined account for only 25% of donors, they contributed 87% of all financial donations made.

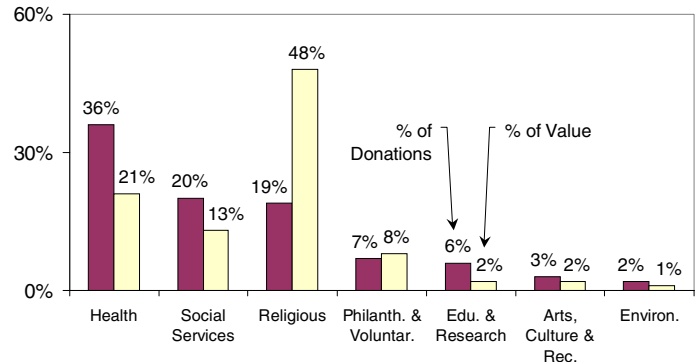
Percentage of Donors and Percentage of Donations by Size of Donation



Where donations go

Donors in Toronto give more money to religious organizations than to any other type of organization. During the year covered by the survey they gave 48% of the total value of donations, or \$374.1 million, to religious organizations, even though these organizations received only 19% of the total number of charitable donations.

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



Thirty-six percent of all donations went to health organizations, and accounted for 21% (\$166.1 million) of the total dollar value of donations.

Social service organizations received 20% of the total number of donations and 13% (\$100.7 million) of the total value of donations.

Philanthropy and voluntarism organizations received 7% of the total number of donations and 8% (\$59.6 million) of the total value of donations. The philanthropy and voluntarism category includes foundations (e.g., private, corporate, and community), support and service organizations (e.g., volunteer centres), as well as fundraising organizations (e.g., collective fundraising organizations, lotteries).

QUICKfacts...

The top 5% of donors in Toronto contributed \$6 out of every \$10 donated, compared to just over \$4 out of \$10 for the province as a whole.

Only 26% of the population volunteered in Toronto, 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 Toronto CMA volunteered for a charitable or nonprofit organization.

On average, volunteers contributed a total of 151 hours each during the year for a total of 143.9 million hours. This is the equivalent of 74,900 full time jobs – roughly equal to 3% of Toronto’s labour force in 1997.

Much comes from the few

Almost four out of ten (37%) volunteer hours were contributed by 5% of volunteers – those who gave 580 hours or more of their time. The 20% of volunteers who gave between 156 and 579 hours per year account for 40% 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:

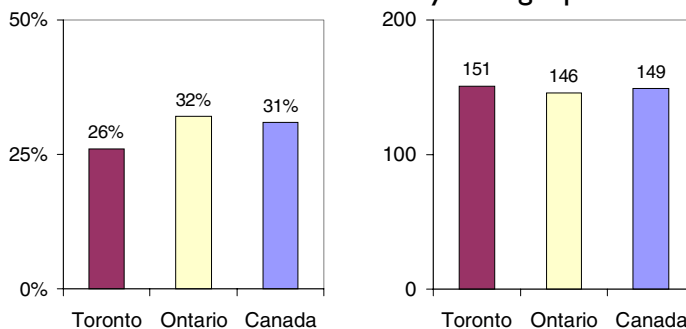
- 🍁 Organizing and supervising activities or events (48%)³
- 🍁 Canvassing, campaigning or fundraising (42%)
- 🍁 Serving as an unpaid member of a board or committee (34%)

Where they volunteer

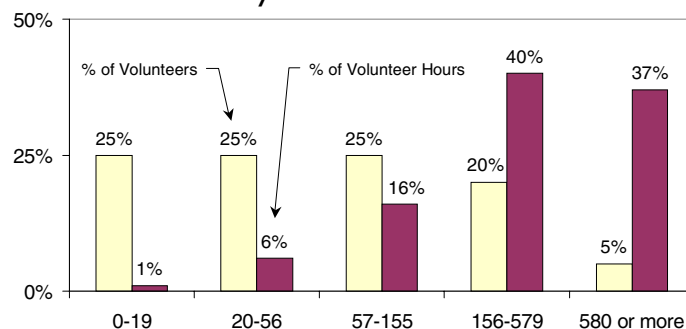
In the Toronto CMA most volunteering occurred in 4 types of organizations:

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

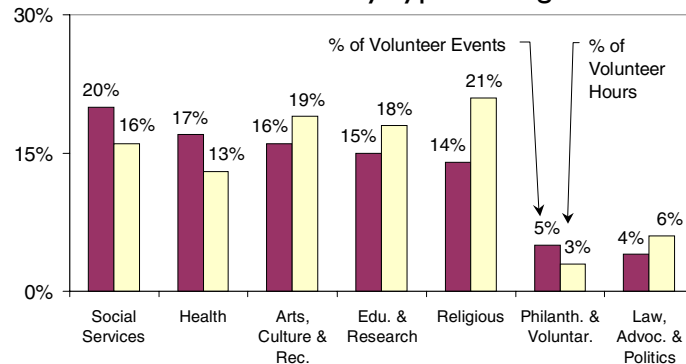
Percentage of Population Volunteering and Average Annual Volunteer Hours by Geographic Area



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.



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie^{MC}



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

Or contact us:

Research Coordinator
Canadian Centre for Philanthropy
425 University Avenue, Suite 700
Toronto Ontario, M5G 1T6
Phone: 416-597-2293 ext. 238 Fax: 416-597-2294
e-mail: ccpresearch@ccp.ca

Fact Sheet #19 written by Marcus Parmegiani, Research Associate - Web Developer, Canadian Centre for Philanthropy.