



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

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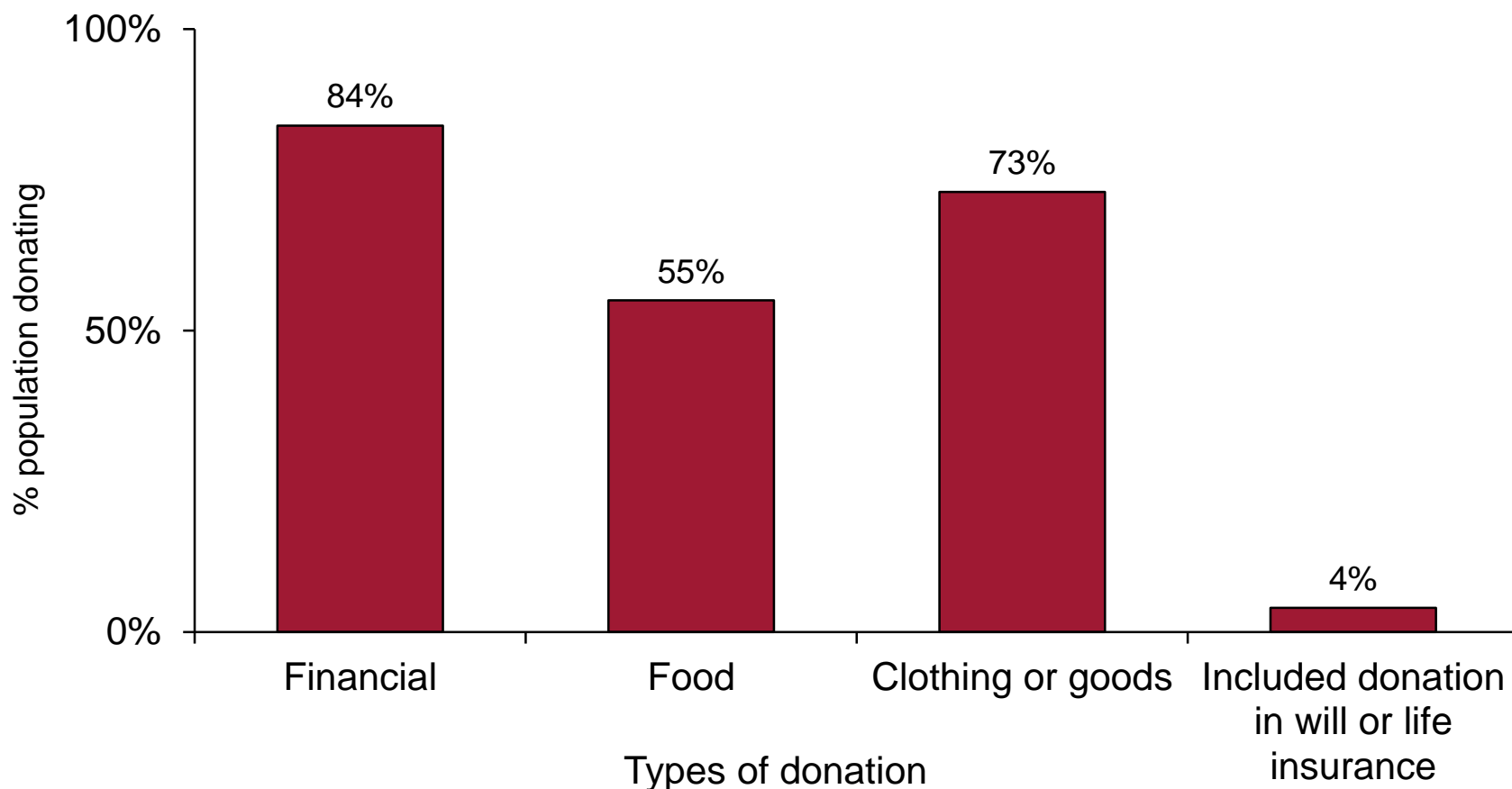
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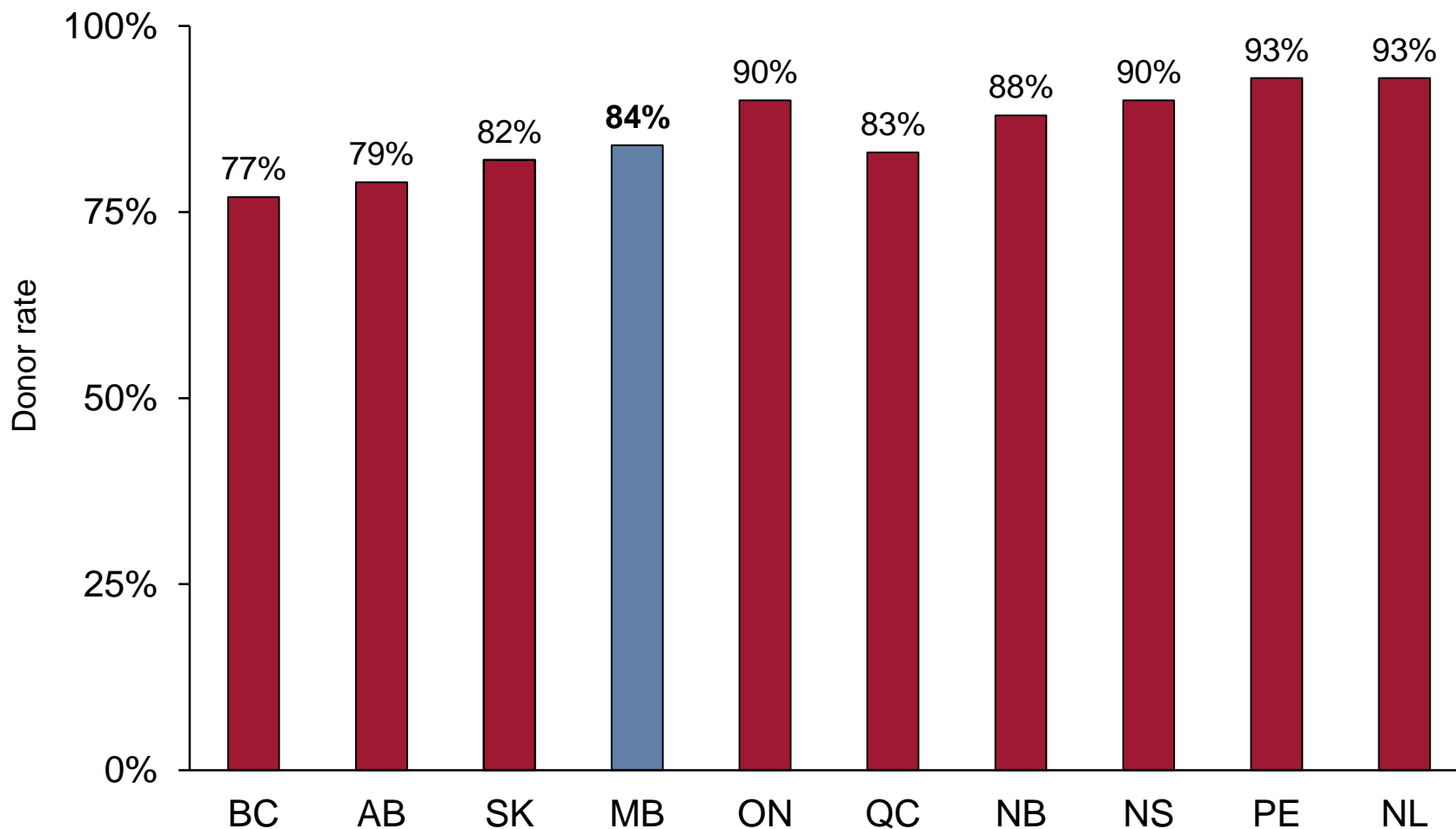
Types of donation



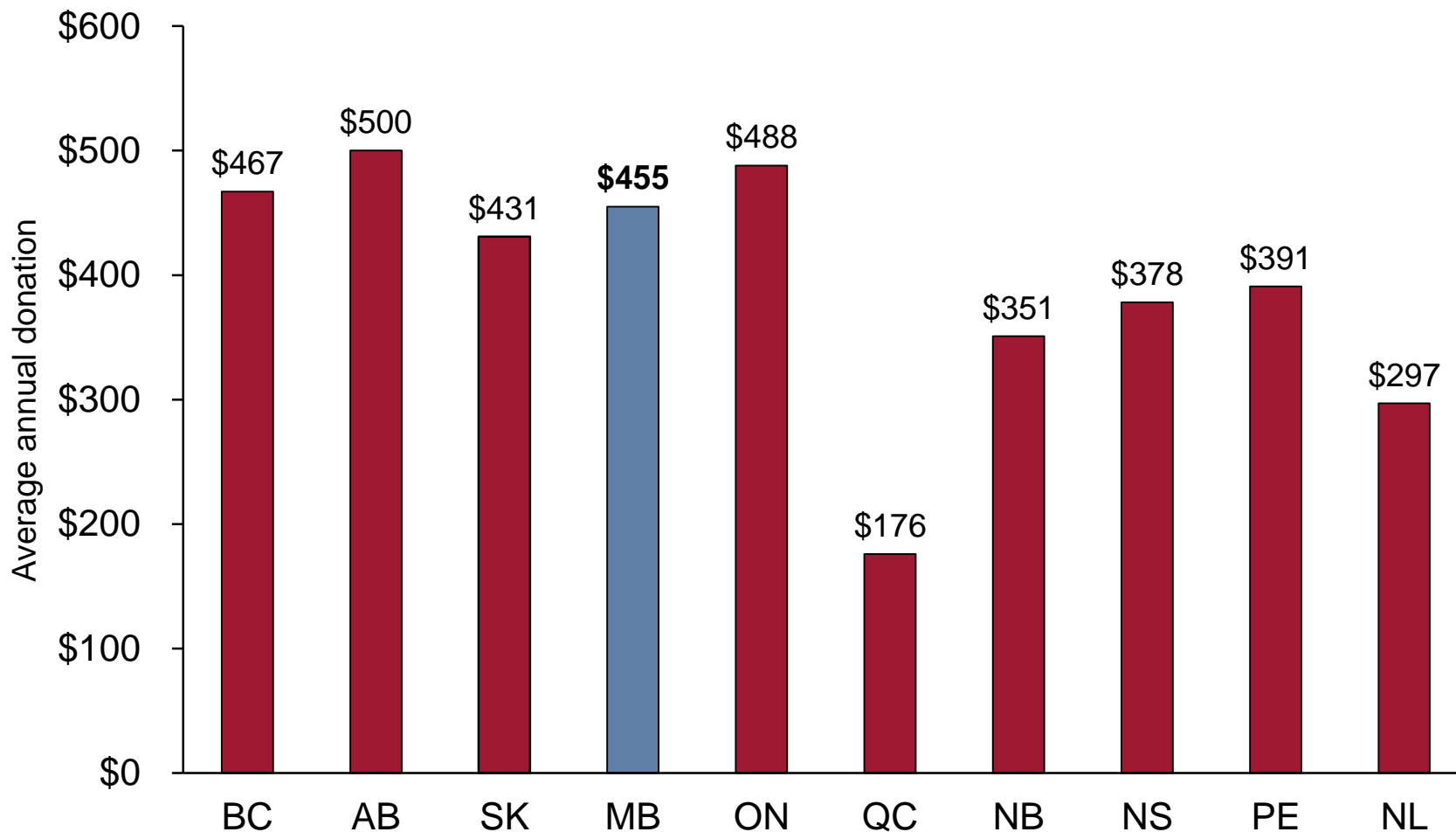
Financial donations

- 84% of Manitobans (770,000 residents) made financial donations in 2004
 - 85% of Canadians donated
- Manitoban donors each donated an average of \$455, with a median donation amount of \$141
 - Canadians donated an average of \$400 each, with median donation of \$120
- Manitobans donated approximately \$350 million

Donor rate



Average annual donation

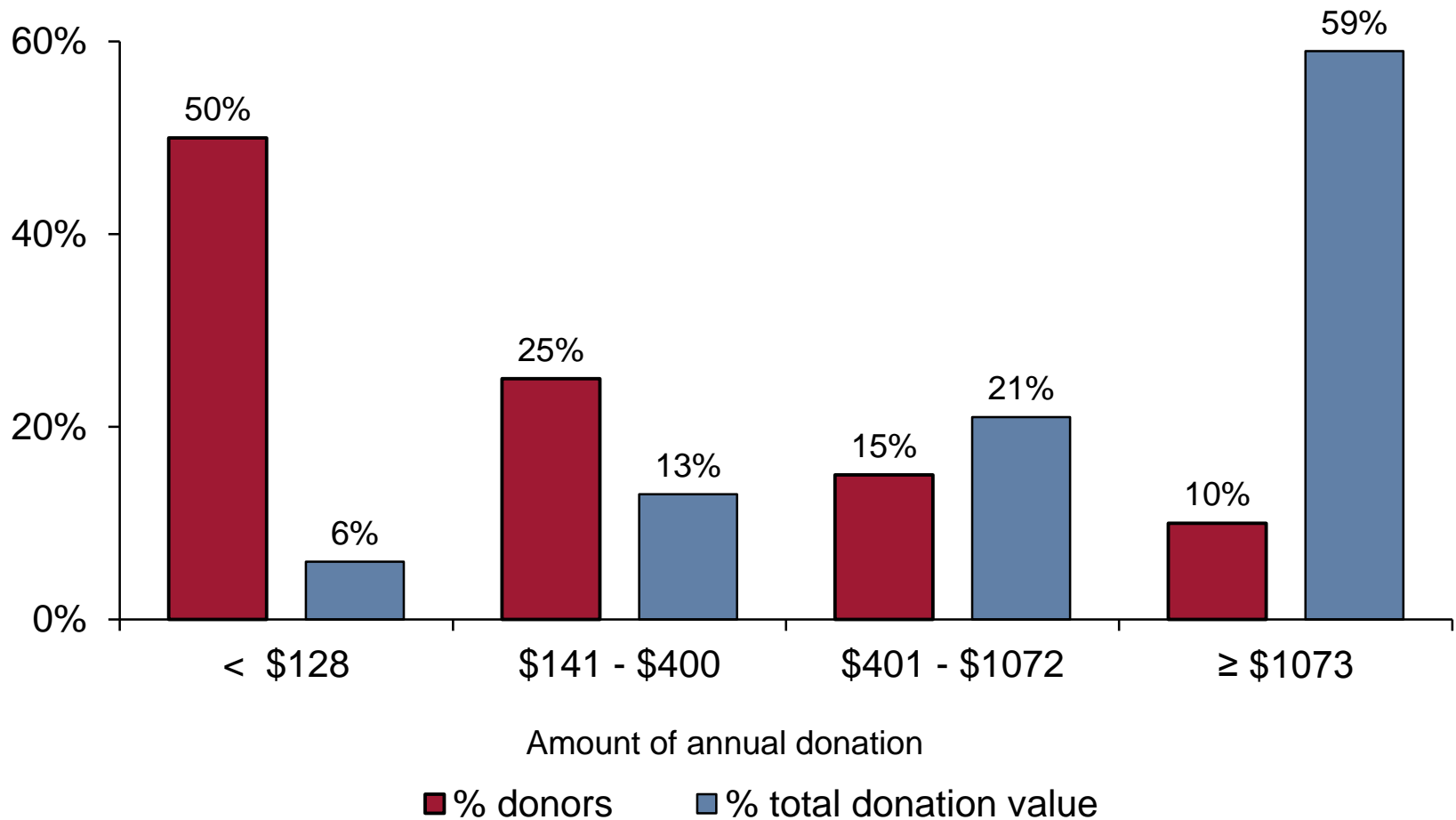


Concentration of support

FINDINGS:

- Although the majority of Manitobans donate, the bulk of the money donated comes from a small minority of donors
 - The top 10% of donors (those who donated \$1,073 or more) accounted for 59% of the total value of donations made in Manitoba
 - Top 25% (those who donated \$401 or more) accounted for 80% of total donations
- Half of donors contributed less than \$128 and they accounted for 6% of donations

Concentration of support



Charitable giving

IMPLICATIONS:

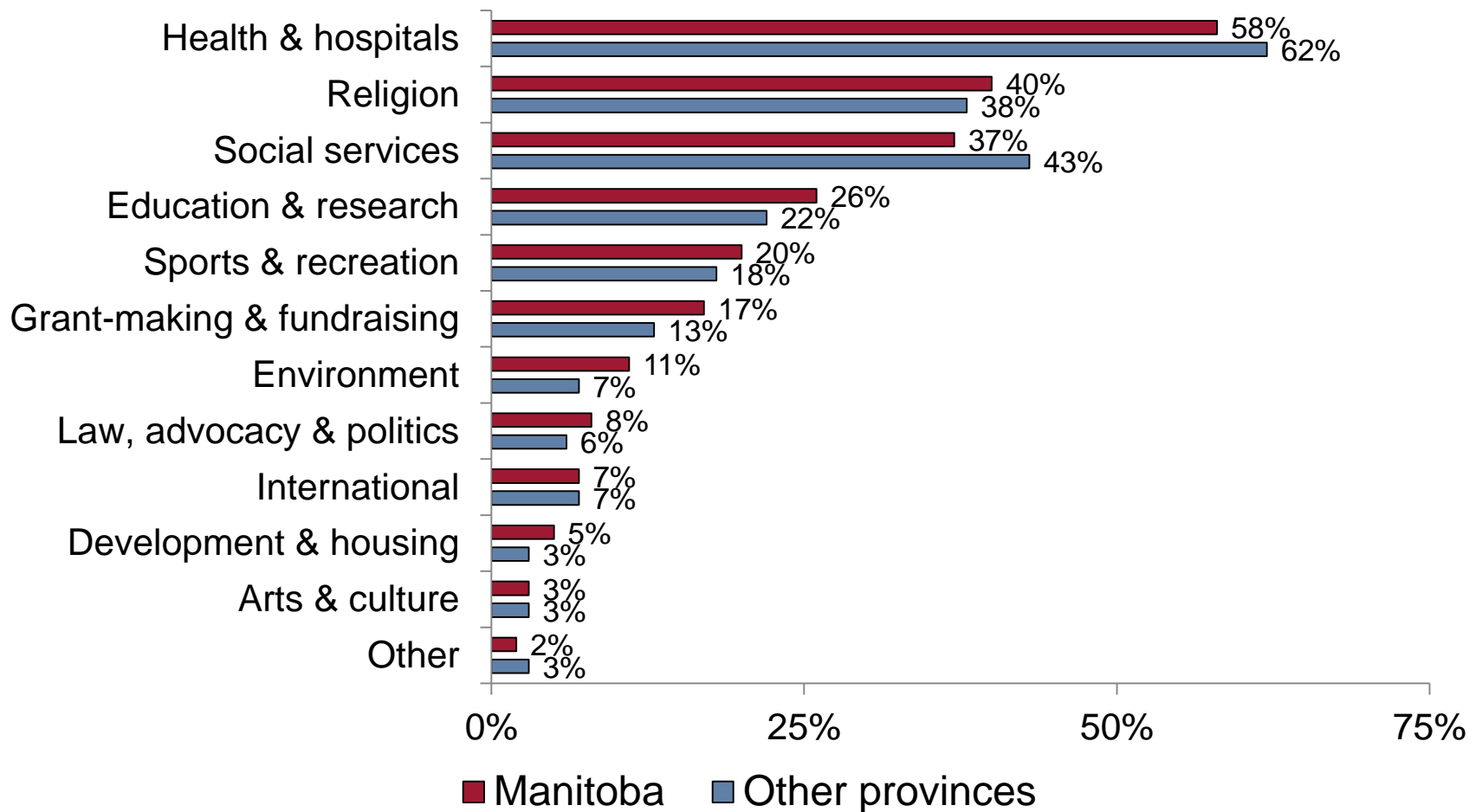
- Manitobans about as likely to donate as national average
 - Highest donation rate in Western Canada
- Donors contribute quite large amounts – average donation larger than national average
- Vast majority of the total value of donations comes from a small portion of the population
- Should anything happen to that small population, the impact on nonprofit and charitable organizations could be very significant

Types of organizations supported

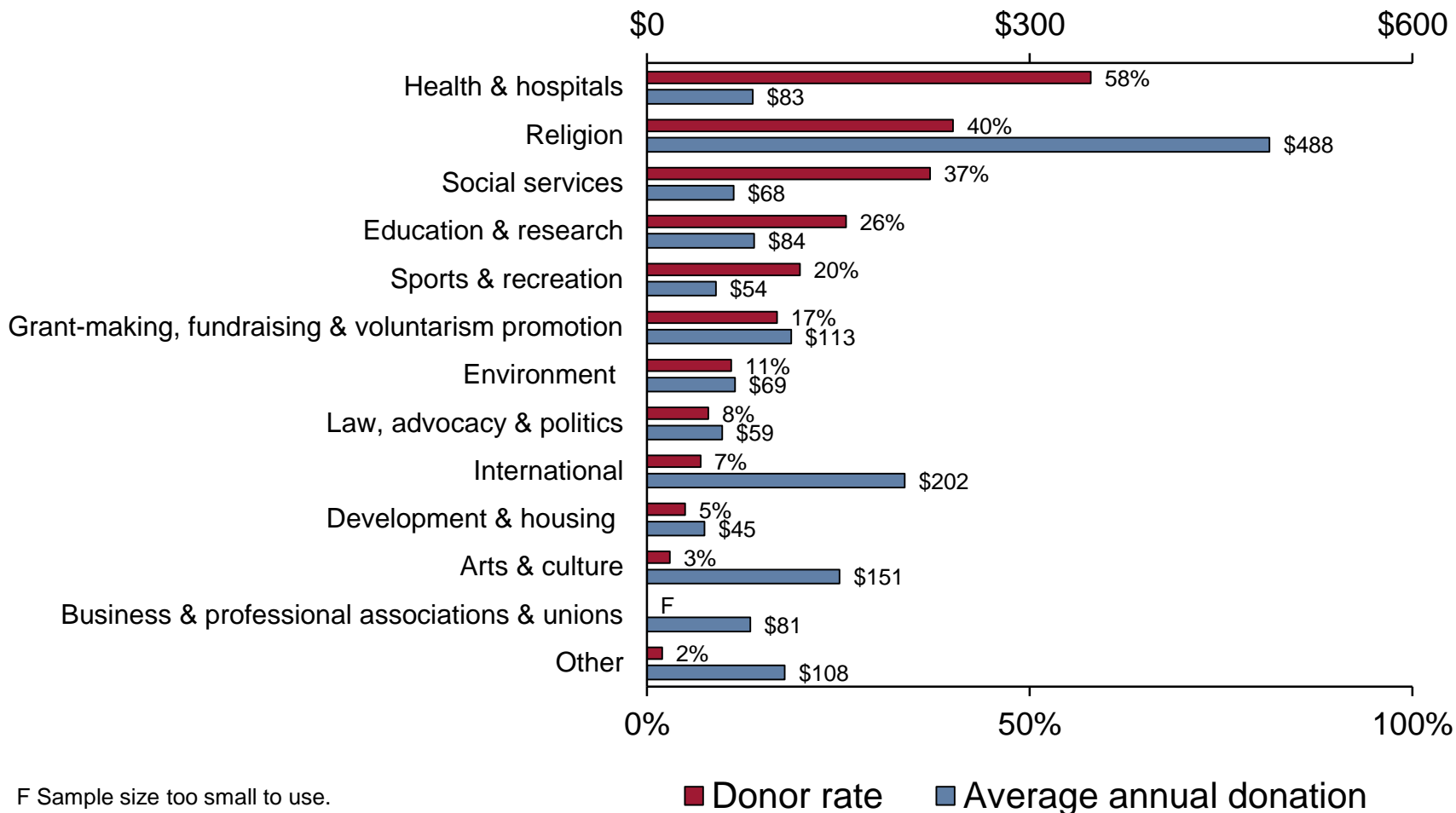
FINDINGS:

- Manitobans most likely to donate to organizations working in the areas of:
 - Health
 - Religion
 - Social services
- More likely than residents of other provinces to donate to most types of organizations
 - Health and Social services organizations exceptions to this pattern
- Very large portion of donations go to Religious organizations

Types of organizations supported

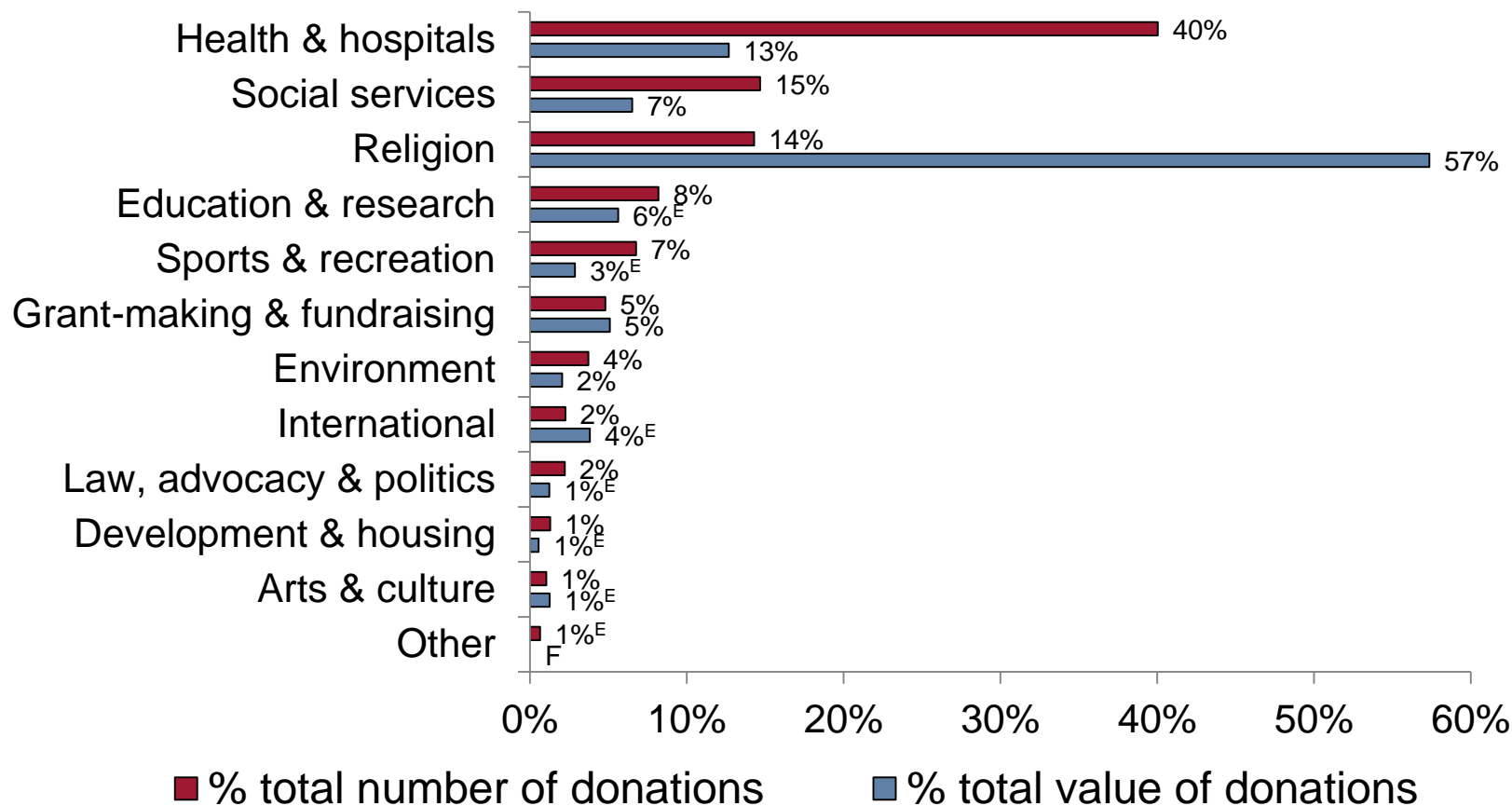


Types of organizations supported



F Sample size too small to use.

Types of organizations supported



^E Use with caution

^F Sample size too small to use.

Types of organizations supported

IMPLICATIONS:

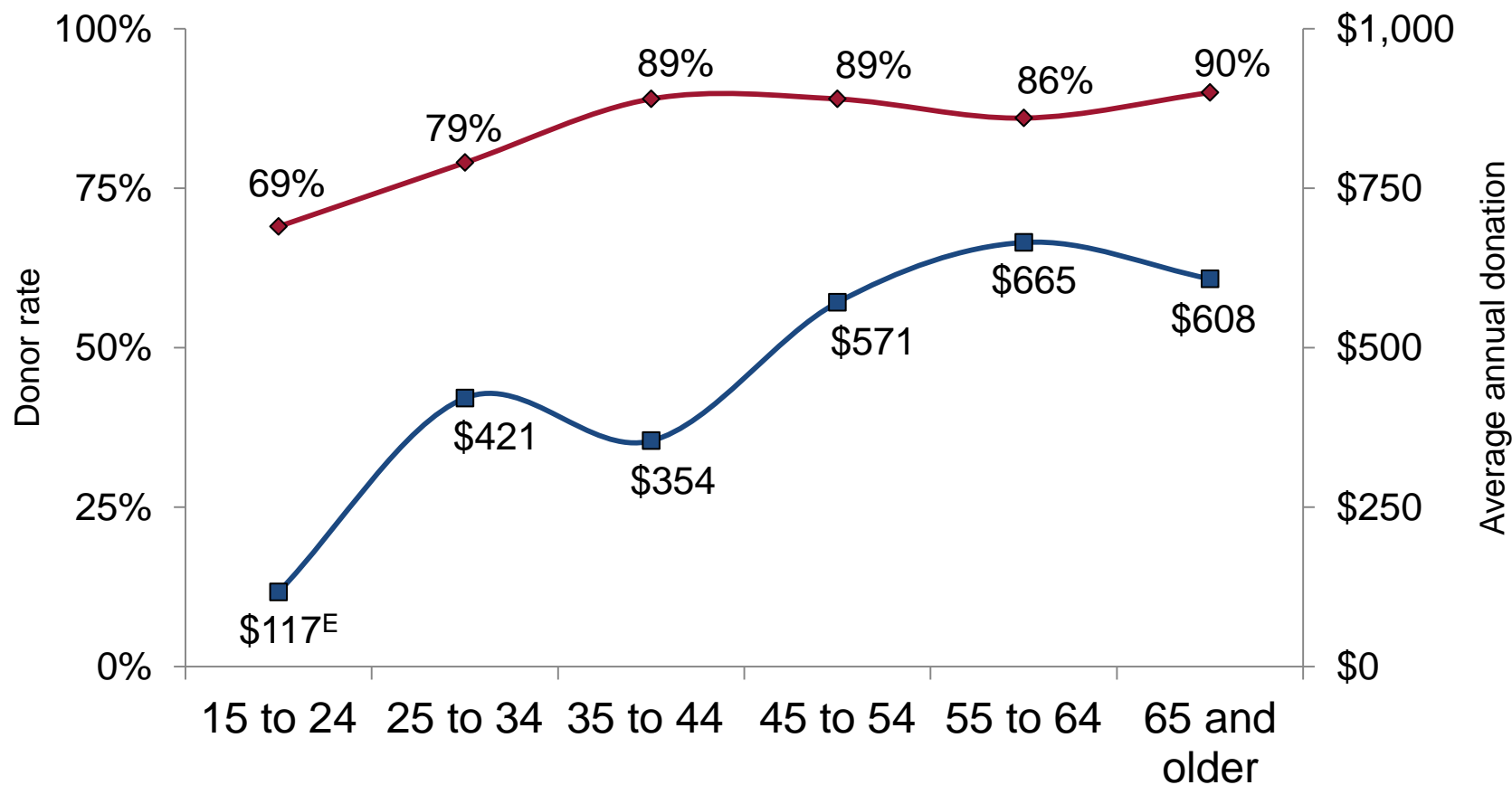
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support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

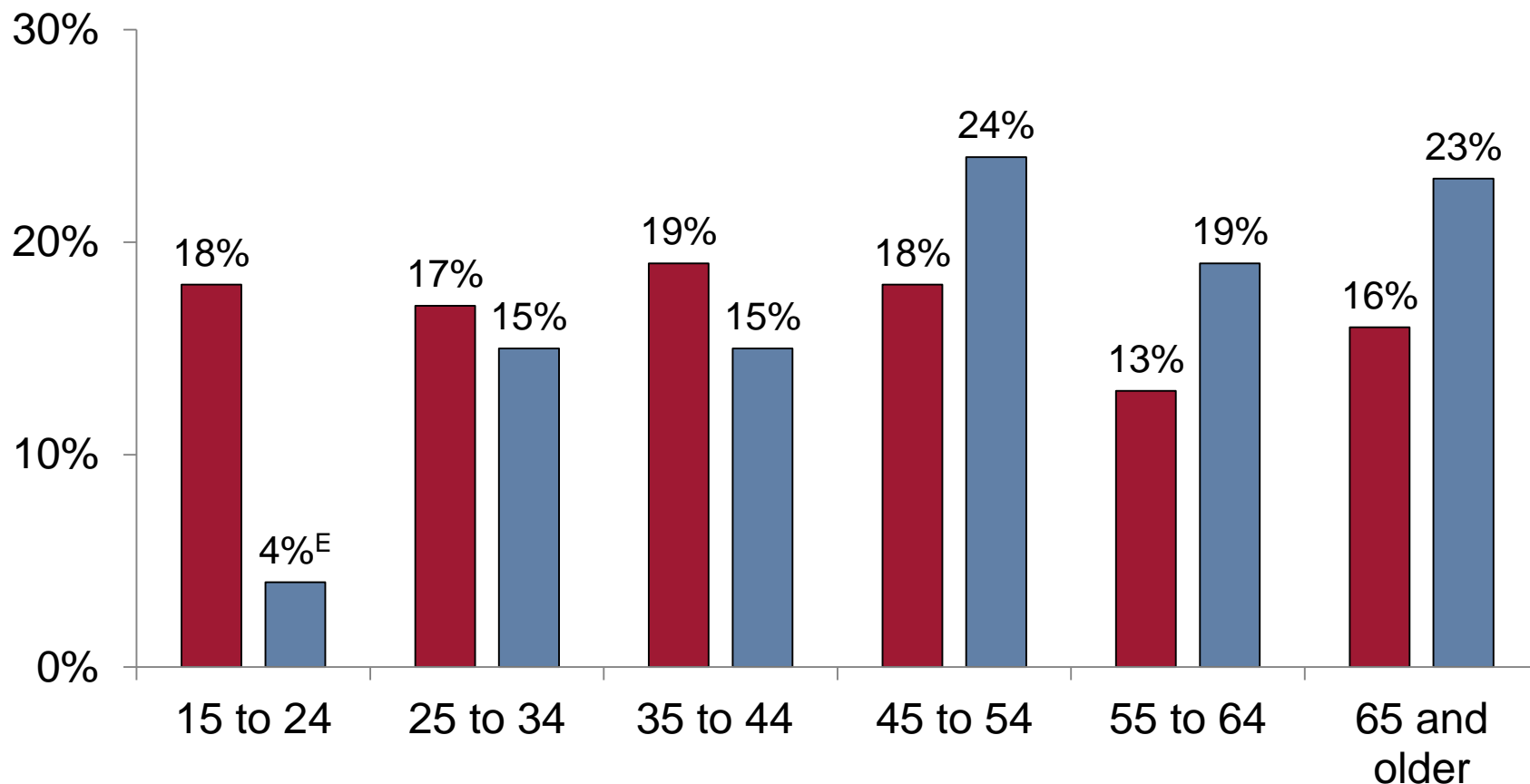
Donor characteristics: Age



^E Use with caution

◆ Donor rate ■ Average annual donation

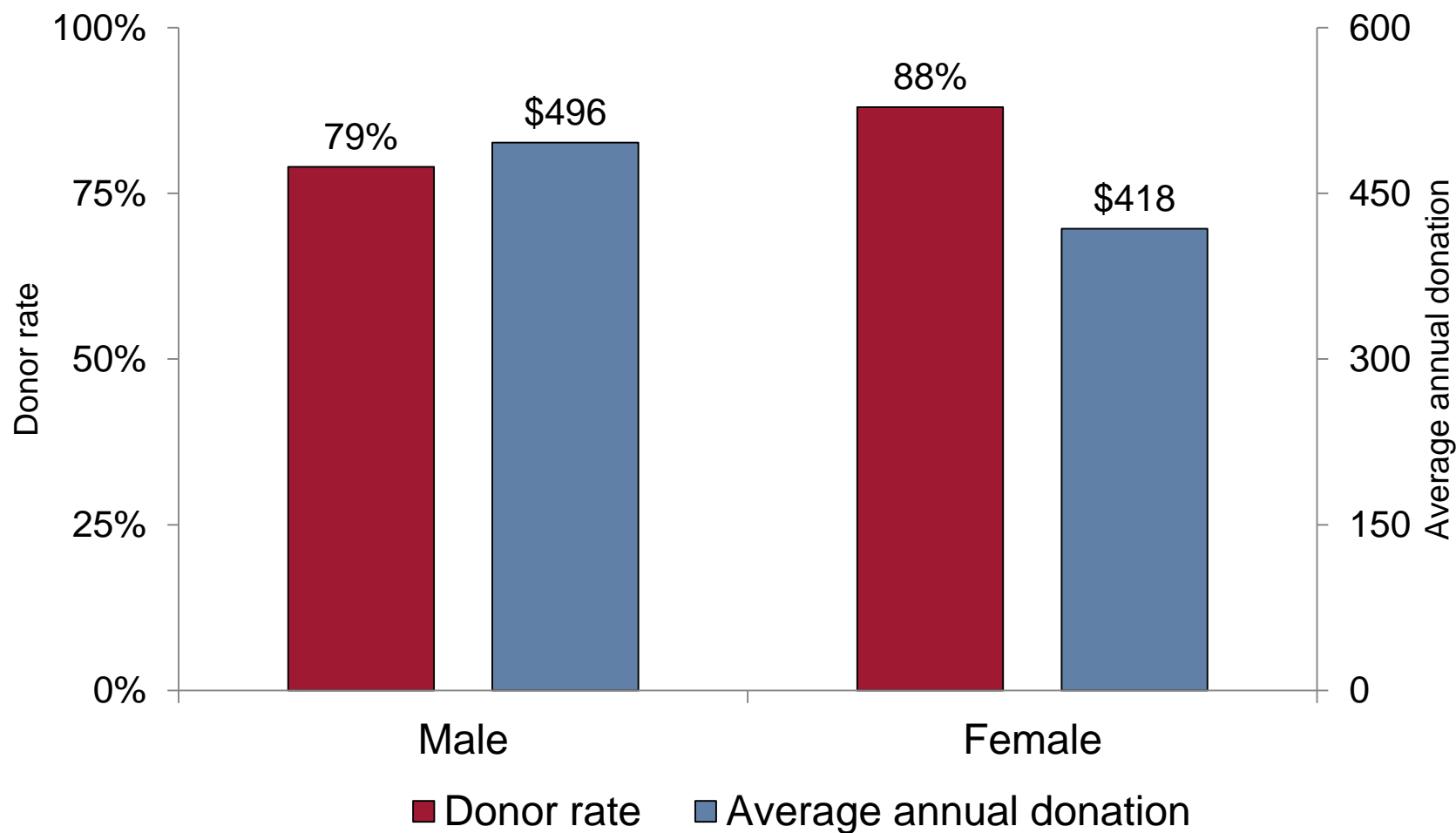
Donor characteristics: Age



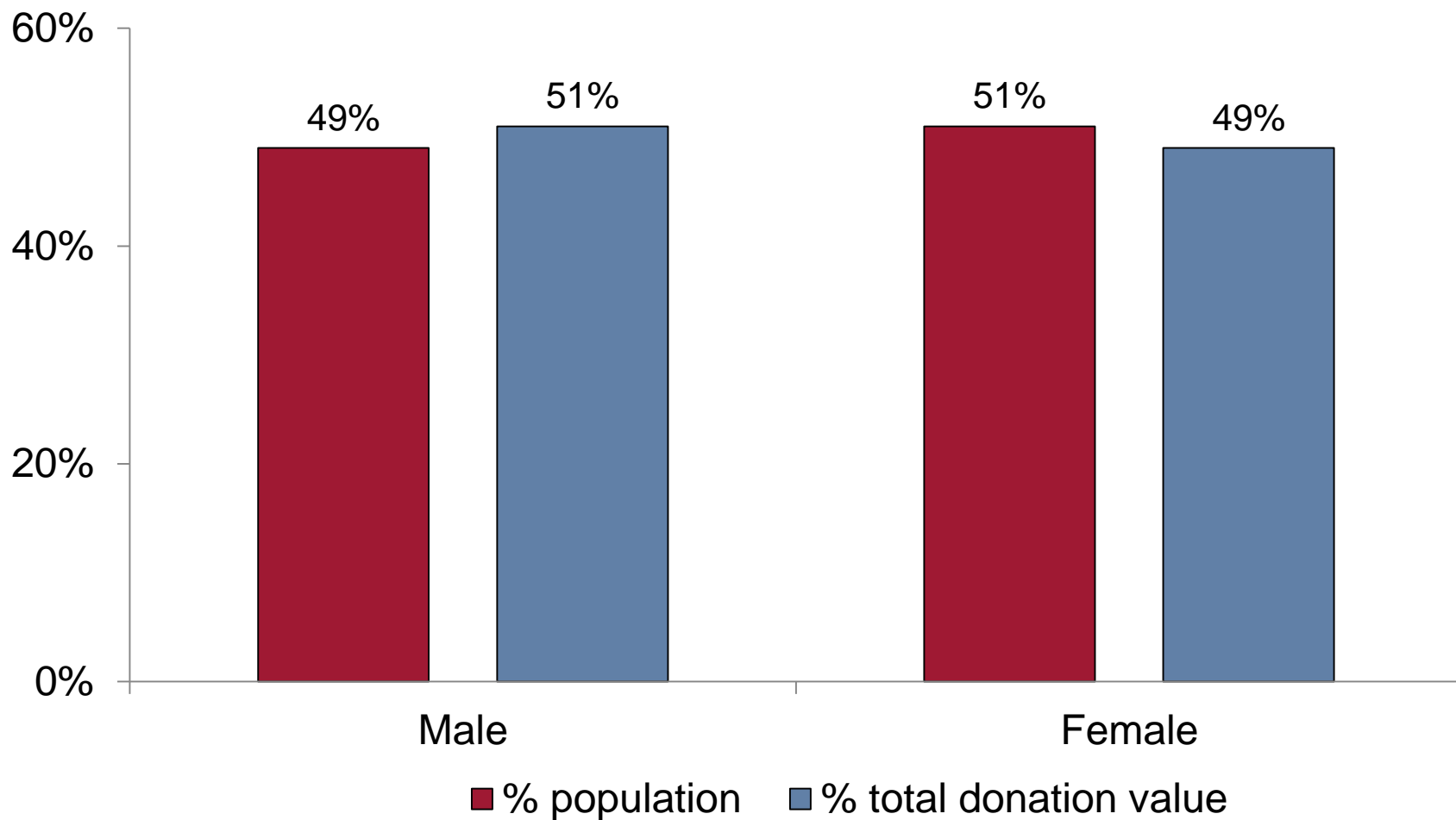
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■ % population ■ % total donation value

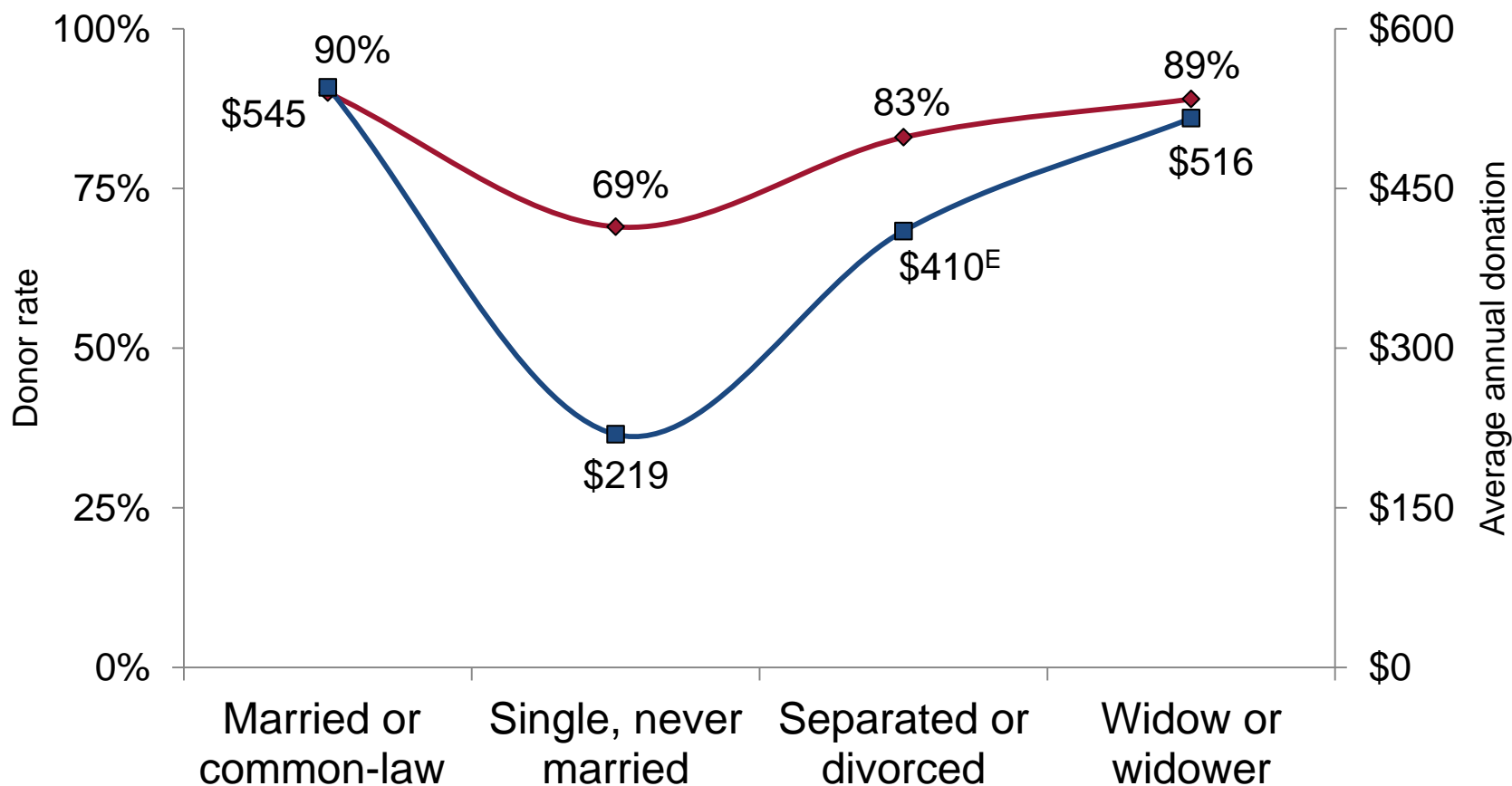
Donor characteristics: Sex



Donor characteristics: Sex



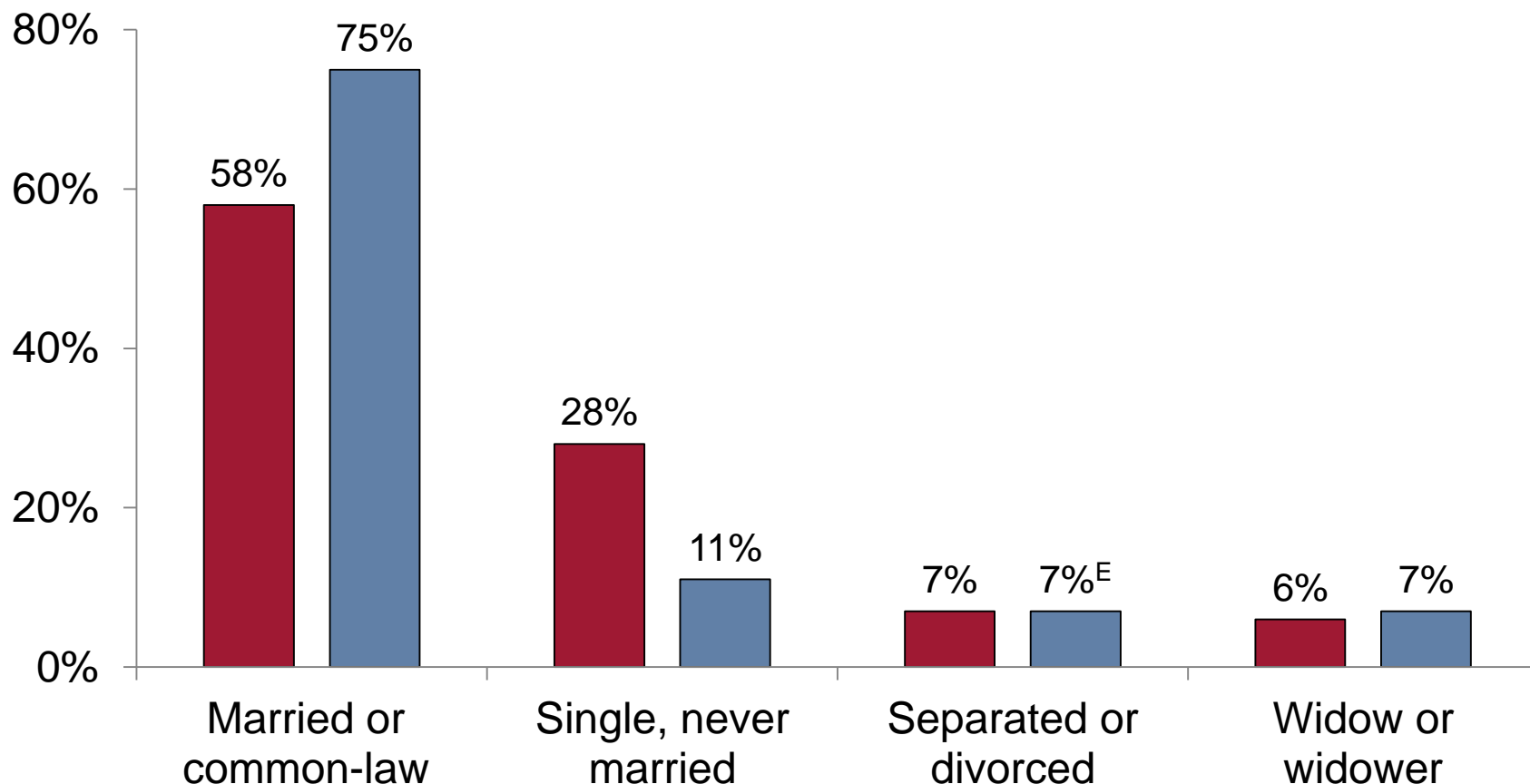
Donor characteristics: Marital status



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◆ Donor rate ■ Average annual donation

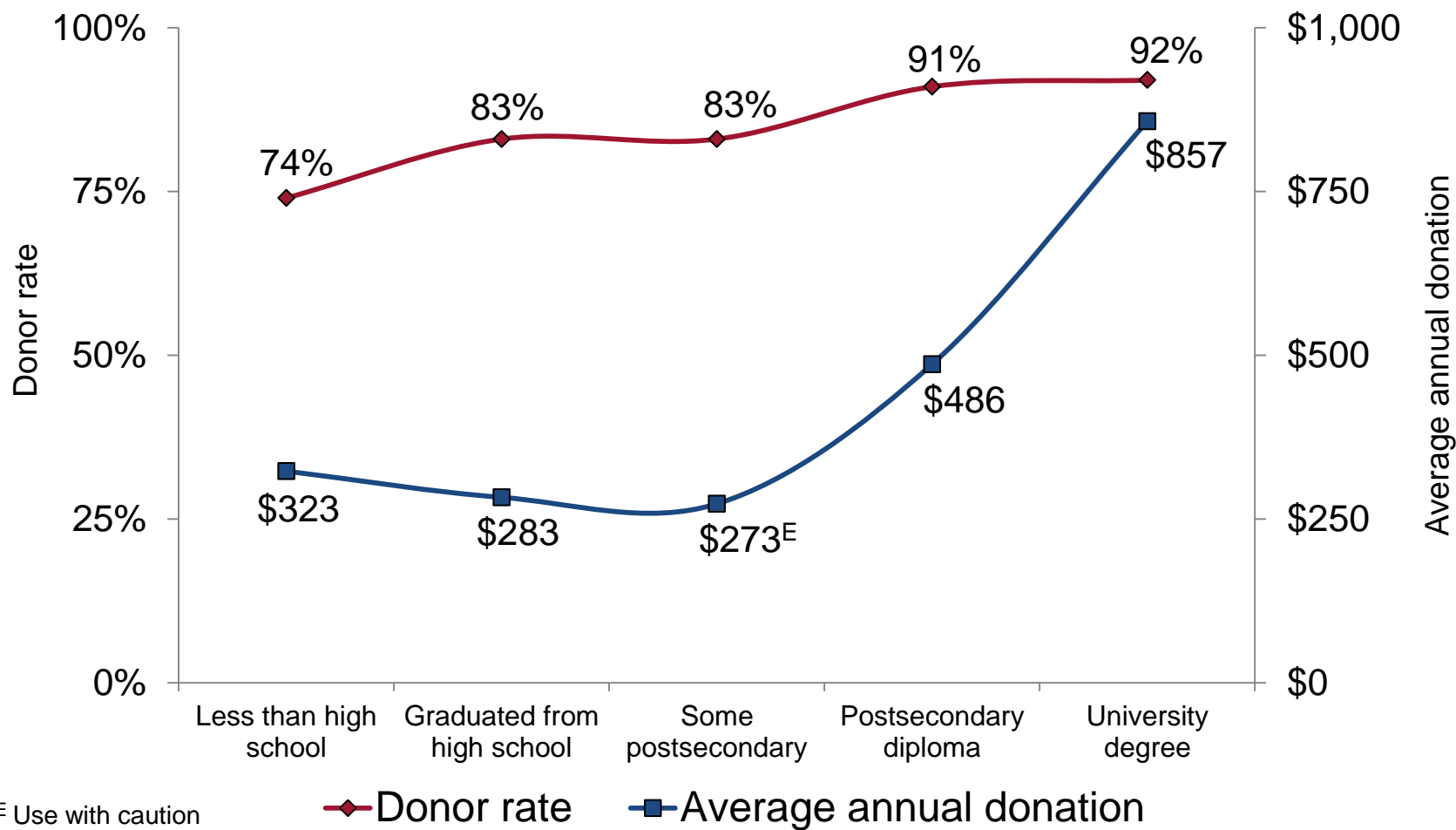
Donor characteristics: Marital status



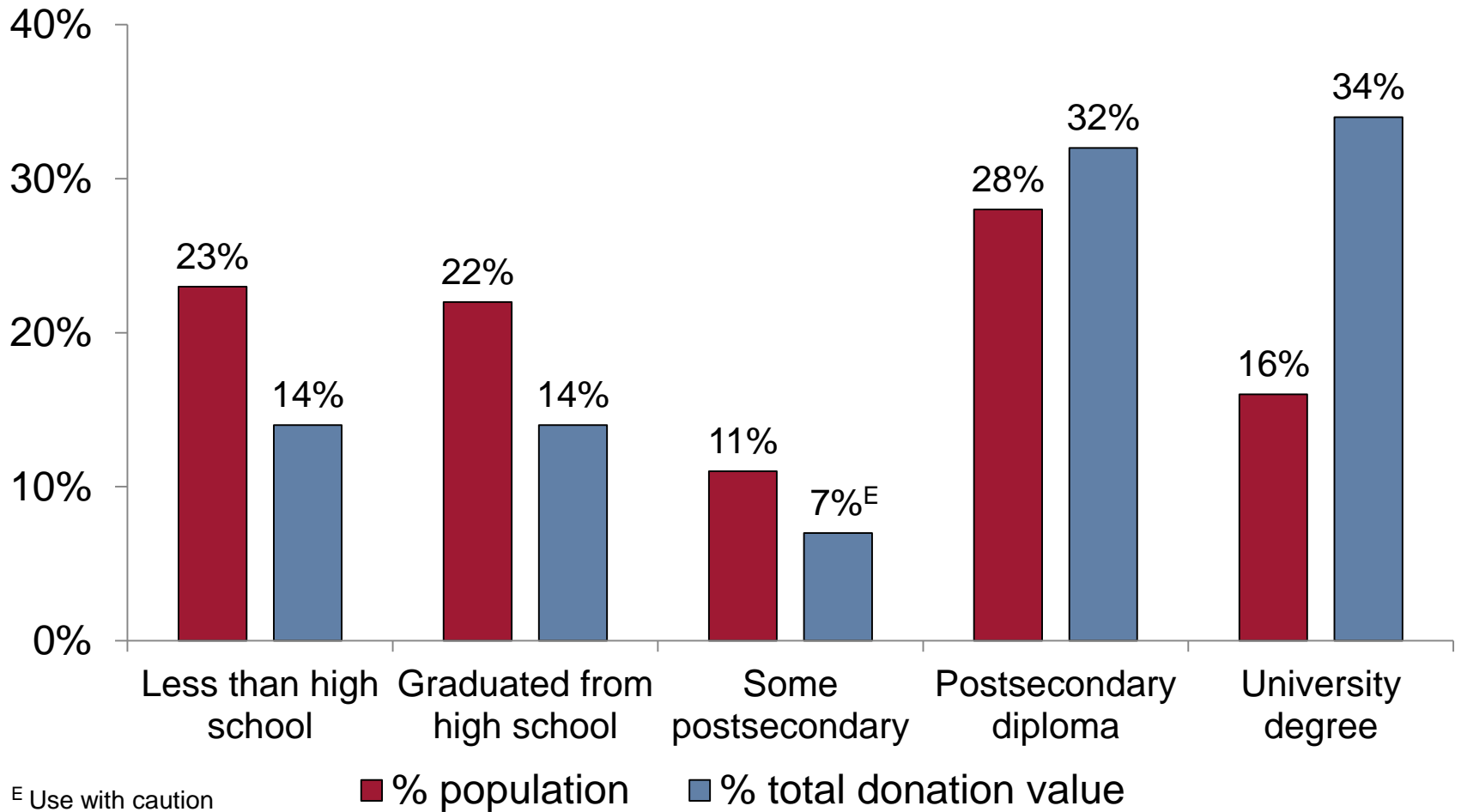
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■ % population ■ % total donation value

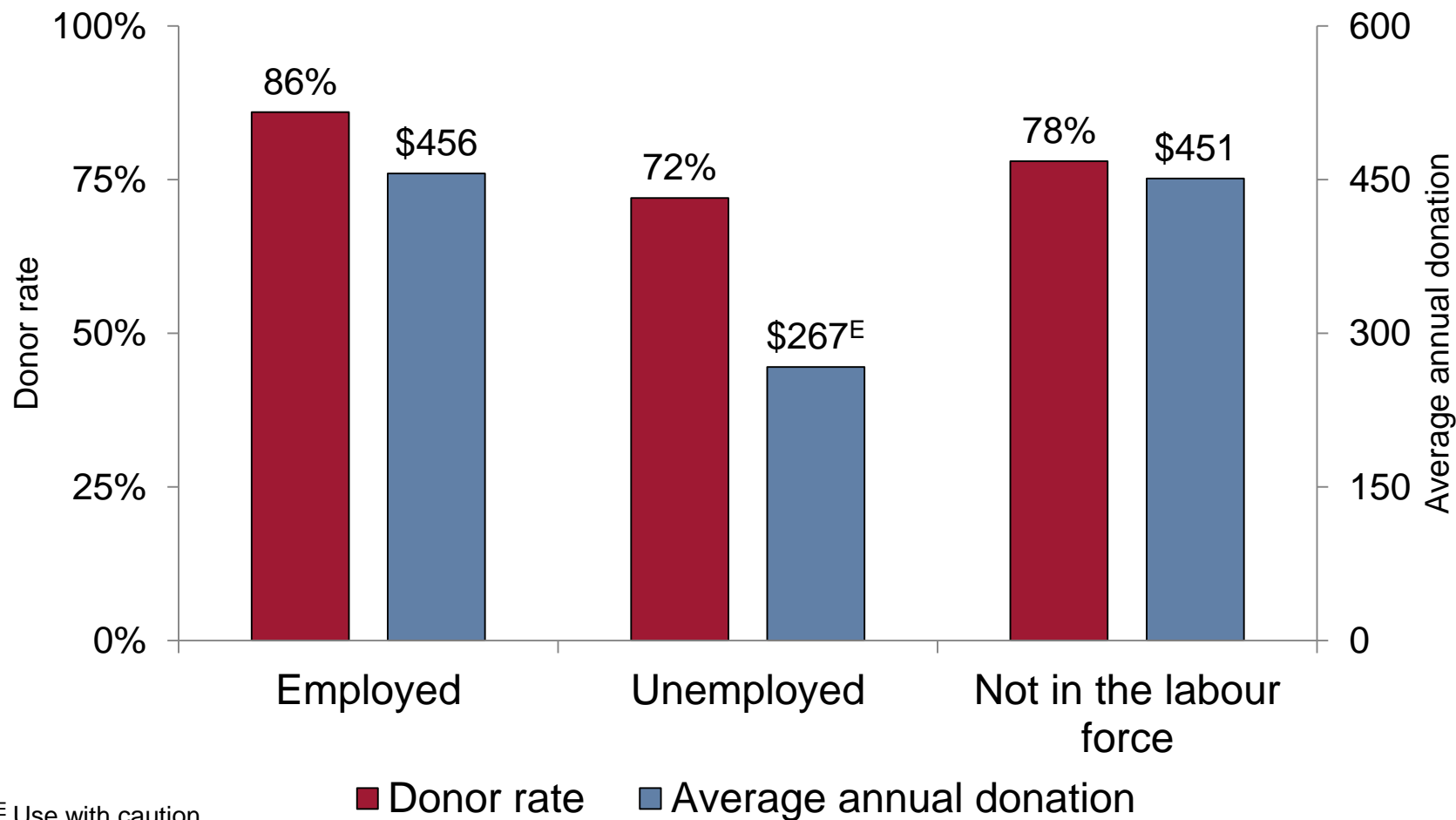
Donor characteristics: Education level



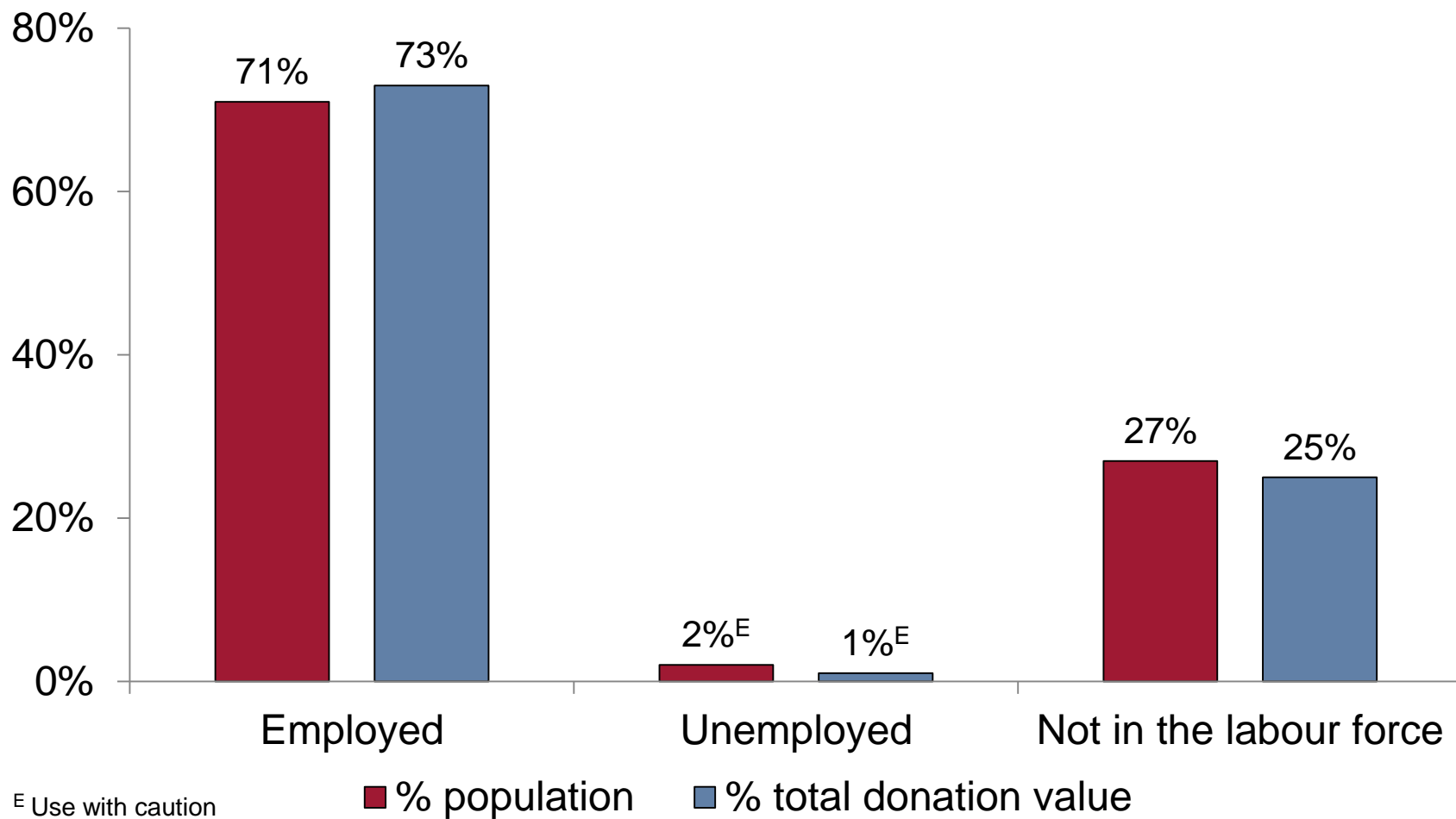
Donor characteristics: Education level



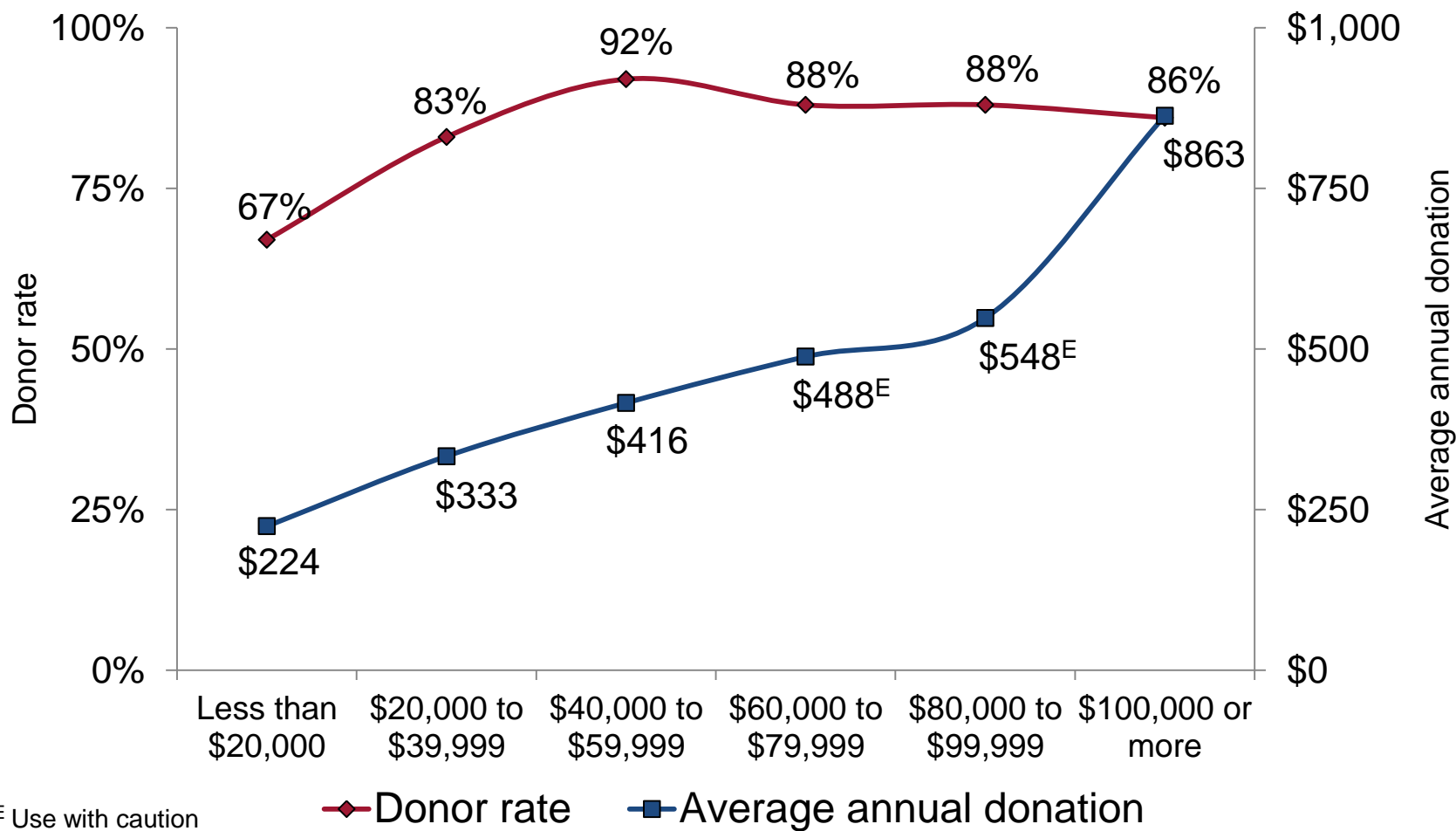
Donor characteristics: Labour force status



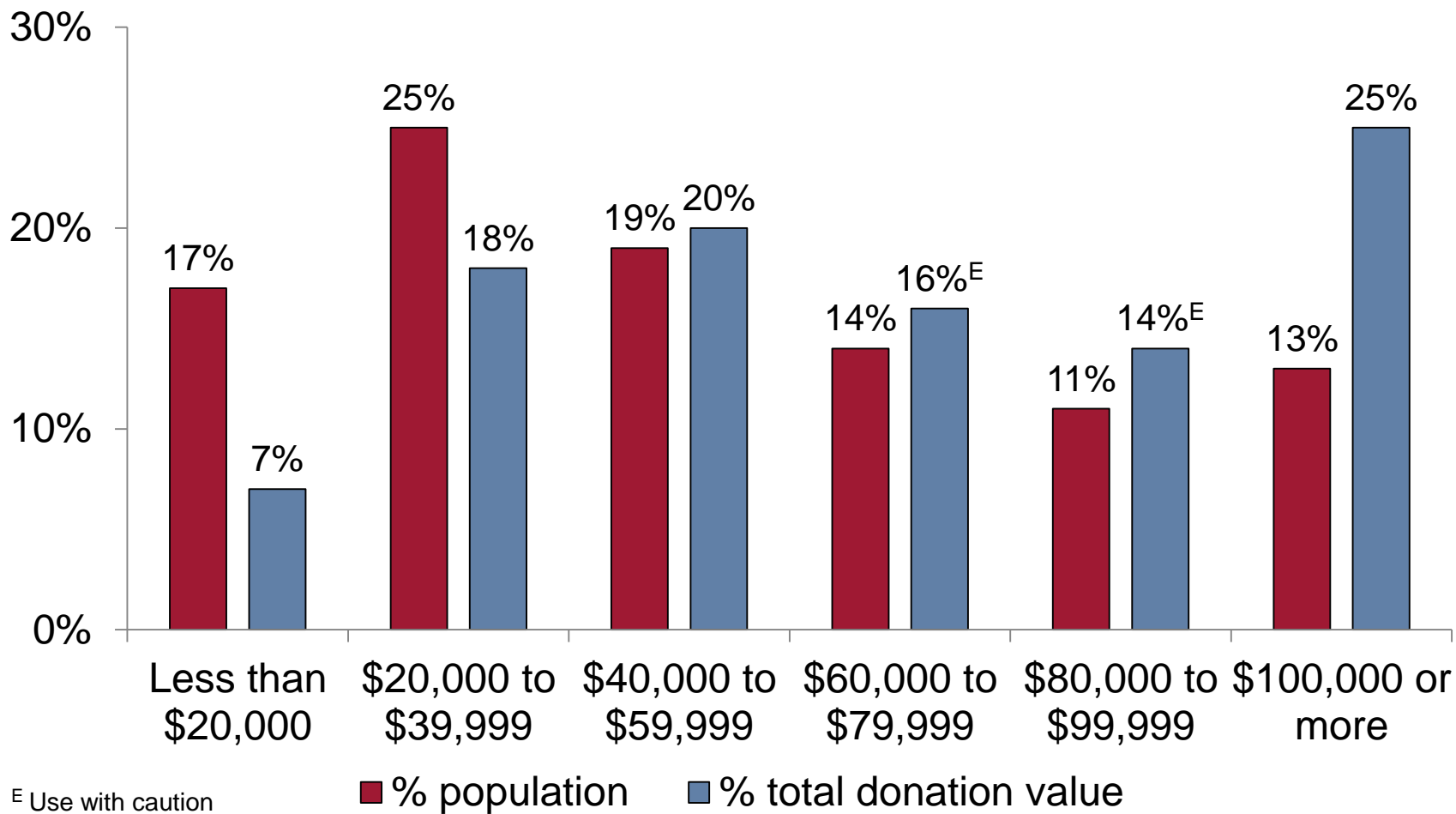
Donor characteristics: Labour force status



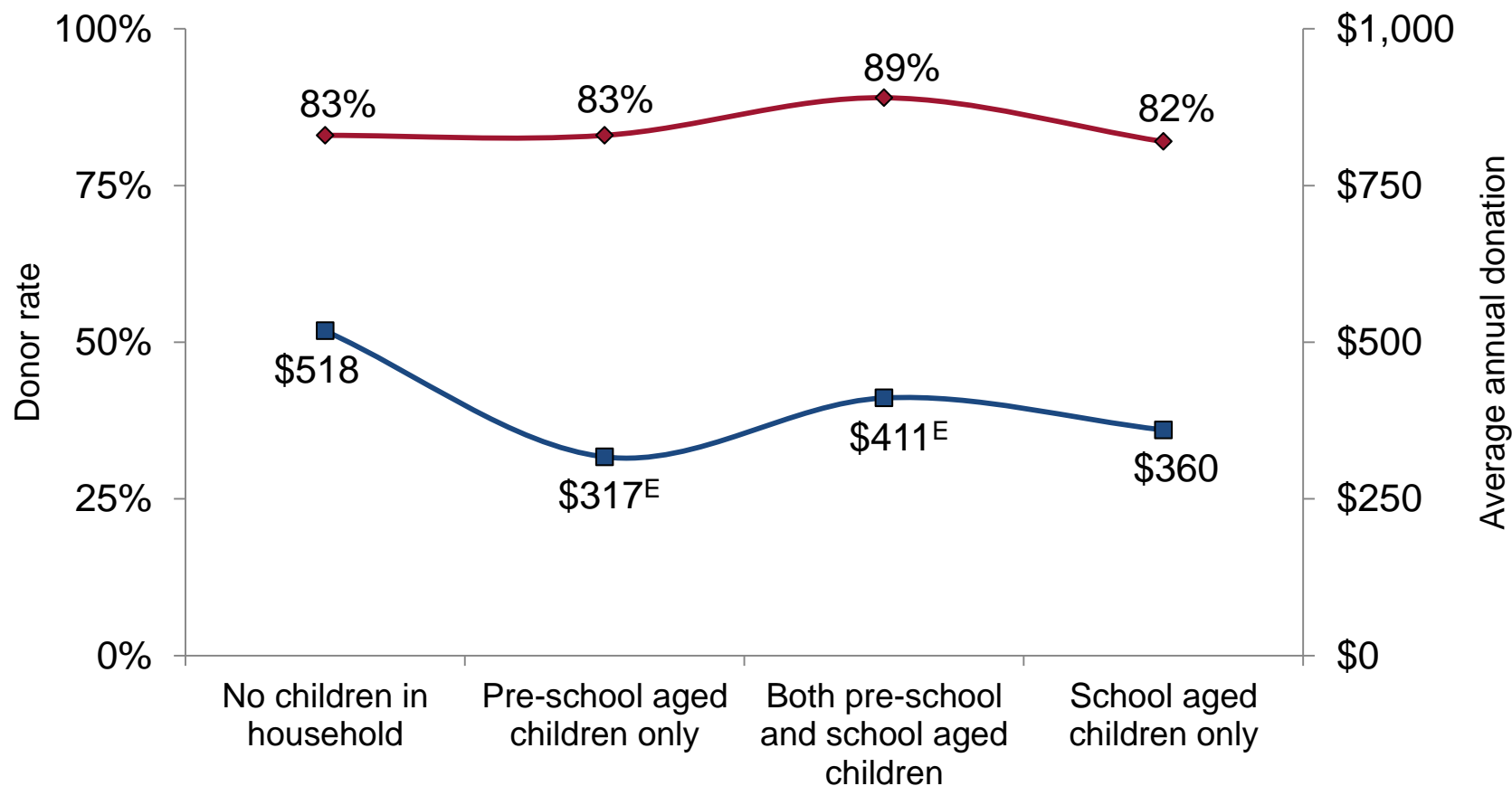
Donor characteristics: Household income



Donor characteristics: Household income



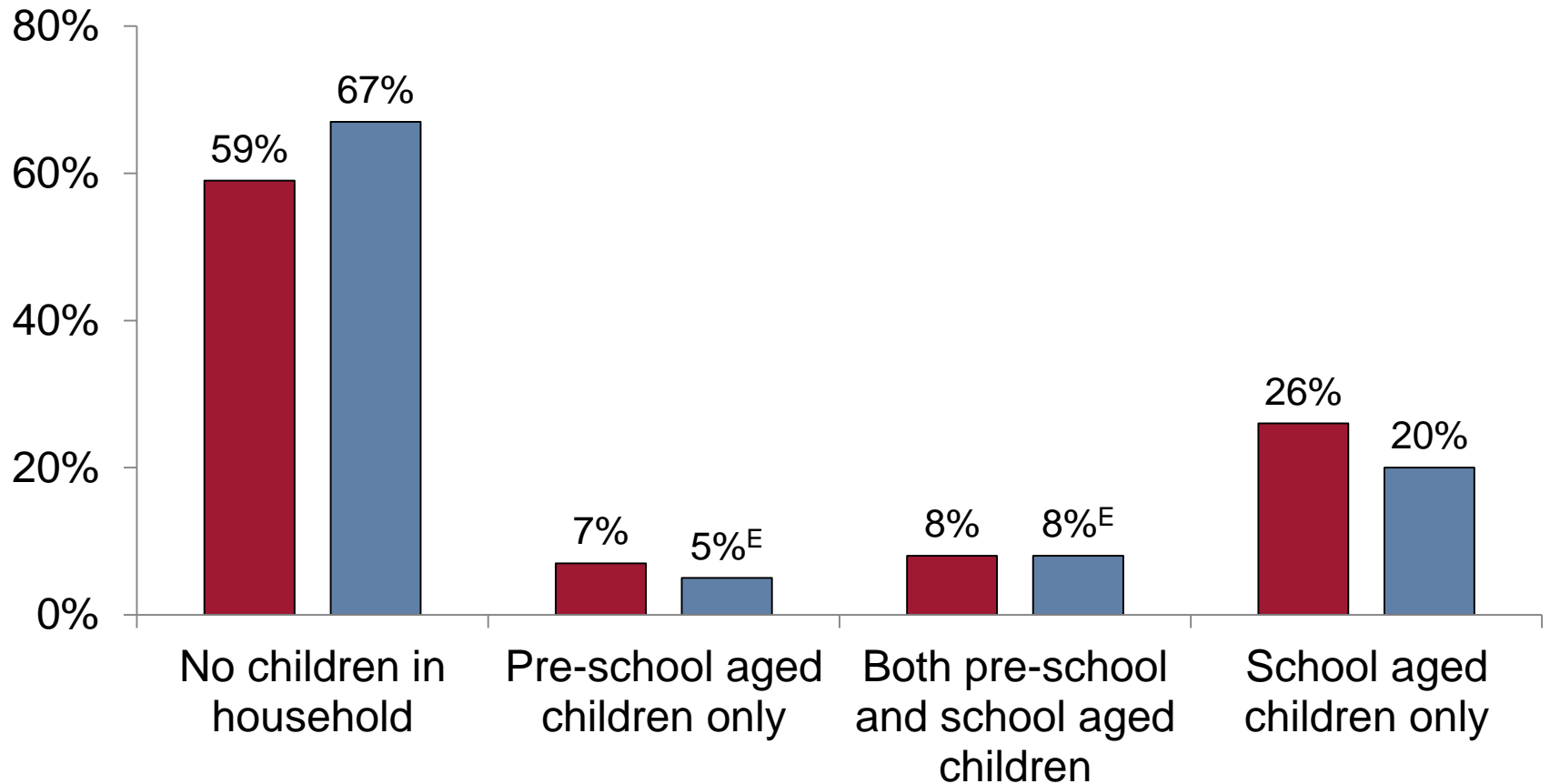
Donor characteristics: Presence of children



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◆ Donor rate ■ Average annual donation

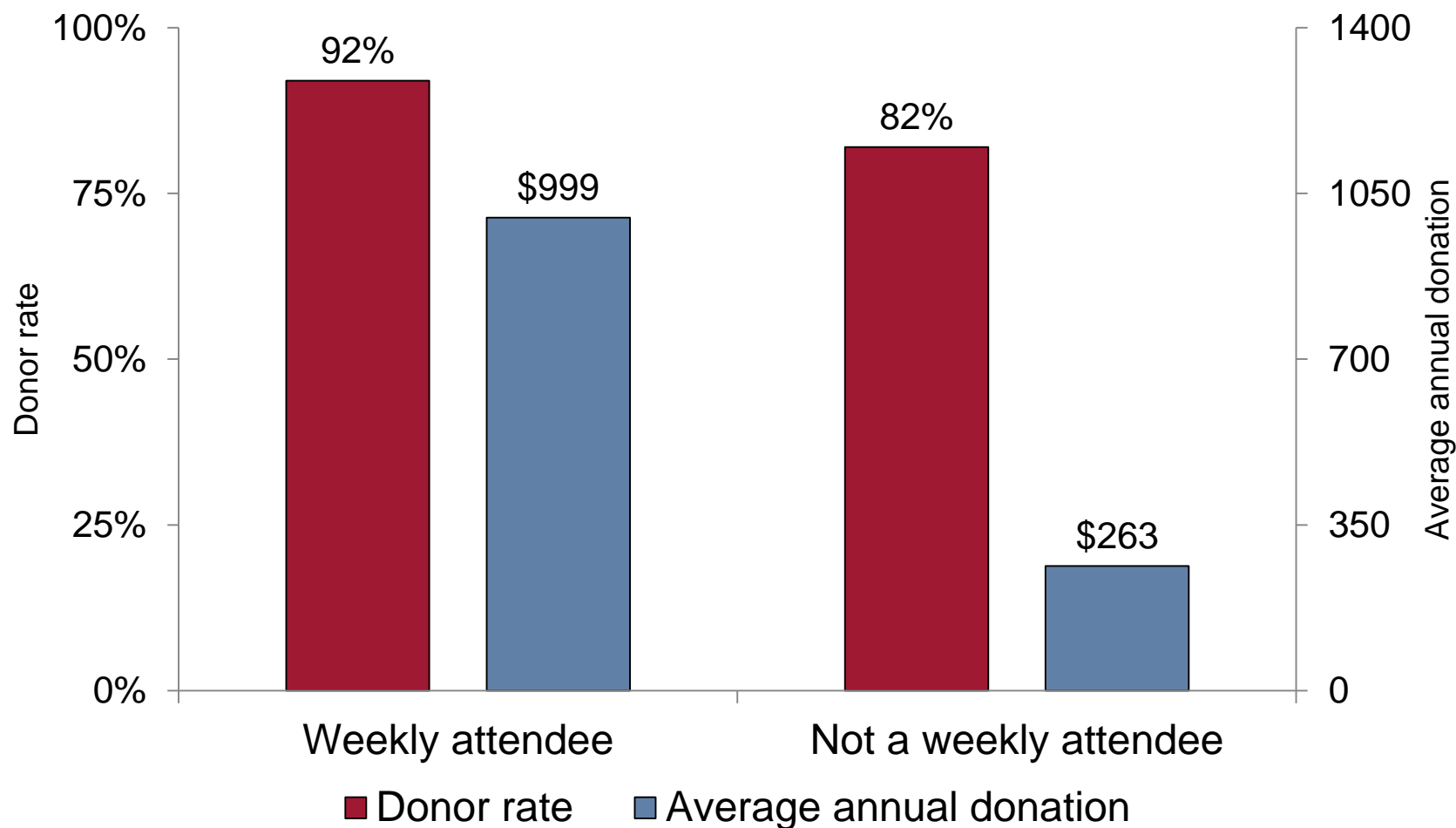
Donor characteristics: Presence of children



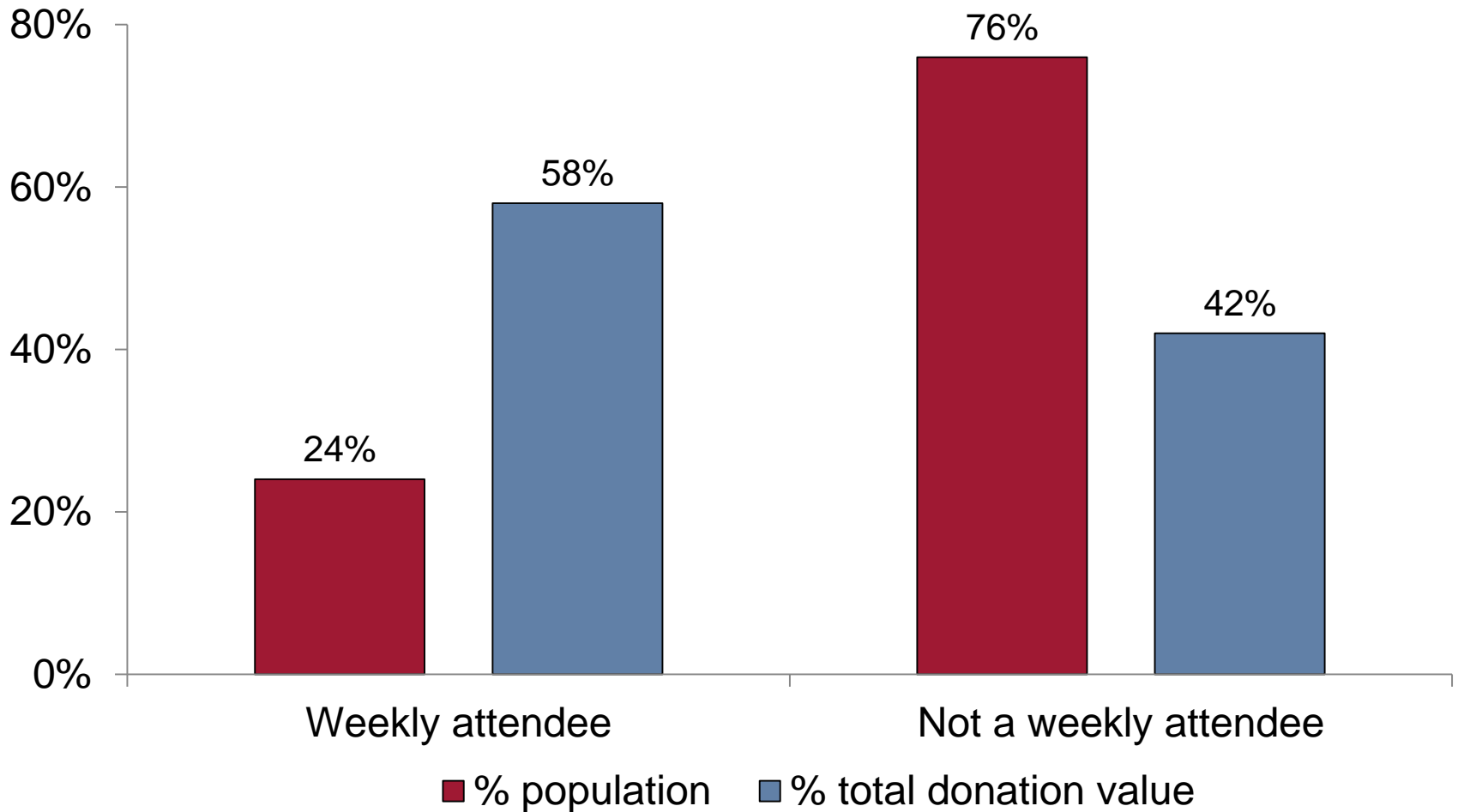
^E Use with caution

■ % 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 postsecondary diploma or university degree
 - Had an annual household income of \$60,000 or more
 - Had no children present in the household
 - Attended religious services on a weekly basis

Donor characteristics

IMPLICATIONS:

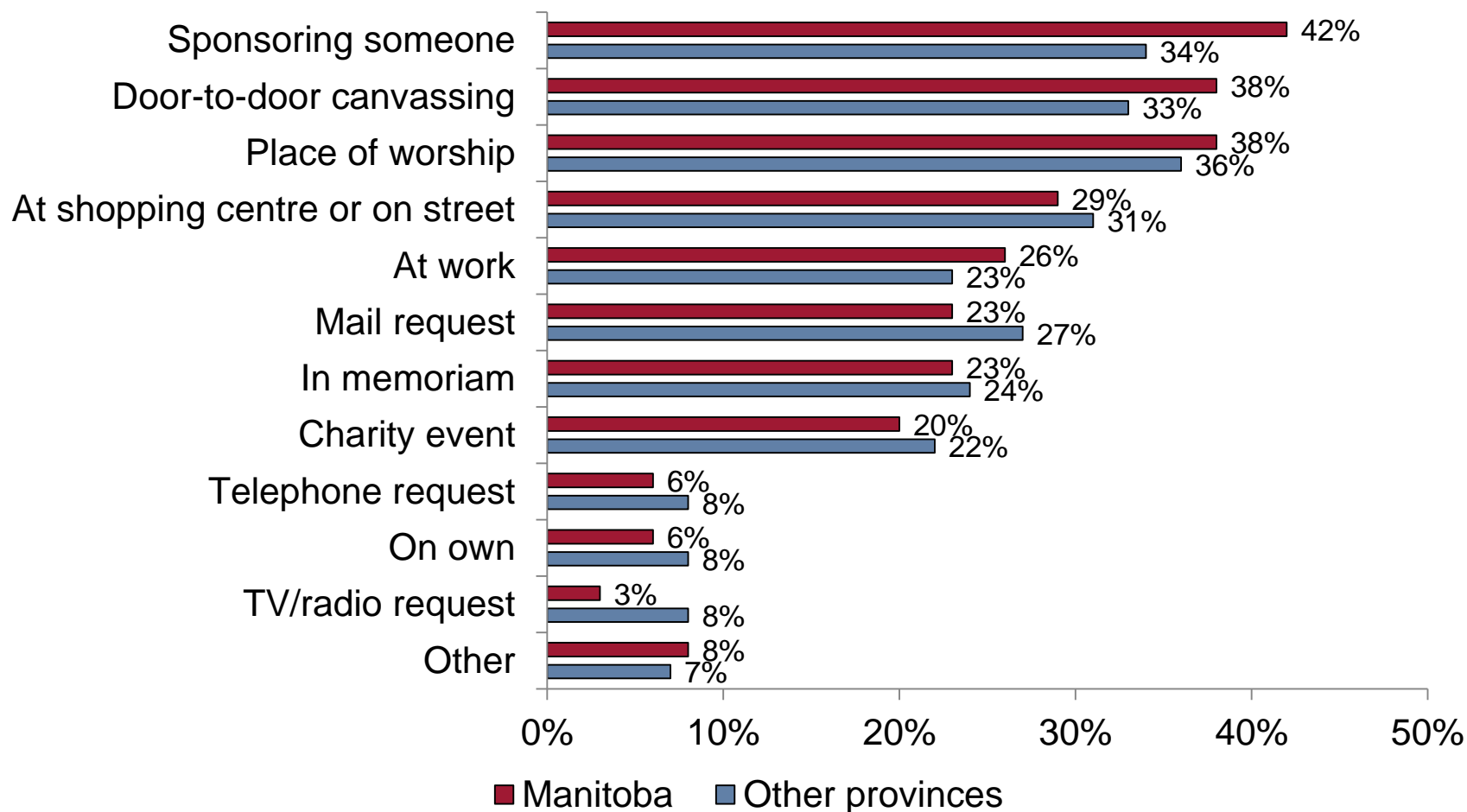
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the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

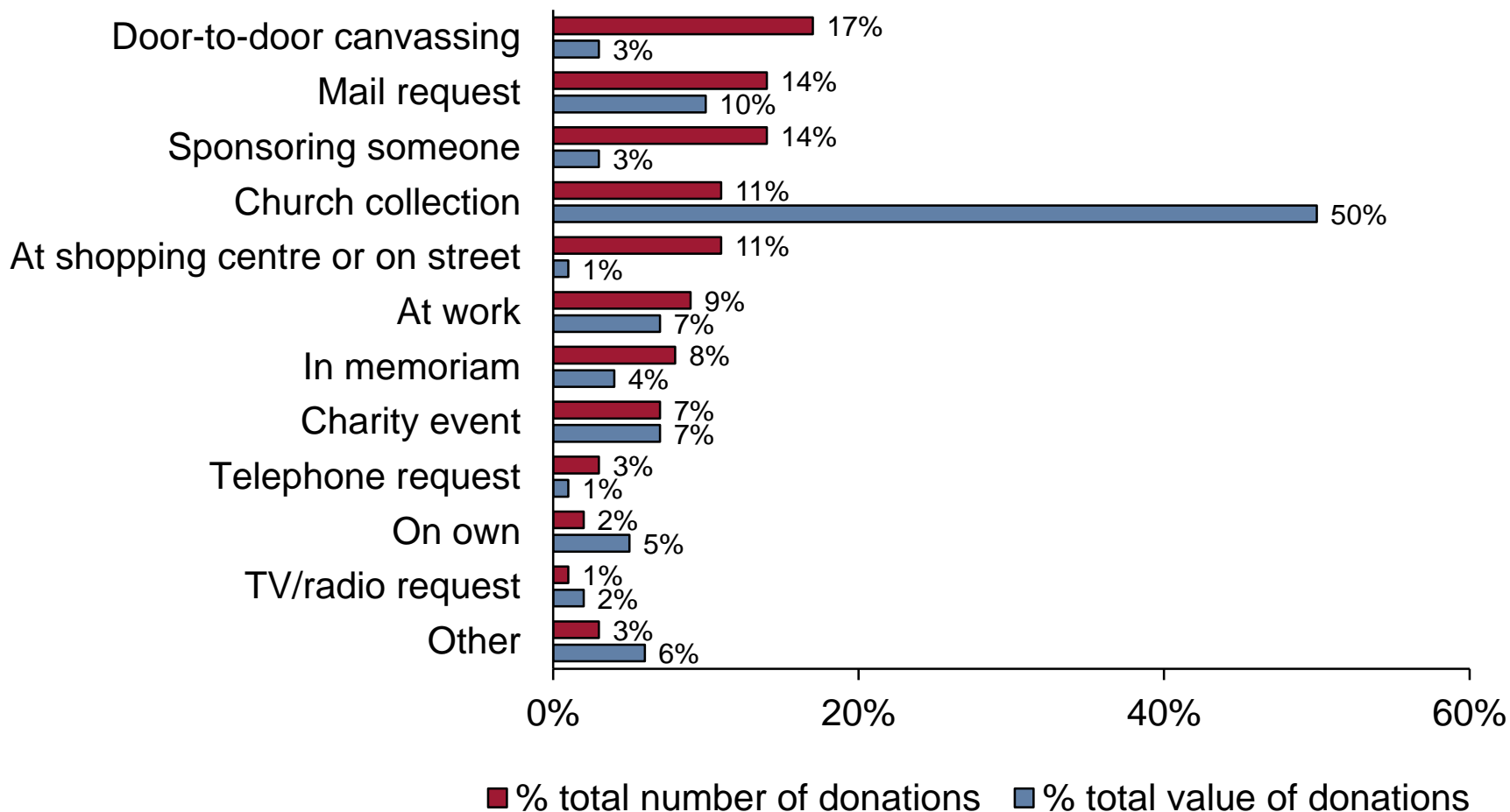
FINDINGS:

- Manitobans most likely to donate by sponsoring someone, through a place of worship, or in response to door-to-door canvassing
- More likely than residents of other provinces to donate through:
 - Sponsoring someone
 - In response to door-to-door canvassing
- Slightly less likely to donate in many less common way, particularly in response to mail requests
- Bulk of money donated through places of worship
 - Other lucrative methods include mail requests, donations at work

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

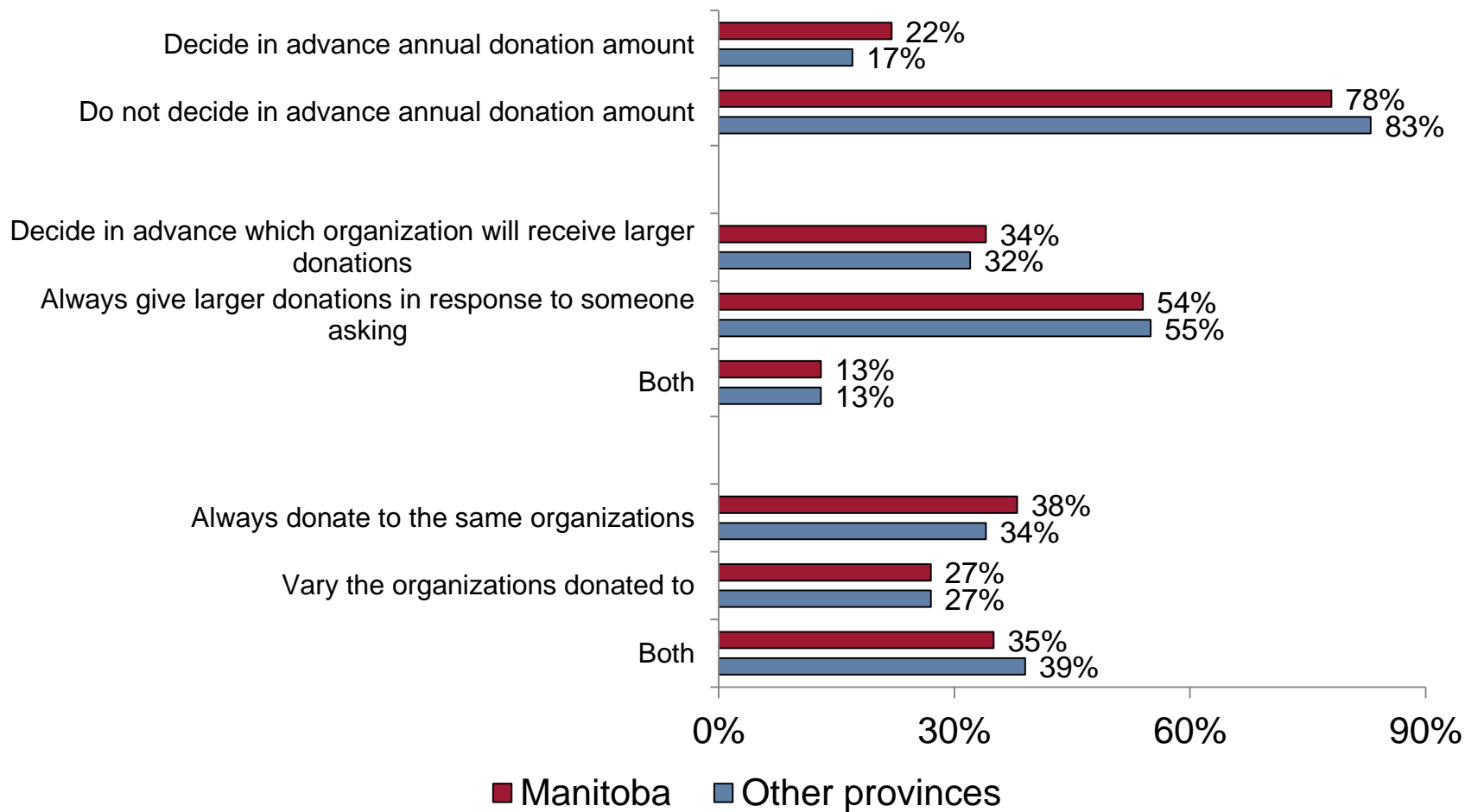
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

Donations and decision making

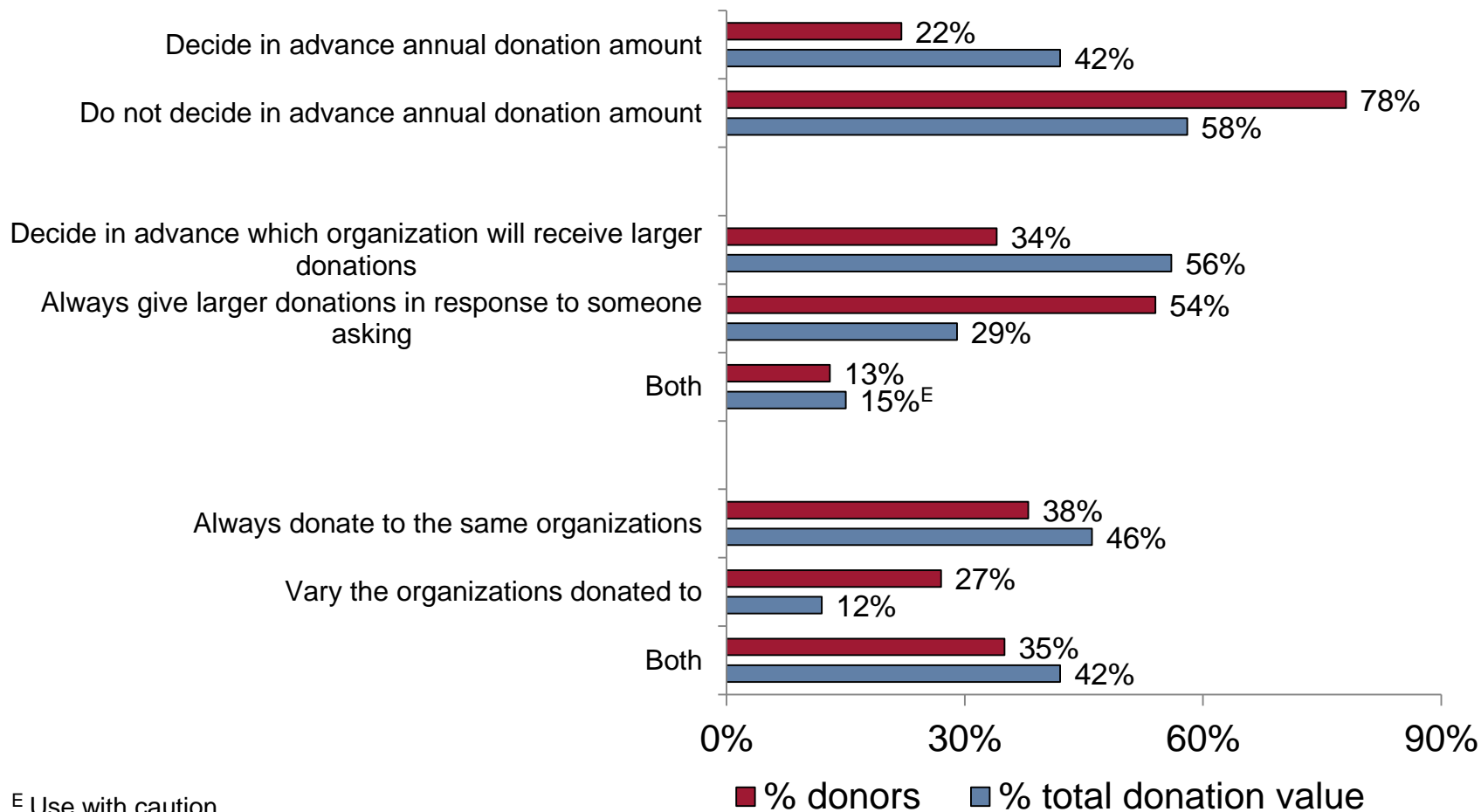
FINDINGS:

- Manitobans somewhat more likely than donors in other provinces to plan their donations in advance
 - Those who decide in advance the amounts they will give and which organizations they will support with their larger donations donate disproportionately large amounts
- Also more likely to give to the same organizations from year to year
 - Those who support the same organizations repeatedly give disproportionately large amounts
 - Mixed strategy also important

Pattern of Giving



Decision-making for large donations



Donations and decision making

IMPLICATIONS:

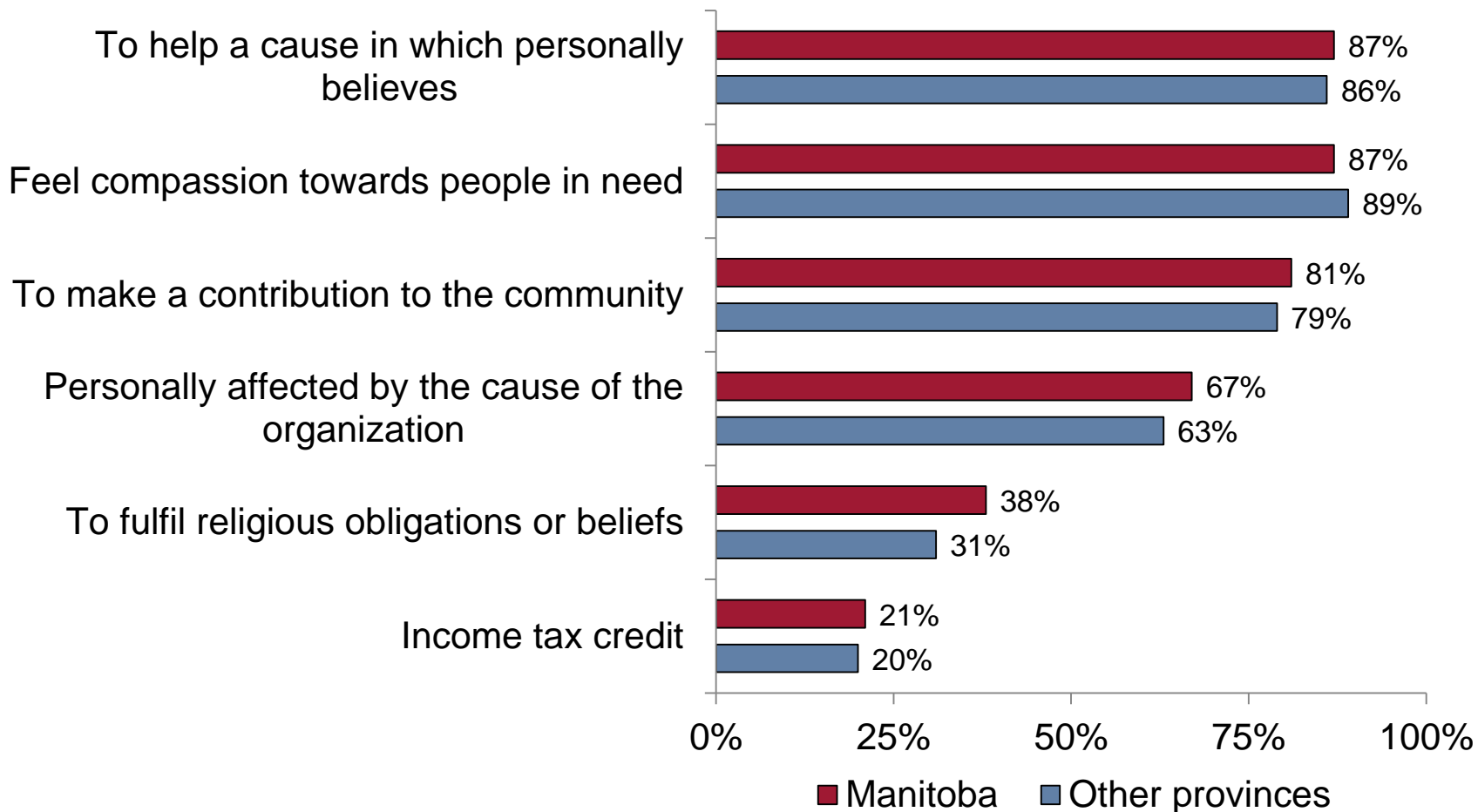
- Generally donors practicing planned or mixed strategies have a better 'yield' for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

Motivations

FINDINGS:

- Manitoban 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
- Least likely to donate:
 - To fulfill religious obligations or beliefs
 - Tax credits from government
- Manitobans less likely than donors from other provinces to donate because:
 - Religious obligations or beliefs
 - Personally affected by the cause of the organization

Motivations

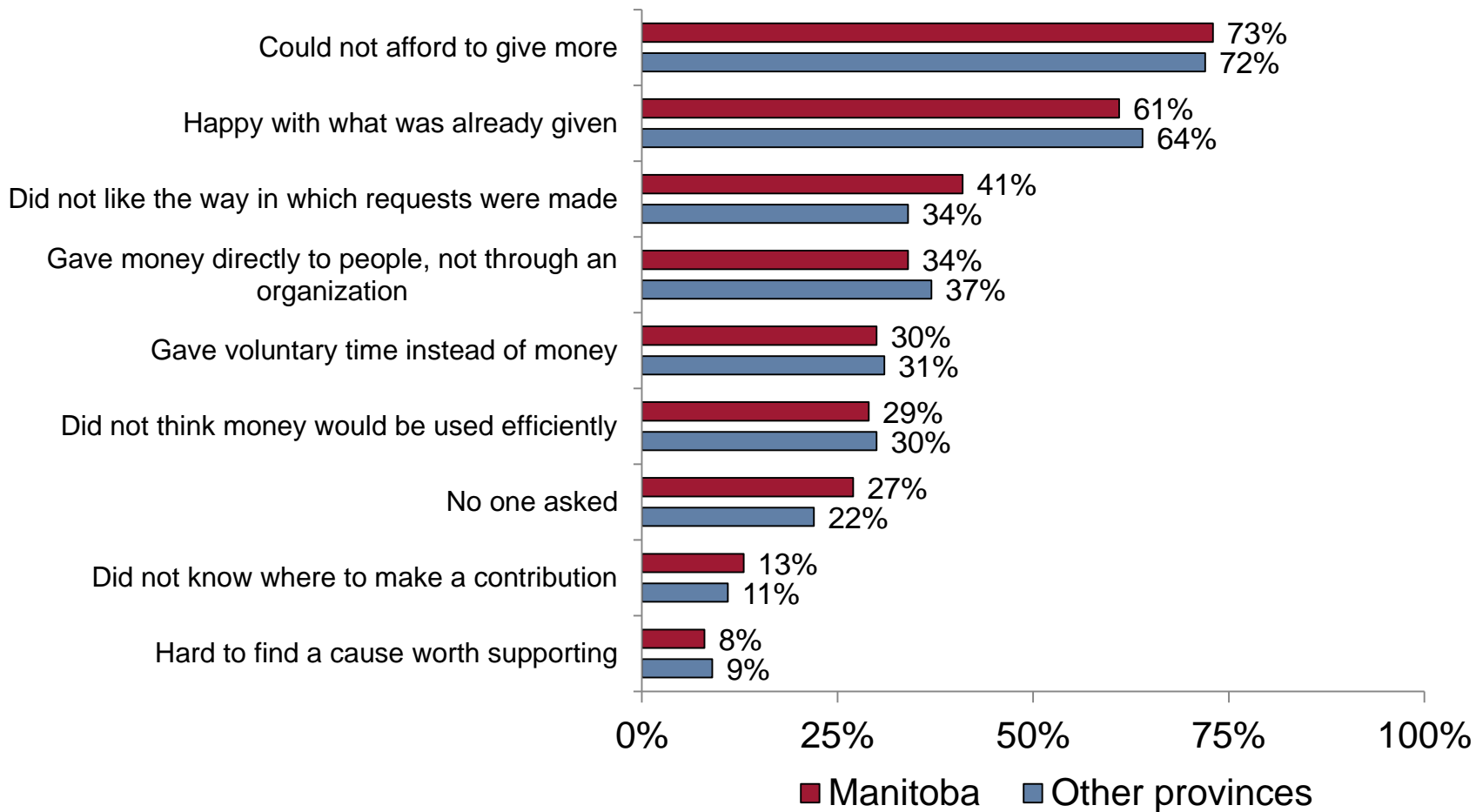


Barriers

FINDINGS:

- Manitoban 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
- Manitobans somewhat more likely than donors in other provinces not to like how requests for donations were made

Barriers to donating more



Motivations and barriers

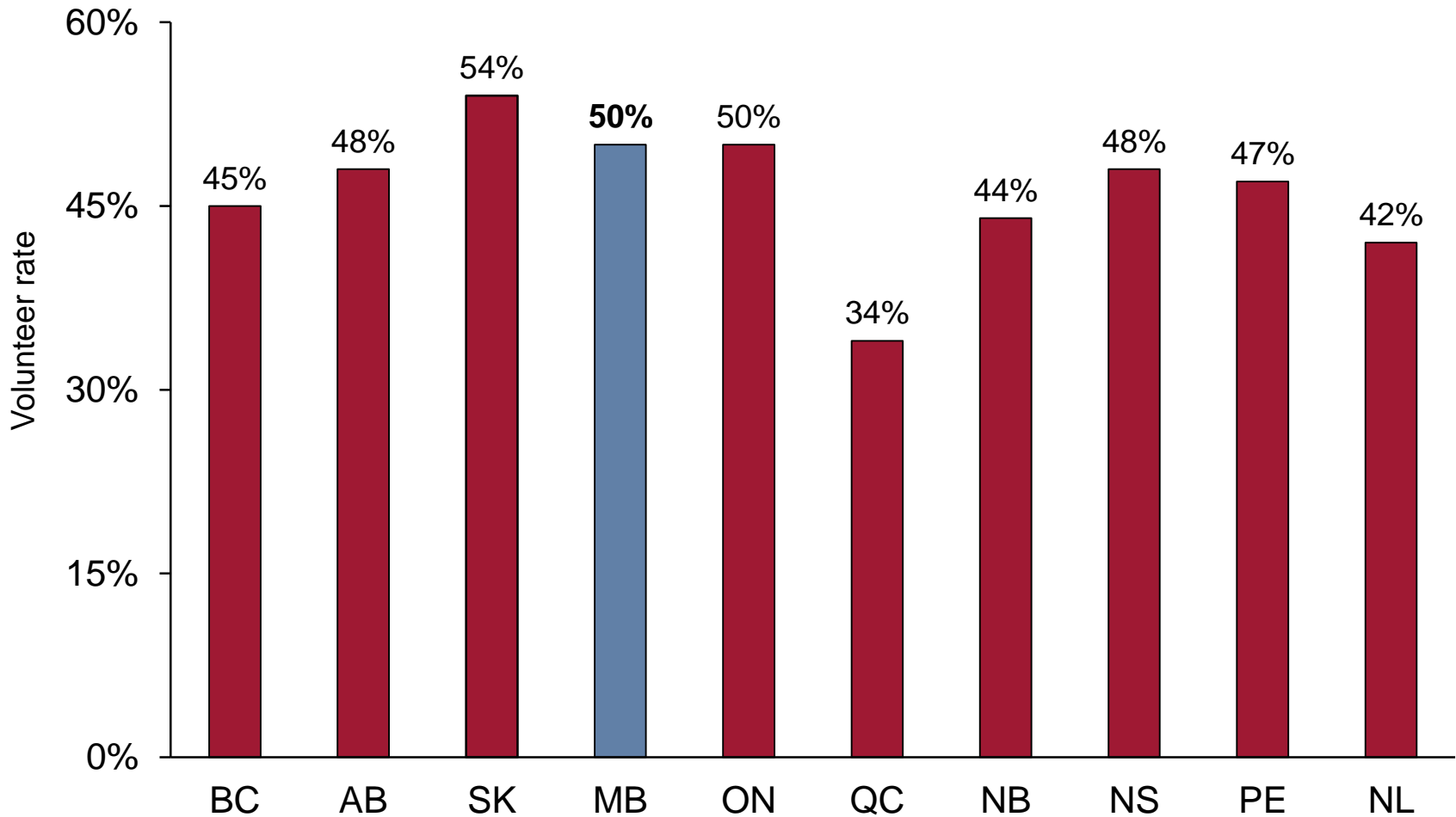
IMPLICATIONS:

- 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

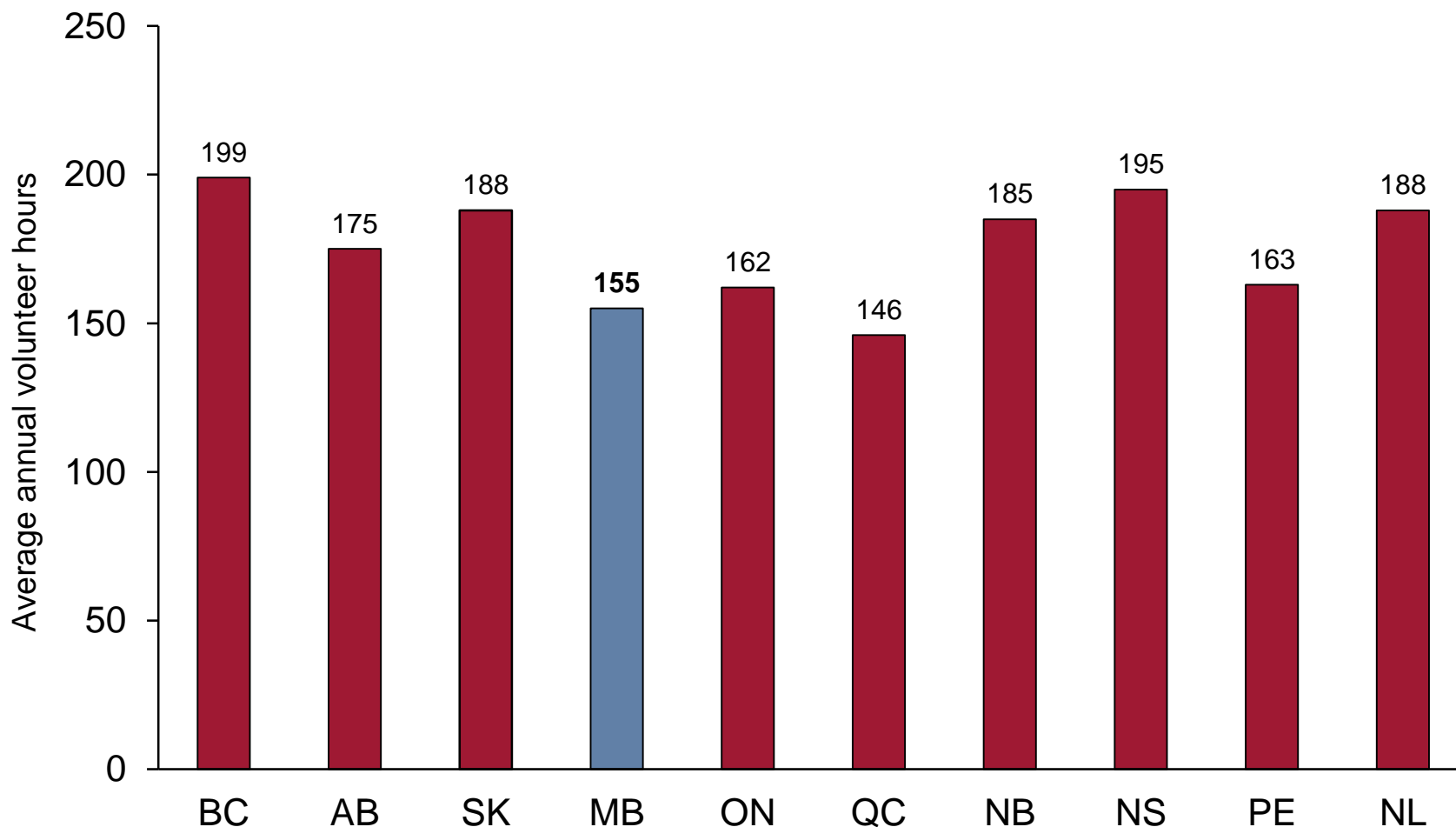
Volunteering

- 50% of Manitobans (459,000 residents) volunteered in 2004
 - 45% of Canadians volunteered
- Manitoba volunteers each contributed an average of 155 hours, with a median of 57 volunteer hours
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- Manitobans volunteered a total of 71 million hours

Volunteer rate



Average hours volunteered

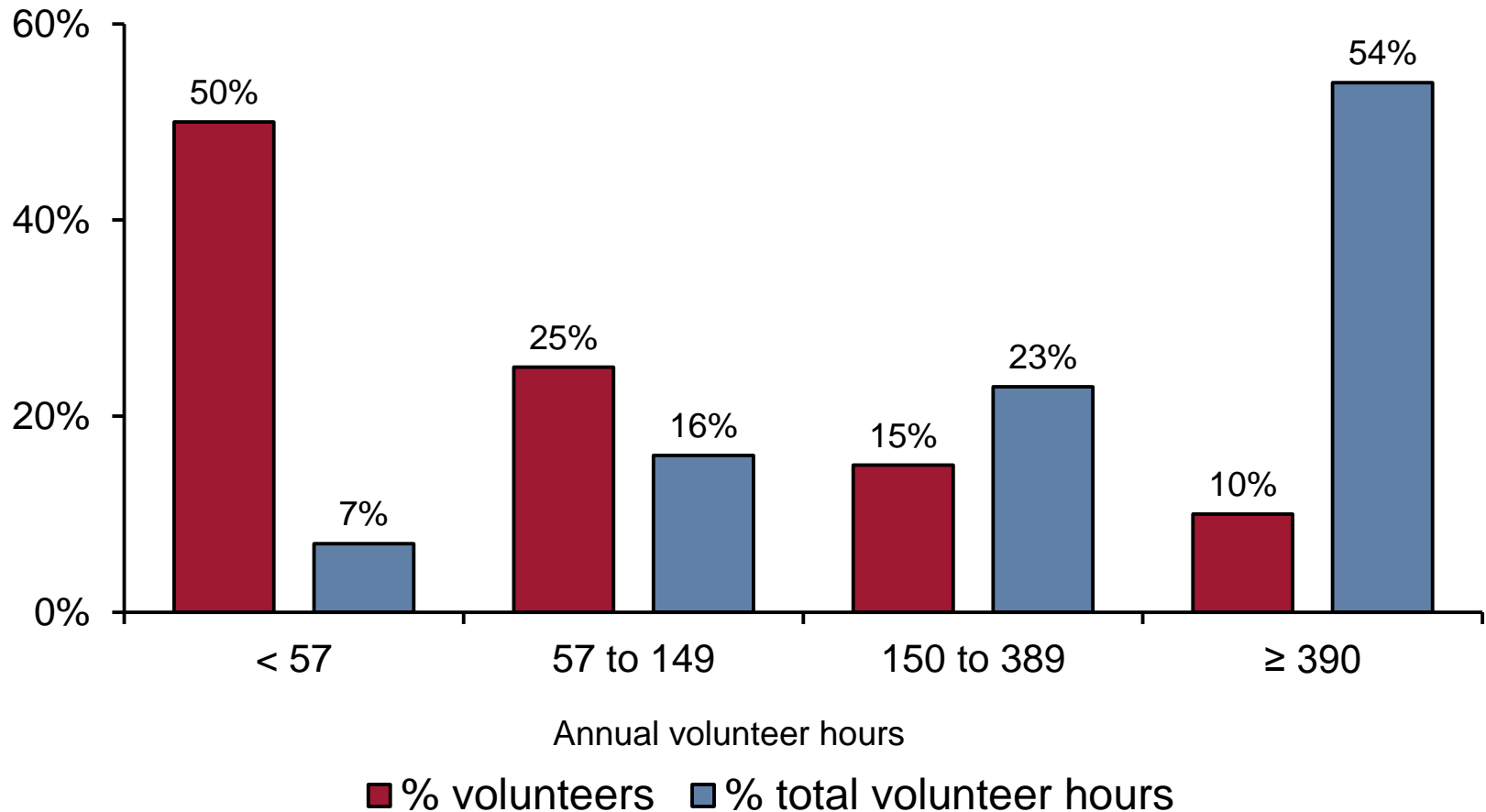


Concentration of support

FINDINGS:

- Although half of Manitoba residents volunteered, a minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 390 or more hours accounted for 54% of total volunteer hours
 - The top 25% of volunteers (150 hours or more) accounted for 77% of total volunteer hours
- Half of volunteers contributed less than 57 hours, collectively accounting for 7% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

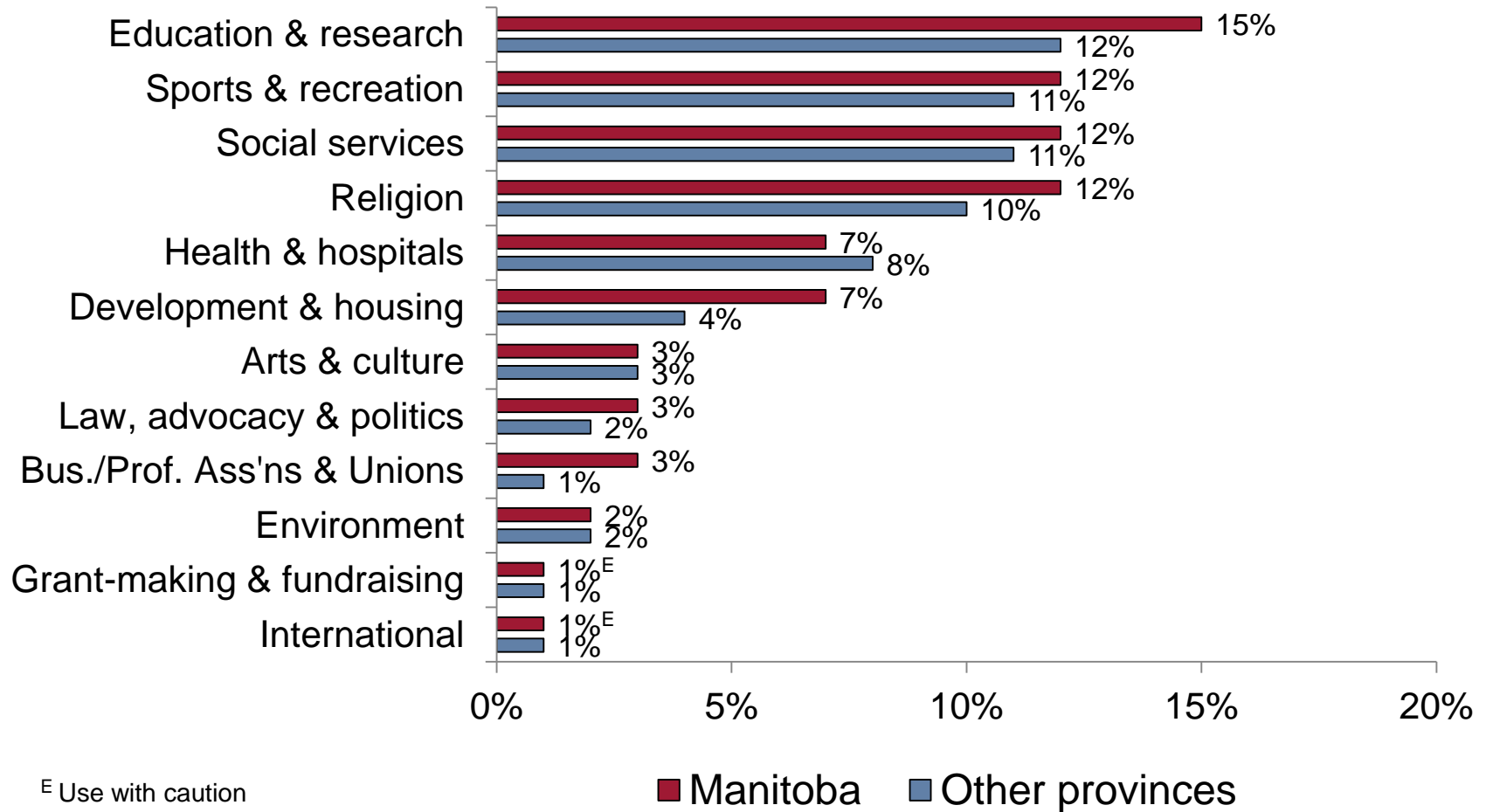
- Manitobans more likely to volunteer than the residents of almost all other provinces
- Volunteer slightly fewer hours than the national average
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - Should anything happen to that portion of the population or to change their habits, effects on organizations could be very significant

Types of organizations supported

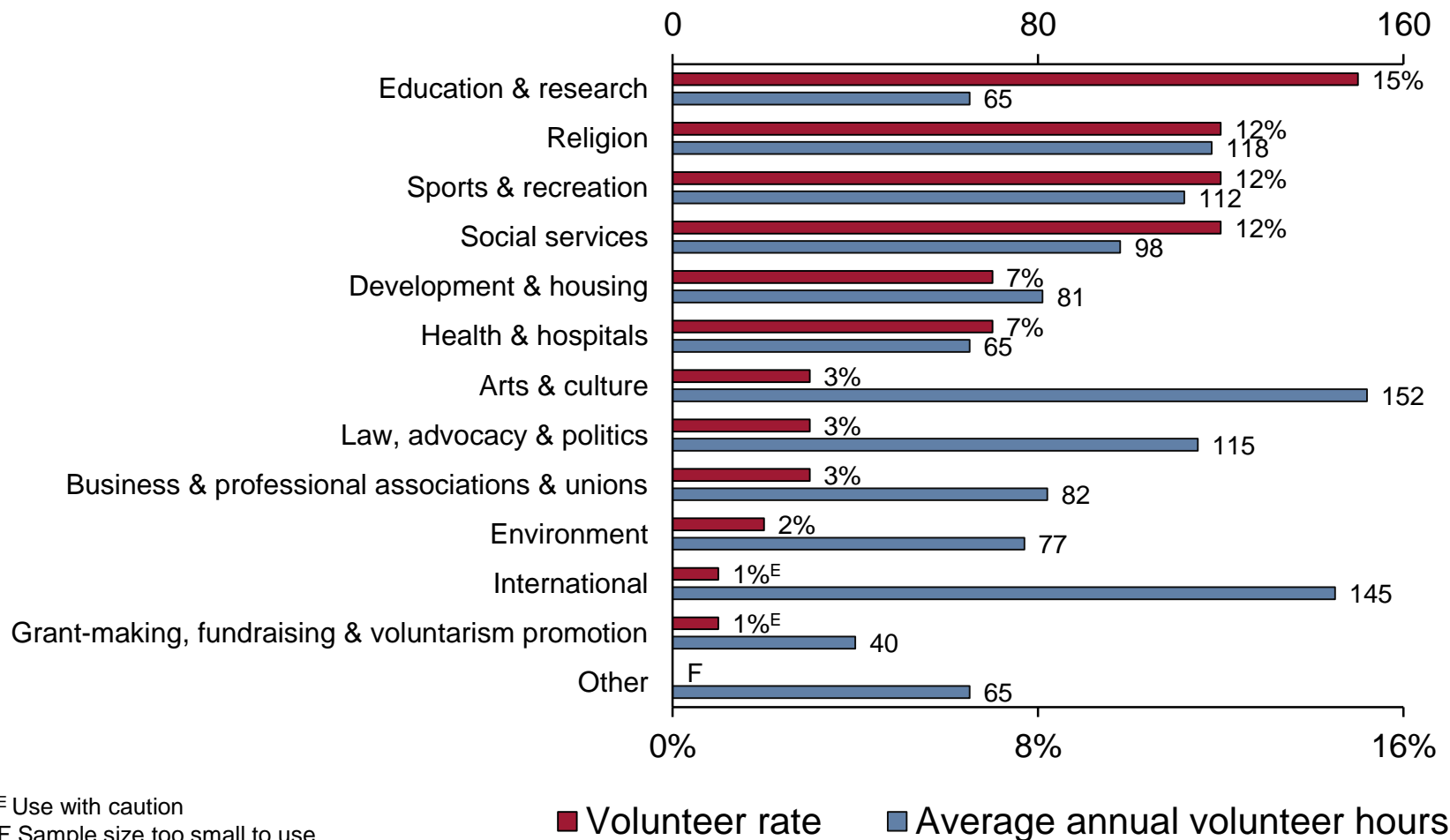
FINDINGS:

- Manitobans most likely to volunteer for organizations working in the areas of:
 - Education and research
 - Sports and recreation
 - Social services
 - Religion
- Slightly more likely than residents of other provinces to volunteer for some organization types
- Widespread support does not necessarily mean volunteers contribute many volunteer hours

Types of organizations supported



Types of organizations supported



Types of organizations supported

IMPLICATIONS:

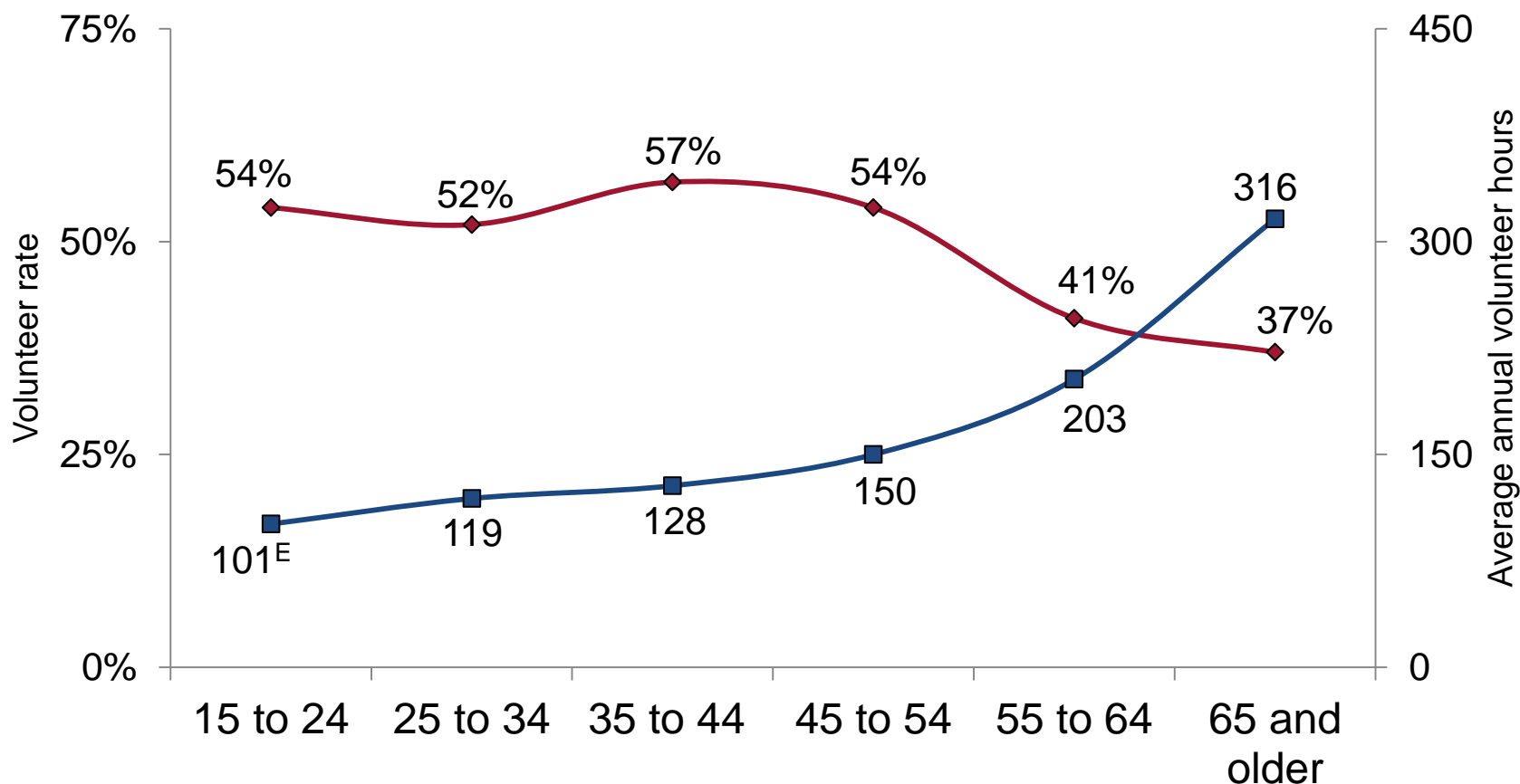
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering 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

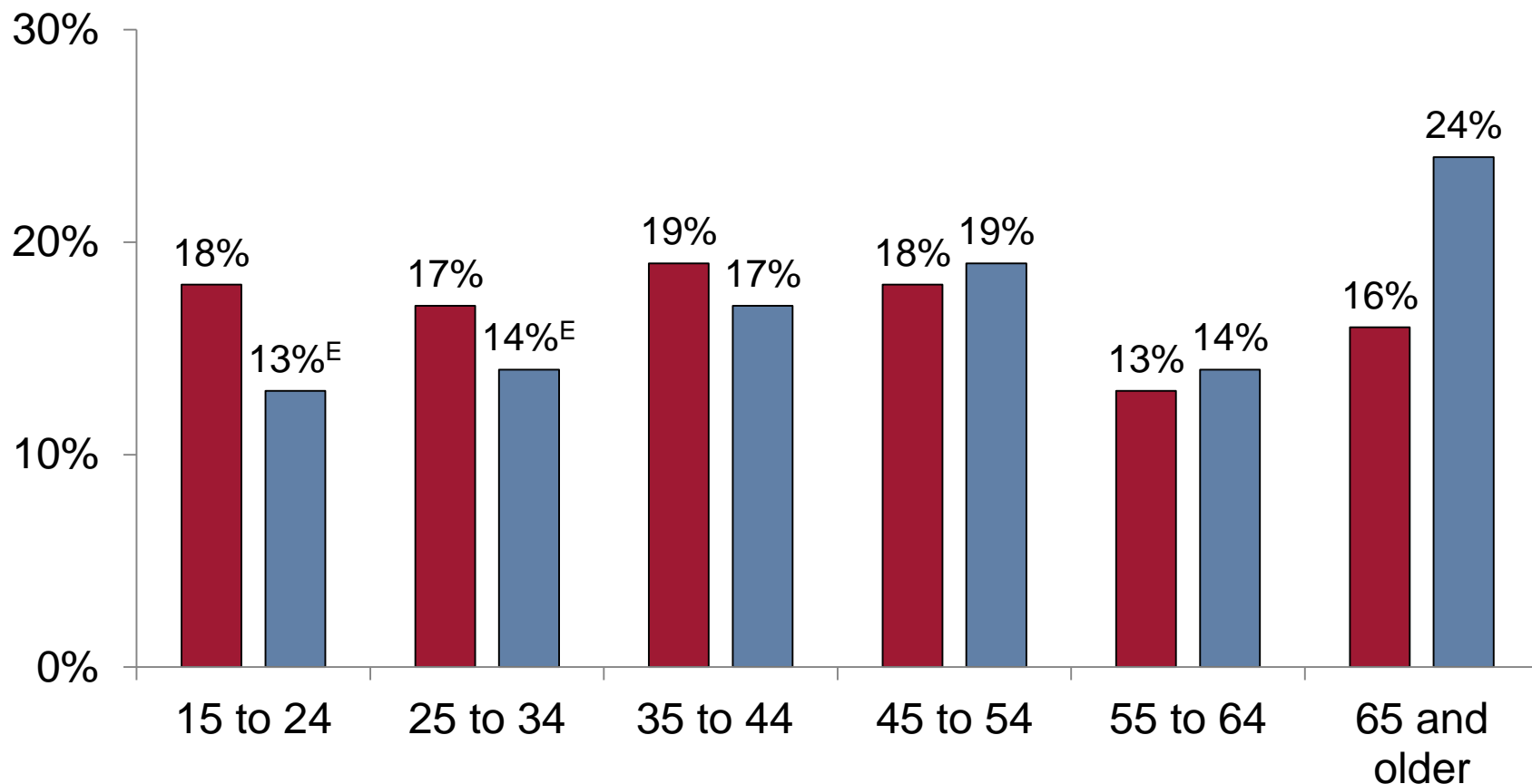
Volunteer characteristics: Age



^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

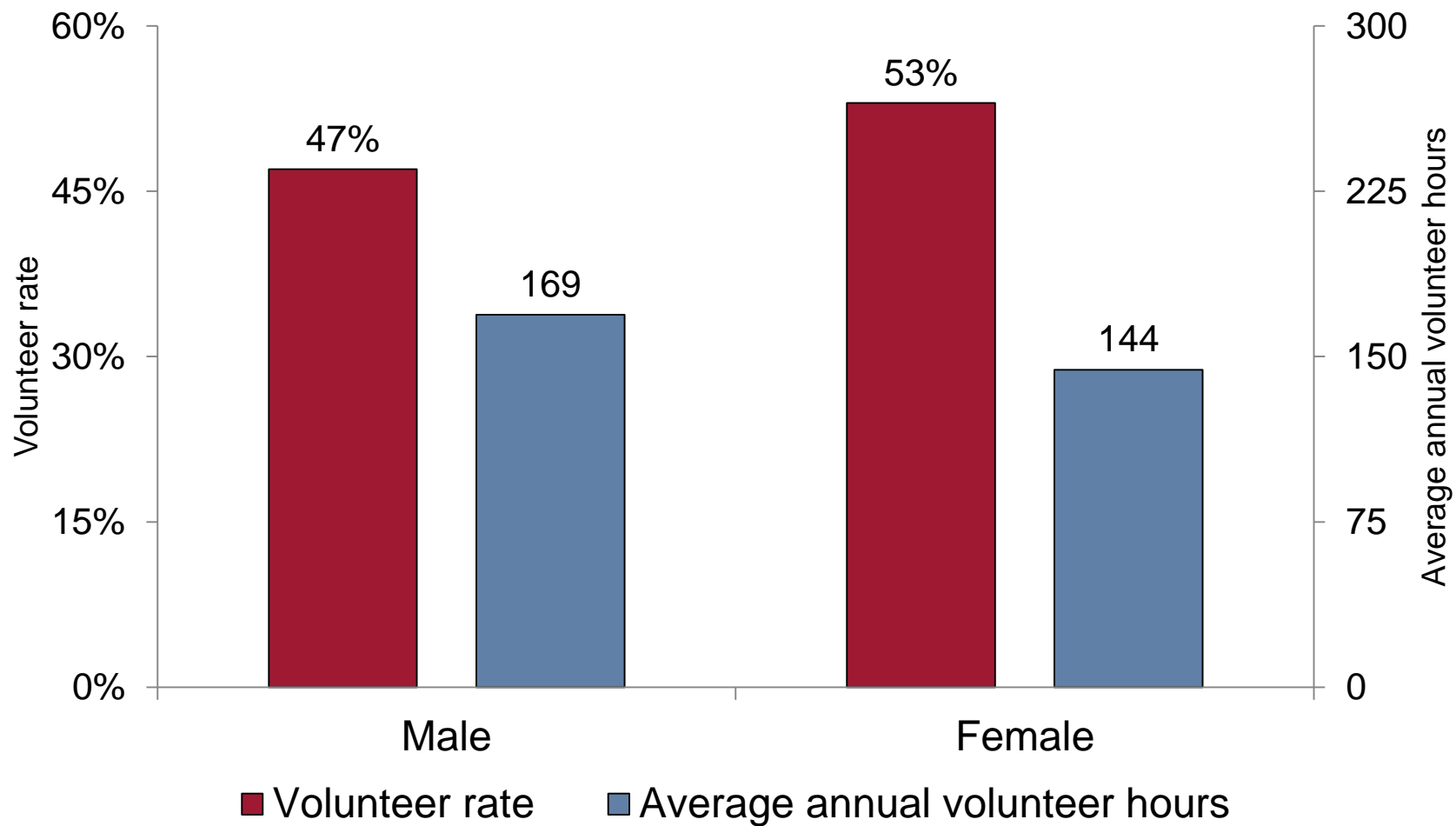
Volunteer characteristics: Age



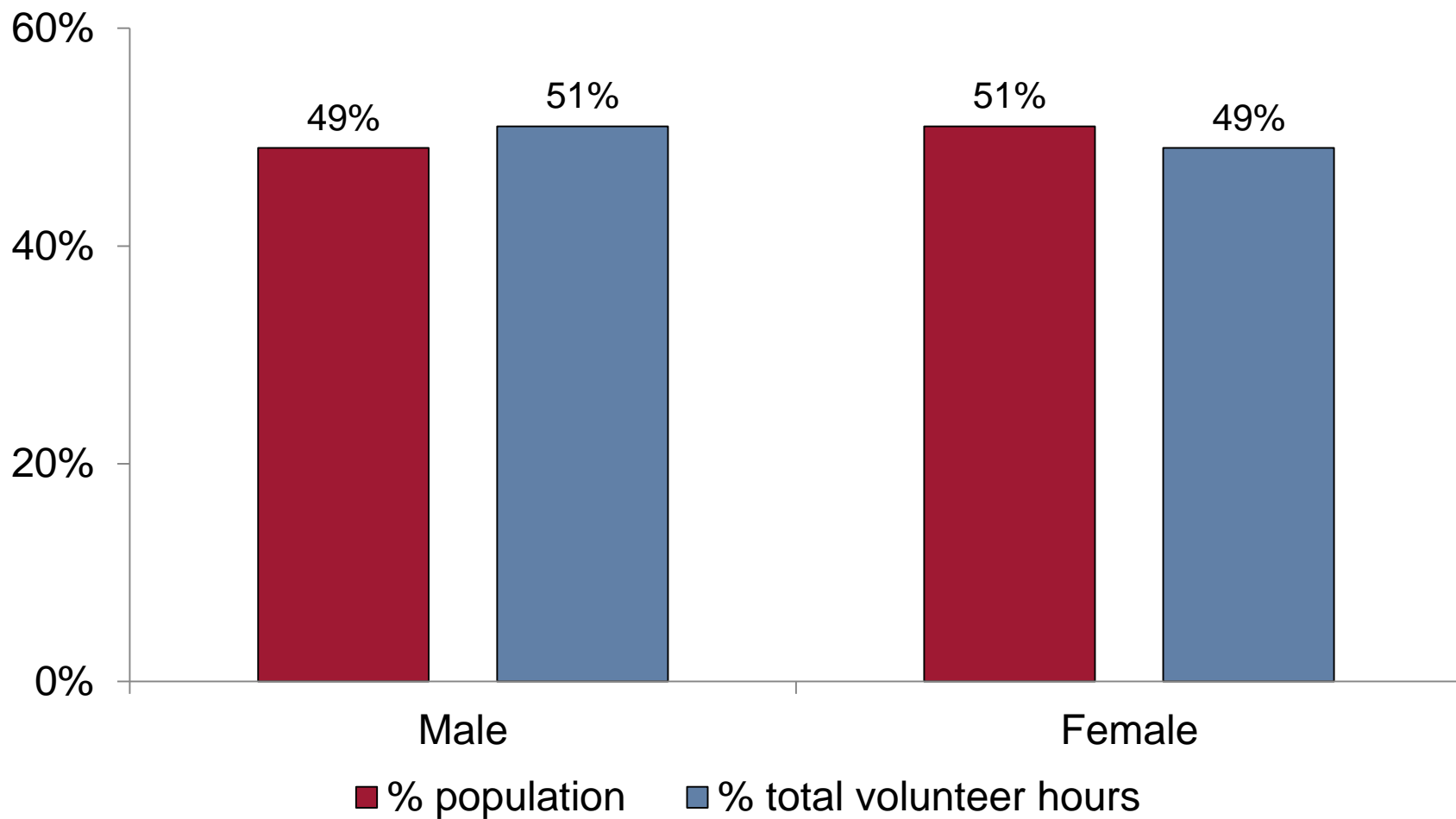
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■ % population ■ % total volunteer hours

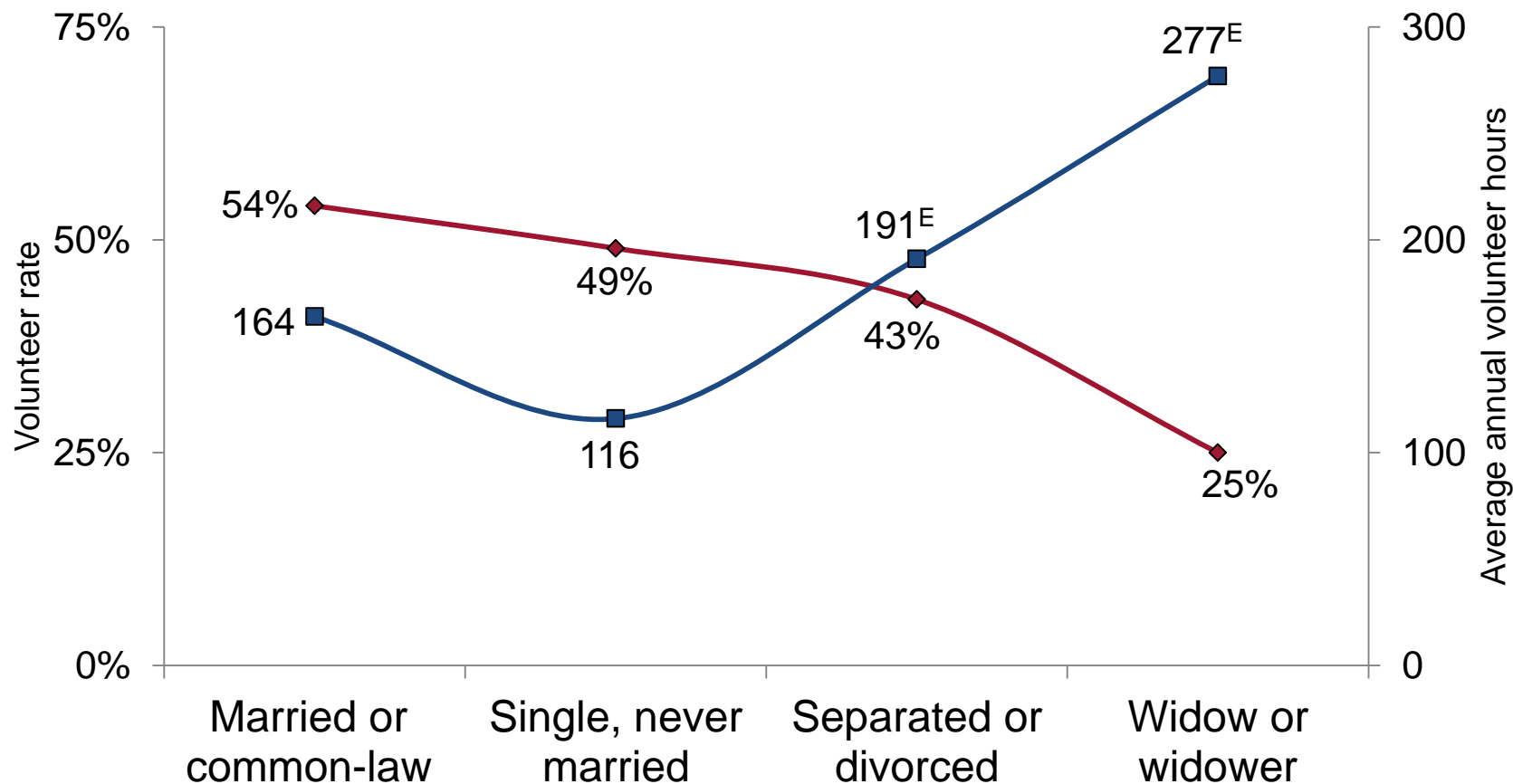
Volunteer characteristics: Sex



Volunteer characteristics: Sex



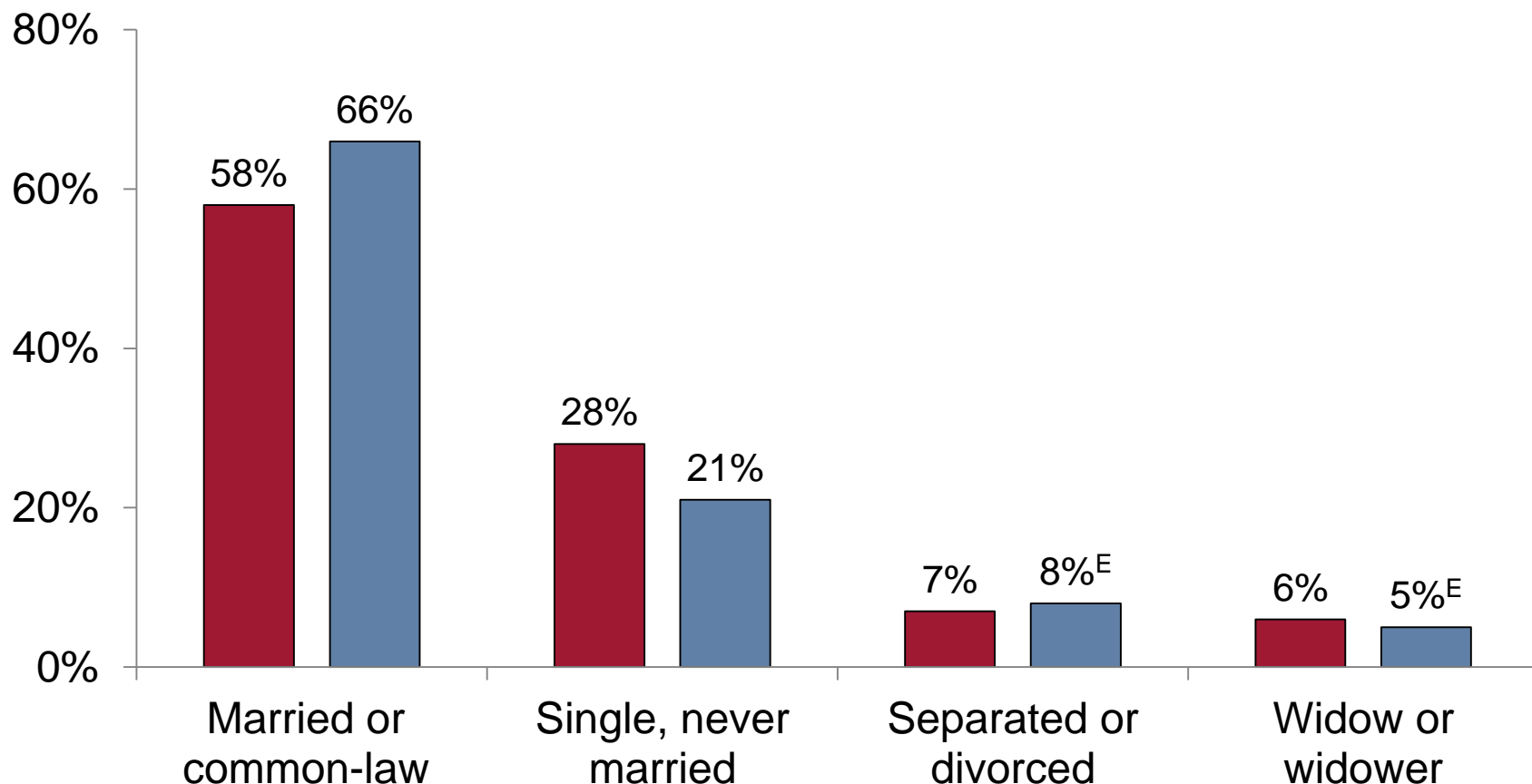
Volunteer characteristics: Marital status



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◆ Volunteer rate ■ Average annual volunteer hours

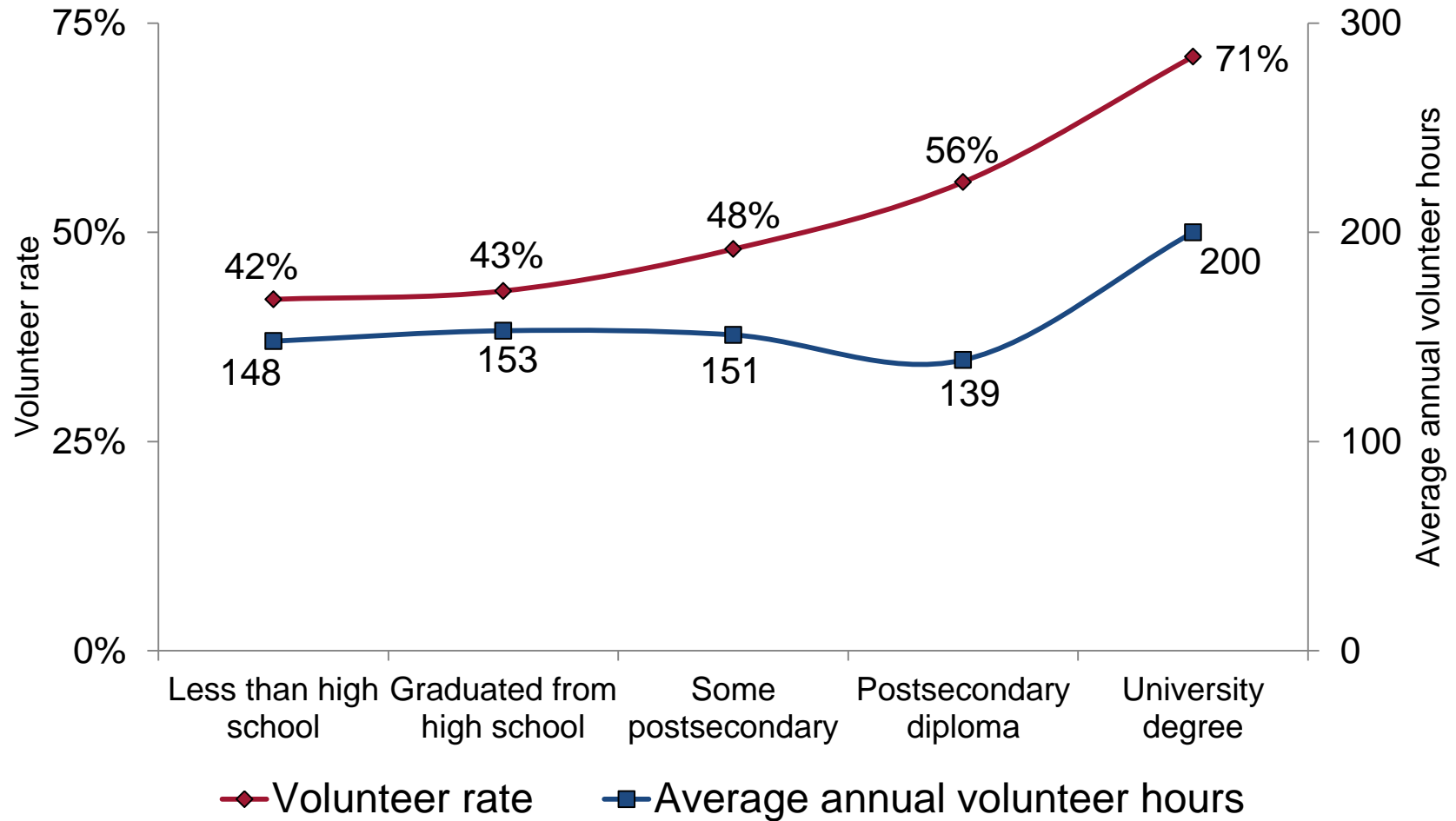
Volunteer characteristics: Marital status



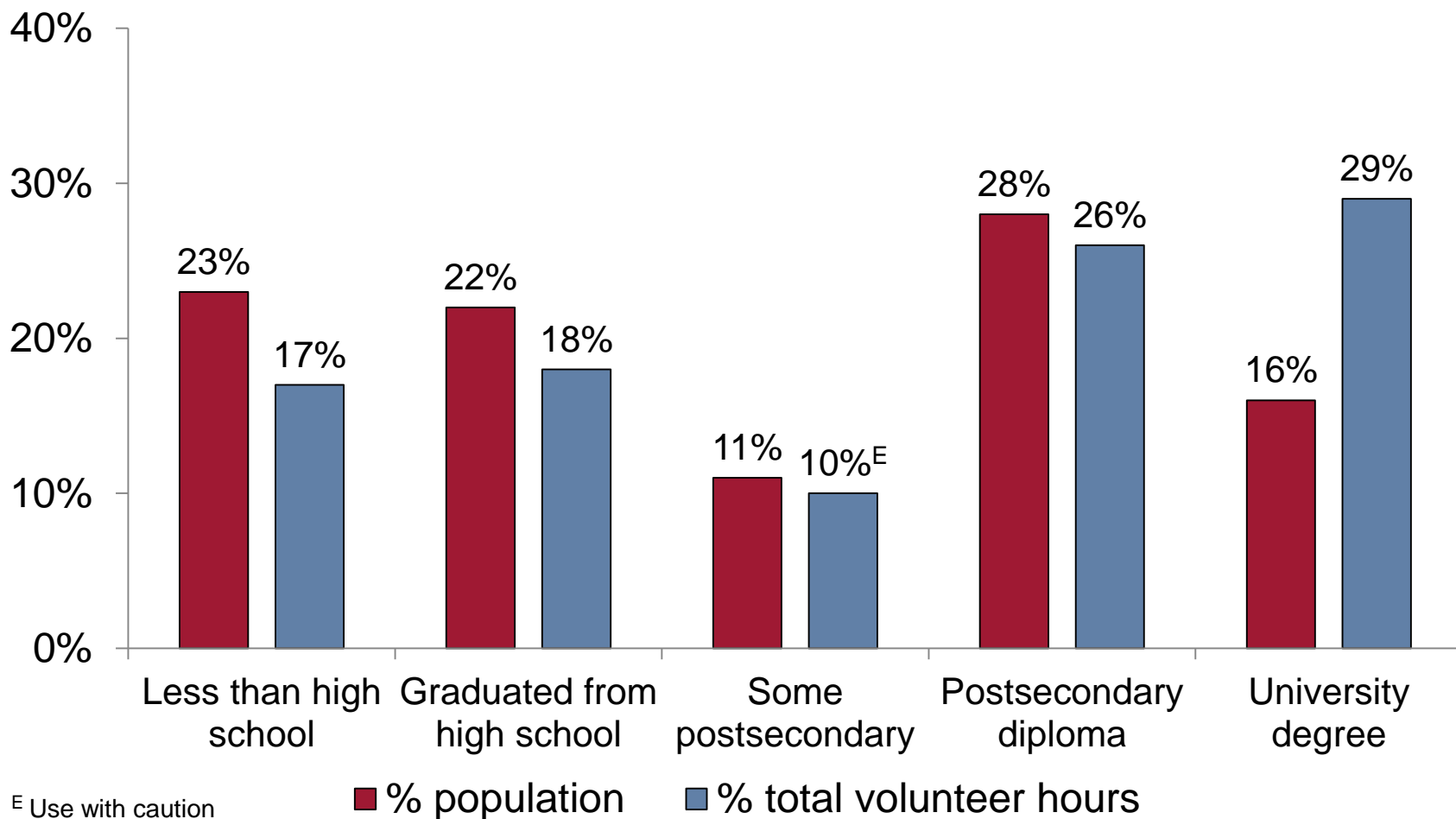
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■ % population ■ % total volunteer hours

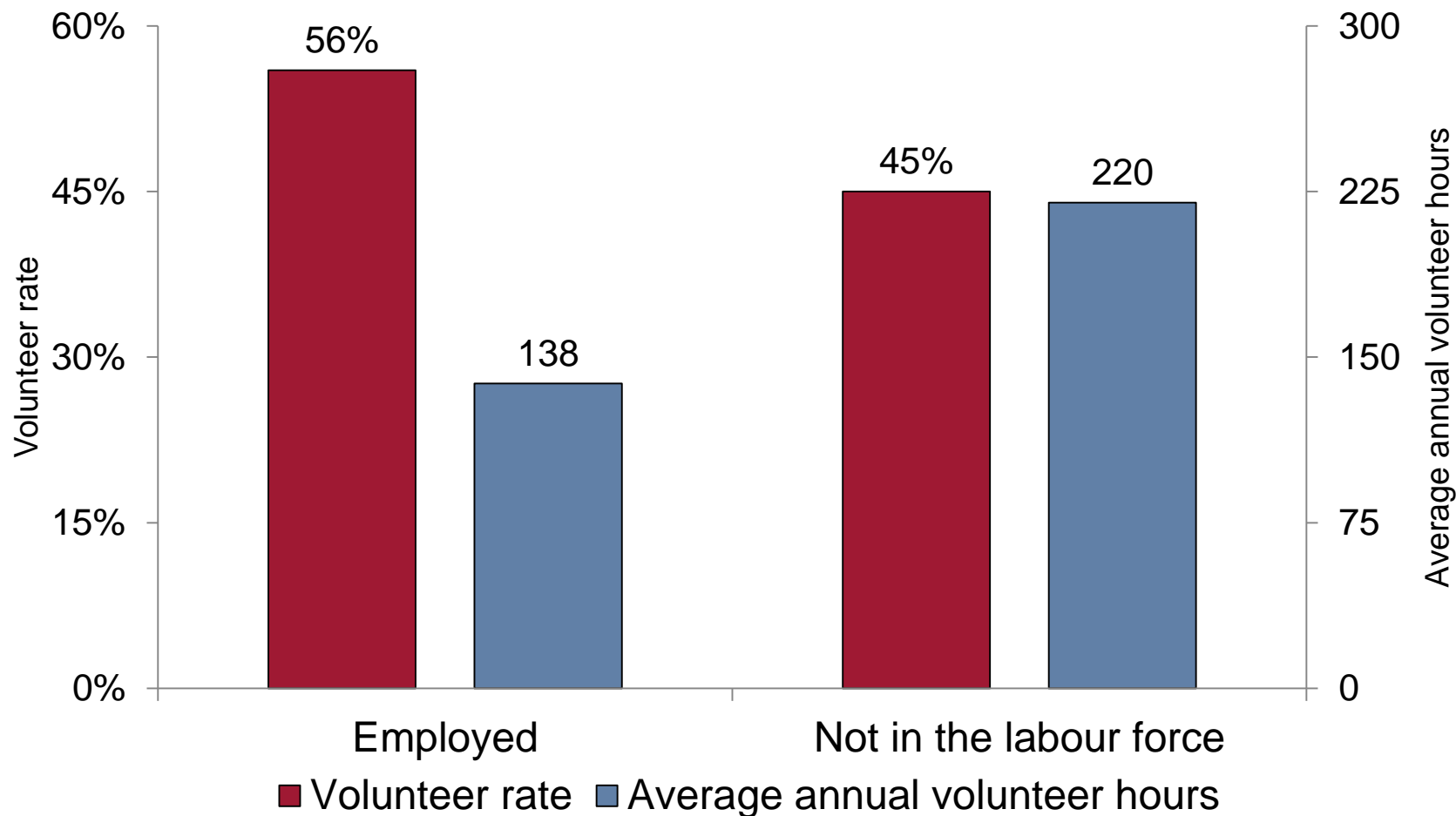
Volunteer characteristics: Education level



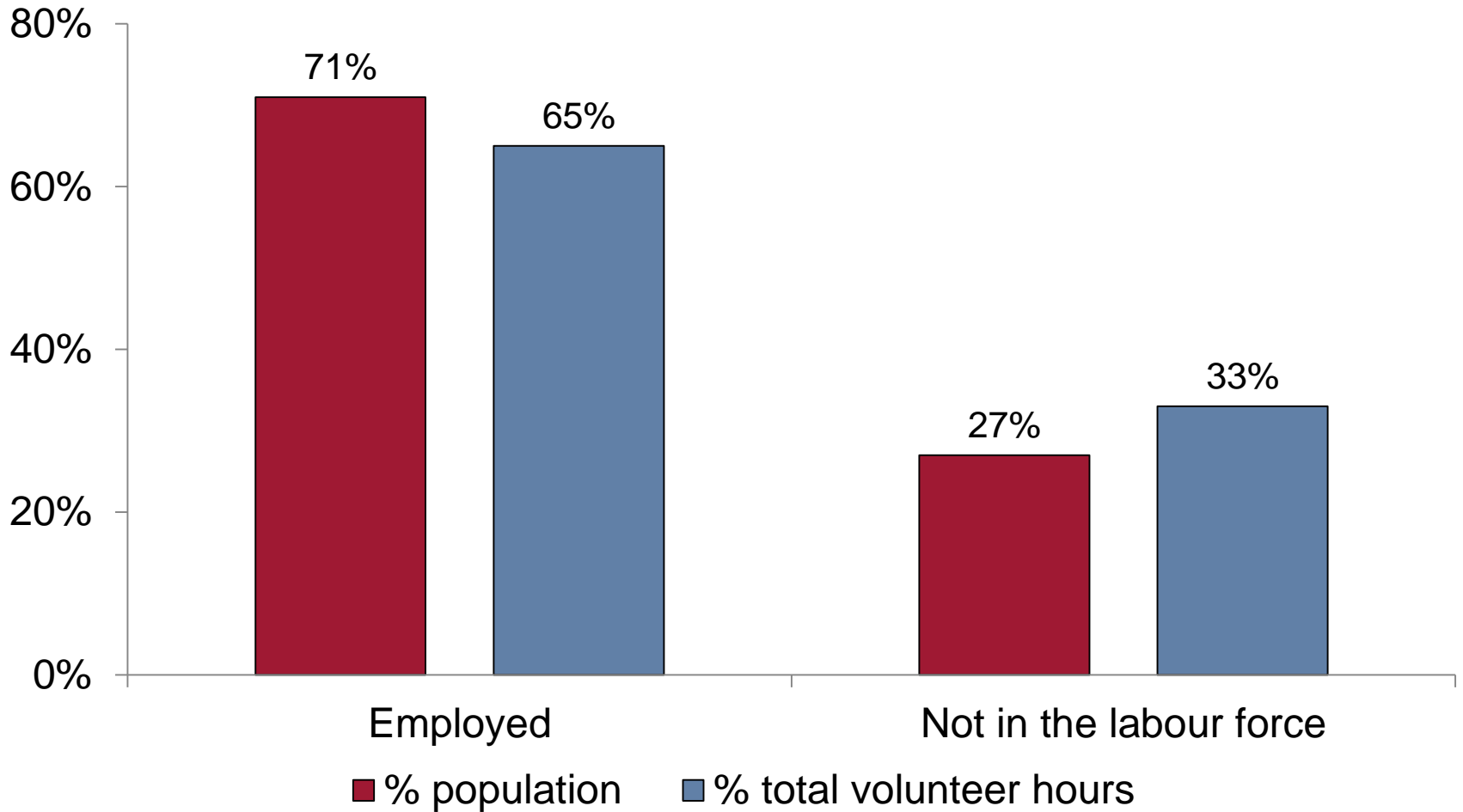
Volunteer characteristics: Education level



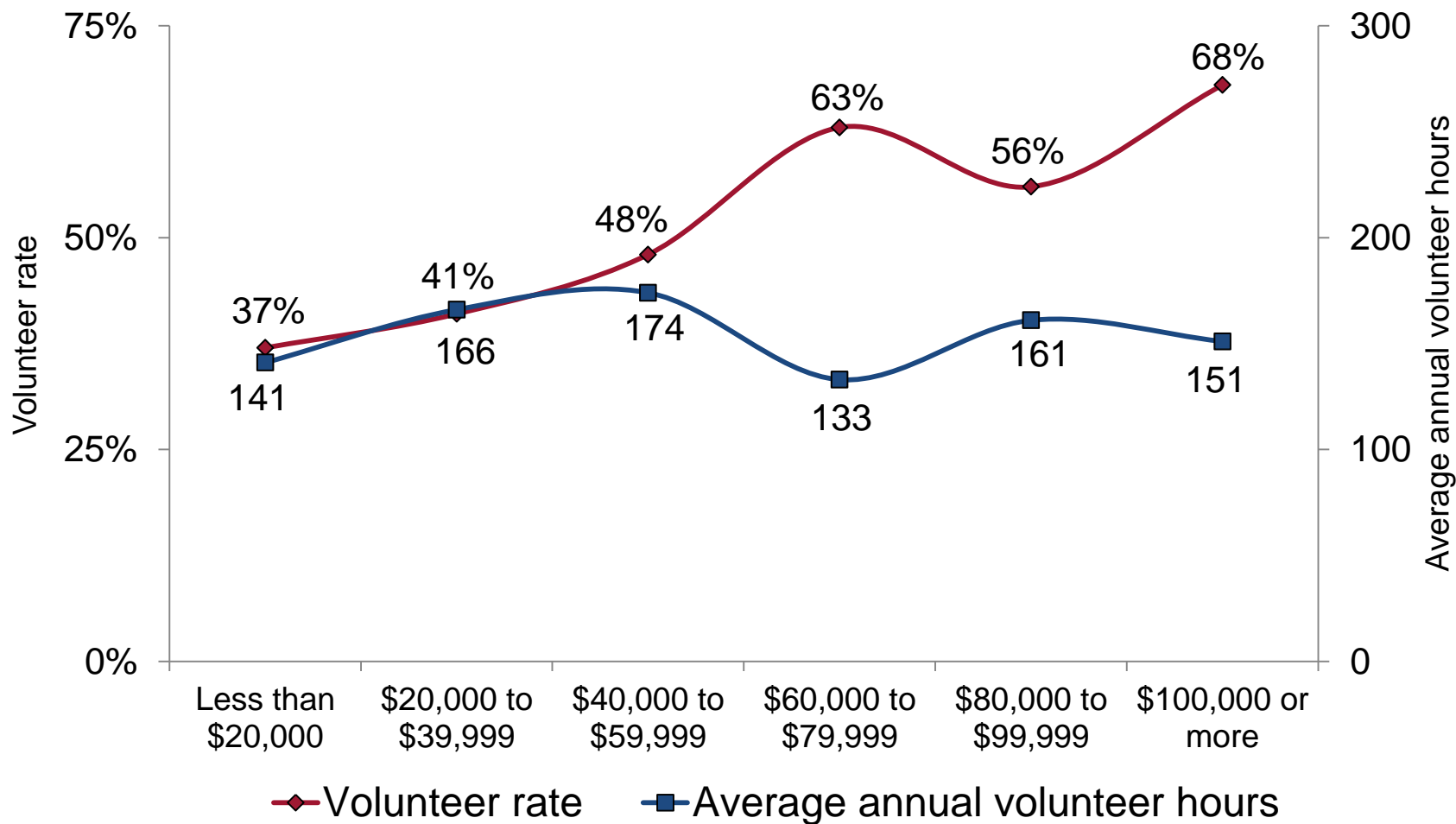
Volunteer characteristics: Labour force status



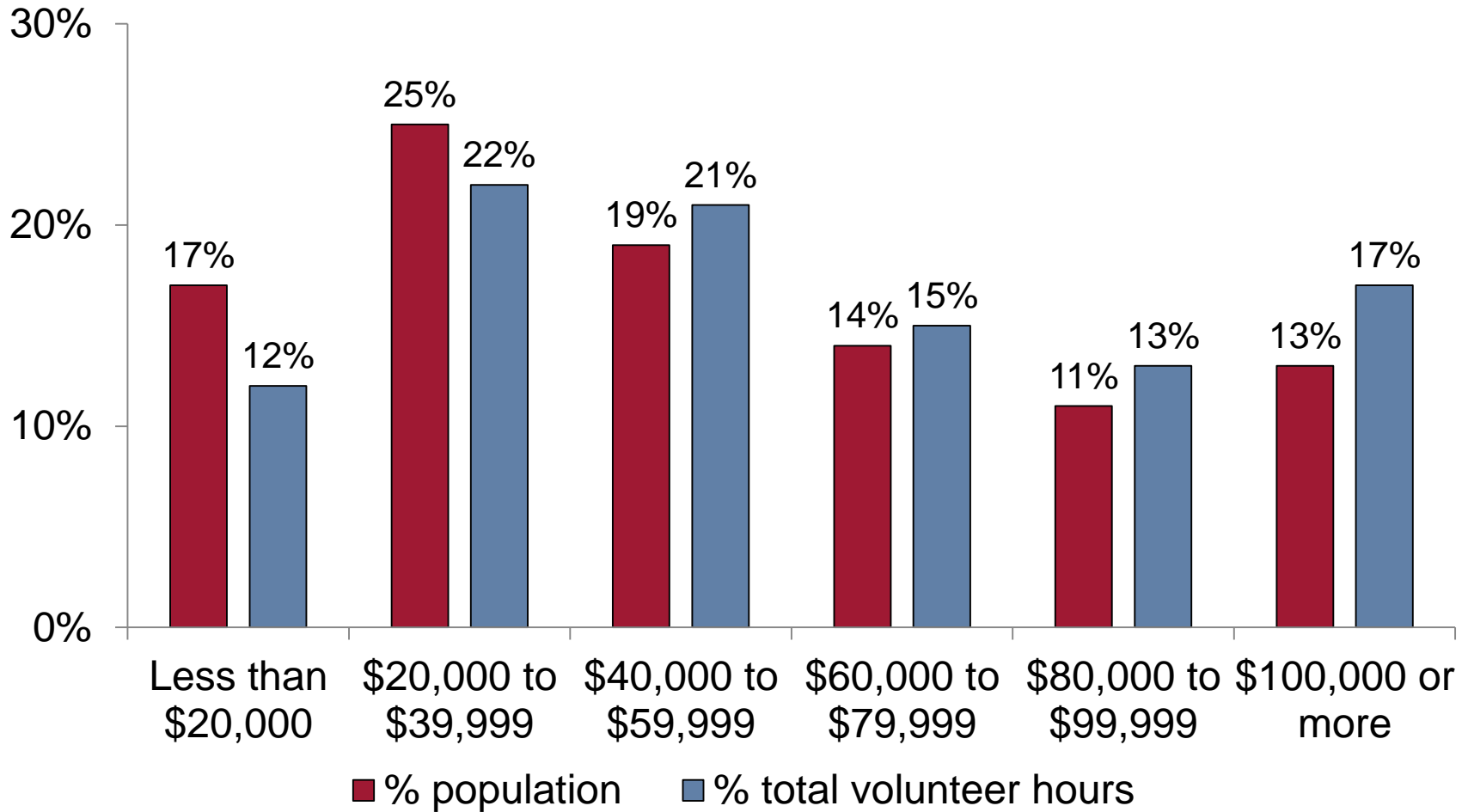
Volunteer characteristics: Labour force status



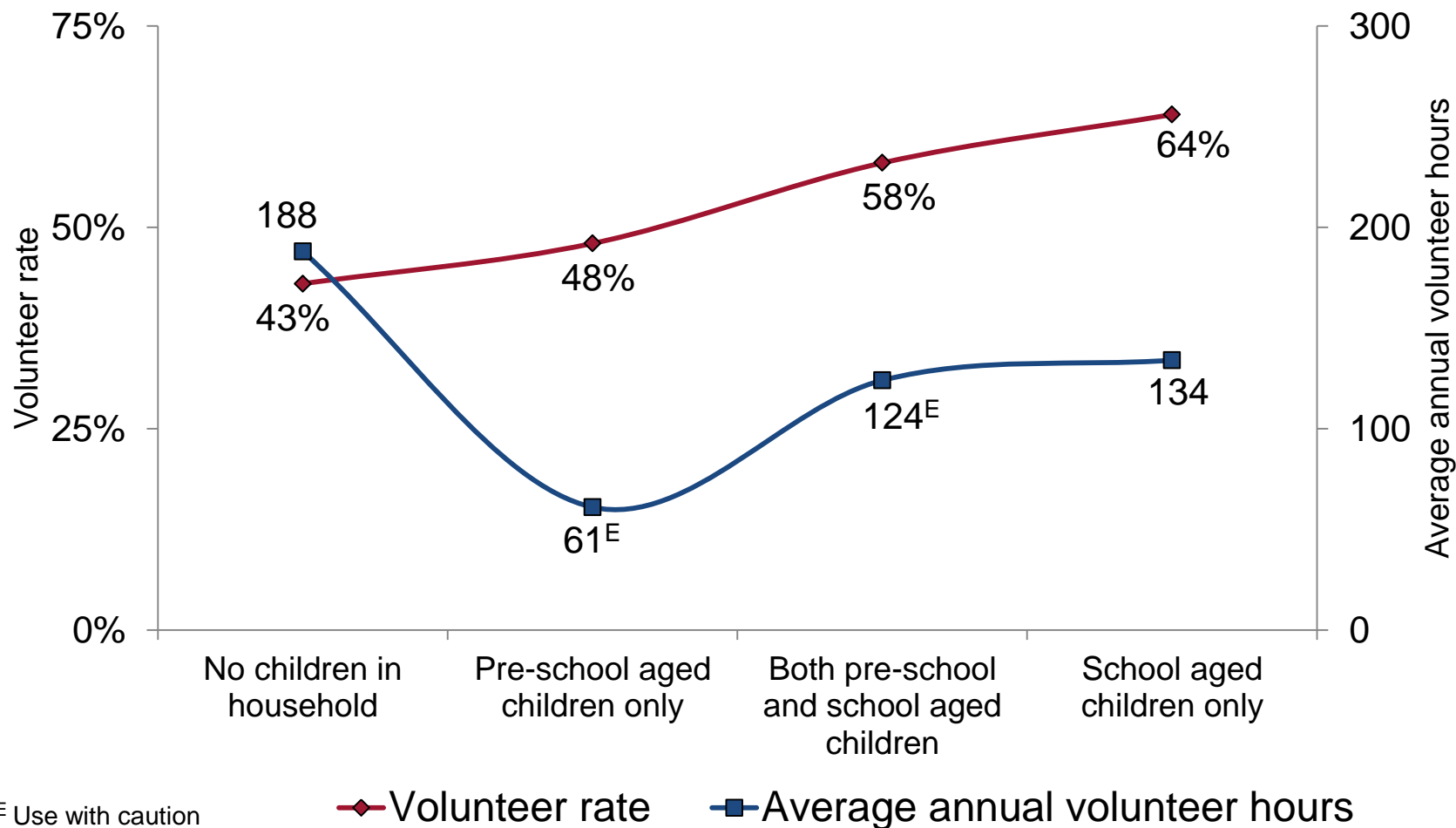
Volunteer characteristics: Household income



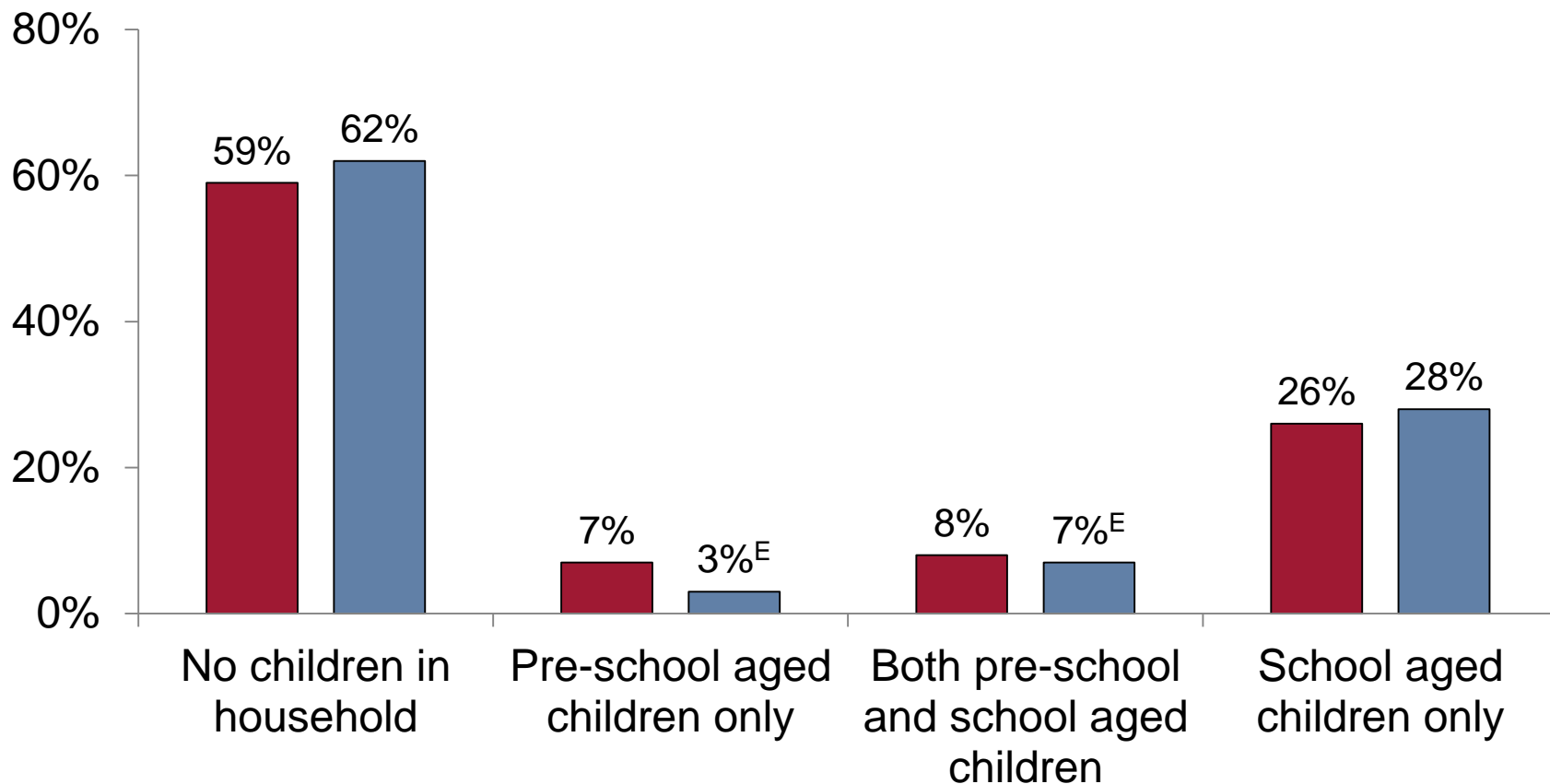
Volunteer characteristics: Household income



Volunteer characteristics: Presence of children



Volunteer characteristics: Presence of children

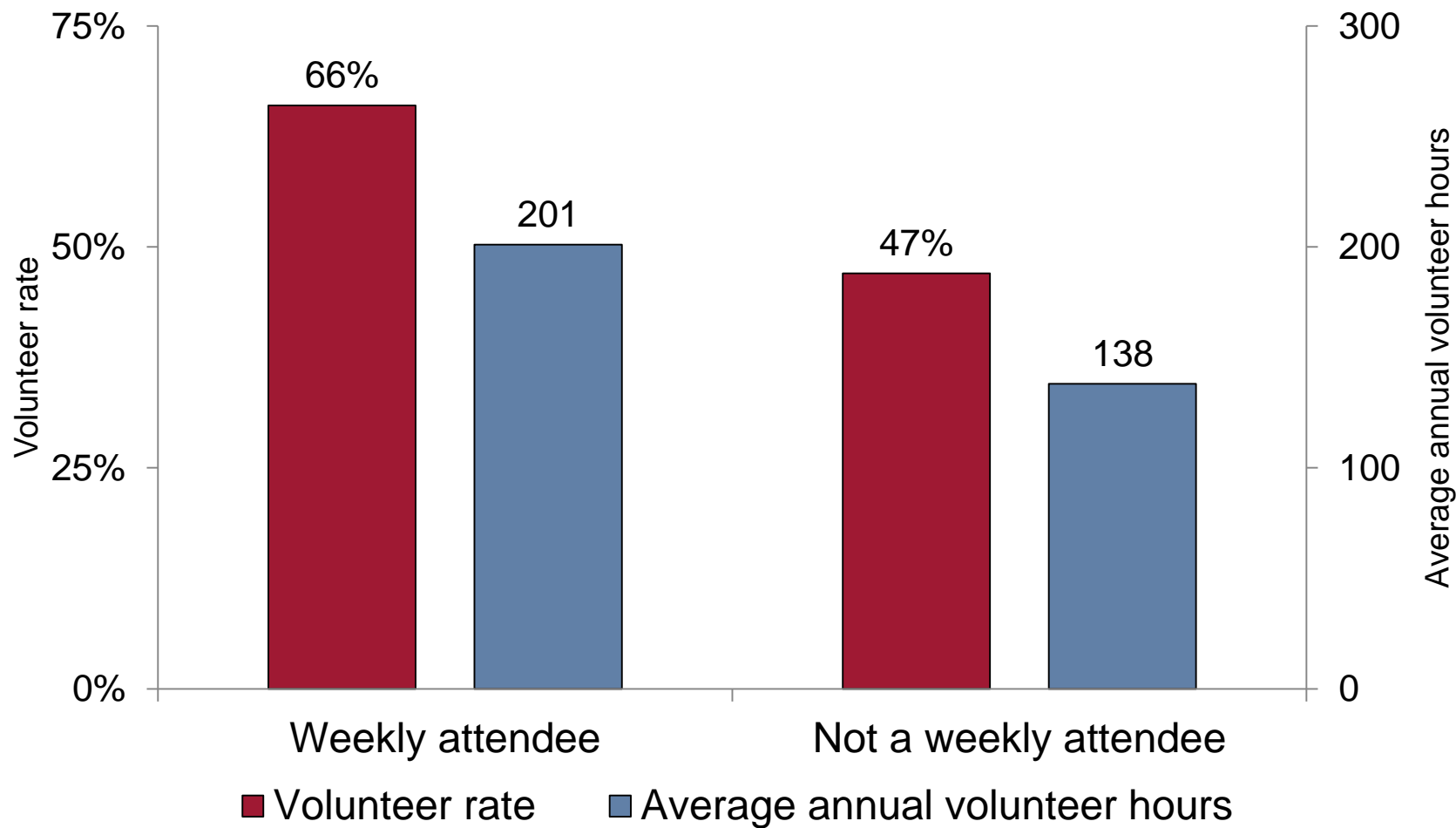


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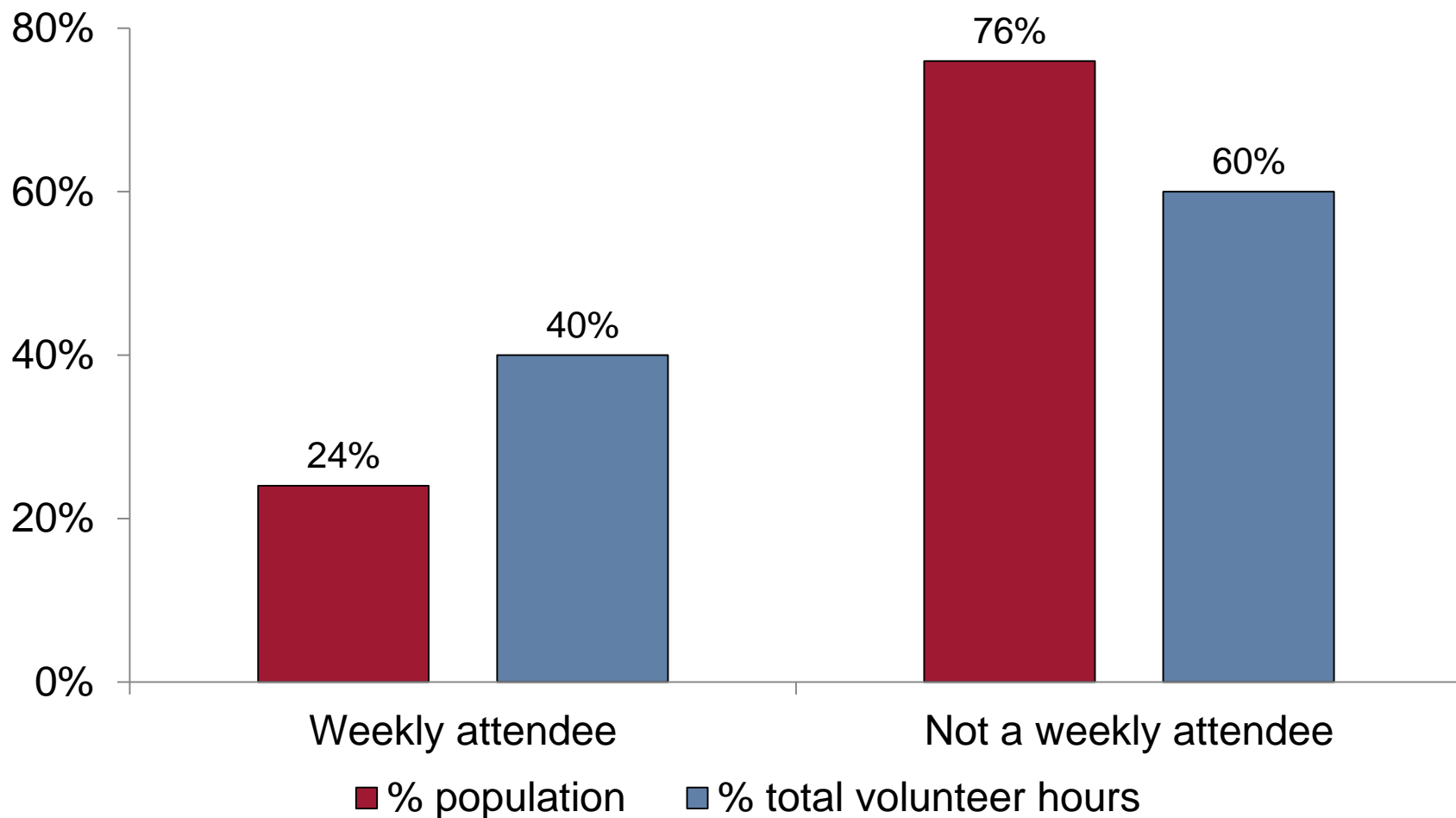
■ % population

■ % total volunteer hours

Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Volunteer characteristics

- Groups that volunteer disproportionately large numbers of hours:
 - Aged 65 or older
 - Married or in a common-law relationship
 - Hold a university degree
 - Not in the labour force
 - 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:

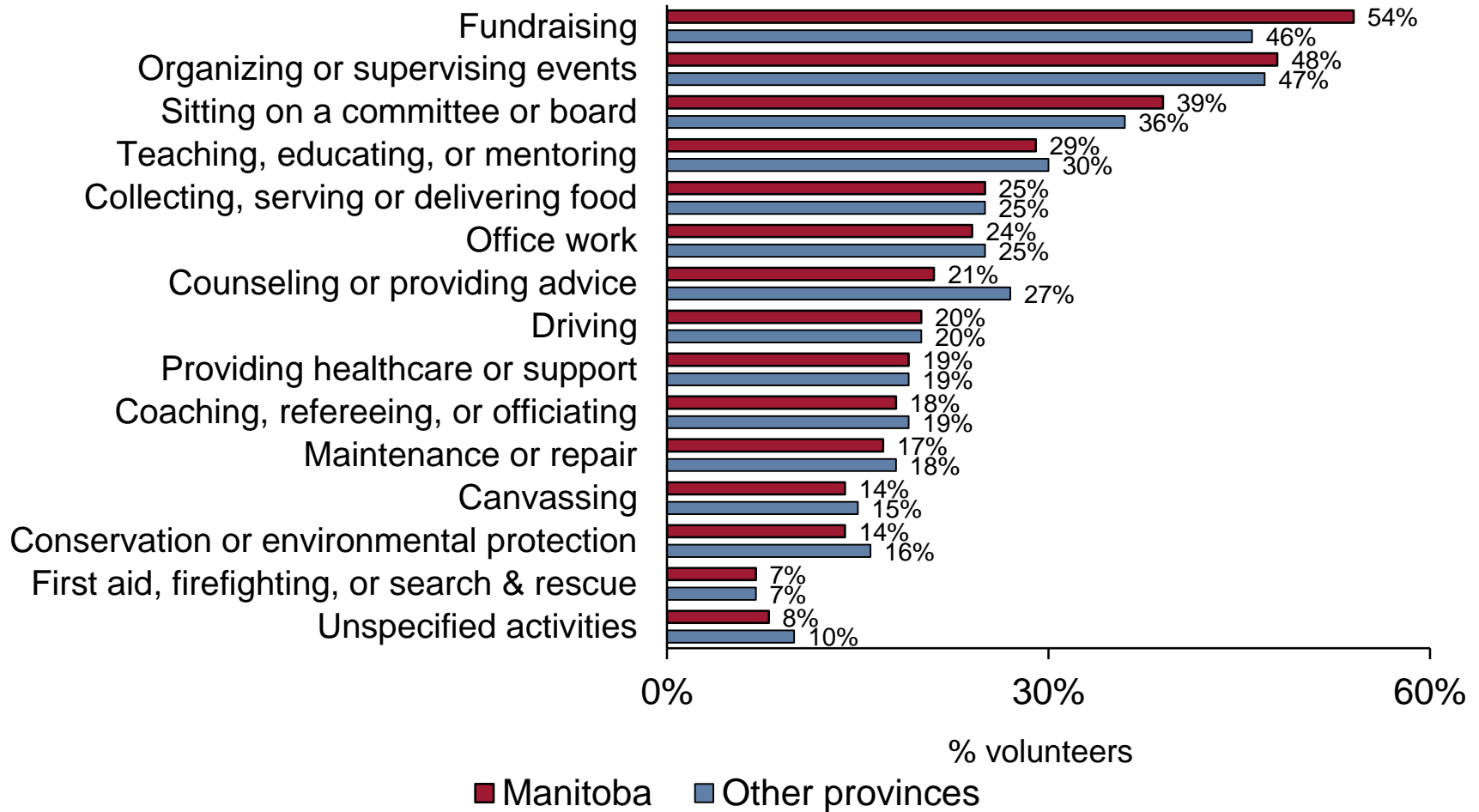
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are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

- Manitoba volunteers most likely to engage in:
 - Fundraising,
 - Organizing or supervising events, and
 - Sitting on committees or boards
- Pattern of activity very similar to other provinces
 - Manitoba volunteers more likely to engage in fundraising
 - Less likely to counsel or provide advice
- Most common activities do not necessarily receive the most hours

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

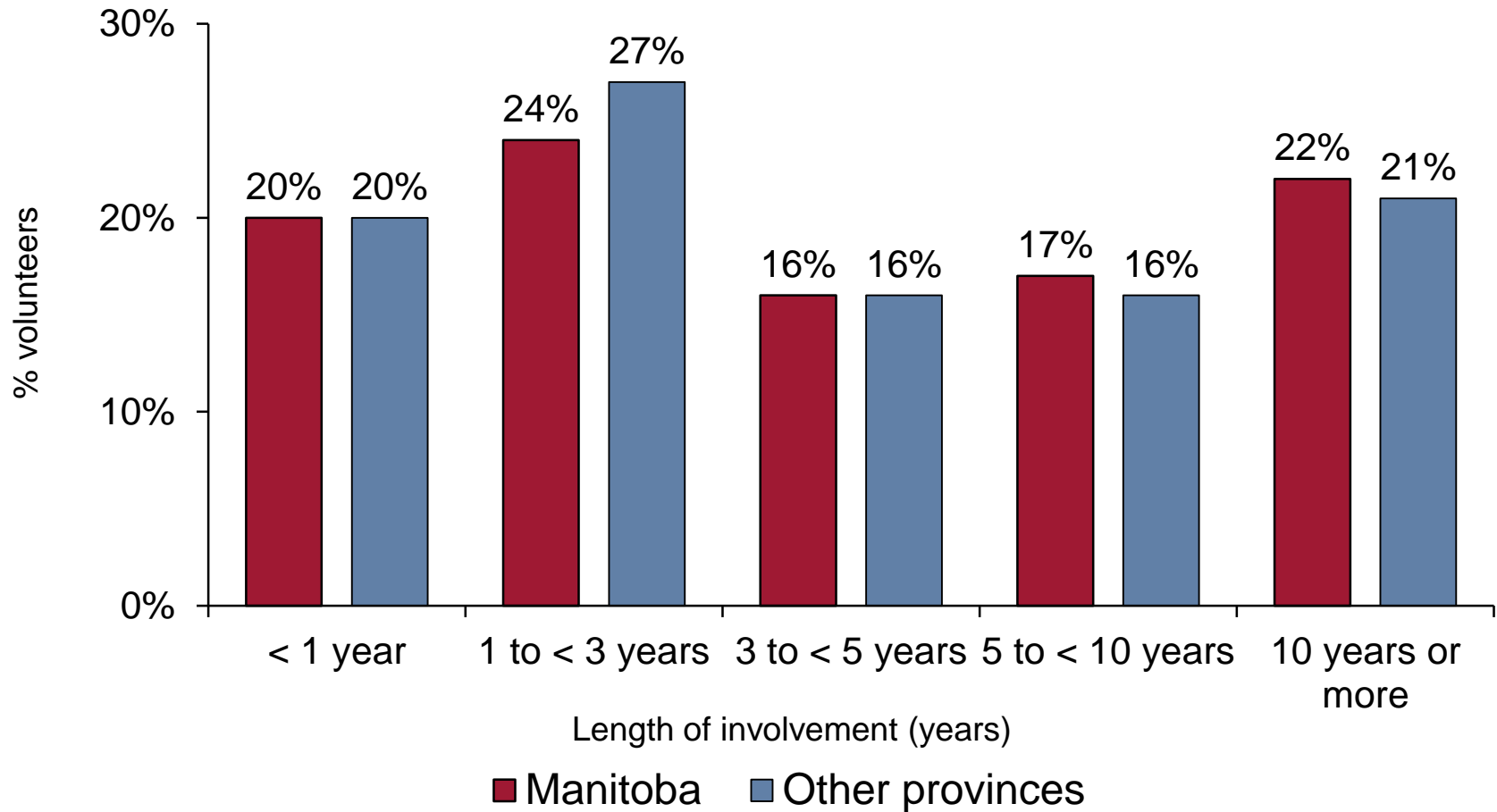
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

Length of involvement with organization

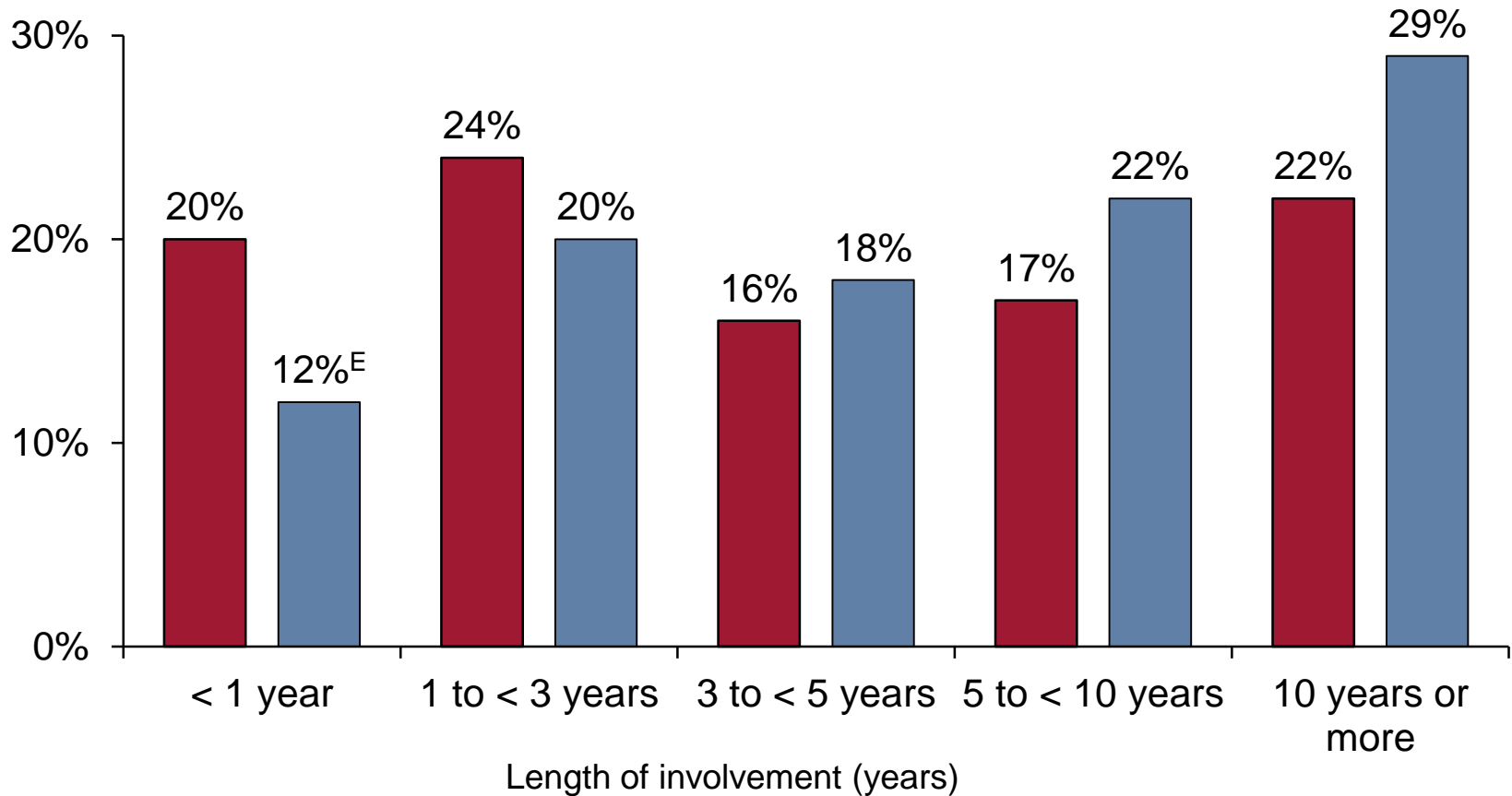
FINDINGS:

- Just under half of volunteers have been involved with organization for less than three years
- Just over a fifth have been involved for 10 years or more
- Pattern of involvement very similar to that seen in other provinces
- Those who have been involved with the organization for three years or more contribute disproportionately more hours
- Those who have been involved for less than a year contribute about half the hours their numbers would suggest

Length of involvement with organization



Length of involvement with organization



^E Use with caution

■ % volunteers ■ % total volunteer hours

Length of involvement with organization

IMPLICATIONS:

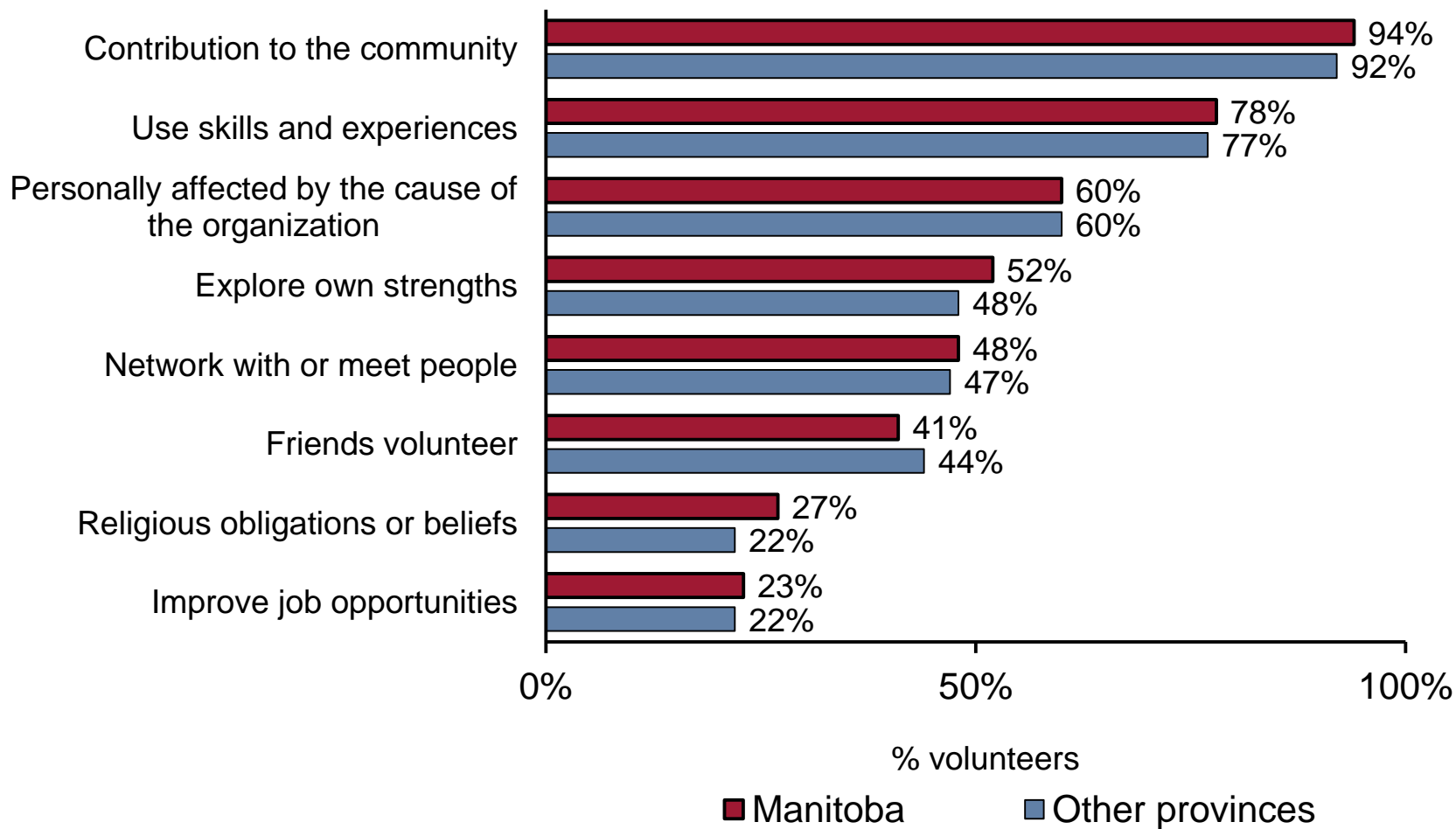
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes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

- Manitobans most likely to be motivated to volunteer by:
 - Desire to make a contribution to community
 - Desire to use their skills and experiences
 - Personally affected by the cause of the organization
- Pattern of motivations quite similar to pattern in other provinces
 - Slightly less likely to volunteer because friends volunteer
 - More likely to volunteer to explore own strengths
 - Also more likely to volunteer because of religious obligations or beliefs

Motivations

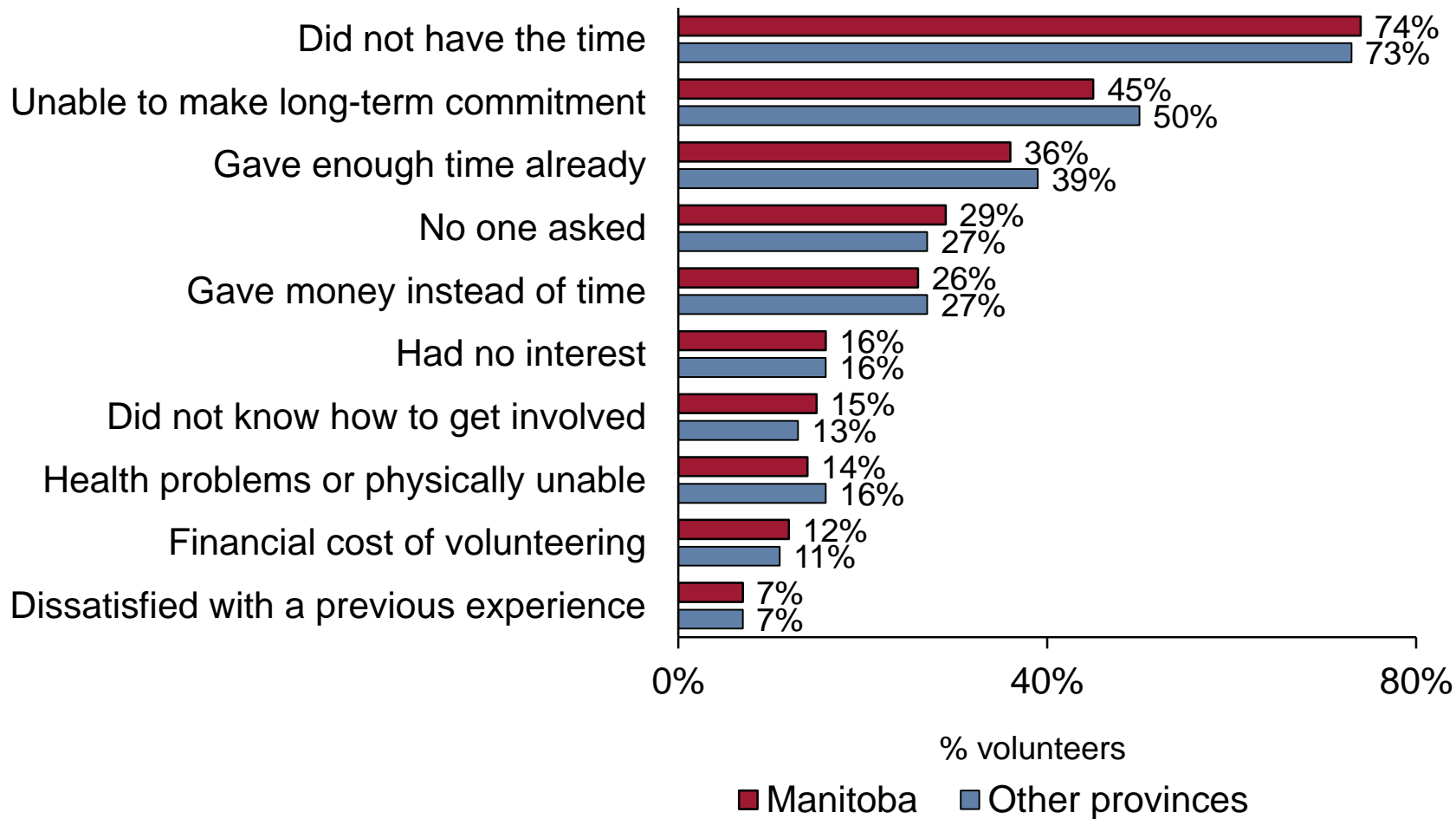


Barriers

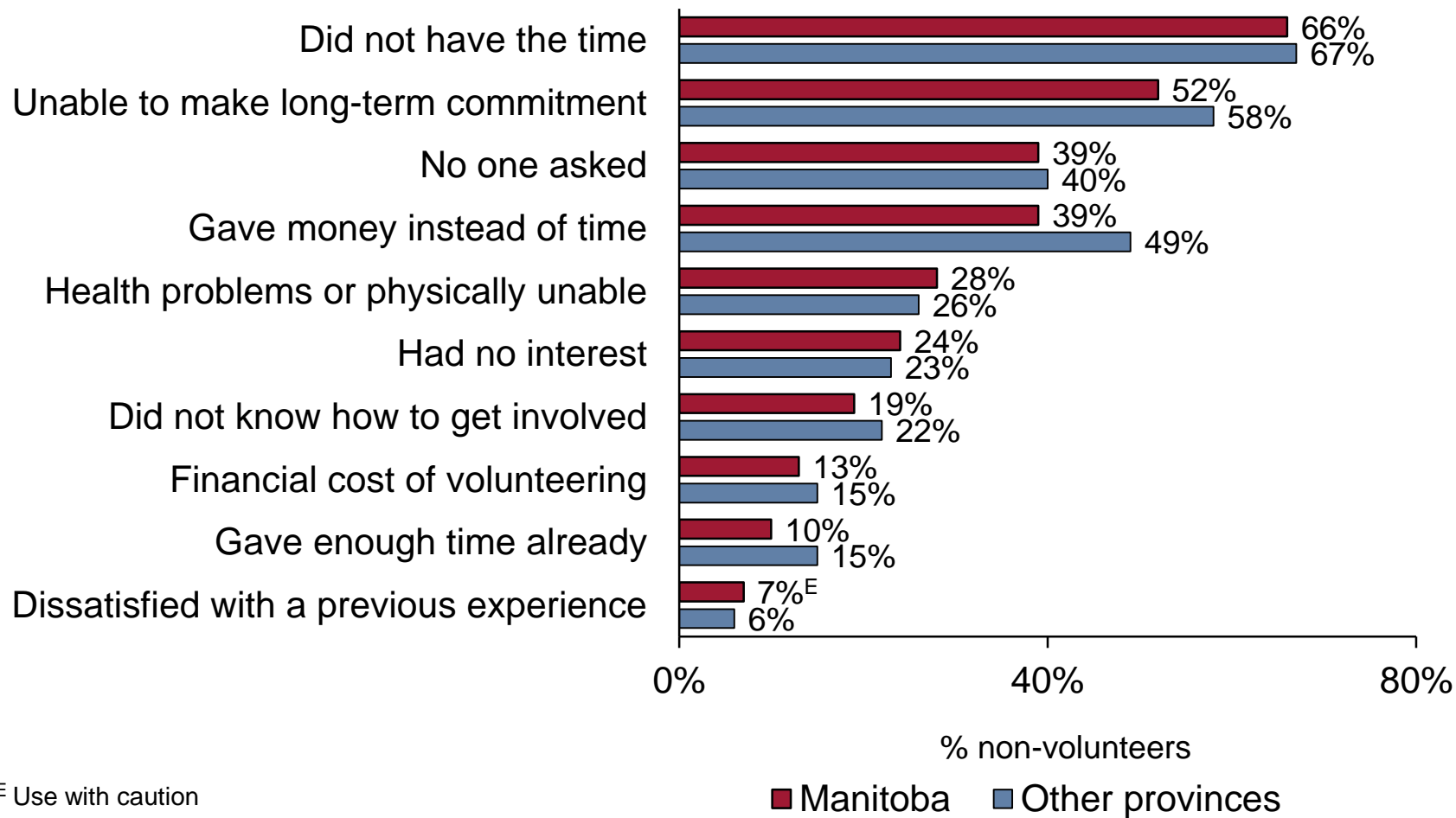
FINDINGS:

- Manitobans 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:
 - Unable to make long term commitment
 - Had given enough time already
- Non-volunteers less likely to report many barriers, particularly that they gave money instead of volunteering

Barriers to volunteering more



Barriers to volunteering at all



^E Use with caution

Motivations and barriers

IMPLICATIONS:

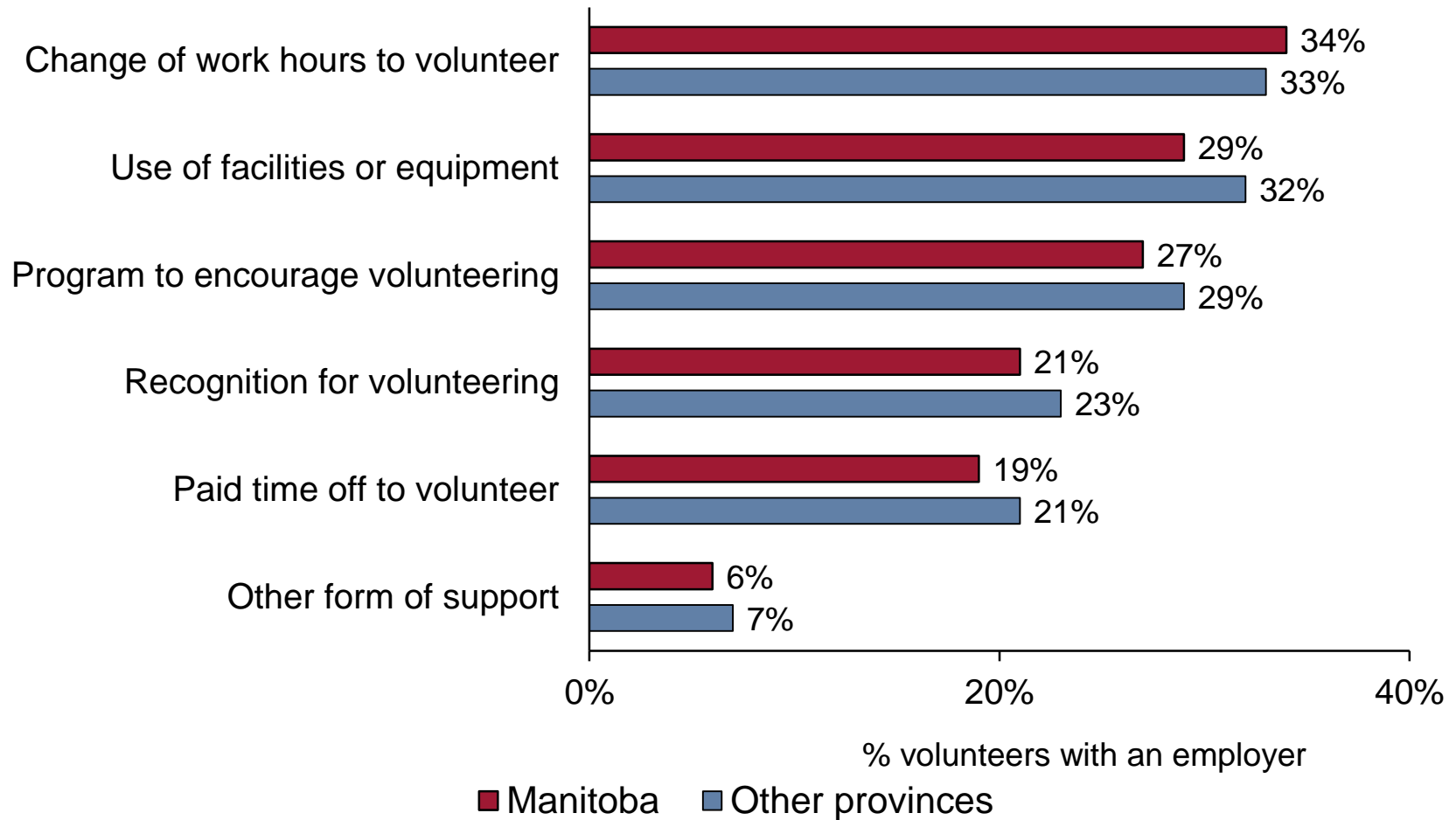
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change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

- 55% of Manitoban volunteers with an employer reported that they had received some form of support for their volunteering
 - 57% of volunteers in other provinces
- Most common forms of support included:
 - Permission to change work schedule
 - Use of facilities or equipment
 - Program to encourage volunteering
- Slightly less likely than volunteers from other provinces to report receiving most forms of employer support

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

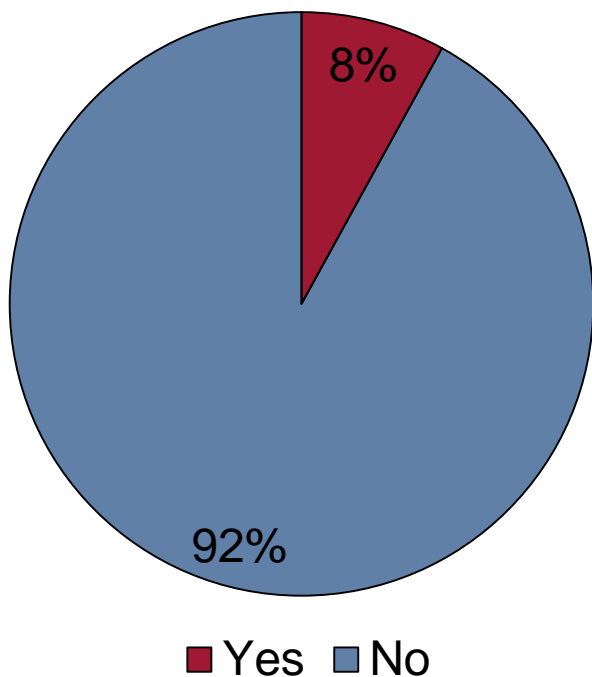
Mandatory community service

FINDINGS:

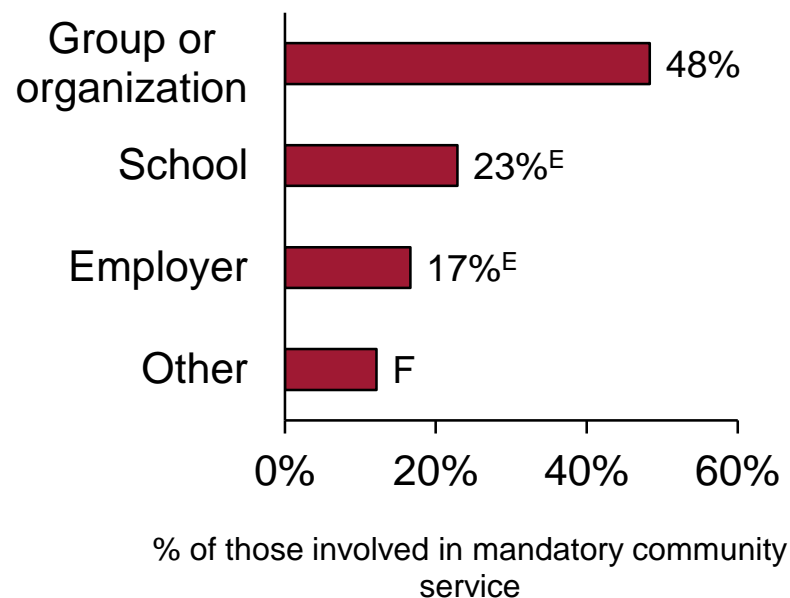
- 8% of volunteers stated that they engaged in mandatory community service (i.e., they were required to volunteer)
 - Asked for the organization to which they contributed the most hours
- Volunteers most commonly required to volunteer by the organization itself
 - e.g., condition for membership, because of child's involvement etc.

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

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

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