

## The 2004 Canada Survey of Giving, Volunteering, and Participating: BRITISH COLUMBIA

# Content

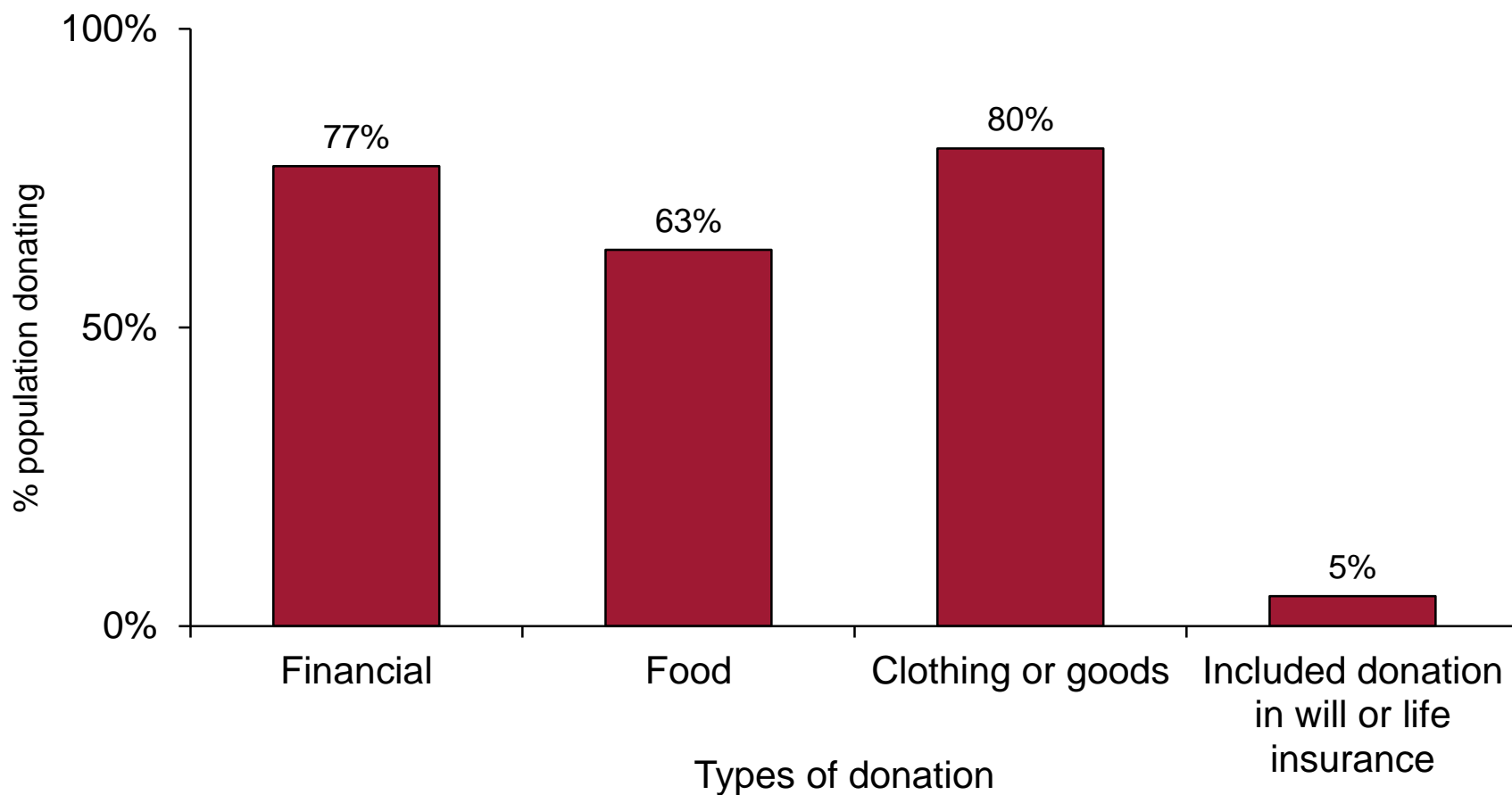
## **DONATING:**

- Donations
- Types of organizations supported
- Donor characteristics:
  - Education level
  - Household income
- Donation methods
- Donations and decision-making
- Motivations and barriers to giving

## **VOLUNTEERING:**

- Volunteering
- Types of organizations supported
- Volunteer characteristics:
  - Age
  - Education level
- Volunteer activities
- Length of involvement
- Motivations and barriers
- Employer support
- Mandatory community service

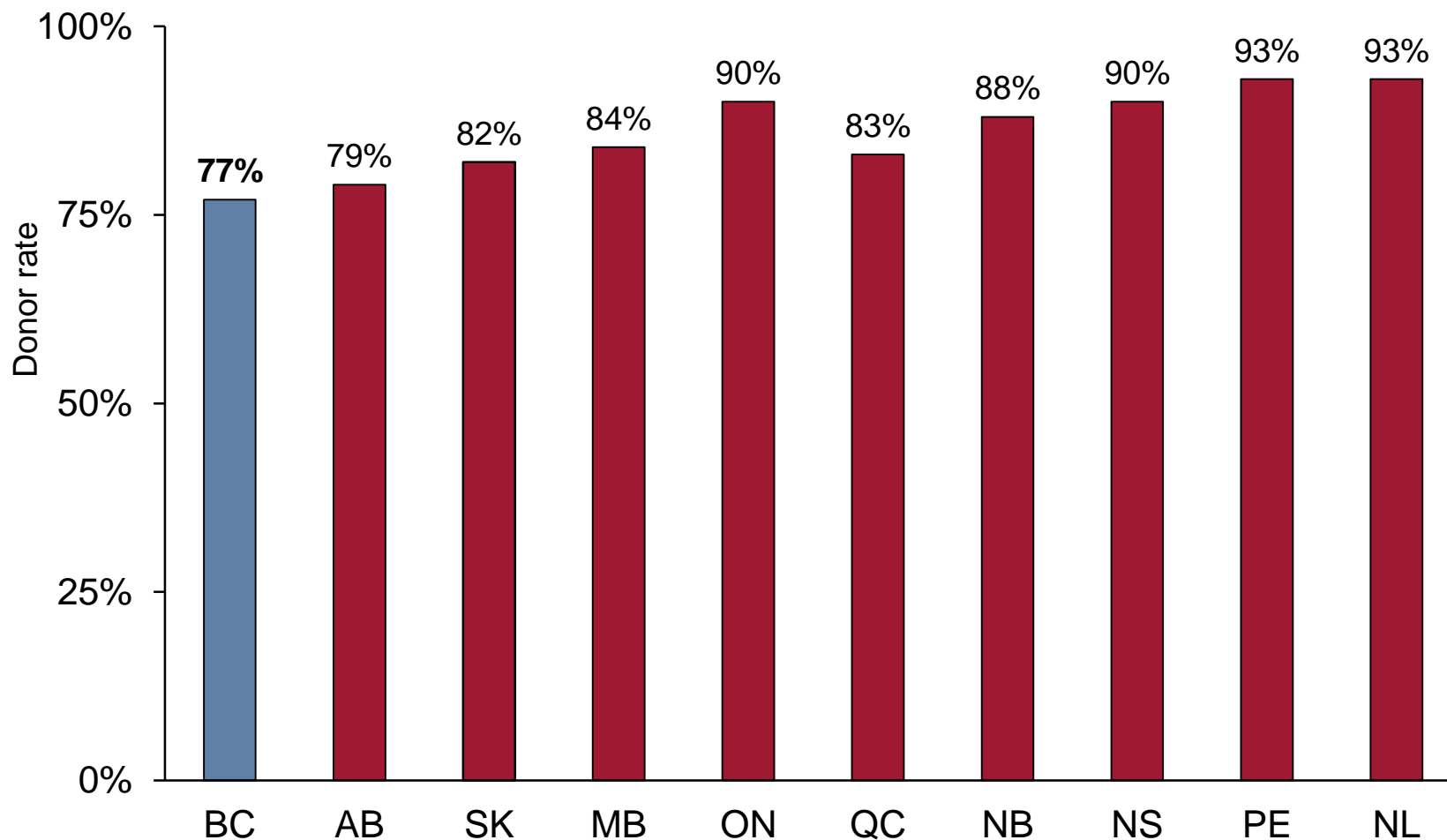
## Types of donation



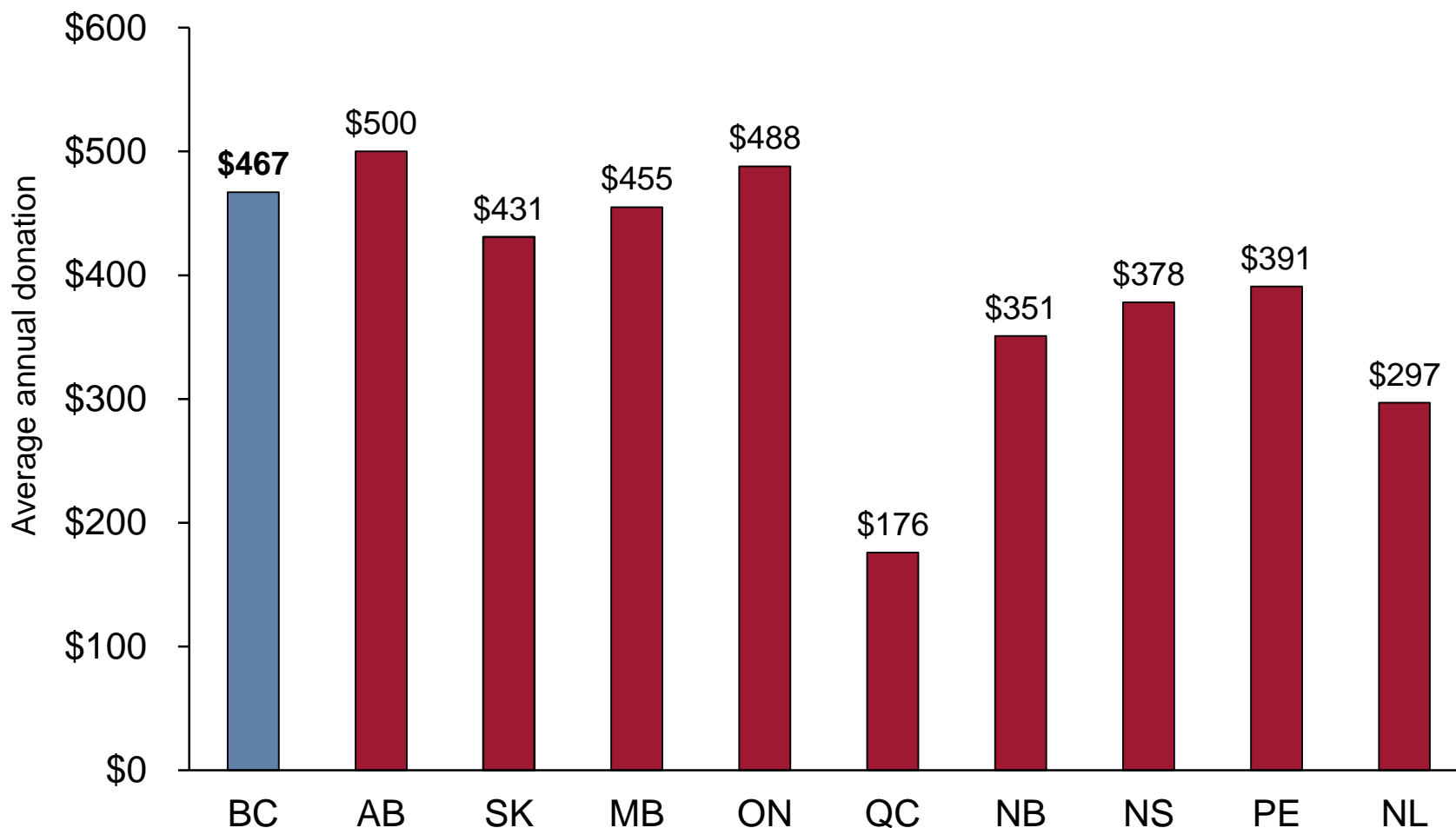
## Financial donations

- 77% of British Columbians (2,695,000 residents) made financial donations in 2004
  - 85% of Canadians donated
- British Columbian donors each donated an average of \$467, with a median donation amount of \$130
  - Canadians donated an average of \$400 each, with median donation of \$120
- British Columbians donated a total of \$1.3 billion

## Donor rate



## Average annual donation

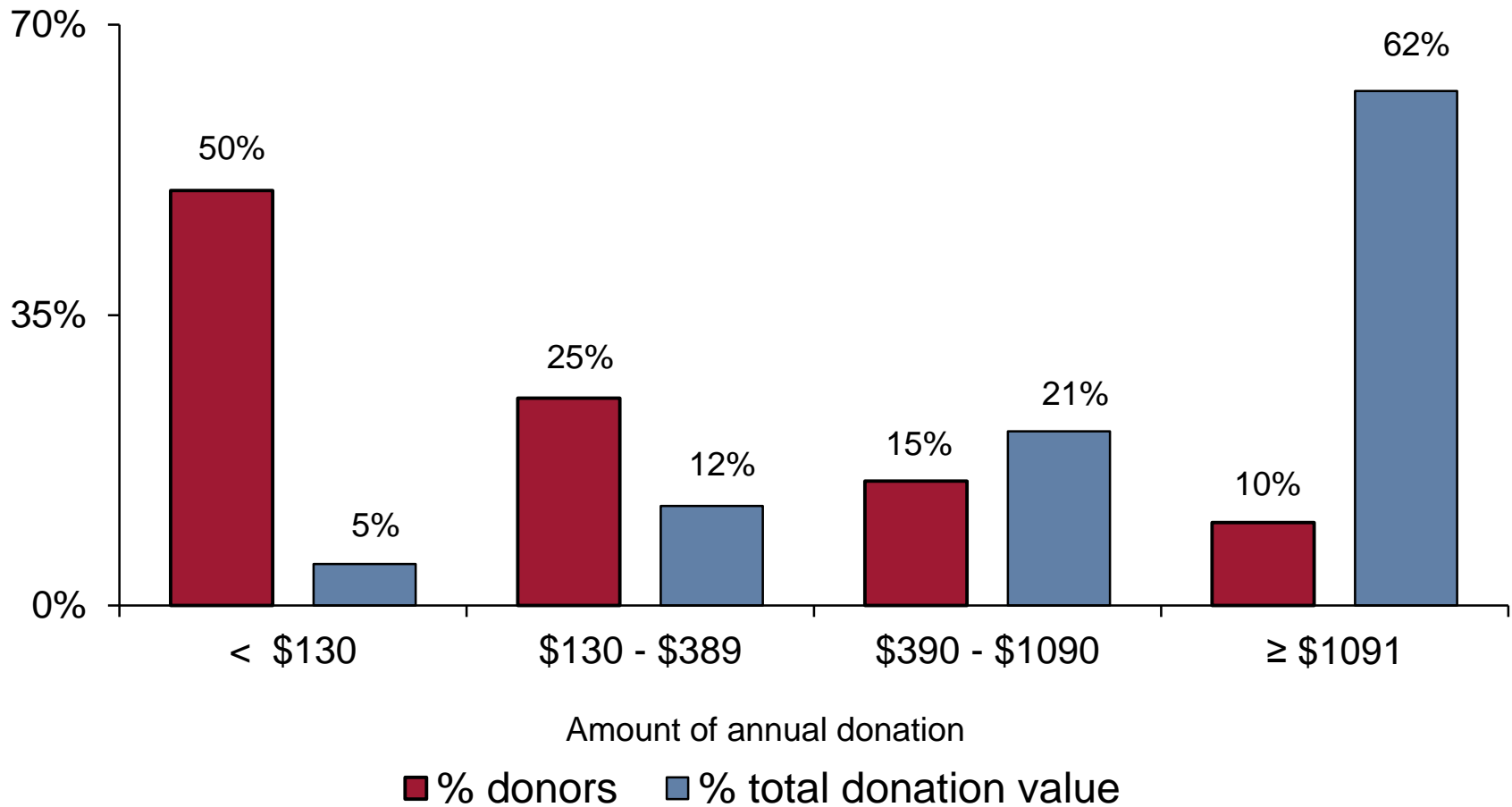


## Concentration of support

### FINDINGS:

- Although the majority of British Columbians donate, the bulk of the money donated comes from a small minority of donors
  - The top 10% of donors (those who donated \$1,091 or more) accounted for 62% of the total value of donations made in British Columbia
  - Top 25% (those who donated \$390 or more) accounted for 83% of total donations
- Half of donors contributed less than \$130 and they accounted for 5% of total donations

# Concentration of support



# Charitable giving

## IMPLICATIONS:

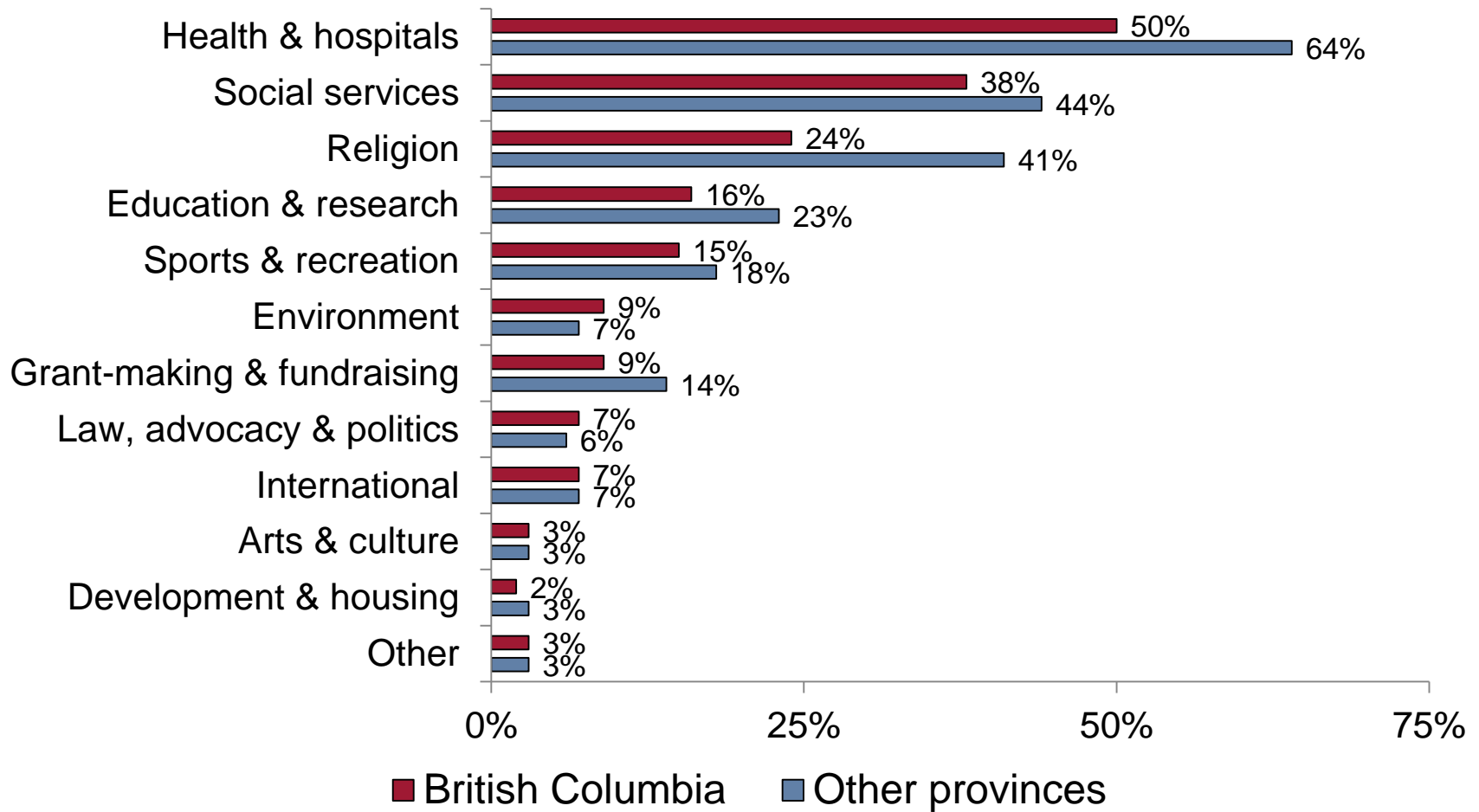
- British Columbians are less likely than the residents of all other provinces to donate
- Tend to donate quite large amounts when they do contribute
- Nonprofit and charitable organizations very dependent on a small portion of the population for the vast majority of their donations
- Should anything happen to that population, results could be quite dramatic

## Types of organizations supported

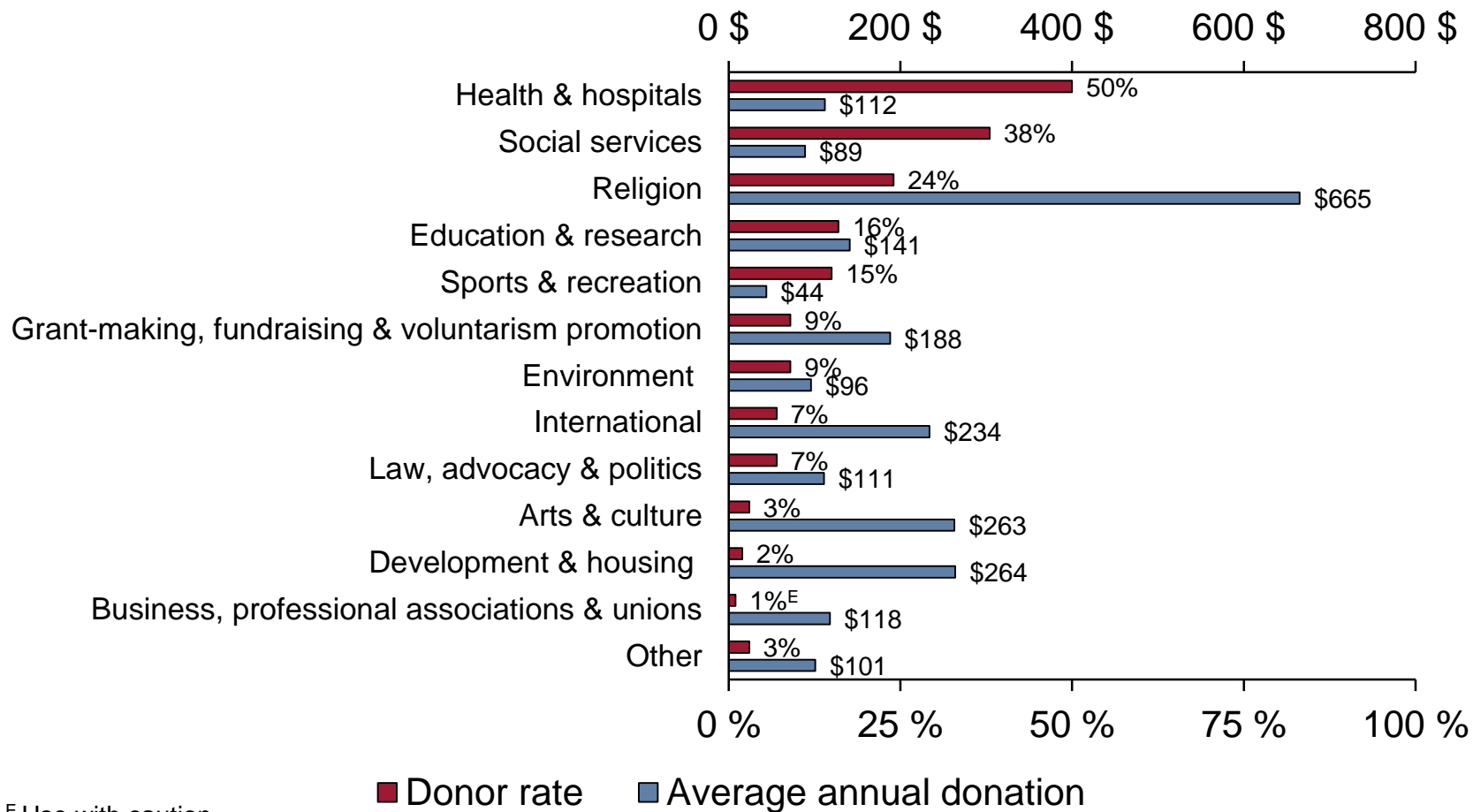
### FINDINGS:

- British Columbians less likely than residents of other provinces to donate to almost all types of organizations
- Particularly striking for organizations working in the areas of:
  - Health
  - Religion
  - Fundraising and voluntarism
- Almost half of donations go to Religion organizations
- Number of the most commonly supported organizations receive quite small amounts

# Types of organizations supported

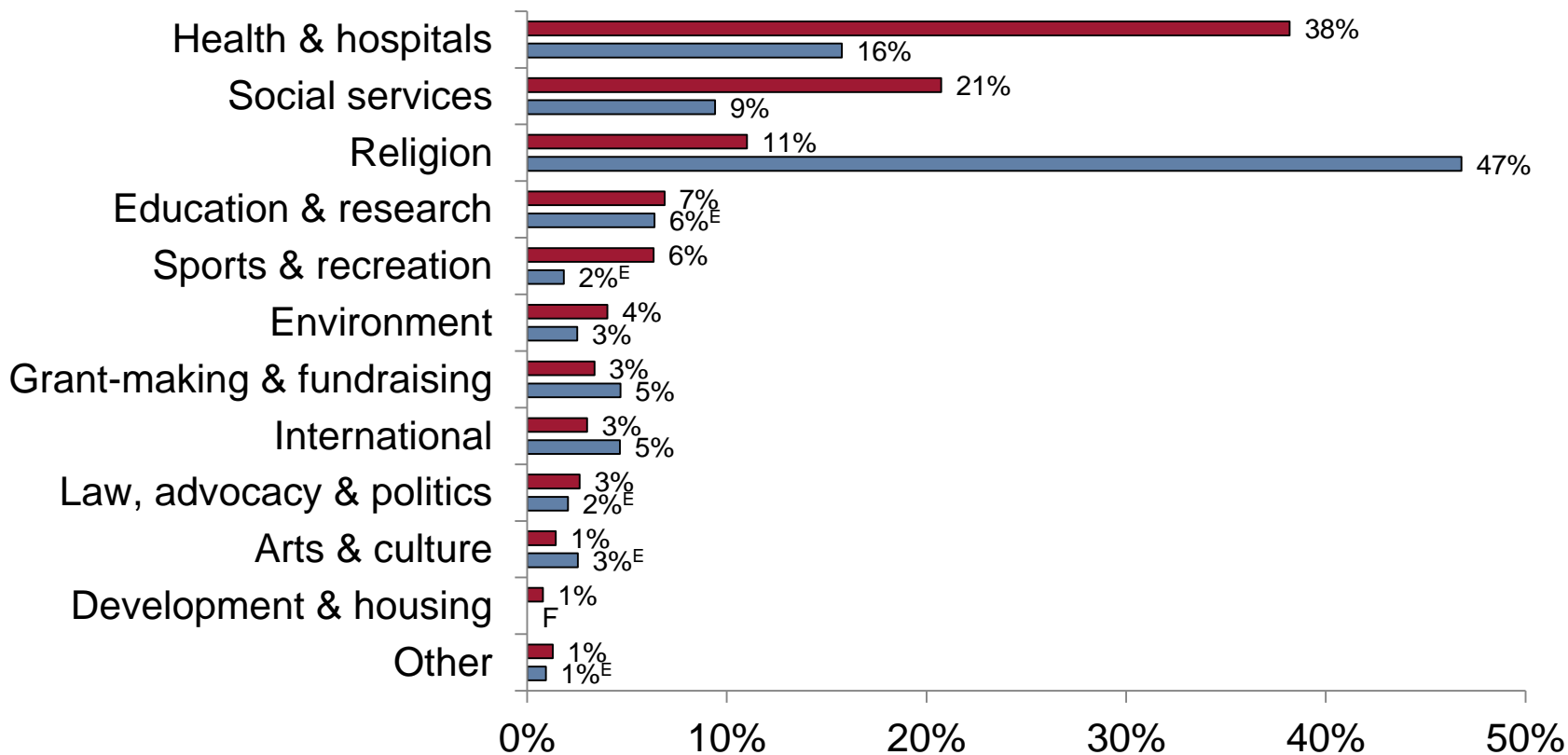


# Types of organizations supported



<sup>E</sup> Use with caution

# Types of organizations supported



<sup>E</sup> Use with caution

<sup>F</sup> Sample size too small to use.

■ % total number of donations

■ % total value of donations

# Types of organizations supported

## IMPLICATIONS:

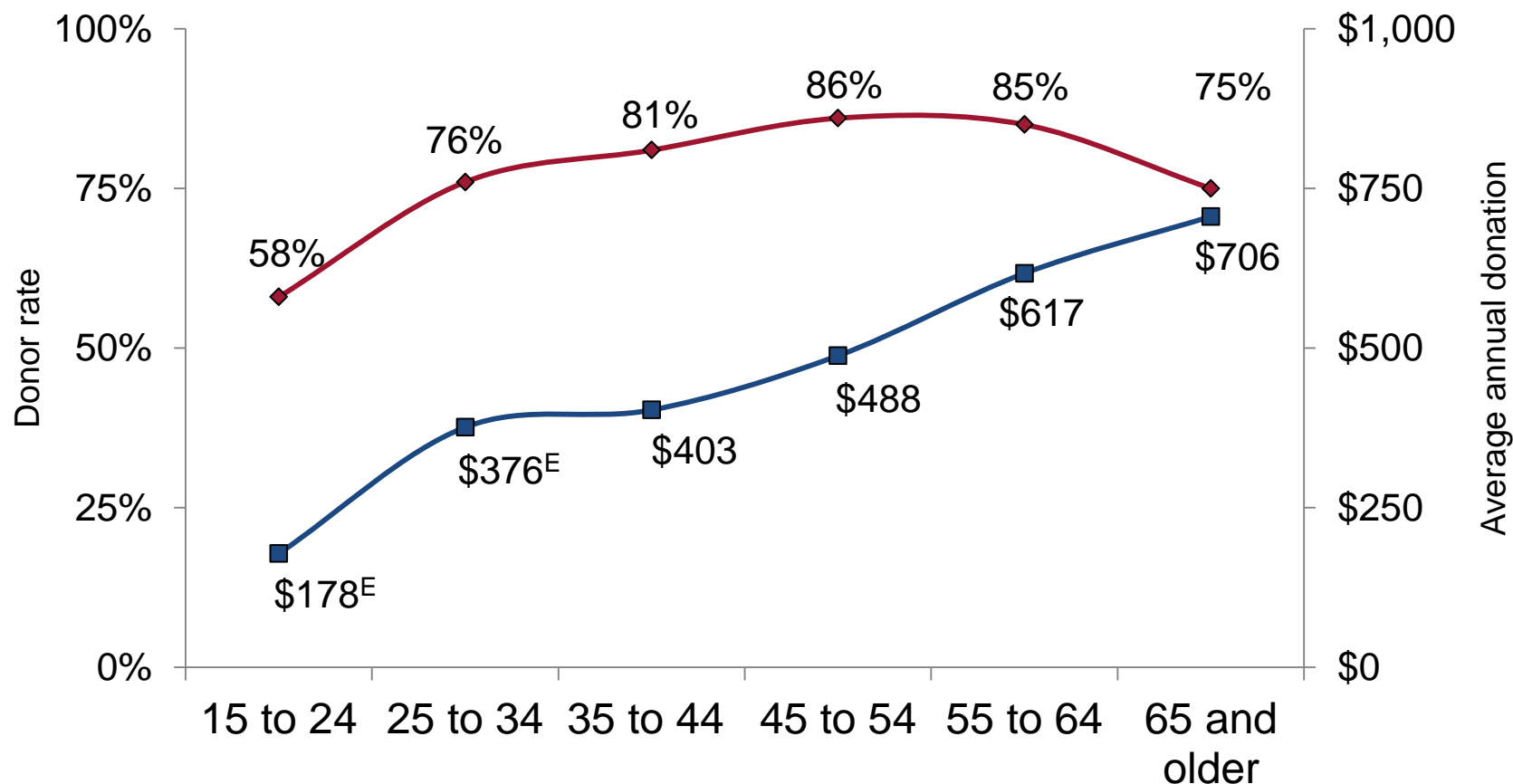
- Organizations need to be aware of the level of support their cause receives from donors
  - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
  - Wide base of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

## Donor characteristics

### FINDINGS:

- Likelihood of donating and amounts given tend to vary according to personal and economic characteristics of the individual
- Together these factors produce the total donation amount for any group
- Some groups contribute more than might be expected, given their representation in the population, while others contribute less
- Although characteristics are treated separately here, many are inter-related

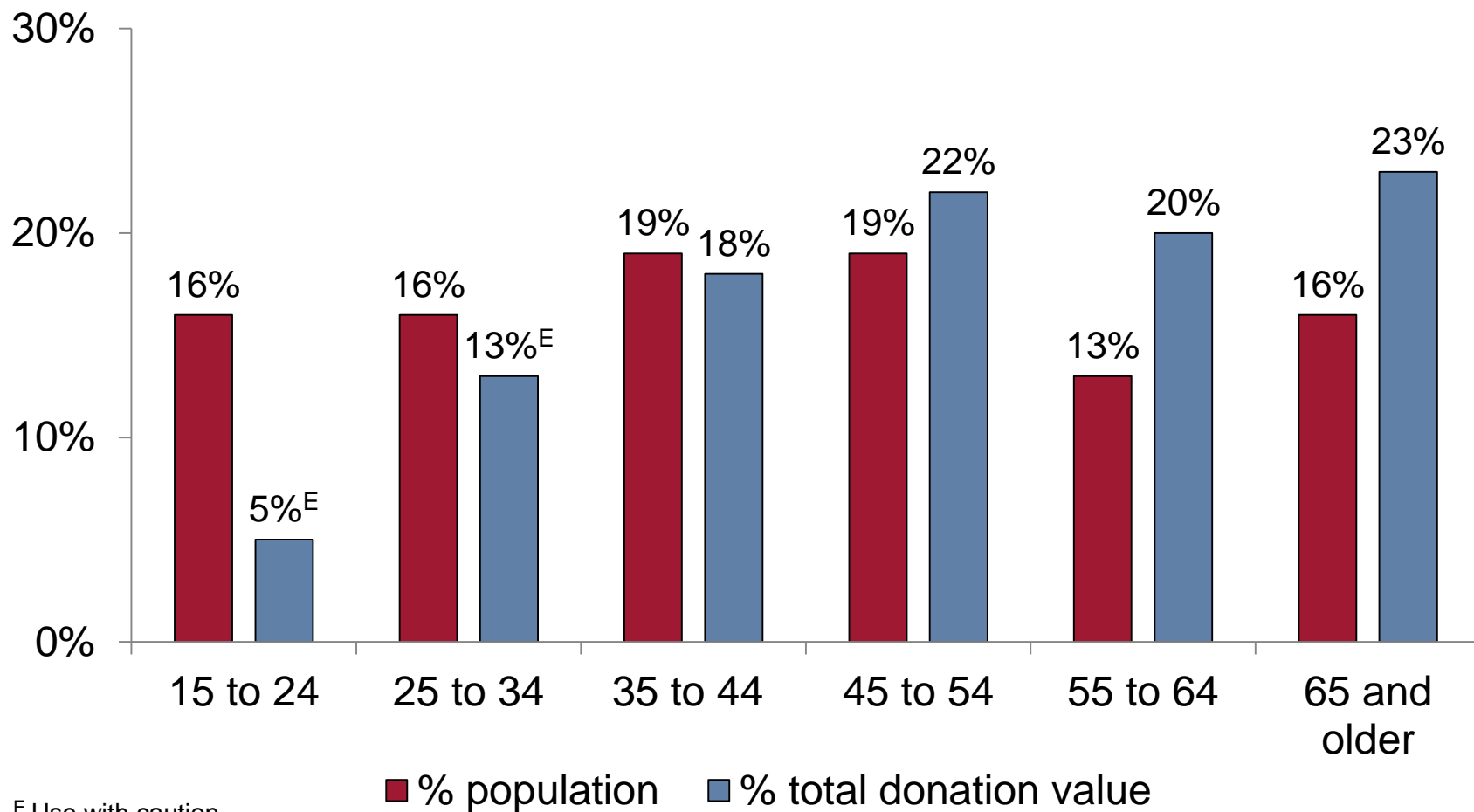
## Donor characteristics: Age



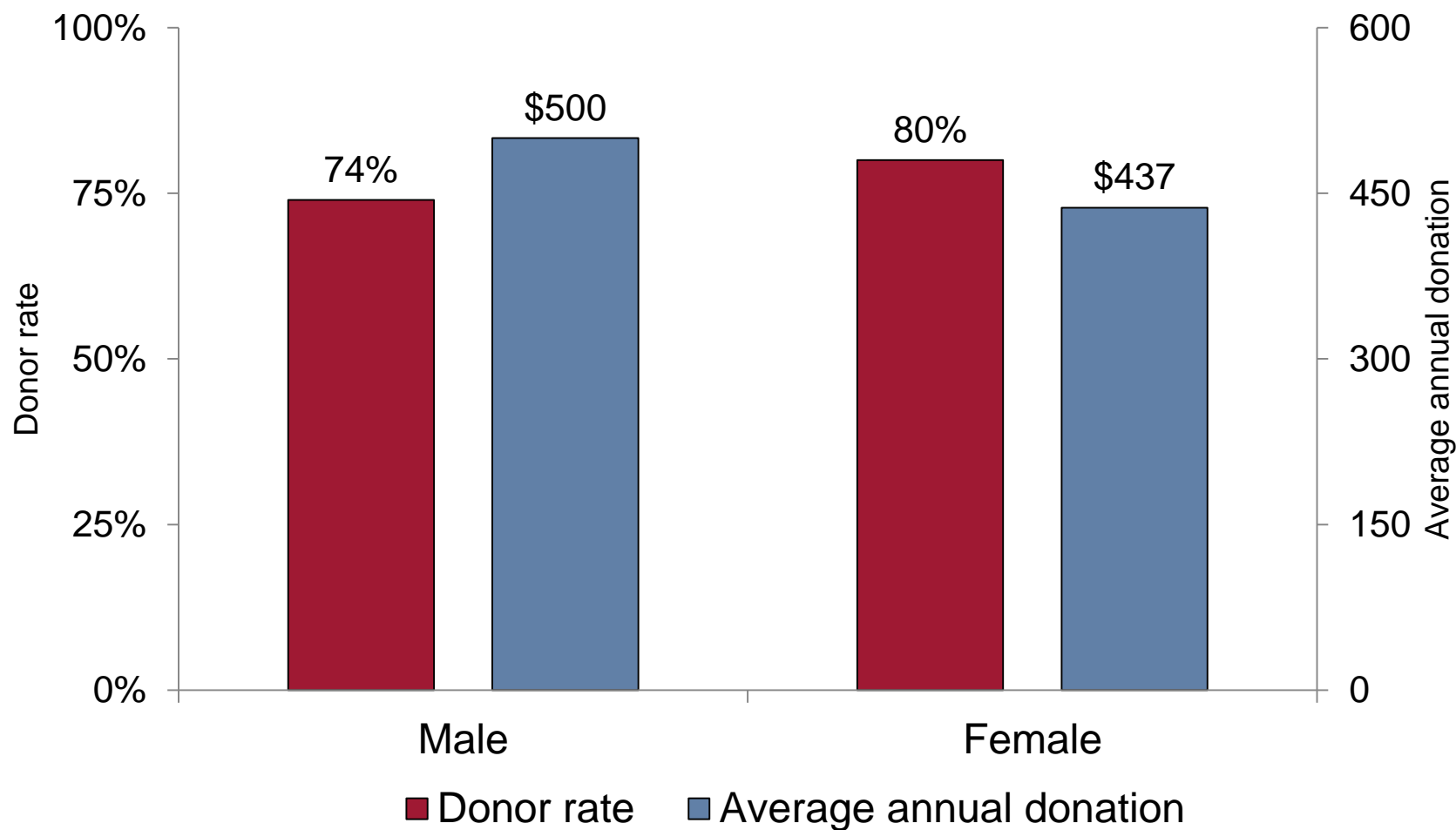
<sup>E</sup> Use with caution

◆ Donor rate    ■ Average annual donation

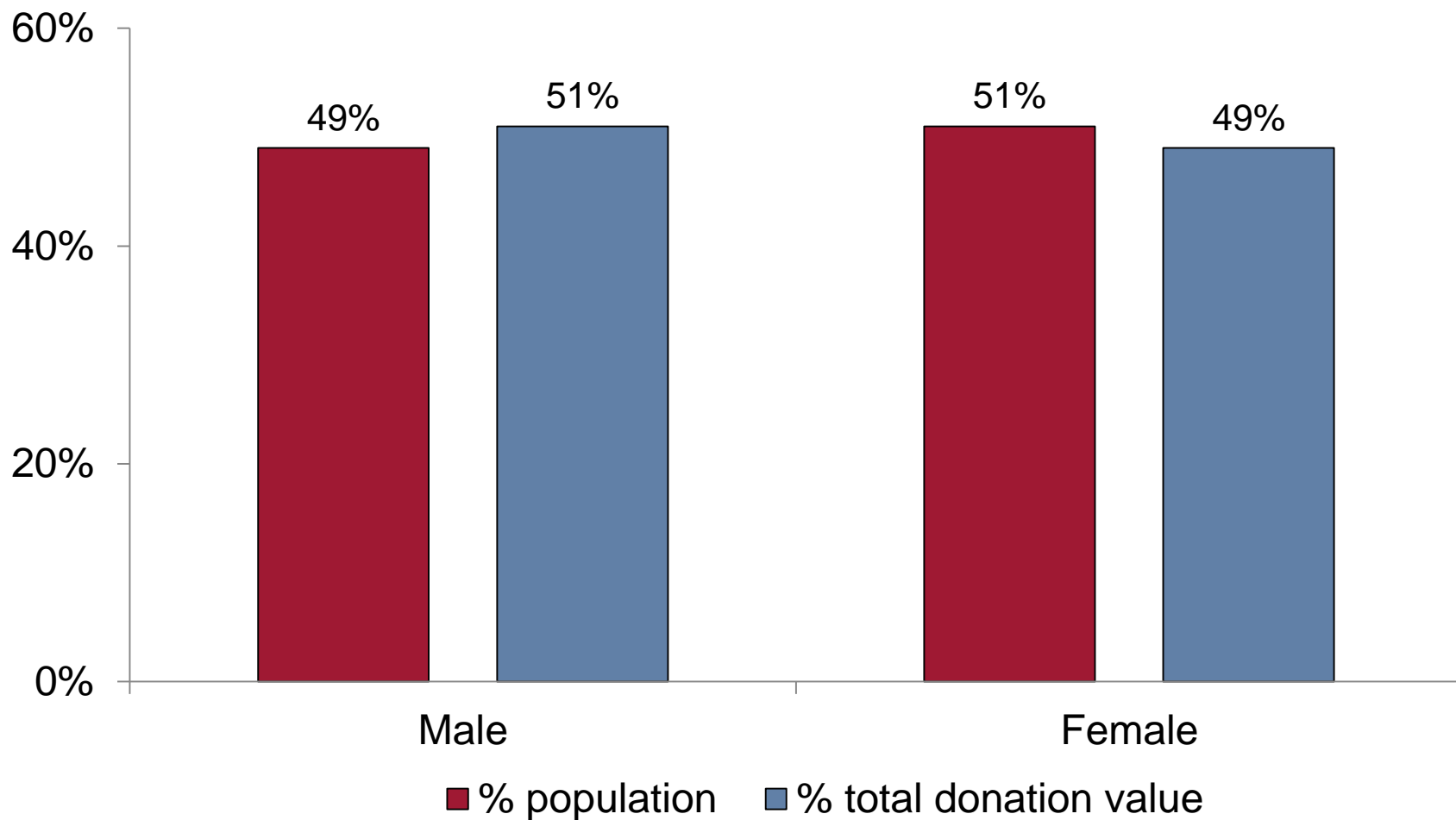
## Donor characteristics: Age



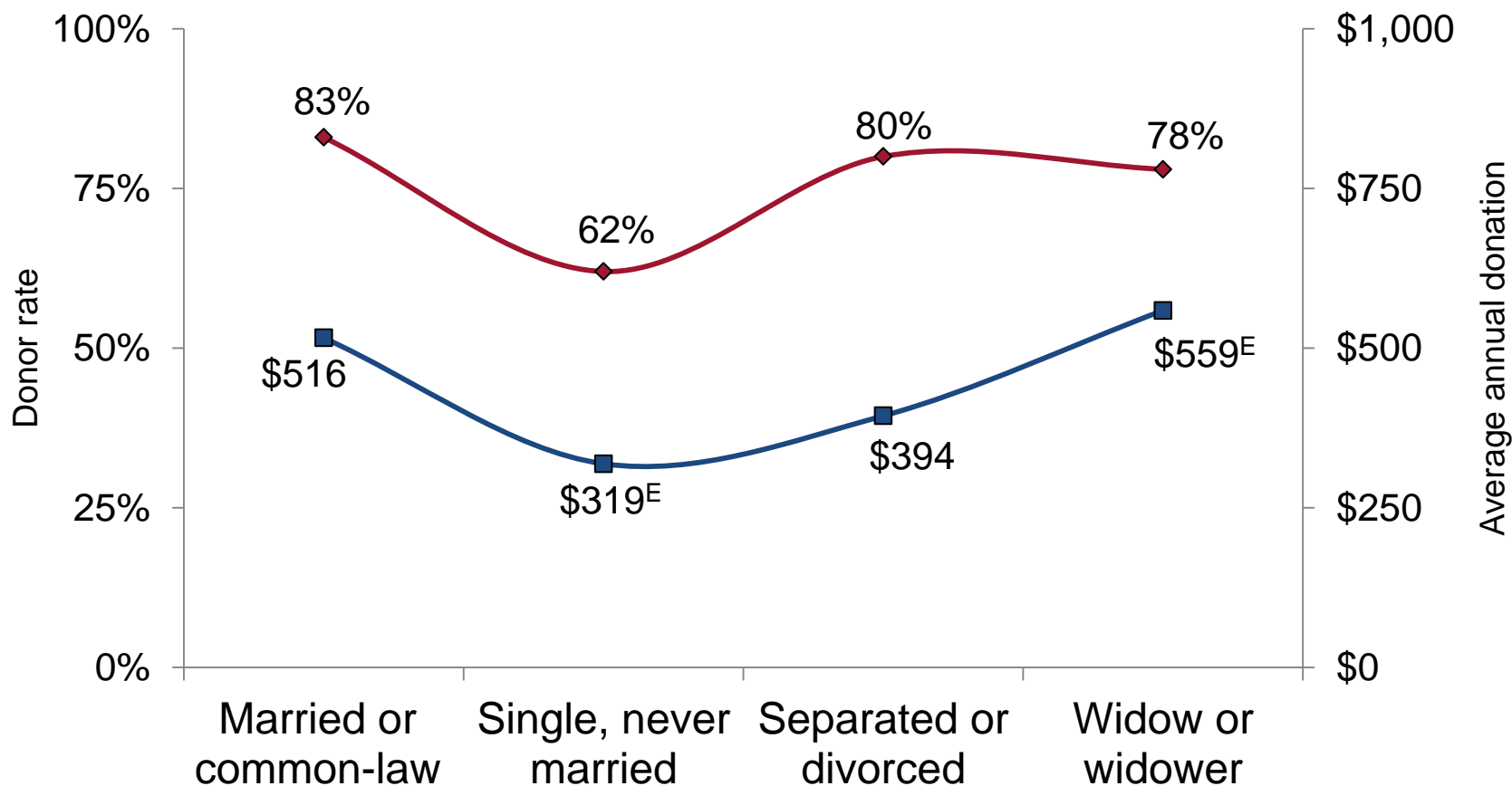
## Donor characteristics: Sex



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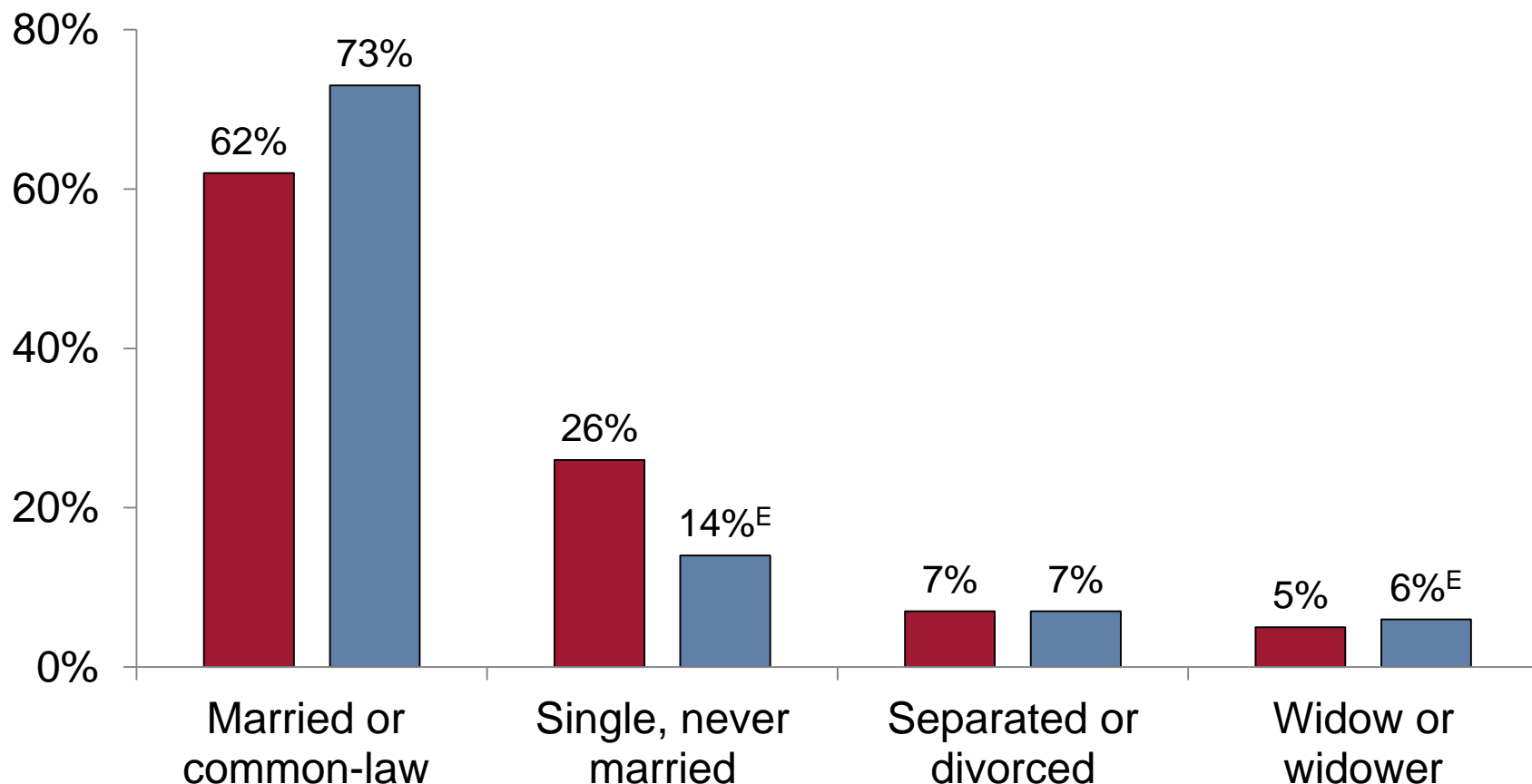
# Donor characteristics: Marital status



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◆ Donor rate    ■ Average annual donation

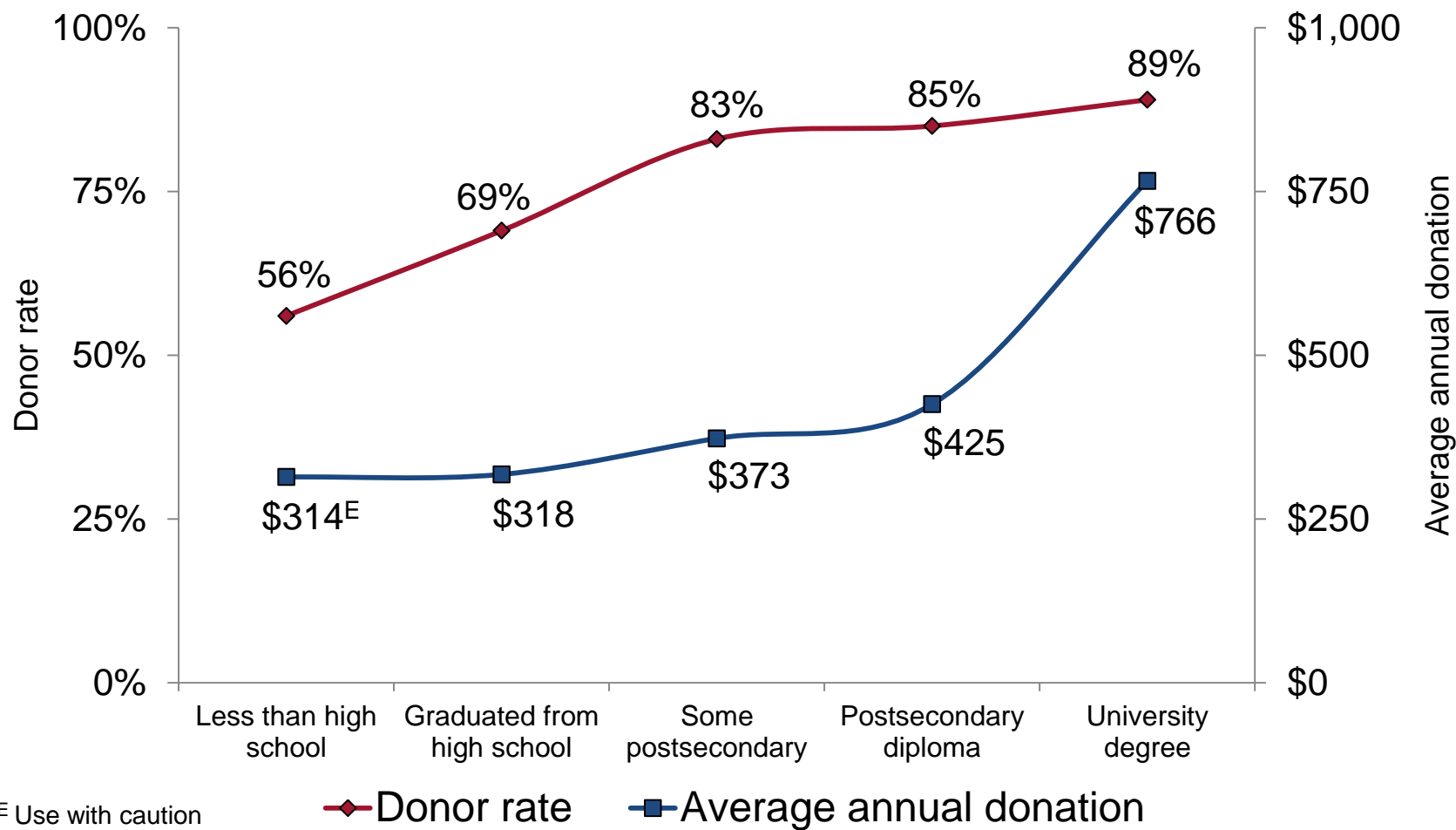
## Donor characteristics: Marital status



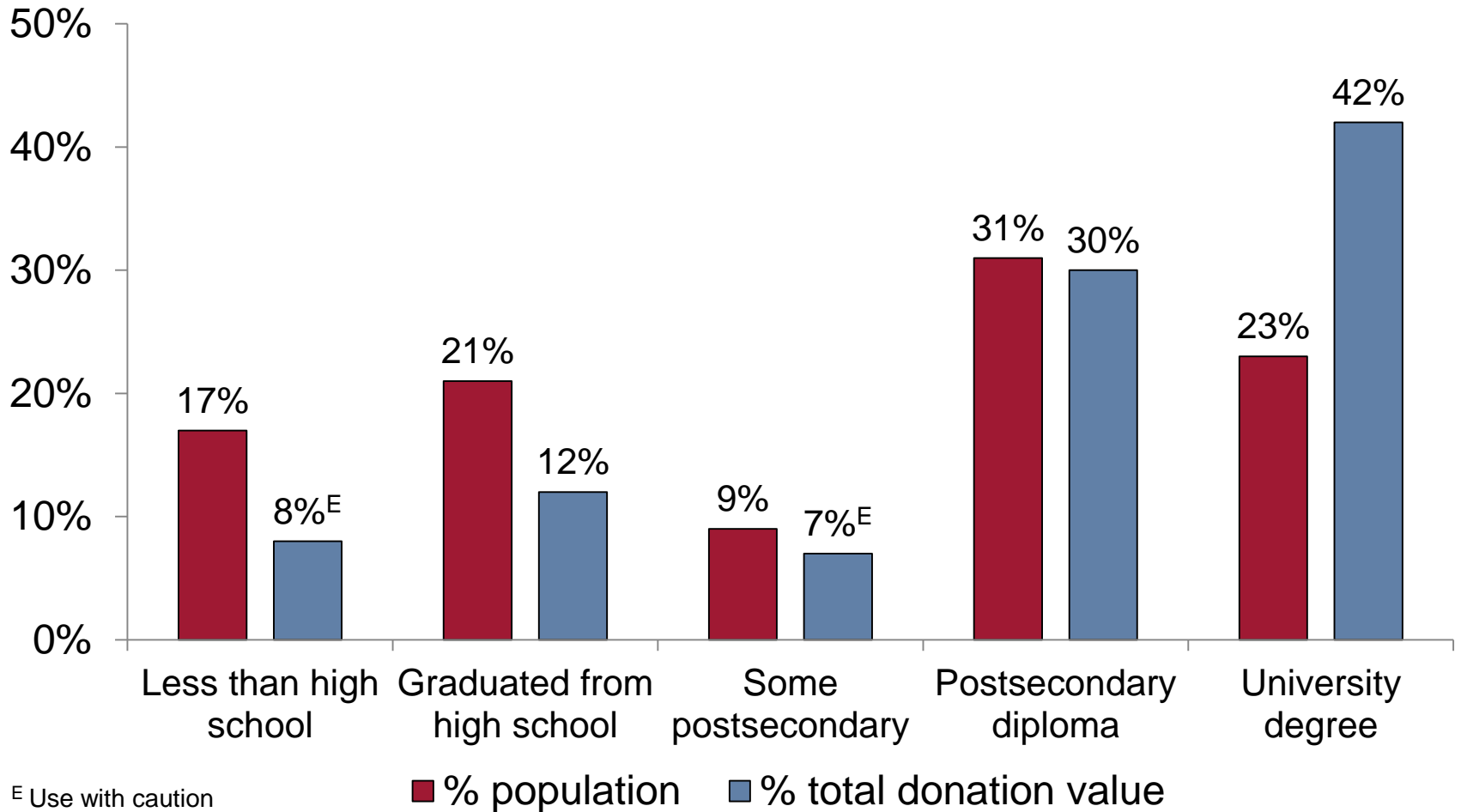
<sup>E</sup> Use with caution

■ % population    ■ % total donation value

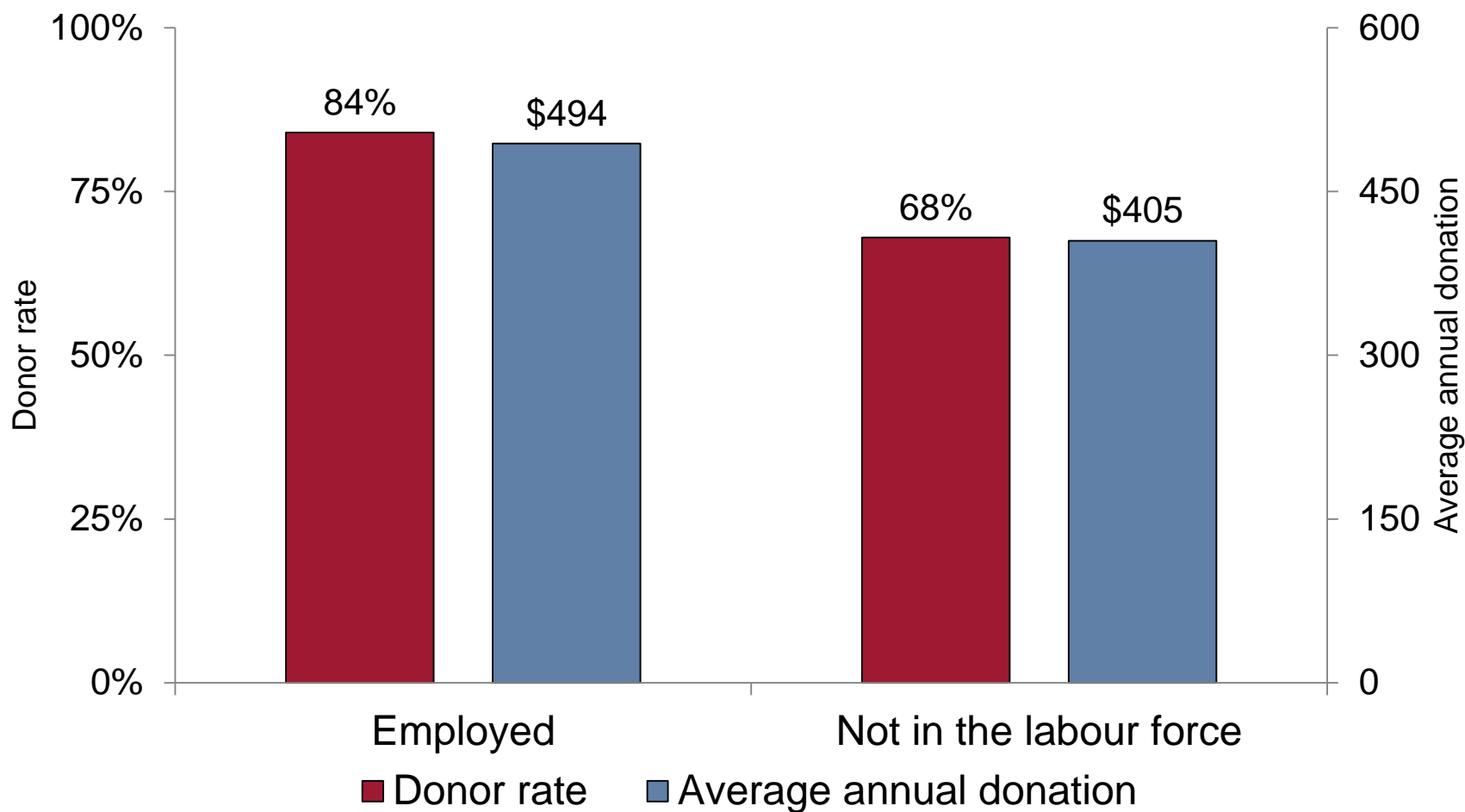
# Donor characteristics: Education level



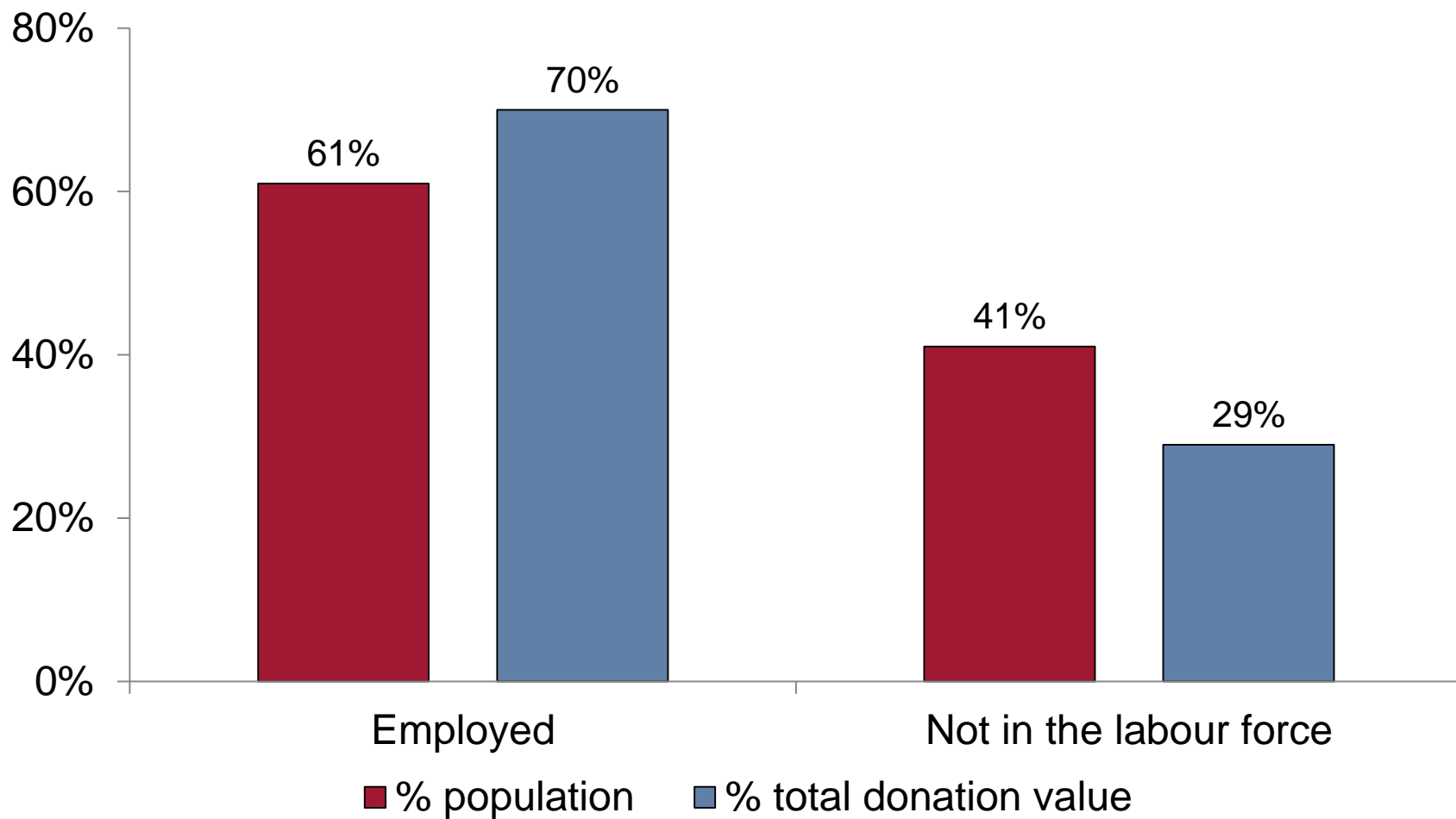
# Donor characteristics: Education level



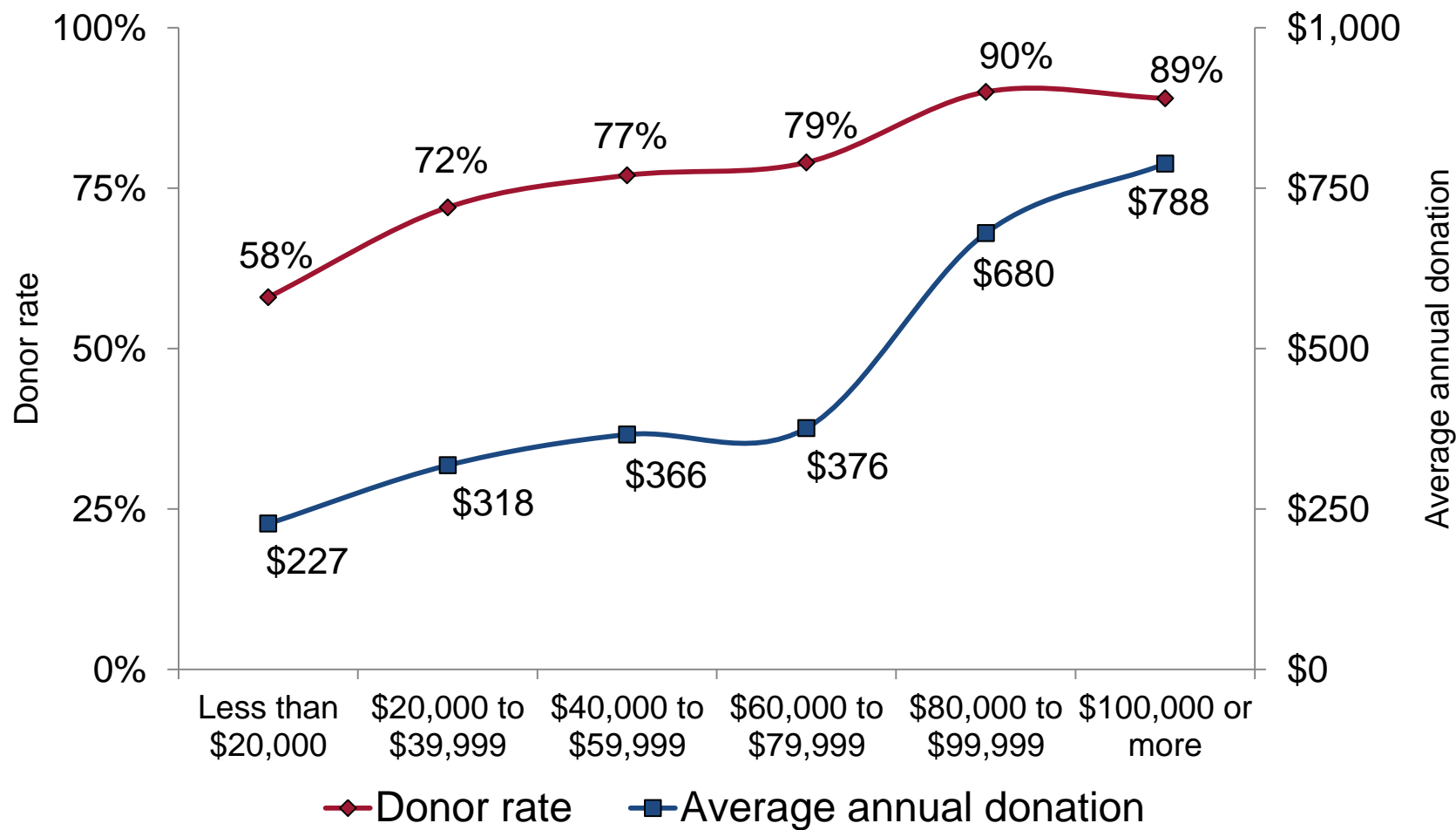
## Donor characteristics: Labour force status



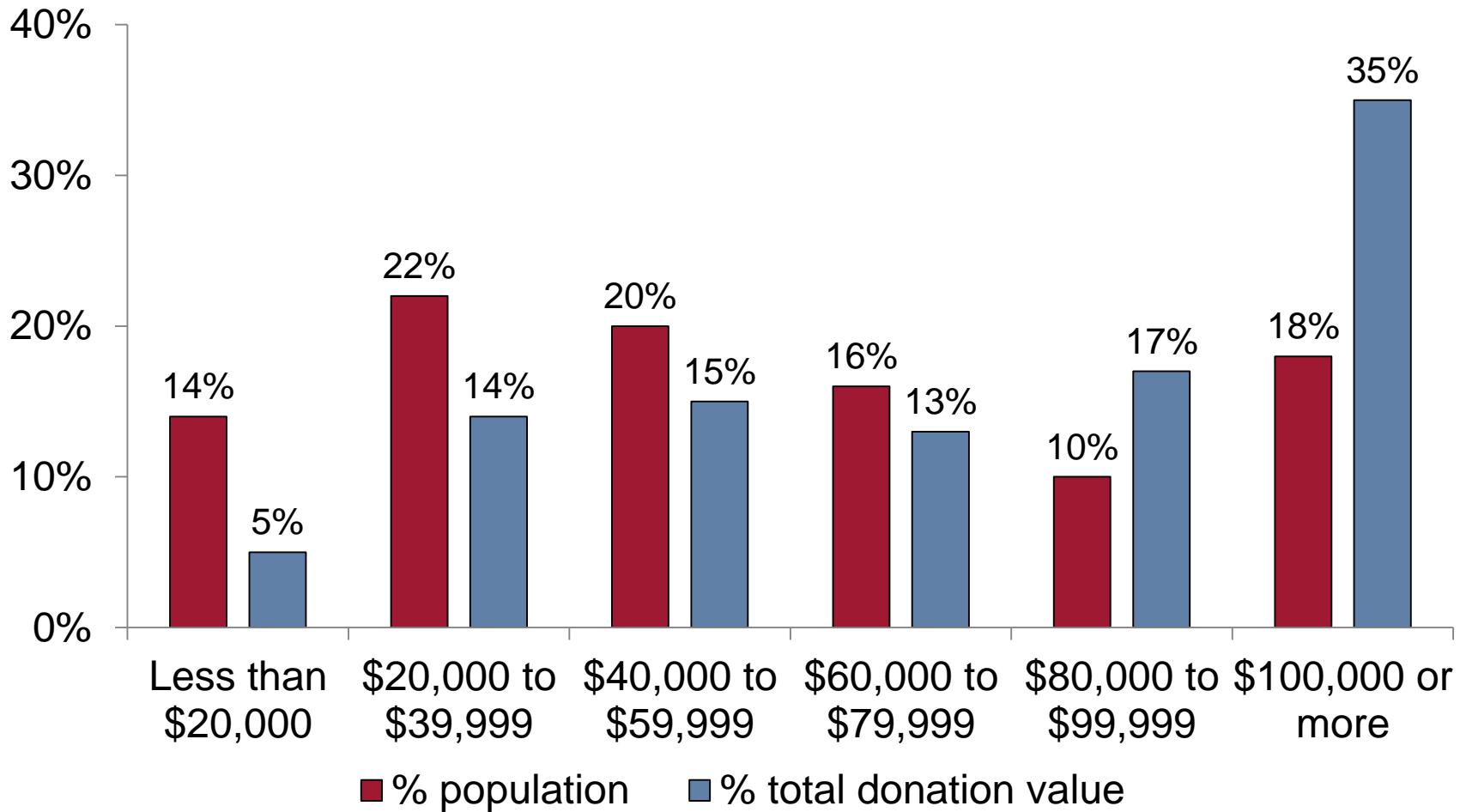
## Donor characteristics: Labour force status



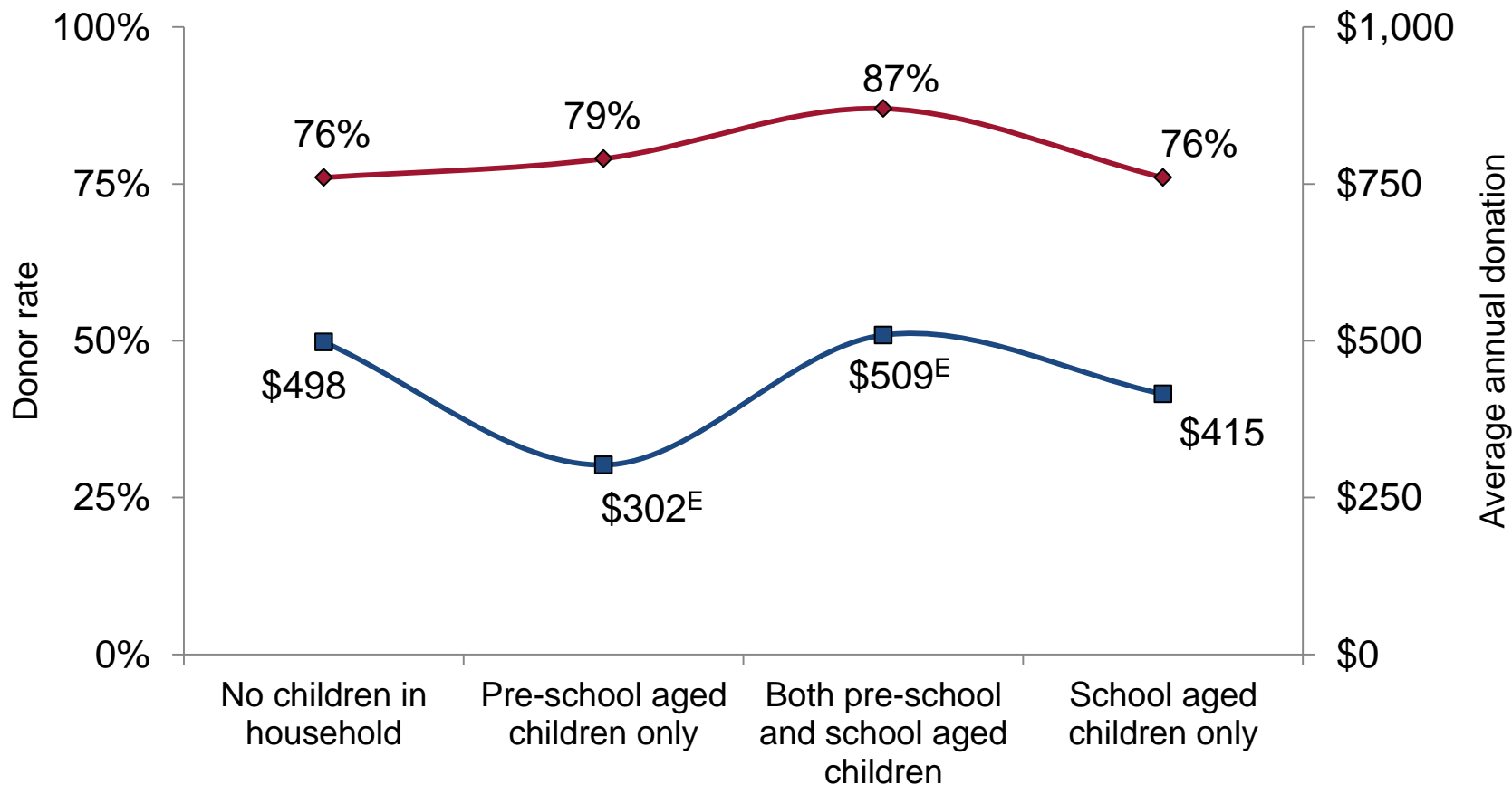
# Donor characteristics: Household income



# Donor characteristics: Household income



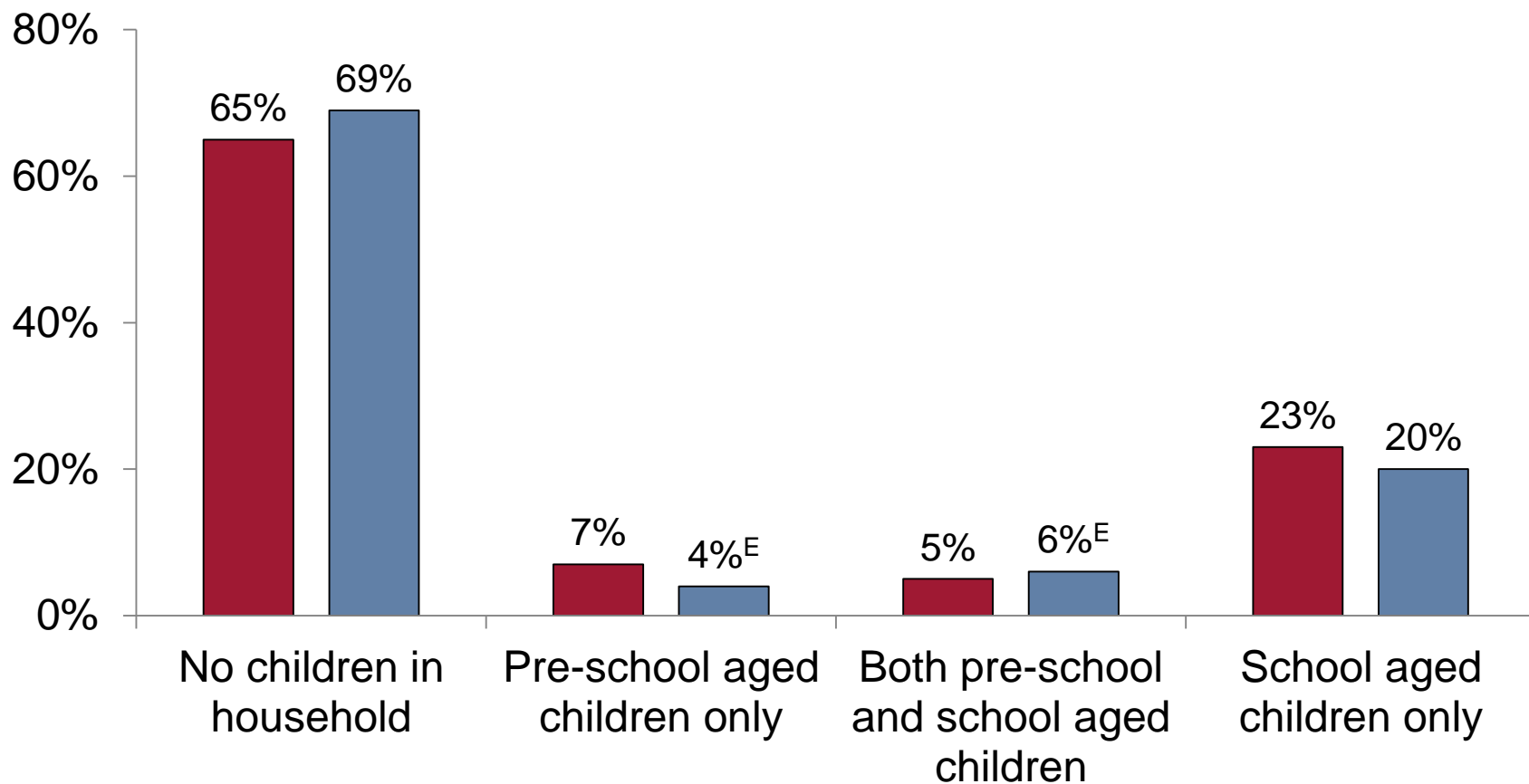
# Donor characteristics: Presence of children



<sup>E</sup> Use with caution

◆ Donor rate    ■ Average annual donation

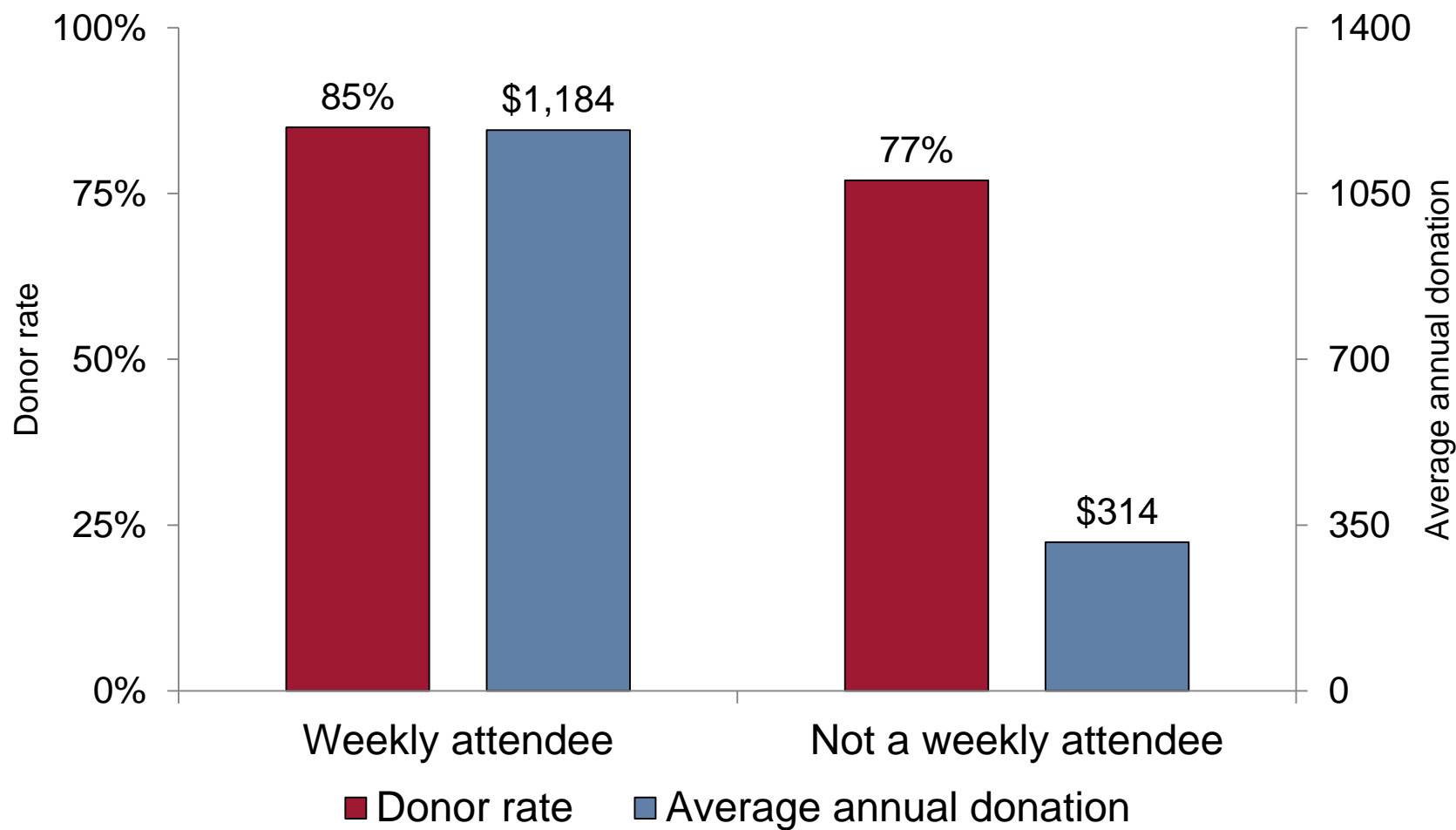
## Donor characteristics: Presence of children



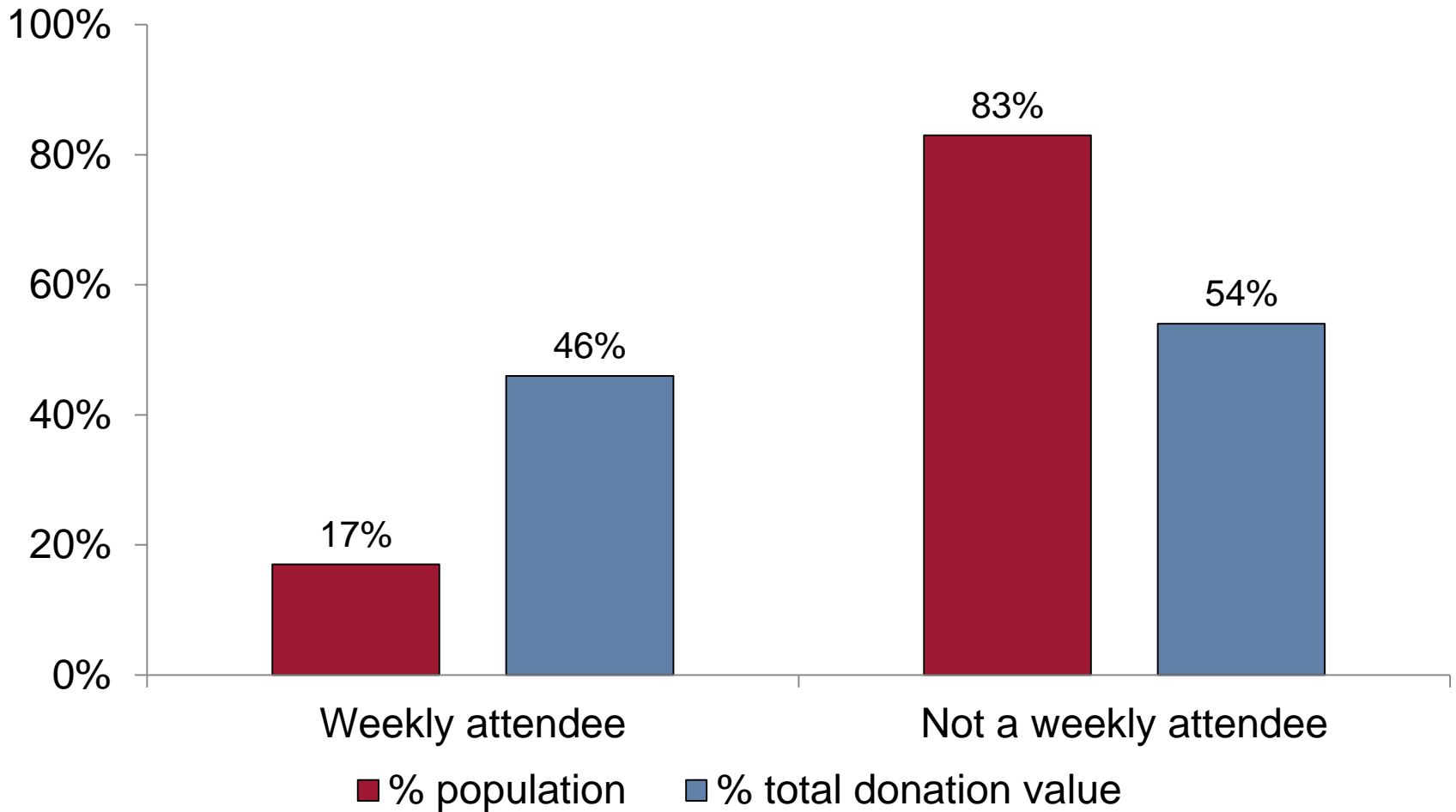
<sup>E</sup> Use with caution

■ % population    ■ % total donation value

# Donor characteristics: Religious attendance



# Donor characteristics: Religious attendance



## Donor characteristics

- Groups that give disproportionately large amounts:
  - Were 45 years of age or older
  - Were married, or in a common-law relationship
  - Held a university degree
  - Were employed
  - Had an annual household income of \$80,000 or more
  - Attended religious services on a weekly basis

## Donor characteristics

### IMPLICATIONS:

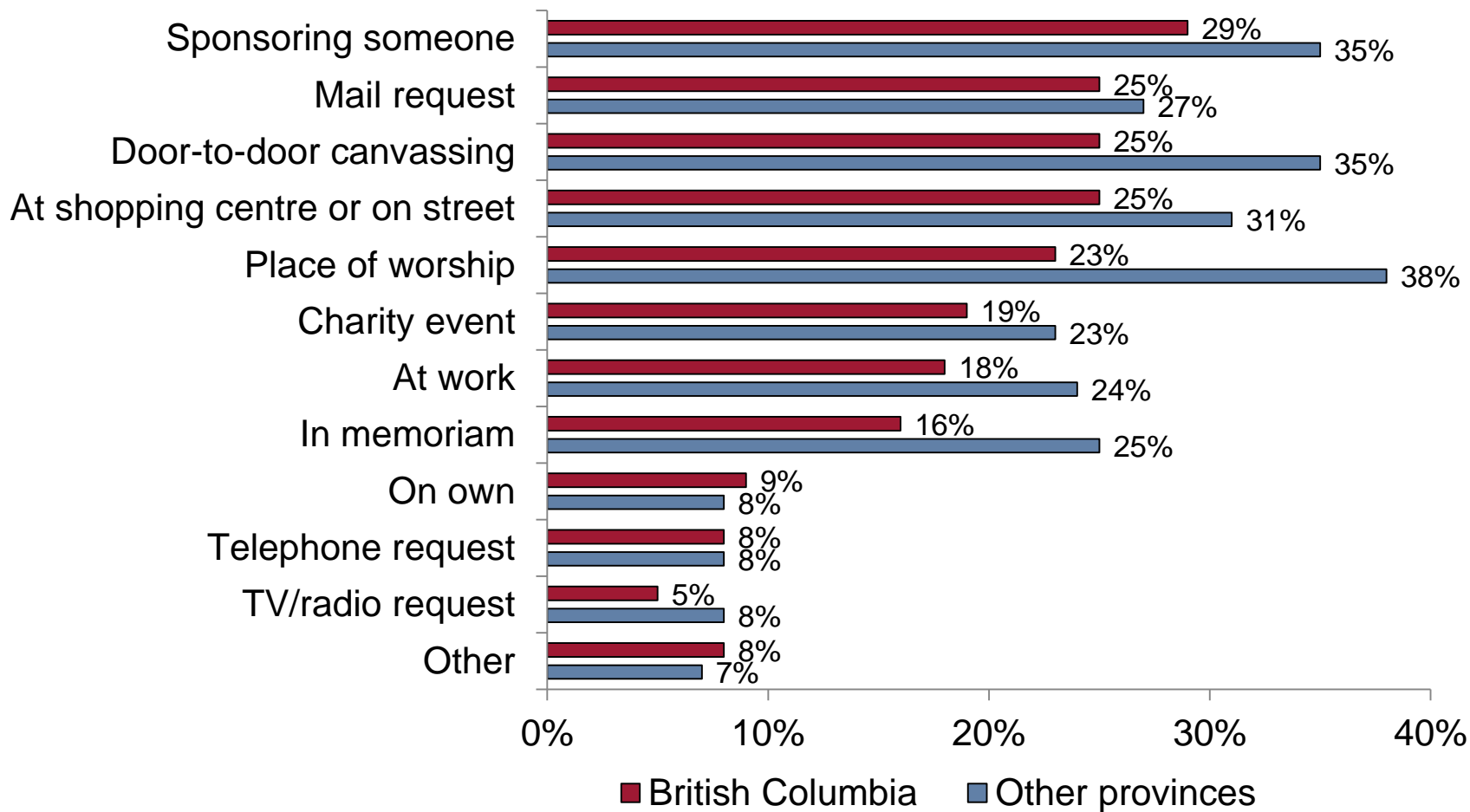
- Some groups tend to give more than others and are potentially much more lucrative
  - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
  - Comparison of the 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

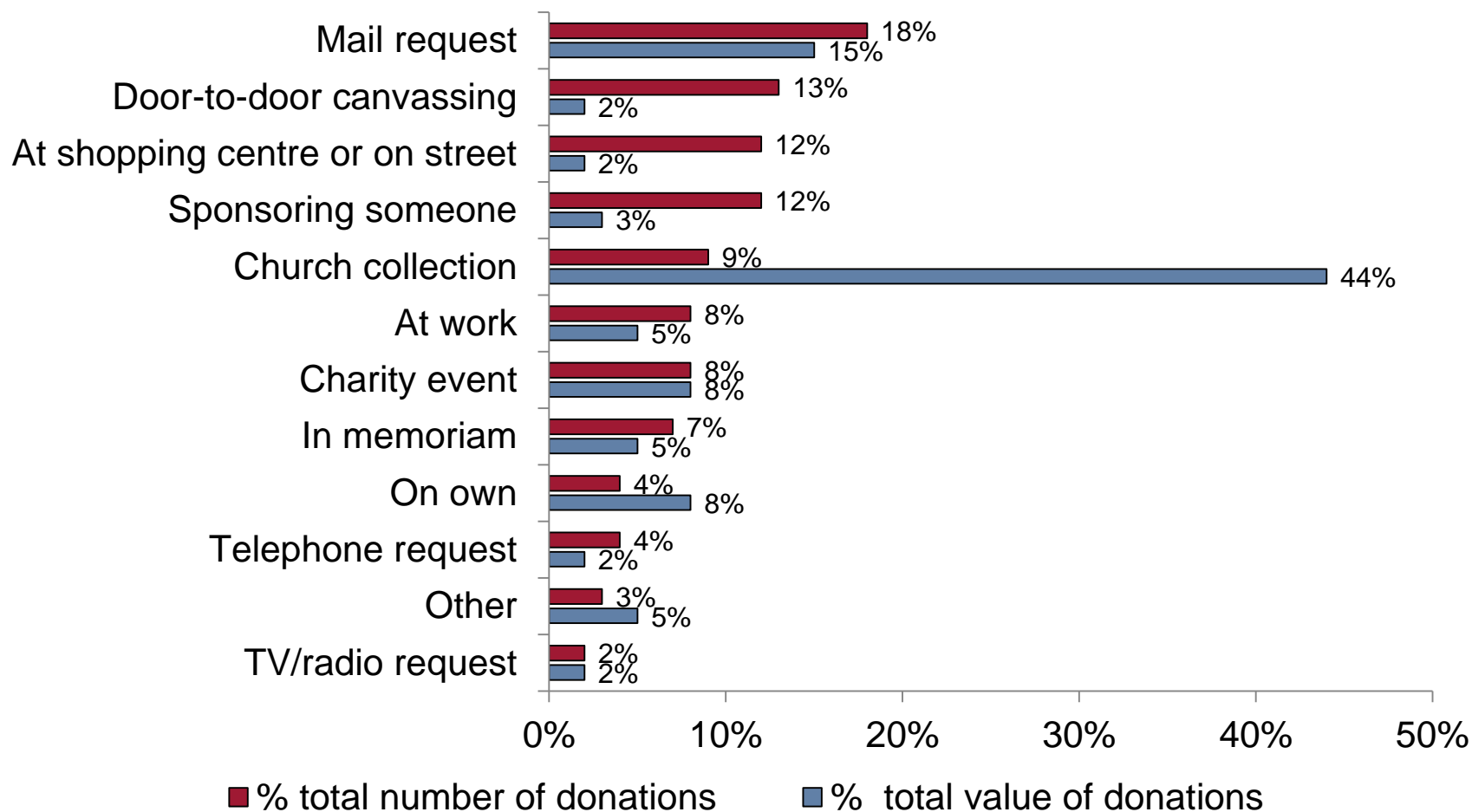
### FINDINGS:

- British Columbians are less likely than residents of other provinces to donate in most of the more common ways
- Most striking for methods of:
  - Donations through place of worship
  - Door-to-door canvassing
  - Donations in memory of someone
- Most money donated through places of worship – other lucrative methods include:
  - Donors who approach on their own initiative
  - Those who pay to attend a charity event

## Donation methods



## Donation methods



## Donation methods

### IMPLICATIONS:

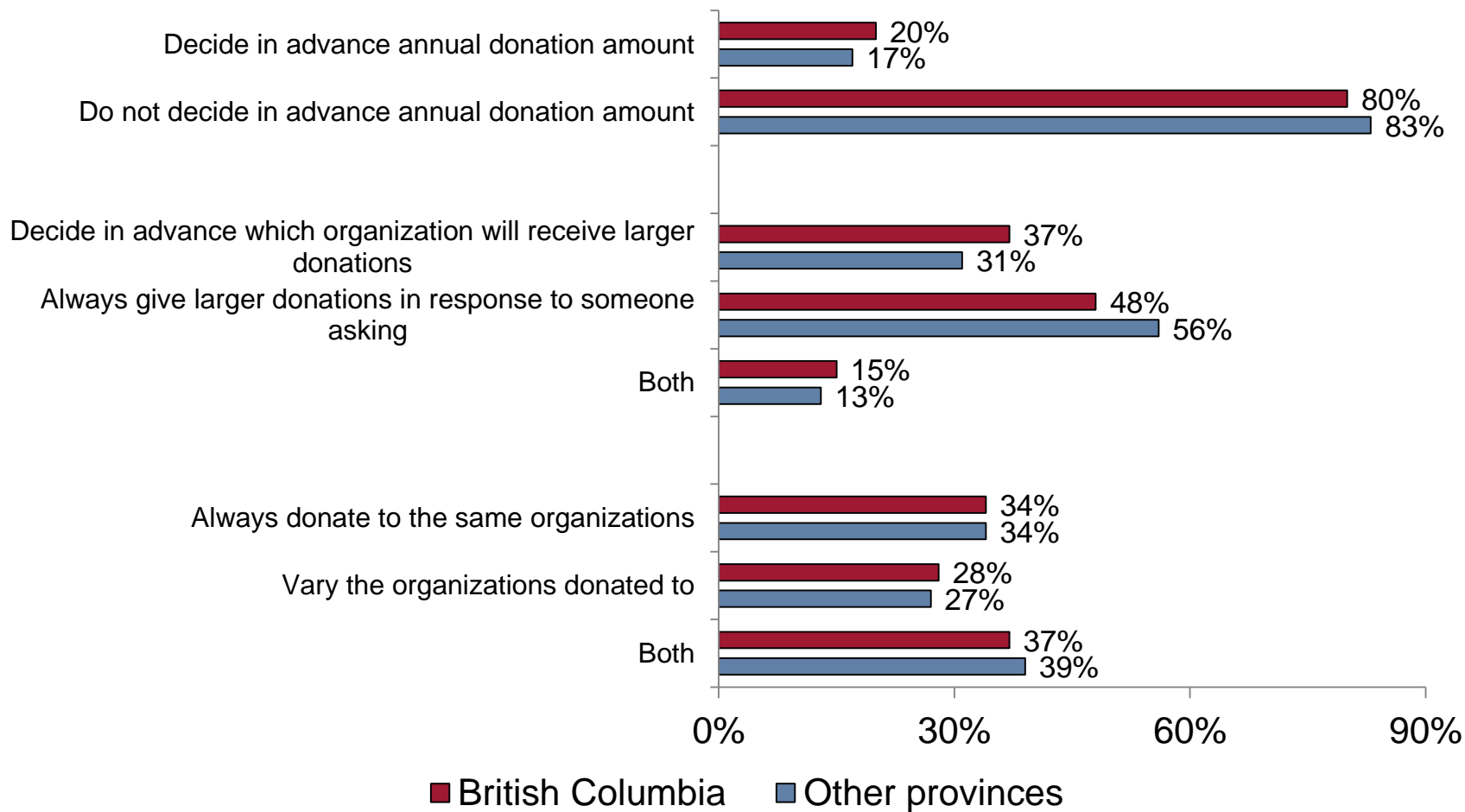
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
  - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

# Donations and decision making

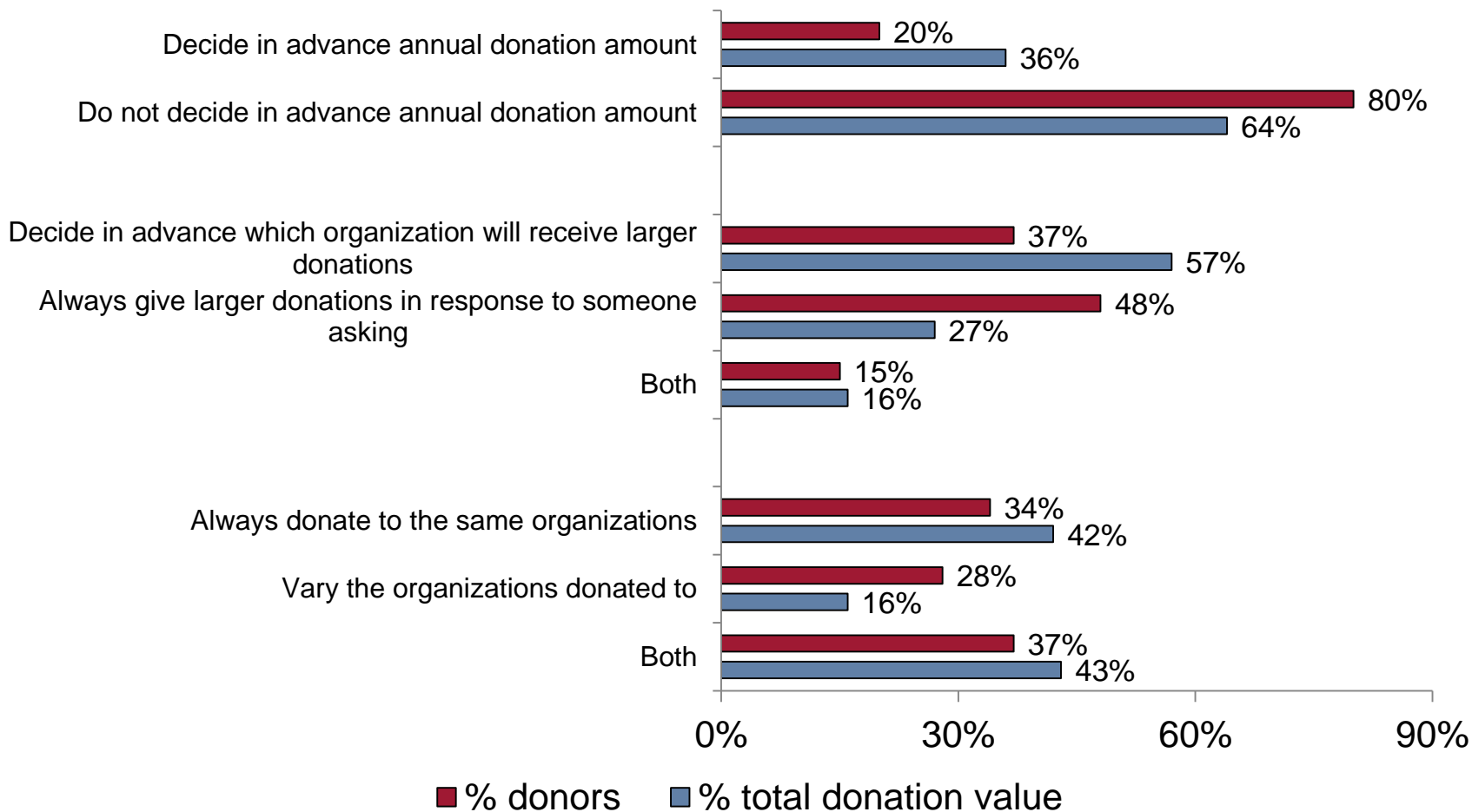
## FINDINGS:

- British Columbians 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
- British Columbians most 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

# Pattern of Giving



# Decision-making for large donations



# Donations and decision making

## IMPLICATIONS:

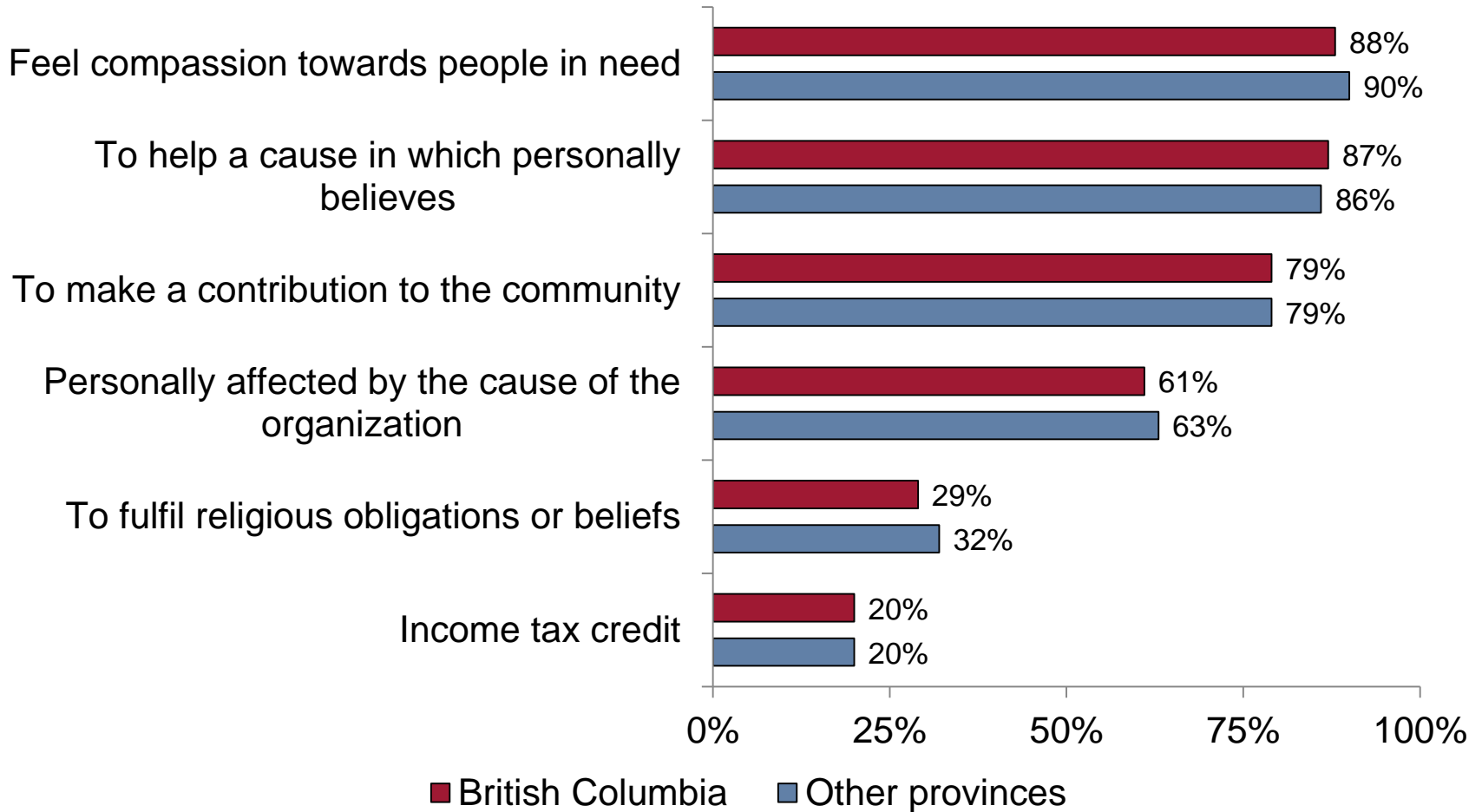
- Generally donors practicing planned or mixed strategies have a better 'yield' for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
  - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

# Motivations

## FINDINGS:

- British Columbian donors most likely to donate for altruistic reasons:
  - Compassion towards those in need
  - Desire to help a cause in which they believe
  - Desire to help their community
- Less likely to donate:
  - To fulfill religious obligations or beliefs
  - Tax credits from government
- British Columbians about as likely as donors from other provinces to cite almost all motivations

# Motivations

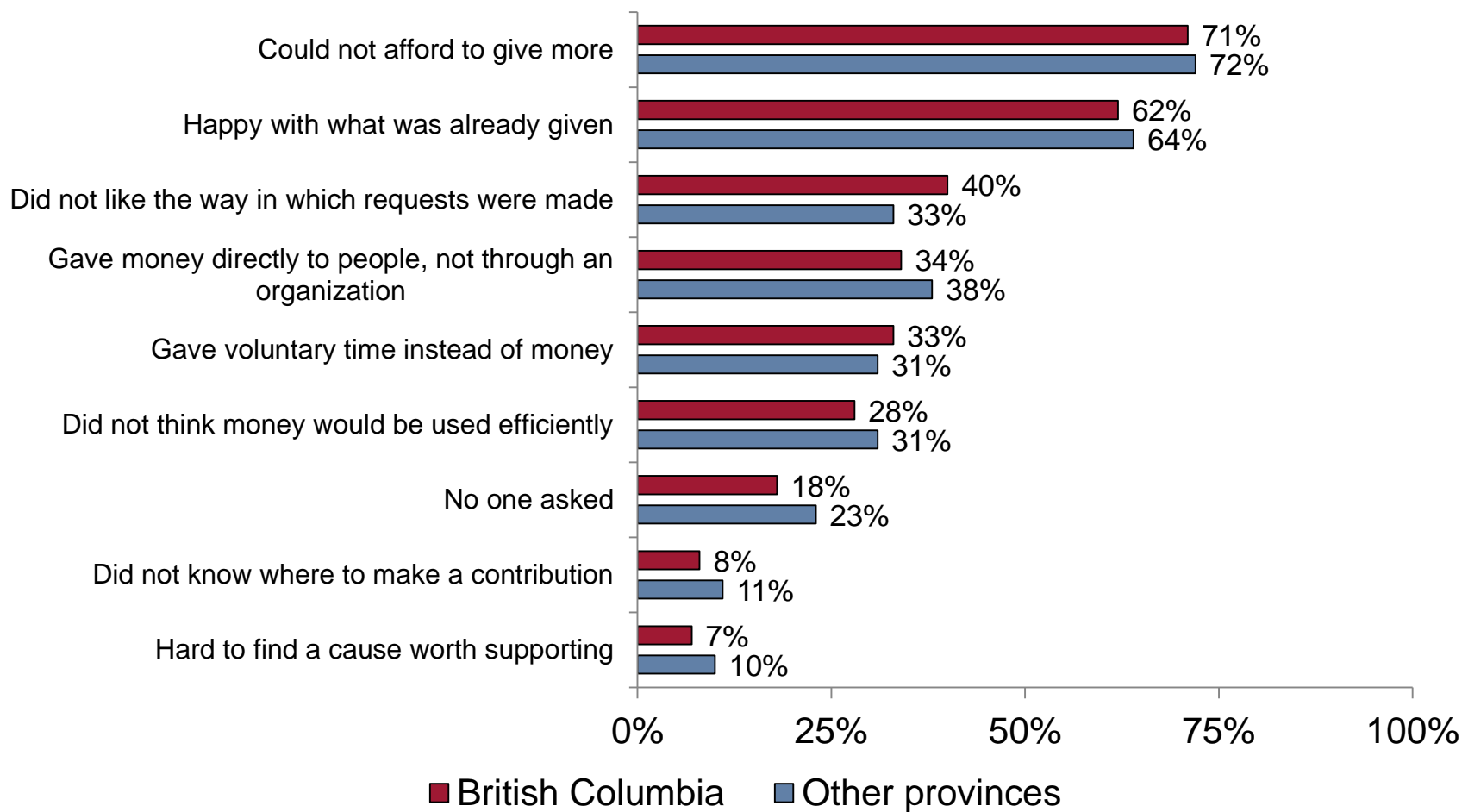


# Barriers

## FINDINGS:

- British Columbian 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
- British Columbians somewhat more likely than donors in other provinces not to like how requests for donations were made
  - Less likely to report that no one had asked them to donate more

# Barriers to giving more



# Motivations and barriers

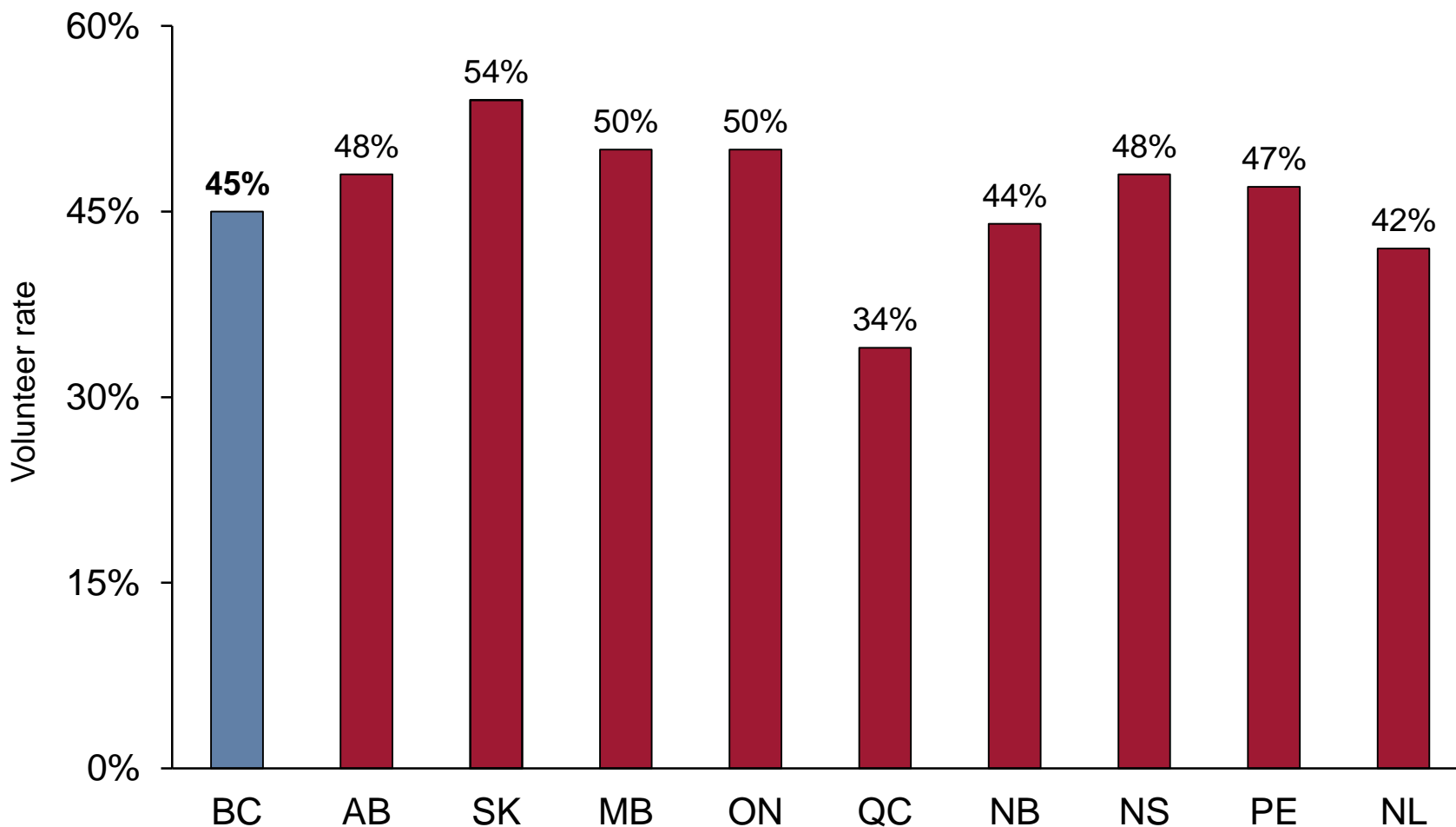
## IMPLICATIONS:

- 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

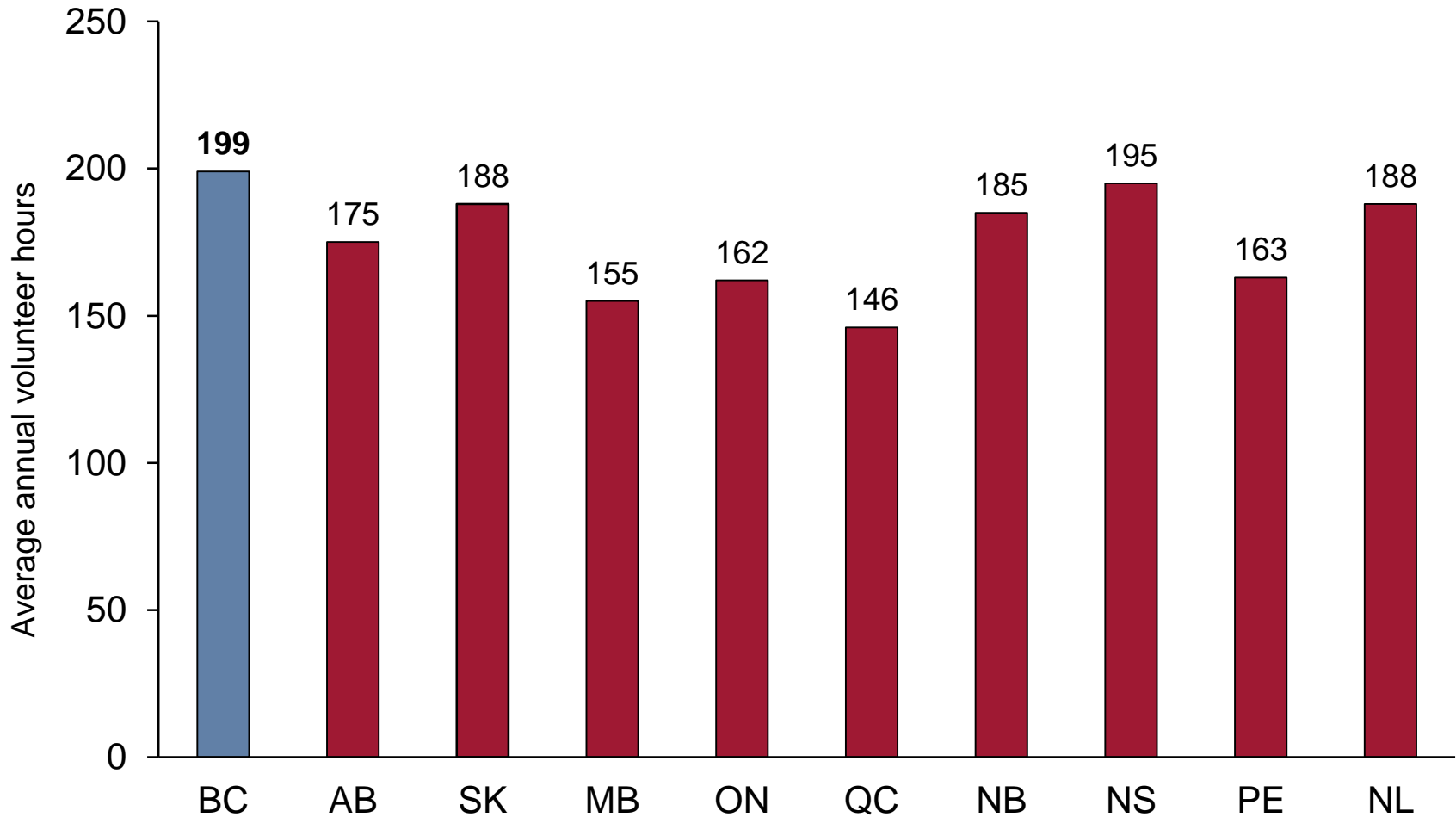
# Volunteering

- 45% of British Columbians (1,580,000 residents) volunteered in 2004
  - 45% of Canadians volunteered
- British Columbia volunteers each contributed an average of 199 hours, with a median of 75 volunteer hours
  - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- British Columbian volunteers contributed a total of about 315 million hours

# Volunteer rate



## Average hours volunteered

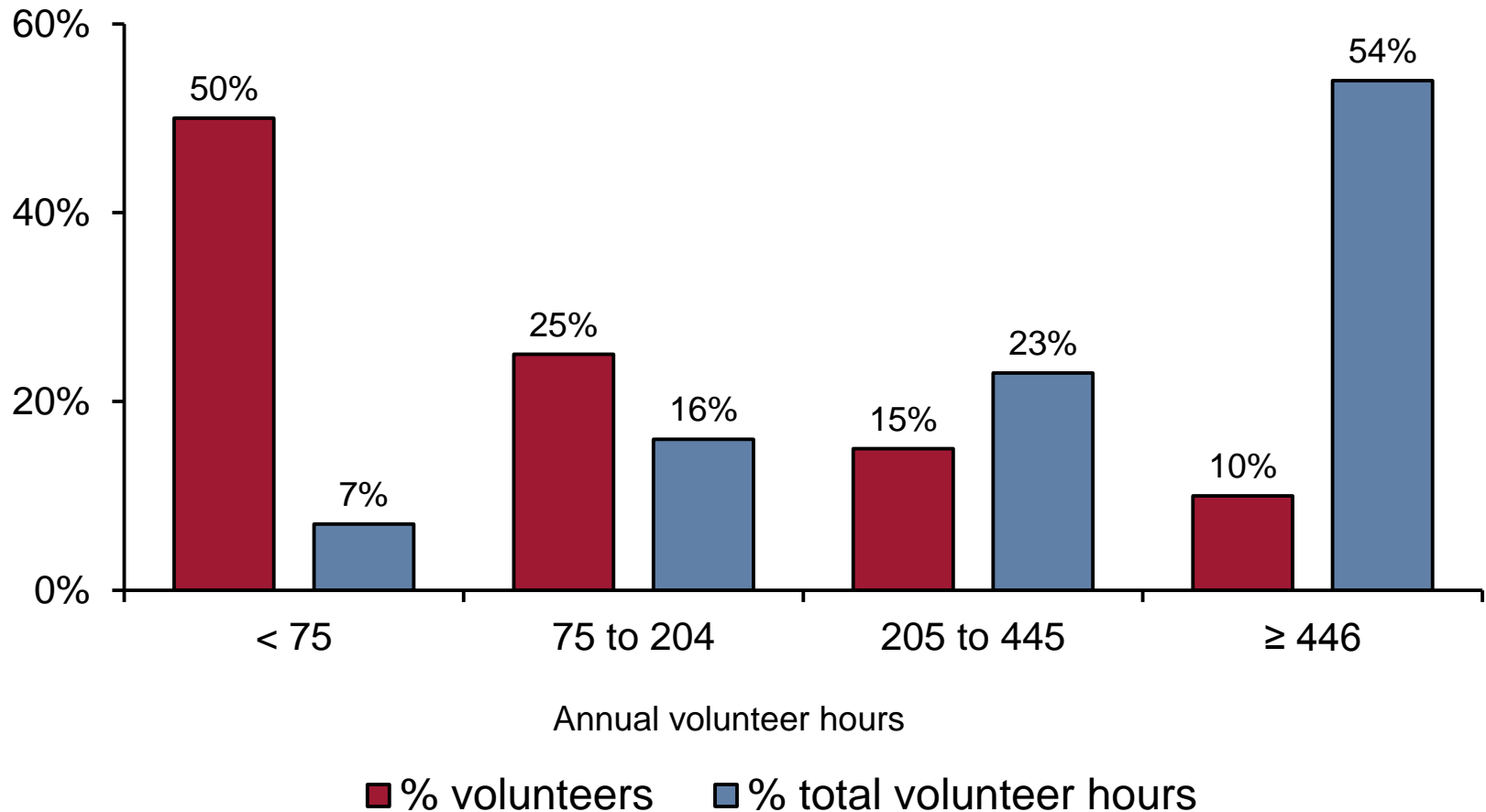


## Concentration of support

### FINDINGS:

- Although somewhat less than half of British Columbia residents volunteered, an even smaller minority were responsible for most volunteer hours
  - The 10% of volunteers who contributed 446 or more hours accounted for 54% of total volunteer hours
  - The top 25% of volunteers (205 hours or more) accounted for 77% of total volunteer hours
- Half of volunteers contributed less than 75 hours, collectively accounting for 7% of total volunteer hours

# Concentration of support



# Volunteering

## IMPLICATIONS:

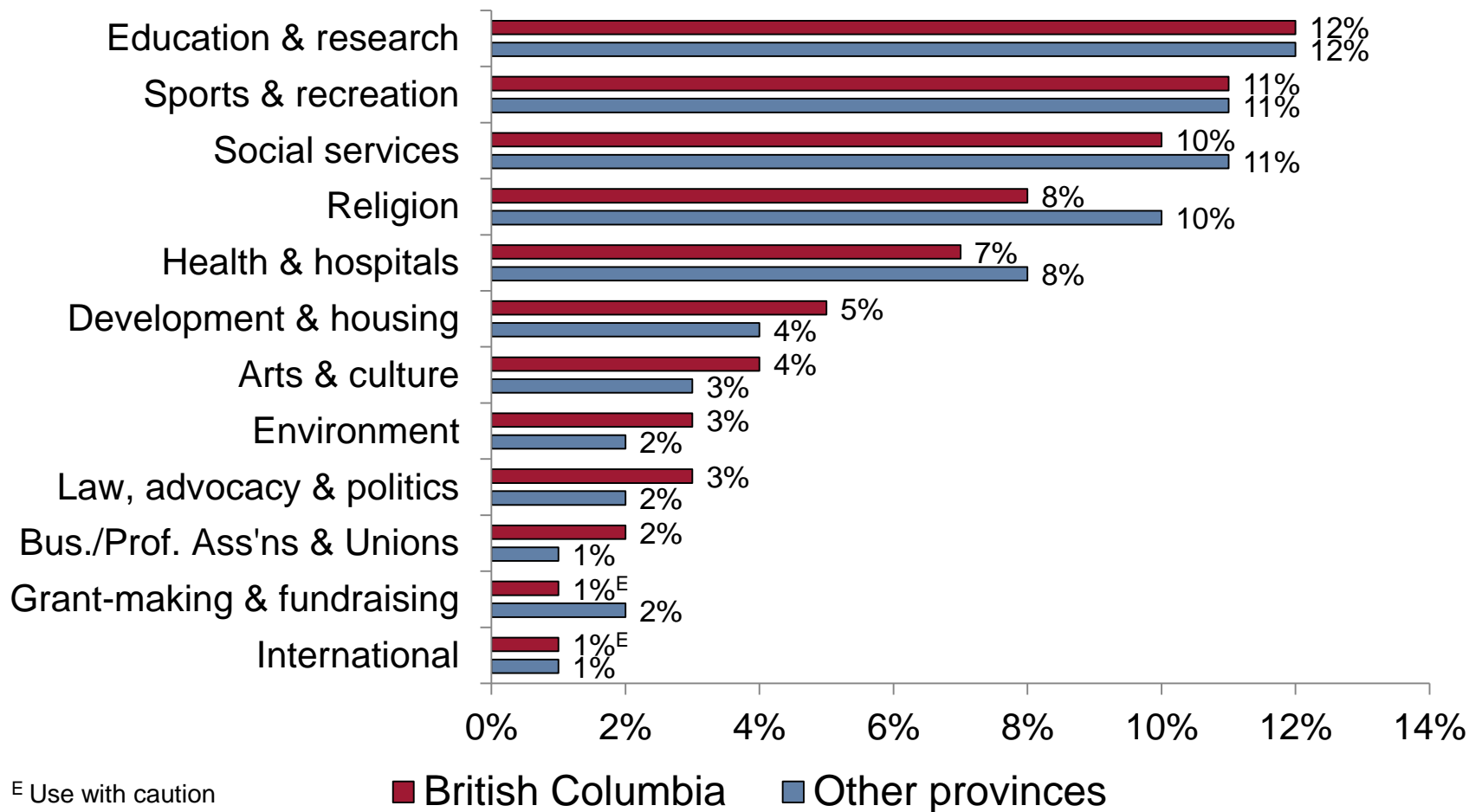
- British Columbians as likely as rest of Canada to volunteer
- Report somewhat higher average hours than Canada as a whole
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
  - Should anything happen to that portion of the population or to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

# Types of organizations supported

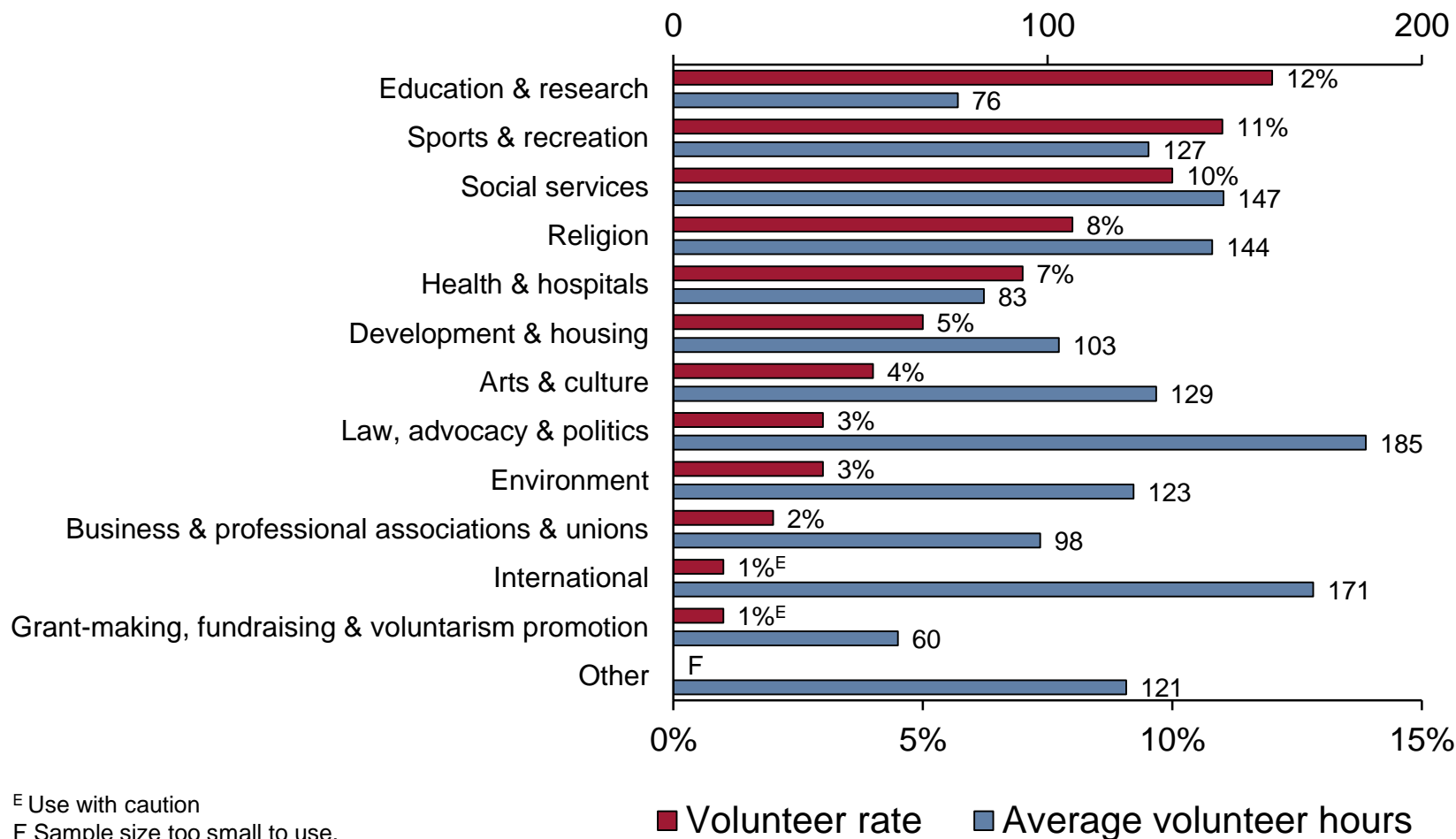
## FINDINGS:

- British Columbians most likely to volunteer for organizations working in the areas of:
  - Education and research
  - Sports and recreation
  - Social services
  - Religion
- Pattern of volunteering very similar to other provinces
- Widespread support does not necessarily mean volunteers contribute many volunteer hours

# Types of organizations supported



# Types of organizations supported



<sup>E</sup> Use with caution  
<sup>F</sup> Sample size too small to use.

# Types of organizations supported

## IMPLICATIONS:

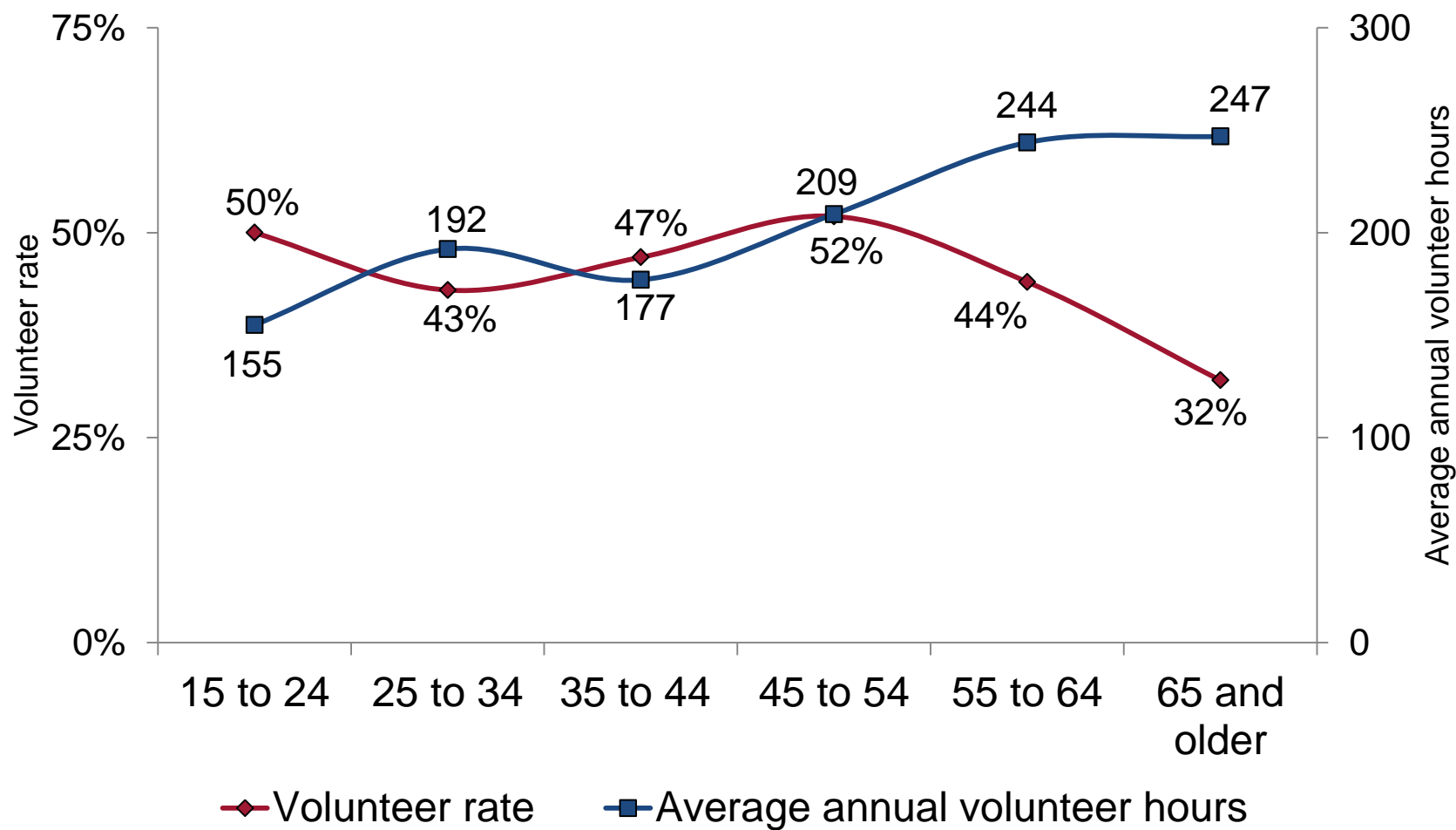
- Organizations need to be aware of the nature of their volunteer base
  - Narrow but highly committed, with volunteers providing large numbers of hours?
  - Broad, but less committed?
  - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to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

# Volunteer characteristics

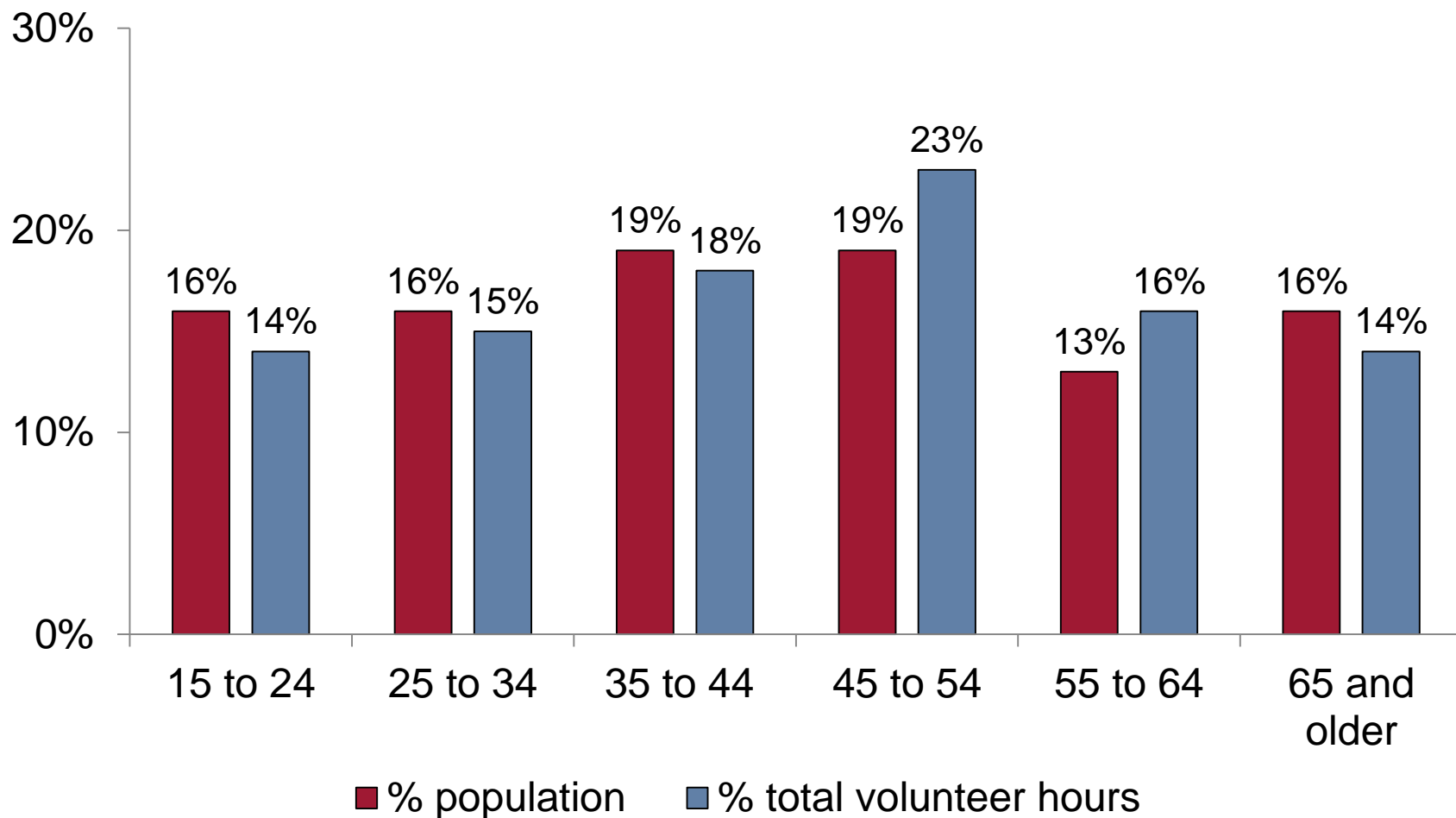
## FINDINGS:

- 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

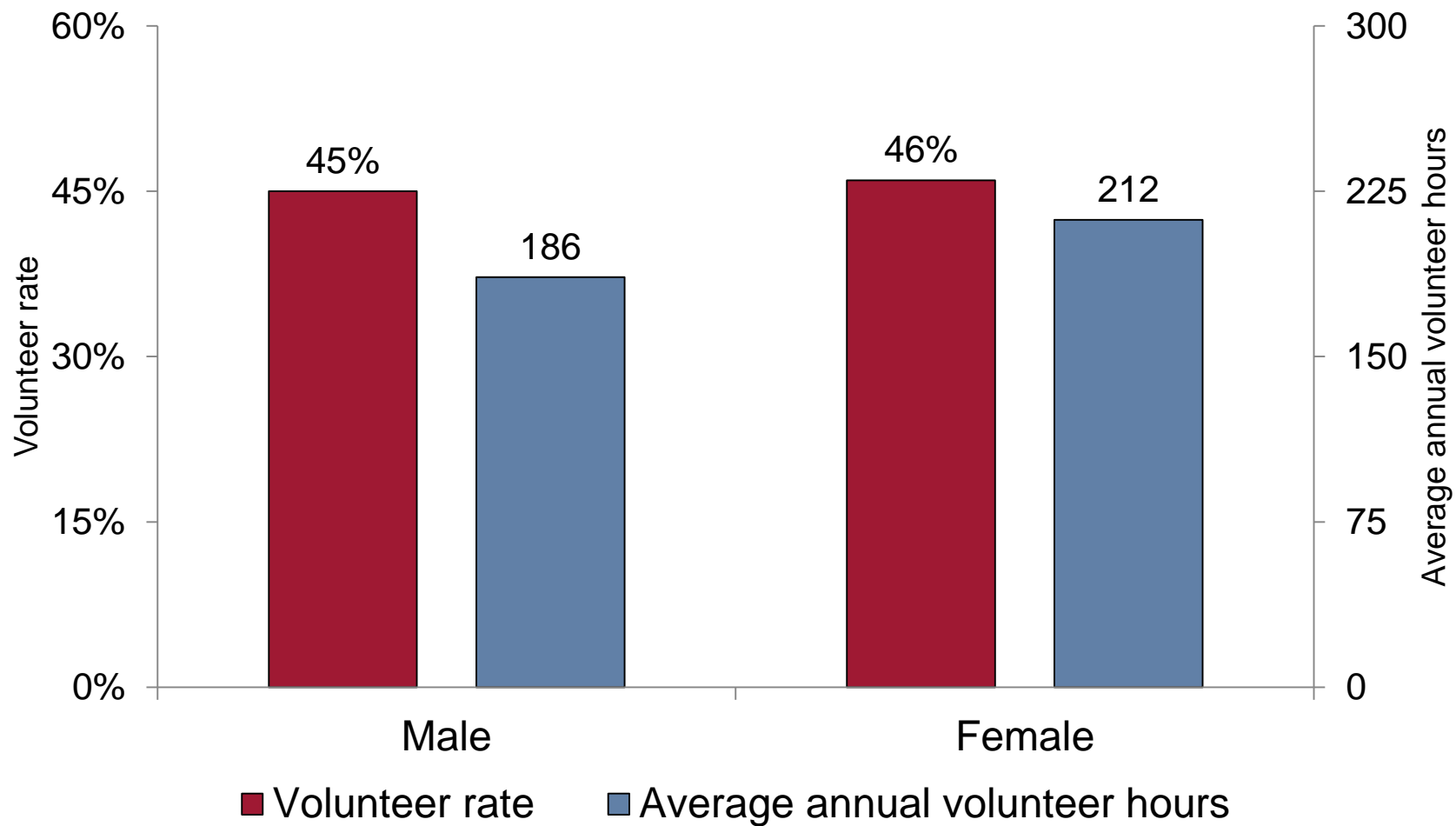
# Volunteer characteristics: Age



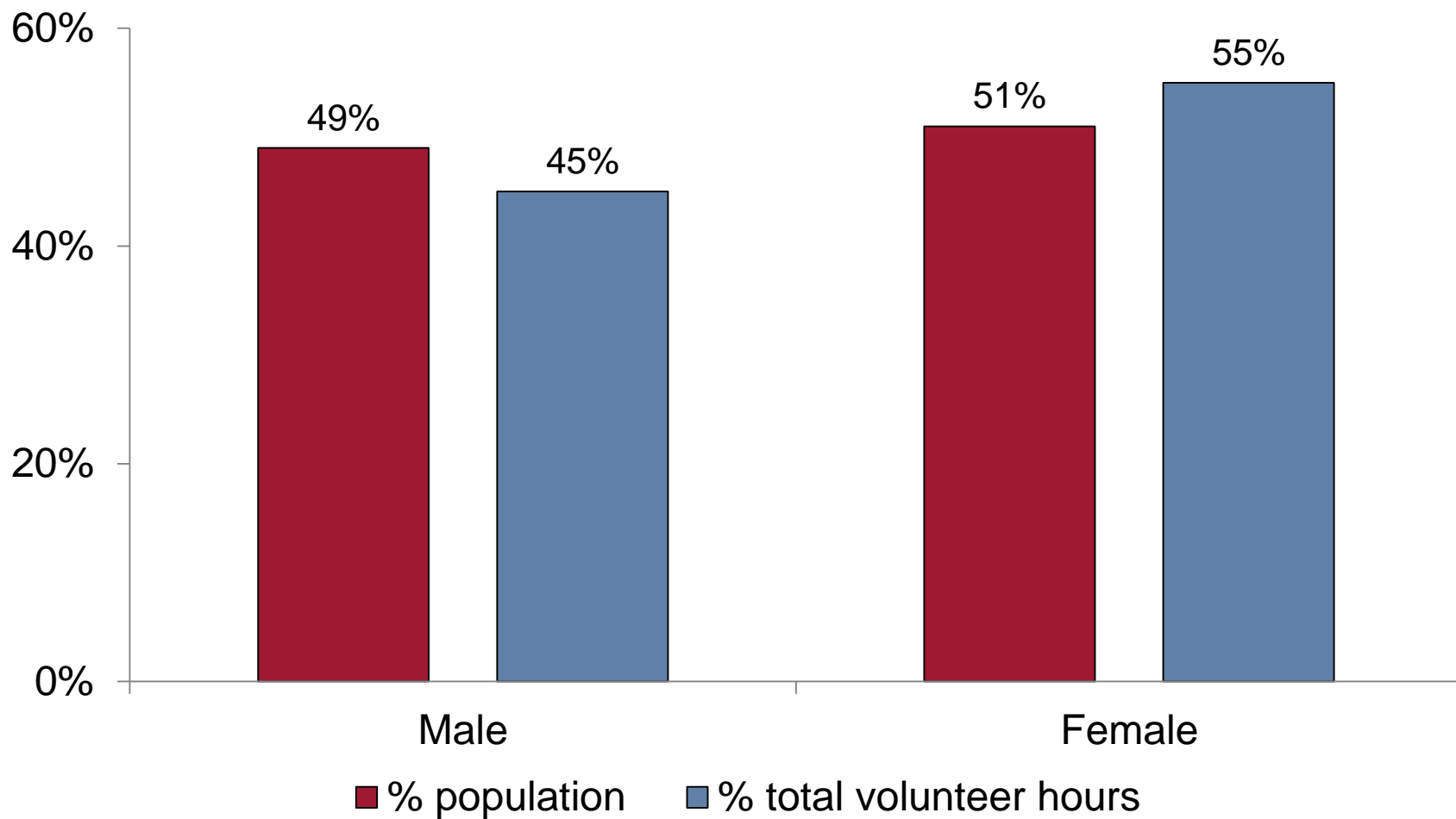
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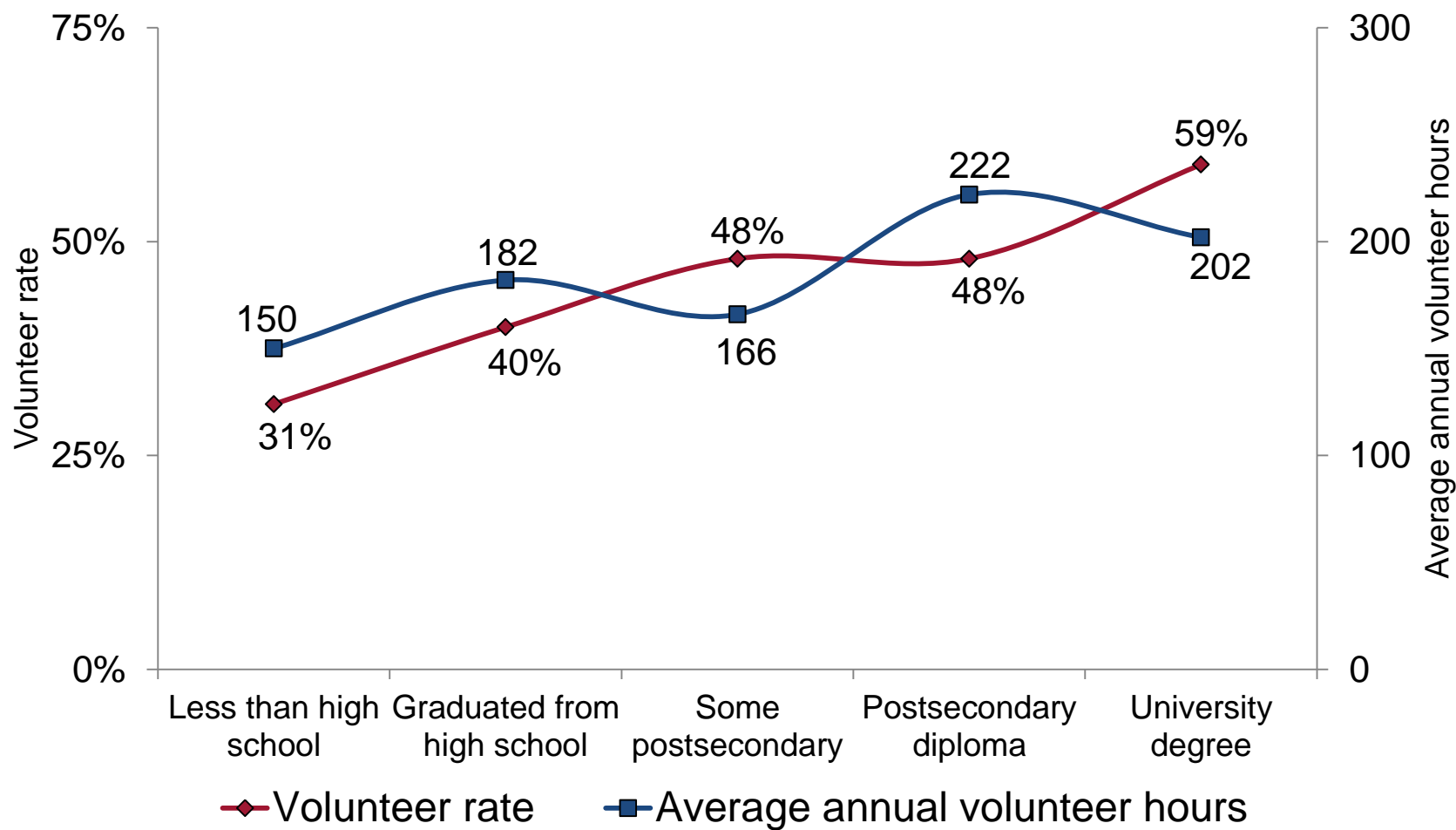
## Volunteer characteristics: Sex



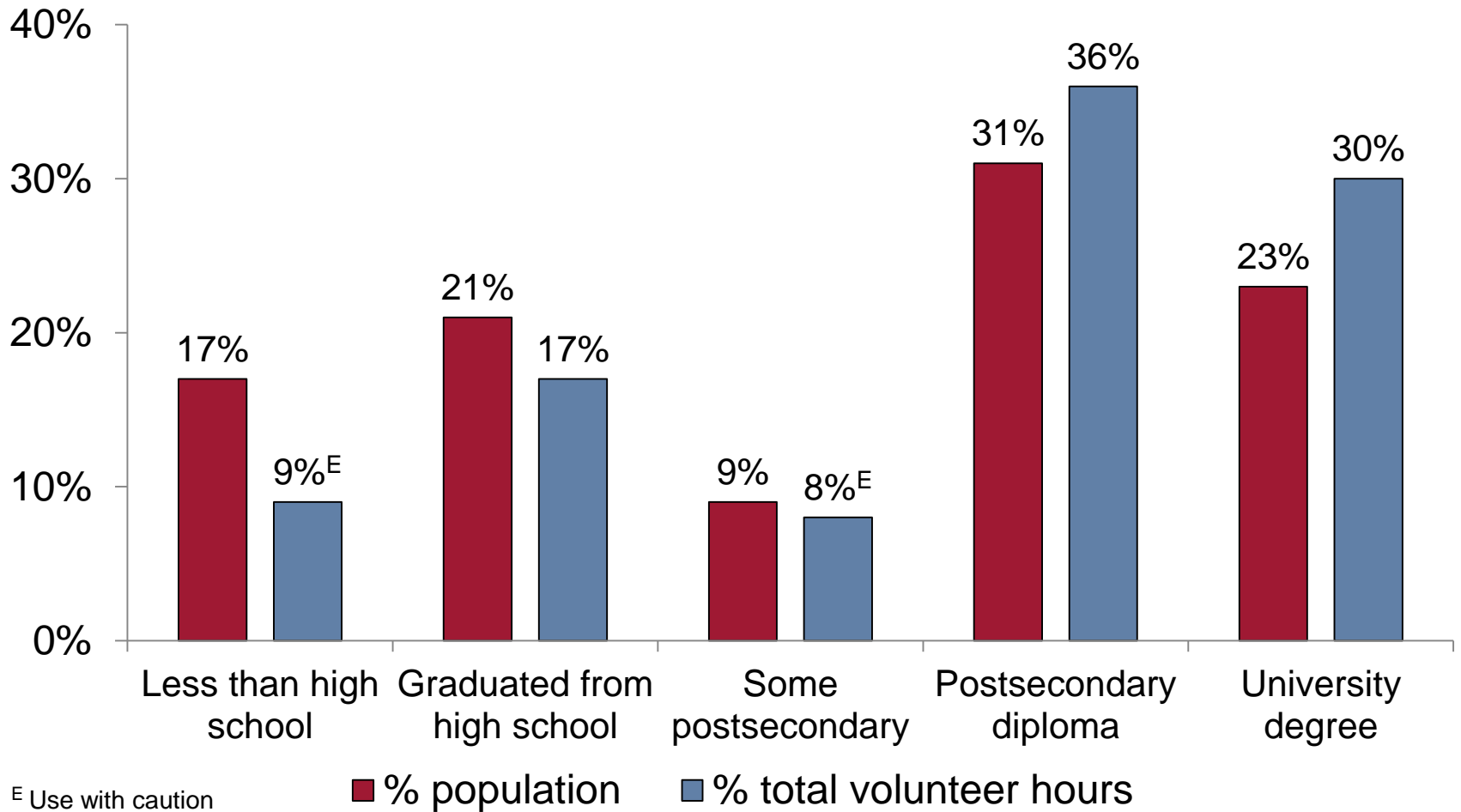
## Volunteer characteristics: Sex



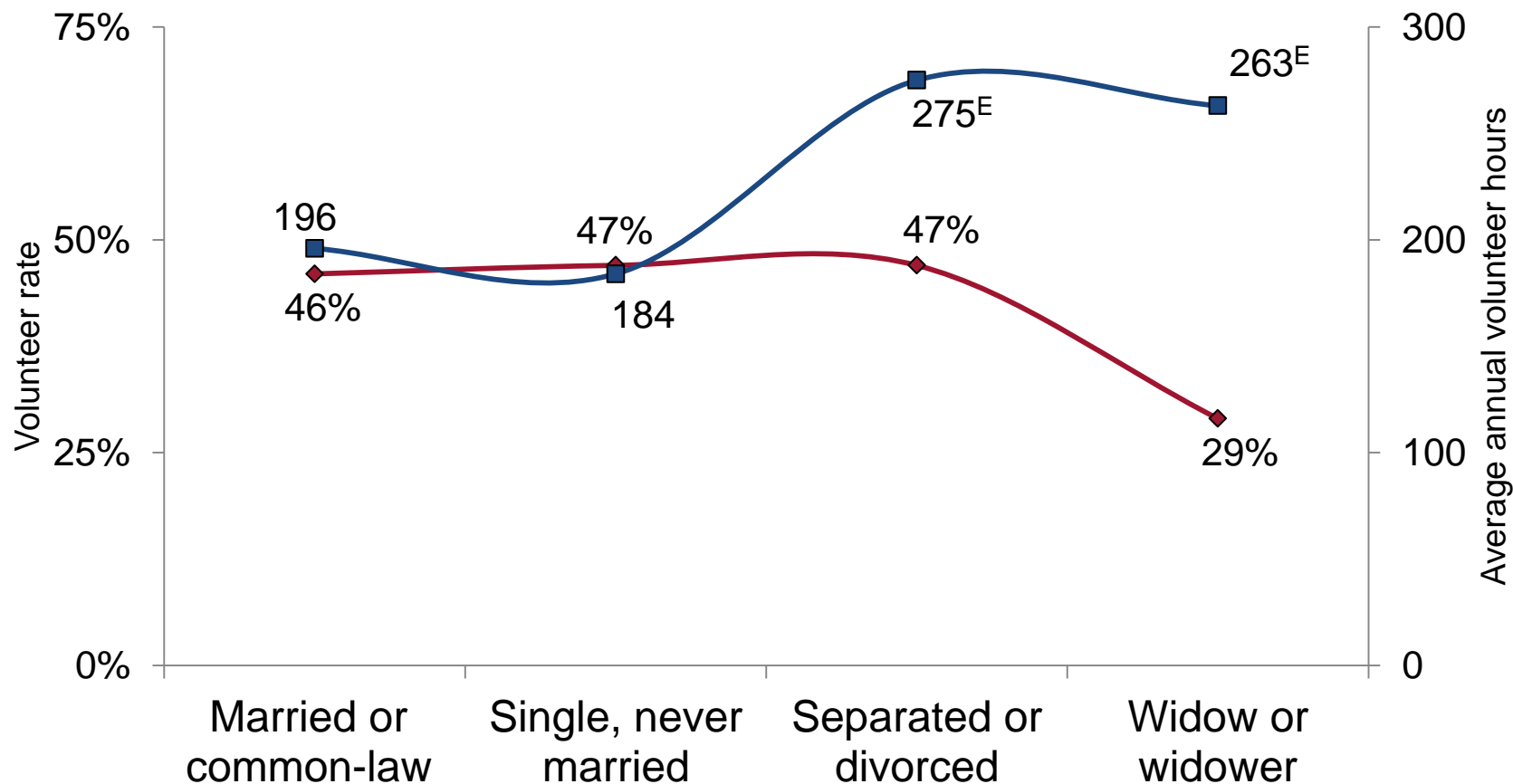
# Volunteer characteristics: Education



# Volunteer characteristics: Education



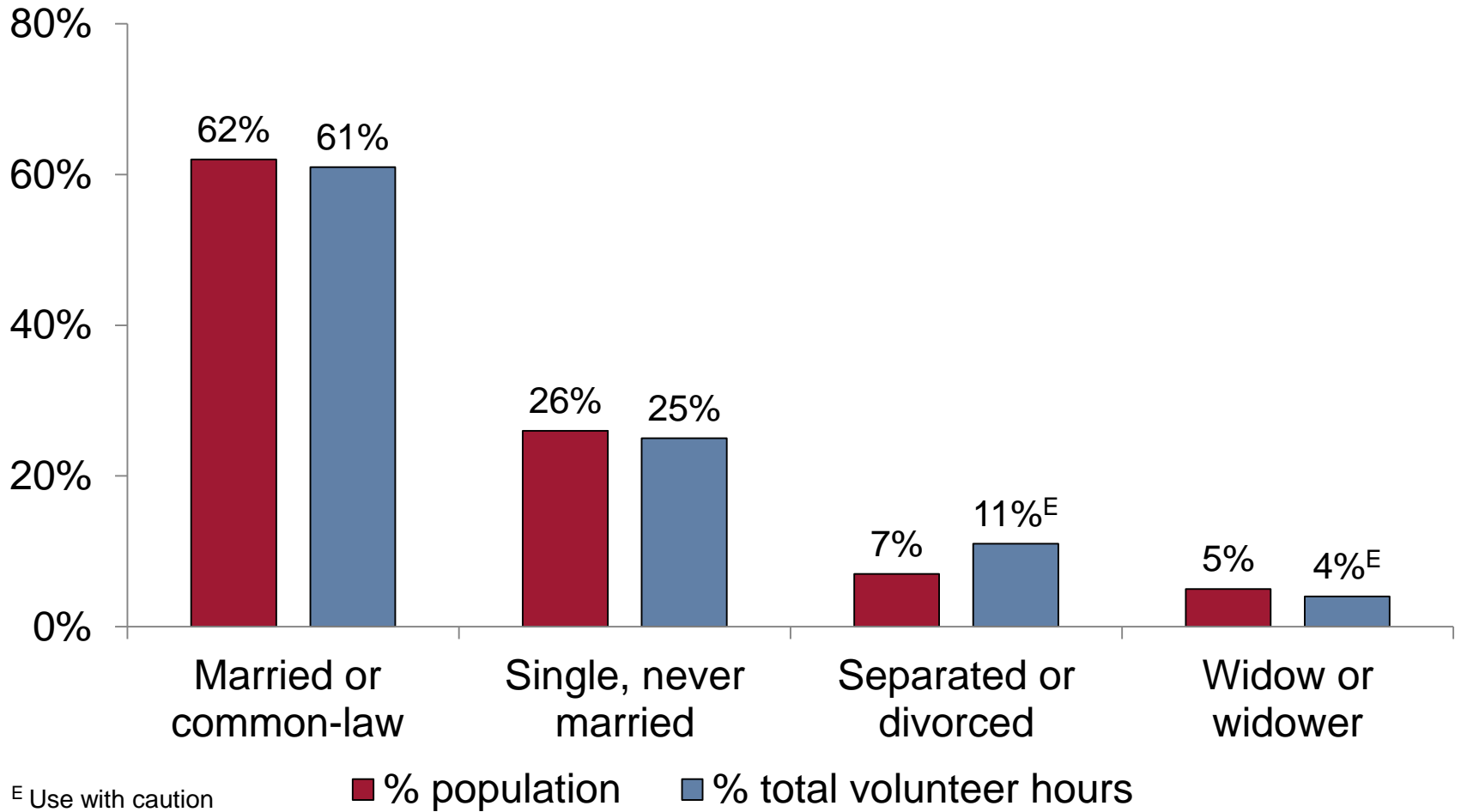
# Volunteer characteristics: Marital status



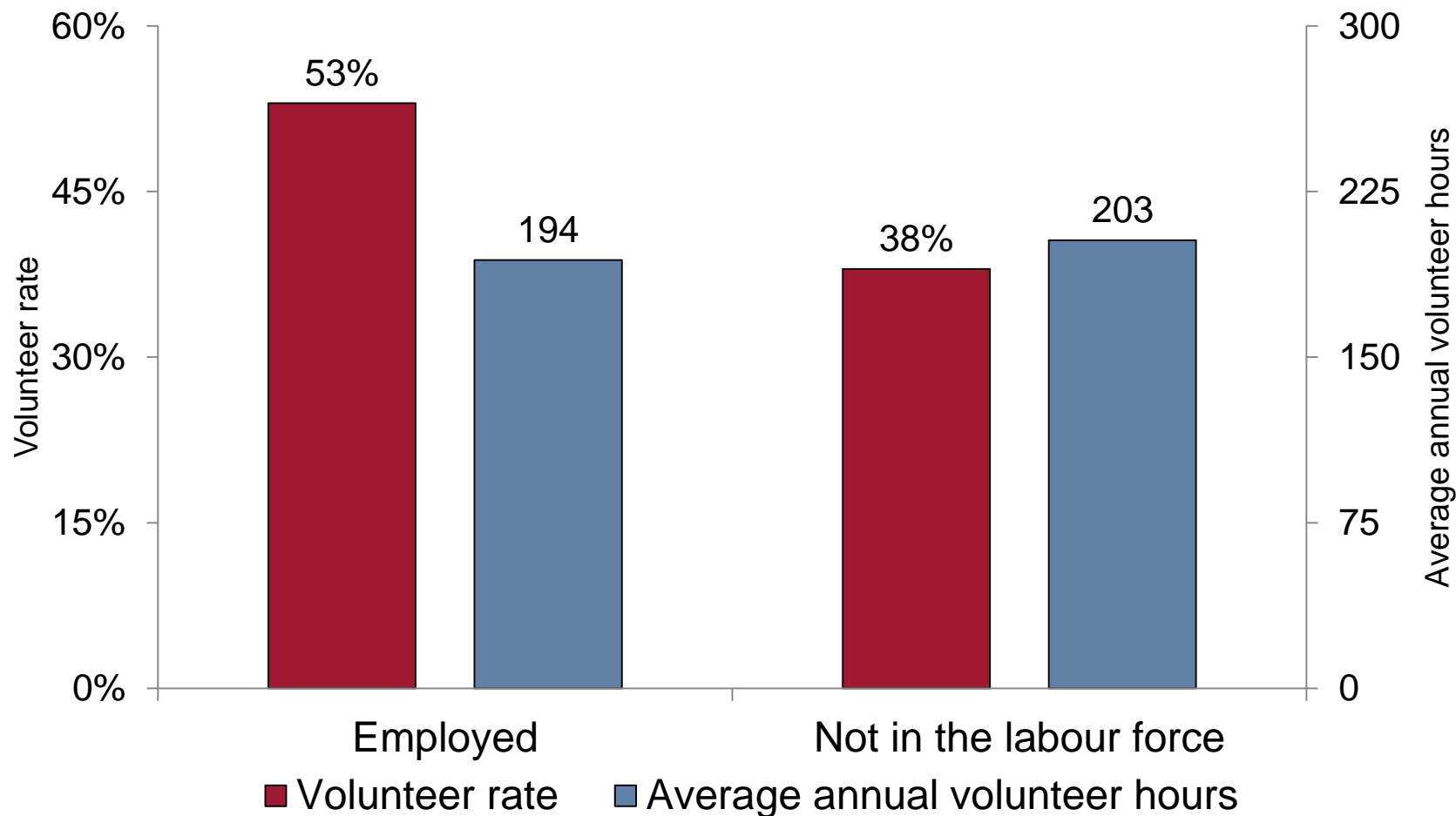
<sup>E</sup> Use with caution

◆ Volunteer rate    ■ Average annual volunteer hours

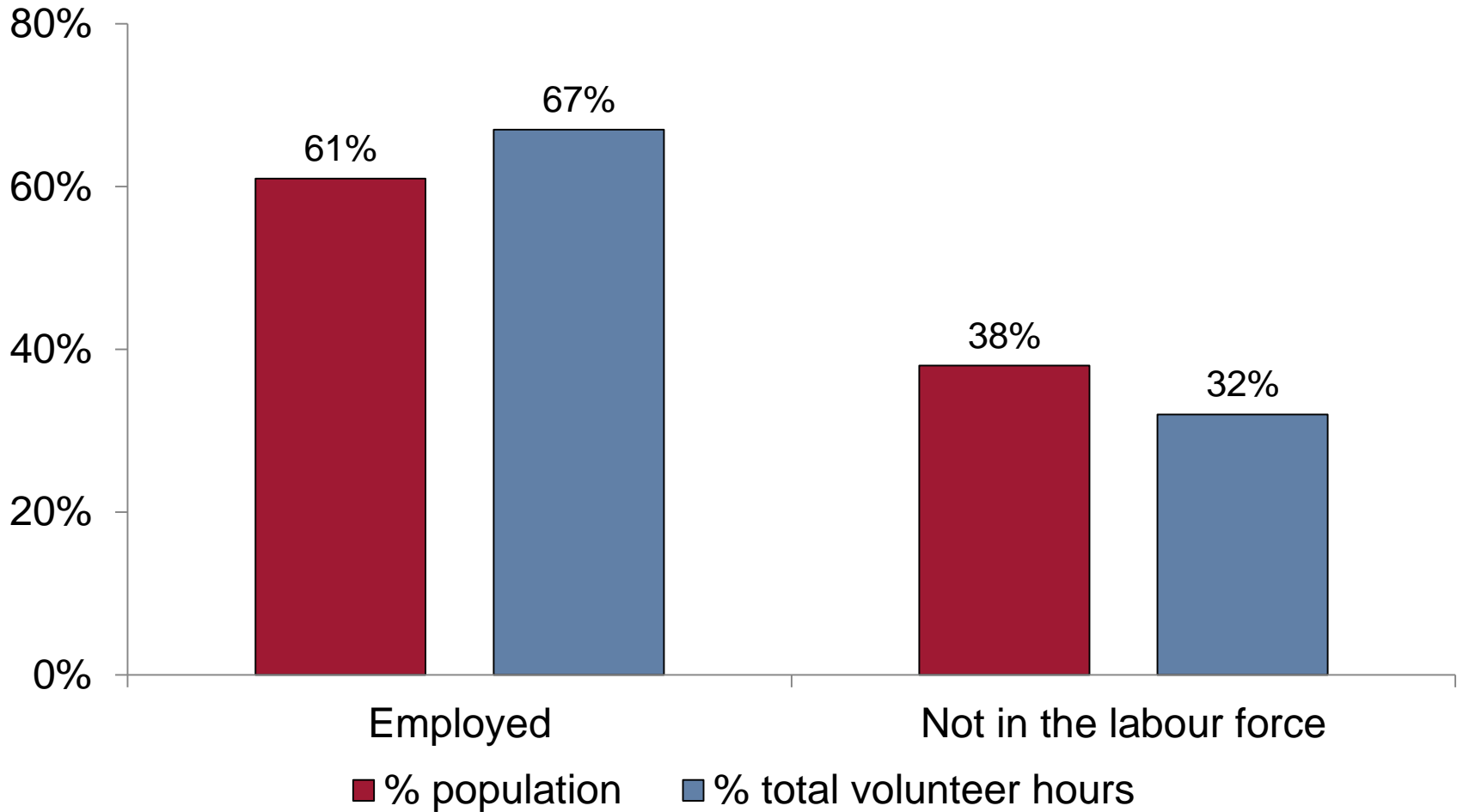
# Volunteer characteristics: Marital status



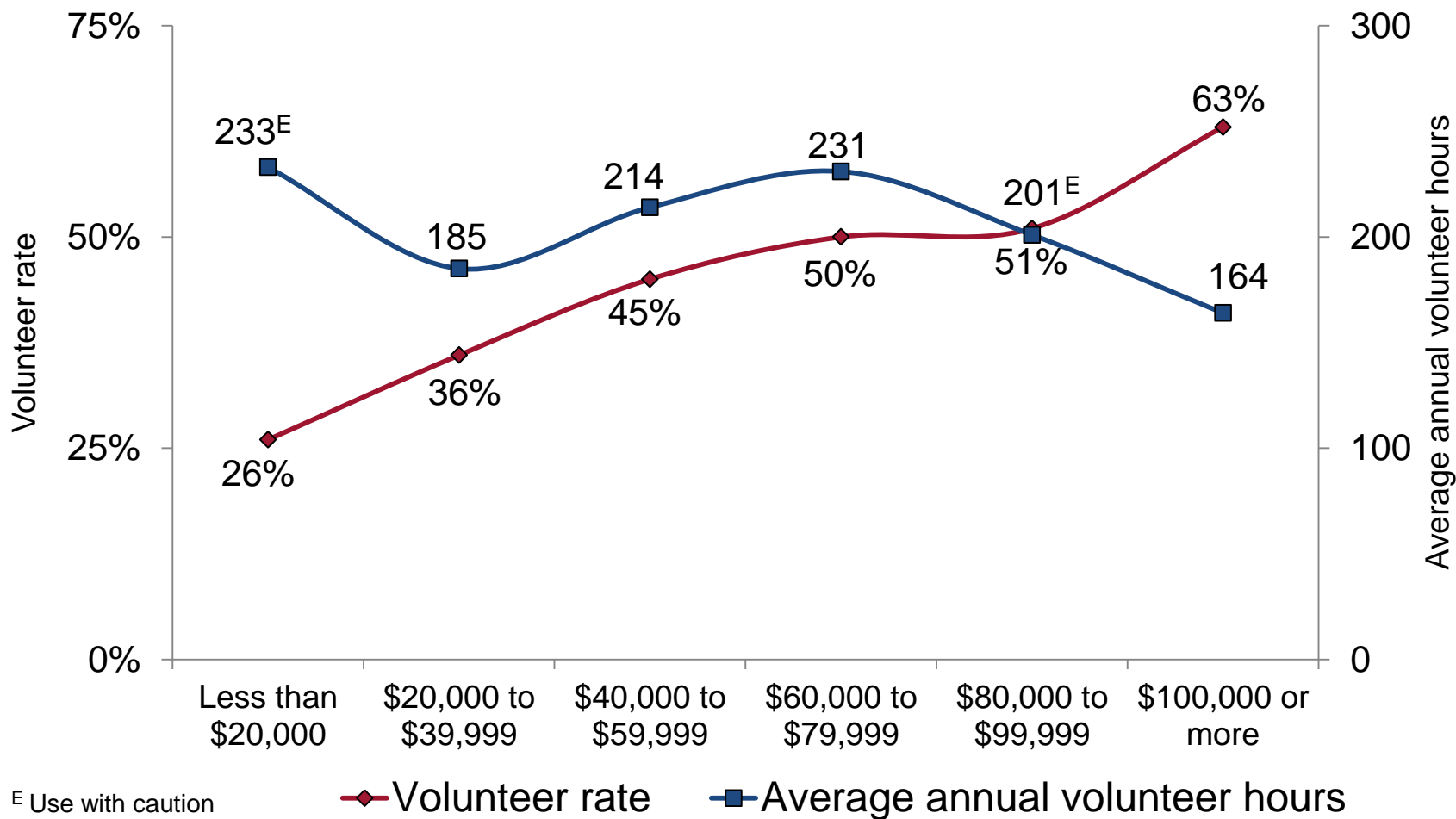
# Volunteer characteristics: Labour force status



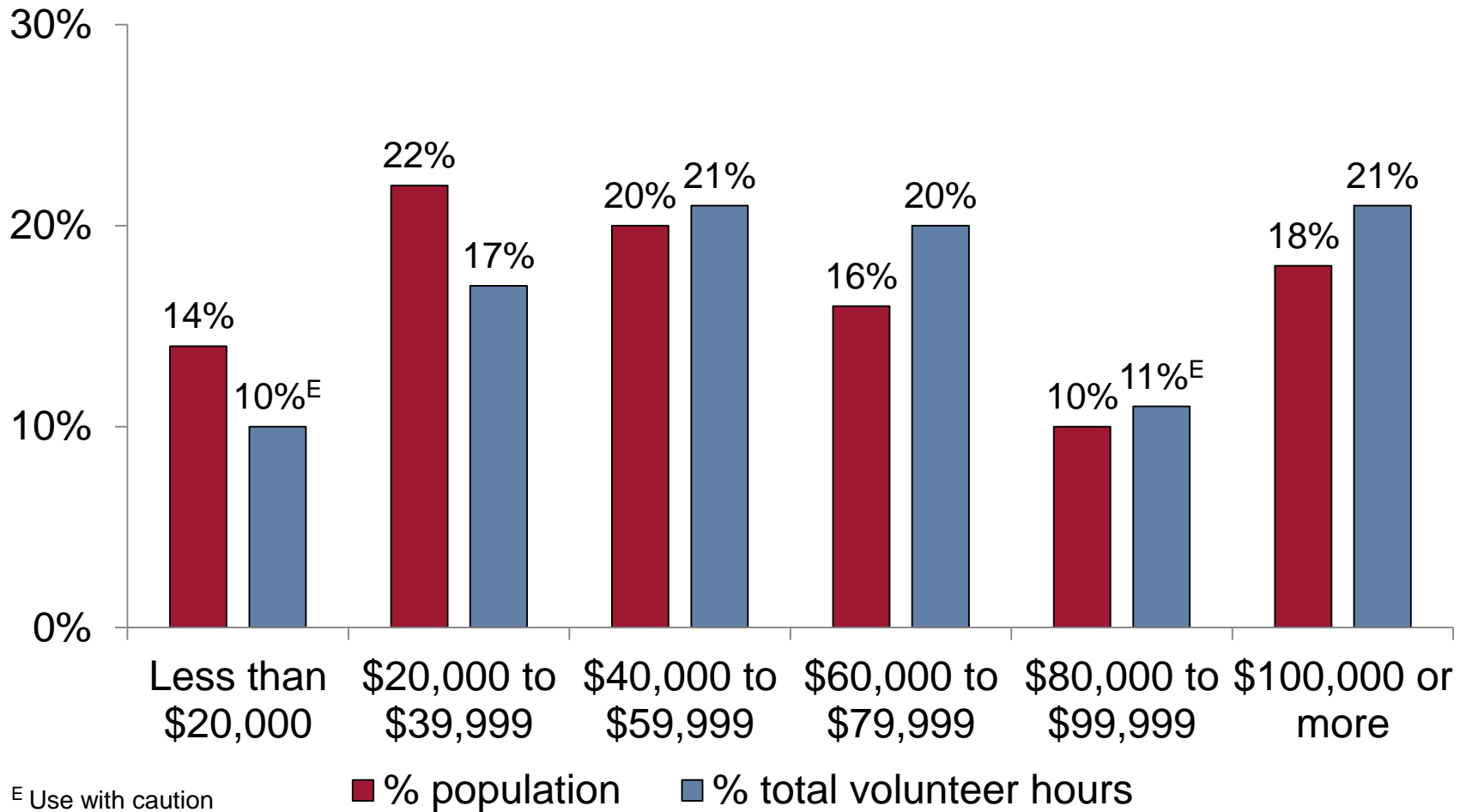
# Volunteer characteristics: Labour force status



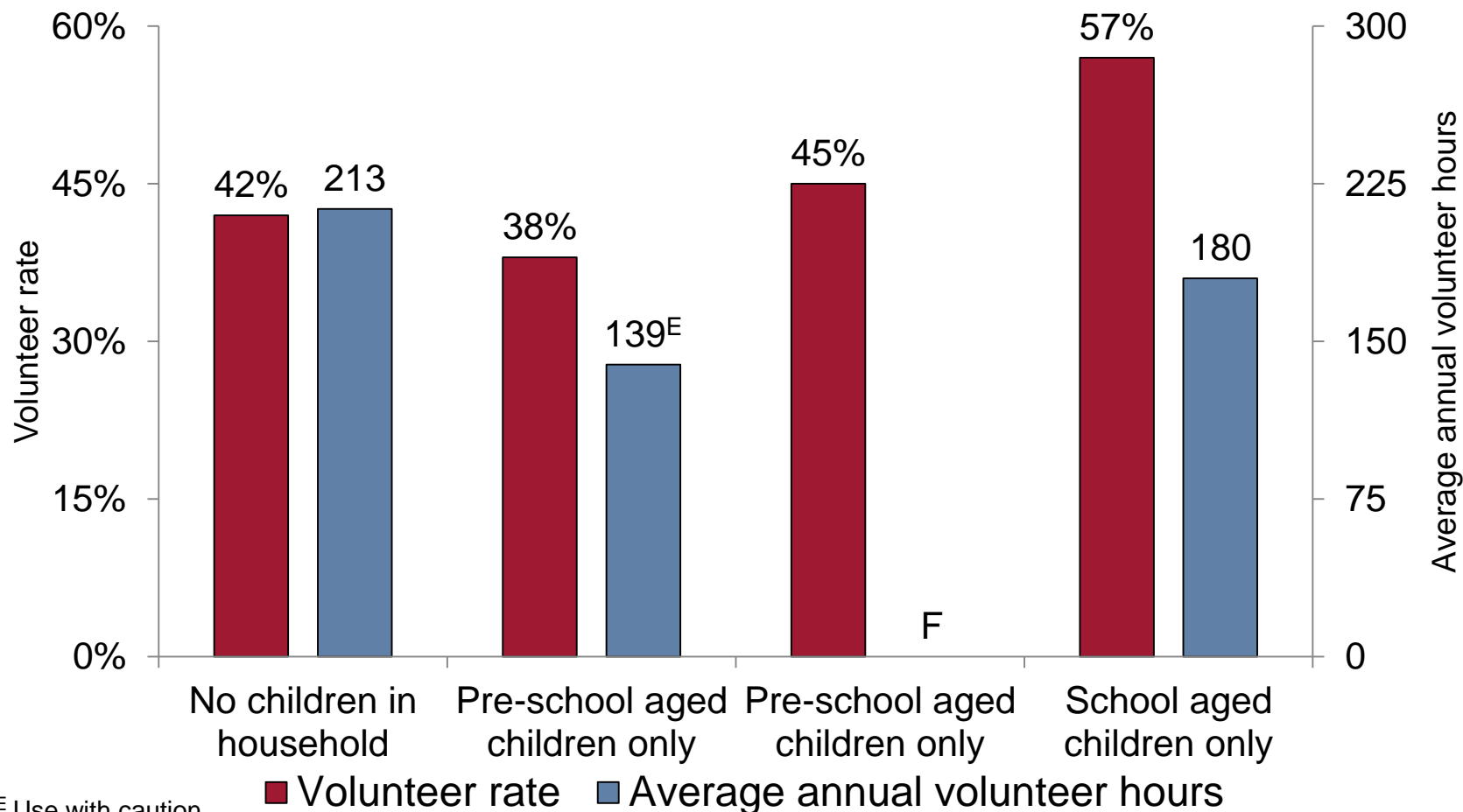
# Volunteer characteristics: Household income



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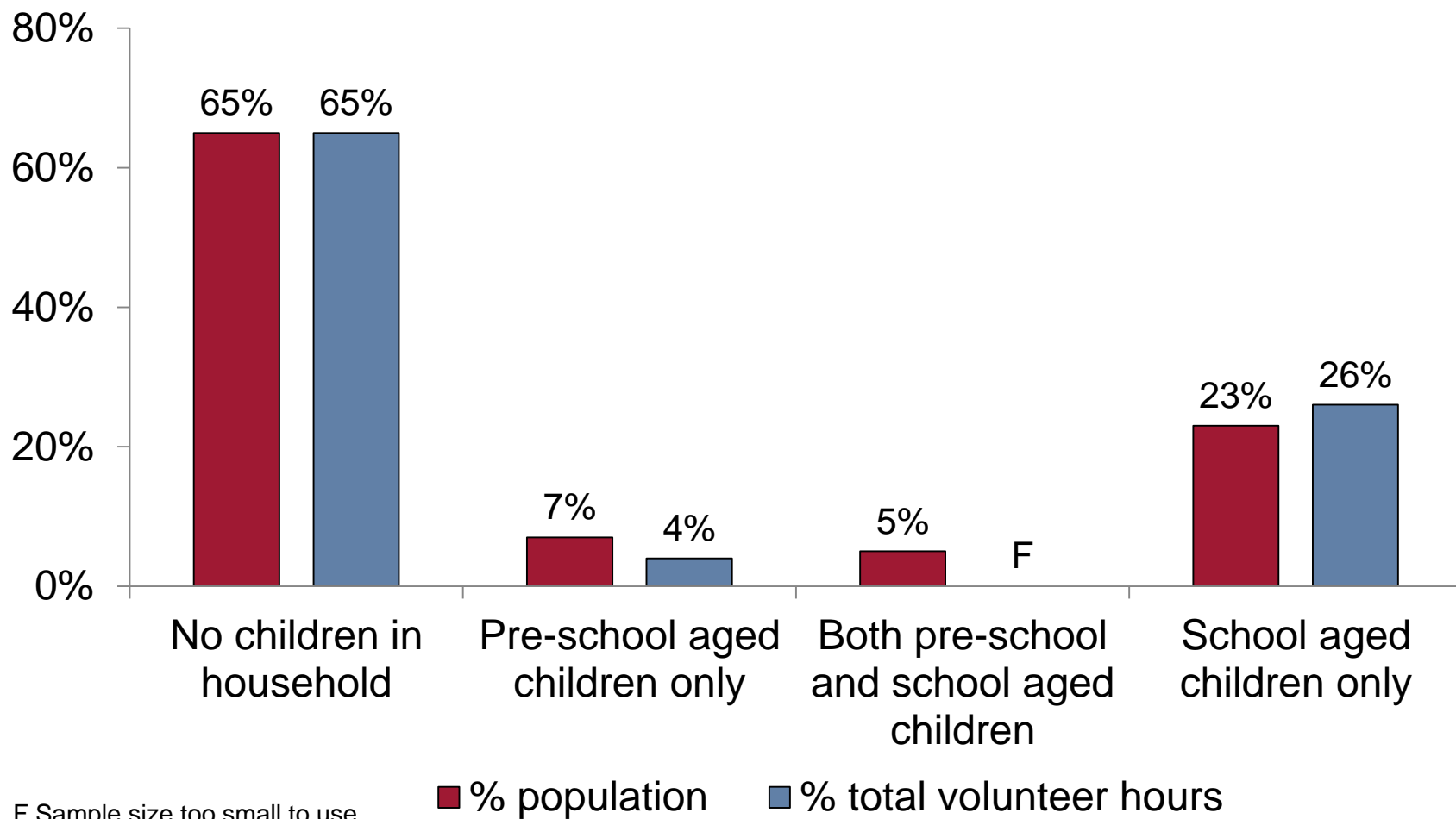
# Volunteer characteristics: Presence of children



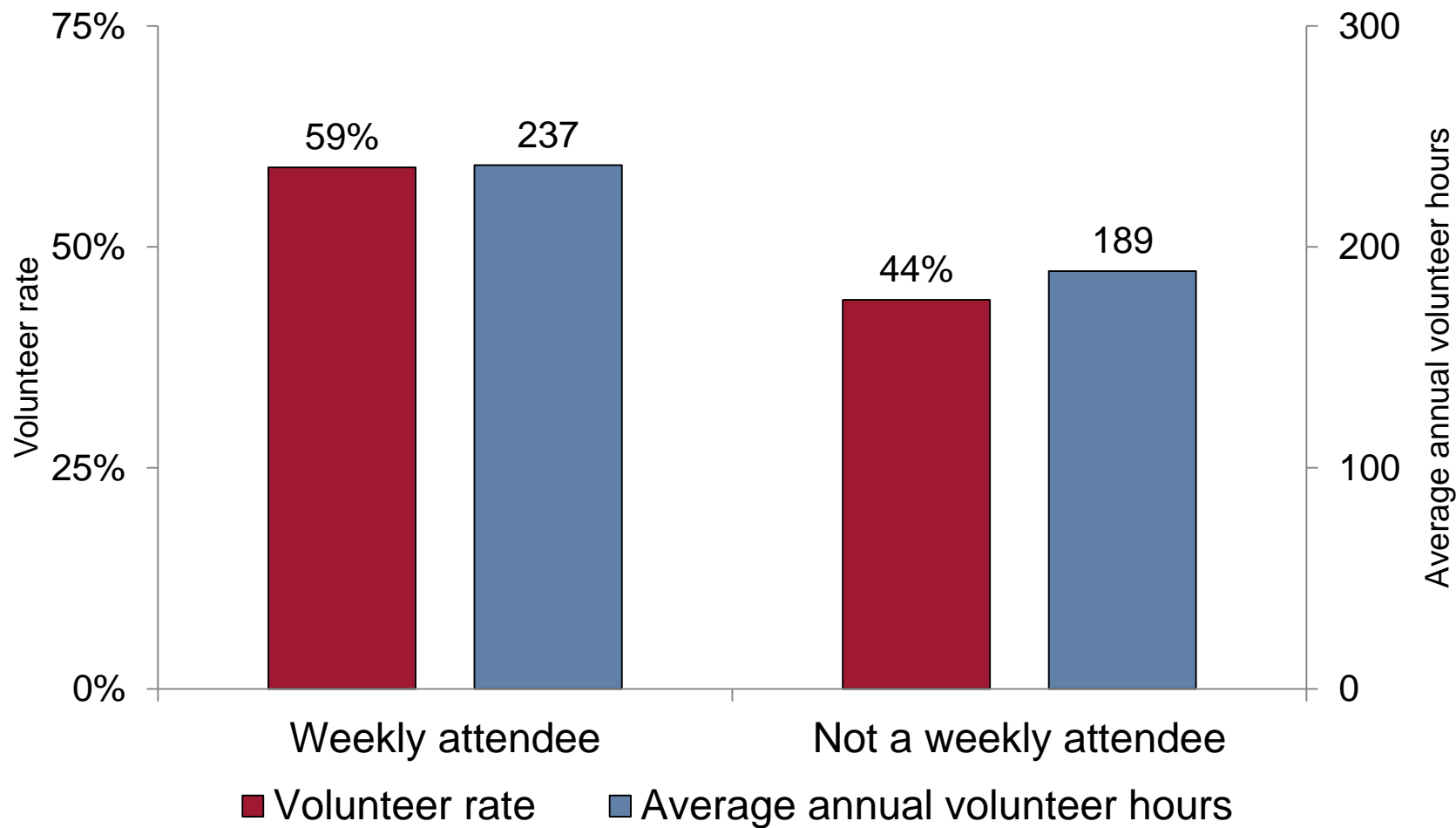
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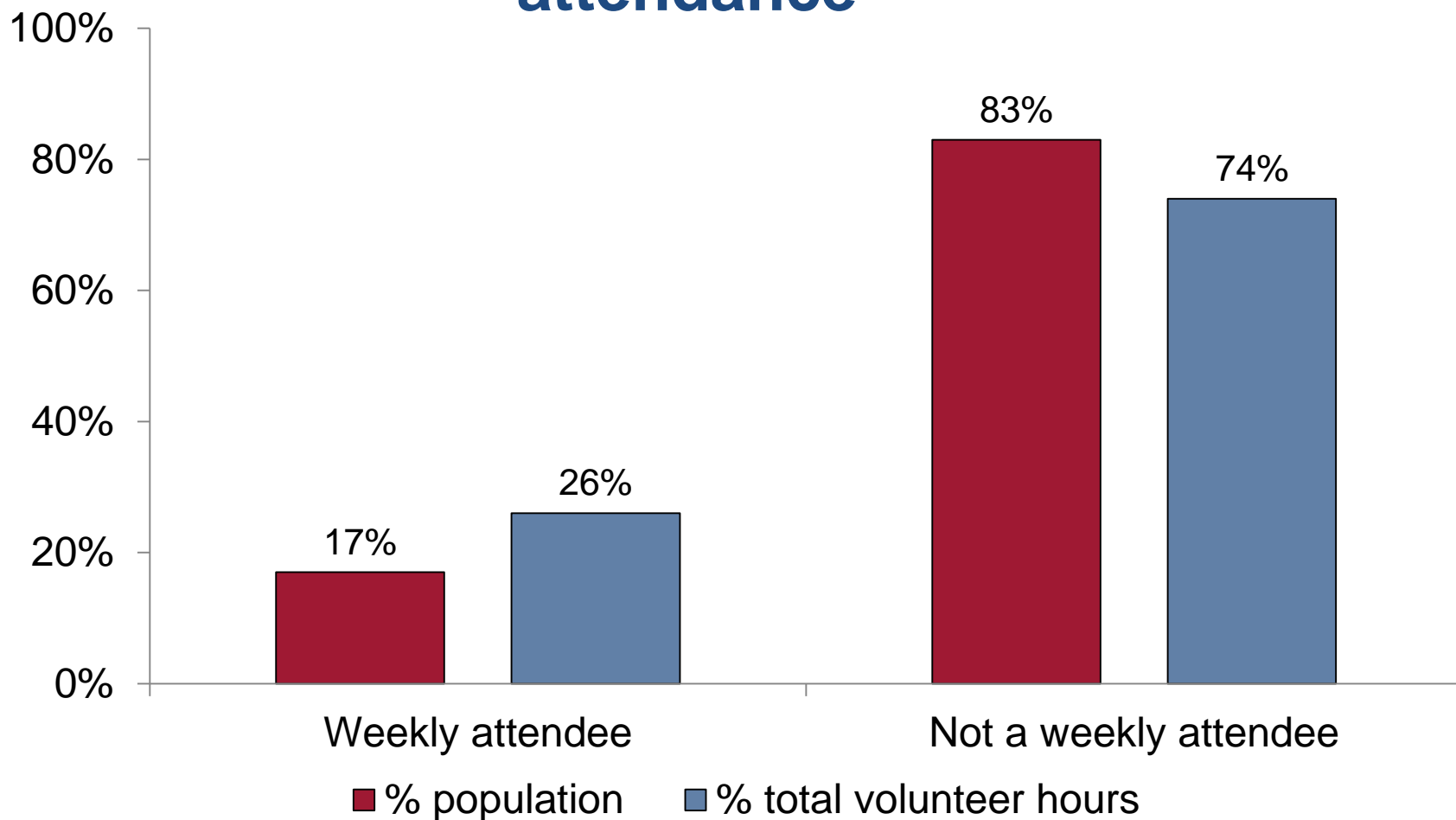
# Volunteer characteristics: Presence of children



# Volunteer characteristics: Religious attendance



# Volunteer characteristics: Religious attendance



## Volunteer characteristics

- Groups that volunteer disproportionately large numbers of hours:
  - Aged 45 to 64
  - Female
  - Hold a postsecondary diploma or university degree
  - Employed
  - Annual household income of \$40,000 or more
  - Attend religious services on a weekly basis
- Again, although these characteristics are treated separately, many tend to be related

# Volunteer characteristics

## IMPLICATIONS:

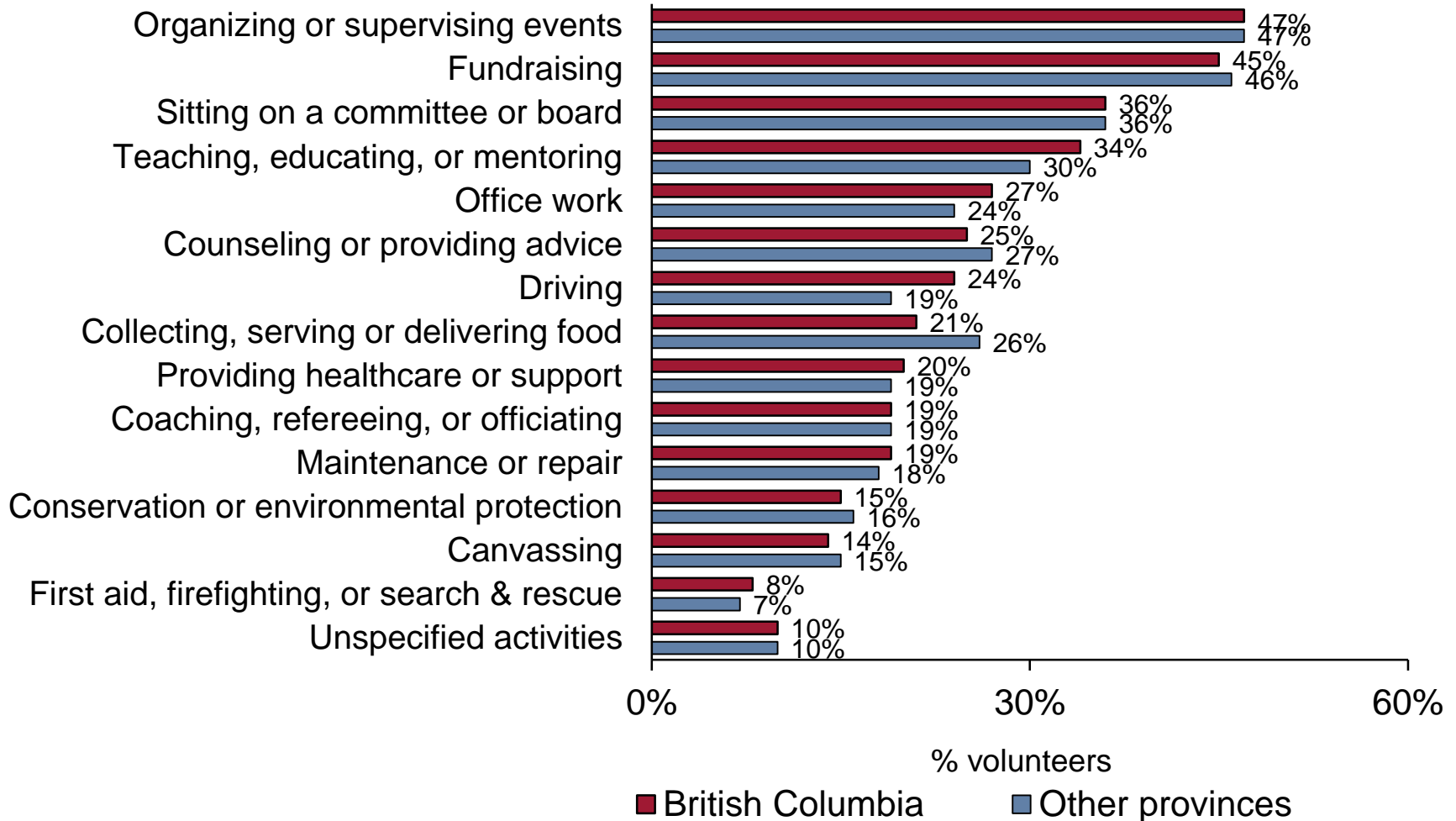
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
  - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are 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:

- British Columbia volunteers most likely to engage in:
  - Fundraising,
  - Organizing or supervising events, and
  - Sitting on committees or boards
- Pattern of activities very similar to other provinces
  - Less likely to collect, serve, or deliver food
  - Slightly more likely to teach, educate or mentor
- Generally, most common activities tend to receive the most hours, but not universally true

# Volunteer activities



# Volunteer activities



# Volunteer activities

## IMPLICATIONS:

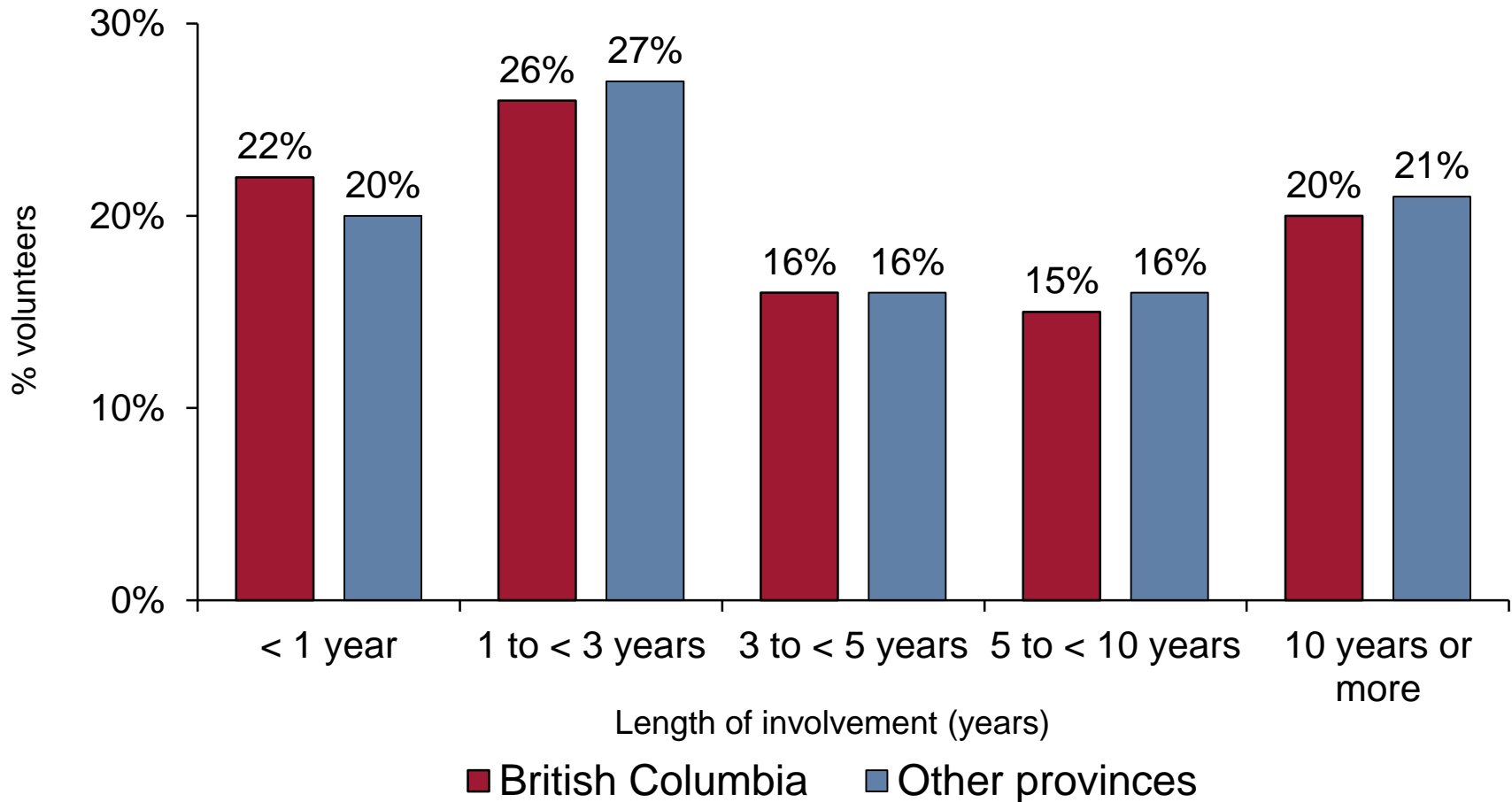
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
  - Not recruiting solely for a cause – also recruiting for an activity
  - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

# Length of involvement with organization

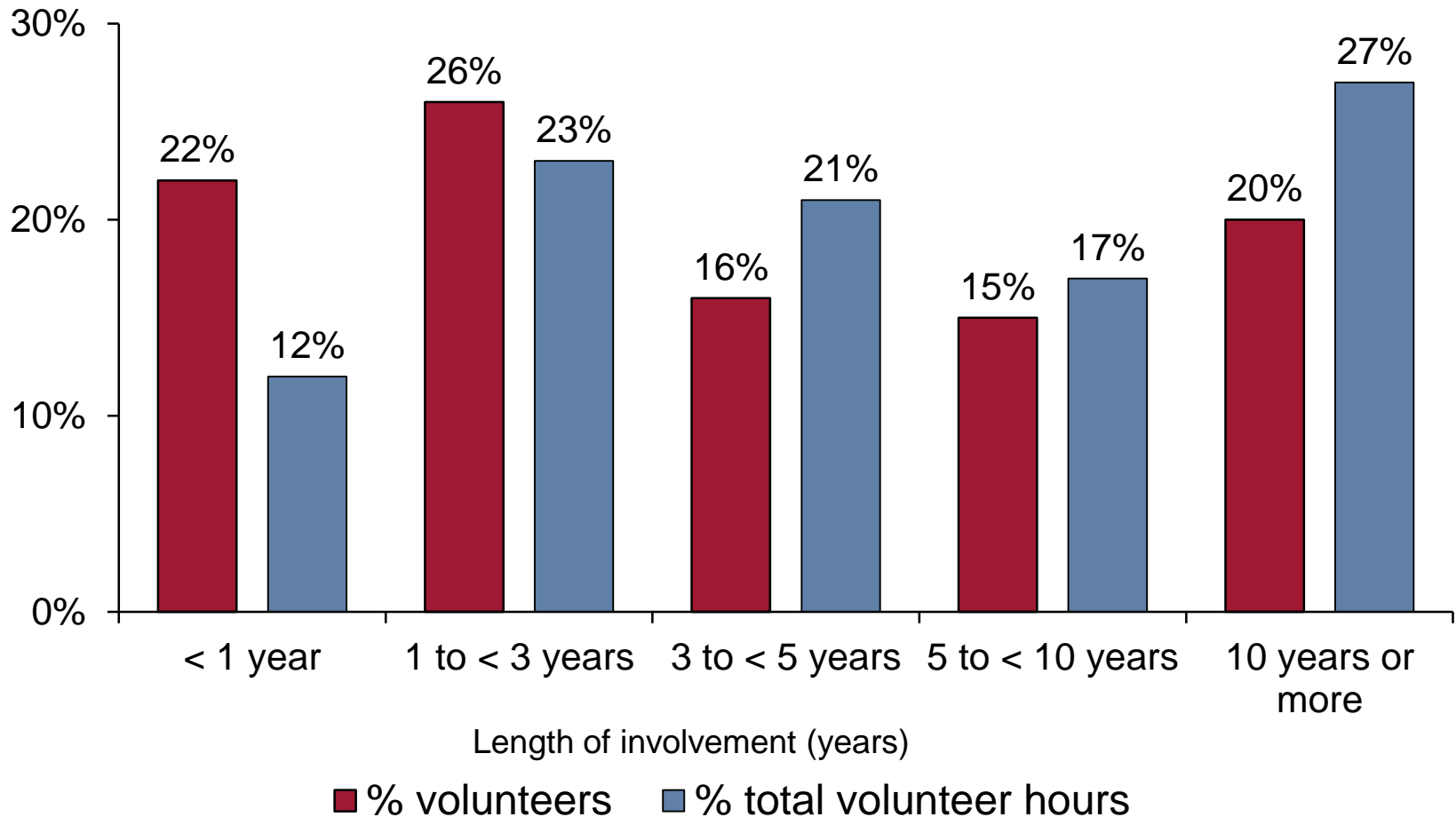
## FINDINGS:

- Just under half of volunteers have been involved with organization for less than three years
  - BC volunteers slightly more likely to have been involved for less than one year
- One fifth have been involved with organization for 10 years or more
- Those who have been involved with organization for more than three years contribute disproportionately more hours
  - Those who have been with the organization for less than one year contribute about half the hours one might expect

# Length of involvement with organization



# Length of involvement with organization



# Length of involvement with organization

## IMPLICATIONS:

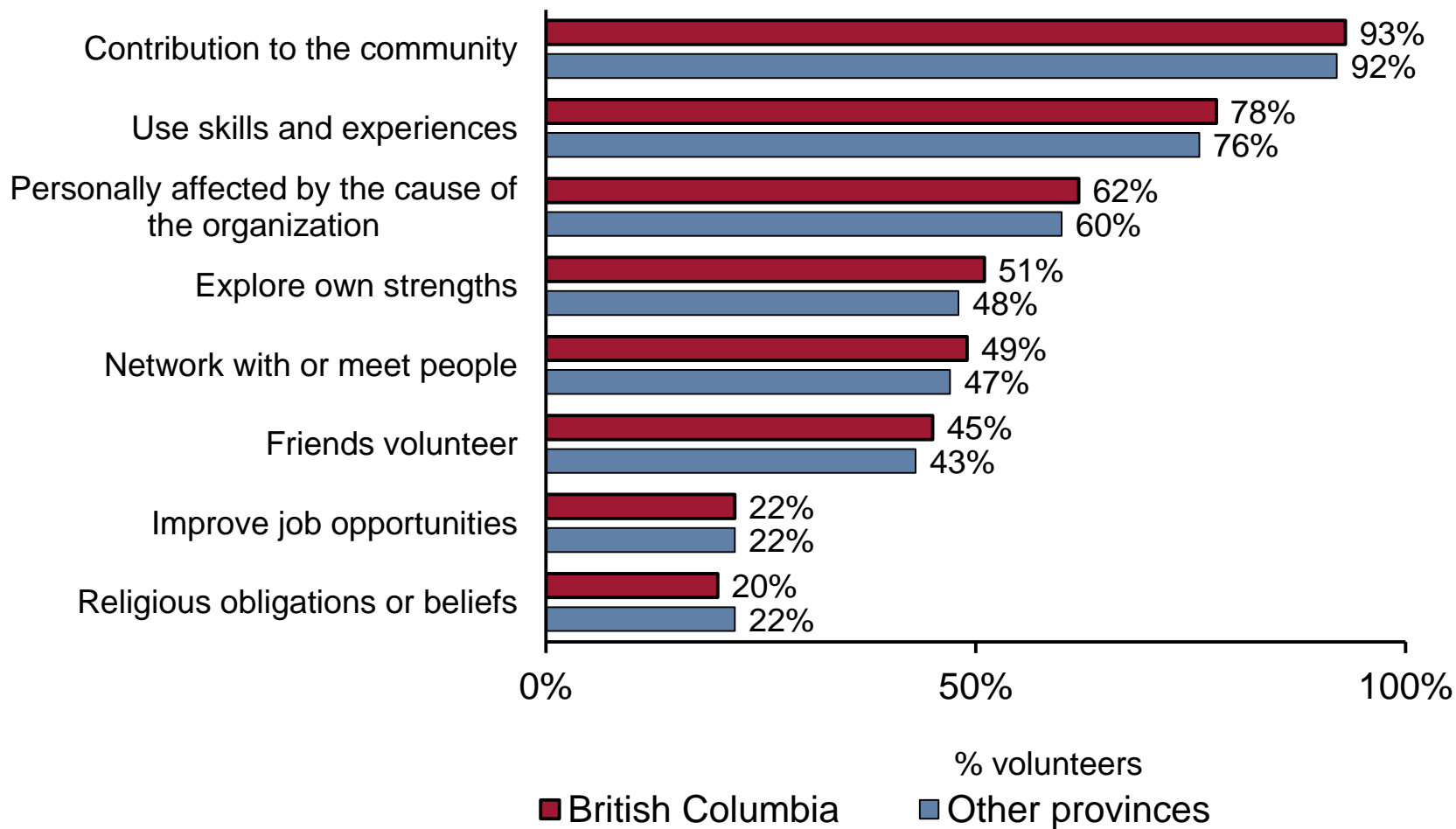
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
  - Again, noticeable variations between causes
- 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:

- British Columbians most likely to be motivated to volunteer by desires to:
  - Make a contribution to community
  - Use their skills and experiences
- Least likely to be motivated by:
  - Desire to improve job opportunities
  - Religious obligations and beliefs
- Pattern of motivations extremely similar to that seen in other provinces
  - Very slightly more likely to be motivated by desire to use own skills and experiences

# Motivations

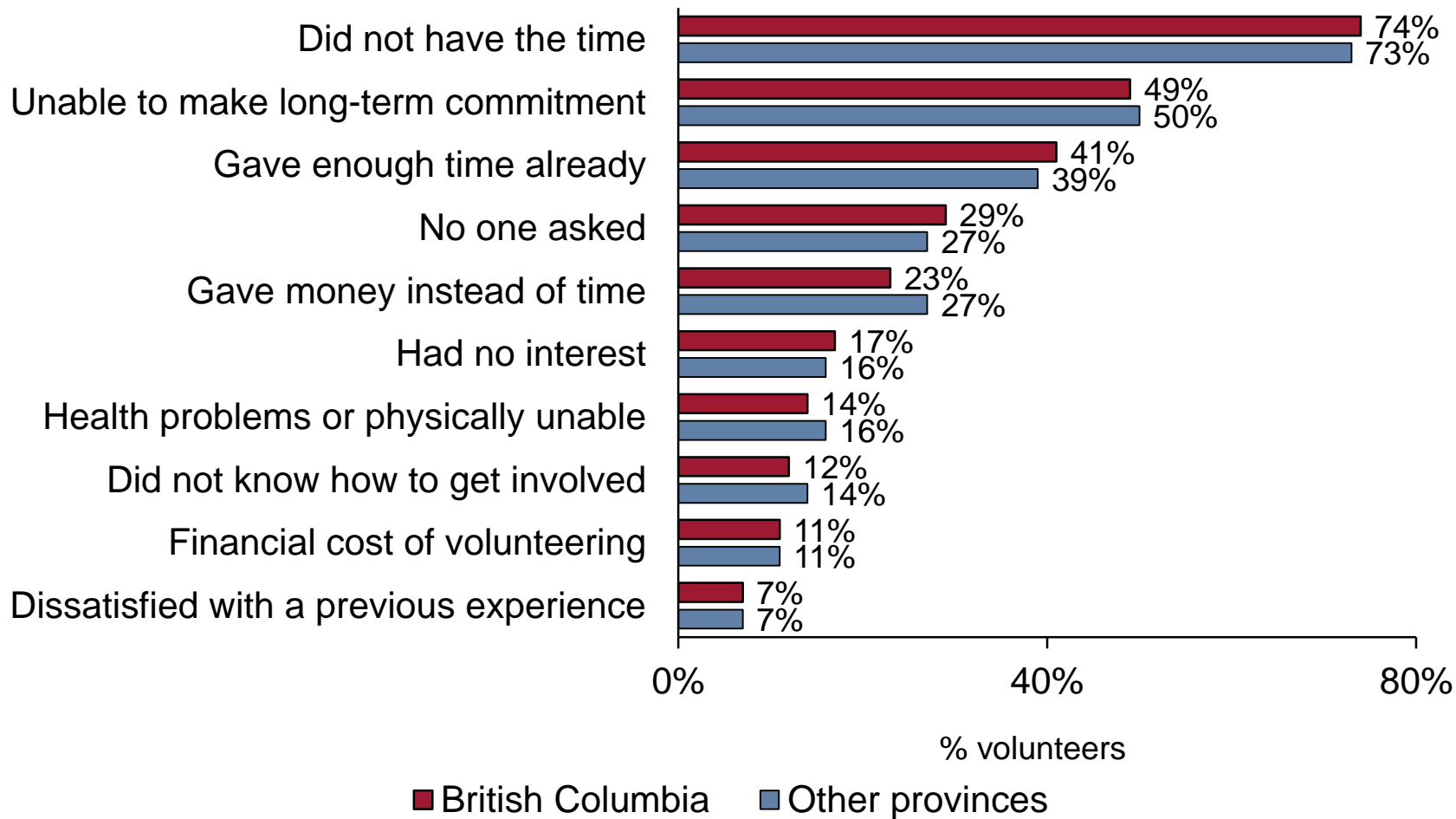


# Barriers

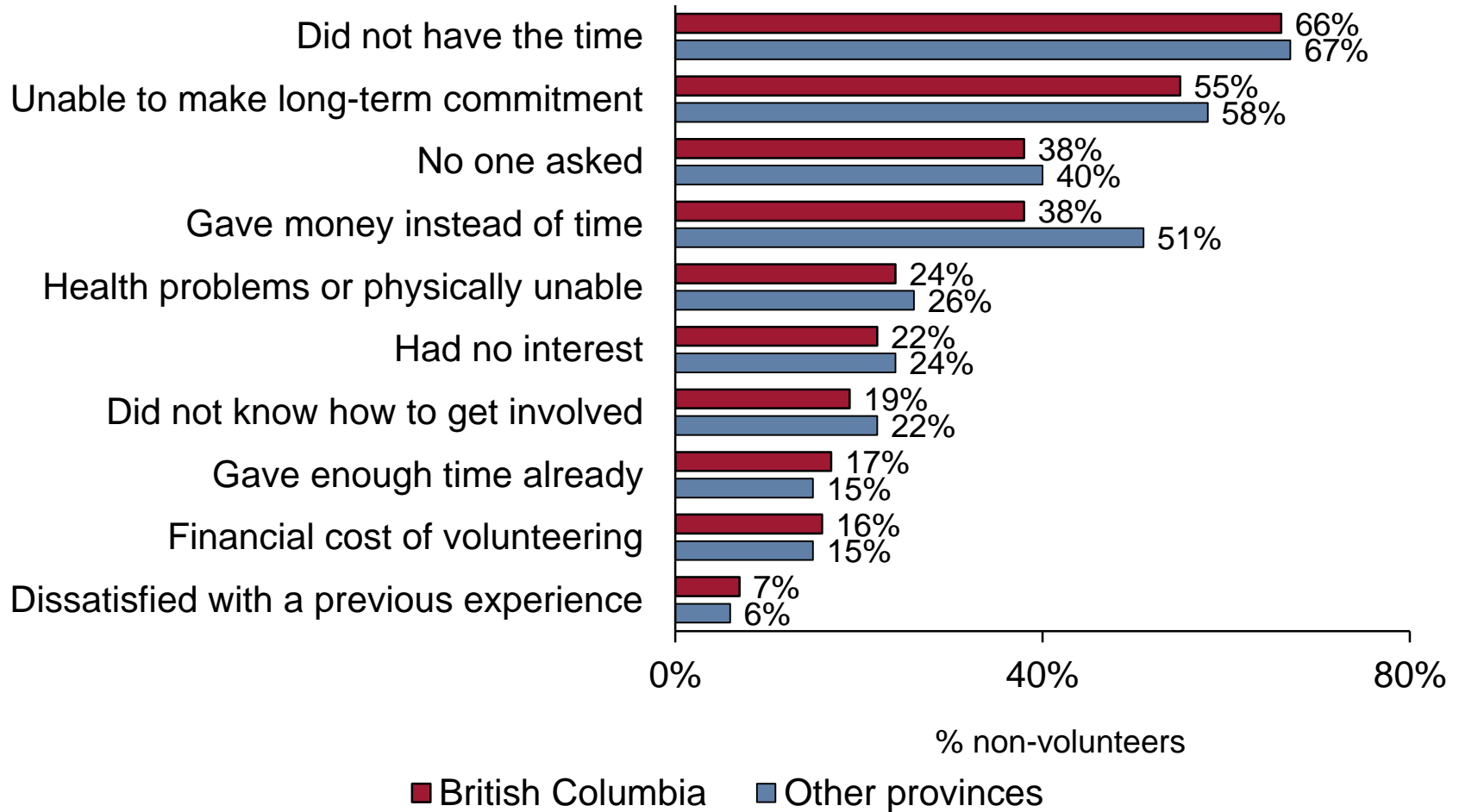
## FINDINGS:

- British Columbians most likely to report as barriers to volunteering:
  - Lack of time
  - Inability to make a long term commitment to volunteering
- Less likely to report as barriers:
  - Not knowing how to become involved
  - Financial costs of volunteering
  - Dissatisfaction with previous volunteering
- Less likely than residents of other provinces to report that they donated instead of volunteering or volunteering more time

## Barriers to volunteering more



# Barriers to volunteering at all



# Motivations and barriers

## IMPLICATIONS:

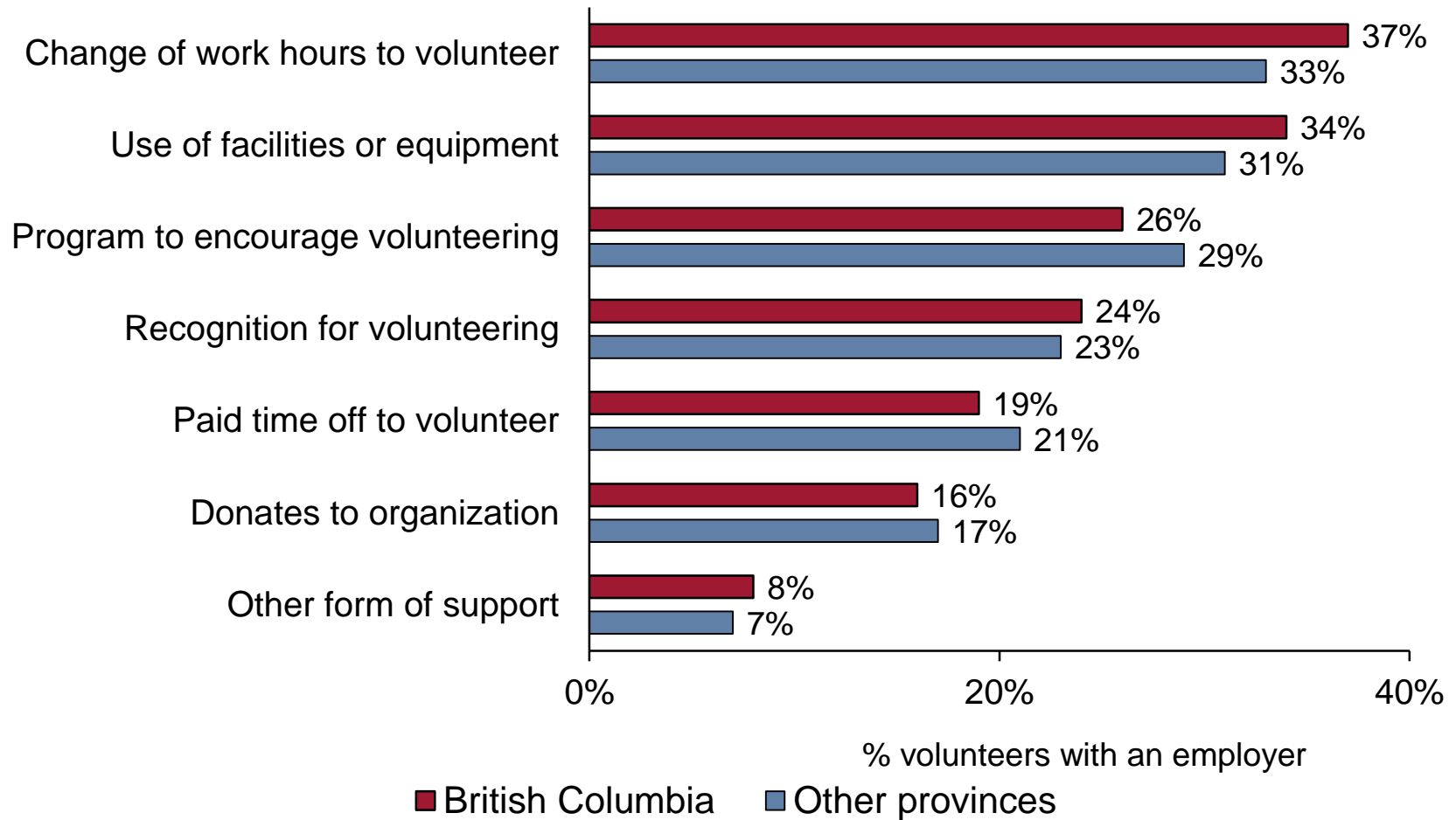
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
  - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change
- 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:

- 59% of British Columbian volunteers with an employer reported that they had received some form of 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
- Least common form was paid time off to volunteer

# 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

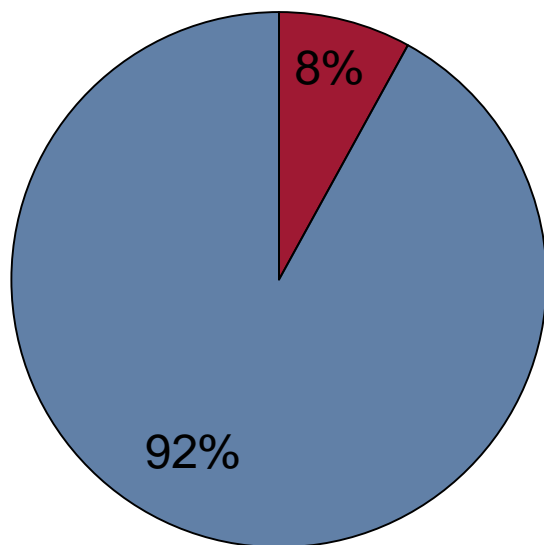
## Mandatory community service

### FINDINGS:

- 8% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours.
- More than half of those engaged in mandatory community service were required by the organization they volunteered for.

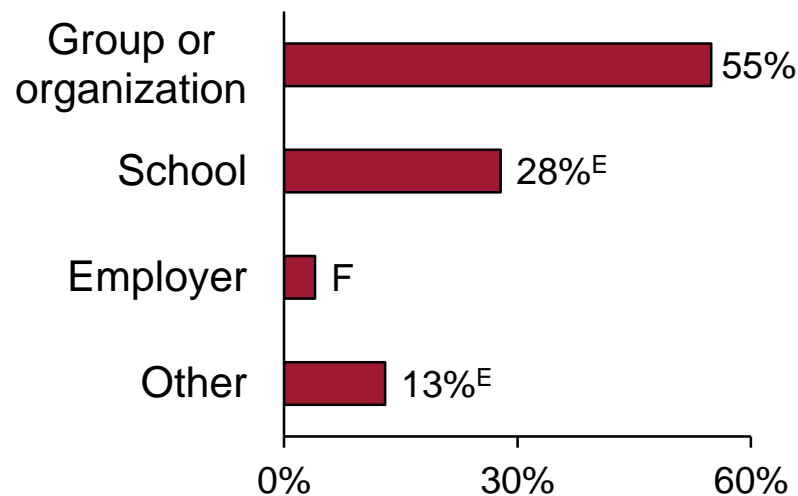
# Mandatory community service

% volunteers engaging in mandatory community service



■ Yes ■ No

Entity mandating community service



% of those involved in mandatory community service

<sup>E</sup> Use with caution  
<sup>F</sup> 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

## Acknowledgements

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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 about Imagine Canada please visit [www.imaginecanada.ca](http://www.imaginecanada.ca)

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