

Gender Differences in Giving and Volunteering

Fact Sheet # 5

Does gender matter?

There are many similarities but also differences in the giving and volunteering of women and men, according to findings from the National Survey of Giving, Volunteering and Participating (NSGVP).*

Gender differences in giving

Eighty-one percent of women and 75% of men made donations. Women (53% of all donors) contributed a total of \$2.32 billion, while men donated \$2.12 billion. However, on average, men gave \$243 while women gave \$236.

Types of organizations supported




Although the pattern for women and men was similar, the largest differences were that women were more likely to donate to Health organizations, and men were more likely to donate to Philanthropy and Voluntarism (e.g., fundraising) organizations.

Motivations for giving

The top motivation endorsed by both female and male donors was "compassion towards people in need." However, women were more likely to endorse "been personally affected/know someone personally affected" as a motivation for charitable giving.

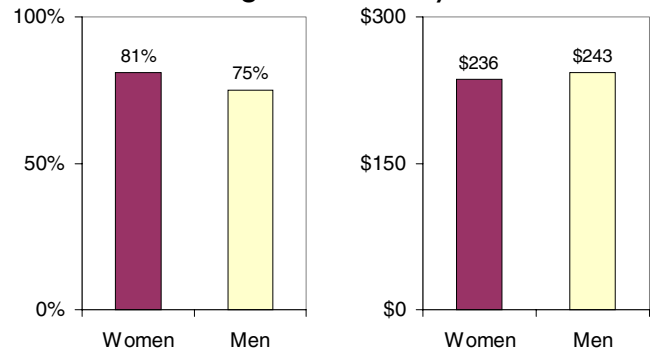
Methods of giving

Both women and men contributed the largest proportion of the total value of their donations through places of worship (47% and 49% respectively). However, they contributed the largest number of their donations through door-to-door canvassing (20% and 19% respectively).

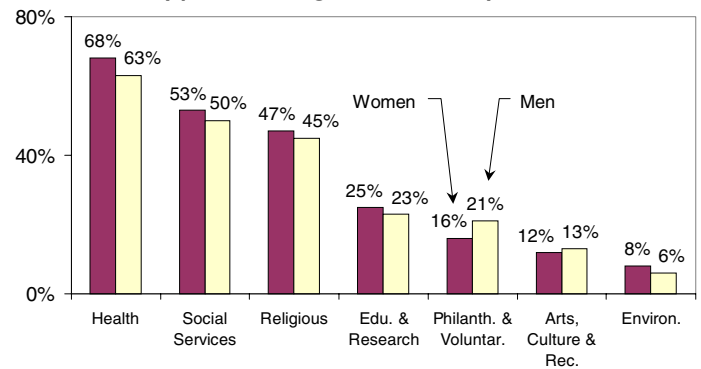
-  Women were more likely to make a donation in memoriam (27% vs. 20%), through door-to-door canvassing (46% vs. 41%), or through a mail request (31% vs. 27%).
-  Men were more likely to make a donation through payroll deduction (13% vs. 9%).
-  Women were more likely to donate to certain organizations on a regular basis (46% vs. 41%).

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

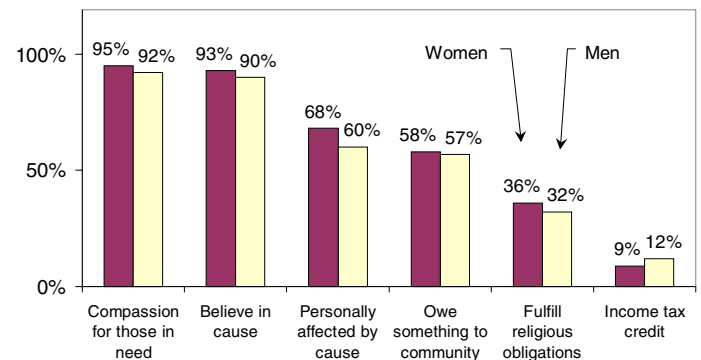
Percentage of Population Making Donations and Average Donation by Gender



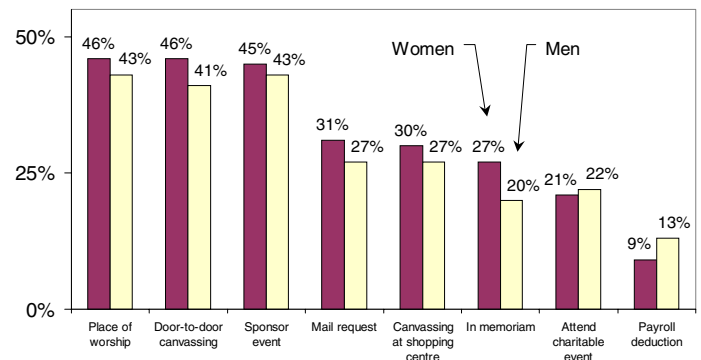
Percentage of Donors Supporting Selected Types of Organizations by Gender



Percentage of Donors Endorsing Specific Motivations for Giving by Gender



Percentage of Donors Using Selected Methods of Giving by Gender



Gender differences in volunteering

Thirty-three percent of women and 29% of men volunteered. Women (54% of all volunteers) contributed a total of 561 million hours, while men contributed 548 million hours. However, on average, men contributed 160 hours each while women contributed 139 hours each.

Types of organizations supported

Although the overall pattern was similar for women and men, the largest differences were that women were more likely to contribute to Health organizations, and men were more likely to contribute to Arts, Culture and Recreation organizations.

Motivations for volunteering

The top motivation endorsed by both female and male volunteers was to support a “cause in which you personally believe.” However, women were more likely to endorse “explore your own strengths,” while men were more likely to endorse “use your skills and experiences” and “your friends volunteer.”

What volunteers do

The activities of female and male volunteers were very similar, but there were also some differences.

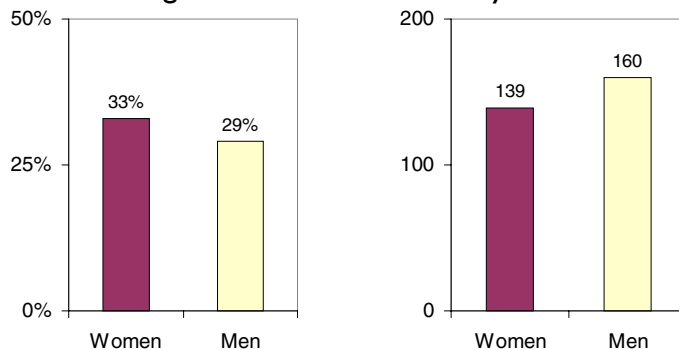
For example, women were more likely to:

- 🍁 Canvass, campaign or fundraise (47% vs. 39%)
- 🍁 Provide care or support (25% vs. 21%)
- 🍁 Collect, serve or deliver food (25% vs. 21%)

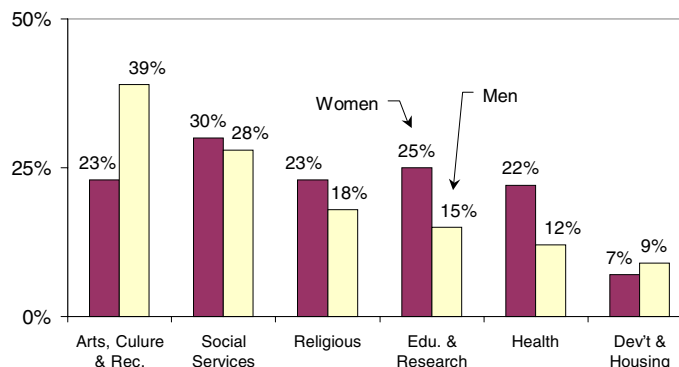
Men were more likely to:

- 🍁 Teach/coach for an organization (30% vs. 22%)
- 🍁 Maintain, repair or build facilities (23% vs. 9%)
- 🍁 Drive for an organization (21% vs. 17%)

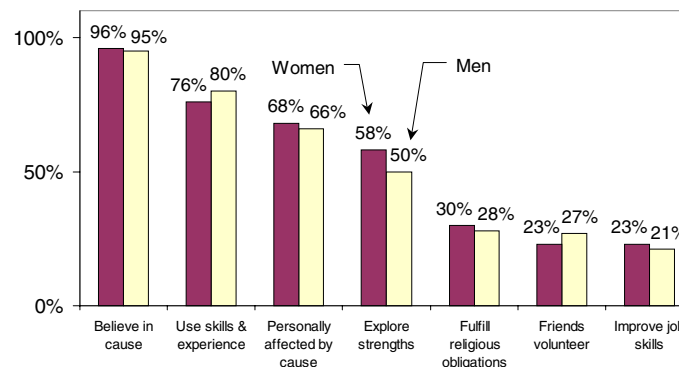
Percentage of Population Volunteering and Average Hours Contributed by Gender



Percentage of Volunteers Supporting Selected Types of Organizations by Gender



Percentage of Volunteers Endorsing Specific Motivations for Volunteering by Gender



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We would like to acknowledge the support provided by Community Foundations of Canada 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 on line at our Web site: www.ccp.ca

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