
Voluntary Social Service Organizations in Canada: Public Involvement and Support

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Introduction

Many social service organizations rely heavily on donations to help finance their programs and on volunteers to help deliver services. Because donors and volunteers are important to these organizations, and, therefore, to the well-being of Canadians, a better understanding of patterns in social service giving and volunteering can be helpful in understanding how to target, attract and maintain donors and volunteers.

Social service organizations provide human and social services to a community or a specific population within a community, such as children, youth, families, individuals with disabilities and the elderly. Services provided by these organizations are diverse. They include emergency support and relief, income assistance, international assistance, food banks, services for street youth, women's shelters, life skills programs, and recreational activities for people with disabilities.

This report examines how Canadians support social service organizations through charitable donations and volunteerism. The report provides profiles of social service donors and volunteers; descriptions of top donors and

volunteers; details of where the money and volunteer hours come from; information on how Canadians made donations and how volunteers became involved; and the types of social service organizations supported. All information is based on the findings of the National Survey of Giving, Volunteering and Participating (NSGVP).

The NSGVP was undertaken to better understand how Canadians support individuals and communities, either on their own or through involvement with charitable and non-profit organizations. It is a joint project of the Canadian Centre for Philanthropy, Canadian Heritage, Health Canada, Human Resources Development Canada, the Kahanoff Foundation's Non-Profit Sector Research Initiative, Statistics Canada, and Volunteer Canada. The survey was carried out by Statistics Canada during a three-week period in late November and early December of 1997 and asked 18,301 respondents aged 15 and older about their giving, volunteering and participating during the one-year period between November 1, 1996 and October 31, 1997.

Charitable Giving to Social Services in Canada

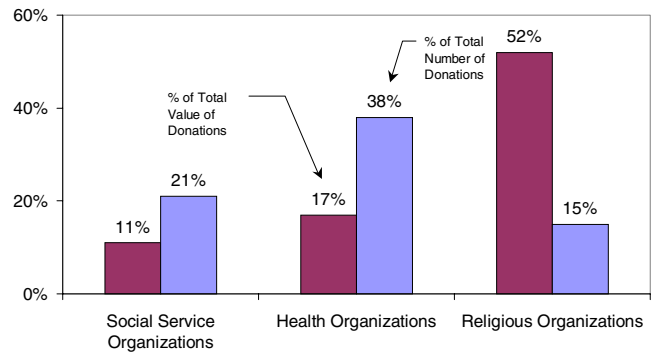
Approximately 9.6 million Canadians, or 40% of Canada's population 15 years of age and older, made financial donations to social service organizations between November 1, 1996 and October 31, 1997. Over \$502 million were donated to social service organizations during

this period. Canadians who gave to social services donated an average of \$52 each. Eighty-nine percent (89%) of those who made donations to social services also donated to other nonprofit, charitable organizations such as health and religious organizations.

The Financial Support Provided by Canadians

Social service organizations received 11% of the total value of all donations and 21% of the total number of donations made in Canada during the survey year (Figure 1). Religious organizations, by contrast, received 52% of the total value of all donations and 15% of the total number of donations. Seventeen percent (17%) of the total value of donations went to health organizations, accounting for 38% of the total number of donations.

Figure 1. Distribution of Total Number of Donations and Total Value of Donations by Type of Organization



Provincial Variations in Giving to Social Services

Provincial variations in giving are expressed in two ways: the percentage of individuals in the general population who made donations (donor rate) and the average annual donations made by social service donors (Figures 2 and 3). Higher social service donor rates were generally observed

in the Atlantic provinces (41%-54%) and in Saskatchewan (44%). Social service donors in these provinces tended to make lower average donations, however. Albertans and British Columbians made the largest average donations to social services (\$61 and \$60 respectively).

Figure 2. Provincial Variations of Social Service Donor Rate

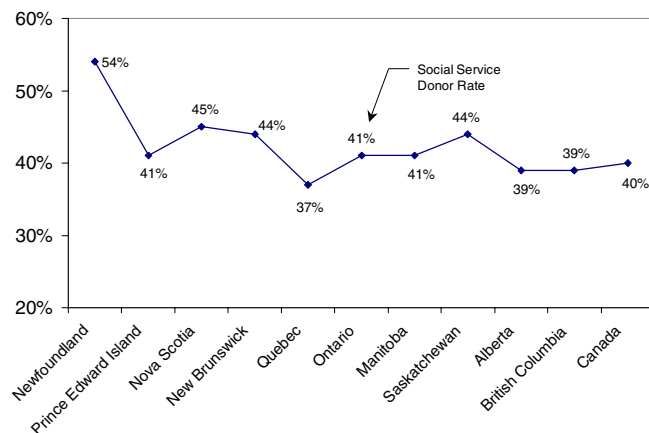
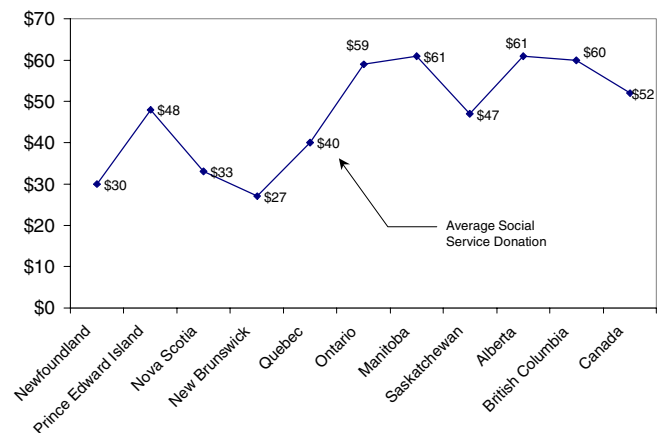


Figure 3. Provincial Variations of the Average Social Service Donation



Who Are Social Service Donors?

Personal and Economic Characteristics

The personal and economic characteristics of social service donors in Canada were similar to those of Canadian donors as a whole. Social service donors did not appear to be a unique group within the donor population; 89% of social service donors also donated to other types of nonprofit organizations.

Table 1 provides a detailed profile of social service donors in Canada. A comparison of the profile of these donors to that of Canada's population (Table 1; column 2 & 3) shows that the population of social service donors was generally representative of the national population. Certain segments of the Canadian population, however, were over-represented in the social service donor population. These were females, those who were married, university graduates, those who were employed full-time, and those with household incomes of over \$80,000.

Under-represented segments of the Canadian population were those between the ages of 15 and 24, those who were single, those with less than a high school education, and those with household incomes of less than \$20,000.

Who Gives the Most?

It is important to note that most of the dollars donated to social service organizations came from a small percentage of the social service donor population. Figure 4 illustrates that the top 5% of social service donors—those who donated \$195 or more annually—accounted for 48% of the total dollar value of donations. The next 20% gave between \$45 and \$194 each, and accounted for 31% of the total dollar value of all social service donations. If we combine these two groups, we can see that the top 25% of the donors who gave to social services accounted for 79% of the total dollar value of social service donations. The remaining three-quarters (75%) of social service donors, those who gave between \$1 and \$44 annually, accounted for 20% of the total dollar value of donations. This pattern was also found for Canadian donors as a whole (see Fact Sheet # 1).

Who is most likely to donate?

When developing an effective fundraising strategy it helps to understand who is most likely to support an organization's specific cause. Being aware of which segments of the population are most and least likely to donate to social services can help in developing fundraising strategies. Not only would an organization want to continue to target individuals in the demographic groups with the highest donor rates, but they may also want to adapt current fundraising strategies to attract groups that, as a whole, tend to donate at a lower rate to social service organizations. Table 1 shows the social service donor rates (the percentages of each segment that donated to social services) for all Canadians.

Both the likelihood of making donations to social service organizations and the average size of the donation made generally increased with age, level of education and household income. Females were slightly more likely to donate to social services than males—although males made slightly larger donations on average. Married Canadians—including those in common-law relationships—were more likely to give than those who were single, separated/divorced, or widowed. However, those who were separated or divorced made larger average donations.

Figure 4. Distribution of Social Service Donations by Size of Annual Donation

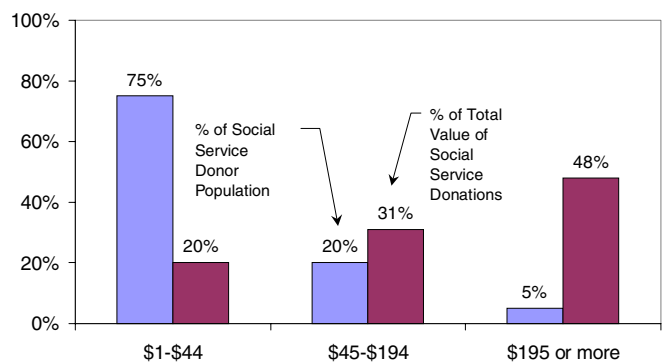


Table 1: Social Service Donor Population Profile, Canadian Population Profile, Donor Rate, % of Total Value of Donations, and Average Donation made to Social Services

	Profile of the Social Service Donor Population	Profile of Canada's Population	Social Service Donor Rate (%)	% of Total Value of Social Service Donations	Average Social Service Donation (\$)
Total			40%	100%	52
Age					
15-24	10%	17%	23%	4%	24
25-34	18%	19%	36%	14%	42
35-44	24%	22%	45%	27%	58
45-54	20%	17%	49%	22%	56
55-64	12%	11%	45%	14%	58
65+	16%	15%	44%	19%	61
Sex					
Male	45%	49%	37%	46%	53
Female	55%	51%	43%	54%	52
Marital Status					
Married	71%	61%	47%	67%	49
Single, Never Married	17%	26%	26%	17%	51
Widow/Widower	6%	6%	39%	7%	65
Separated/Divorced	6%	7%	36%	9%	75
Education					
Less than high school	23%	30%	31%	14%	31
High school diploma	19%	19%	40%	16%	44
Some post-secondary	10%	10%	40%	8%	40
Post secondary diploma	31%	28%	45%	30%	49
University degree	17%	13%	53%	33%	102
Labour force status					
Employed	64%	59%	43%	69%	56
Full-time	52%	47%	44%	53%	54
Part-time	12%	12%	41%	16%	68
Unemployed	4%	5%	30%	2%	27
Not in the Labour Force	32%	35%	37%	29%	46
Household Income					
Less than \$20, 000	15%	24%	26%	10%	32
\$20, 000-\$39, 999	24%	25%	39%	19%	41
\$40, 000-\$59, 999	25%	23%	44%	23%	48
\$60, 000-\$79, 999	16%	15%	44%	18%	59
\$80, 000 and over	19%	14%	55%	31%	82
Religious Affiliation					
No Religious Affiliation	21%	25%	34%	22%	54
Affiliated	79%	75%	43%	78%	52
Religious Attendance**					
Non-Weekly Attender	72%	73%	42%	60%	43
Weekly Attender	28%	27%	45%	40%	73
Intensity of Religious Feeling					
Does not Feel Very Religious	87%	88%	40%	81%	49
Feels Very Religious	13%	12%	44%	19%	73

** Only respondents who were affiliated with a place of worship were asked about their religious attendance.

Table 2: Demographic Characteristics of the Top 25% and the Remaining 75% of Social Service Donors in Canada

	Top 25% of SS donors \$45 or more	Remaining 75% of SS donors \$1 - \$44
Annual Amount Donated		
Age		
15-24	5%	11%
25-34	14%	19%
35-44	24%	24%
45-54	24%	19%
55-64	13%	12%
65+	19%	15%
Sex		
Male	46%	45%
Female	54%	55%
Marital Status		
Married	70%	71%
Single, never married	16%	17%
Widow/widower	7%	5%
Separated/divorced	7%	6%
Education		
Less than high school	15%	25%
High school diploma	17%	20%
Some post-secondary	8%	11%
Post secondary diploma	32%	31%
University degree	28%	13%
Labour force status		
Employed	66%	63%
Full-time	55%	50%
Part-time	11%	13%
Unemployed	*3%	4%
Not in the Labour Force	31%	33%
Household Income		
Less than \$20, 000	10%	17%
\$20, 000-\$39, 999	20%	26%
\$40, 000-\$59, 999	24%	26%
\$60, 000-\$79, 999	19%	15%
\$80, 000 and over	27%	17%
Religious Affiliation		
No Religious Affiliation	22%	21%
Affiliated	78%	79%
Religious Attendance**		
Non-Weekly Attender	66%	74%
Weekly Attender	34%	26%
Intensity of Religious Feeling		
Does not Feel Very Religious	83%	88%
Feels Very Religious	17%	12%

*Sample size limitations affect the reliability of these estimates

** Only respondents who were affiliated with a place of worship were asked about their religious attendance.

Who are the Top Social Service Donors?

Since 25% of social service donors accounted for 79% of the total value of donations, it is worthwhile to see what sets these donors apart from the rest of the social service donor population.

Table 2 compares the top 25% of social service donors to the remaining 75% of social service donors. It shows that a larger proportion of the top 25%—compared to the rest of the social service donor population (75%)—

were between the ages of 45 and 54 and 65 years and older, university graduates, employed full-time and had household incomes of \$60,000 or more.

Top Social Service Donors Give to Other Causes

Top social service donors also gave generously to other causes. Specifically, of the top 25% of social service donors, 79% were also in the top 25% of health donors, and 20% were also in the top 25% of religious organization donors.

The Role of Religion

Religious affiliation, attendance at a place of worship, and intensity of religious feeling were associated with both higher donor rates and larger donations among Canadian donors as a whole. Part of the reason for this is that the Canadian donor pool as a whole includes donors to religious organizations. Because religious factors were strongly associated with a greater likelihood of donating to religious organizations and larger average annual donations, the overall picture shows that, in general, religious factors influence giving. This is specifically true for weekly and non-weekly attenders at a place of worship. Religious factors were also associated with giving to social services, but not as strongly, as can be seen by examining the donor rate and the average donations given to non-religious organizations (e.g., social services) by weekly and non-weekly attenders (See Figure 5 and Figure 6).

Table 1 illustrates the role of religion in giving to social services. It shows that Canadians who were affiliated with a community of worship, regularly attended weekly services, and who described themselves as “very religious” were more likely to donate to social services than the rest of Canadians.

Weekly attenders and those that described themselves as “very religious” also gave larger annual donations to social services than the rest of the social service donor population.

A larger proportion of the top 25% of social service donors attended a place of worship weekly (34%), and described themselves as “very religious” (17%) than the rest of the social service donor population (Table 2).

Figure 5. Percentage of Canadians Making Donations by Religious Attendance and Type of Organization

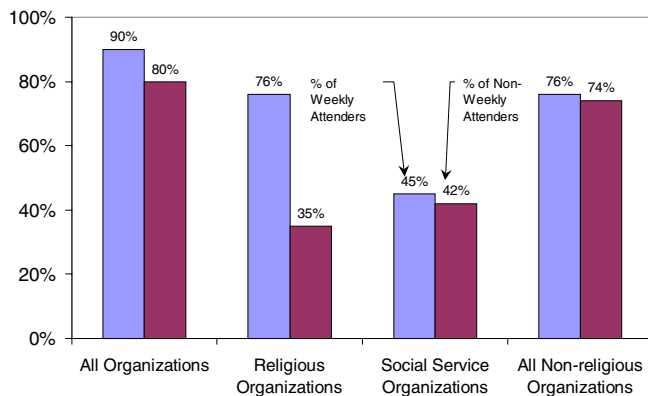
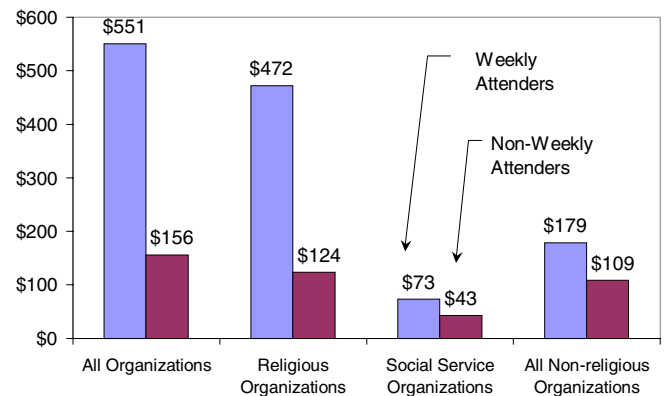


Figure 6. Average Annual Donation by Religious Attendance and Type of Organization



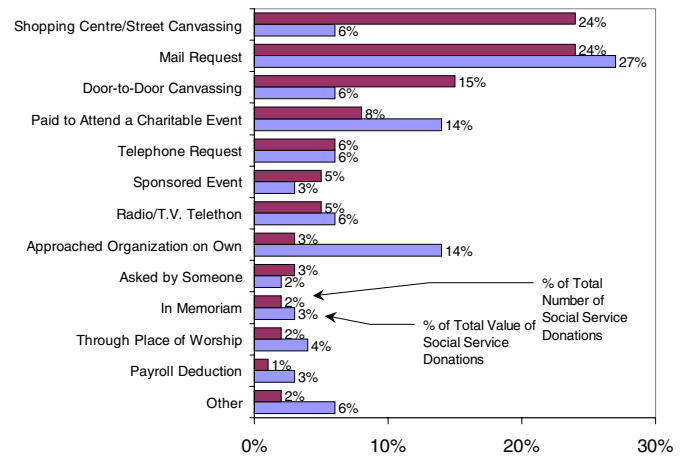
How Social Services Attract Financial Donations

Canadians made donations to social services organizations through a variety of methods, as Figure 7 illustrates. This figure also shows the percentage of the total number of donations for each method, and the percentage of the total value of donations for each.

The two most frequent ways Canadians made donations were by responding to a mail request and by donating in a shopping centre, on a street or on a street corner (each accounted for 24% of the total number of donations). However, mail requests generated 27% of the total value of donations to social service organizations, while donating in a shopping centre or on a street corner accounted for only 6% of the total value of donations.

The next most frequent method of donating to social services was responding to a door-to-door canvasser (15% of the total number of donations; 6% of the total value). While paying to attend a charitable event attracted only 8% of the number of donations, these donations accounted for 14% of the total value of social service

Figure 7. Methods of Making Donations to Social Services



donations. Approaching an organization on ones' own also accounted for 14% of the total value, but only 3% of the total number of donations.

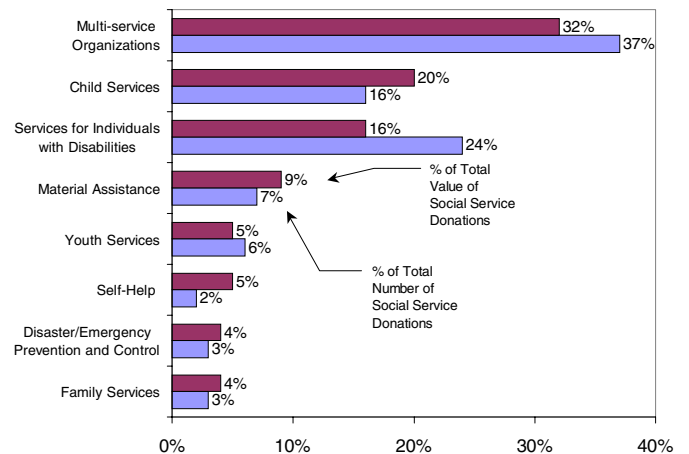
What Type of Social Services Receive Donations?

Within the broad category of social services are several different types of organizations. Figure 8 illustrates the percentage of the number of all donations made to different types of social service organizations, and the percentage of the total value of all donations contributed

The largest percentage of the total value of social service donations (32%) was given to multi-service organizations, i.e., those that provide a range of services for a variety of different groups of people. The next largest value of social service donations was given to services for children and services for individuals with disabilities (20% and 16% respectively), followed by material assistance (e.g., food banks, clothing) and youth services (9% and 5% respectively).

In general, the percentage of the total dollar value of all social service donations corresponded with the percentage of the number of donations. However, services for individuals with disabilities received a larger percentage

Figure 8. Types of Social Service Organizations Receiving Donations



of the total number of donations than child services (24% versus 16%) despite accounting for a lower percentage of the total value of donations.

Volunteering for Social Service Organizations

Volunteers are essential to developing, improving, and sustaining social service organizations in the community.

Social services that do not have the funds to employ paid staff or that use volunteers to supplement paid staff are able to provide their services to the community with the help of volunteers. Volunteer activity benefits those who rely on social services and enables social service organizations to maintain and expand their services.

Volunteering for Social Services in Canada

Over 2 million Canadians—9% of the country’s population aged 15 and older—volunteered their time and skills to social service groups and organizations between November 1, 1996 and October 31, 1997. These volunteers contributed over 227 million hours, the equivalent of more than 118,000 full-time year-round jobs (assuming 40 hours per week for 48 weeks). On average, Canadians who volunteered for social services contributed 106 hours of their time to social services during the year covered by the survey.

total number of volunteer events in Canada. Culture and recreation organizations by contrast, received 25% of total volunteer hours and 23% of total events and religious organizations received 18% of all volunteer hours and 14% of volunteer events.

In contrast to the pattern of financial giving to organizations, the number of events and the number of hours volunteered were more evenly distributed across organizations.

While 53% of the social service volunteers contributed to other organizations in addition to social services, 47% of them limited their volunteering to social services organizations.

Provincial Variations in Volunteering for Social Services

The Volunteer Support Provided by Canadians

Volunteering for social services by Canadians varied from province to province (Figures 10 and Figure 11). The highest social service volunteer rates were observed in Nova Scotia (13%), Manitoba (12%), and Saskatchewan (12%). However, volunteers in Manitoba and Saskatchewan averaged a relatively small number of volunteer hours, (78 hours and 91 hours respectively). The volunteer rate was lowest in Quebec (7%), but Quebecois volunteered the largest number of hours, on average (143 hours).

Compared to other types of organizations, social services accounted for the second largest number of volunteer hours and the second largest number of volunteer events¹ (Figure 9). Social service organizations accounted for 20% of the total number of hours volunteered and 21% of the

Figure 9. Distribution of Total Volunteer Events and Total hours by Type of Organization

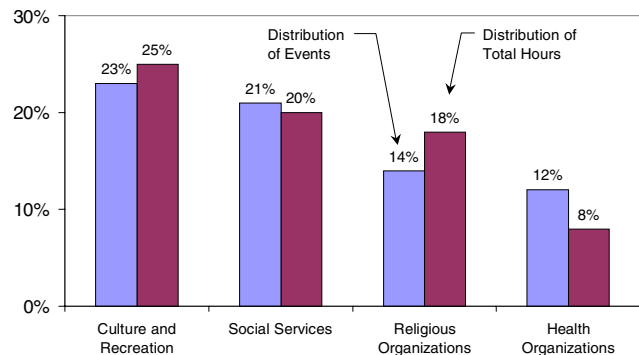


Figure 10. Provincial Variations of Social Service Volunteer Rate

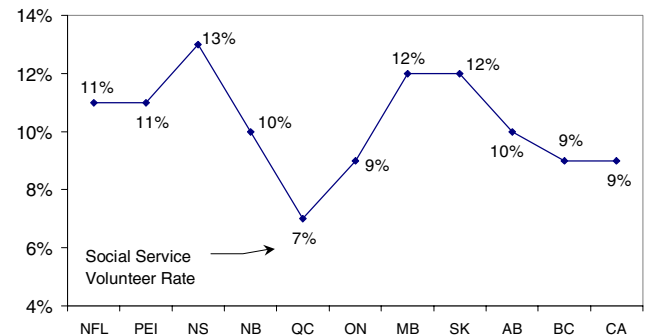
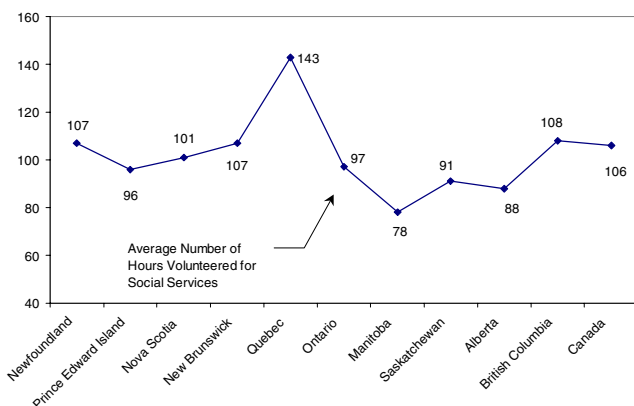


Figure 11. Provincial Variations of the Average Number of Hours Volunteered for Social Services



Who Are Social Service Volunteers?

Personal and Economic Characteristics

Table 3 provides a detailed profile of the social service volunteers in Canada. In general, the population of social service volunteers was representative of the Canadian population.

The segments of the Canadian population that were over-represented in the social service volunteer population were females, those who had higher levels of education, those who were employed part-time and those with a household income of \$80,000 and over.

The segments of the Canadian population that were under-represented in the social service volunteer population were males, those over aged 65 or older, those with less than a high school education, and those with household incomes of less than \$20,000.

Who is Most Likely to Volunteer?

It is useful to know which segments of the population are more or less likely to volunteer. Those who already volunteer and who understand the importance of volunteering, may be the easiest to recruit for additional volunteer activity. Focusing recruitment campaigns on these segments of the population would likely be more

successful. Knowing which segments volunteer at lower rates may signal the need to modify or intensify recruitment campaigns aimed at those groups.

Canadians between the ages of 15-24, 25-34, 35-44 and 45-54 were more likely to volunteer for social service organizations (Table 3). However, volunteers in these age groups contributed fewer hours, on average, than volunteers of aged 55 years and older. Social service volunteers aged 65 years and older contributed the largest average number of hours annually (158 hours).

Females were slightly more likely to volunteer than males—although males volunteered for more hours on average. The social service volunteer rate tended to rise with level of education. However, volunteers with some post-secondary education contributed the most hours, on average (130 hours).

The volunteer rate also increased with the level of household income. However, the average number of hours volunteered decreased as the level of household income increased. Social service volunteers who had a household income less than \$20,000 contributed an average of 117 hours a year, whereas those who had a household income of \$80,000 or more contributed an average of only 88 hours.

Who Contributes the Most Volunteer Hours to Social Services?

It is important to note that most of the volunteer hours contributed to social service organizations came from a small percentage of the social service volunteer population. Figure 12 illustrates that the top 5% of the social service volunteers—those who volunteered 405 hours or more—accounted for 35% of all social service volunteer hours. The next 20%, who contributed between 120 and 404 hours each, accounted for 40% of all social service volunteer hours. If we combine these two groups, we can see that the top 25% of Canada's social service volunteers accounted for 75% of the total number of volunteer hours. The remaining three-quarters (75%) of Canada's social service volunteers, those who volunteered less than 120 hours annually, accounted for only 25% of the total hours. This pattern was also found for Canadian volunteers as a whole (see *Fact Sheet #2: Volunteering in Canada*).

Table 3: Social Service Volunteer Population Profile, Canadian Population Profile, Volunteer Rate, % of Total Hours Volunteered and Average Hours Volunteered for Social Service Organizations during 1997

	Profile of Social Service Volunteer Population	Profile of Canada's Population	Volunteer Rate (%)	% of Total Hours Volunteered (%)	Average Hours Volunteered
Total			9%	100%	106
Age					
15-24	18%	17%	10%	14%	84
25-34	19%	19%	9%	20%	111
35-44	25%	22%	10%	19%	81
45-54	17%	17%	9%	18%	112
55-64	9%	11%	8%	11%	129
65+	11%	15%	7%	17%	158
Sex					
Male	45%	49%	8%	51%	122
Female	55%	51%	10%	49%	93
Marital Status					
Married	61%	61%	9%	60%	104
Single, never married	27%	26%	9%	26%	101
Widow/widower	*4%	6%	*6%	*5%	*138
Separated/divorced	8%	7%	11%	9%	117
Education					
Less than high school	18%	30%	5%	15%	88
High school diploma	17%	19%	8%	19%	115
Some post-secondary	12%	10%	11%	15%	130
Post secondary diploma	32%	28%	10%	32%	105
University degree	20%	13%	14%	19%	100
Labour force status					
Employed	64%	59%	10%	57%	95
Full-time	47%	47%	9%	42%	97
Part-time	17%	12%	13%	15%	92
Unemployed	*5%	5%	*9%	*5%	*100
Not in the Labour Force	31%	35%	8%	38%	128
Household Income					
Less than \$20, 000	17%	24%	7%	19%	117
\$20, 000-\$39, 999	24%	25%	9%	28%	127
\$40, 000-\$59, 999	25%	23%	10%	23%	96
\$60, 000-\$79, 999	16%	15%	10%	15%	99
\$80, 000 and over	18%	14%	11%	15%	88
Religious Affiliation					
No Religious Affiliation	23%	25%	8%	19%	91
Affiliated	77%	75%	9%	81%	111
Religious Attendance**					
Non-Weekly Attender	67%	73%	9%	60%	100
Weekly Attender	33%	27%	12%	40%	134
Intensity of Religious Feeling					
Does not Feel Very Religious	85%	88%	9%	83%	104
Feels Very Religious	15%	12%	11%	17%	121

*Sample size limitations affect the reliability of these estimates

** Only respondents who were affiliated with a place of worship were asked about their religious attendance

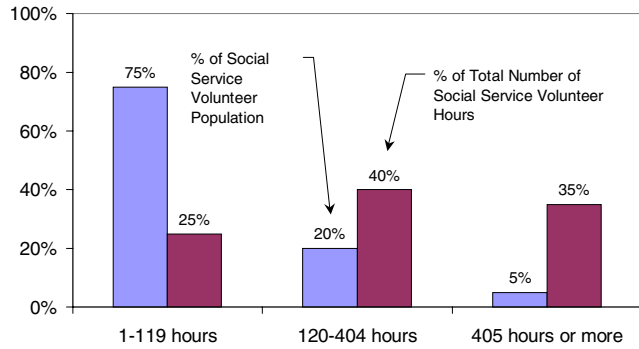
Table 4: Demographic Characteristics of the Top 25% of Social Service Volunteers and the Remaining 75% of Social Service Volunteers in Canada.

	Top 25% of Canadian Social Service Volunteers	Remaining 75% of Canadian Social Services Volunteers
Annual Hours Volunteered	(120 hours or more)	(1-119 hours)
Age		
15-24	*14%	20%
25-34	*19%	20%
35-44	*20%	26%
45-54	*20%	16%
55-64	---	9%
65+	*17%	10%
Sex		
Male	51%	42%
Female	49%	58%
Marital Status		
Married	62%	60%
Single, never married	22%	28%
Widow/widower	---	*4%
Separated/divorced	*11%	*7%
Education		
Less than high school	*17%	19%
High school diploma	*18%	17%
Some post-secondary	*11%	13%
Post secondary diploma	34%	32%
University degree	*20%	19%
Labour force status		
Employed	58%	65%
Full-time	43%	47%
Part-time	*15%	18%
Unemployed	---	*5%
Not in the Labour Force	36%	29%
Household Income		
Less than \$20, 000	*19%	17%
\$20, 000-\$39, 999	25%	23%
\$40, 000-\$59, 999	26%	25%
\$60, 000-\$79, 999	*16%	16%
\$80, 000 and over	*15%	19%
Religious Affiliation		
No Religious Affiliation	20%	24%
Affiliated	80%	76%
Religious Attendance**		
Non-Weekly Attender	63%	68%
Weekly Attender	37%	32%
Intensity of Religious Feeling		
Does not Feel Very Religious	83%	86%
Feels Very Religious	*17%	14%

*Sample size limitations affect the reliability of these estimates

** Only respondents who were affiliated with a place of worship were asked about their religious attendance.

Figure 12. Distribution of Social Service Volunteer Hours by Number of Hours Volunteered



Who are the Top Social Service Volunteers?

Because a small proportion of social service volunteers accounted for the majority of the volunteer hours, it is worthwhile to look at what distinguishes these volunteers from the rest of the social service volunteers.

Table 4 compares the top 25% of social service volunteers to the remaining 75% of social service volunteers. It shows that a larger proportion of the top 25% compared to the remaining 75% were between the ages of 45-54 years and 65 years and older, male, married, had post-secondary diplomas, and were not in the labour force.

The Role of Religion

Affiliation with a religious organization, regular attendance at a place of worship, and intensity of religious feeling were all associated with a higher rate of volunteering for social services, and a greater average amount of time contributed (Table 3). Social service volunteers were generally representative of the Canadian population in terms of religious factors. However, a larger proportion

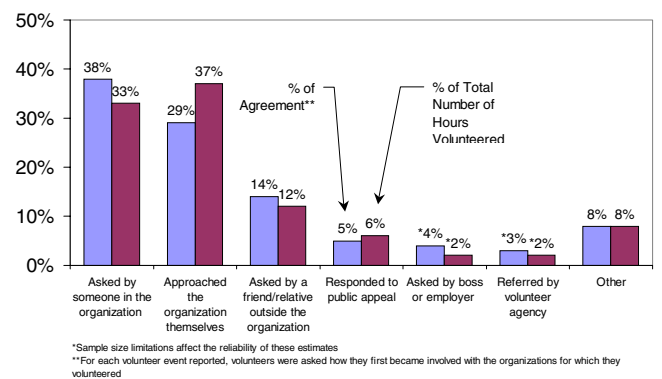
of social service volunteers attended a place of worship than the Canadian population.

A larger proportion of the top 25% of social service volunteers were affiliated with a place of worship (80%), attended a place of worship weekly (37%), and reported feeling very religious (17%) than the rest of social service volunteers (Table 4).

How Volunteers Became Involved in Social Service Organizations

Canadians began volunteering for social services in a variety of ways. Thirty-eight percent (38%) volunteered after being approached to do so by someone in a social service organization (Figure 13). Twenty-nine percent (29%) approached social service organizations on their own, while 14% were asked by a friend or a relative outside the organization. A much smaller number became involved in response to a public appeal (5%); as the result of a request made by a boss or employer (4%); or through a referral by a volunteer agency (3%). The way in which volunteers became involved with social services did not affect the number of hours volunteered—the two generally corresponded with each other.

Figure 13. How Volunteers Became Involved with Social Service Organizations



The Social Service Organizations that Volunteers Support

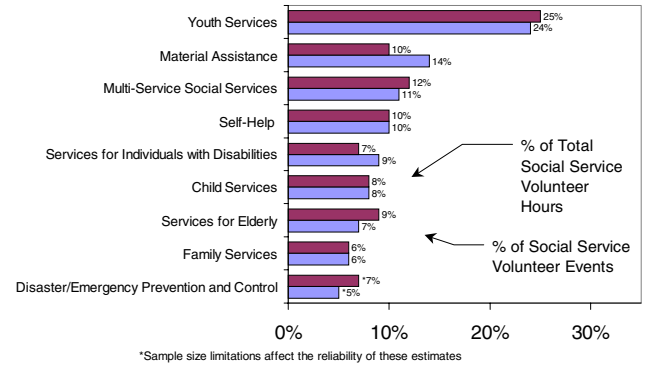
Social service volunteers contributed their time and skills to a variety of different types of social service organizations. Figure 14 shows that the organizations that attracted the largest percentage of the total number of volunteer hours were youth services (25%), multi-service organizations (12%), self help organizations (10%), and material assistance organizations (10%). In general, the number of hours volunteered corresponded with the number of events for each type of social service. However, material assistance organizations attracted a larger percentage of the total number of volunteer events, than self help organizations did.

Conclusion

This report gave an overview of who donated and volunteered for social service organizations during the year of the NSGVP survey. Knowing which segments of Canada's population are more (or less) likely to donate or volunteer can assist social service organizations that rely on such people to carry out their programmes and activities. First, those segments of the Canadian population that are already involved in donating and volunteering may be more responsive to further requests for support. Second, understanding which segments of Canada's population donate and volunteer at lower rates can help organizations think about what specific measures they may need to take to target these groups for support, or to intensify fundraising and recruitment campaigns aimed at them.

Second, the majority of charitable donations and volunteer hours came from relatively small proportions of Canada's social service donor and volunteer populations. Findings indicate that the top 25% of the social service donors (those making annual donations of at least \$45) and the top 25% of volunteers (those volunteering 120 hours or more annually) accounted for 79% of the total value of social service donations and 75% of the total number of social service volunteer hours in Canada, respectively. This concentration of support has important implications for social service organizations. The dependence on a small percentage of the population for the bulk of the support can be seen as an area of vulnerability for social service organizations and the voluntary sector as a whole: Any

Figure 14. Distribution of Volunteer Events and Total Volunteer Hours by Social Service Organizations



reduction in donations and volunteering among Canadians who provide either the bulk of charitable donations or most of the volunteer time could result in a substantial decline in the availability of these two key resources to the voluntary sector. These findings serve as a reminder for social service organizations to foster, and sustain the relationships that they have with existing donors and volunteers.

Being aware of Canadians motivations for giving and volunteering and the reasons why individuals do not donate or volunteer more can also assist organizations with their fundraising and recruitment strategies. For information on Canadian's motivations for giving and volunteering see *Fact Sheet #6 "Motivations for Giving and Volunteering"* and *Caring Canadians Involved Canadians*. For information on the barriers that impede donors and volunteers from contributing or contributing more see *Caring Canadians Involved Canadians* and *The Public's Concerns About Fundraising and the Use of Donated Dollars*. For tips on how to better use the information provided in this report to help develop successful fundraising campaigns and volunteer recruitment campaigns see *Fundraising Numbers: Using the National Survey of Giving, Volunteering and Participating for Fundraising* and *Volunteer Numbers: Using the National Survey of Giving, Volunteering and Participating for Volunteer Management*.

1. In this report, each organization reported by an individual constitutes one "volunteer event". A volunteer event represents an involvement with an organizational It does not take into account the number of different activities performed nor the frequency, timing or duration of volunteering in that organization.

Endnotes

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