



The 2004 Canada Survey of Giving, Volunteering, and Participating: ALBERTA

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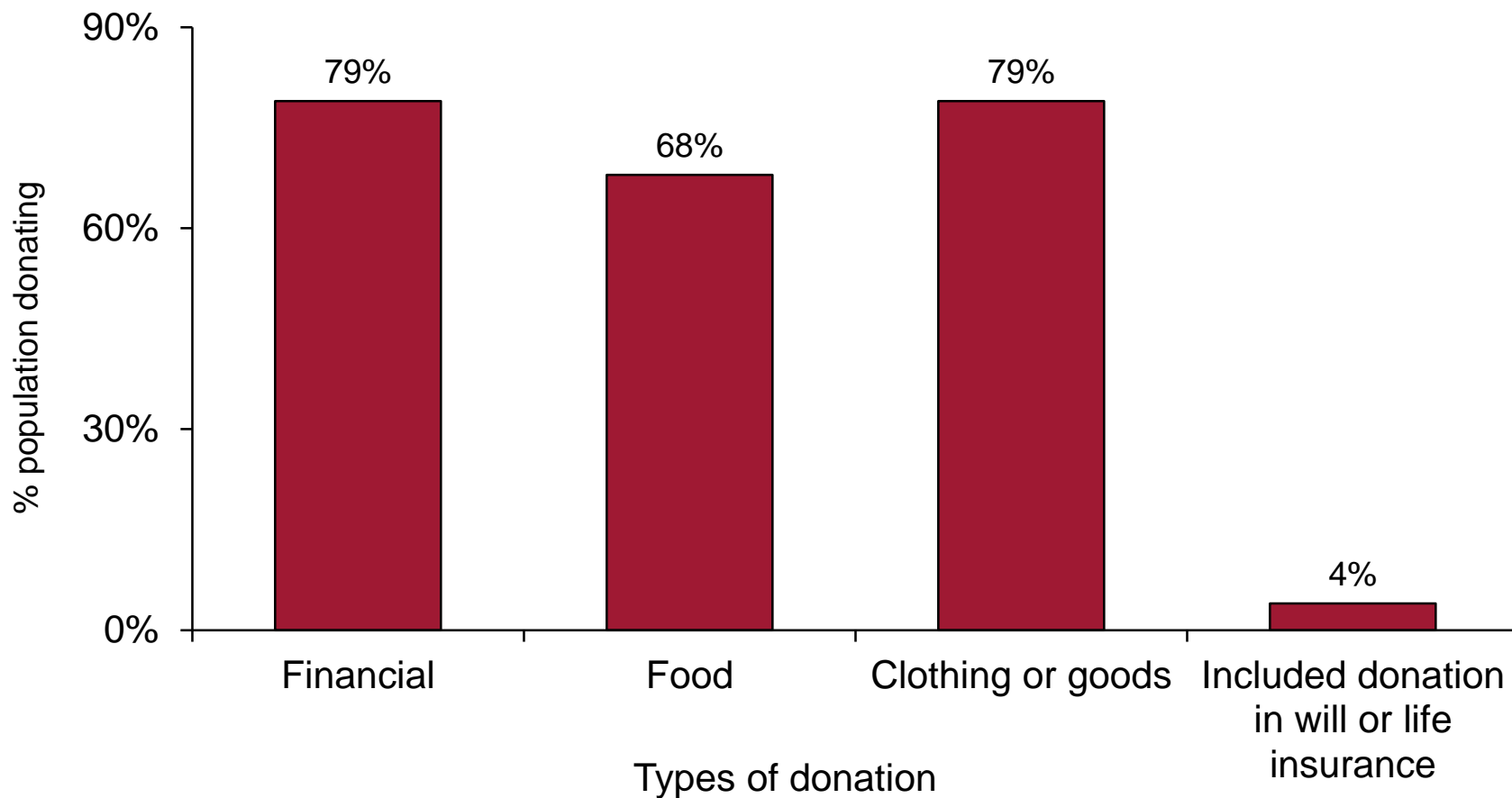
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- Motivations and barriers to giving

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- Volunteer characteristics:
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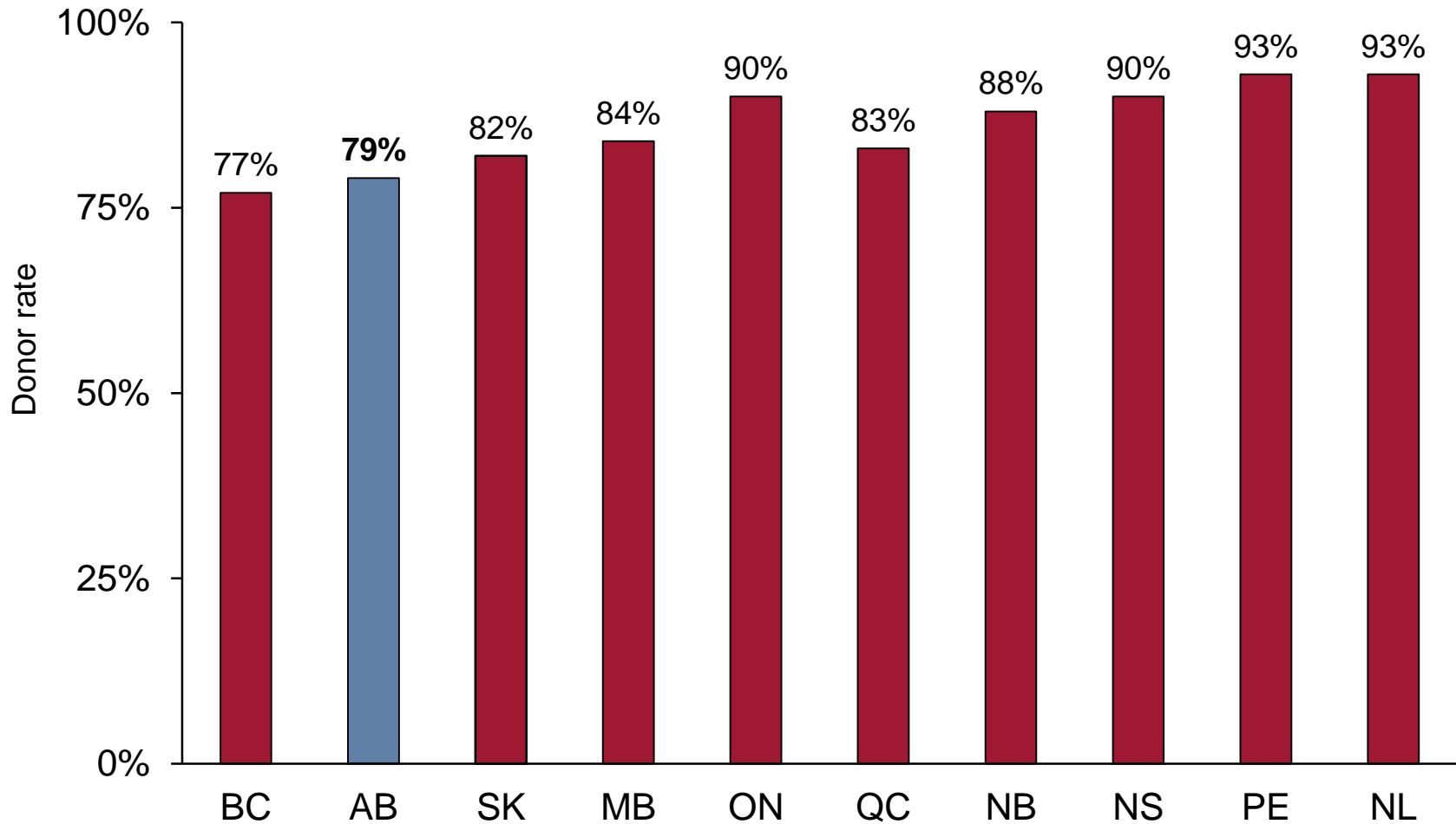
Types of donation



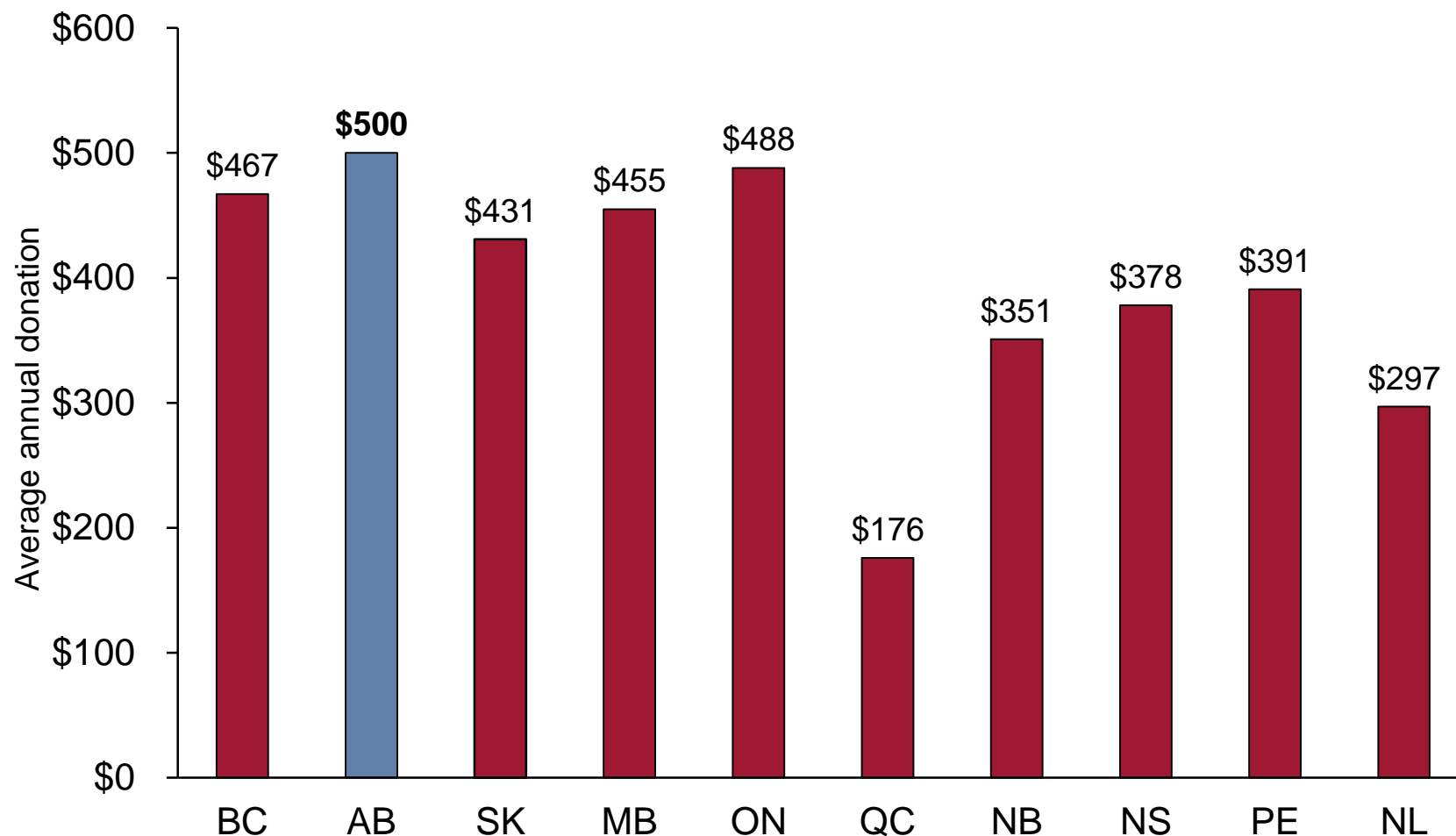
Financial donations

- 79% of Albertans (2,045,000 residents) made financial donations in 2004
 - 85% of Canadians donated
- Albertan donors each donated an average of \$500, with a median donation amount of \$150
 - Canadian average \$400, with median of \$120
- Albertans donated over \$1 billion

Donor rate



Average annual donation

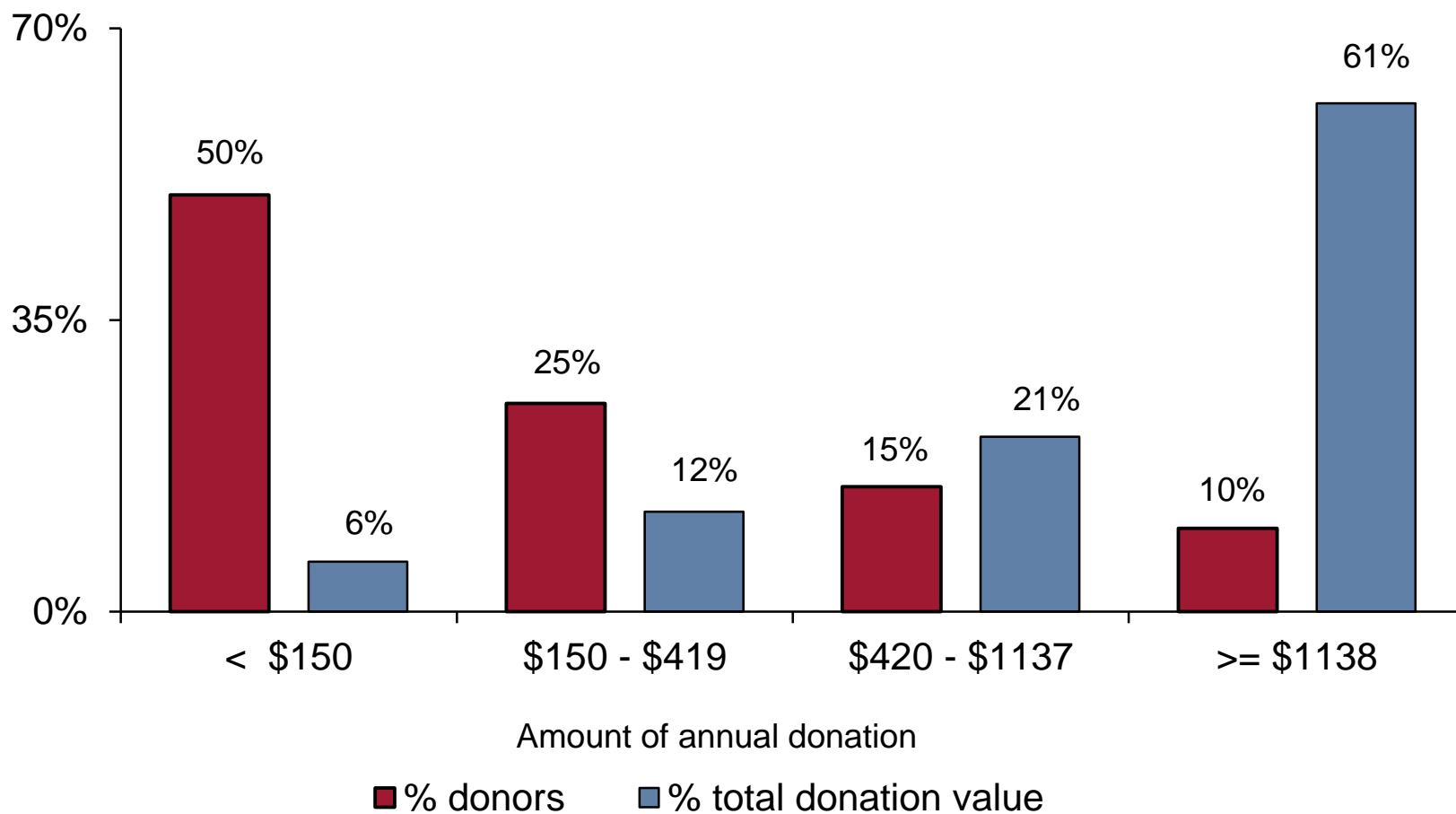


Concentration of support

FINDINGS:

- Although the majority of Albertans donate, the bulk of the monies donated come from a small minority of donors
 - Top 10% of donors (those who donated \$1,138 or more) account for 61% of total value of donations
 - Top 25% of donors (who donated \$420 or more) donated 82% of total donations
- Half of donors contributed less than \$150 and collectively they accounted for 6% of total donations

Concentration of support



Charitable giving

IMPLICATIONS:

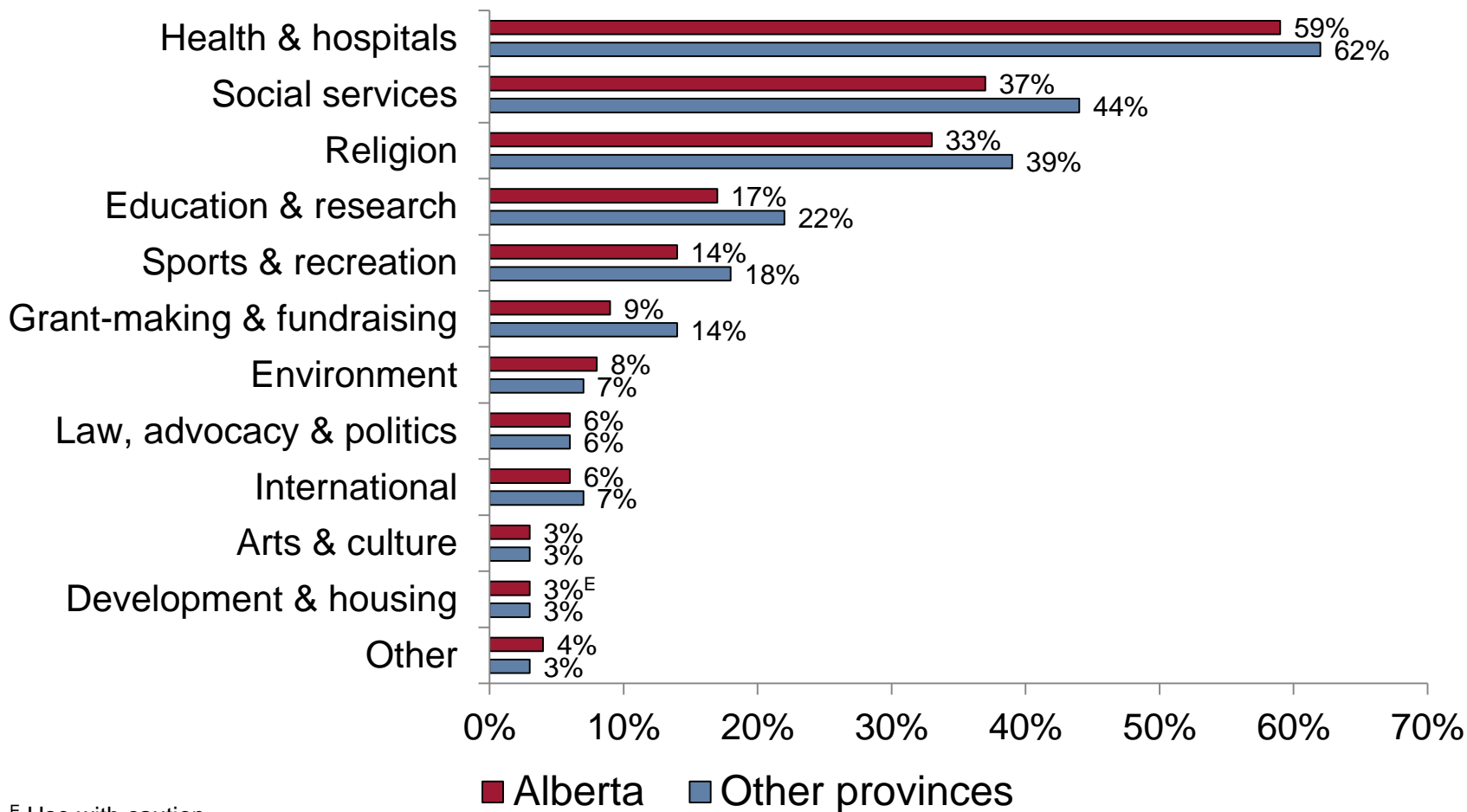
- Albertans somewhat less likely to give than residents of other provinces to give, though they give largest average amounts in Canada
- Nonprofit organizations are heavily dependent on a very small portion of the Alberta population for their donations
- Should anything happen to that portion of the population, effects could be dramatic

Types of organizations supported

FINDINGS:

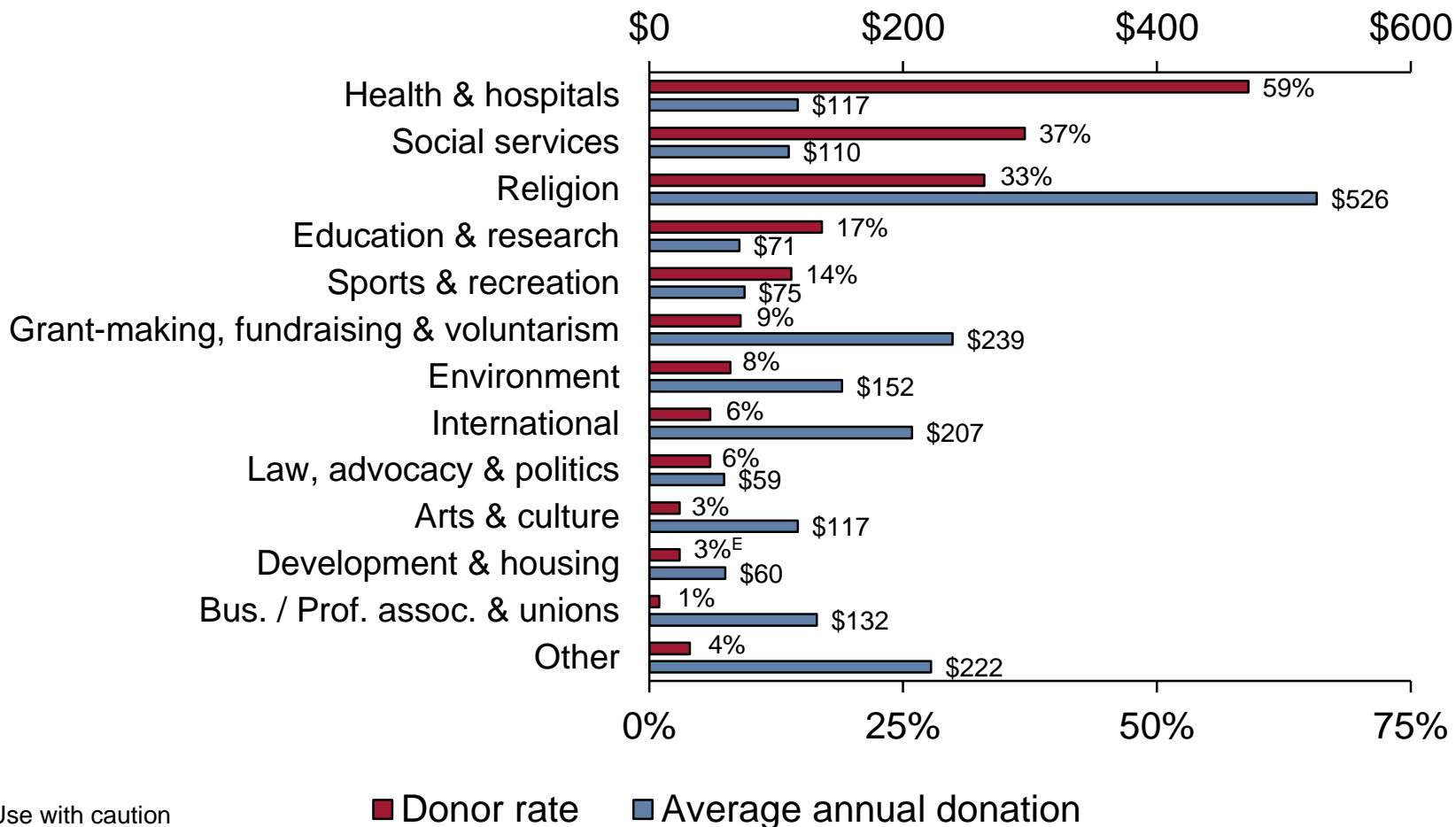
- Alberta donors most likely to give to organizations working in the areas of Health, Social Services and Religion
- Less likely than donors in other provinces to donate to most types of organizations
- Largest donation amounts go to Religious, Health and Social Services organizations
- Religious organizations receive almost half of total donation value
- Number of most commonly supported organizations account for relatively small portions of total donations

Types of organizations supported

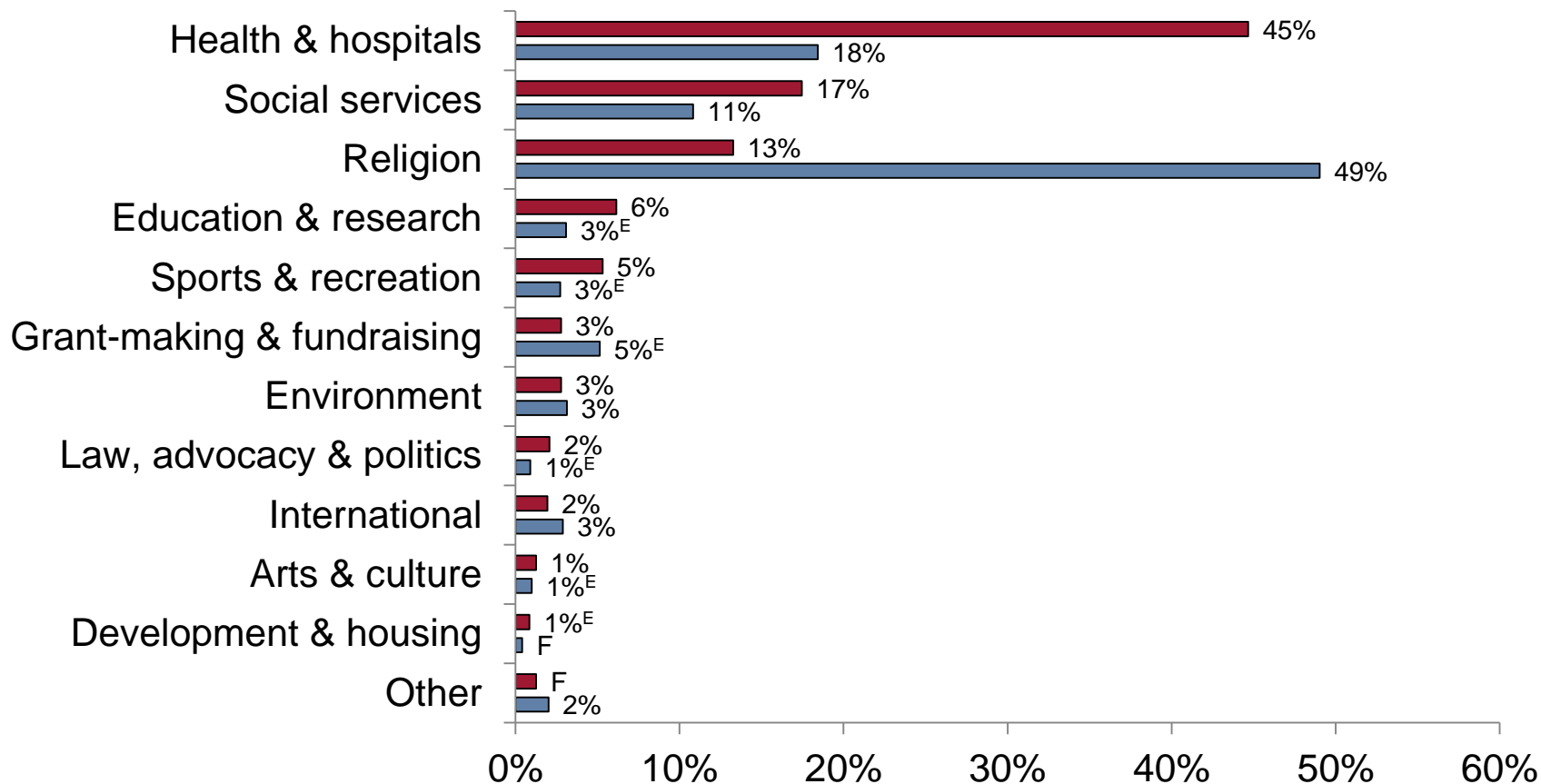


^E Use with caution

Types of organizations supported



Types of organizations supported



^E Use with caution.

^F Sample size too small to use.

■ % total number of donations

■ % total value of donations

Types of organizations supported

IMPLICATIONS:

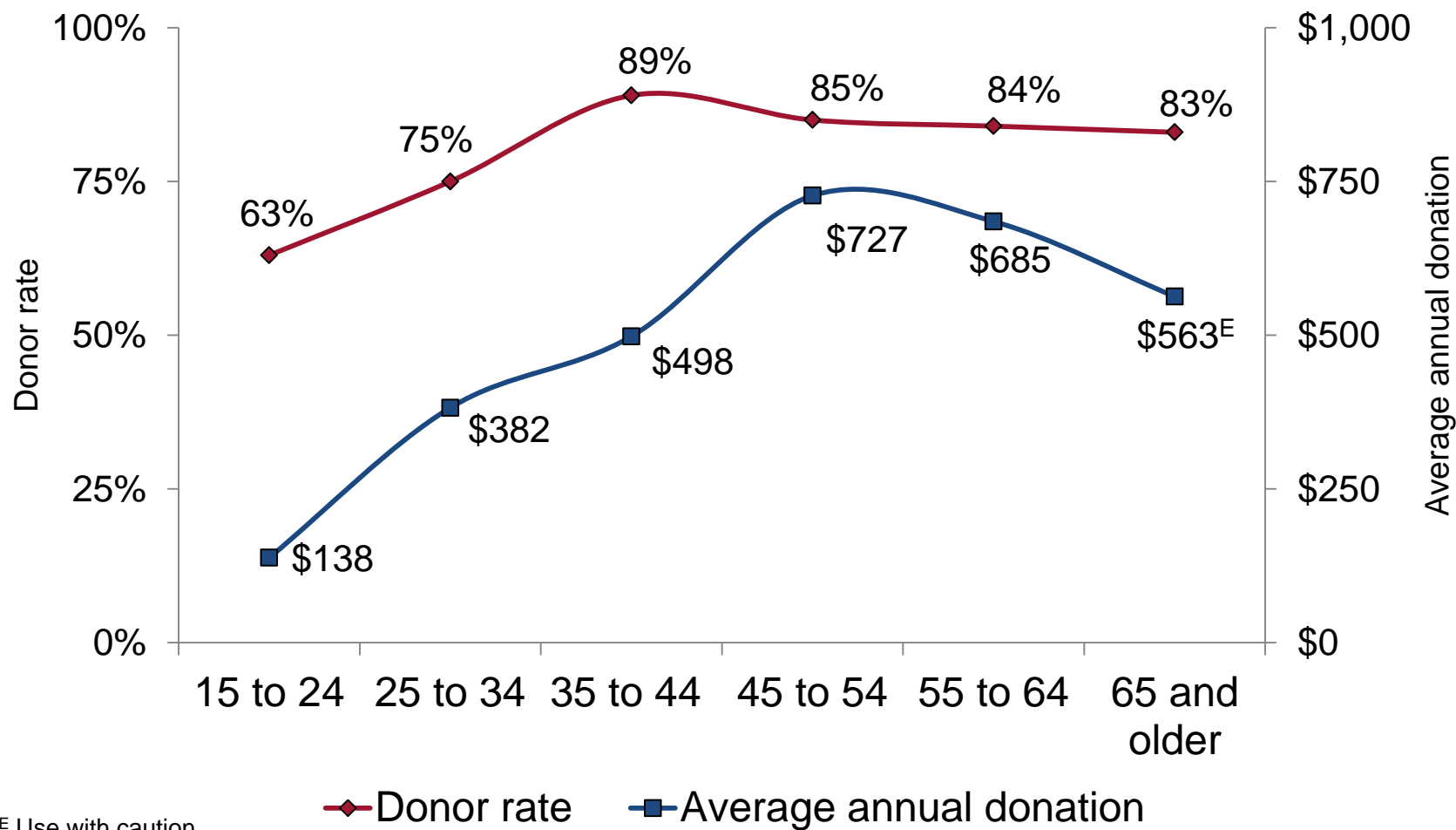
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support with low levels of donation?
 - Narrow base of support with high levels of donation?

Donor characteristics

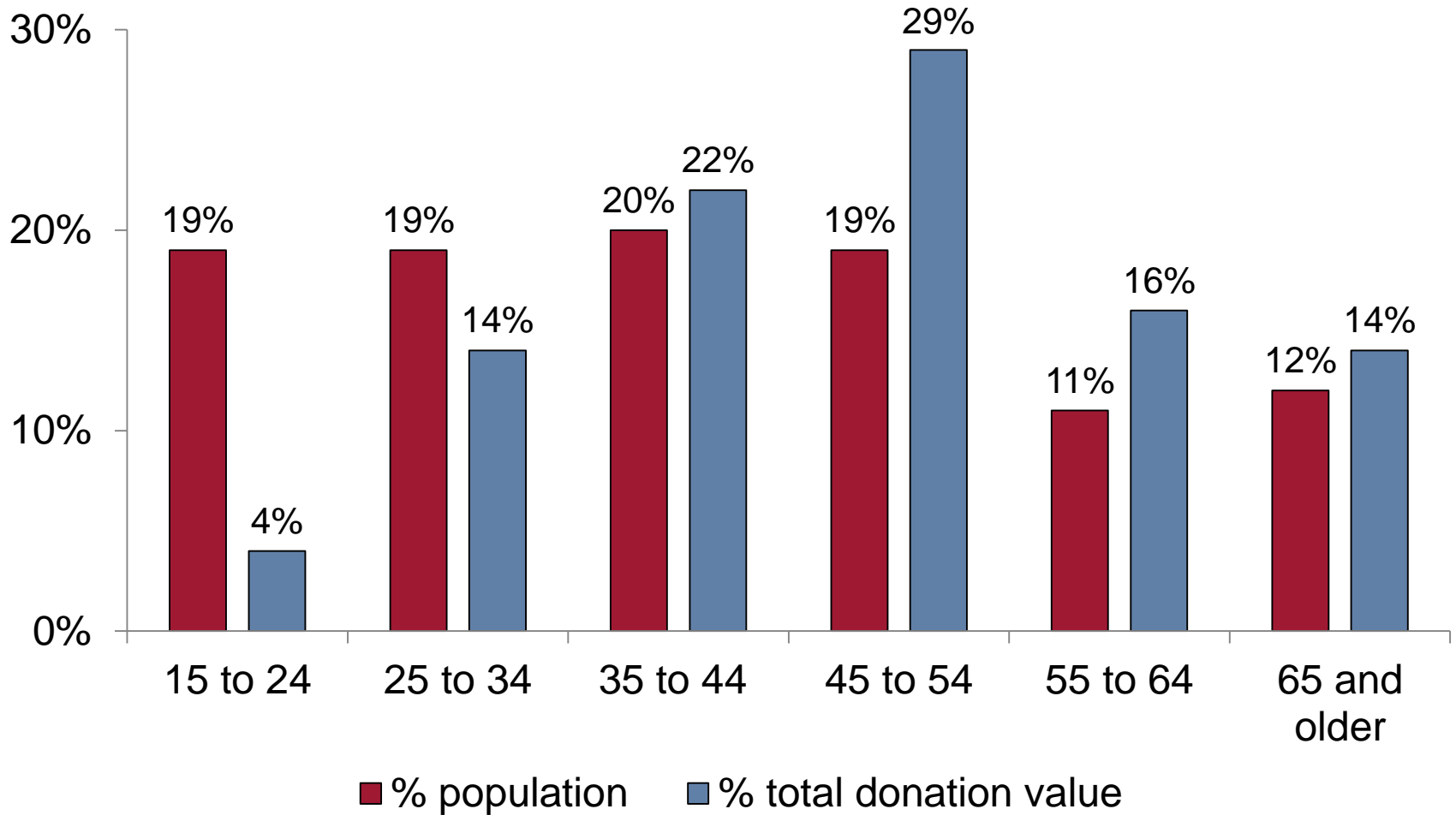
FINDINGS:

- Likelihood of giving and amounts donated tend to vary according to individual's personal and economic characteristics
- Likelihood of giving and average amounts donated together produce total donation amount for any given group
- Some groups contribute less than might be expected, given their numbers, while other groups give much more than their numbers would suggest
- Although personal and economic characteristics are treated separately here, many tend to be interrelated

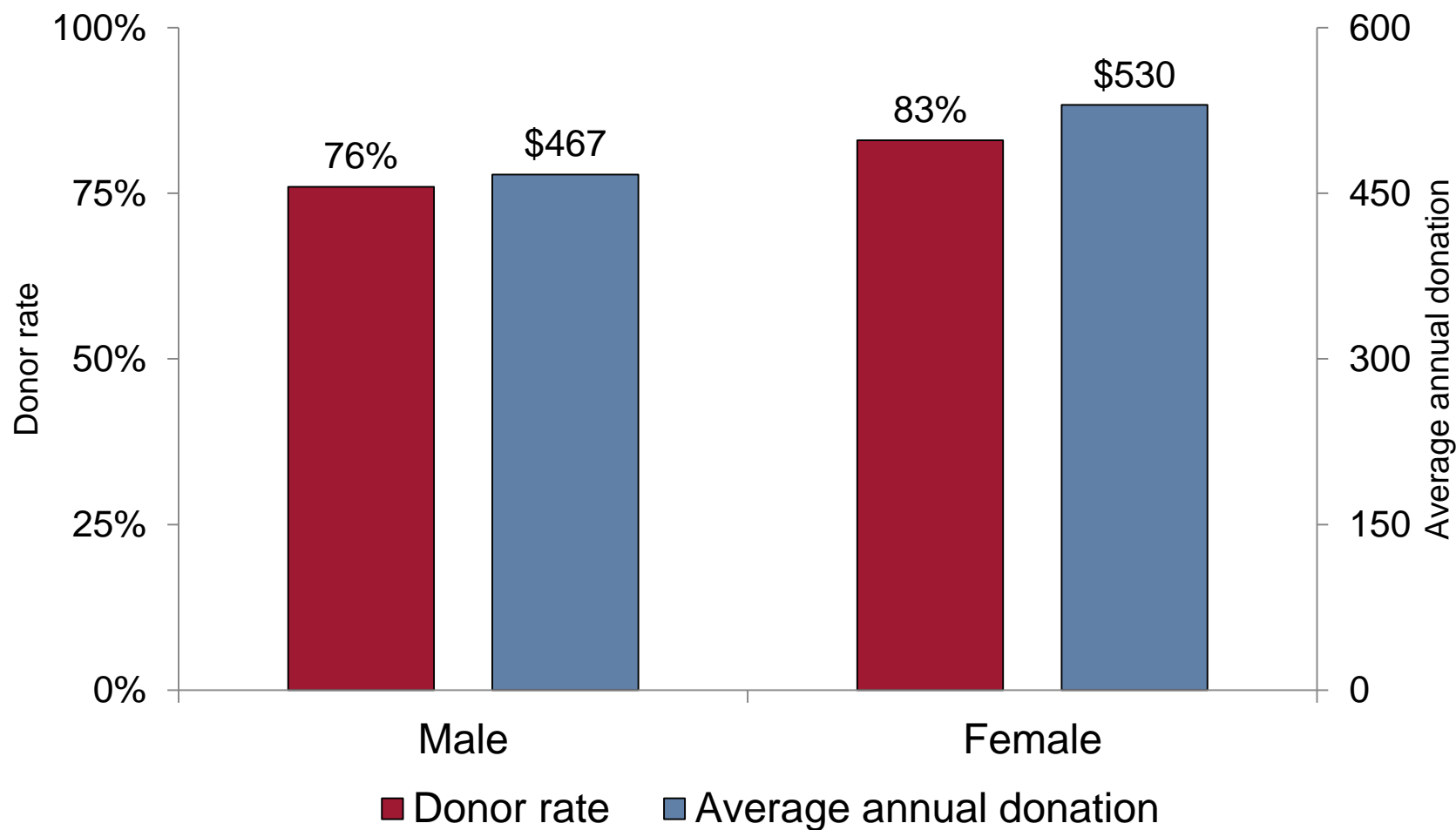
Donor characteristics: Age



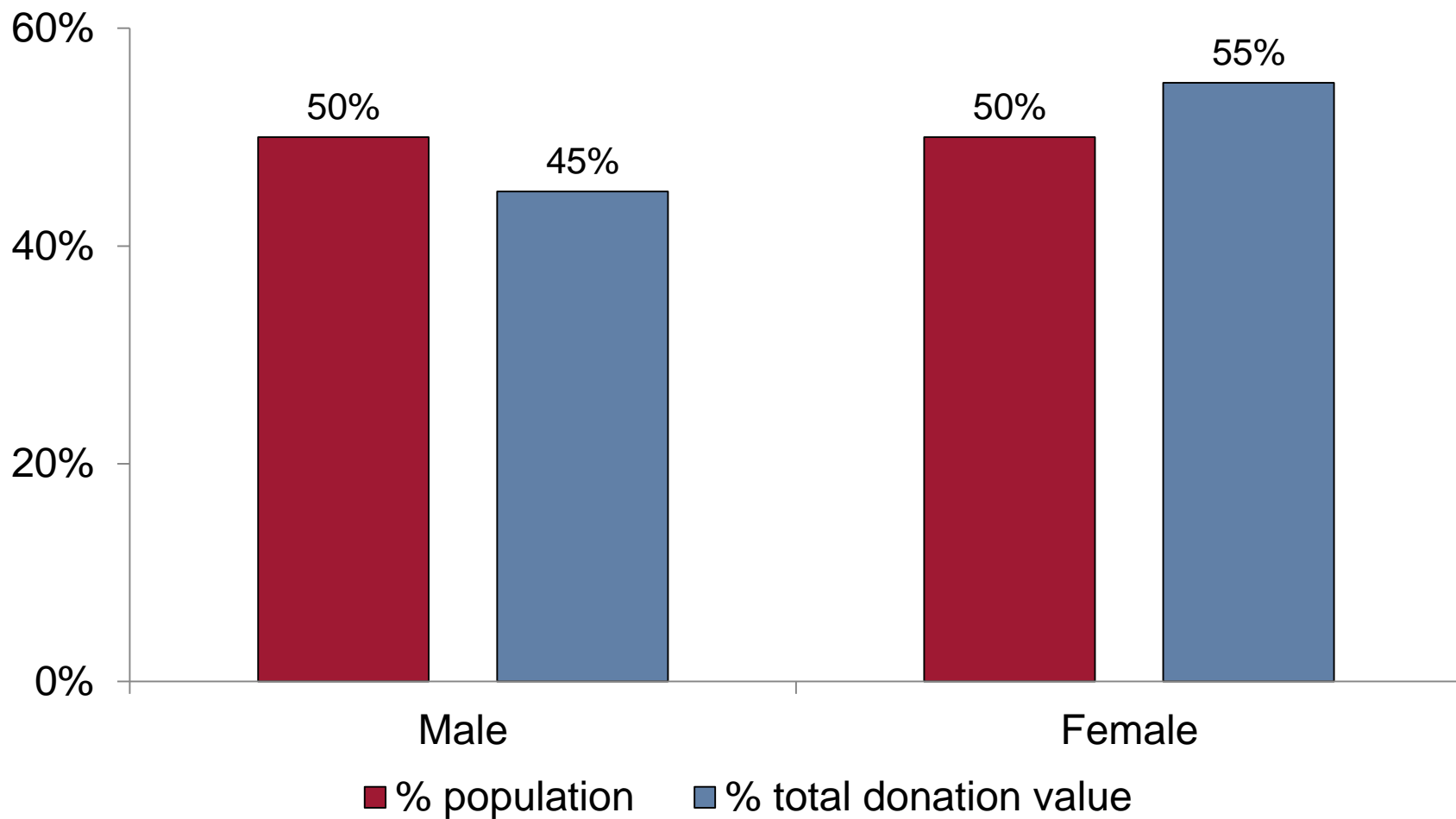
Donor characteristics: Age



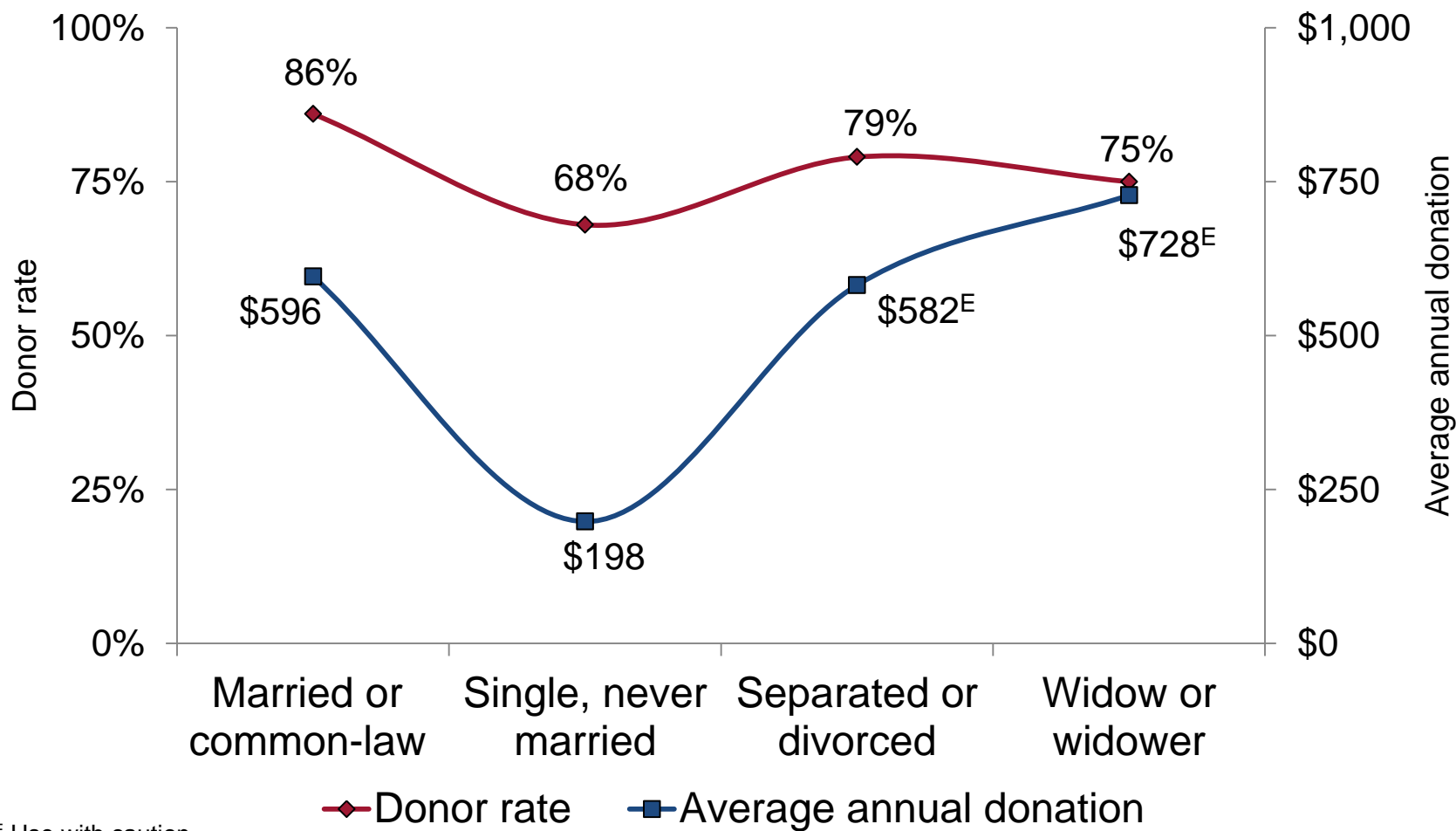
Donor characteristics: Sex



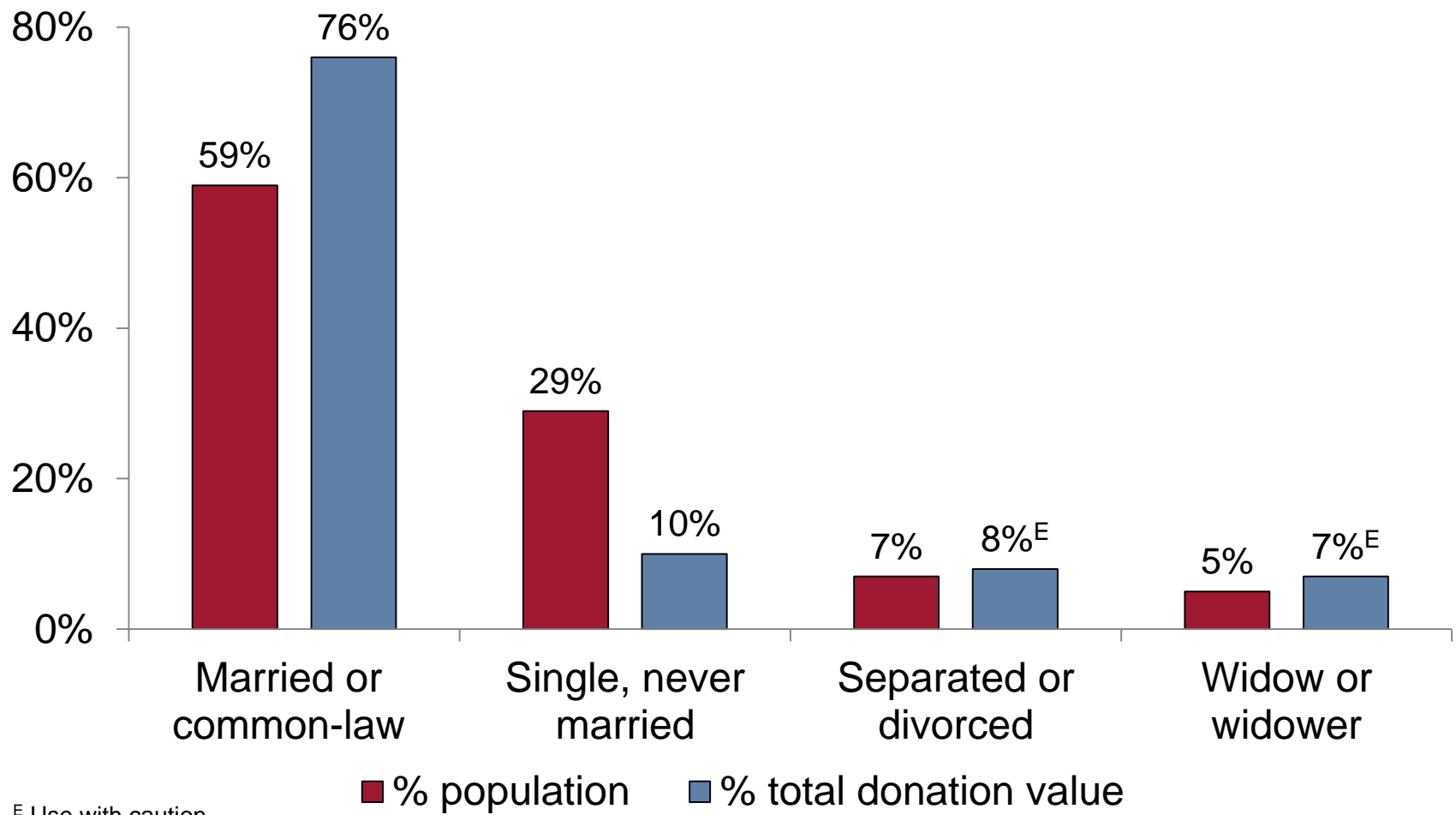
Donor characteristics: Sex



Donor characteristics: Marital status

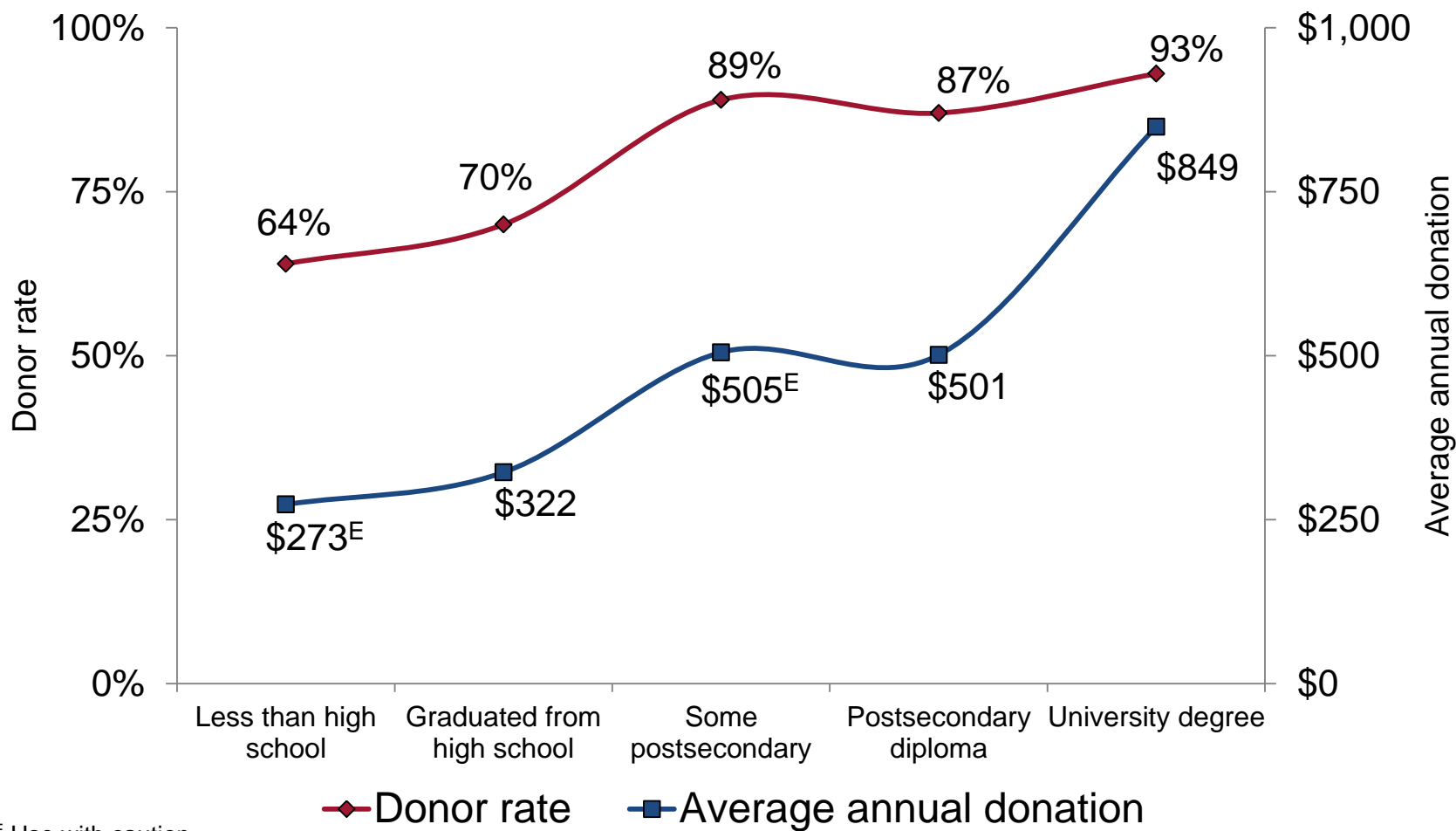


Donor characteristics: Marital status

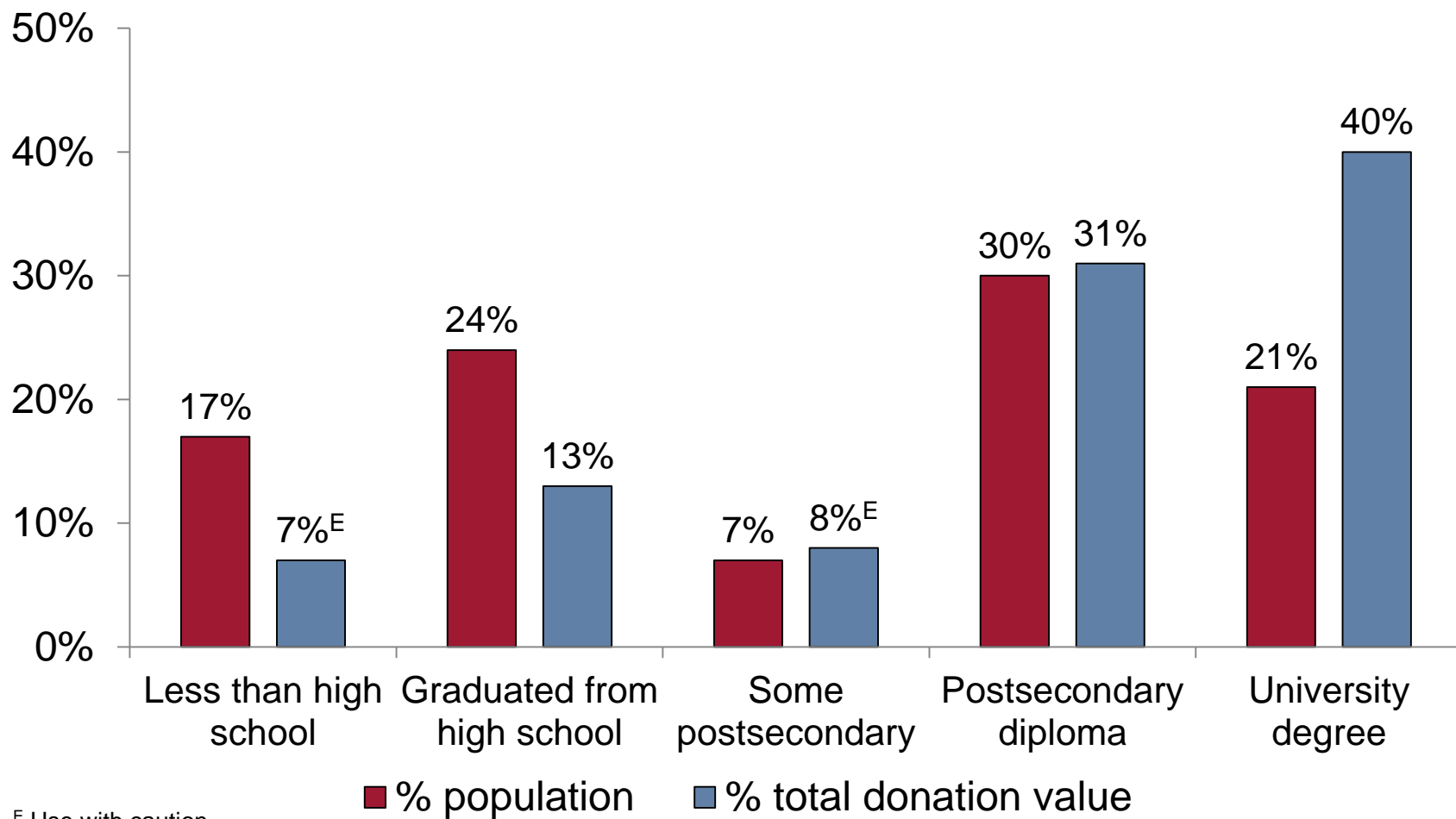


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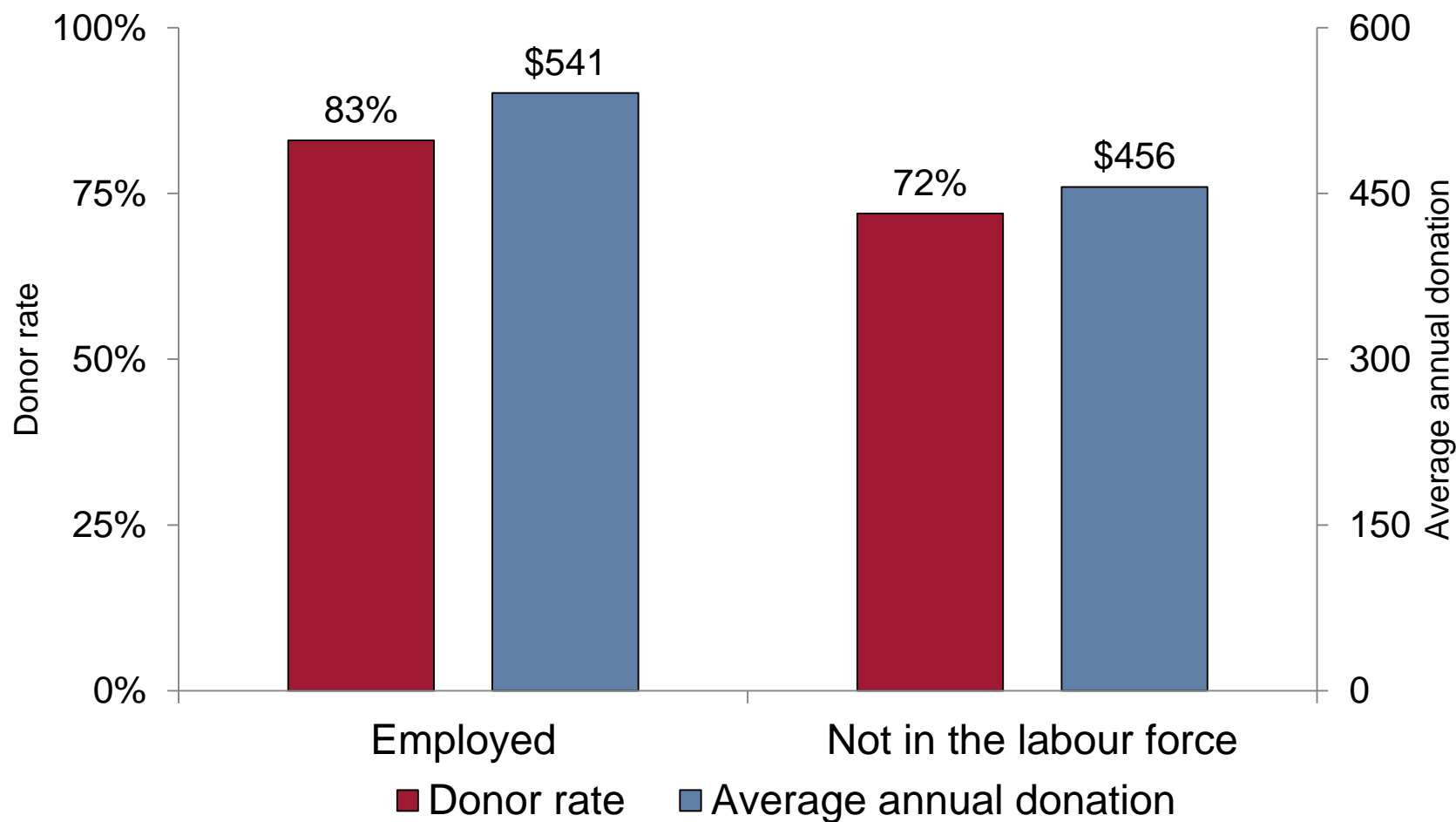
Donor characteristics: Education level



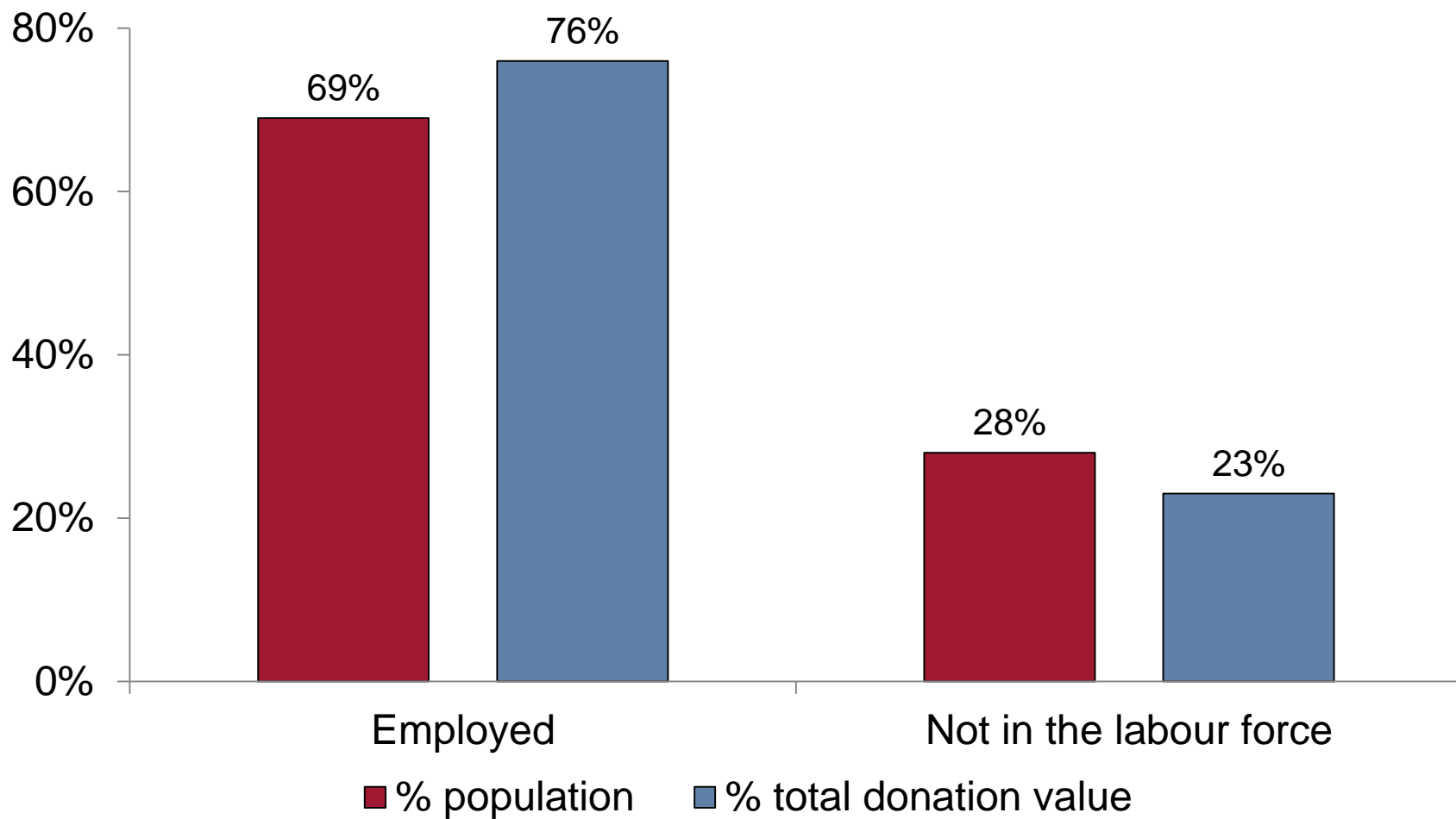
Donor characteristics: Education level



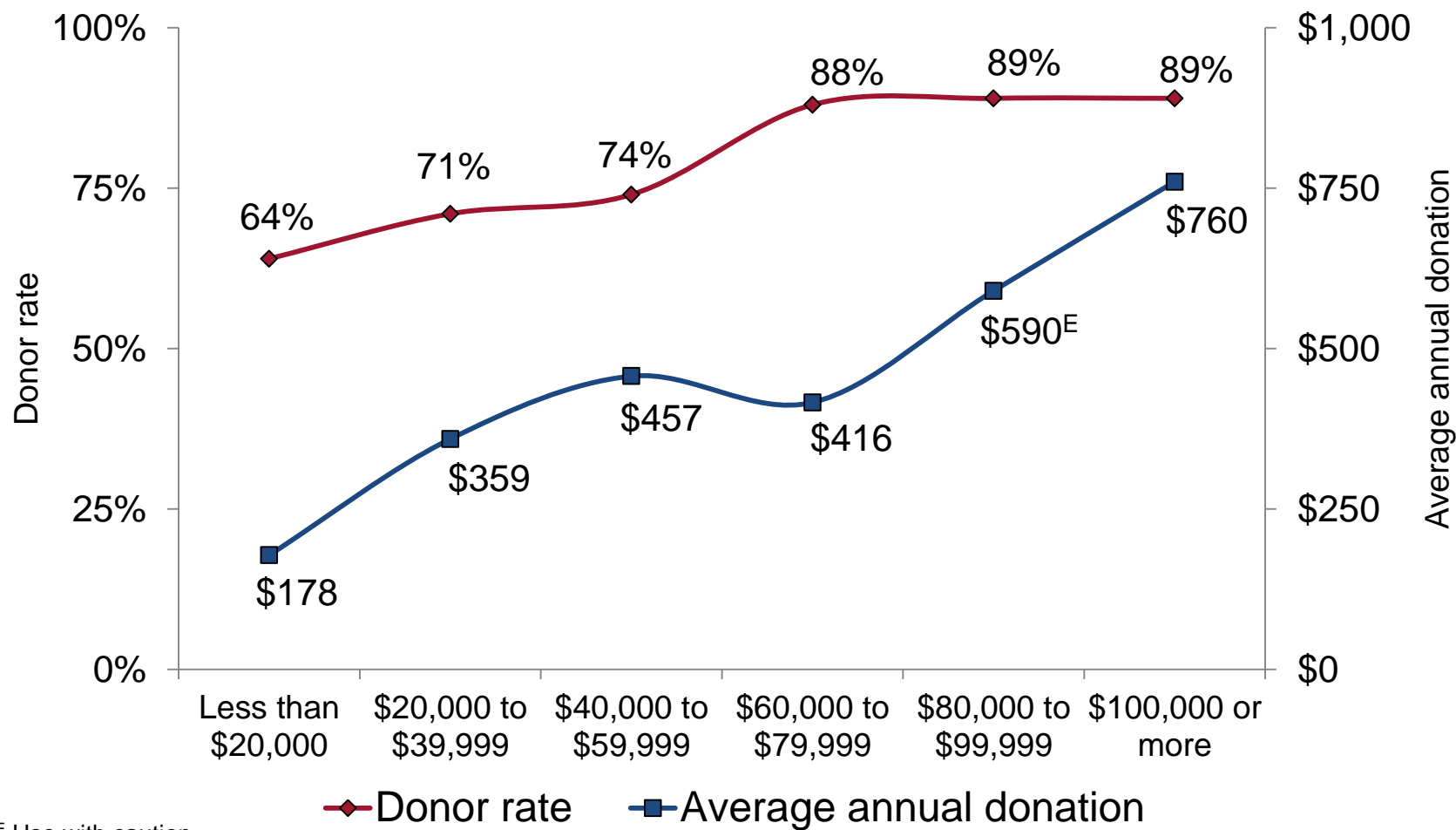
Donor characteristics: Labour force status



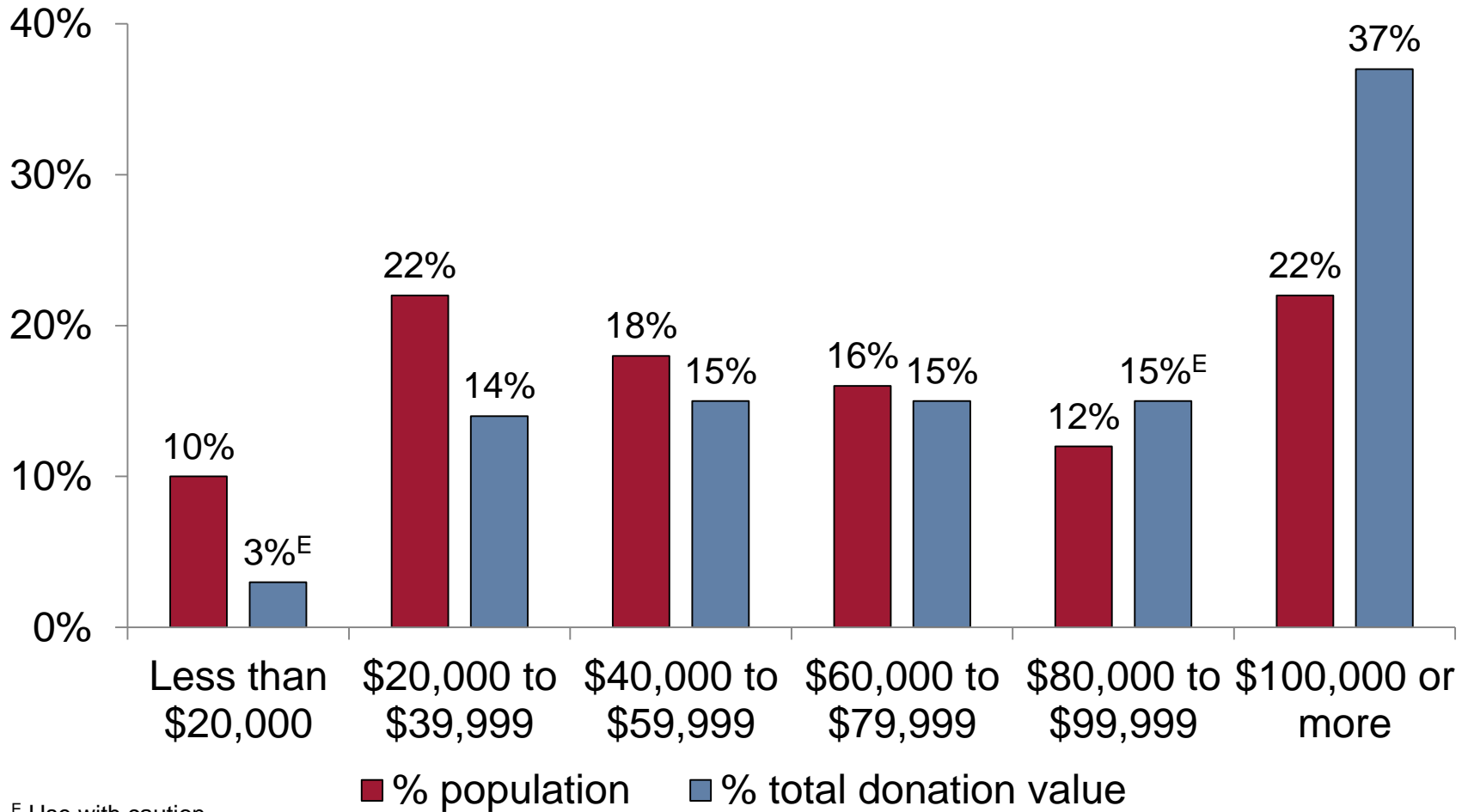
Donor characteristics: Labour force status



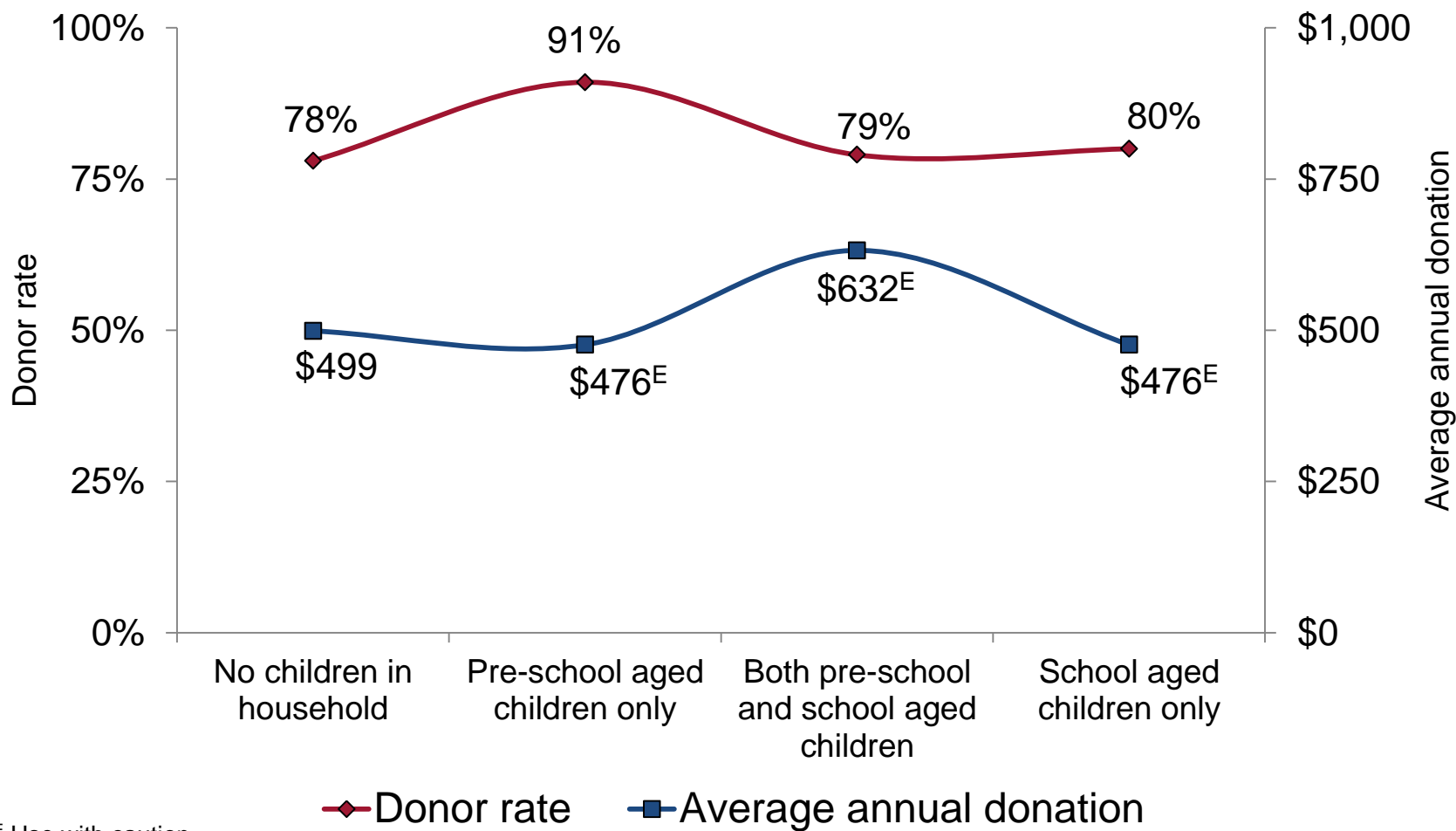
Donor characteristics: Household income



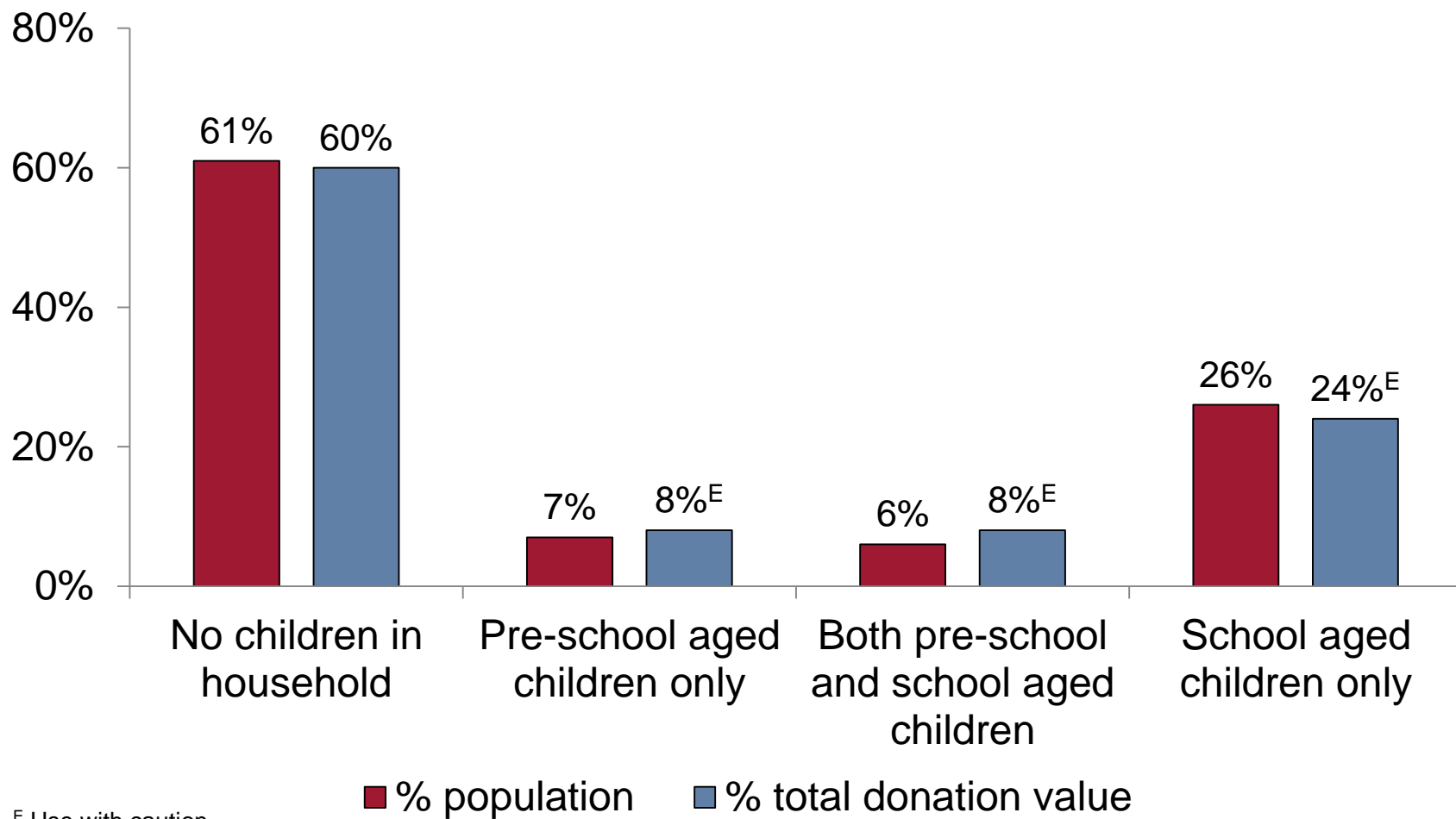
Donor characteristics: Household income



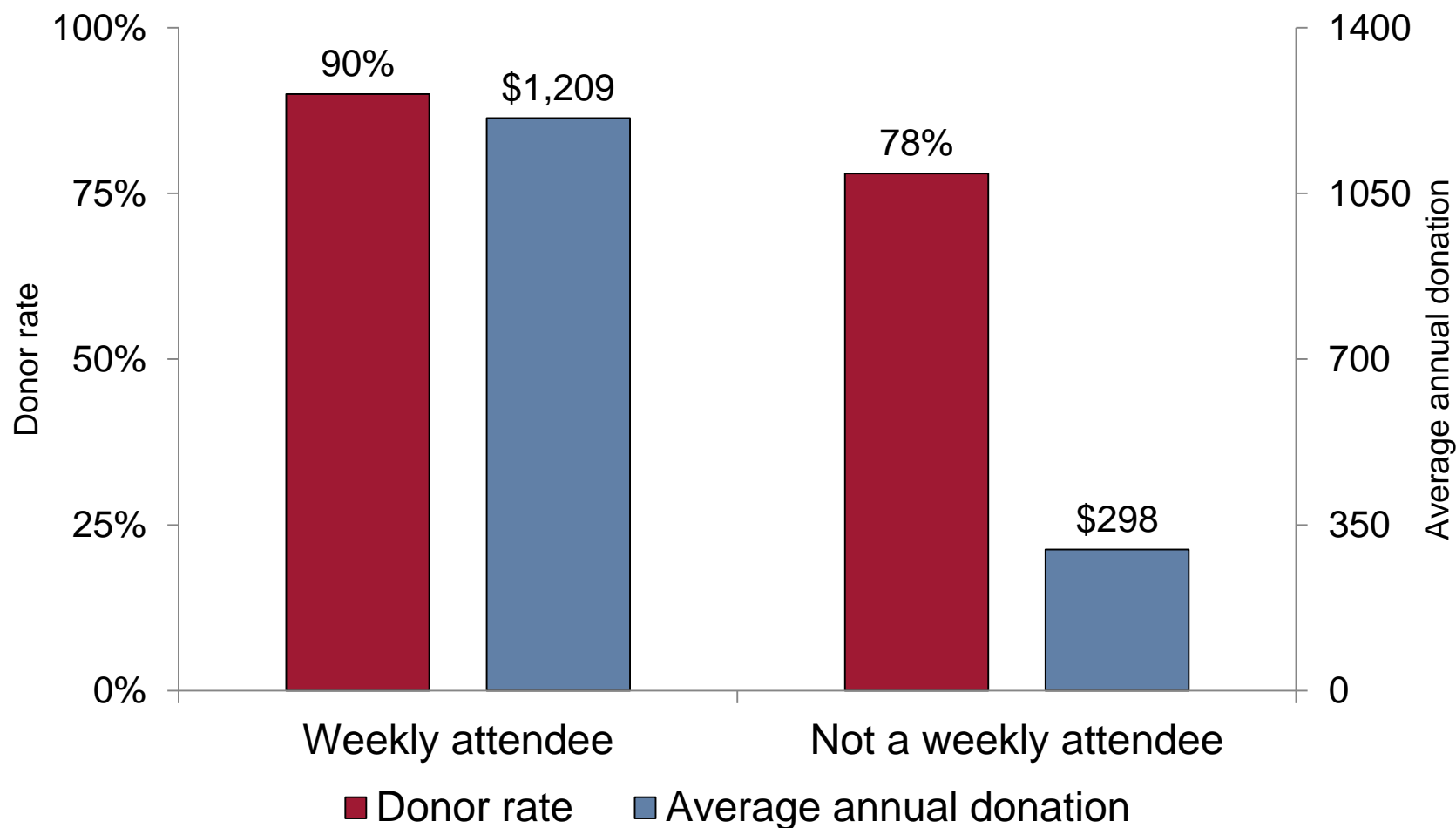
Donor characteristics: Presence of children



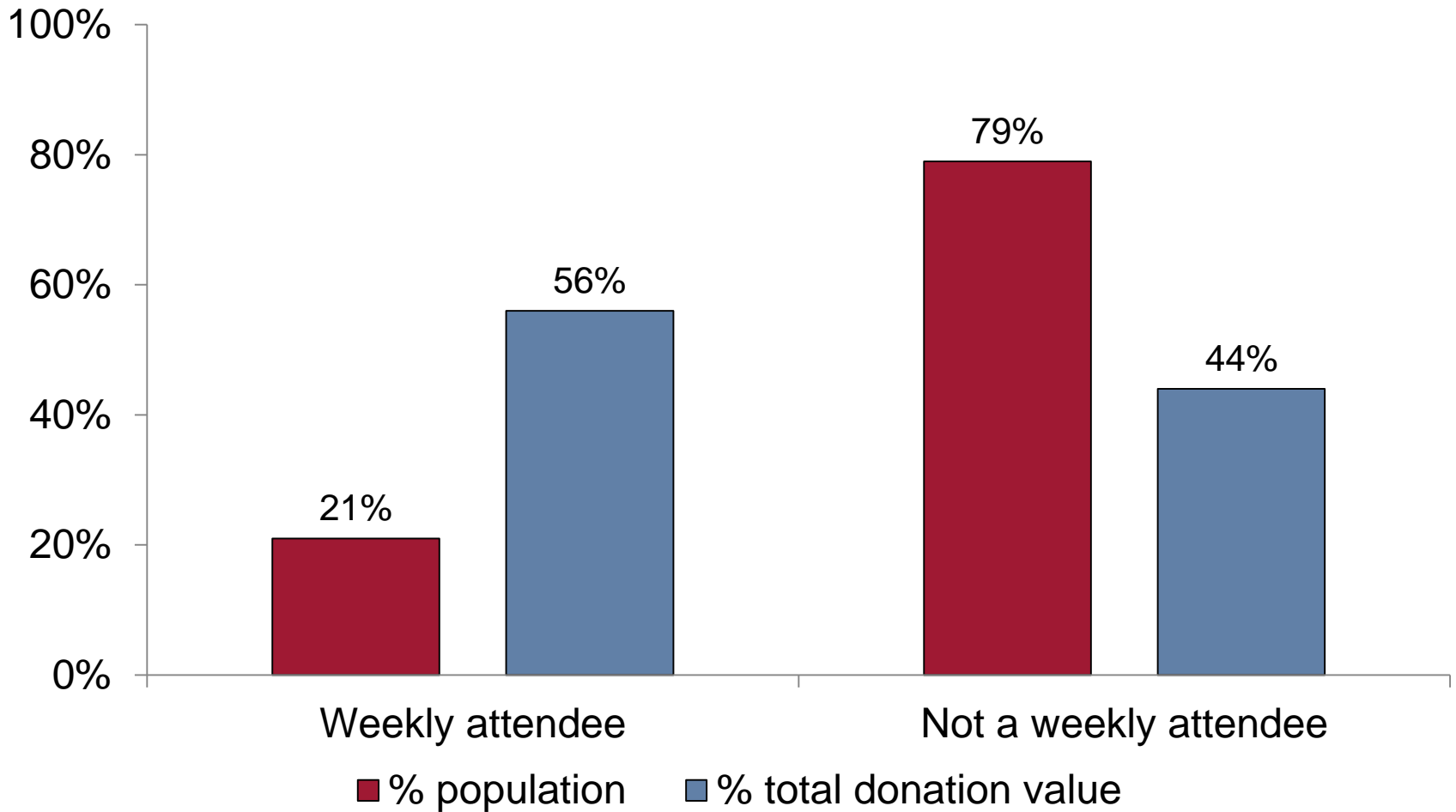
Donor characteristics: Presence of children



Donor characteristics: Religious attendance



Donor characteristics: Religious attendance



Donor characteristics

- Groups that gave disproportionately large amounts:
 - Were 45 years of age or older
 - Were women
 - Were married, or in a common-law relationship
 - Held a university degree
 - Were employed
 - Had annual household incomes of \$100,000 or more
 - Attended religious services on weekly basis

Donor characteristics

IMPLICATIONS:

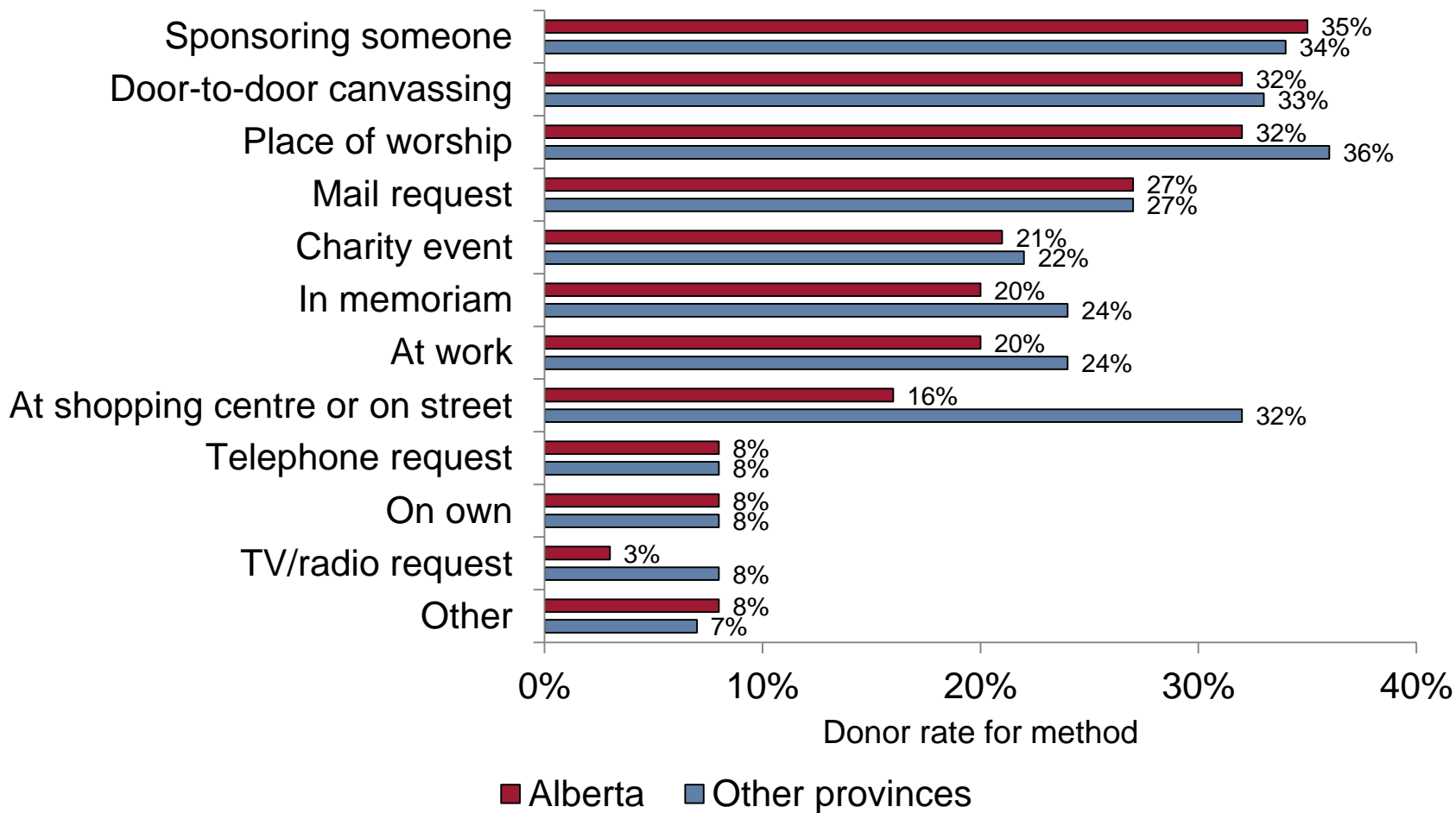
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the levels of support your organization receives with typical levels of support may provide additional insights
- Keep in mind – many donor characteristics change
 - Implications for donor stewardship and what constitutes a reasonable ask

Donation methods

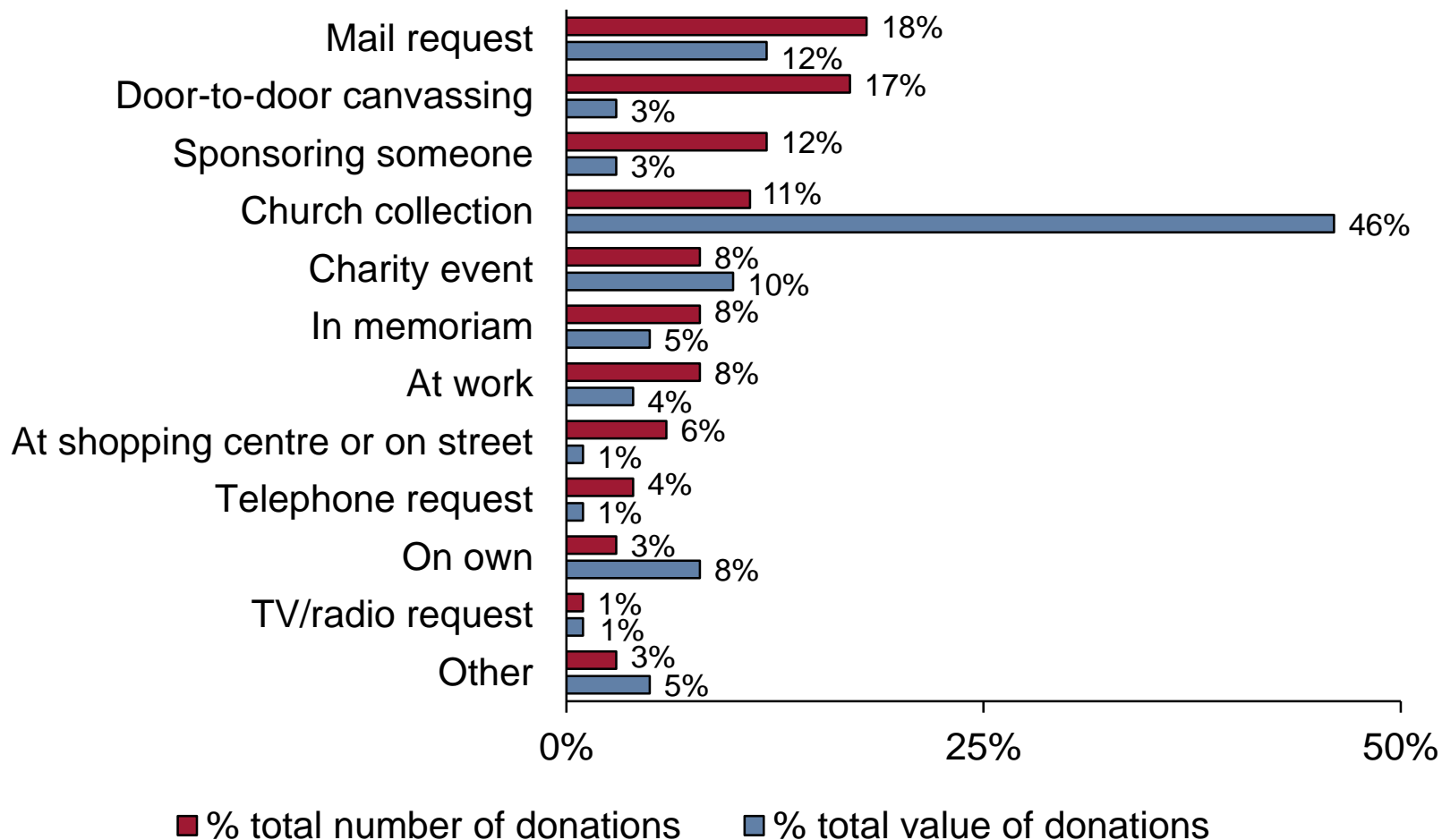
FINDINGS:

- Albertans most likely to give by sponsoring someone, in response to door-to-door canvassing, or through a place of worship
- Albertans less likely than residents of other provinces to donate in a number of ways, particularly:
 - requests in public places (e.g., on street or in shopping centre)
 - at place of work,
 - in memoriam, or
 - at place of worship
- Bulk of money donated through places of worship

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

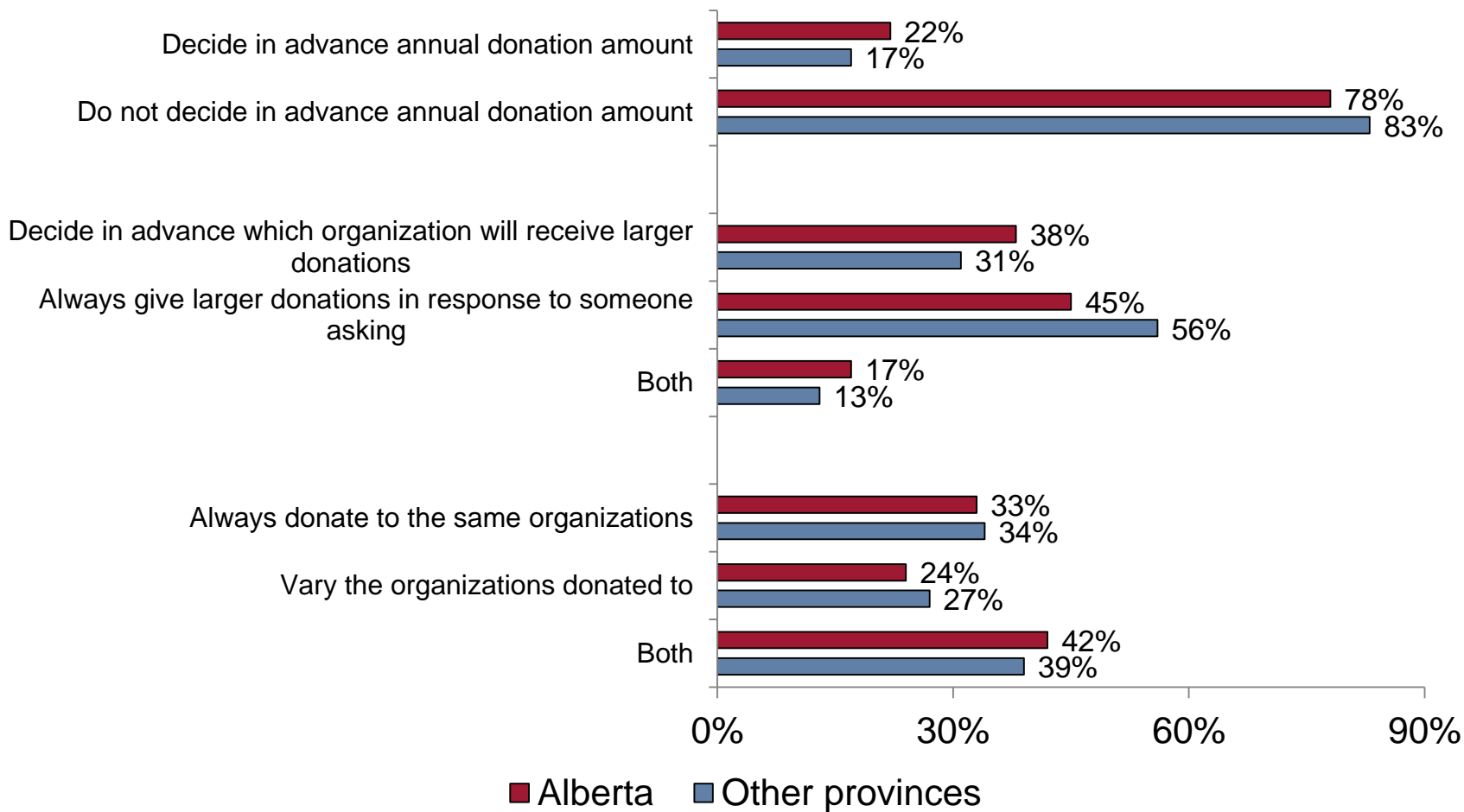
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical factor that organizations need to carefully consider: solicitation costs

Donations and decision making

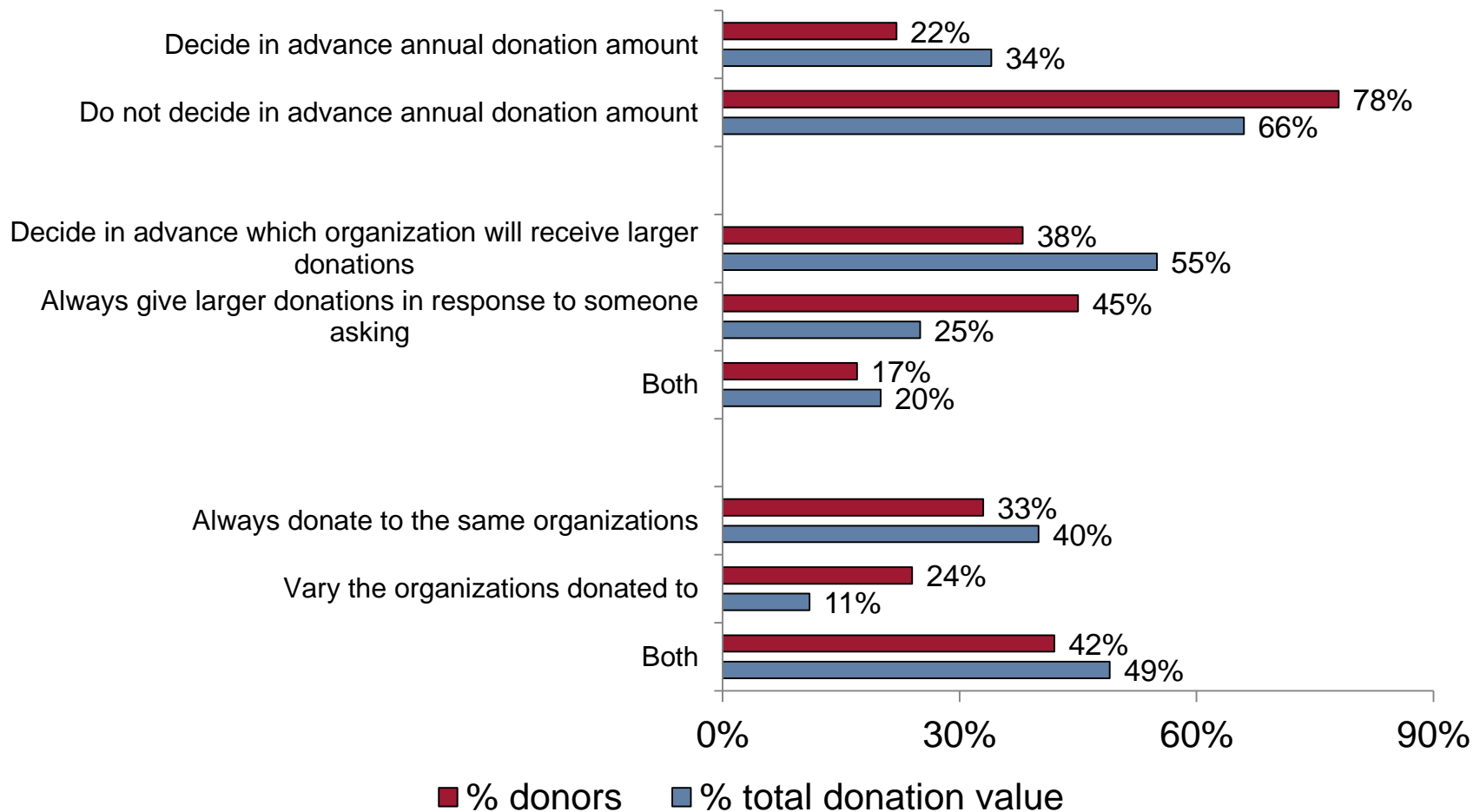
FINDINGS:

- Albertans somewhat more likely than donors in other provinces to plan in advance:
 - Amounts they will donate
 - Organizations they will support with large donations
- Those who plan donations in advance donate disproportionately large amounts
- Albertans more likely to donate to a mixture of new organizations and organizations they have previously supported
 - Those who donate to the same organizations from year to year or to a mix of organizations donate disproportionately large amounts

Donations and decision making



Donations and decision making



Donations and decision making

IMPLICATIONS:

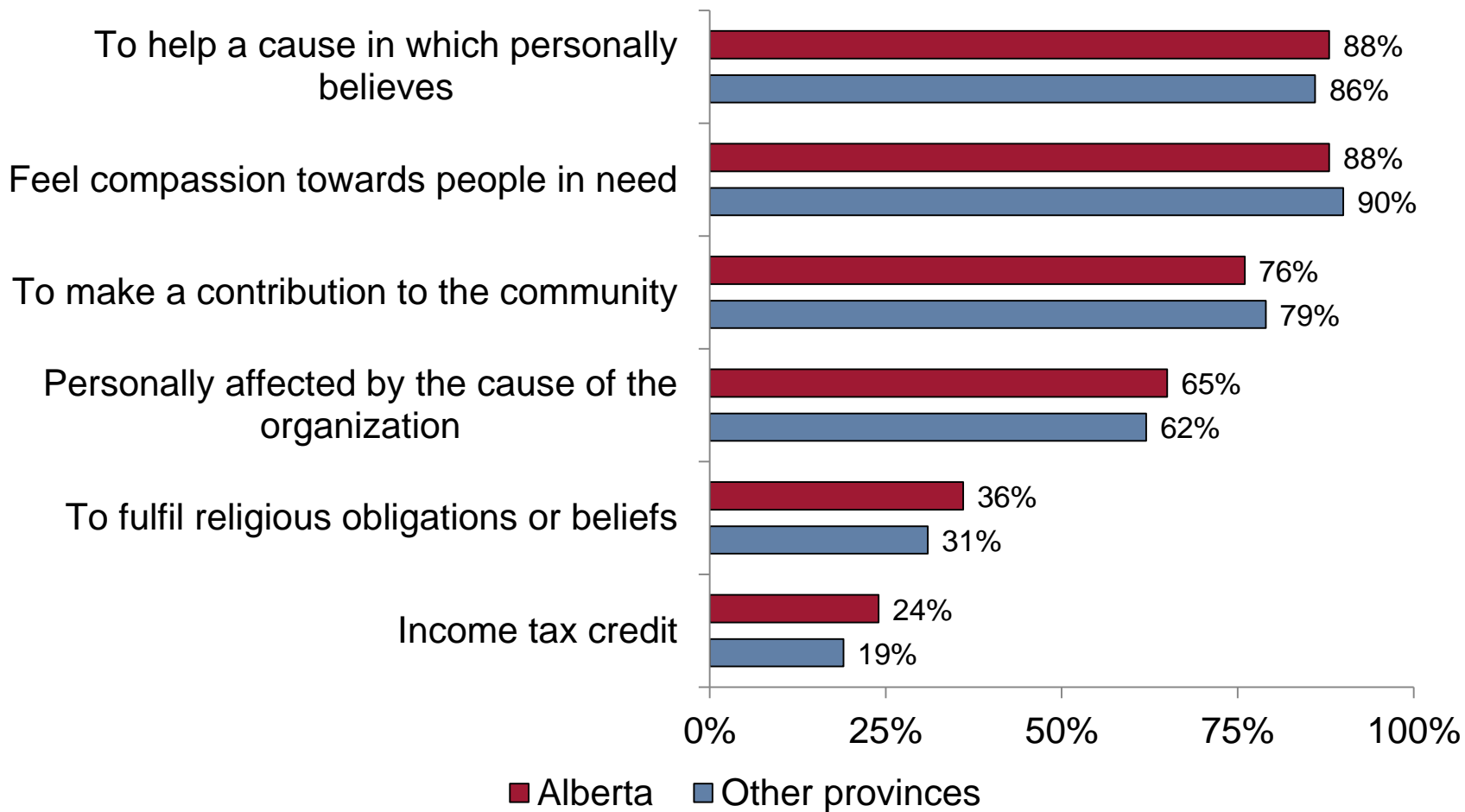
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing relationship is not a disqualifier to the ask
 - ‘Churn’ and reactive decision making are the norm

Motivations

FINDINGS:

- Pattern of response to motivations in Alberta similar to pattern seen in other provinces
- Albertans slightly more likely than donors in other provinces to donate because of:
 - Religious beliefs or obligations
 - Income tax credits
- Slightly less likely to donate in order to make a contribution to the community

Motivations

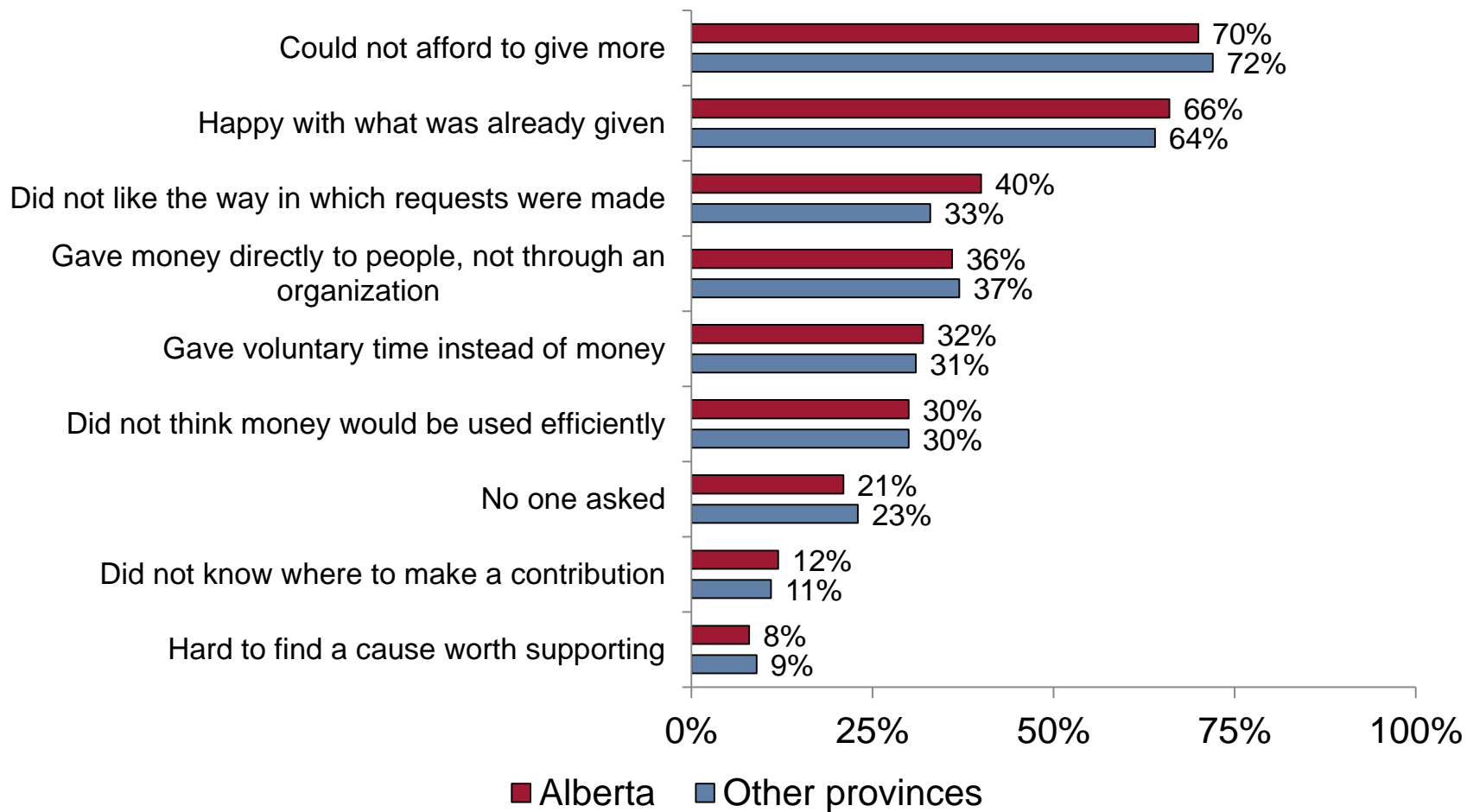


Barriers

FINDINGS:

- Albertan donors most likely to say they did not give more because:
 - Could not afford to give more
 - Happy with what they already gave
- Least likely to not give more because:
 - Did not know how
 - Difficulty finding worthy cause
- Albertans somewhat more likely than donors in other provinces not to like how requests for donations were made

Barriers to giving more



Motivations and barriers

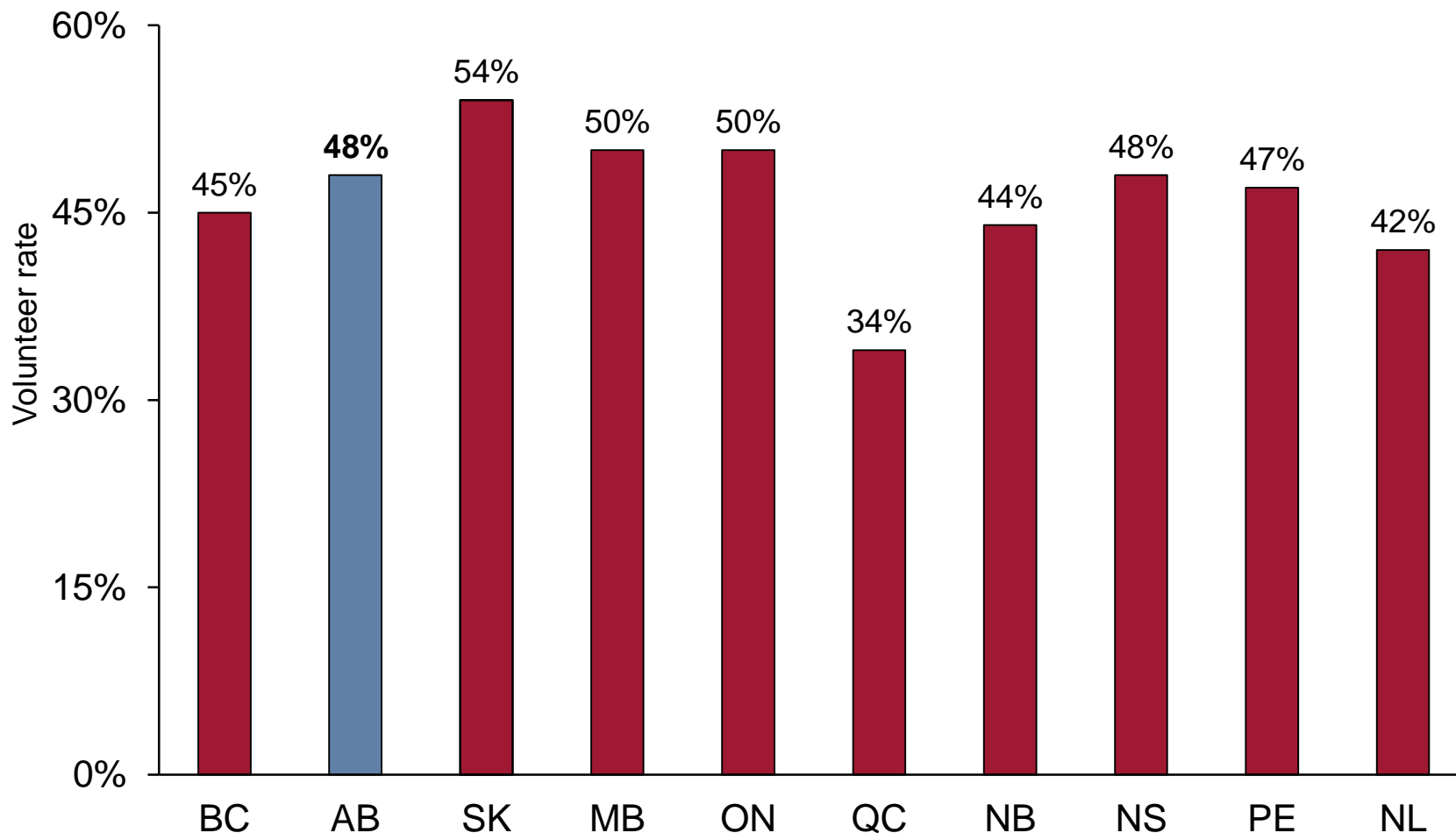
IMPLICATIONS:

- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Just because a given motivation or barrier is commonly reported it does not mean that it is the most important for your particular cause, your donor pool, your solicitation methods or your organization
- Monetary support only one piece of the puzzle
- Motivations and barriers experienced by donors change as their circumstances change
 - Consider implications of changing donor pools

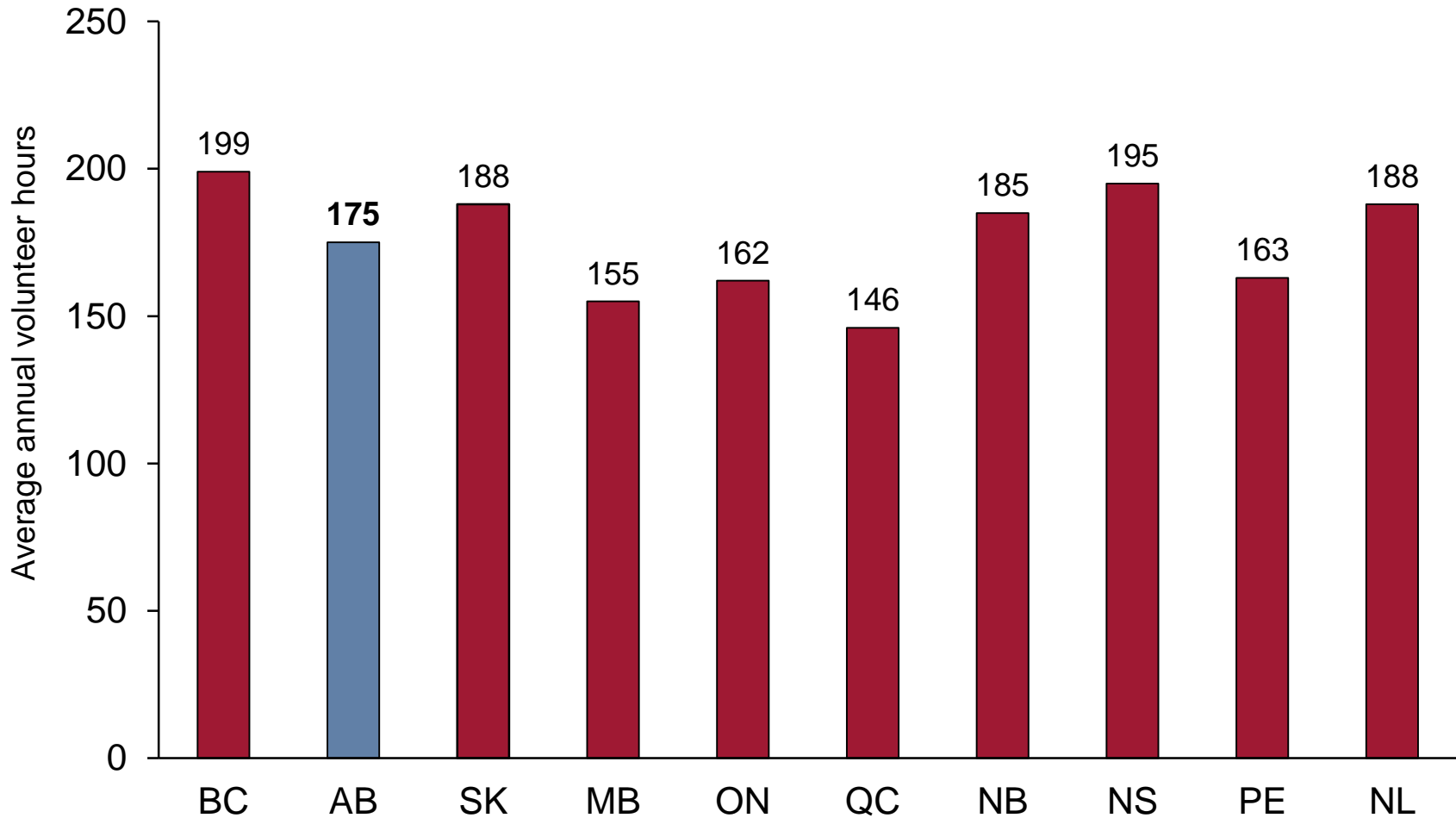
Volunteering

- 48% of Albertans (1,227,000 residents) volunteered
 - 45% of Canadians volunteered
- Volunteers contributed an average of 175 hours each
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- Alberta volunteers contributed a total of 215 million volunteer hours

Volunteer rate



Average hours volunteered

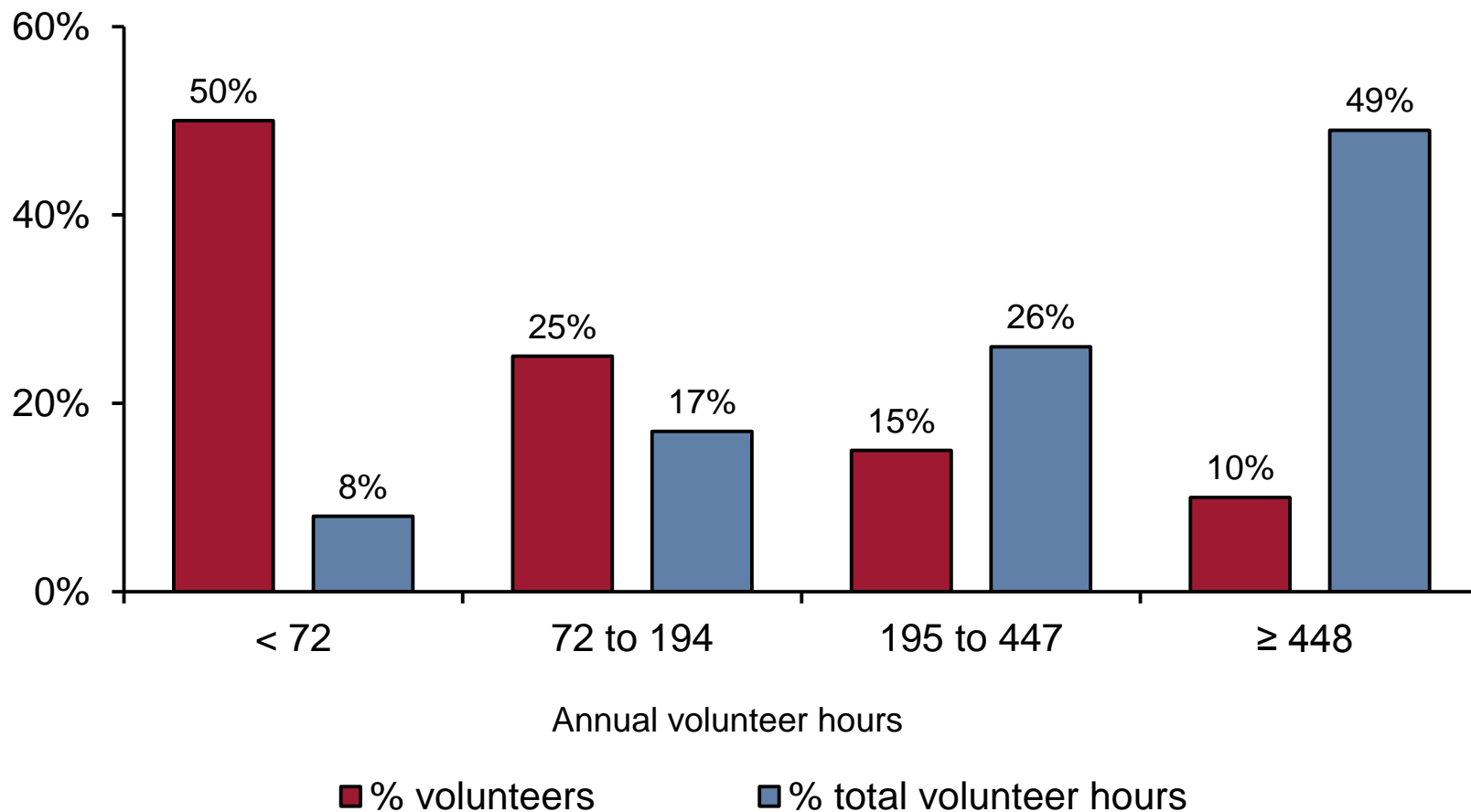


Concentration of support

FINDINGS:

- Although about half of Alberta residents volunteered, a small minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 448 or more hours accounted for 49% of total volunteer hours
 - The top 25% of volunteers (195 hours or more) accounted for 75% of total volunteer hours
- Half of volunteers contributed less than 72 hours, collectively accounting for 8% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

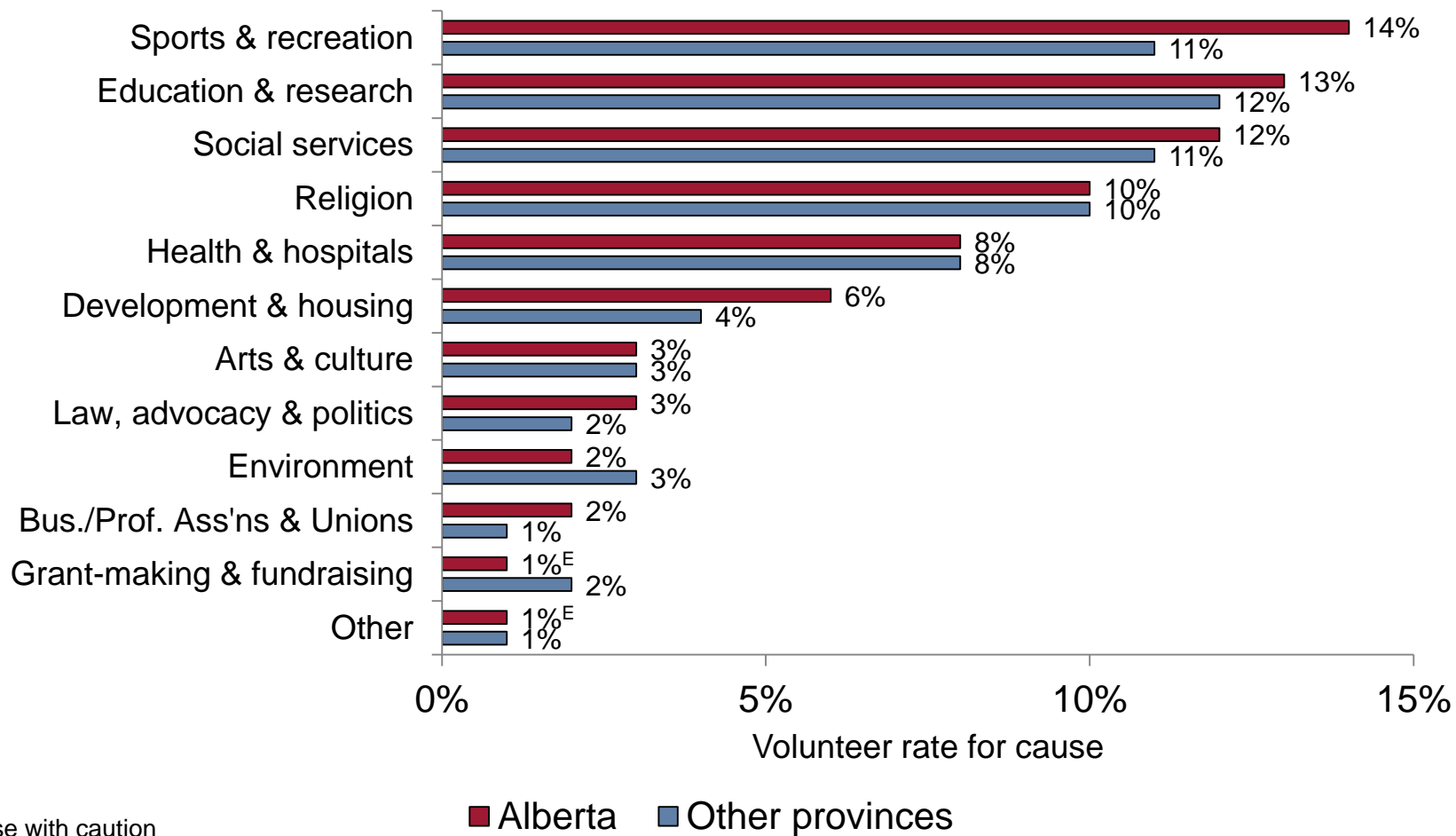
- Albertans slightly more likely to volunteer than national average
- Report slightly higher average hours than Canada as a whole
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - Should anything happen to that portion of the population or to change their habits, effects on organizations could be very significant

Types of organizations supported

FINDINGS:

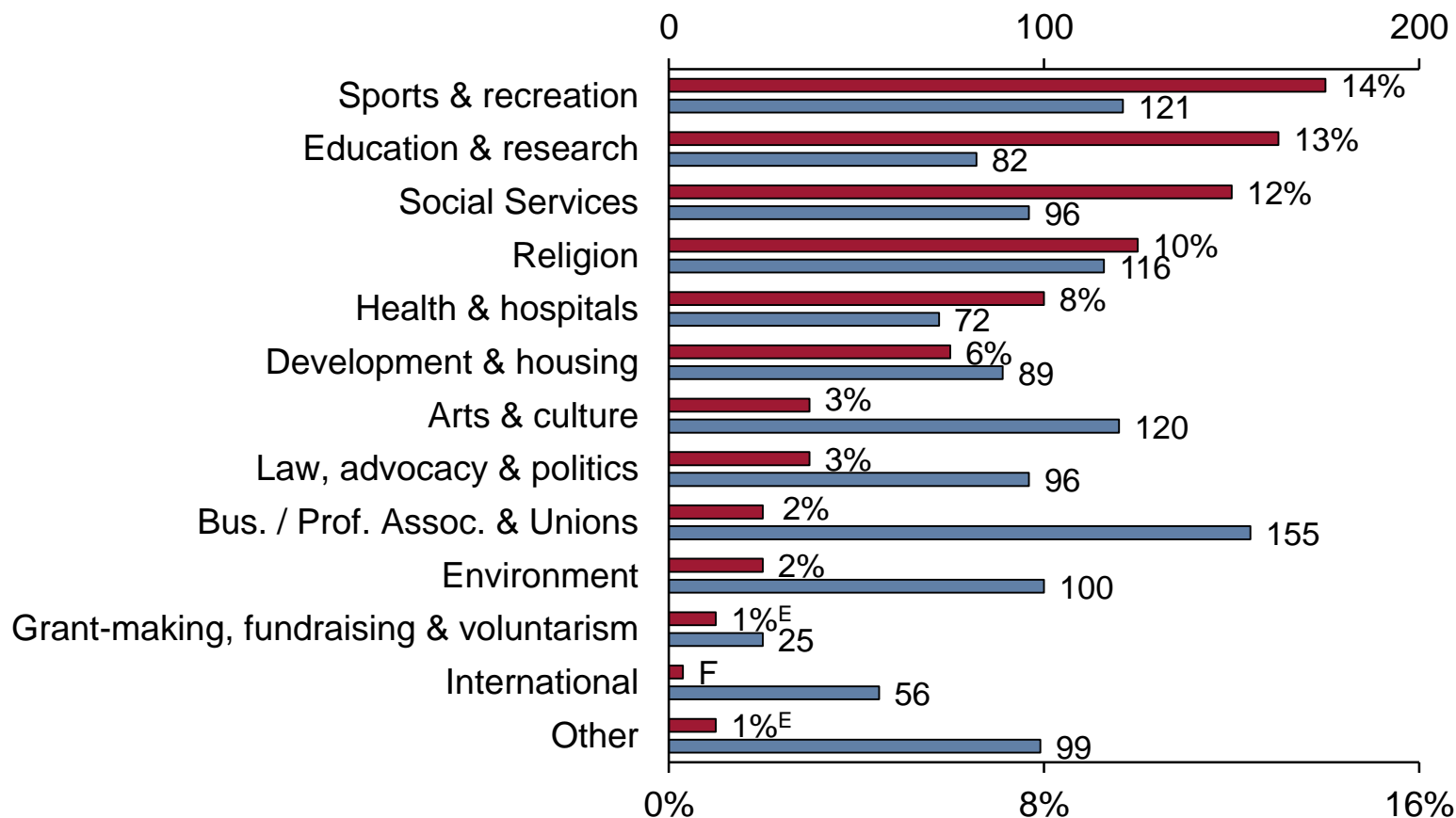
- Albertans most likely to volunteer for organizations working in the areas of:
 - Sports and recreation,
 - Education and research,
 - Social services, and
 - Religion
- More likely than residents of other provinces to volunteer for Sports and recreation organizations
- Widespread support does not necessarily mean volunteers contribute many volunteer hours

Types of organizations supported



^E Use with caution

Types of organizations supported



^E Use with caution.

^F Sample size too small to use.

■ Volunteer rate

■ Average annual volunteer hours

Types of organizations supported

IMPLICATIONS:

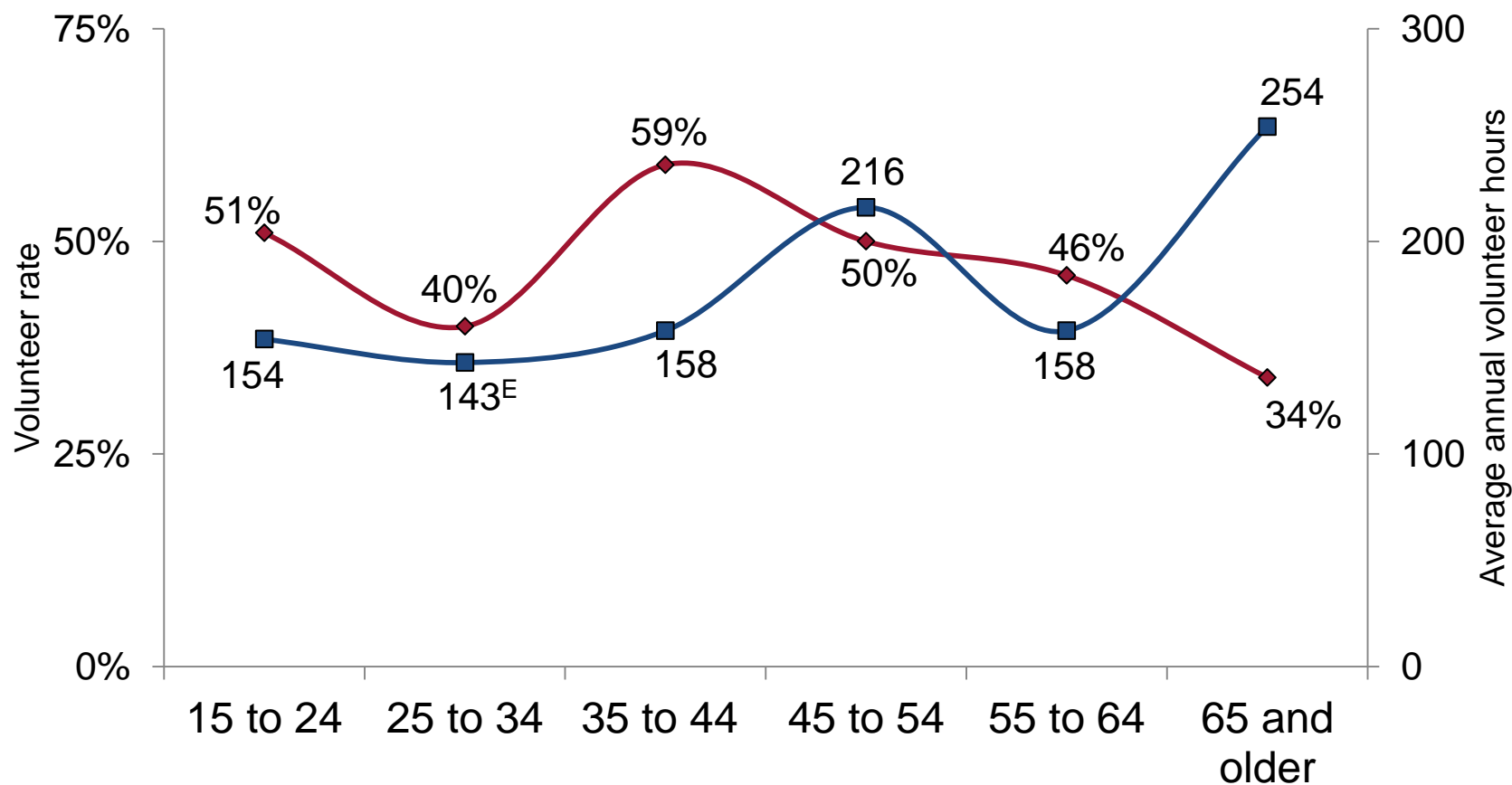
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering generally
- Unlike donating in that upper bound of time is more limited
 - Tend to support fewer organizations

Volunteer characteristics

FINDINGS:

- Likelihood of volunteering and the number of hours volunteered tend to vary according to personal and economic characteristics of the individuals involved
- These factors interact to produce the total volunteer hours for any group
- Some groups contribute more than might be expected, given their representation in the population, while others contribute less
 - Although personal and economic characteristics are treated separately here, many are inter-related
 - Generally, potential disproportion less than with charitable giving

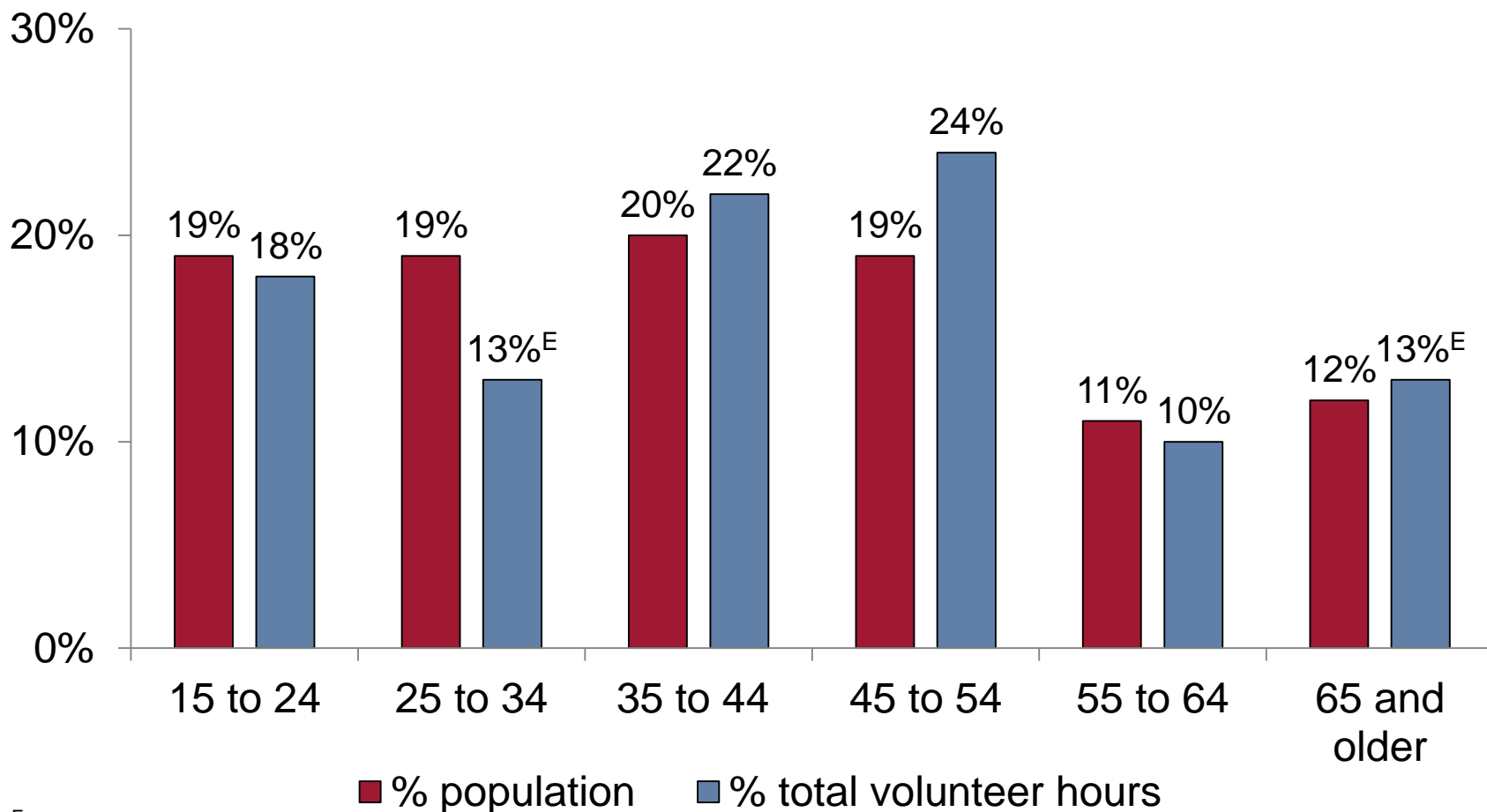
Volunteer characteristics: Age



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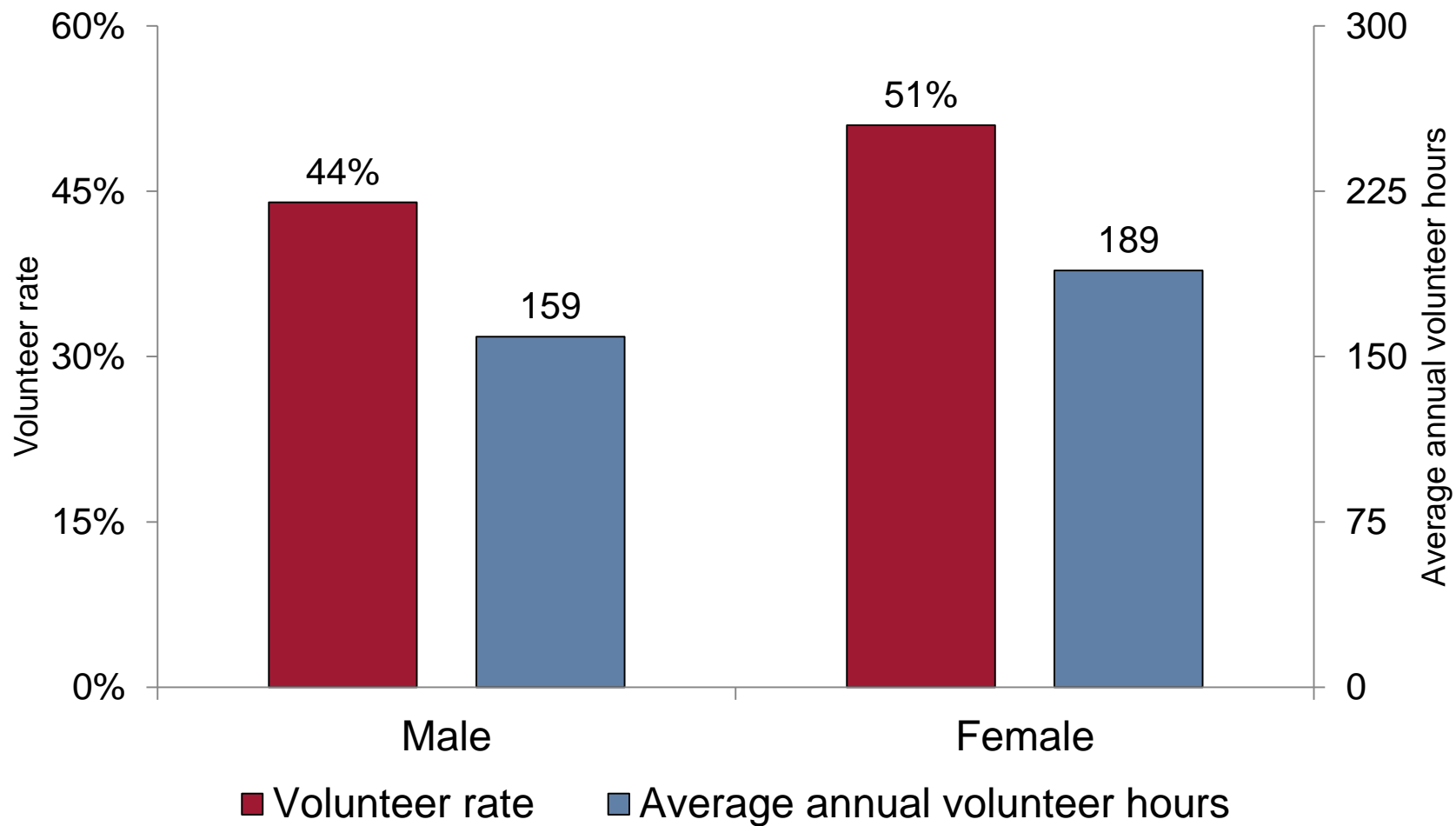
◆ Volunteer rate ■ Average annual volunteer hours

Volunteer characteristics: Age

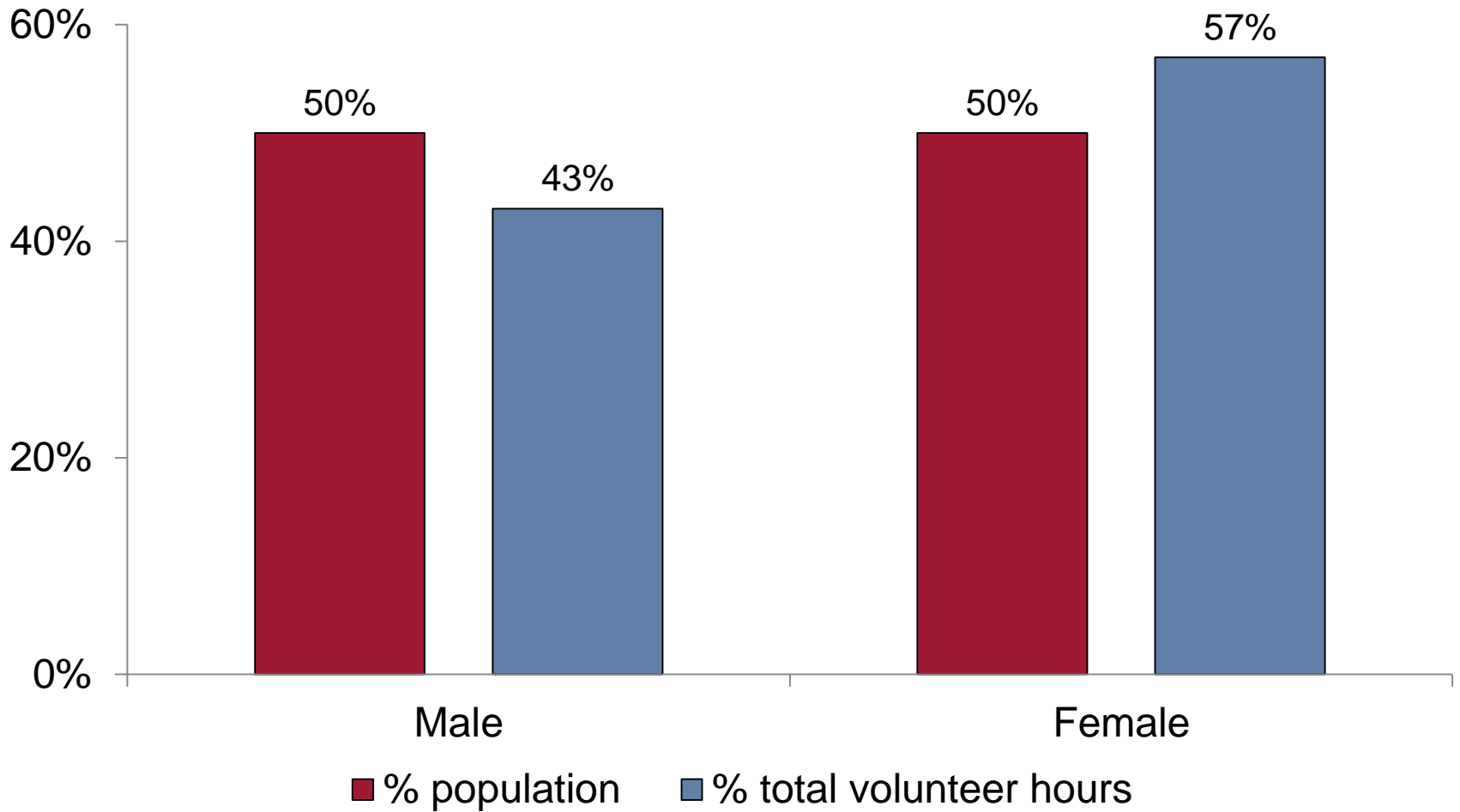


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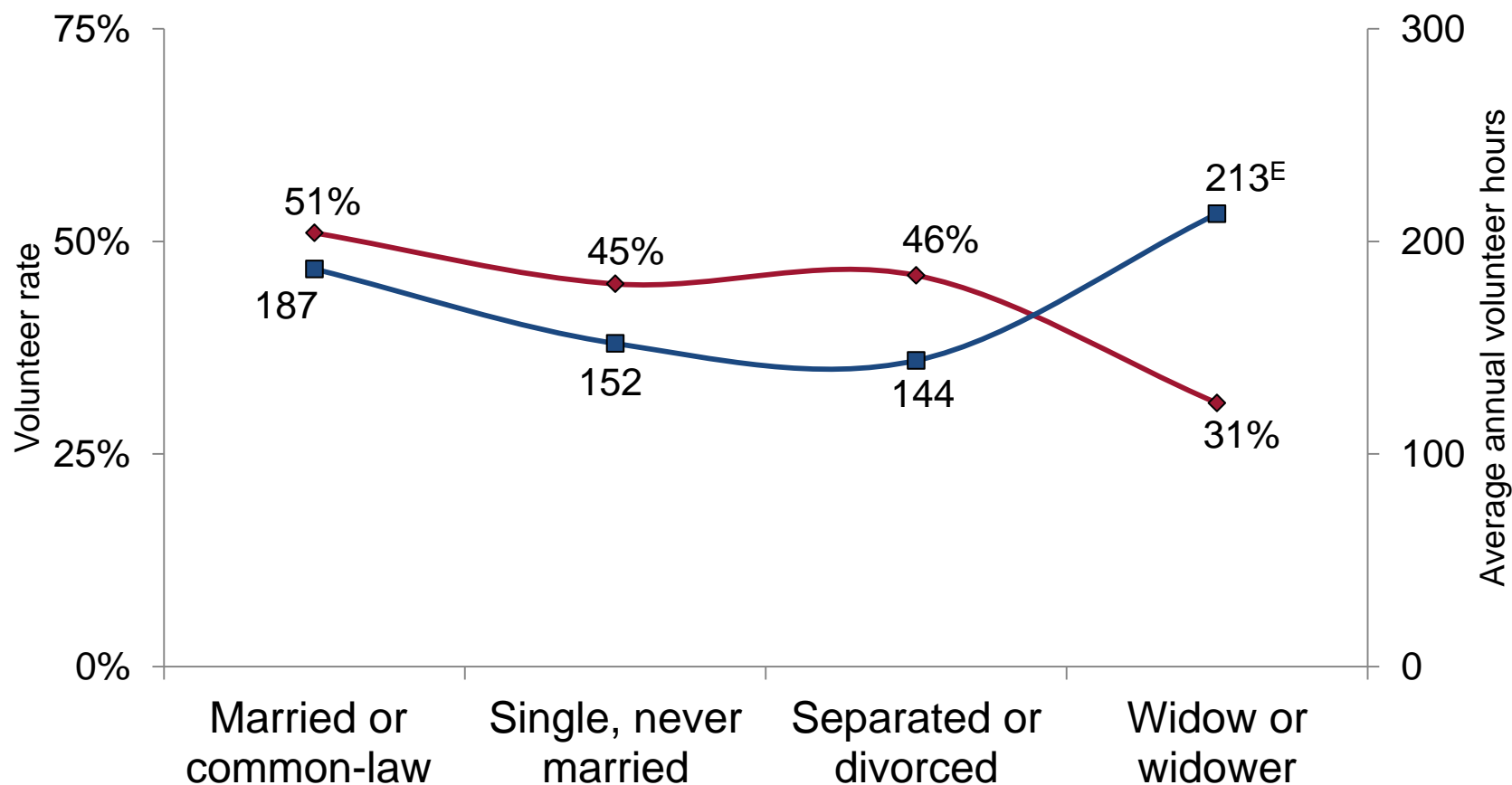
Volunteer characteristics: Sex



Volunteer characteristics: Sex



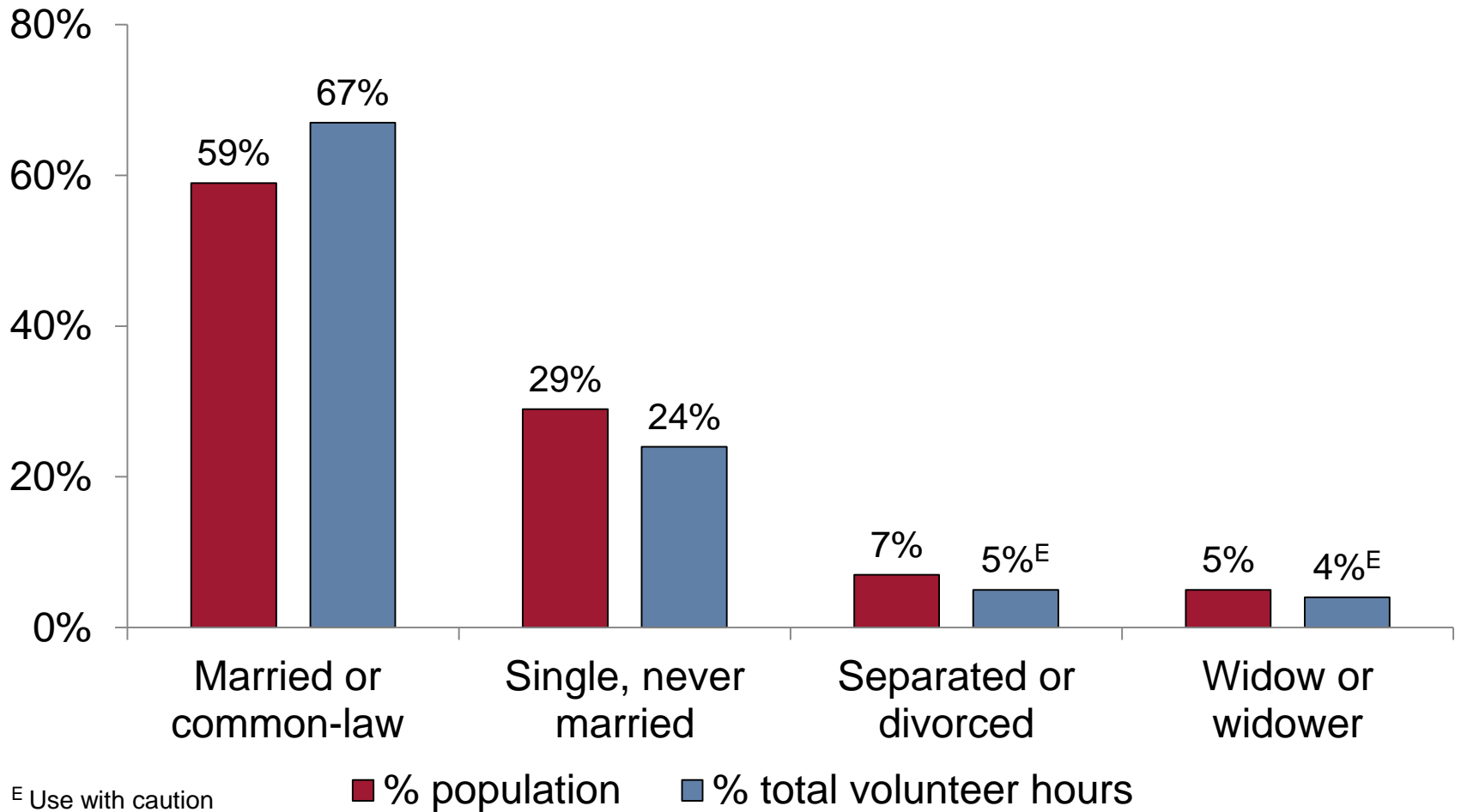
Volunteer characteristics: Marital status



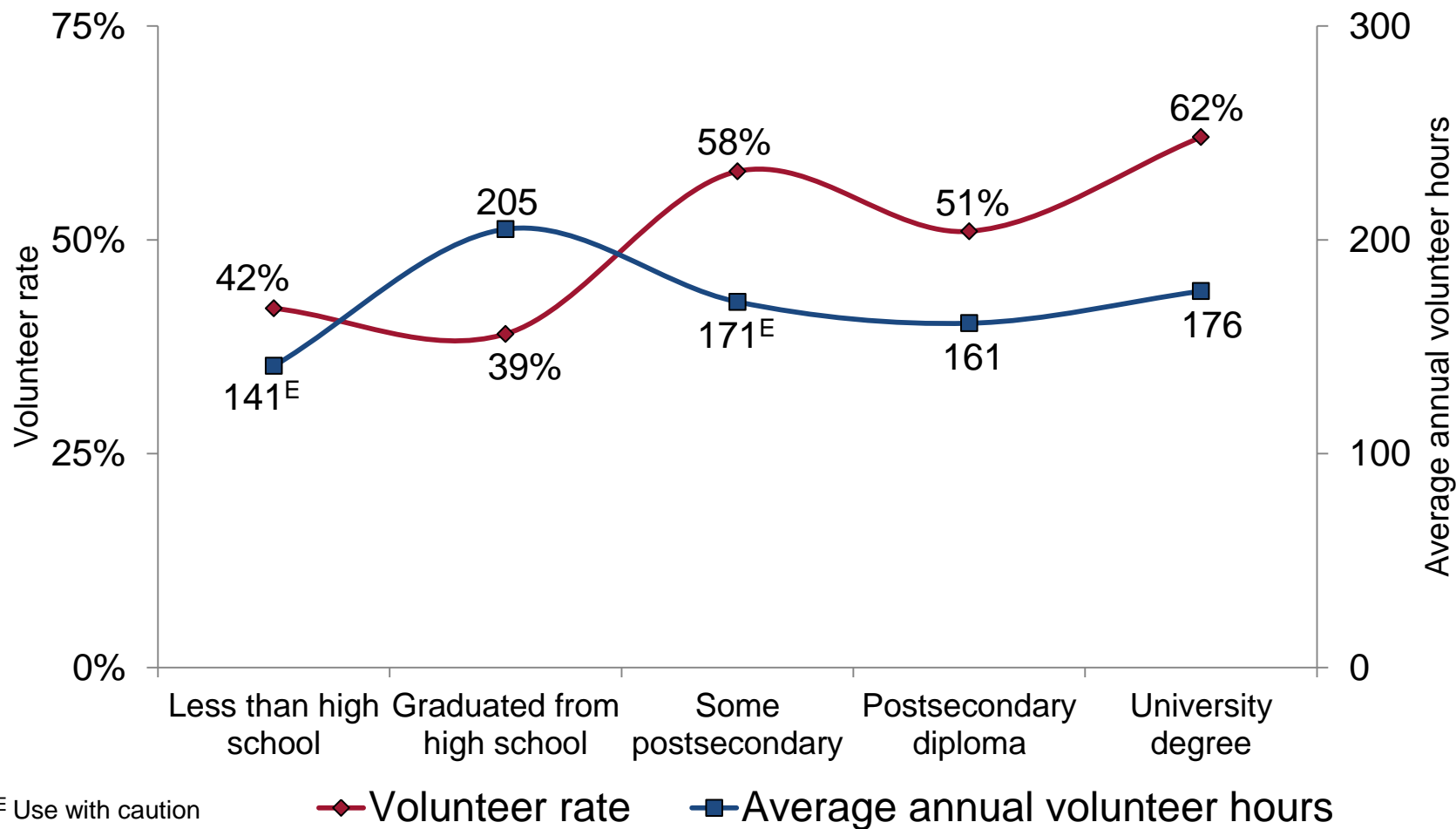
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◆ Volunteer rate ■ Average annual volunteer hours

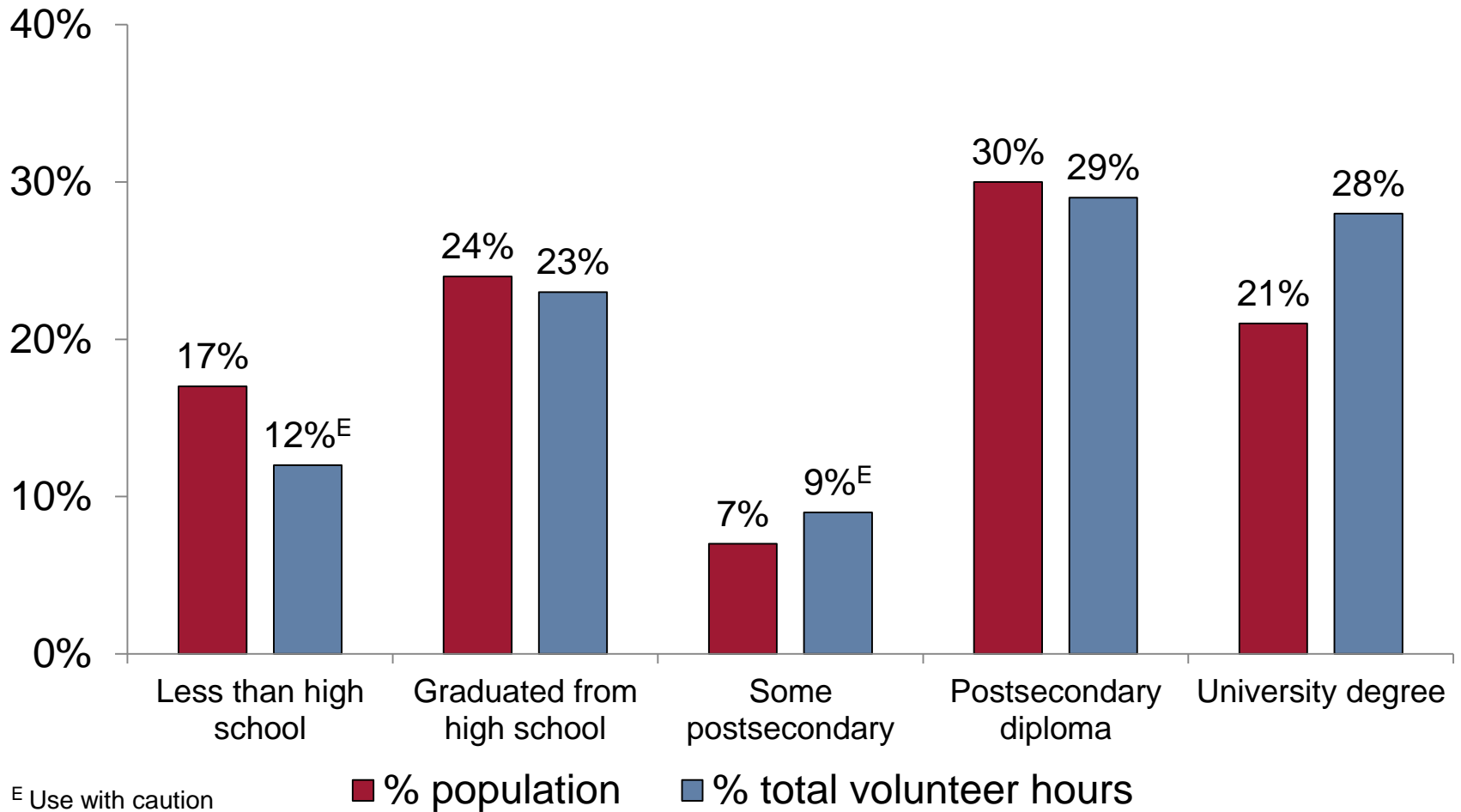
Volunteer characteristics: Marital status



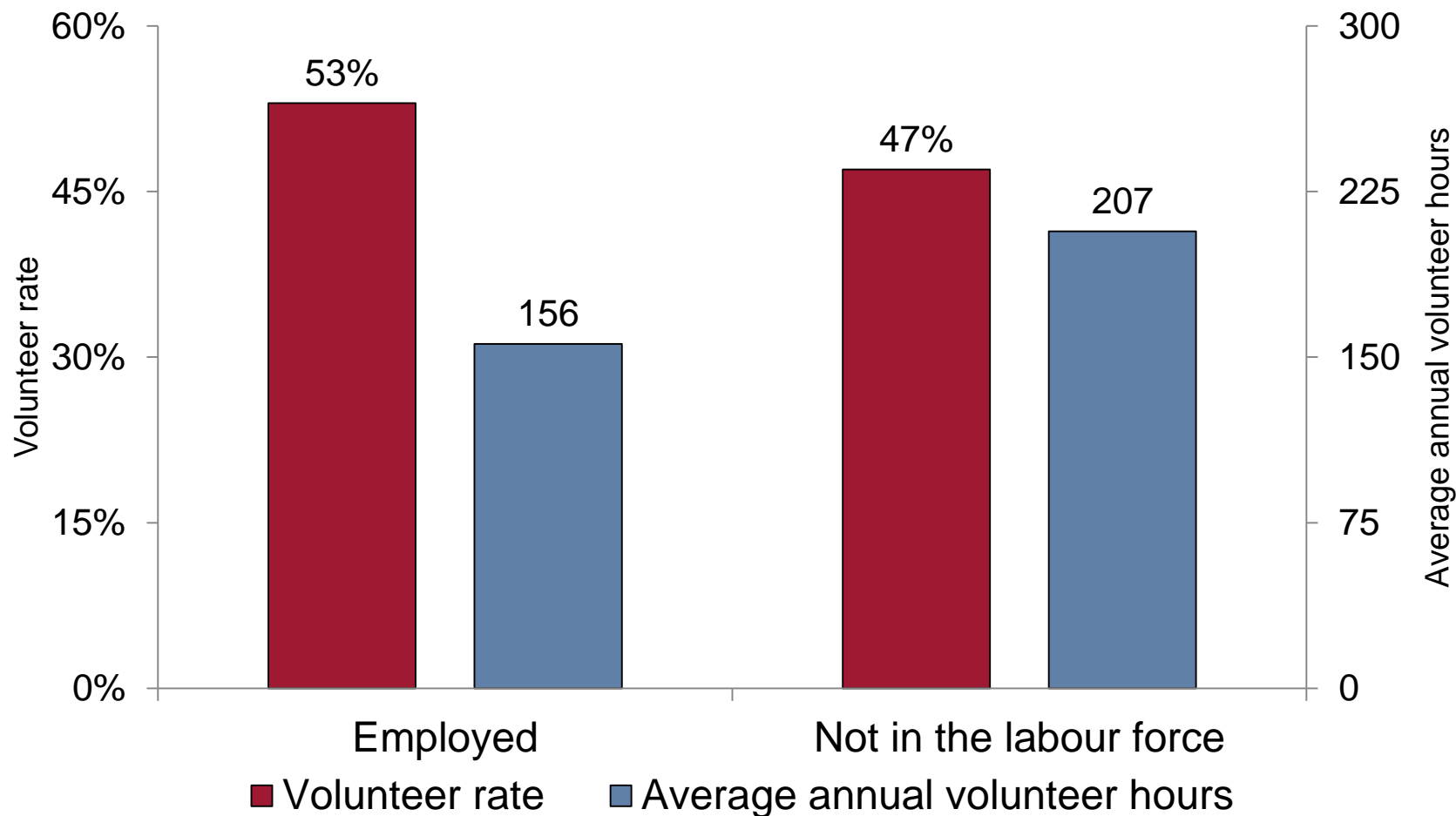
Volunteer characteristics: Education level



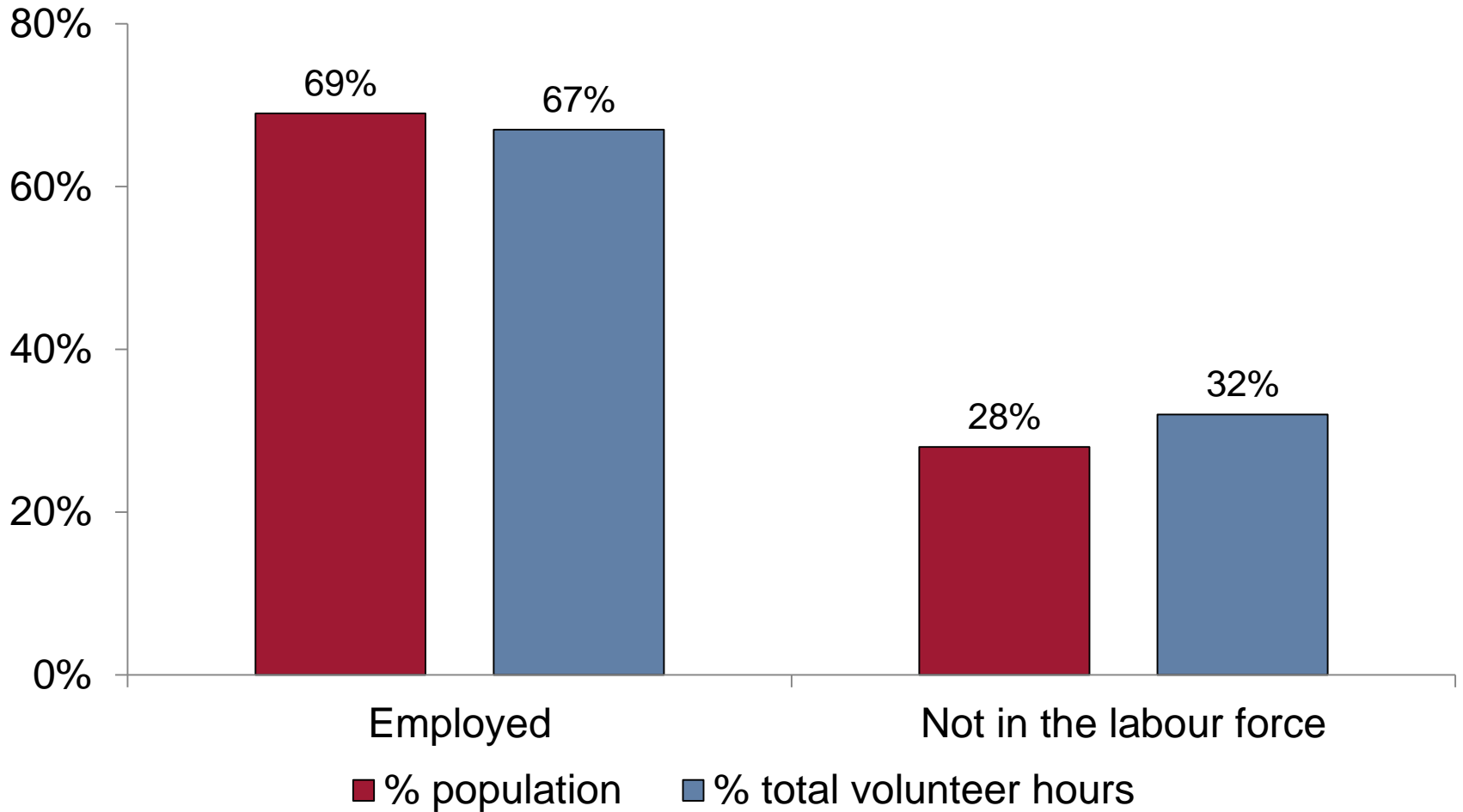
Volunteer characteristics: Education level



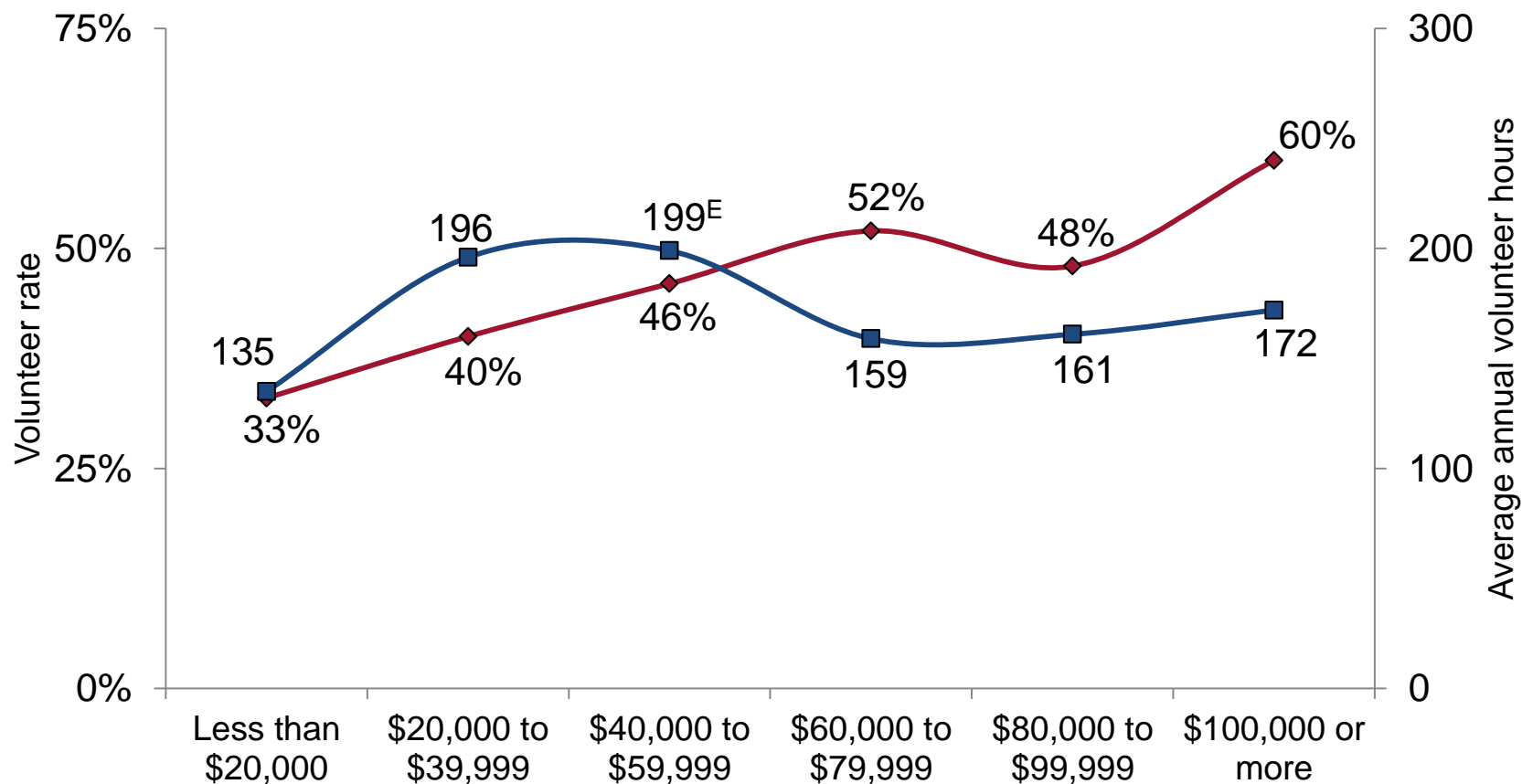
Volunteer characteristics: Labour force status



Volunteer characteristics: Labour force status



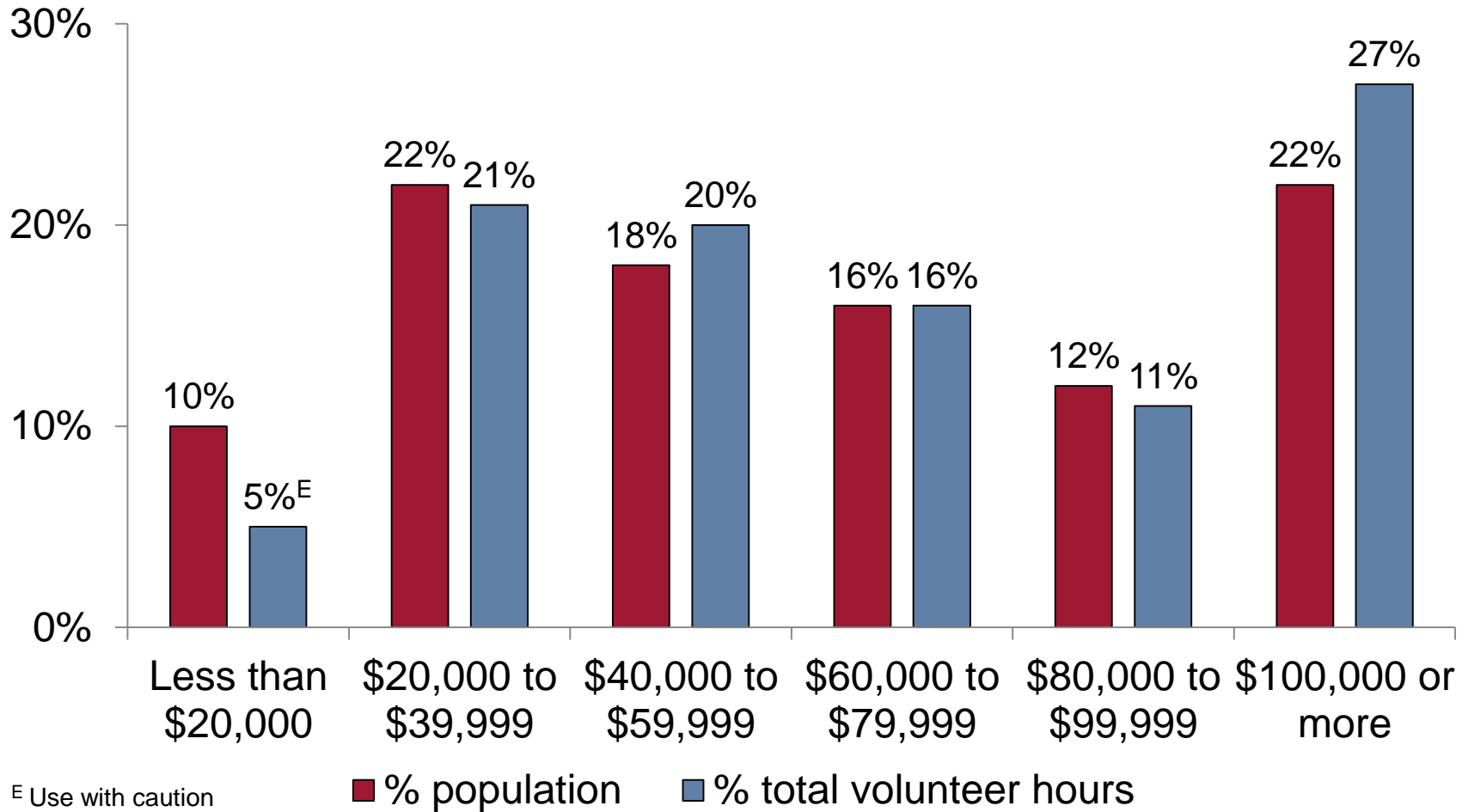
Volunteer characteristics: Household income



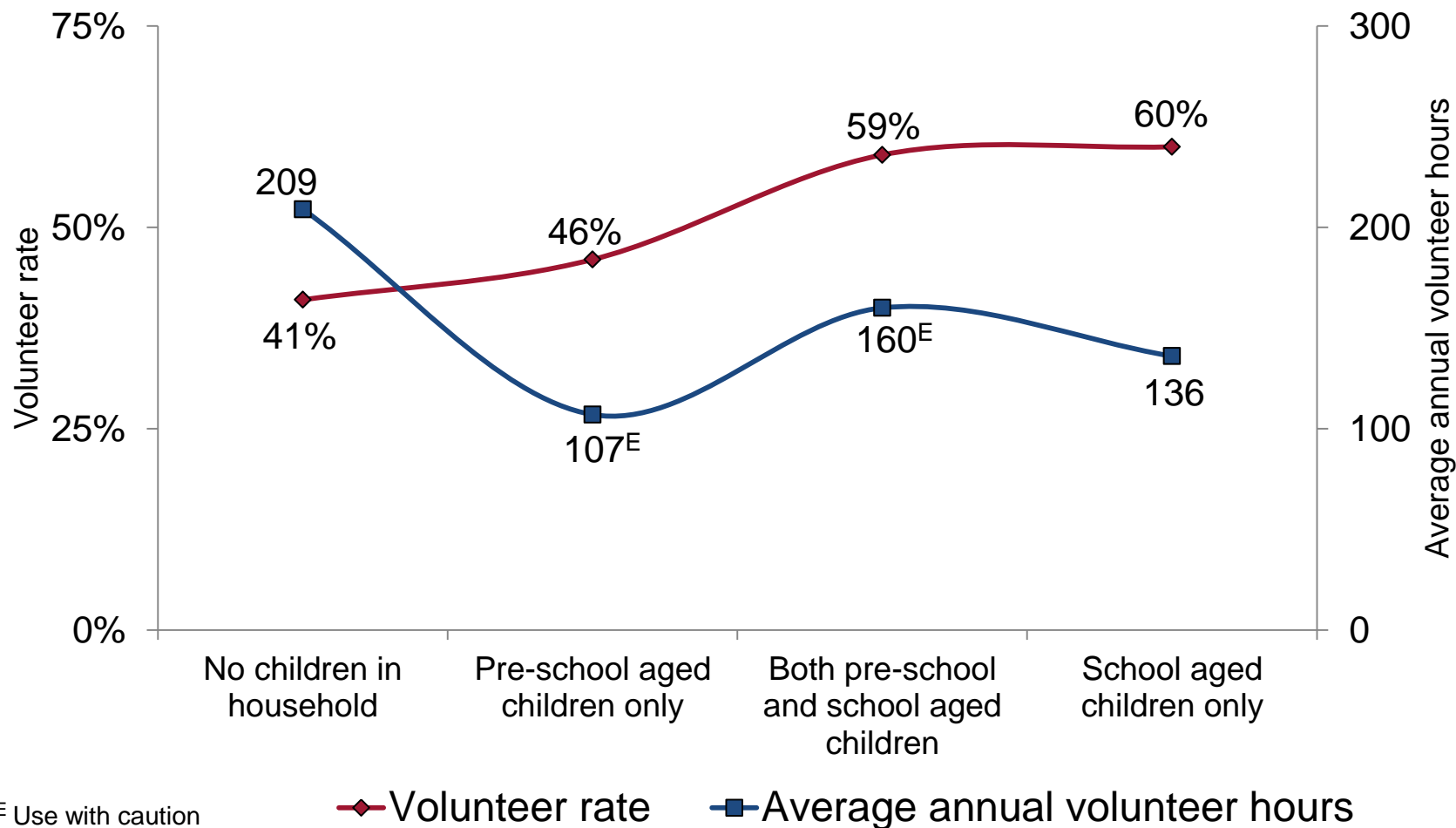
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◆ Volunteer rate ■ Average annual volunteer hours

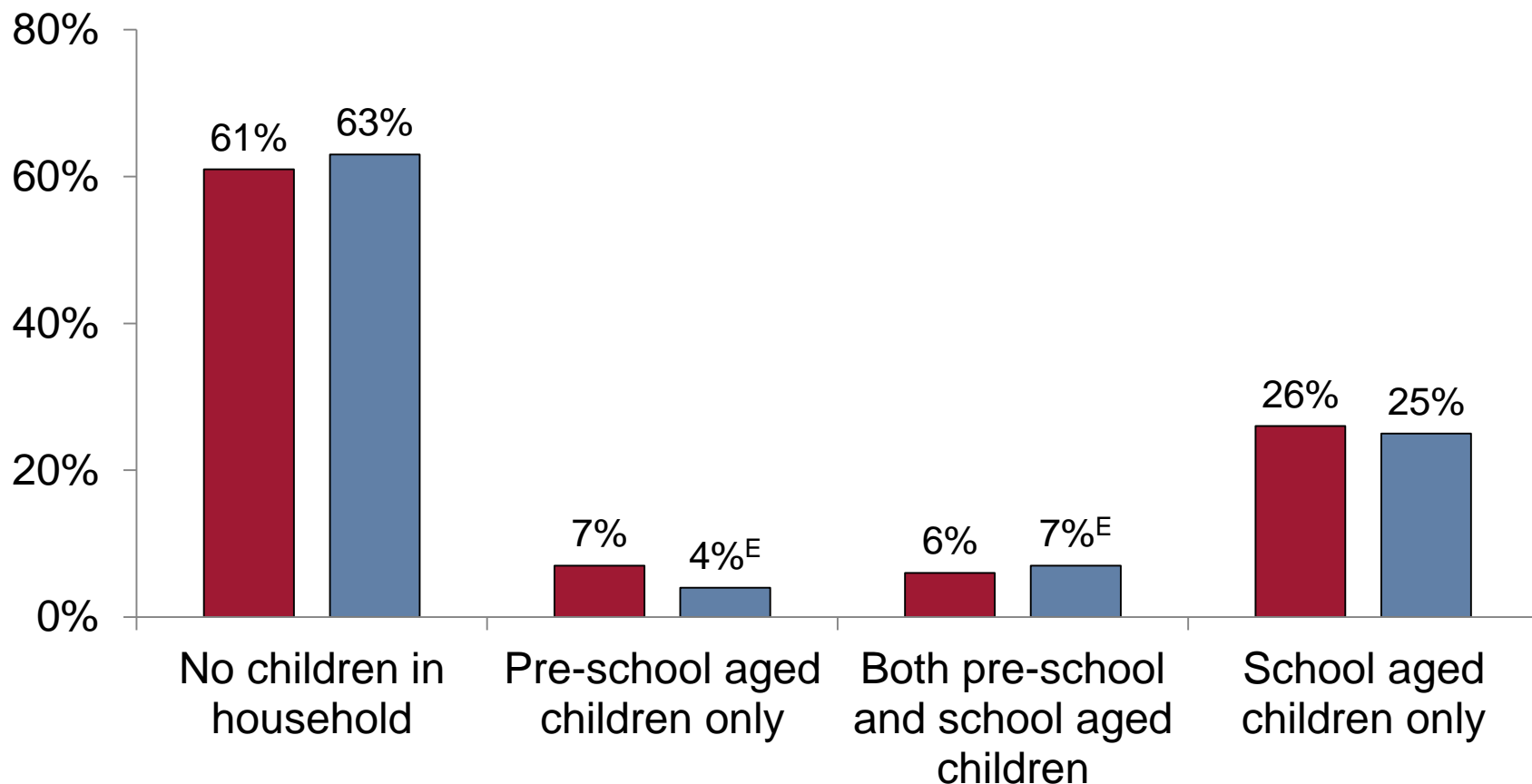
Volunteer characteristics: Household income



Volunteer characteristics: Presence of children



Volunteer characteristics: Presence of children

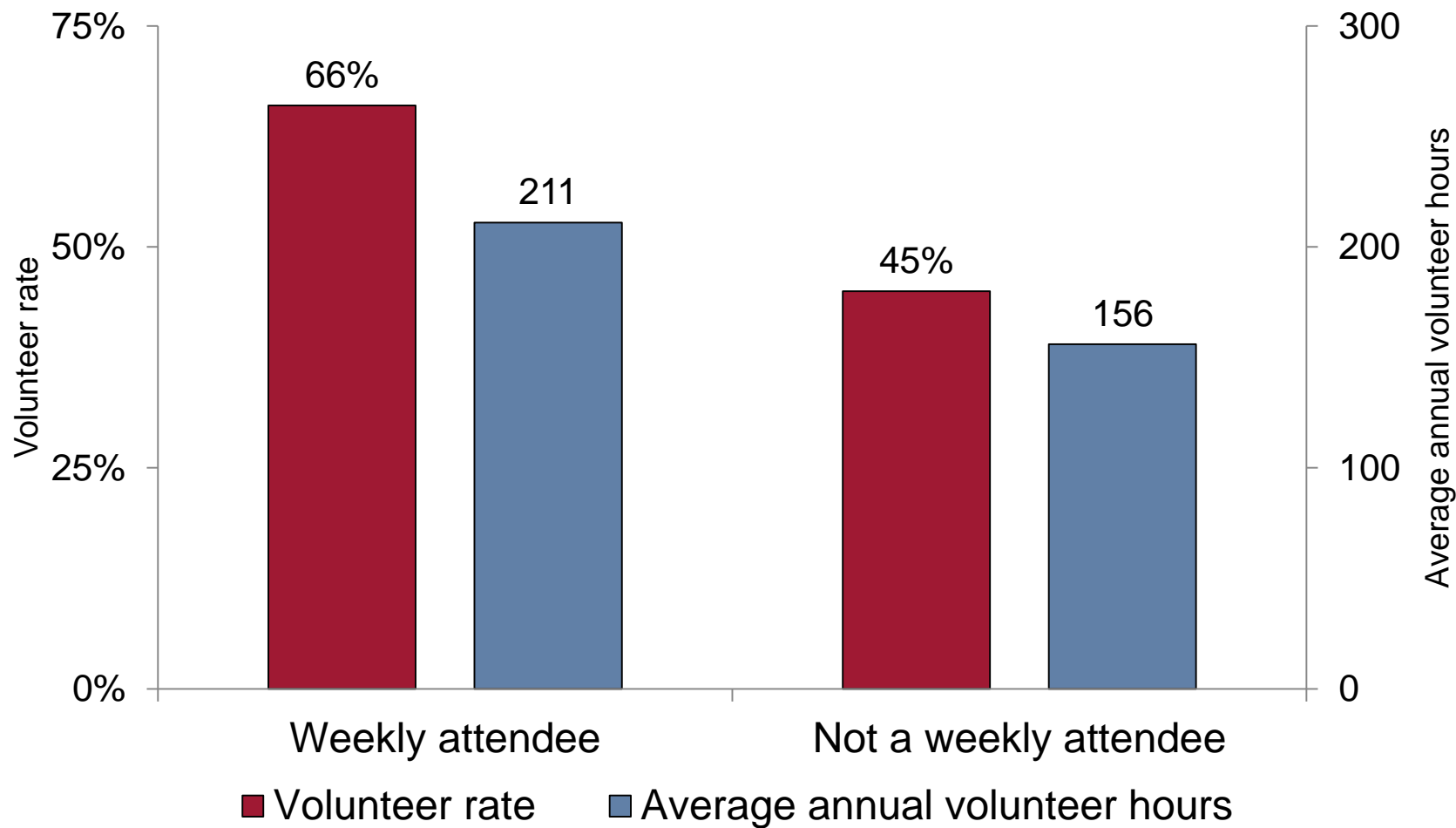


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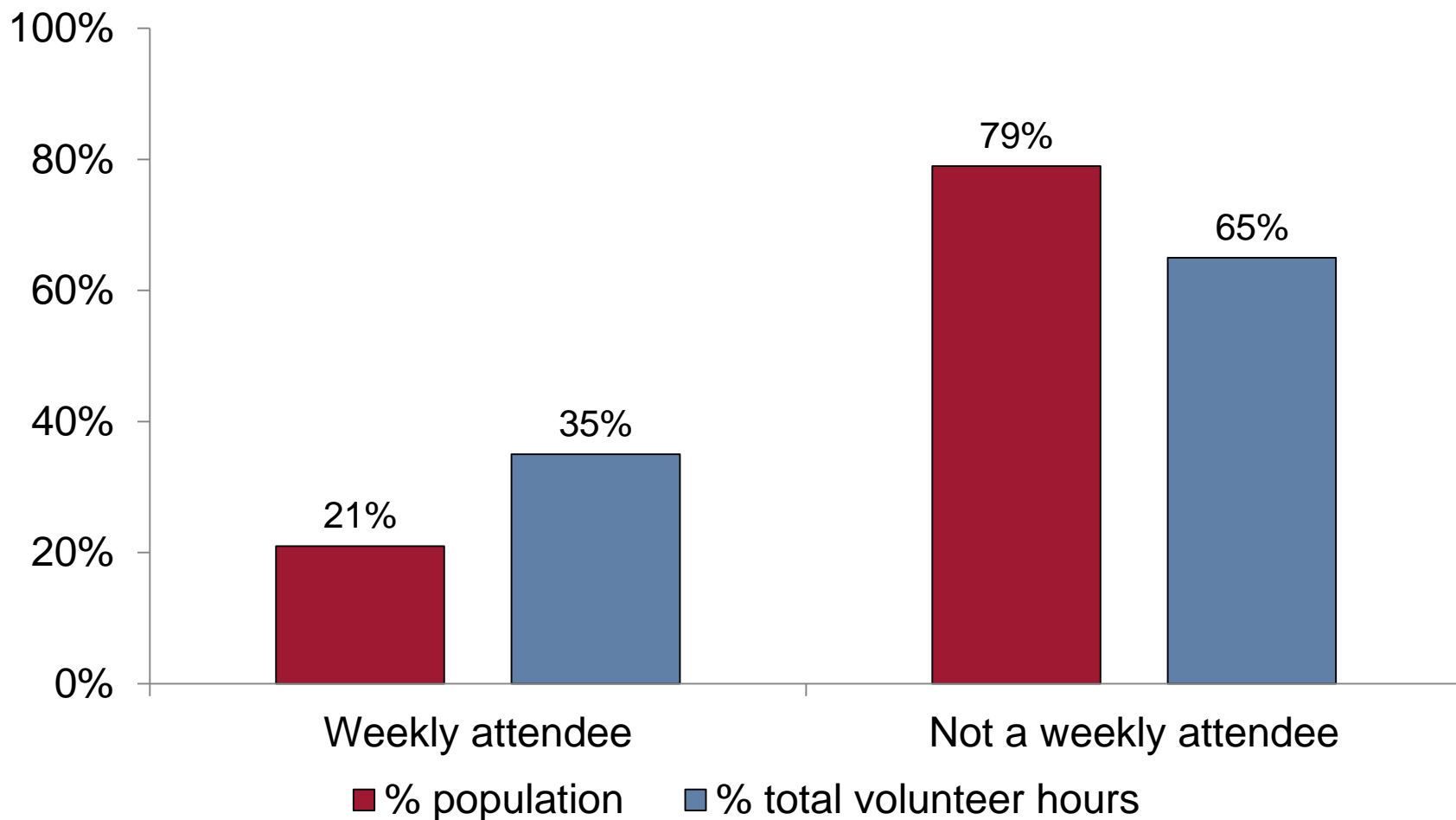
■ % population

■ % total volunteer hours

Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
 - Aged 45 to 54
 - Female
 - Married or in common-law relationship
 - University degree
 - Not in labour force
 - Annual household income of \$100,000 or more
 - Attend religious services on a weekly basis
- Again, although these characteristics are treated separately, many tend to be related

Volunteer characteristics

IMPLICATIONS:

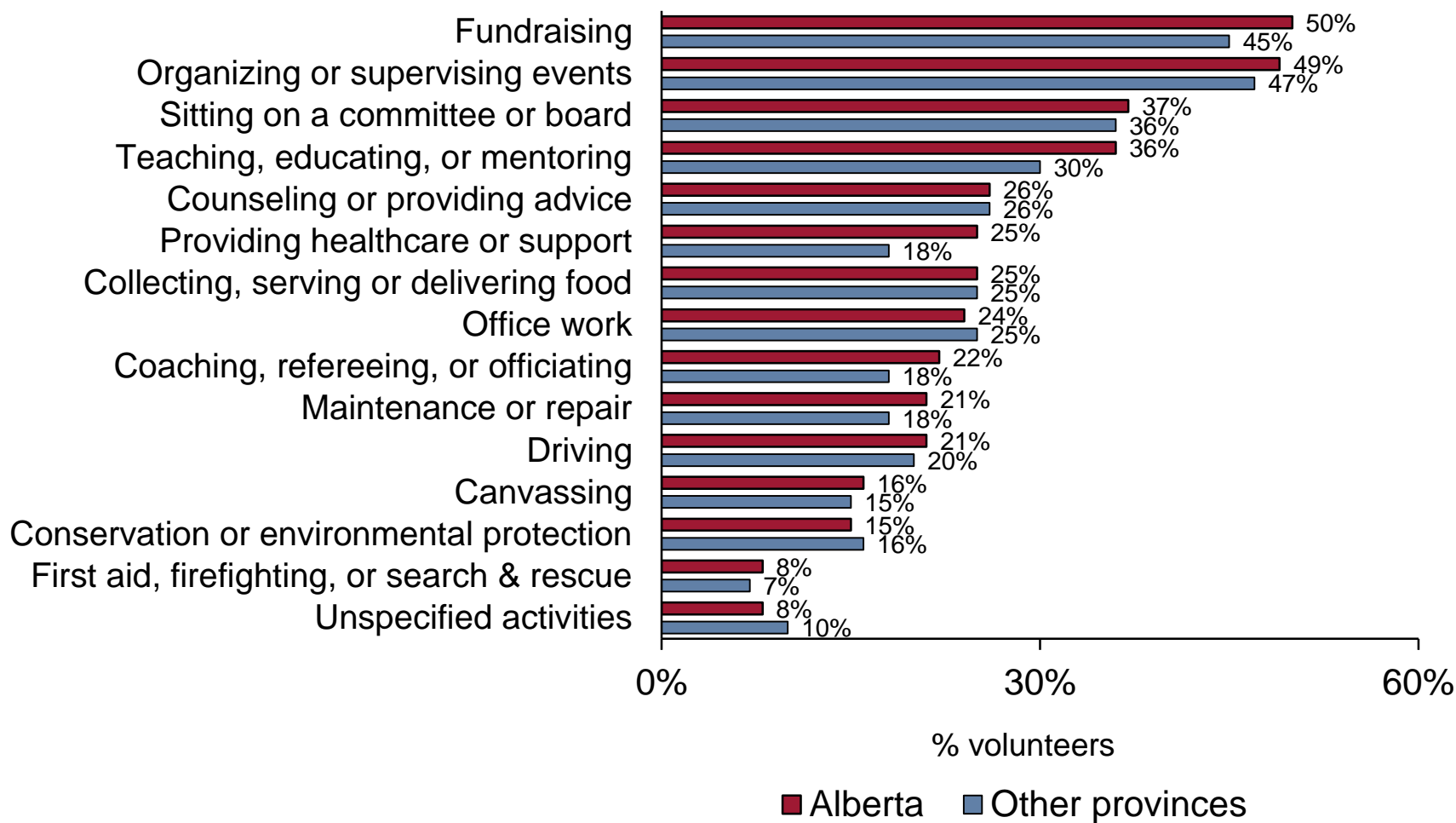
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are for volunteering generally – significant variations depending on the cause
- Useful to compare the characteristics and contributions of your volunteers with the patterns presented here

Volunteer activities

FINDINGS:

- Alberta volunteers most likely to engage in:
 - Fundraising
 - Organizing or supervising events
 - Sitting on a committee or board
- Albertans more likely than volunteers in other provinces to engage in:
 - Providing healthcare or support
 - Teaching, educating or mentoring
 - Fundraising

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

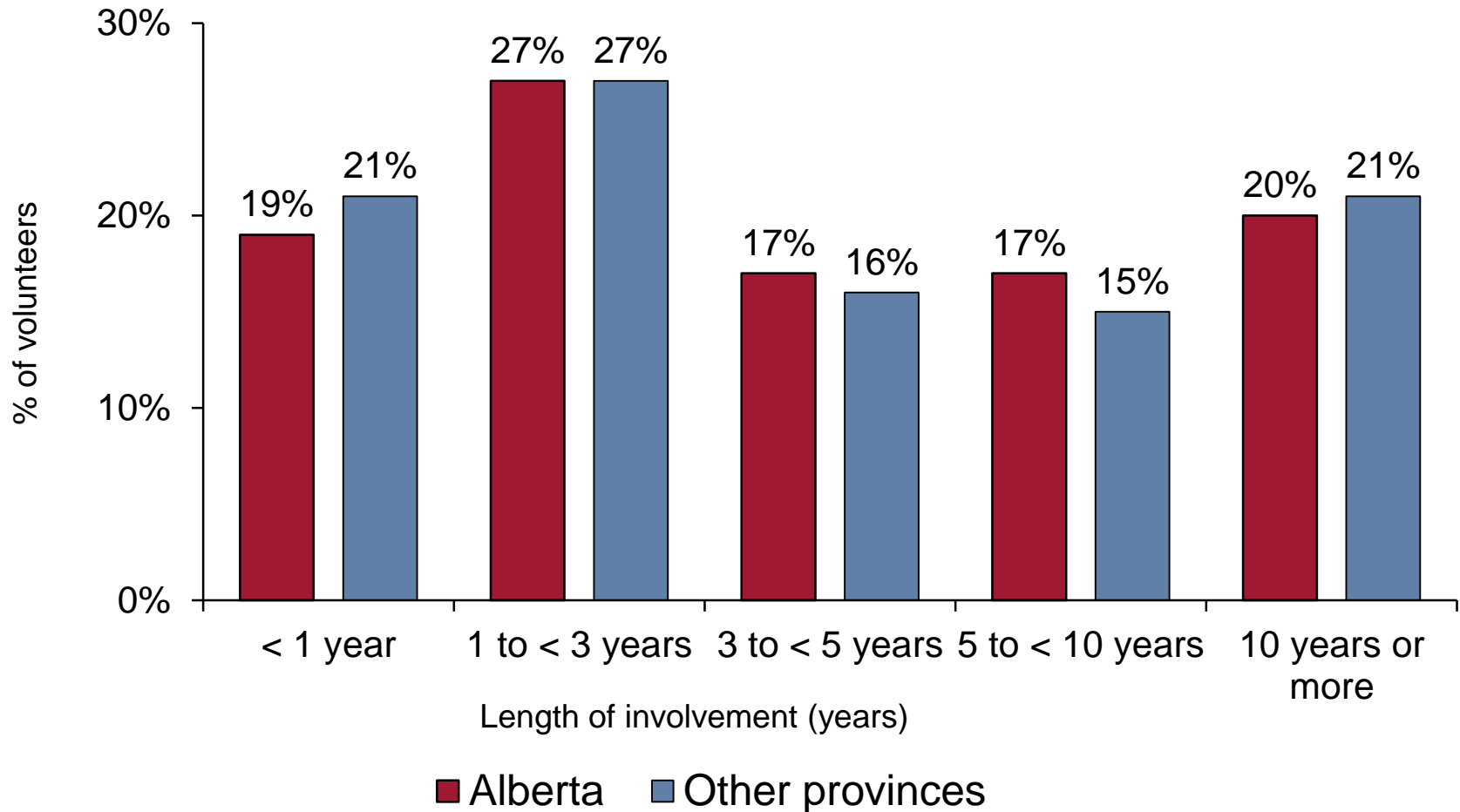
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement with organizations
- Organizations should also consider which of their activities are not found in this list

Length of involvement with organization

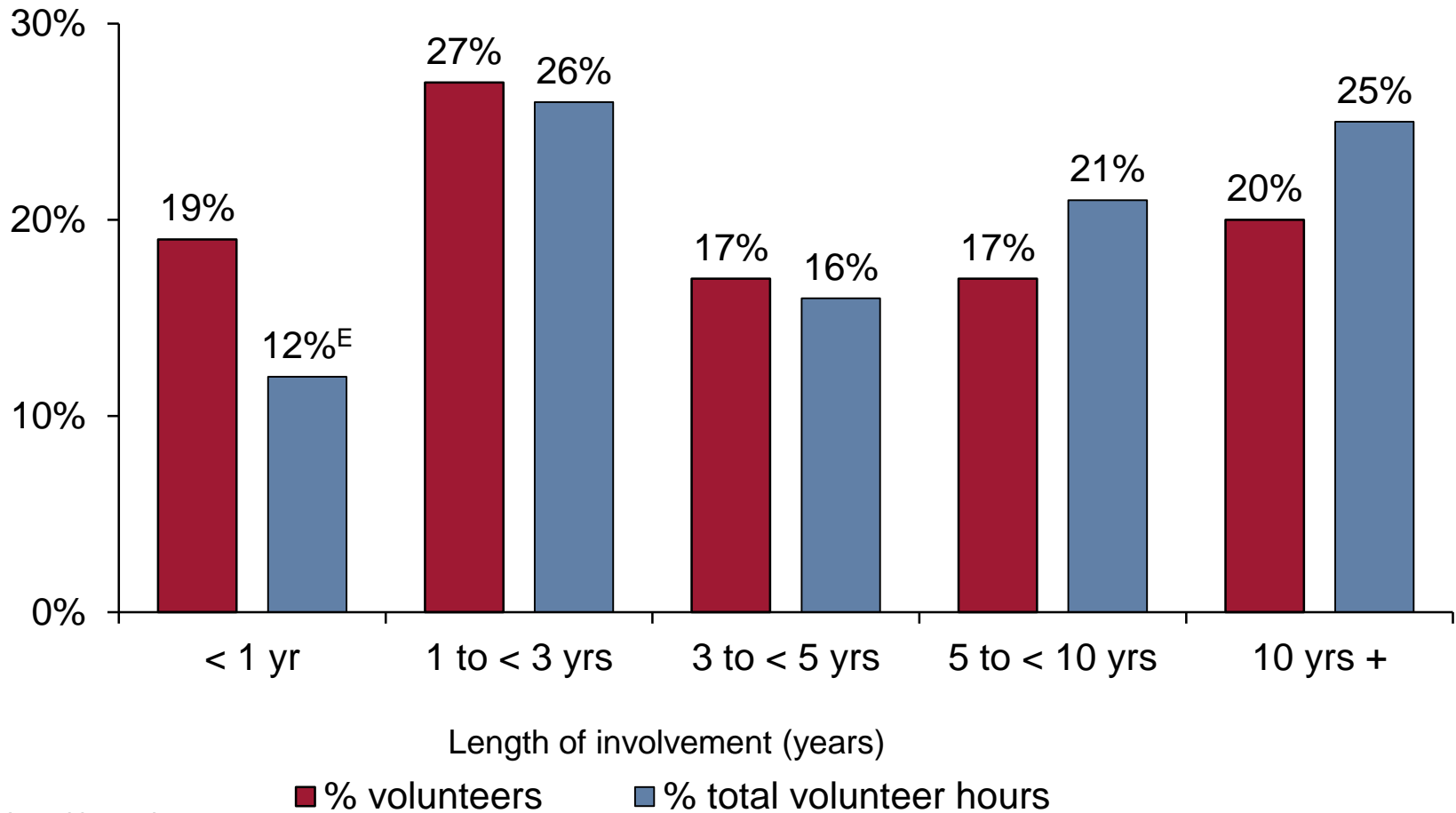
FINDINGS:

- Close to half of volunteers have been involved with organization for less than three years
- Just a fifth have been involved with organization for 10 years or more
- Those who have been involved with organization for 5 years or more contribute disproportionately more hours
- Those who have been with the organization for less than a year contribute fewer years than would expect, given their numbers

Length of involvement with organization



Length of involvement with organization



^E Use with caution

Length of involvement with organization

IMPLICATIONS:

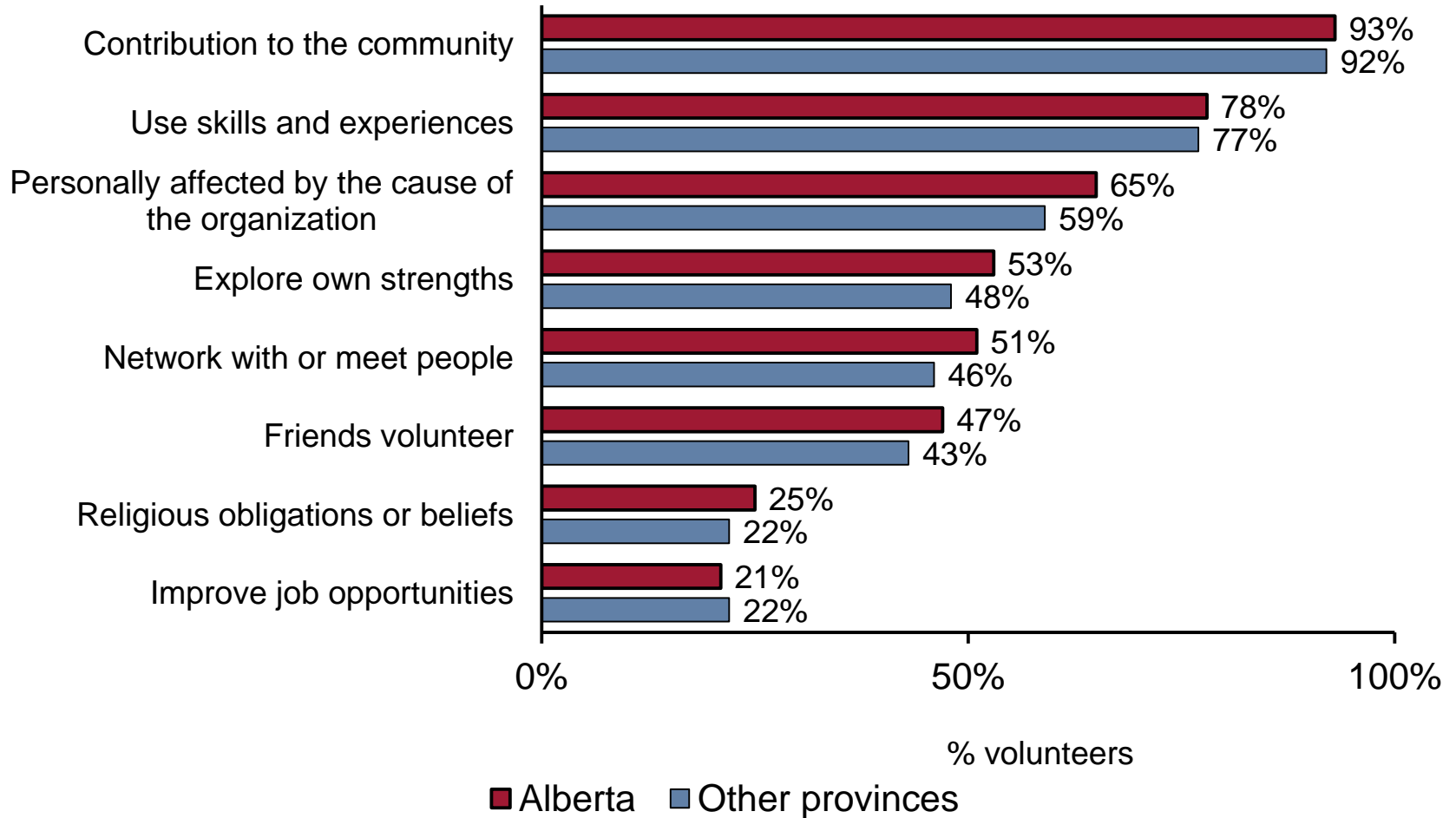
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes
- Although long-term volunteers tend to contribute more hours, depending on the circumstances organizations may not want to weight their tenure mixes towards long-term volunteers
 - Variation with type of volunteer activity, for example

Motivations

FINDINGS:

- Albertans most likely to be motivated to volunteer by desires to:
 - Make contribution to community
 - Use skills and experiences
- More likely than volunteers in other provinces to volunteer because:
 - Personally affected by cause
 - Desire to explore strengths
 - Desire to network with or meet people

Motivations



Barriers

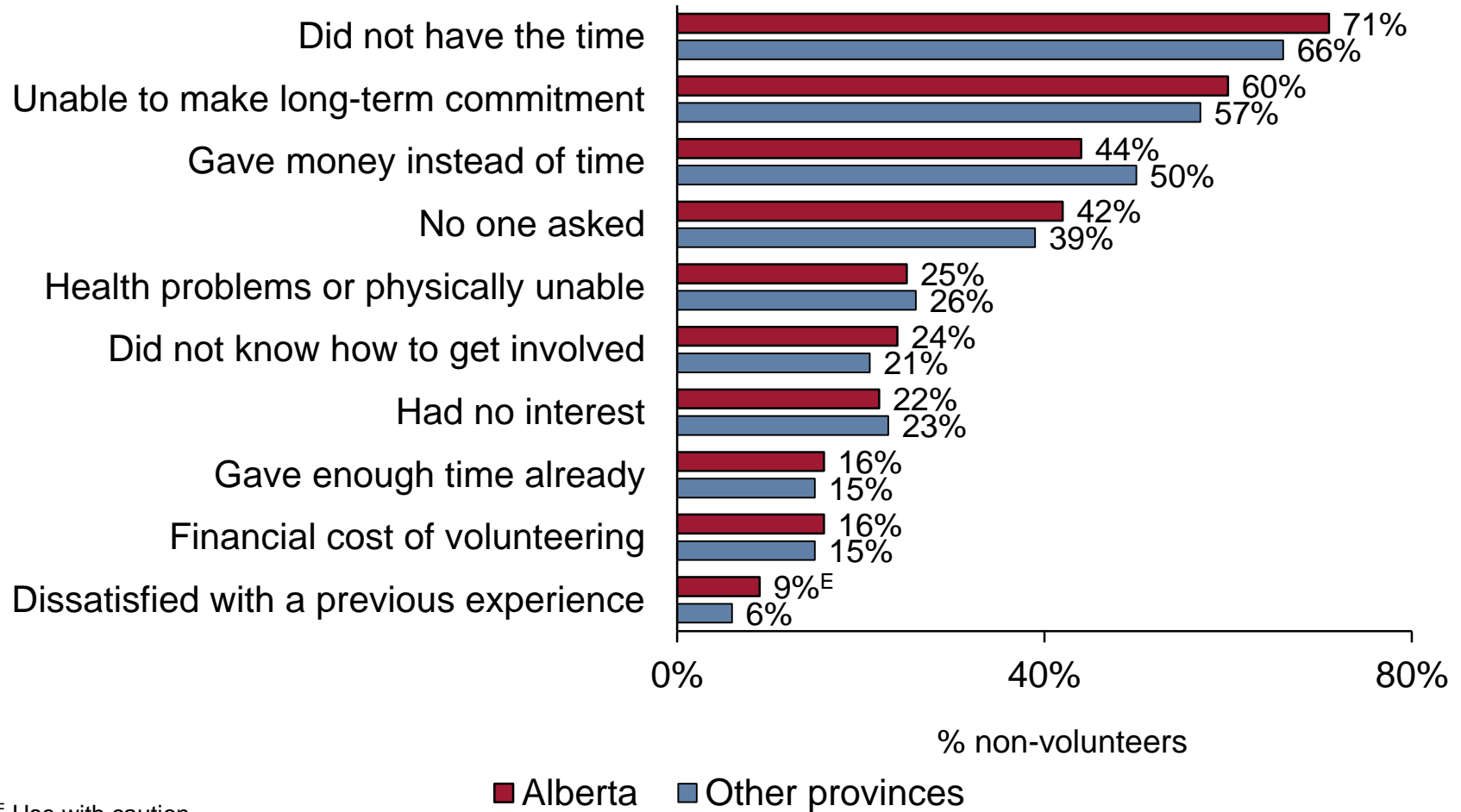
FINDINGS:

- Albertans most likely to report as barriers to volunteering:
 - Lack of time
 - Inability to make a long term commitment to volunteering
- Less likely than residents of other provinces to report that they donated instead of volunteering or volunteering more time
- Albertan non-volunteers slightly more likely than those from other provinces to report:
 - Not knowing how to become involved
 - Not having been asked to volunteer

Barriers to volunteering more



Barriers to volunteering at all



^E Use with caution

Motivations and barriers

IMPLICATIONS:

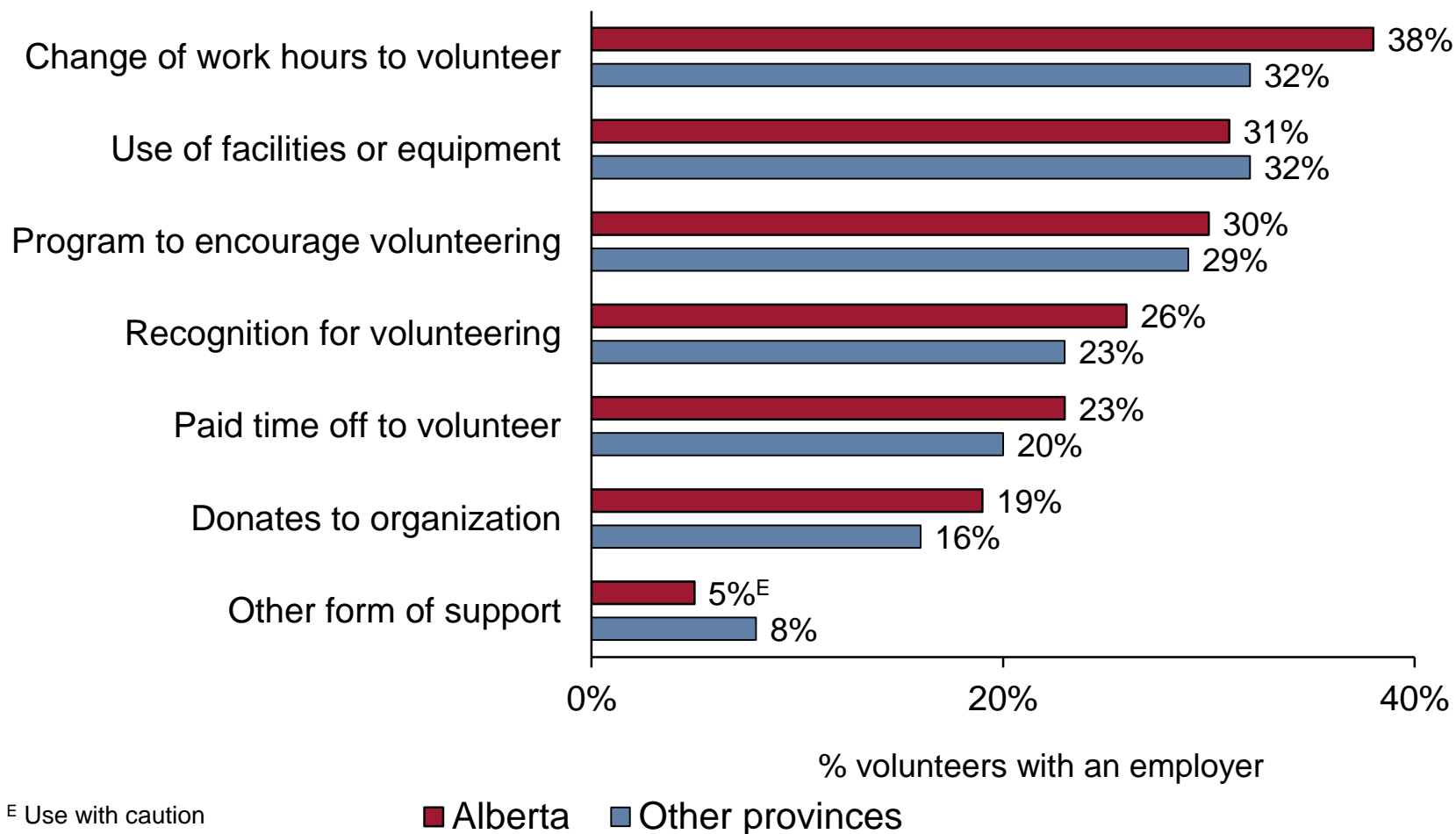
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change
- Always remember that motivations for volunteering do pertain to a specific type of organizations
- Prevalence of various barriers shifts between volunteers and non-volunteers – take into account in recruitment

Employer support

FINDINGS:

- 61% of Albertans who volunteered with an employer reported that they had received some form of employer support for their volunteering (57% in other provinces)
- Most common forms of support included:
 - Permission to change work schedule
 - Use of facilities or equipment
 - Program to encourage volunteering
- Albertan volunteers noticeably more likely to receive permission to change work schedule

Employer support



Employer support

IMPLICATIONS:

- Organizations should be aware of the prevalence of employer support
 - Considerable variation from employer to employer
 - May have implications for recruitment
- Other organization-related factors include cause, types of volunteer activities organization recruits for, etc.
- Organizations may also be able to solicit other support from employers

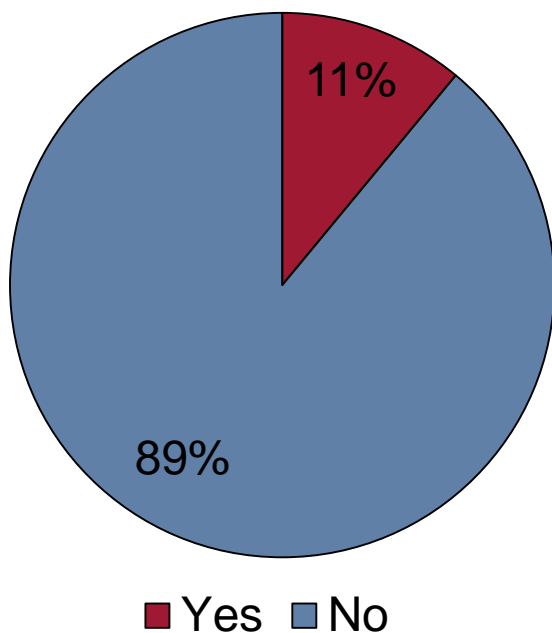
Mandatory community service

FINDINGS:

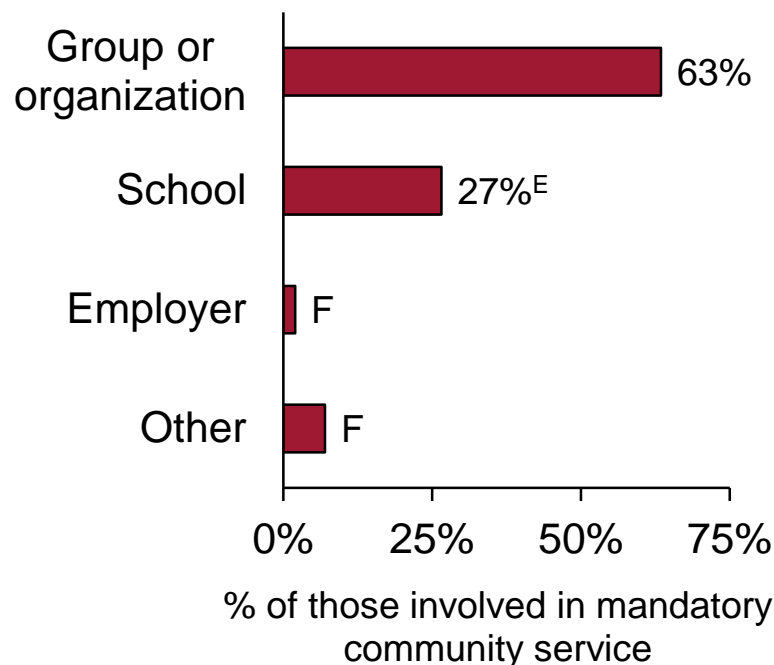
- 11% of volunteers in Alberta stated that they were required to volunteer for the organization to which they contributed the most hours (4% more than the national average).
- More than half of those engaged in mandatory community service were required by the organization they volunteered for.

Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



^E Use with caution.

F Sample size too small to use.

Mandatory community service

IMPLICATIONS:

- Organizations should be aware of the role mandatory community service plays in their province
 - Generally fairly small
- Note that topline figures are not universal
 - More important for many causes
 - More important amongst many groups of potential volunteers

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About Imagine Canada

Imagine Canada is a national charitable organization that looks into and out for Canada's charities and nonprofit organizations.

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For more information on the 2007 Canada Survey of Giving, Volunteering and Participating please visit www.givingandvolunteering.ca

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