

# Giving and Volunteering for Health Organizations: Findings from the 2004 Canada Survey of Giving, Volunteering and Participating

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## 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 Health organizations

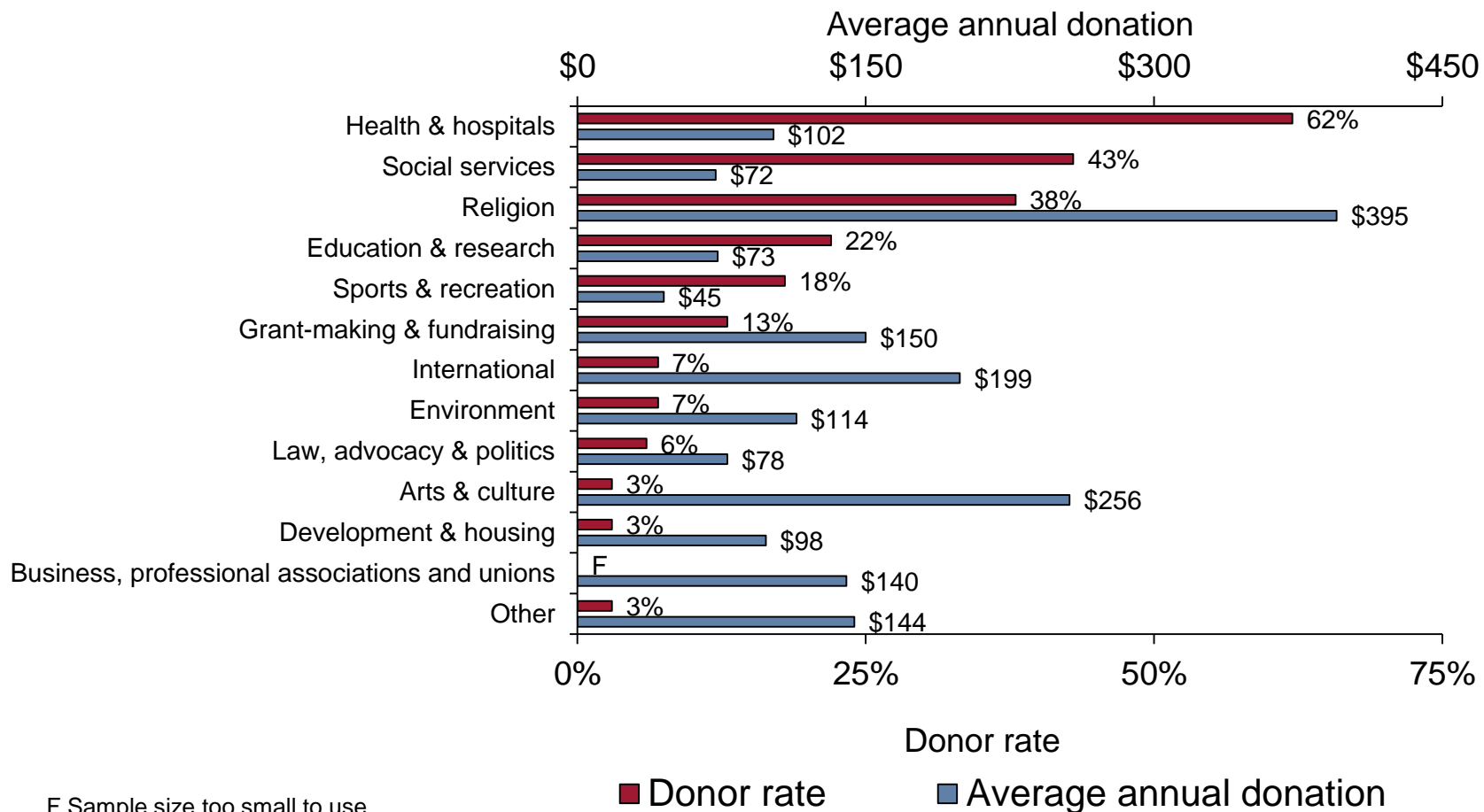
- 62% of Canadians aged 15 and over (16 million people) made financial donations to Health organizations
- These donors contributed an average of \$102 each, for a total of \$1.6 billion
  - 18% of the total value of donations made to all organizations

# Support for Health organizations

## FINDINGS:

- Health organizations have a very broad base of support
  - Canadians are more likely to donate to Health organizations than to any other type of organization
- Donors make moderately large average donations

# Levels of support by organization type



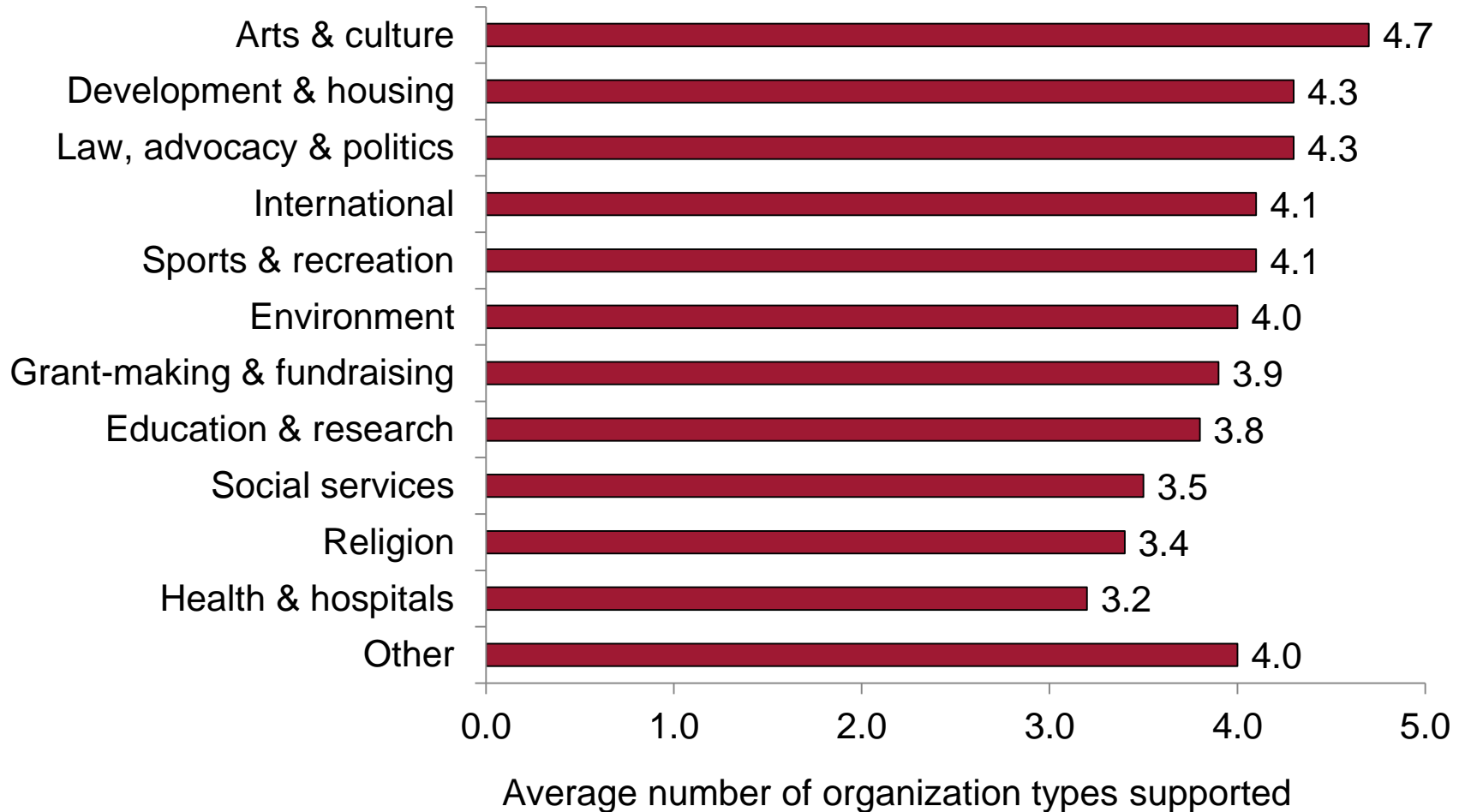
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# Support for Health organizations

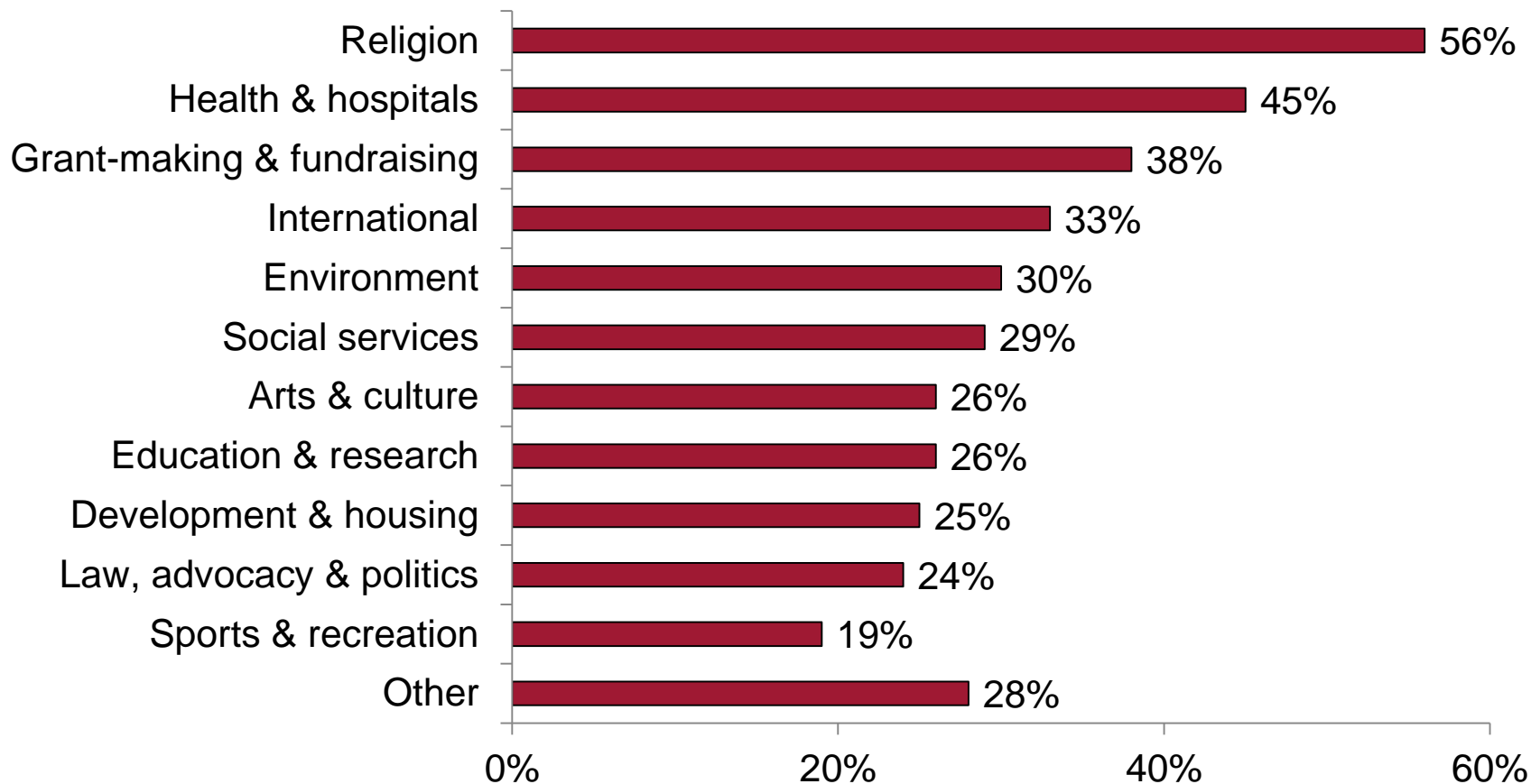
## FINDINGS:

- Health donors contribute to fewer types of organizations or 'causes' than do donors to any other type of organization
- Health donors focus a high percentage of their support on Health organizations, rather than other causes

# Number of organization types supported



## Average level of support



Average percentage of total donations to organization type

# Support for Health organizations

## IMPLICATIONS:

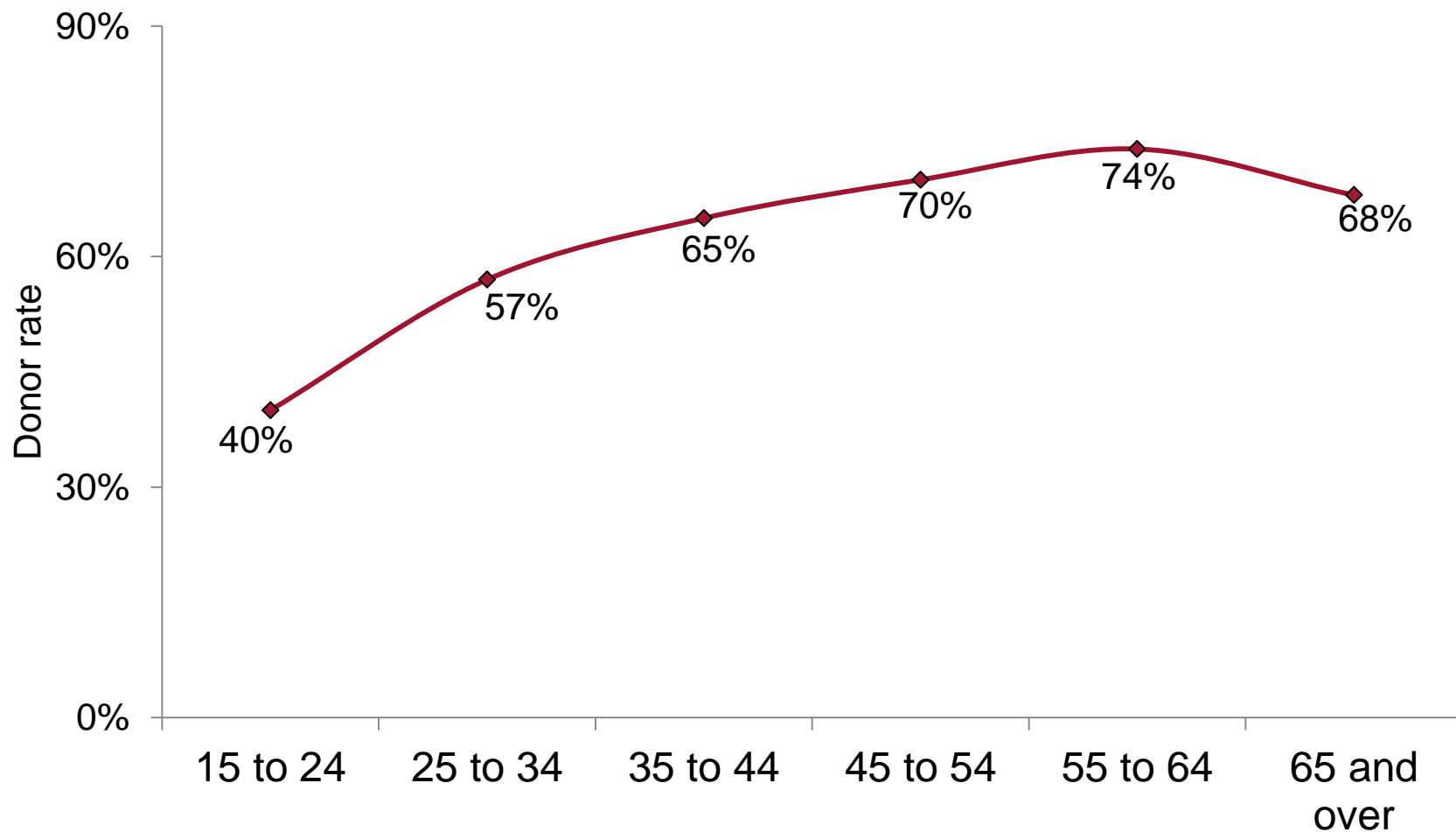
- Health donors comparatively focused on the Health cause
  - Focus large part of total support on cause
  - Support very few organizations
  - Broad base of support
  - Moderate average donation amount
- Major challenge is growing donations
  - Comparatively little competition with other causes

# Who gives to Health organizations?

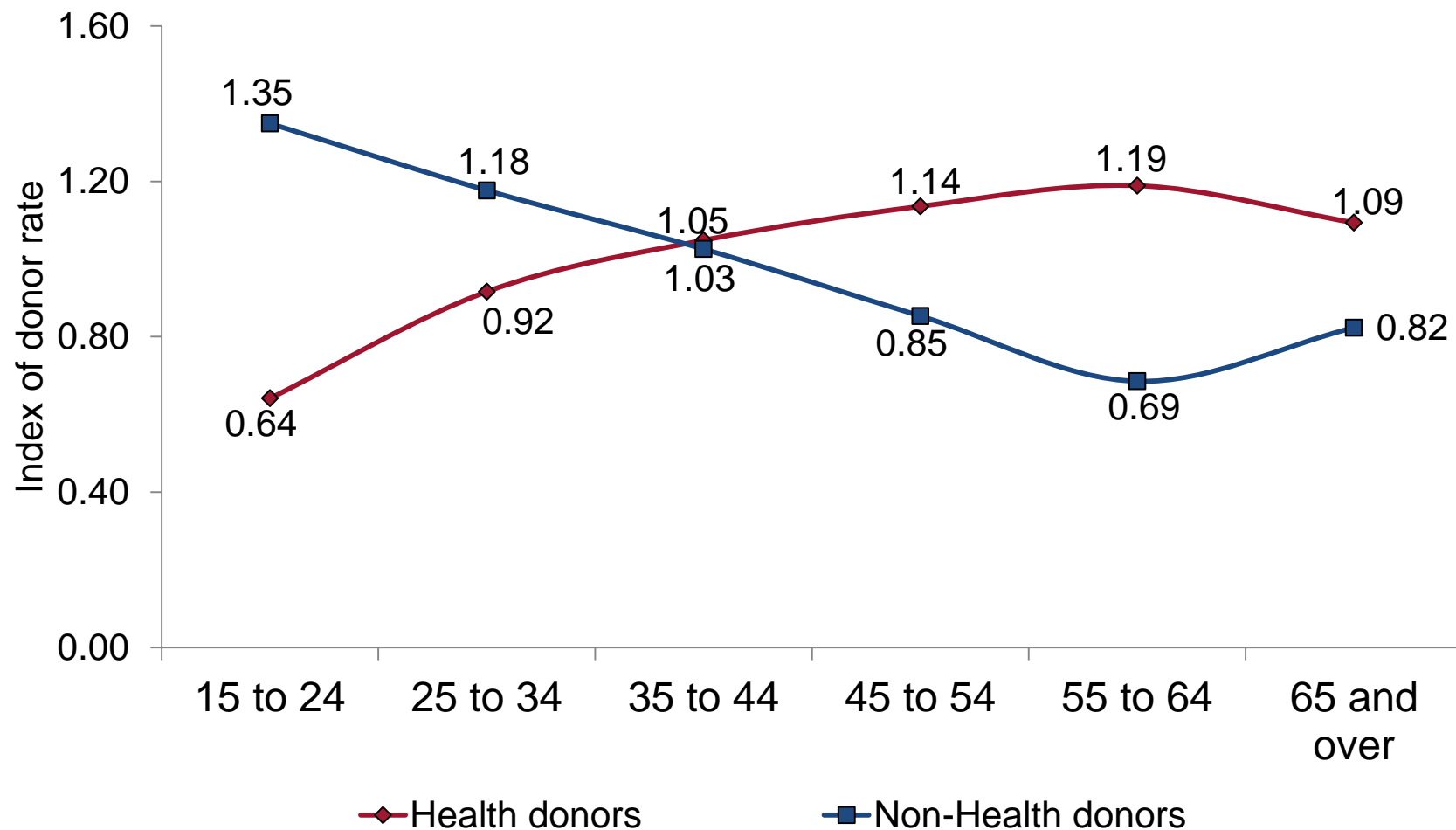
## FINDINGS:

- Likelihood of donating to Health organizations generally increases with:
  - Age, particularly among those 35 years of age or more
  - Education, particularly post-secondary or higher
  - Household income, particularly \$60,000 or more annually
- Others more likely to donate include those who are:
  - Women
  - Married or in common-law relationships
  - Employed

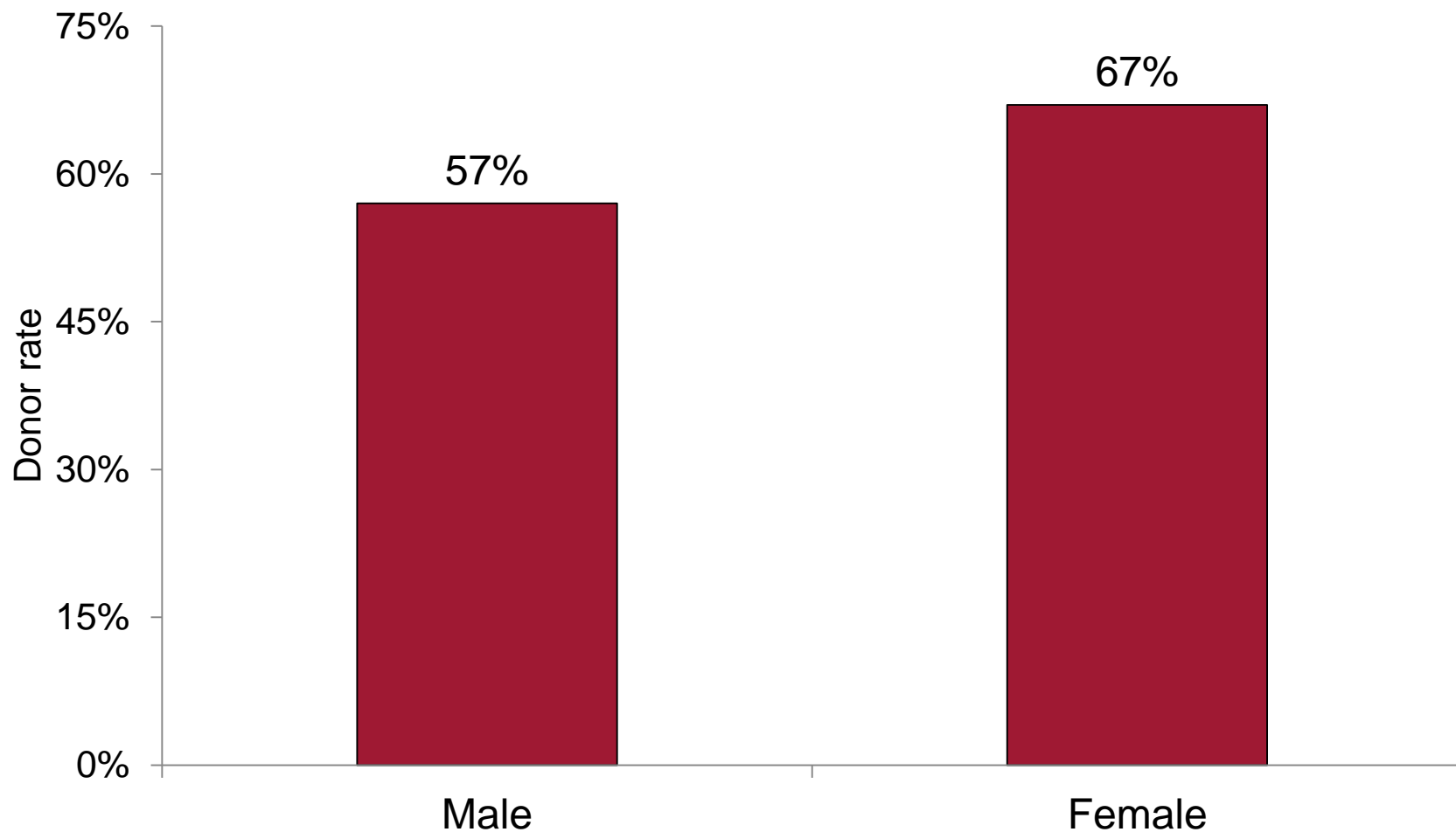
## Characteristics of donors: Age



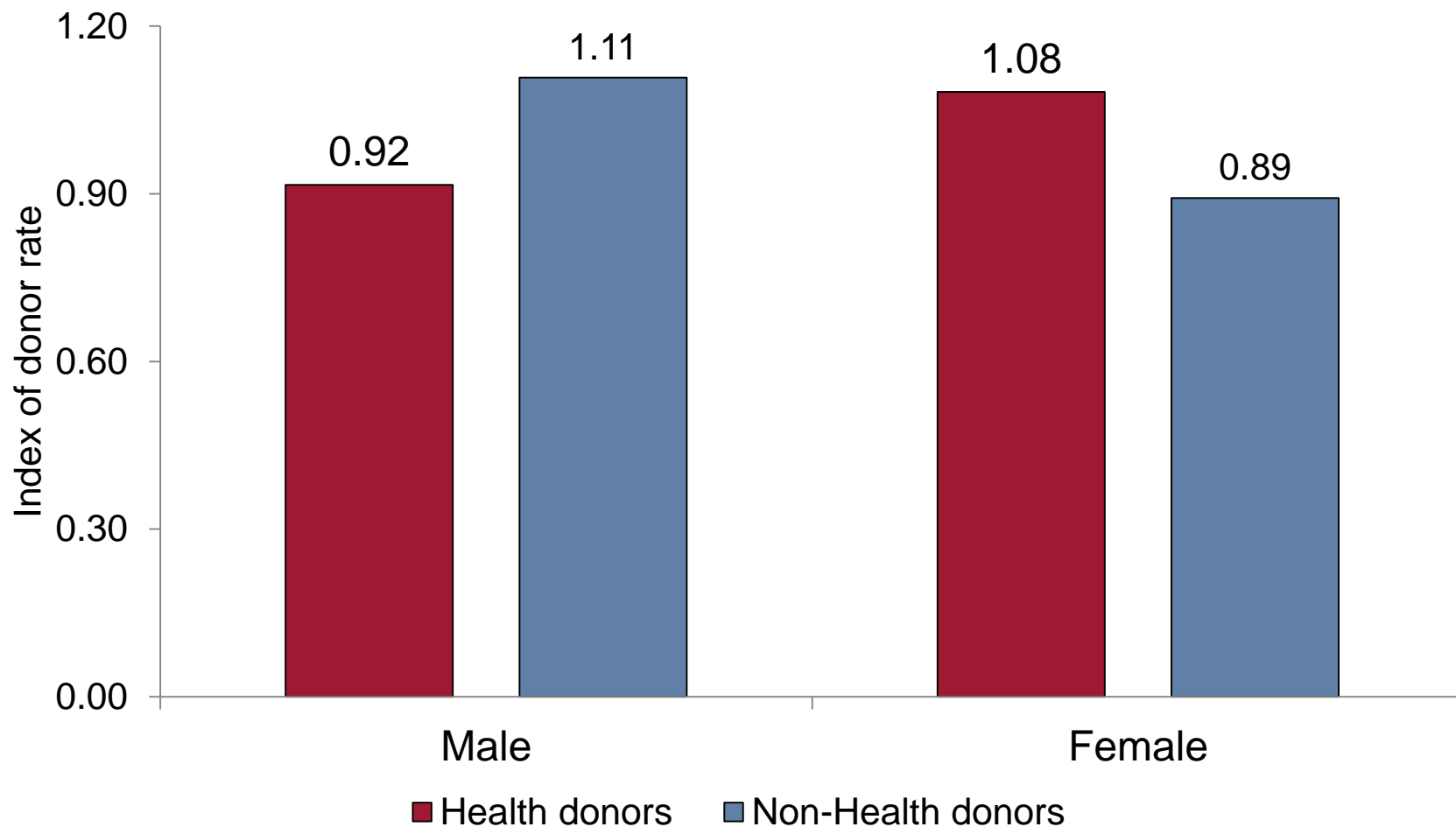
## Characteristics of donors: Age



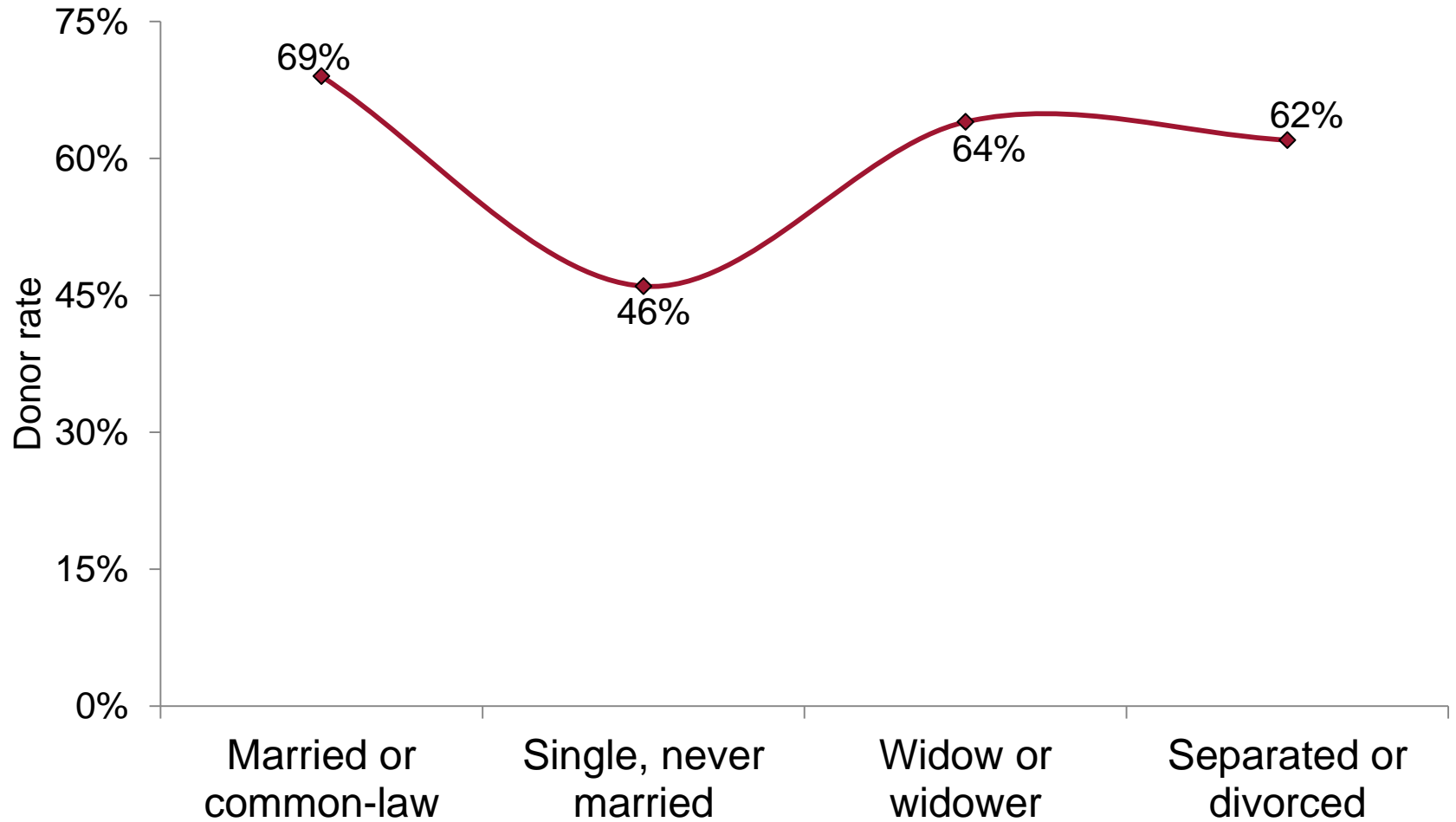
## Characteristics of donors: Sex



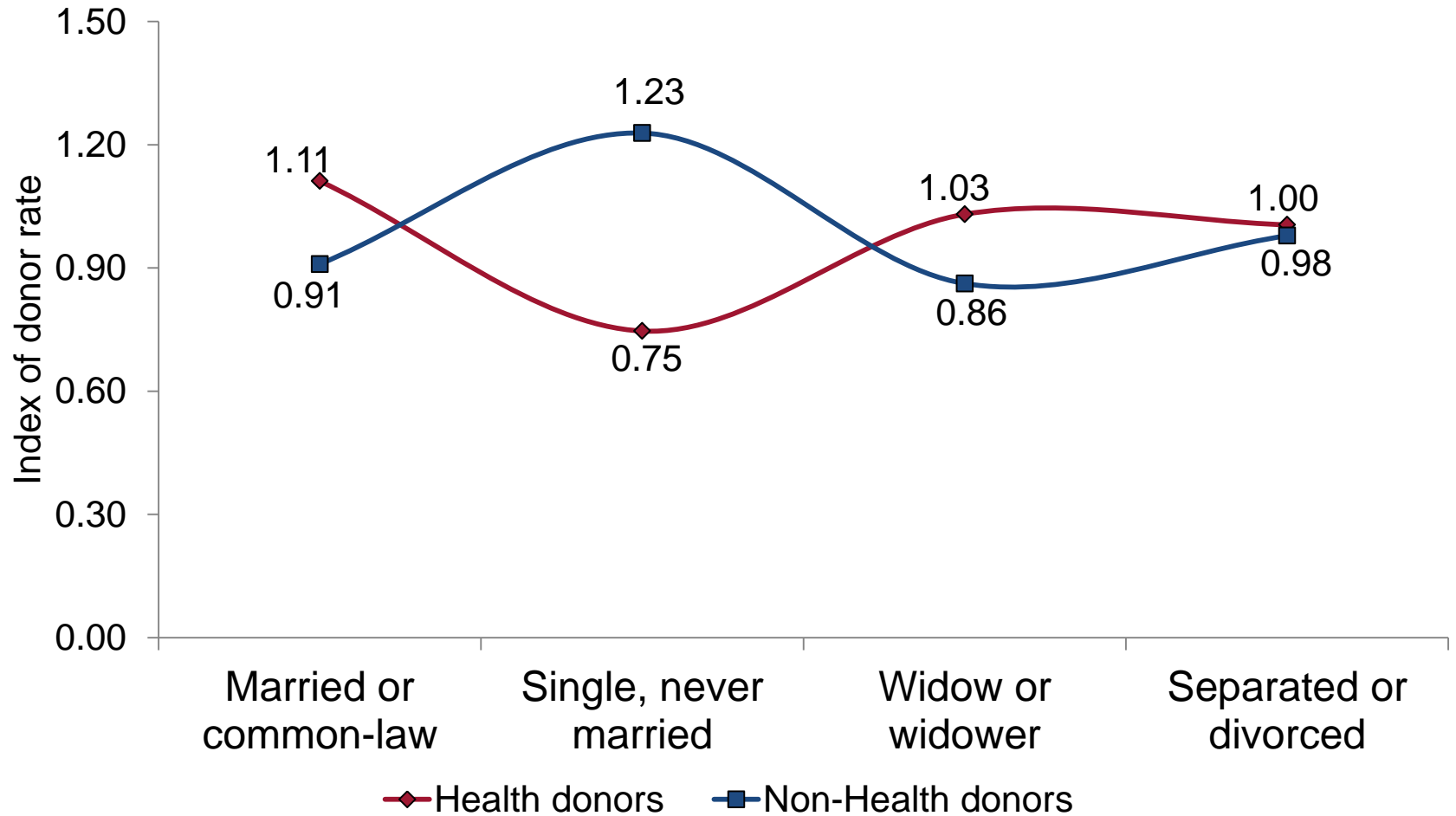
## Characteristics of donors: Sex



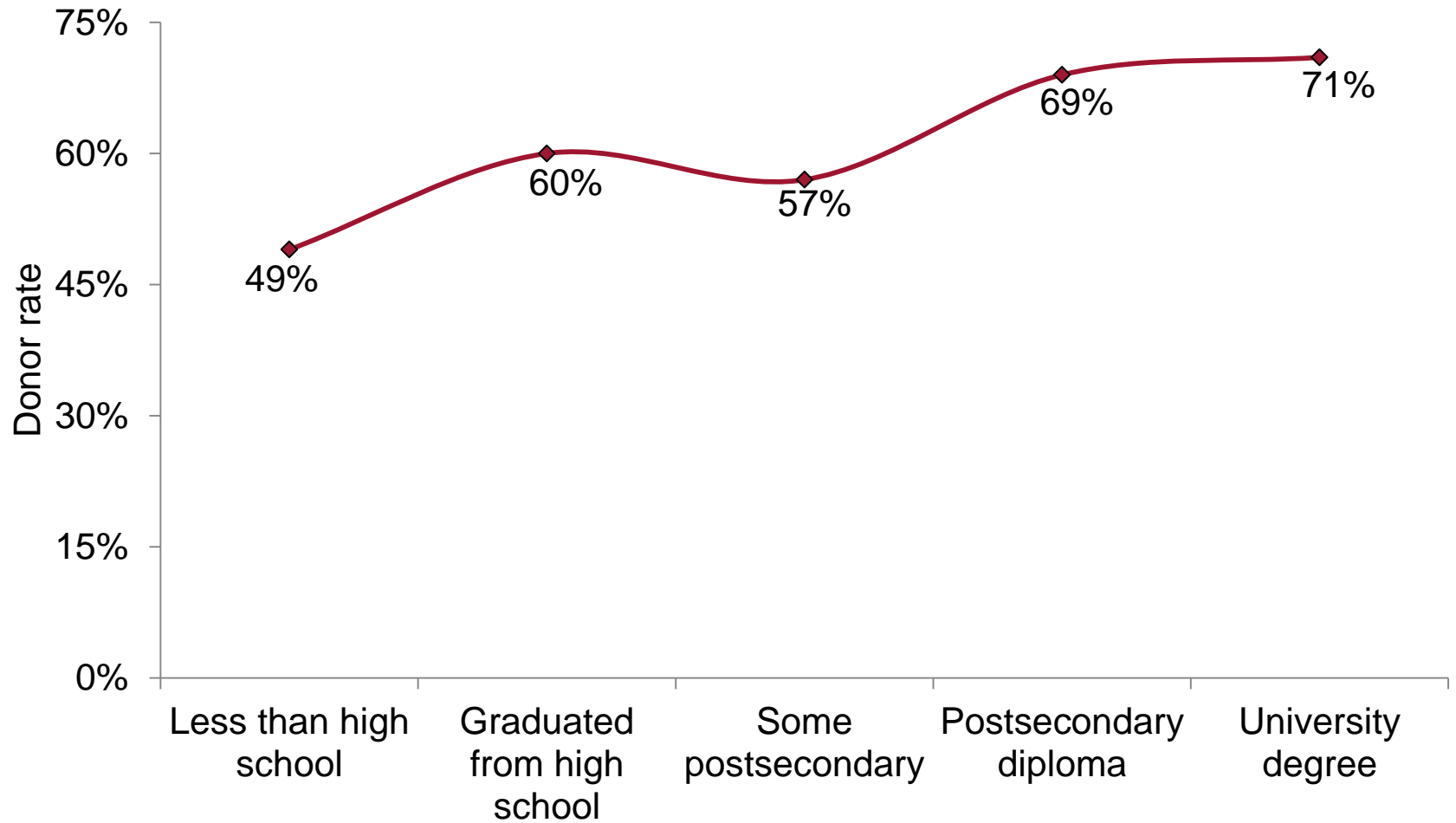
# Characteristics of donors: Marital status



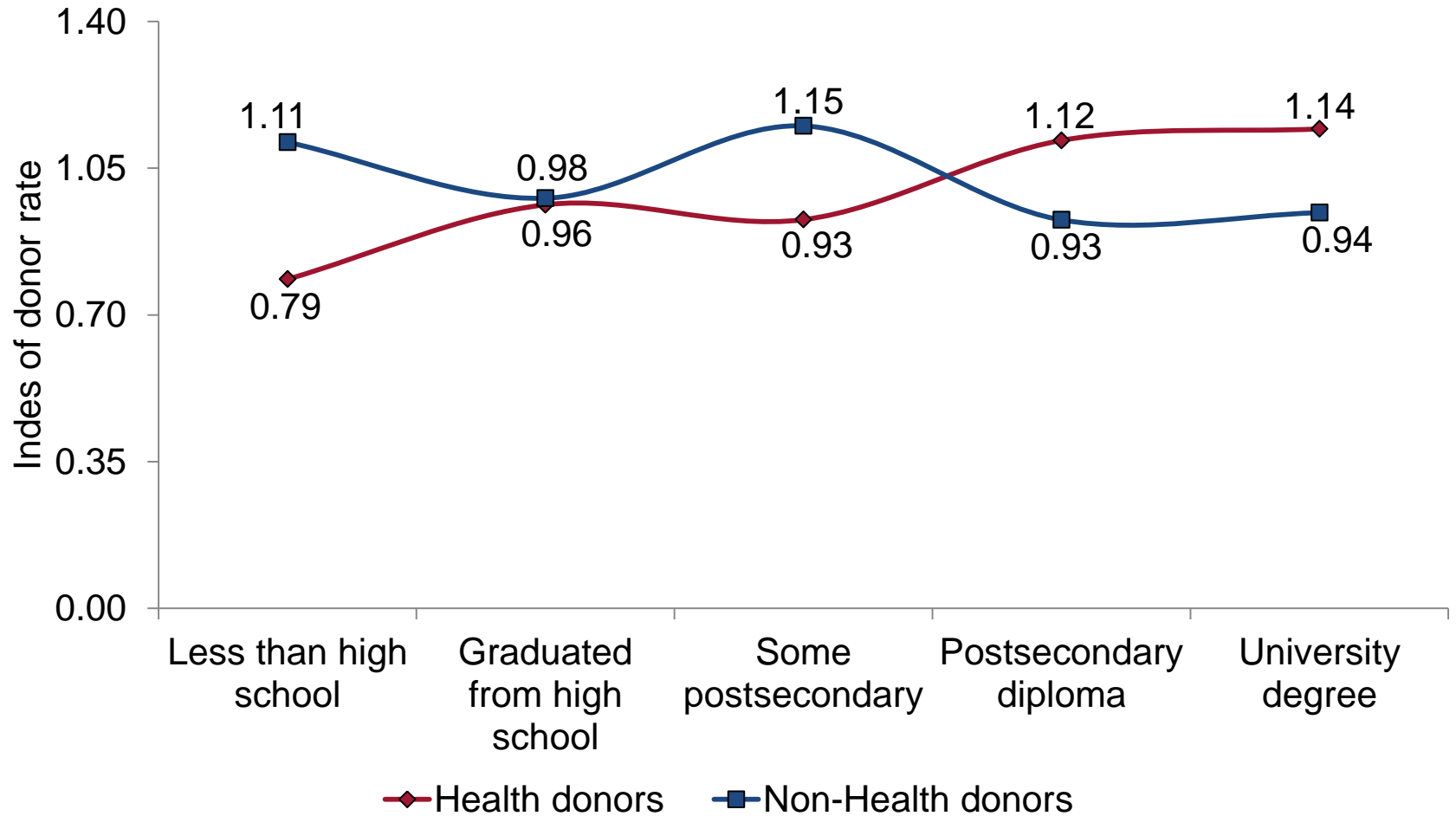
# Characteristics of donors: Marital status



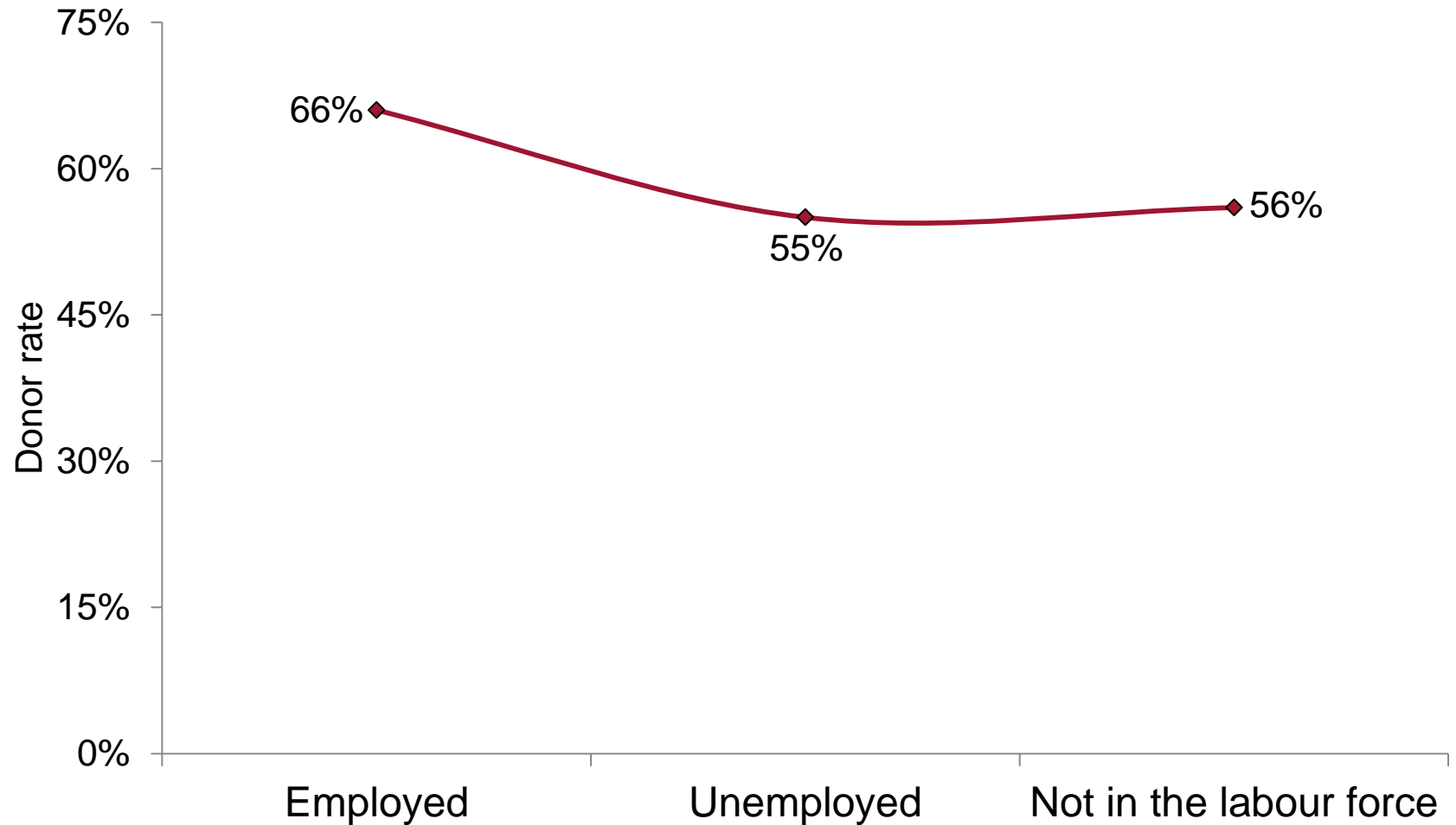
# Characteristics of donors: Education



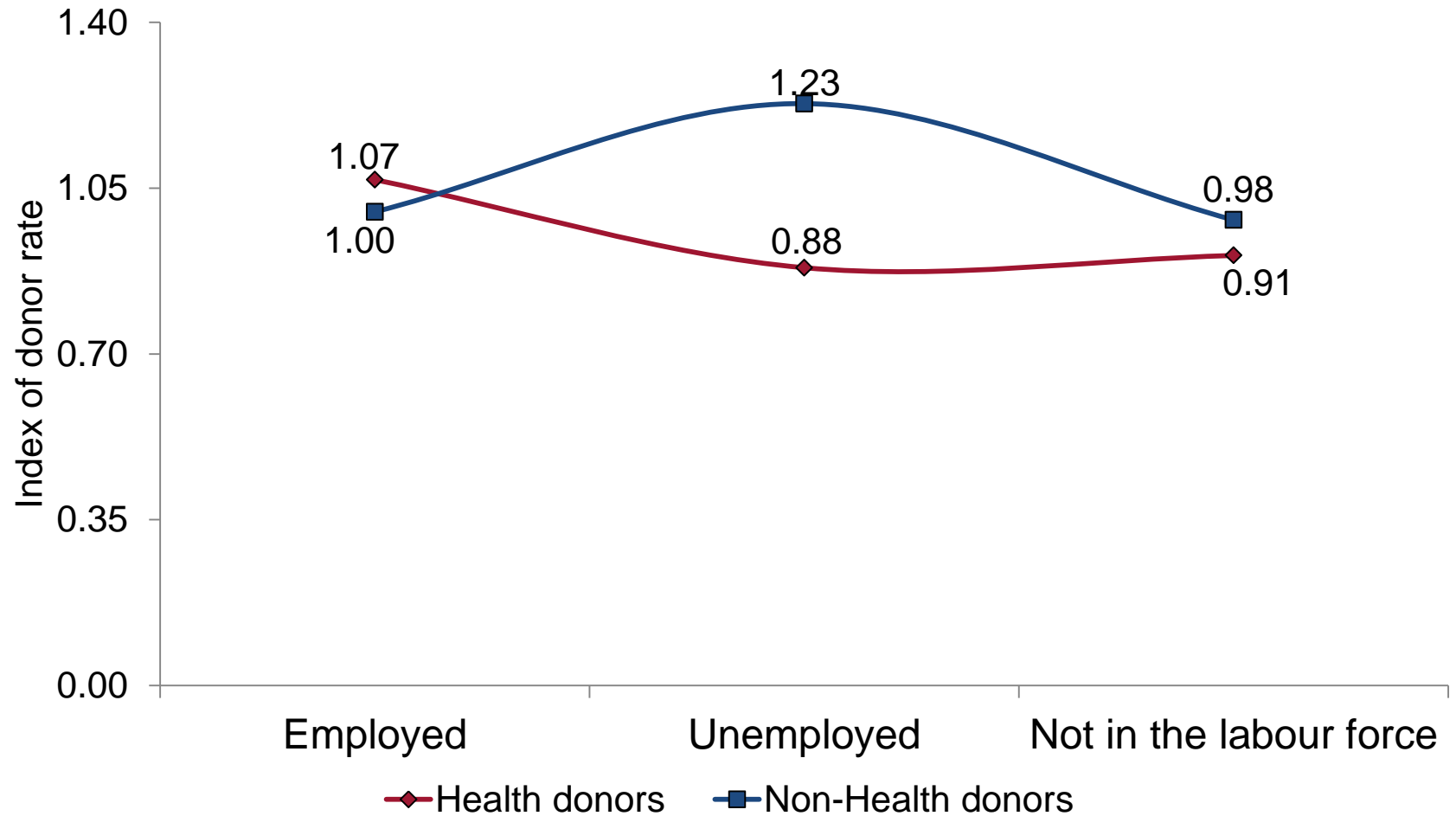
# Characteristics of donors: Education



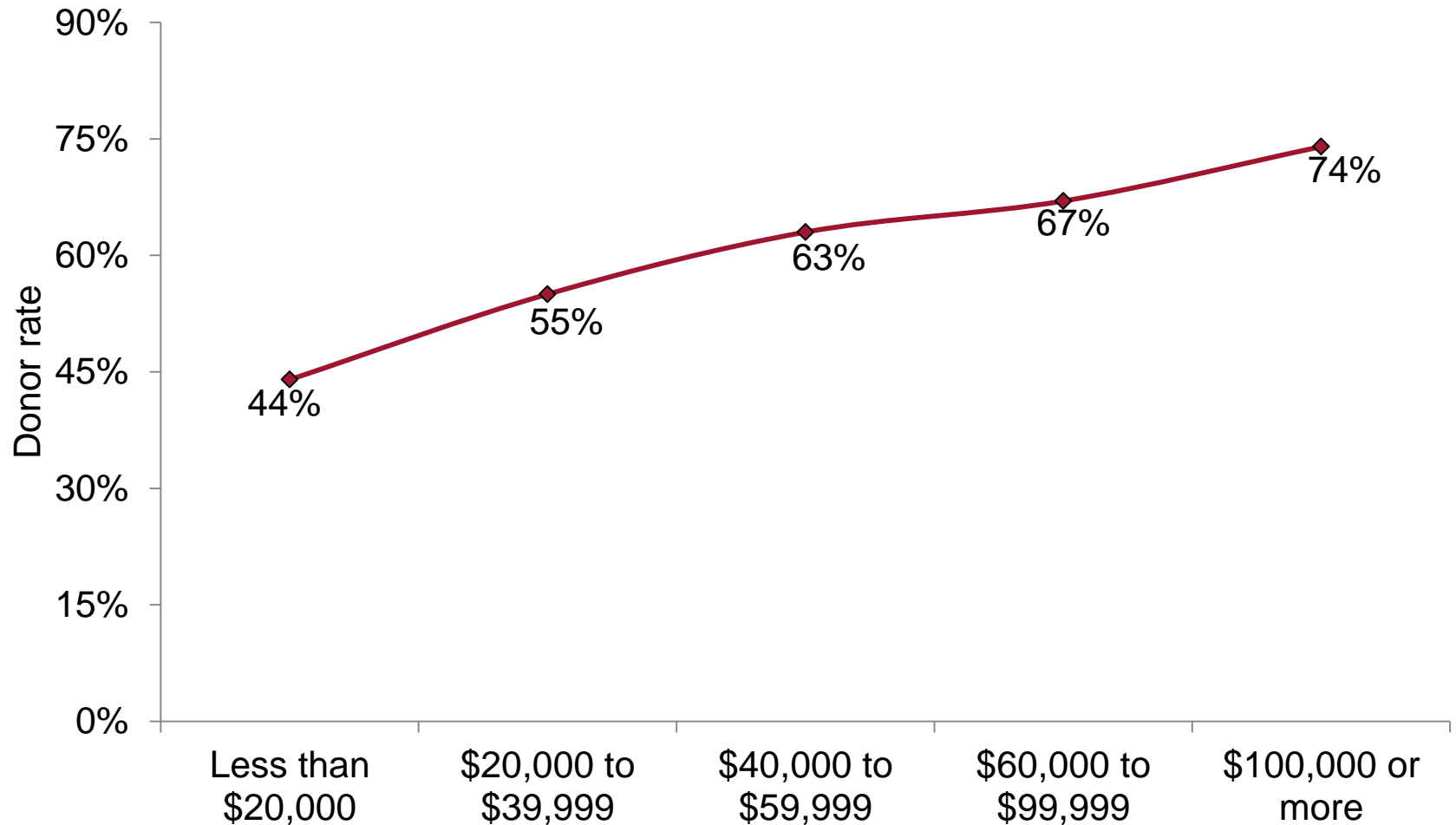
# Characteristics of donors: Labour force status



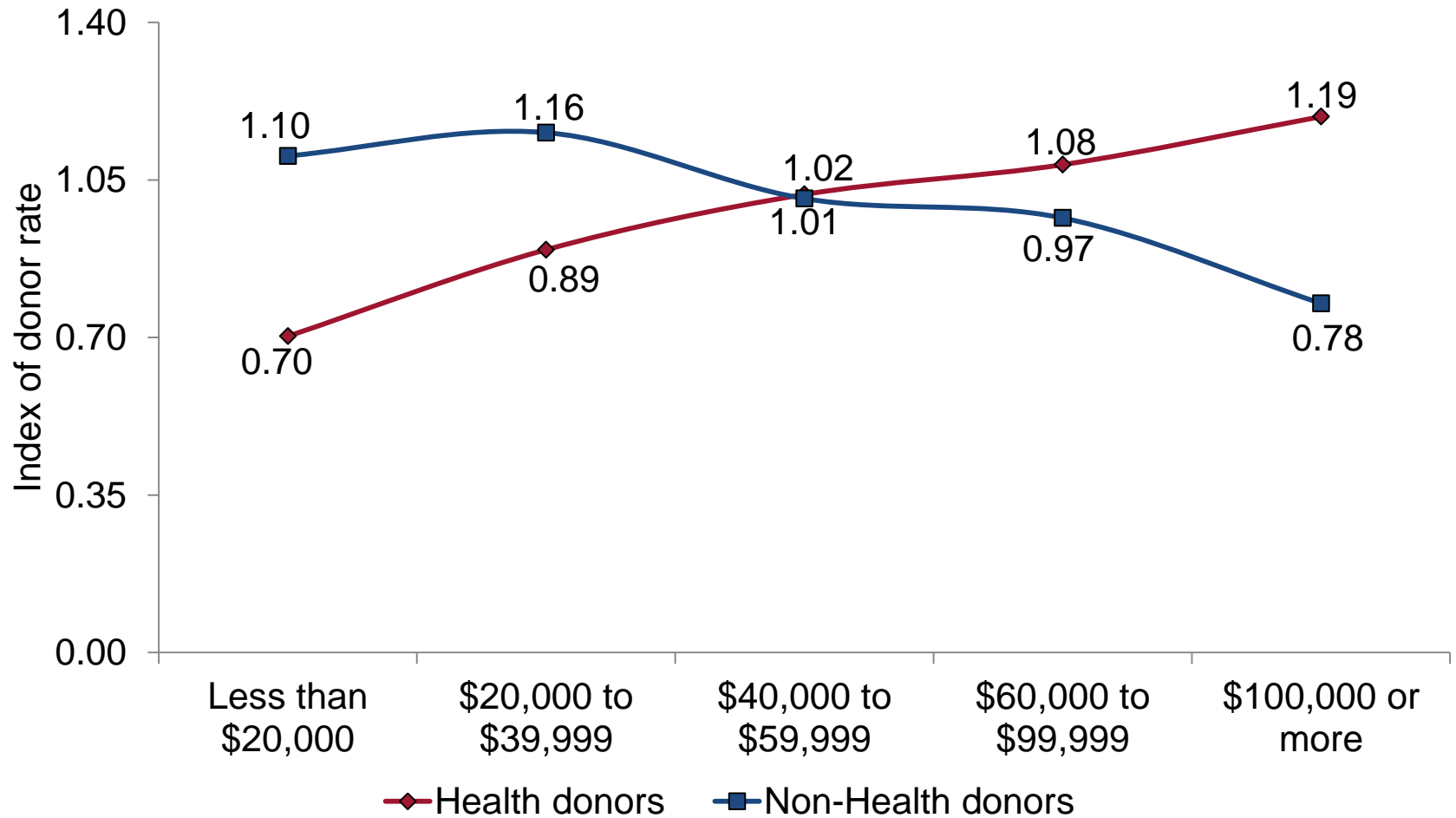
# Characteristics of donors: Labour force status



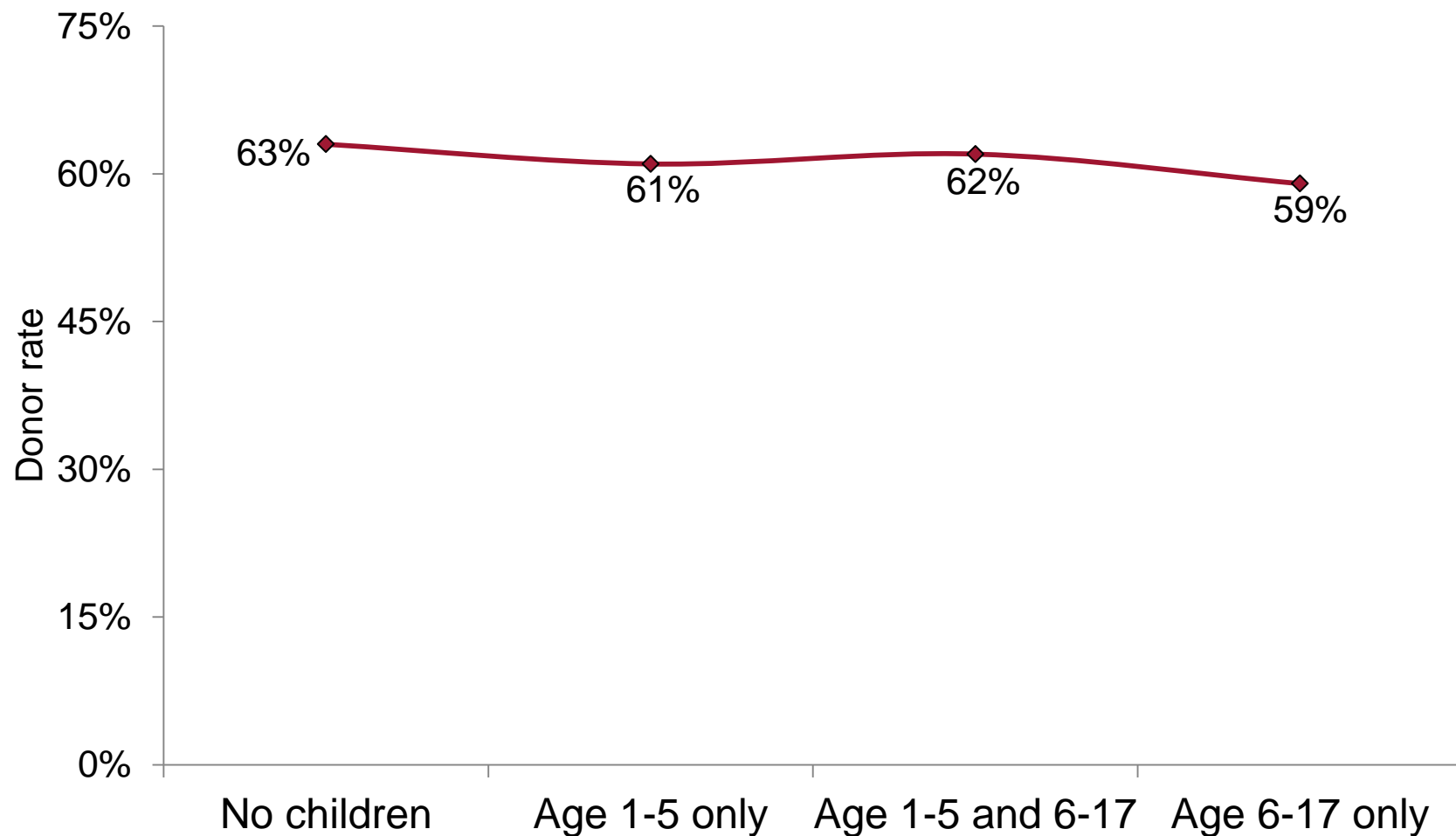
# Characteristics of donors: Household income



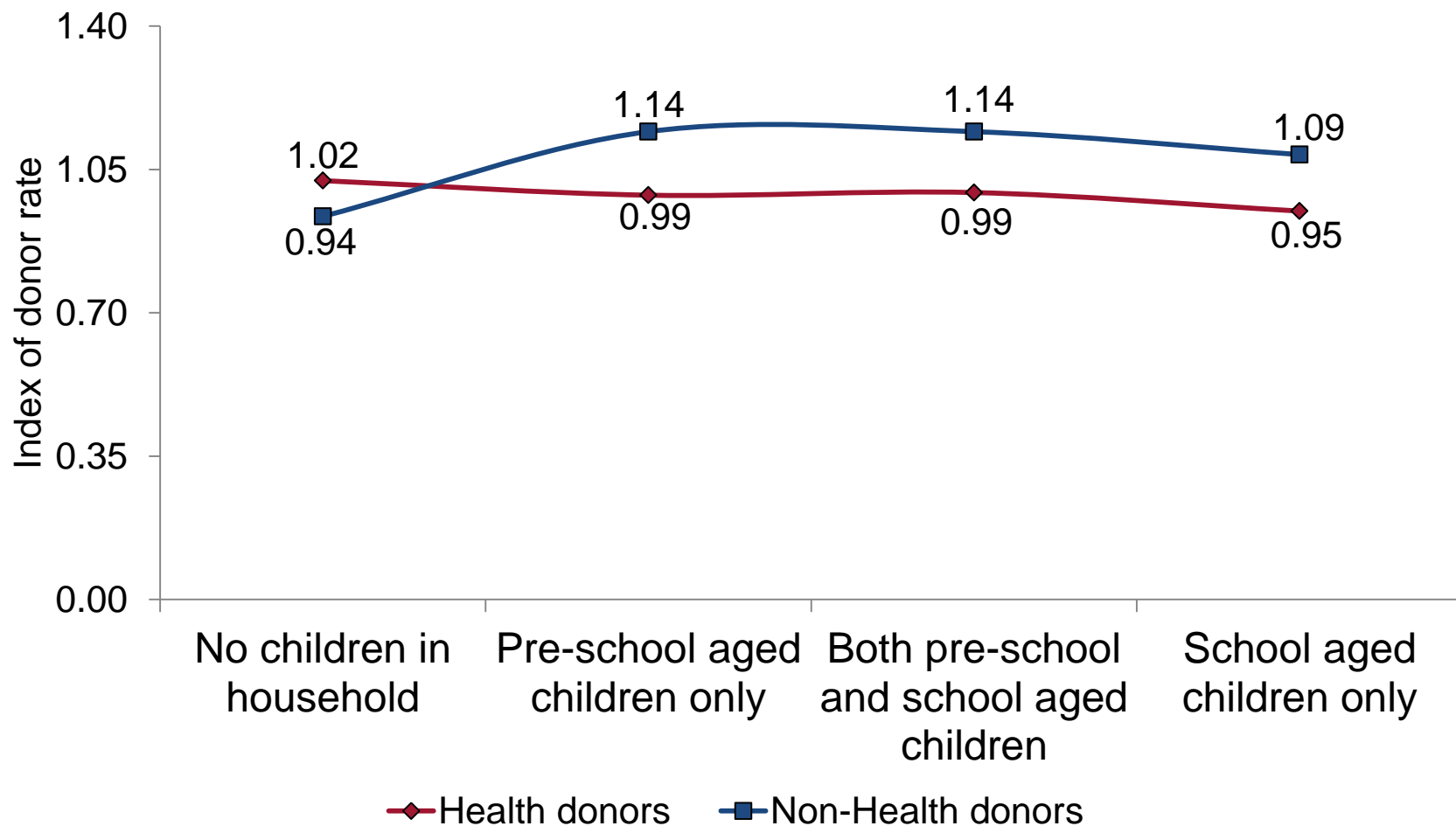
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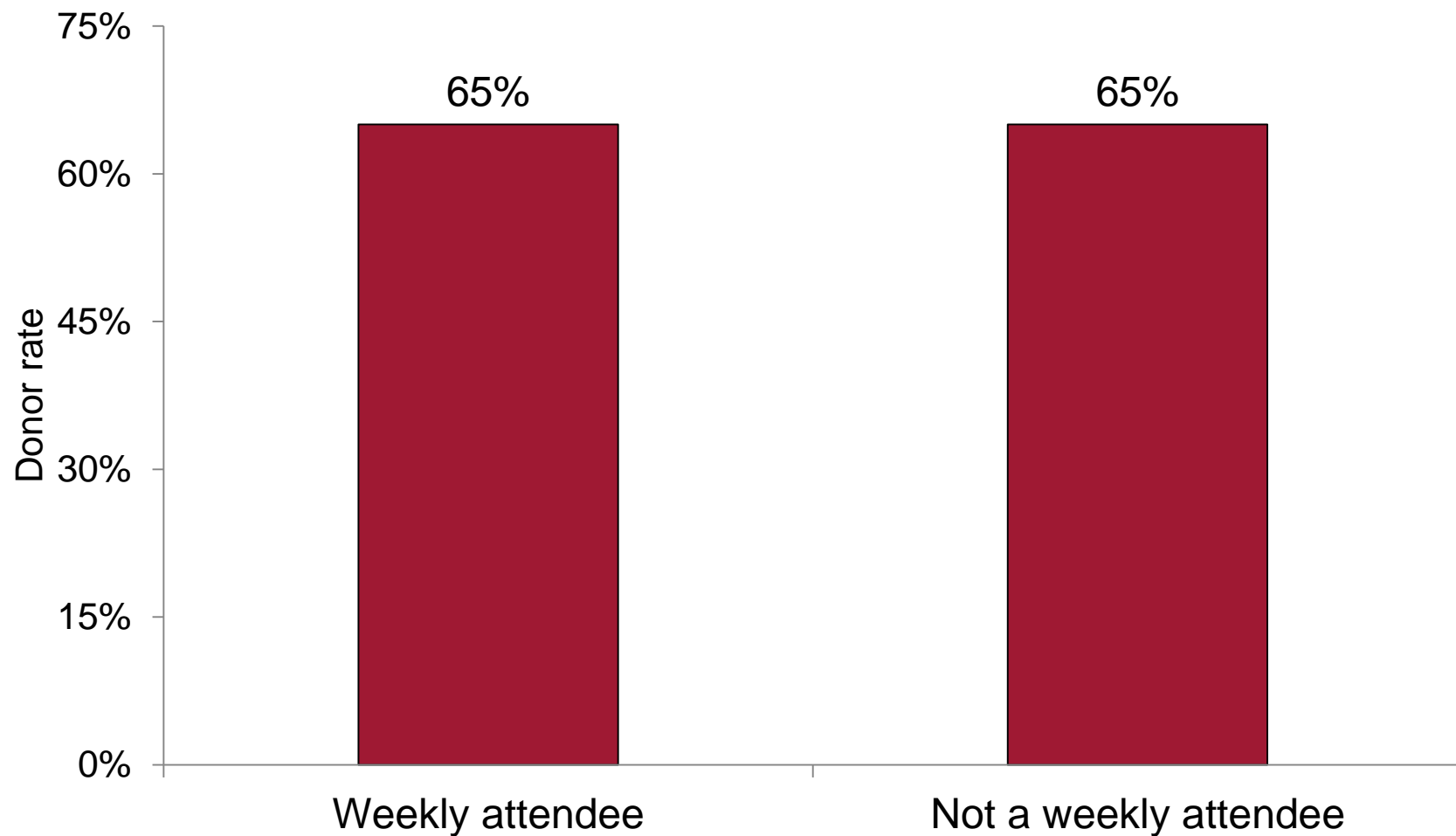
## Characteristics of donors: Presence of children



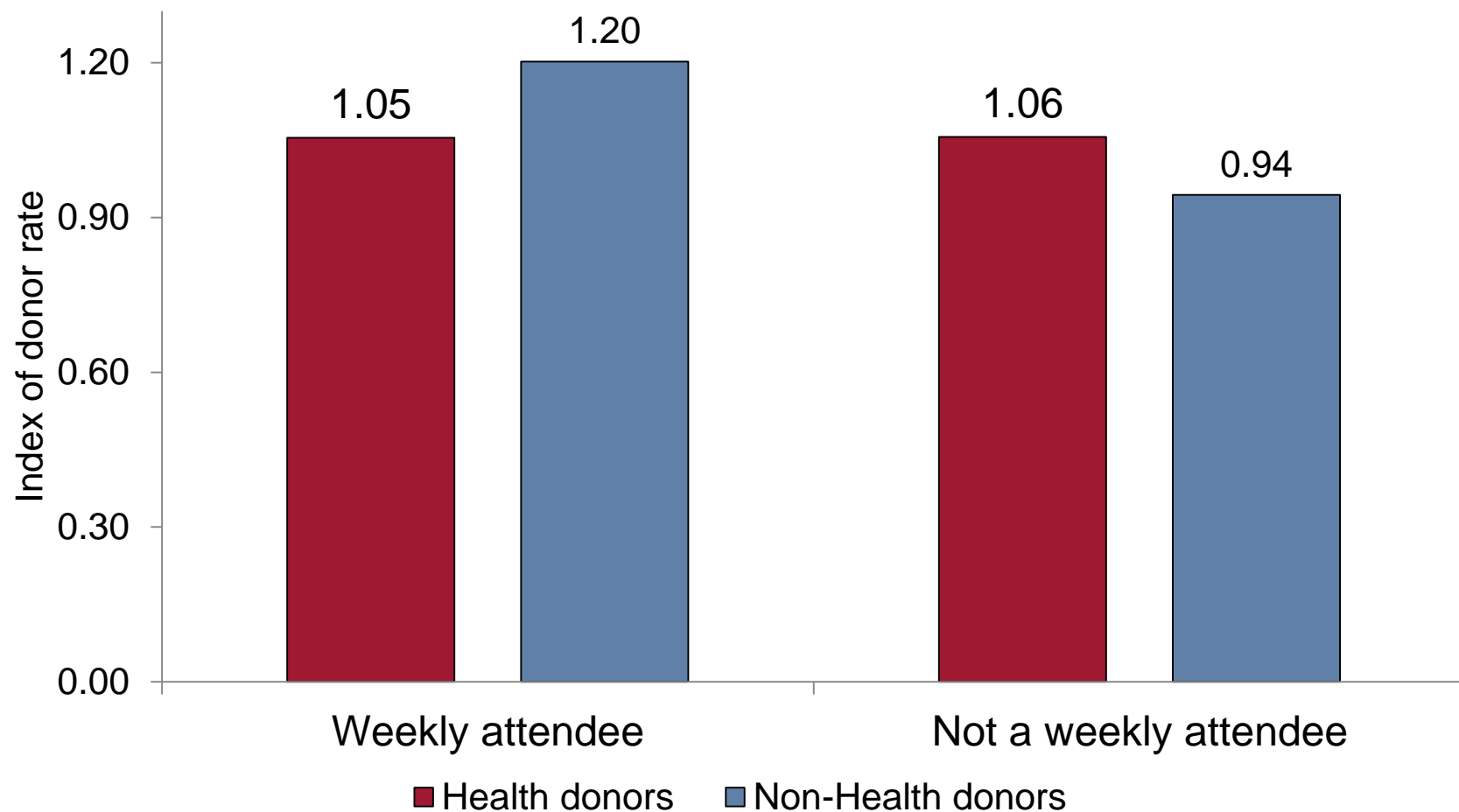
# Characteristics of donors: Presence of children



## Characteristics of donors: Religious attendance



## Characteristics of donors: Religious attendance

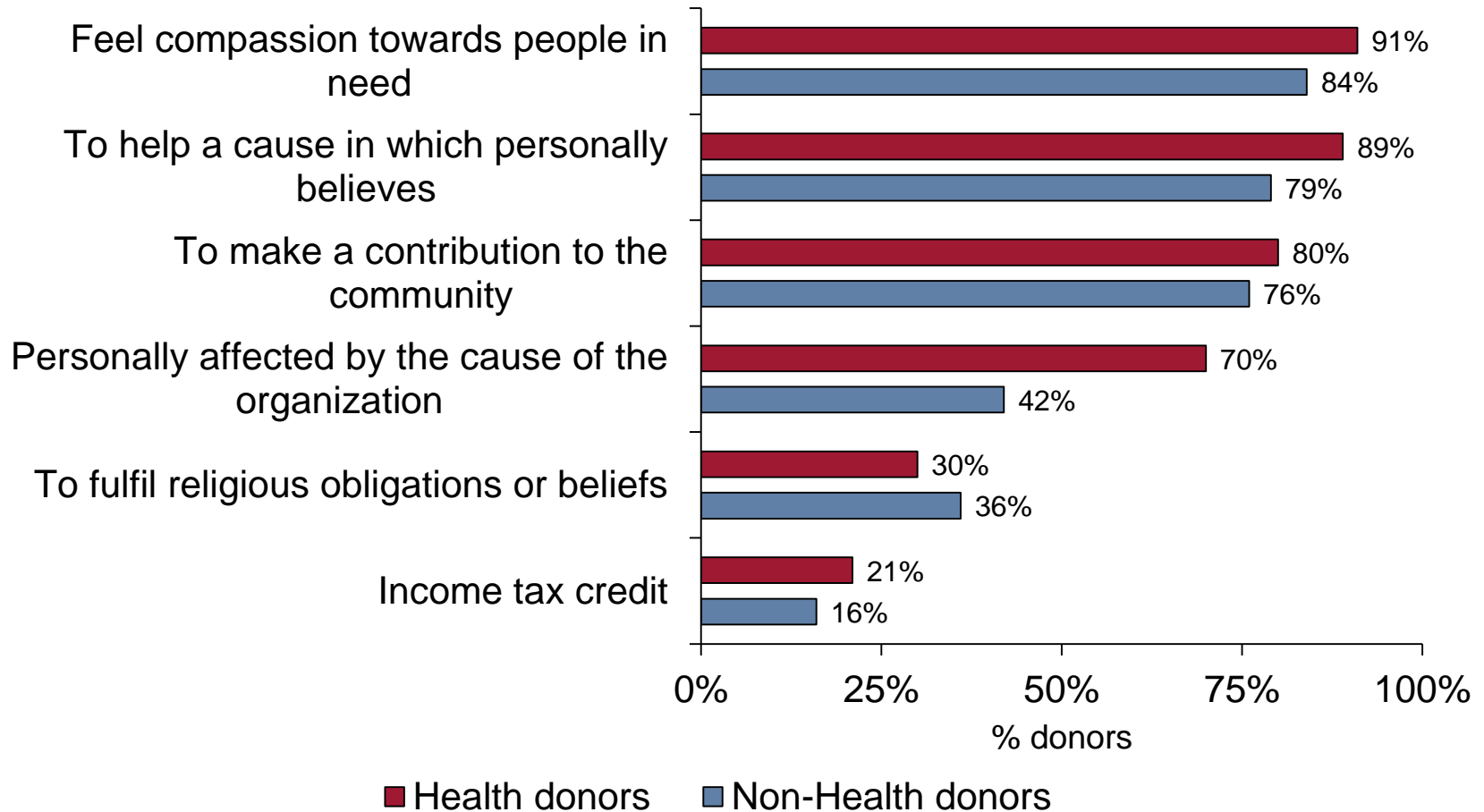


## Motivations for giving

### FINDINGS:

- Health donors much more likely than other donors to give because they were personally affected by the cause
- Somewhat more likely to want to help a cause they personally believe in
- Less likely to cite religious motivations

## Motivations for giving

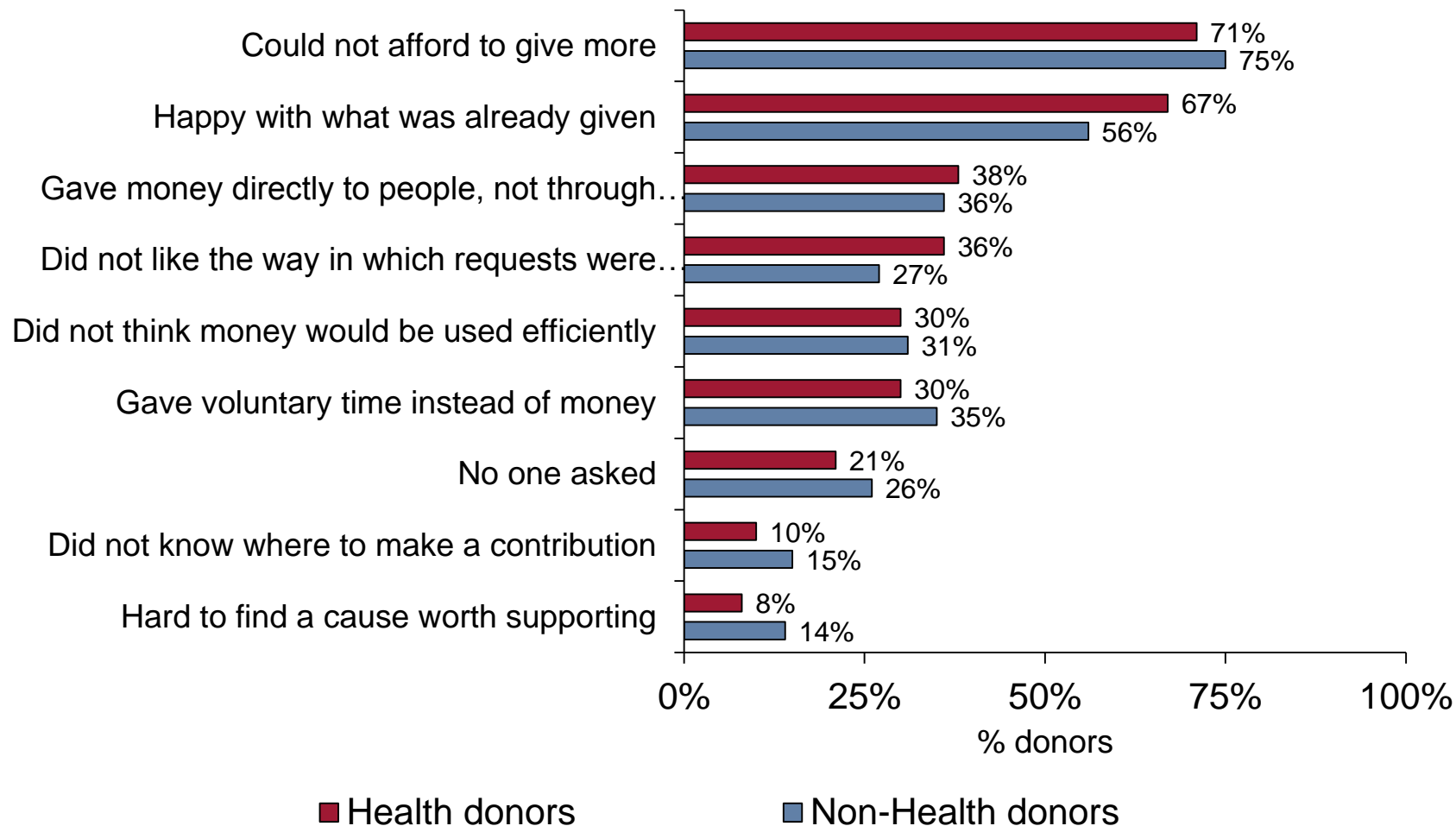


## Barriers to giving more

### FINDINGS:

- Health donors are more likely to be happy with the amounts they have already given and to dislike the way requests are made
- Conversely, they are less likely to say no one asked them to give or that they did not know where to donate more

## Barriers to giving more



# Motivations and barriers to giving

## IMPLICATIONS:

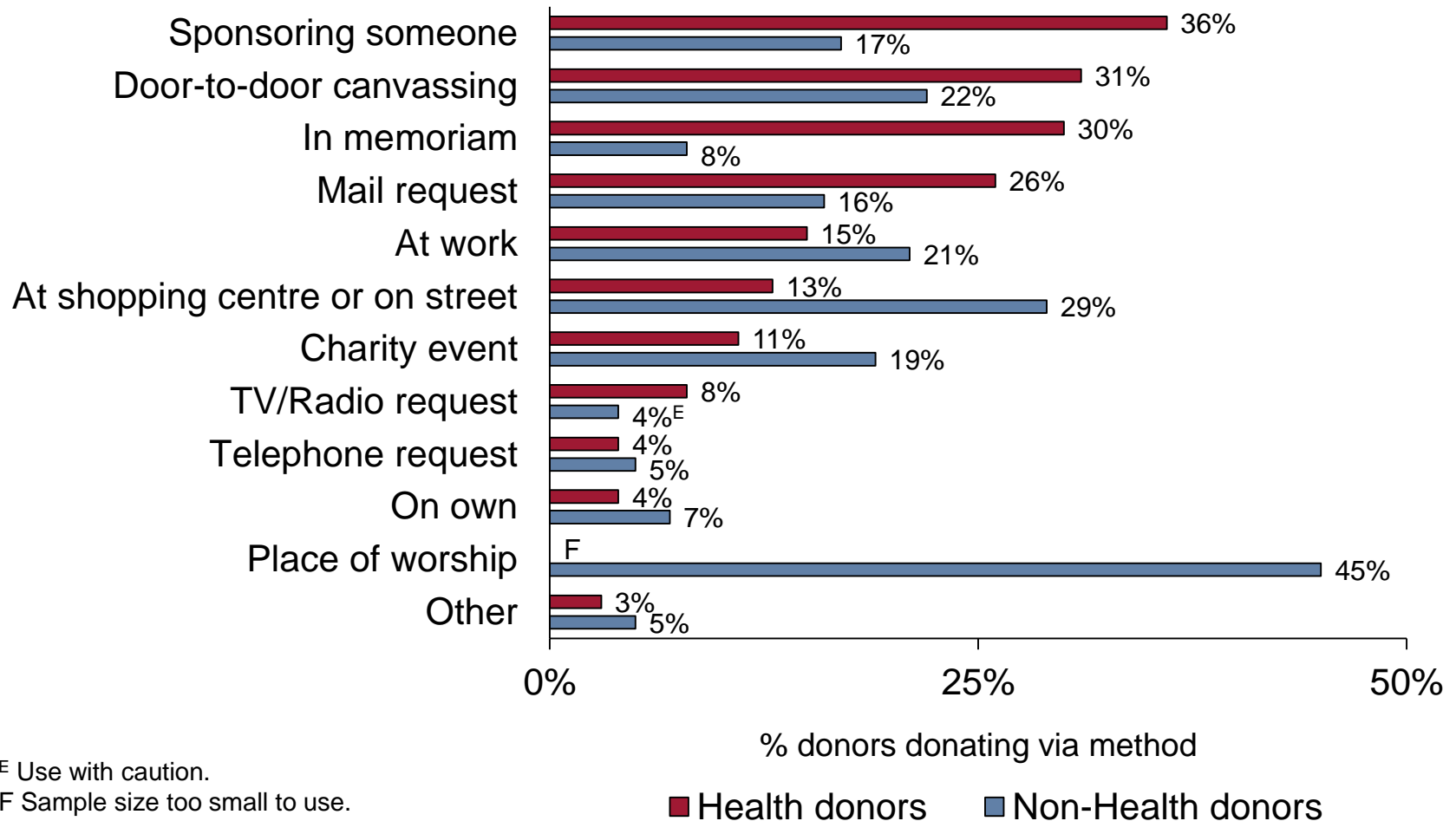
- Good connections with donor base
  - Belief and personal connections to the cause clearly important
- However, growing donations may be challenging even though there is potential for increased giving
  - More likely to be happy with what they already gave and to not like how requests made
  - Slightly less likely to raise issues of affordability

## Methods of donation

### FINDINGS:

- Health donors most likely to donate via:
  - Sponsoring someone in an event
  - Door-to-door canvassing
  - In memory of someone
  - In response to a mail request
- Largest portions of total donation value via:
  - Mail requests
  - In memory of someone

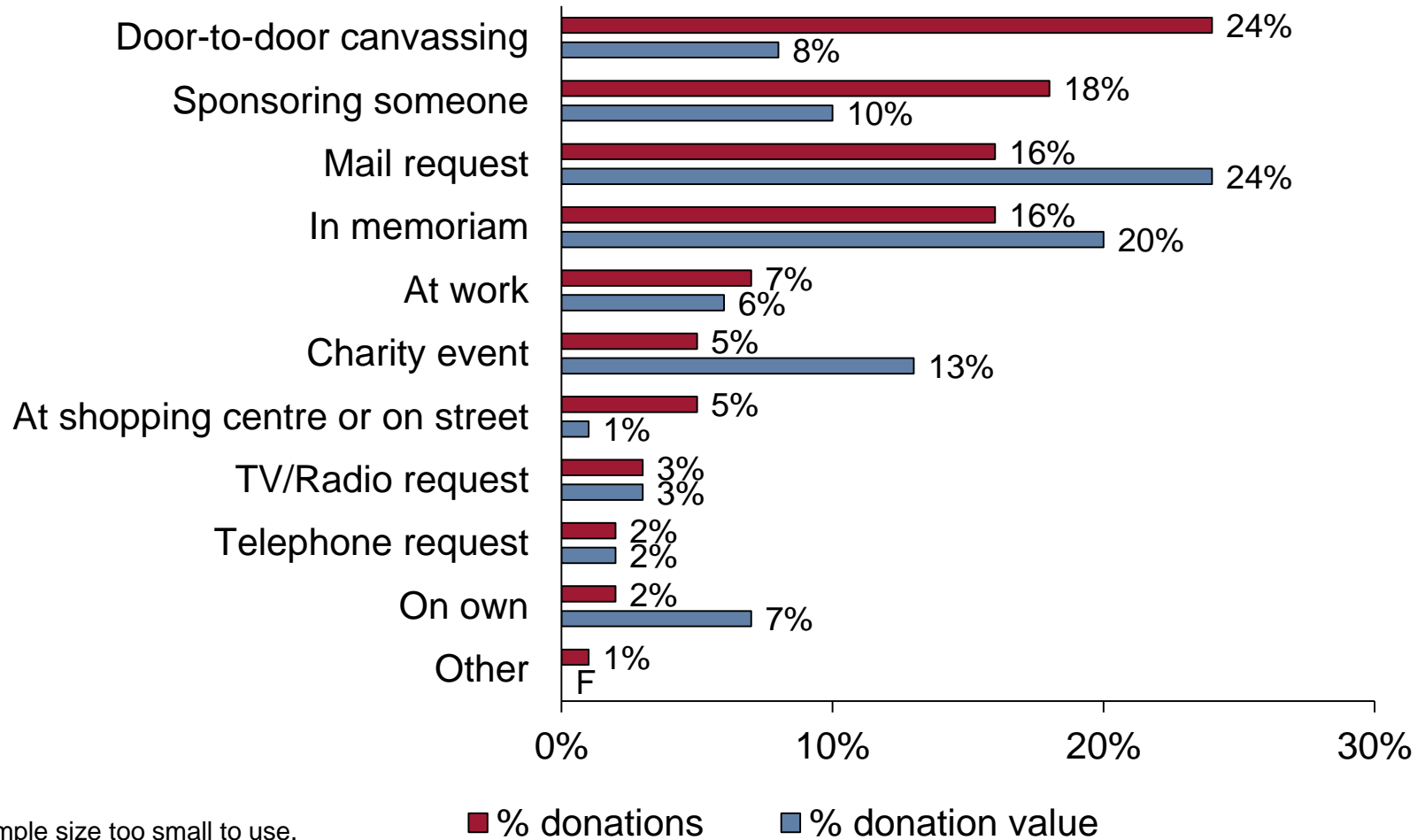
# Methods of donation to Health organizations



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

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

# Methods of donation to Health organizations



## Methods of donation

### IMPLICATIONS:

- Close to half of donations come from two donation methods
- Some of the most common methods of donation are relatively unproductive
- Mail requests and paying to attend charity event relatively productive, but little else that stands out as particularly efficient
  - May reflect dichotomy between organizations with dedicated fundraisers and organizations without

## 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 Health organizations

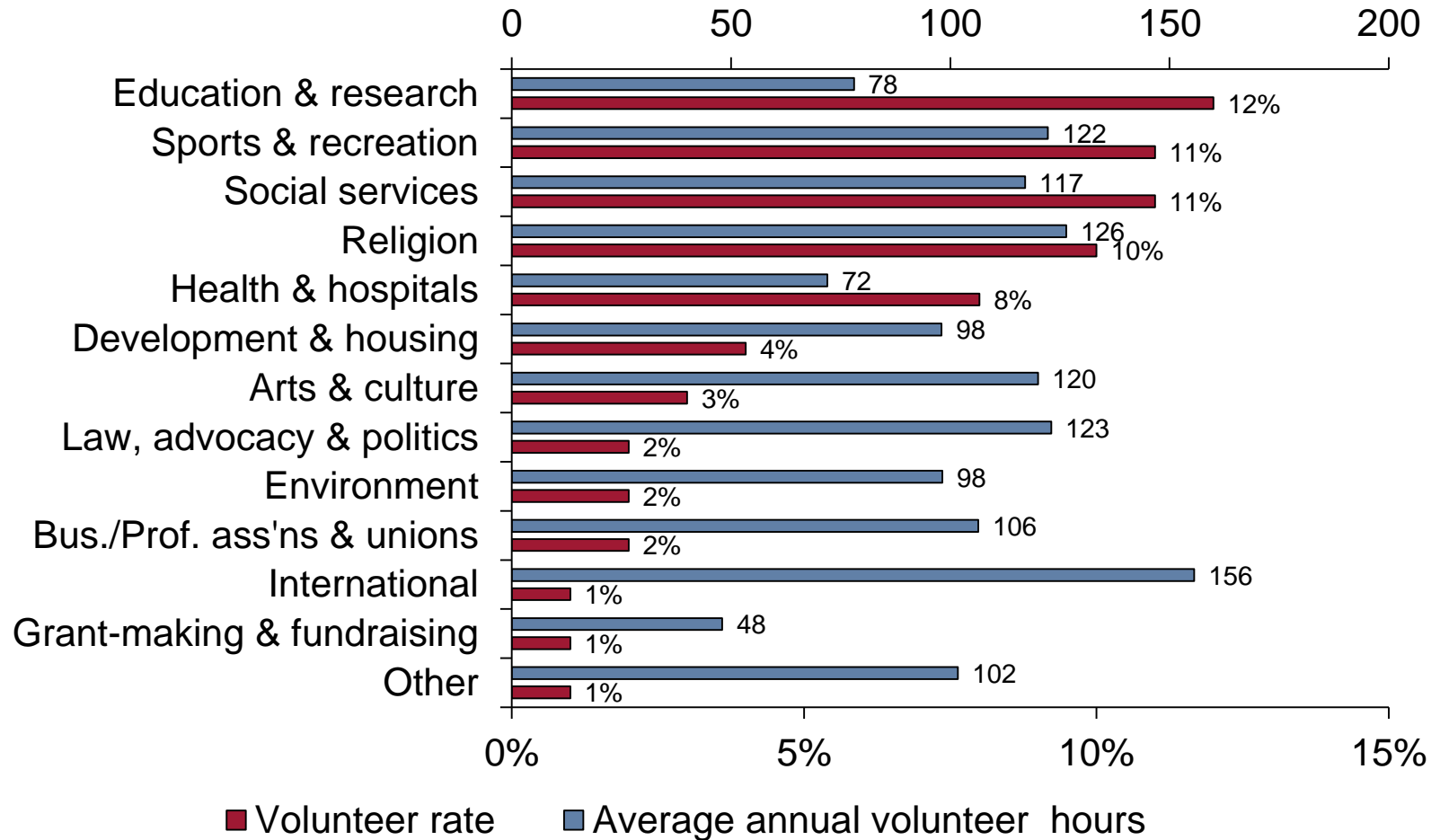
- 8% of Canadians (2 million people) volunteered for Health organizations
- These volunteers each contributed an average of 72 hours, for a total of 148 million hours
  - 7% of total volunteer hours contributed to all organizations

# Support for Health organizations

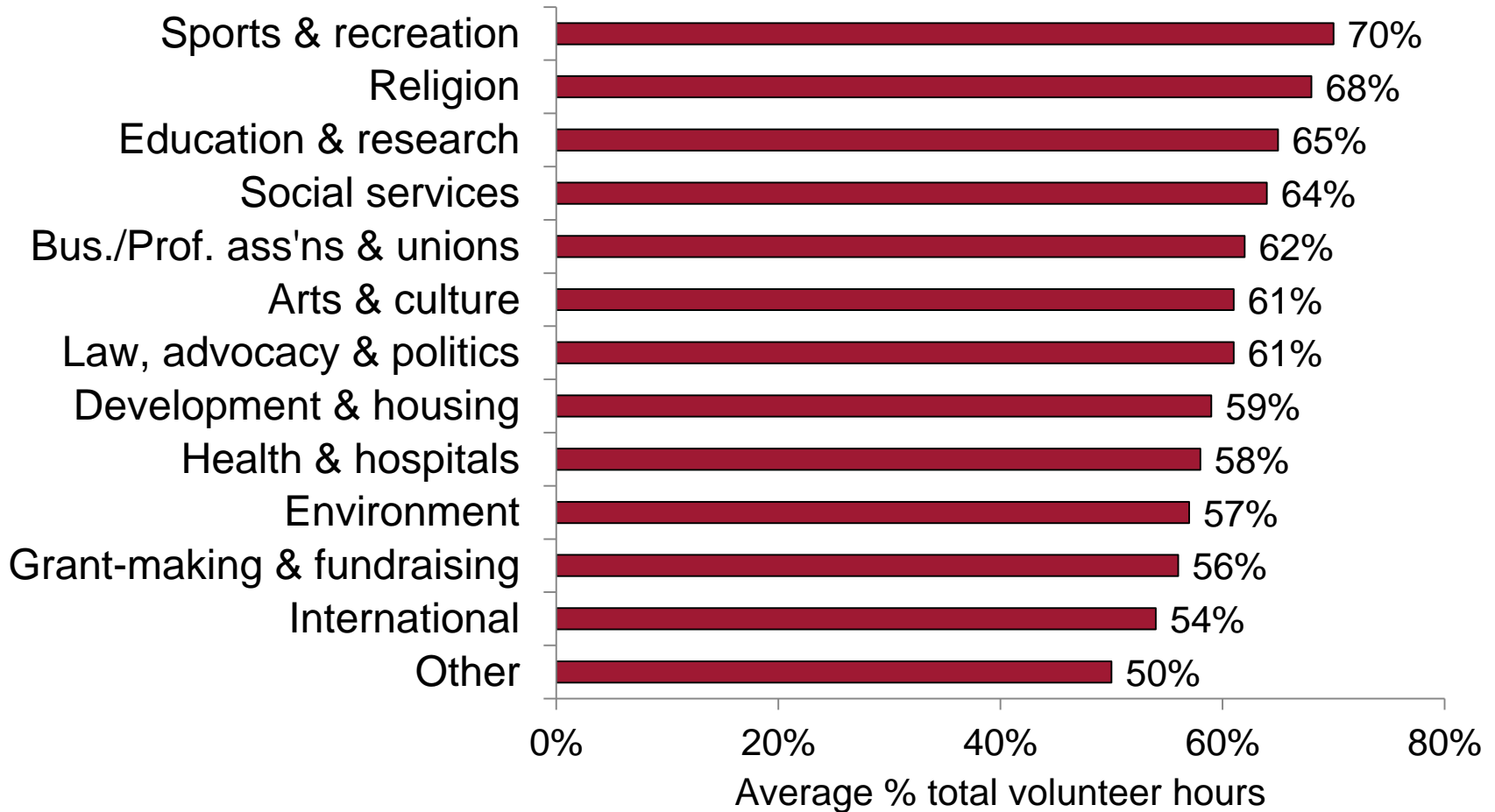
## FINDINGS:

- Health organizations have a moderately broad base of support
  - Cause ranks fifth in terms of number of Canadians volunteering
- Volunteers contribute relatively small number of hours, on average
- Health volunteers are moderately focused on cause

## Levels of support by organization type



## Average level of support



# Support for Health organizations

## IMPLICATIONS:

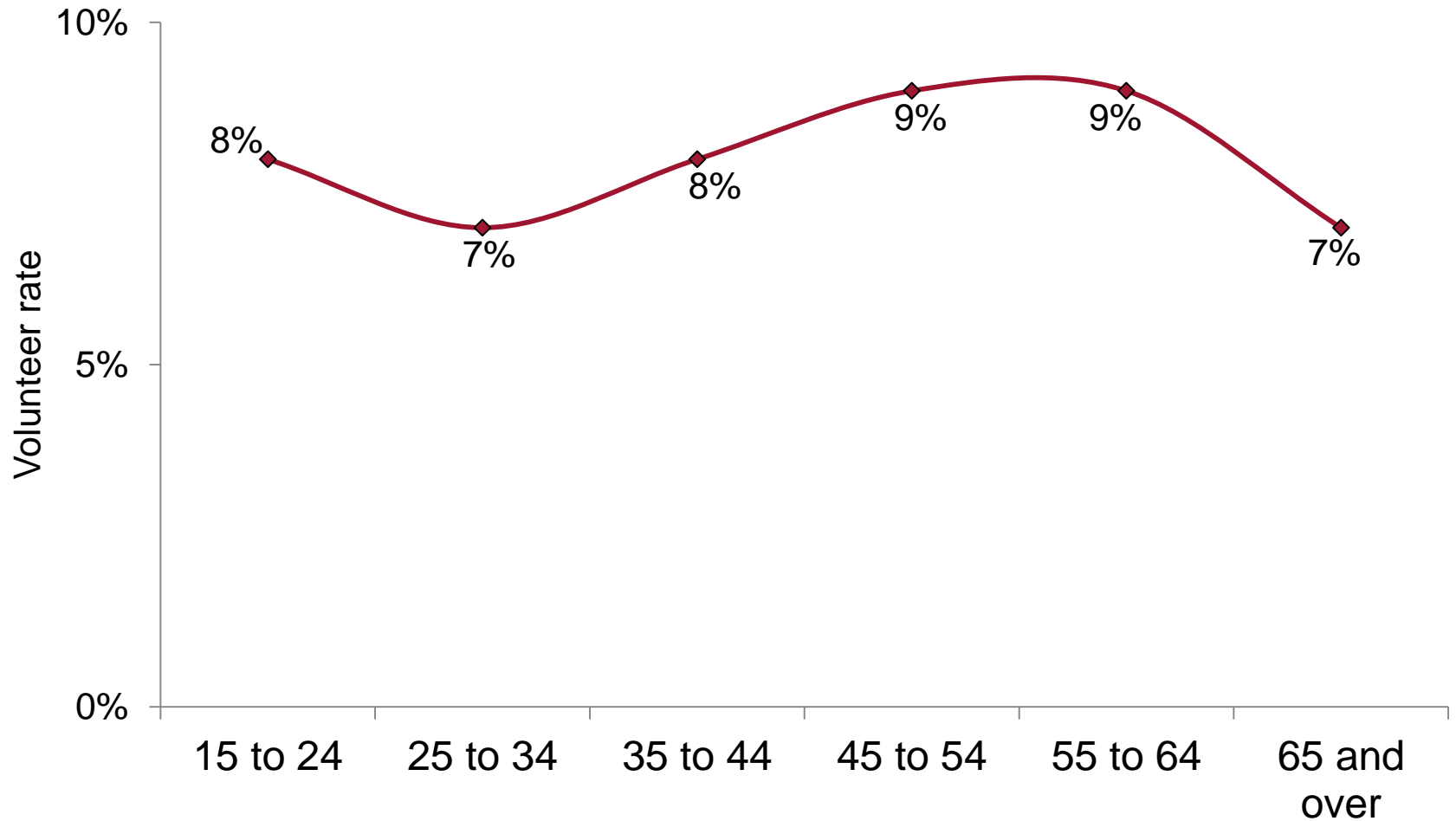
- Base of support for Health organizations is relatively broad, though not very deep
  - Relatively large number of volunteers contributing relatively few hours, on average
- Moderate degree of focus on Health cause
- Issues likely to centre around both relatively low degree of commitment to volunteering and to Health cause

# Who volunteers for Health organizations?

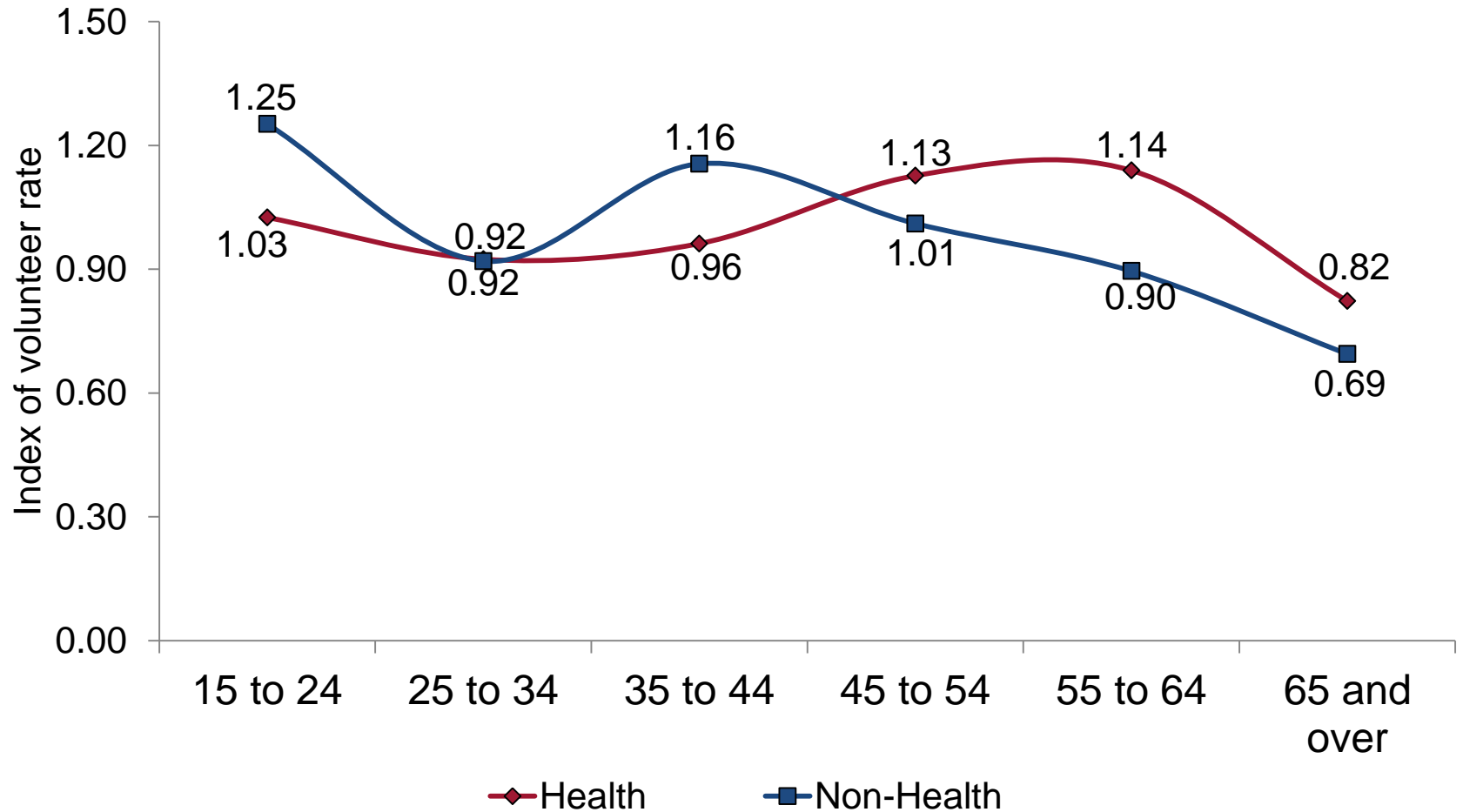
## FINDINGS:

- Those most likely to volunteer for Health organizations are:
  - Aged 45 to 64
  - Women
  - Weekly attendees at religious services
- Likelihood of volunteering increases with:
  - Education
  - Household income
- However, relatively little to differentiate Health volunteers from those who volunteer for other causes

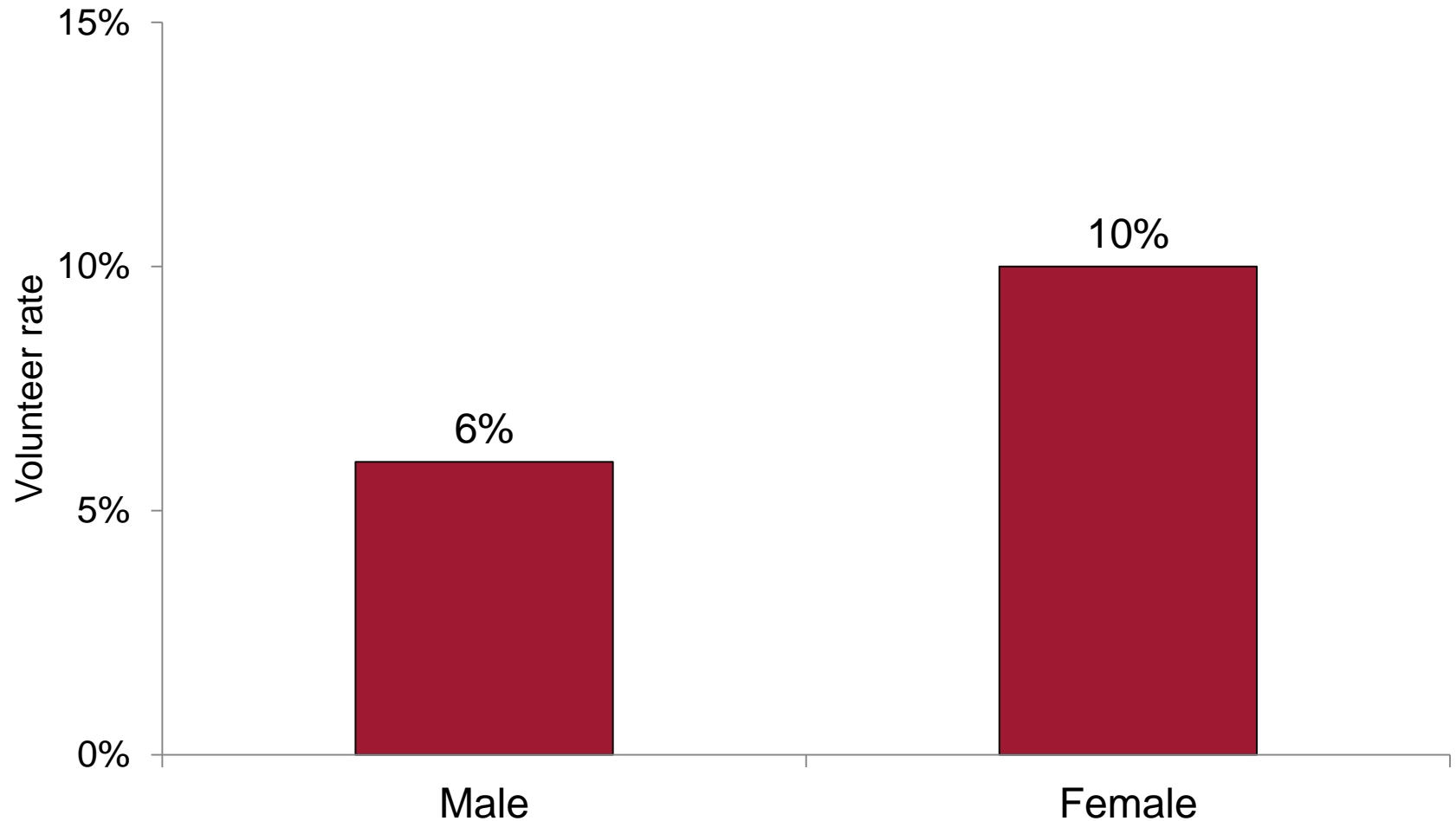
## Characteristics of volunteers: Age



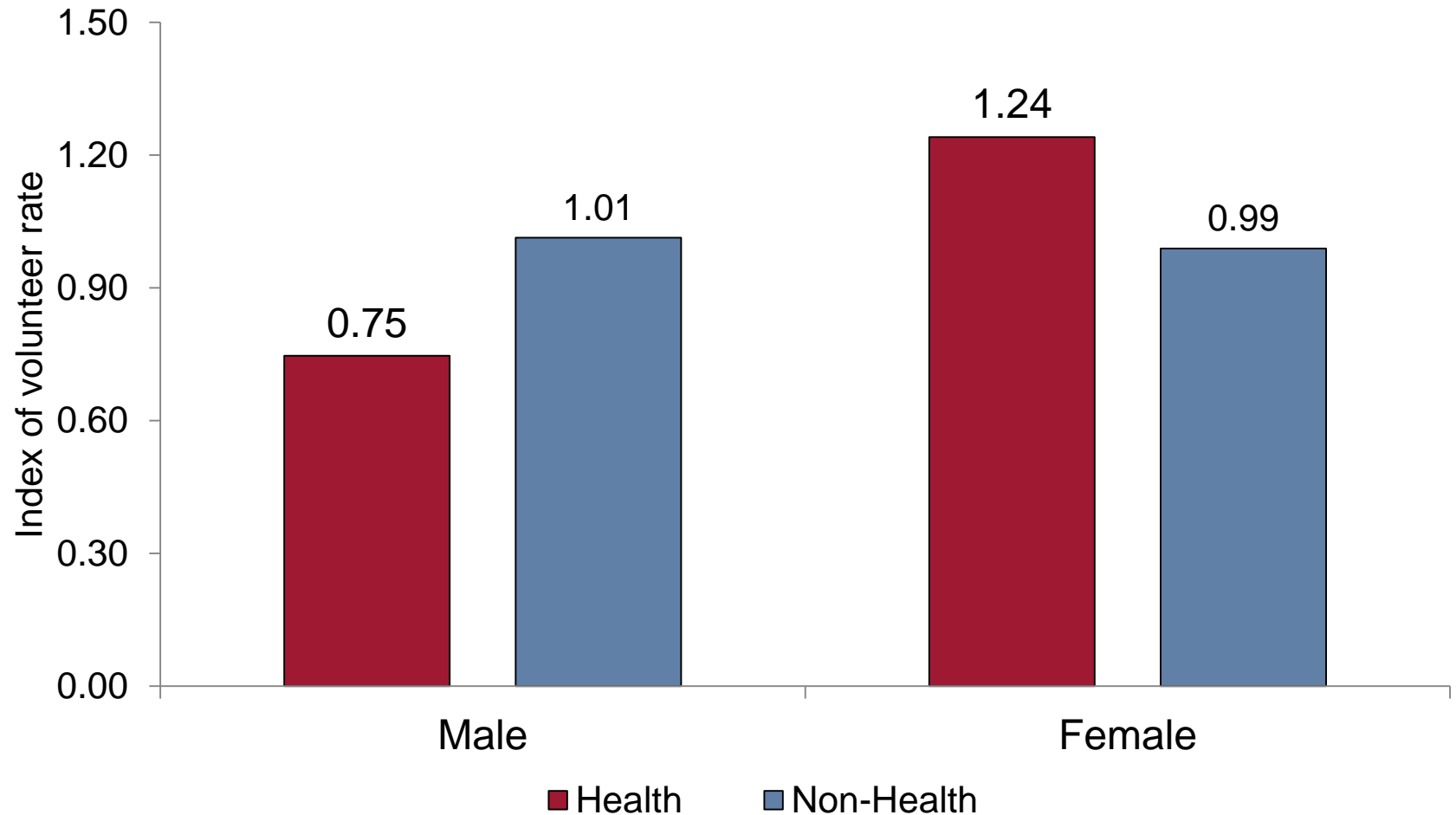
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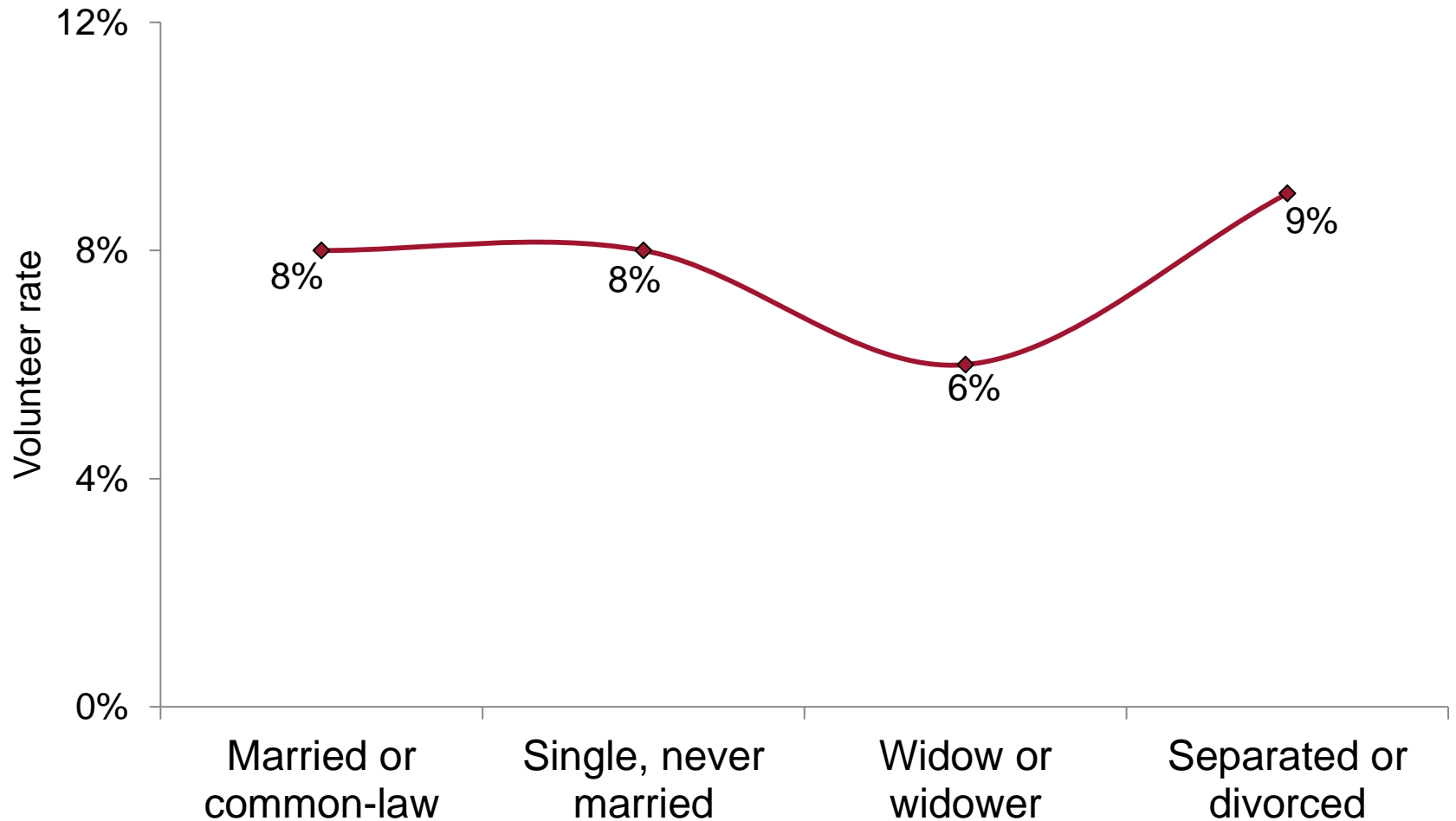
## Characteristics of volunteers: Sex



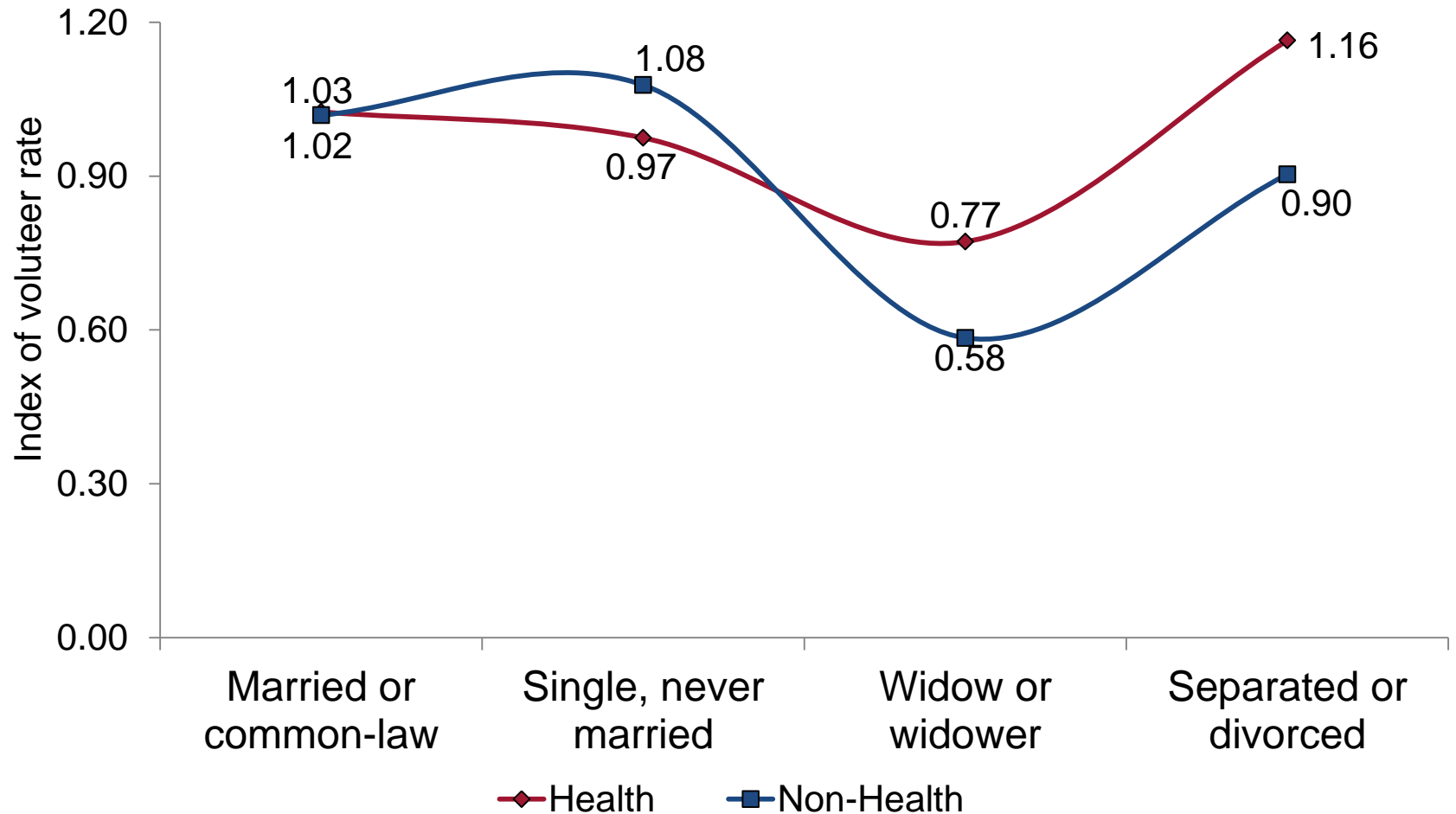
## Characteristics of volunteers: Sex



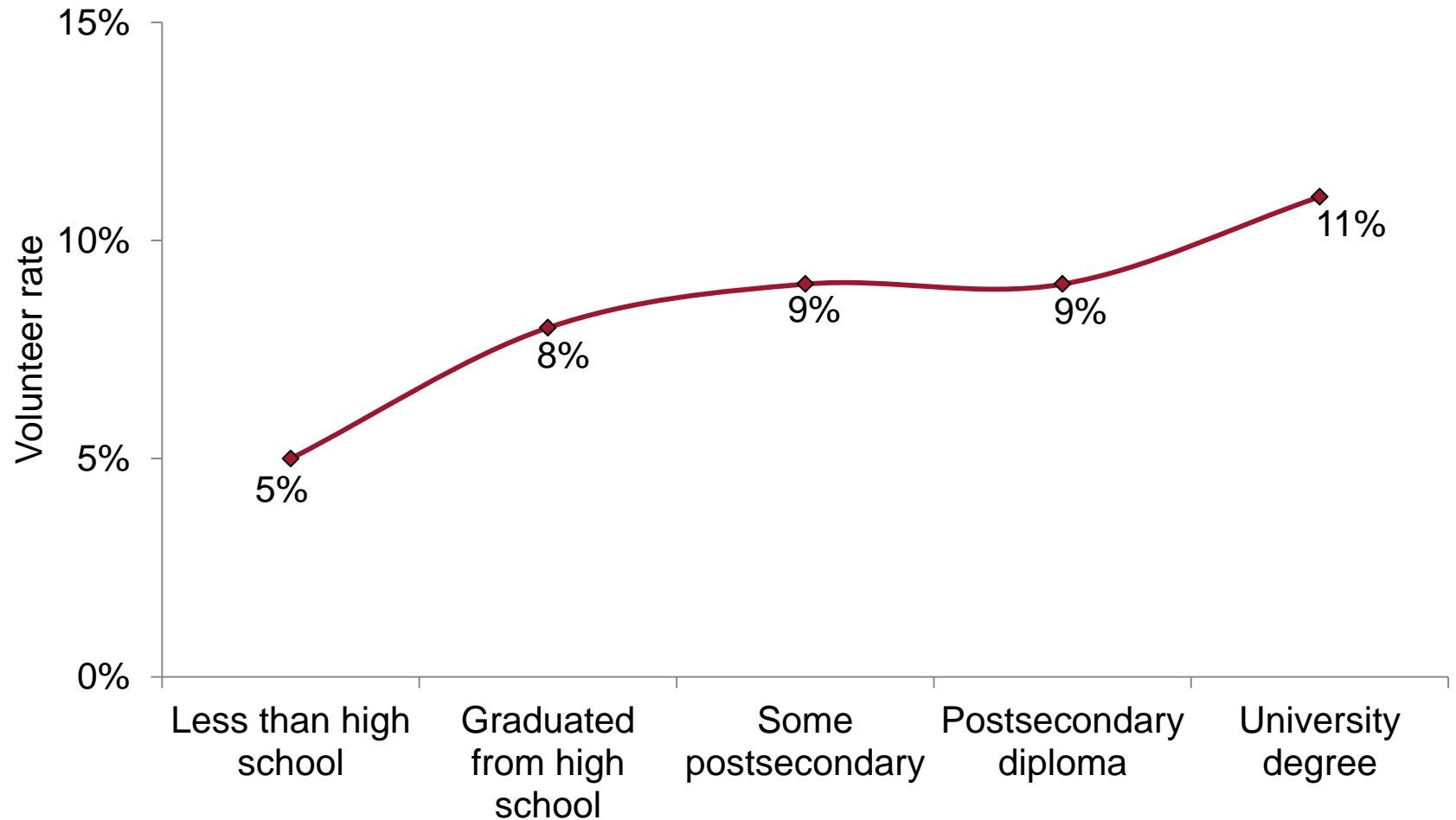
# Characteristics of volunteers: Marital status



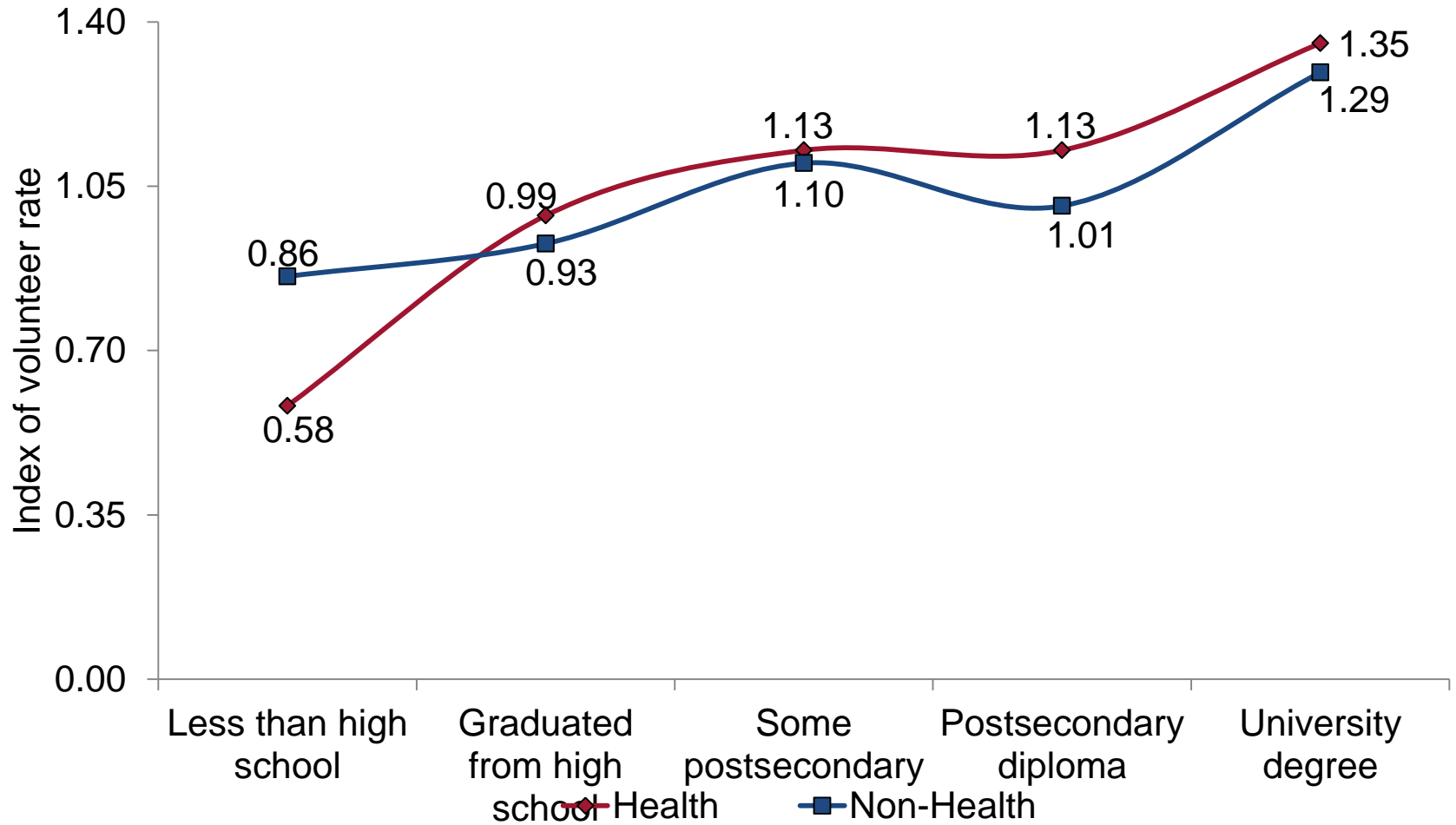
# Characteristics of volunteers: Marital status



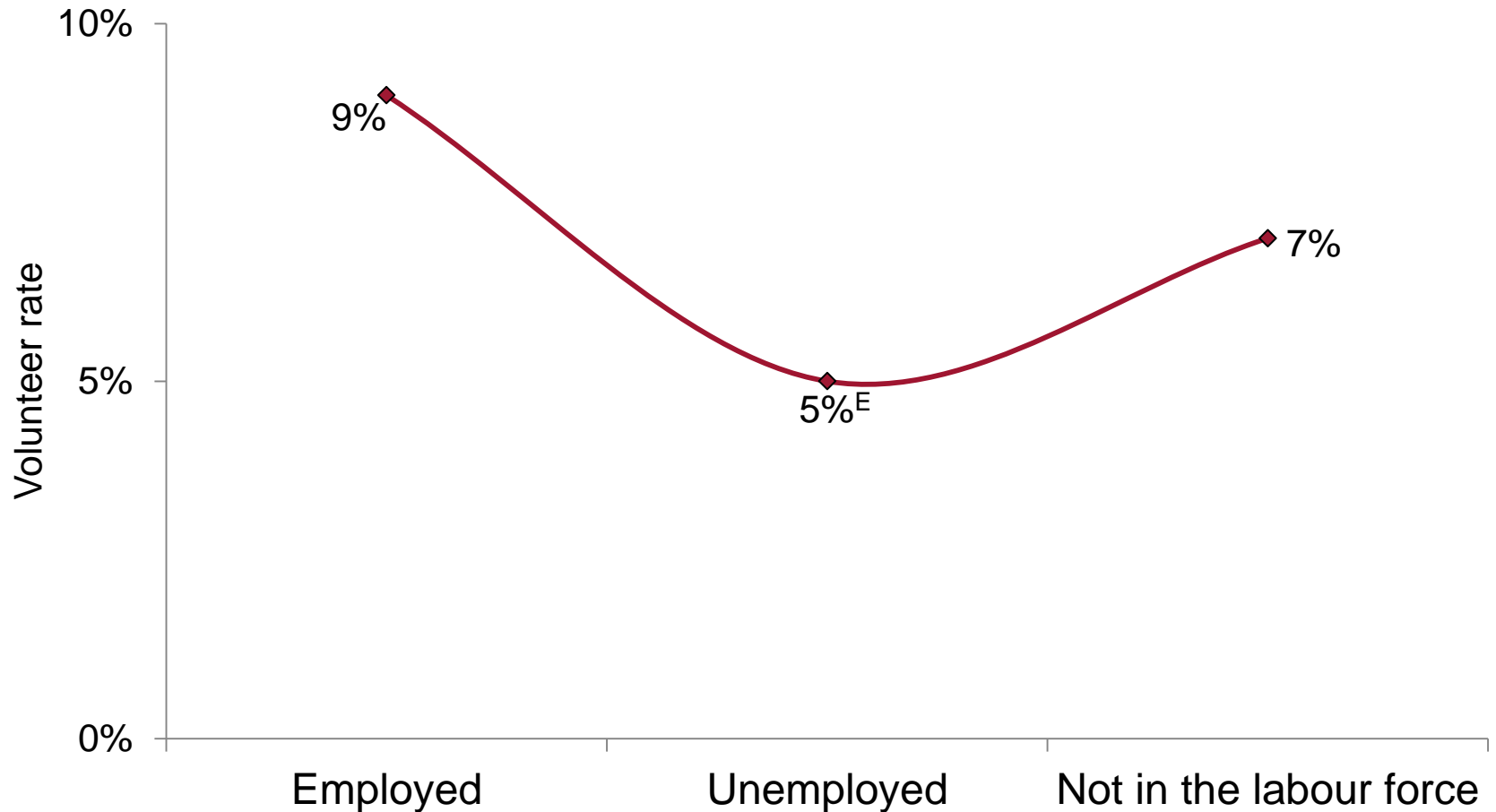
# Characteristics of volunteers: Education



# Characteristics of volunteers: Education

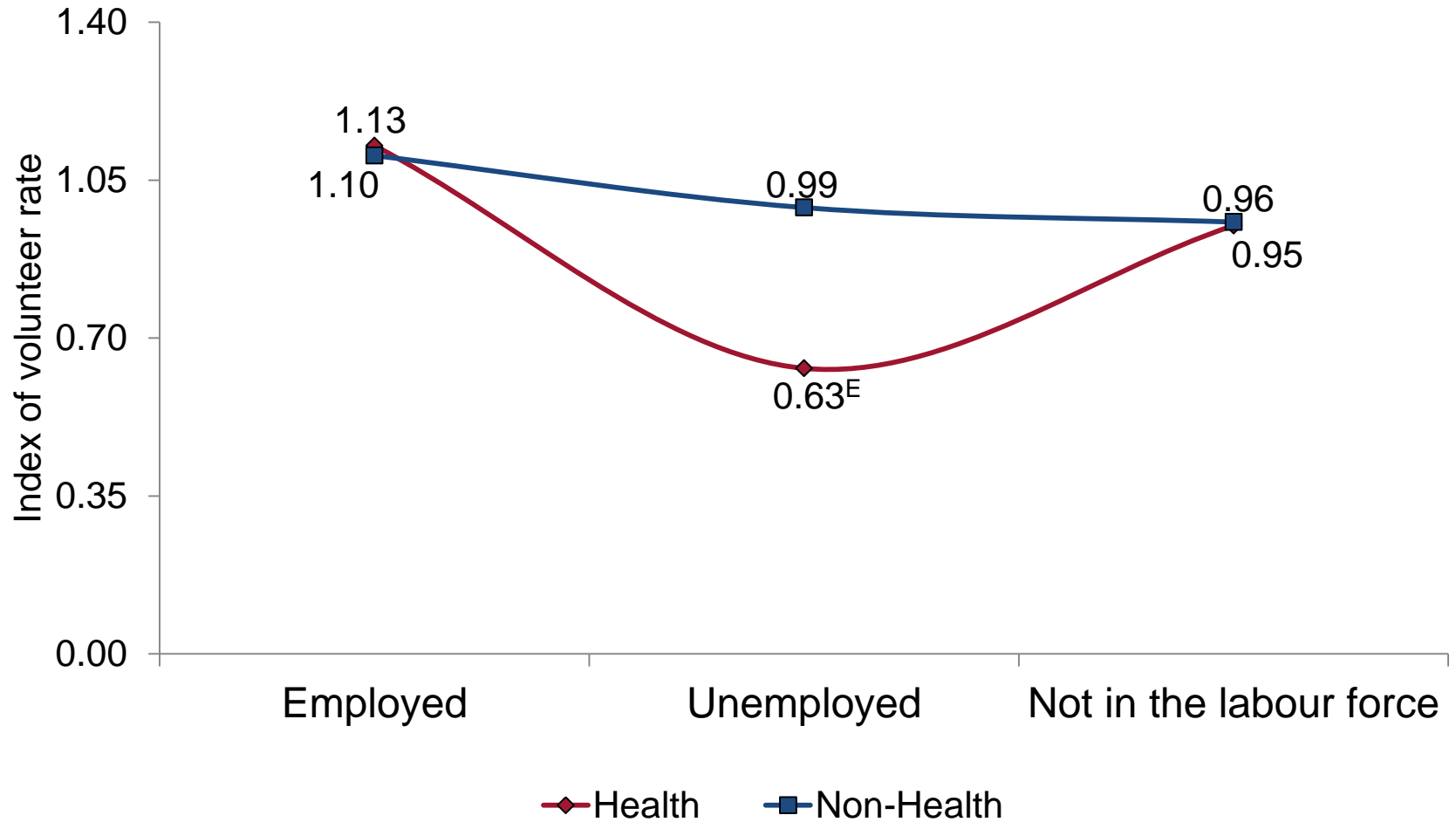


# Characteristics of volunteers: Labour force status



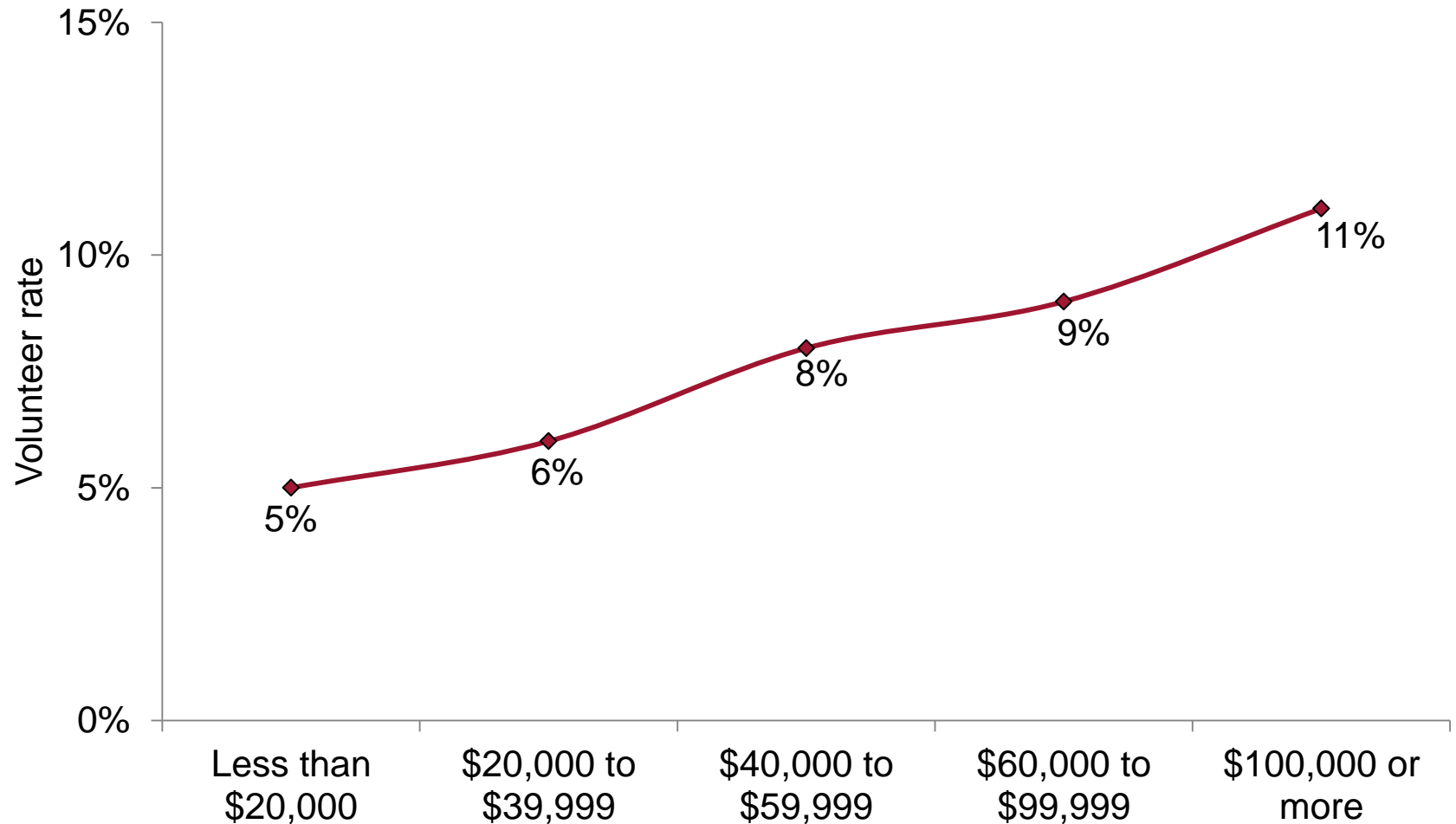
<sup>E</sup> Use with caution.

# Characteristics of volunteers: Labour force status

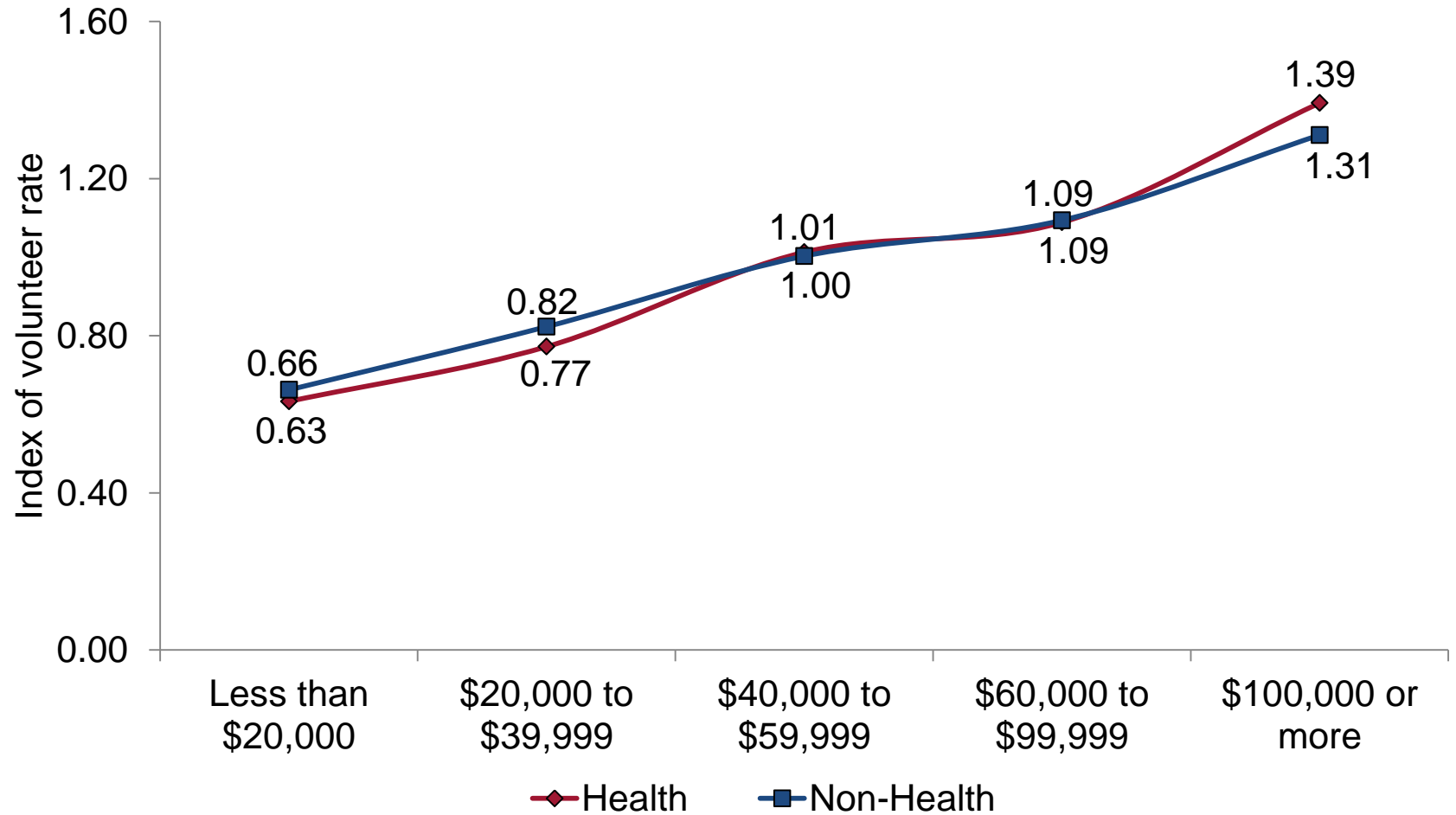


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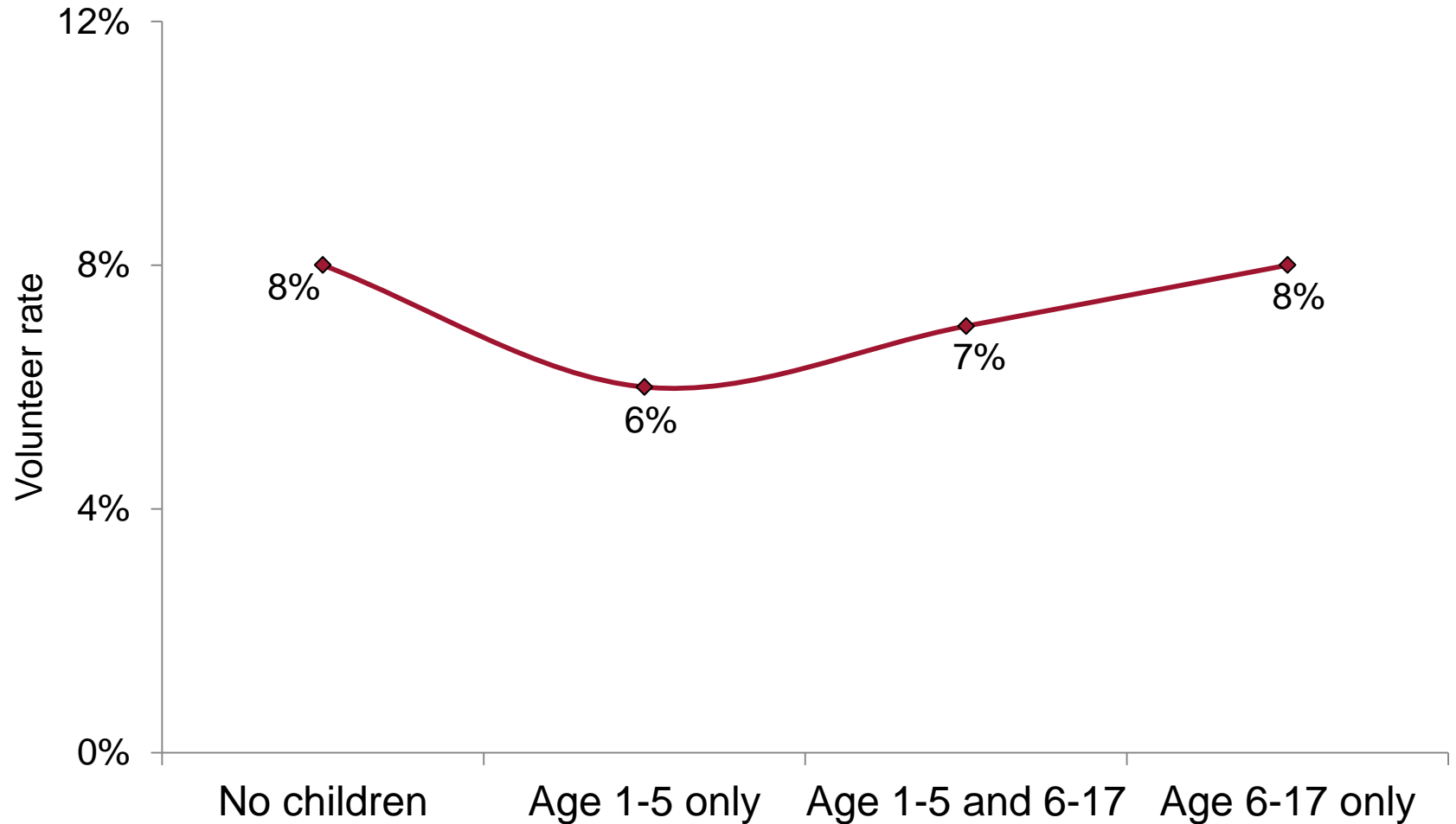
# Characteristics of volunteers: Household income



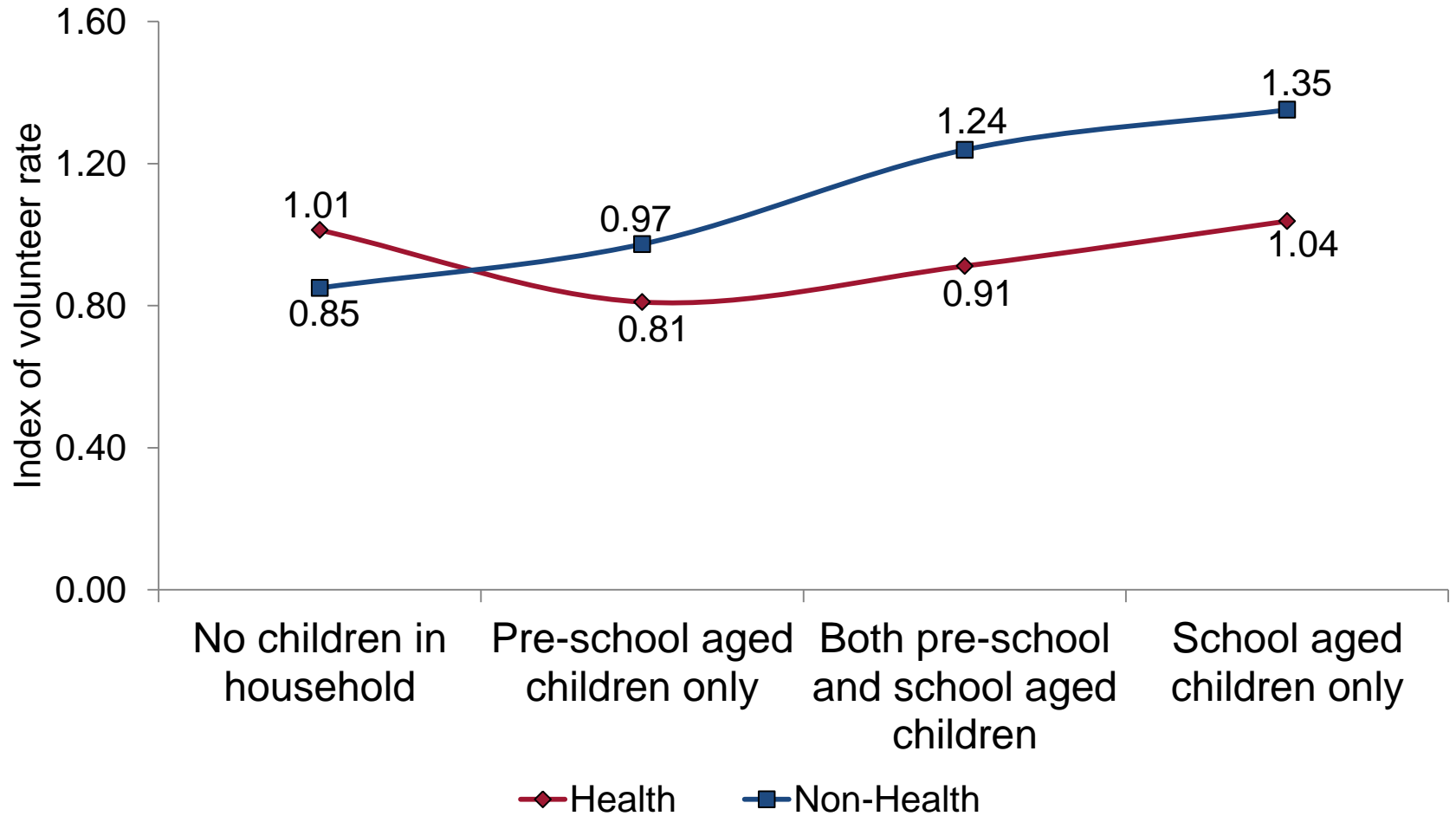
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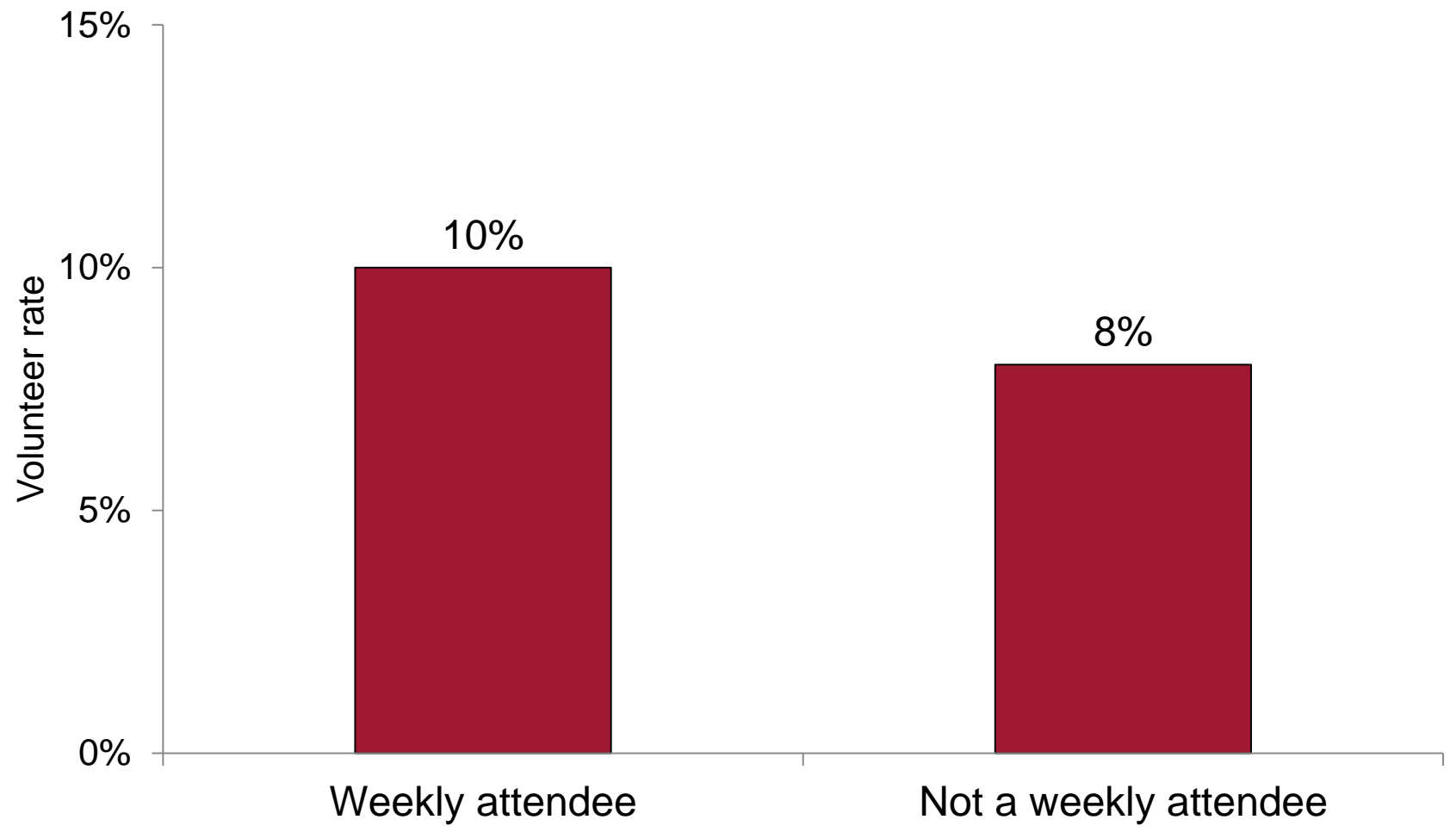
# Characteristics of volunteers: Presence of children



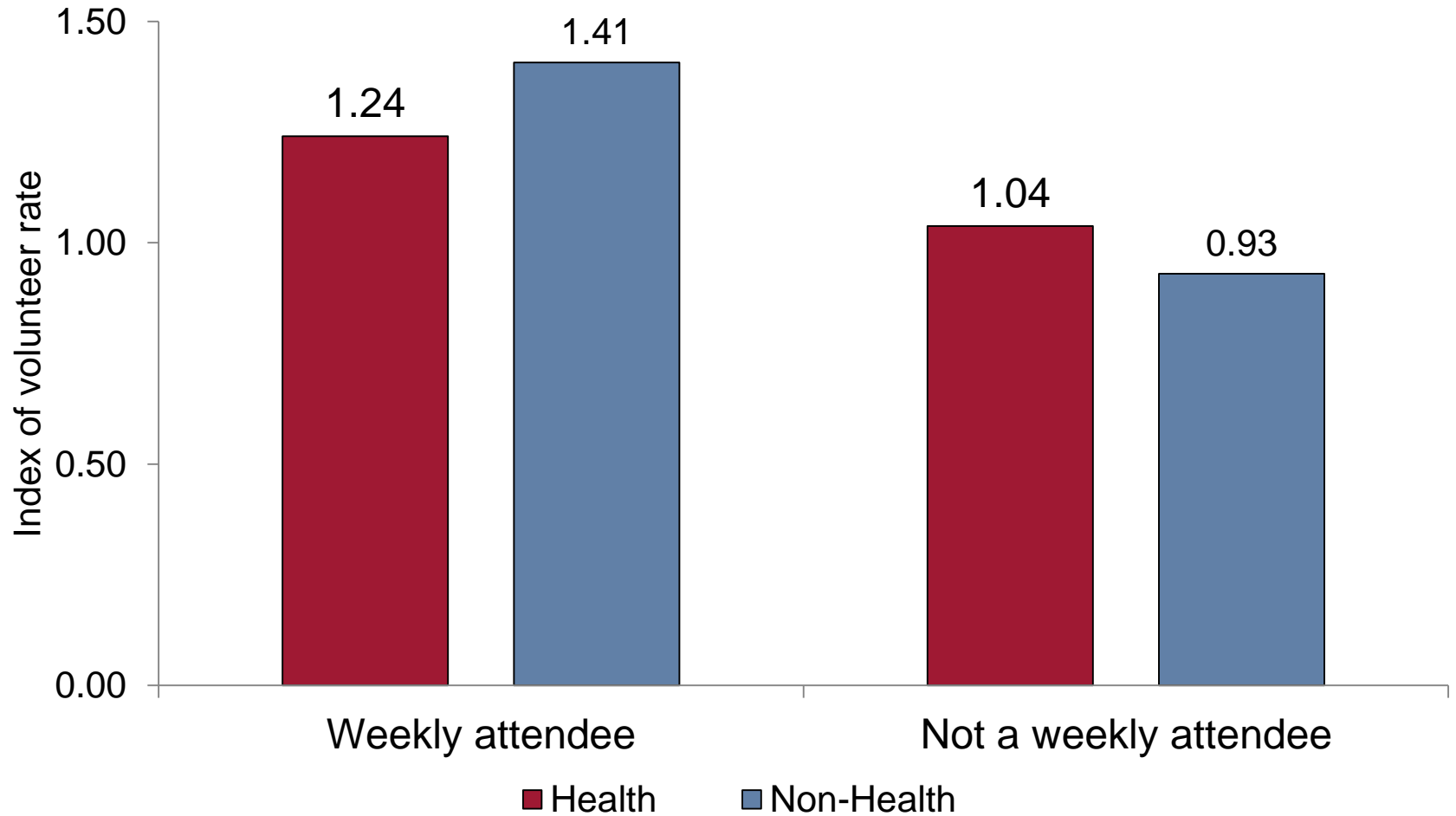
# Characteristics of volunteers: Presence of children



# Characteristics of volunteers: Religious attendance



# Characteristics of volunteers: Religious attendance



# Motivations for volunteering

## FINDINGS:

- Health volunteers most likely to report desire to contribute to community and being personally affected by cause as motivations for volunteering
- Least likely to report desire to improve job opportunities and religious beliefs as motivations
- Health volunteers less likely than volunteers for other organizations to report most motivations
- However, noticeably more likely to report being personally affected by the cause of the organization as a motivation for volunteering

# Motivations for volunteering

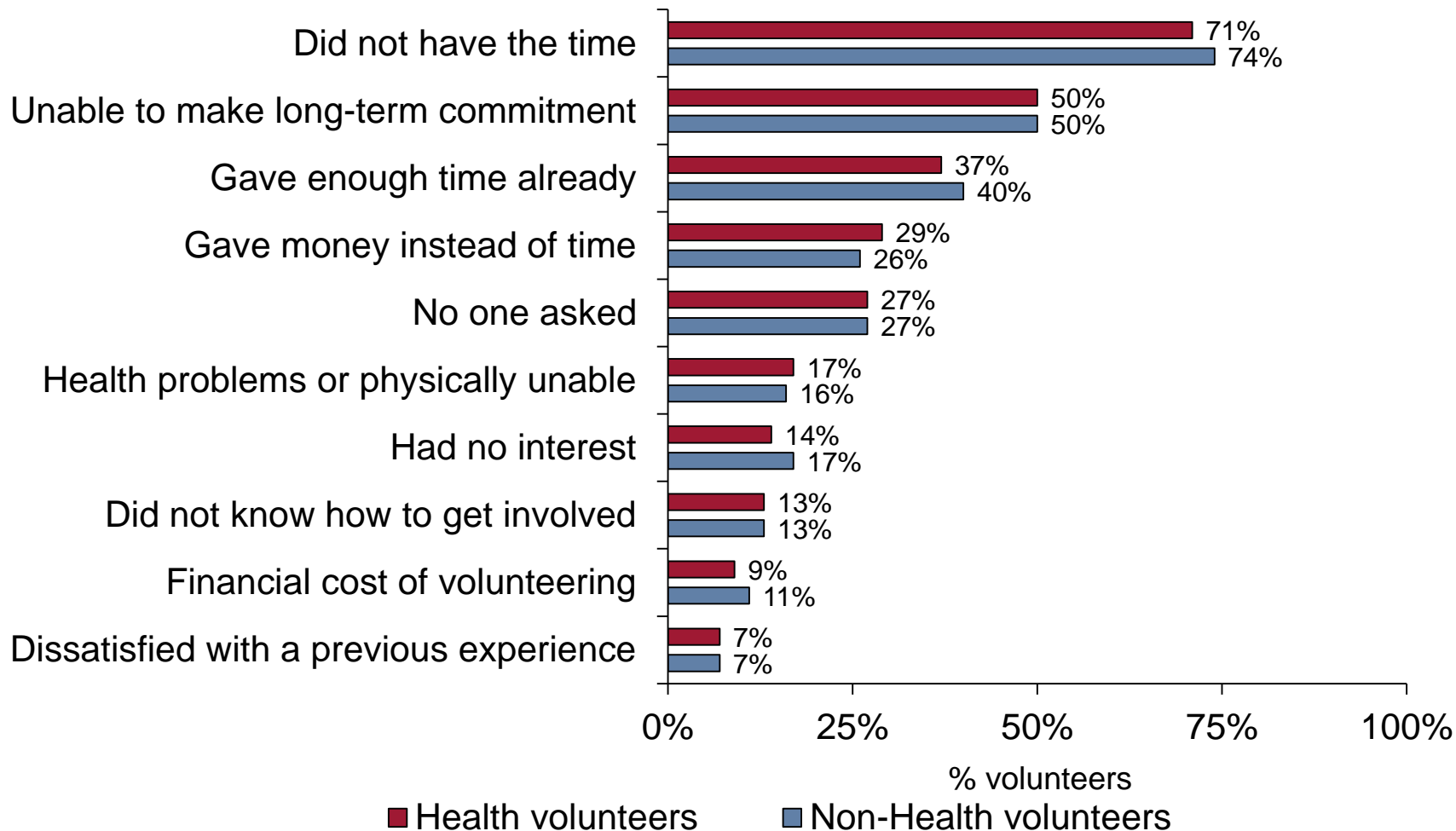


## Barriers to volunteering more

### FINDINGS:

- Health volunteers most likely to report as barriers to volunteering:
  - Lack of time
  - Being unable to make a long-term commitment
  - Having already volunteered enough
- Least likely to report financial costs of volunteering or dissatisfaction with previous experiences
- Very little difference between Health volunteers and volunteers for other causes

## Barriers to volunteering more



# Motivations and barriers to volunteering

## IMPLICATIONS:

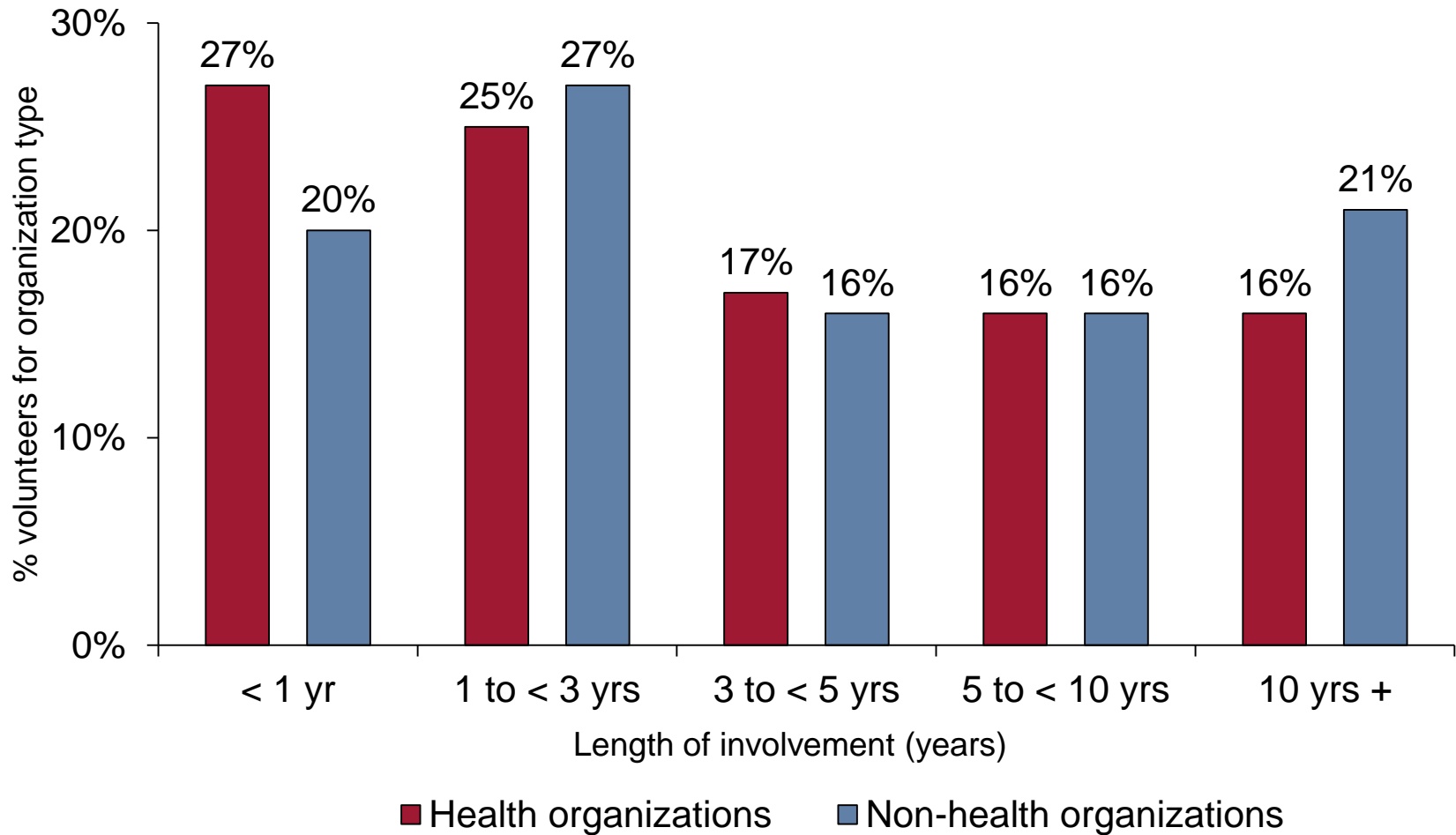
- Health volunteers stand out principally in the personal nature of their connection to the cause
  - Less motivated by many typical motivations for volunteering; involvement is about their attachment to the Health cause in particular
- Nothing that stands out in the way of barriers
  - Parallels with how there is little to distinguish them in terms of personal and economic characteristics

# Length of involvement with organization

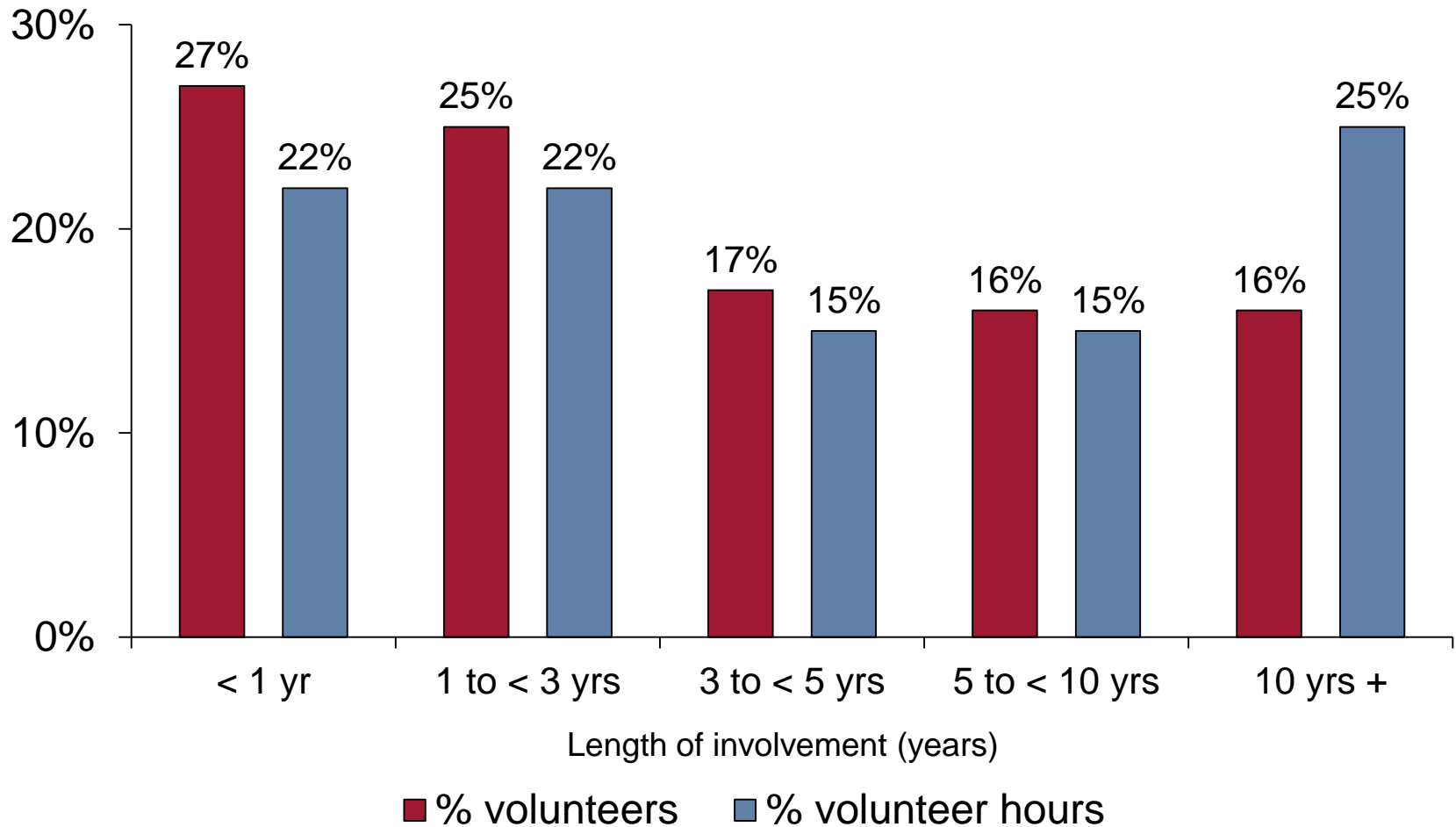
## FINDINGS:

- Health volunteers more likely to have been involved with organizations for less than one year
- Conversely, less likely to have been involved for 10 years or more
- However, those who have volunteered for the organization for 10 years or more volunteer disproportionately more hours

# Length of involvement with organization



# Length of involvement with organization



# Length of Involvement with Organization

## IMPLICATIONS:

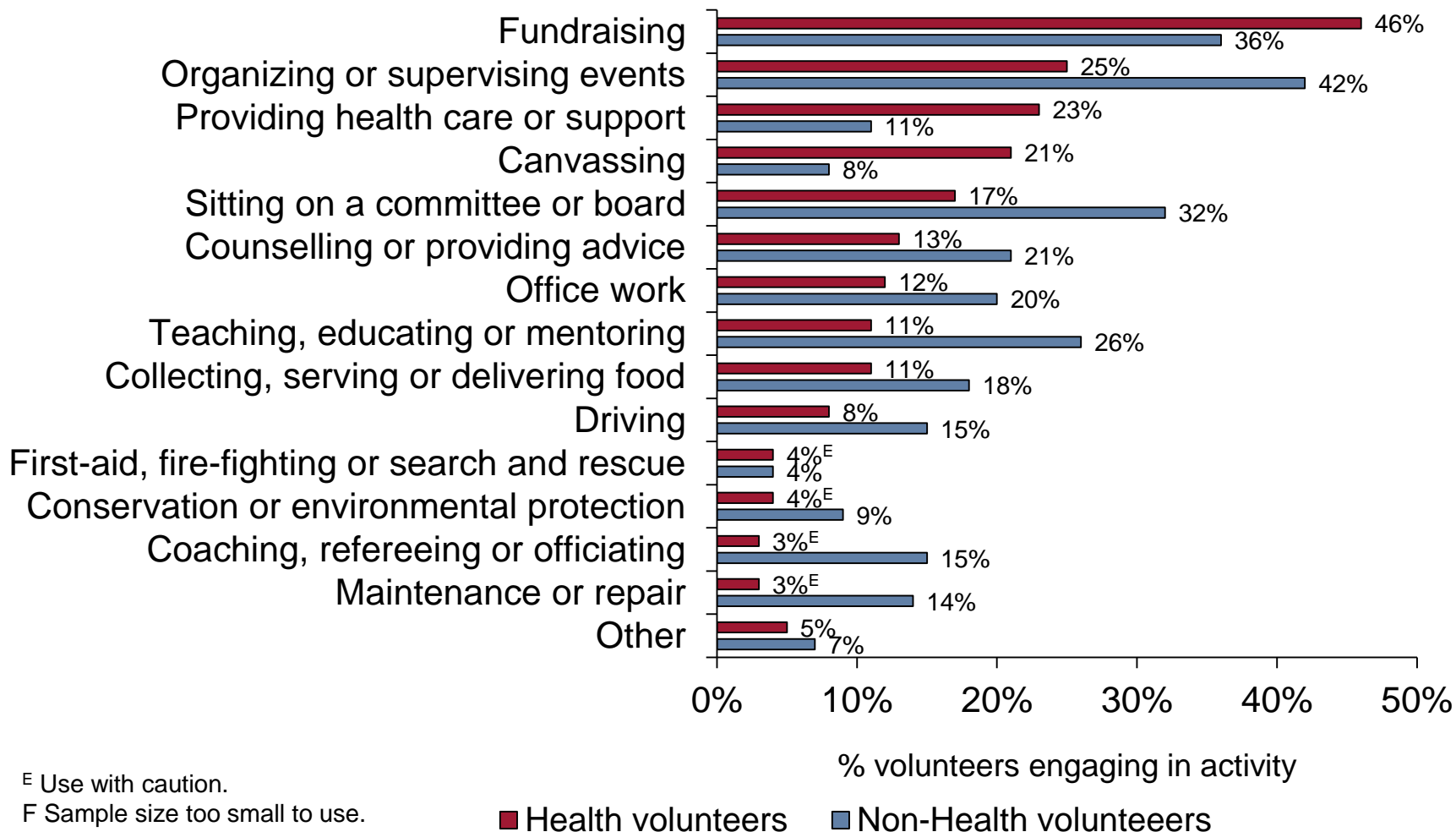
- Degree of volunteer churn significantly higher among Health organizations
  - May affect the types of activities that many volunteers can reasonably be asked to perform
- Health organizations have fewer long-term volunteers that contribute disproportionately more hours available to them
  - Takes significant time to produce these volunteers – cohort can be very difficult to replace

# Volunteer Hours by Type of Activity

## FINDINGS:

- Health volunteers most likely to engage in:
  - Fundraising
  - Organizing or supervising events
  - Providing health care or support
- More likely than volunteers for other organizations to fundraise, to provide health care or support and to canvas
- Largest part of time contributed devoted to providing health care or support

# Volunteer Activities



## Volunteer Activities

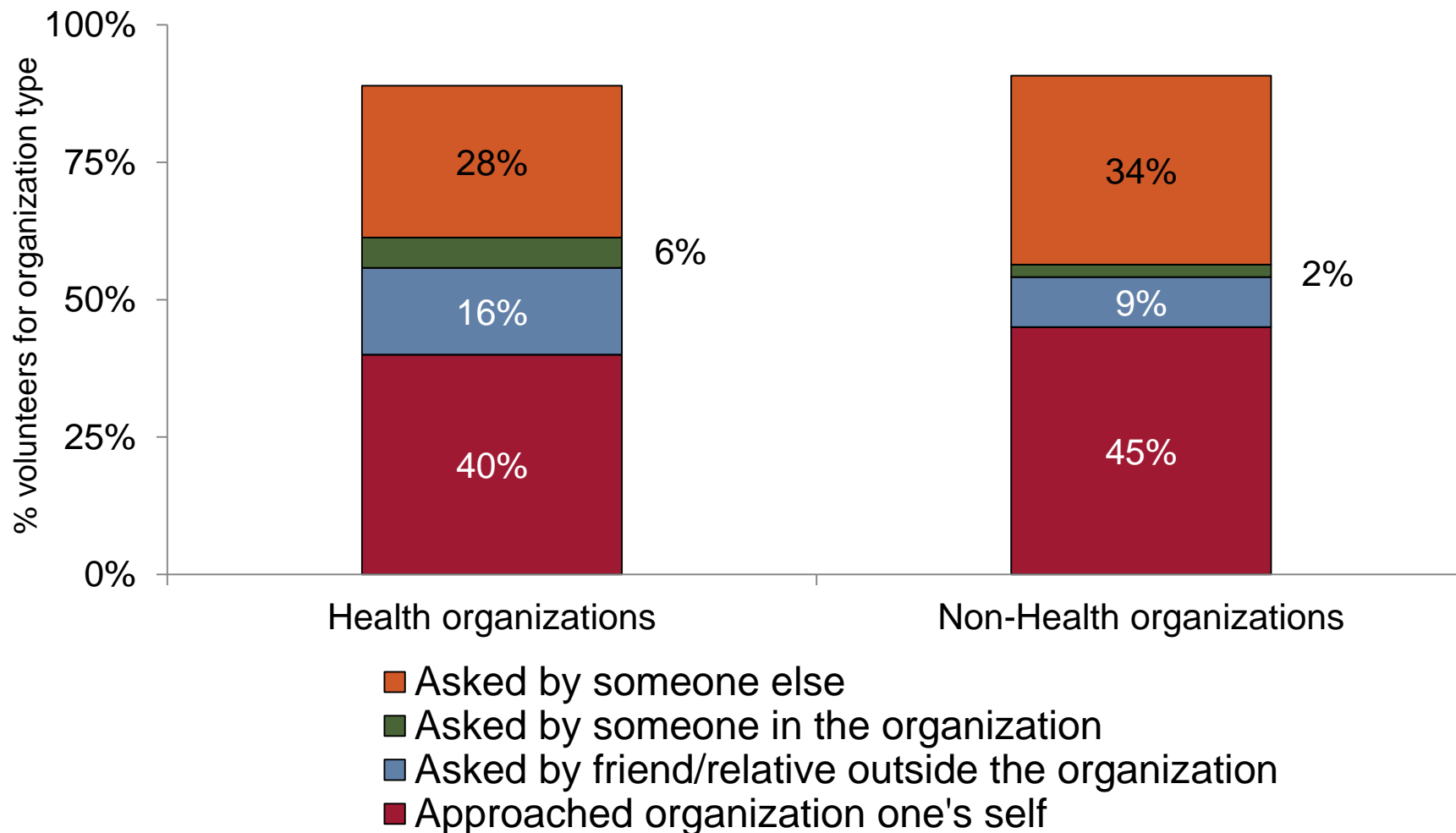


## Method of initial involvement

### FINDINGS:

- Volunteers for Health organizations most likely to become involved after being asked to volunteer
- Health volunteers more likely than volunteers for other causes to be asked to volunteer by:
  - Friend or family member not already involved with the organization
  - Someone already involved with the organization

## Method of initial involvement



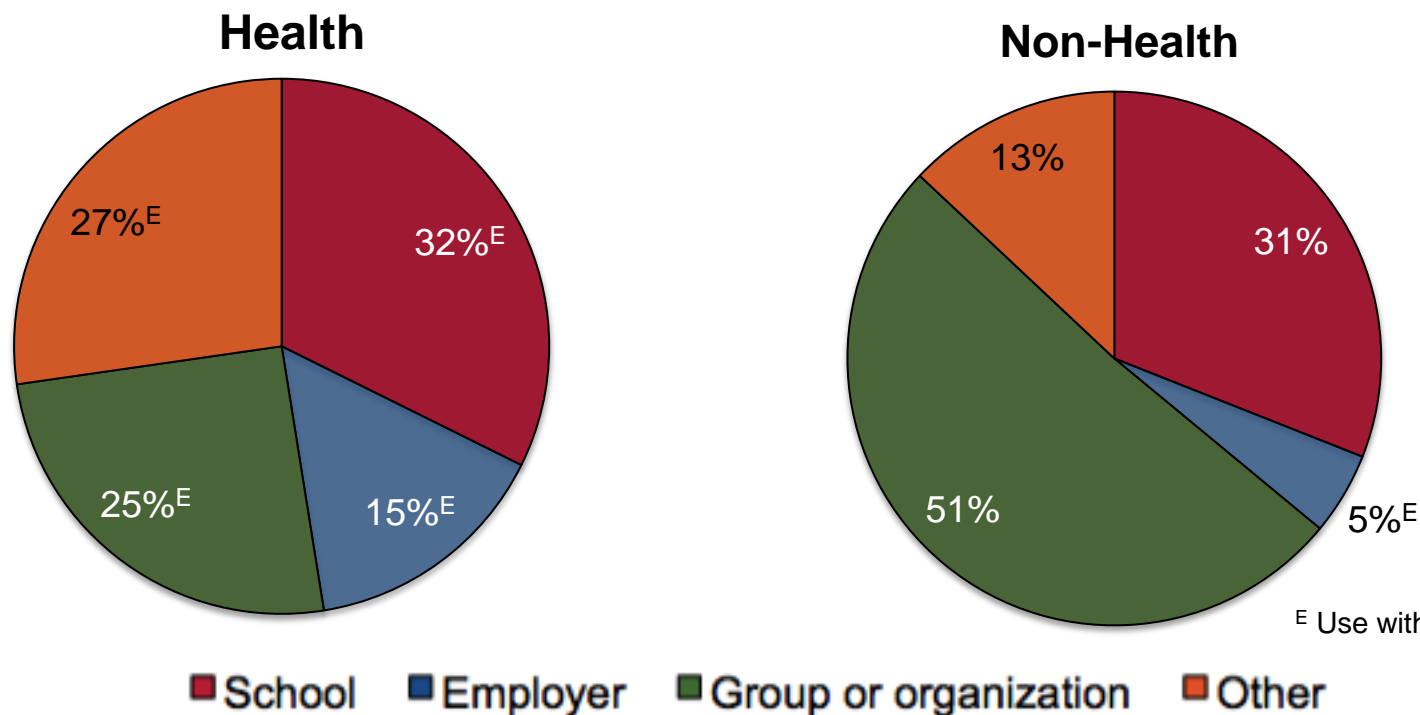
# Mandatory community service

## FINDINGS:

- About one in twenty volunteers for Health organizations were required to volunteer
  - Health volunteers less likely to be required to volunteer than volunteers for other organizations
- Those who engage in mandatory community service are most likely to be required to volunteer by their school

## Mandatory community service

- 5% of volunteers for Health organizations said they were required to volunteer, compared to 8% of volunteers for other causes



## 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](http://www.imaginecanada.ca)

For more information on the 2007 Canada Survey of Giving, Volunteering and Participating please visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca)

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