

Giving and Volunteering for Fundraising, Grantmaking & Voluntarism Promotion Organizations: Findings from the 2004 Canada Survey of Giving, Volunteering and Participating

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- Donating to Fundraising and Voluntarism organizations
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VOLUNTEERING:

- Volunteering in Canada
- Volunteering for Fundraising and Voluntarism organizations
- Motivations for volunteering
- Barriers to volunteering more

Giving in Canada

- 85% of Canadians aged 15 and over (22.2 million people) made financial donations to nonprofit and charitable organizations
 - Donors contributed an average of \$400 each, for a total of \$8.9 billion
- Donors made an average of 4.3 individual donations of \$94 each

Donating to Fundraising & Voluntarism organizations

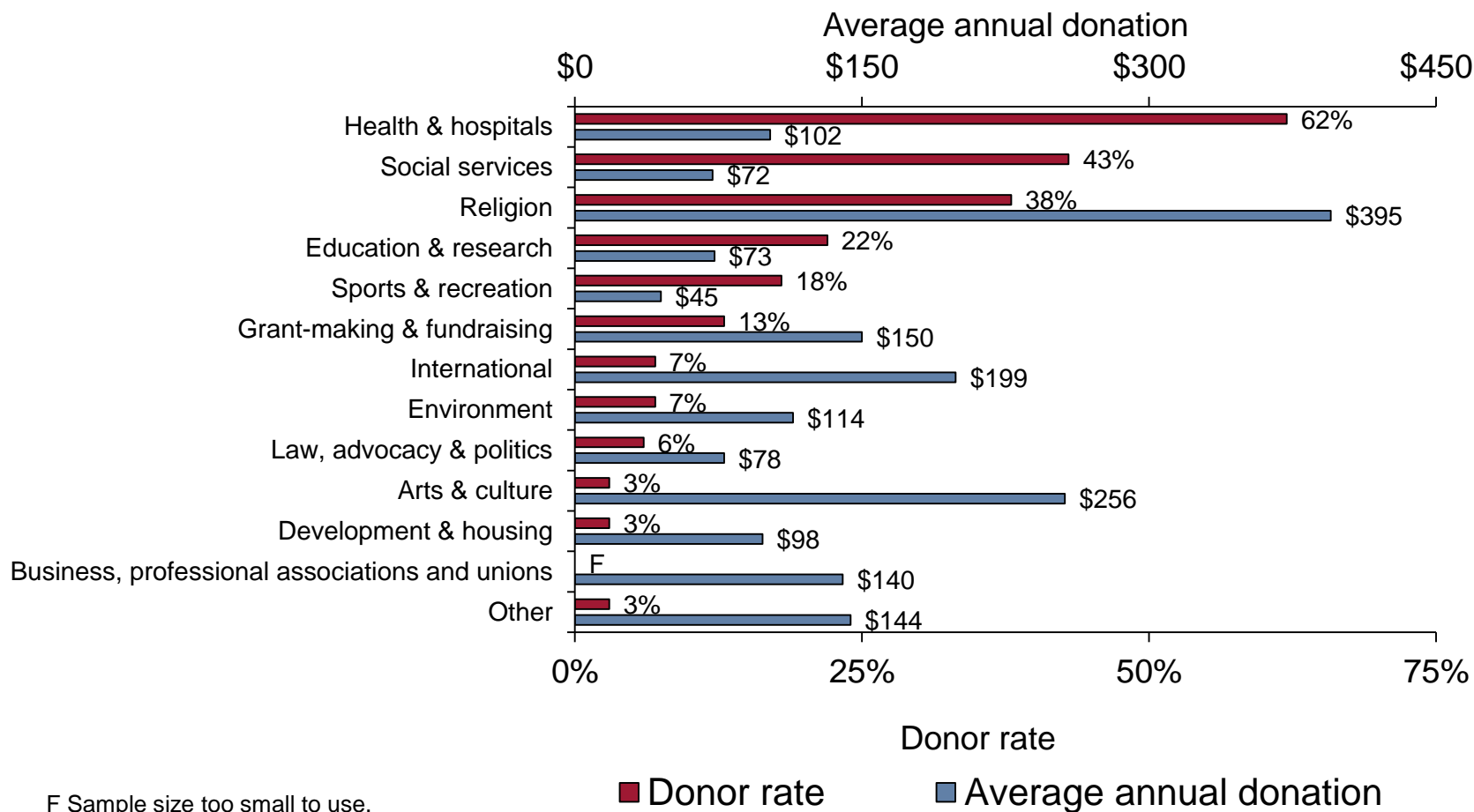
- 13% of Canadians aged 15 and over (3.5 million people) made financial donations to Grant-making, Fundraising and Voluntarism Promotion organizations
- Donors contributed an average of \$150 each, for a total of \$466 million
 - 6% of the total value of donations made to all organizations

Support for Fundraising & Voluntarism organizations

FINDINGS:

- Base of support for Fundraising & Voluntarism organizations is relatively small
- However, they receive relatively large average donations

Levels of support by organization type



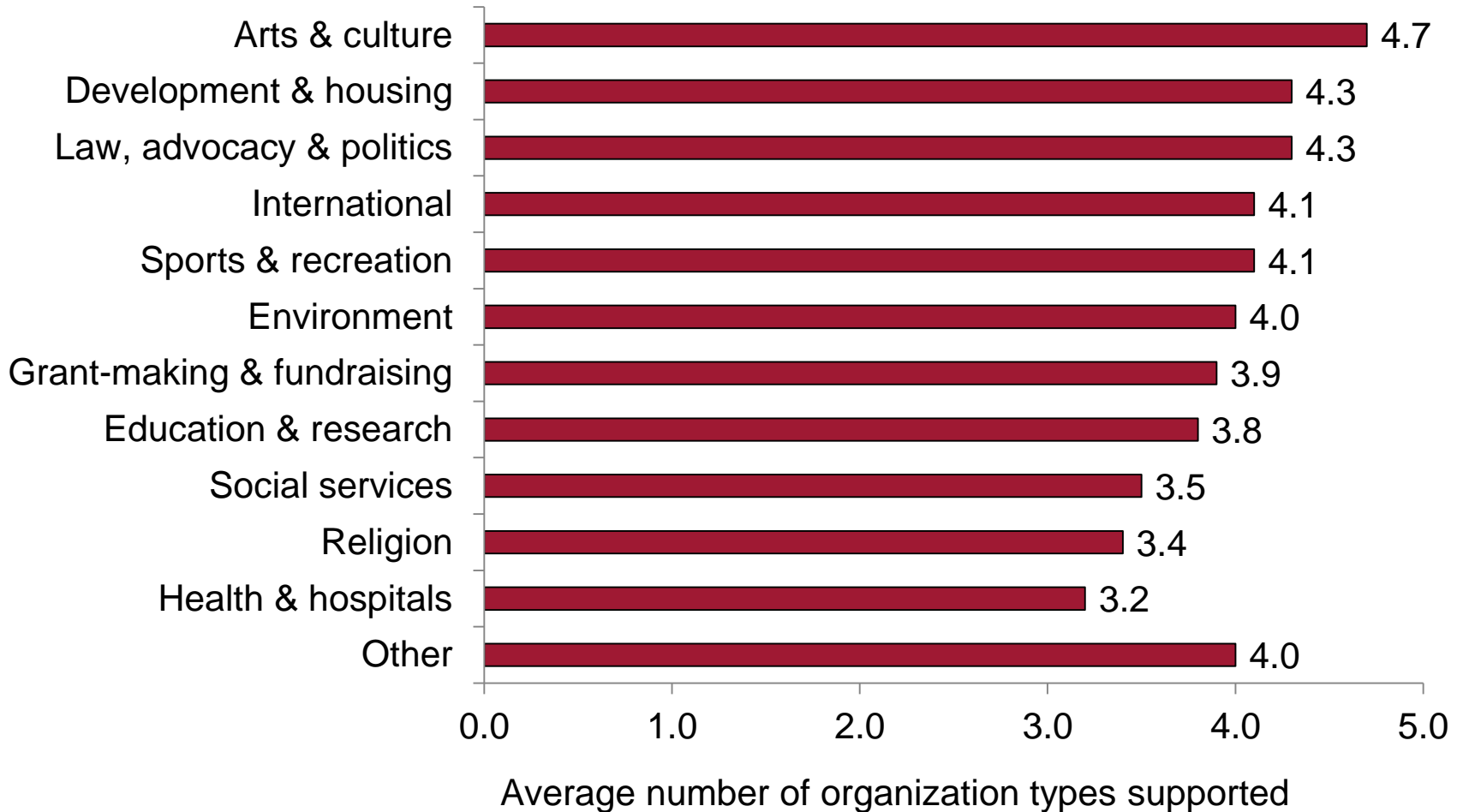
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Support for Fundraising & Voluntarism organizations

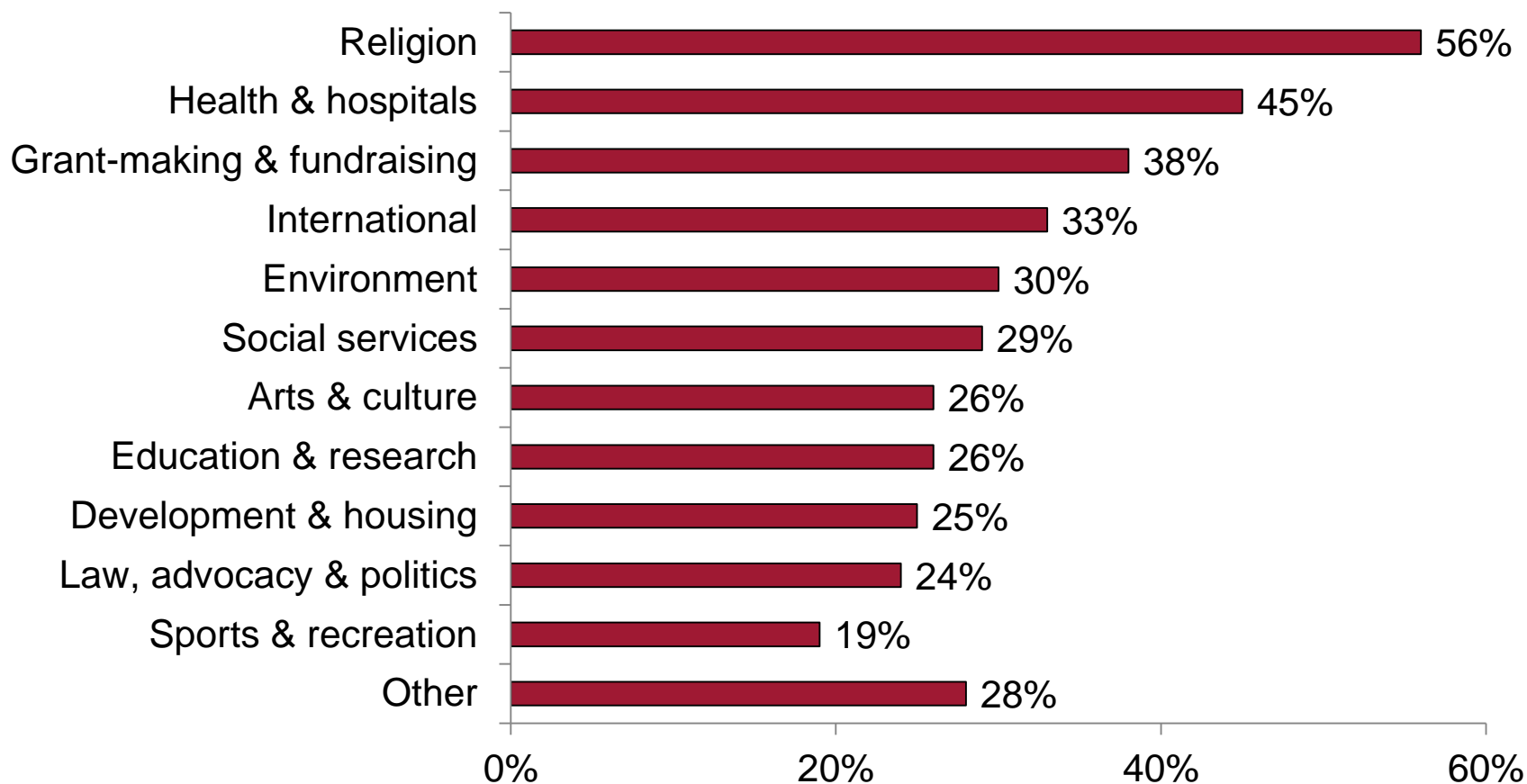
FINDINGS:

- Fundraising, Grantmaking, & Voluntarism Promotion donors contribute to a moderate number of types of organizations or ‘causes’
- On average, they allocated almost two fifths of their total donations to Fundraising & Voluntarism cause
 - Ranked third among causes

Number of organization types supported



Average level of support



Average percentage of total donations to organization type

Support for Fundraising & Voluntary organizations

IMPLICATIONS:

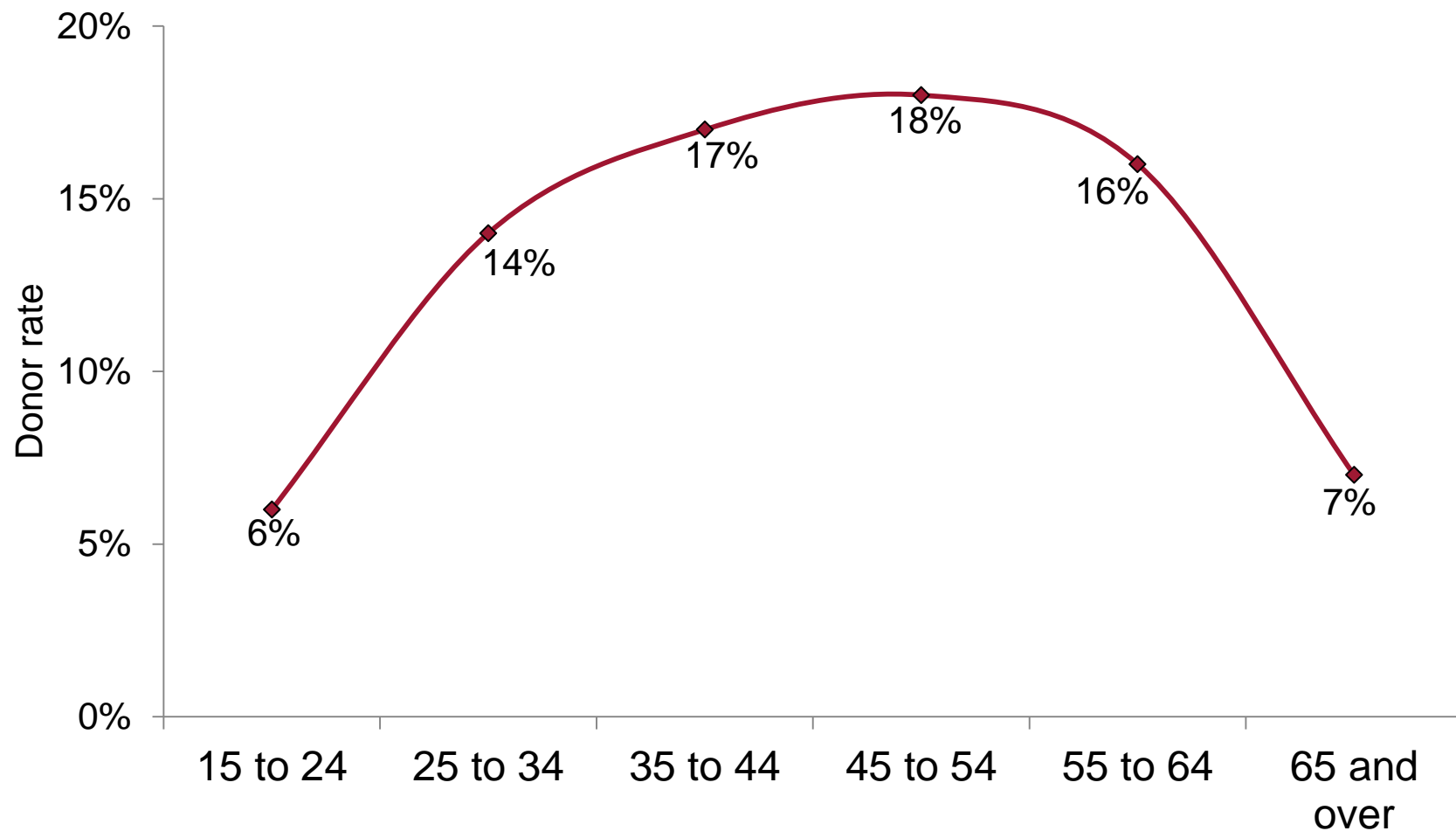
- Fundraising and Grantmaking donors fairly focused on cause
 - Average donation amount quite high
 - Support moderate number of organization types
 - Focus large part of total support on cause
- Major challenge is finding donors
 - Donor base not terribly broad

Who gives to Fundraising & Voluntarism organizations?

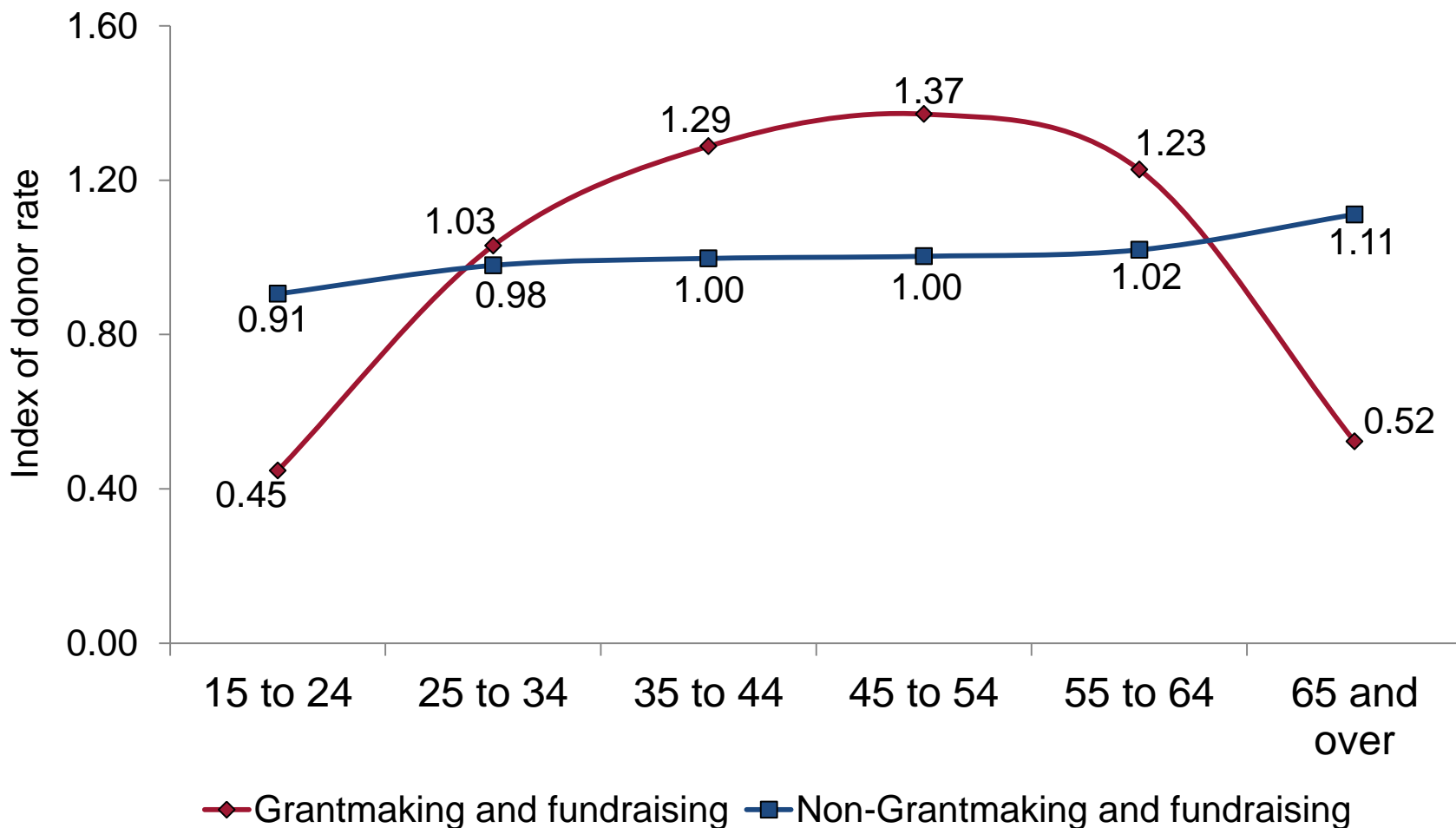
FINDINGS:

- Likelihood of donating to Fundraising and Voluntarism organizations increases with:
 - Education, particularly University degree or more
 - Household income, particularly \$60,000 or more annually
- Those who are more likely to donate include those who are:
 - Married
 - Employed
 - Do not attend religious services weekly
- No great variation according to presence of children

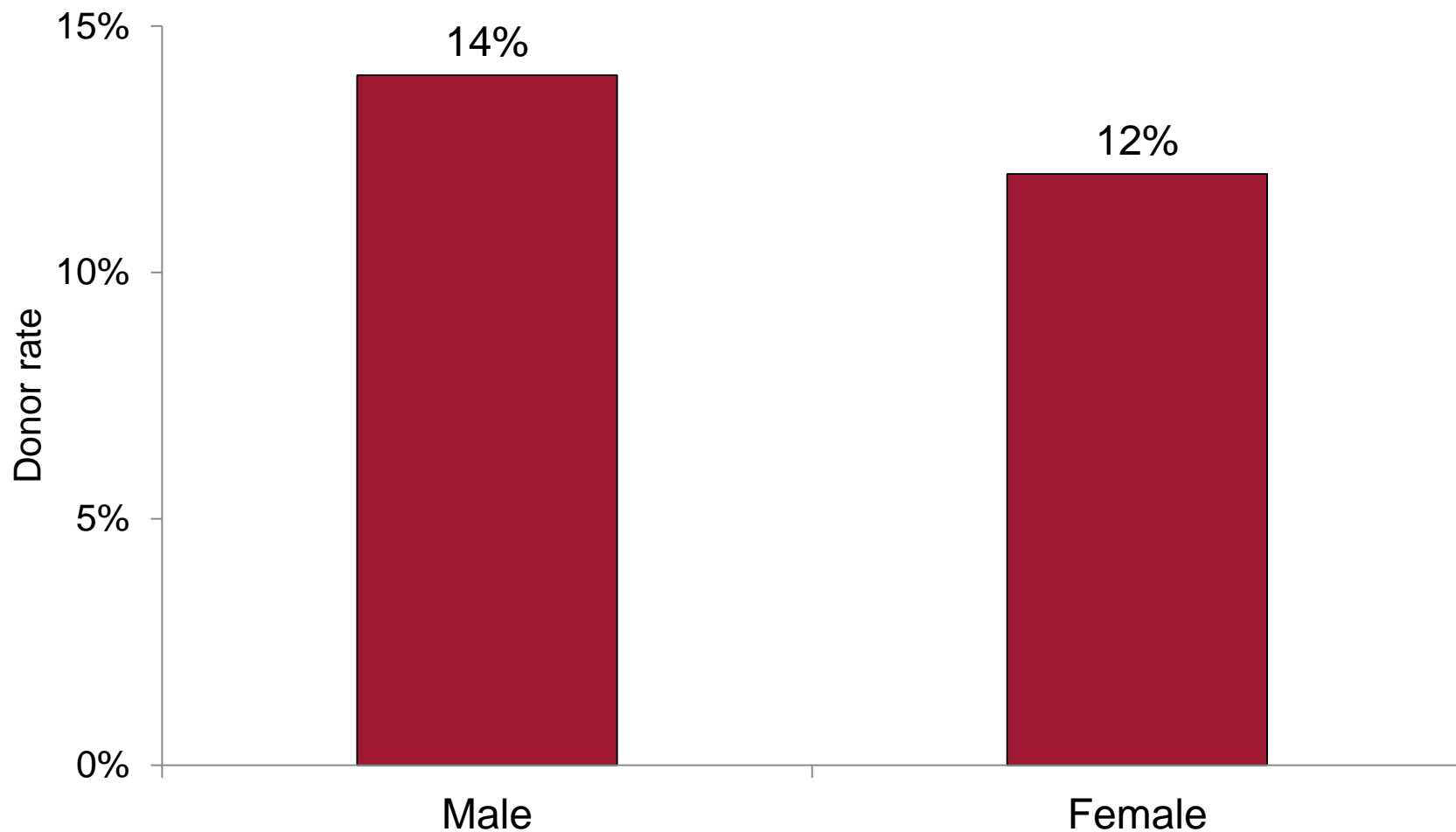
Characteristics of donors: Age



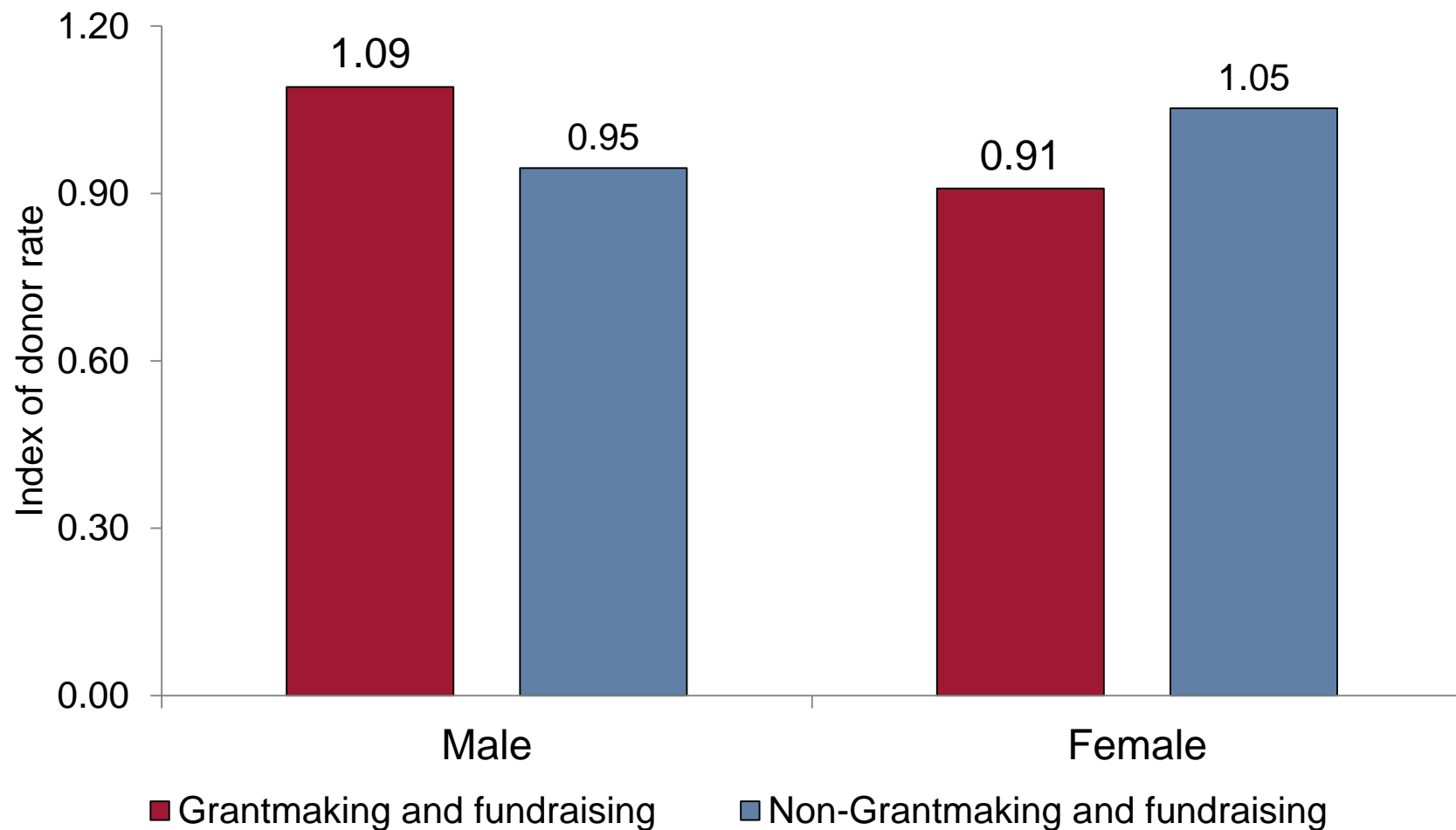
Characteristics of donors: Age



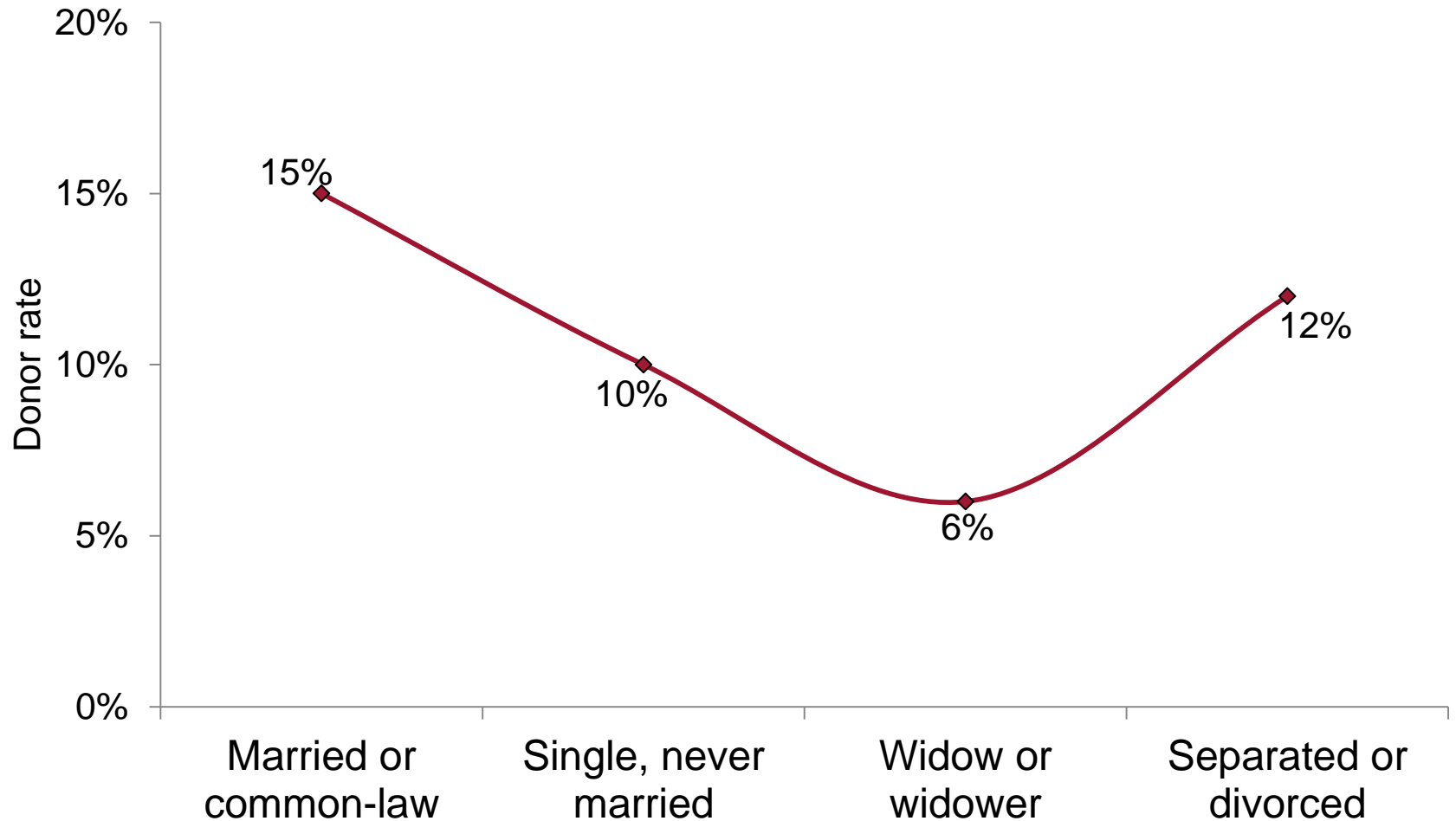
Characteristics of donors: Sex



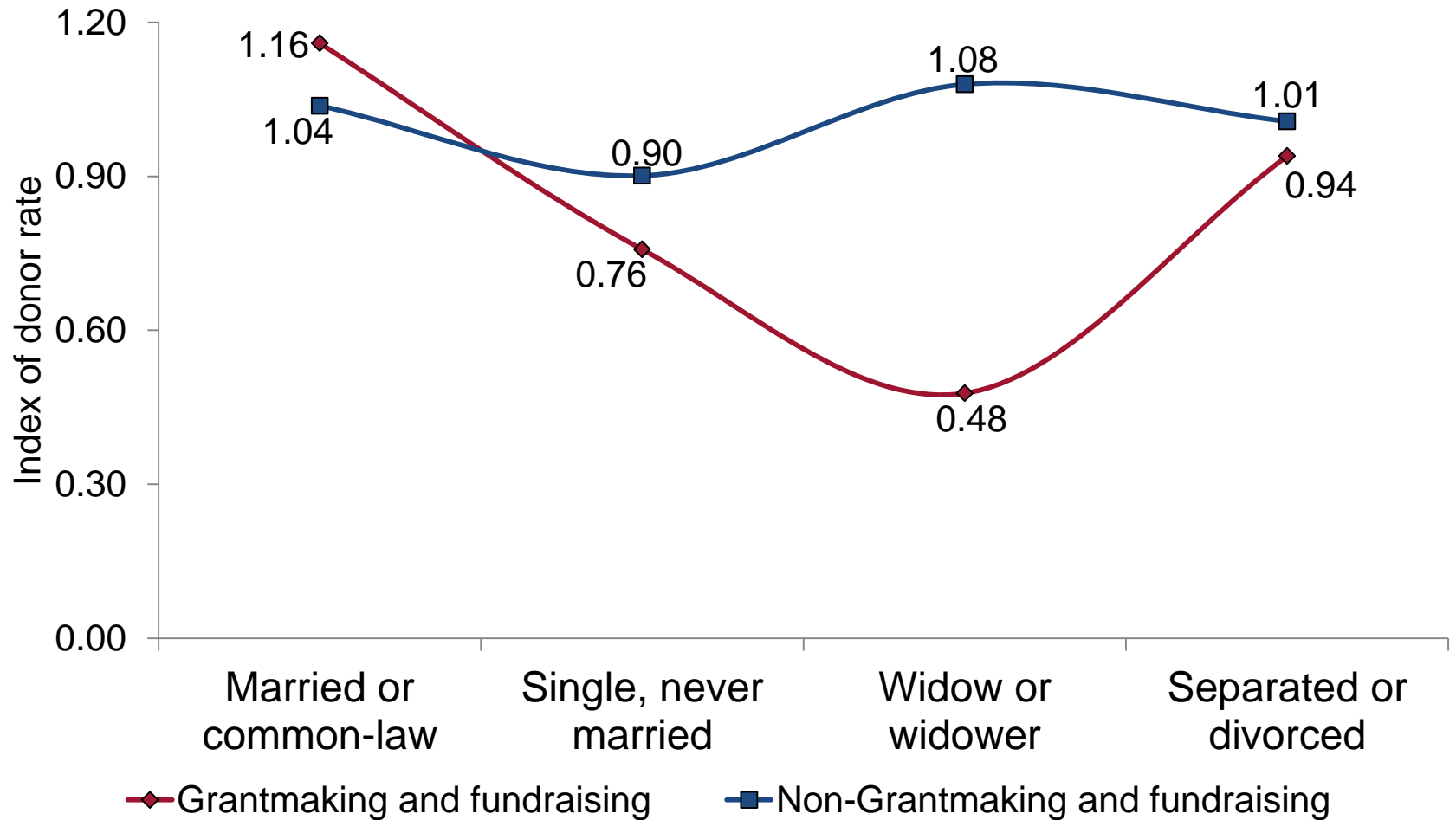
Characteristics of donors: Sex



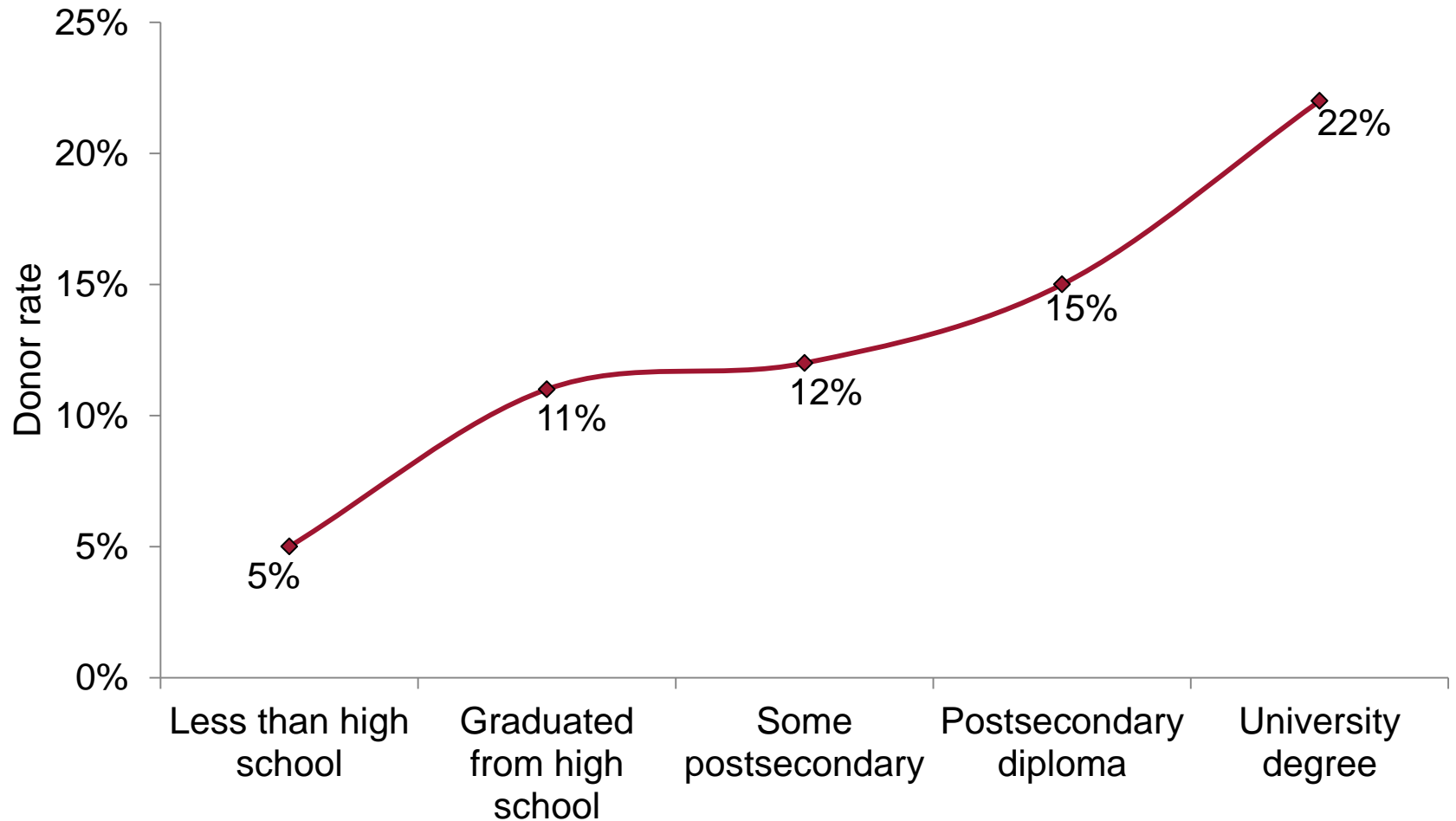
Characteristics of donors: Marital status



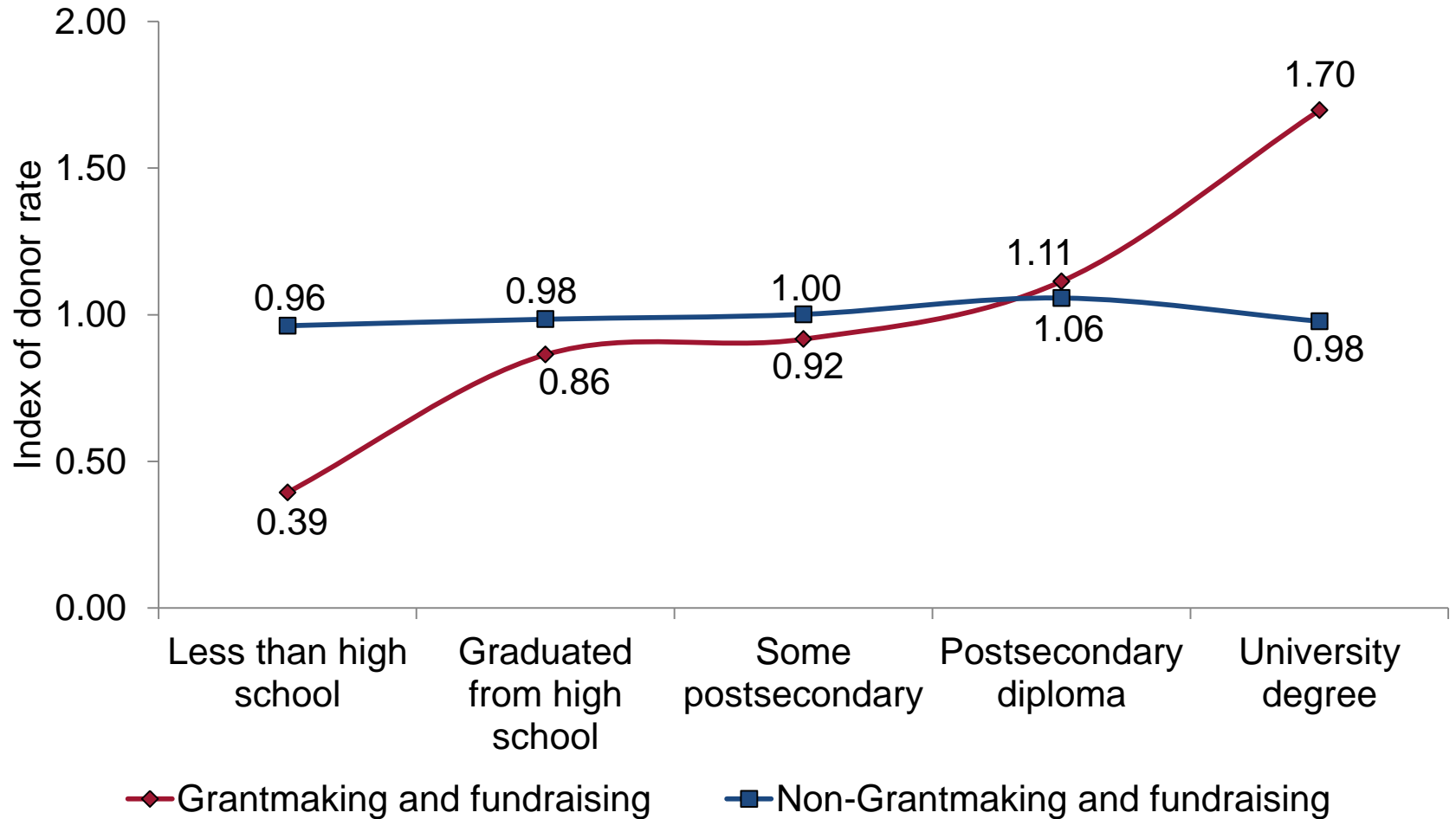
Characteristics of donors: Marital status



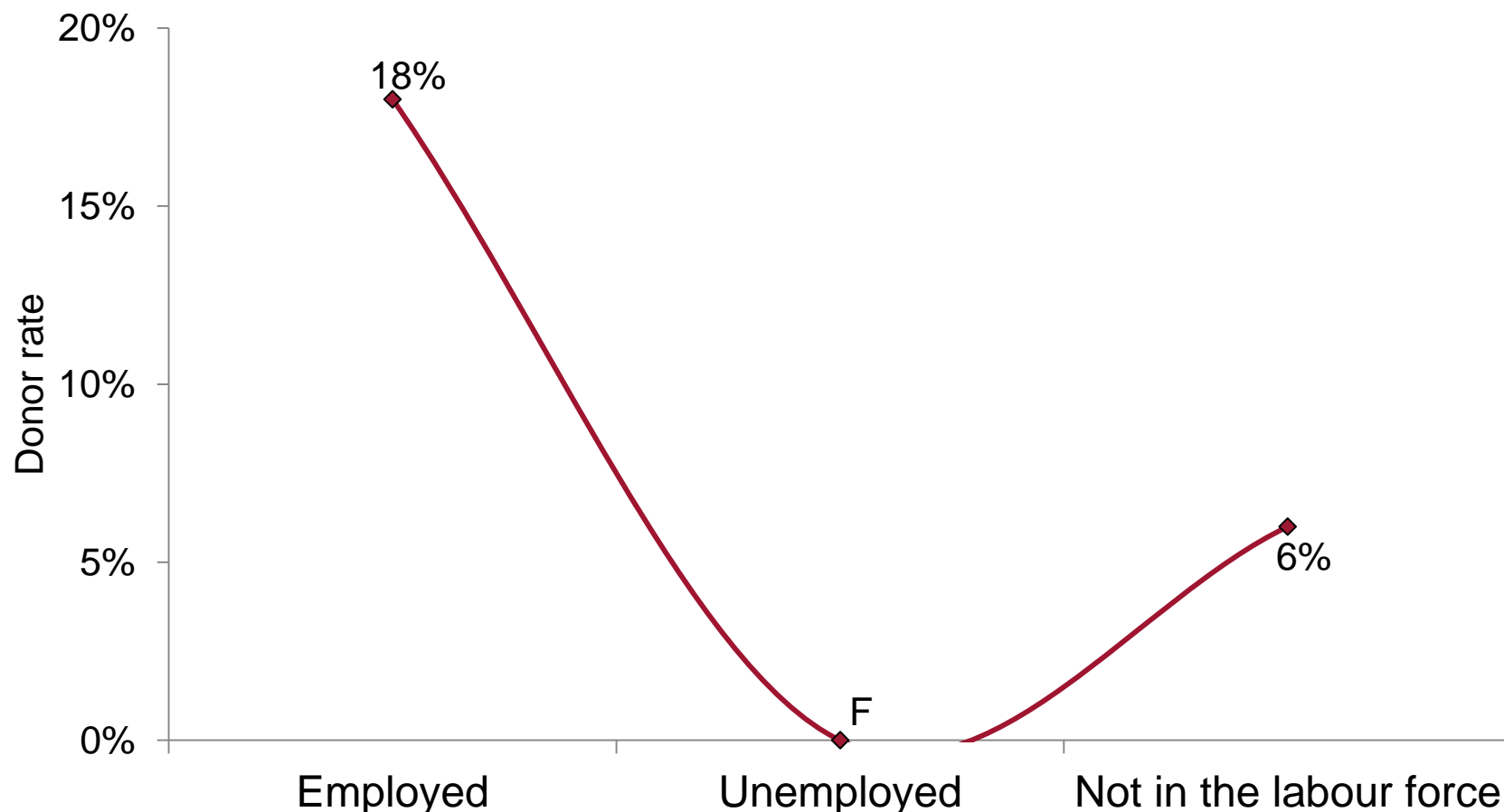
Characteristics of donors: Education



Characteristics of donors: Education

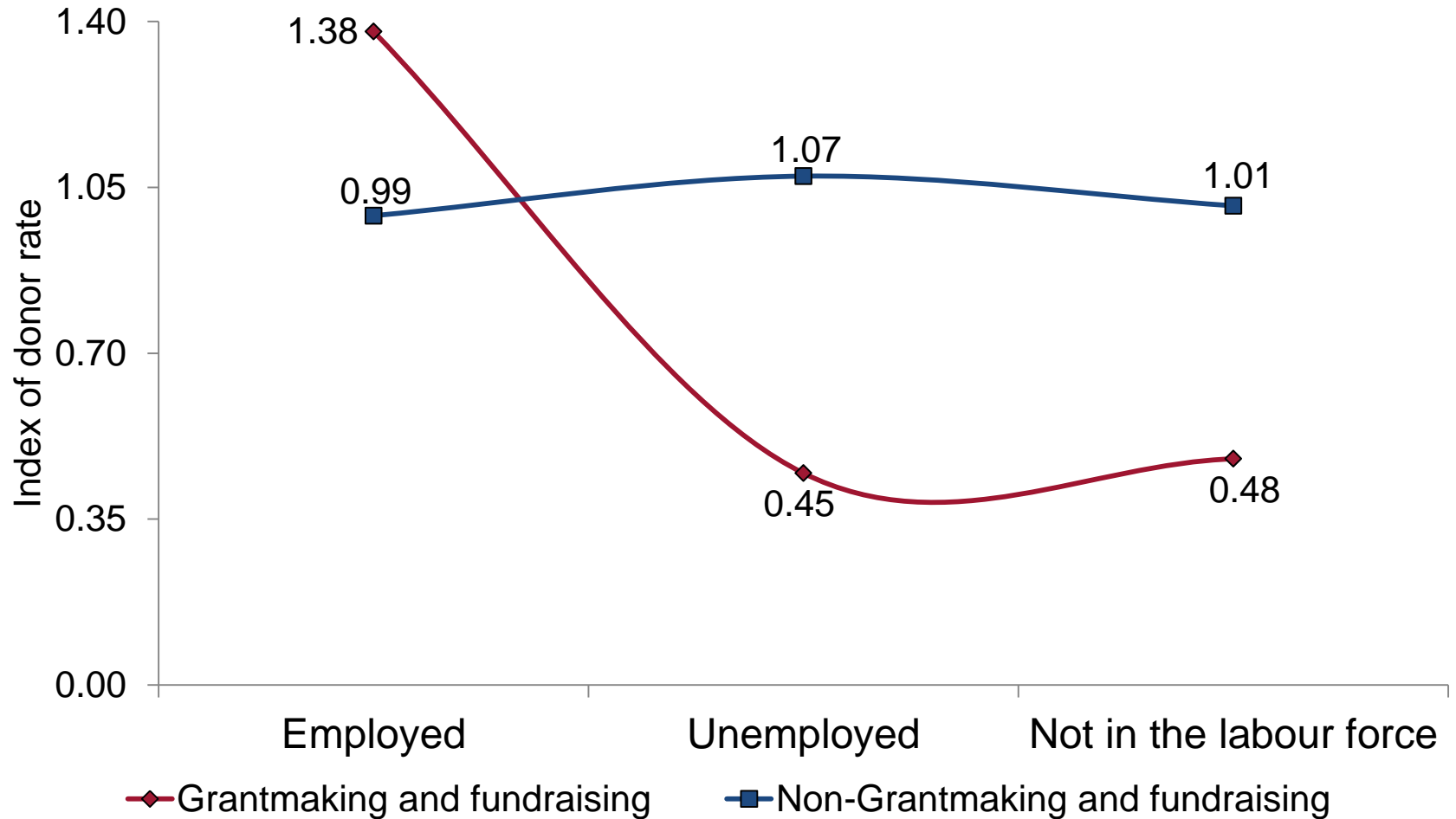


Characteristics of donors: Labour force status

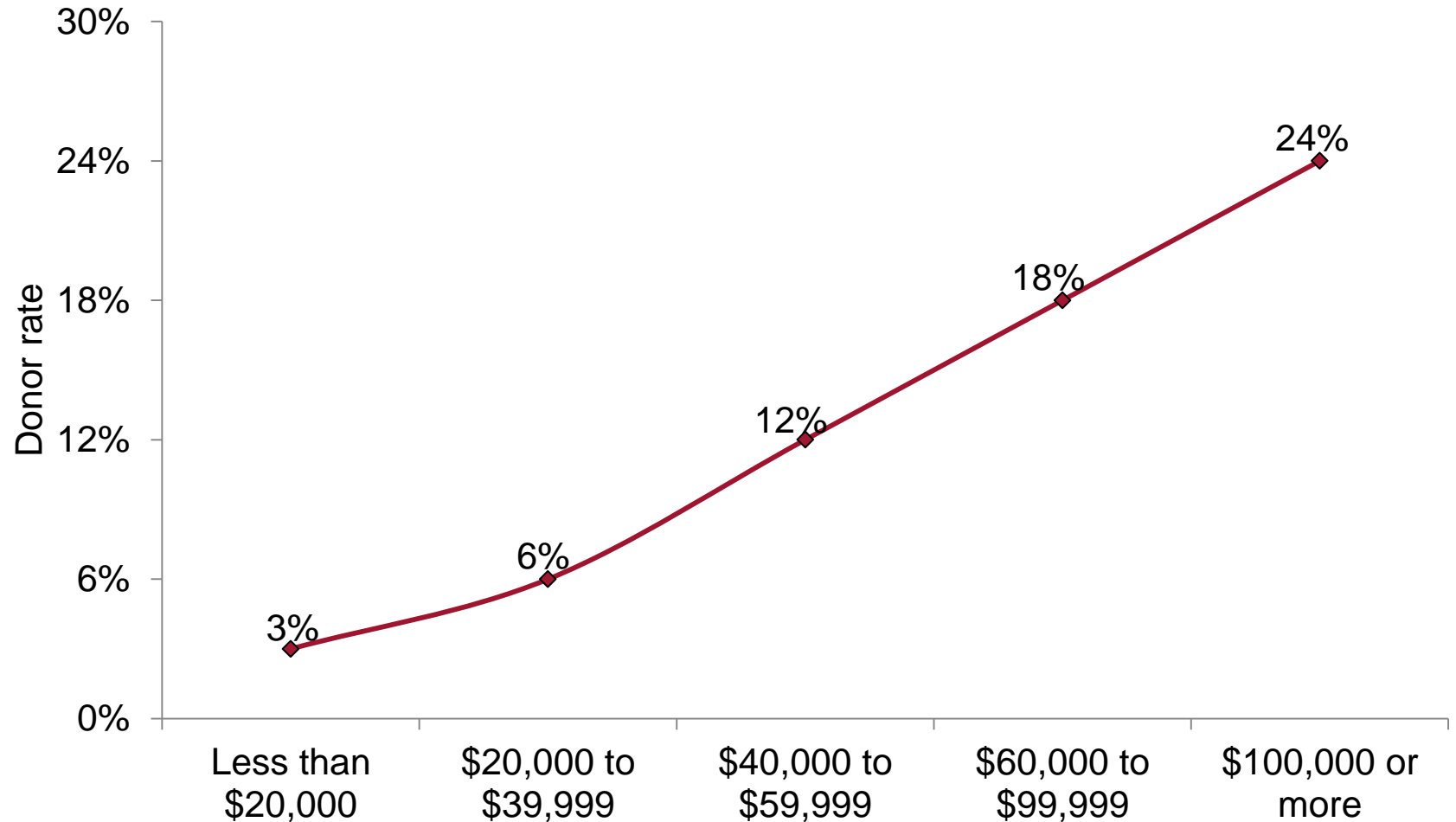


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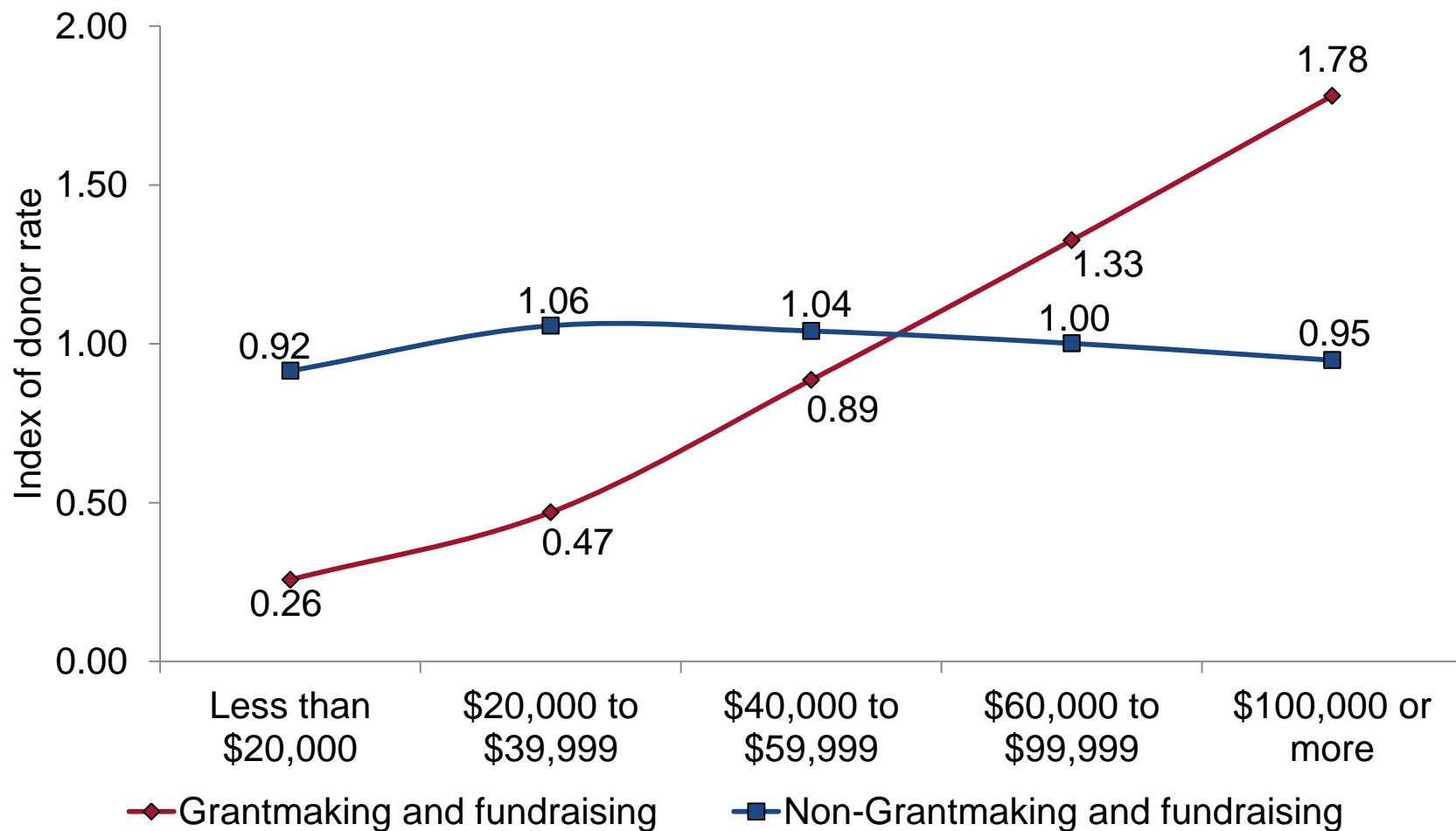
Characteristics of donors: Labour force status



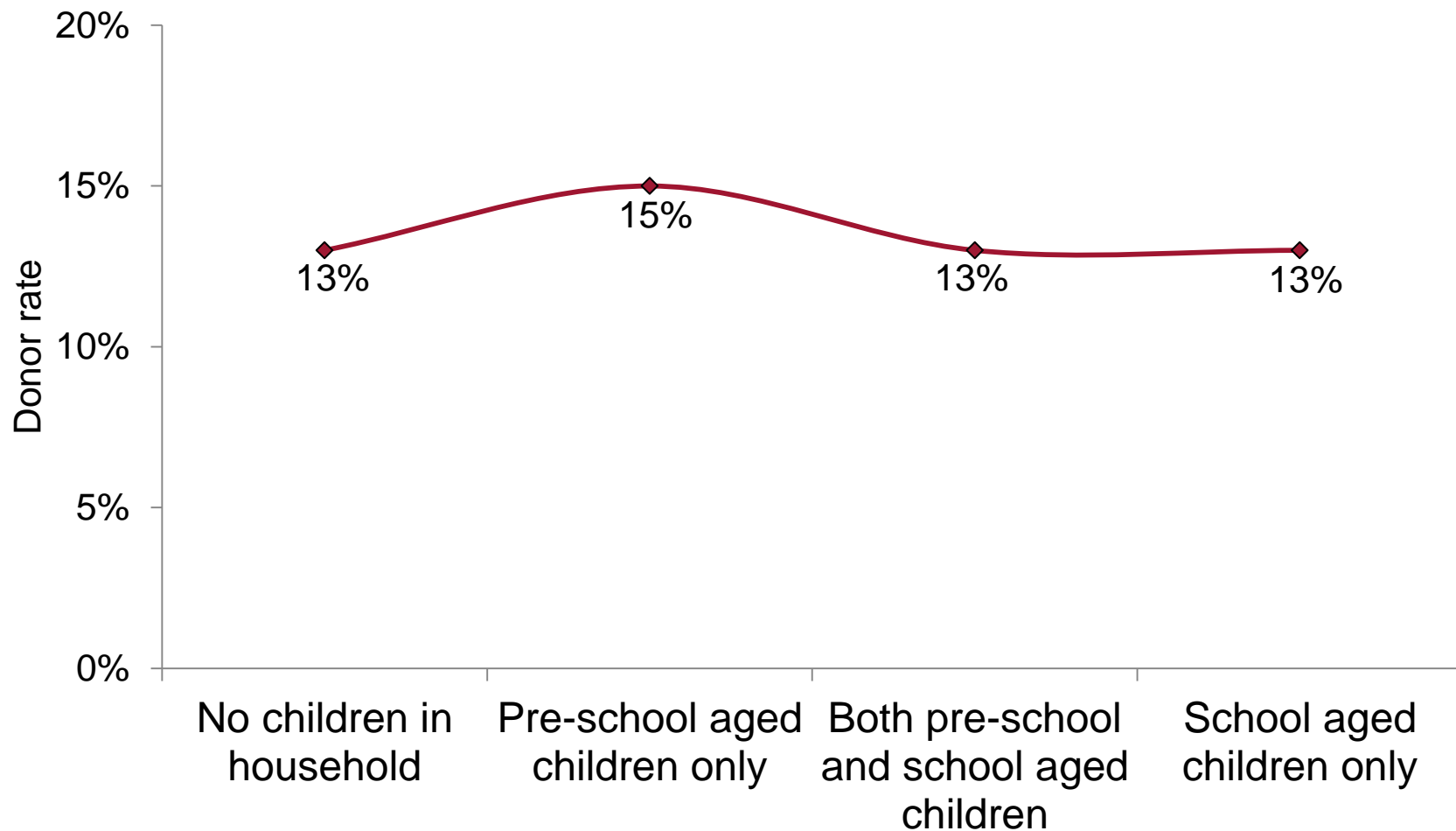
Characteristics of donors: Household income



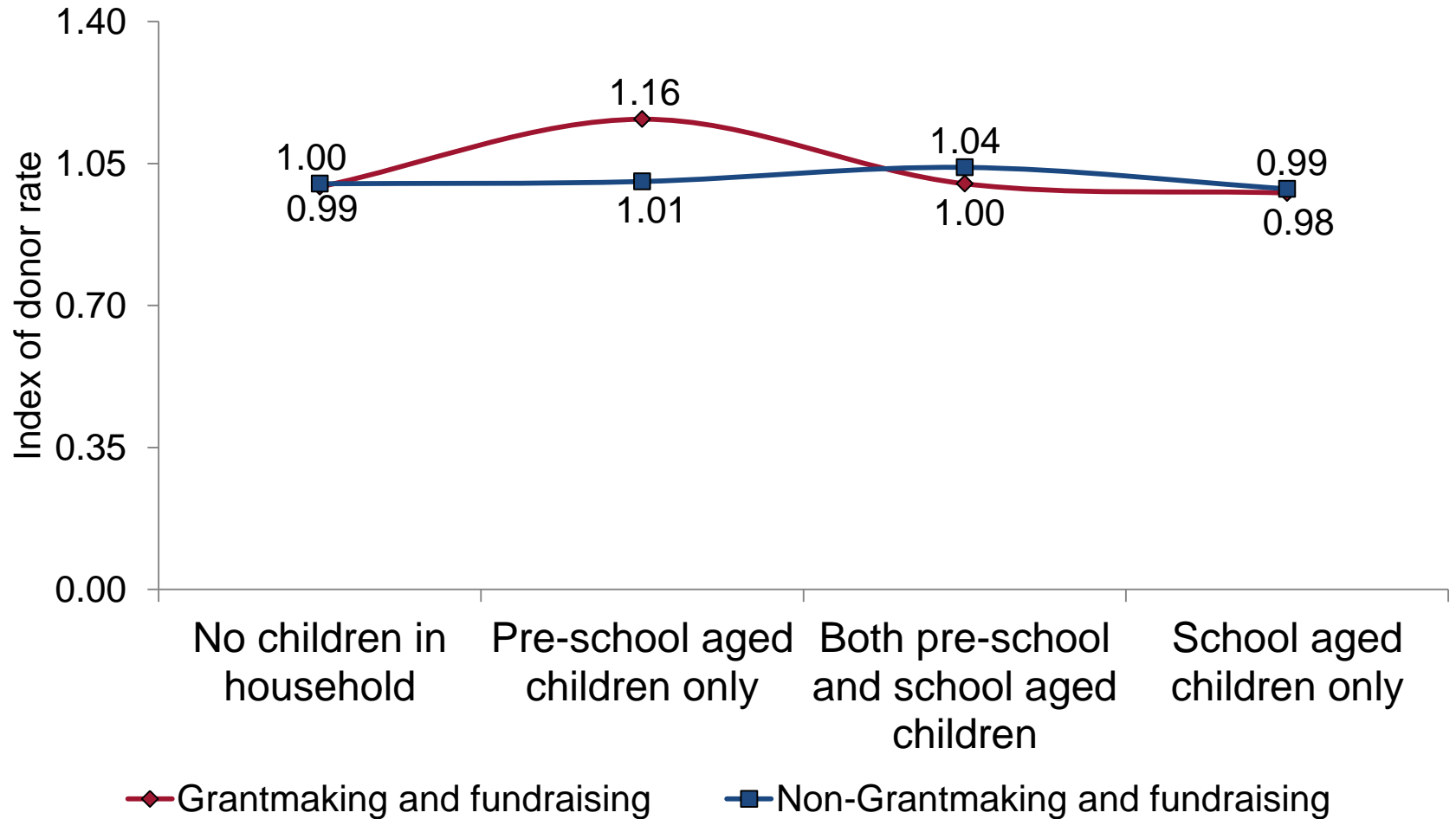
Characteristics of donors: Household income



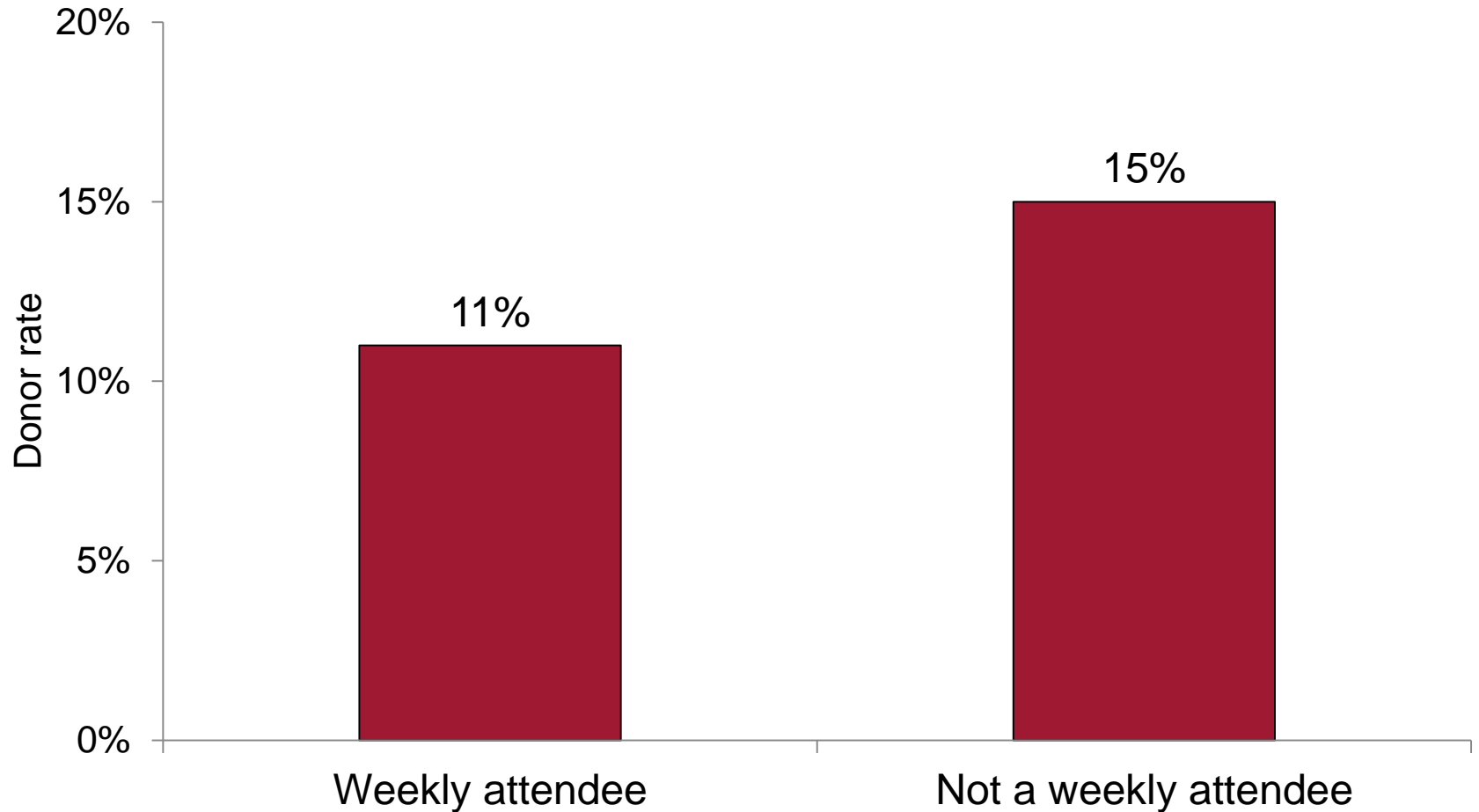
Characteristics of donors: Presence of children



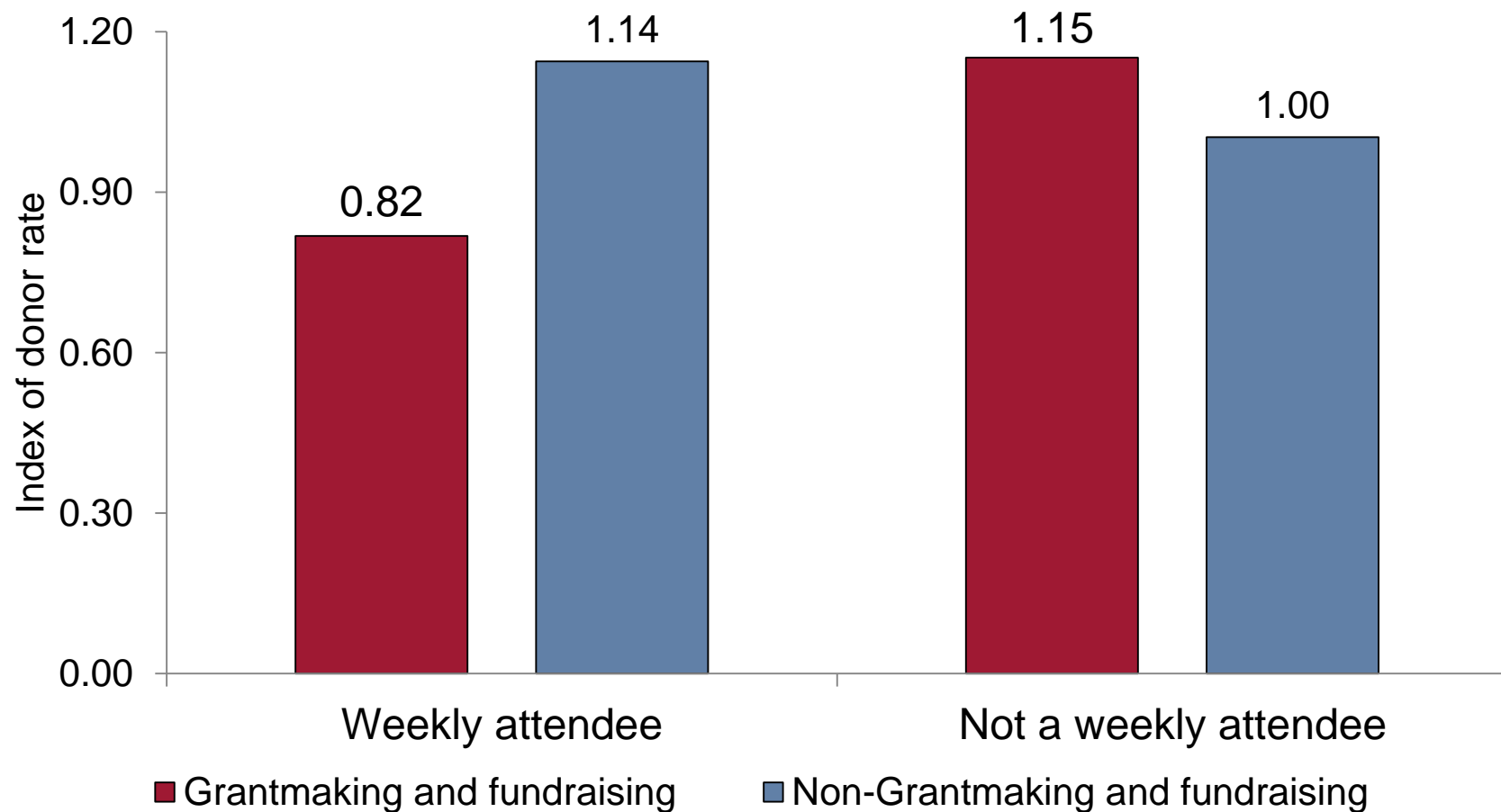
Characteristics of donors: Presence of children



Characteristics of donors: Religious attendance



Characteristics of donors: Religious attendance

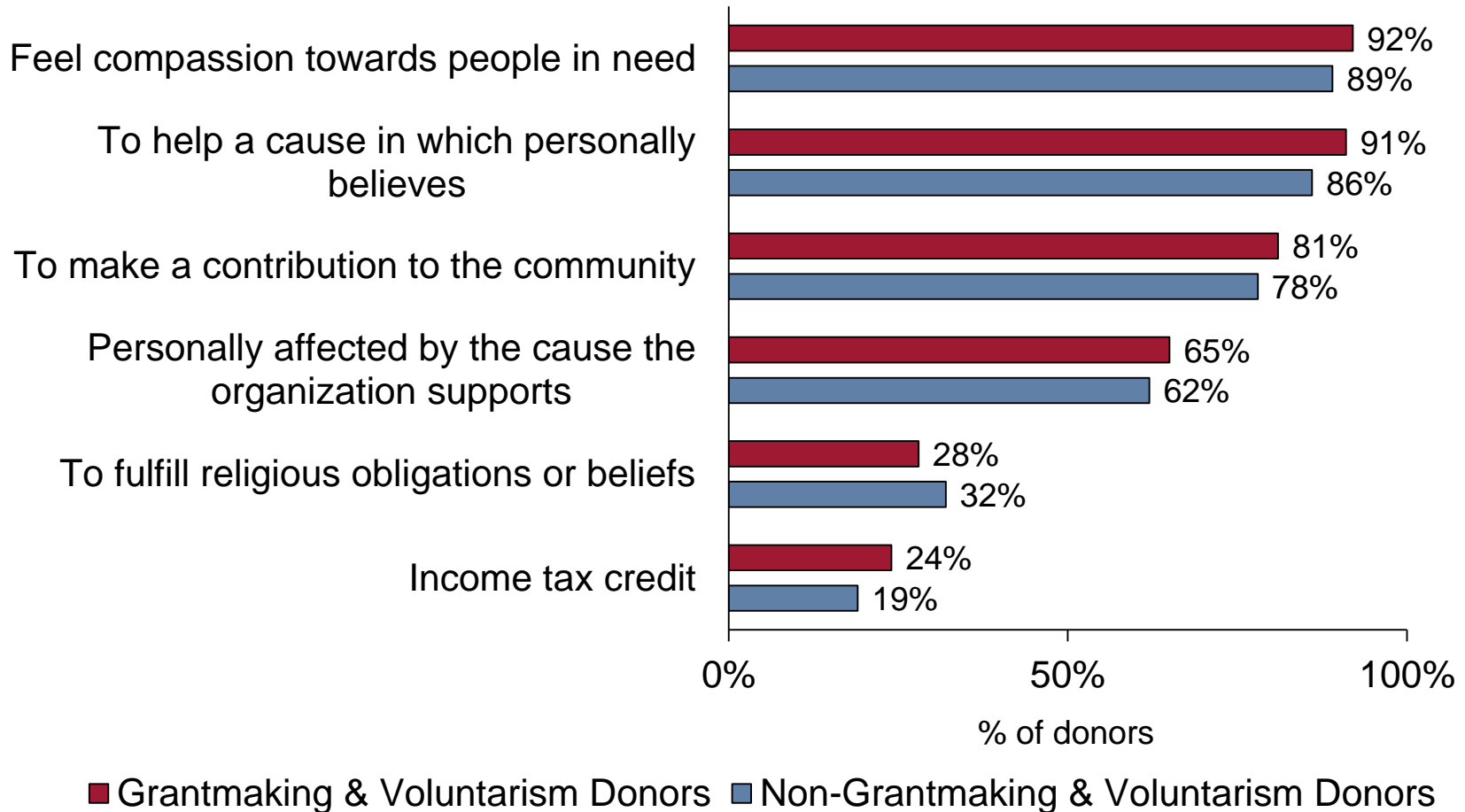


Motivations for giving

FINDINGS:

- Fundraising, Grantmaking, & Voluntarism Promotion volunteers are commonly motivated by feelings of compassion and personal belief
- Least likely to be motivated by religious obligations or beliefs or tax credits
- Motivations very similar to those of other donors
 - More likely to be motivated by tax credits
 - Somewhat less likely to be motivated by religious beliefs

Motivations for giving

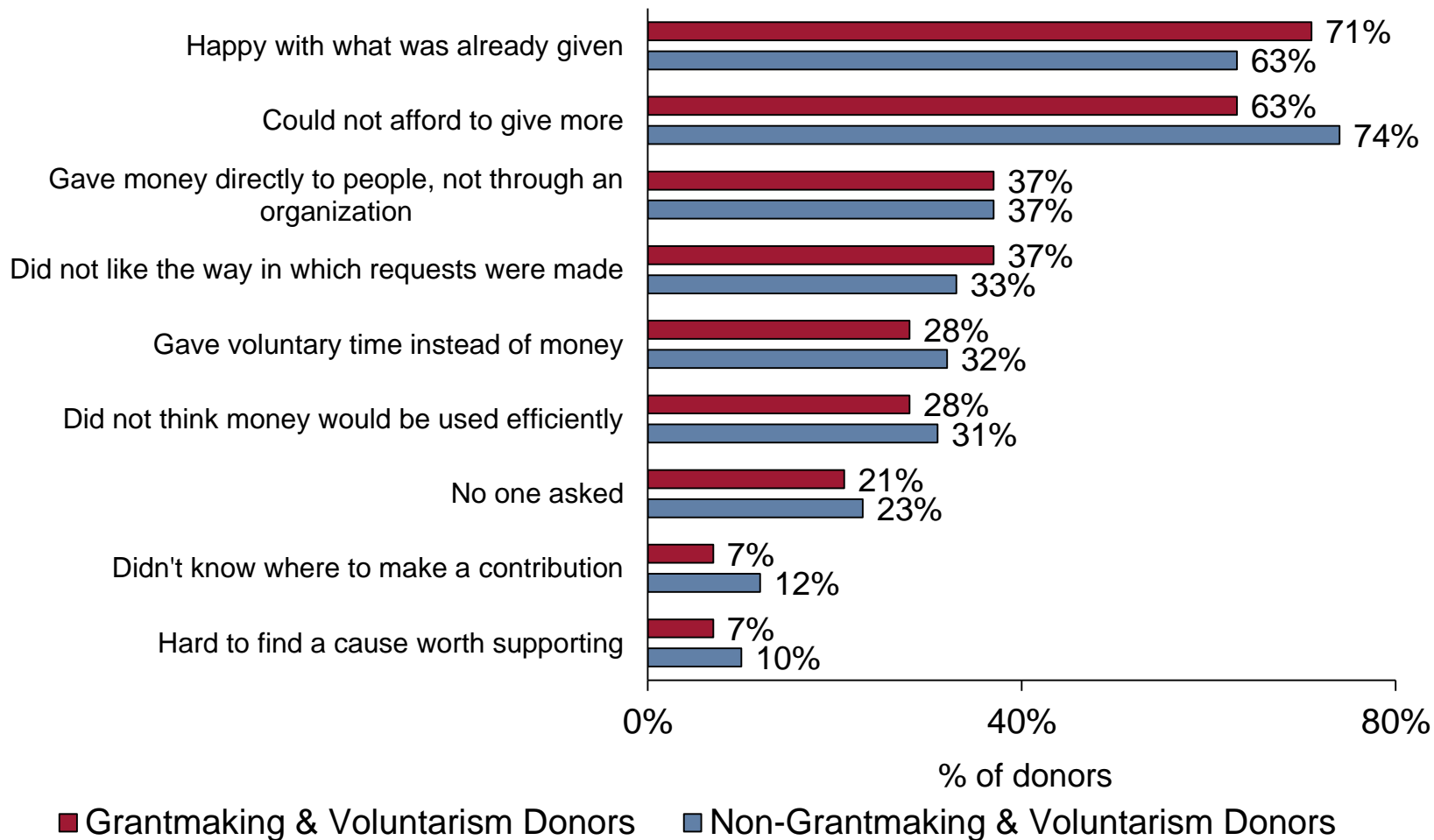


Barriers to giving more

FINDINGS:

- Grant-making & Voluntarism donors somewhat more likely to be happy with what they have already given
- Noticeably less likely to say they cannot afford to give more
- Slightly more likely to not like how requests for donations were made

Barriers to giving more



Motivations and barriers to giving

IMPLICATIONS:

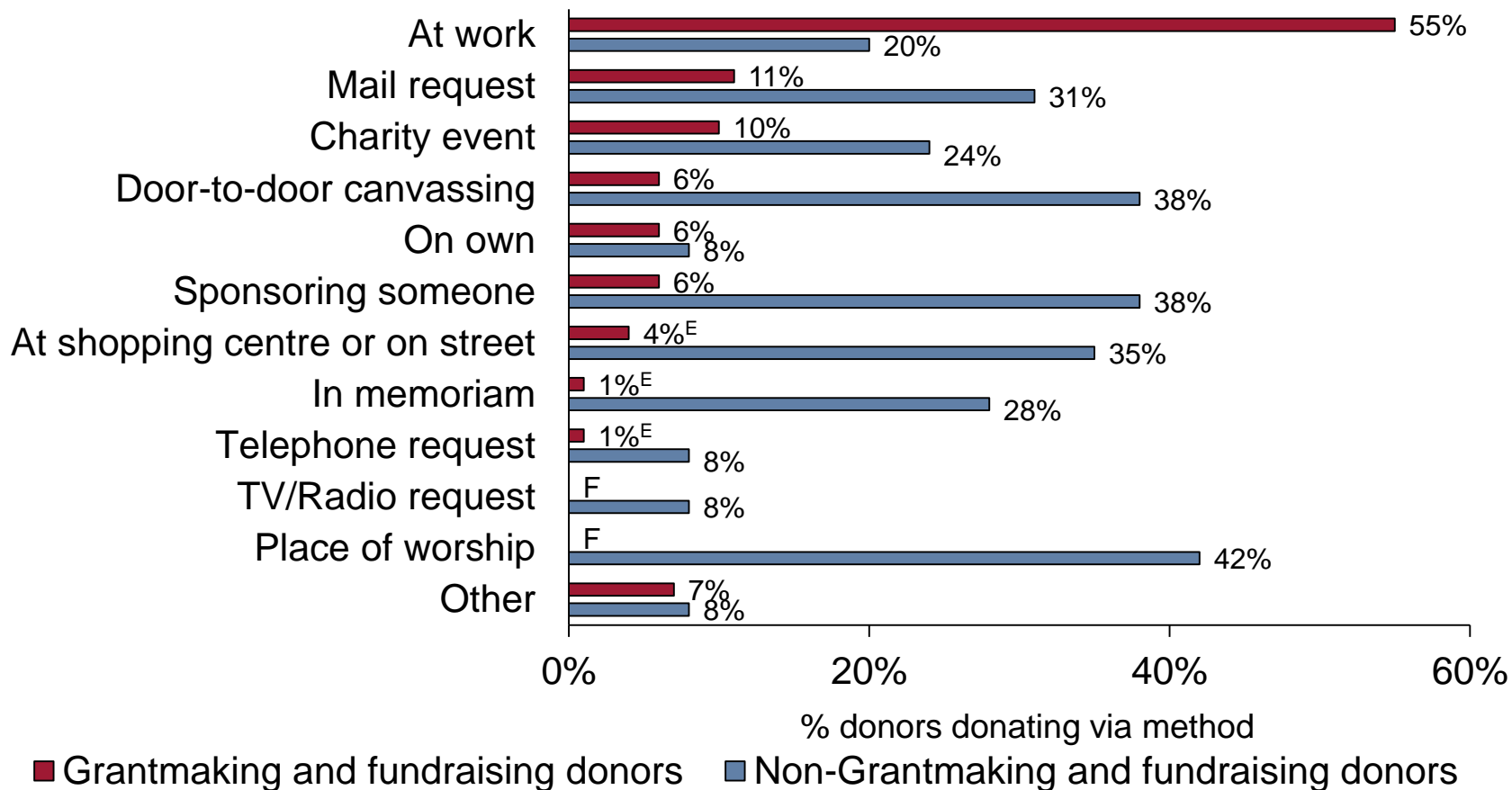
- Appears to be donor potential that is presently not being tapped effectively
- Donors score relatively low on many negatives, particularly affordability
- Appeal to self-interest [tax credits] may be effective with these donors, given large donation amounts

Methods of donation

FINDINGS:

- Fundraising & Voluntarism donors most likely to donate:
 - At their place of work
 - In response to a mail request
 - By paying to attend a charity event
- Donations at workplace dominate – half of total value of donations comes via this method

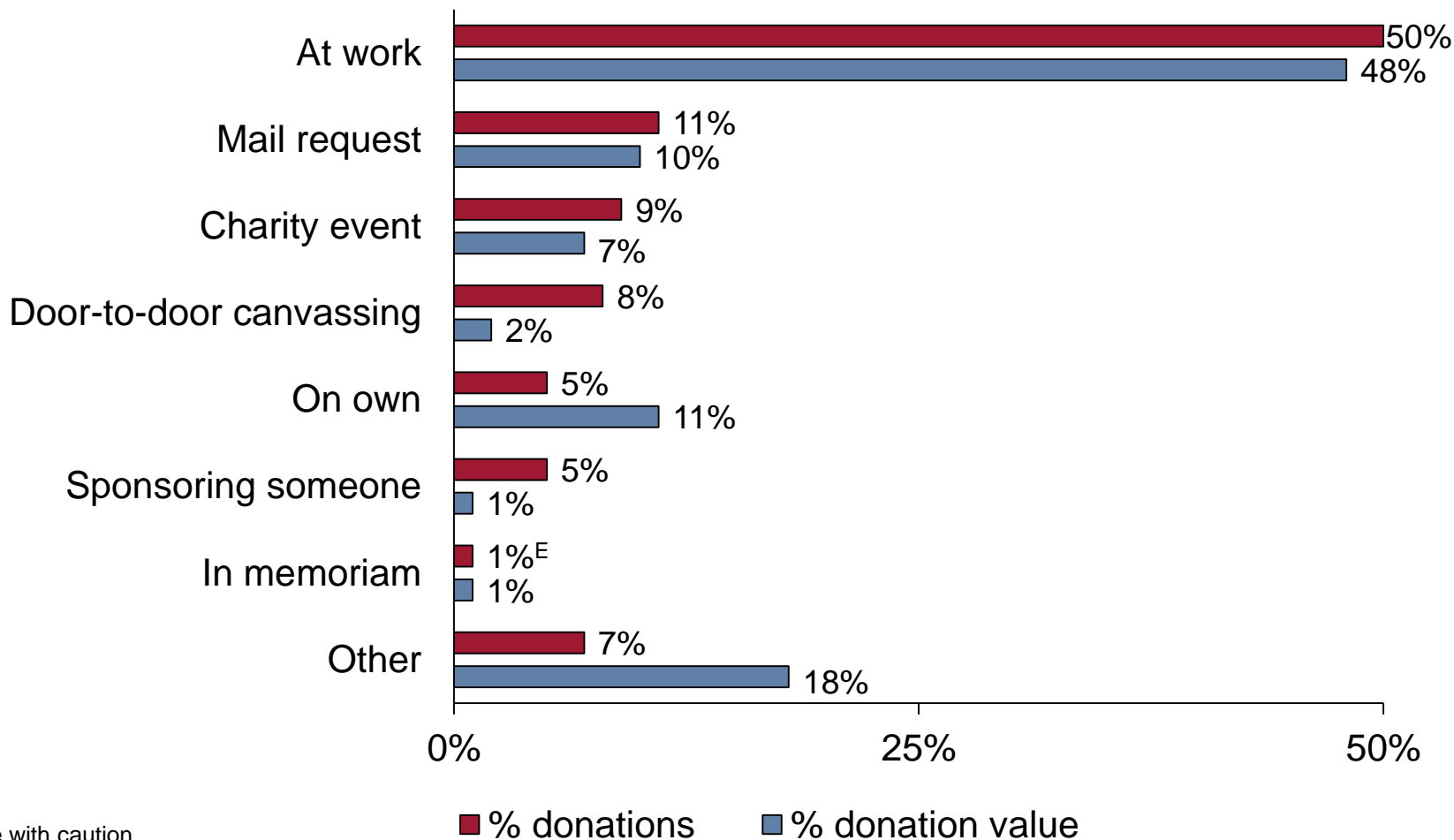
Methods of donation



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Methods of donation



^E Use with caution.

Methods of donation

IMPLICATIONS:

- Quite dependent on donations through the workplace
- Although other donation methods are less popular, all tend to be relatively efficient

Volunteering in Canada

- 45% of Canadians (11.8 million people) volunteered for nonprofit and charitable organizations
- Volunteers contributed an average of 168 hours each, for a total of 2 billion hours
 - Equivalent to 1 million full-time jobs

Volunteering for Fundraising & Voluntarism organizations

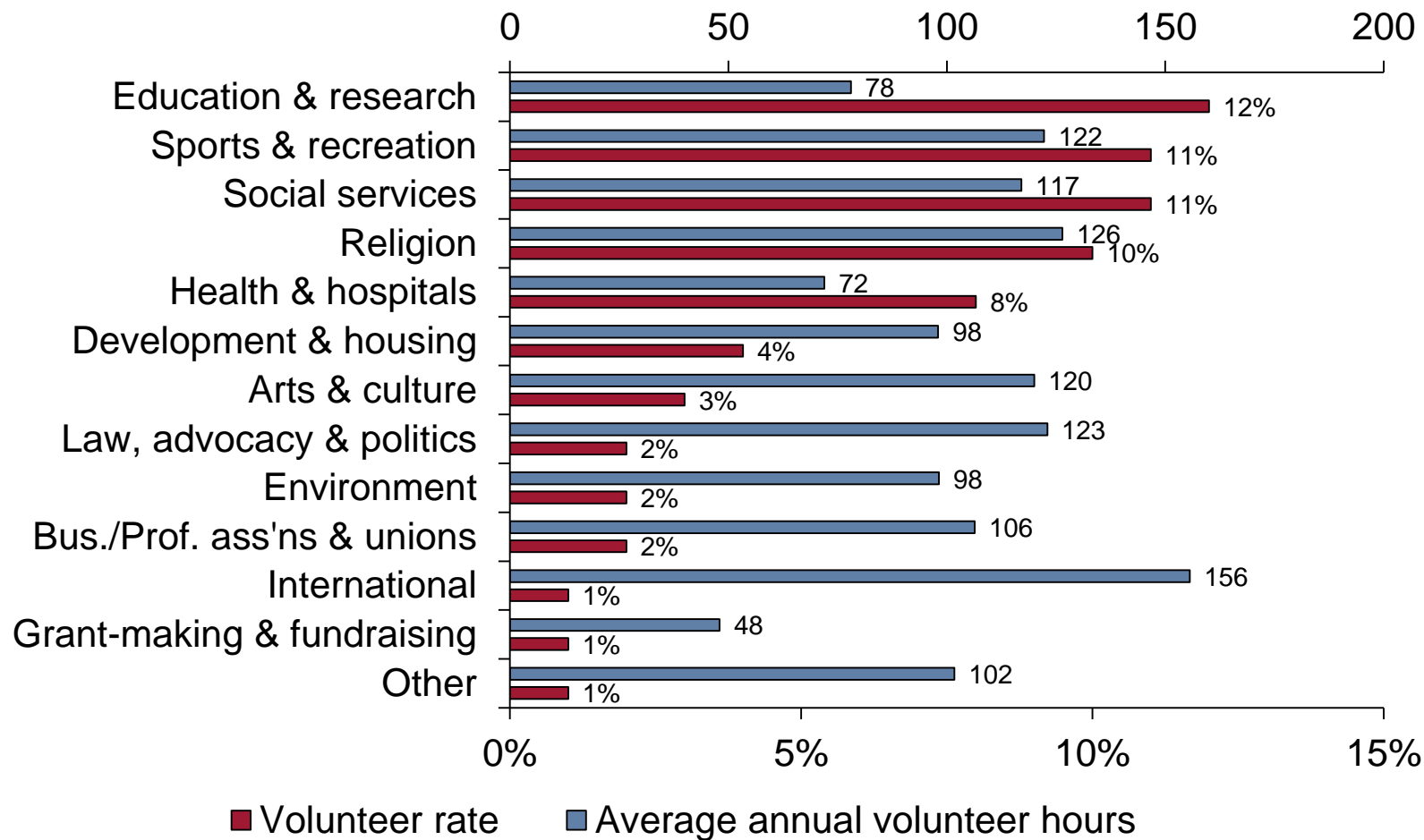
- 1% of Canadians (386 thousand people) volunteered for Fundraising, Grant-making & Voluntarism organizations
- These volunteers contributed an average of 46 hours each, for a total of 18 million hours
 - 1% of total volunteer hours contributed to all organizations

Support for Fundraising & Voluntarism organizations

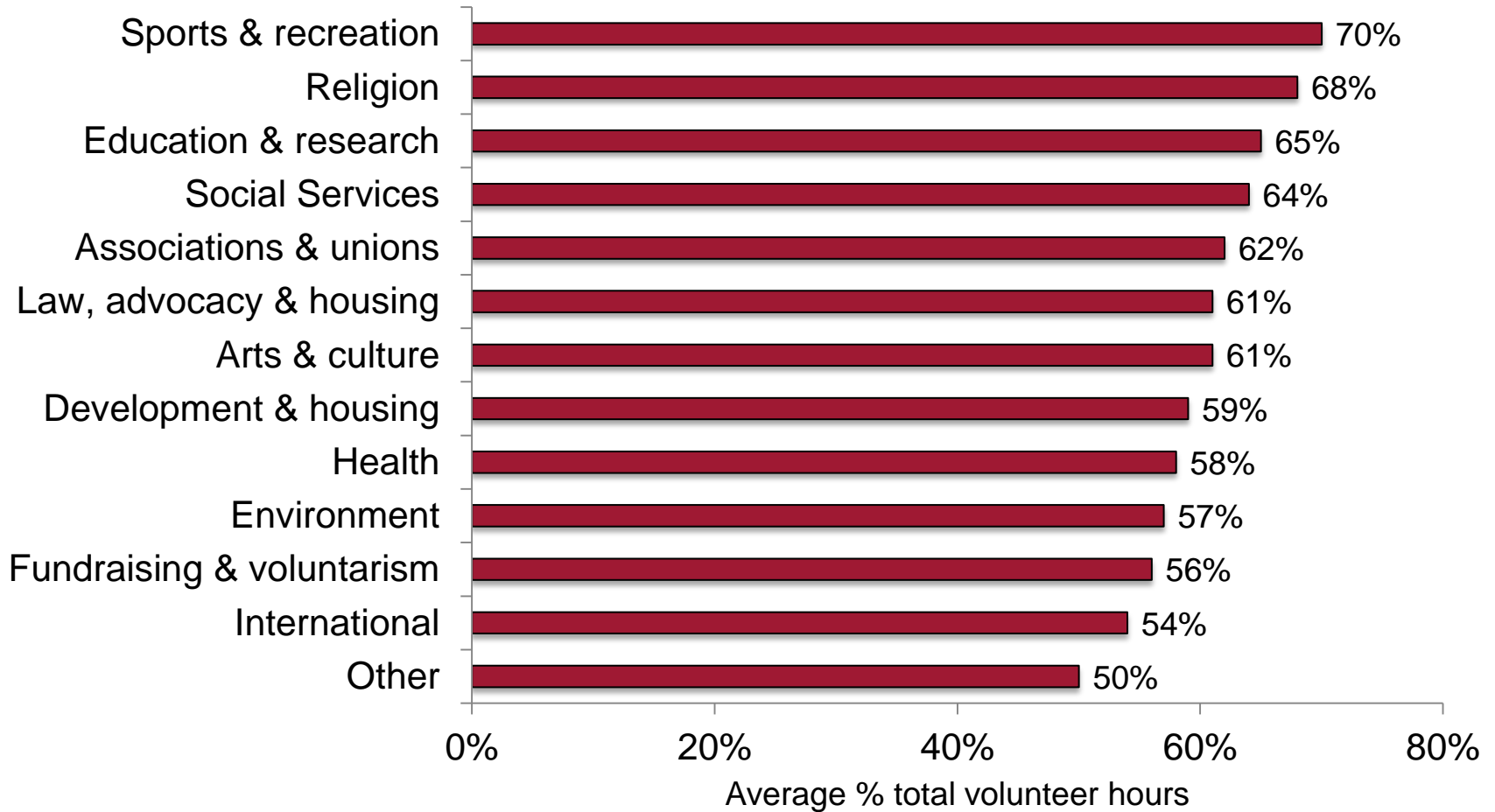
FINDINGS:

- Grant-making & Voluntarism organizations have a very narrow base of volunteers
- Volunteers tend to contribute very few hours when they do volunteer
- Degree of focus on the cause is not particularly high

Levels of support by organization type



Average level of support



Support for Fundraising & Voluntarism organizations

IMPLICATIONS:

- Base of support for Grantmaking, Fundraising, and Voluntarism Promotion organizations is neither deep nor broad
 - Very much a 'niche' cause
- Compared to supporters of other causes, Fundraising and Voluntarism volunteers do not tend to focus heavily on the cause

Motivations for volunteering

FINDINGS:

- Fundraising and Voluntarism volunteers most likely to volunteer because of desire to make a contribution to community and use their skills and experiences
- Least likely to volunteer because of religious obligations or beliefs or in order to improve job opportunities
- Less likely than volunteers for other causes to cite most motivations

Motivations for volunteering



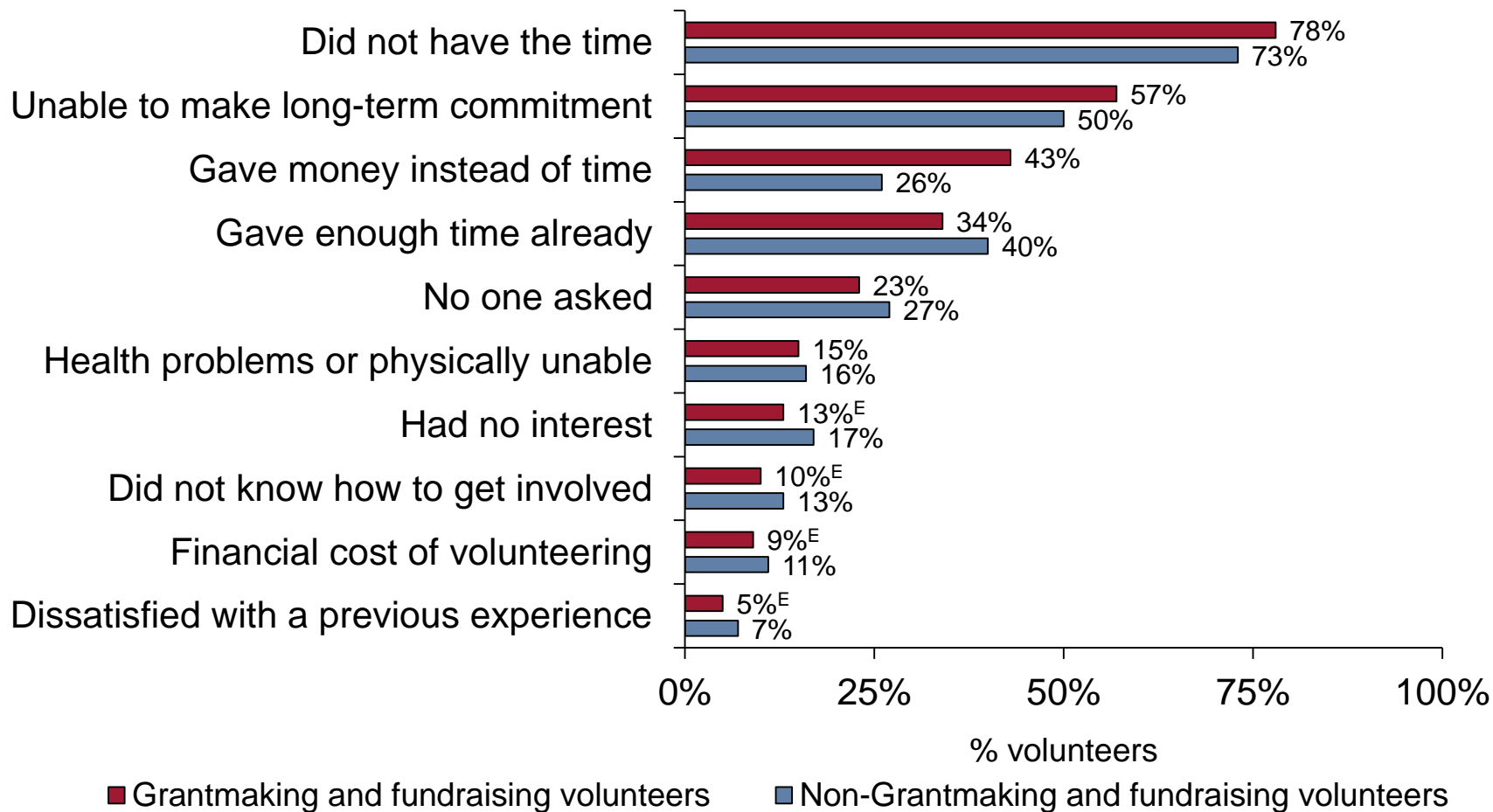
^E Use with caution.

Barriers to volunteering more

FINDINGS:

- Fundraising and Voluntarism volunteers most likely to report lack of time and inability to make a commitment as barriers to volunteering
- Least likely to report financial costs of volunteering and dissatisfaction with previous volunteering as barriers
- Compared to volunteers for other causes:
 - Less likely to report most barriers to volunteering
 - However, noticeably more likely to report giving money rather than volunteering

Barriers to Volunteering More



^E Use with caution.

Motivations and barriers to volunteering

IMPLICATION:

- Pattern of motivations and barriers reflects somewhat tenuous association with Fundraising and Voluntarism cause and with volunteering generally

Acknowledgements

This project is funded by the Government of Canada's Social Development Partnerships Program. The opinions and interpretations in this report are those of the author(s) and do not necessarily reflect those of the Government of Canada.

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 about Imagine Canada please visit www.imaginecanada.ca

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

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