



The 2004 Canada Survey of Giving, Volunteering, and Participating: NEWFOUNDLAND AND LABRADOR

Content

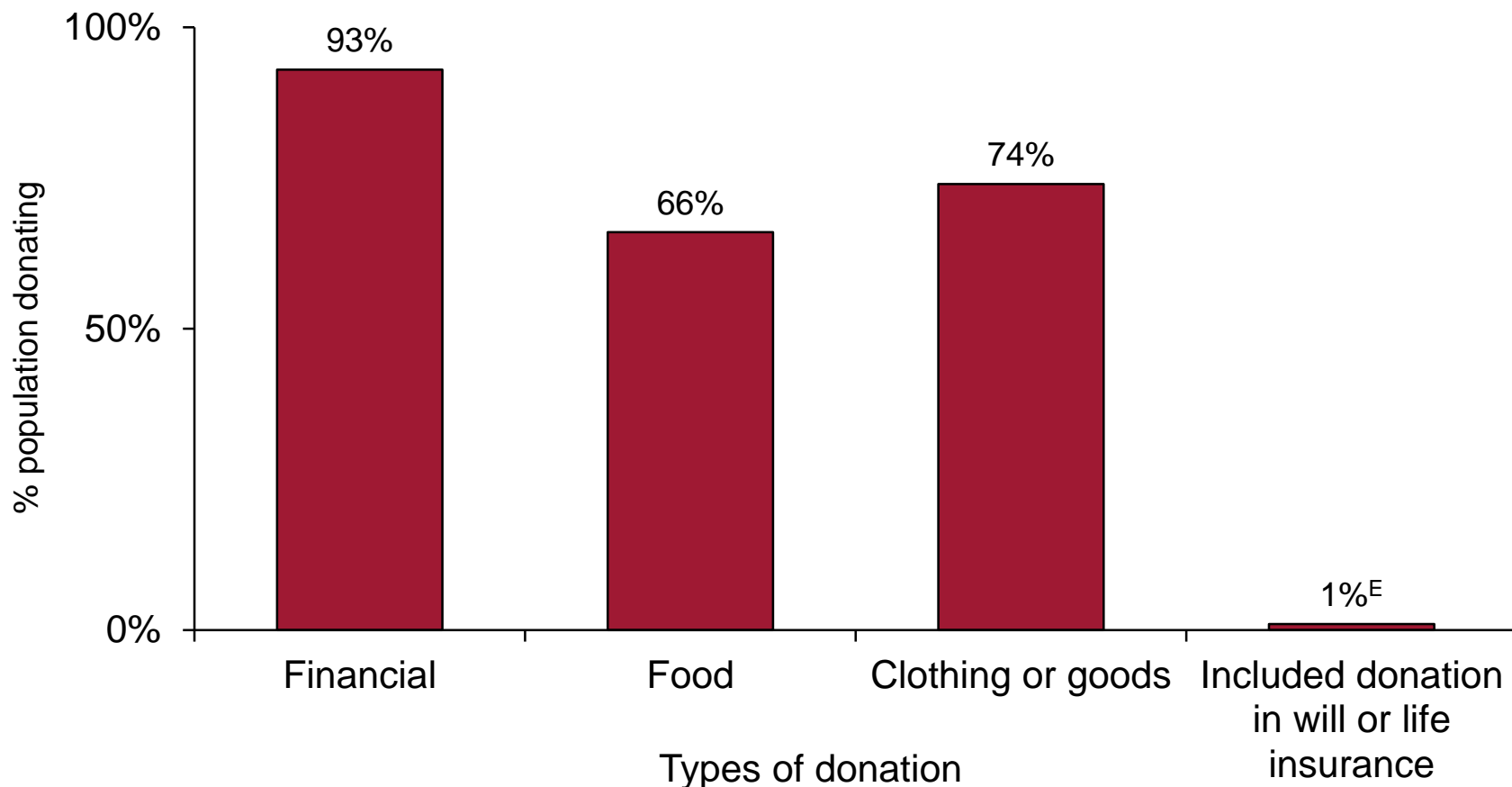
DONATING:

- Donations
- Types of organizations supported
- Donor characteristics:
 - Age
 - Education level
- Donation methods
- Donations and decision-making
- Motivations and barriers to giving

VOLUNTEERING:

- Volunteering
- Types of organizations supported
- Volunteer characteristics:
 - Education level
 - Presence of children
- Volunteer activities
- Length of involvement
- Motivations and barriers
- Employer support
- Mandatory community service

Types of donation

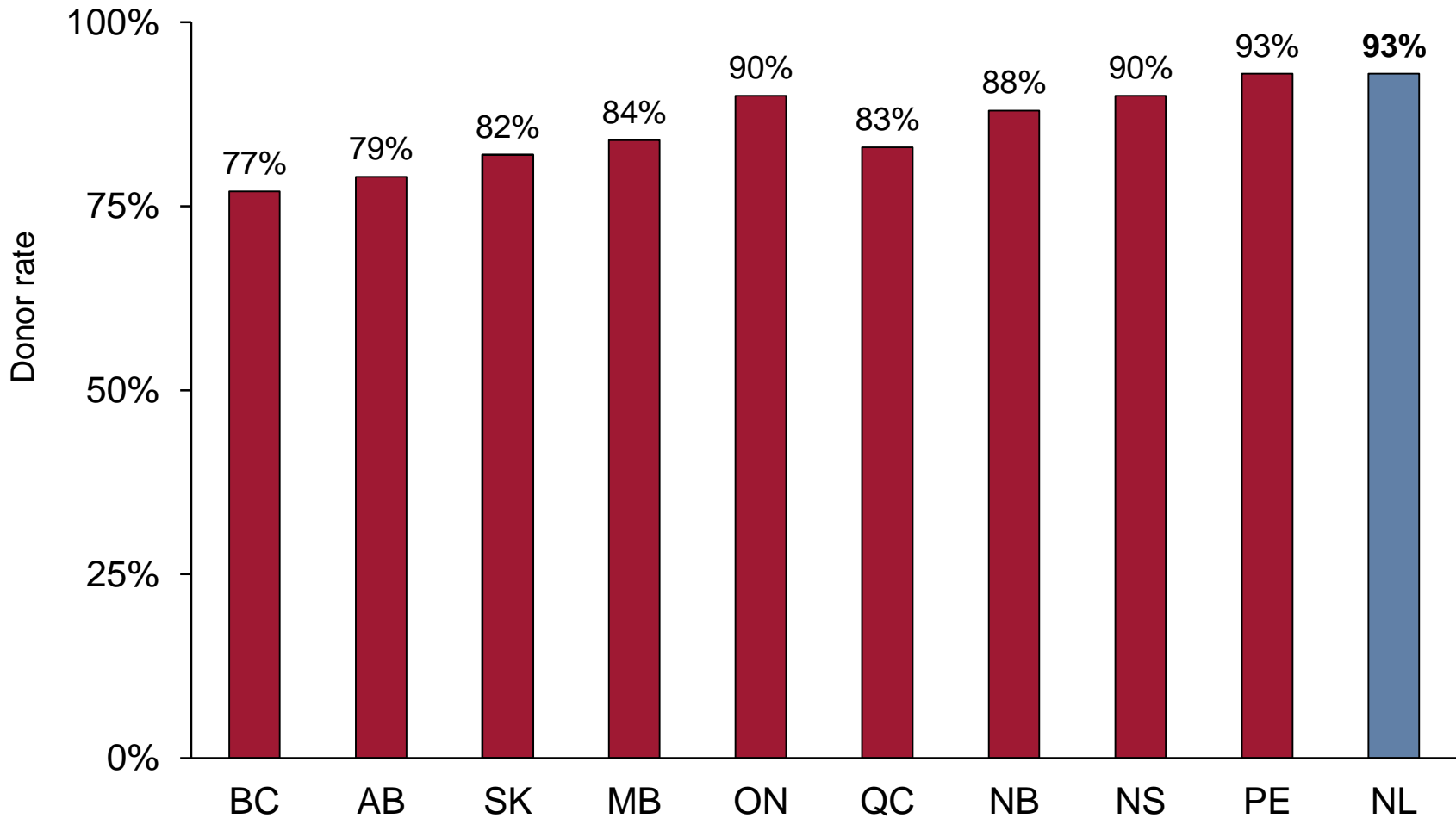


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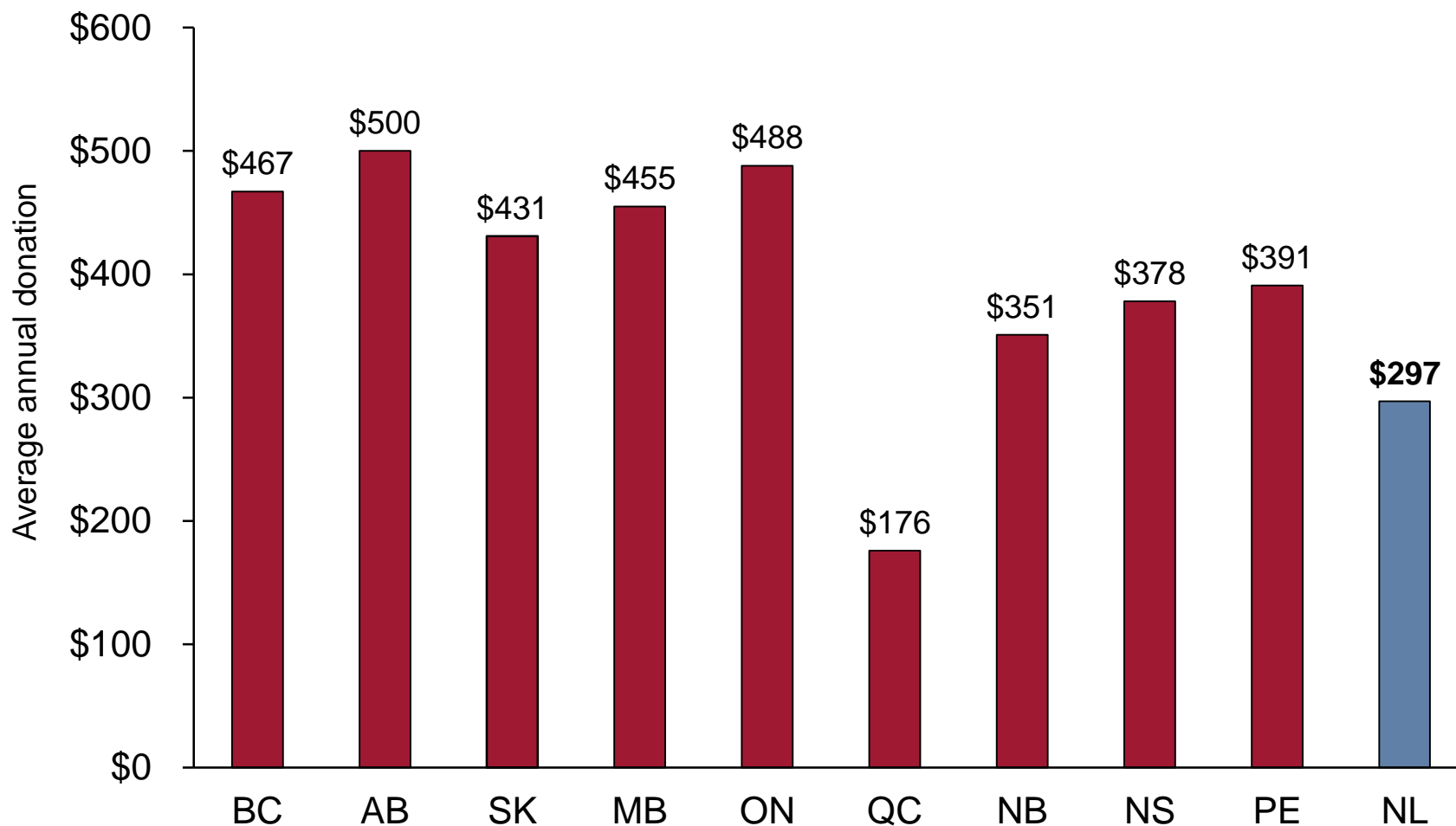
Financial donations

- 93% of Newfoundlanders and Labradorians (411,000 residents) made financial donations in 2004
 - In comparison, 85% of Canadians donated
- Newfoundland and Labrador donors each donated an average of \$297, with a median donation amount of \$115
 - Canadian donors contributed an average of \$400 each, with a median donation of \$120
- Donors in Newfoundland and Labrador donated a total of approximately \$122 million

Donor rate



Average annual donation

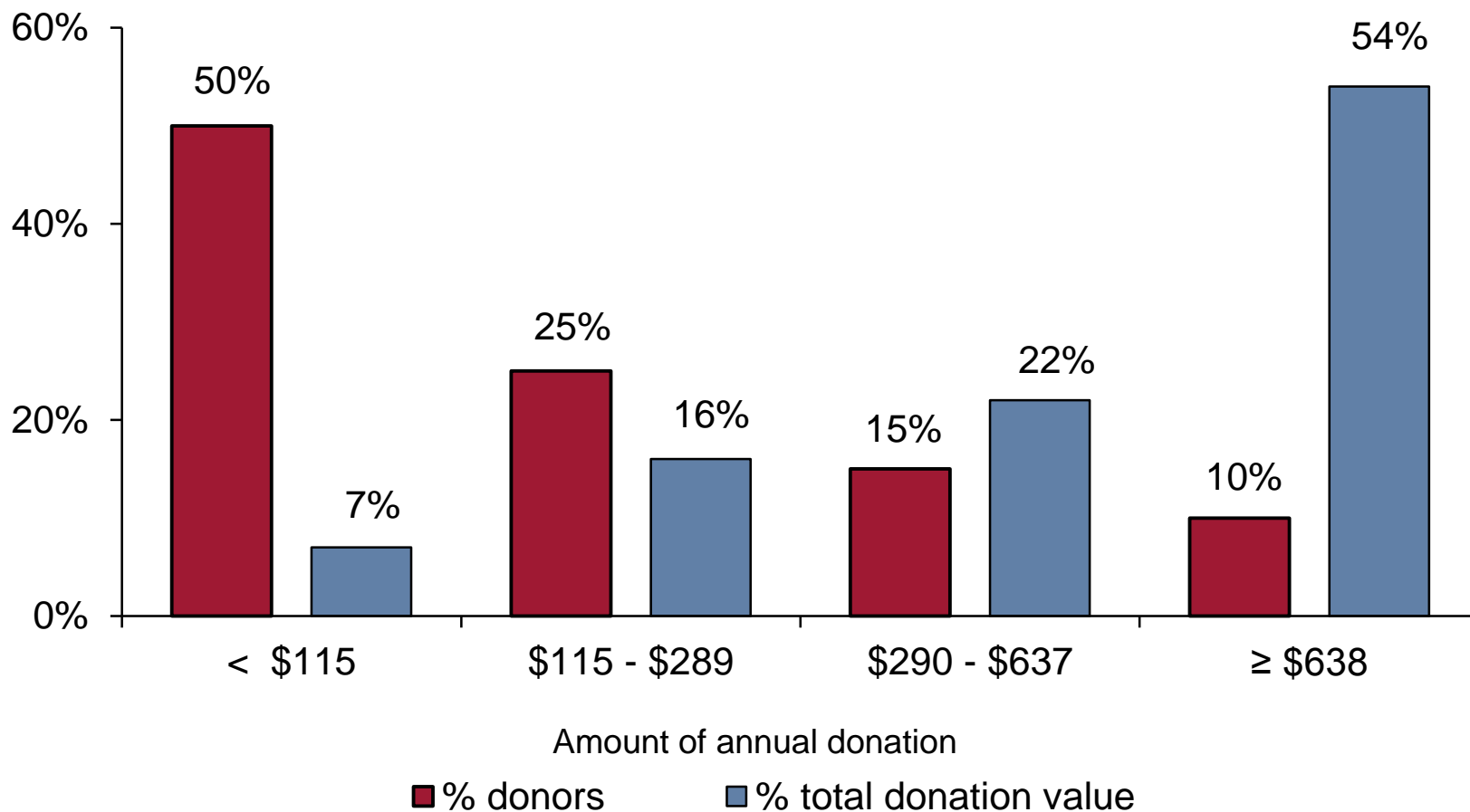


Concentration of support

FINDINGS:

- Although the vast majority of residents donate, most of the money donated comes from a small minority of donors
 - The 10% of Newfoundlander and Labradorian donors who donated \$638 or more accounted for 54% of the total value of donations
 - The top 25% of donors (those who contributed \$290 or more) together contributed 76% of total donations
- The bottom half of donors contributed less than \$115 and contributed 7% of donations

Concentration of support

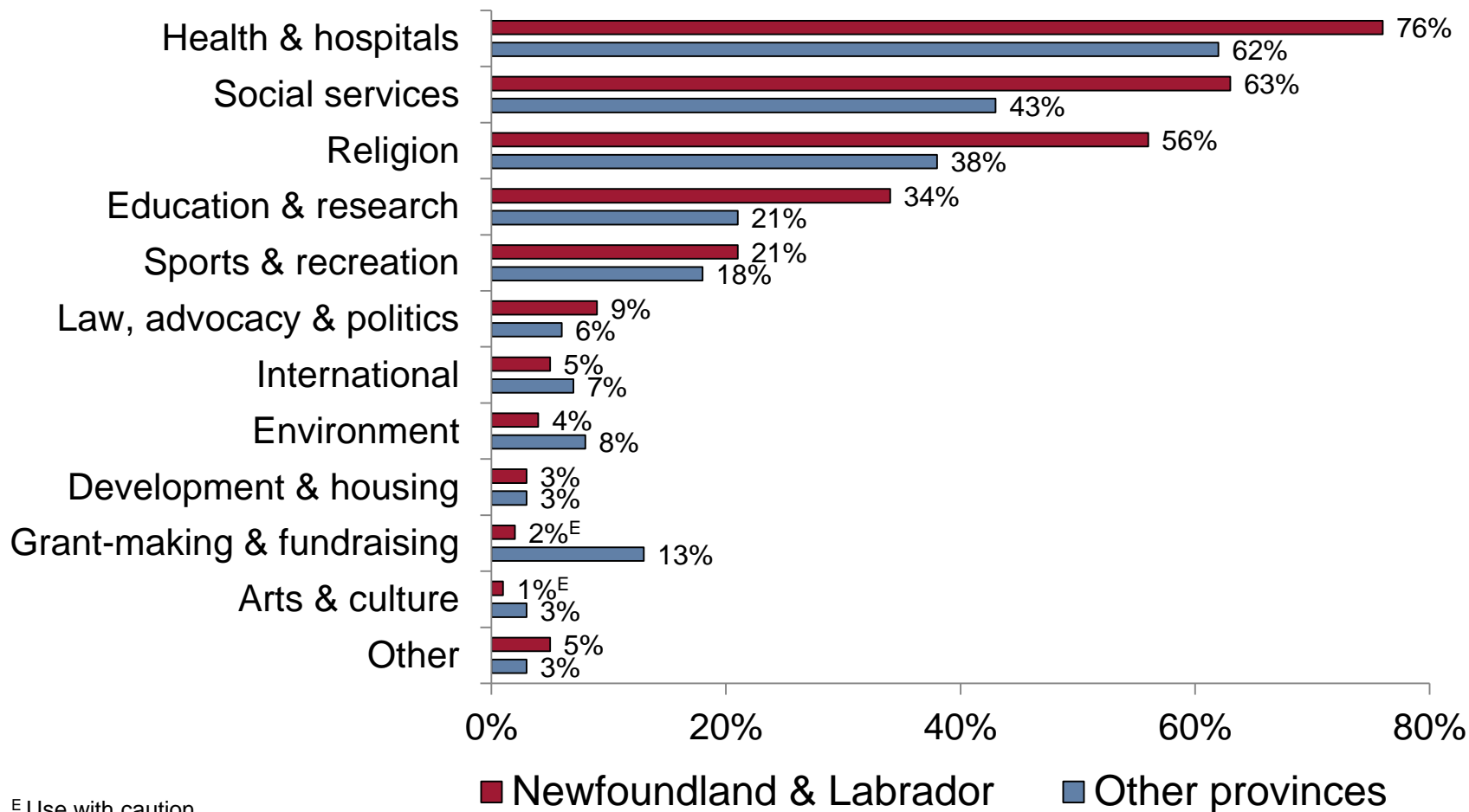


Types of organizations supported

FINDINGS:

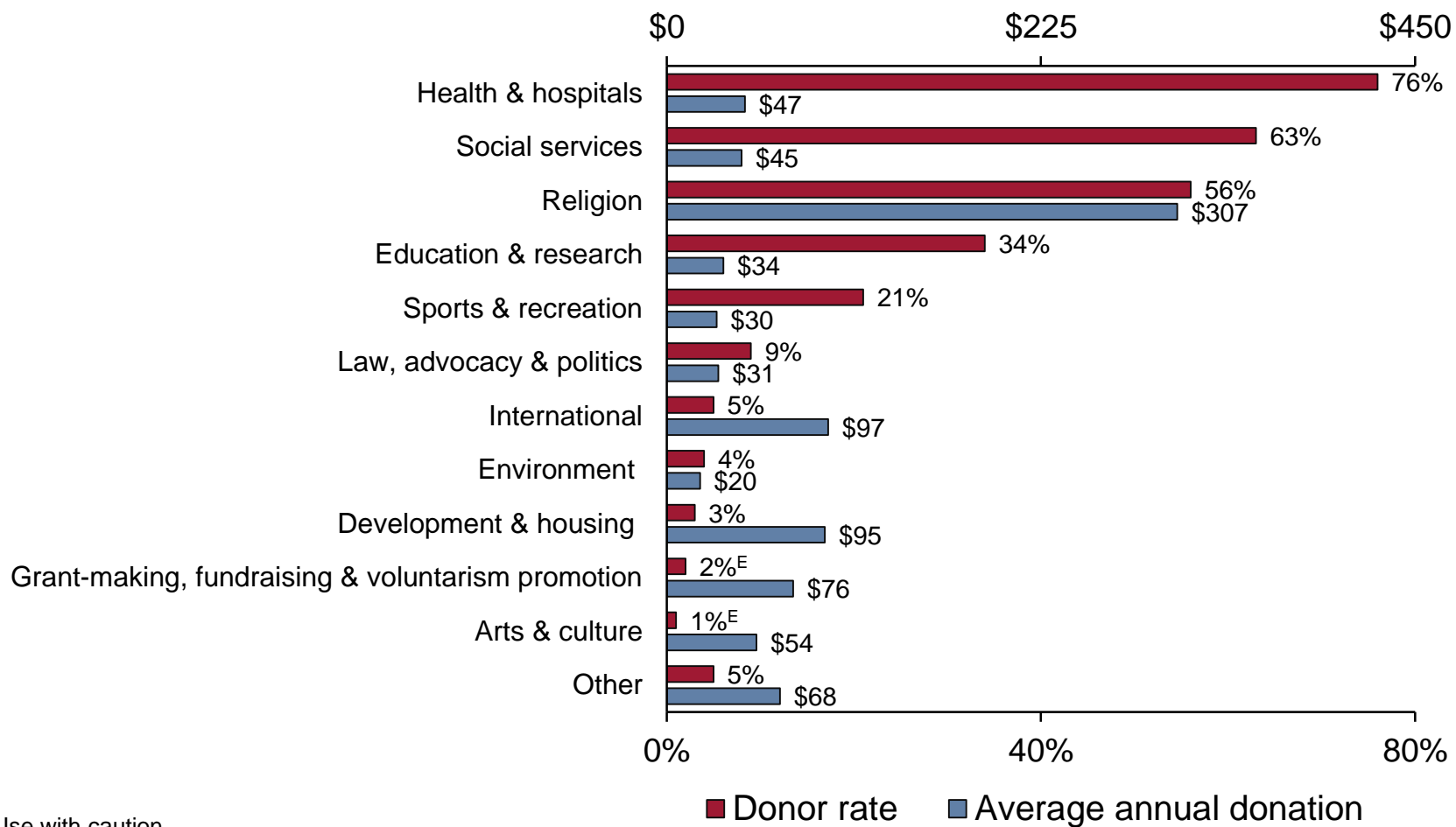
- Newfoundlanders and Labradorians more likely than residents of other provinces to donate to most types of organizations
- Particularly true of organizations working in the areas of:
 - Social services
 - Religion
 - Health
- Majority of donation value went to Religion organizations
- Other organization types received much smaller percentages of donation value, including ones that are quite commonly supported

Types of organizations supported



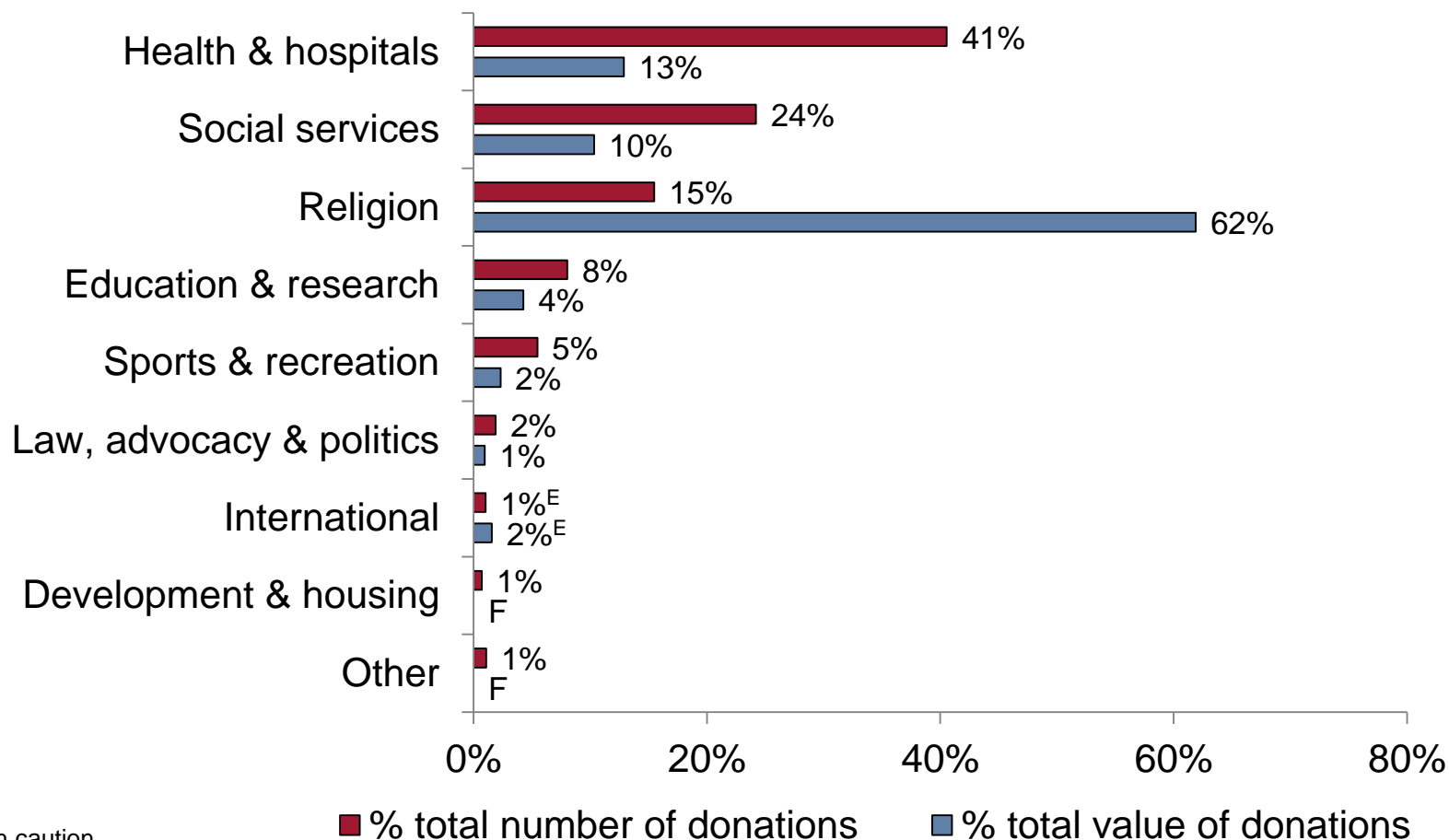
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Types of organizations supported



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Types of organizations supported



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Types of organizations supported

IMPLICATIONS:

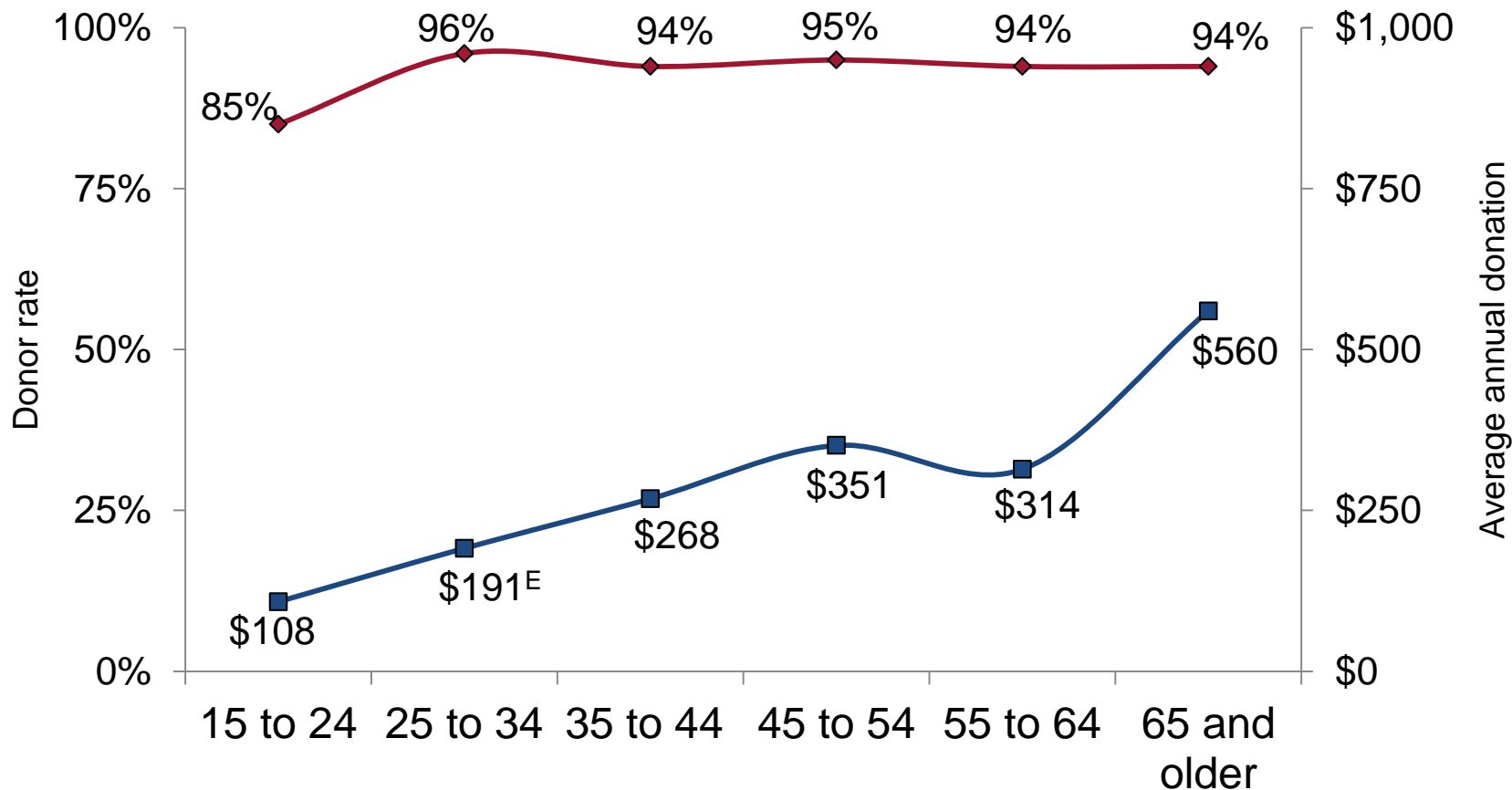
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support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

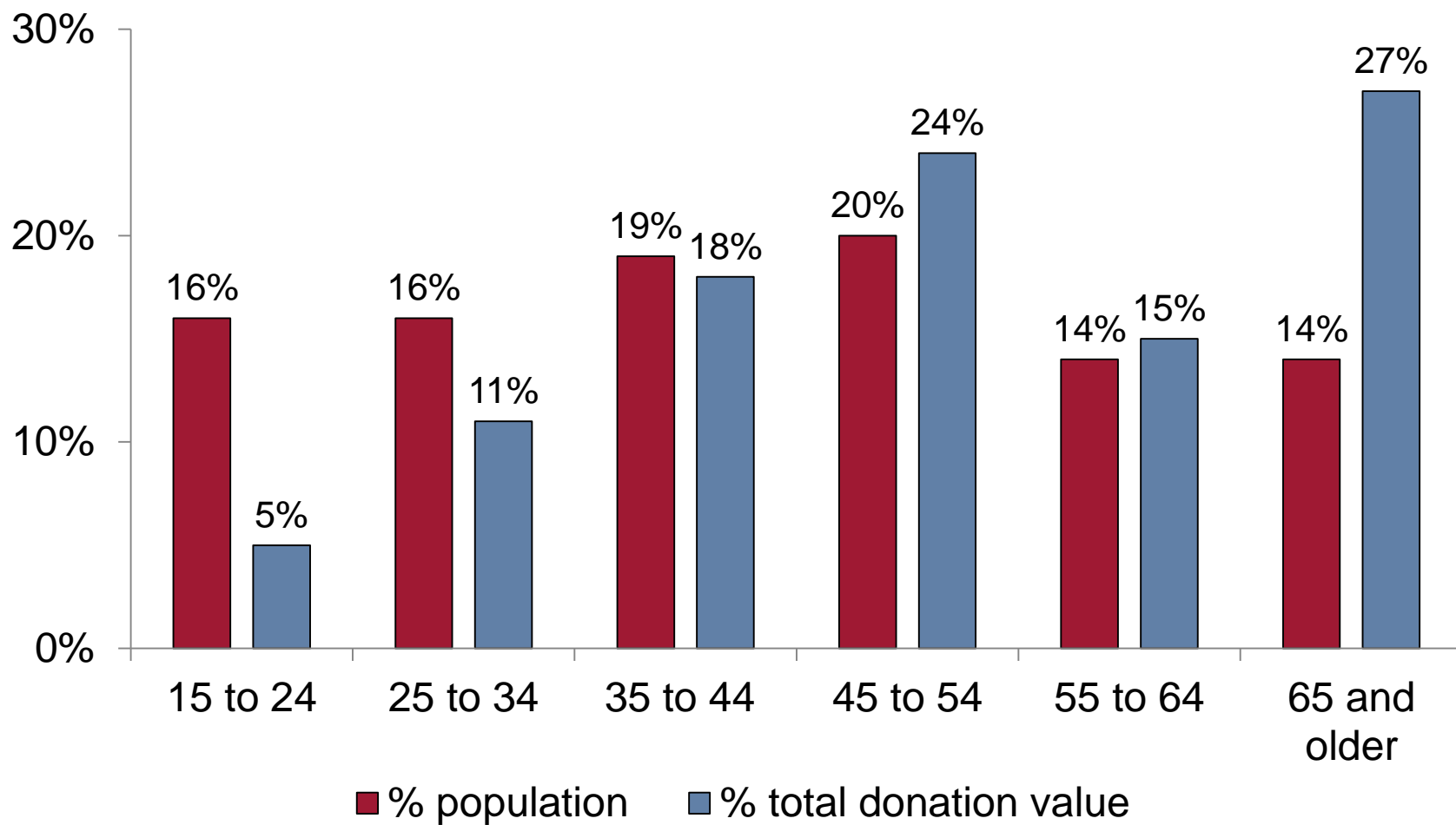
Donor characteristics: Age



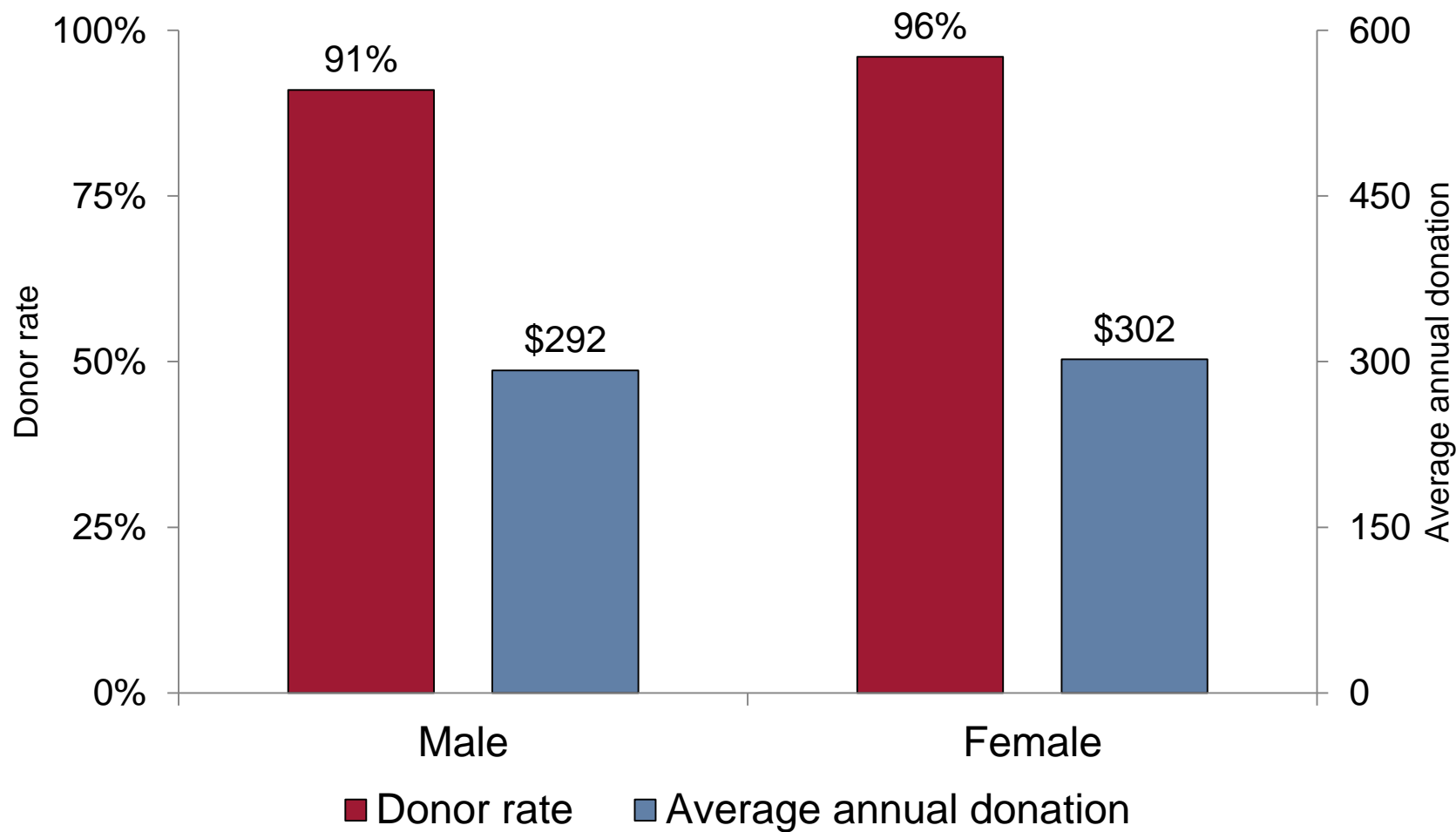
^E Use with caution

◆ Donor rate ■ Average annual donation

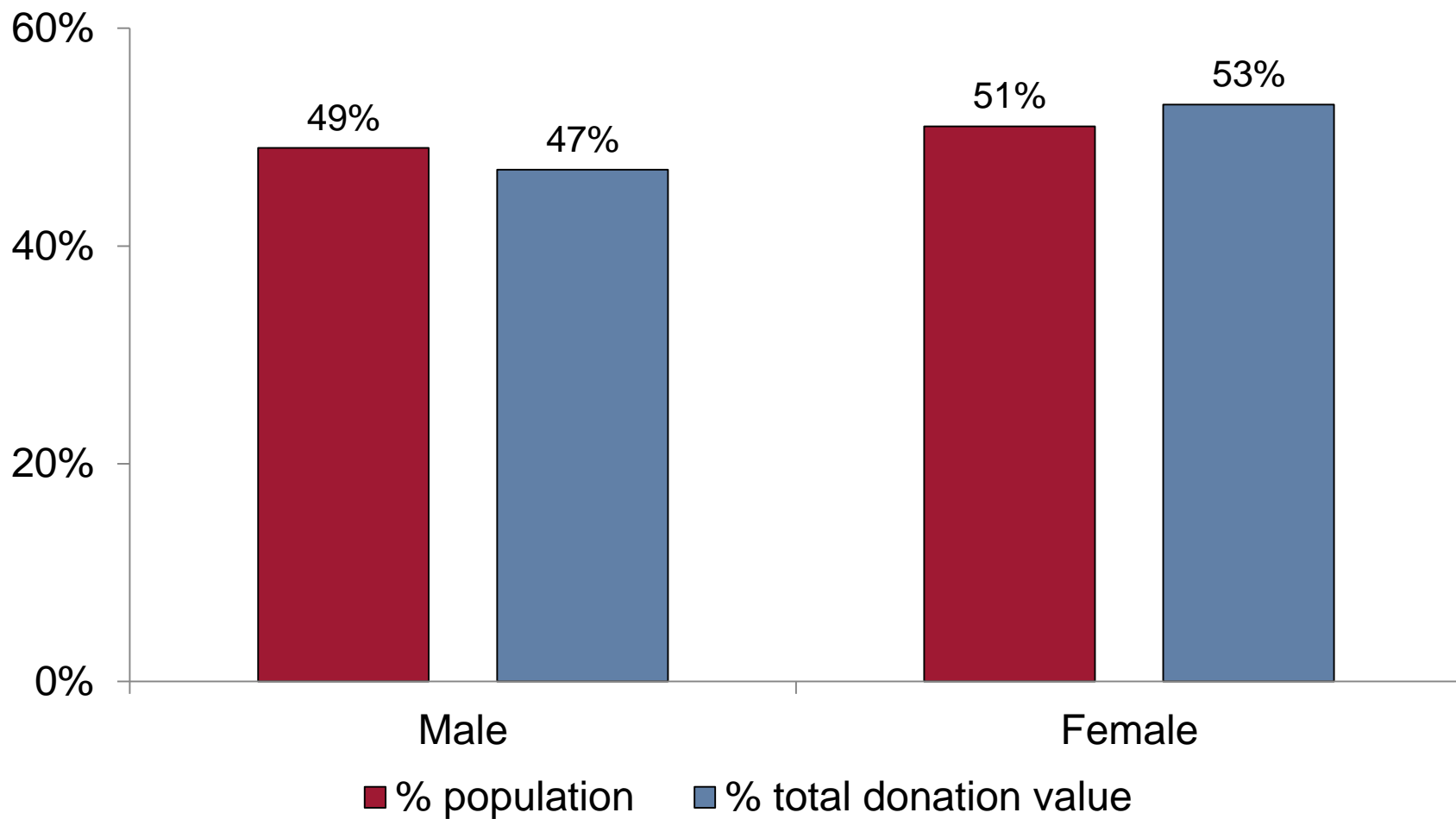
Donor characteristics: Age



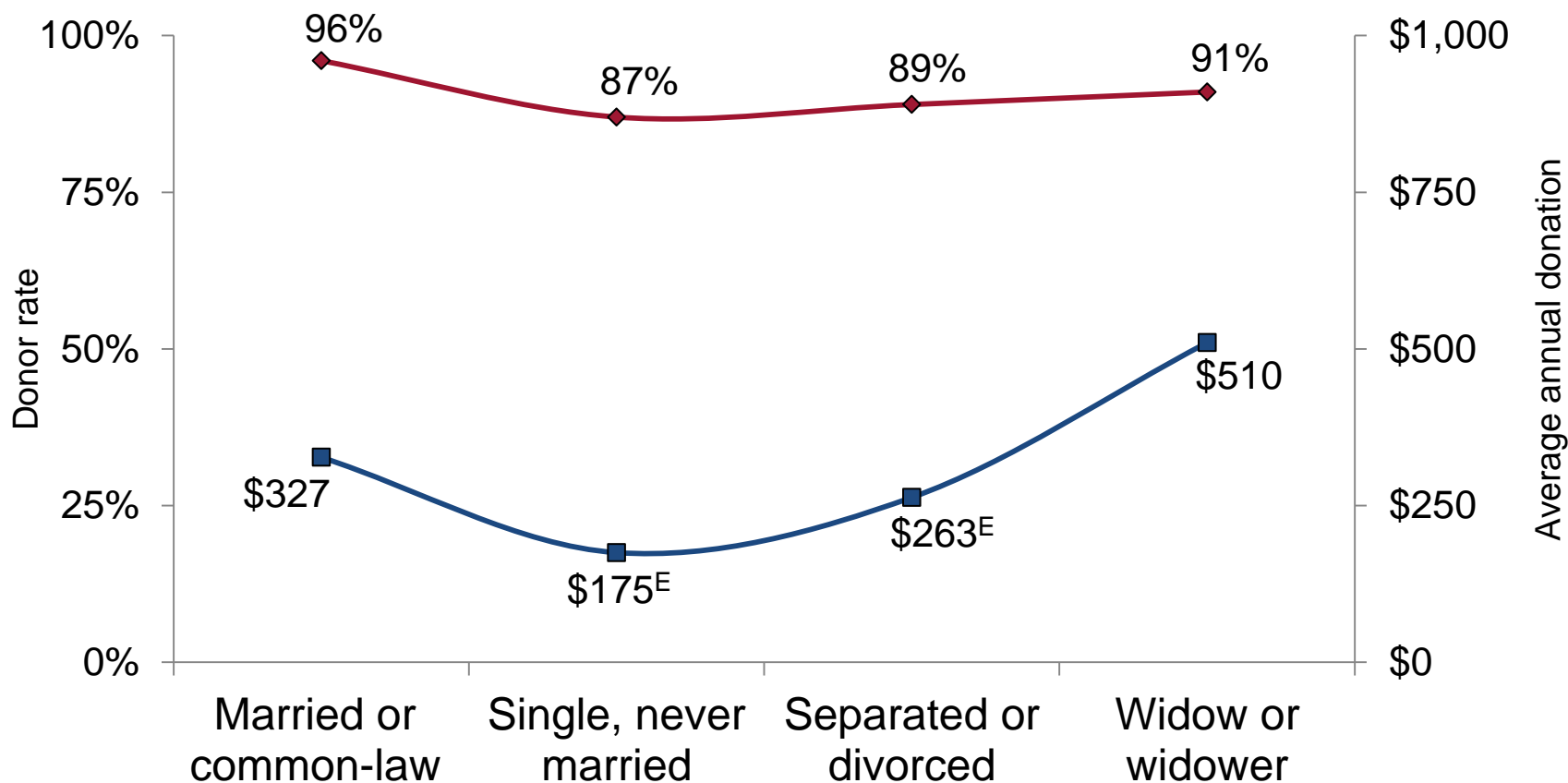
Donor characteristics: Sex



Donor characteristics: Sex



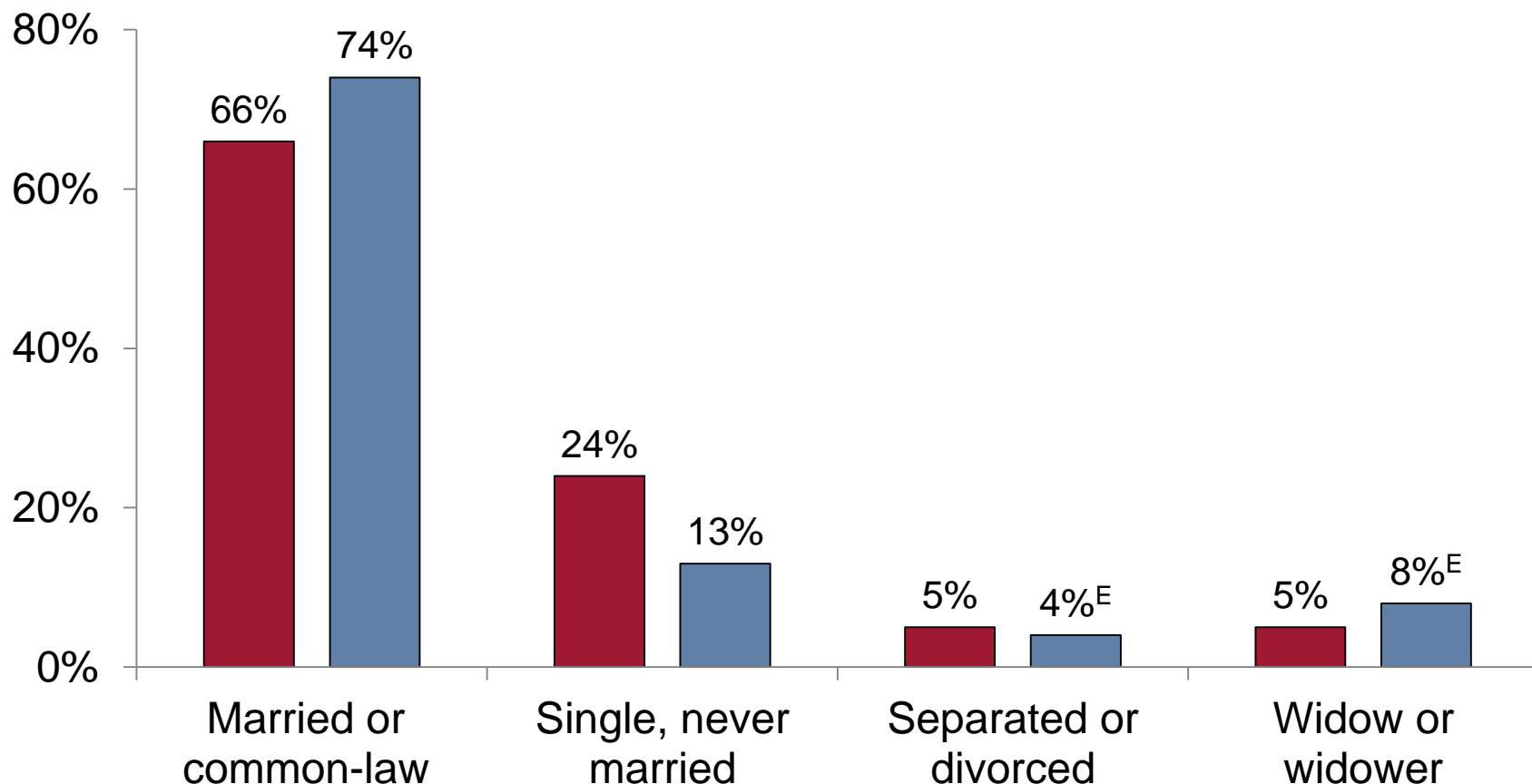
Donor characteristics: Marital status



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◆ Donor rate ■ Average annual donation

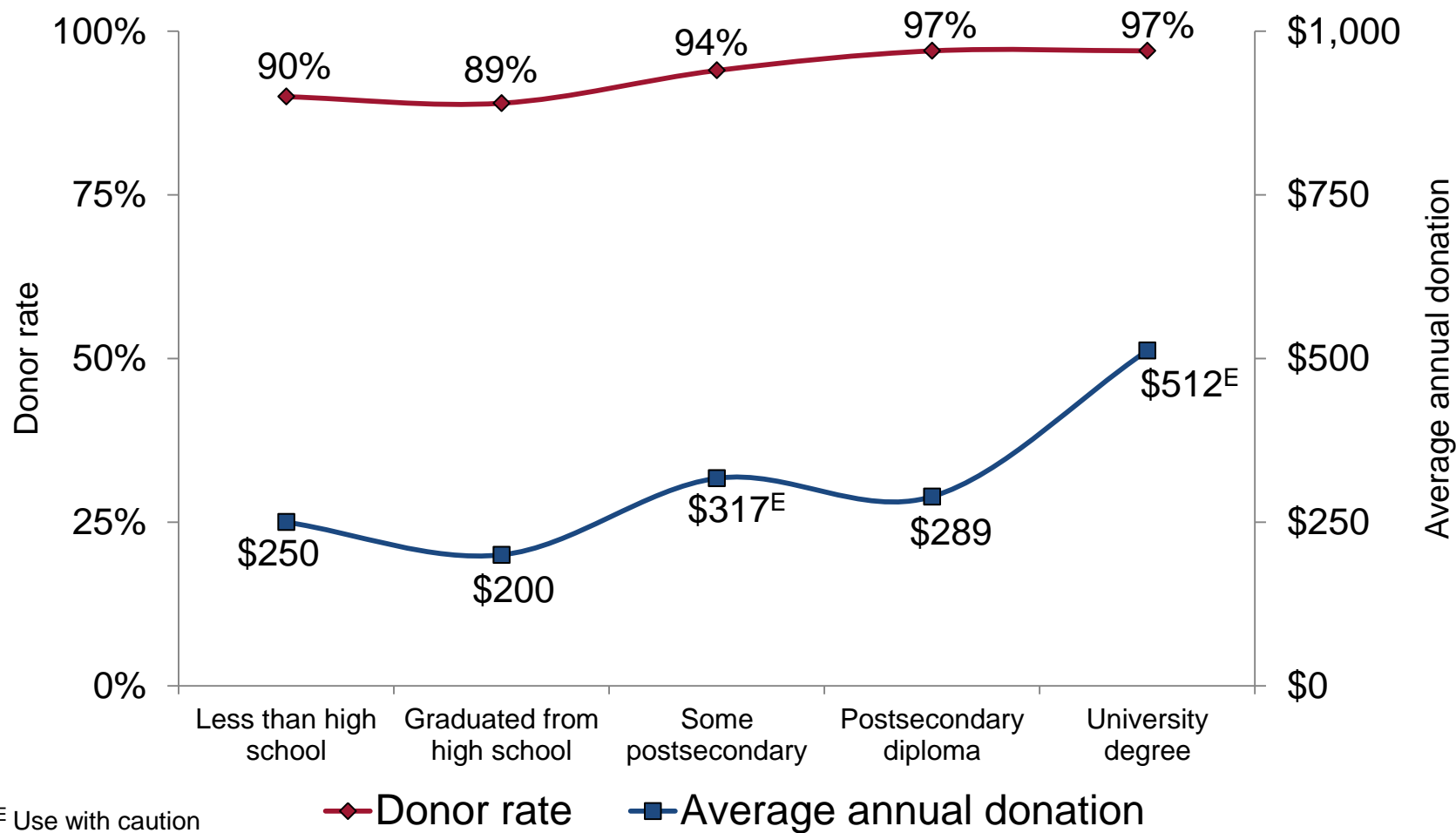
Donor characteristics: Marital status



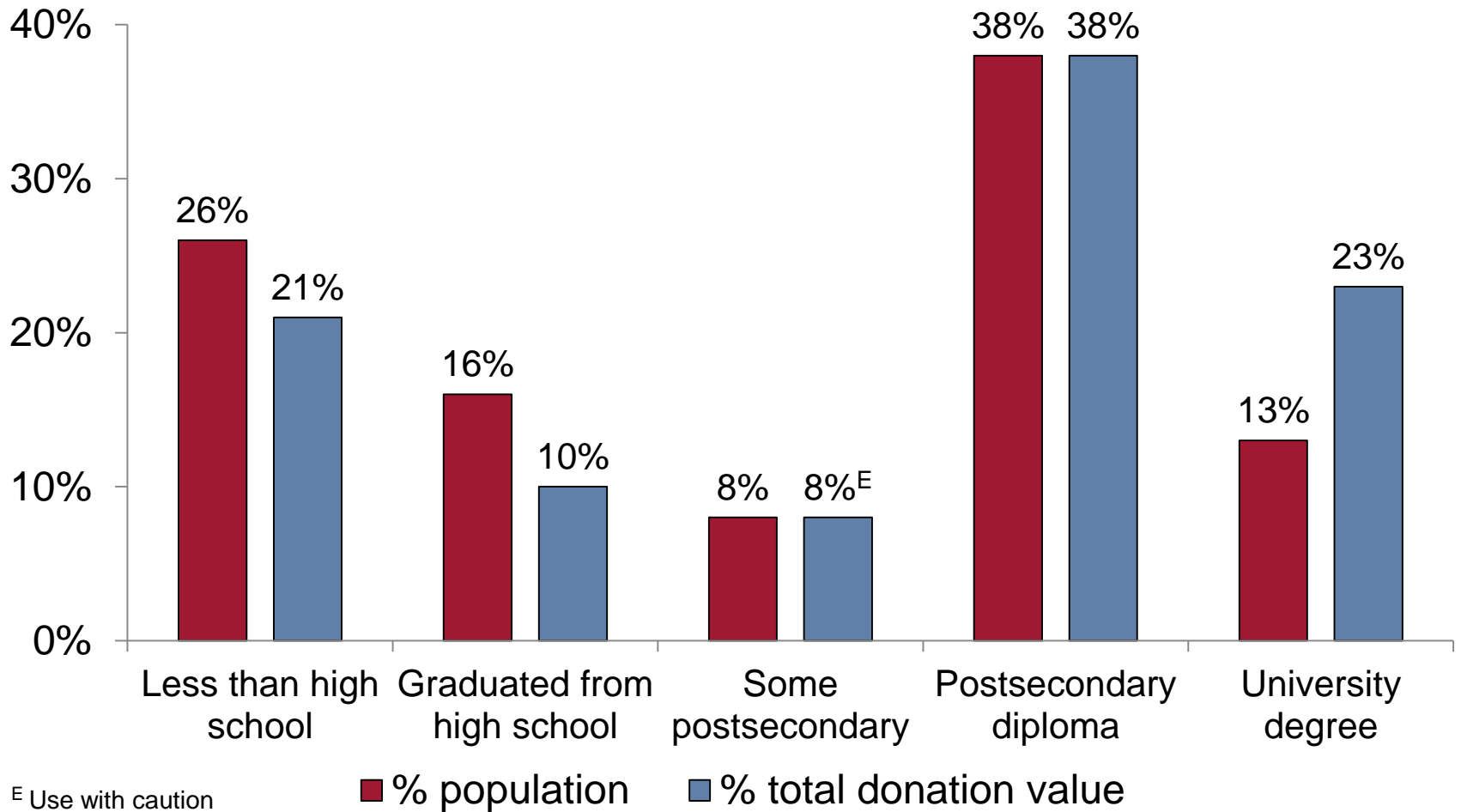
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■ % population ■ % total donation value

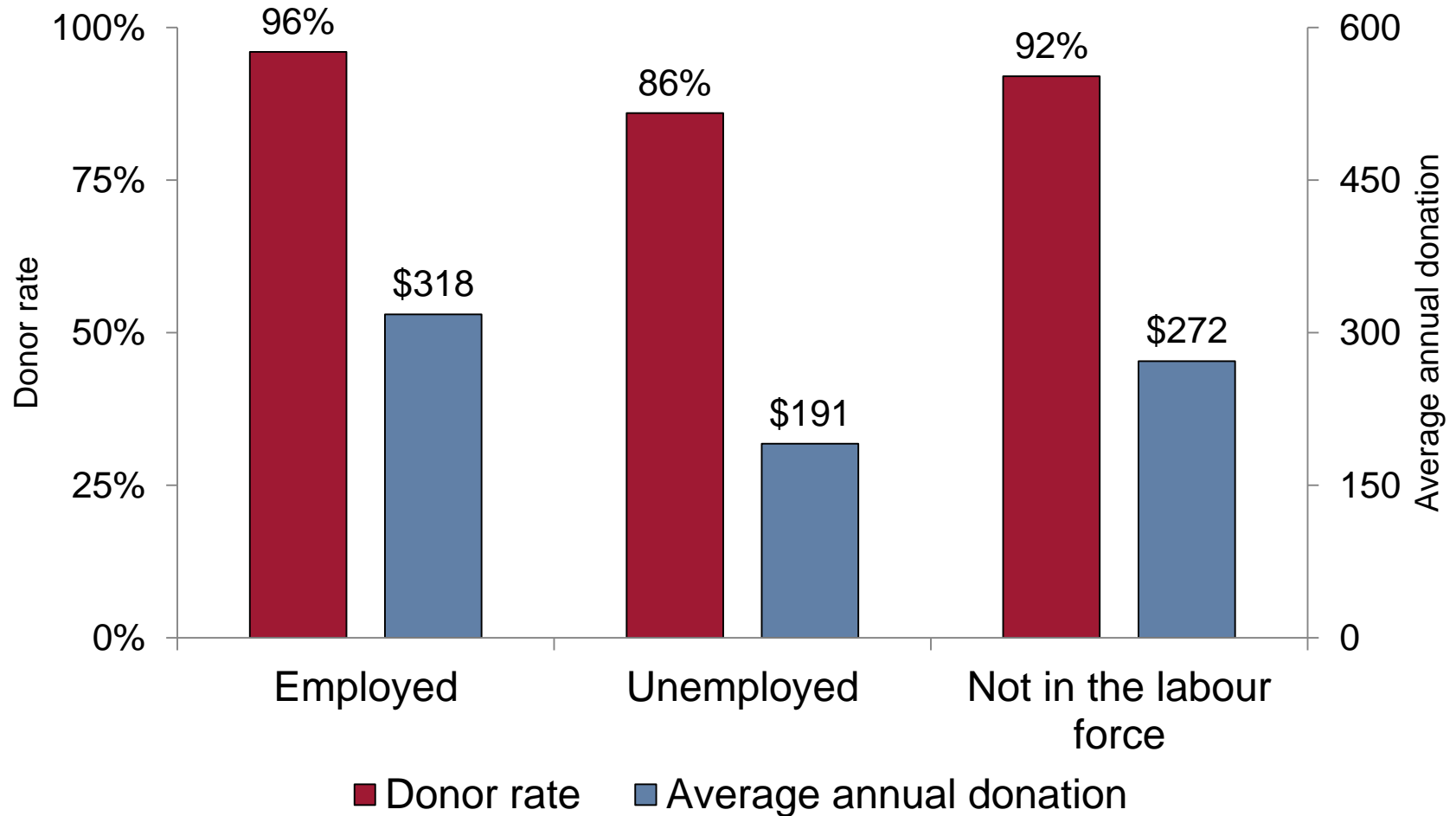
Donor characteristics: Education level



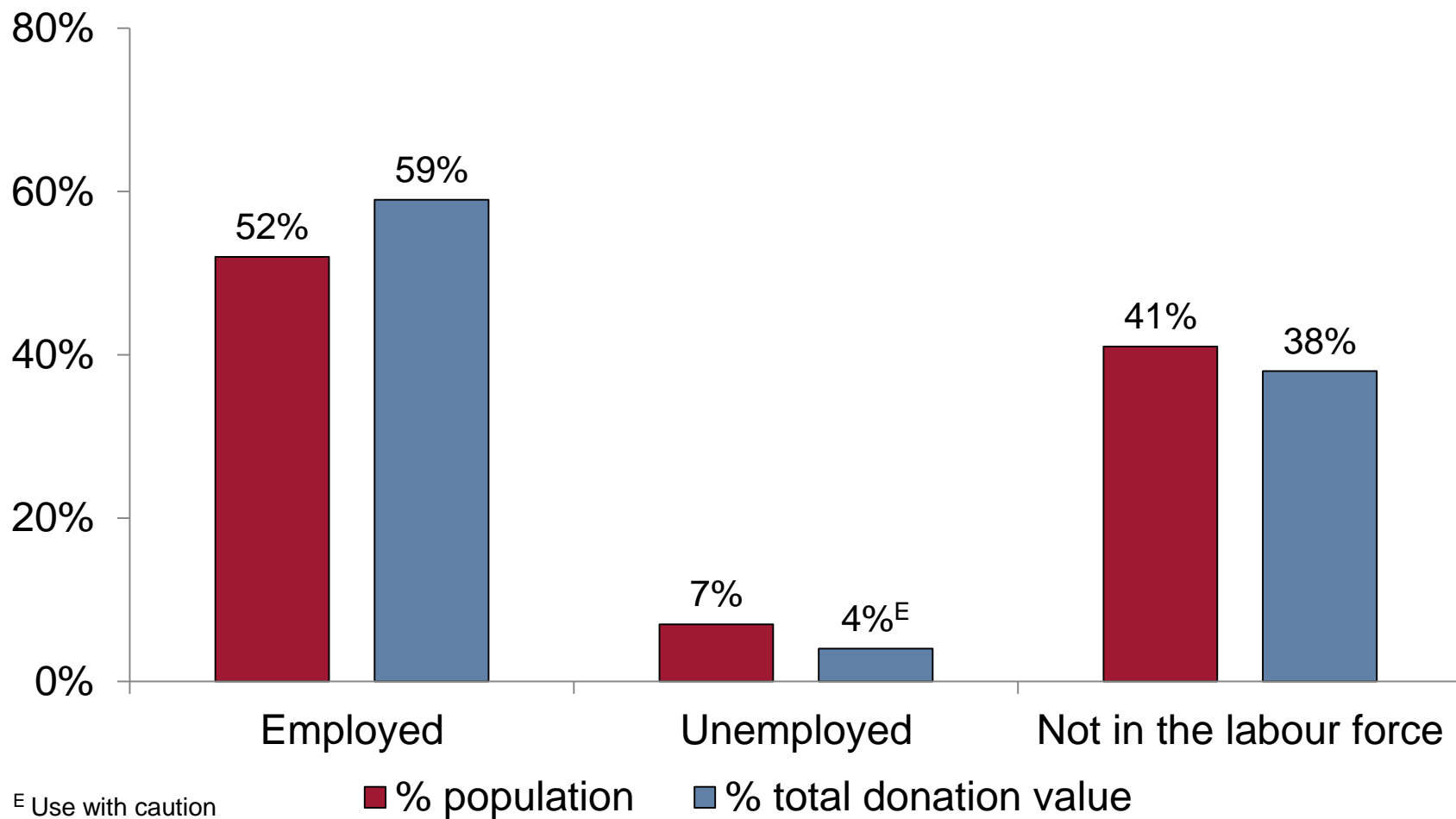
Donor characteristics: Education level



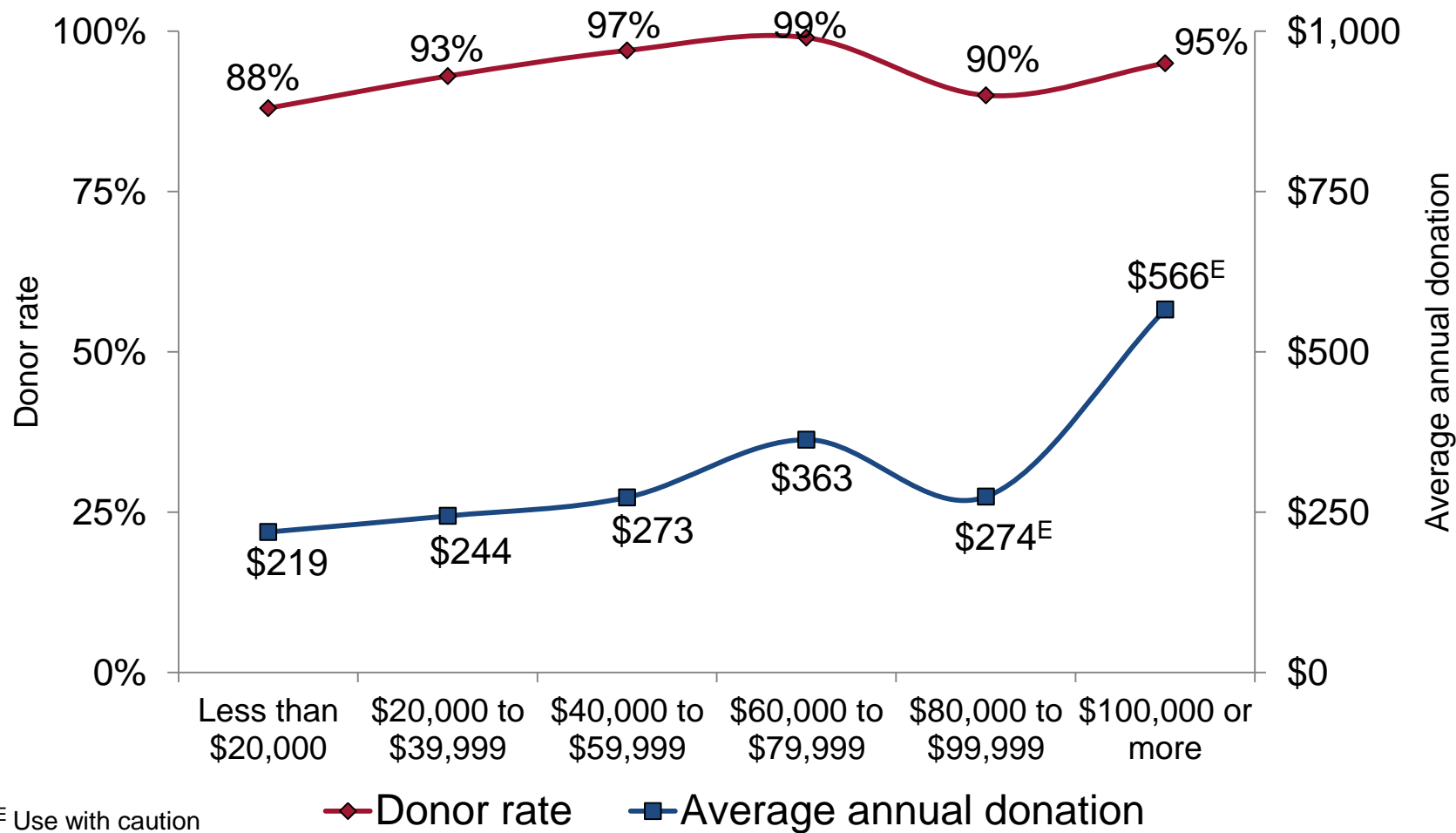
Donor characteristics: Labour force status



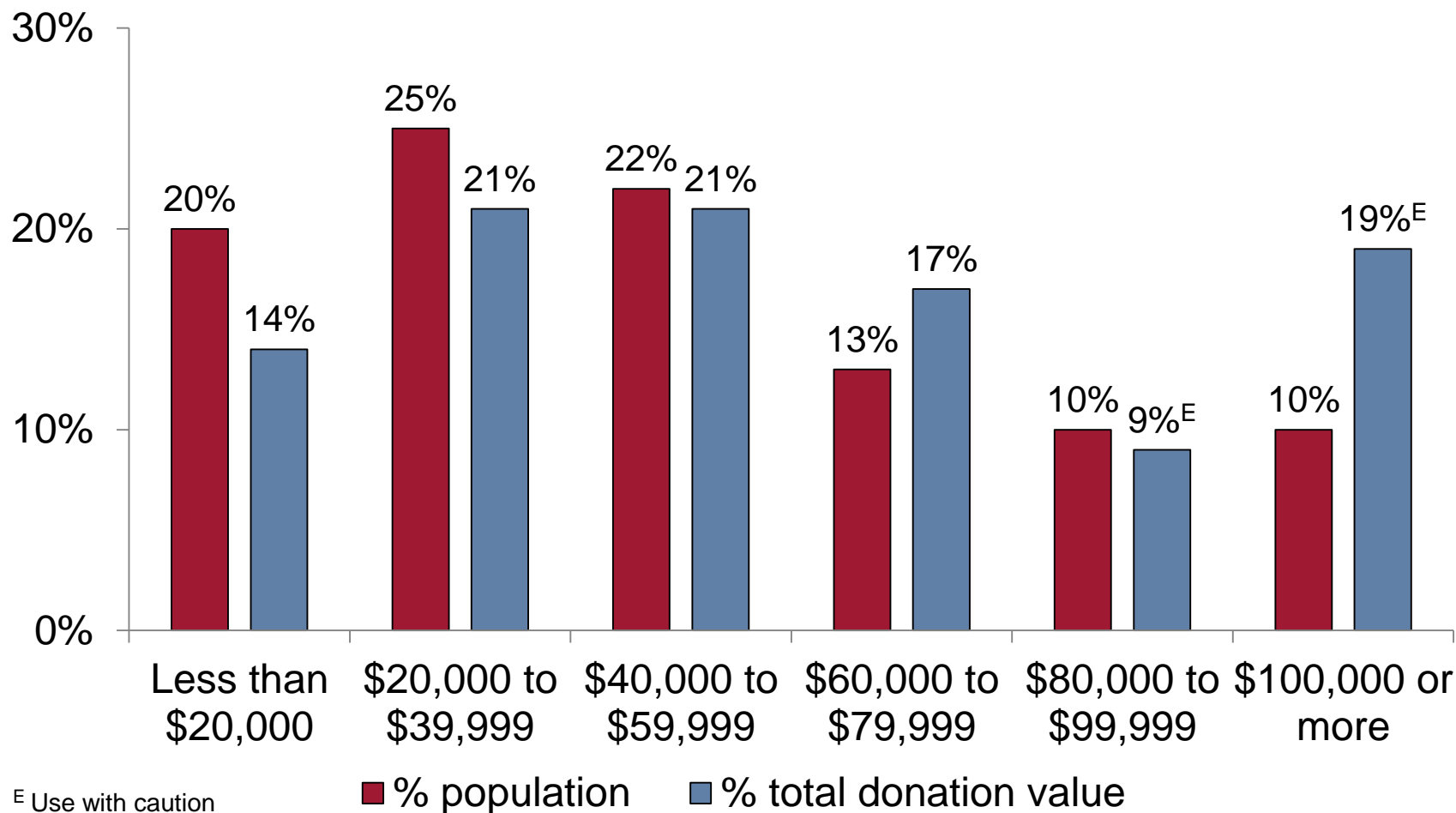
Donor characteristics: Labour force status



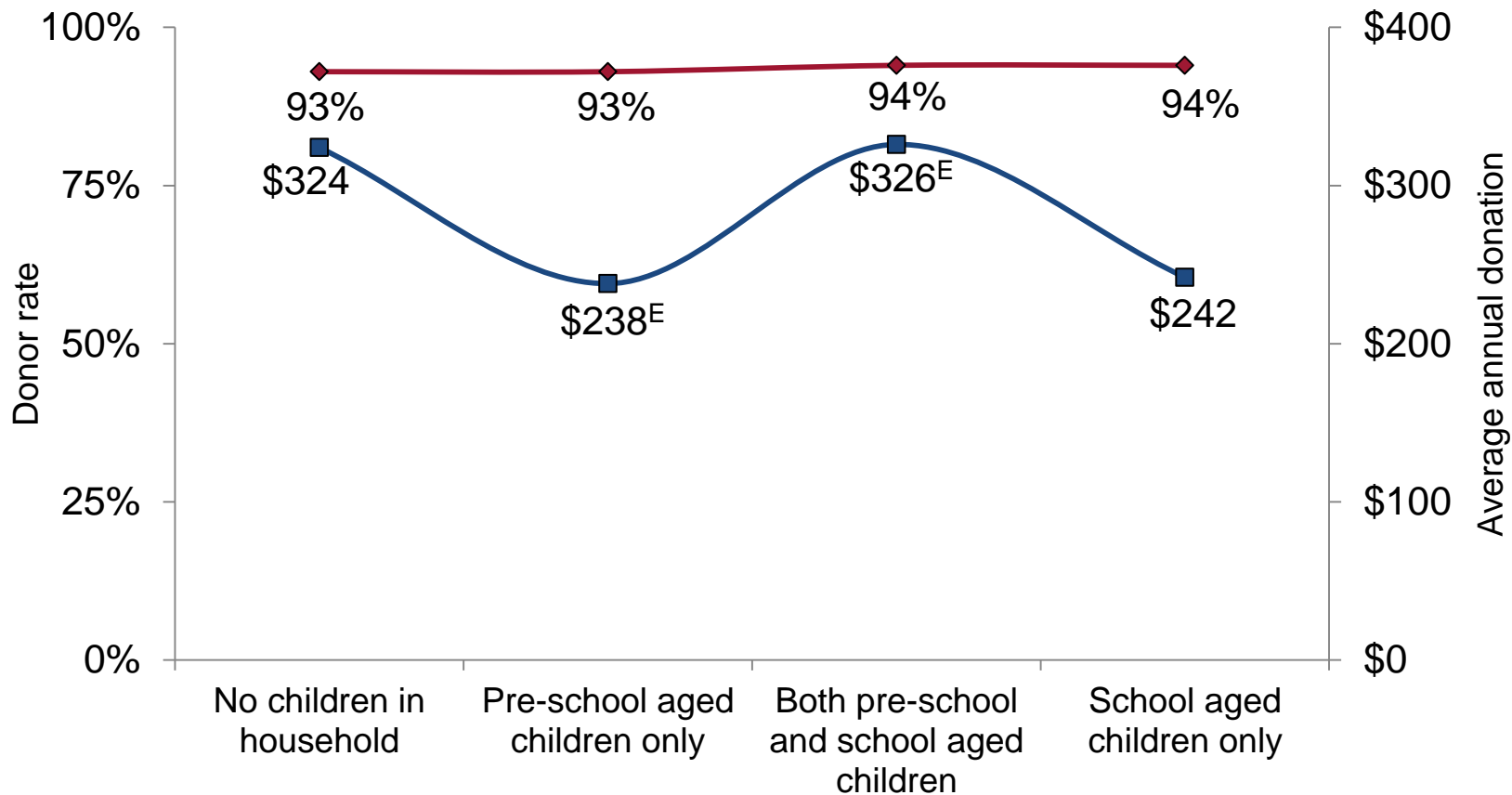
Donor characteristics: Household income



Donor characteristics: Household income



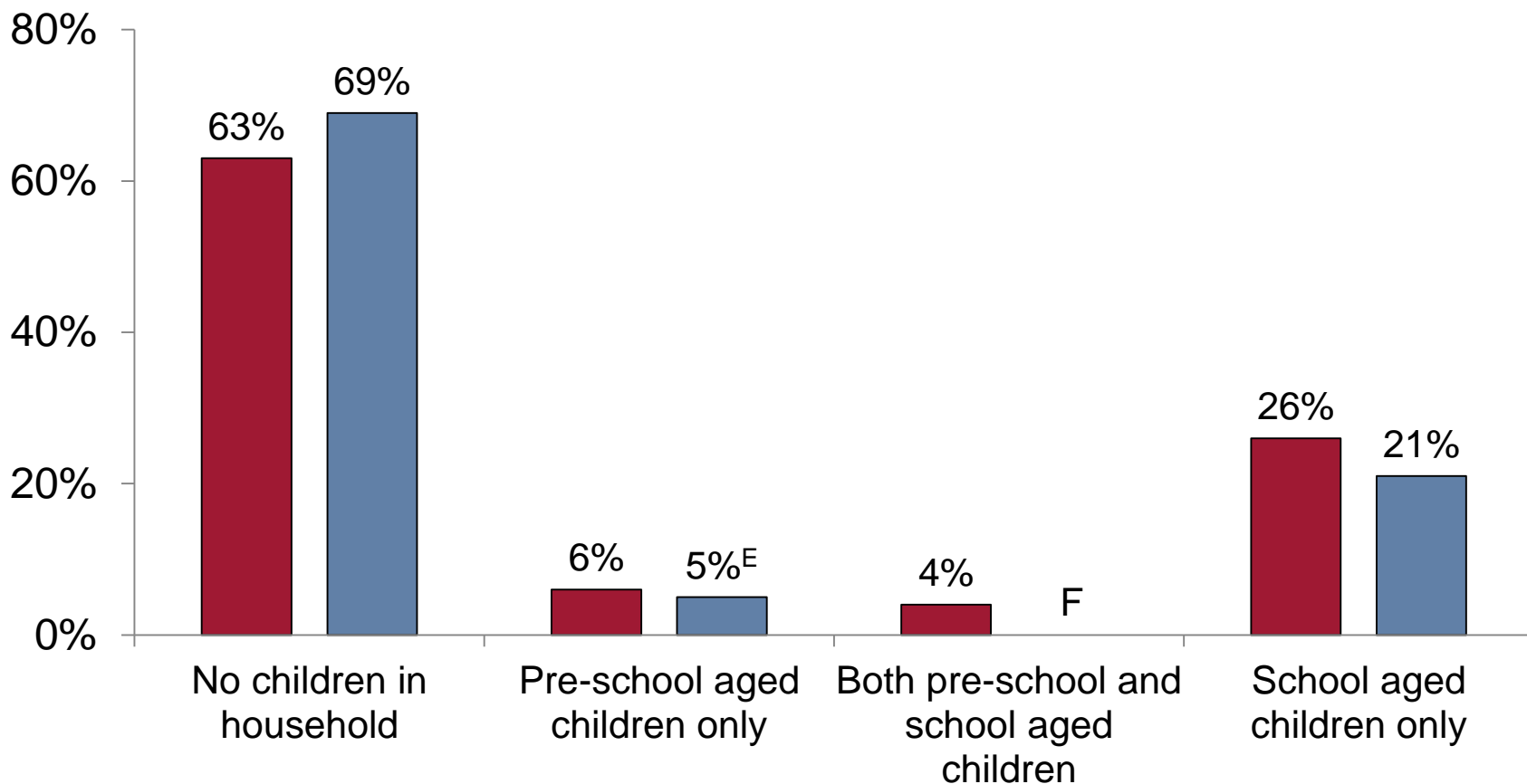
Donor characteristics: Presence of children



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◆ Donor rate ■ Average annual donation

Donor characteristics: Presence of children



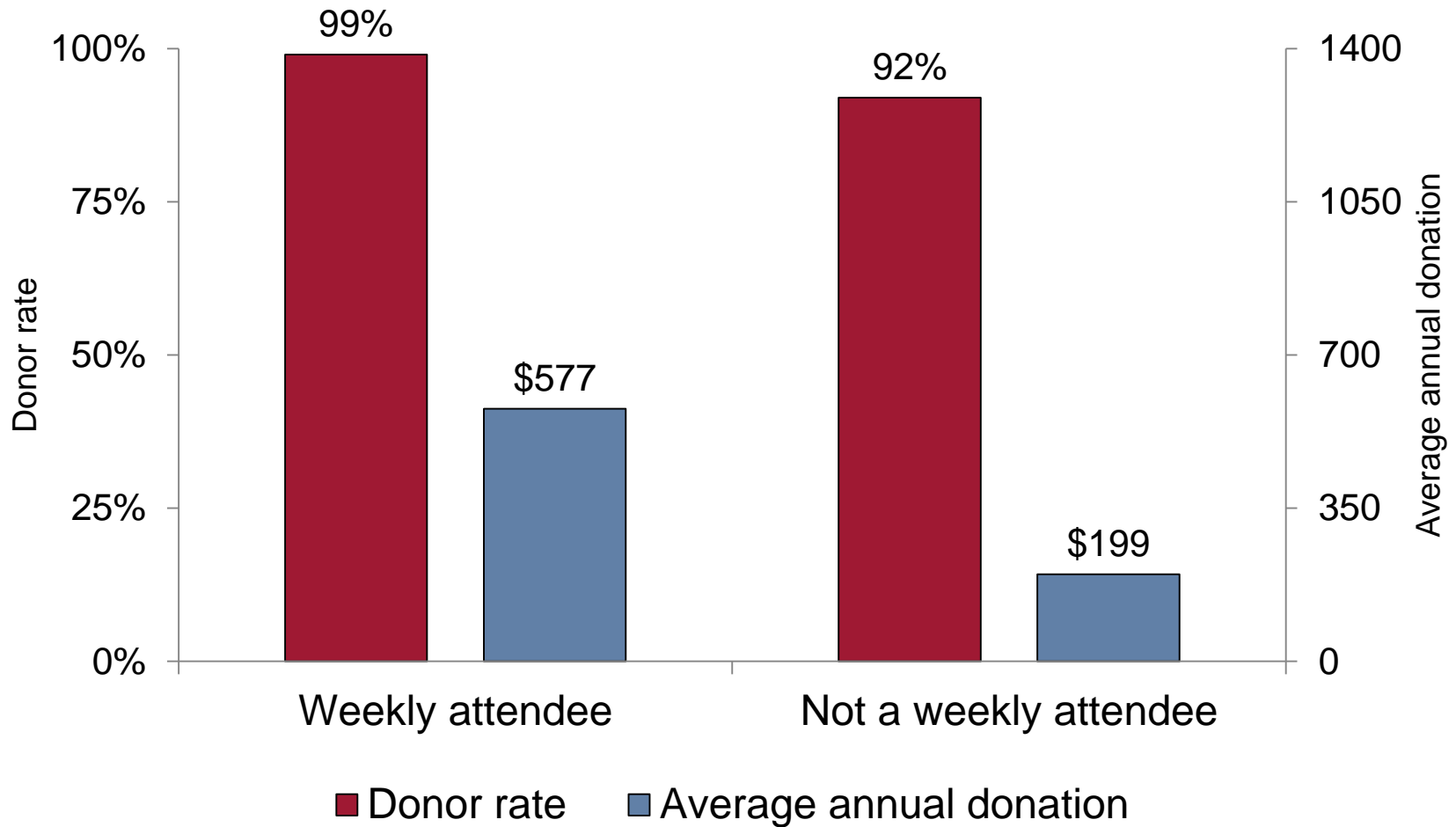
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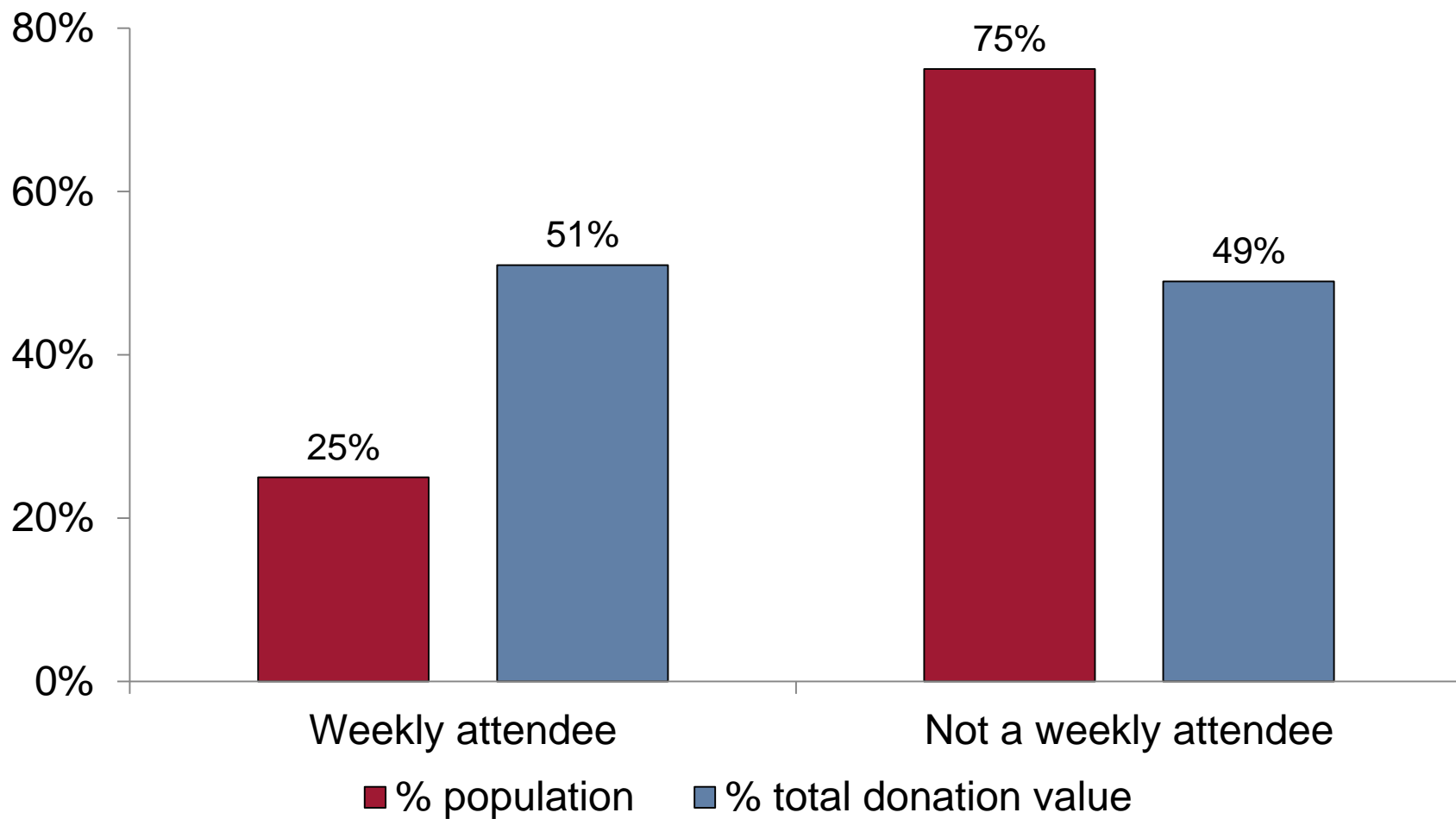
■ % population

■ % total donation value

Donor characteristics: Religious attendance



Donor characteristics: Religious attendance



Newfoundland and Labrador's top donors

- Groups that give disproportionately large amounts:
 - Were 45 years of age or older
 - Were married or in a common-law relationship
 - Were employed
 - Held a university degree
 - 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:

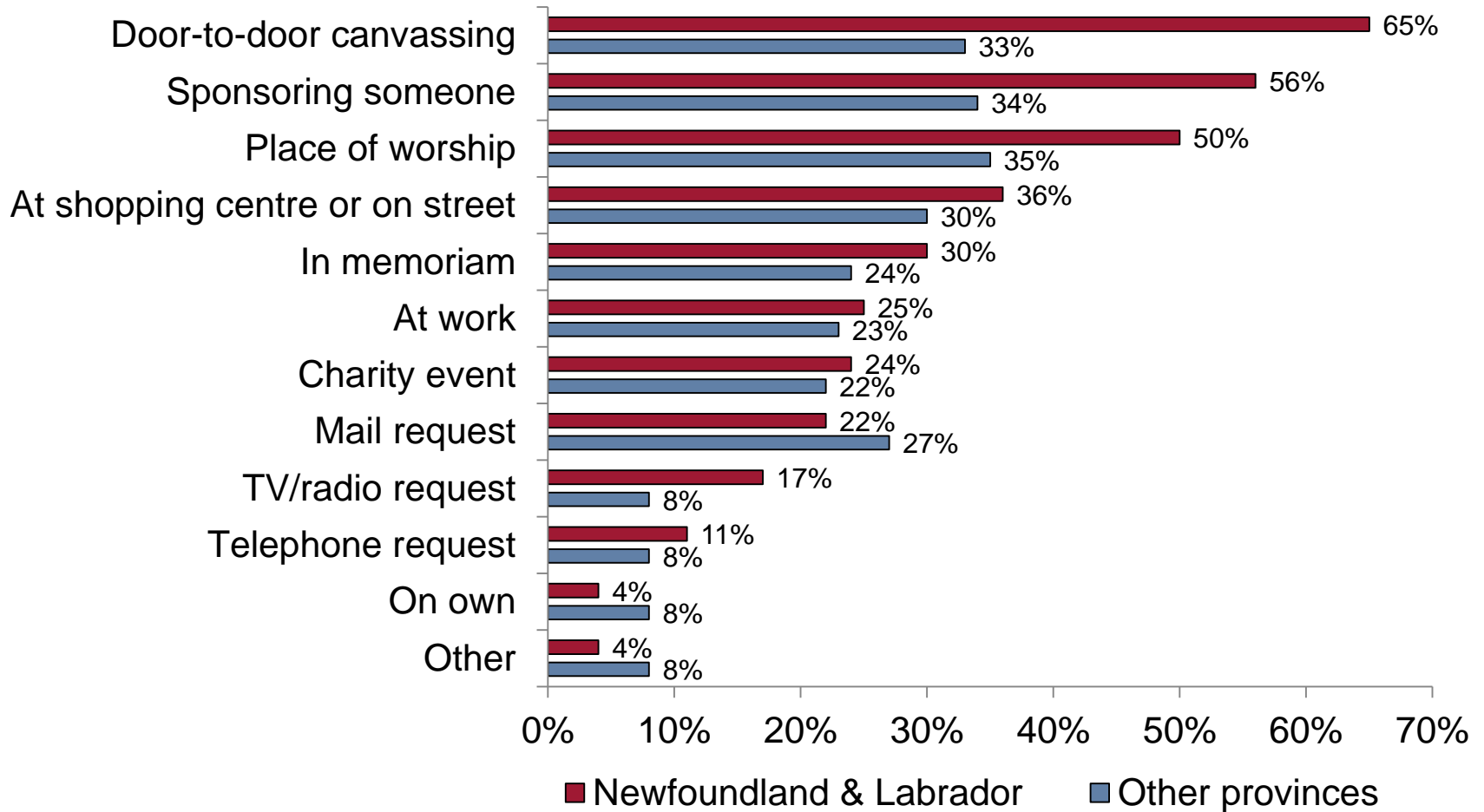
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the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

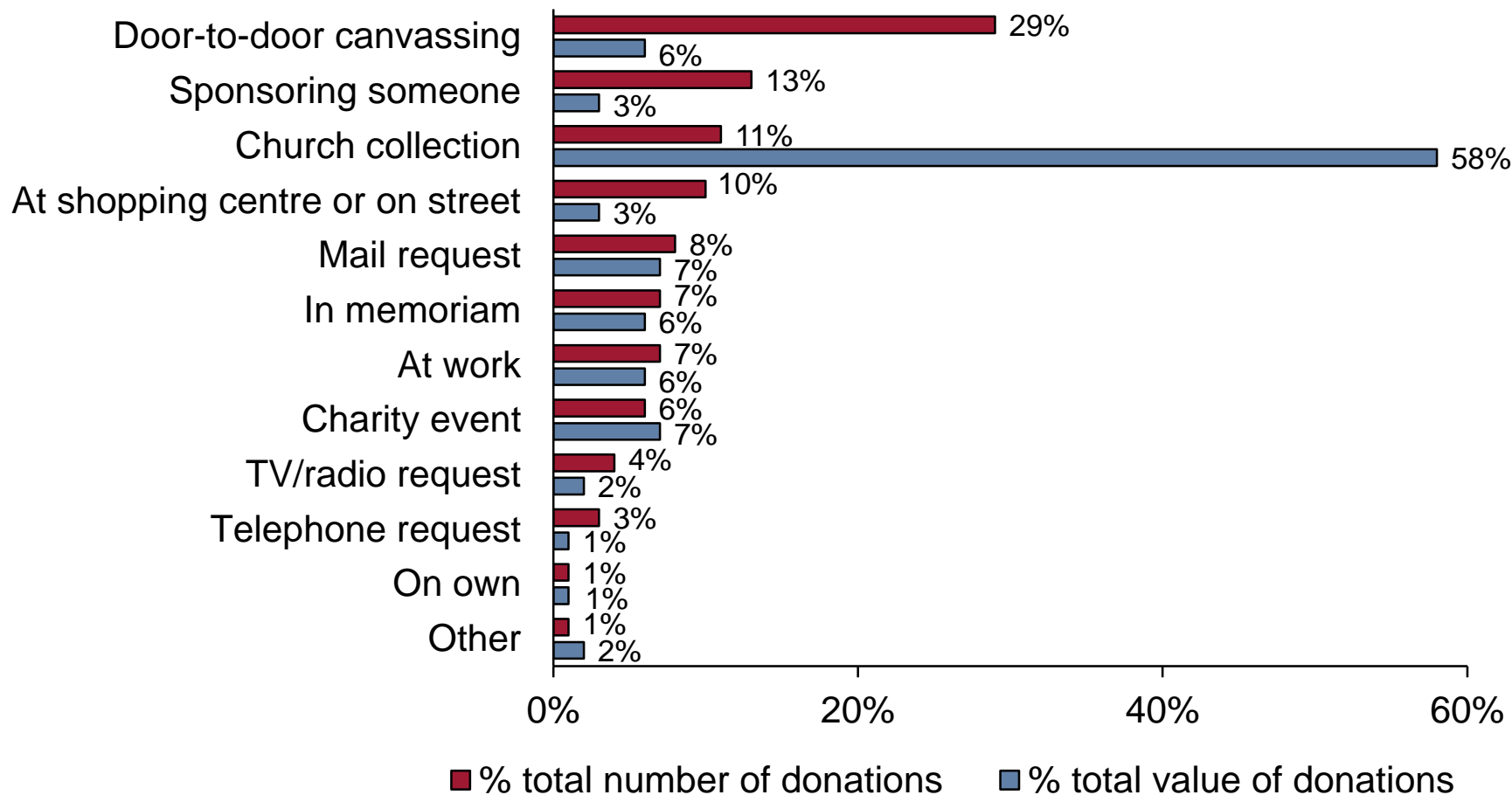
FINDINGS:

- Tend to donate via same methods as residents of other provinces, but much more likely to use some of the more common methods such as door-to-door canvassing, sponsoring someone in an event, and places of worship
- Although some of these methods are very common, they do not necessarily translate into large donations
 - Over half of donation value through place of worship
 - Other methods much lower percentage of donation value and much more equally distributed
 - Most moderately common methods have roughly same relative efficiency

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

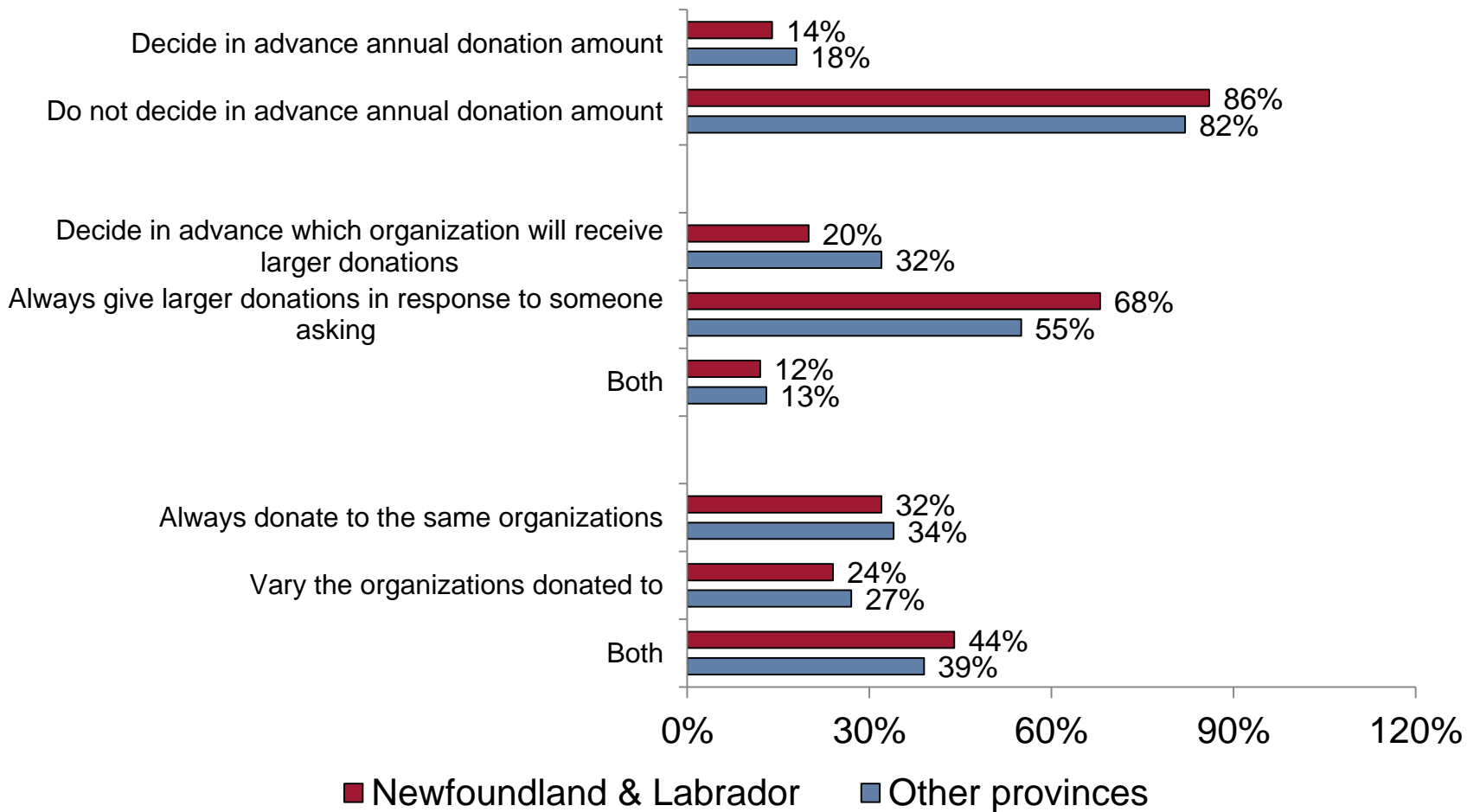
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

Donations and decision making

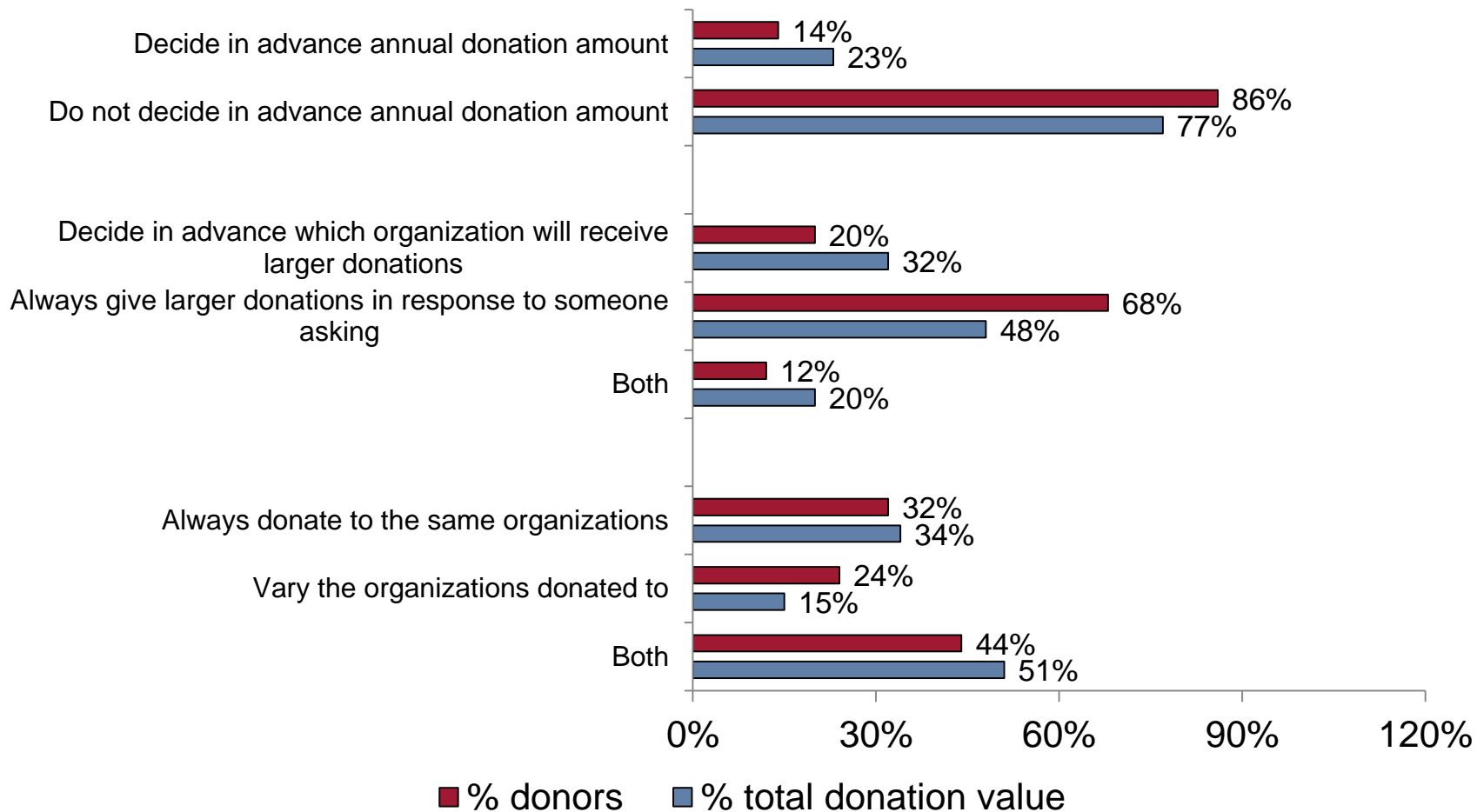
FINDINGS:

- Newfoundlanders and Labradorians more likely not to make decisions in advance:
 - More likely not to decide amounts in advance
 - Give their larger donations in response to being asked
- Most likely to donate to a mix of familiar and new organizations from year to year
- However, donors who make donation decisions in advance contribute disproportionately larger amounts
 - Mixed strategies also important

Pattern of Giving



Decision-Making for large donations



Donations and decision making

IMPLICATIONS:

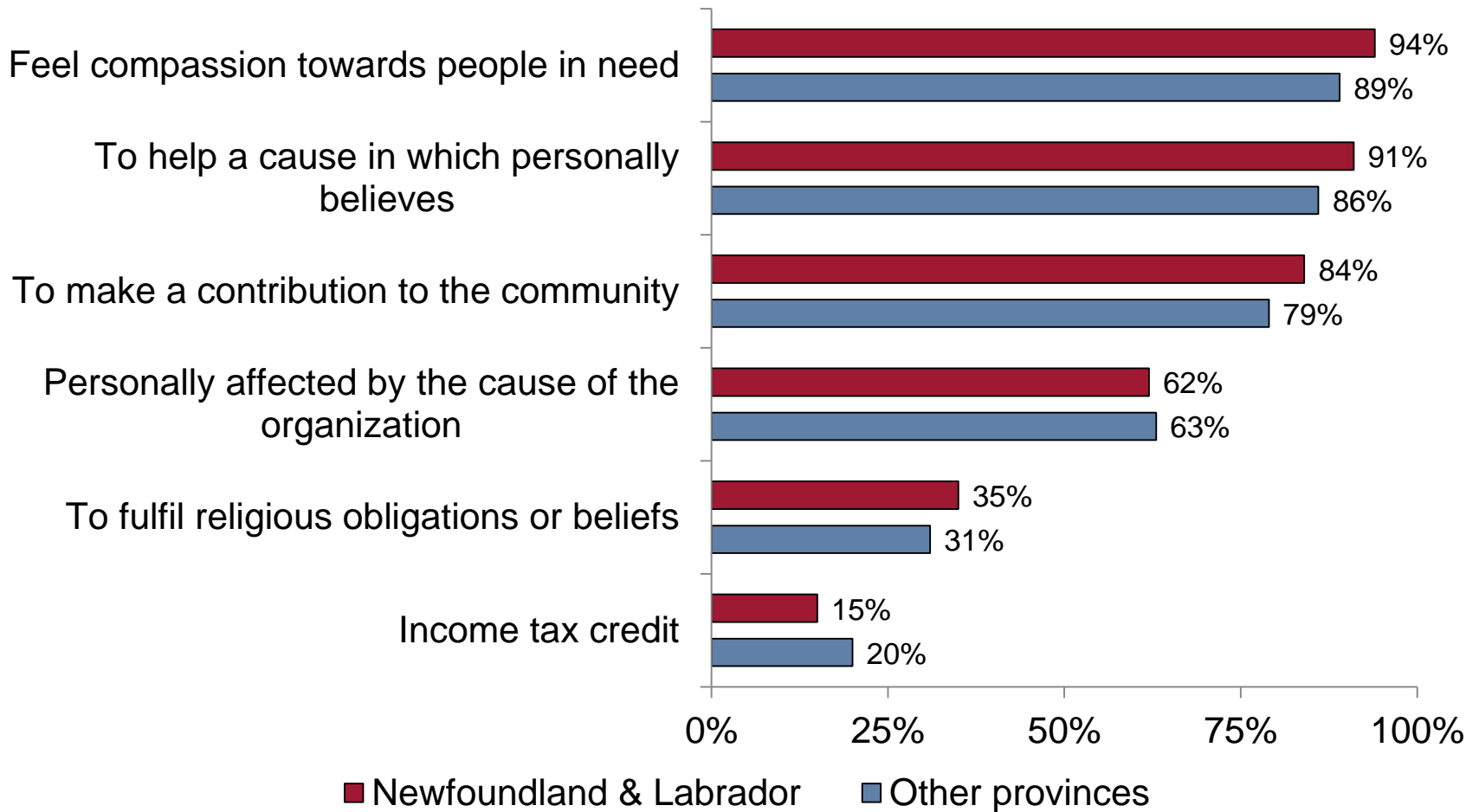
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

Motivations

FINDINGS:

- Newfoundland and Labrador donors most likely to donate due to:
 - Compassion towards those in need
 - Desire to help a cause in which they believe
 - Desire to help their community
- More likely than donors in other provinces to be motivated by most factors
 - Exceptions include tax credits from government and being personally affected by the cause of the organization

Motivations

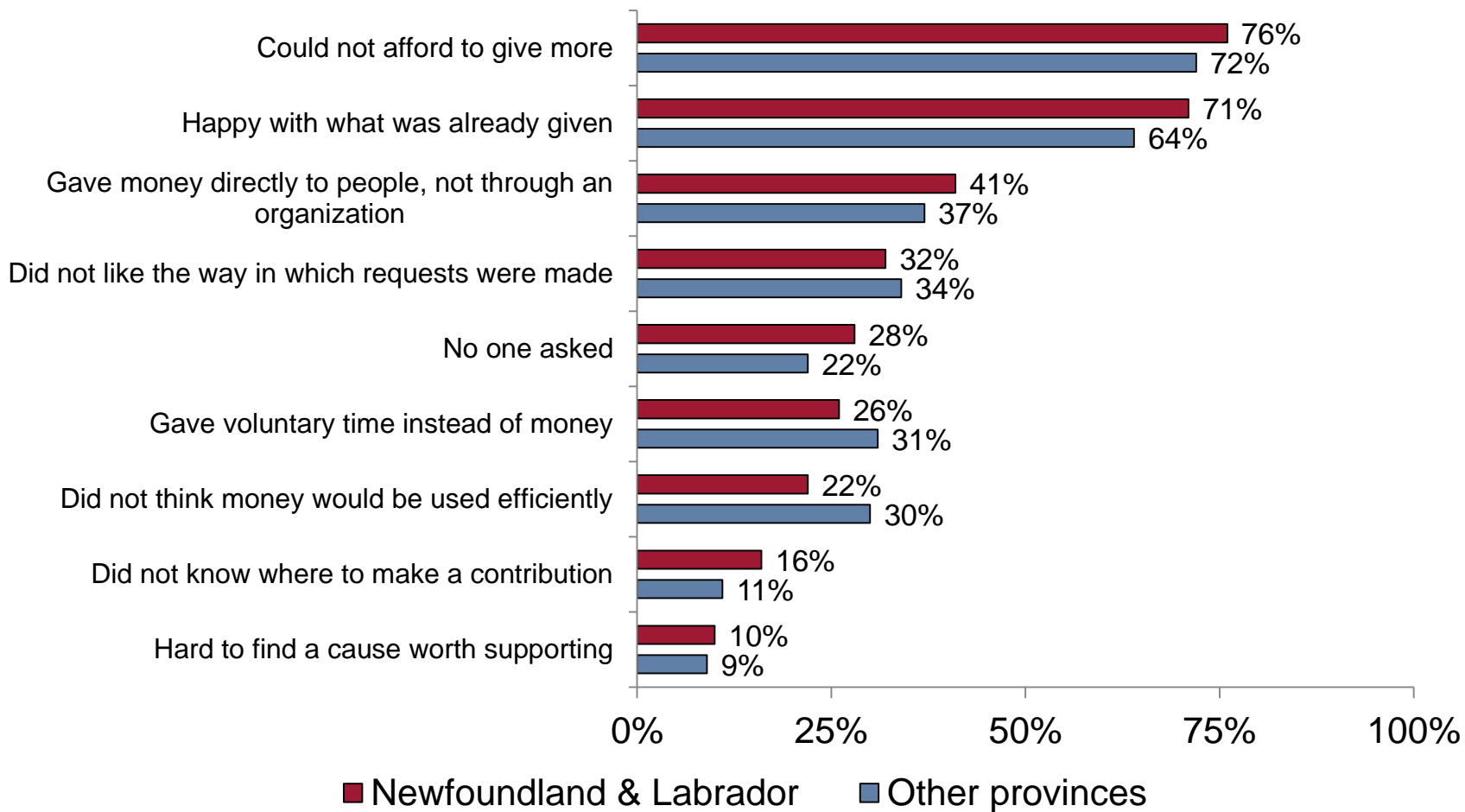


Barriers

FINDINGS:

- Newfoundland and Labrador 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
- Newfoundland and Labrador donors somewhat more likely than donors in other provinces to say they were happy with what they had already given
 - Less likely to think money donated would not be used efficiently or to volunteer time instead of donating

Barriers to donating more



Motivations and barriers

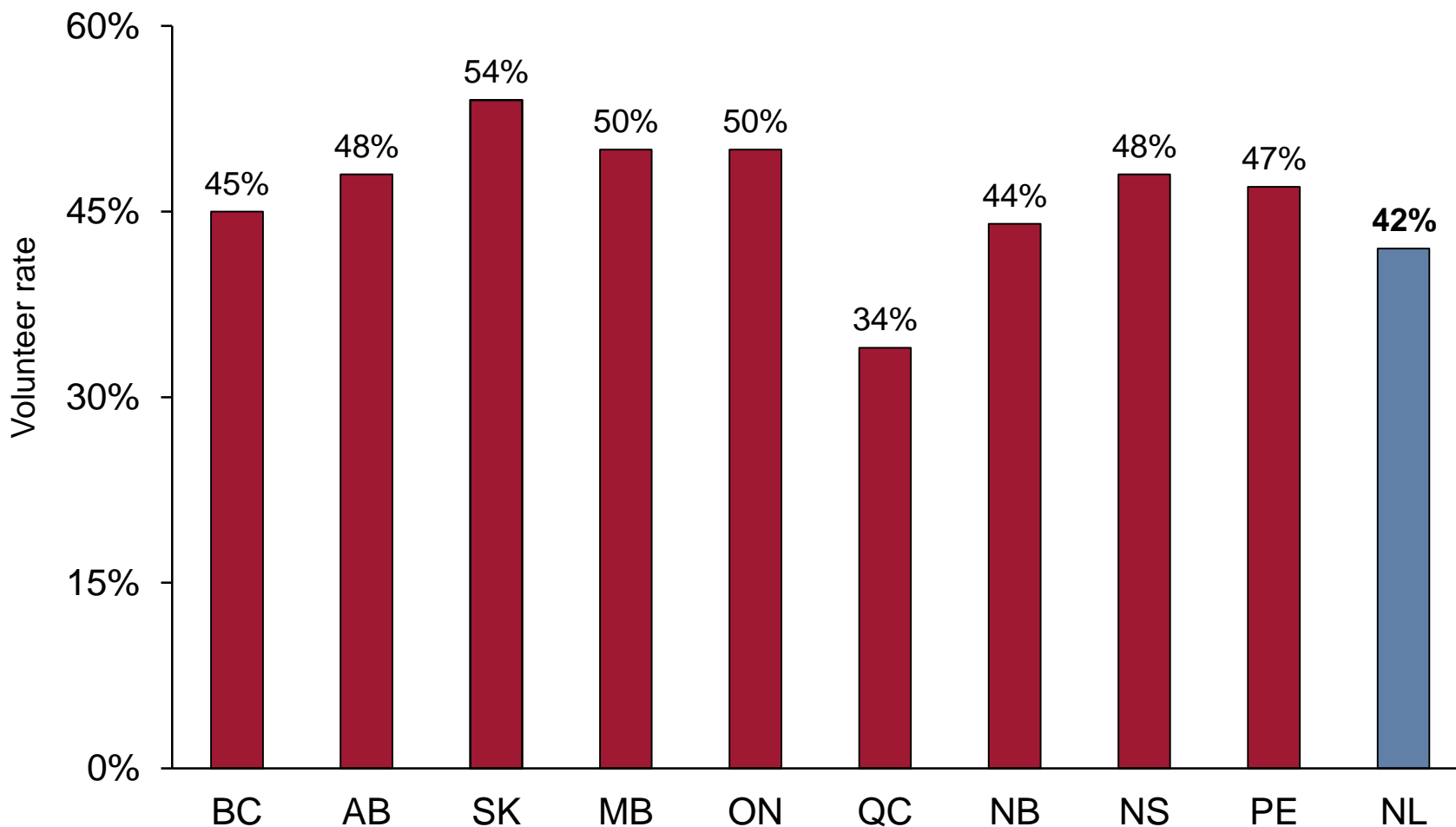
IMPLICATIONS:

- 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

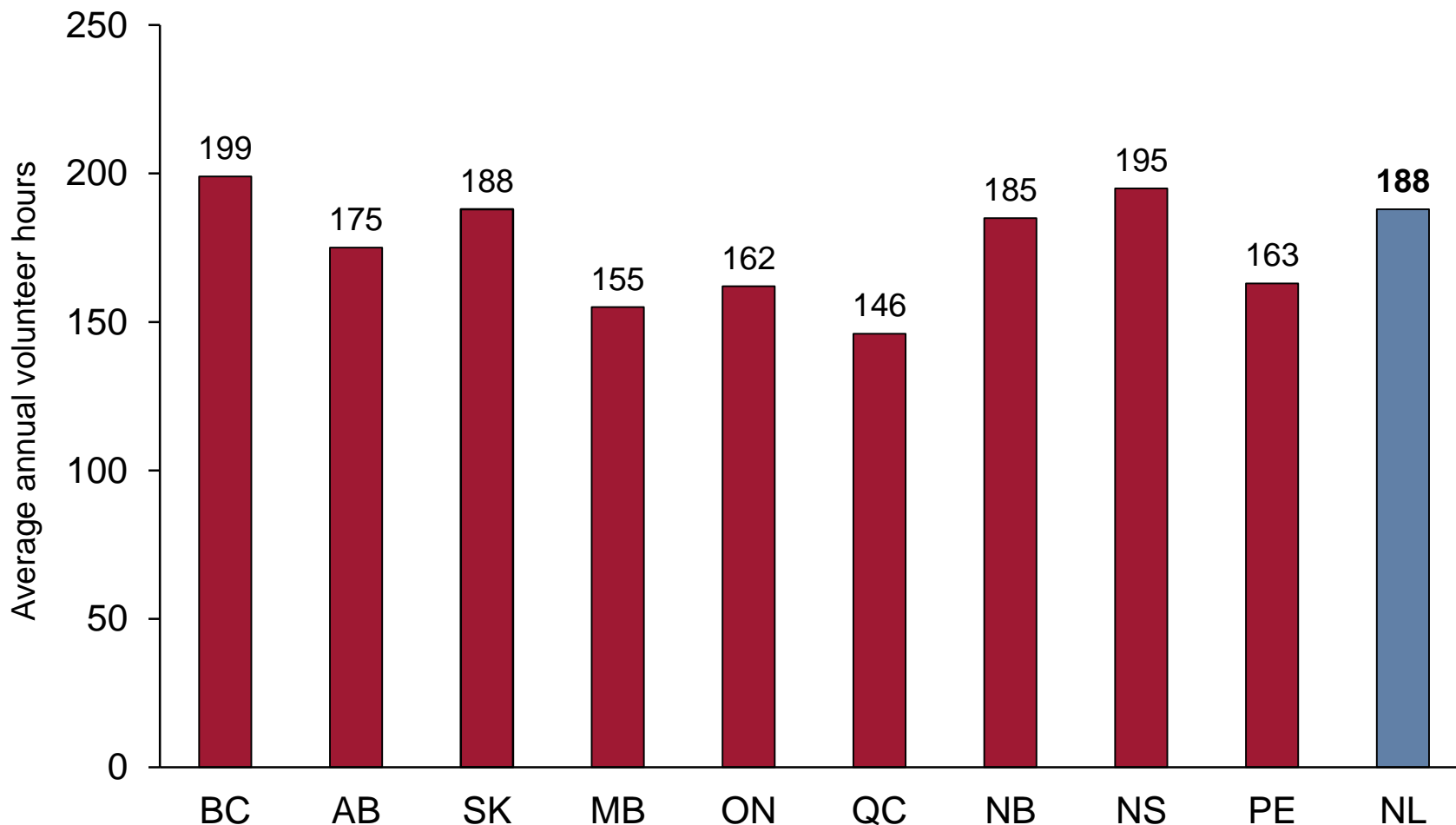
Volunteering

- 42% of Labradorians and Newfoundlanders (187,000 residents) volunteered in 2004
 - 45% of Canadians volunteered
- Newfoundland and Labrador volunteers each contributed an average of 188 hours, with a median of 80 volunteer hours
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- Newfoundland and Labrador volunteers contributed a total of 35 million hours

Volunteer rate



Average hours volunteered

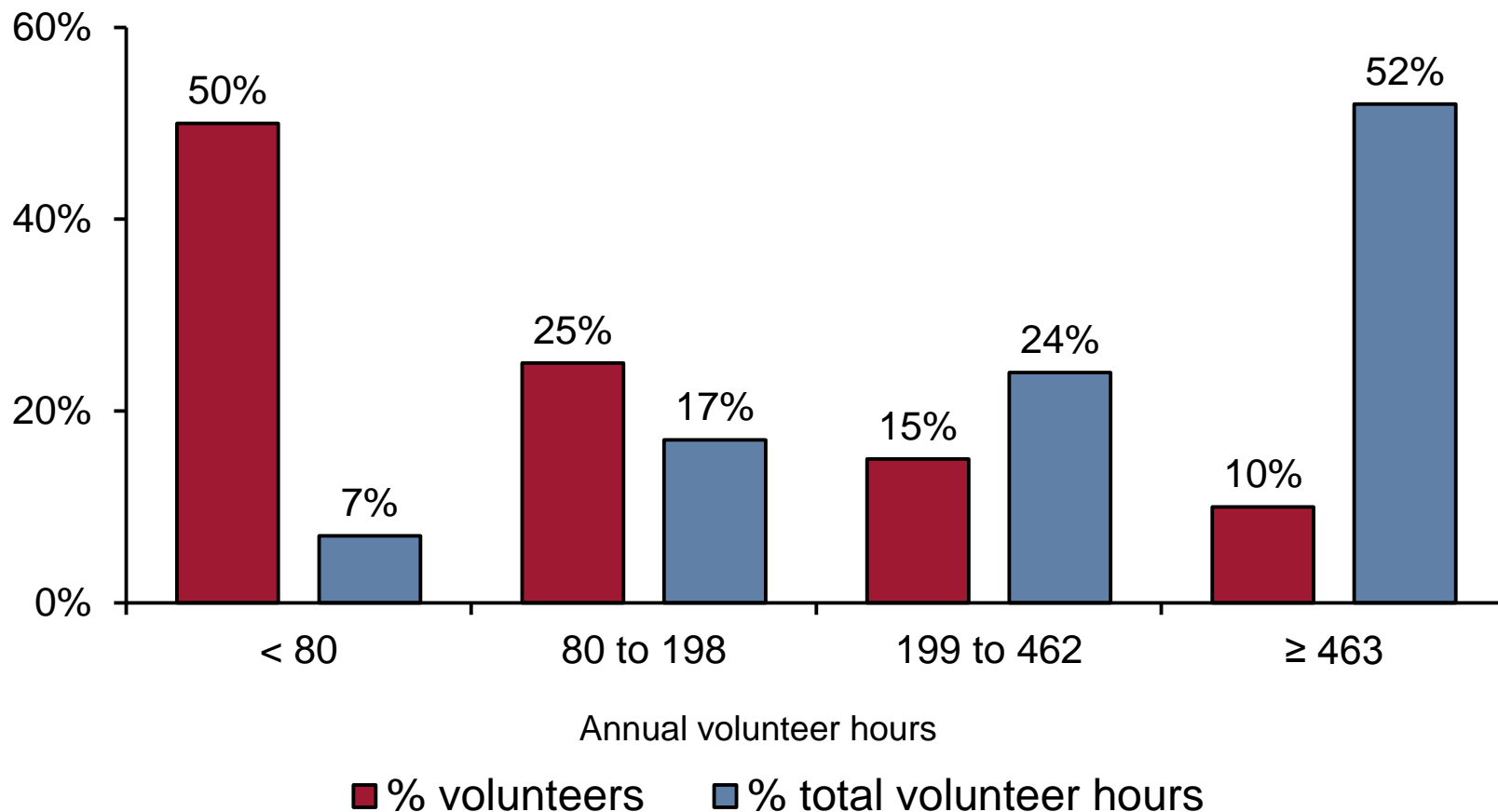


Concentration of support

FINDINGS:

- Although somewhat less than half of Newfoundland and Labrador residents volunteered, an even smaller minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 463 or more hours accounted for 52% of total volunteer hours
 - The top 25% of volunteers (199 hours or more) accounted for 76% of total volunteer hours
- Half of volunteers contributed less than 80 hours, collectively accounting for 7% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

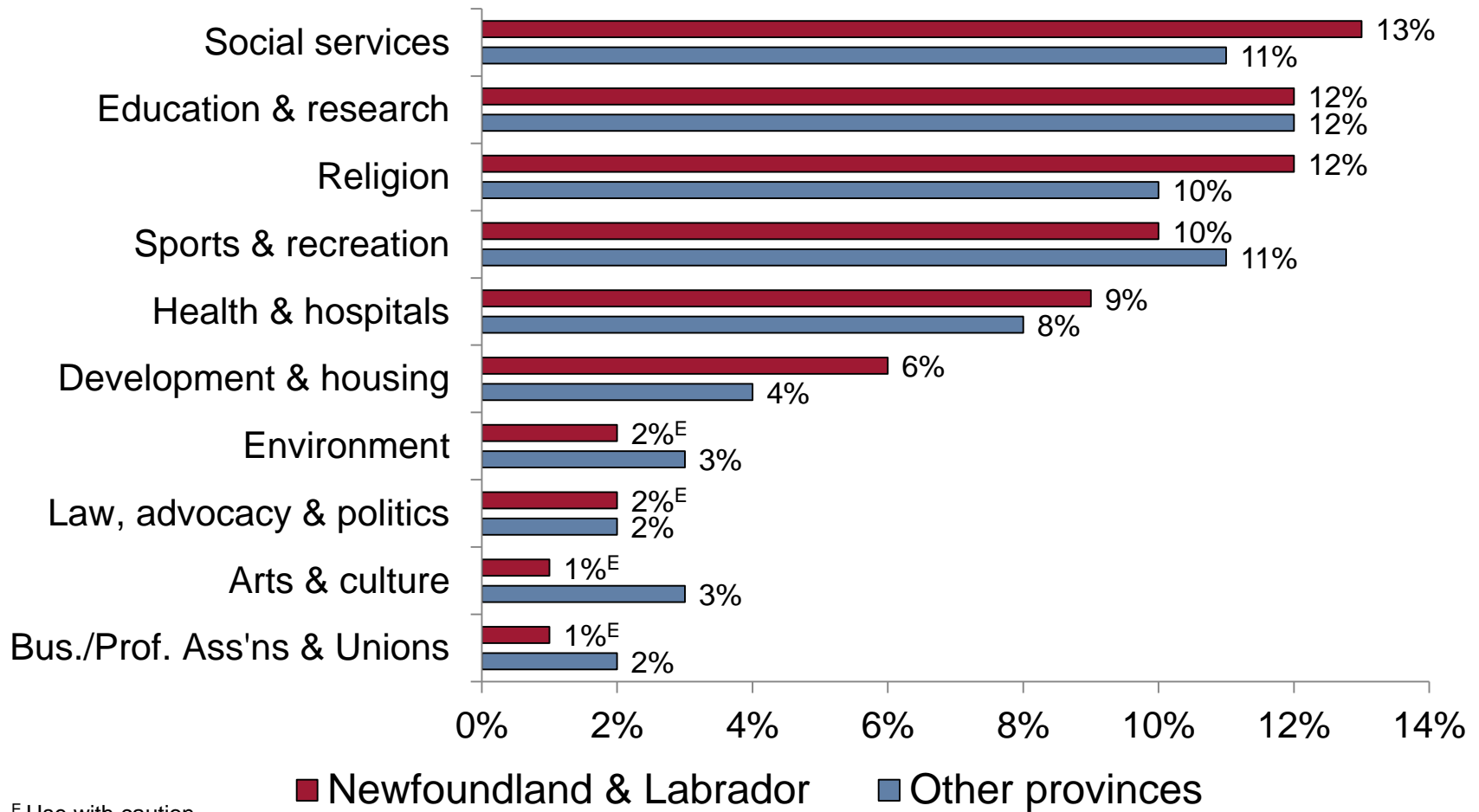
- Newfoundland and Labrador residents less likely than residents of almost all other provinces to volunteer
- Volunteer somewhat more hours than national average
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - Should anything happen to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

Types of organizations supported

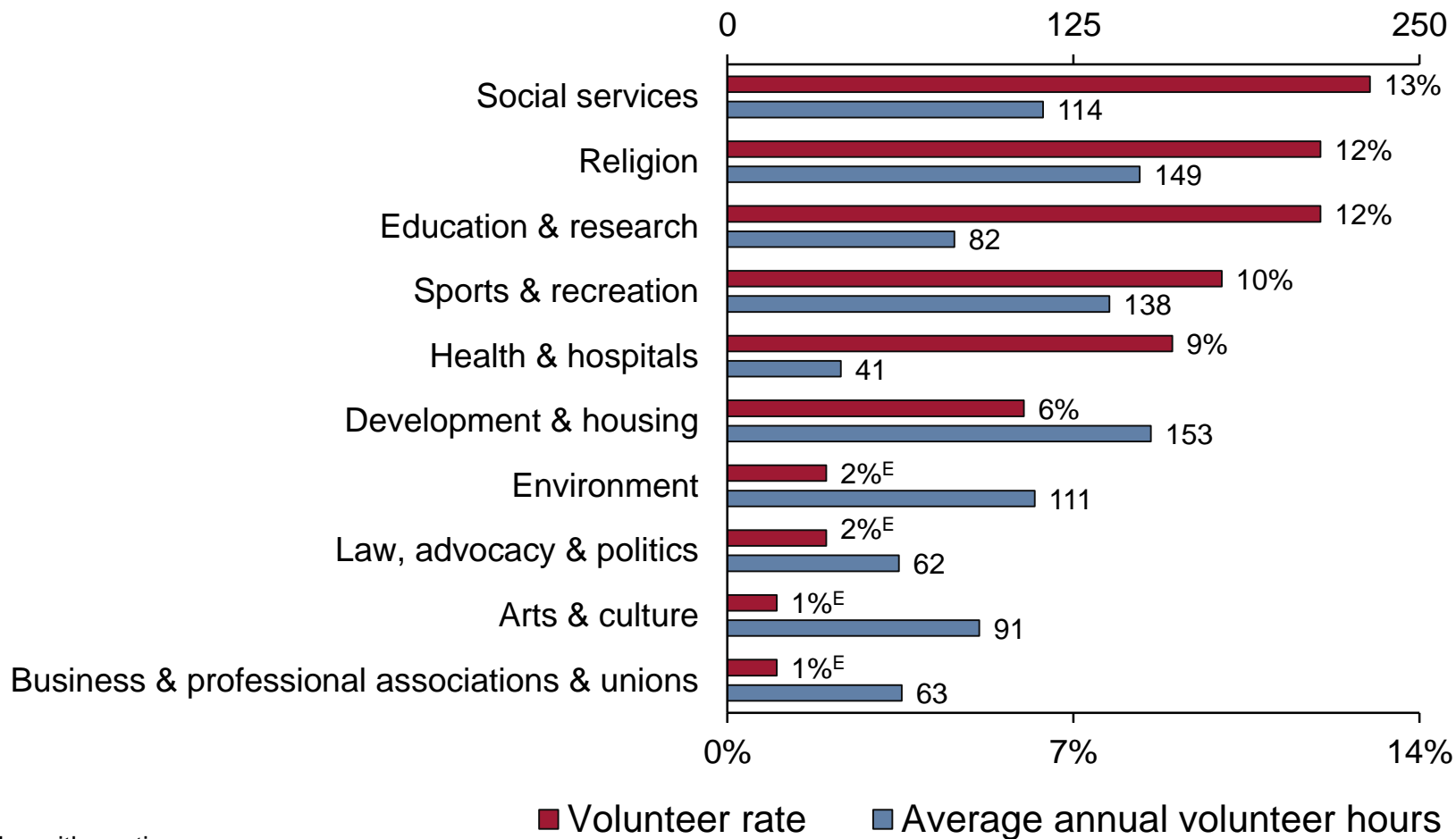
FINDINGS:

- Newfoundland and Labrador residents most likely to volunteer for organizations working in the areas of:
 - Social services
 - Education and research
 - Religion
 - Sports and recreation
- 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



^E Use with caution

Types of organizations supported

IMPLICATIONS:

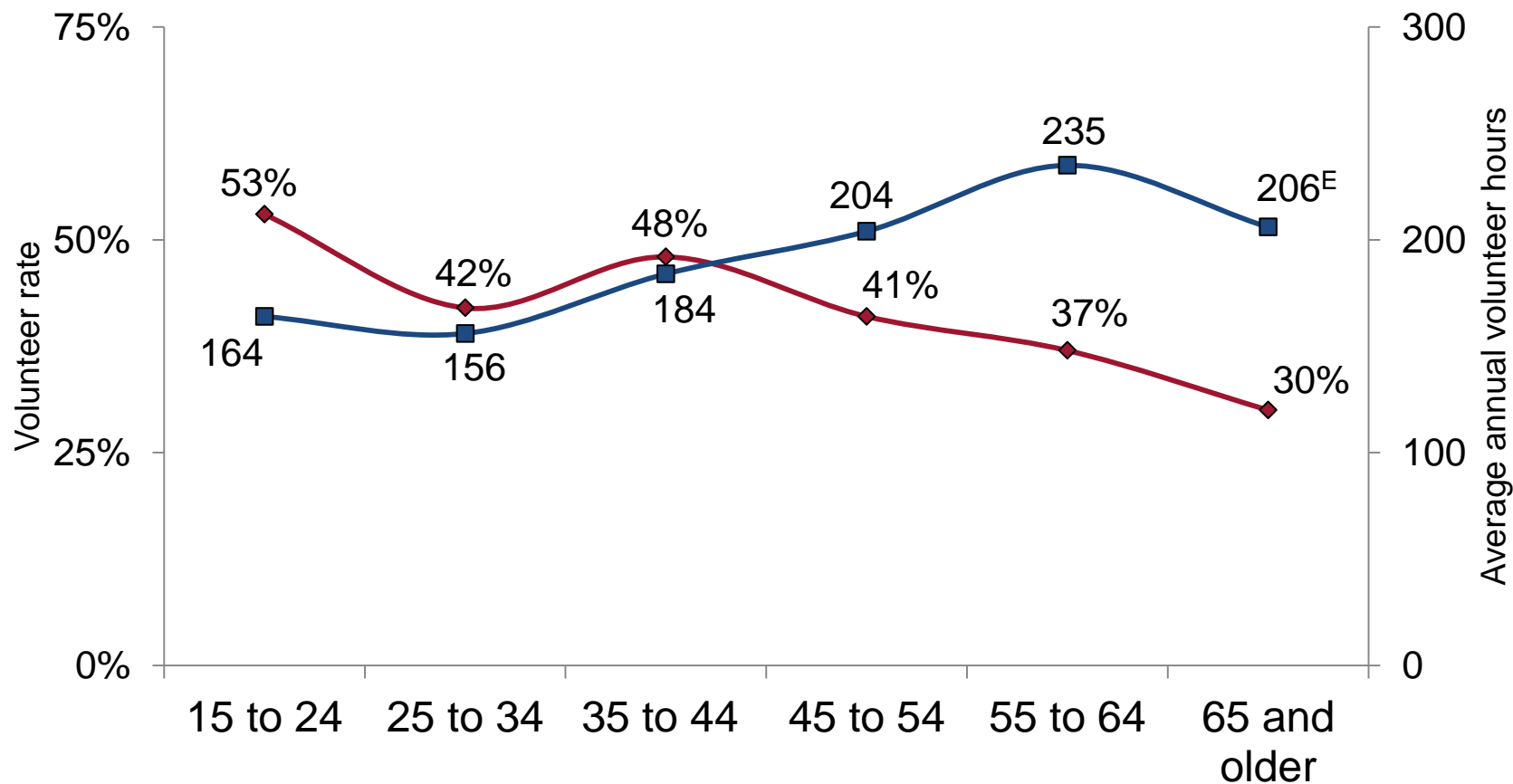
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering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

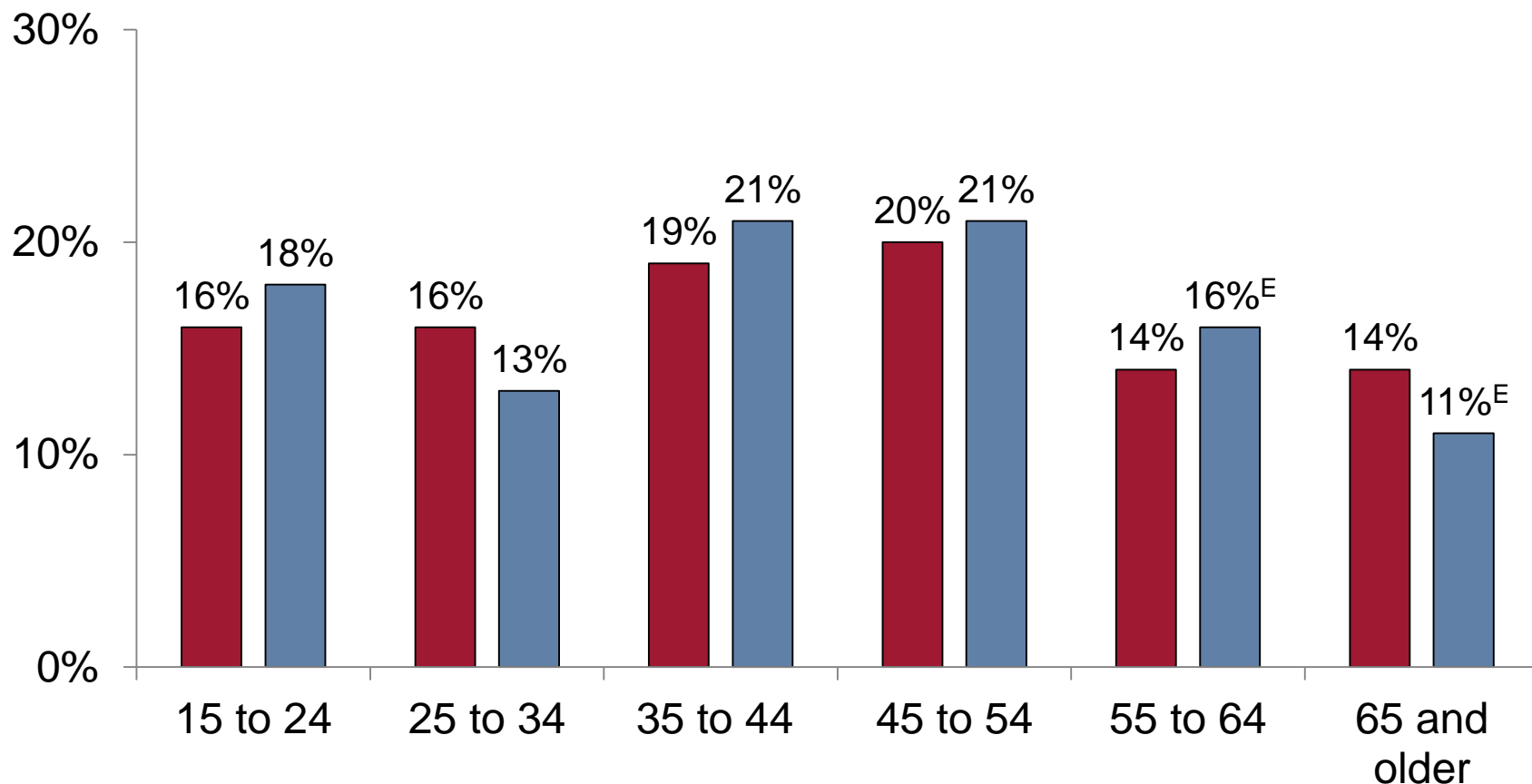
Volunteer characteristics: Age



^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

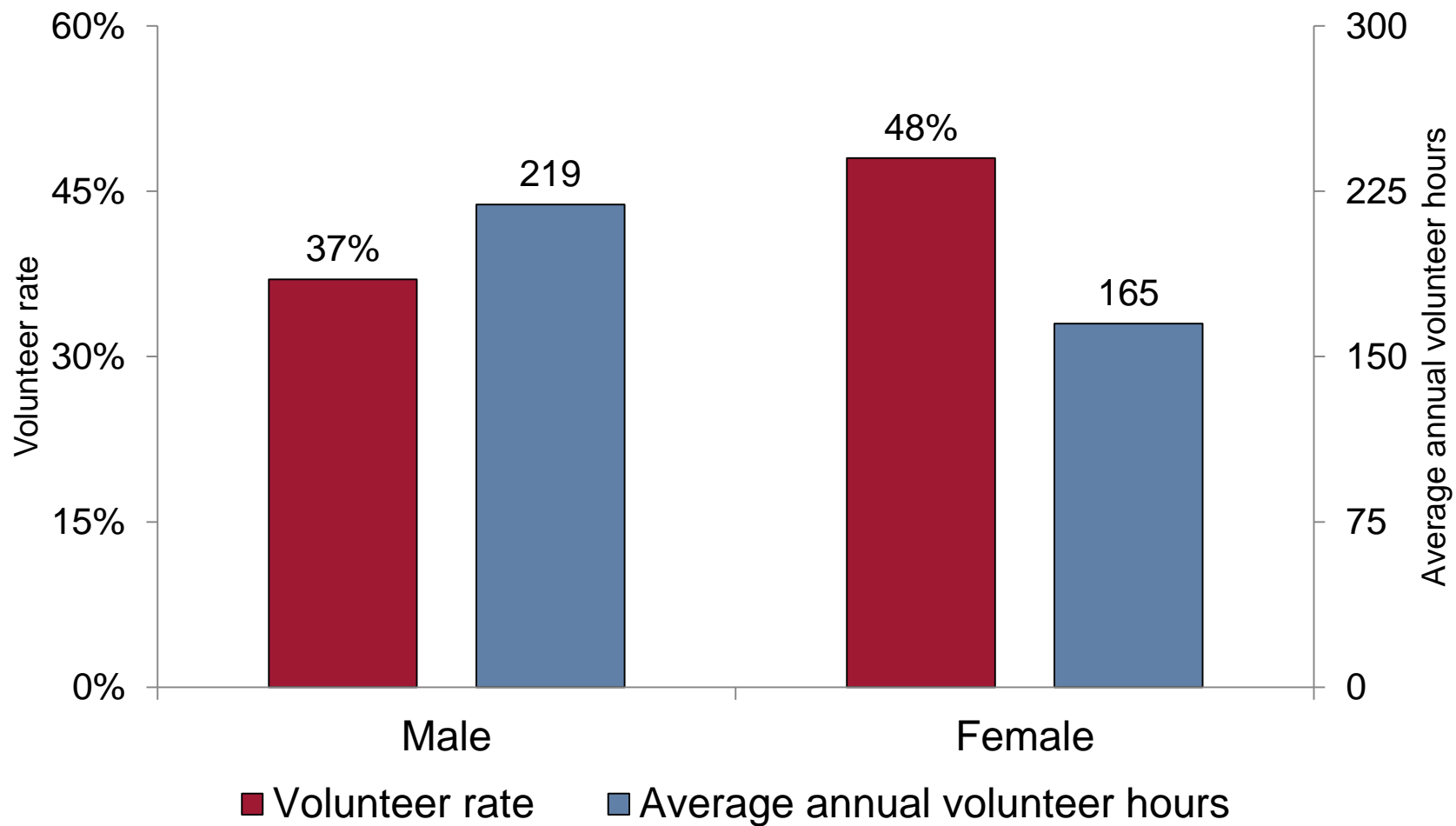
Volunteer characteristics: Age



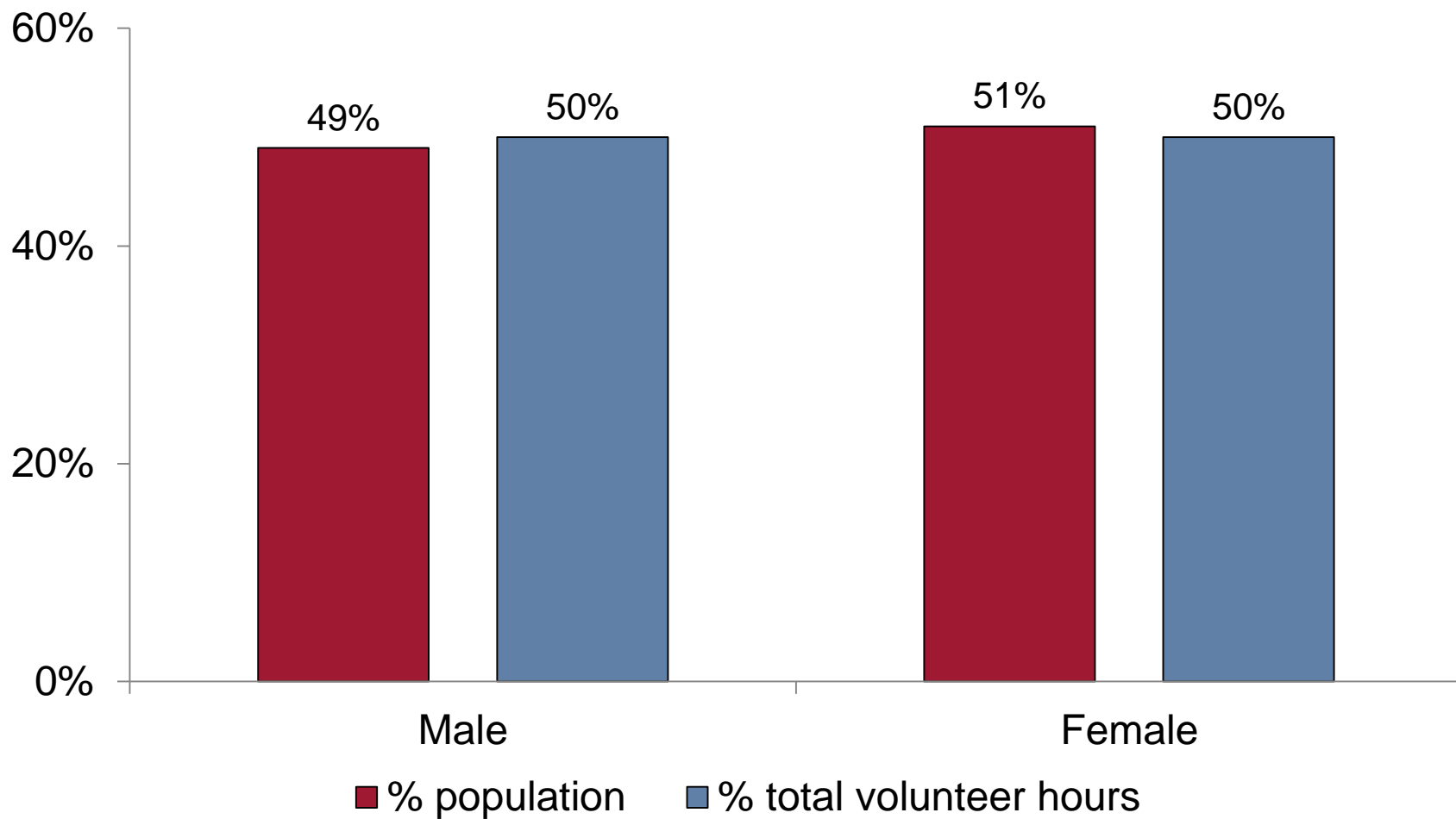
^E Use with caution

■ % population ■ % total volunteer hours

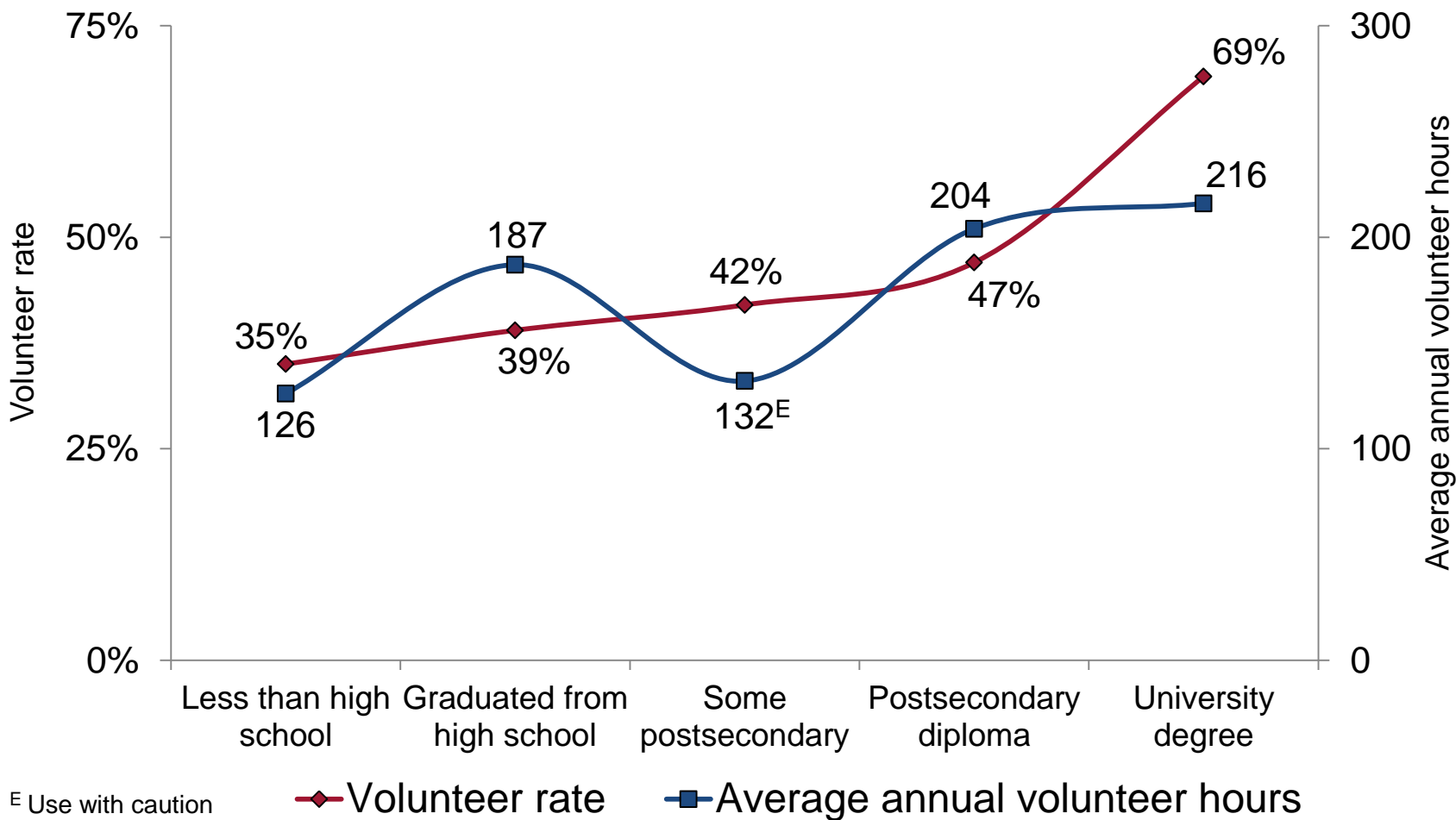
Volunteer characteristics: Sex



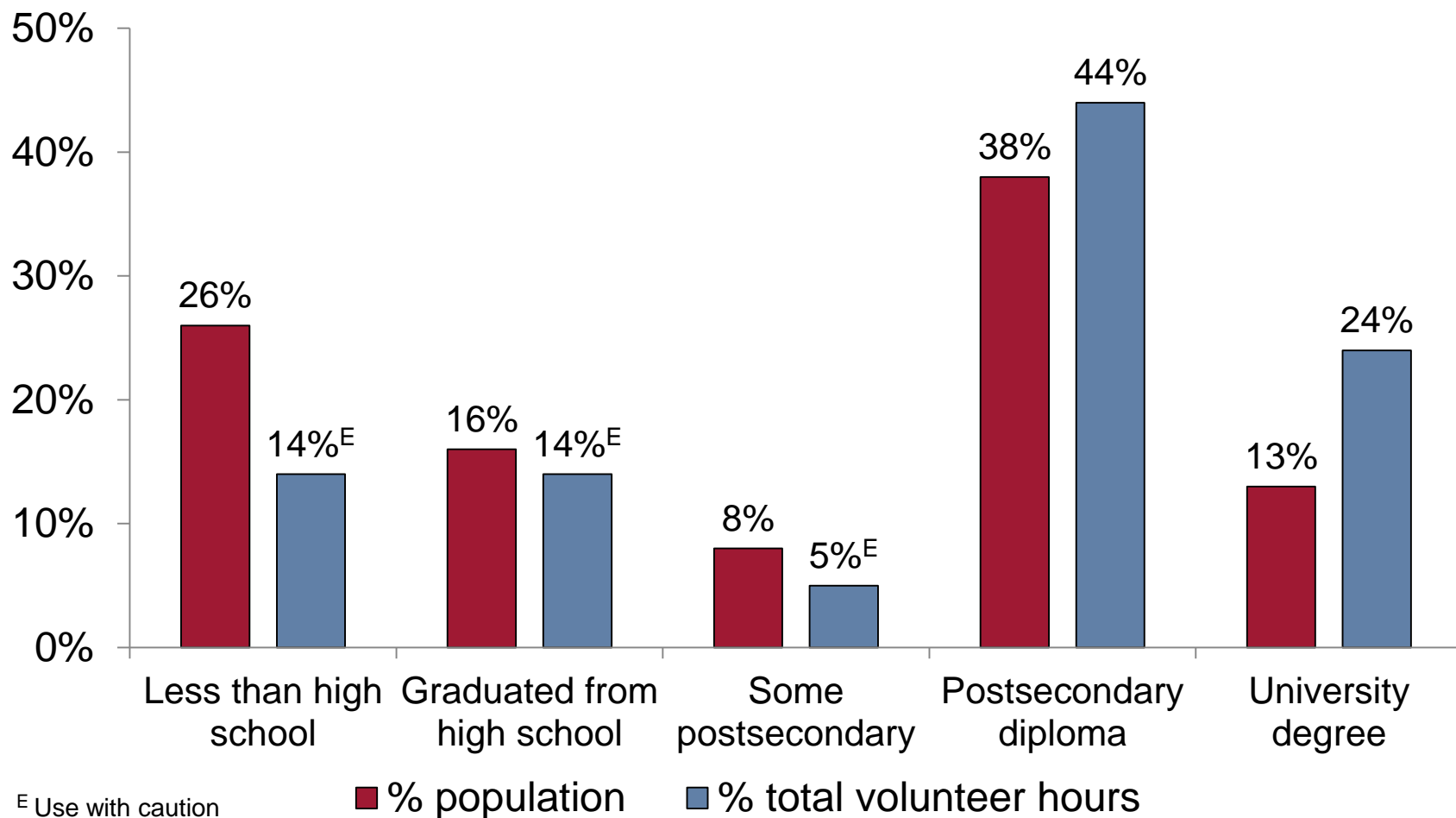
Volunteer characteristics: Sex



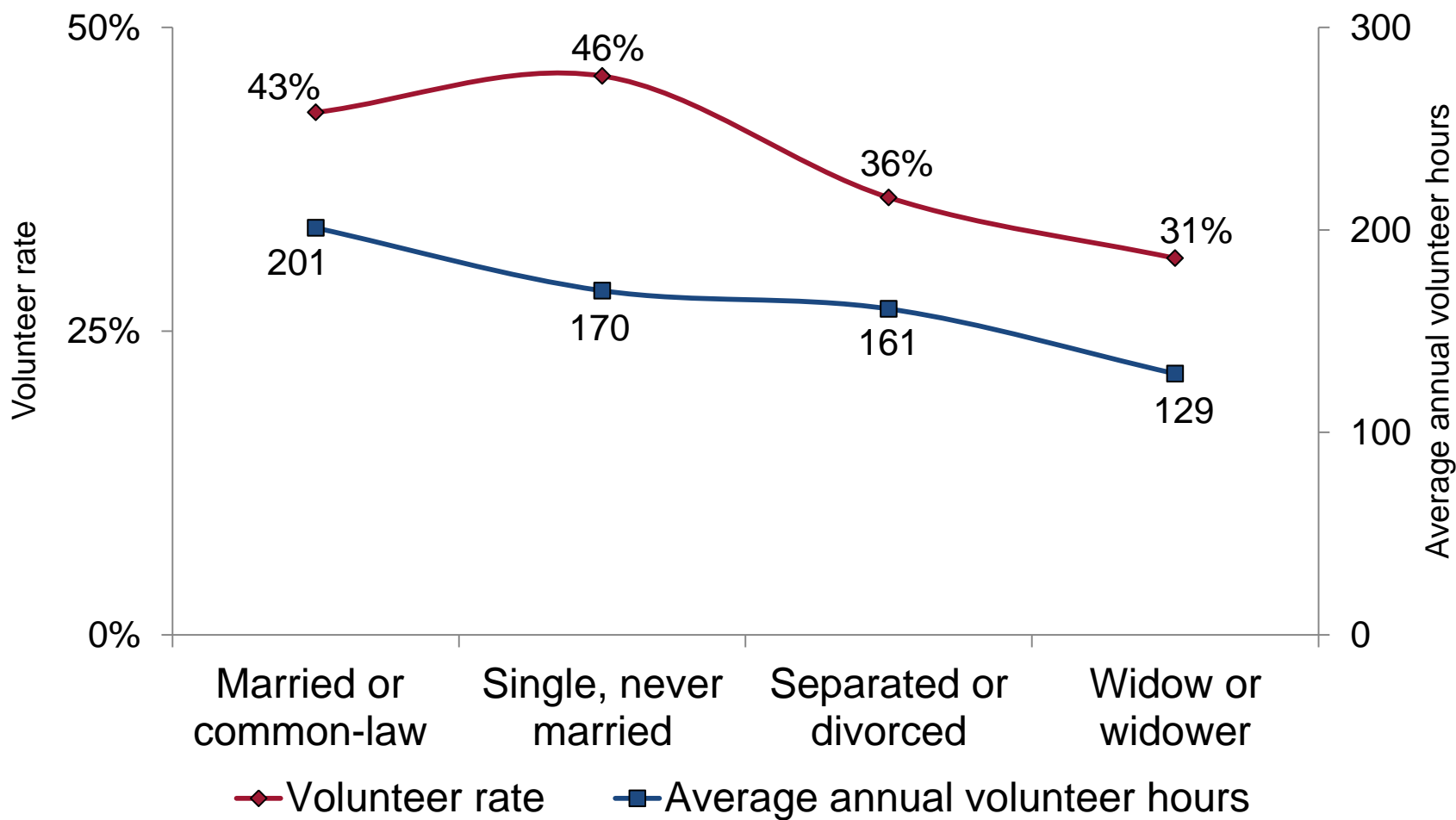
Volunteer characteristics: Education



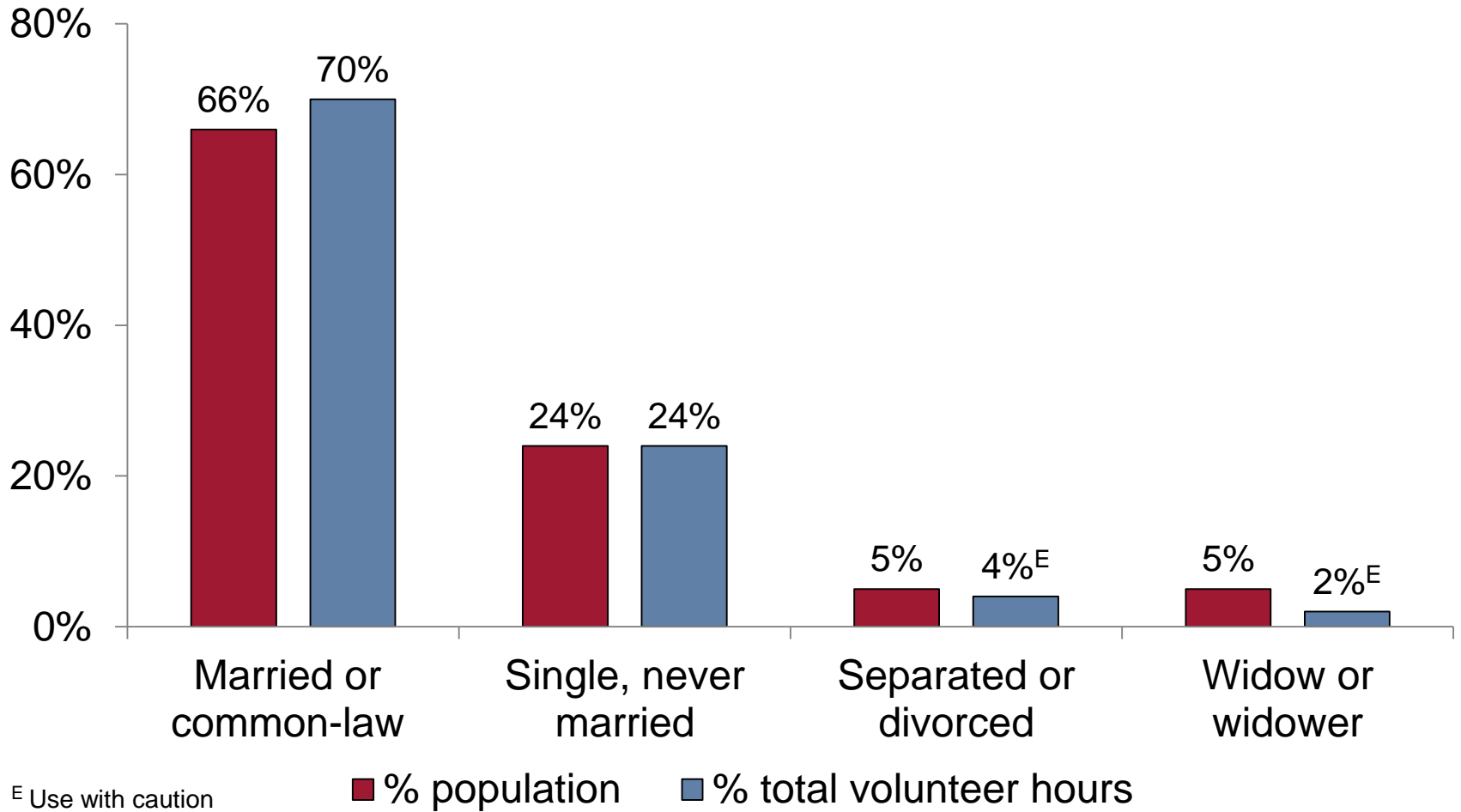
Volunteer characteristics: Education



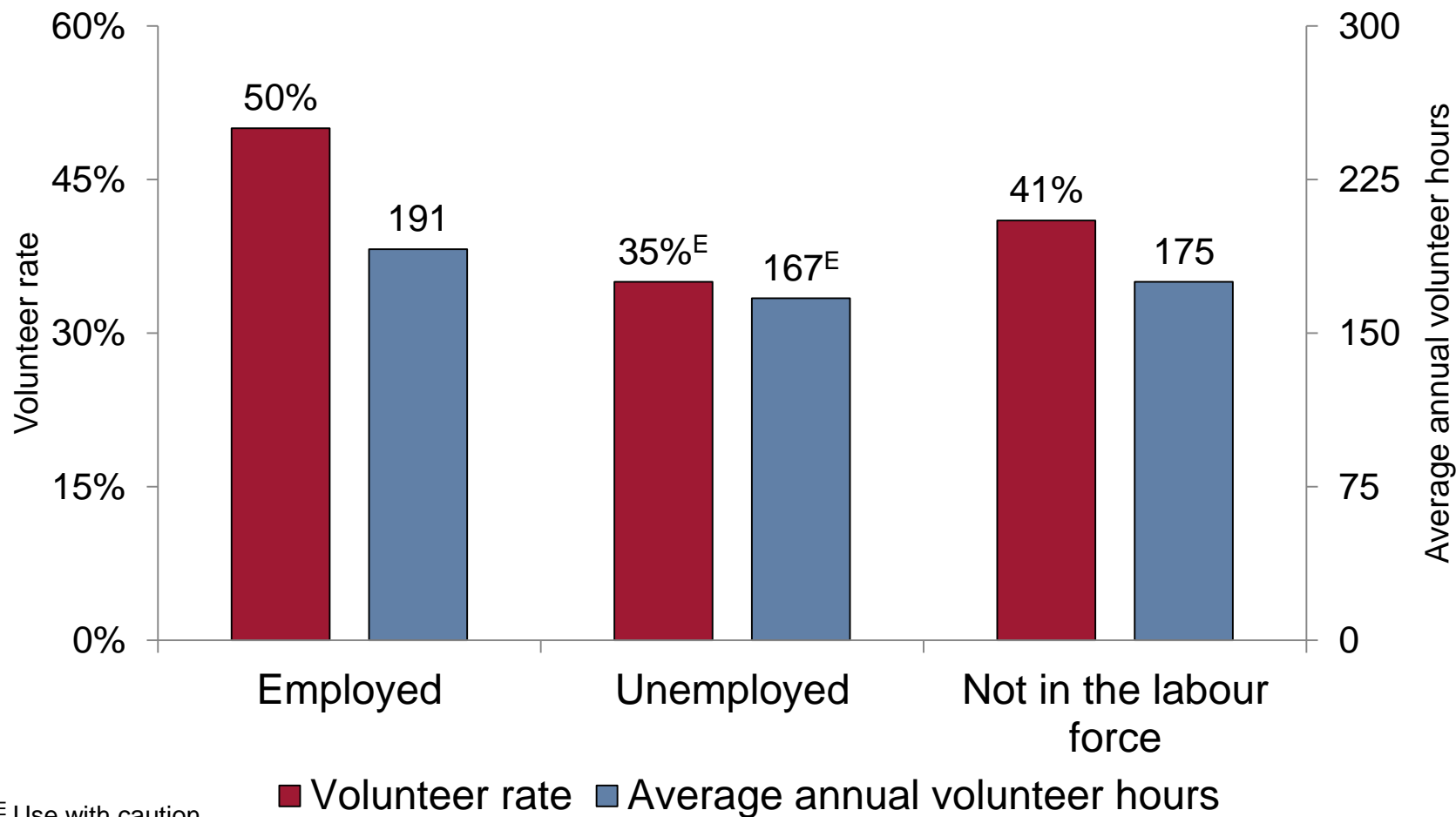
Volunteer characteristics: Marital status



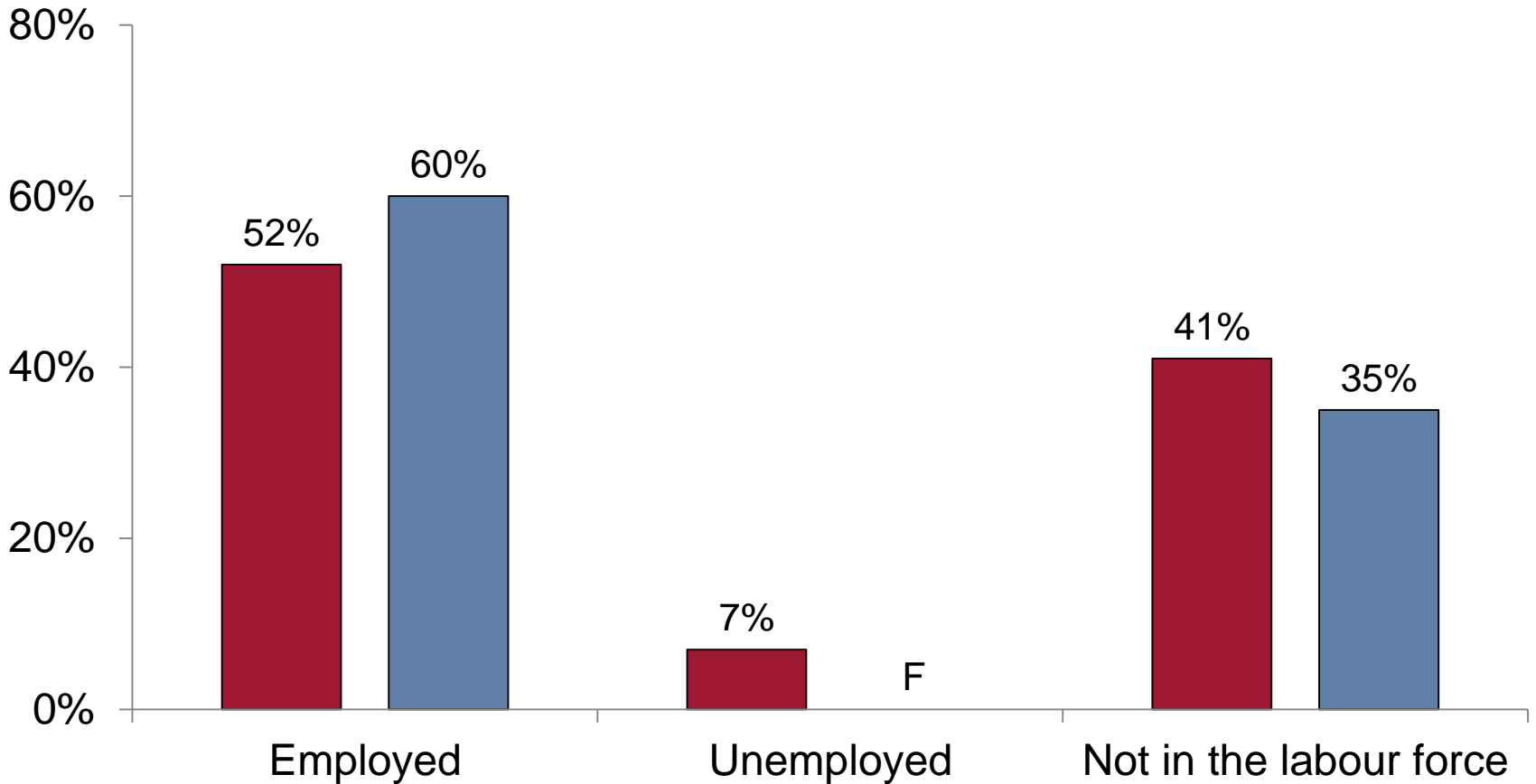
Volunteer characteristics: Marital status



Volunteer characteristics: Labour force status

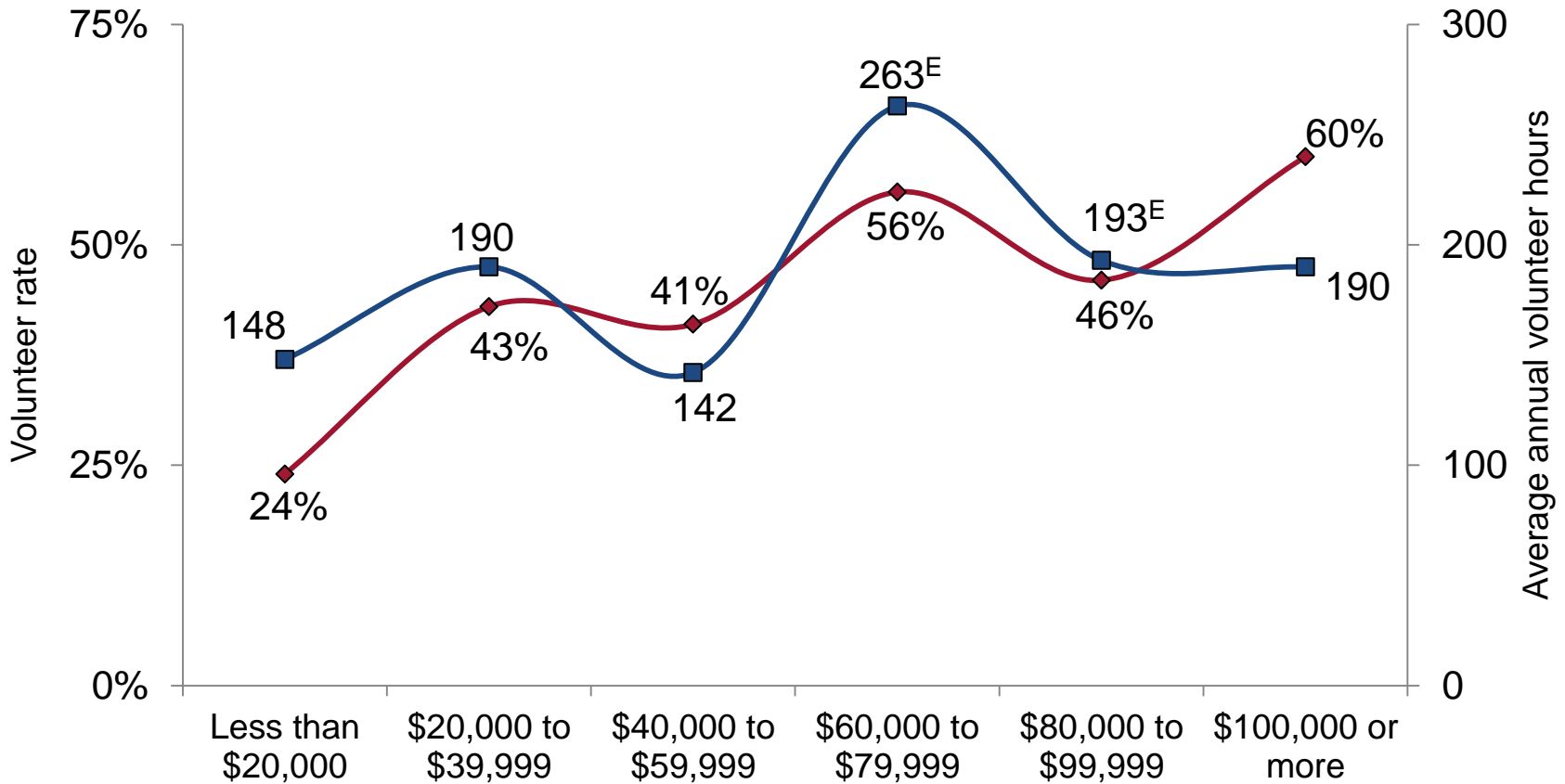


Volunteer characteristics: Labour force status



F Sample size too small to use. ■ % population ■ % total volunteer hours

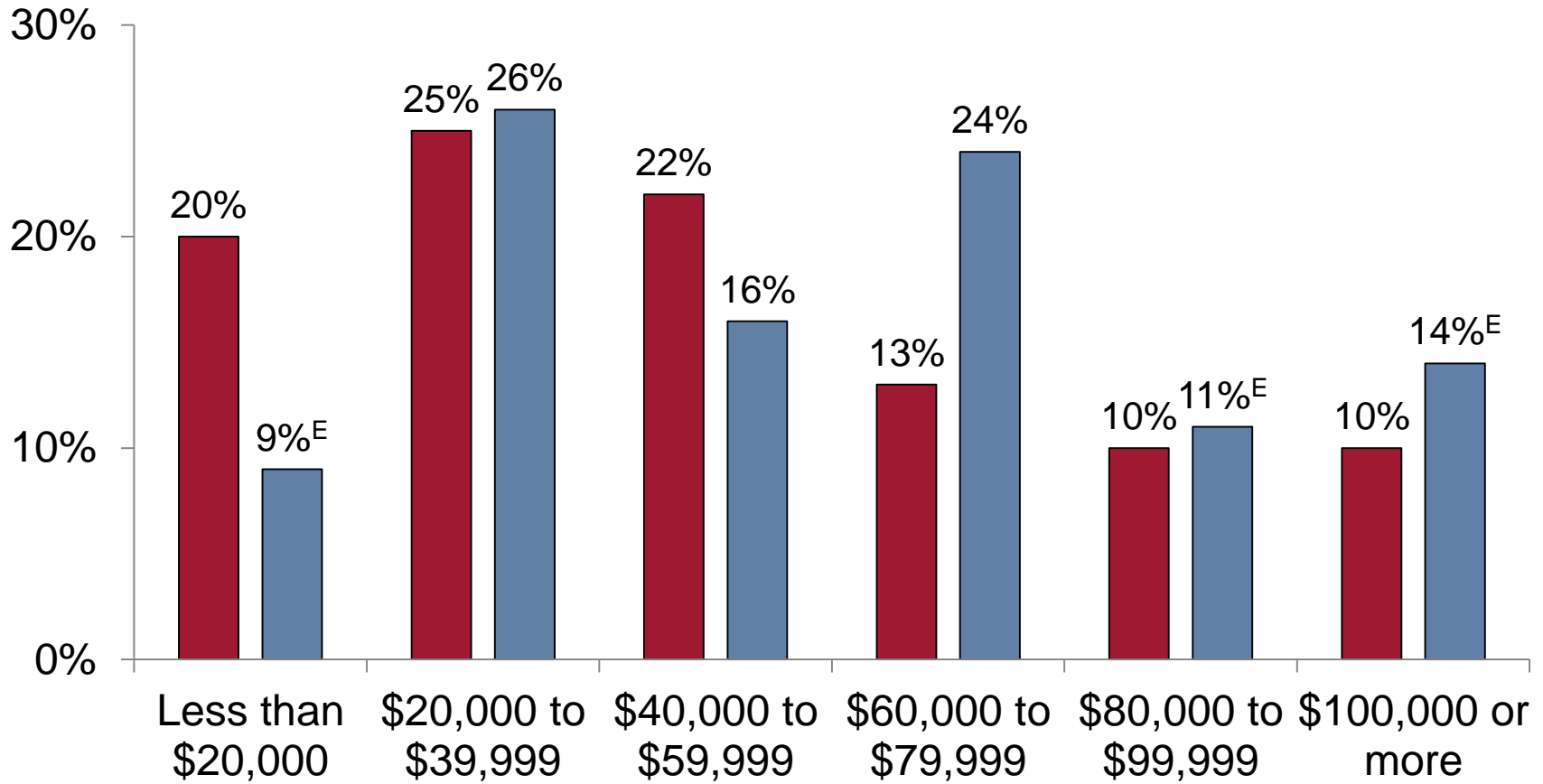
Volunteer characteristics: Household income



^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

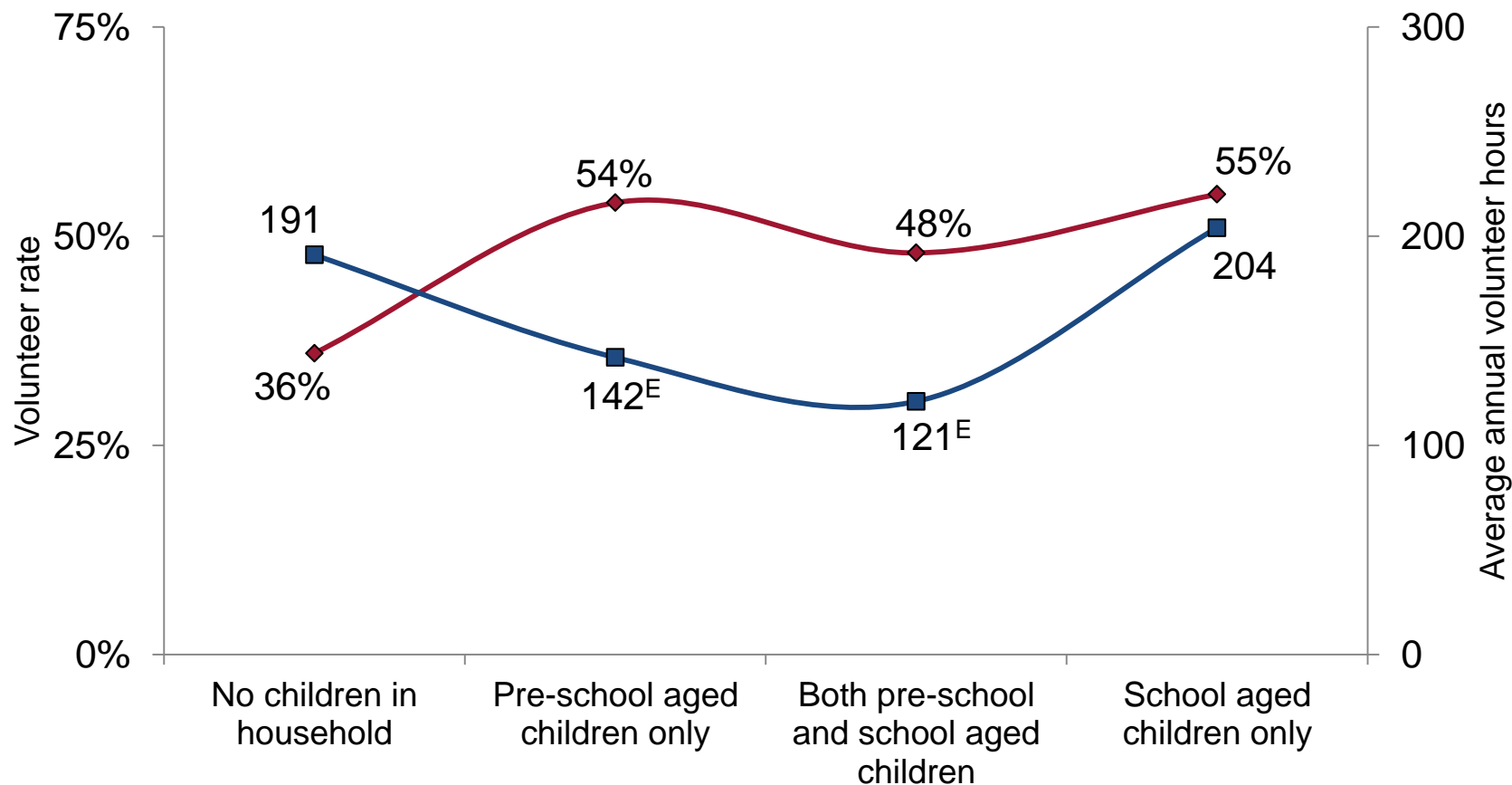
Volunteer characteristics: Household income



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■ % population ■ % total volunteer hours

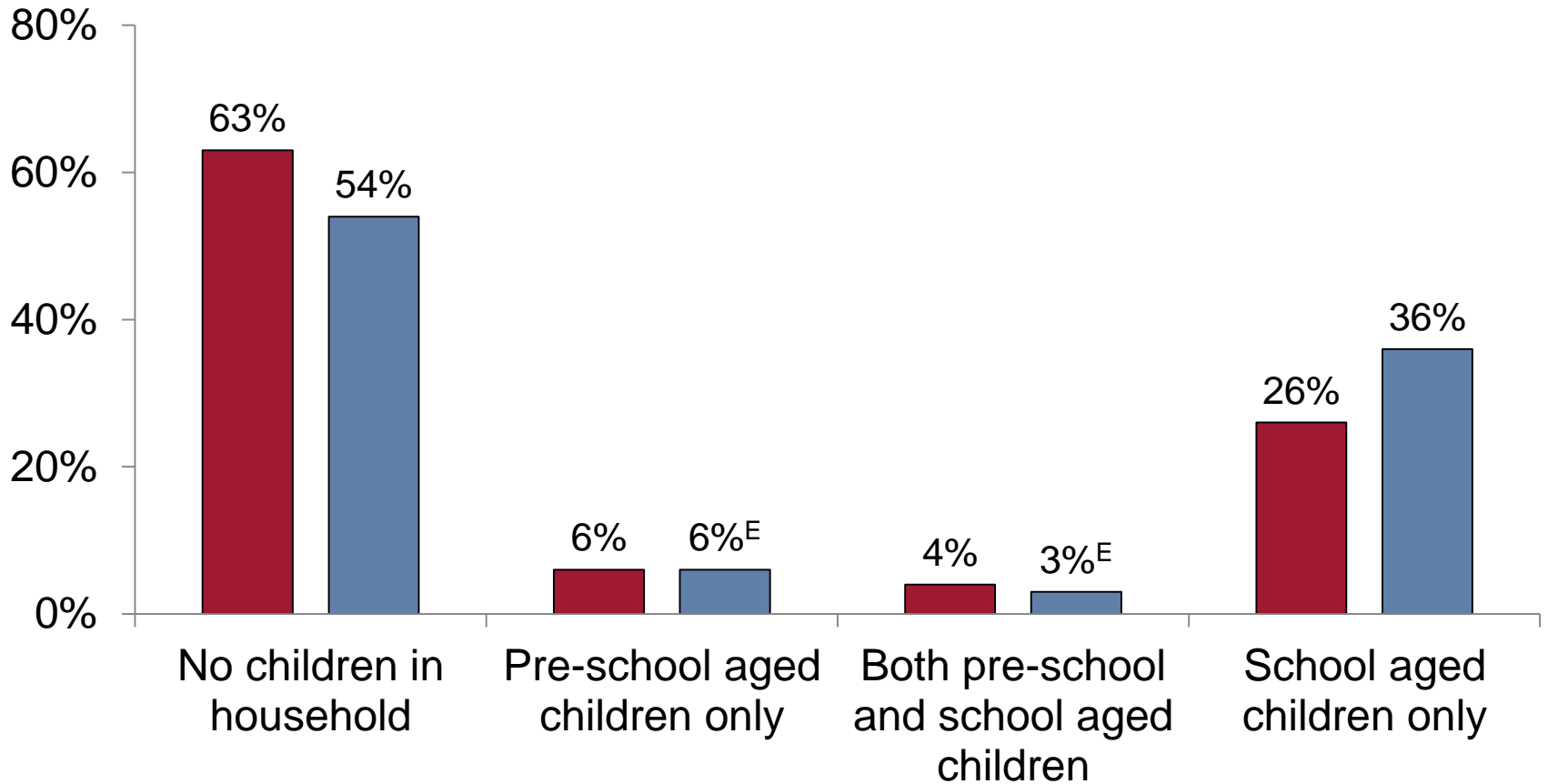
Volunteer characteristics: Presence of children



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◆ Volunteer rate ■ Average annual volunteer hours

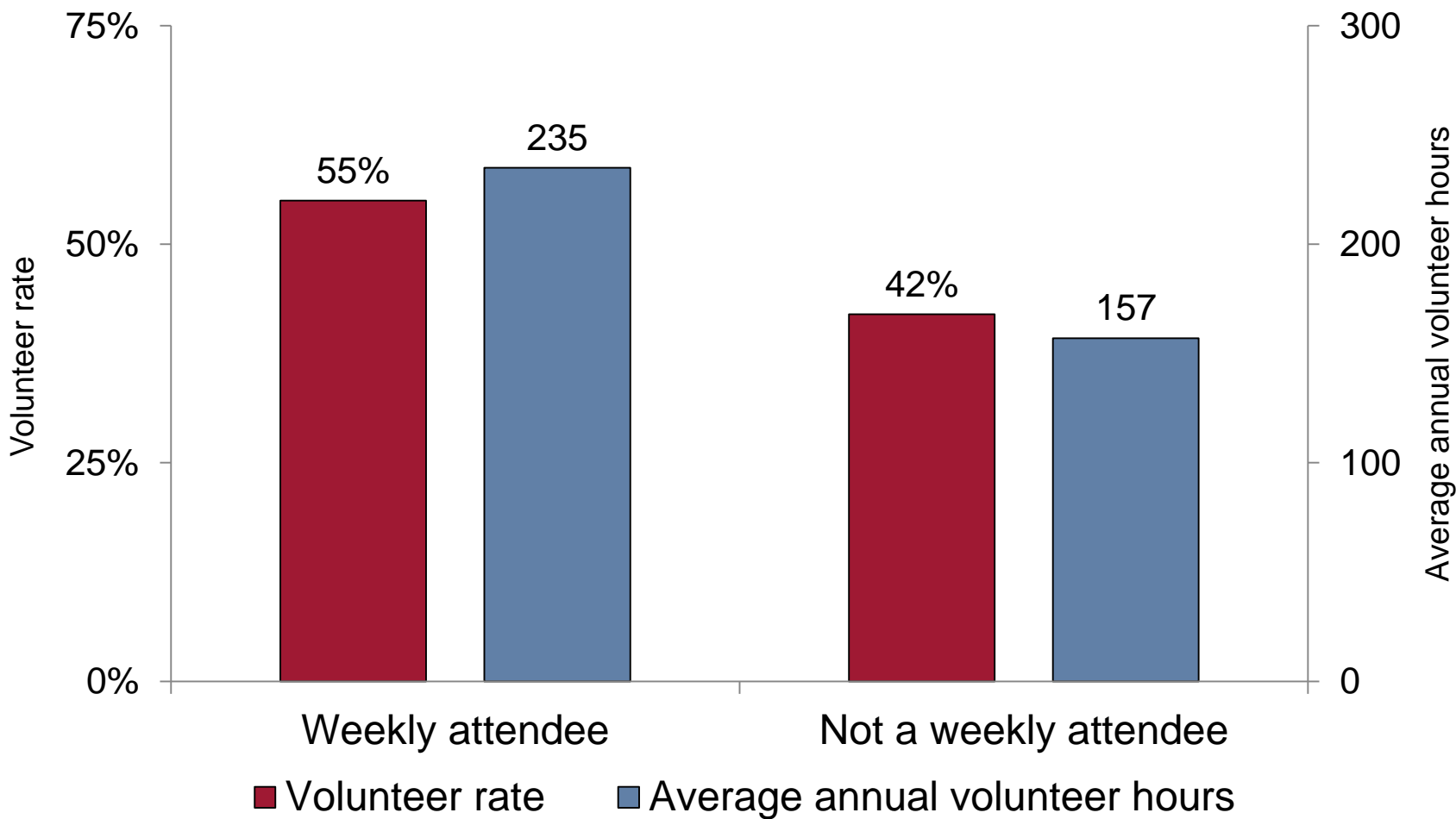
Volunteer characteristics: Presence of children



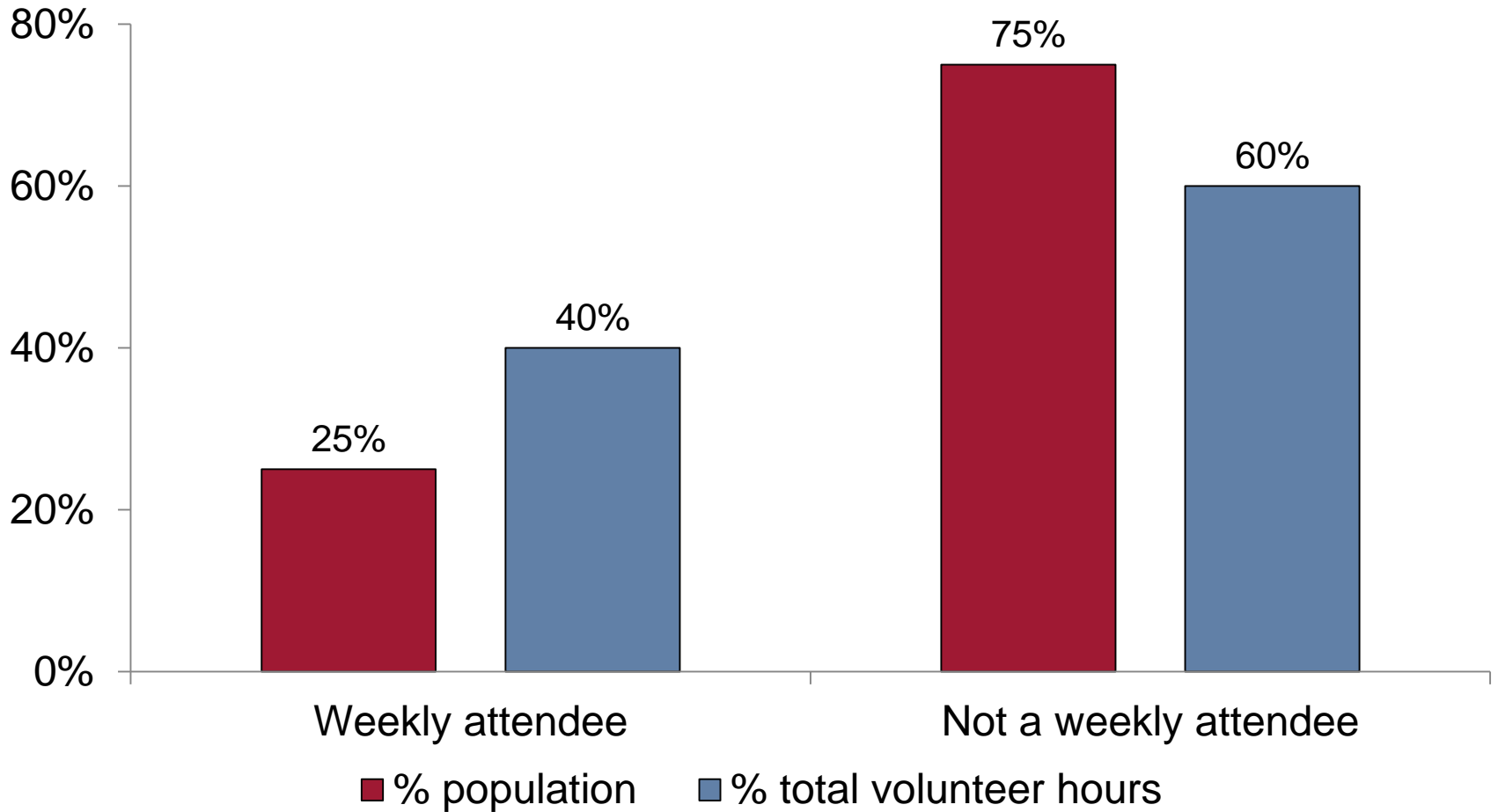
^E Use with caution

■ % population ■ % total volunteer hours

Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
 - Married or in a common-law relationship
 - Hold a postsecondary diploma or university degree
 - Employed
 - 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:

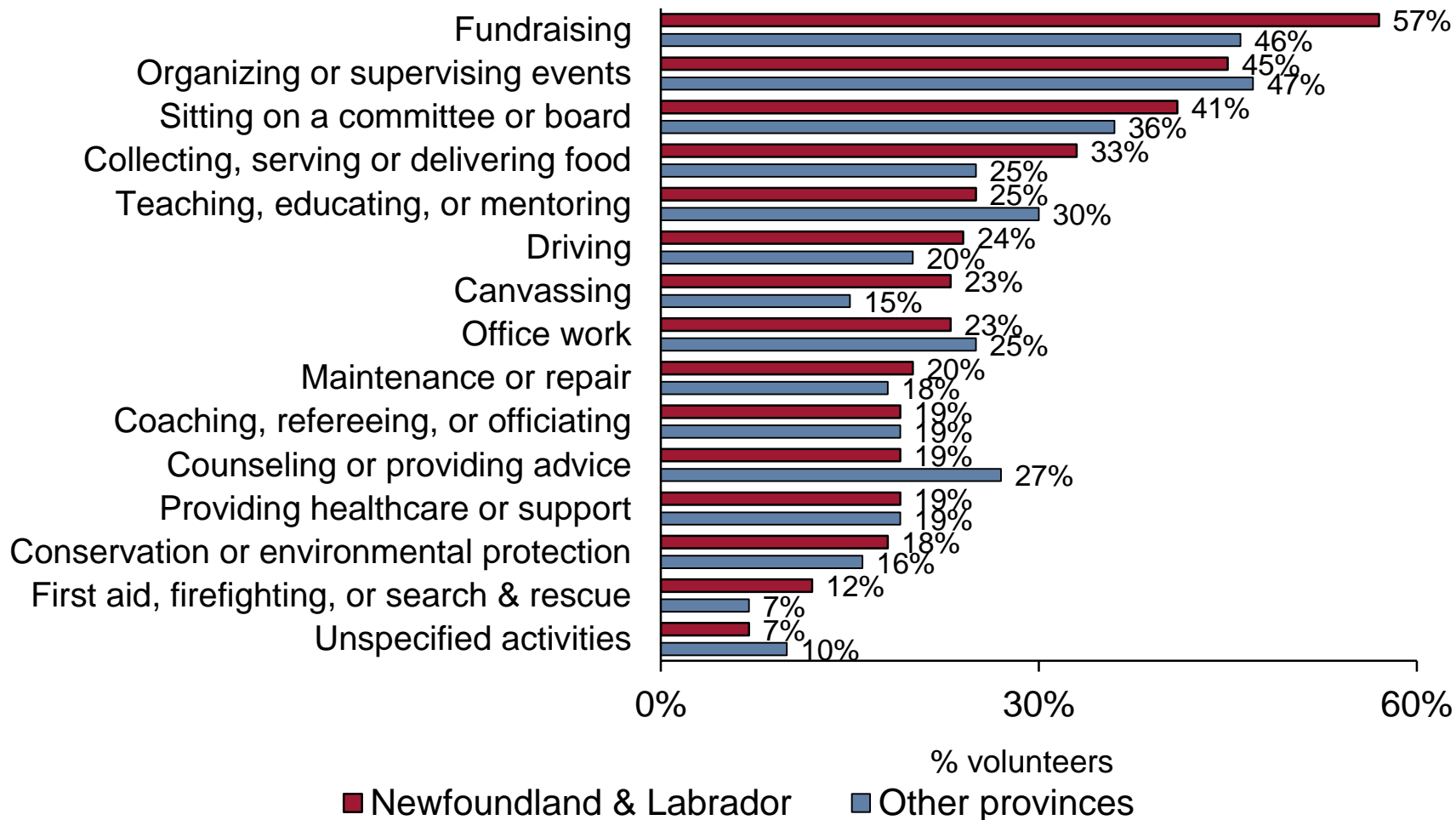
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are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

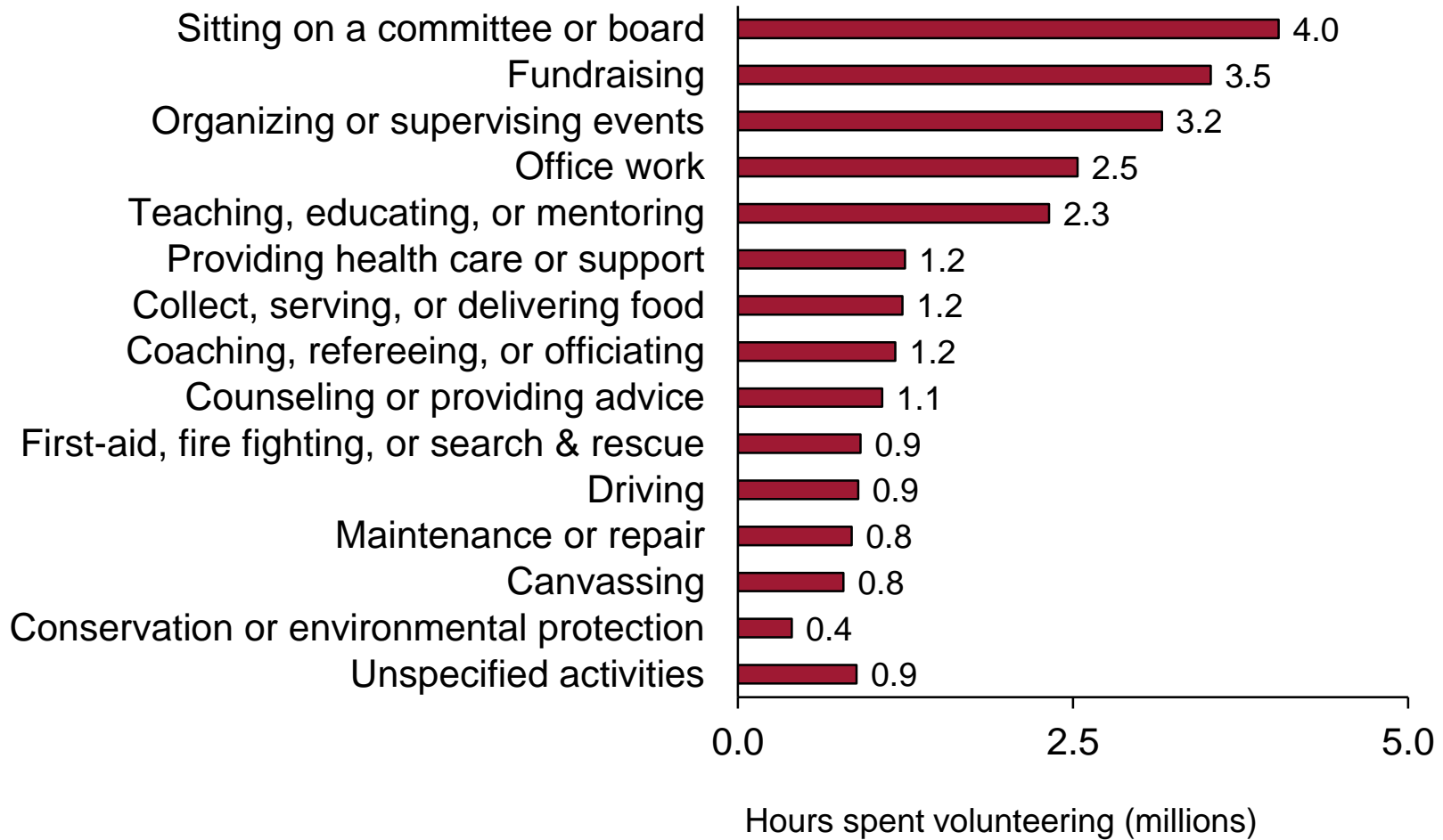
FINDINGS:

- Newfoundland and Labrador volunteers most likely to:
 - Fundraise
 - Organize or supervise events
 - Sit on committees or boards
- Pattern of activities somewhat different from other provinces:
 - More likely to fundraise, to sit on committee or board, and to canvas
 - Less likely to counsel or provide advice, or to teach, educate or mentor
- Generally, most common activities account for the most volunteer time, but not universally true

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

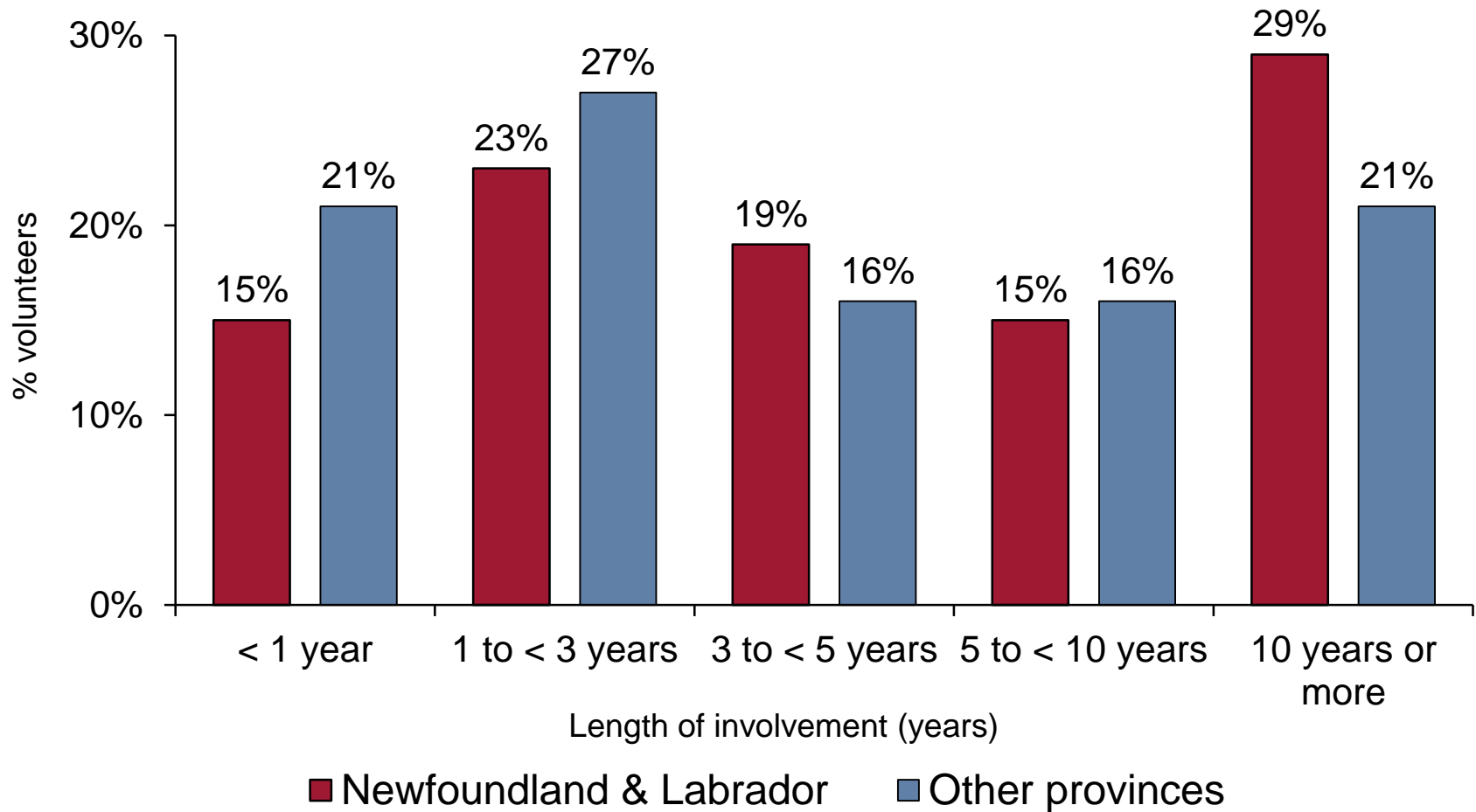
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

Length of involvement with organization

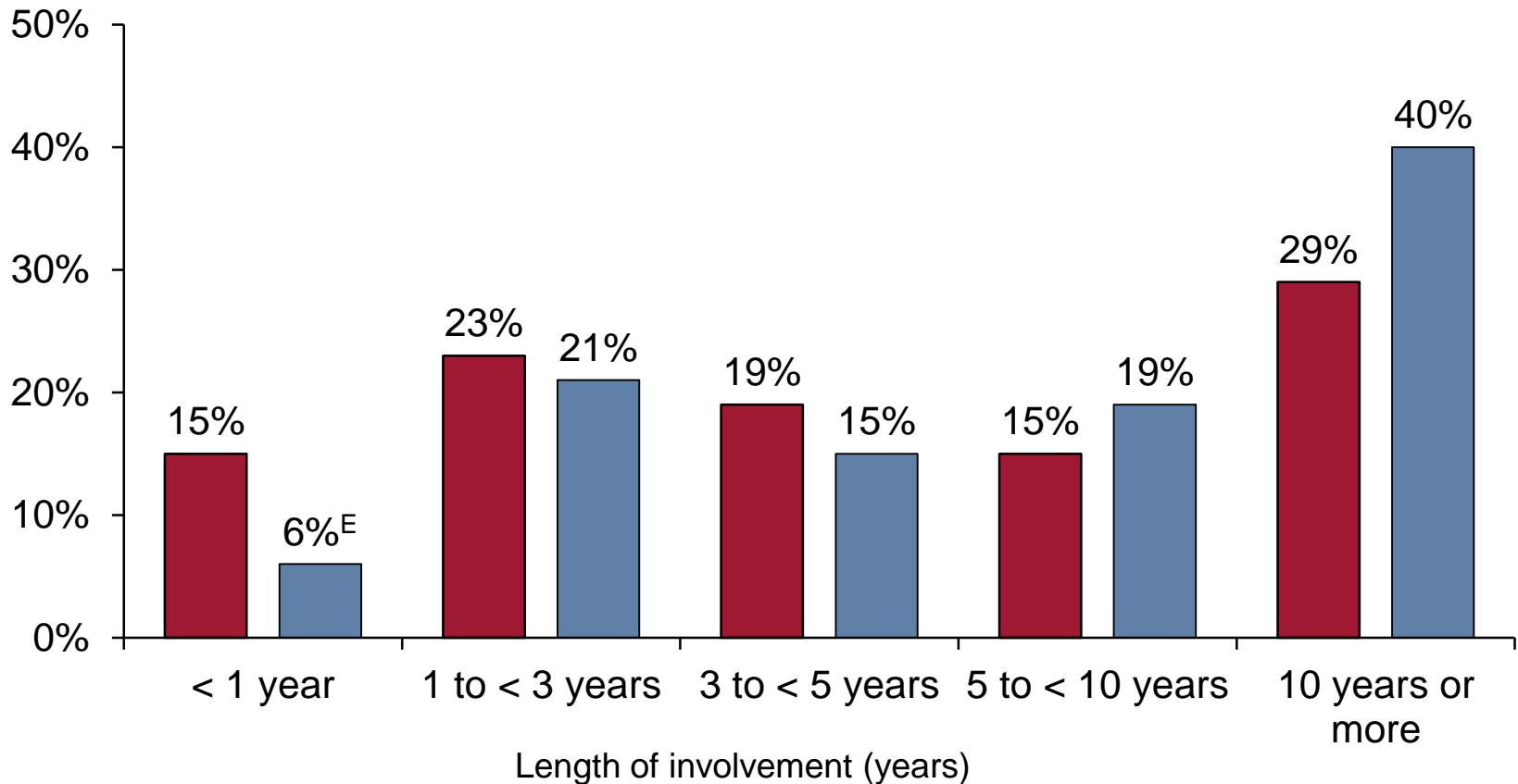
FINDINGS:

- Almost half of volunteers have been involved with organization for 5 years or more
- Just 15% have been involved for less than a year
- Newfoundland and Labrador volunteers more likely than volunteers from other provinces to have been involved for 10 years or more
- Those who have been involved for 5 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

■ % volunteers

■ % total volunteer hours

Length of involvement with organization

IMPLICATIONS:

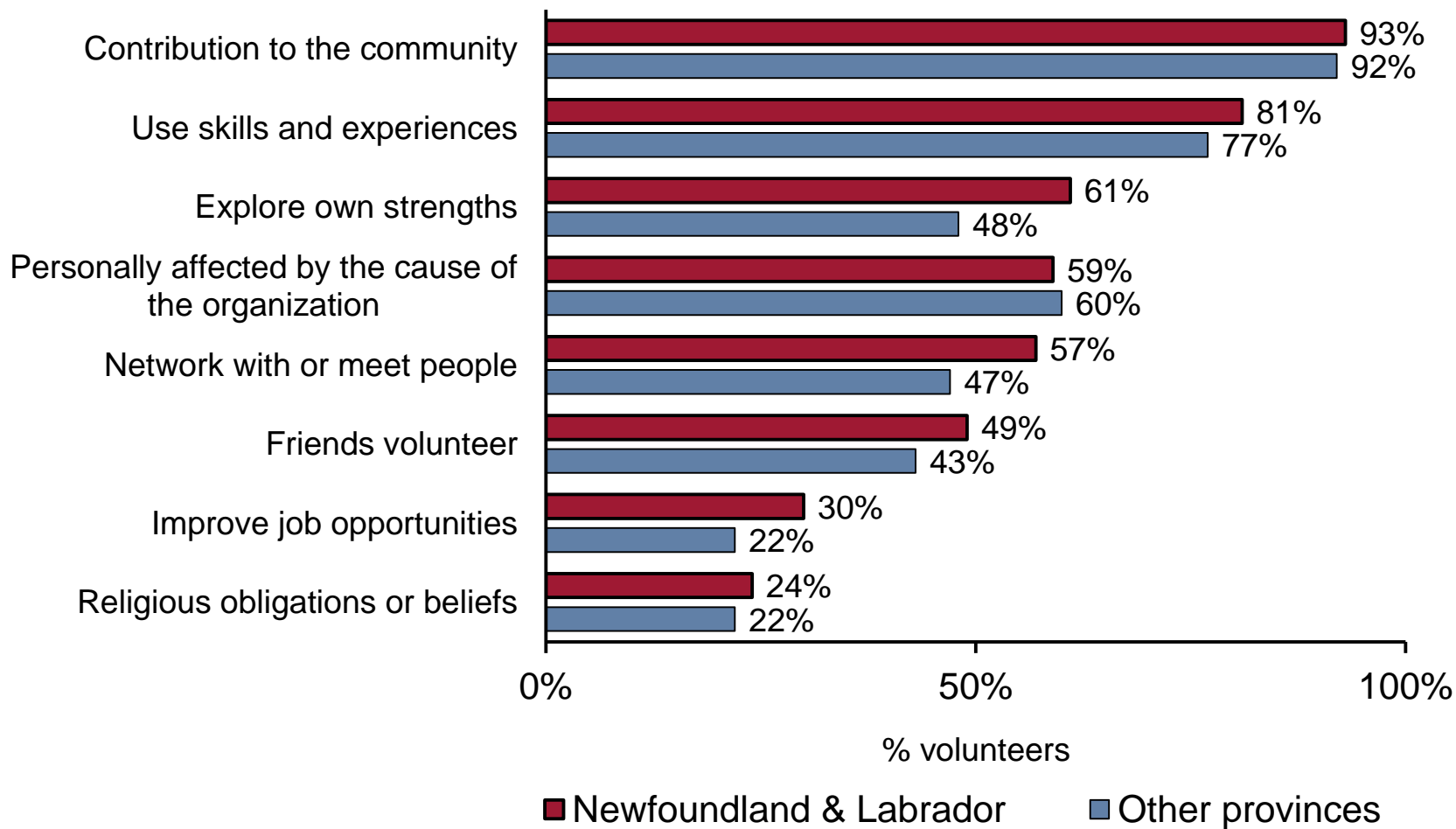
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes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

- Newfoundlanders and Labradorians most likely to volunteer because:
 - Want to make a contribution to the community
 - Use their skills and experiences
- More likely than volunteers in other provinces to report a number of motivations, including:
 - Desire to explore their own strengths
 - Desire to meet or network with other people
 - Friends volunteer
 - Improved job opportunities
 - Religious obligations or beliefs

Motivations

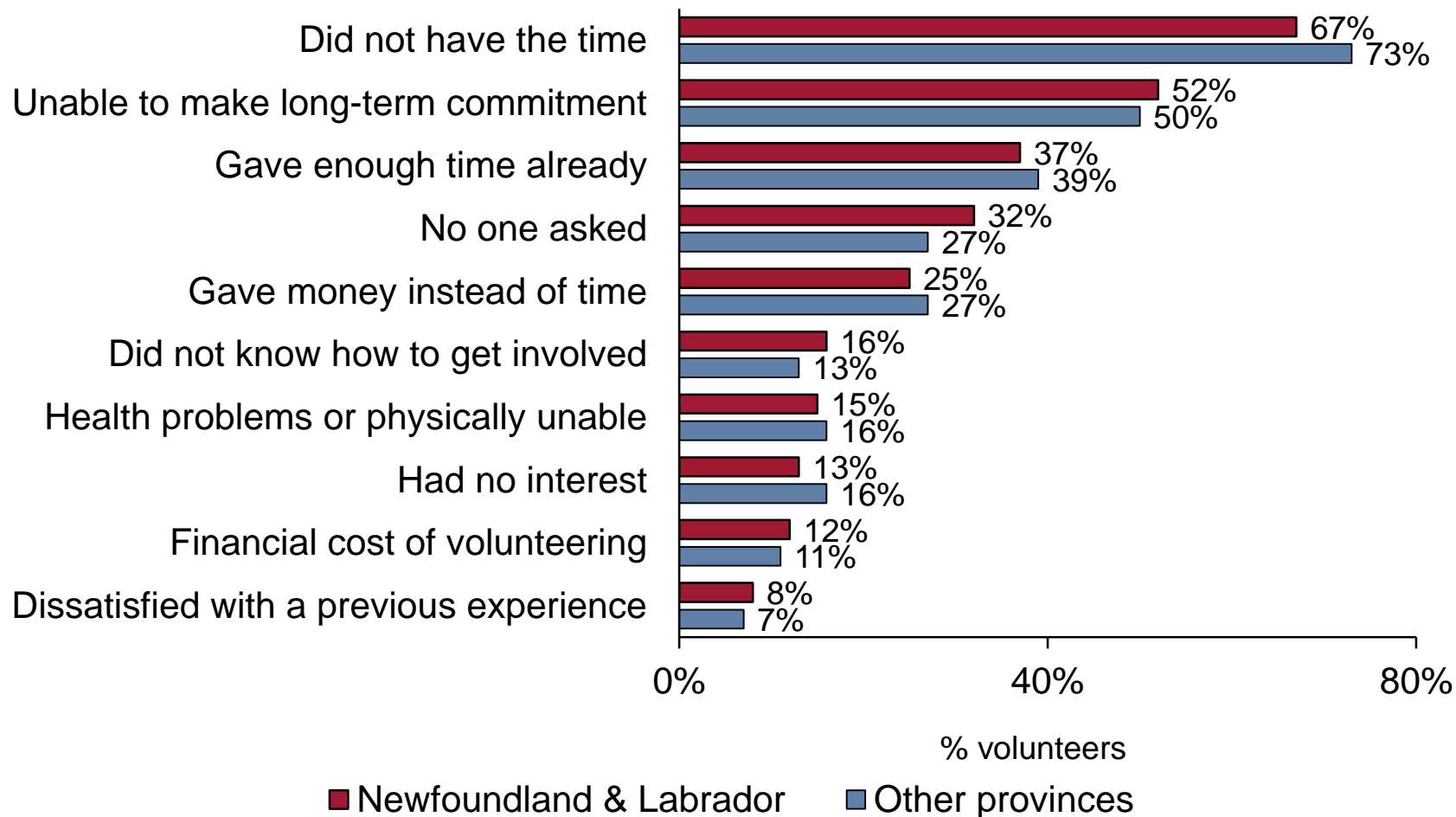


Barriers

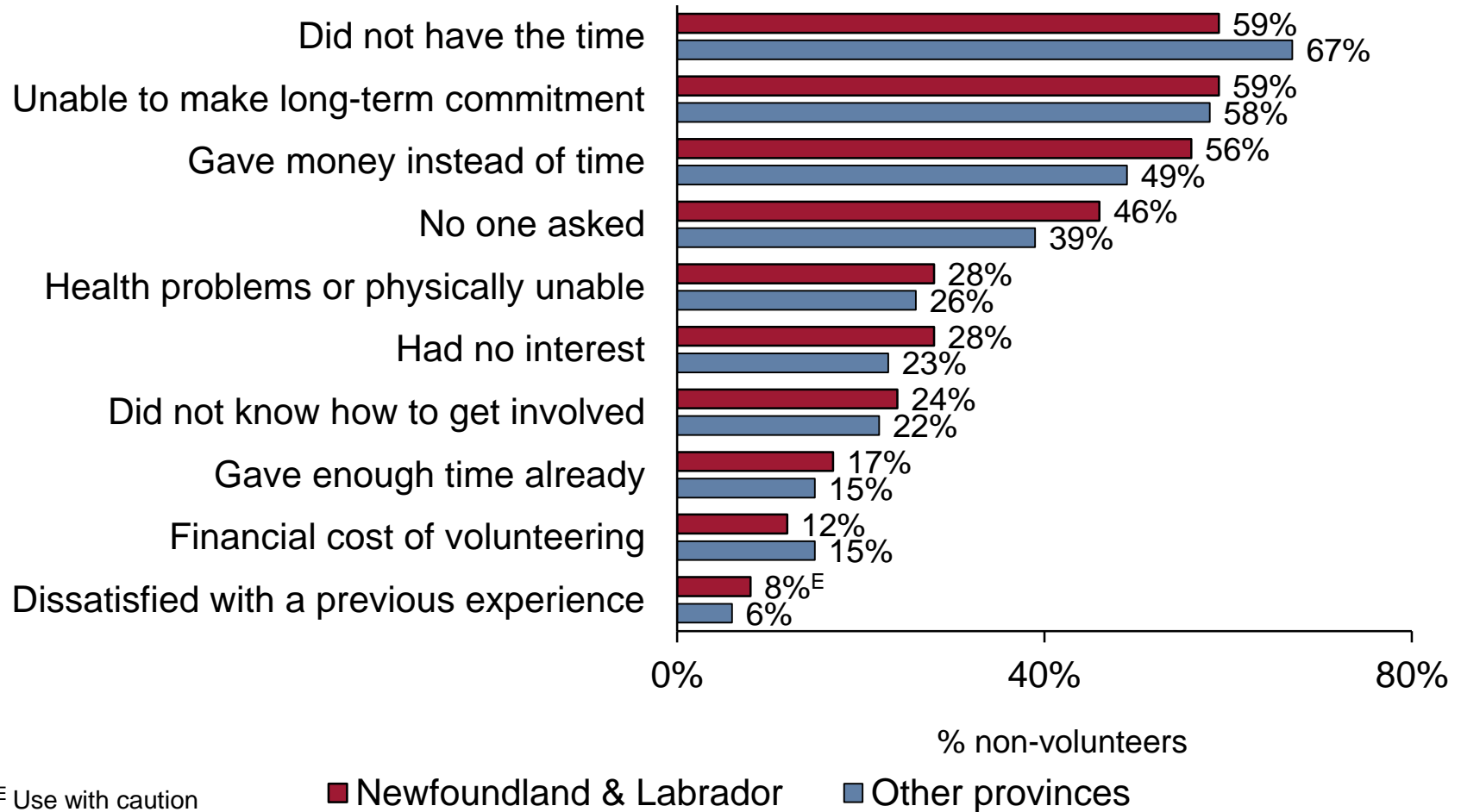
FINDINGS:

- Newfoundlanders and Labradorians 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:
 - Financial costs of volunteering
 - Dissatisfaction with previous volunteering
- Pattern of barriers very similar to that seen in other provinces
 - Non-volunteers somewhat more likely to report a number of barriers

Barriers to volunteering more



Barriers to volunteering at all



Motivations and barriers

IMPLICATIONS:

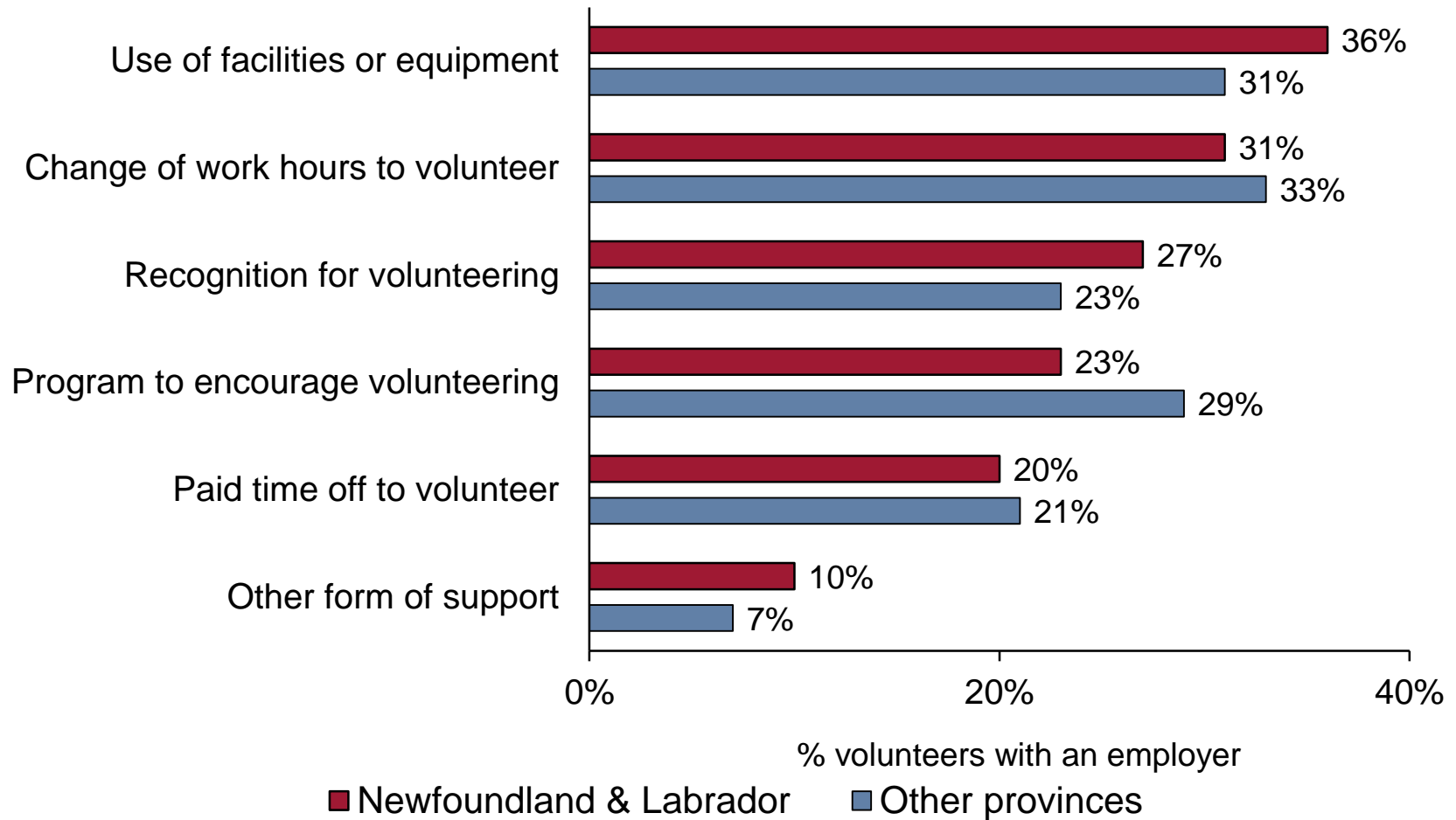
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change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

- 61% of Newfoundland and Labrador 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
- More likely to report permission to use facilities or equipment for their volunteering and volunteer recognition
- Less likely to report existence of programs to encourage volunteering

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

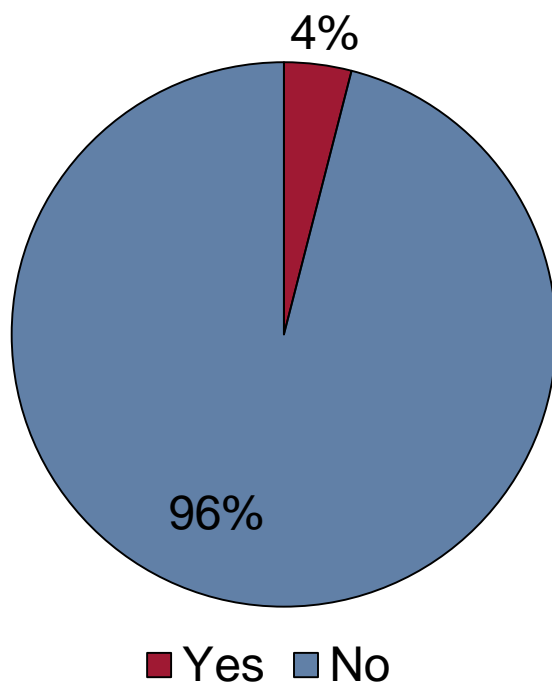
Mandatory community service

FINDINGS:

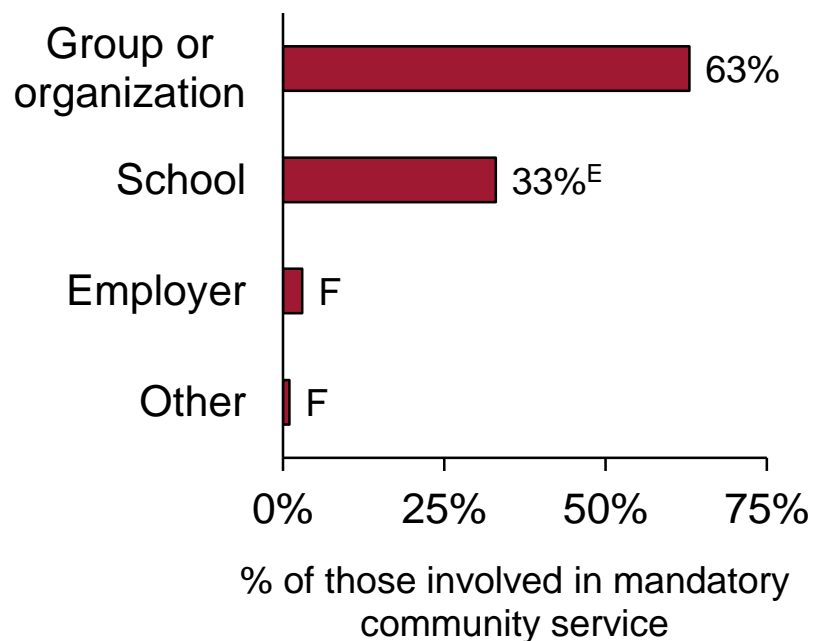
- 4% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours (3% less than the national average).
- More than half of those engaged in mandatory community service were required by the organization they volunteered for.

Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



^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

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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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