



The 2004 Canada Survey of Giving, Volunteering, and Participating: NEW BRUNSWICK

Content

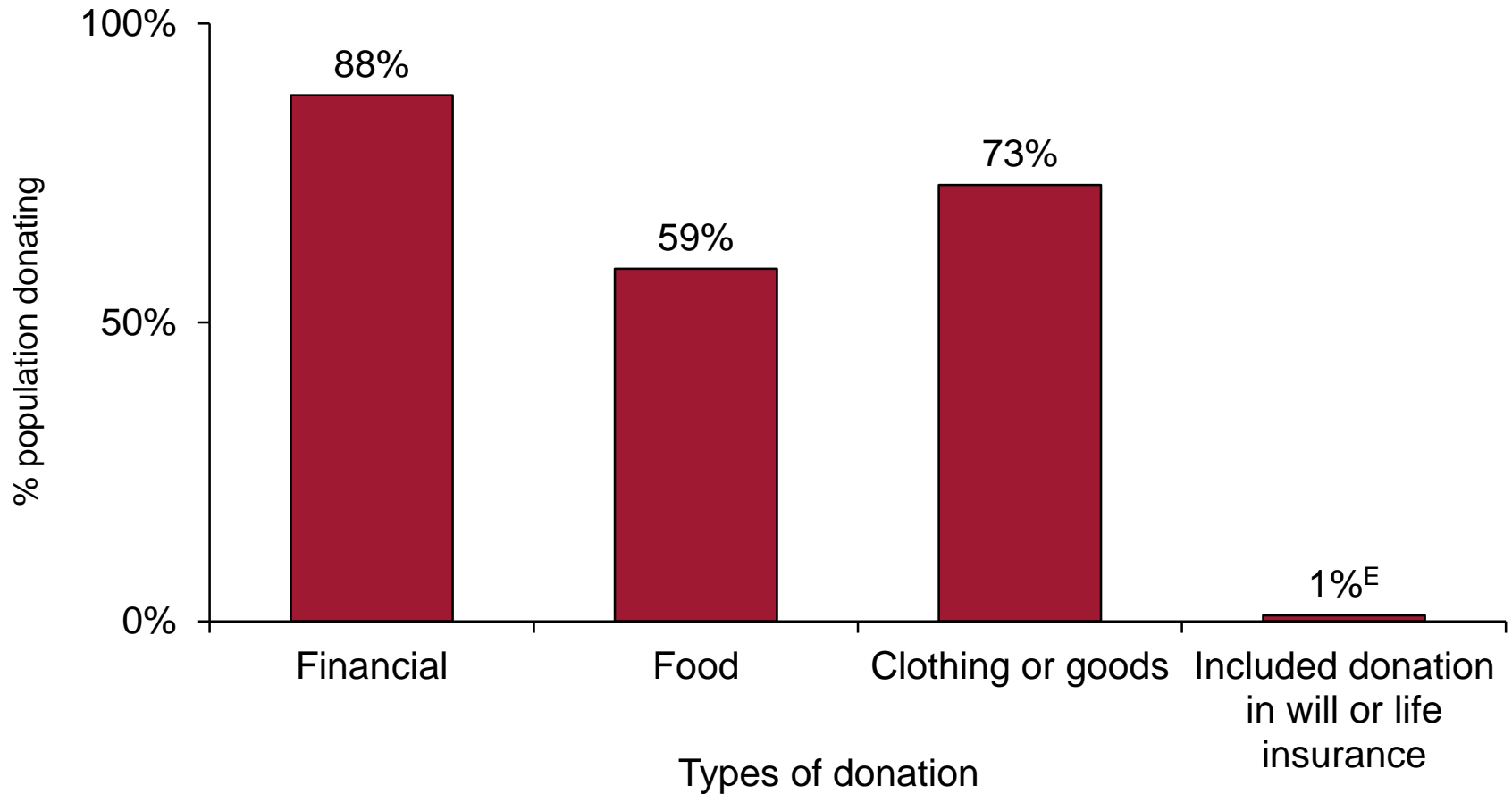
DONATING:

- Donations
- Types of organizations supported
- Donor characteristics:
 - Household income
 - Presence of children
- 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

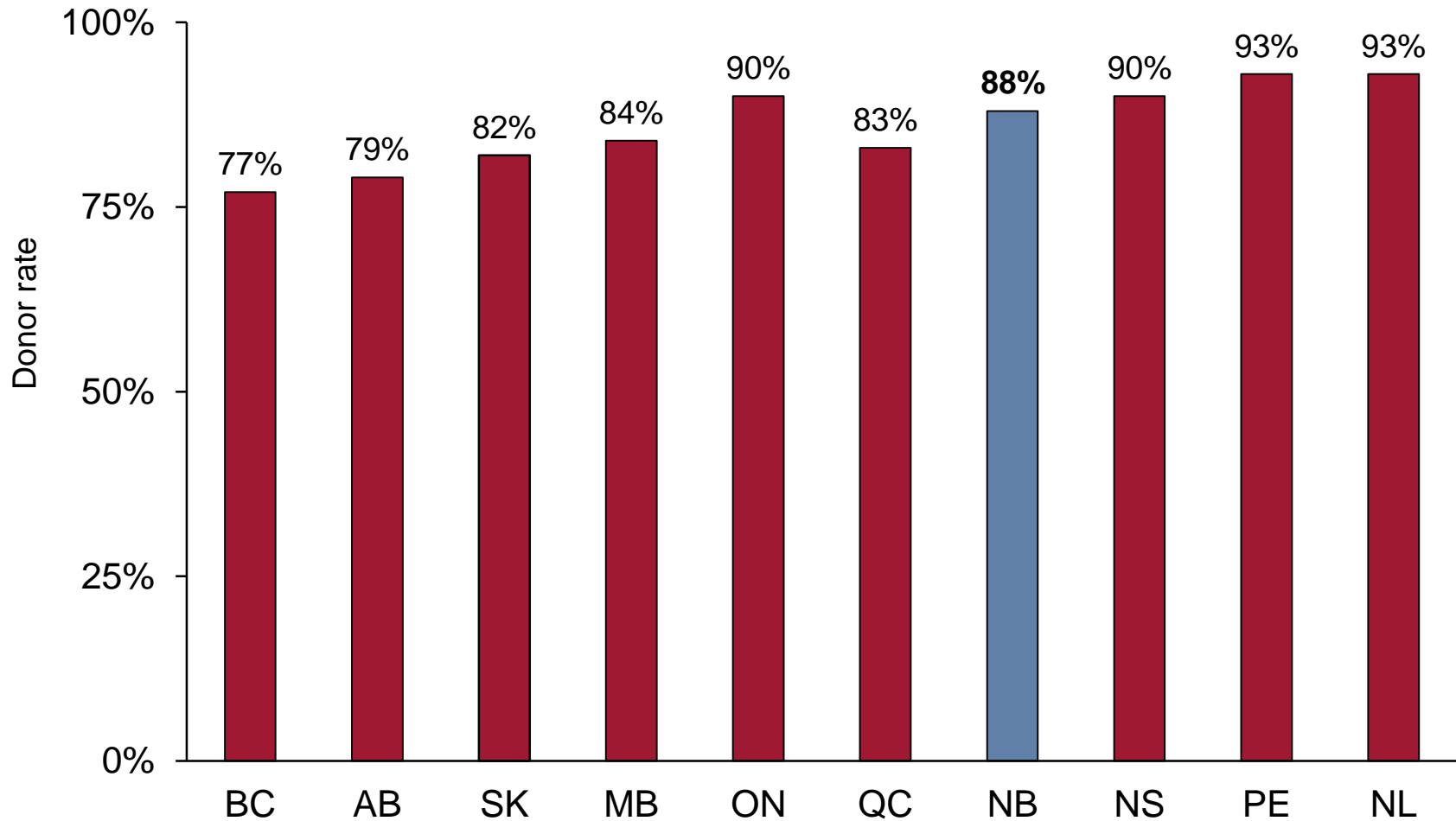


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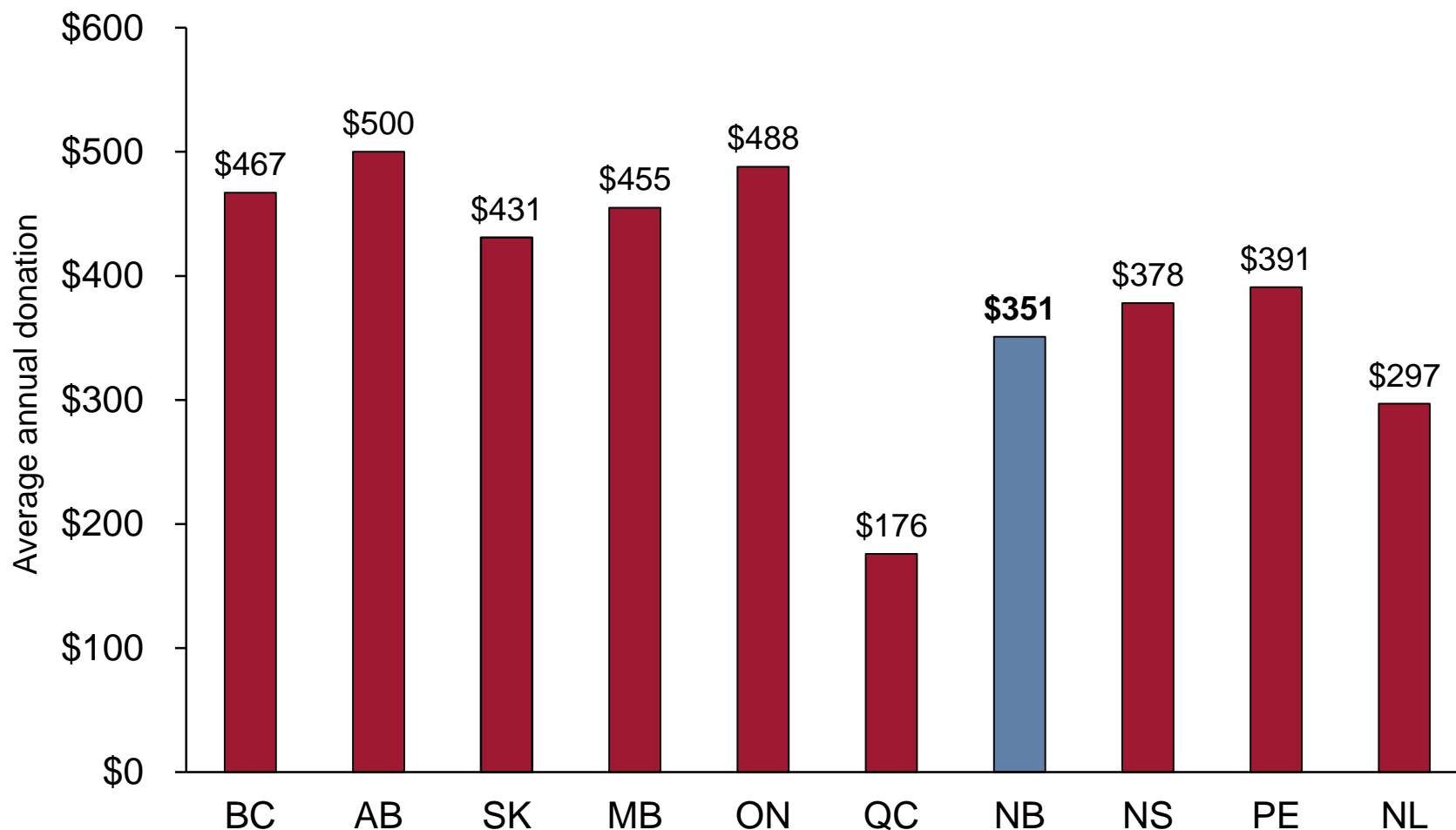
Financial donations

- 88% of New Brunswick residents (547,000 residents) made financial donations in 2004
 - 85% of Canadians donated
- New Brunswick donors each donated an average of \$351, with a median donation amount of \$110
 - Canadians donated an average of \$400 each, with median donation of \$120
- New Brunswickers donated a total of \$192 million

Donor rate



Average annual donation

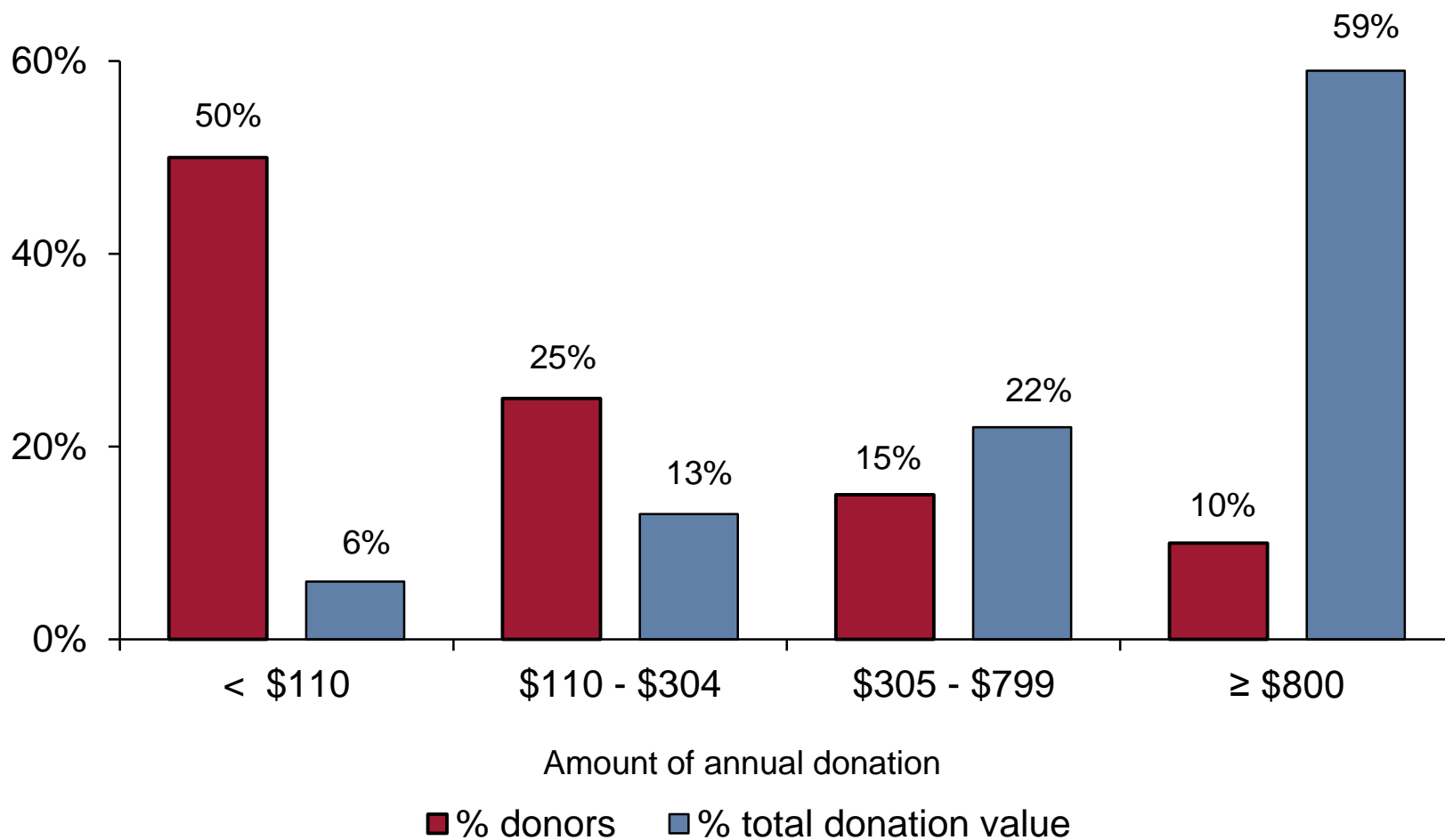


Concentration of support

FINDINGS:

- Although the majority of New Brunswickers donate, the bulk of the money donated comes from a small minority of donors
 - The top 10% of donors (those who donated \$800 or more) accounted for 59% of the total value of donations made in New Brunswick
 - Top 25% (those who donated \$305 or more) accounted for 81% of total donations
- Half of donors contributed less than \$110 and collectively they accounted for 6% of donations

Concentration of support



Charitable giving

IMPLICATIONS:

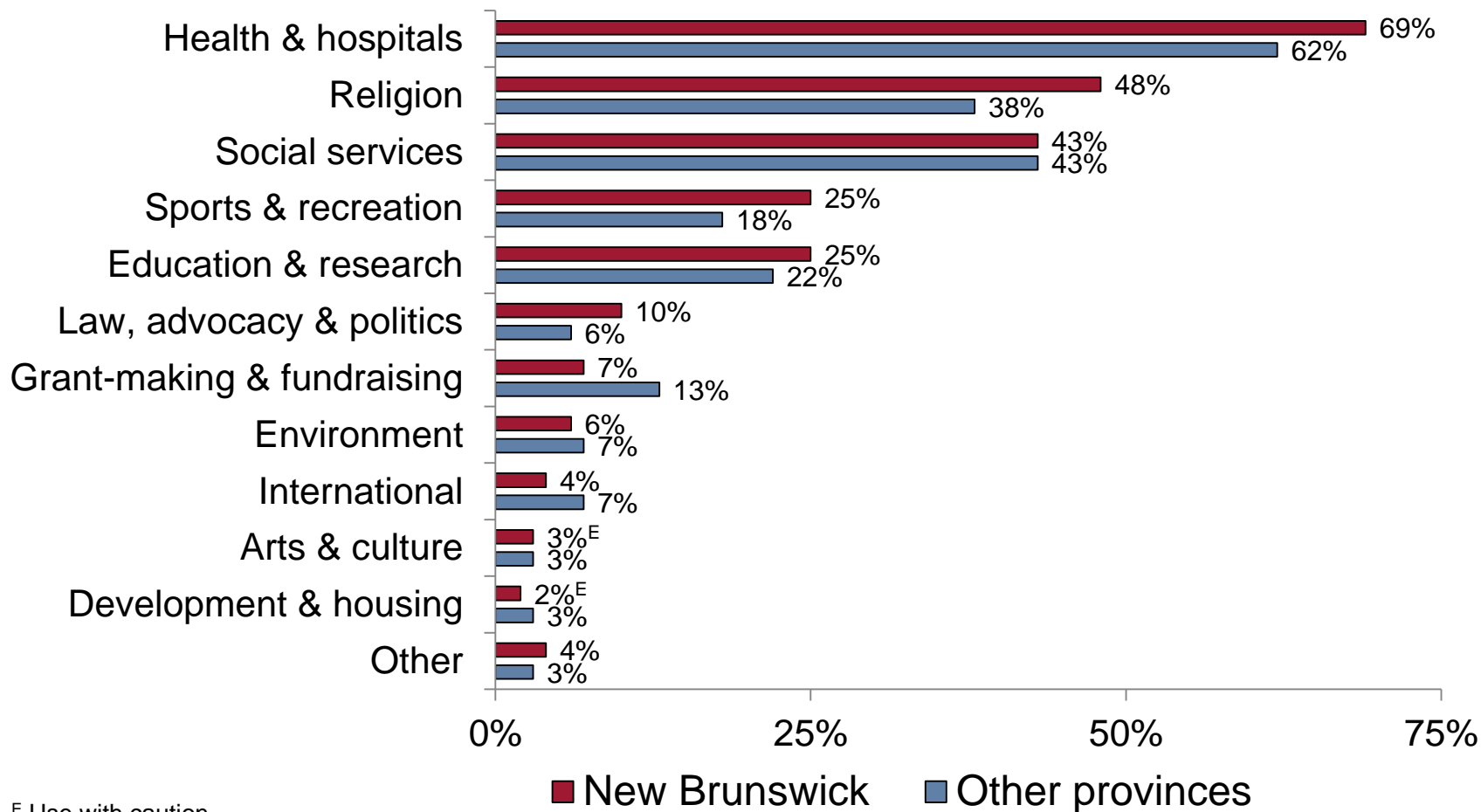
- New Brunswick residents donate at higher rate than national average, though lowest rate in Atlantic Canada
- Donors report quite small average donations
- Nonprofit and charitable organizations very dependent on a small portion of the population for bulk of their donations
- Should anything happen to change the donation habits of that population, results would be significant

Types of organizations supported

FINDINGS:

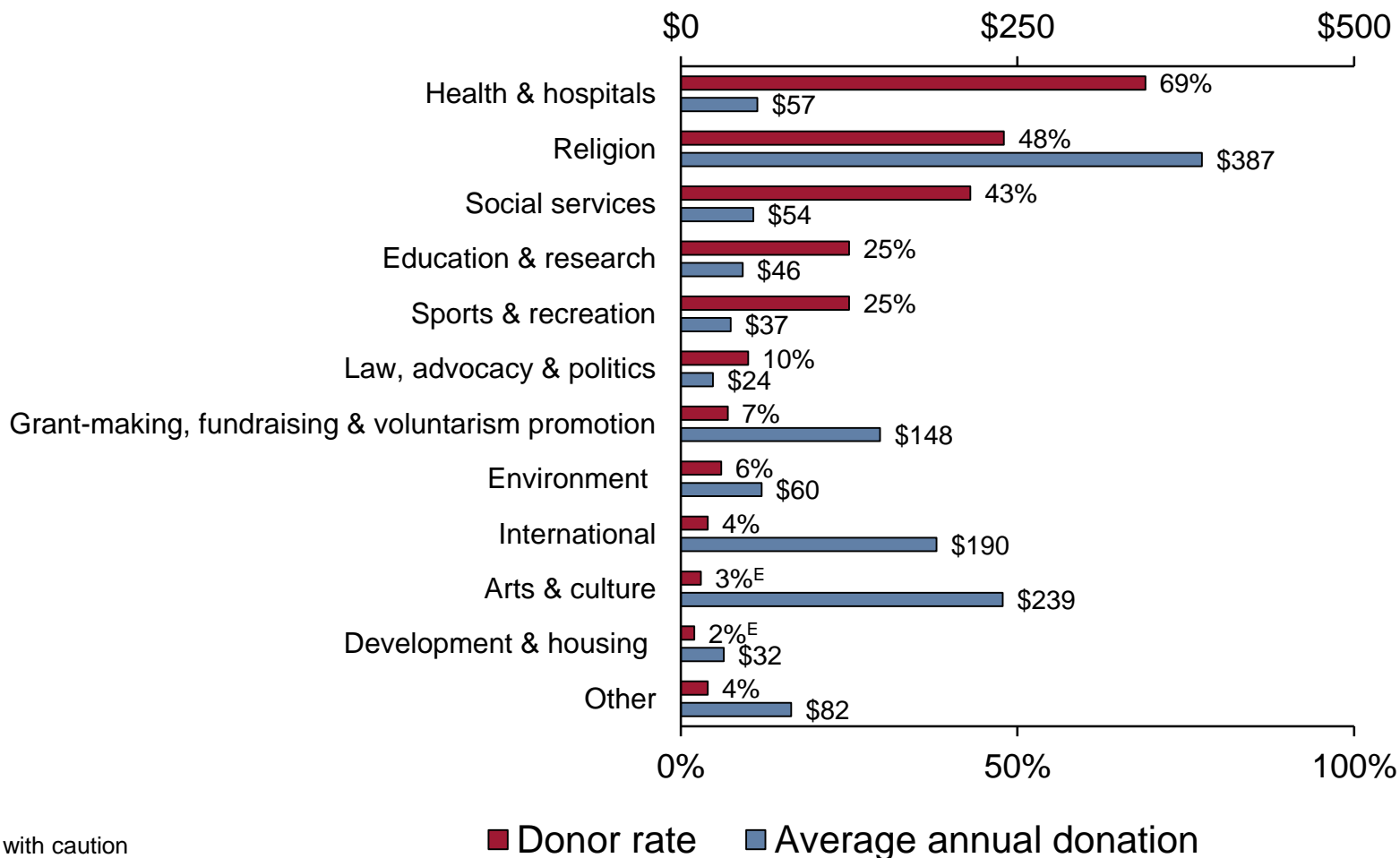
- New Brunswickers most likely to donate to organizations working in the areas of:
 - Health
 - Religion
 - Social services
- More likely than residents of other provinces to donate to a number of types of organizations, including Religious, Health and Sports and recreation
- Less likely to donate to Fundraising and Grantmaking and International
- Bulk of the monies donated go to Religious organizations

Types of organizations supported



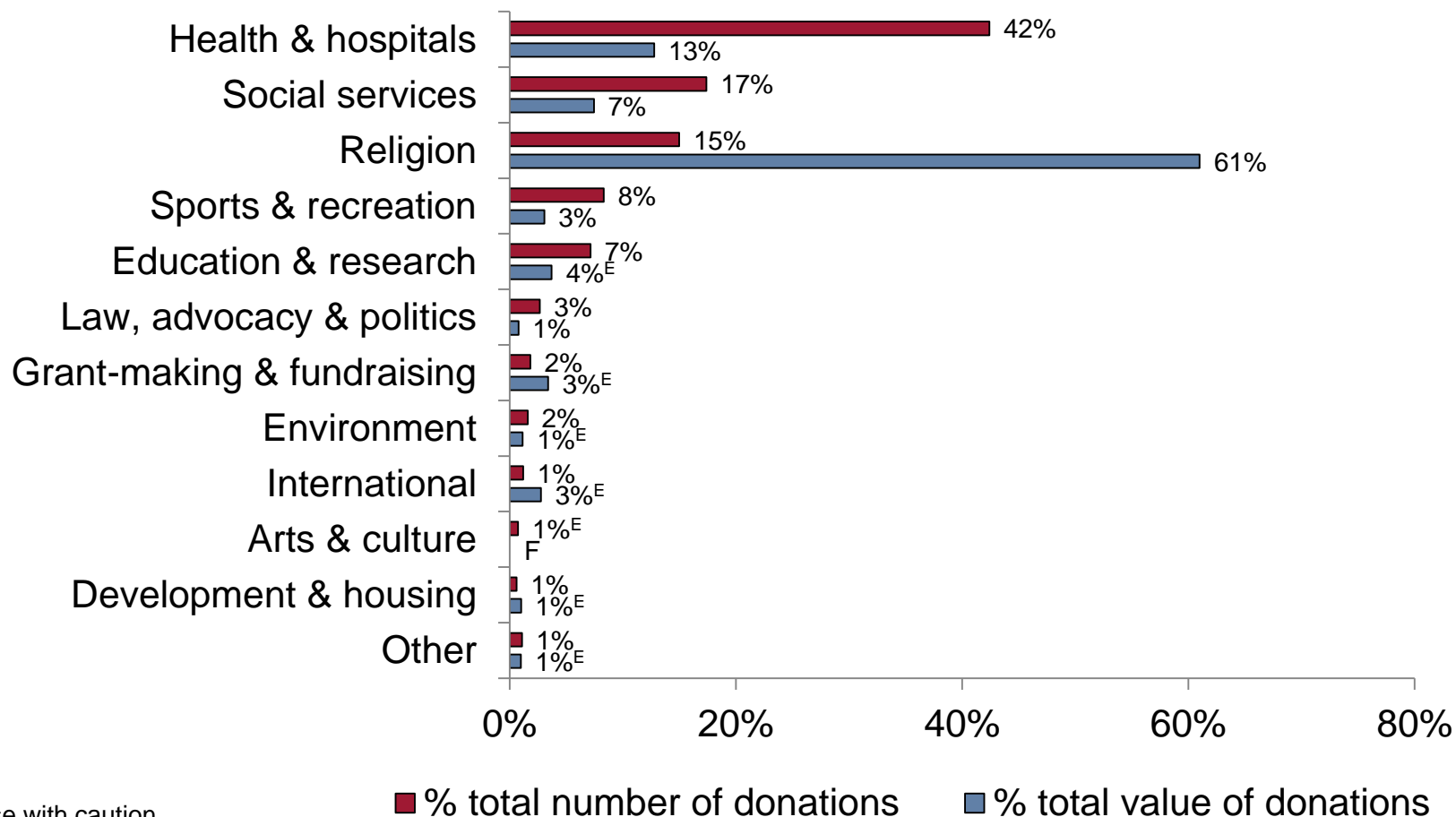
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Types of organizations supported



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Types of organizations supported



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Types of organizations supported

IMPLICATIONS:

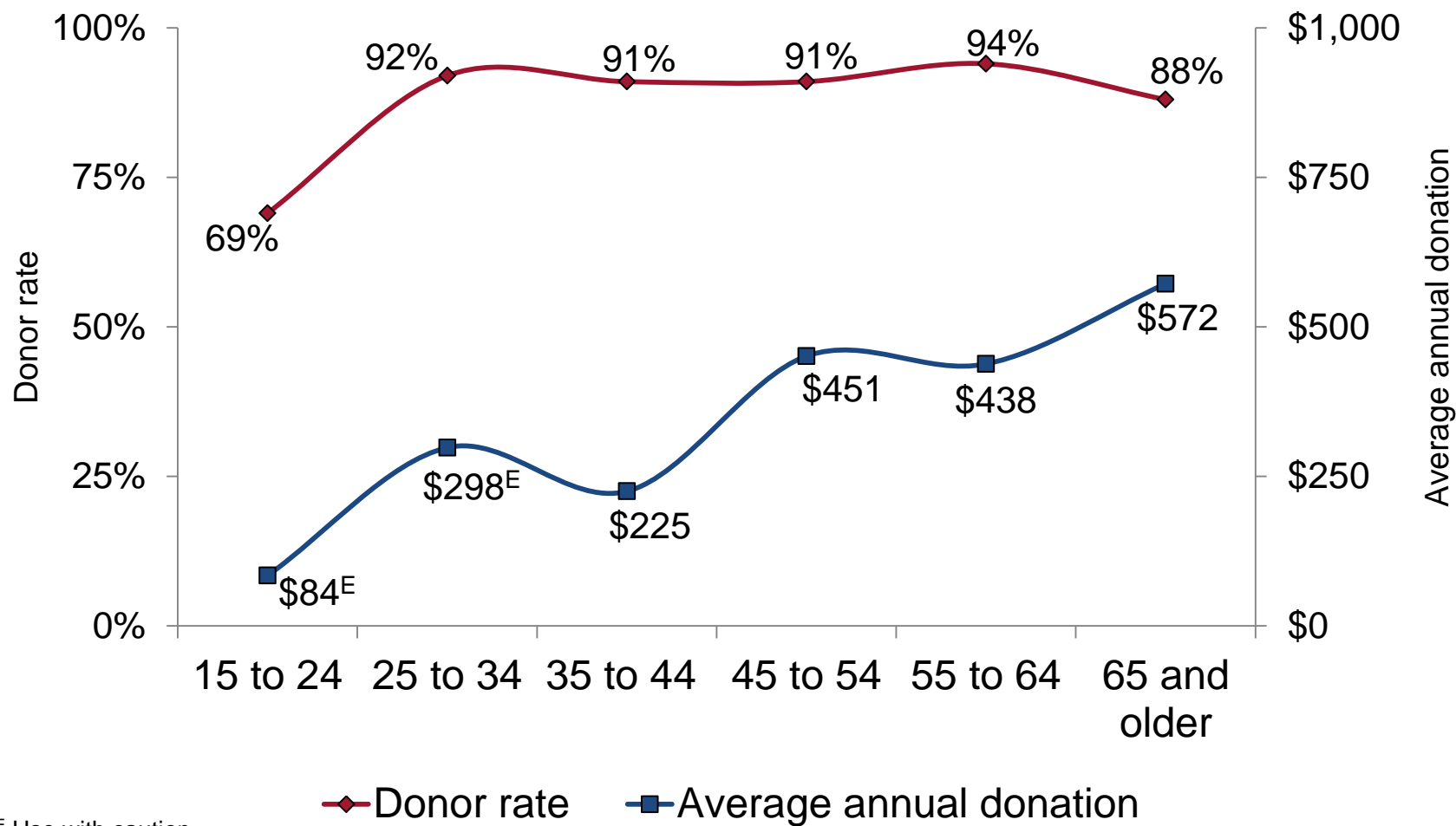
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support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

Donor characteristics

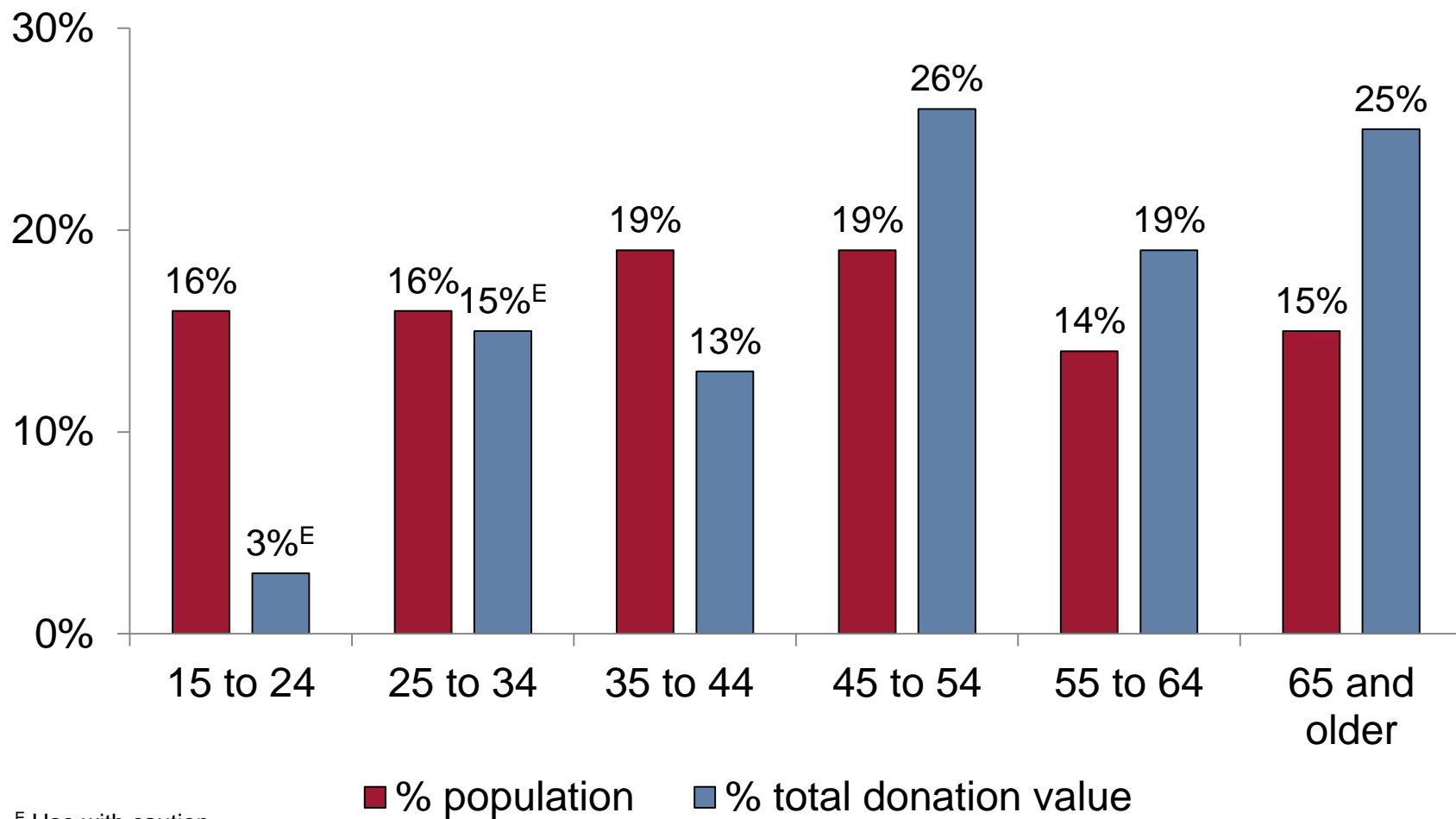
FINDINGS:

- 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

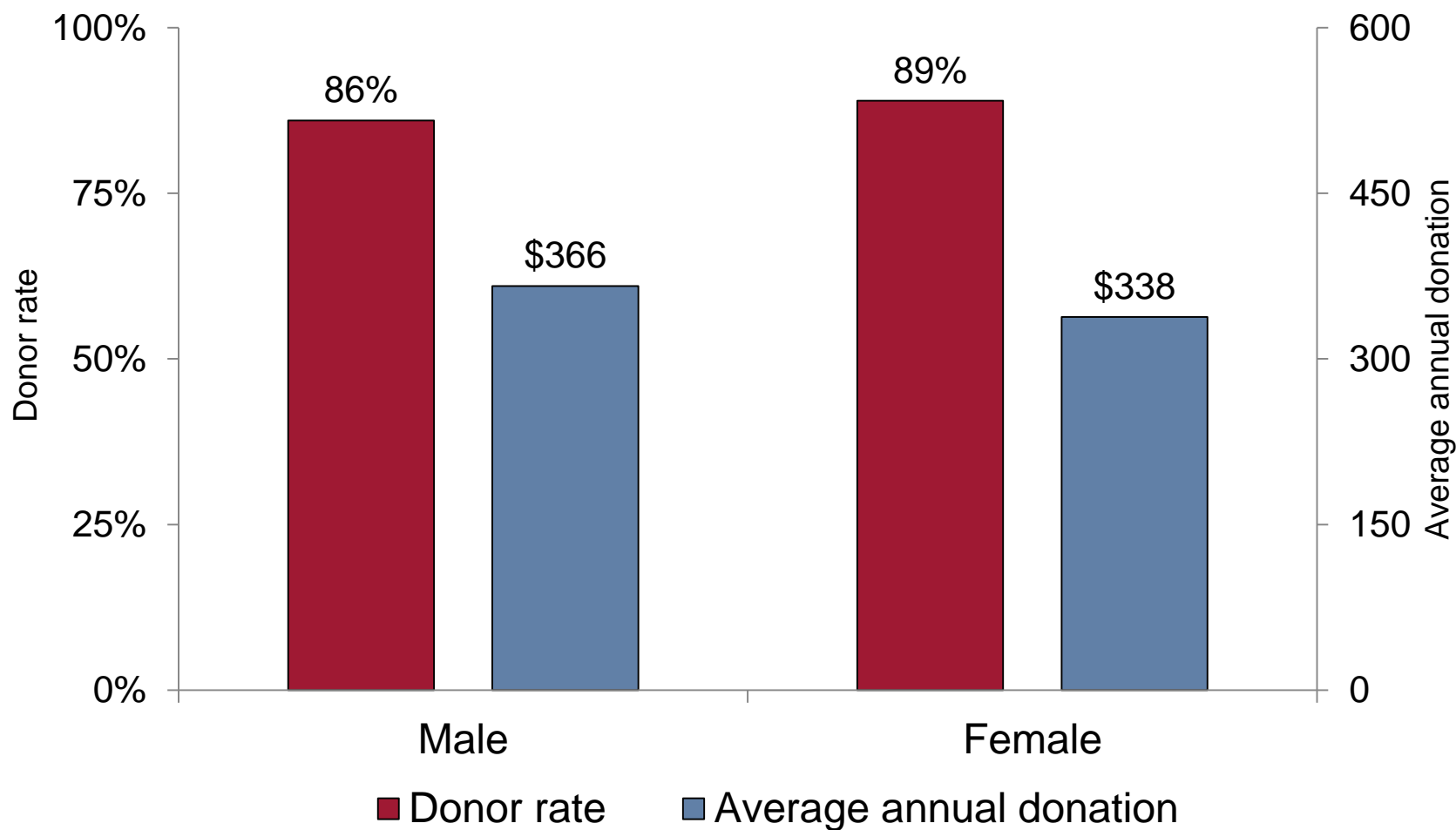
Donor characteristics: Age



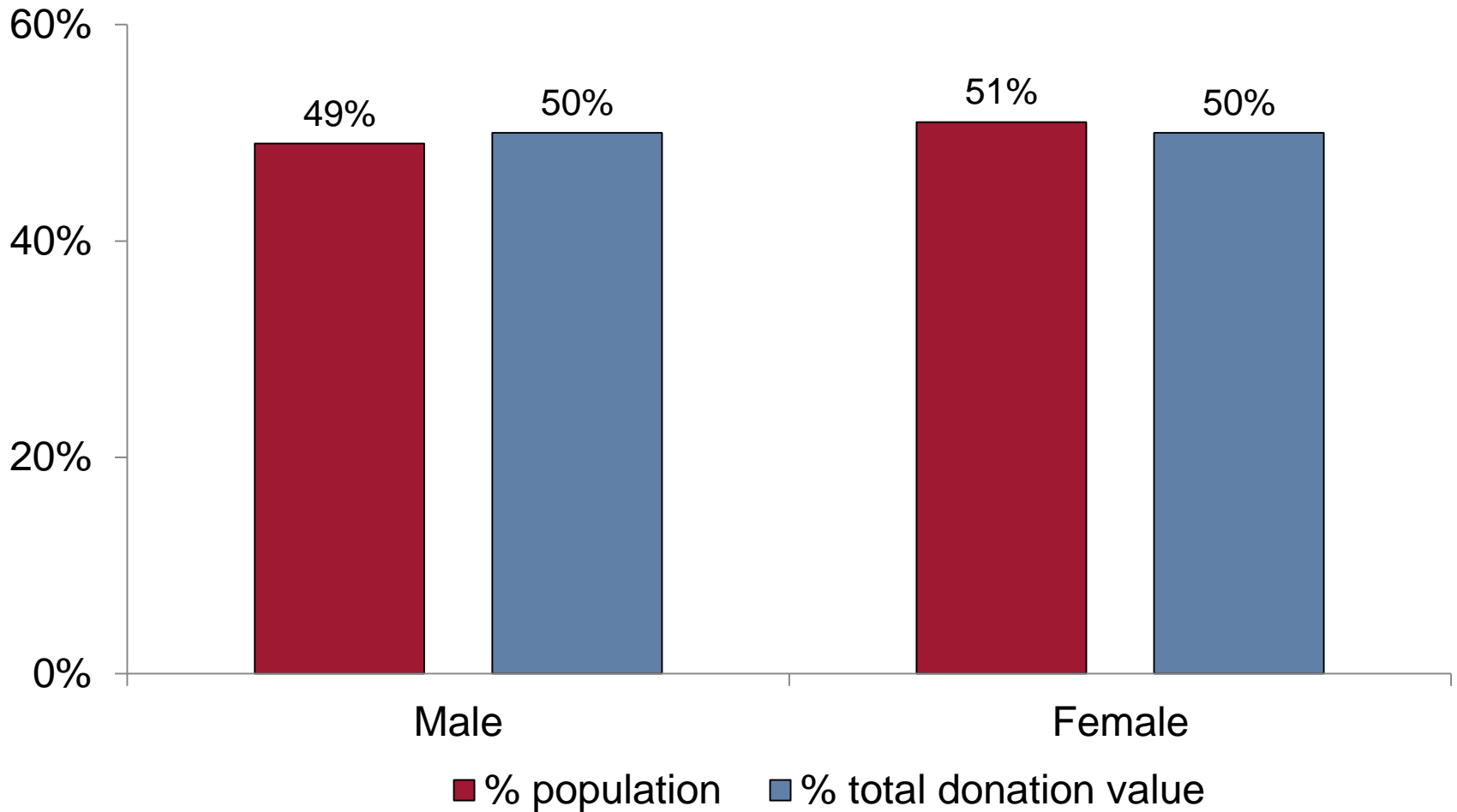
Donor characteristics: Age



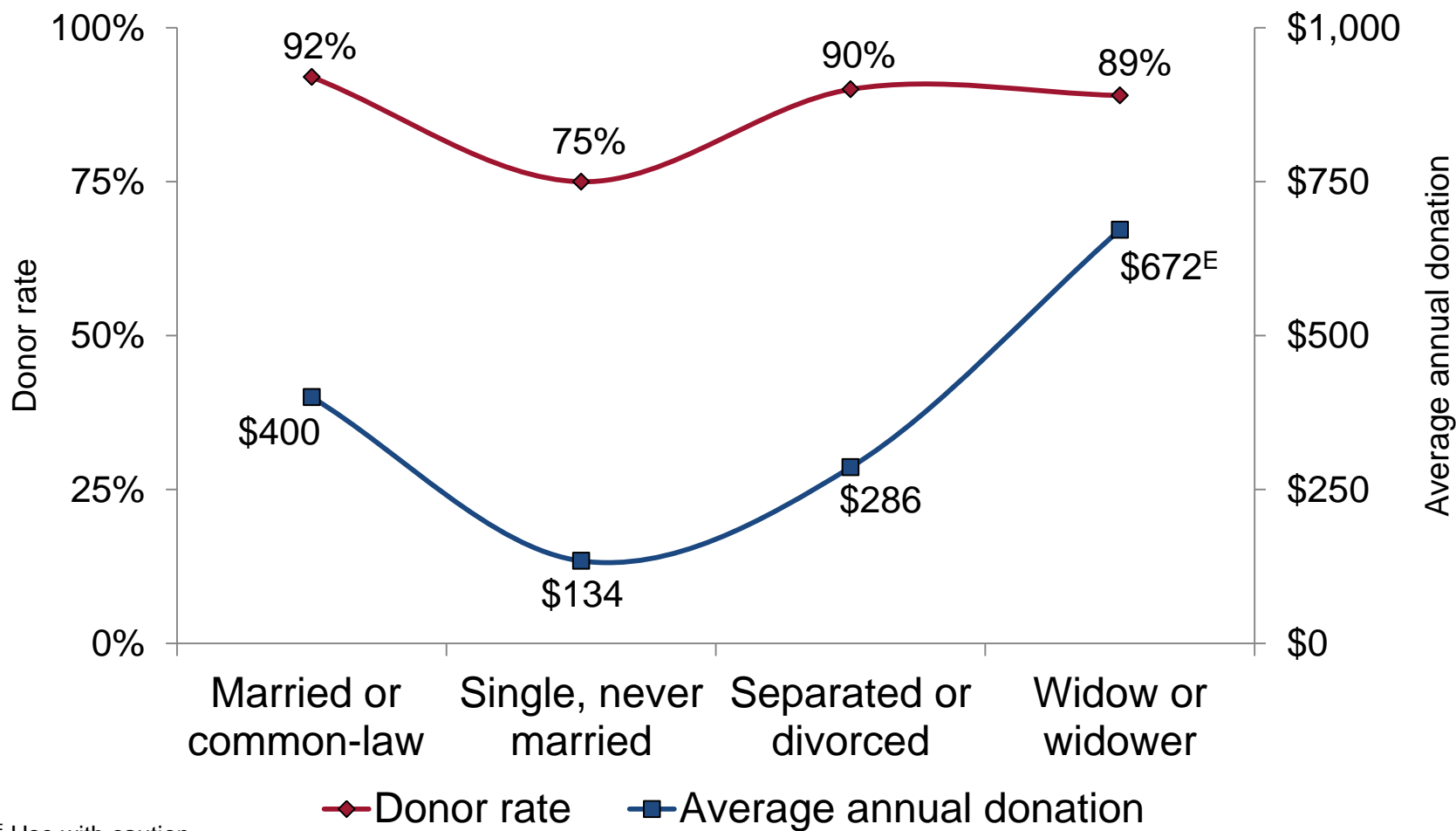
Donor characteristics: Sex



Donor characteristics: Sex

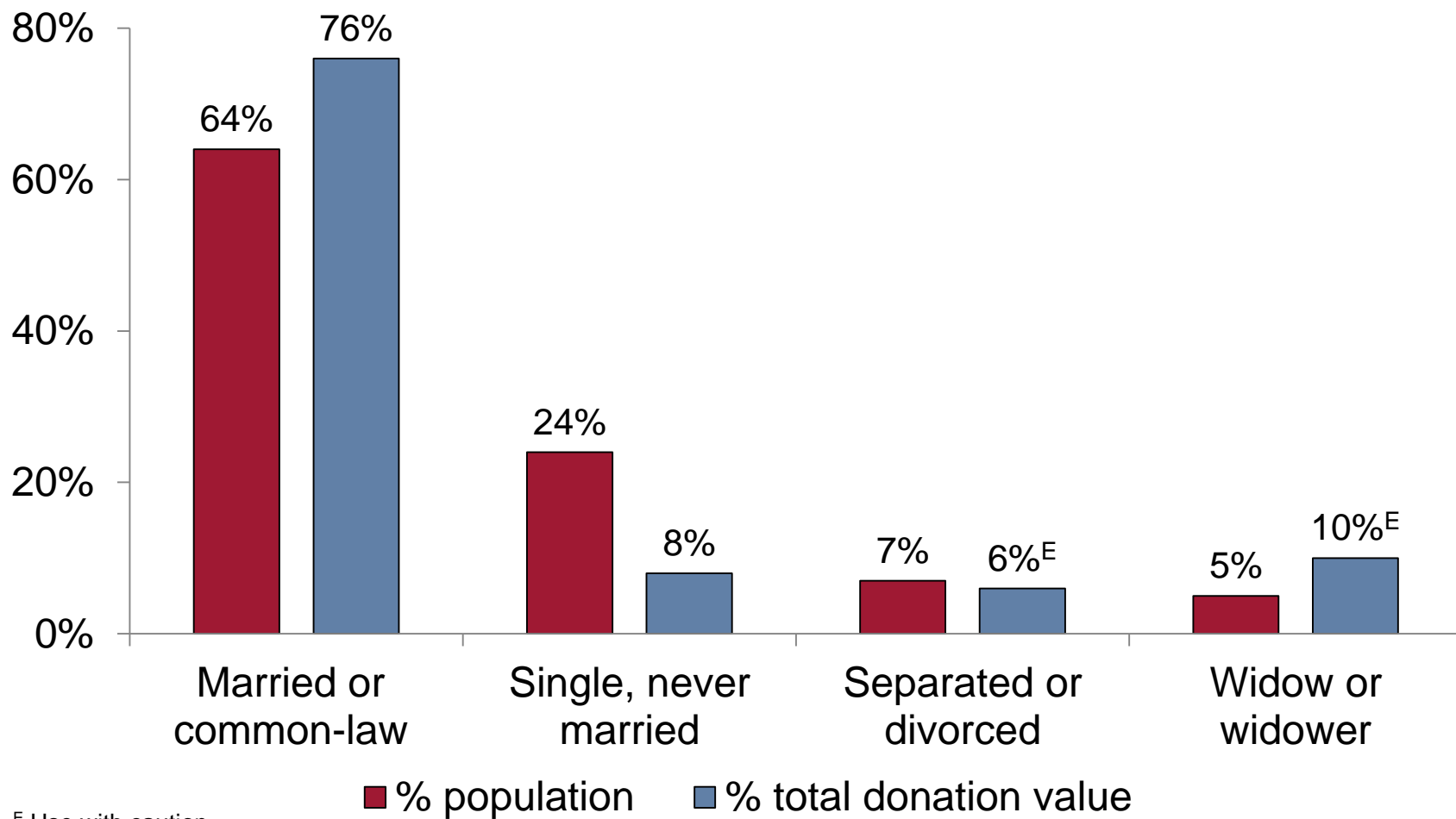


Donor characteristics: Marital status

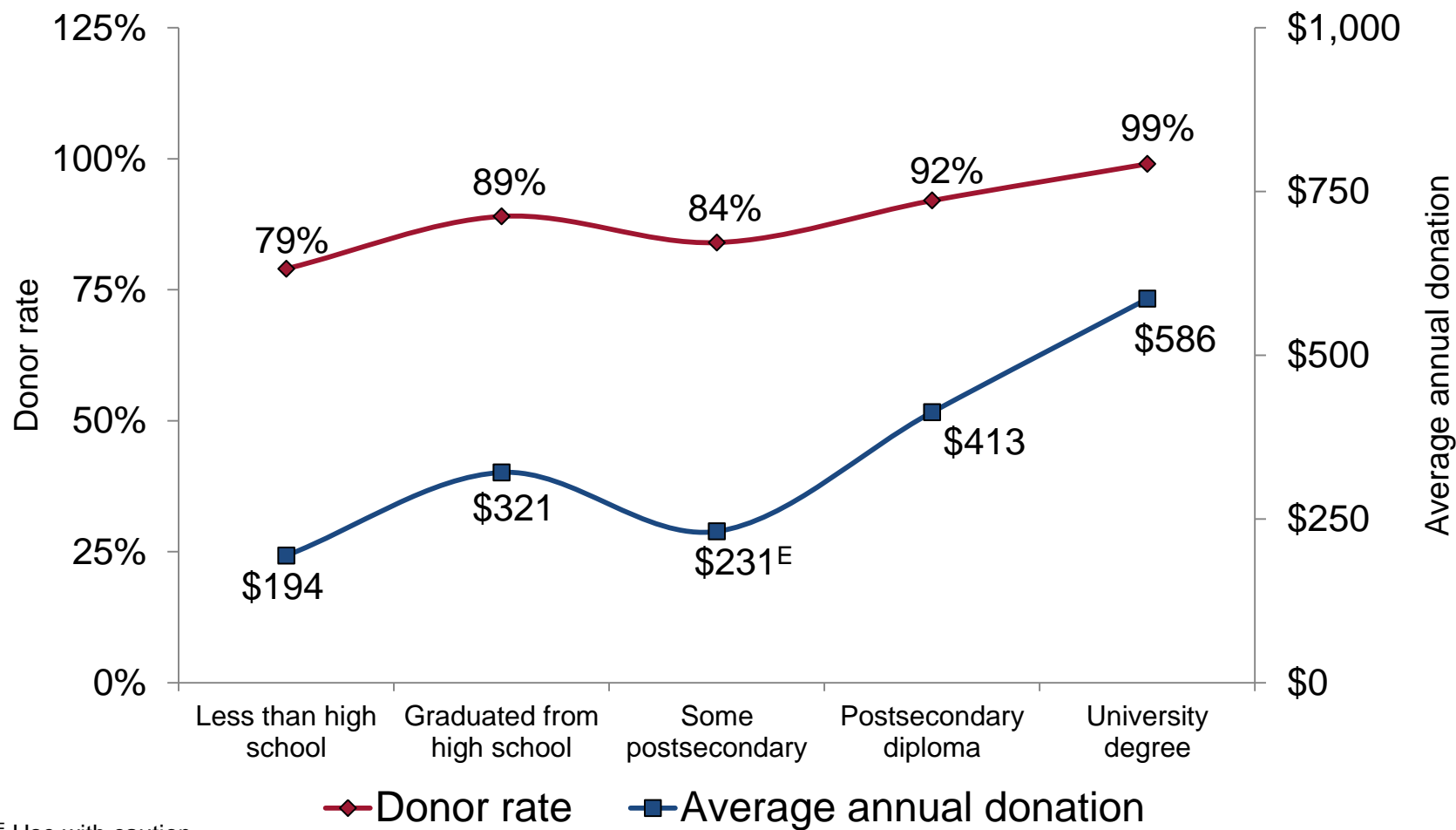


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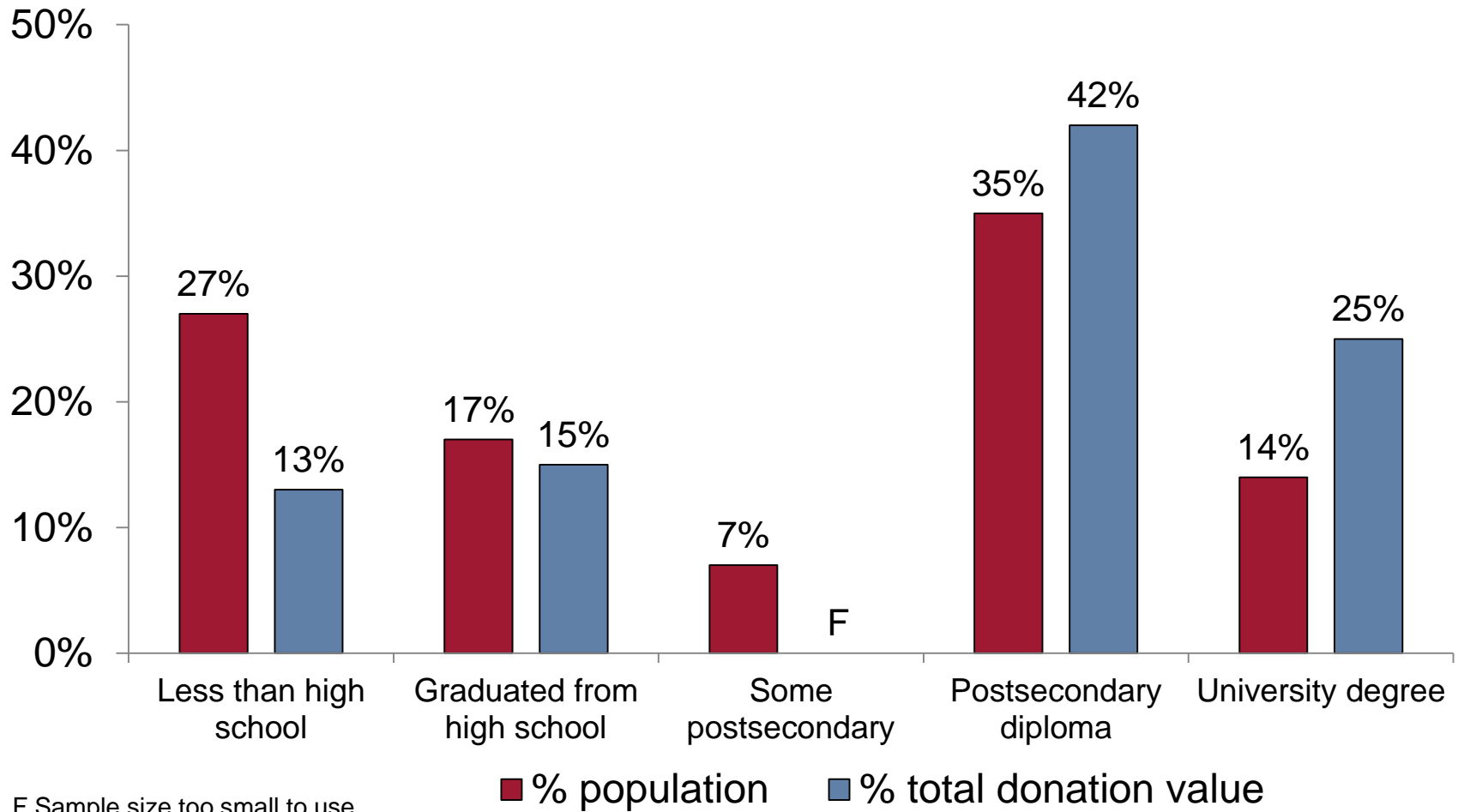
Donor characteristics: Marital status



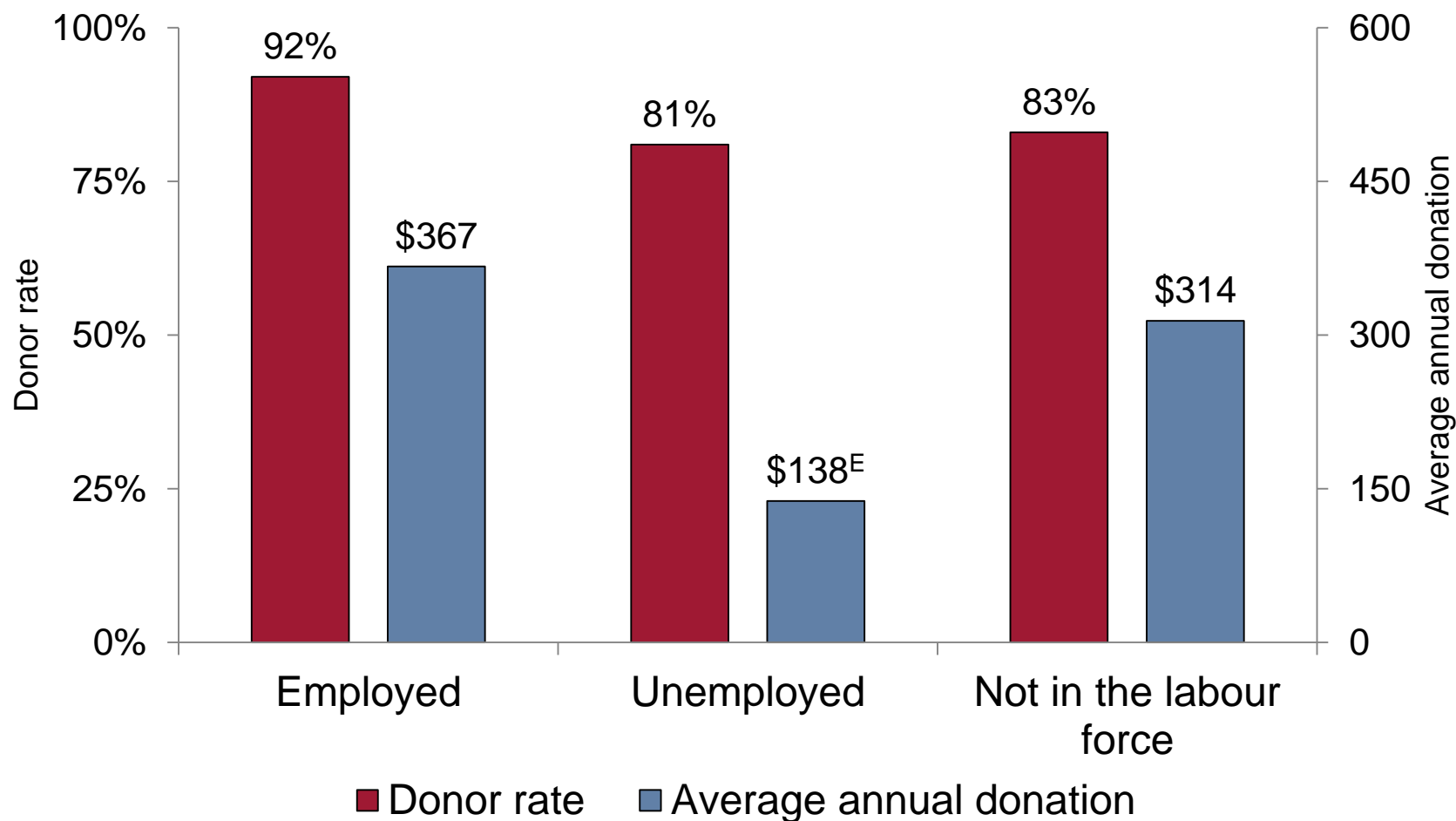
Donor characteristics: Education level



Donor characteristics: Education level

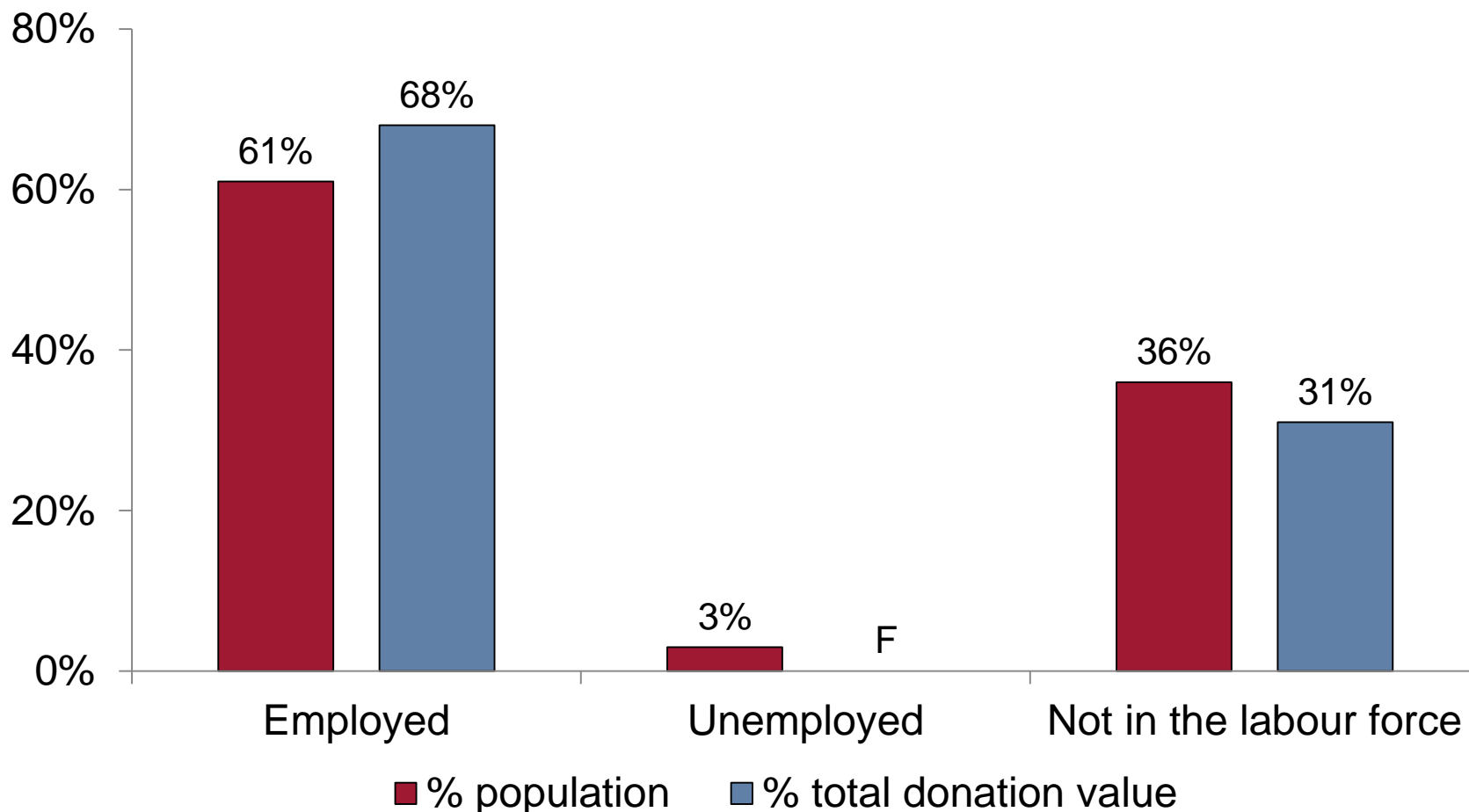


Donor characteristics: Labour force status



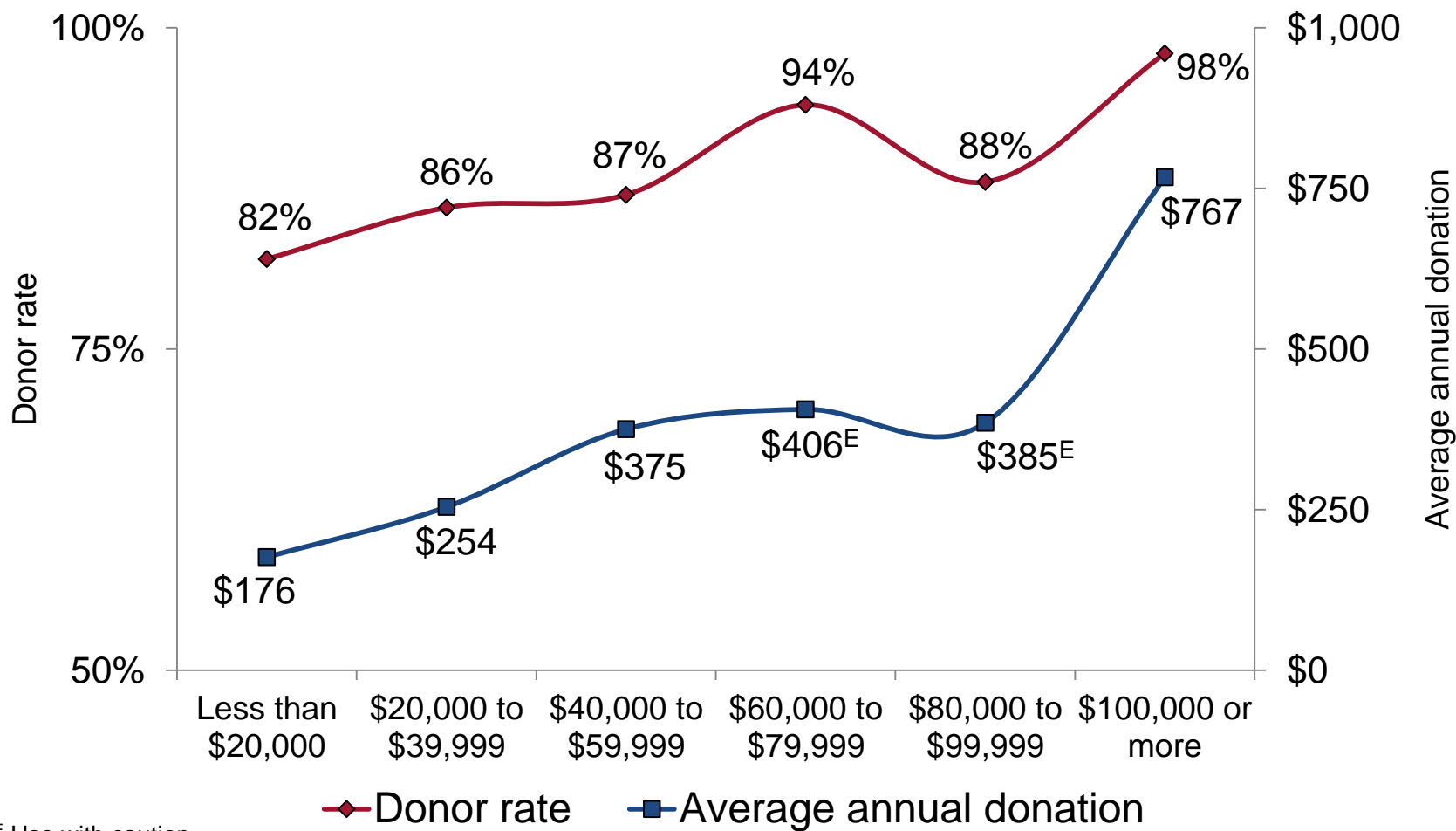
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Donor characteristics: Labour force status

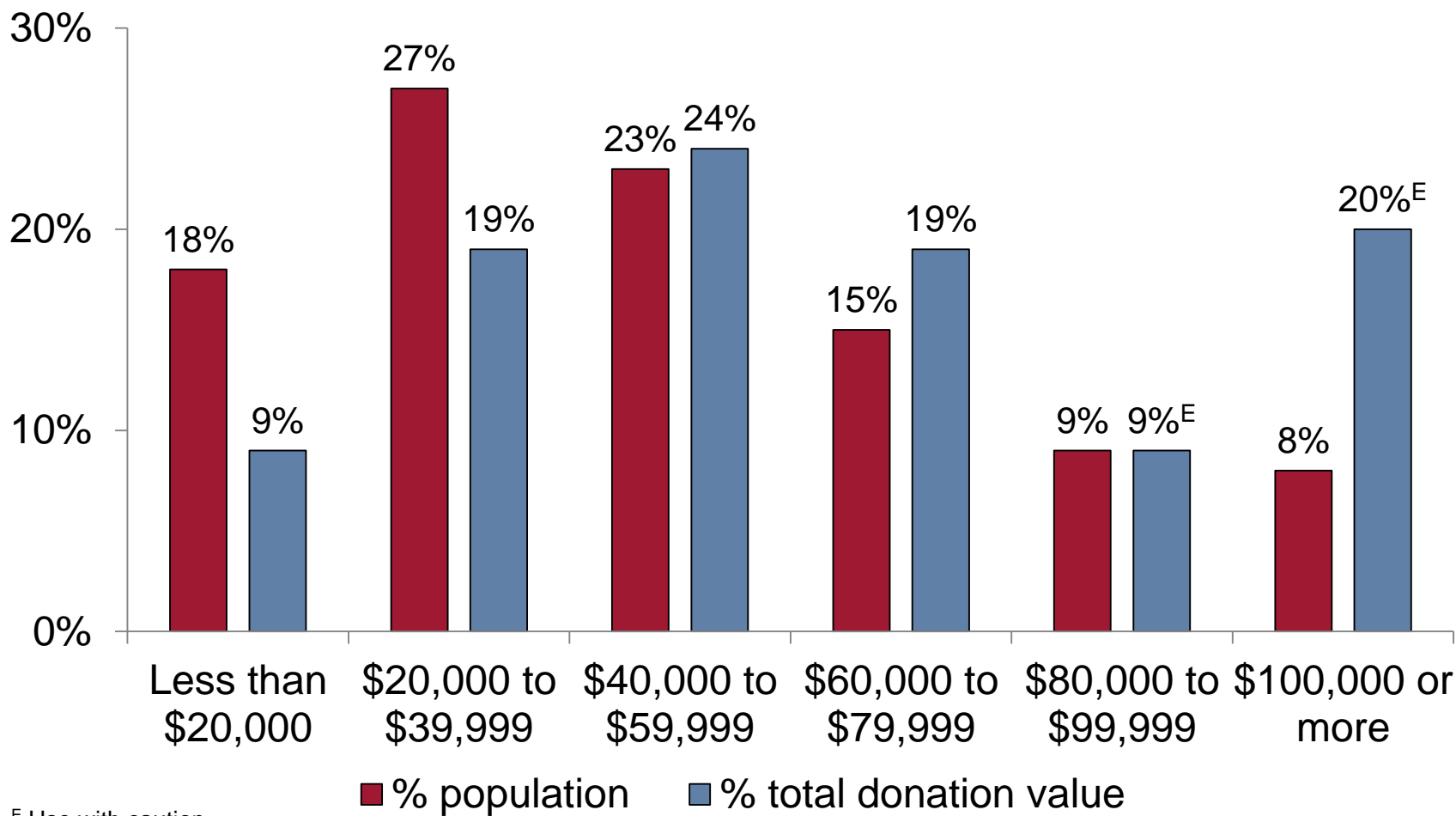


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Donor characteristics: Household income

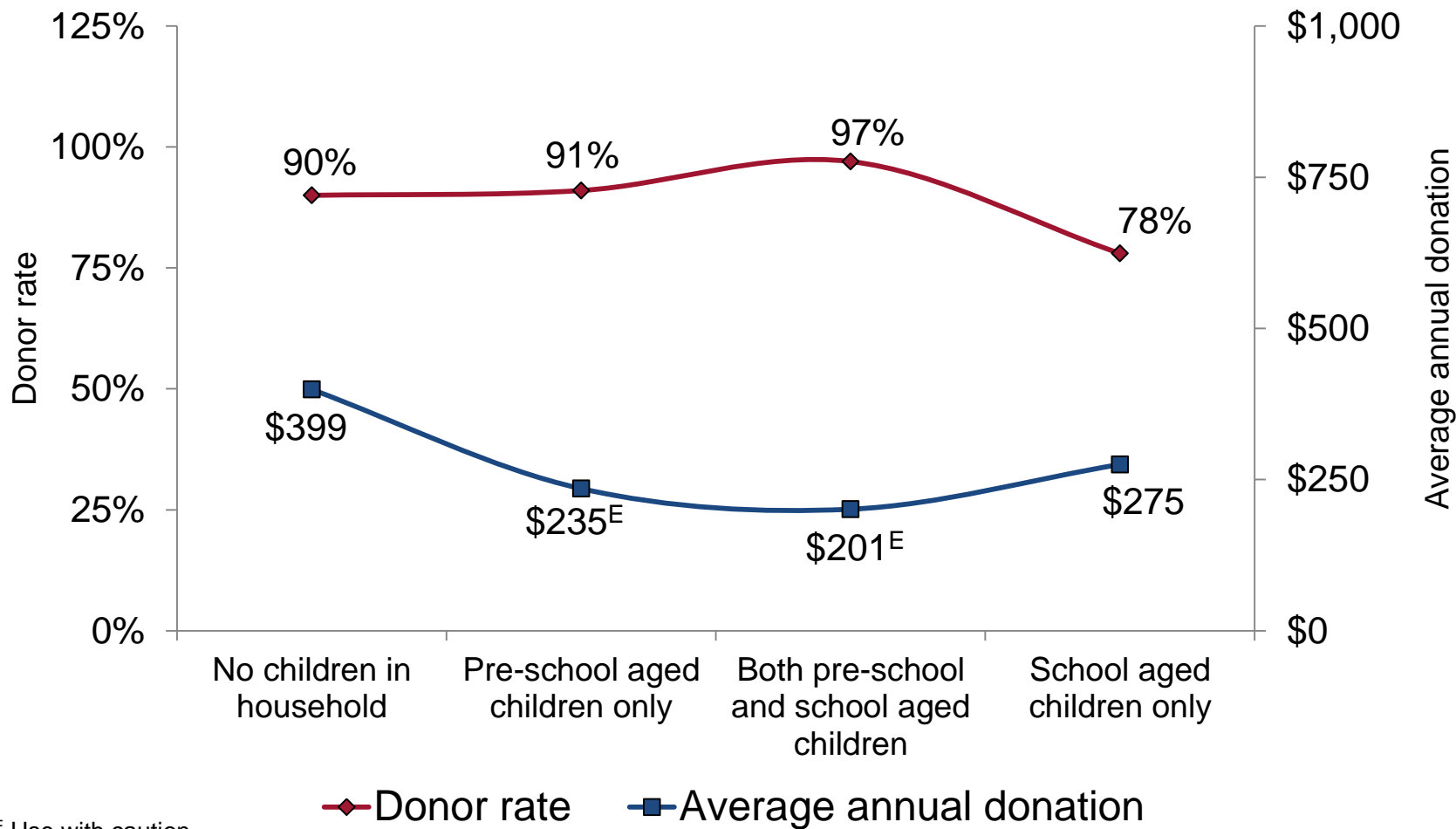


Donor characteristics: Household income

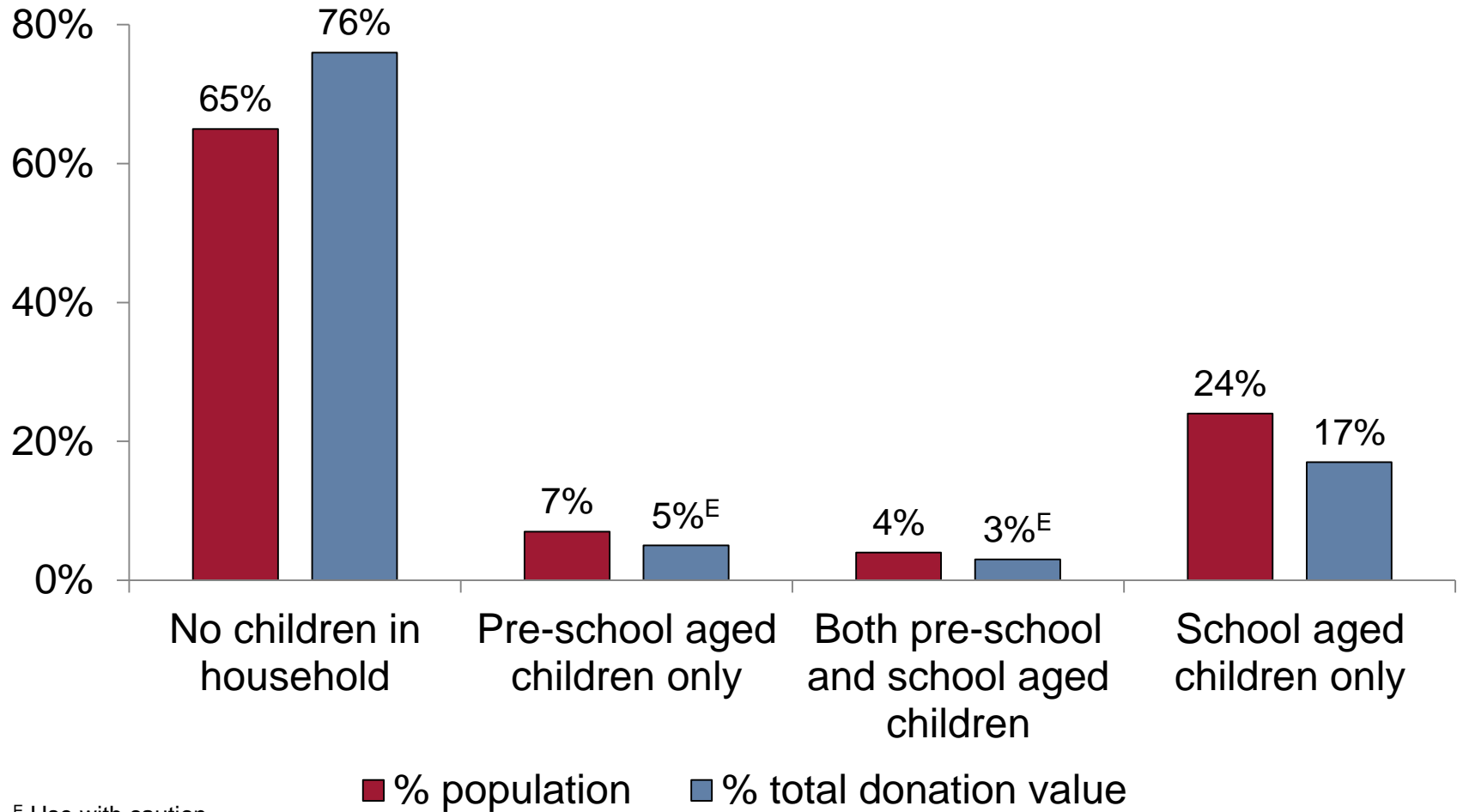


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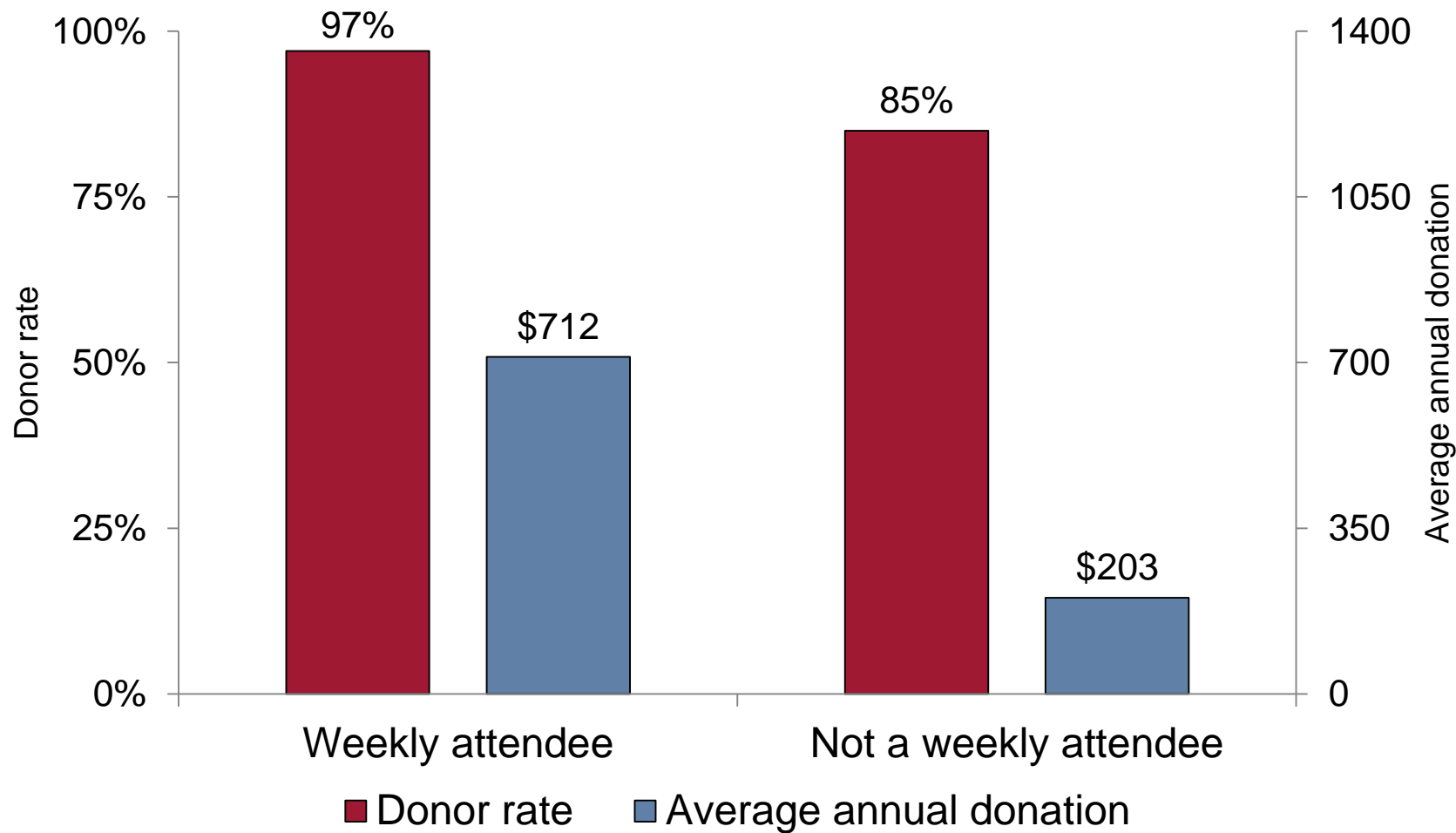
Donor characteristics: Presence of children



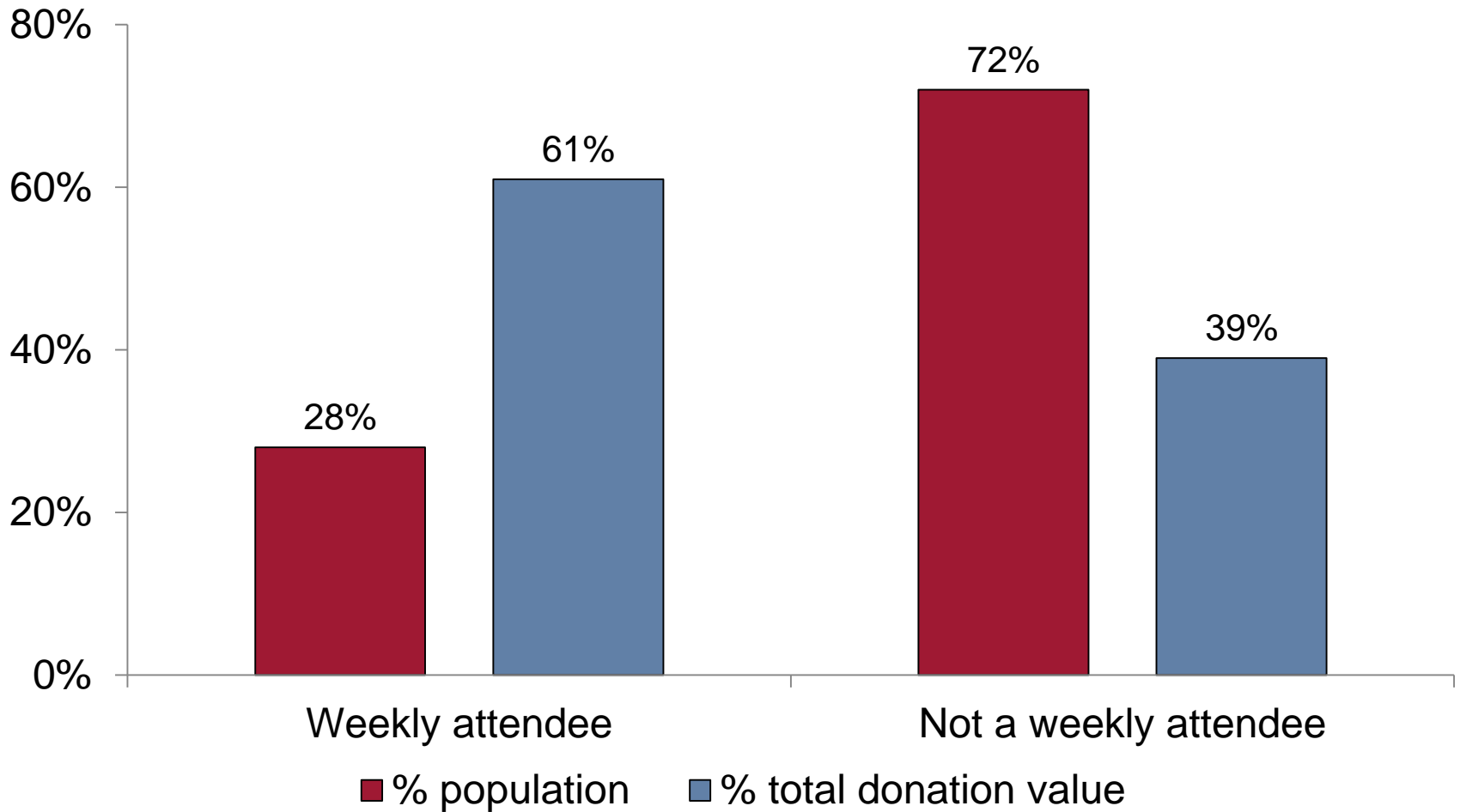
Donor characteristics: Presence of children



Donor characteristics: Religious attendance



Donor characteristics: Religious attendance



New Brunswick's top donors

- Groups that give disproportionately large amounts:
 - Were 45 years of age or older
 - Were widowed or married or in a common-law relationship
 - Held a postsecondary degree or a university degree
 - Were employed
 - Had an annual household income of \$100,000 or more
 - Had no children in the household
 - Attended religious services on a weekly basis

Donor characteristics

IMPLICATIONS:

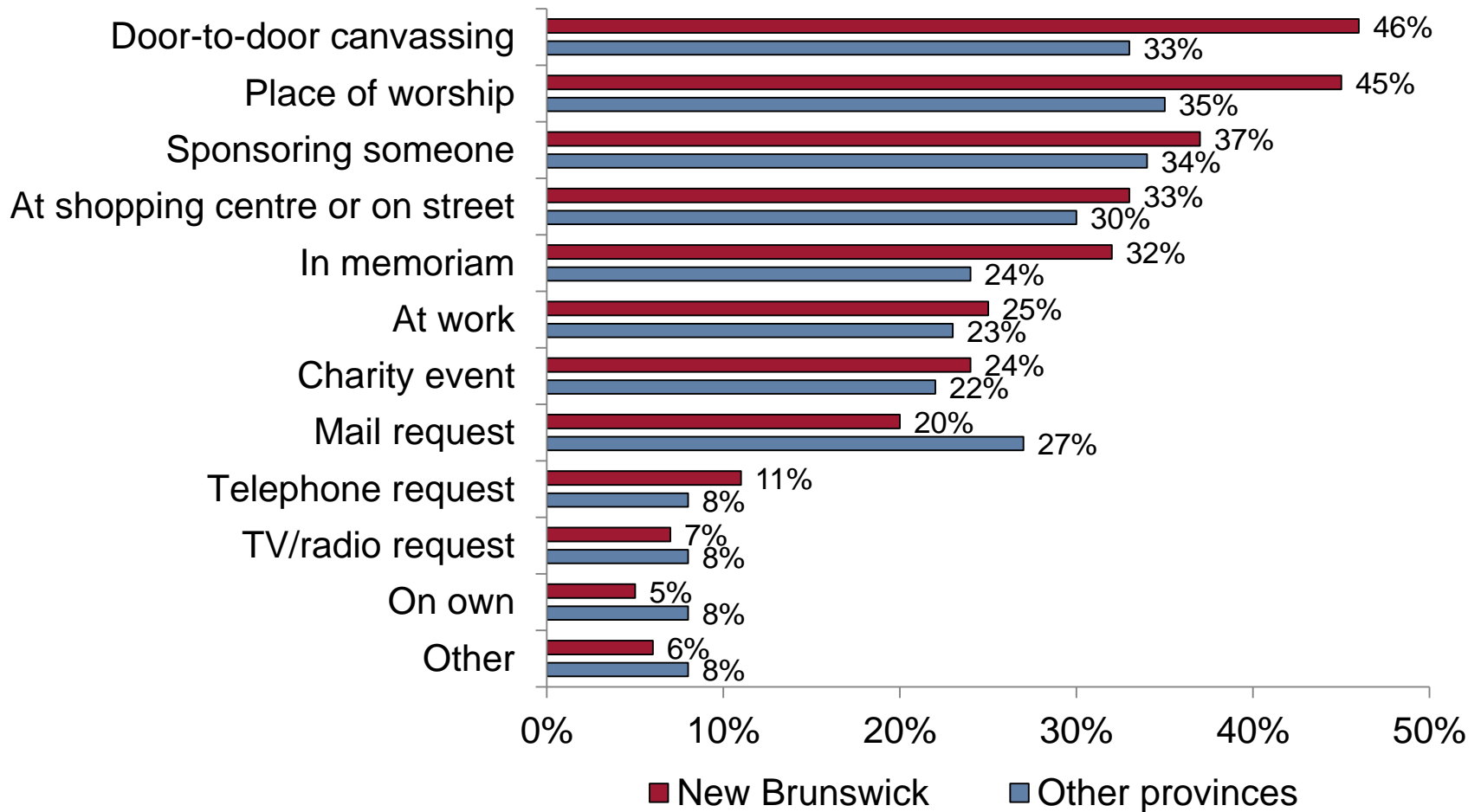
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the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

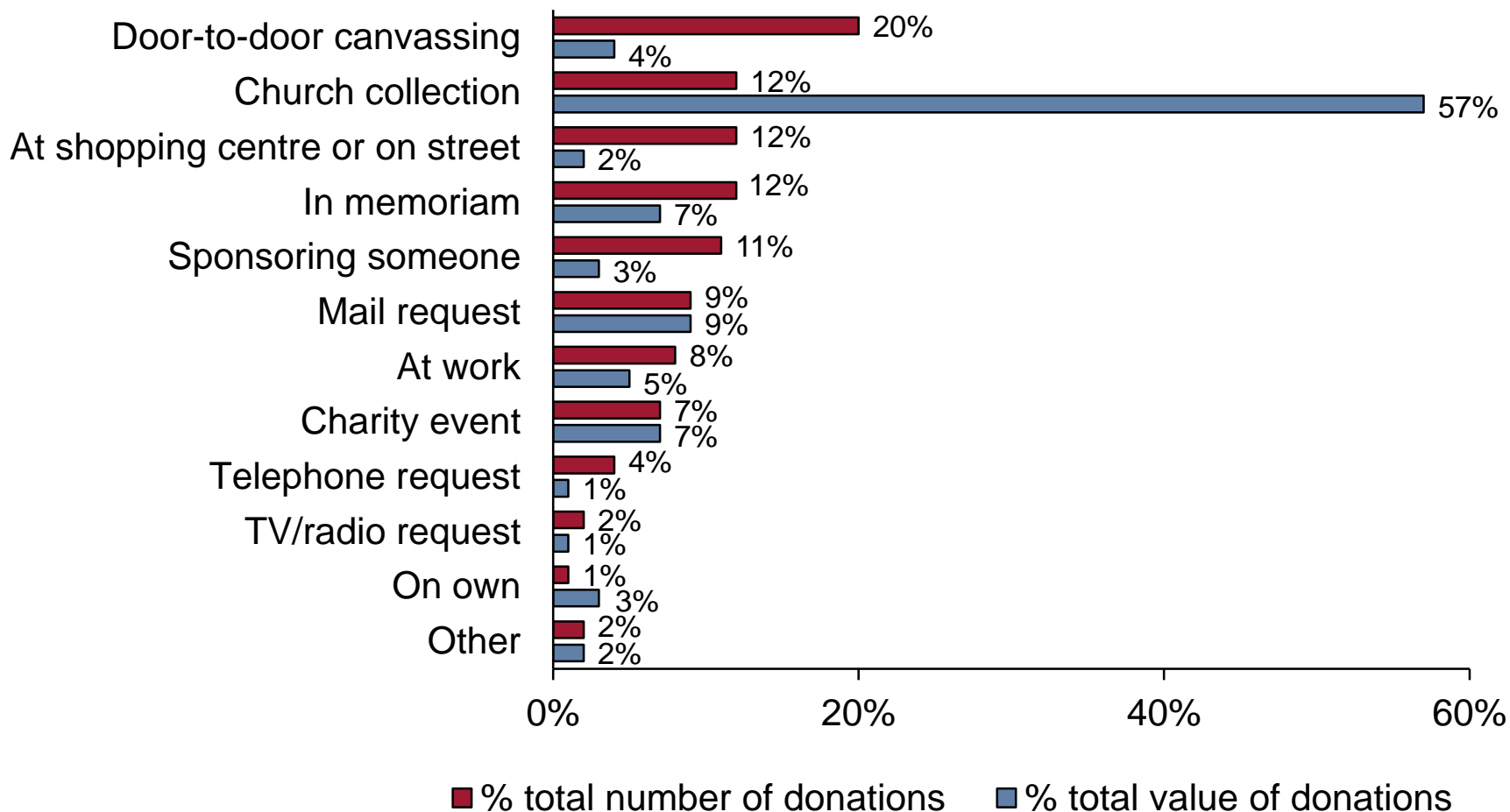
FINDINGS:

- New Brunswickers most likely to donate in response to door-to-door canvassing, through a place of worship, and by sponsoring someone in an event
- More likely than residents of other provinces to donate via door-to-door canvassing, through places of worship, and in memory of someone
- Less likely to donate in response to mail request
- Most of the money is donated through places of worship
- Other important methods include mail requests, paying to attend charity events, and donations in memory of someone

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

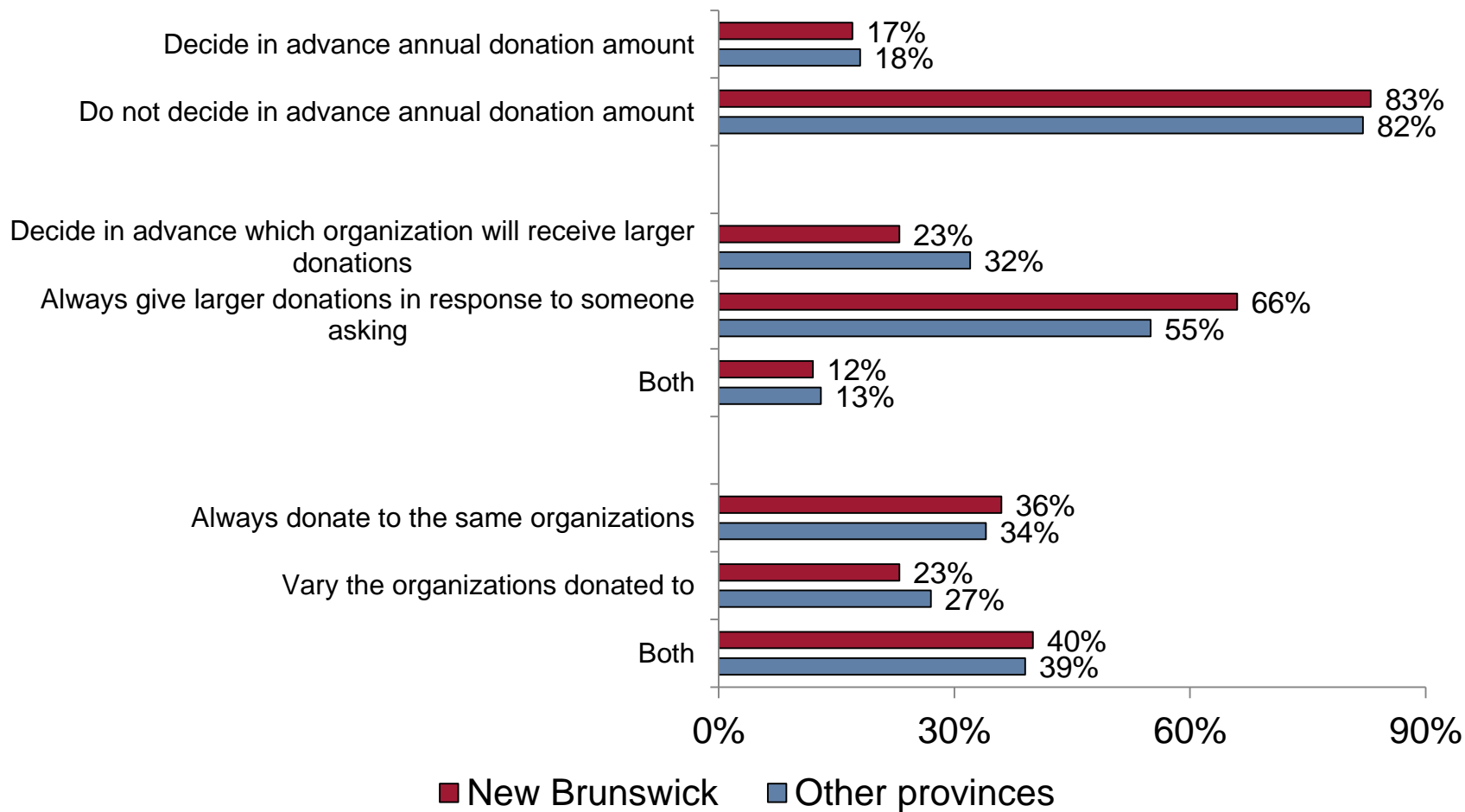
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

Donations and decision making

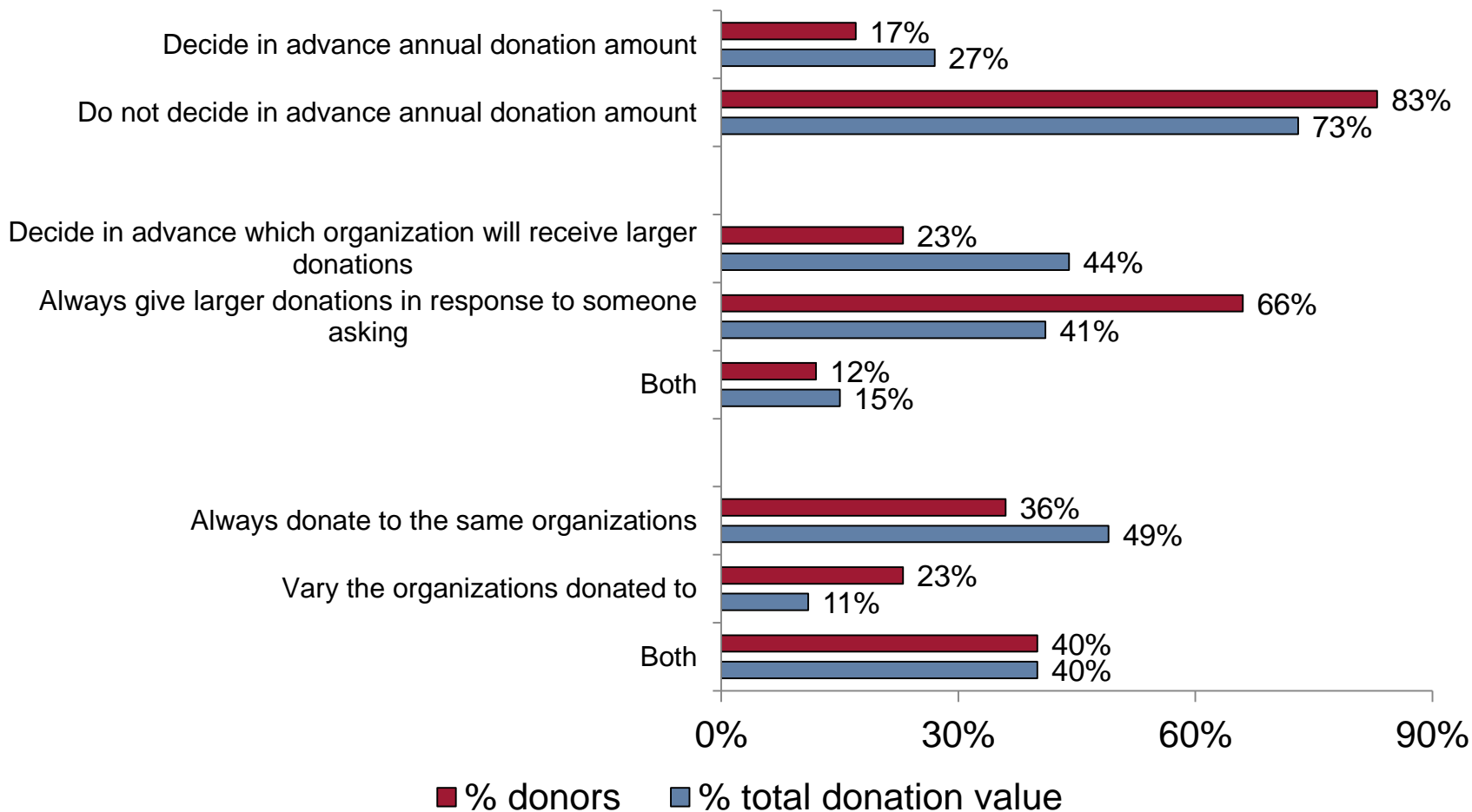
FINDINGS:

- New Brunswickers more likely to give their larger donations in response to being asked, rather than planning in advance
- However, those who make donation decisions in advance donate disproportionately large amounts
 - Decide amounts in advance
 - Decide which organizations would receive larger donations
- Slightly less likely to vary the organizations that they support from year to year
 - Those who donate to the same organizations from year to year also donate disproportionately large amounts

Pattern of Giving



Decision-Making for Large Donations



Donations and decision making

IMPLICATIONS:

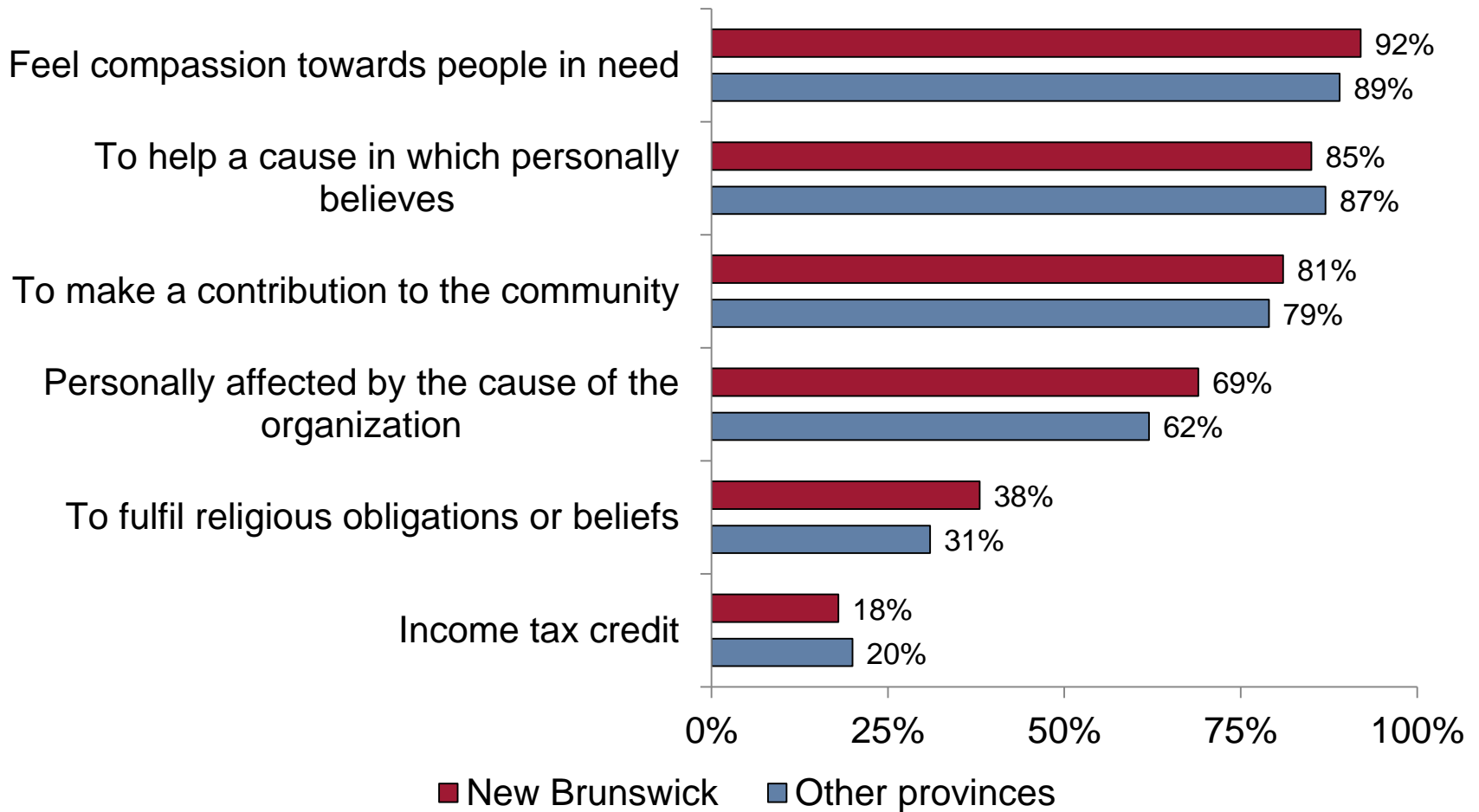
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

Motivations

FINDINGS:

- New Brunswick 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
- Less likely than other donors to be motivated by:
 - Religious obligations or beliefs
 - Being personally affected by the cause of the organization

Motivations

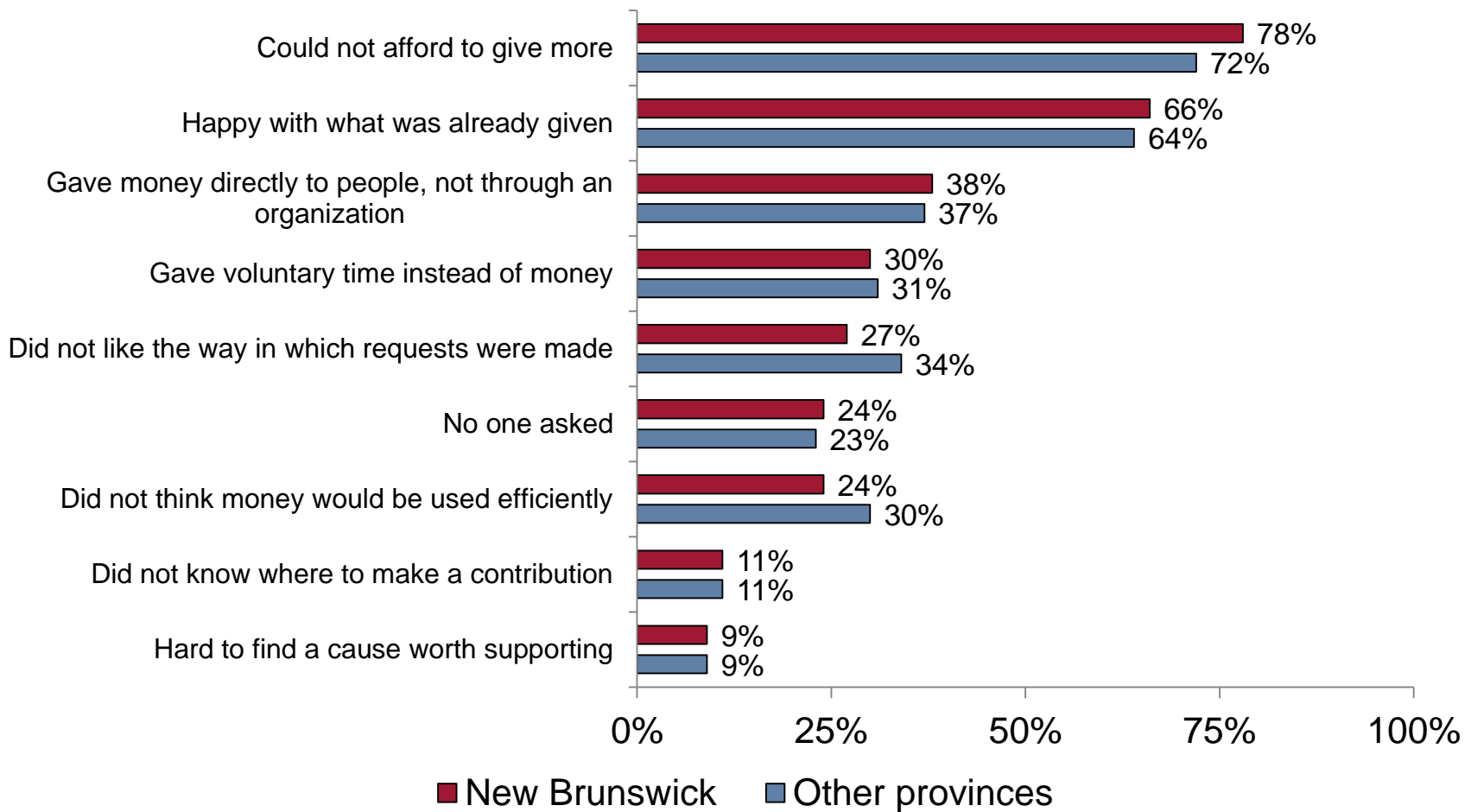


Barriers

FINDINGS:

- New Brunswick 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
- New Brunswick donors somewhat more likely than donors in other provinces to say they could not afford to give more
 - Less likely to not like how requests were made or to think money donated would not be used efficiently

Barriers to donating more



Motivations and barriers

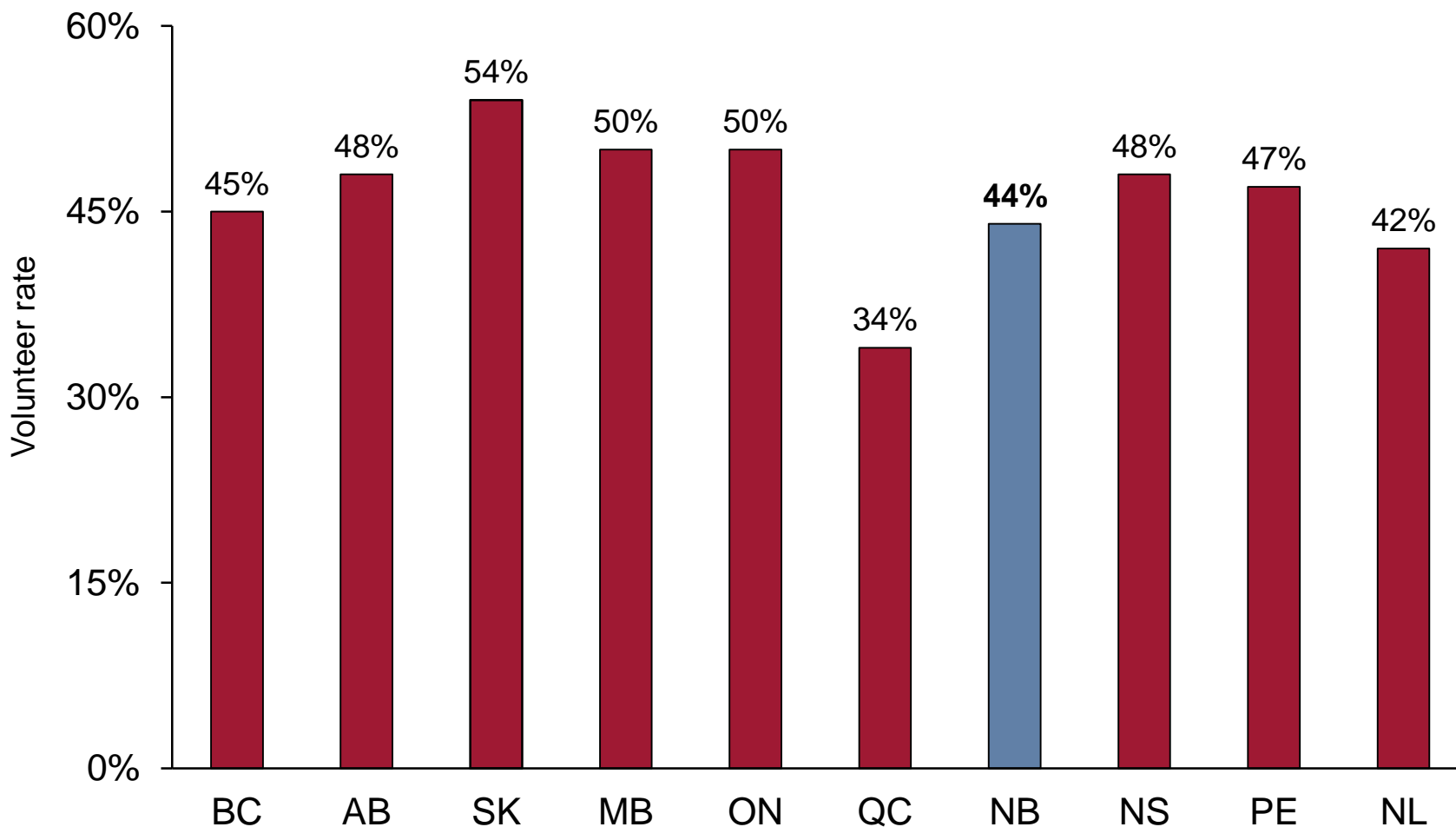
IMPLICATIONS:

- 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

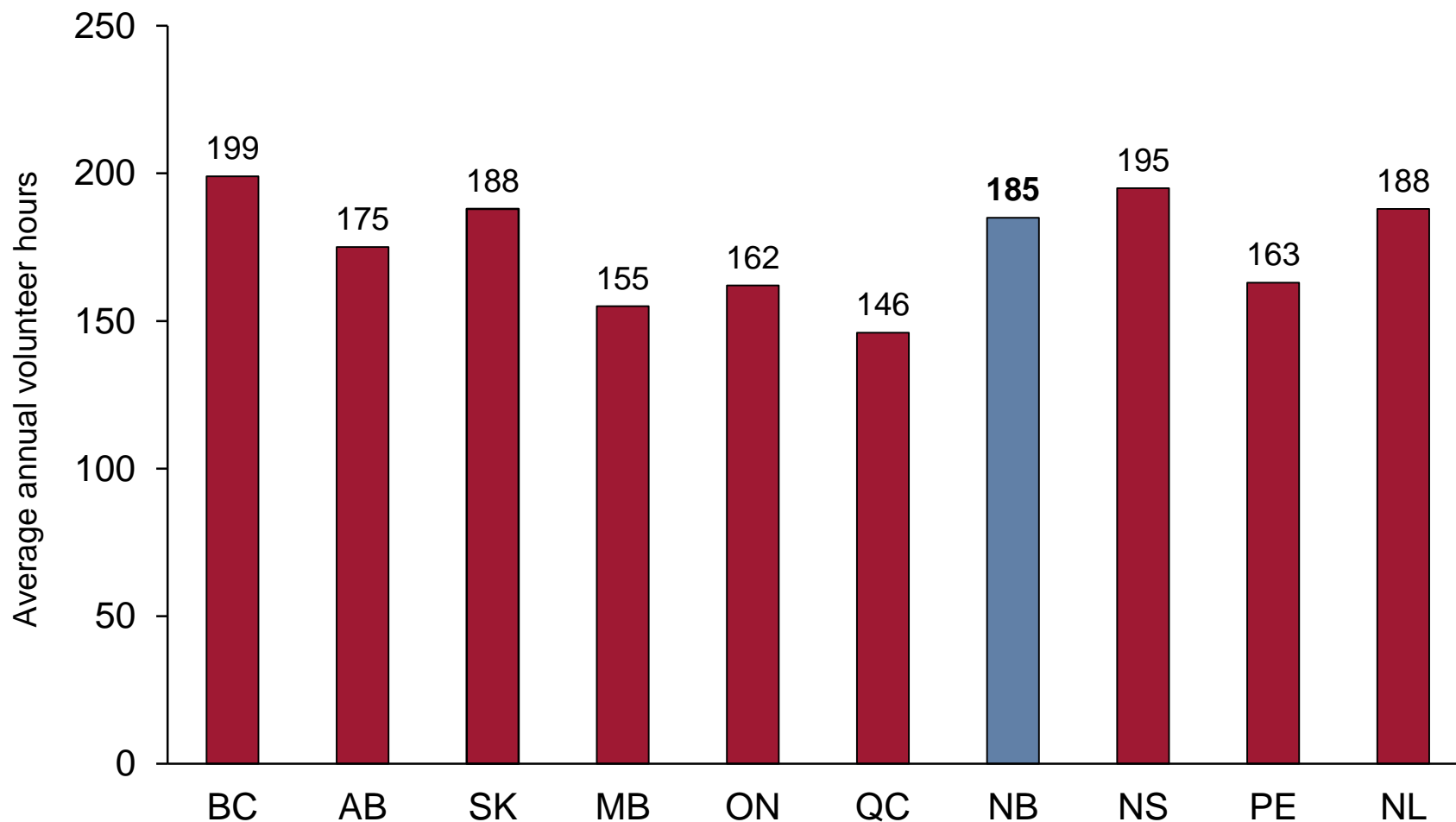
Volunteering

- 44% of New Brunswickers (273,000 residents) volunteered in 2004
 - 45% of Canadians volunteered
- New Brunswick volunteers each contributed an average of 185 hours, with a median contribution of 72 volunteer hours
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- New Brunswickers volunteered a total of 51 million hours

Volunteer rate



Average hours volunteered

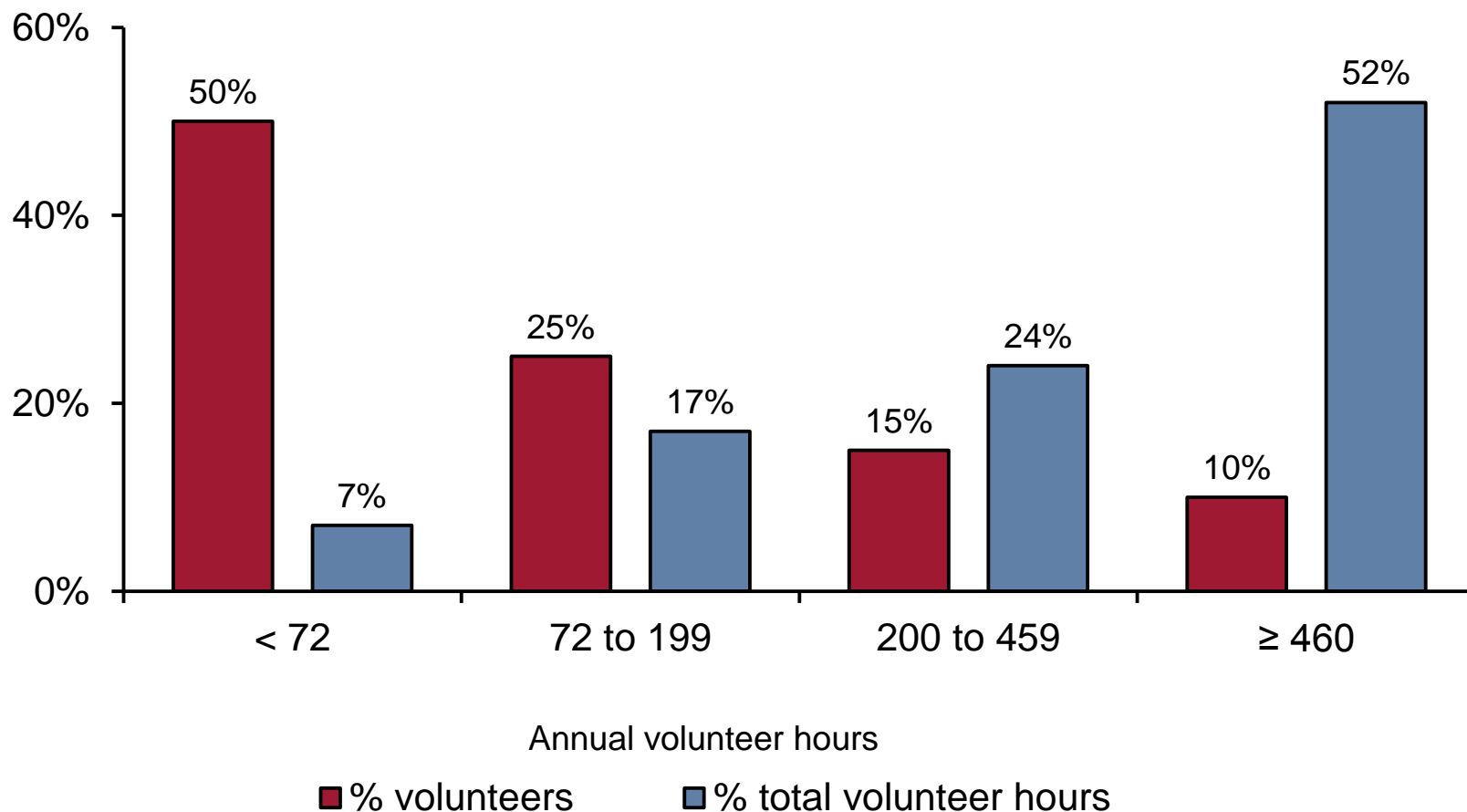


Concentration of support

FINDINGS:

- Although somewhat less than half of New Brunswick residents volunteered, an even smaller minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 460 or more hours accounted for 52% of total volunteer hours
 - The top 25% of volunteers (200 hours or more) accounted for 76% of total volunteer hours
- Half of volunteers contributed less than 72 hours, collectively accounting for 7% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

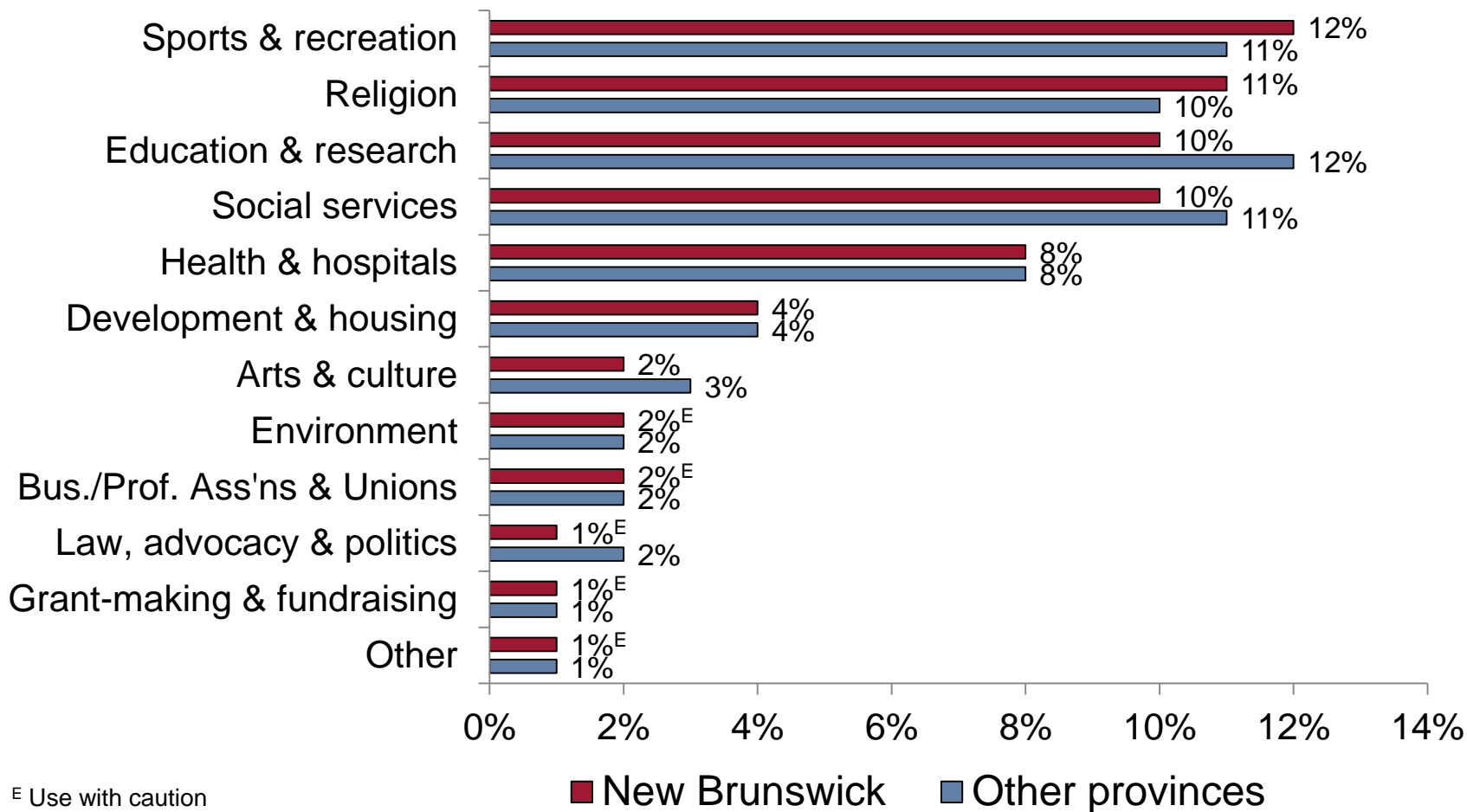
- New Brunswickers somewhat less likely than residents of most other provinces to volunteer, though roughly equal to national average
- Volunteer somewhat more hours than national average
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - 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

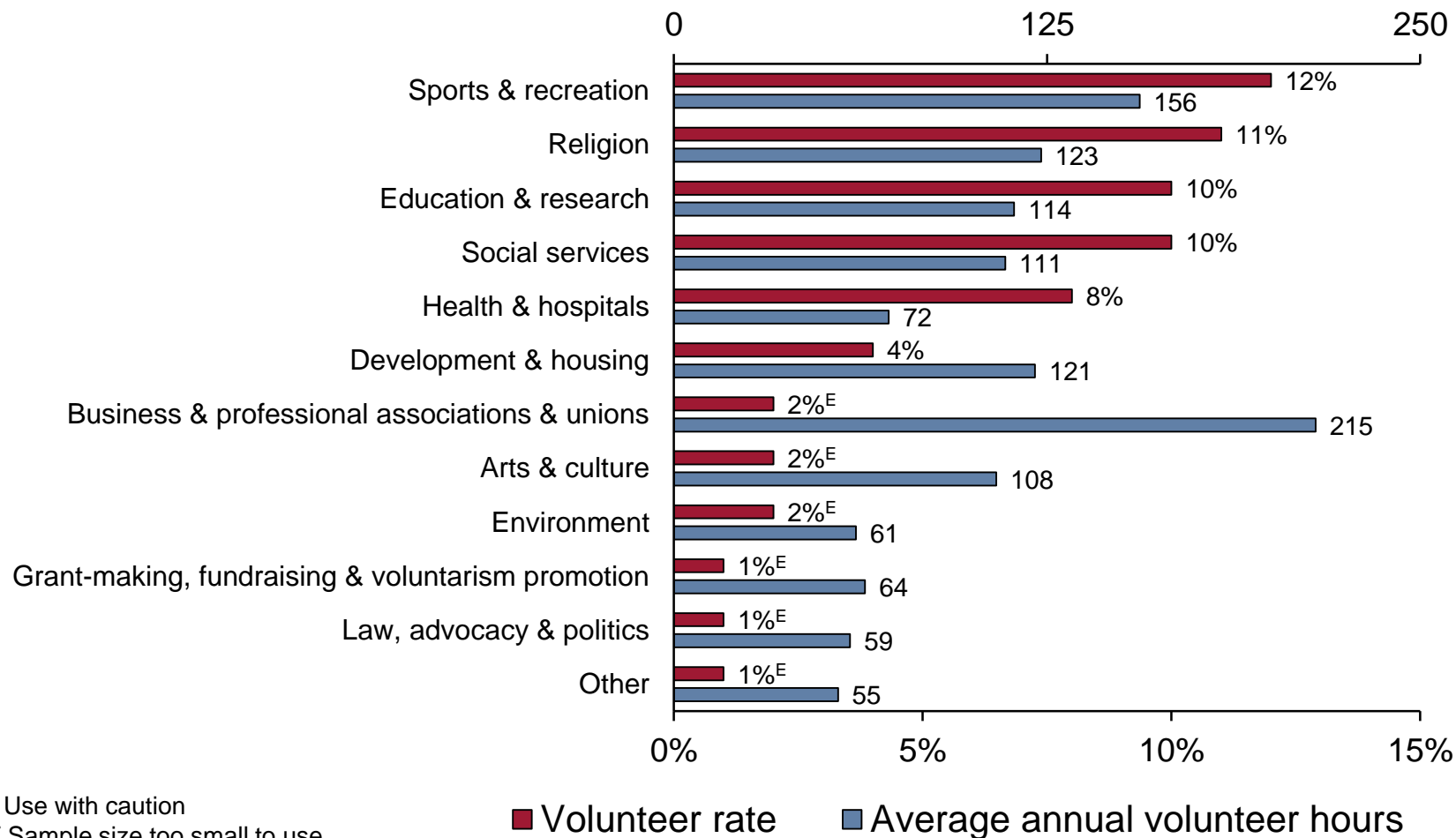
FINDINGS:

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

Types of organizations supported



Types of organizations supported



Types of organizations supported

IMPLICATIONS:

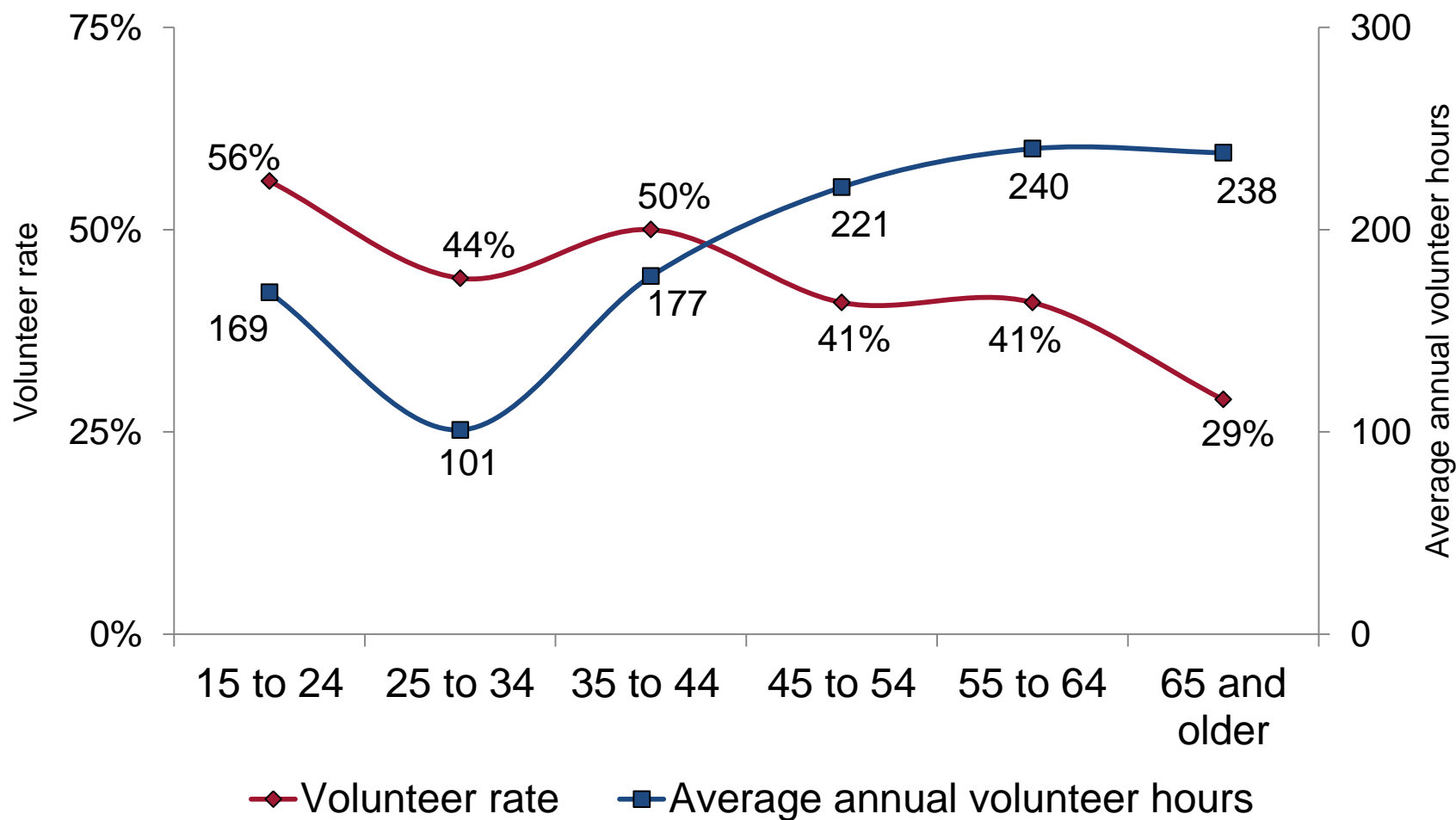
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering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

Volunteer characteristics

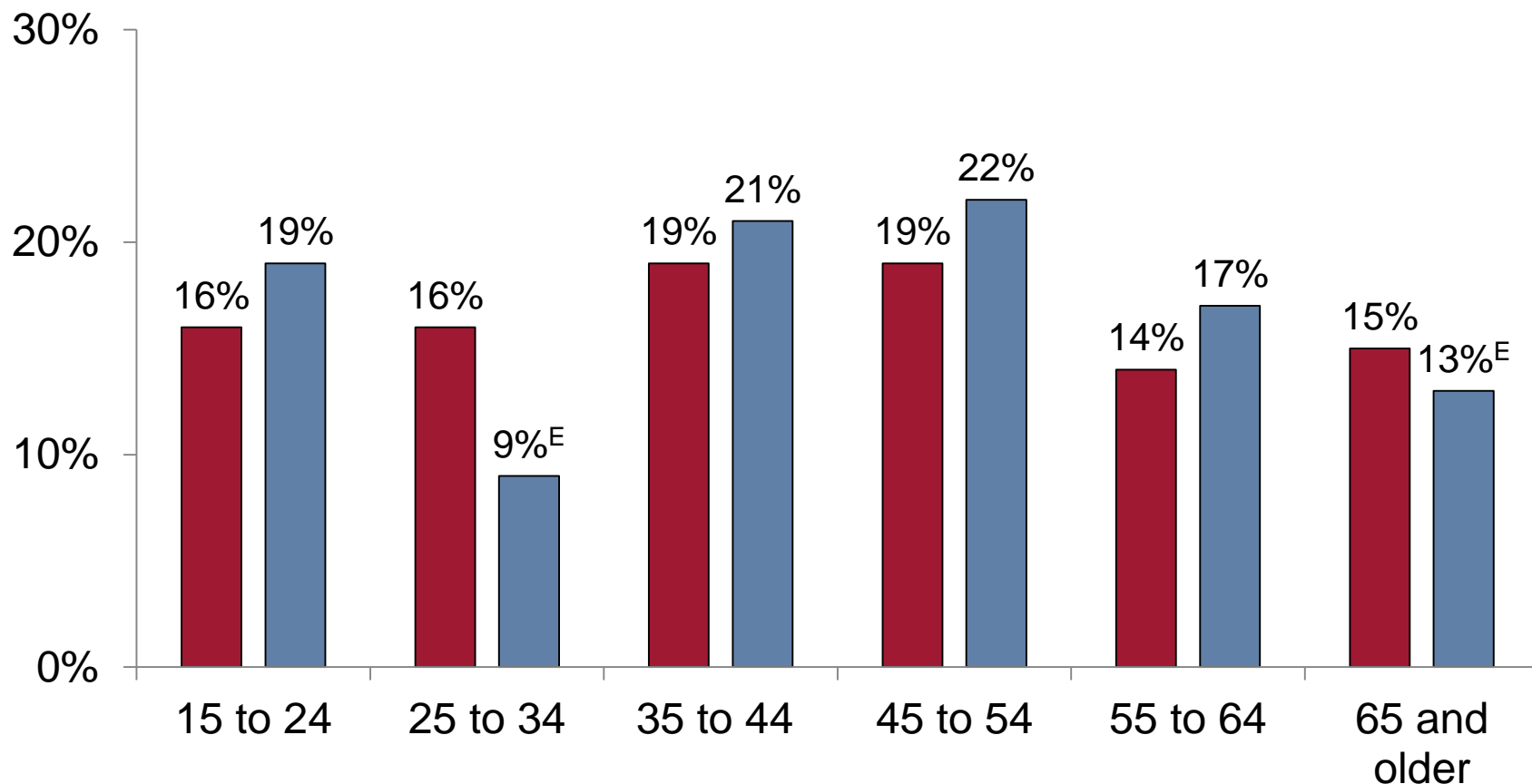
FINDINGS:

- 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



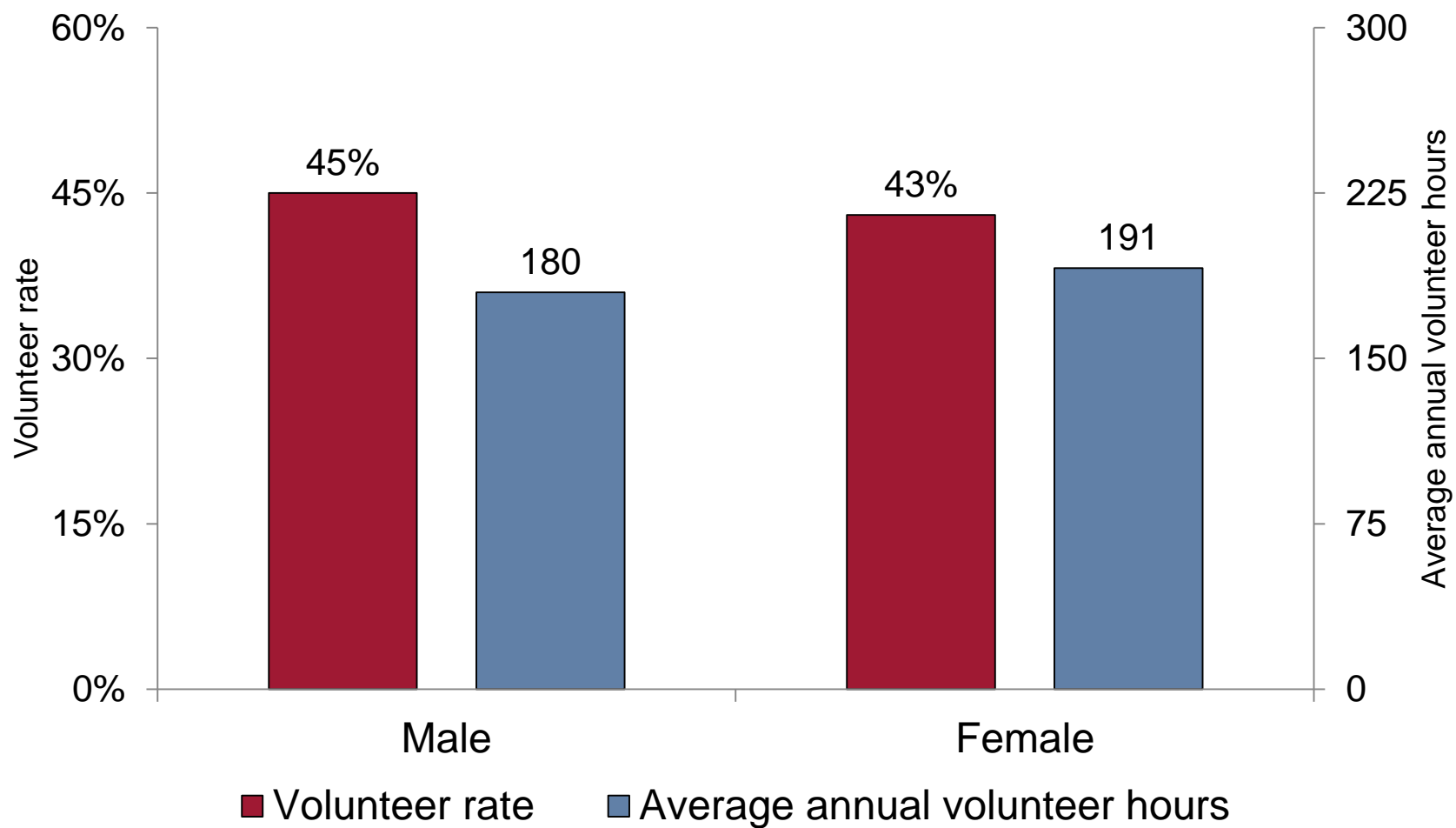
Volunteer characteristics: Age



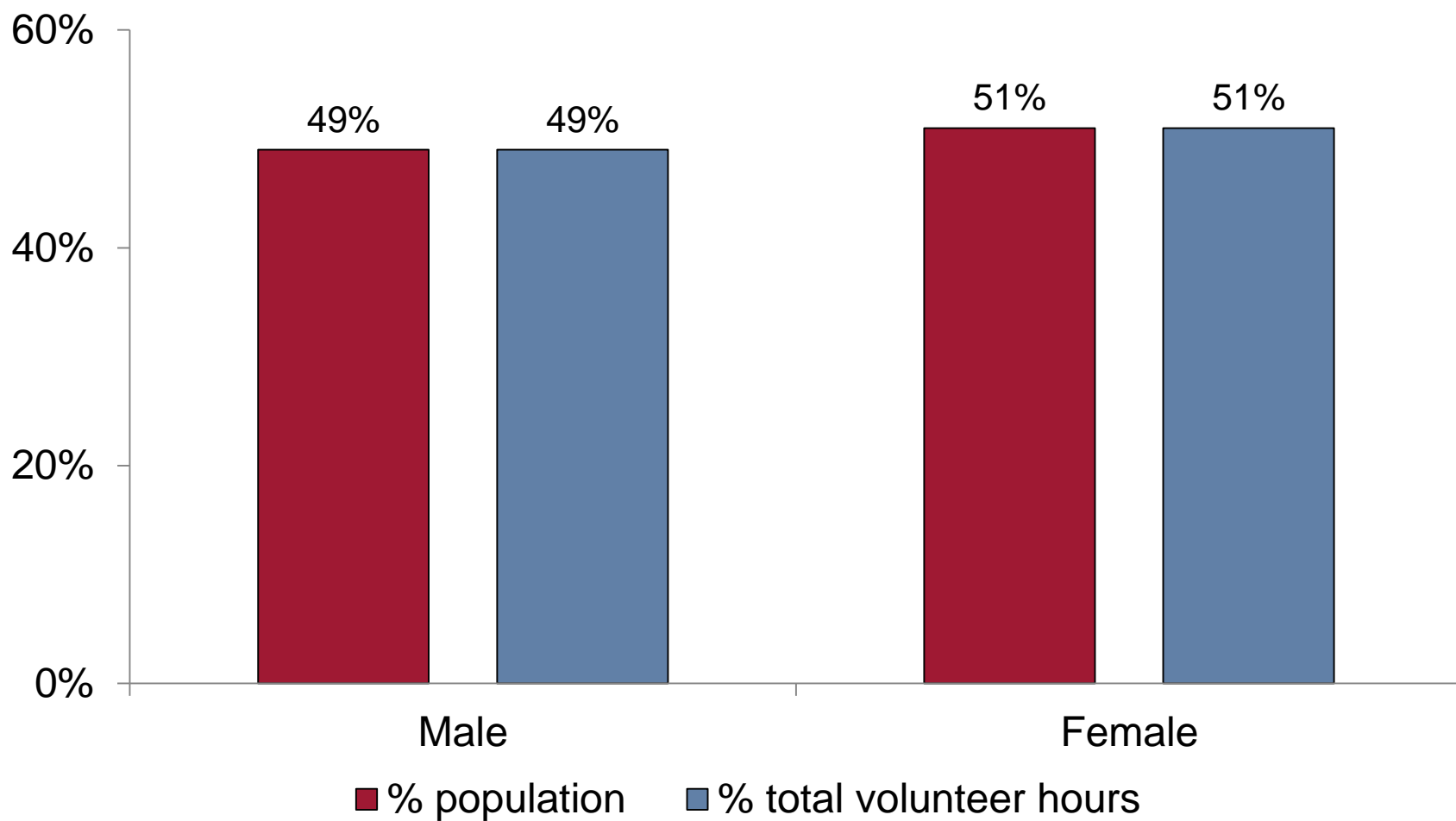
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■ % population ■ % total volunteer hours

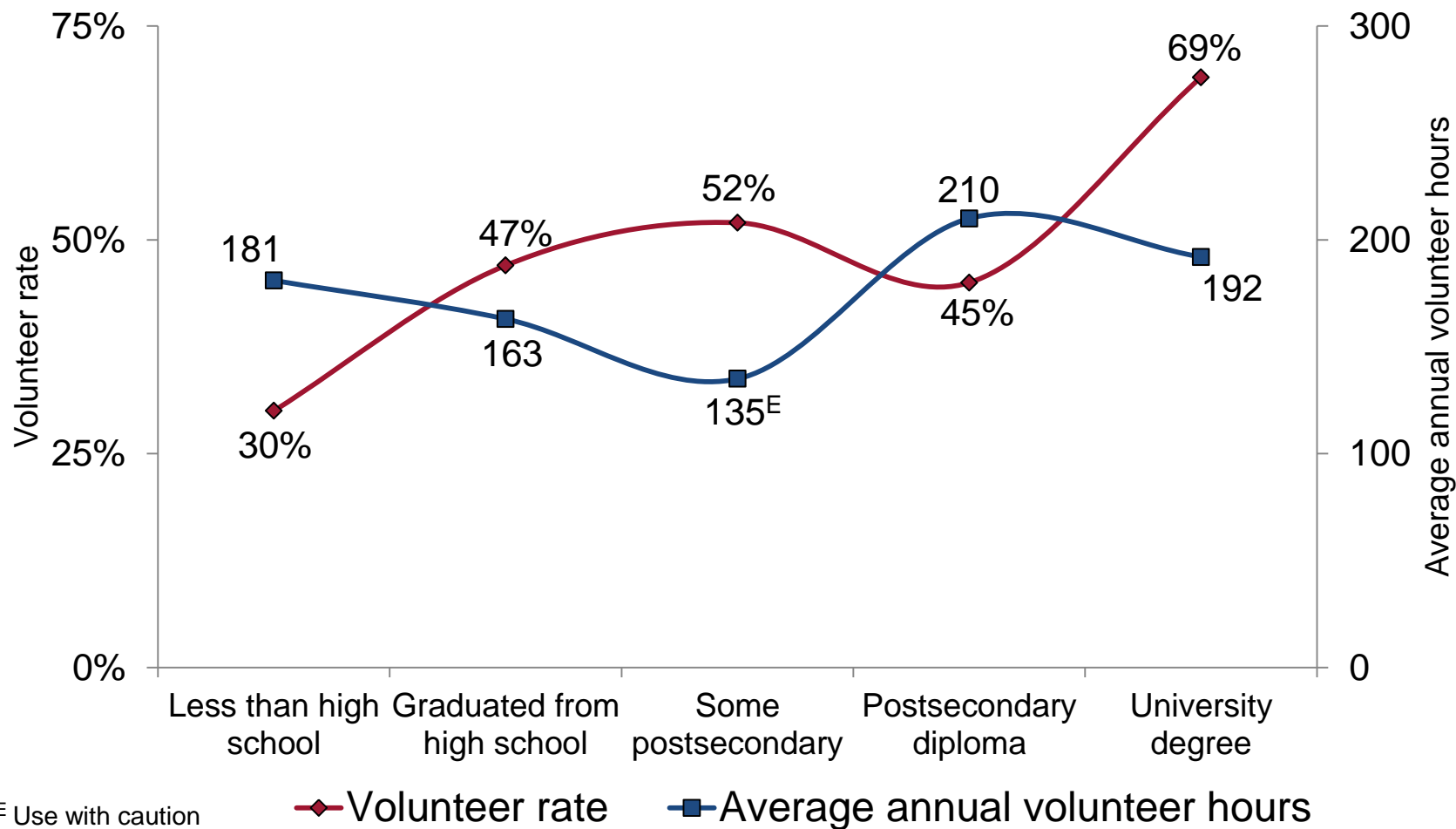
Volunteer characteristics: Sex



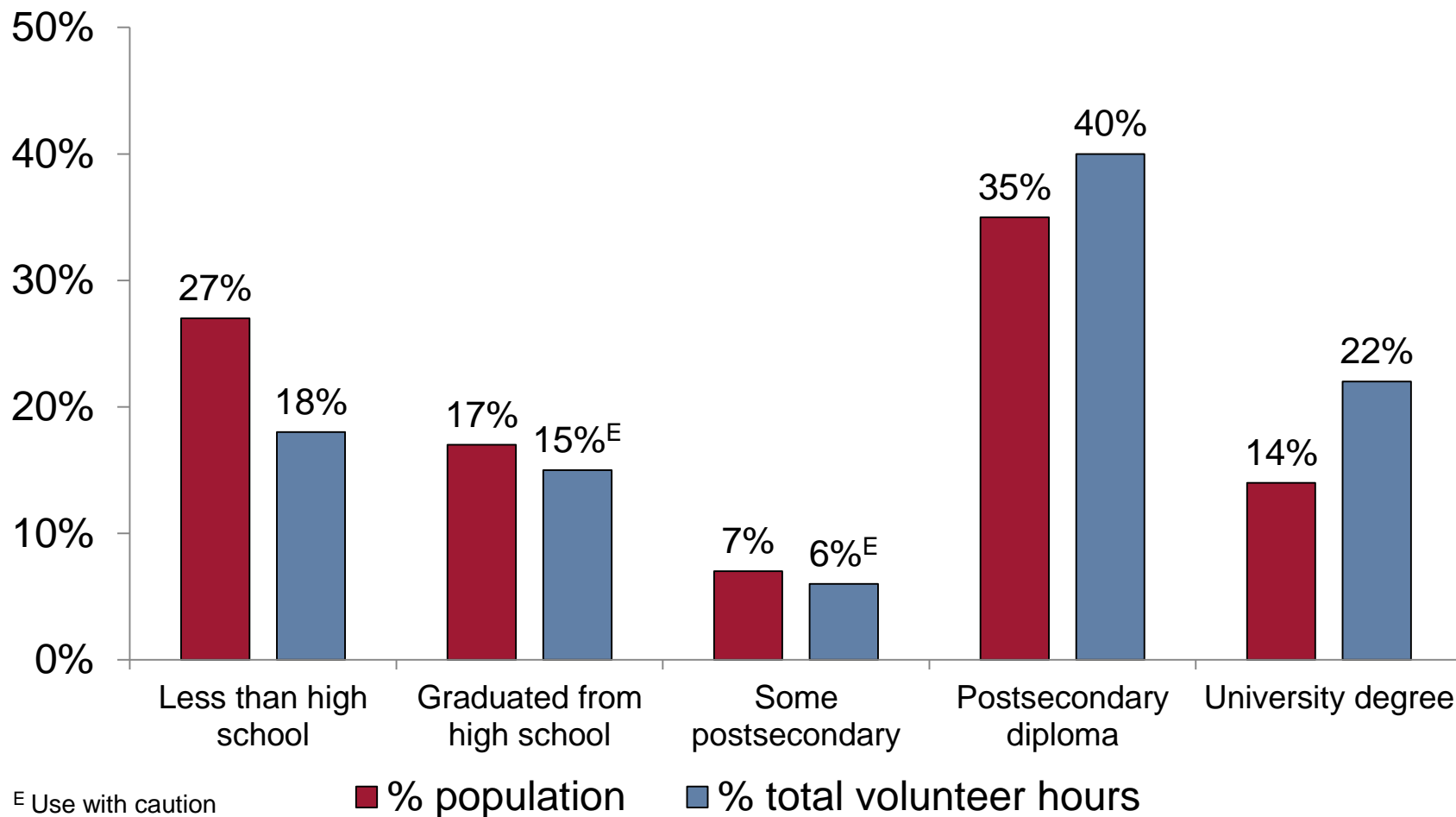
Volunteer characteristics: Sex



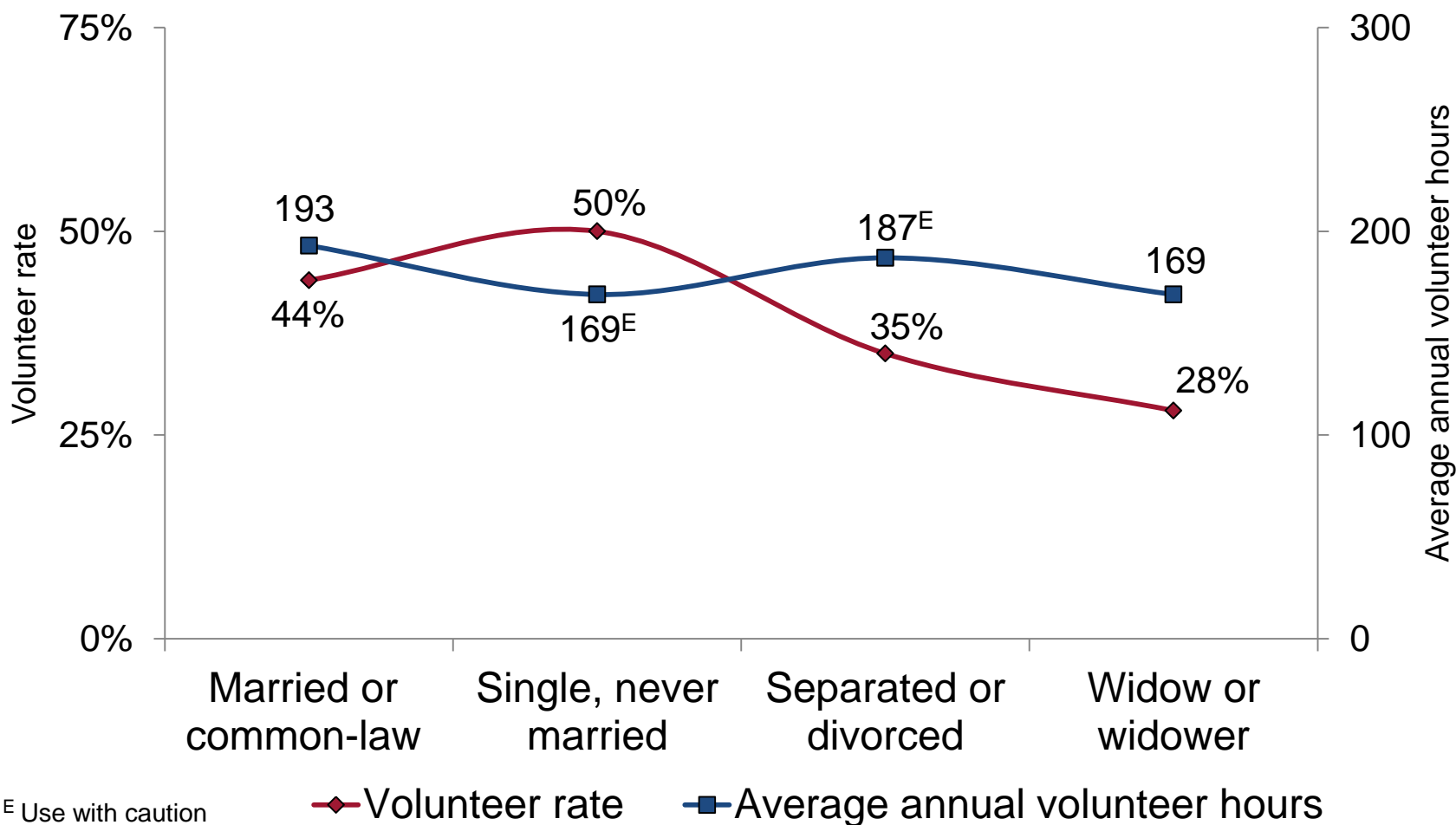
Volunteer characteristics: Education



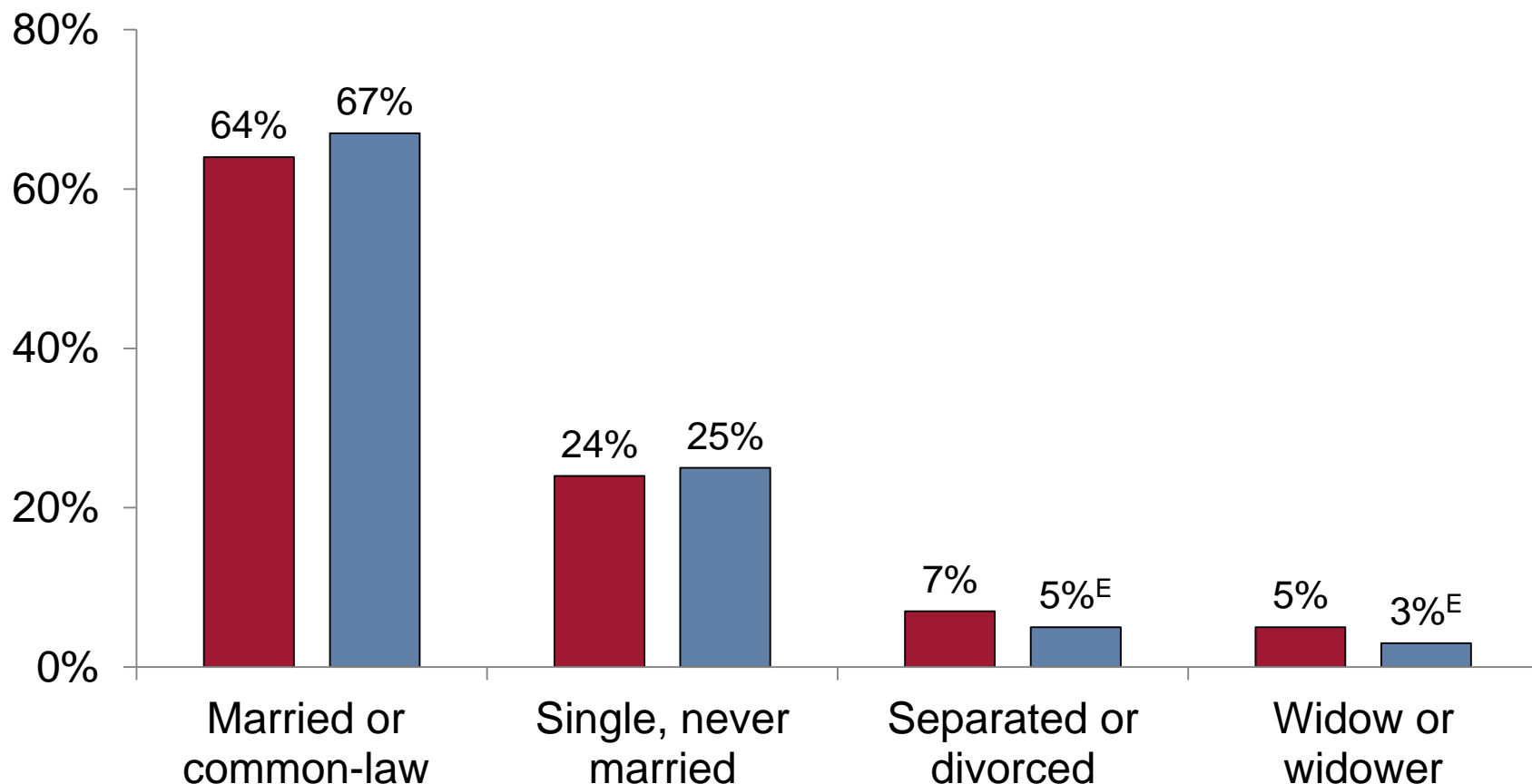
Volunteer characteristics: Education



Volunteer characteristics: Marital status



Volunteer characteristics: Marital status

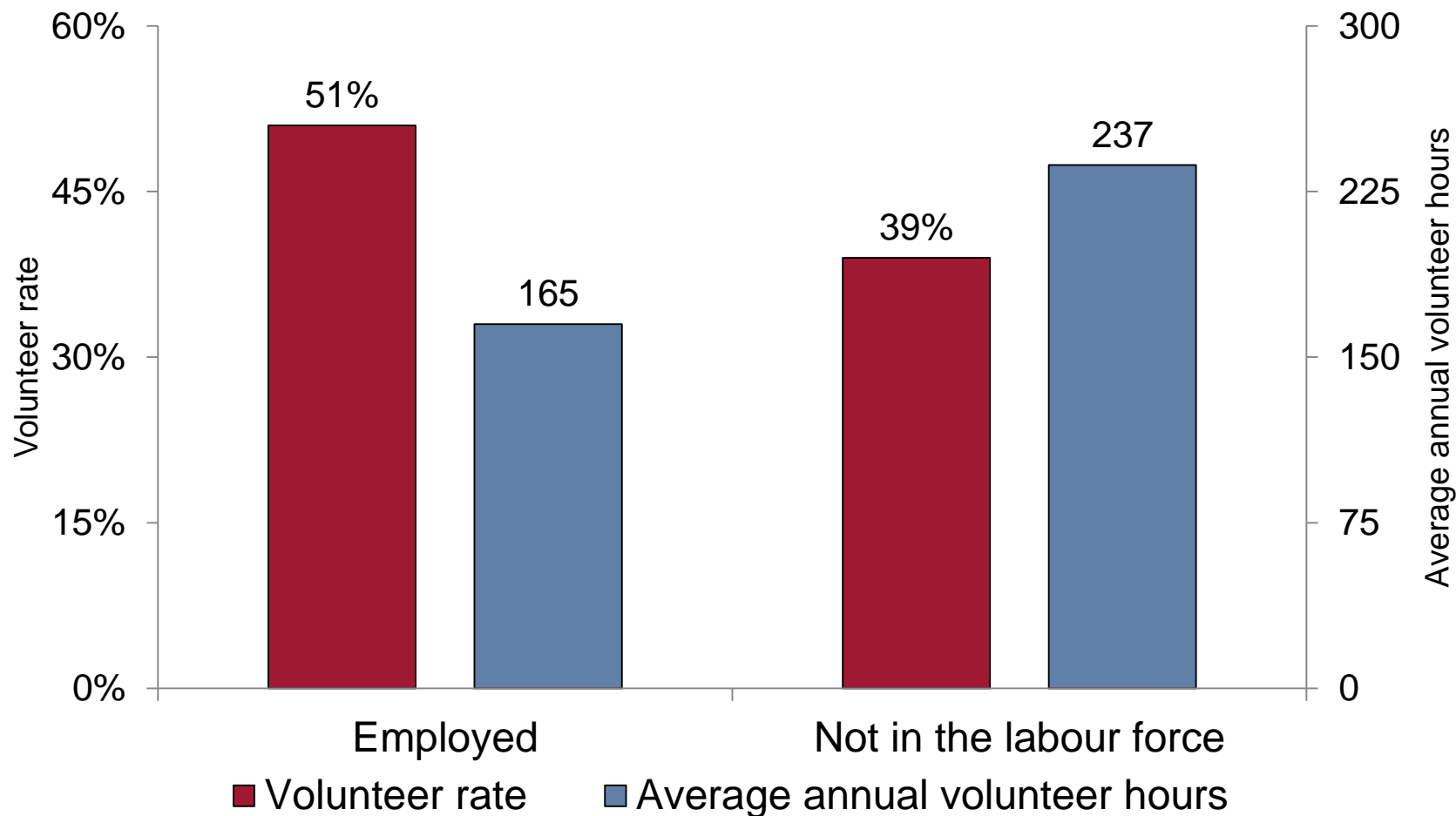


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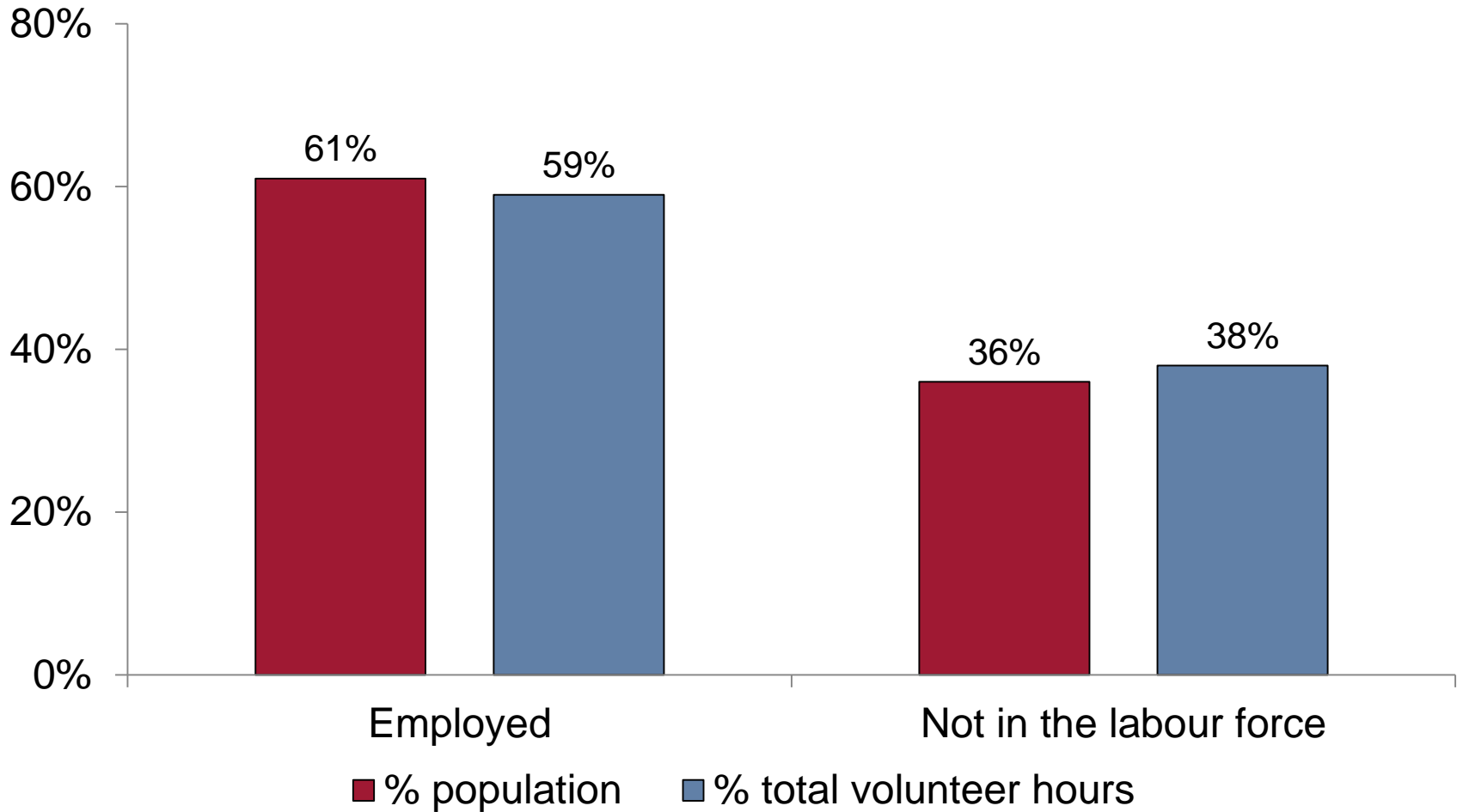
■ % population

■ % total volunteer hours

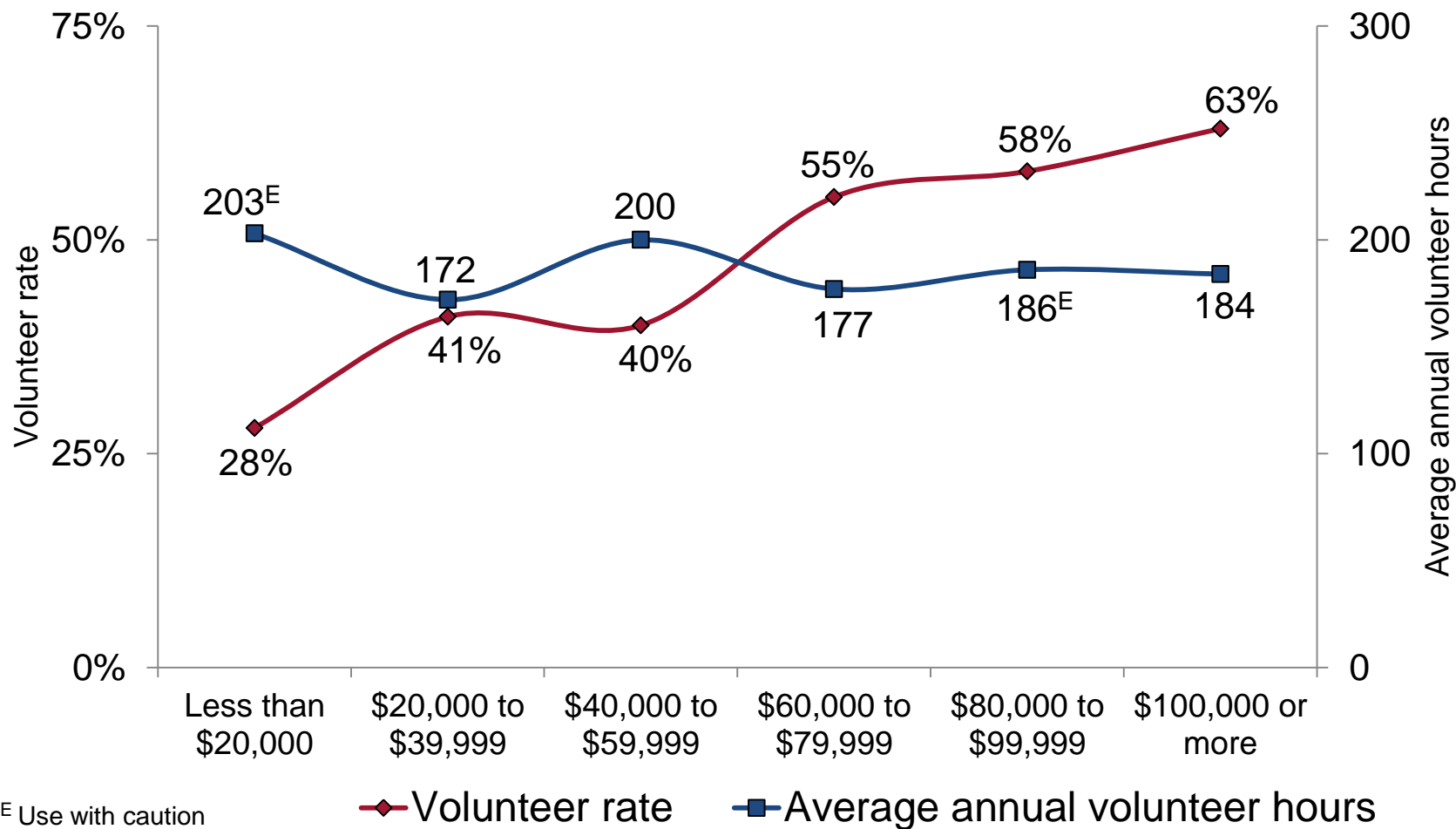
Volunteer characteristics: Labour force status



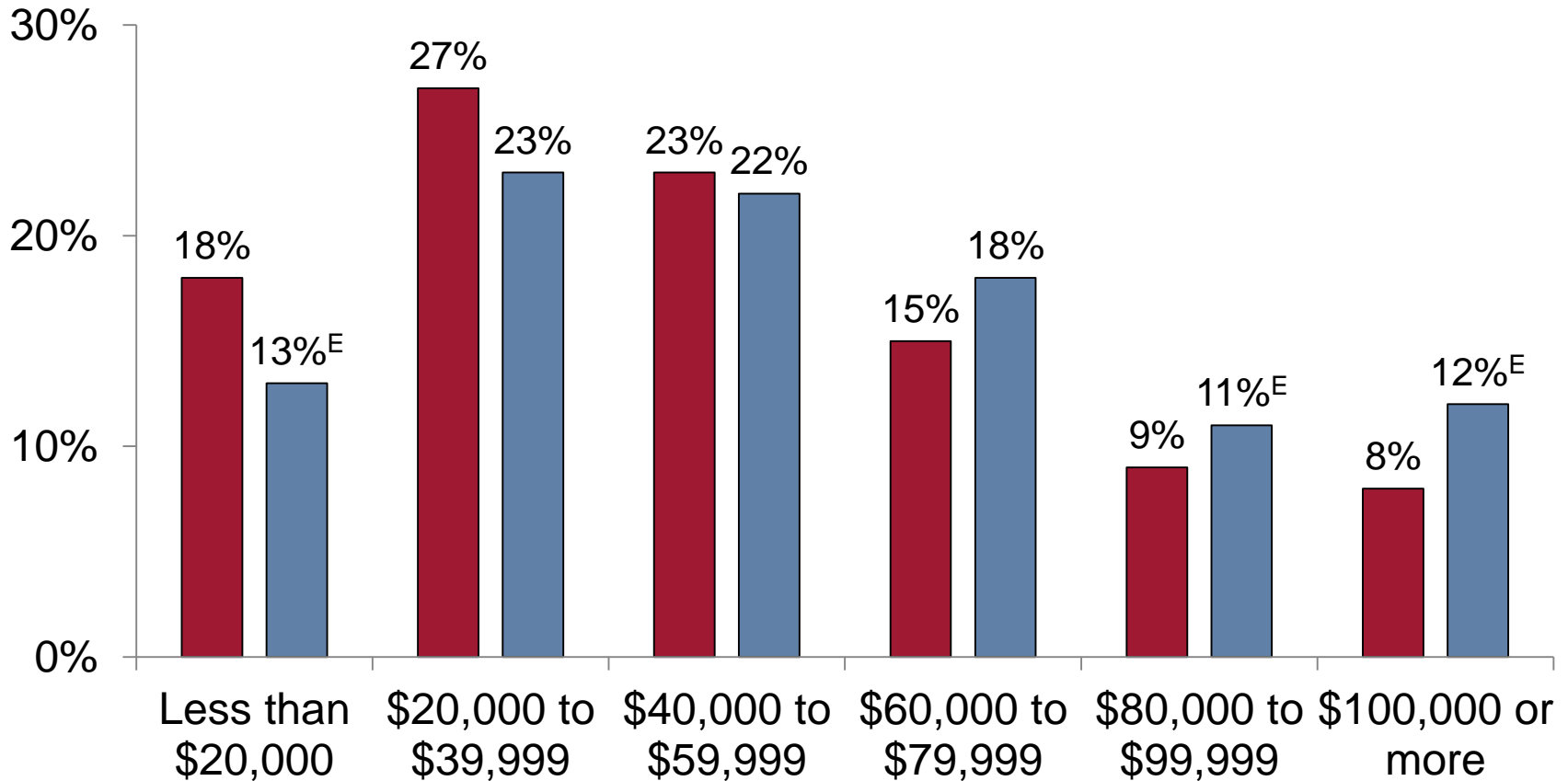
Volunteer characteristics: Labour force status



Volunteer characteristics: Household income



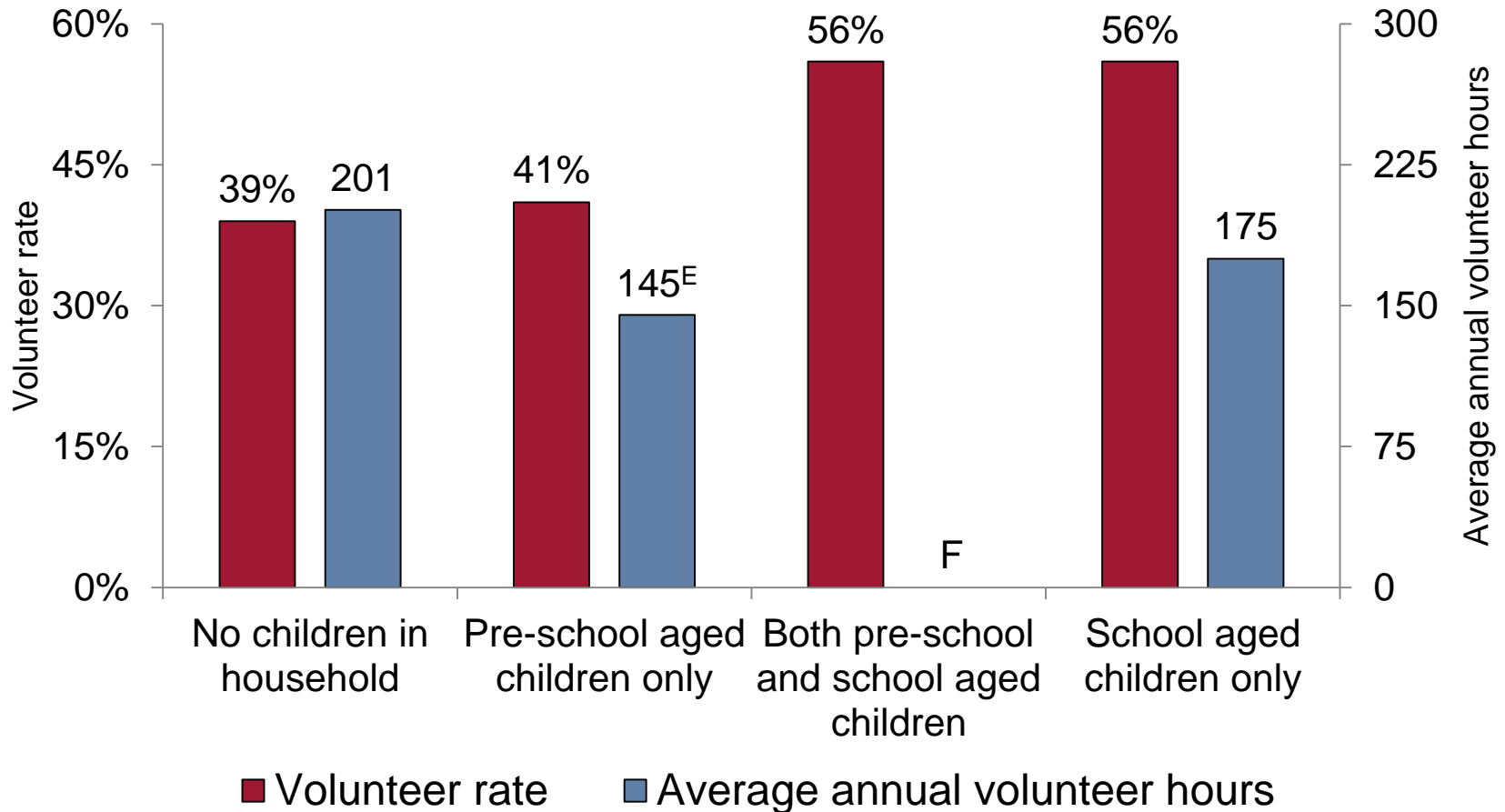
Volunteer characteristics: Household income



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■ % population ■ % total volunteer hours

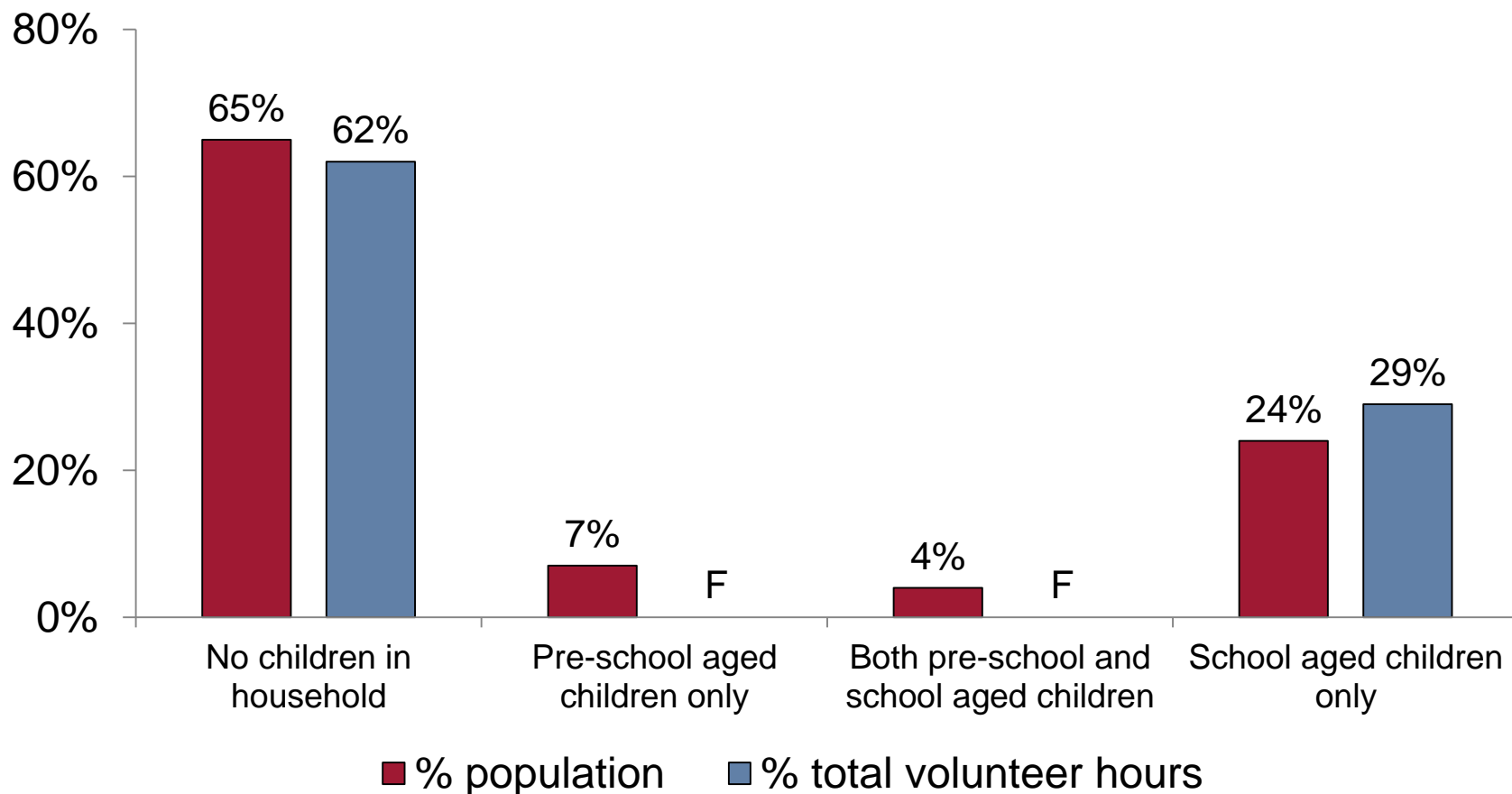
Volunteer characteristics: Presence of children



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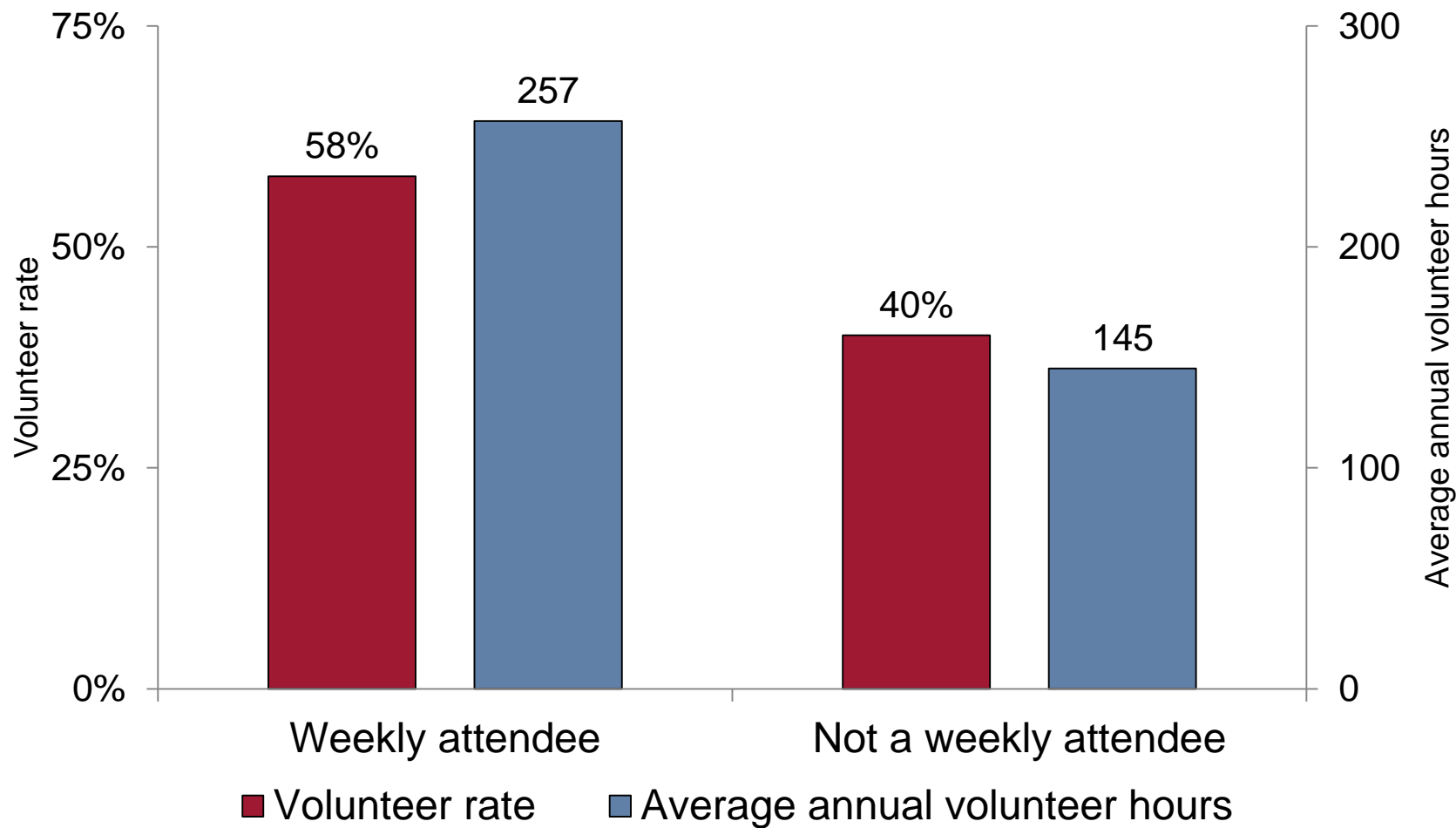
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Volunteer characteristics: Presence of children

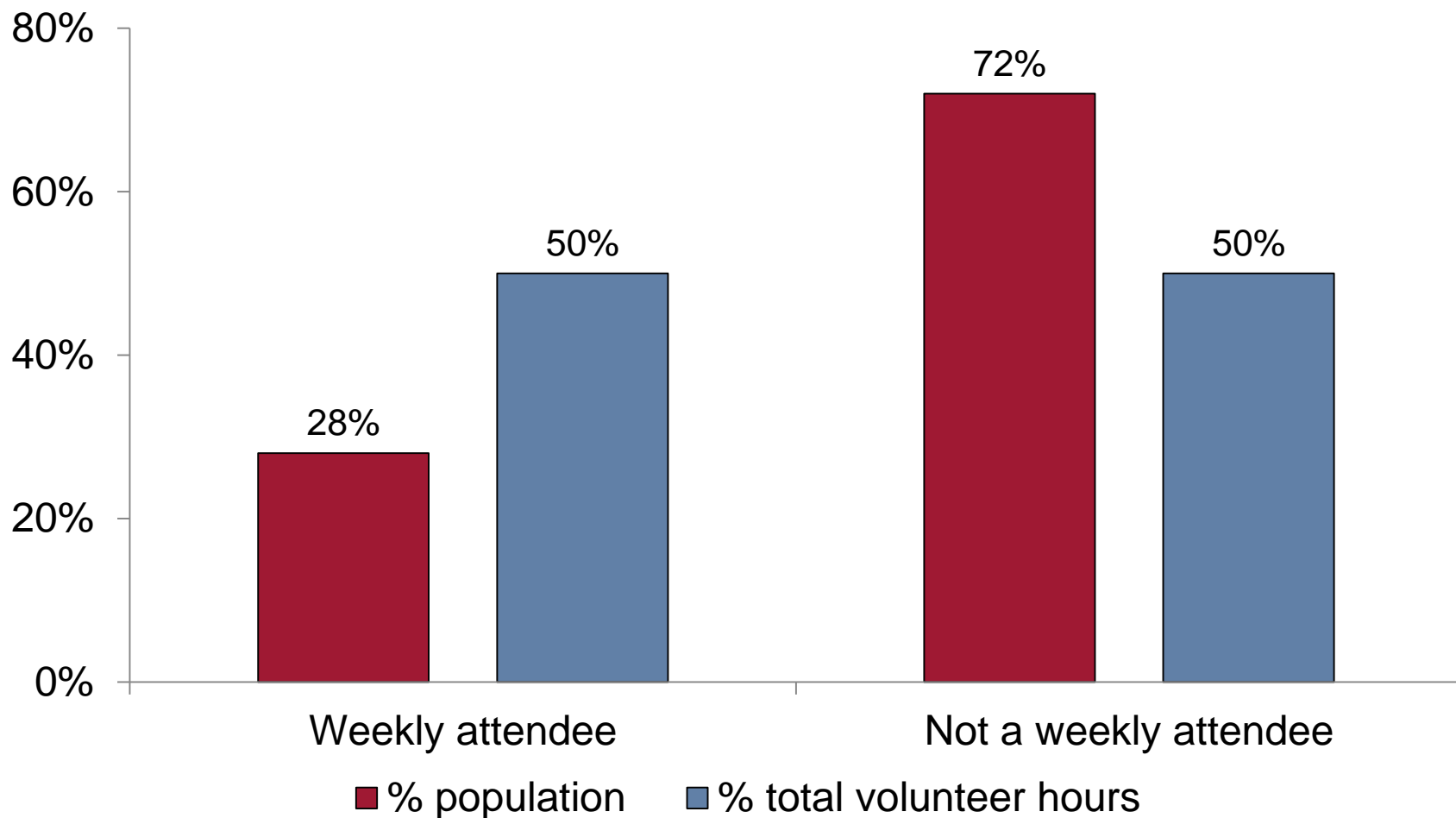


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Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
 - Aged 35 to 64
 - Married or in a common-law relationship
 - Hold a postsecondary diploma or university degree
 - Annual household income of \$60,000 or more
 - Have school-aged children (only) in the household
 - Attend religious services on a weekly basis
- Again, although these characteristics are treated separately, many tend to be related

Volunteer characteristics

IMPLICATIONS:

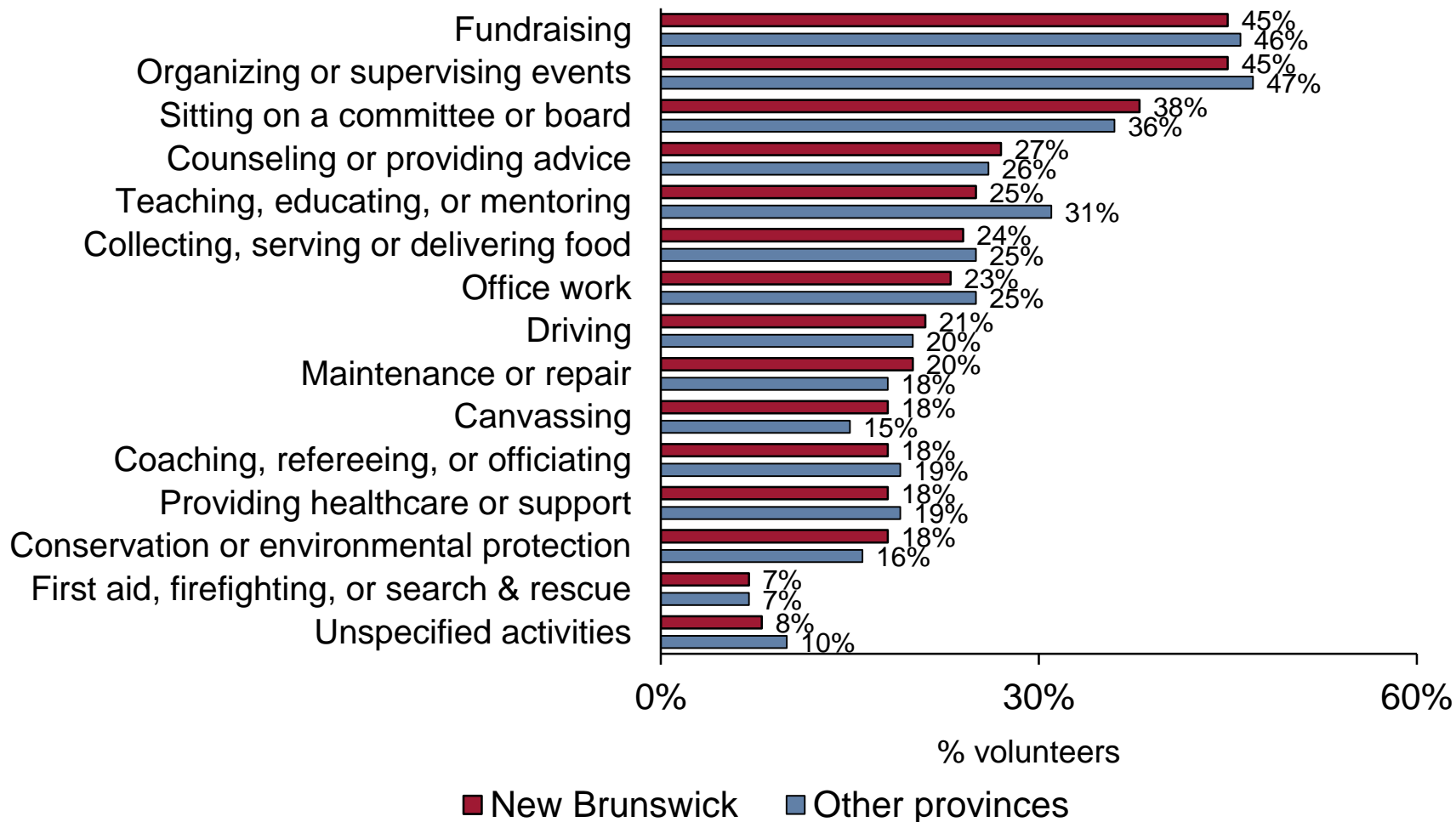
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are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

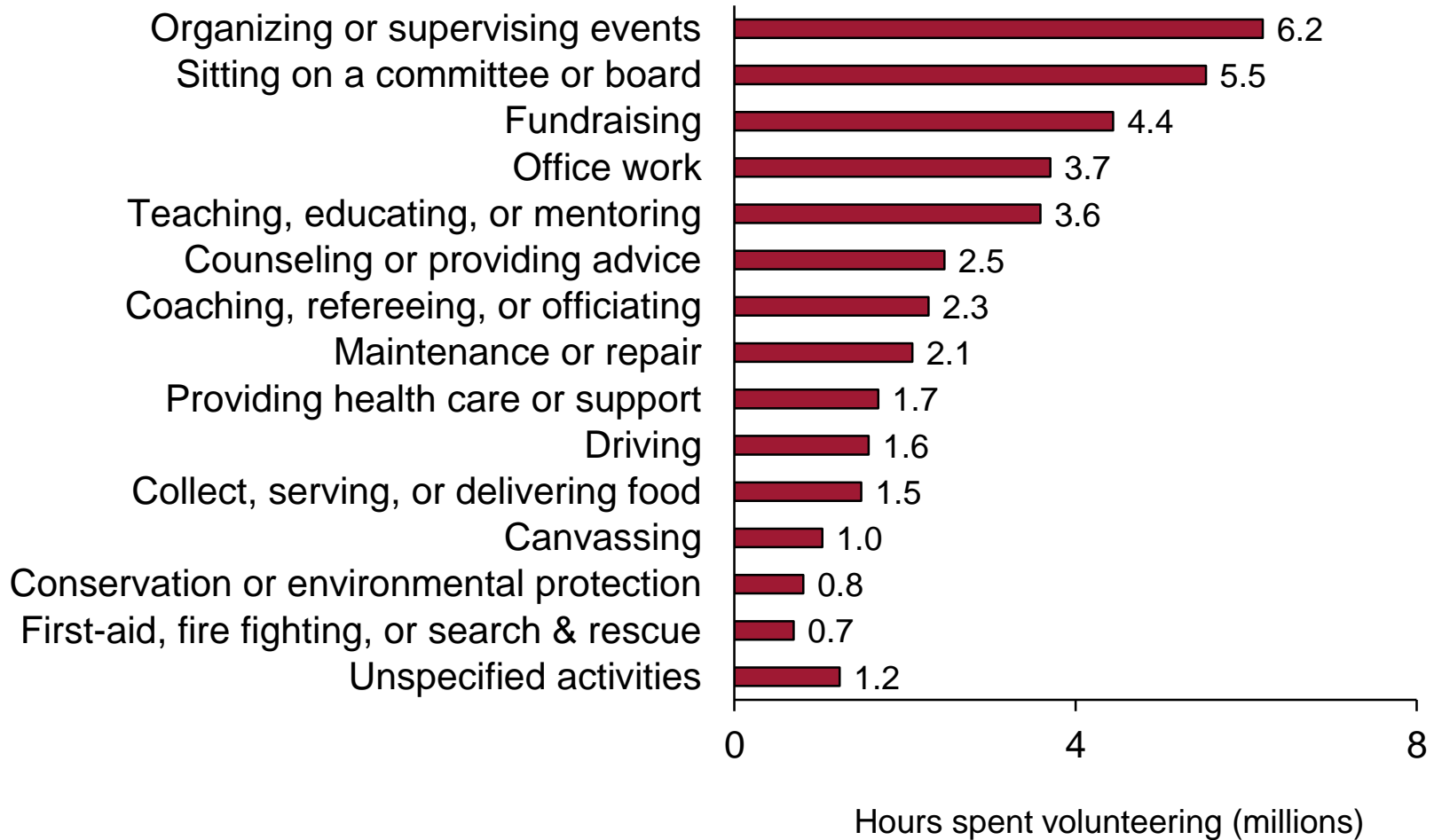
FINDINGS:

- New Brunswick volunteers most likely to engage in:
 - Fundraising
 - Organizing or supervising events
 - Sitting on a committee or board
- Pattern of activities very similar to other provinces
 - Less likely to teach, educate or mentor
 - Slightly more likely to engage in canvassing
- Most common activities tend to receive most volunteer time

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

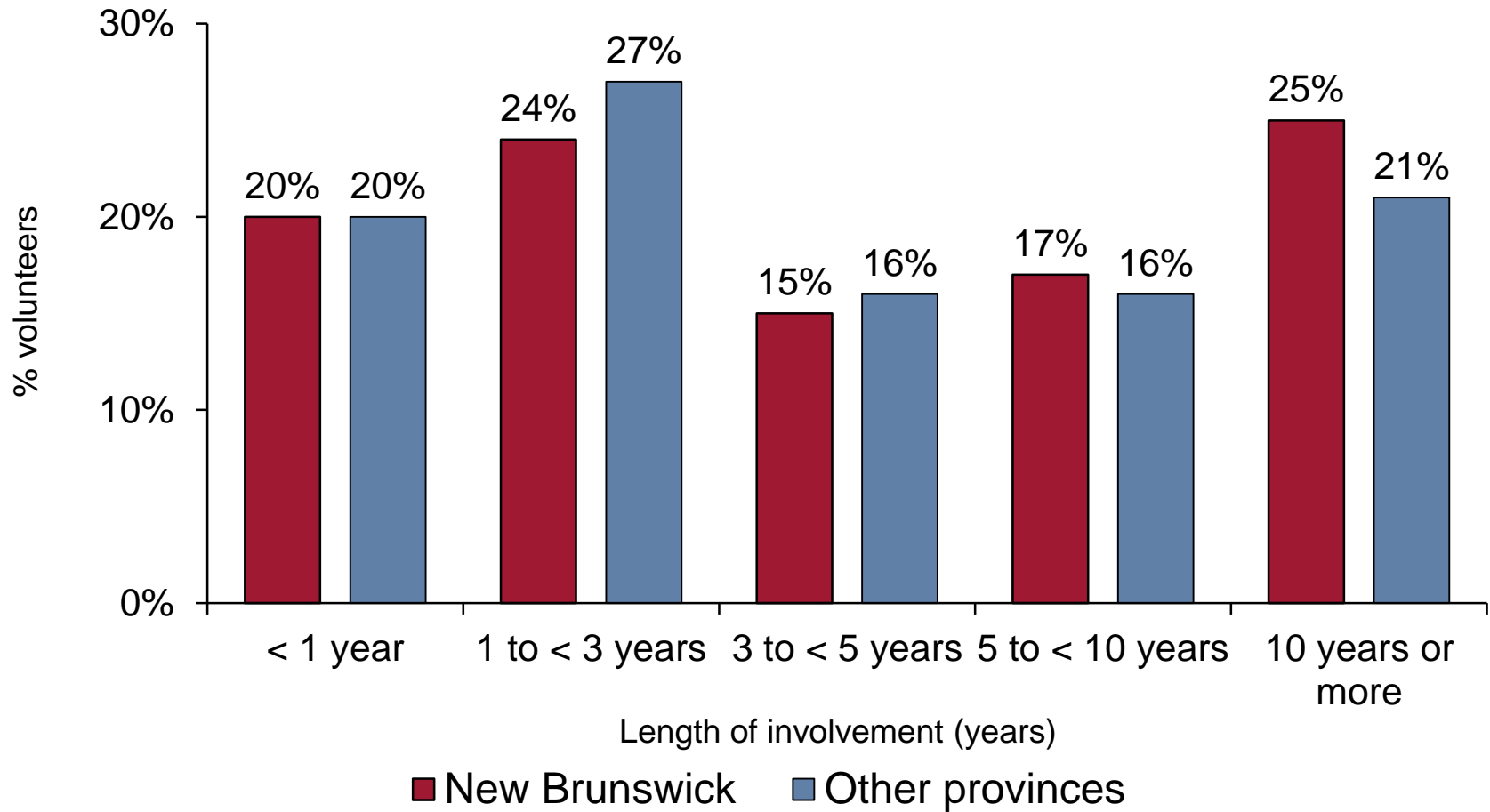
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

Length of involvement with organization

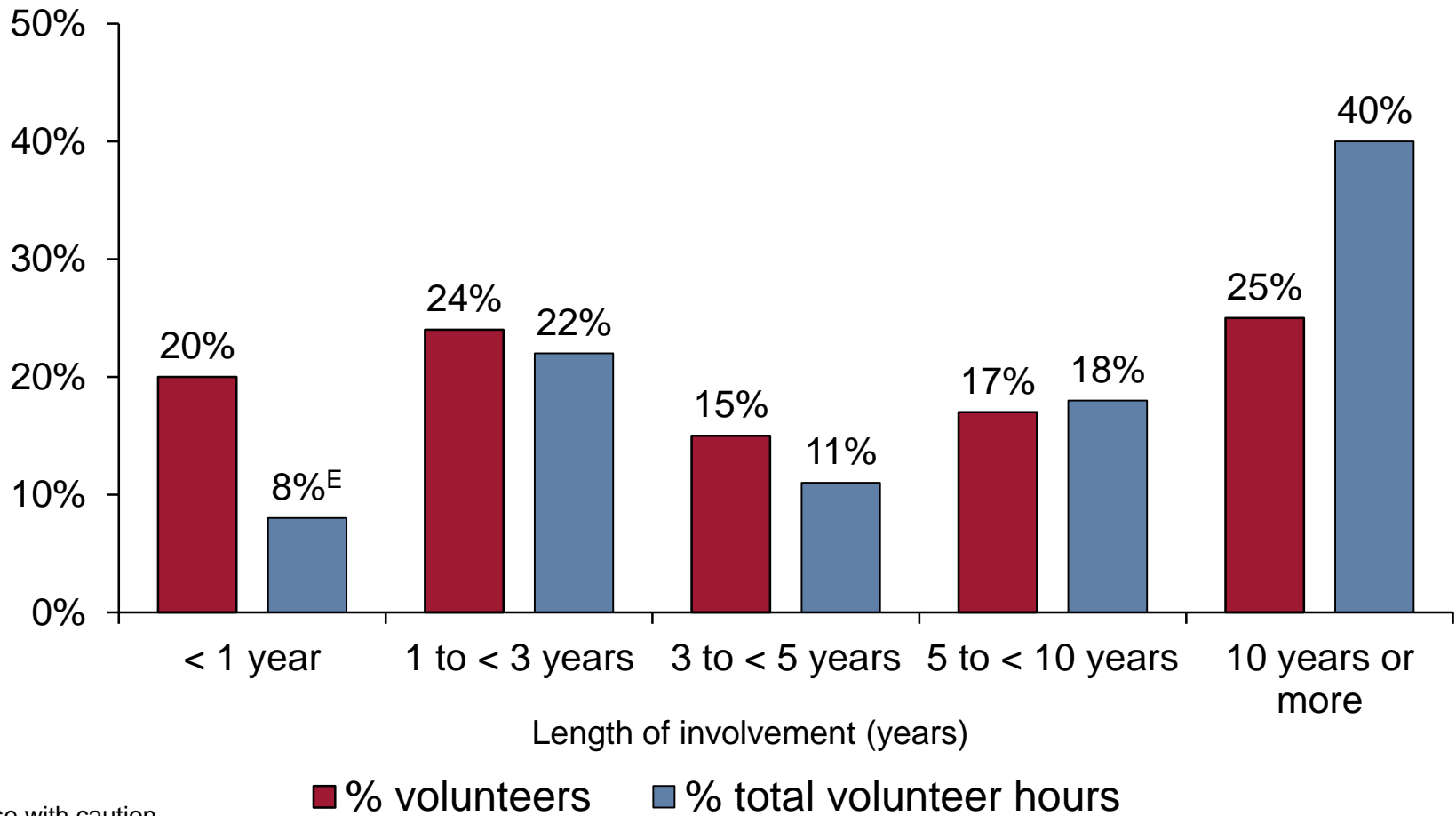
FINDINGS:

- Almost half of volunteers have been involved with organization for less than three years
- One quarter of volunteers have been involved for ten years or more
- New Brunswick volunteers more likely to be involved for longer periods than volunteers from other provinces
- Those who have been involved for 10 years or more contribute disproportionately more hours, while those who have been involved for less than a year contribute less

Length of involvement with organization



Length of involvement with organization



^E Use with caution

Length of involvement with organization

IMPLICATIONS:

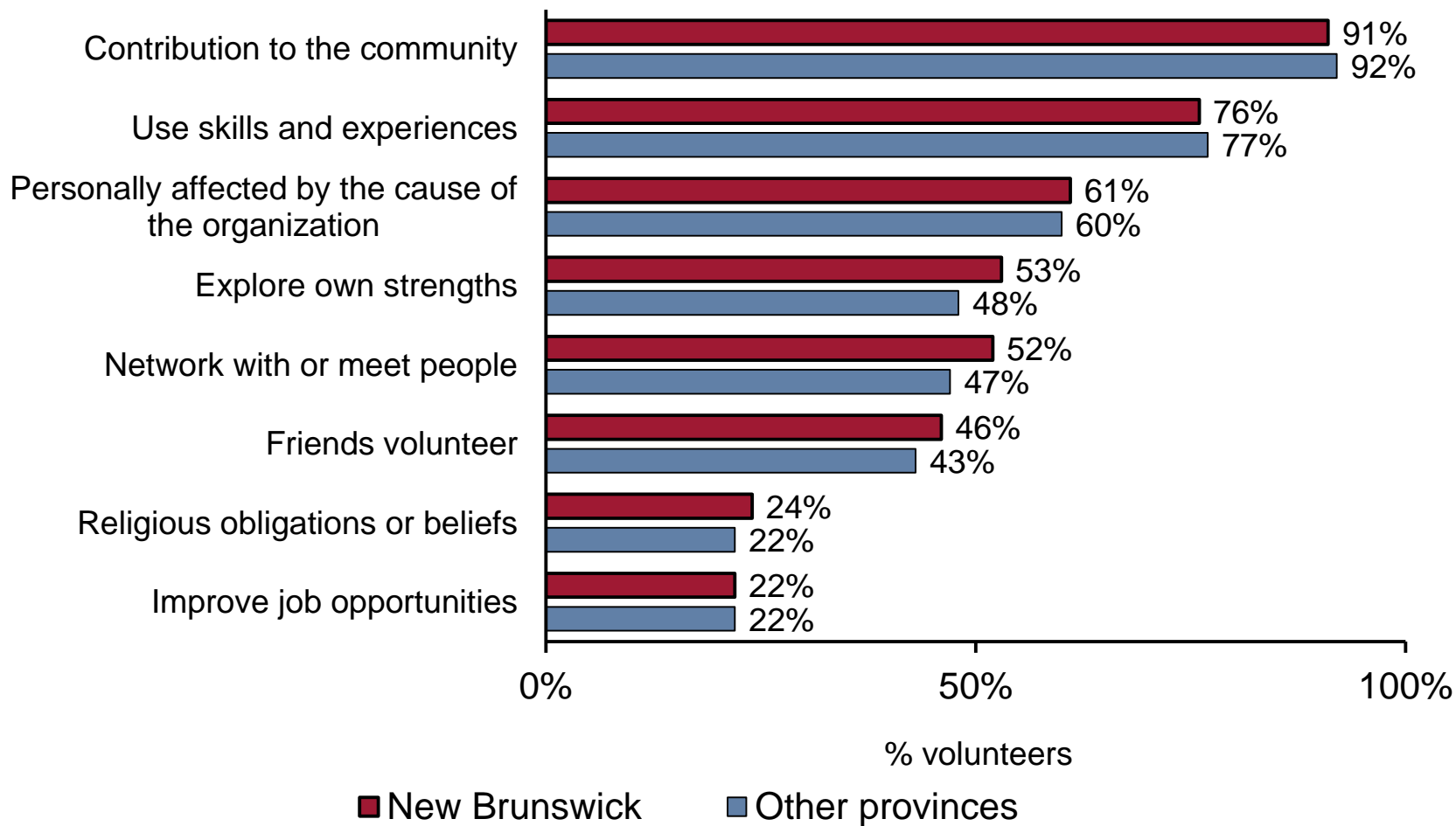
- Degree of 'churn' has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes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

Motivations

FINDINGS:

- New Brunswickers are most likely to be motivated to volunteer by desires to:
 - Make contribution to community
 - Use their skills and experiences
- More likely than volunteers in other provinces to report a number of motivations:
 - Desire to explore own strengths
 - Desire to meet or network with other people
 - Friends volunteer

Motivations

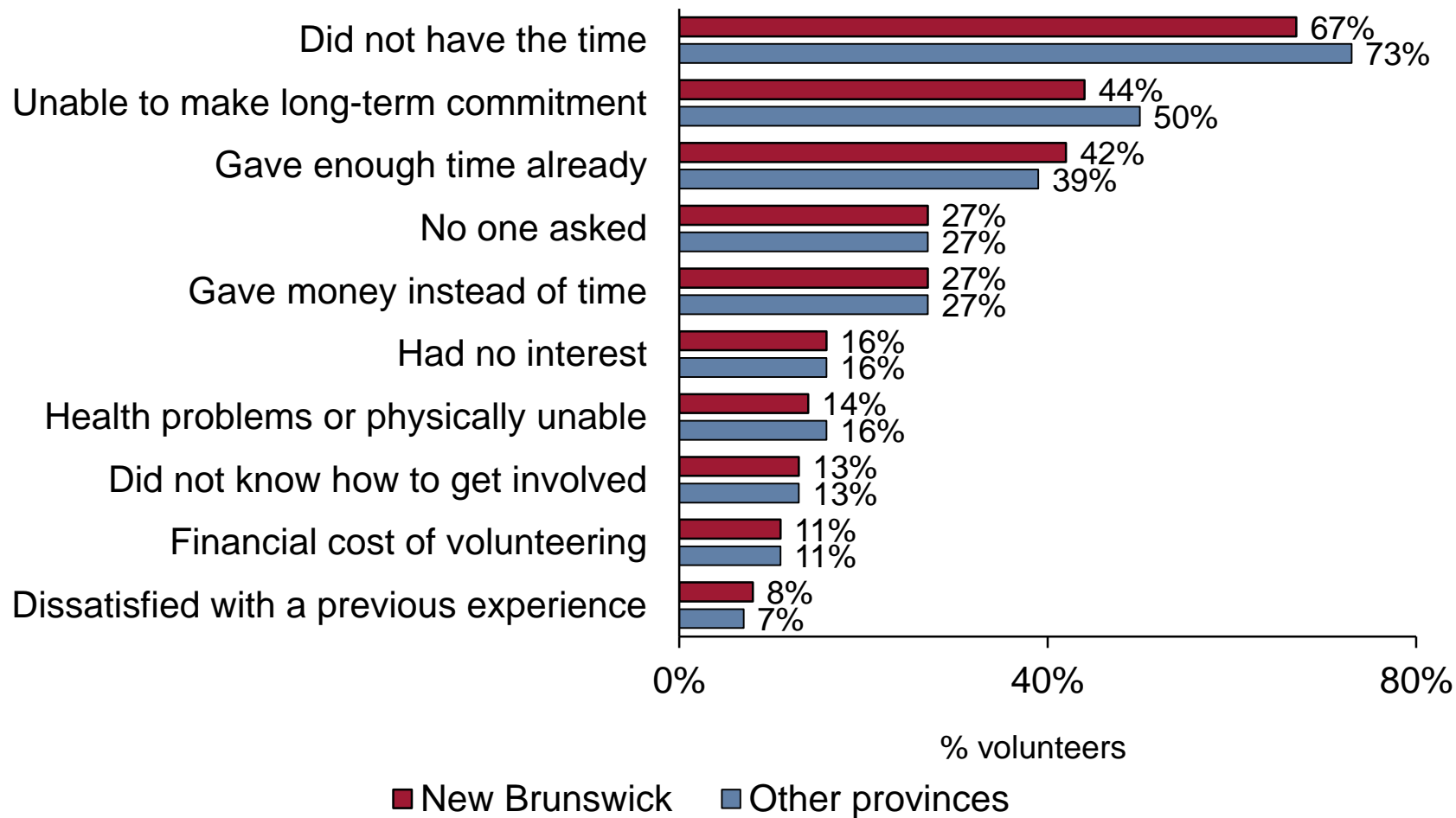


Barriers

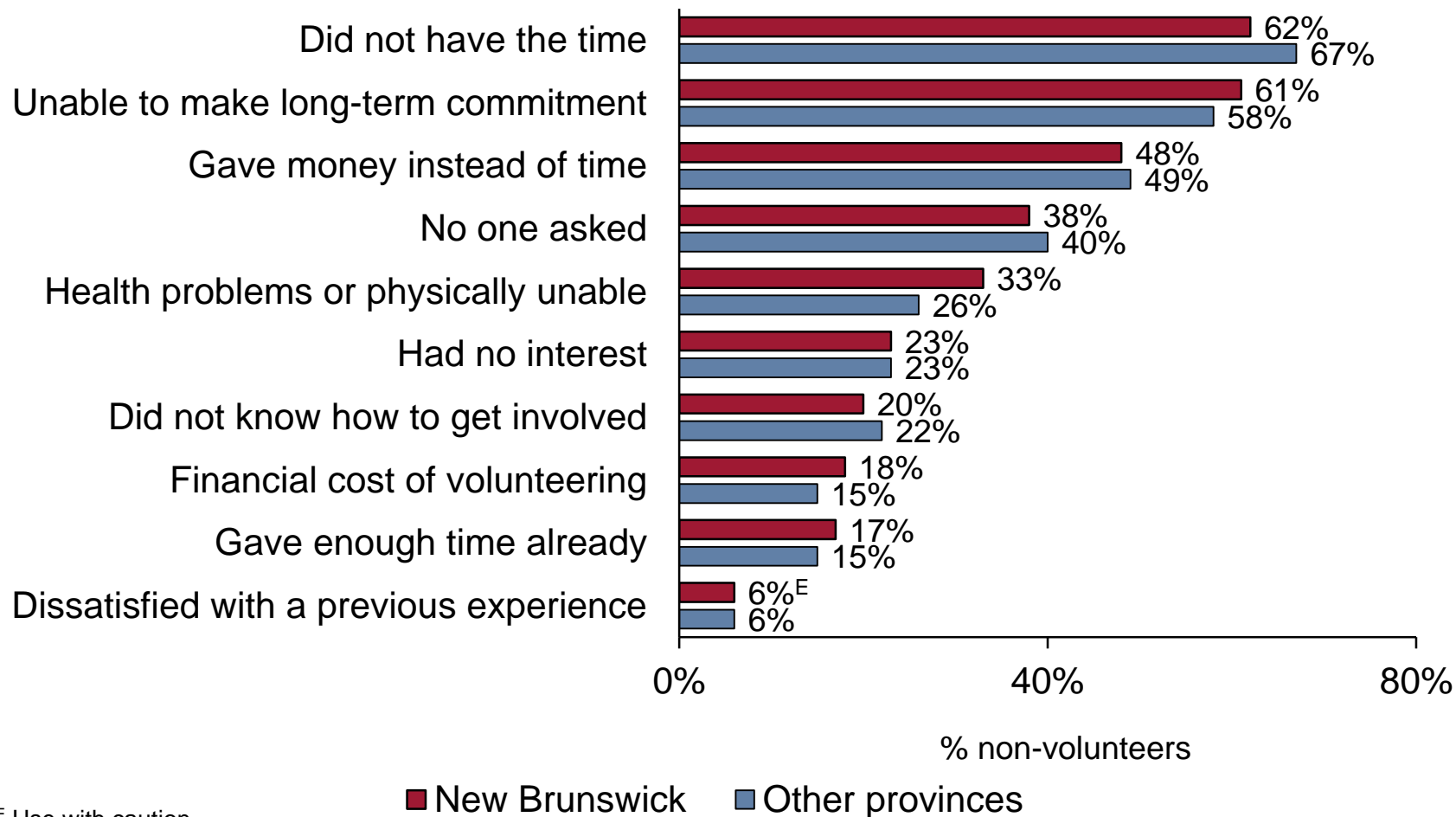
FINDINGS:

- New Brunswickers 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
- Pattern of barriers very similar to that seen in other provinces
 - Slightly less likely to report lack of time as barrier

Barriers to volunteering more



Barriers to volunteering at all



^E Use with caution

Motivations and barriers

IMPLICATIONS:

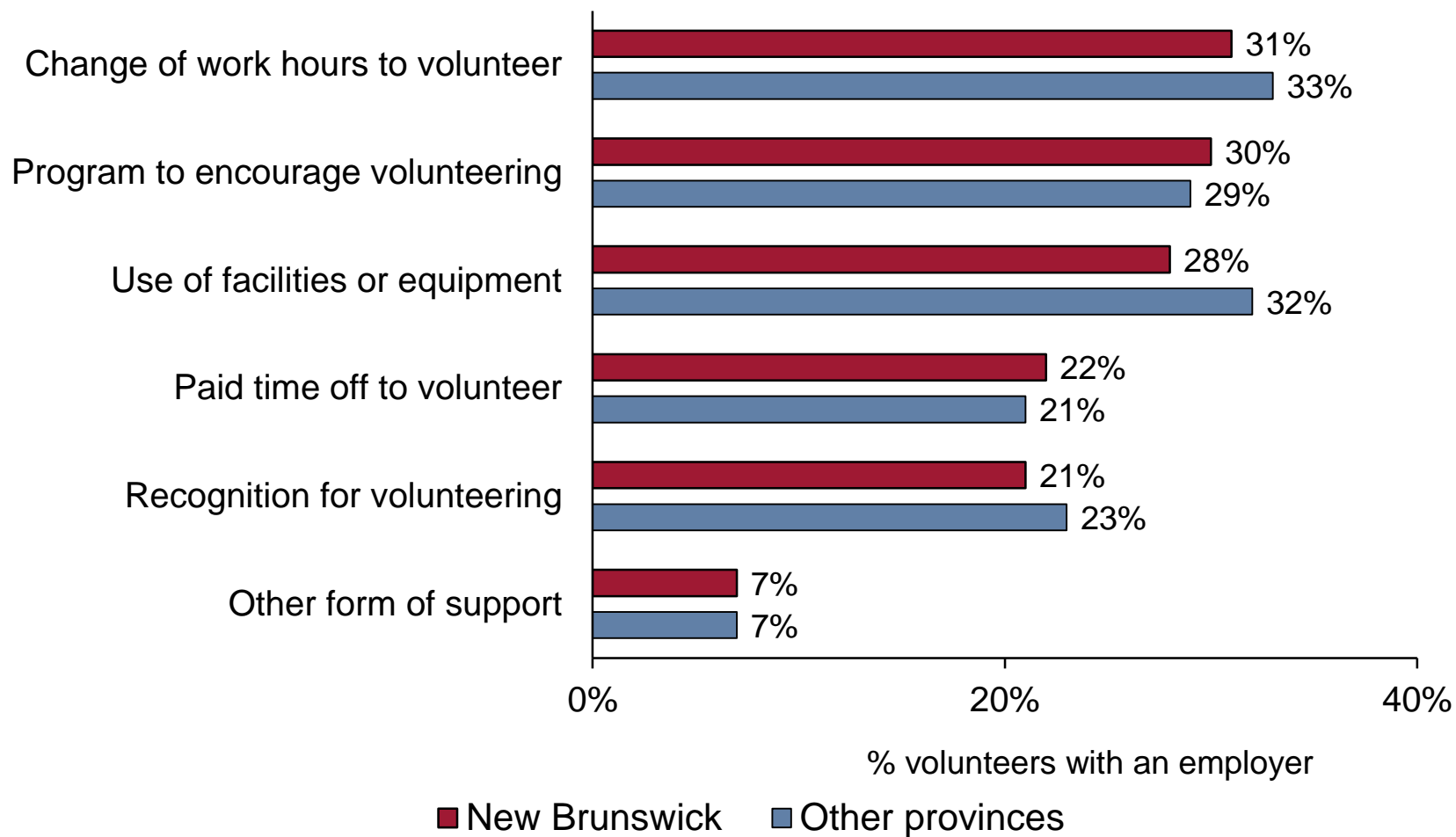
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change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

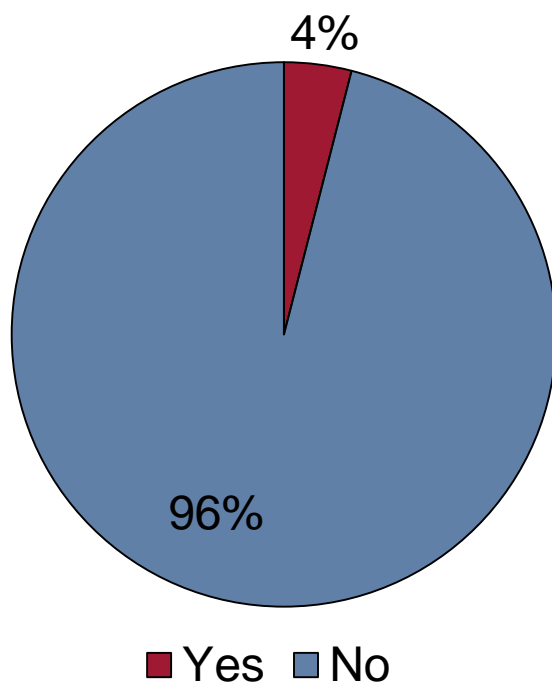
Mandatory community service

FINDINGS:

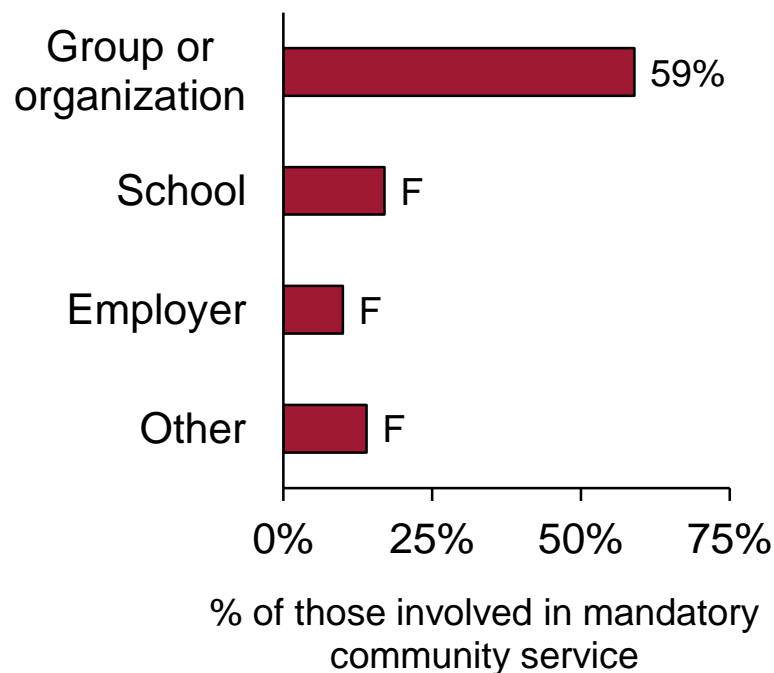
- 4% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours.
- More than half of those engaged in mandatory community service were required by the organization they volunteered for.

Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



F Sample size too small to use.

Mandatory community service

IMPLICATIONS:

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

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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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