



The 2004 Canada Survey of Giving, Volunteering, and Participating: THE GIVING AND VOLUNTEERING OF IMMIGRANTS

Information Sources

INFORMATION DRAWN FROM THE CANADA SURVEY OF GIVING, VOLUNTEERING, AND PARTICIPATING

- Telephone survey conducted by Statistics Canada in the fall and winter of 2004
- Continuation of the National Survey of Giving, Volunteering and Participating previously conducted in 1997 and 2000
- Surveyed 20,000 Canadians aged 15 and over
- Covered topics pertaining to giving and volunteering for charitable and nonprofit organizations, helping others directly and participation
- Will be a new version of the survey (2007) released this year

The personal and economic characteristics of immigrants

- Defined as those who are, or who have ever been, landed immigrants to Canada
- Those who arrived before 1984 classified as “established immigrants” and those who arrived in 1984 or later classified as “recent immigrants”
- Immigrants have other personal characteristics that may be related to their giving and volunteering:
 - Tend to have lived in their communities for shorter periods
 - More likely to attend religious events on weekly basis

Why Immigrants?

- According to the most recent census, approximately 6.2 million people (1 in 5) in Canada were immigrants
- Between 2001 and 2006, Canada's foreign-born population increased by 13.6%
 - four times greater than the 3.3% growth in the Canadian-born population
- Immigrants are important and growing population that nonprofit organizations are particularly involved with

An introduction to giving in Canada

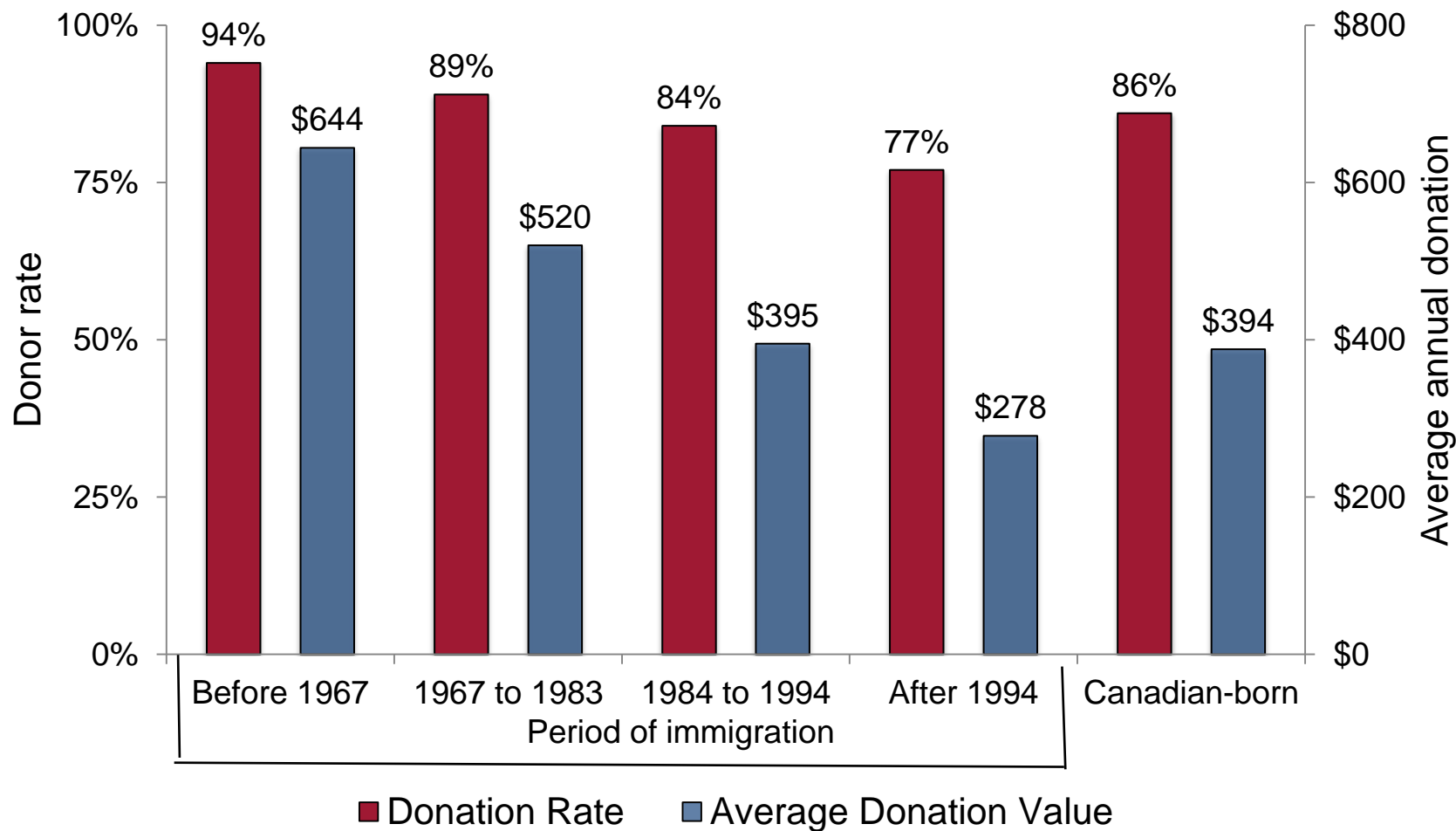
- 85% of Canadians donated a total of \$8.9 billion
 - average total donation of \$400
 - average of 4.3 individual donations
 - 86% of Canadian-born donated an average of \$388 each
- 85% of immigrants donated an average of \$462 each, for a total of \$1.6 billion
 - 20% of total value of donations
 - average of 3.9 individual donations

Charitable Giving

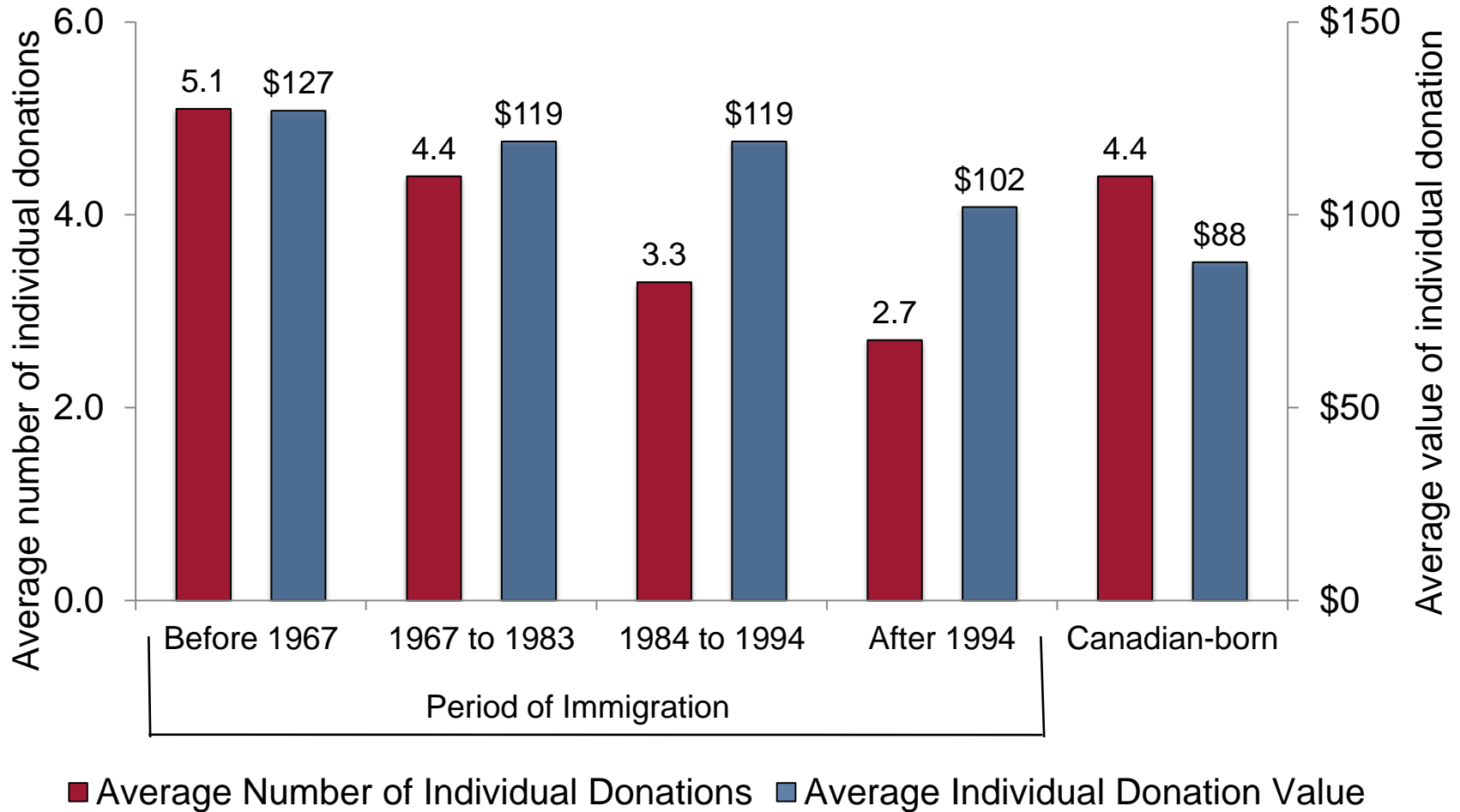
FINDINGS:

- Immigrants are as likely to donate as those born in Canada and donate larger average amounts
- Tend to give larger individual donations
- Monetary contribution consistent with representation in population
- Likelihood of donating and average amount donated increase with length of residence in Canada
 - Number and size of individual donations also increase with length of residence in Canada

Charitable giving by period of immigration



Charitable giving by period of immigration: individual donations



Charitable Giving

IMPLICATIONS:

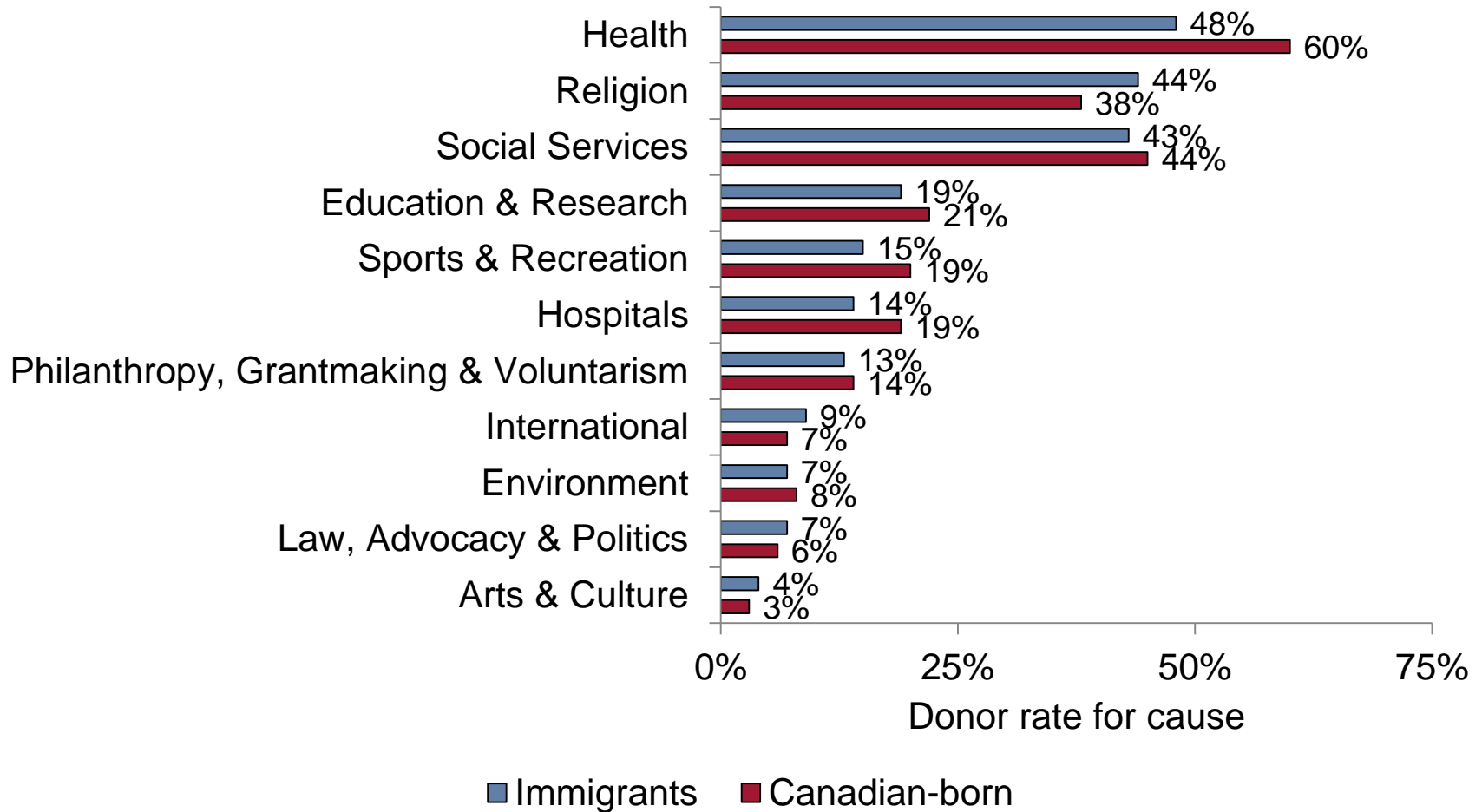
- Immigrants, especially those who have lived in Canada for many years, are a lucrative potential source of donations
 - However, given smaller number of donations, may be more difficult to reach
- Recent immigrants tend to give less, but stewardship may lead to larger donations later in life

The types of organizations supported

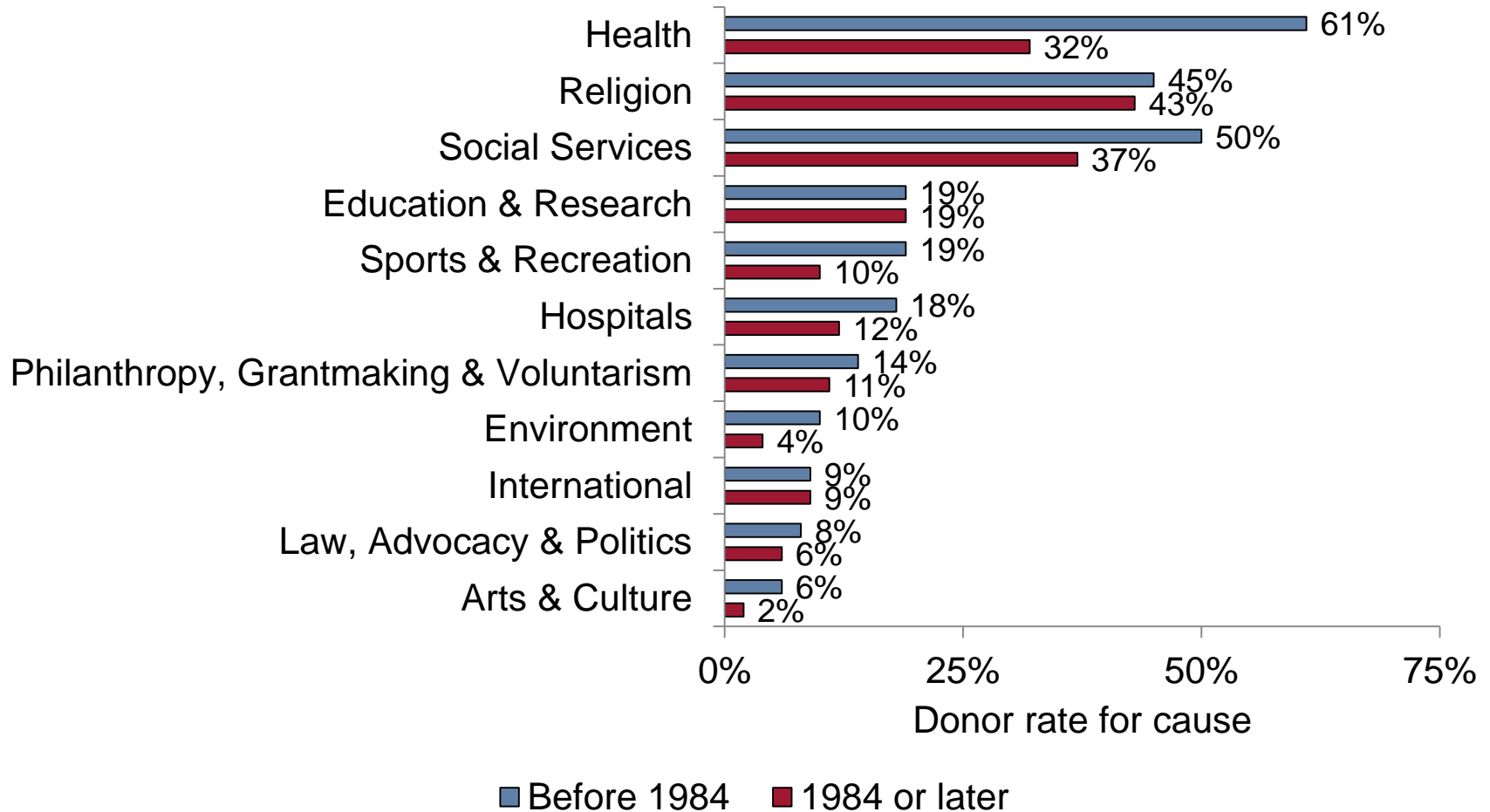
FINDINGS:

- Immigrants more likely to give to Religious organizations than Canadian-born
- Immigrants less likely to give to most other types of organizations
 - particularly Health, Sports & Recreation, and Hospitals
- Likelihood of giving to most non-religious causes increases with length of residence in Canada
 - particularly Health, Social Services, Sports & Recreation, and Environment

Donor rate by organization type



Donor rate by organization type

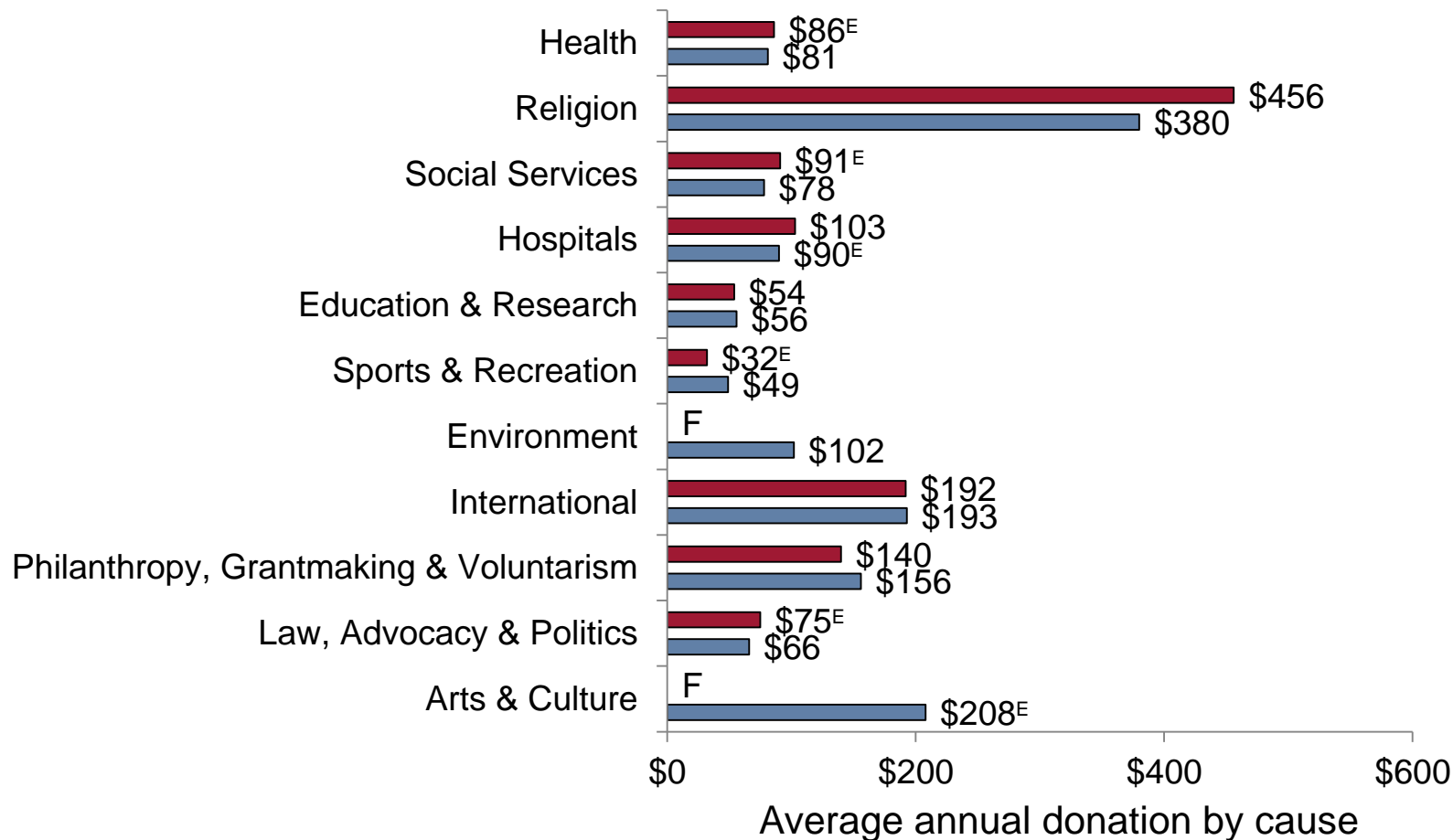


The types of organizations supported

FINDINGS:

- Average size of donations for immigrant and Canadian-born donors very similar
 - Larger donations to Religious organizations
- Immigrant donors allocate larger percentage of donations to Religious organizations and smaller percentage to Health organizations than do Canadian-born donors
- Established immigrants allocate less to Religious organizations and more to Health, Arts & Culture, and Social Services organizations

Average donation by organization type

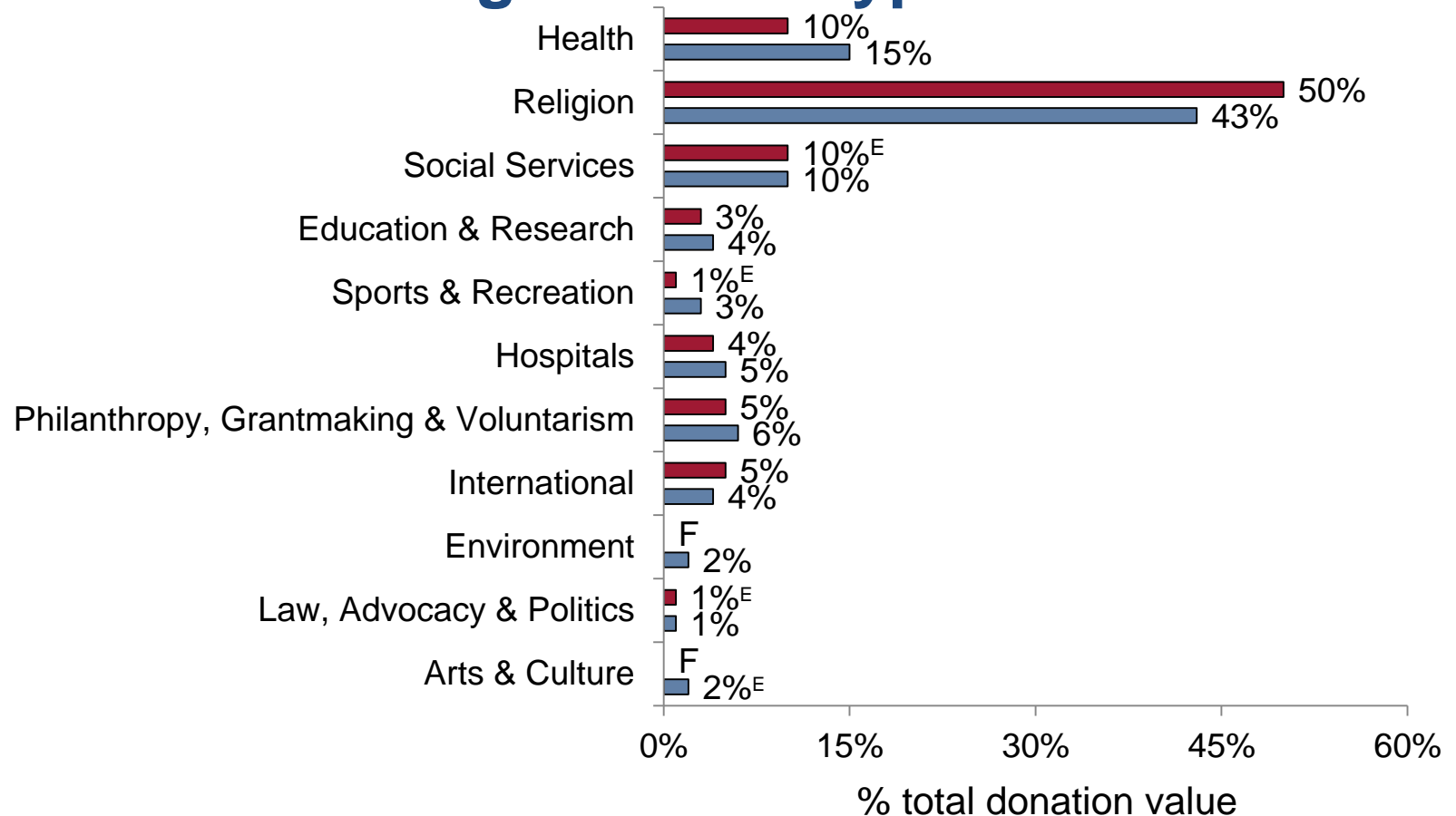


^E Use with caution.

^F Sample size too small to be used.

■ Immigrants Donors ■ Canadian-born Donors

Percentage of total donation value by organization type

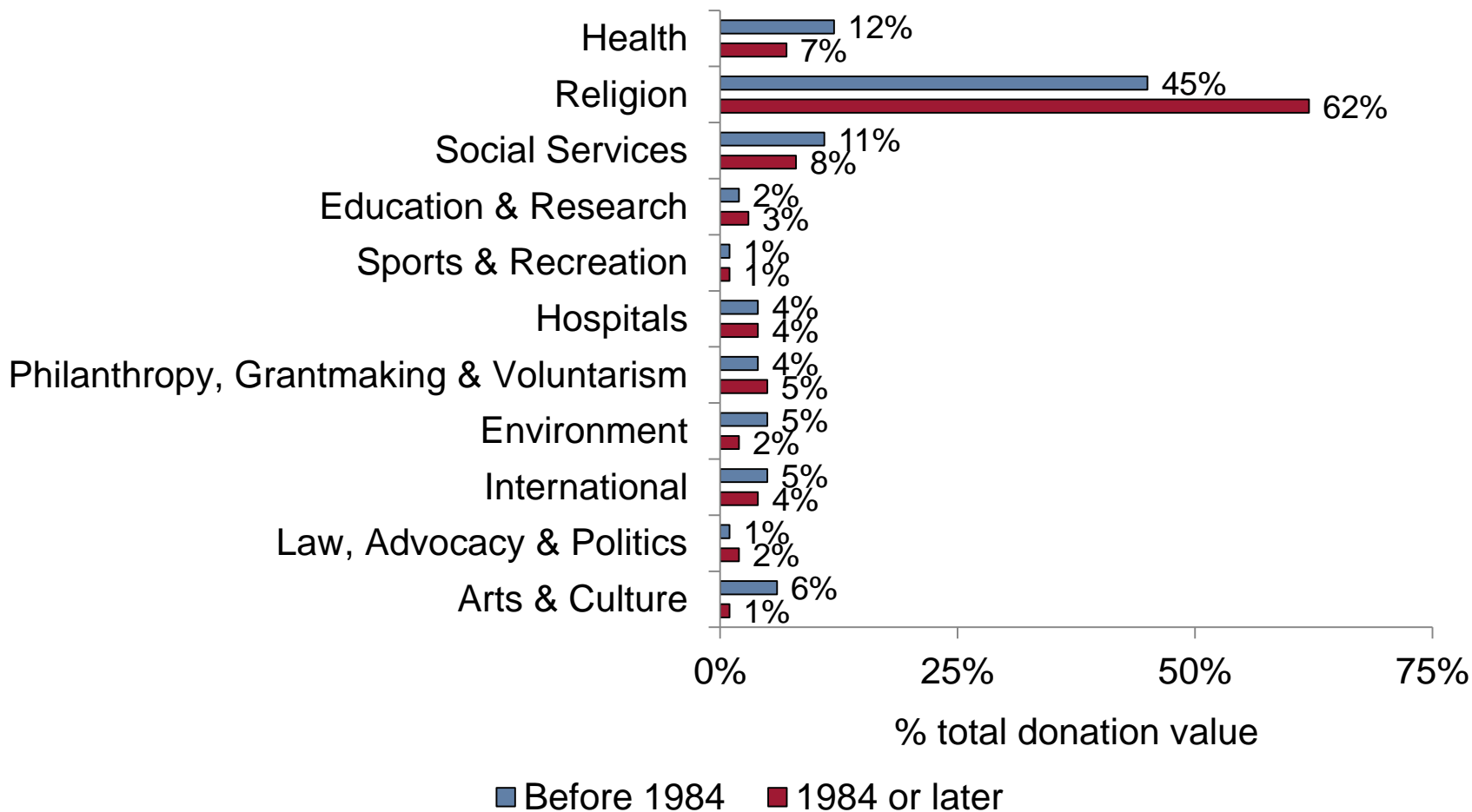


^E Use with caution.

^F Sample size too small to be used.

■ Immigrants ■ Canadian-born

Percentage of total donation value by organization type



The types of organizations supported

IMPLICATIONS:

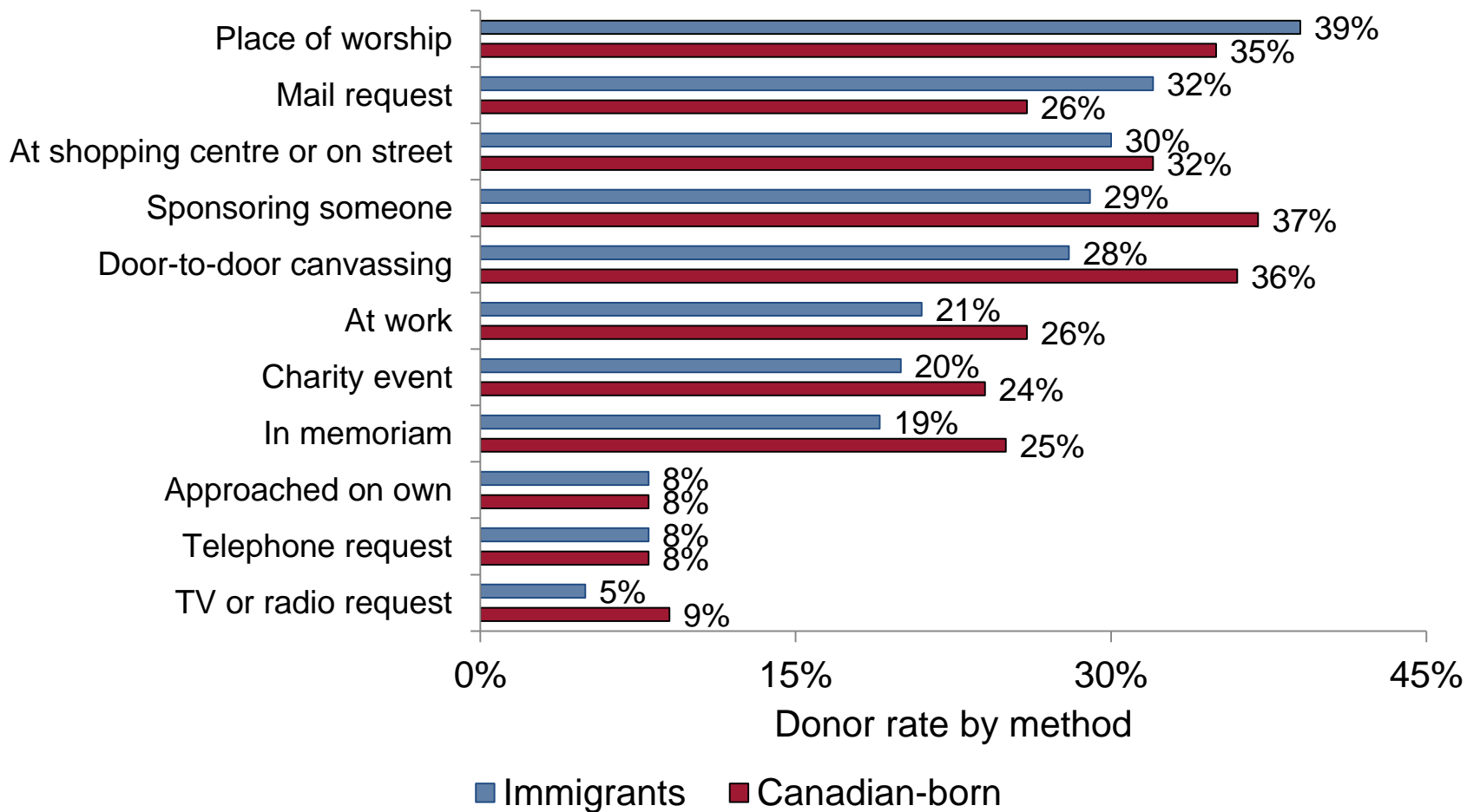
- Donations to Religious organizations play major role for New Canadians, particularly among more recent immigrants
- With longer residence in Canada, patterns of organization support become more like those of Canadian-born donors
- Religious organizations may be key avenue of outreach to recent immigrants

How immigrants make donations

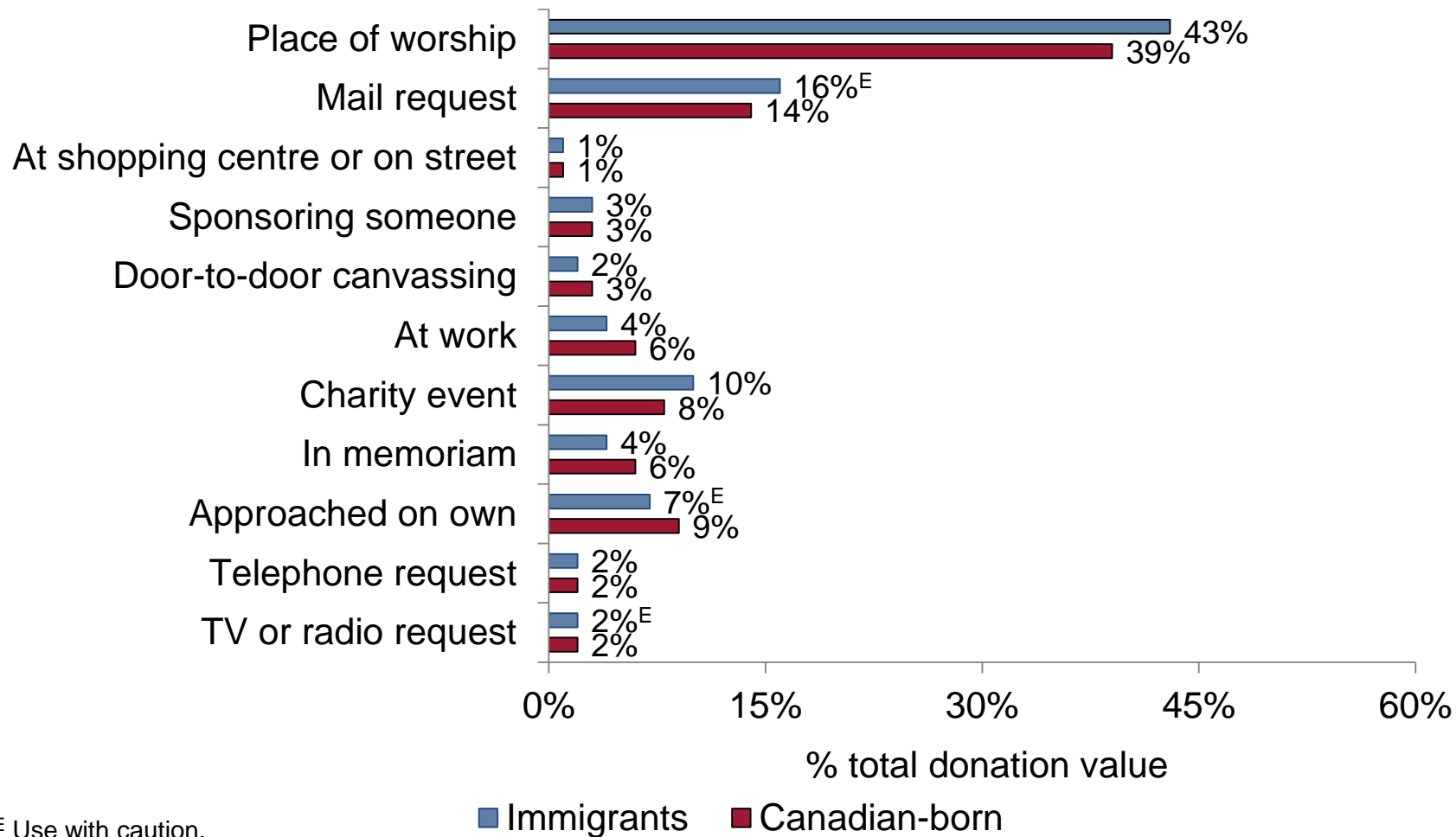
FINDINGS:

- Immigrants less likely to donate through most methods of donation than Canadian-born
 - Exceptions are donations through place of worship and donation via mail
- In terms of donation value, immigrants donate more through place of worship and via mail than do Canadian-born
 - Pattern much more similar for other methods

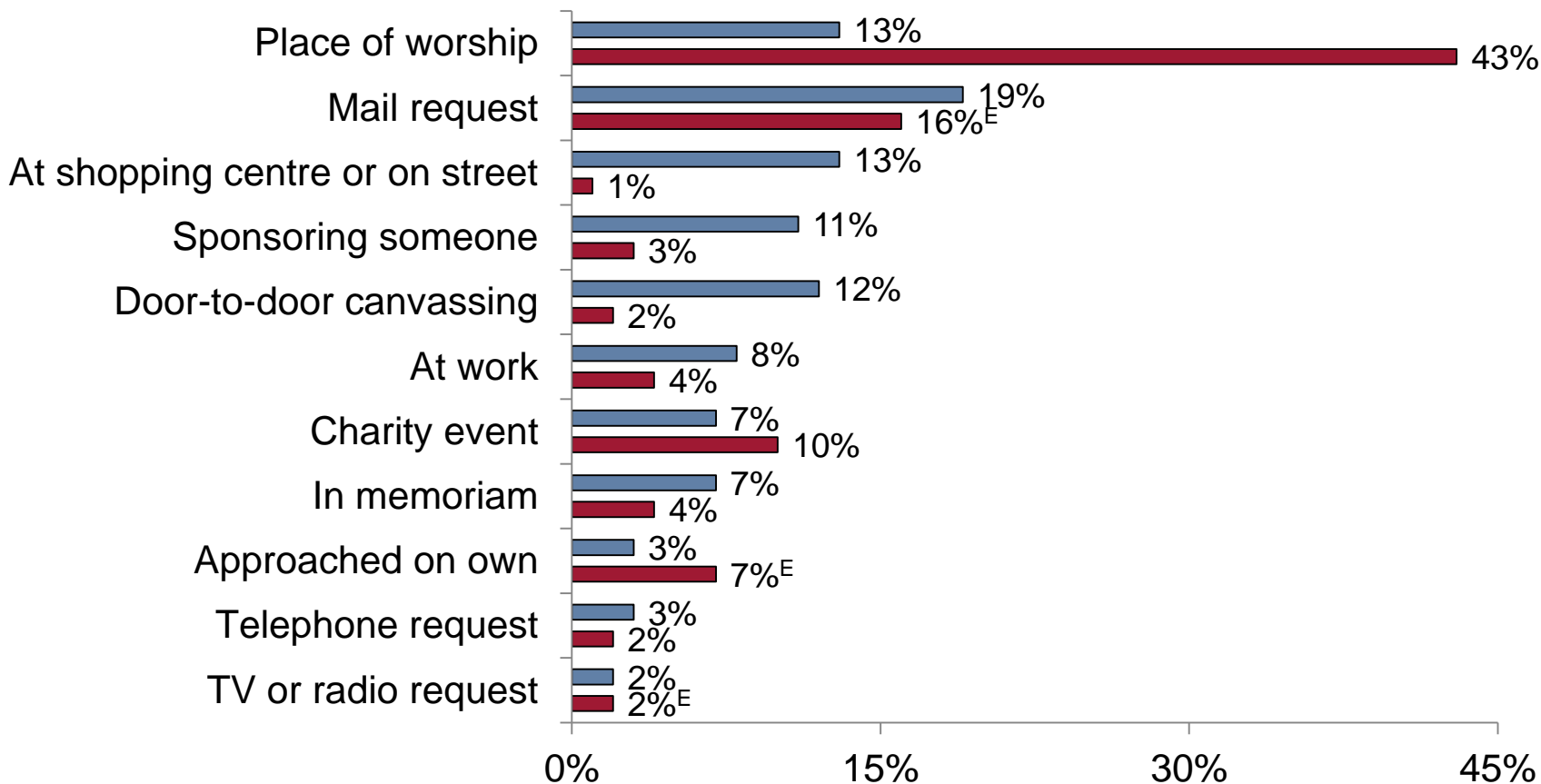
Donation rate by method



Percentage of total donation value by method



Donation methods



^E Use with caution.

■ % of total number of donations

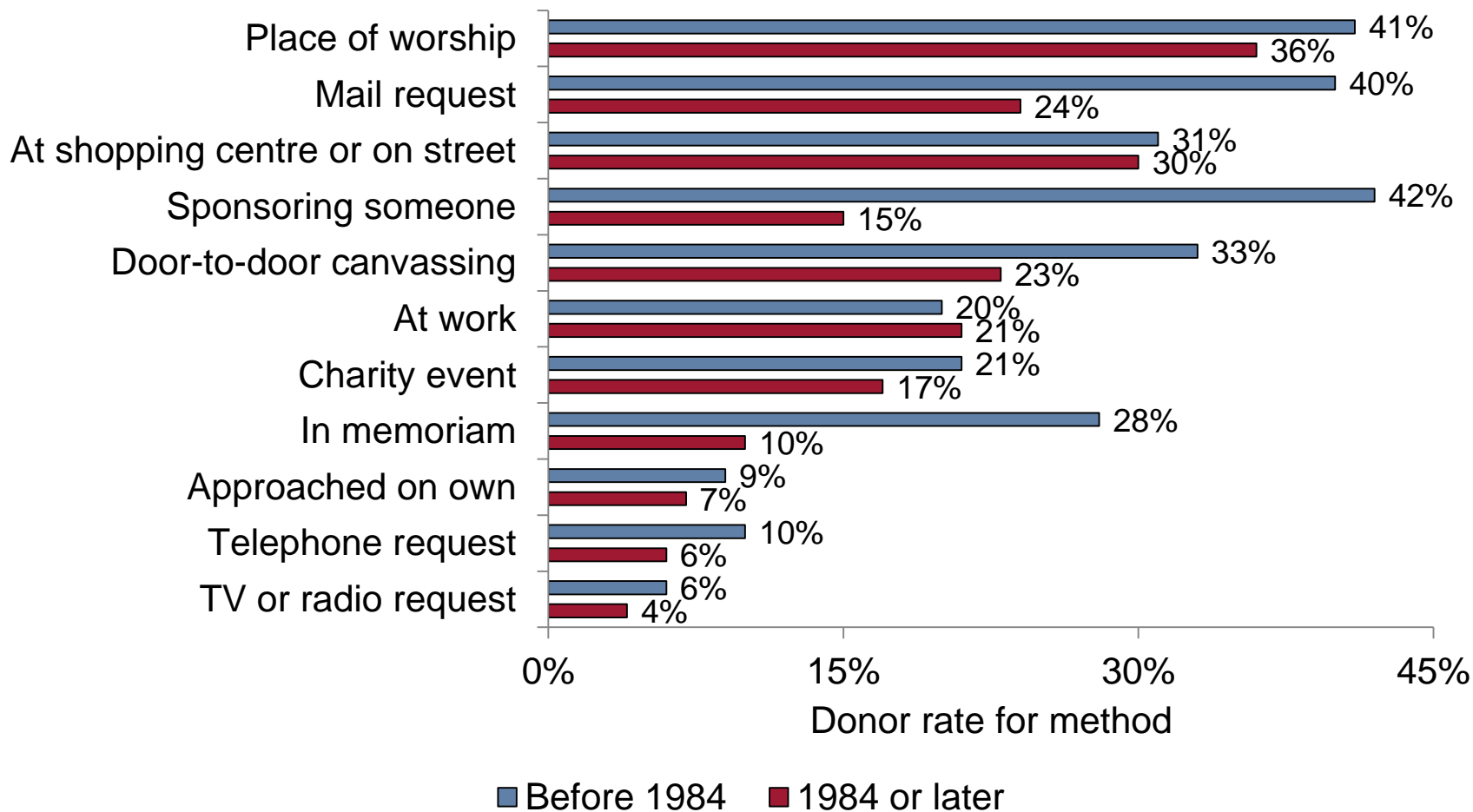
■ % of total value of donations

How immigrants make donations

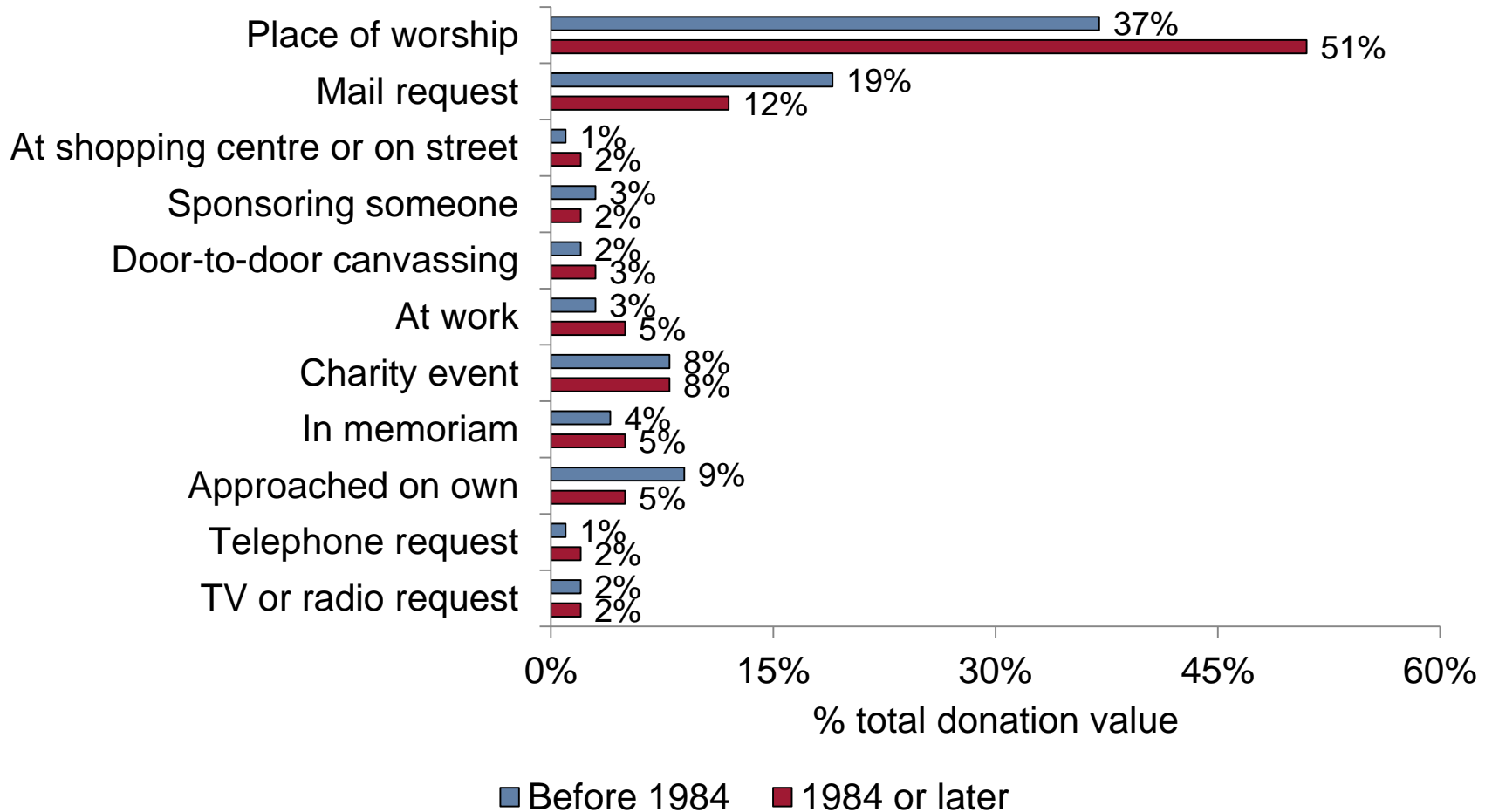
FINDINGS:

- Recent immigrants less likely than established immigrants to donate via most methods
- Recent immigrants donate more through place of worship and less on own initiative than do established immigrants

Donor rate by method



Percentage of total donation value by method



How immigrants make donations

IMPLICATIONS:

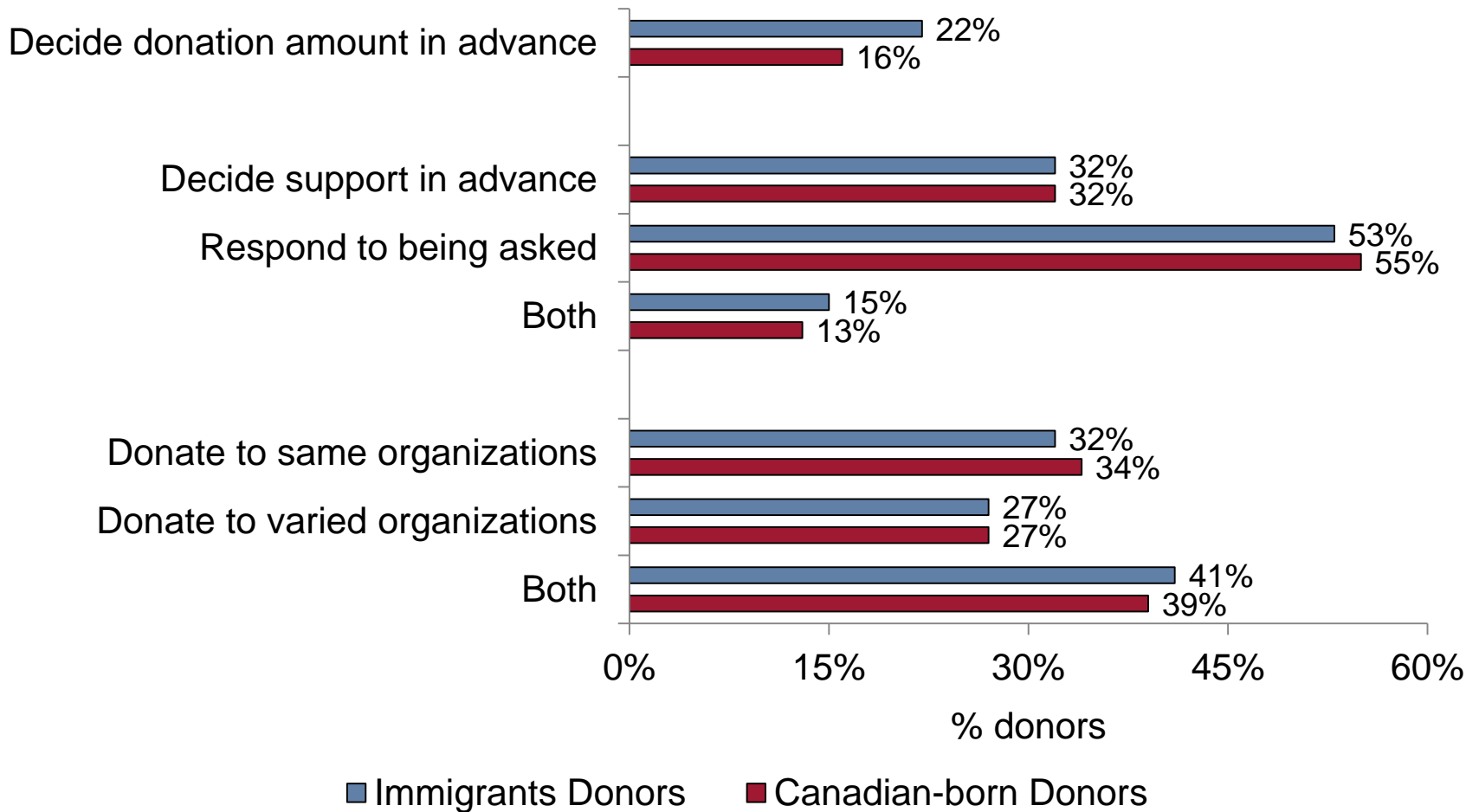
- Primary challenge appears to be reaching immigrant donors – distribution of donation value much more similar
- Key avenues of approach such as places of worship, places of work, and public approaches offer promise for reaching immigrants
- Again, as length of residence in Canada increases, similarities between immigrants and Canadian-born increase

Donations and decision making

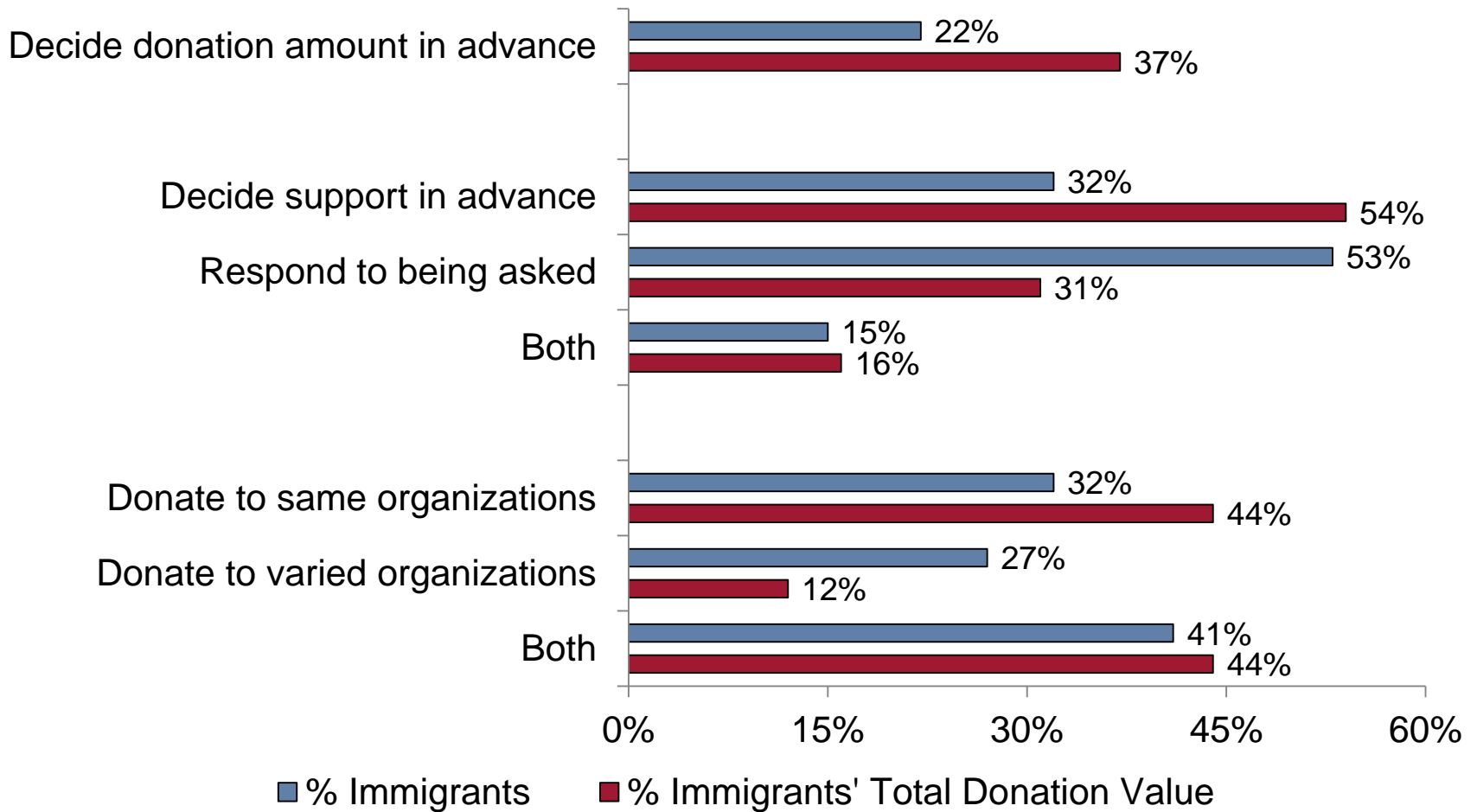
FINDINGS:

- Immigrant donors more likely to decide in advance the amounts they will give
- About as likely as Canadian-born donors to decide in advance which organizations they will support and to donate to the same organizations from year to year
- As with Canadian-born donors, those who make donation decisions in advance give disproportionately large amounts

The role of prior planning and regular support



The role of prior planning and regular support



Donations and decision making

IMPLICATIONS:

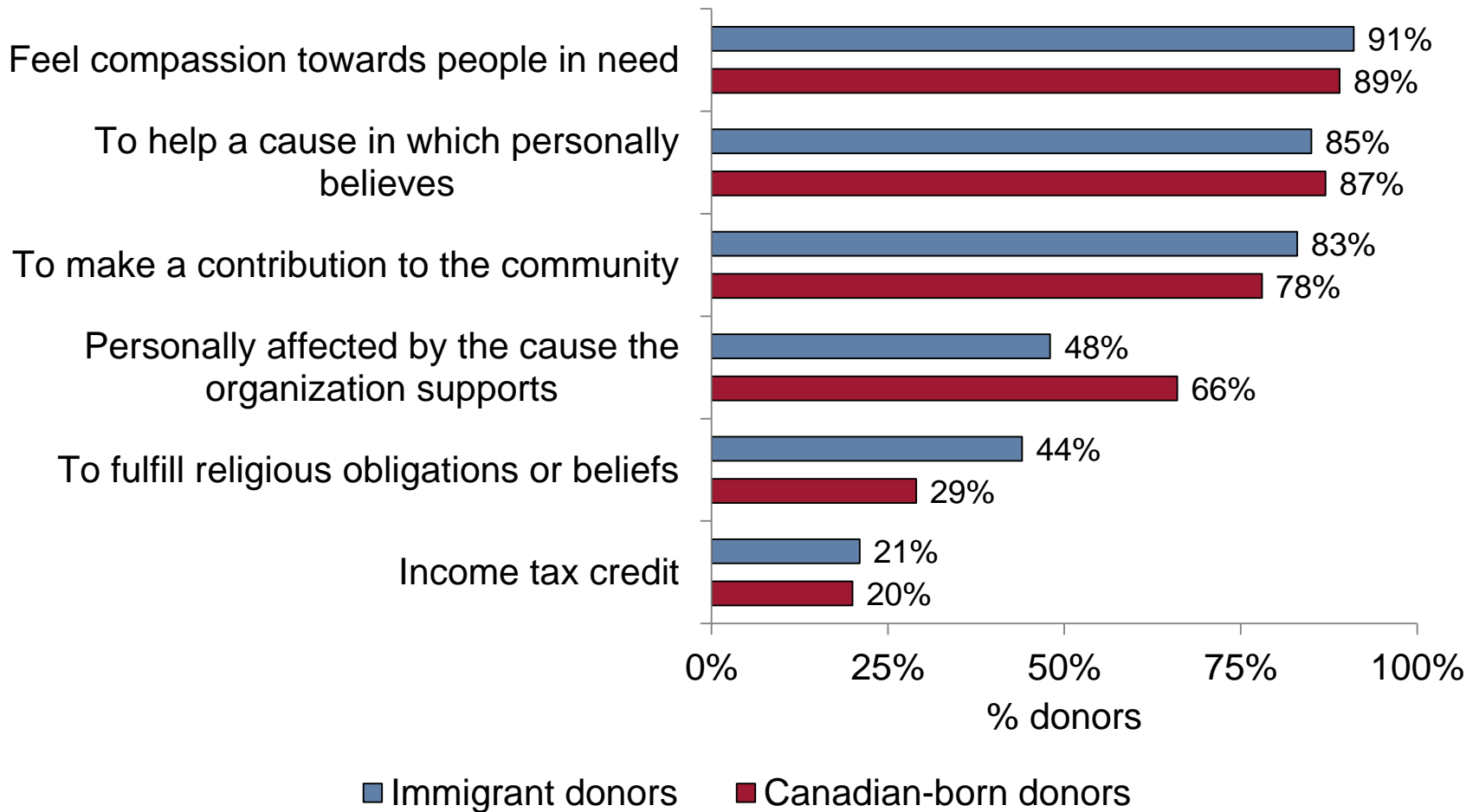
- Pattern of more restricted support (smaller number of donations) does not appear to be linked to conscious decision to favour some organizations over others
 - More an issue of reaching potential donors than being “locked out”
- Getting “ask” in front of donors when they are making budgeting decisions may be particularly important
- Building long term relationships with donors as important among immigrants as with Canadian-born

Motivations for giving

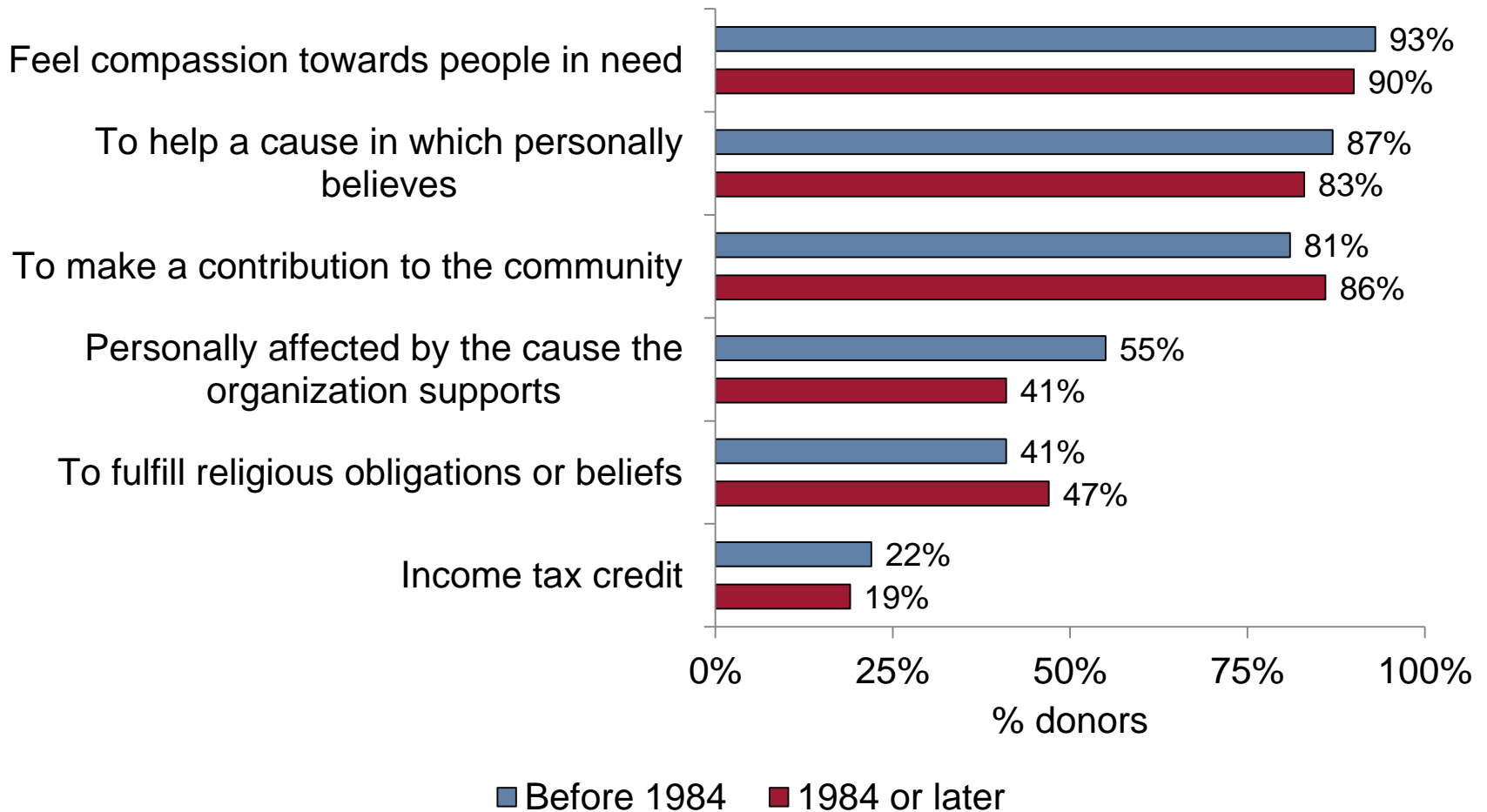
FINDINGS:

- Pattern of motivations very similar in most respects
- Immigrants more likely to donate because of religious obligations or beliefs
 - Less likely to donate because of personal connections to cause
- Established immigrants less likely to cite religious motivations and much more likely to cite personal connections to cause than recent immigrants

Motivations for giving



Motivations for giving

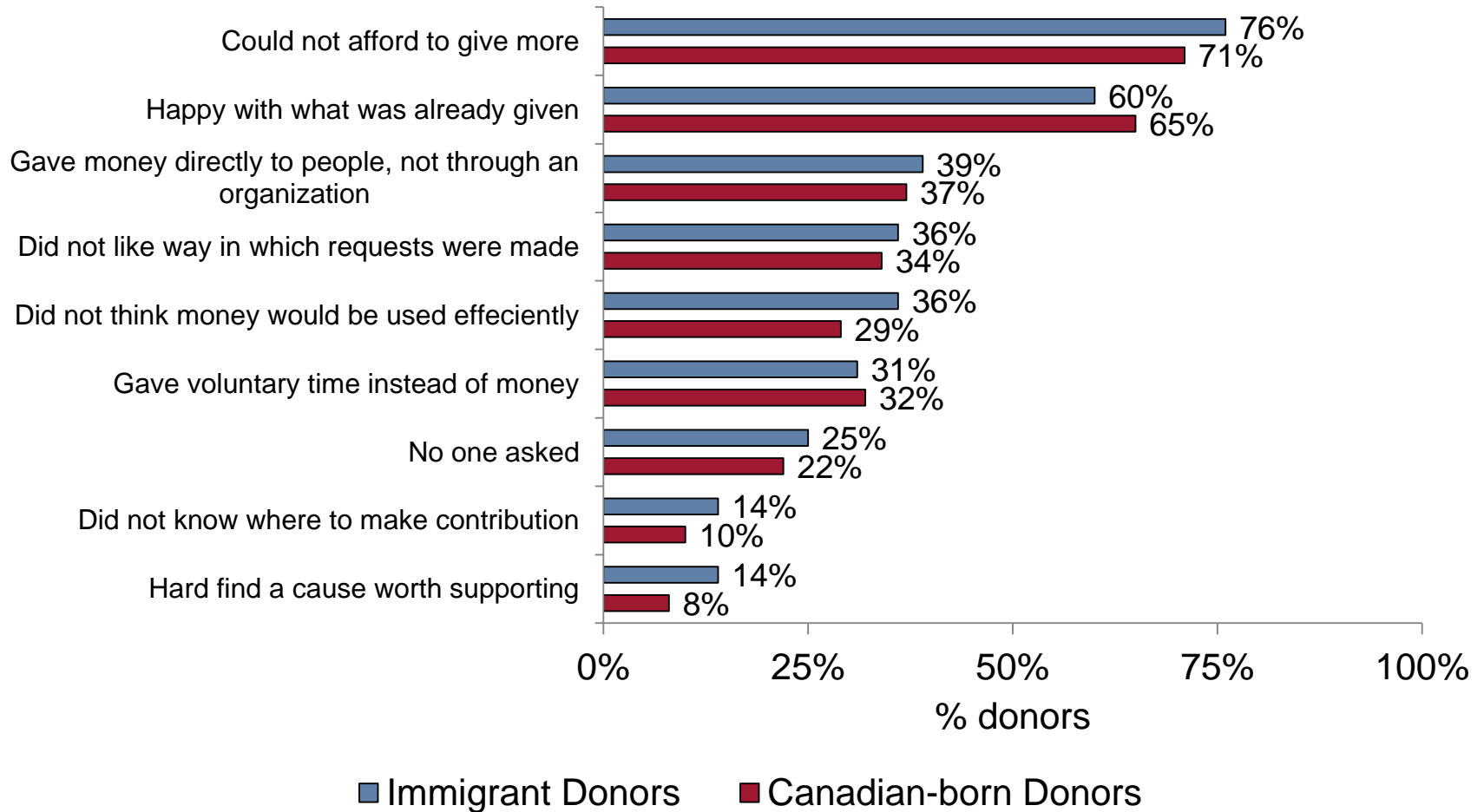


Barriers to giving

FINDINGS:

- Pattern or response to barriers very similar, but immigrant donors more likely to report most barriers
 - Areas of particular concern include belief that donations will not be used efficiently, not knowing where to donate or being unable to find a cause worth supporting
- Although immigrant donors were more likely to say they could not afford to donate more, they were also less likely to be happy with what they had already contributed

Barriers to giving more



An introduction to volunteering in Canada

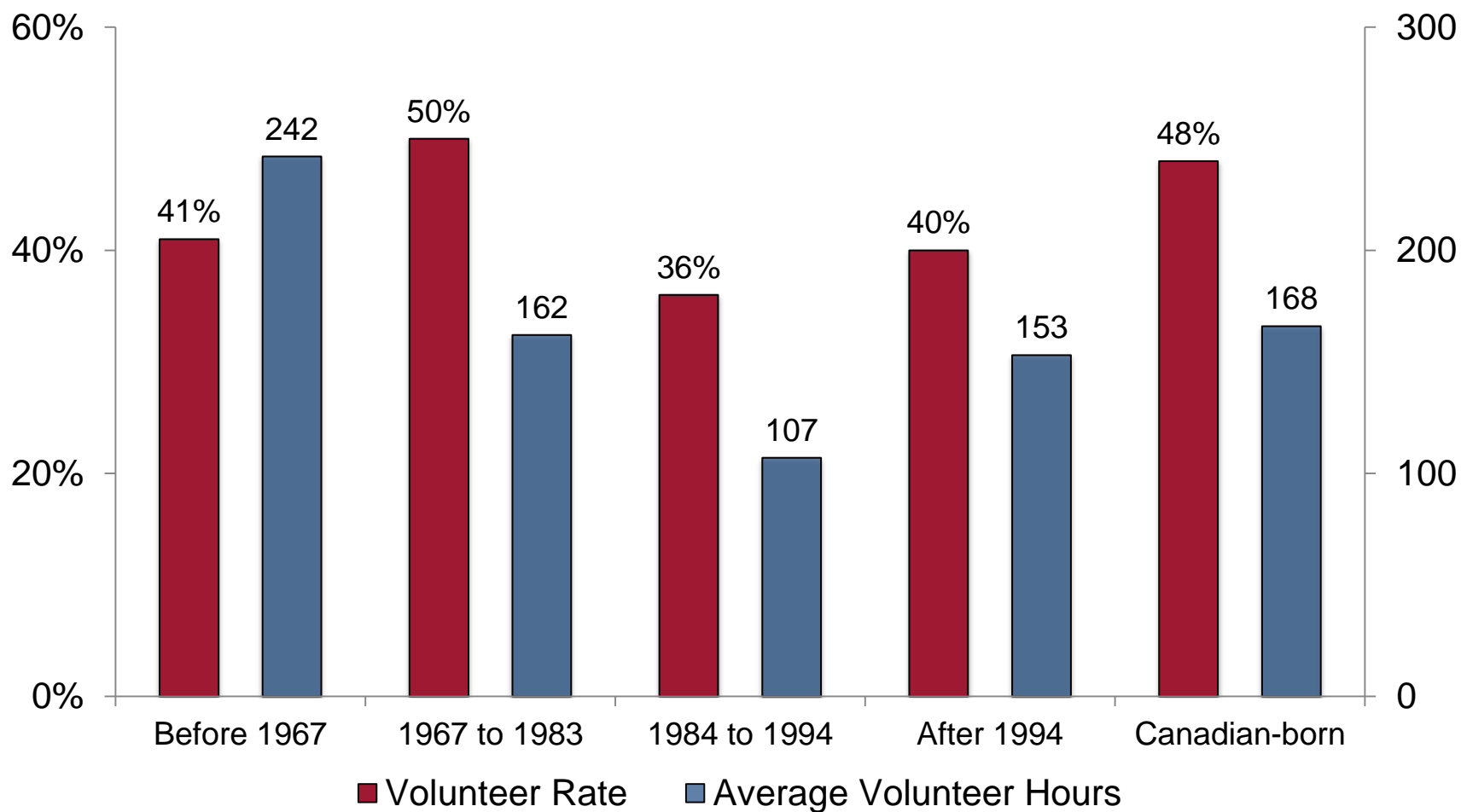
- 45% of Canadians volunteered a total of 2.0 billion hours
 - Equivalent to just over 1 million full time positions
 - average volunteer contribution of 168 hours
 - 48% of Canadian-born volunteered an average of 166 hours each
- 41% of immigrants volunteered
 - Average volunteer contribution of 165 hours

Volunteering

FINDINGS:

- Likelihood of volunteering varies greatly according to period of immigration
 - may reflect underlying demographic trends
- Average hours volunteered tend to increase with length of time in Canada
- Immigrant volunteers contributed slightly fewer hours than their numbers might lead us to expect
 - 18% of Canadian population but accounted for 15% of total volunteer hours

Volunteering by period of immigration



Volunteering by period of immigration

	% Population	% Volunteer Hours
Immigrants	18%	15%
Canadian-born	81%	83%
Before 1967	4%	5%
Between 1967 and 1983	4%	5%
Between 1984 and 1994	4%	2%
After 1994	4%	3%

Volunteering

IMPLICATIONS:

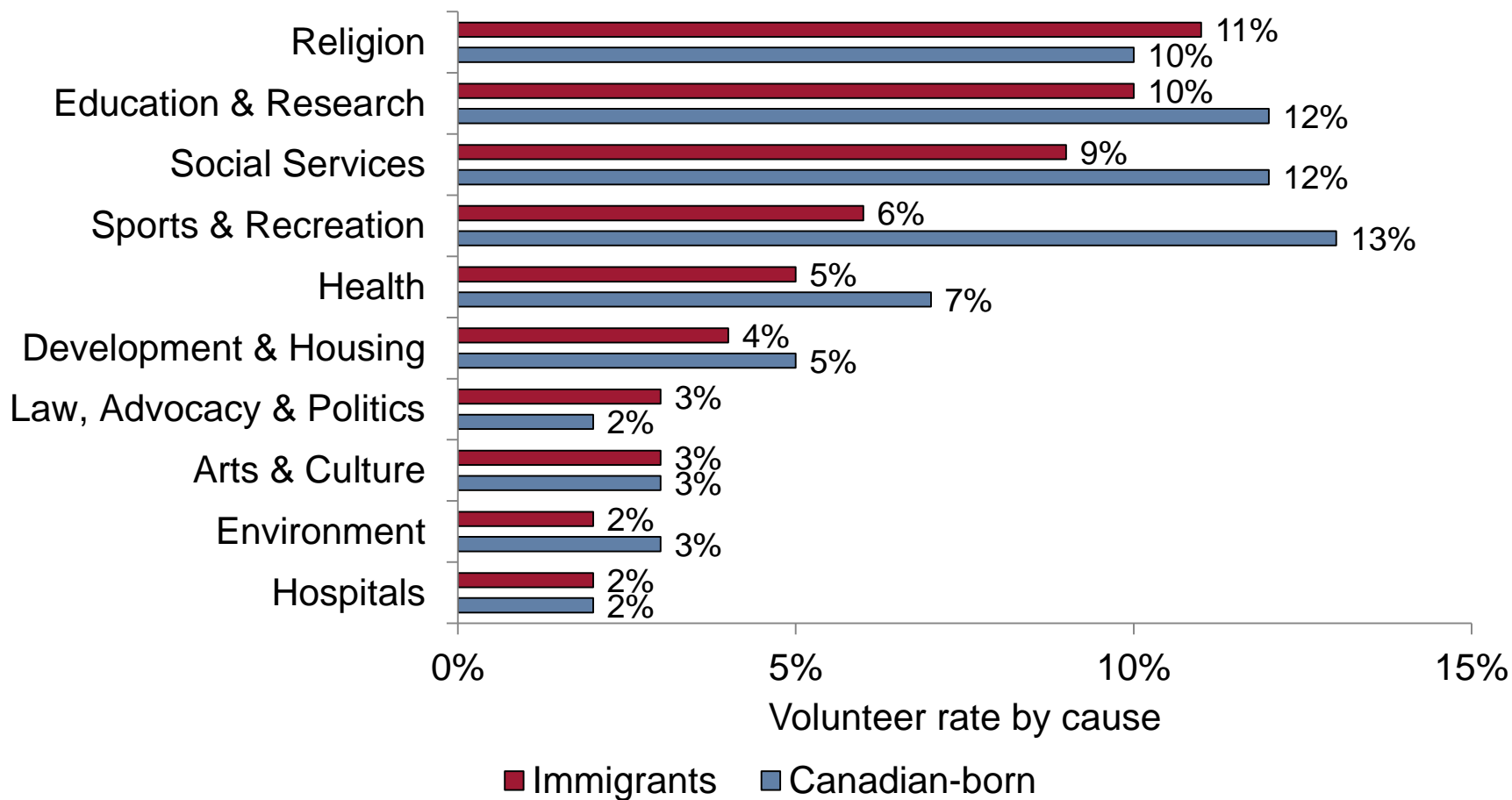
- Challenge seems to be less about motivating immigrant volunteers to contribute hours than it is about recruiting immigrant volunteers in the first place
- Appears to be a process of integration, combined with underlying demographics
 - Those who have been in Canada 10 to 20 years are particularly hard to reach

The organizations immigrants support

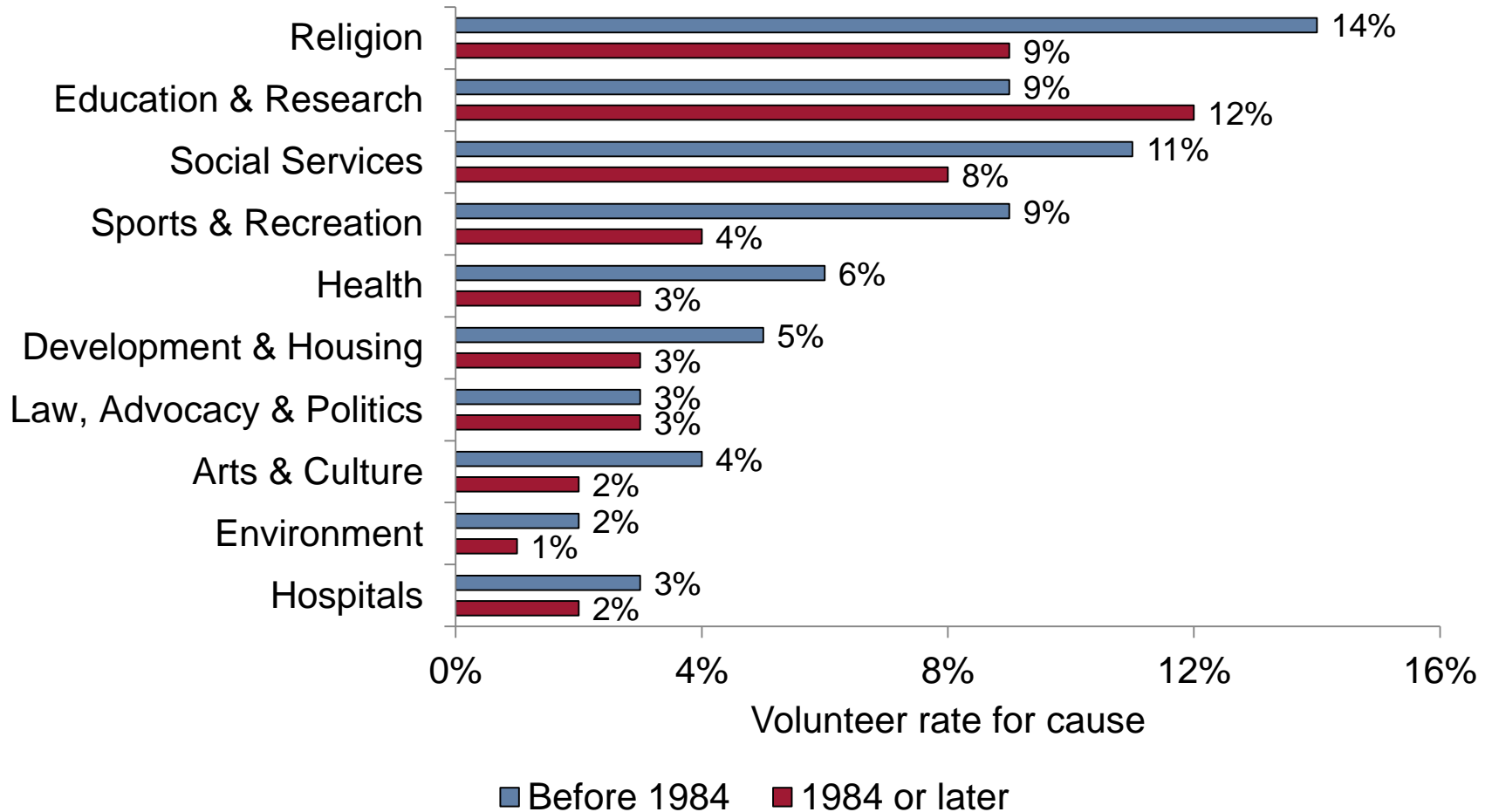
FINDINGS:

- Immigrants are more likely than the Canadian-born to volunteer for Religious organizations and less likely to volunteer for a number of other key organization types
 - However, picture much more similar when looking at hours volunteered, save for Religious and Sports & recreation organizations
- Organizations supported vary with period of immigration (e.g., more established immigrants less likely to volunteer for Religious organizations and more likely to volunteer for Education & research organizations)
 - Volunteer hours show same pattern of variation

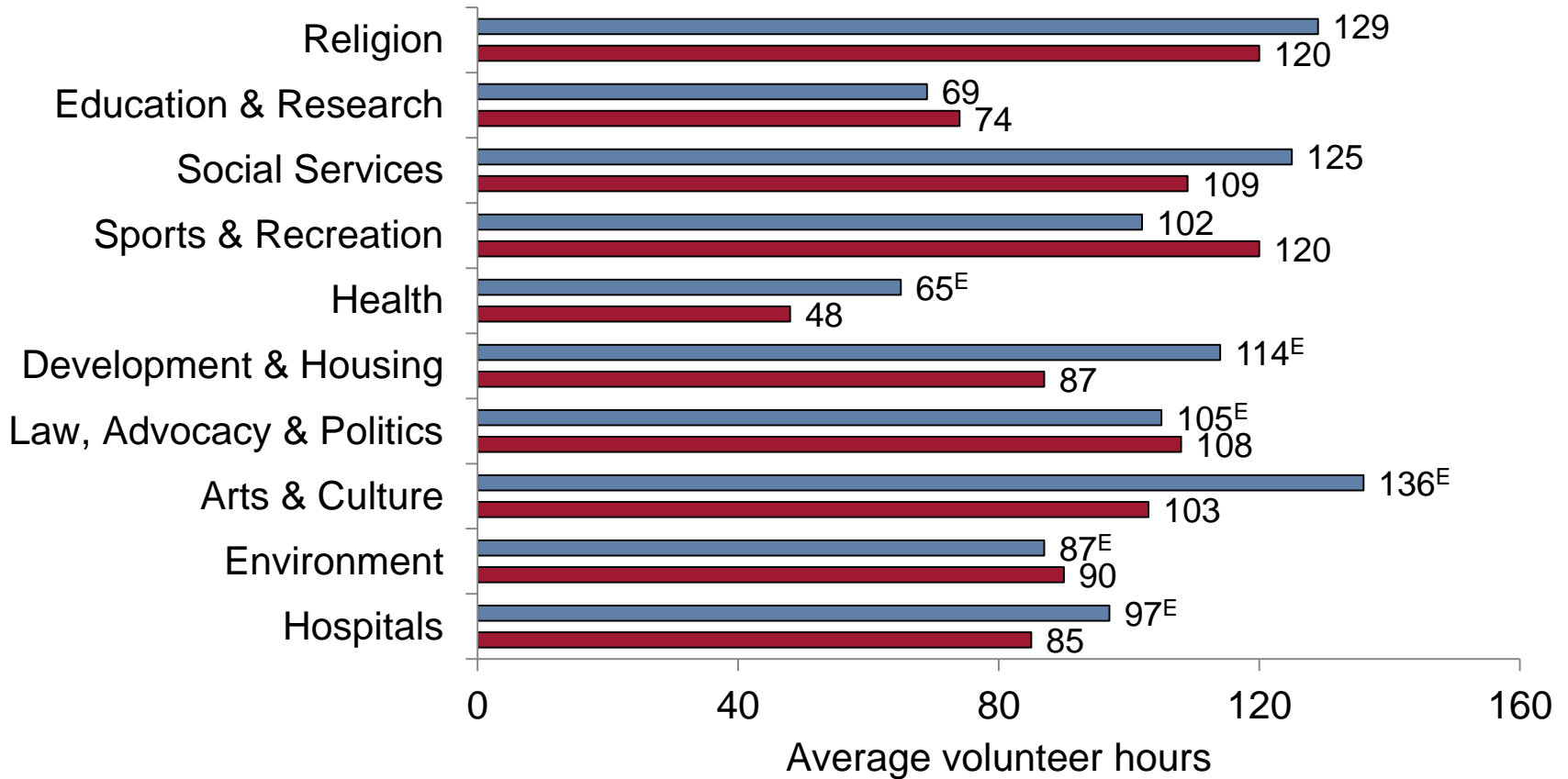
Volunteer rate by organization type



Volunteer rate by organization type



Average volunteer hours by organization type

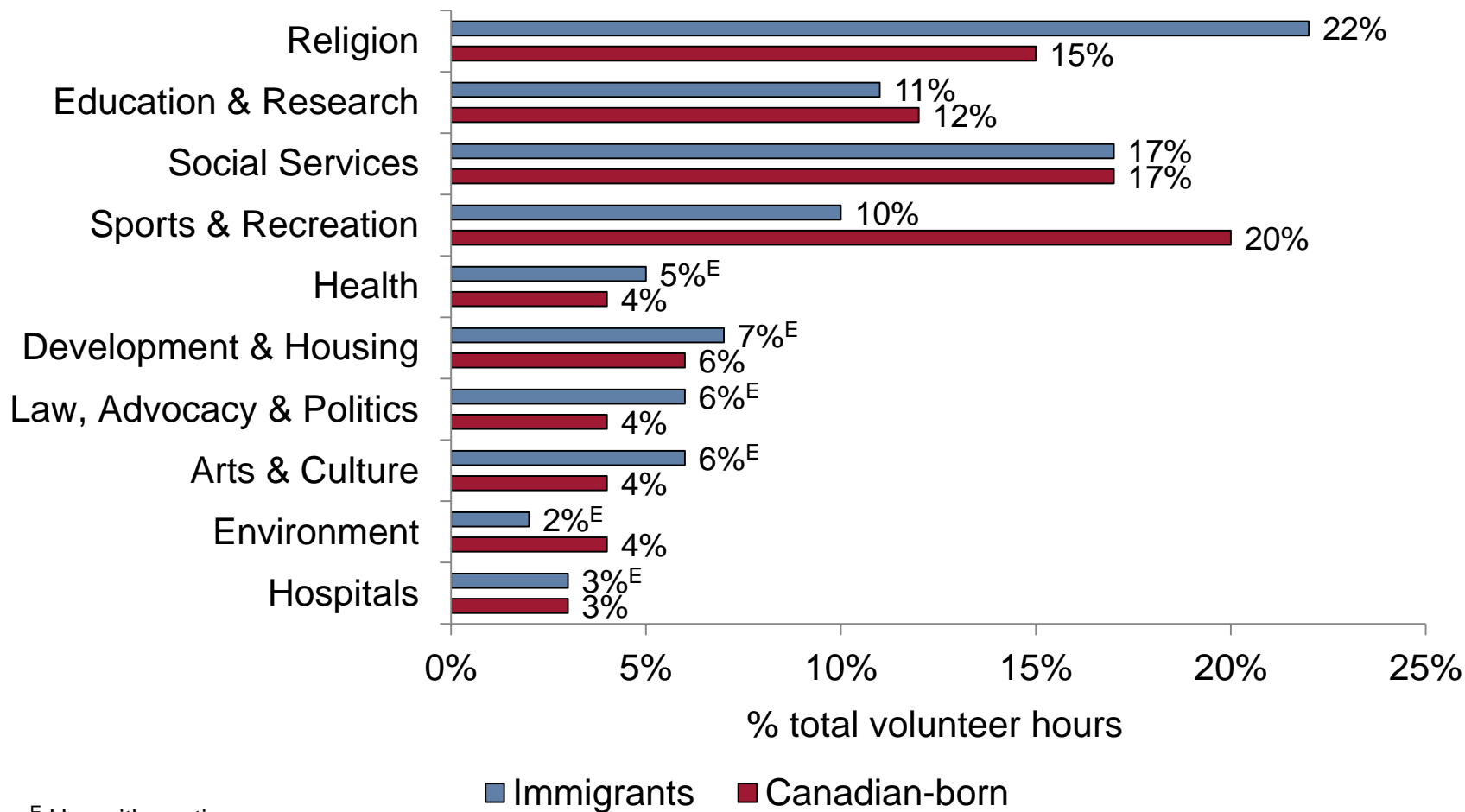


^E Use with caution.

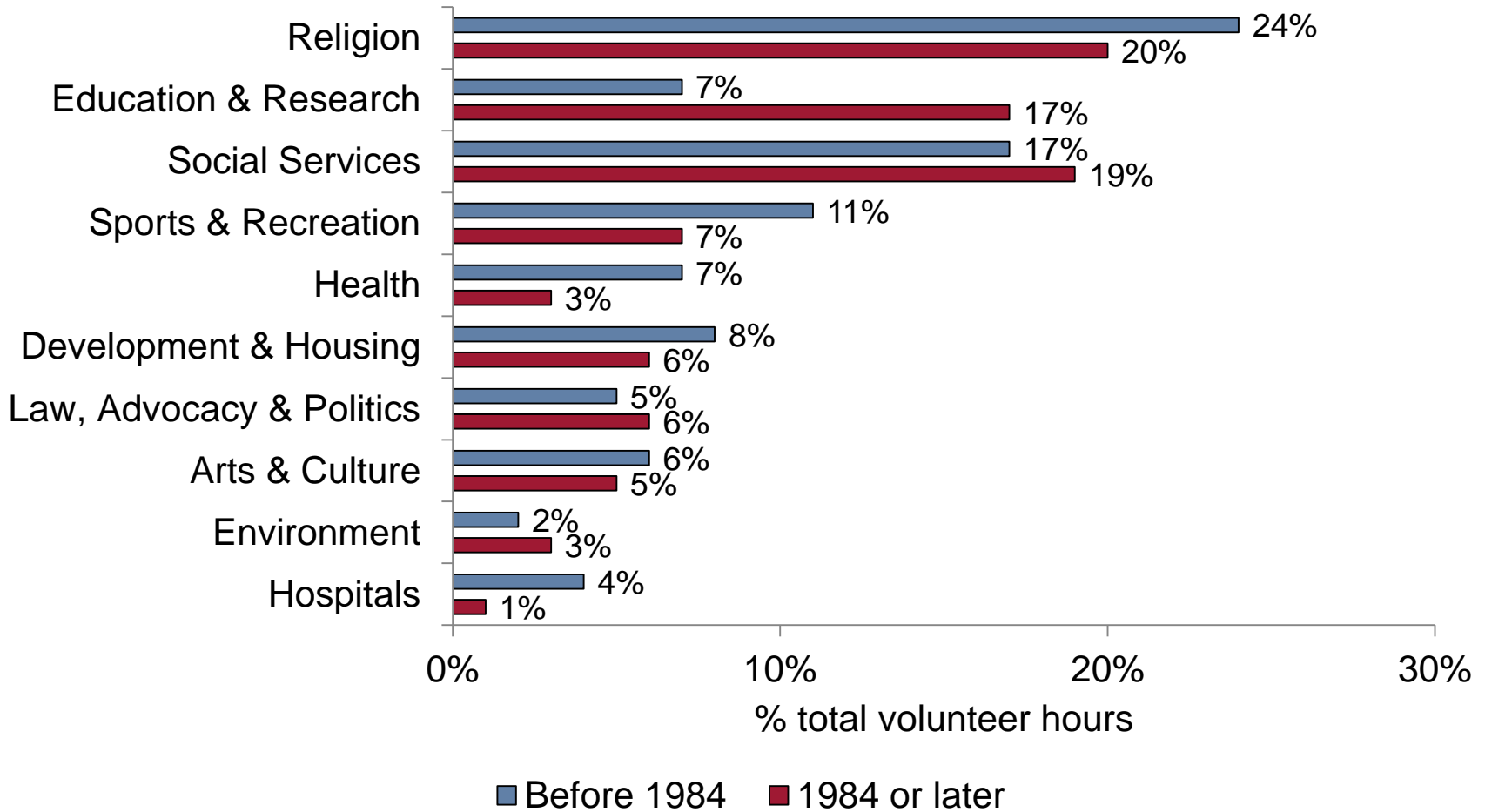
■ Immigrant Volunteers

■ Canadian-born Volunteers

Percentage of total hours by organization type



Percentage of total hours by organization type



The organizations immigrants support

IMPLICATIONS:

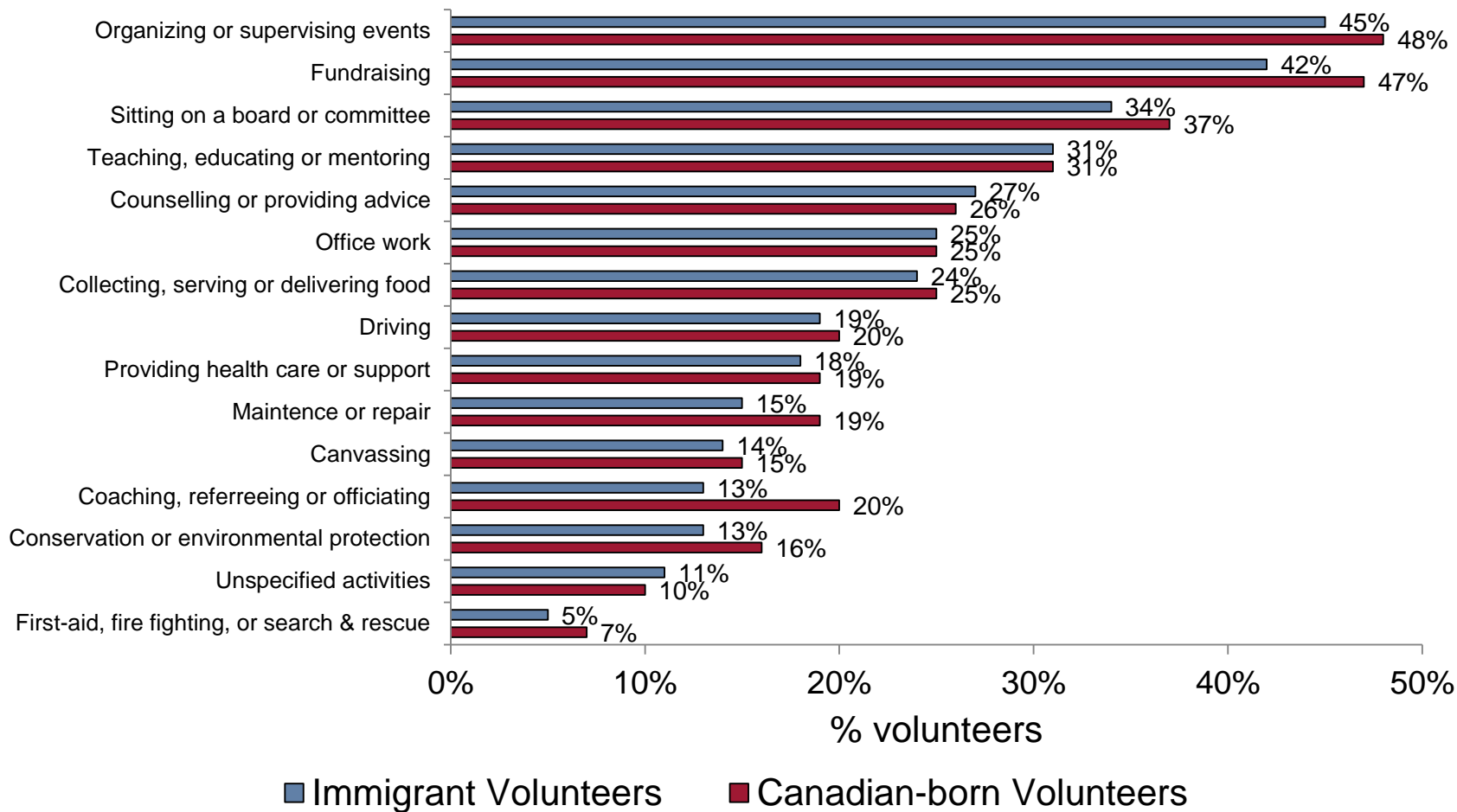
- Religious organizations play a key role among immigrants, particularly those who have recently arrived in Canada
- Again, issue is more about recruiting immigrant volunteers than about the hours they volunteer when involved
- Differences from Canadian-born more pronounced among recent immigrants
- Aversion to volunteering for Sports and recreation organizations

What immigrant volunteers do

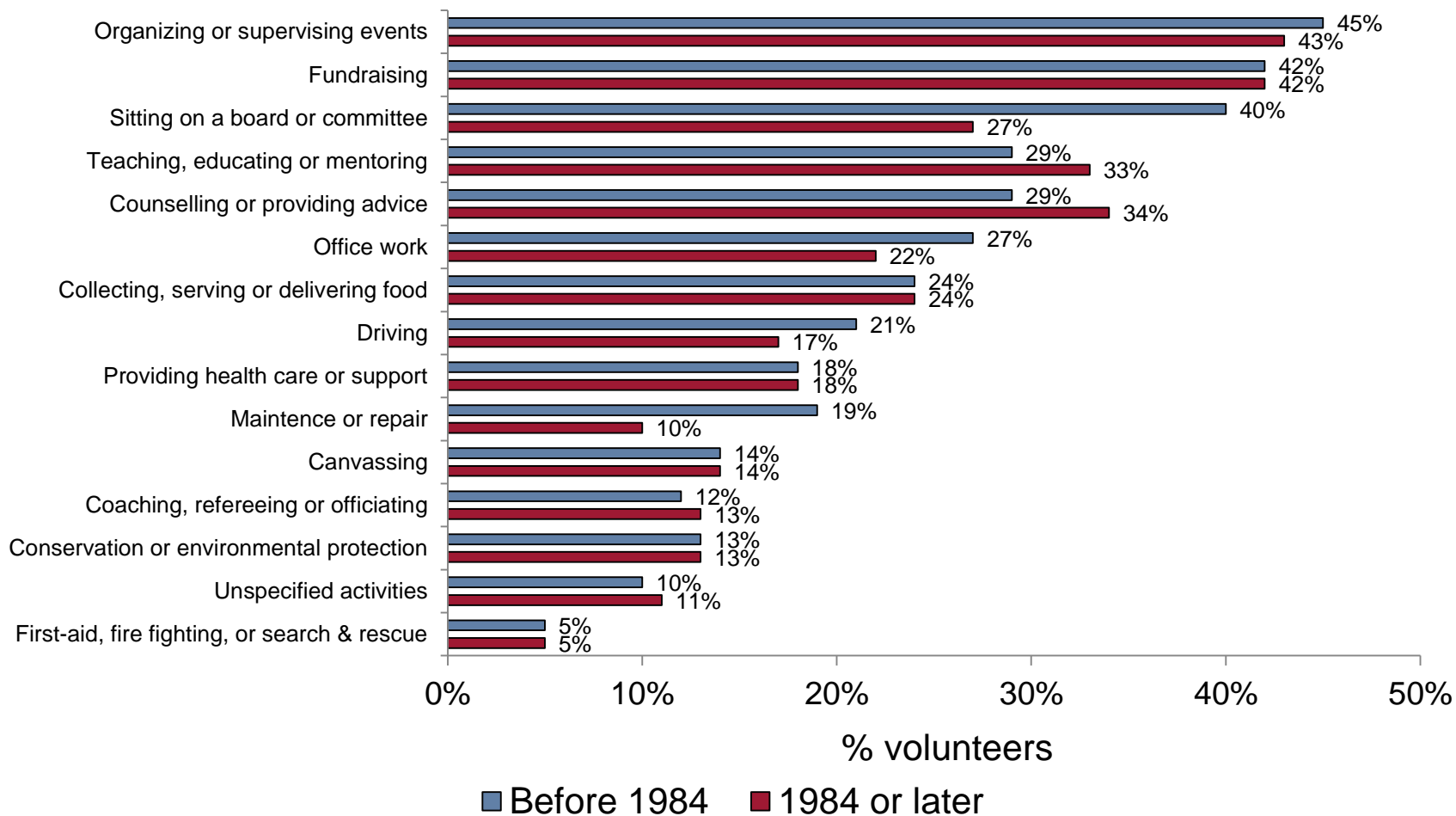
FINDINGS:

- Overall, differences between immigrant and native-born Canadians are small. Less likely to:
 - coach, referee or officiate
 - engage in maintenance or repair work
 - fundraise
- Differences between recent and established immigrants also tend to be small
 - exceptions in a few areas; likely related to underlying demographics

Volunteer rate by activity



Volunteer rate by activity



What immigrant volunteers do

IMPLICATIONS:

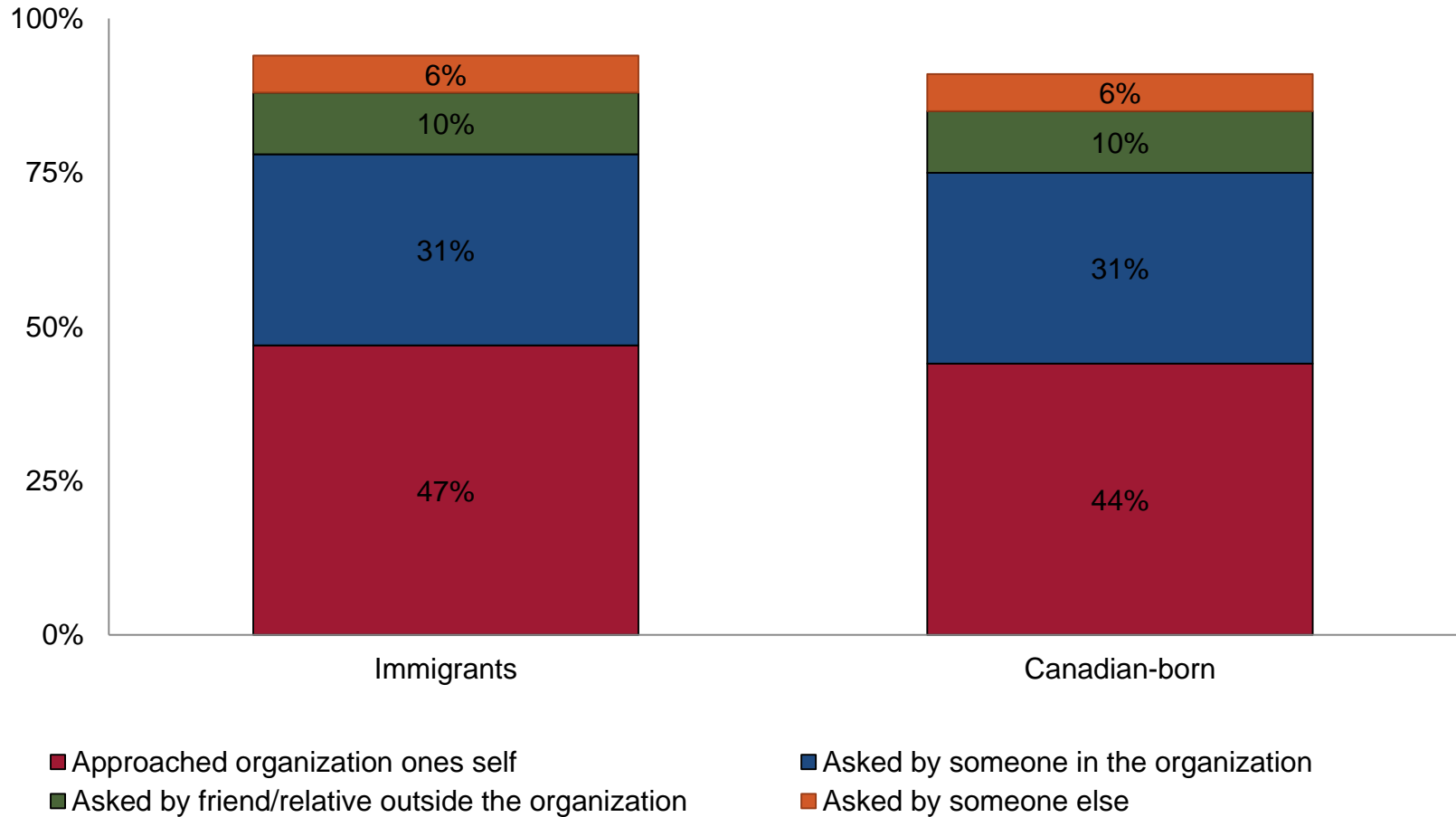
- Slightly reduced likelihood of volunteering across many types of activities reflects less involvement in multiple volunteer activities
 - immigrant volunteers more specialized in their activities?
- No activities that really stand out as being particularly attractive to immigrant volunteers
- Other underlying demographic factors beyond immigrant status clearly also important
 - e.g., recent immigrant volunteers more likely to counsel or provide advice – also tend to be younger (younger volunteers more likely to counsel or provide advice)

How immigrants become involved

FINDINGS:

- Differences between native-born and immigrant volunteers quite minimal
- Both groups of volunteers roughly equally likely to become involved by approaching organizations on their own initiative or after being asked by someone
 - Those who become involved because they were asked tend to be asked by the same people / entities

Methods of initial involvement with organization



How immigrants become involved

IMPLICATIONS:

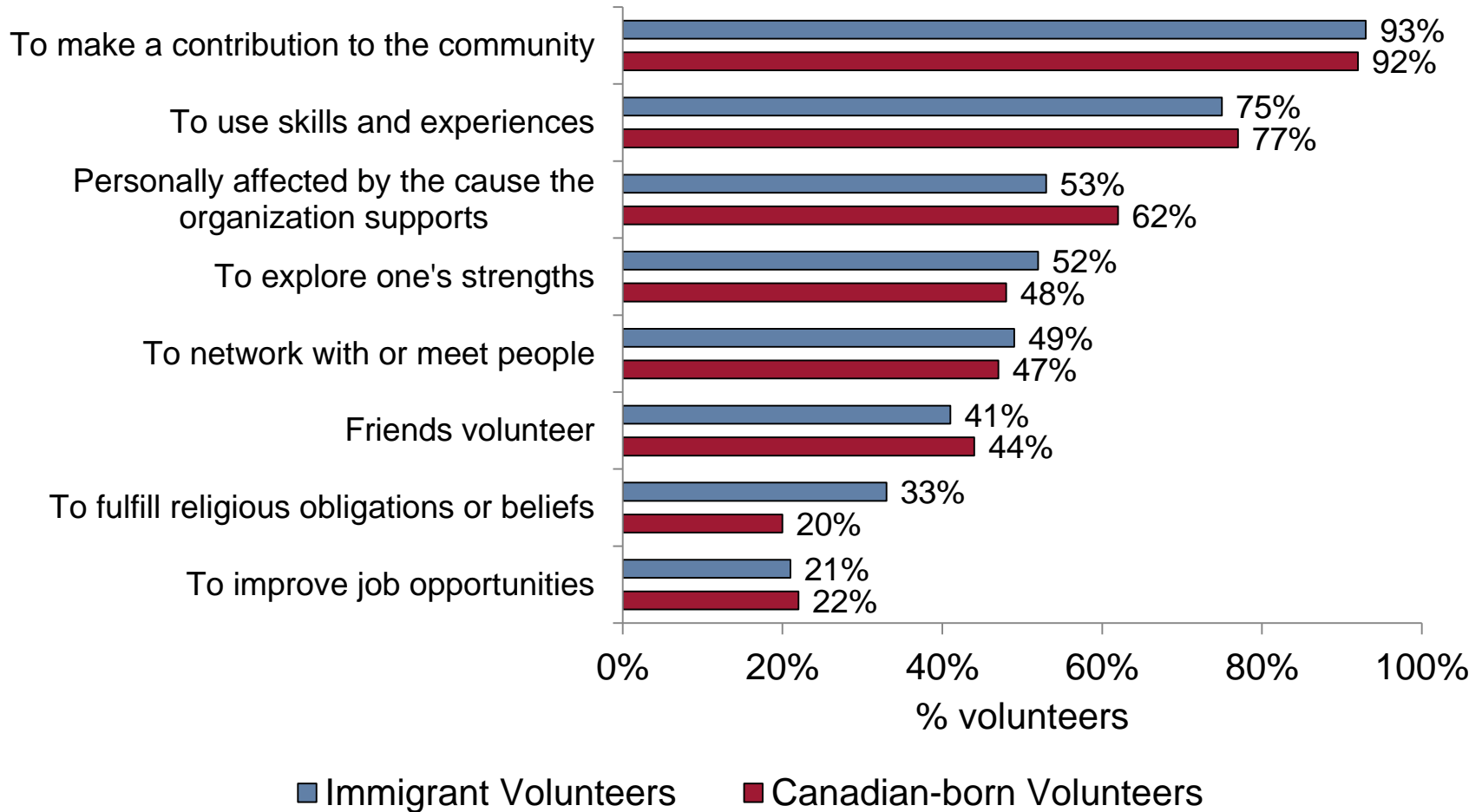
- There is no special recruitment technique that stands out as being particularly effective at recruiting immigrant volunteers
- May be more a matter of reaching the population than a flaw in the method of the “ask”

Motivations for volunteering

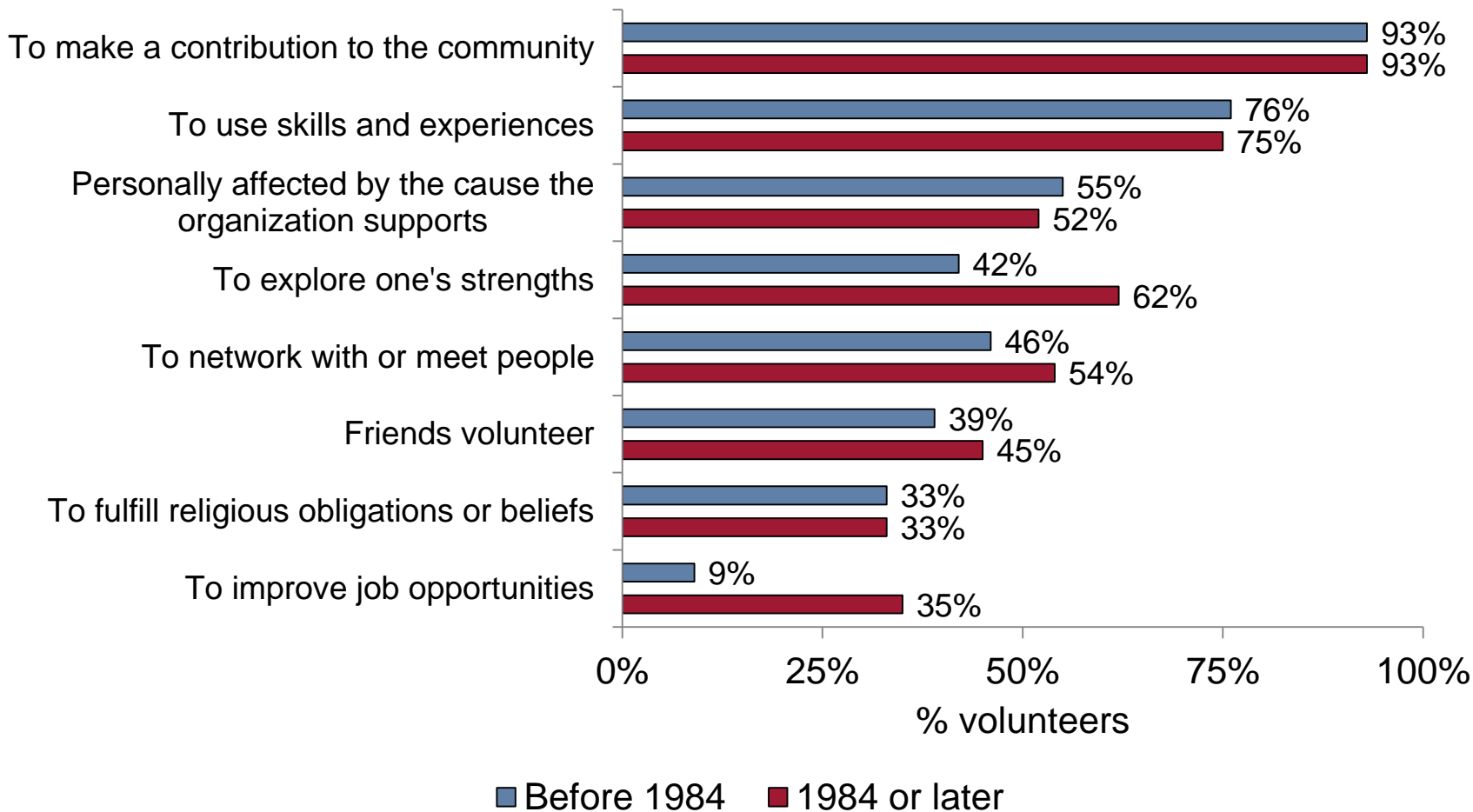
FINDINGS:

- Patterns among immigrant and native-born volunteers generally similar
- Immigrant volunteers more likely to volunteer because of religious obligations or beliefs and less likely to be motivated by being personally affected by the cause the organization supports
- More recent immigrants more likely to volunteer:
 - To improve job opportunities
 - To explore strengths
 - To meet people and network
 - Because friends volunteer

Motivations for volunteering



Motivations for volunteering



Motivations for volunteering

IMPLICATIONS:

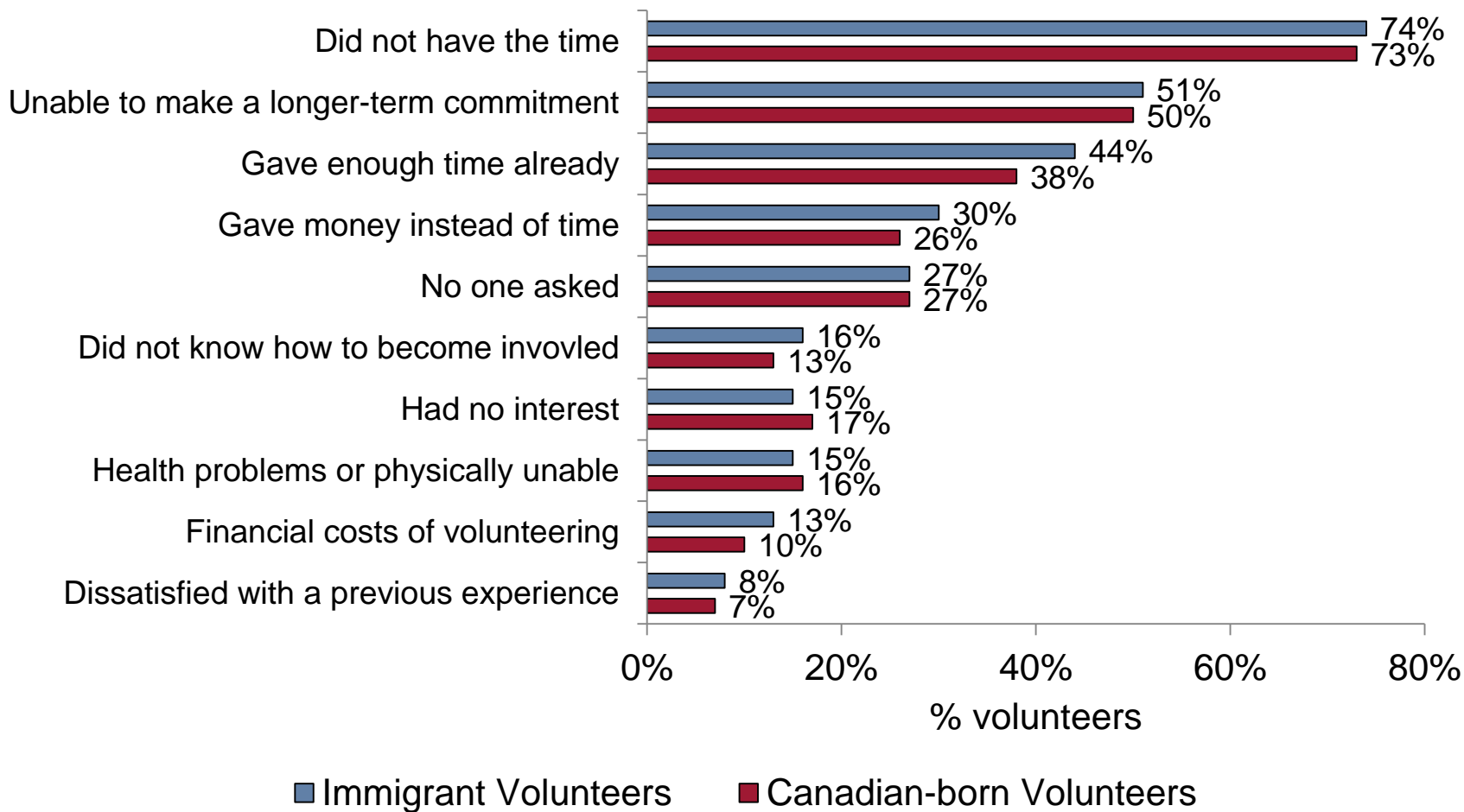
- Again, religious factors have an important role in the volunteering of immigrants
- Also reflects process of becoming integrated with community and community organizations
- Motivations of recent immigrants clearly different
 - Related to underlying demographic factors, but also intuitively important amongst immigrants generally

Barriers to volunteering

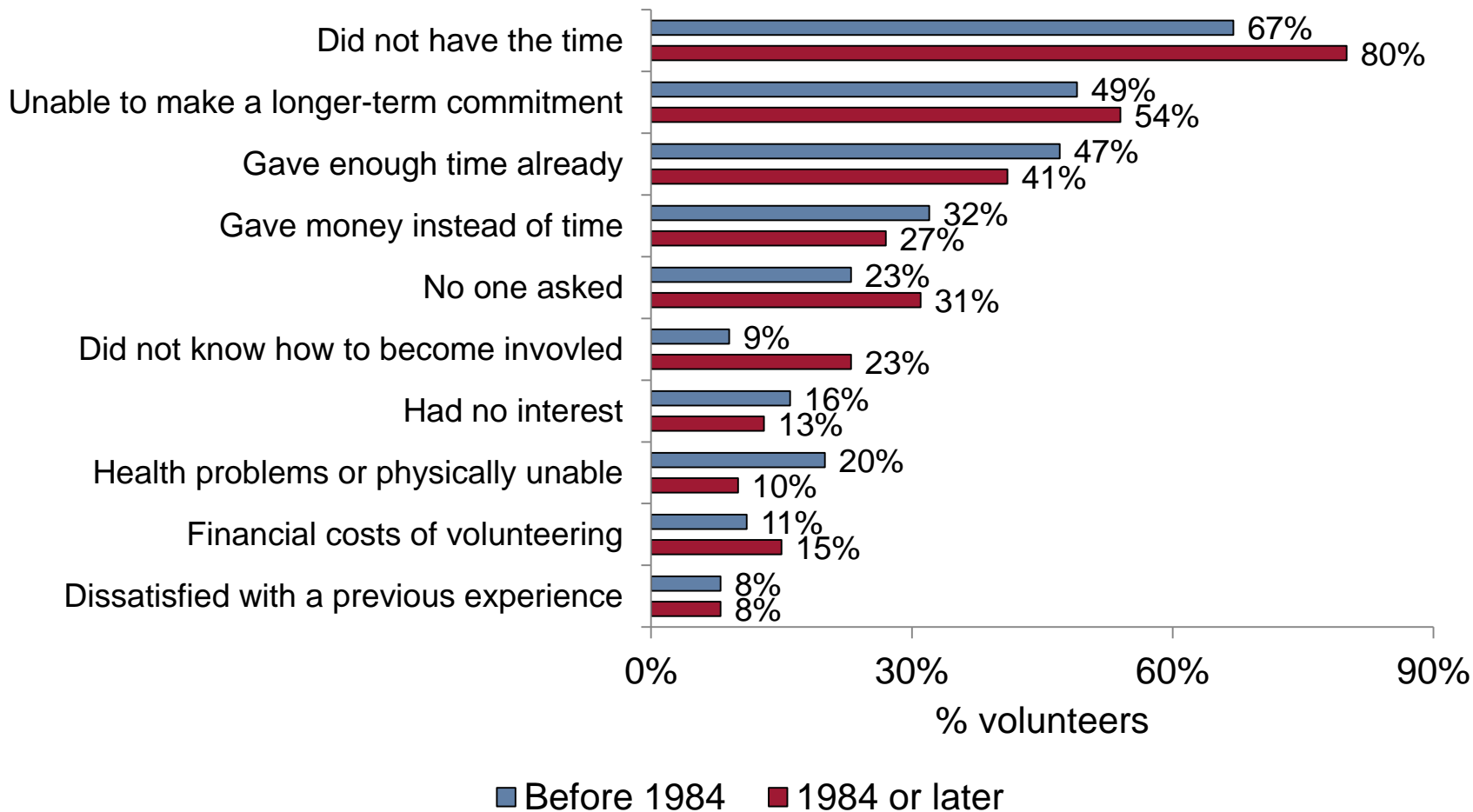
FINDINGS:

- Pattern of barriers to volunteering very similar among immigrants and native-born Canadians
- Younger immigrants more likely to report some barriers to volunteering, particularly:
 - Lack of time
 - Not knowing how to become involved
 - Not having been asked

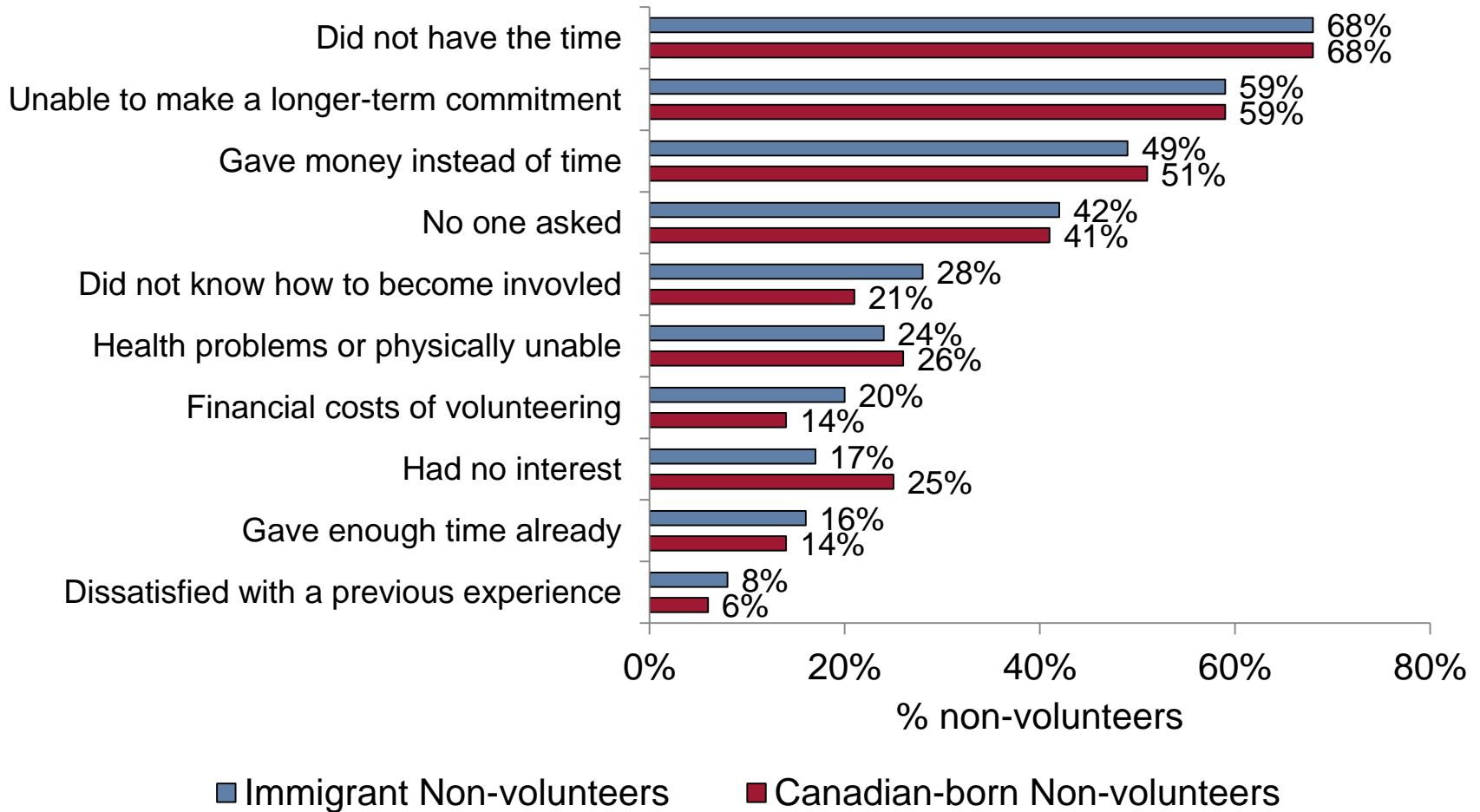
Barriers to volunteering more



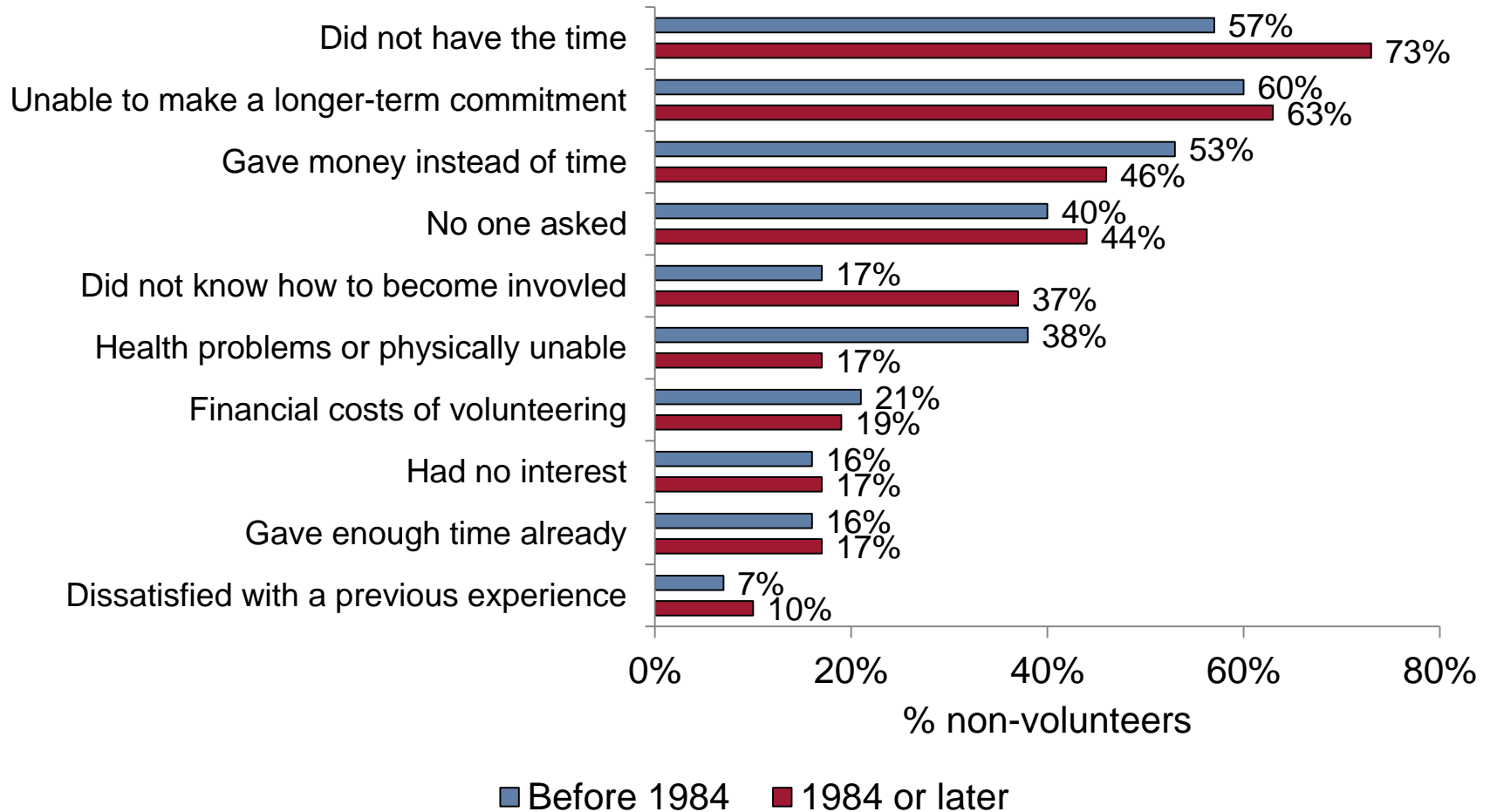
Barriers to volunteering more



Barriers to volunteering at all



Barriers to volunteering at all



Volunteering: Barriers to volunteering

IMPLICATIONS:

- Issue may be more about reaching potential immigrant volunteers and making them aware of opportunities
 - Does not appear to be lack of interest
 - Knowledge of how to become involved is comparatively low
- More recent immigrants clearly face particular challenges

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.

Cover photo courtesy of Imagine Canada member Yee Hong Centre.

About Imagine Canada

Imagine Canada is a national charitable organization whose cause is Canada's charities and nonprofits. We reinforce the sector's collective voice, act as forum and meeting place and create an environment in which organizations contribute to building stronger communities.

Imagine Canada – Toronto

2 Carlton St., Suite 600
 Toronto, ON
 M5B 1J3
 Tel.: 416-597-2293
 Fax: 416-597-2294
 Toll free: 1-800-263-1178

Imagine Canada – Ottawa

1705 – 130 Albert St.
 Ottawa, ON
 K1P 5G4
 Tel.: 613-238-7555
 Fax: 613-238-9300
 Toll free: 1-800-263-1178

Imagine Canada – Calgary

1800 – 855 2nd St. SW.
 East Tower, Bankers Hall
 Calgary, AB
 T2P 2S5
 Toll free: 1-800-263-1178

For more information about Imagine Canada please visit www.imaginecanada.ca

For more information on the 2004 Canada Survey of Giving, Volunteering and Participating please visit www.givingandvolunteering.ca

©2010, Imagine Canada This presentation is licensed under a [Creative Commons Attribution-Noncommercial-No Derivative Works 2.5 Canada License](http://creativecommons.org/licenses/by-nc-nd/2.5/ca/). Please contact the copyright holder if you would like permission to use these resources in a manner which is not covered under the current license.

