

Giving and Volunteering in Small Town & Rural Quebec

Fact Sheet #45

Giving: How Many? How Much?

Eighty-one percent of people who live in small towns¹ and rural areas in Quebec made financial donations to charitable and nonprofit organizations according to an analysis of data from the 1997 National Survey of Giving, Volunteering and Participating (NSGVP).²

On average, donors in Quebec's small towns and rural areas gave \$82 annually, for a total of almost \$93 million.

Much comes from the few

The 5% of donors who gave \$275 or more accounted for almost 3 out of 10 dollars (28%) donated in Quebec's small towns and rural areas. On average they contributed \$449 annually, for a total of just over \$25.8 million.

Twenty percent of donors gave between \$103 and \$274 and accounted for 40% of the total value of all donations. On average they contributed \$162 annually, for a total of over \$36.6 million.

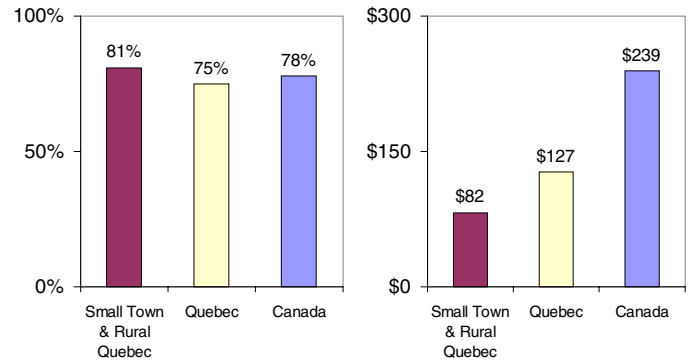
The remaining 75% of donors accounted for only 33% of the total value of all donations. These donors gave between \$1 and \$102 dollars, for a total of just over \$30.2 million.

Where donations go

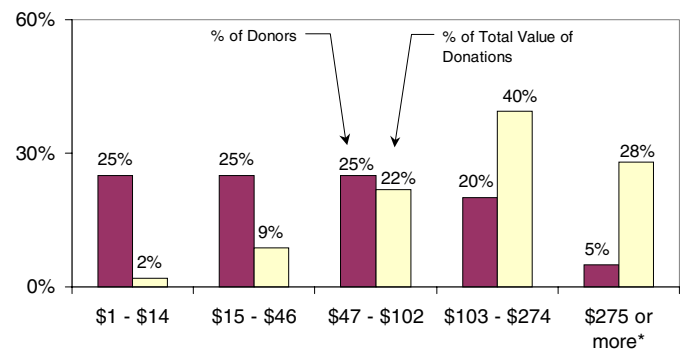
Donors in Quebec's small towns and rural areas gave more money to religious organizations than to any other type of organization (more than \$45.6 million). Forty-nine percent of the total value of donations went to religious organizations. This represents 22% of the total number of charitable donations.

Health organizations received 19% of the total value of donations (over \$17.7 million) and 33% of the total number of donations. Social service organizations received 14% of the total value of donations (almost \$13.1 million) and 22% of the total number of donations.

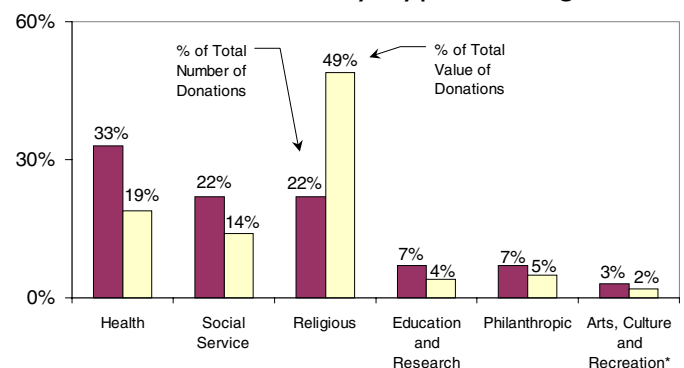
Percentage of Population Making Donations and Average Annual Donation by Geographic Area



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



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



QUICK facts...

Almost 30% of donors stated they would contribute more if the government offered a better tax credit for charitable donations.

Small town and rural Quebec residents were more likely to donate than were residents of Quebec and Canada as a whole.

1. Small town areas have populations less than 15,000. Almost one quarter (23%) of the Quebec population live in small towns or rural areas.

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

* Sample size limitations may affect the reliability of this estimate.

Volunteering: How Many? How Much?

Approximately 1 in 4 people (25%) who resided in Quebec's small towns and rural areas volunteered for a charitable or nonprofit organization.

On average, these individuals contributed 121 hours during the year, for a total of over 43 million hours.

Much comes from the few

Five percent of volunteers contributed 520 hours or more and accounted for 42% of the total volunteer hours. Another 20% of volunteers who gave between 140 and 519 hours accounted for 37% of total volunteer hours. The remaining 75% of volunteers who gave 139 hours or less accounted for only 21% of the total volunteer hours.

What volunteers do

The top three activities most frequently undertaken by volunteers were:³

- 🍁 Organizing and supervising activities or events (54%)
- 🍁 Serving as an unpaid member of a board or committee (41%)
- 🍁 Canvassing, campaigning or fundraising (36%)

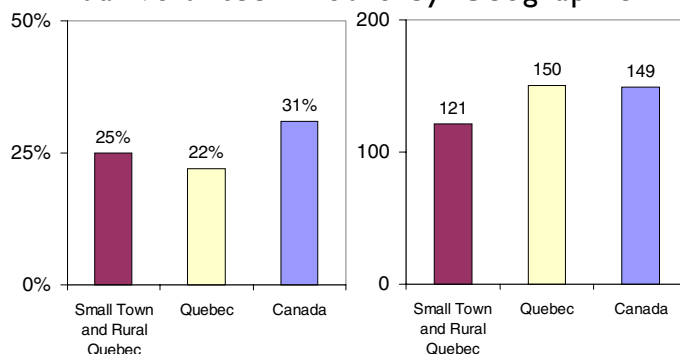
Where they volunteer

The majority of volunteers in small towns and rural areas gave their time to only one organization (69%). Twenty-one percent volunteered for 2 organizations. Less than 10% volunteered for 3 or more organizations.

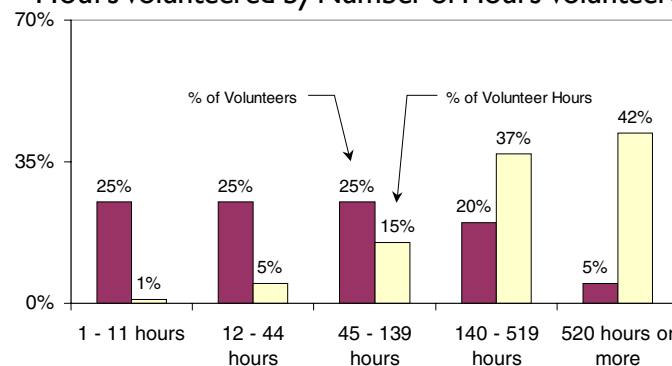
In Quebec's small towns and rural areas, most volunteer hours were given to the following organizations:

- 🍁 Arts, culture and recreation (15.2 million hours)
- 🍁 Social service organizations (11.0 million hours)
- 🍁 Community development and housing organizations (5.3 million hours)

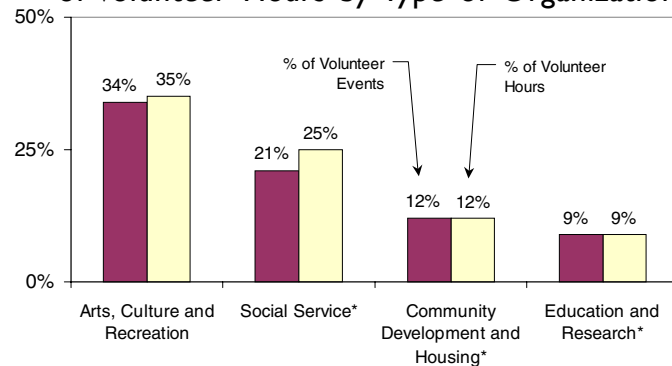
Percentage of Population Volunteering and Average Annual Volunteer Hours by Geographic Area



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



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



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

4. Each occurrence of volunteering for an organization reported by an individual volunteer constitutes one volunteer event.



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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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