



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

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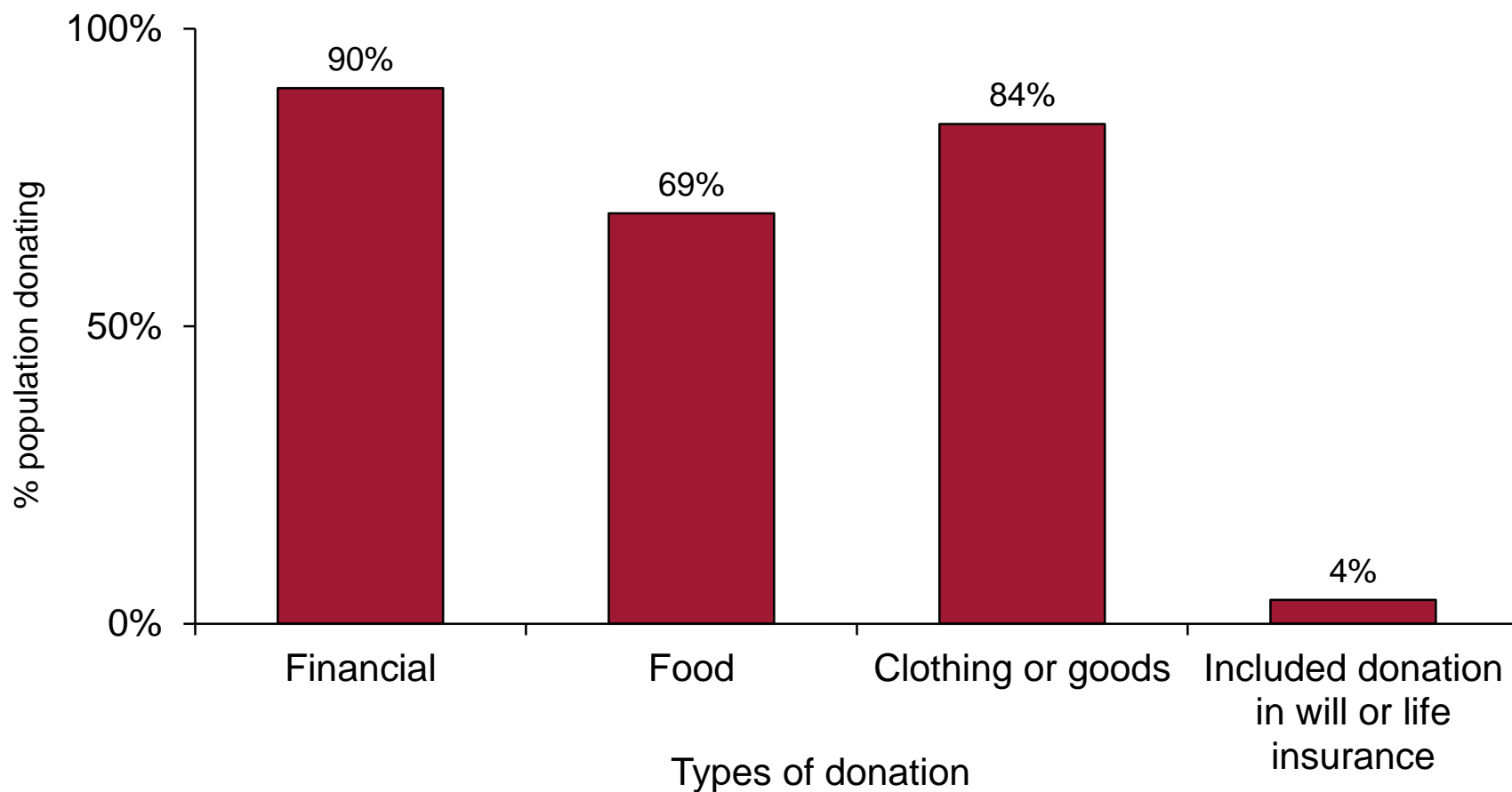
DONATING:

- Donations
- Types of organizations supported
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 - Age
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- Donation methods
- Donations and decision-making
- Motivations and barriers to giving

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- Volunteer activities
- Length of involvement
- Motivations and barriers
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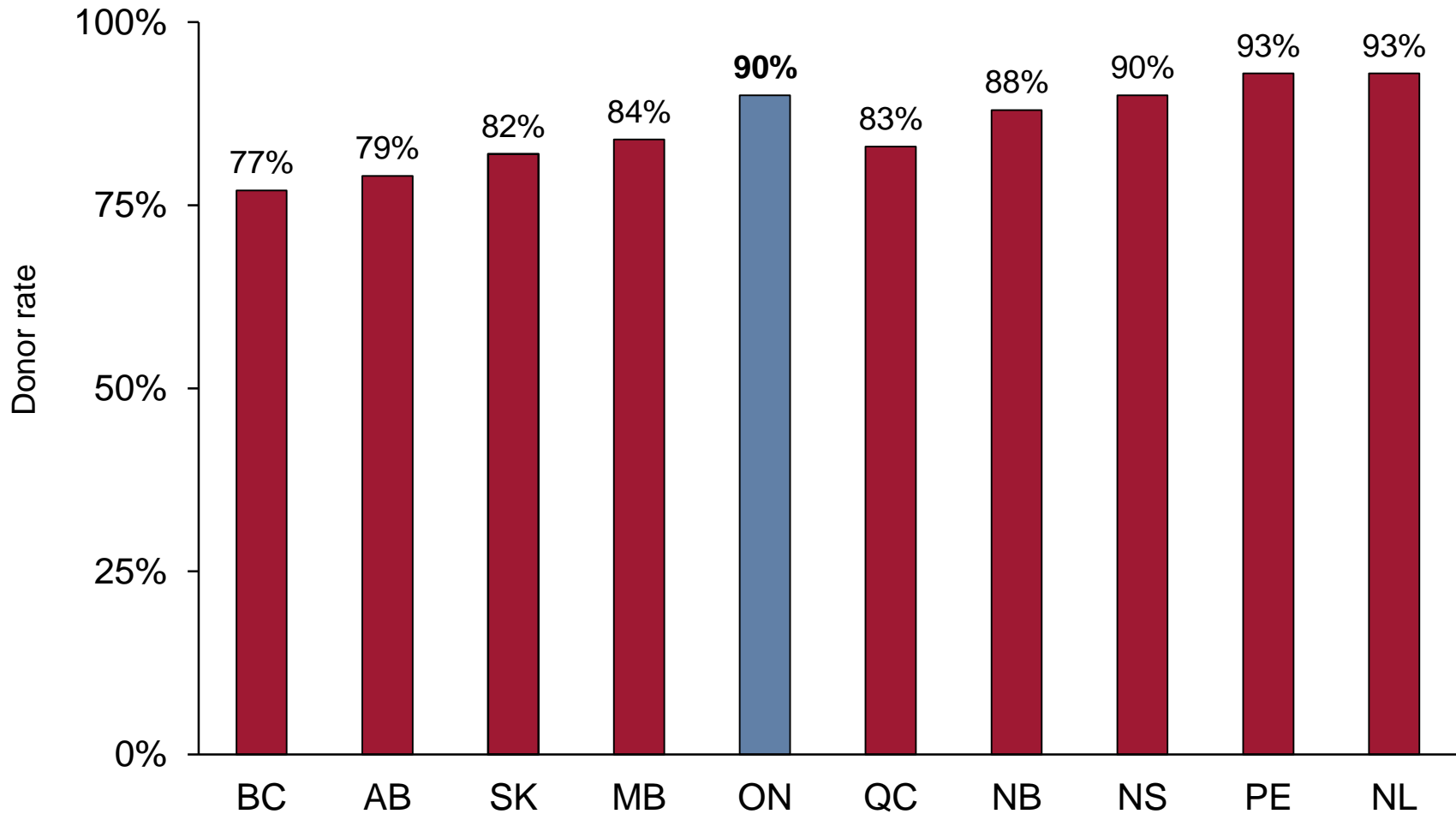
Types of donation



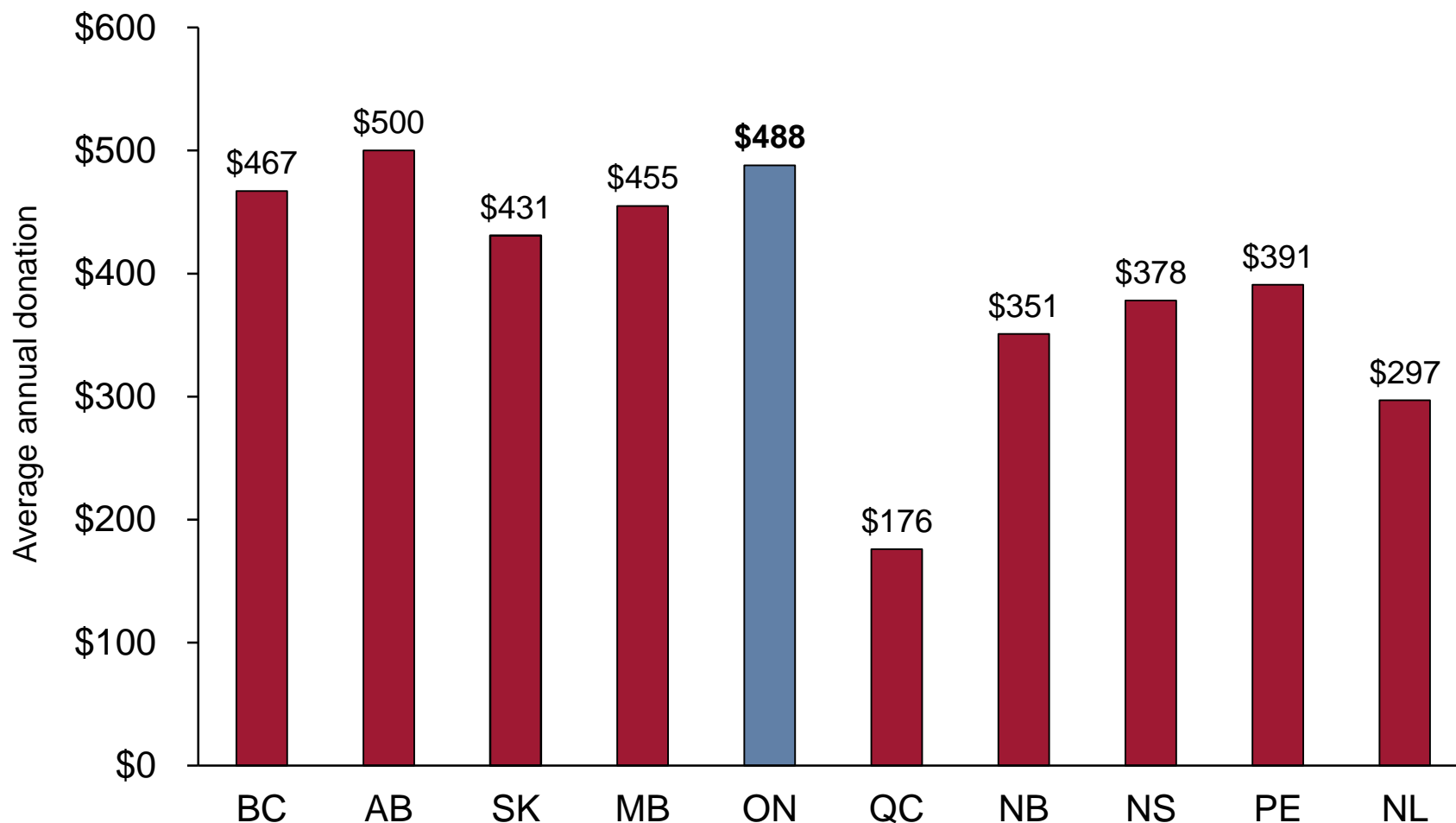
Financial donations

- 90% of Ontarians (9,000,000 residents) made financial donations in 2004
 - 85% of Canadians donated
- Ontarian donors each donated an average of \$488, with a median donation amount of \$150
 - Canadian donors contributed an average of \$400 each, with a median donation of \$120
- Ontario donors collectively contributed \$4.4 billion

Donor rate



Average annual donation

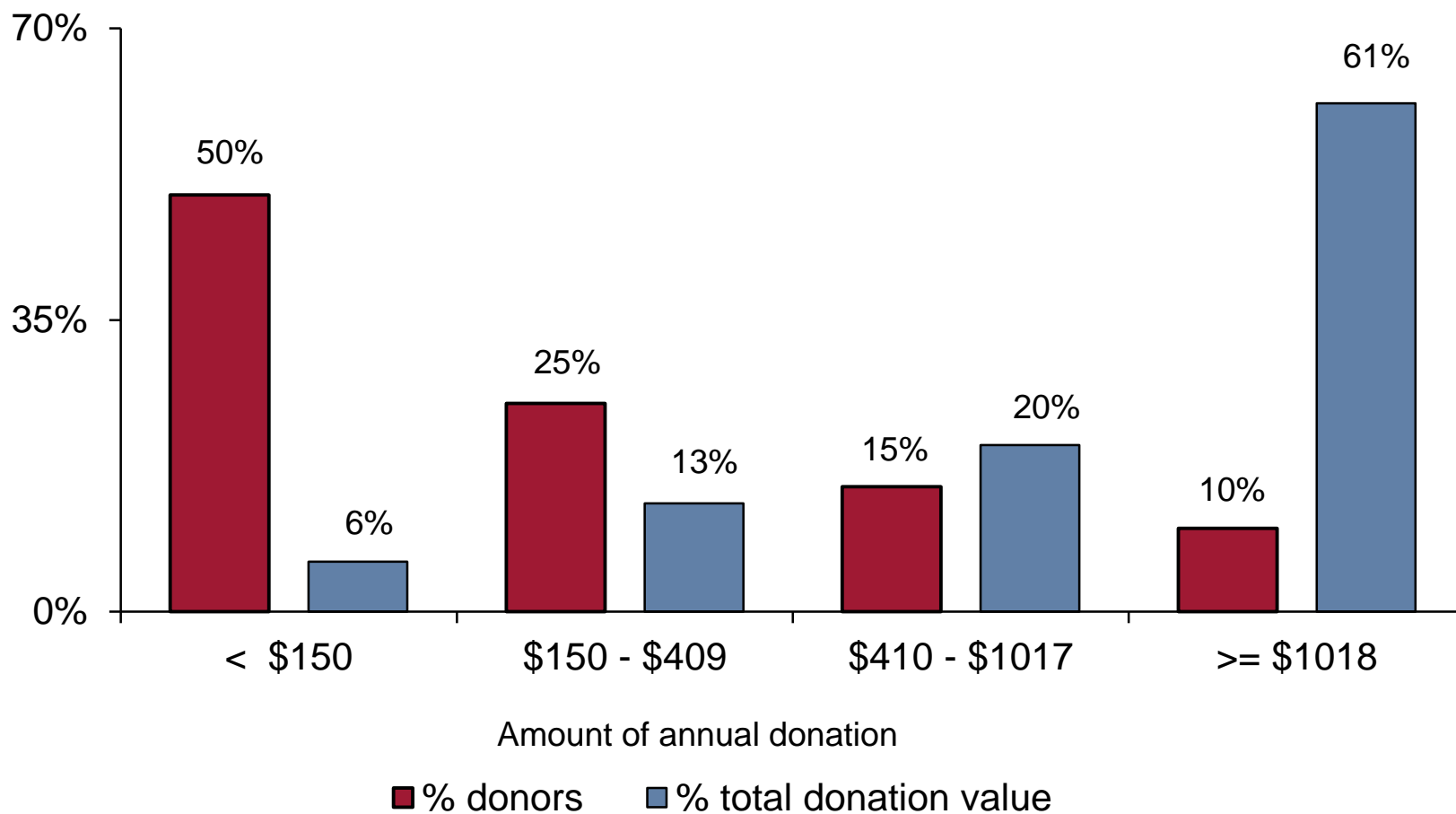


Concentration of support

FINDINGS:

- Although a very large percentage of Ontario's residents donated, a small minority of them contributed most of the money
 - The 10% of donors who contributed \$1,016 or more together accounted for 61% of the total value of donations
 - The top 25% of donors (\$410 or more) contributed 81% of donations
- Conversely, half of donors contributed less than \$150 annually, collectively accounting for 6% of total donations

Concentration of support

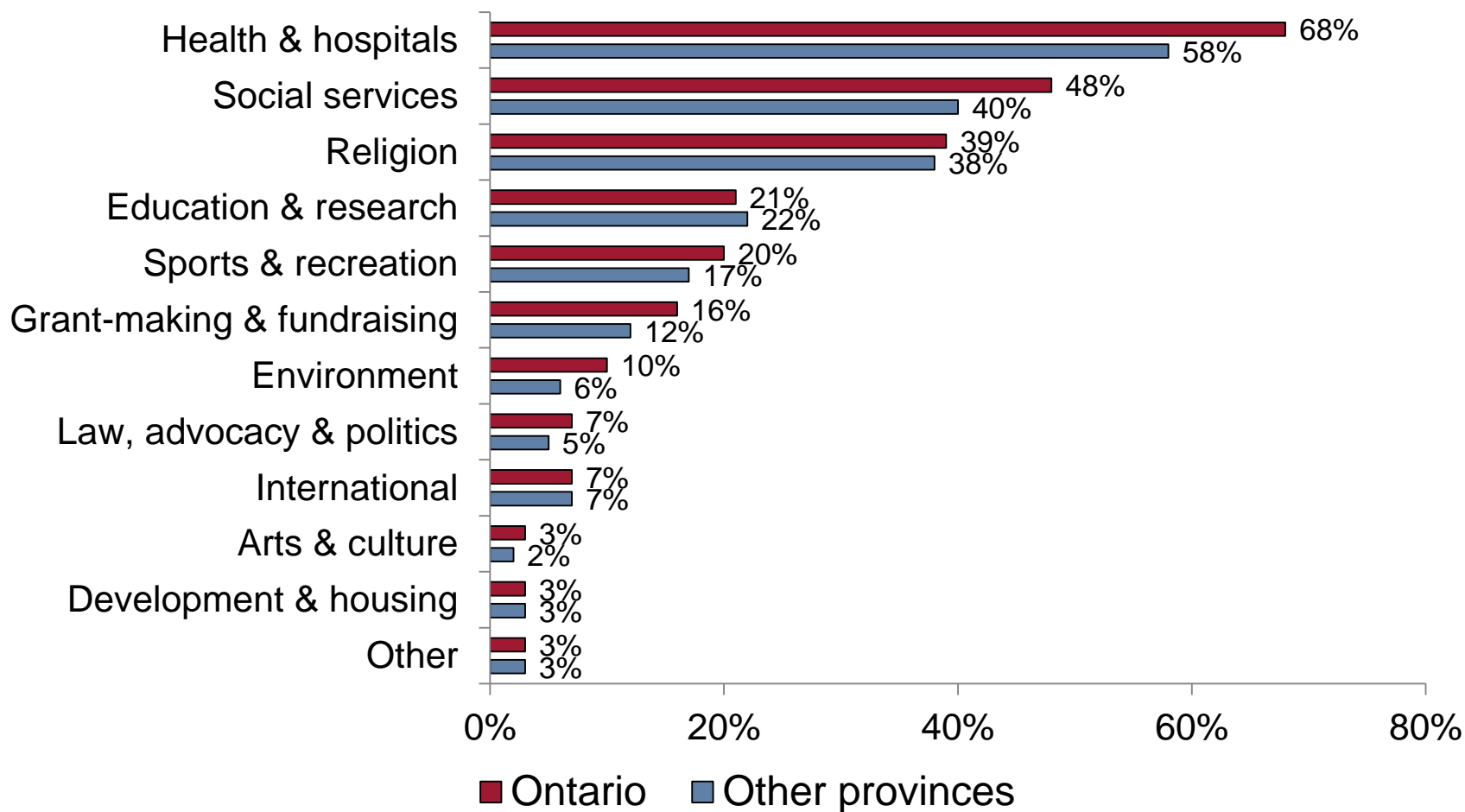


Types of organizations supported

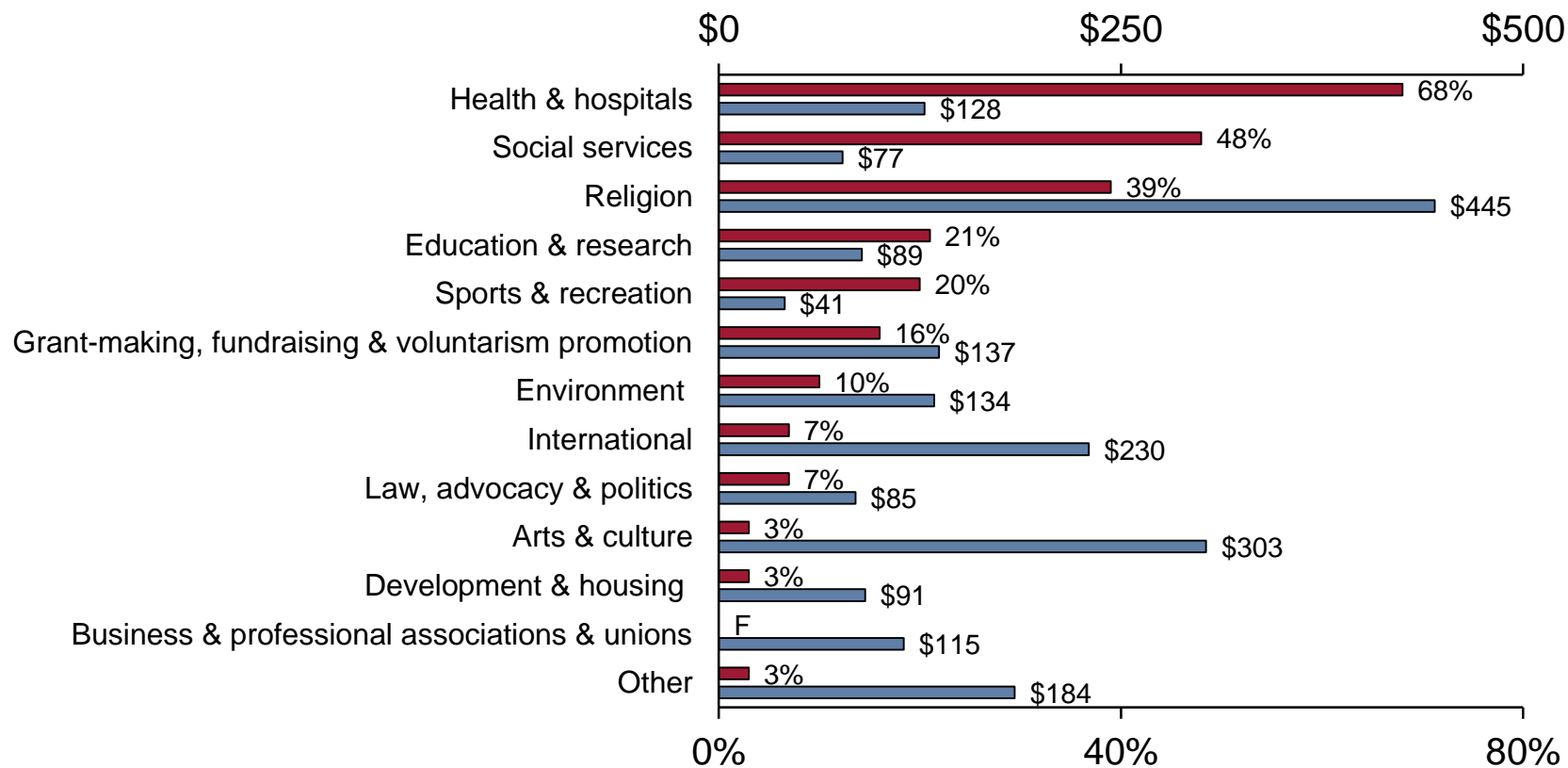
FINDINGS:

- Ontarians most likely to donate to organizations working in the areas of:
 - Health,
 - Social services, and
 - Religion
- Ontarians more likely to donate to Health and Social services organizations than residents of other provinces
- Donated largest percentages of donation value to same organizations
 - Over 40% to Religion organizations

Types of organizations supported



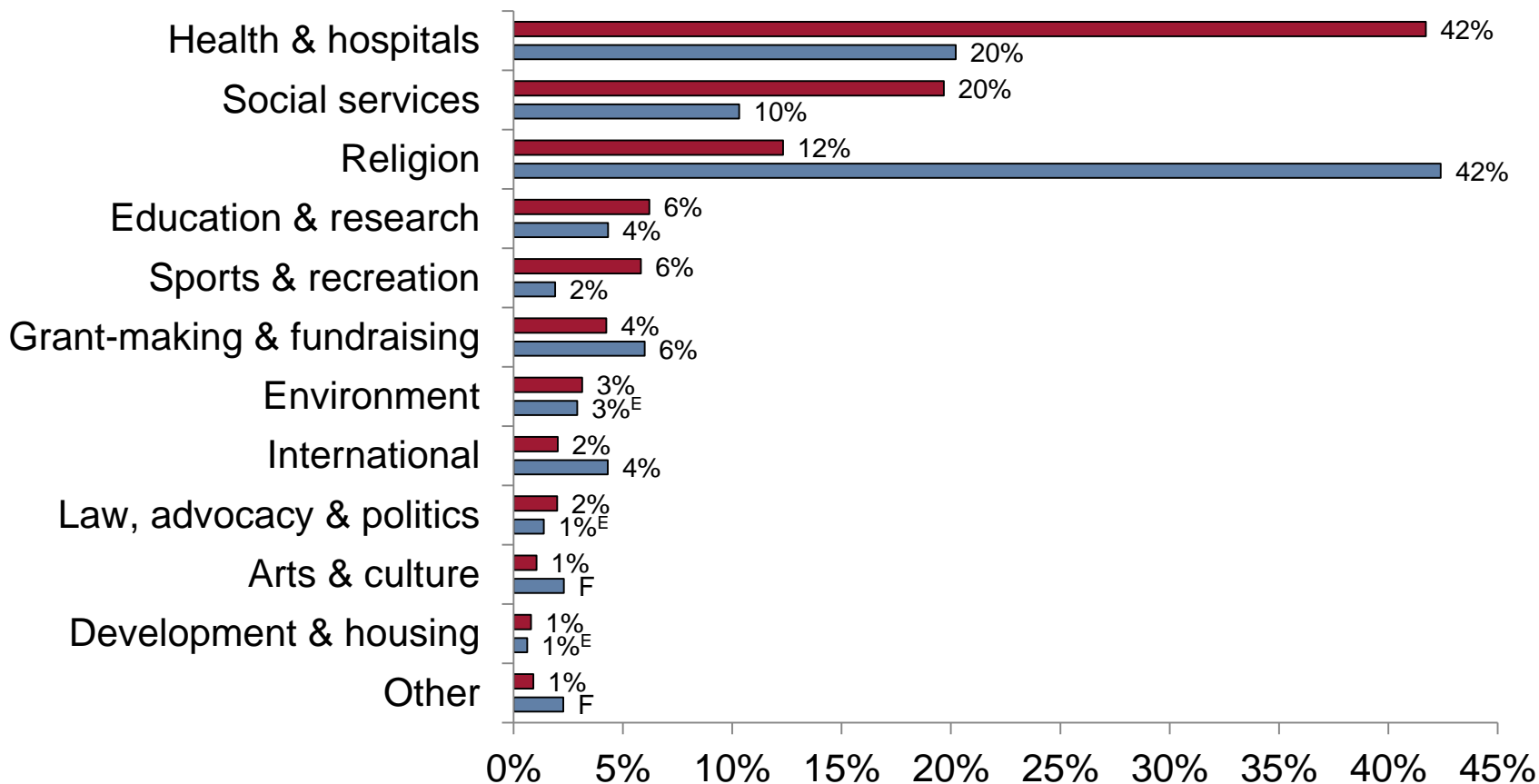
Types of organizations supported



F Sample size too small to use

■ Donor rate ■ Average annual donation

Types of organizations supported



^E Use with caution.

^F Sample size too small to use.

■ % total number of donations ■ % total value of donations

Types of organizations supported

IMPLICATIONS:

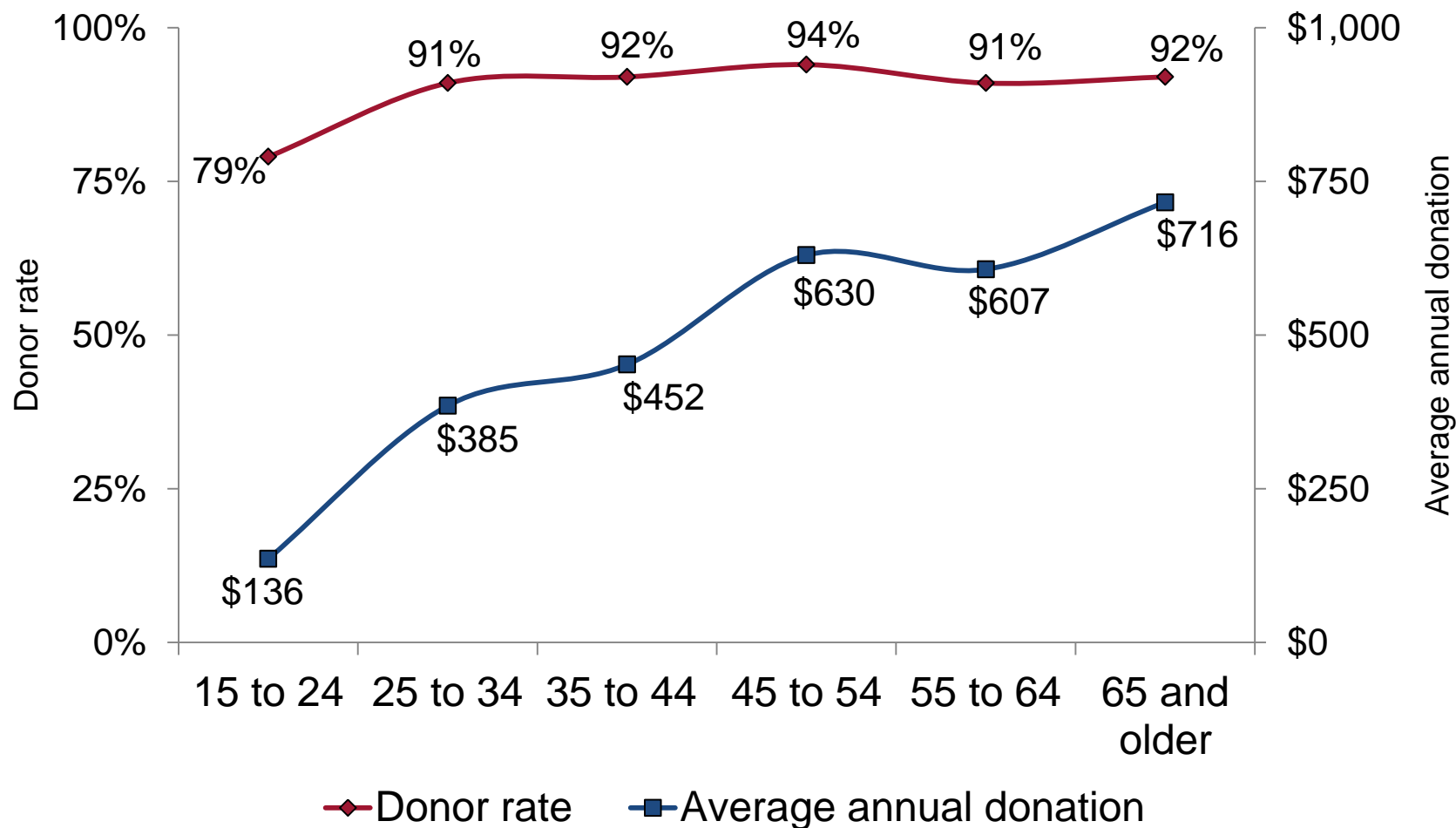
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support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

Donor characteristics

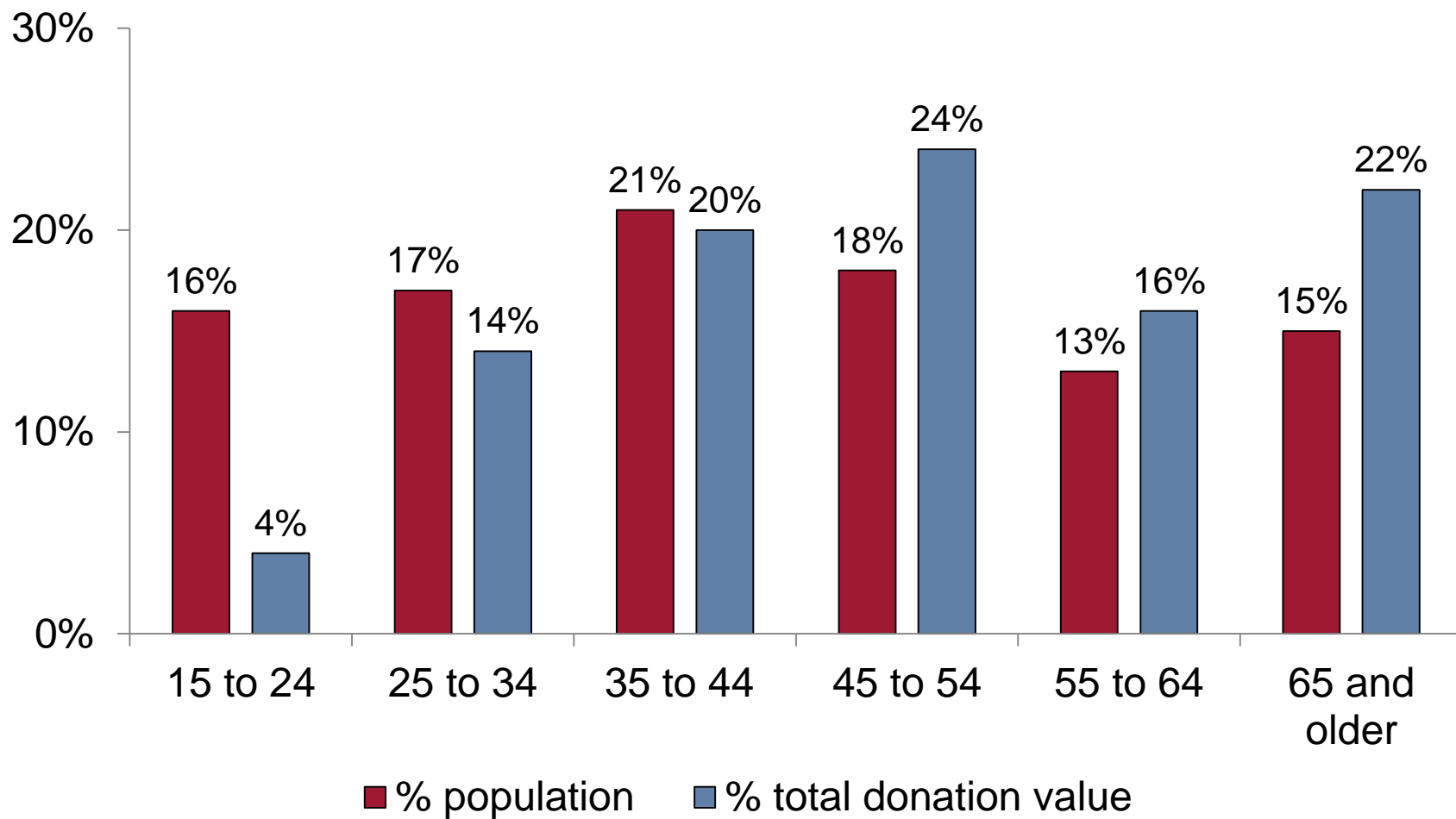
FINDINGS:

- 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

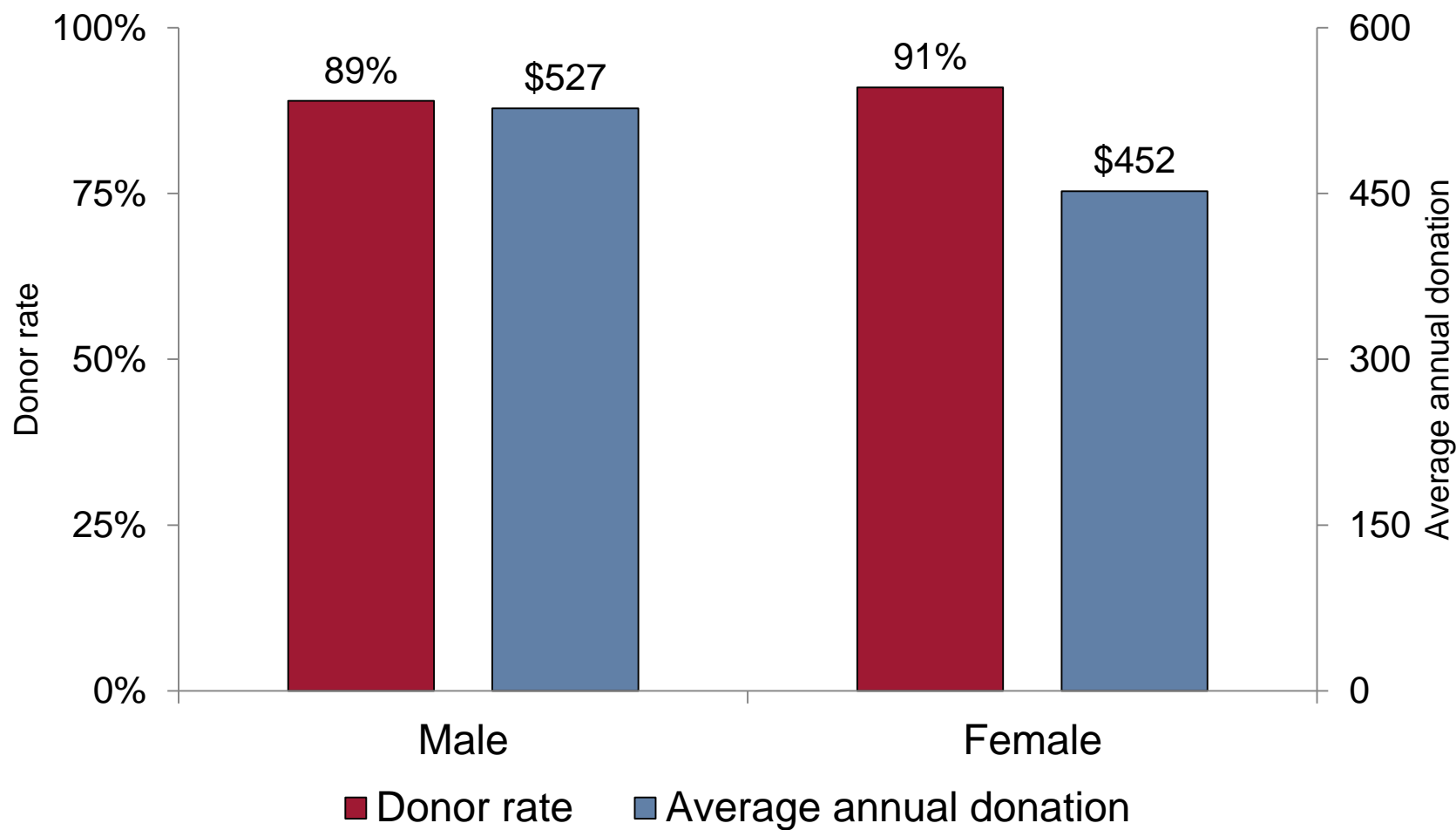
Donor characteristics: Age



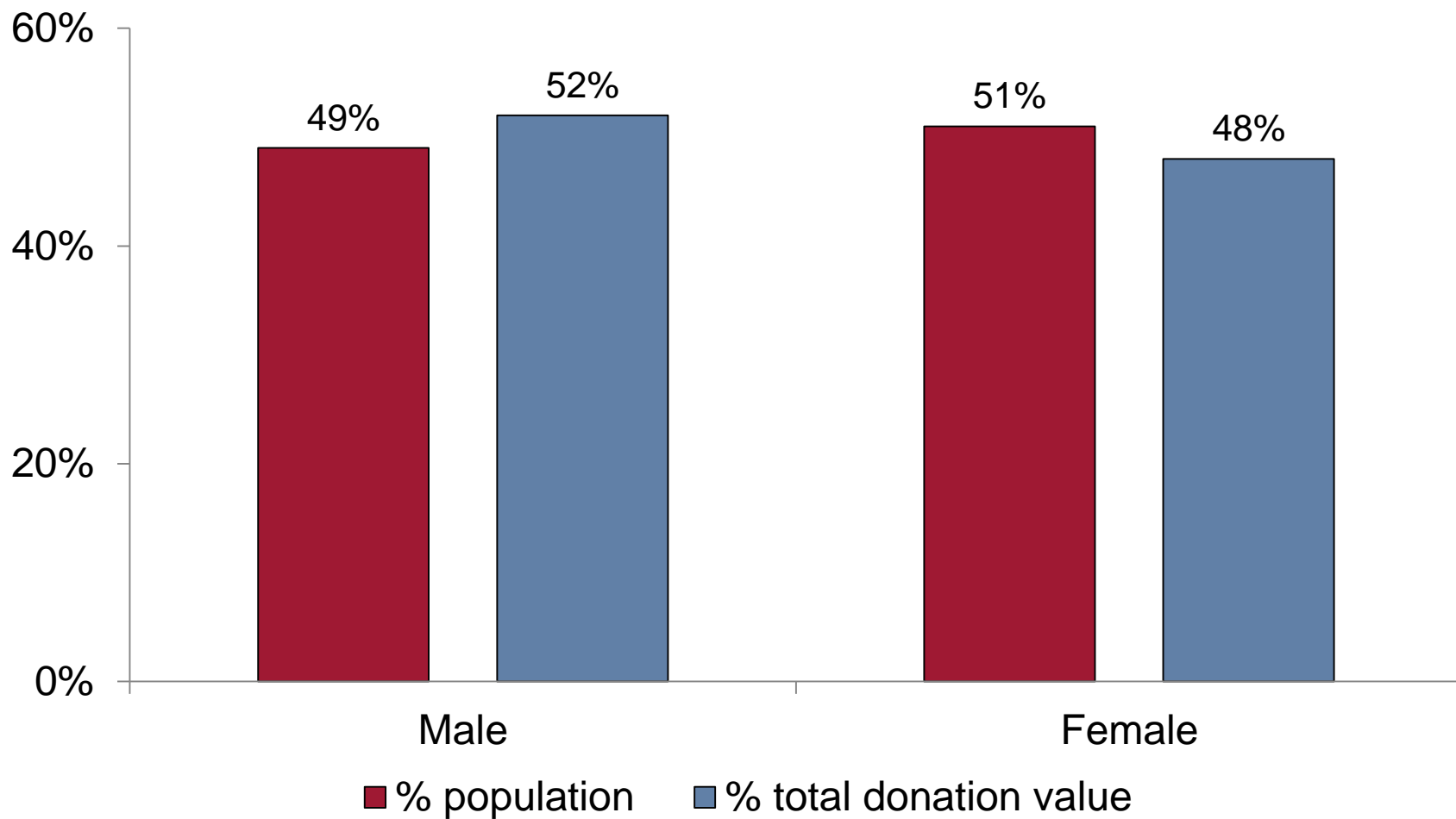
Donor characteristics: Age



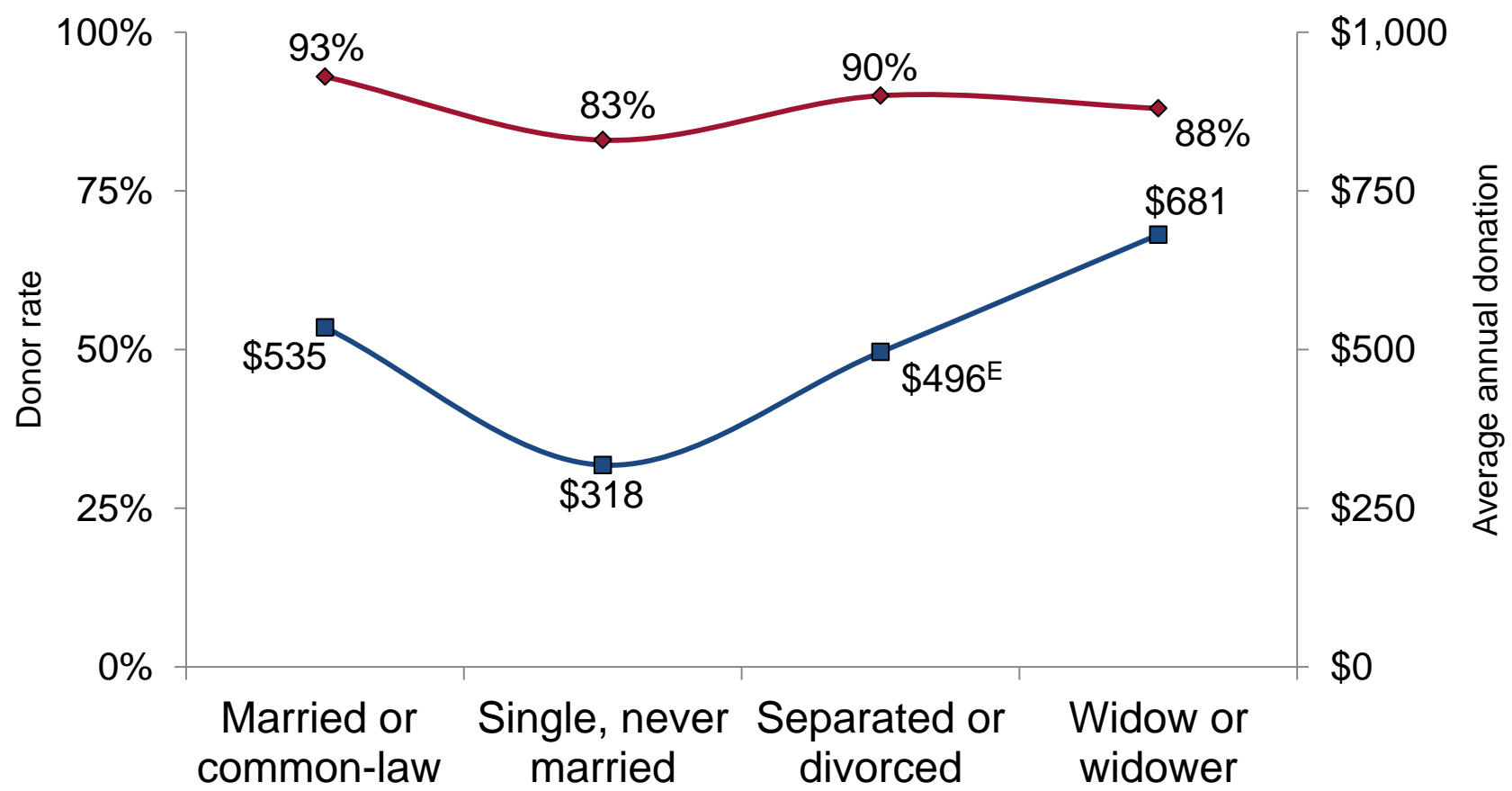
Donor characteristics: Sex



Donor characteristics: Sex



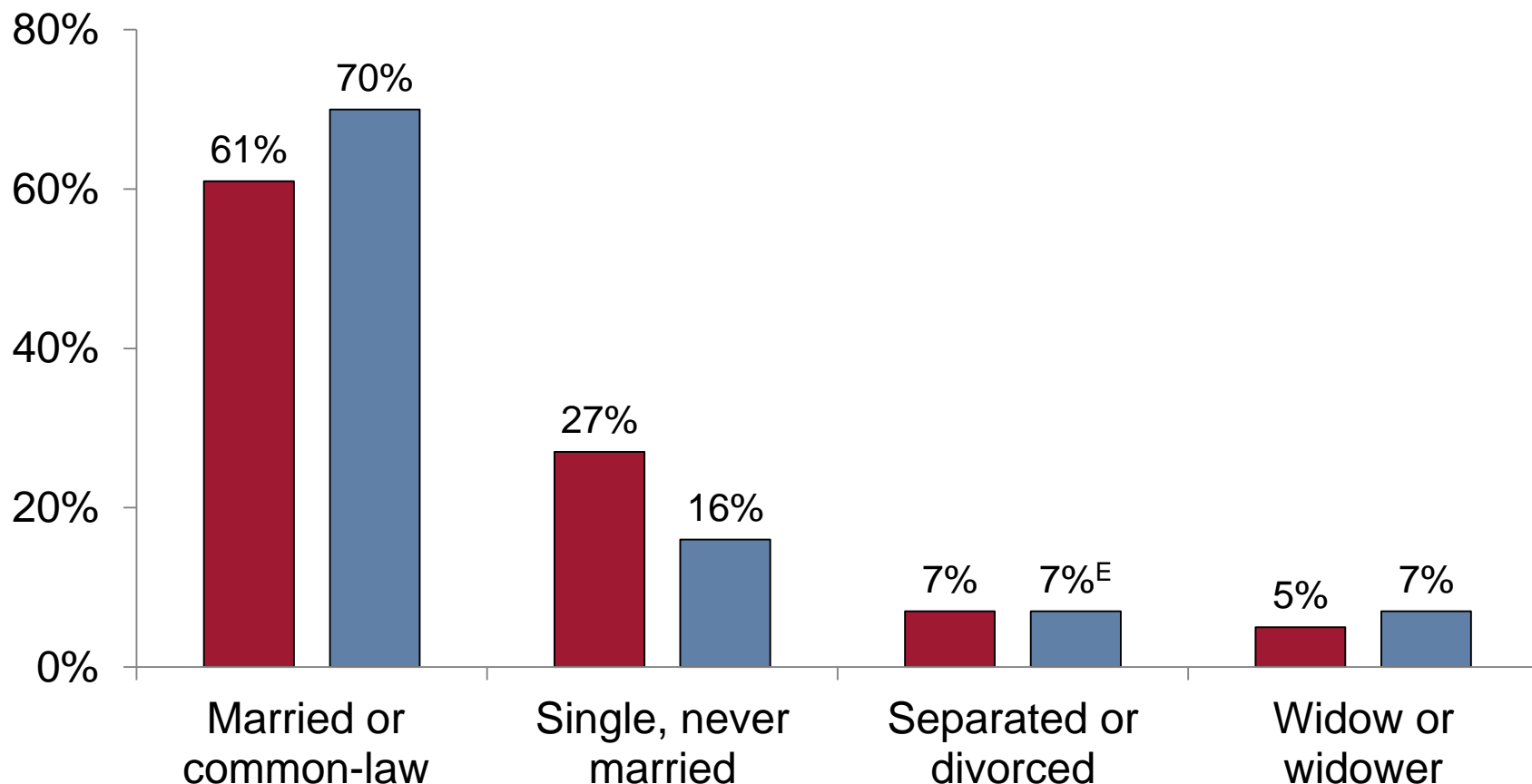
Donor characteristics: Marital status



^E Use with caution

◆ Donor rate ■ Average annual donation

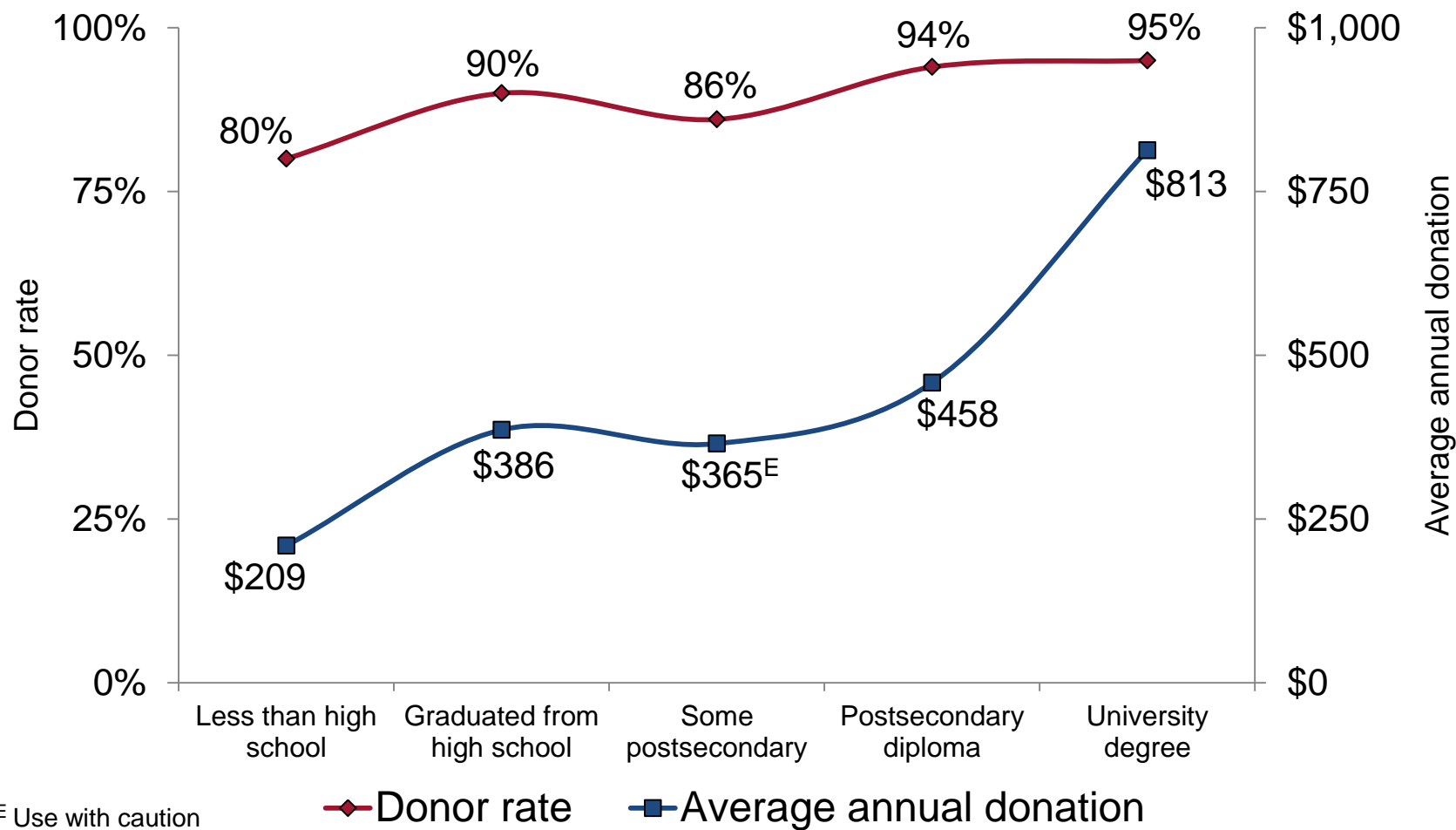
Donor characteristics: Marital status



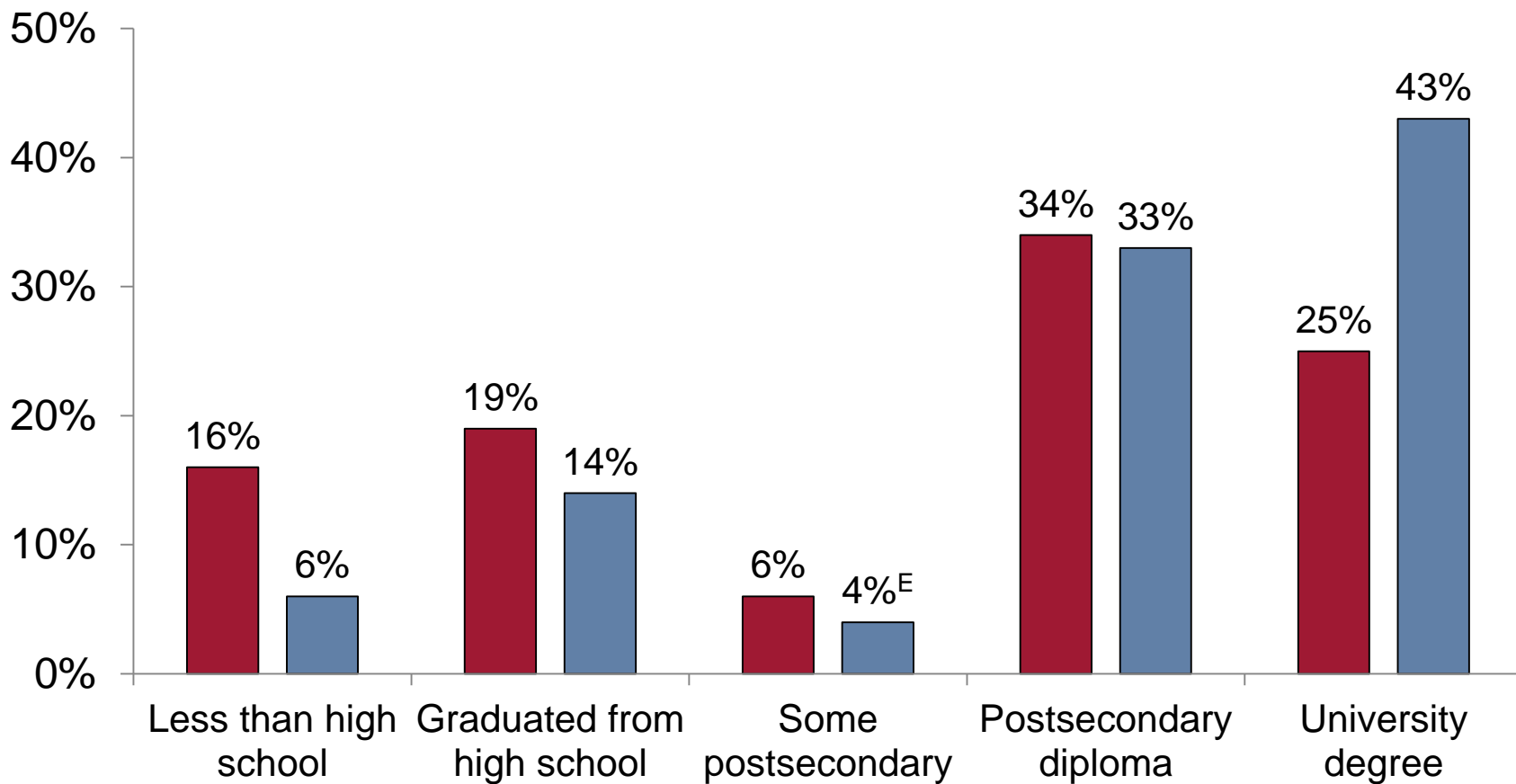
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■ % population ■ % total donation value

Donor characteristics: Education level



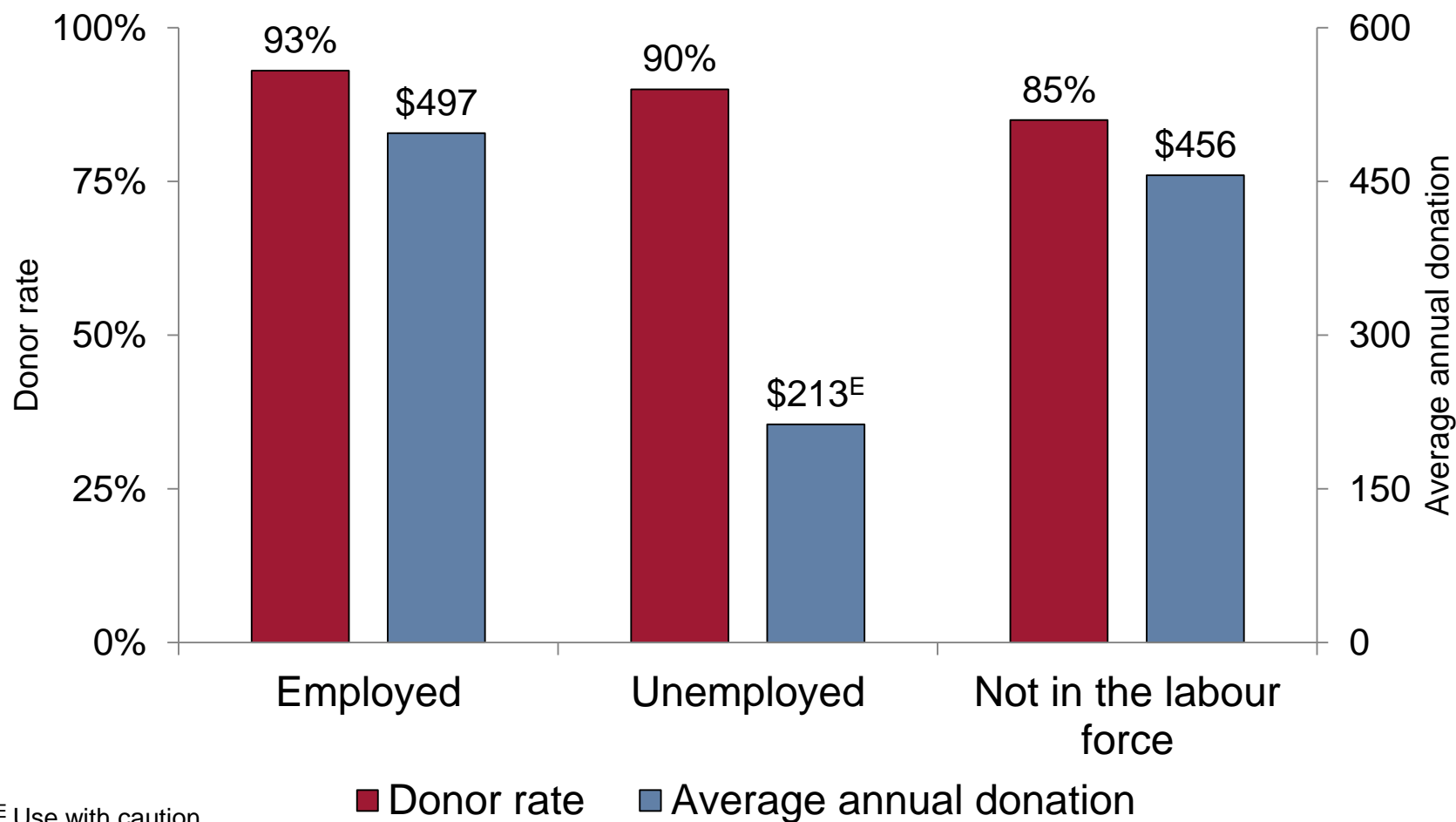
Donor characteristics: Education level



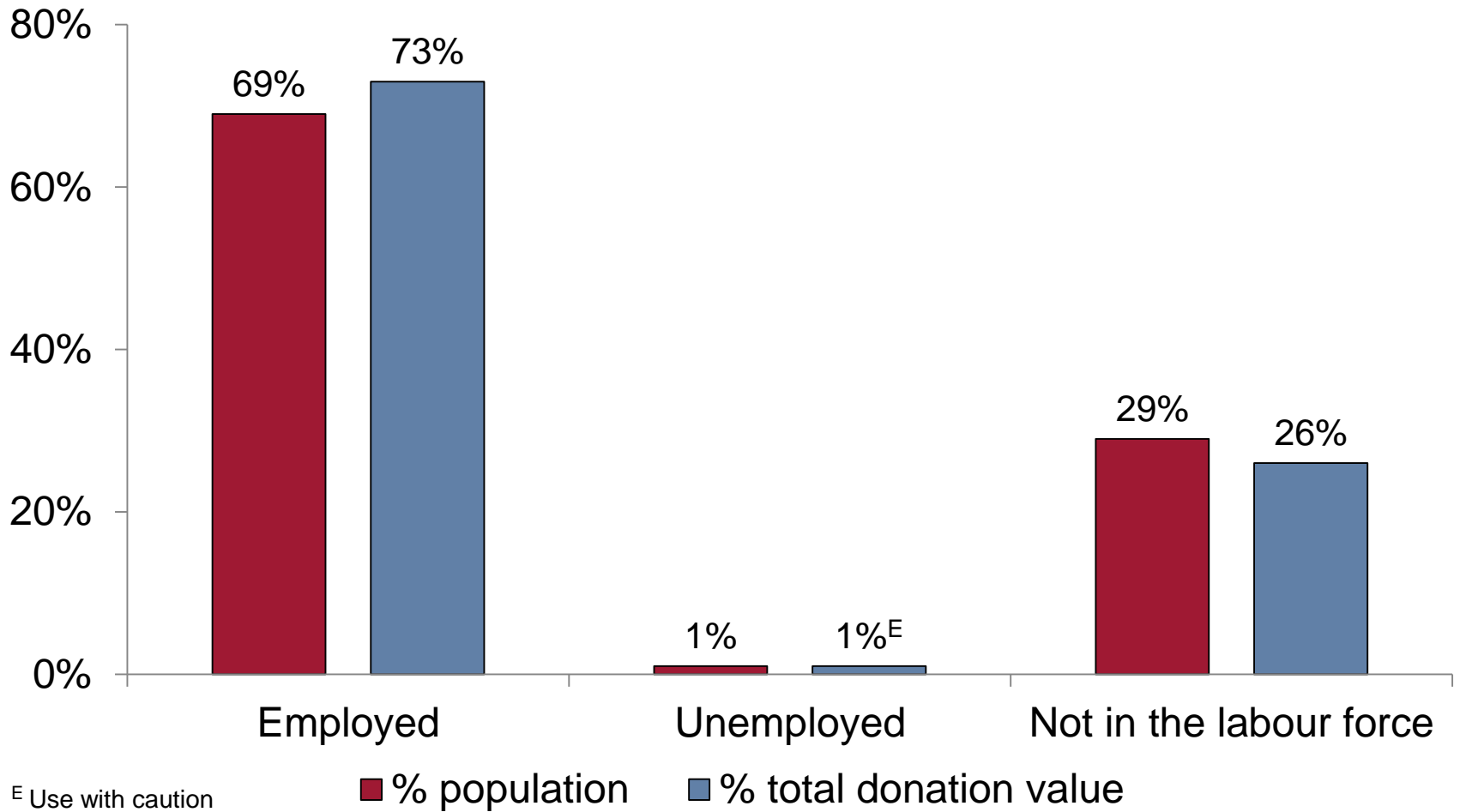
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■ % population ■ % total donation value

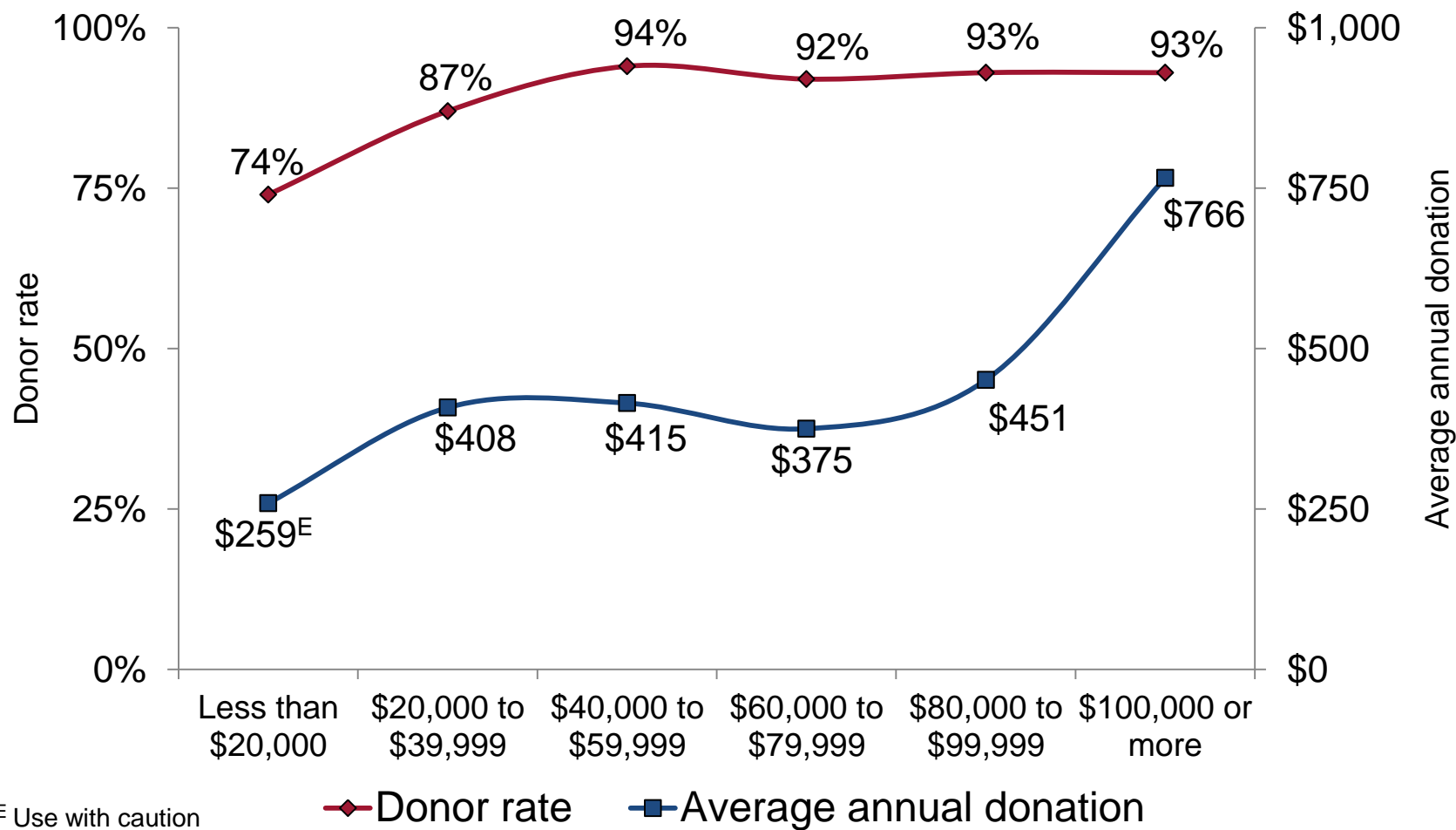
Donor characteristics: Labour force status



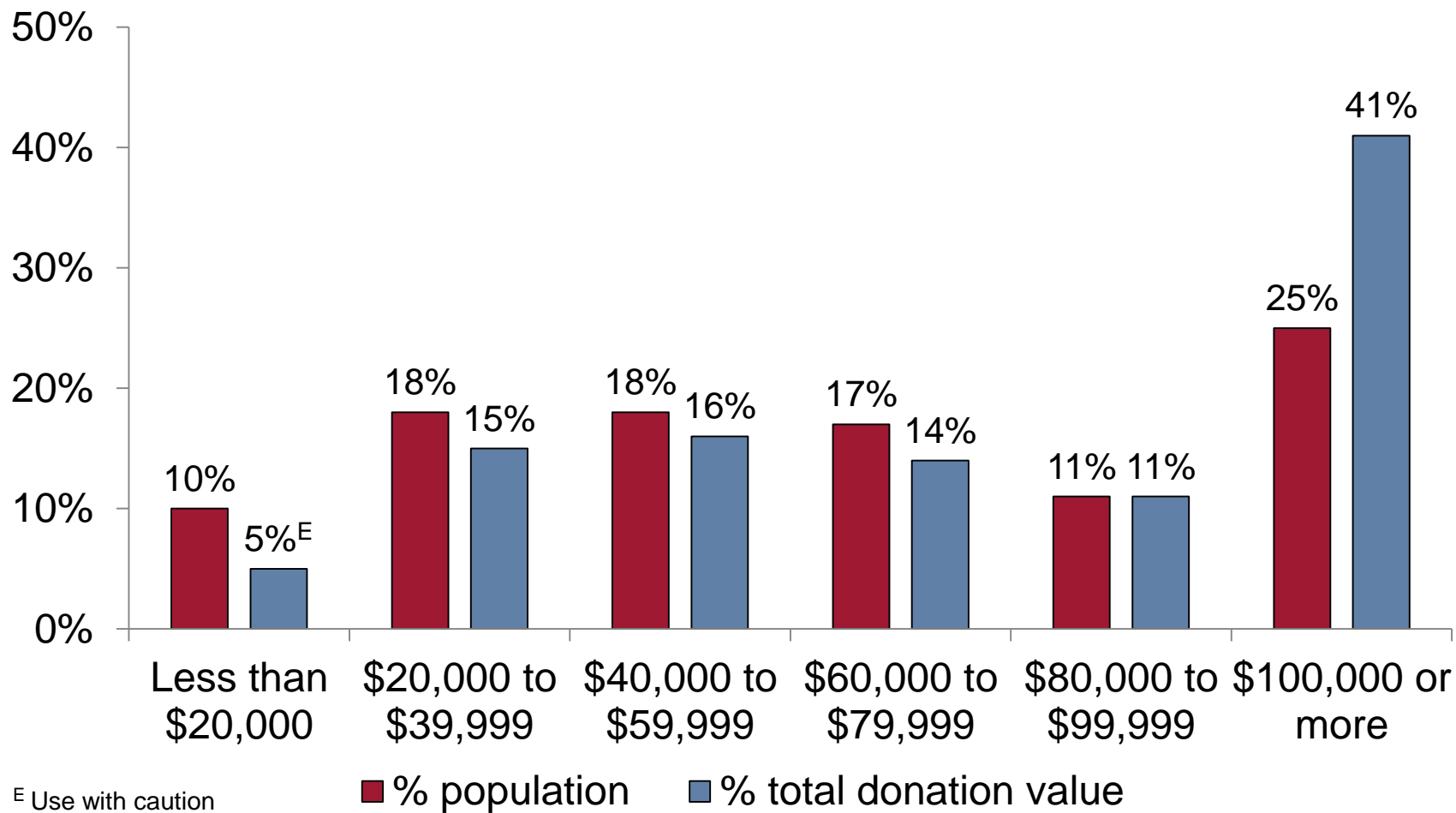
Donor characteristics: Labour force status



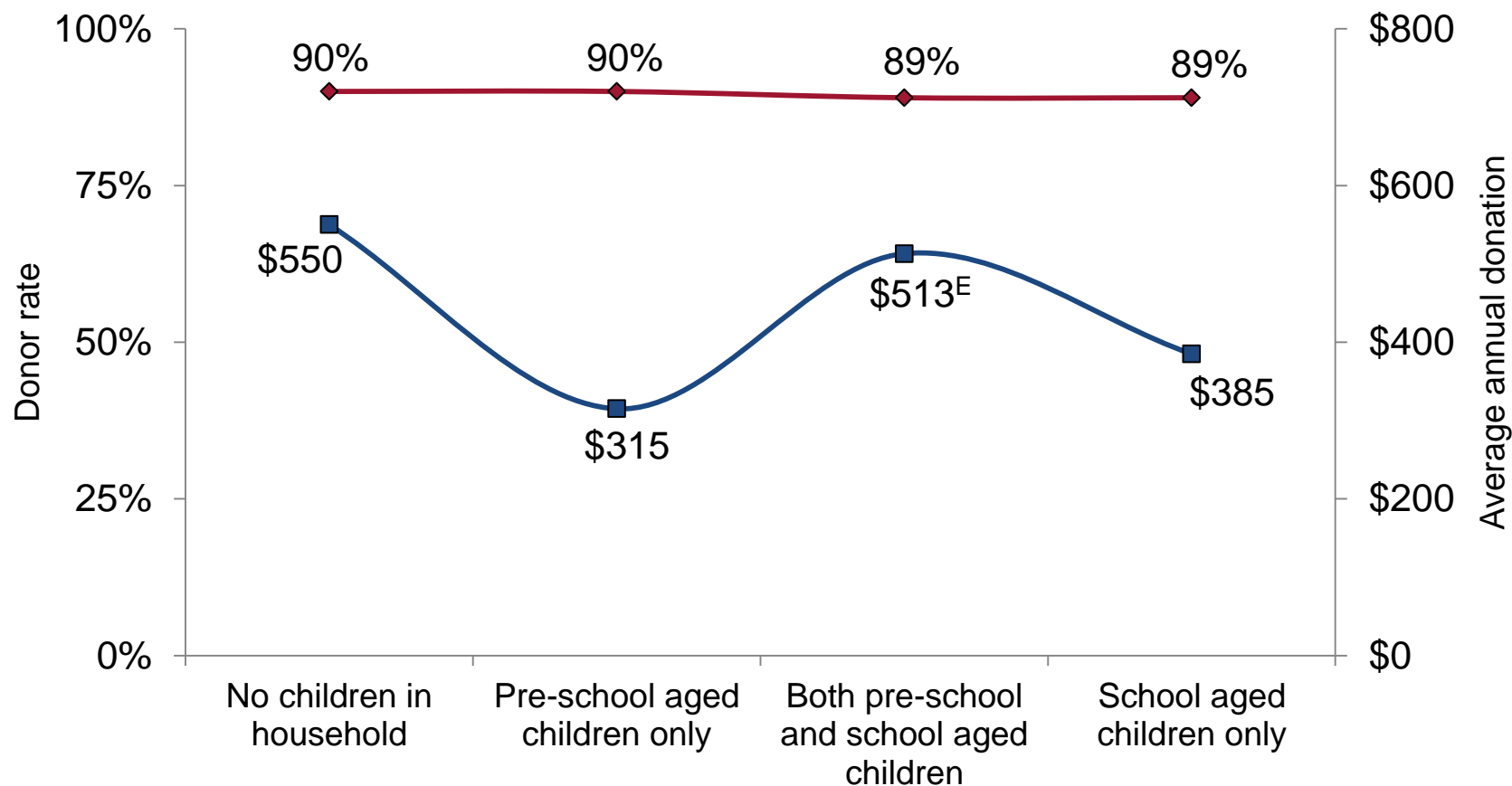
Donor characteristics: Household income



Donor characteristics: Household income



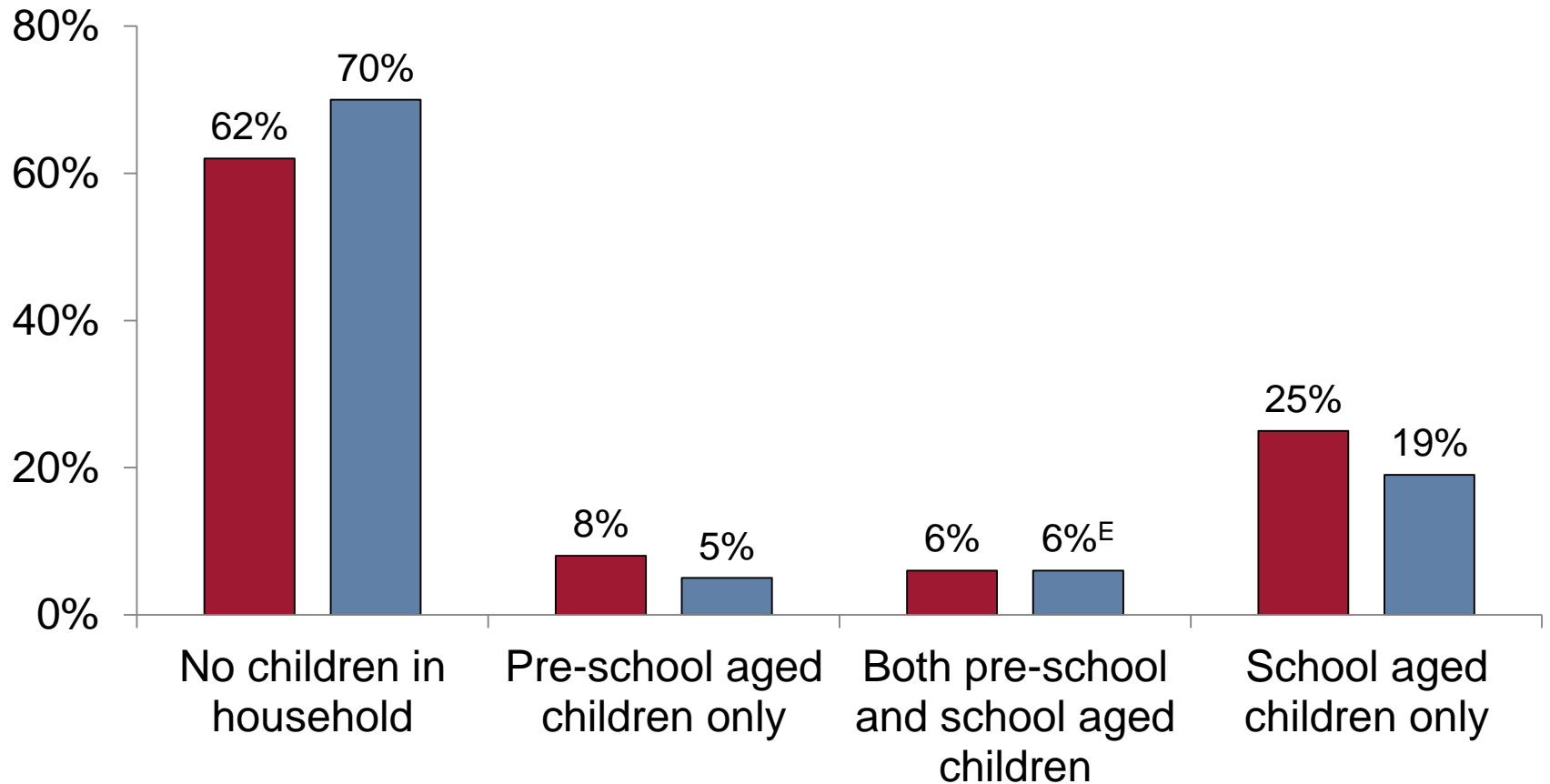
Donor characteristics: Presence of children



^E Use with caution

◆ Donor rate ■ Average annual donation

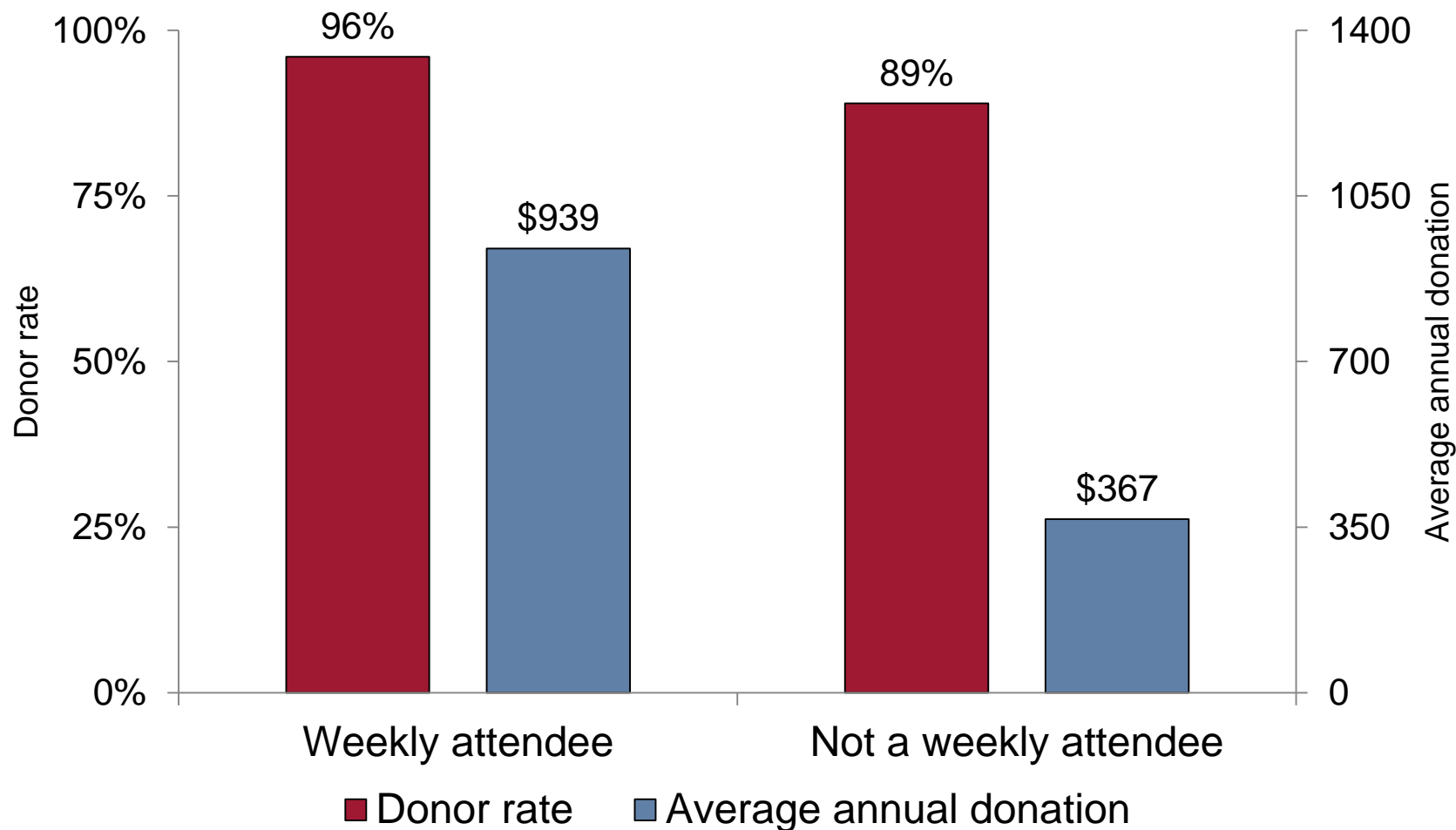
Donor characteristics: Presence of children



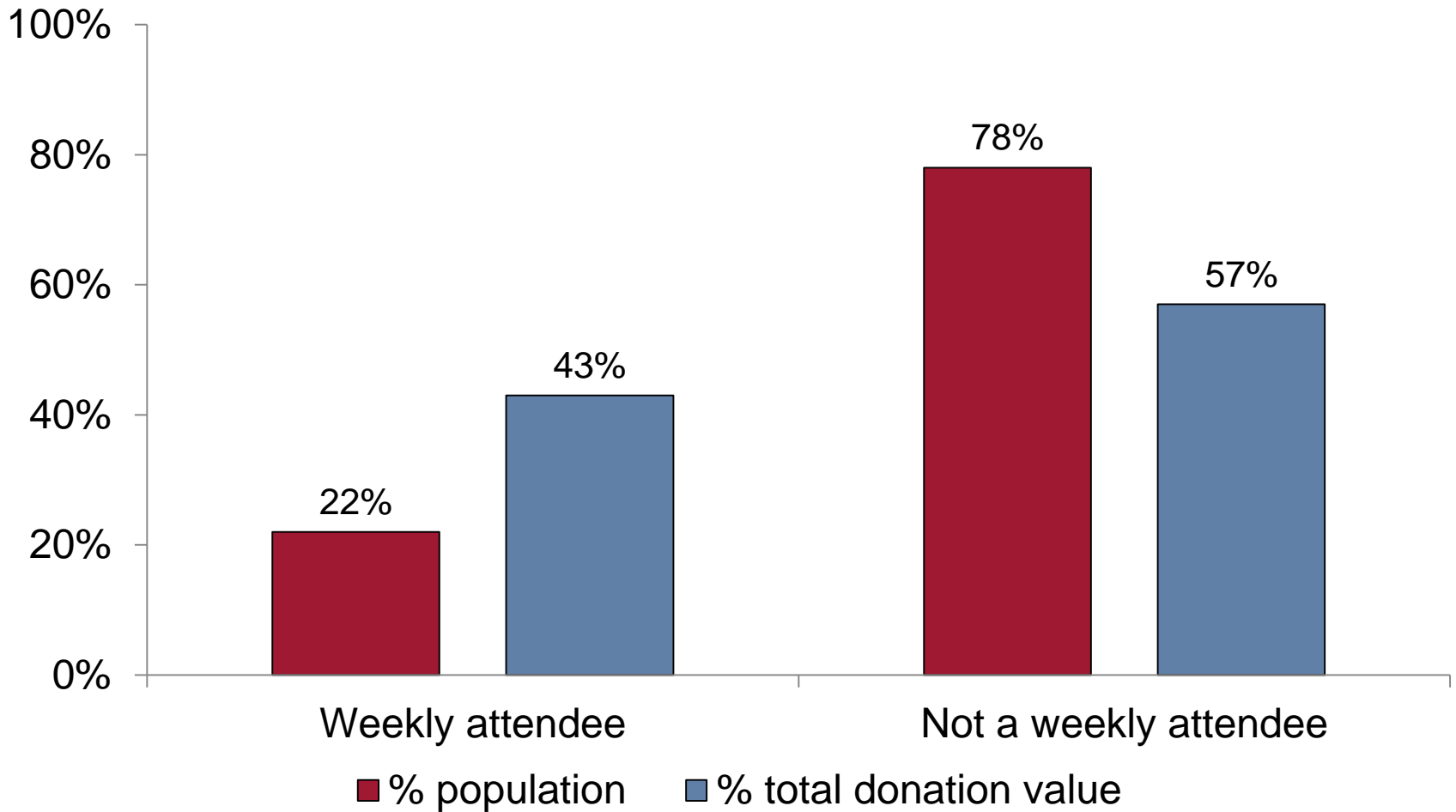
^E Use with caution

■ % population ■ % total donation value

Donor characteristics: Religious attendance



Donor characteristics: Religious attendance



Ontario's top donors

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

Donor characteristics

IMPLICATIONS:

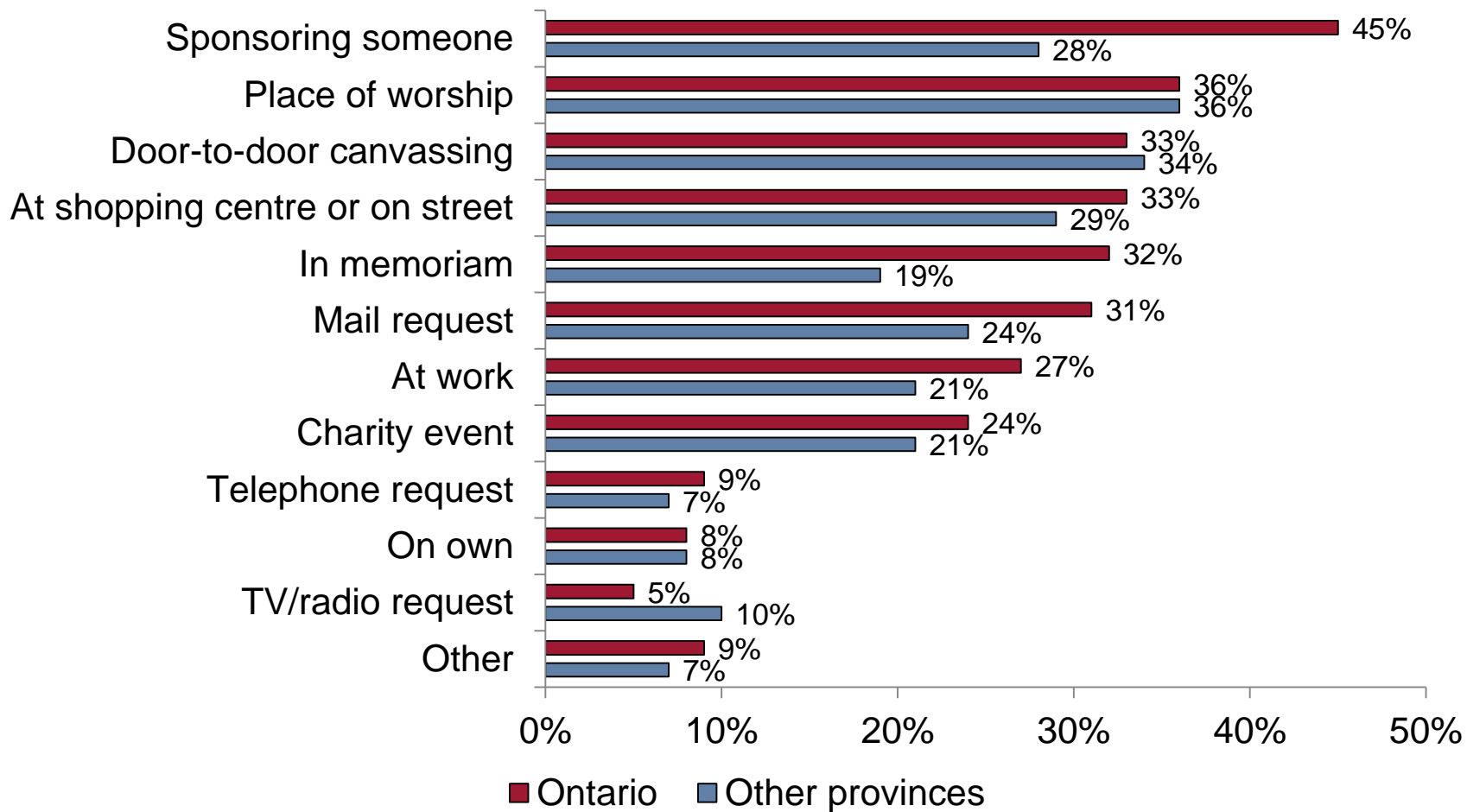
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the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

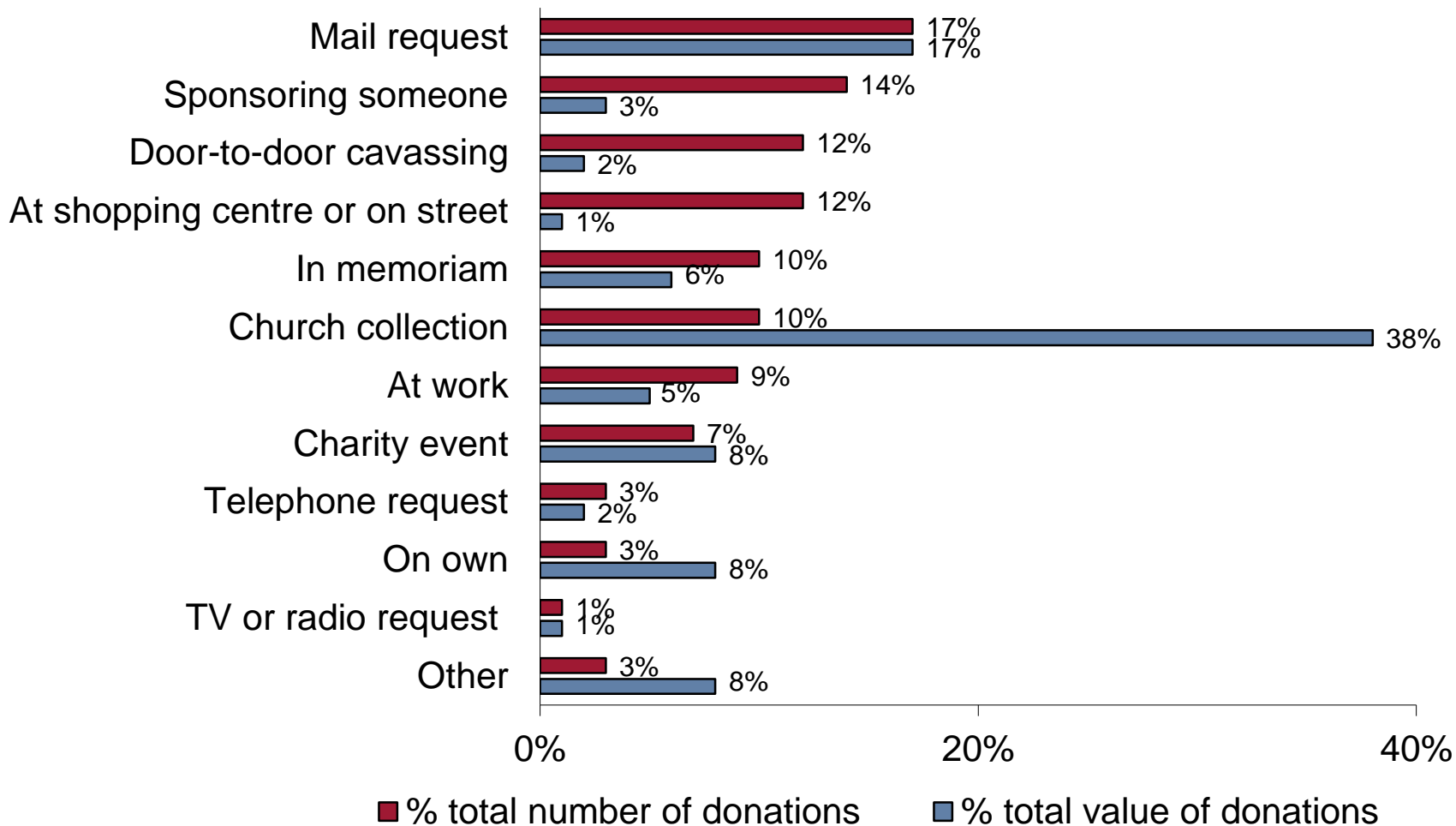
FINDINGS:

- More likely than residents of other provinces to donate by:
 - Sponsoring someone in an event
 - In memory of someone
 - In response to mail request
 - At place of work
- Largest percentage of donation value received through places of worship
- Other lucrative donation sources include mail requests, paying to attend charity events, and donors who approach organizations on their own initiative

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

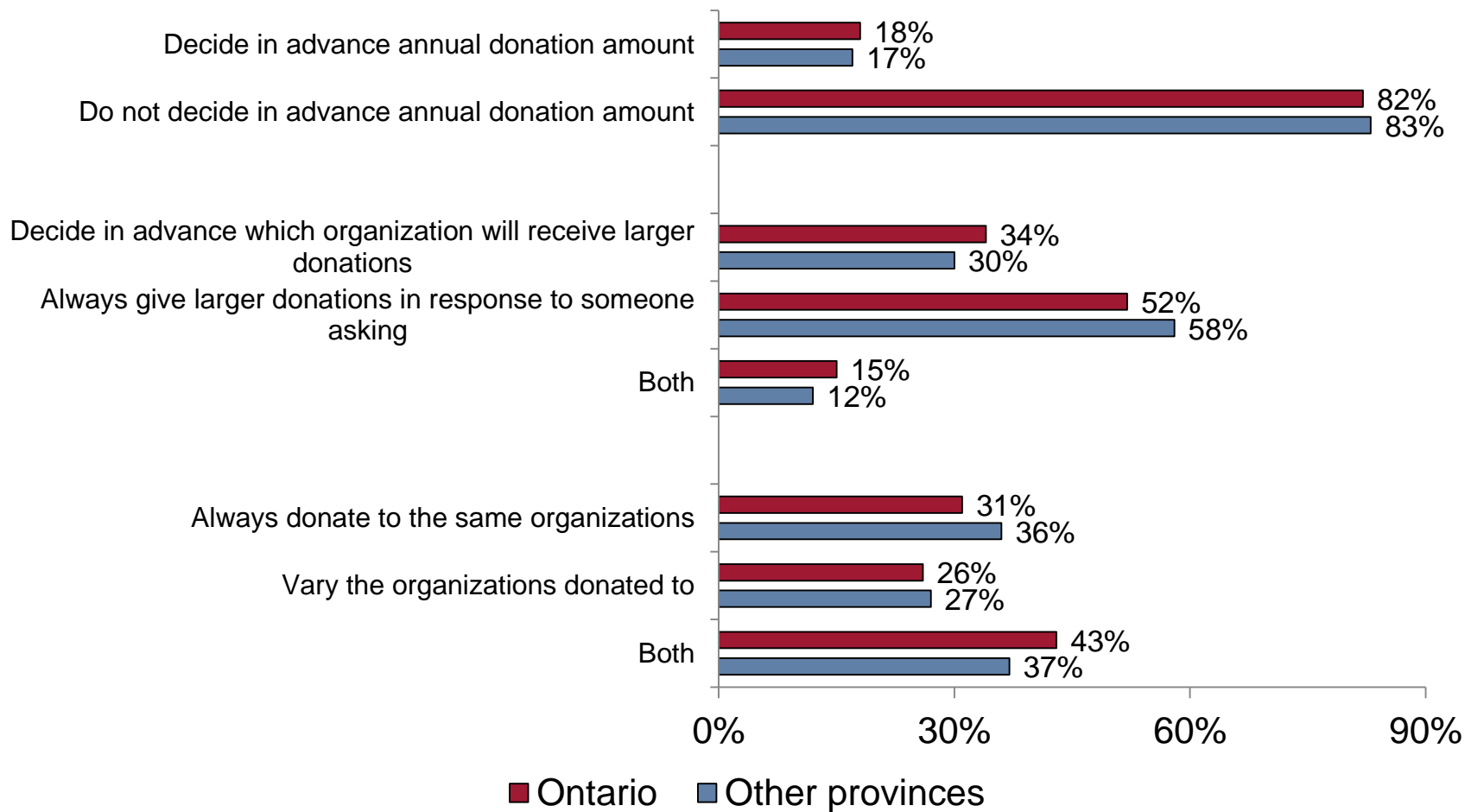
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

Donations and decision making

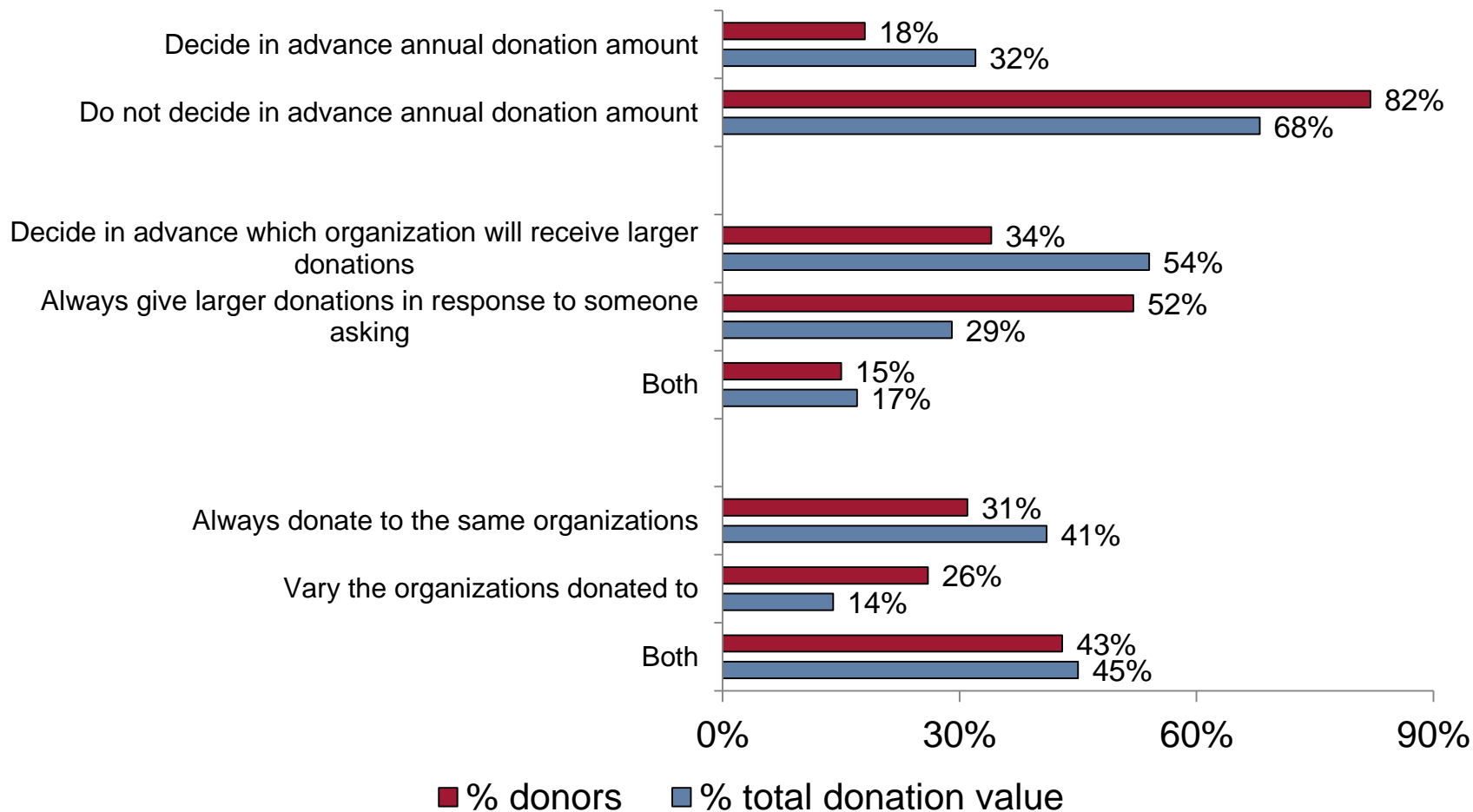
FINDINGS:

- Ontario donors slightly more likely than donors in other provinces to decide which organizations they will support with their larger donations
 - Those who make donation decisions in advance (amount, organizations they will support) donate disproportionately large amounts
- More likely than donors in other provinces to donate to a mixture of new organizations and organizations that they have supported previously
 - Those who donate to the same organizations from year to year donate disproportionately large amounts

Donations and decision making



Donations and decision making



Donations and decision making

IMPLICATIONS:

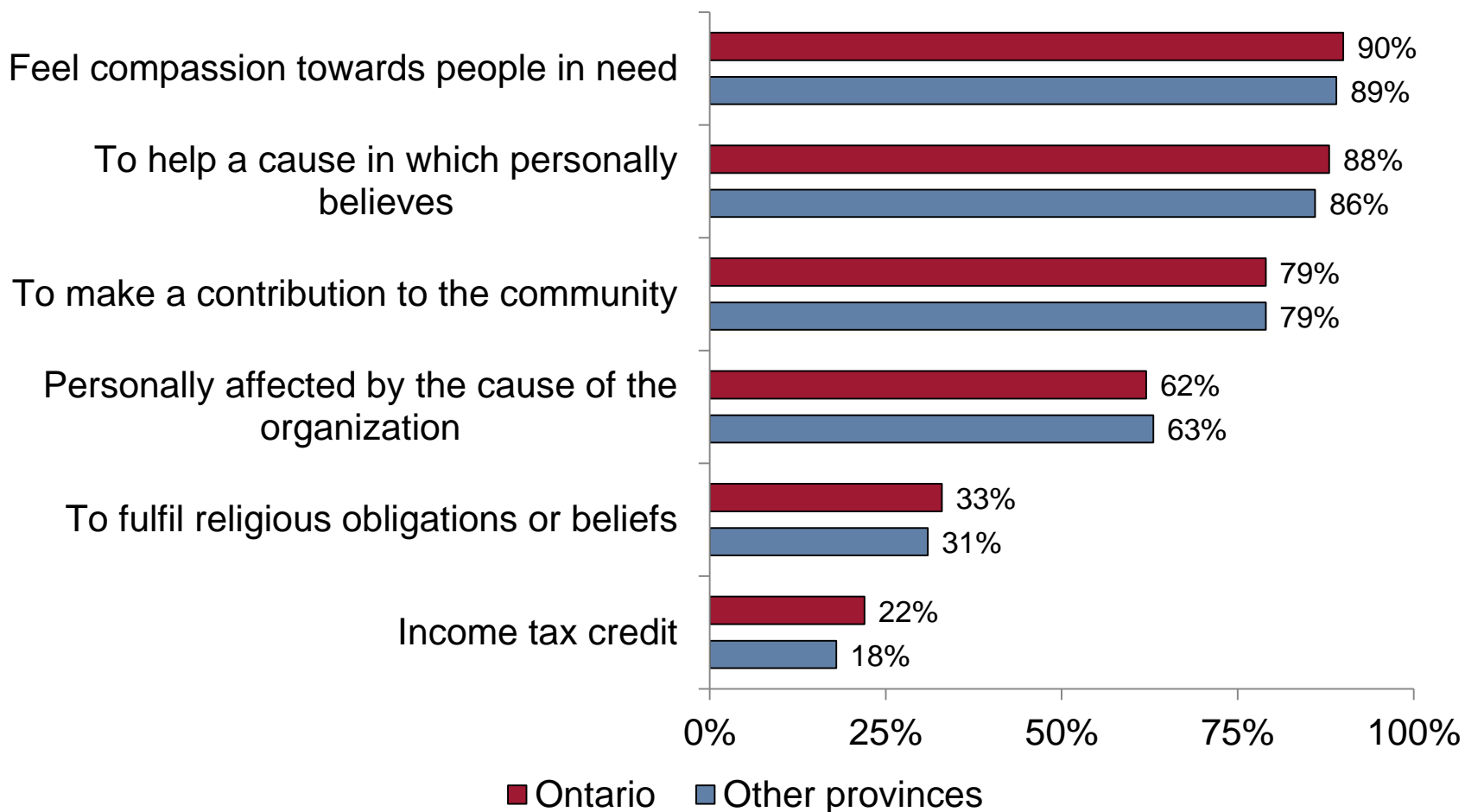
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

Motivations

FINDINGS:

- Ontarian 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
- Less likely to be motivated by:
 - Religious obligations or beliefs
 - Tax credits from government
- Slightly more likely than donors in other provinces to be motivated by tax credits in return for donations

Motivations

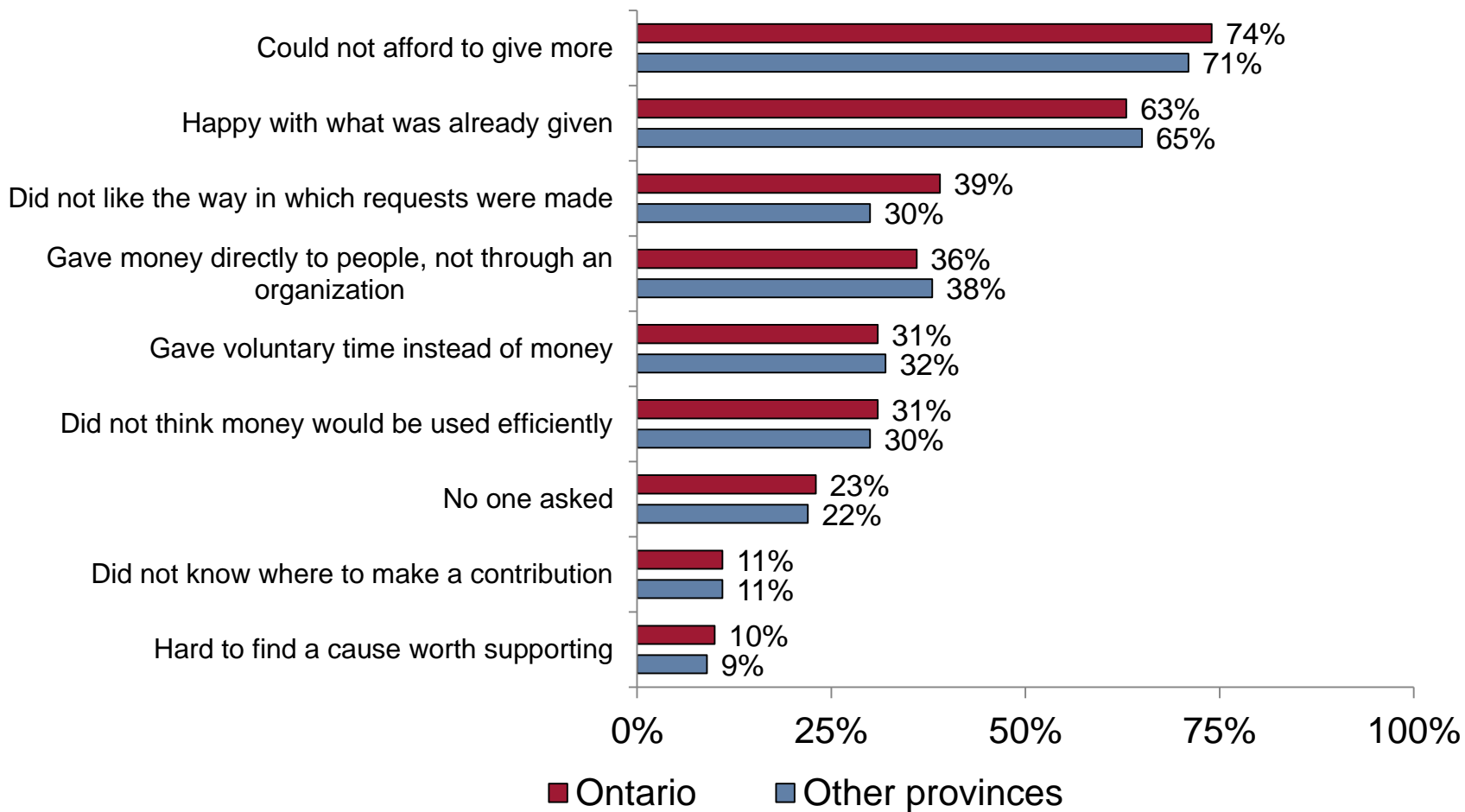


Barriers

FINDINGS:

- Ontario 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
- Pattern of response to barriers very similar to that in other provinces
 - Somewhat more likely than donors in other provinces to report not liking how requests for donations were made

Barriers to donating more



Motivations and barriers

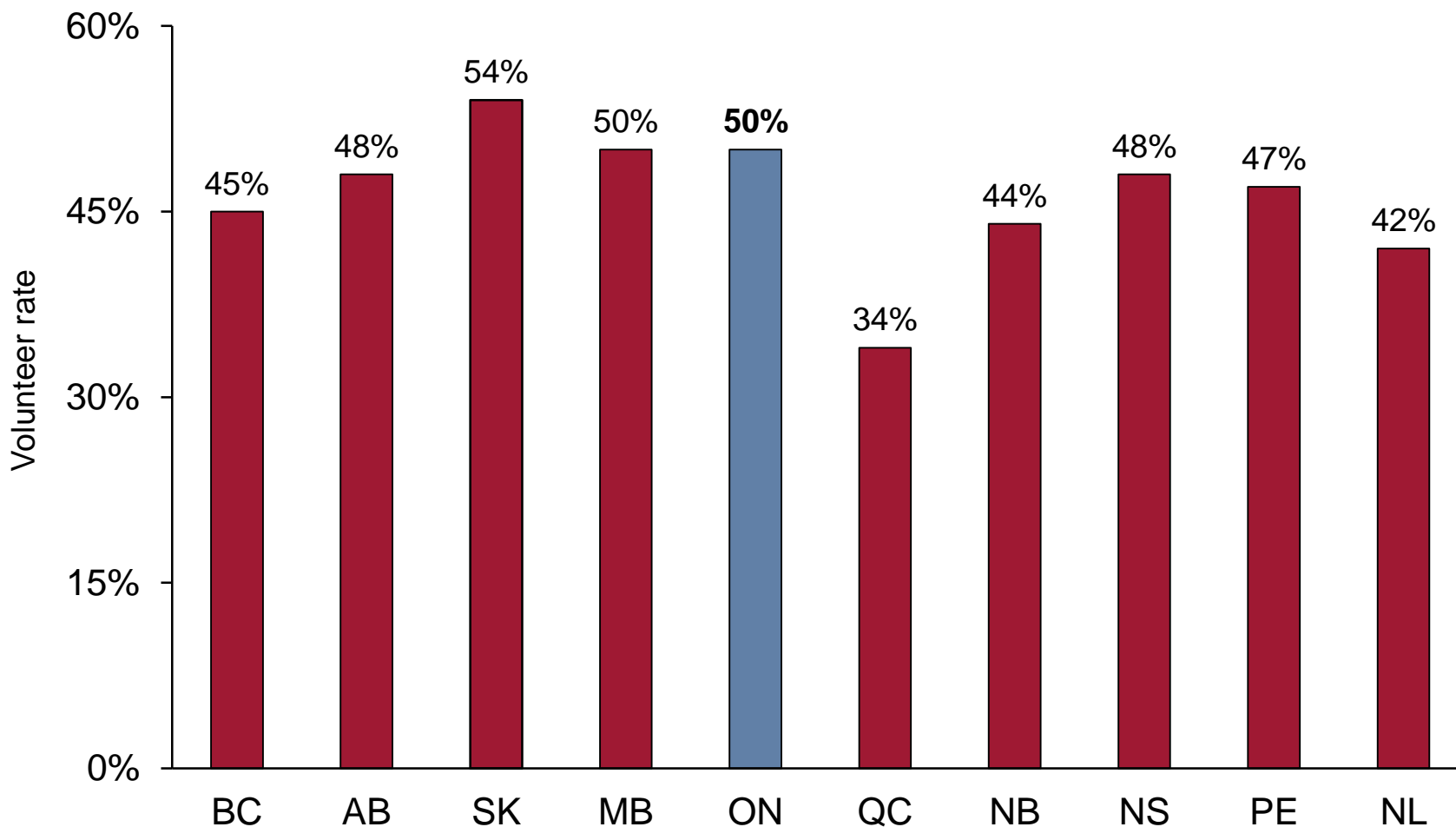
IMPLICATIONS:

- 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

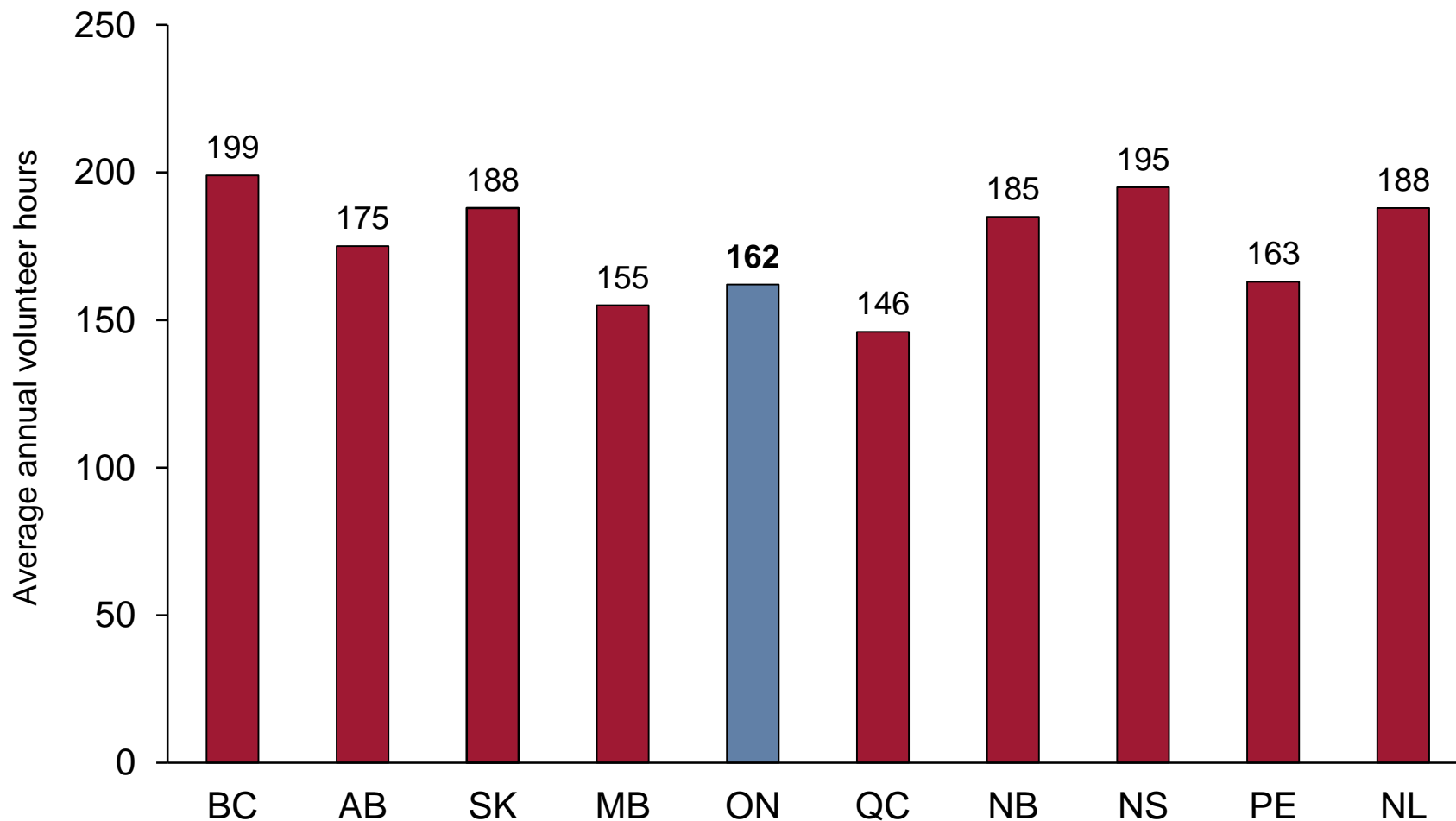
Volunteering

- 50% of Ontarians aged 15 and over (5,075,000 residents) volunteered in 2004
 - 45% of Canadians volunteered
- Ontario volunteers each contributed an average of 162 hours, with a median of 60 volunteer hours
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- Ontarians collectively volunteered 819 million hours annually

Volunteer rate



Average hours volunteered

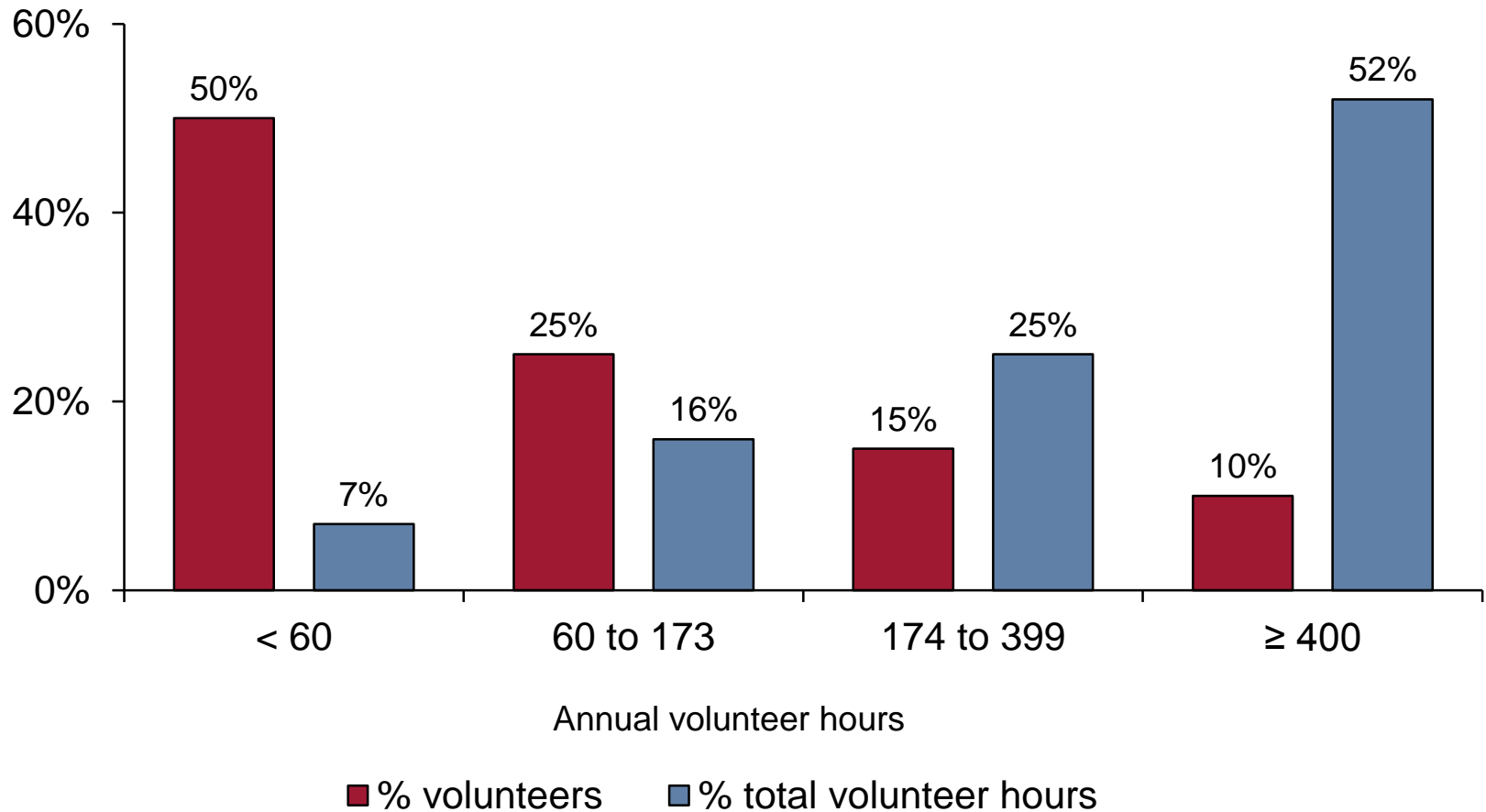


Concentration of support

FINDINGS:

- Although half of Ontario residents volunteered, a small minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 400 or more hours accounted for 52% of total volunteer hours
 - The top 25% of volunteers (174 hours or more) accounted for 77% of total volunteer hours
- Half of volunteers contributed less than 60 hours, collectively accounting for 7% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

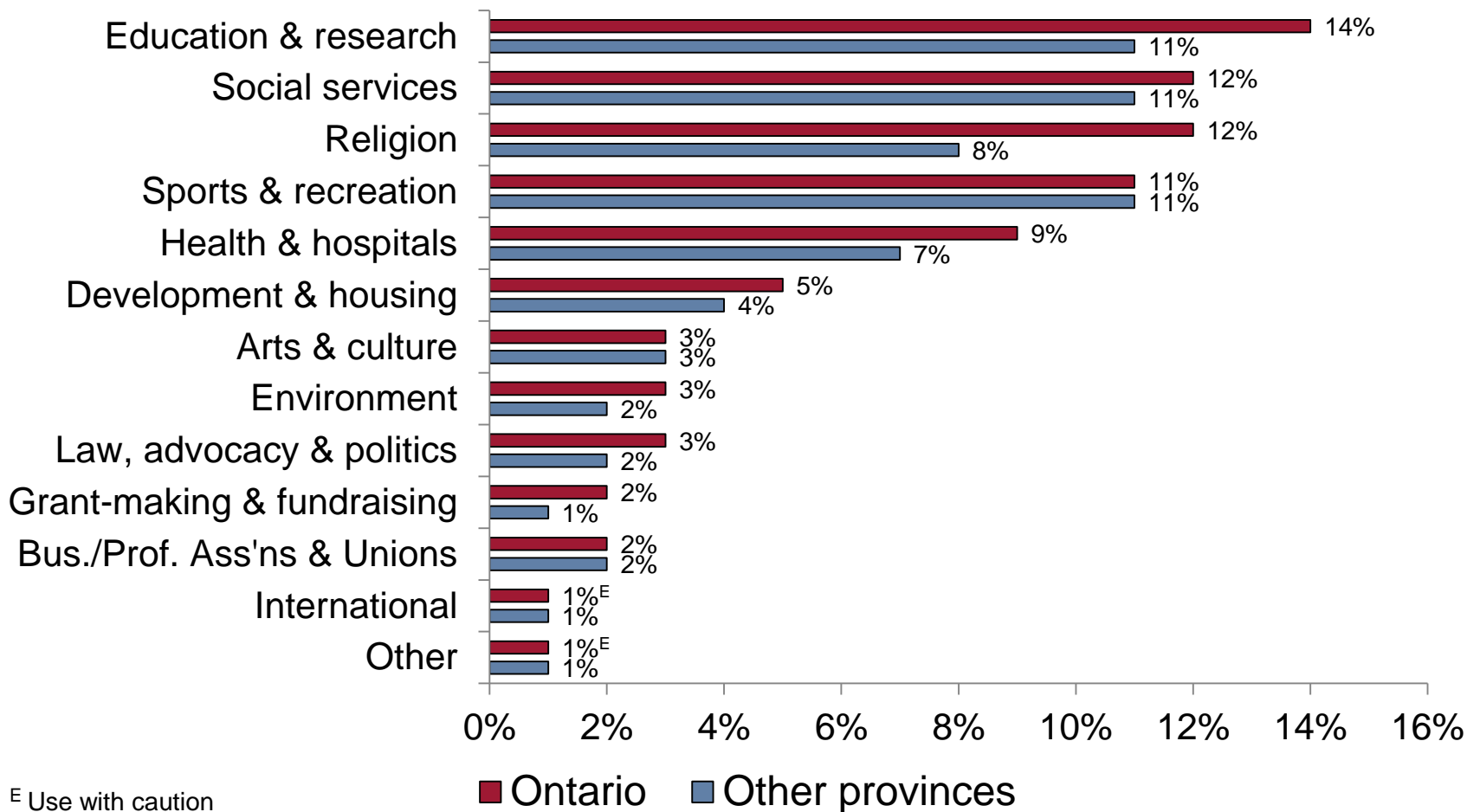
- Ontarians more likely to volunteer than the residents of almost all other provinces
- Report slightly lower average hours than national average
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - Should anything happen to that portion of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

Types of organizations supported

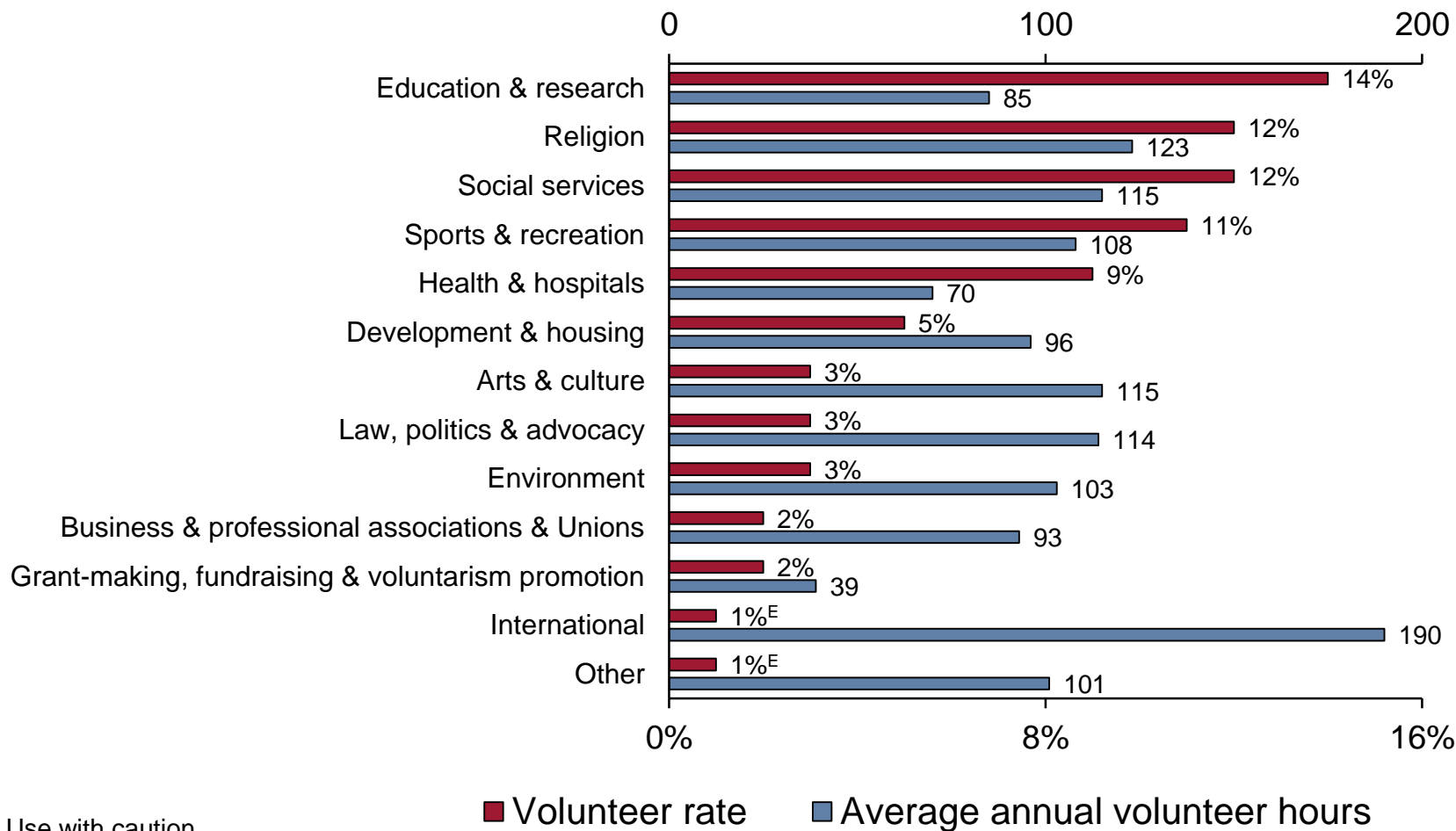
FINDINGS:

- Ontario residents most likely to volunteer for organizations working in the areas of:
 - Education and research
 - Social services
 - Religion
 - Sports and recreation
- Somewhat more likely to volunteer for Education and research and Social services organizations than residents of 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:

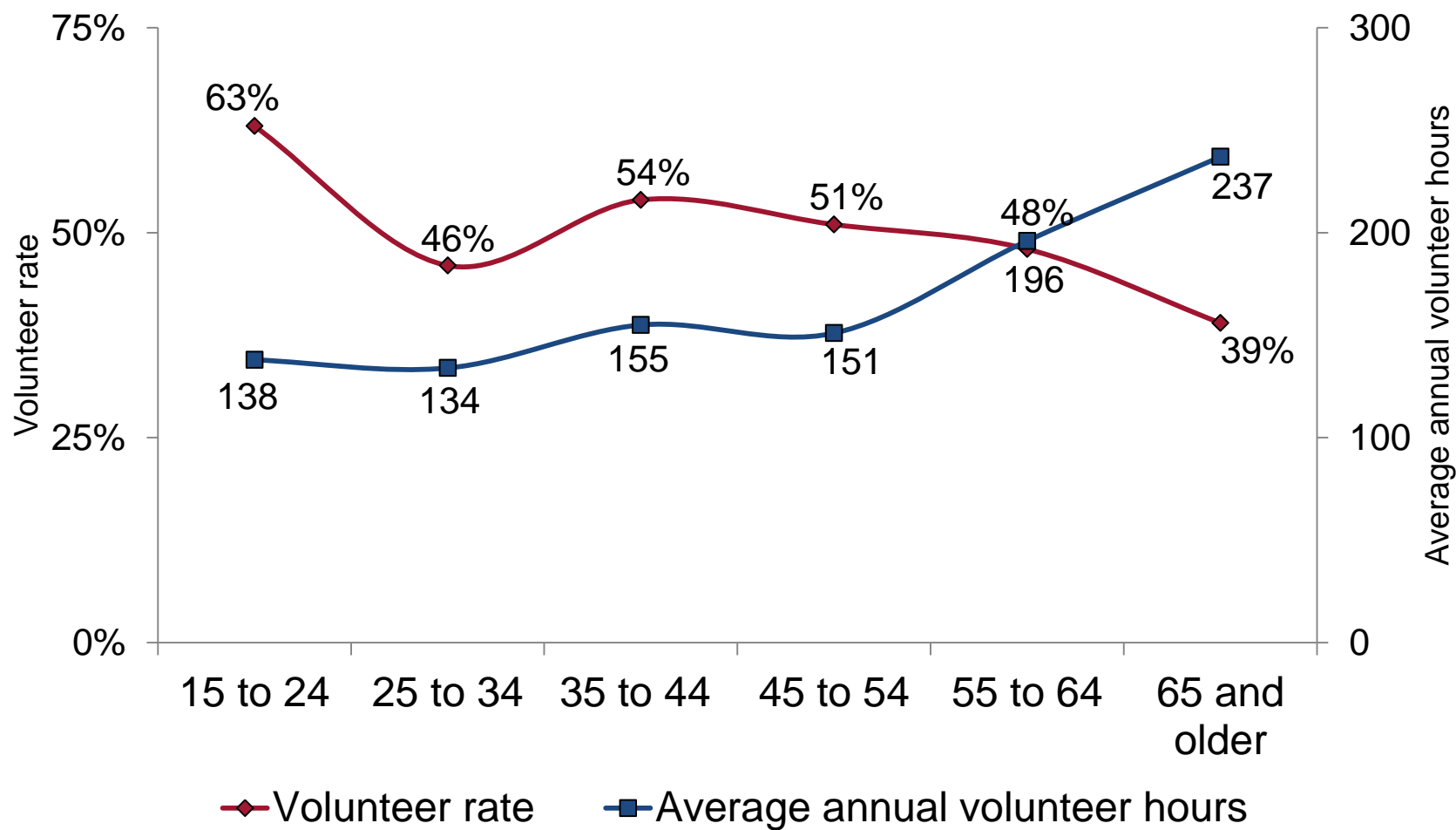
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering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

Volunteer characteristics

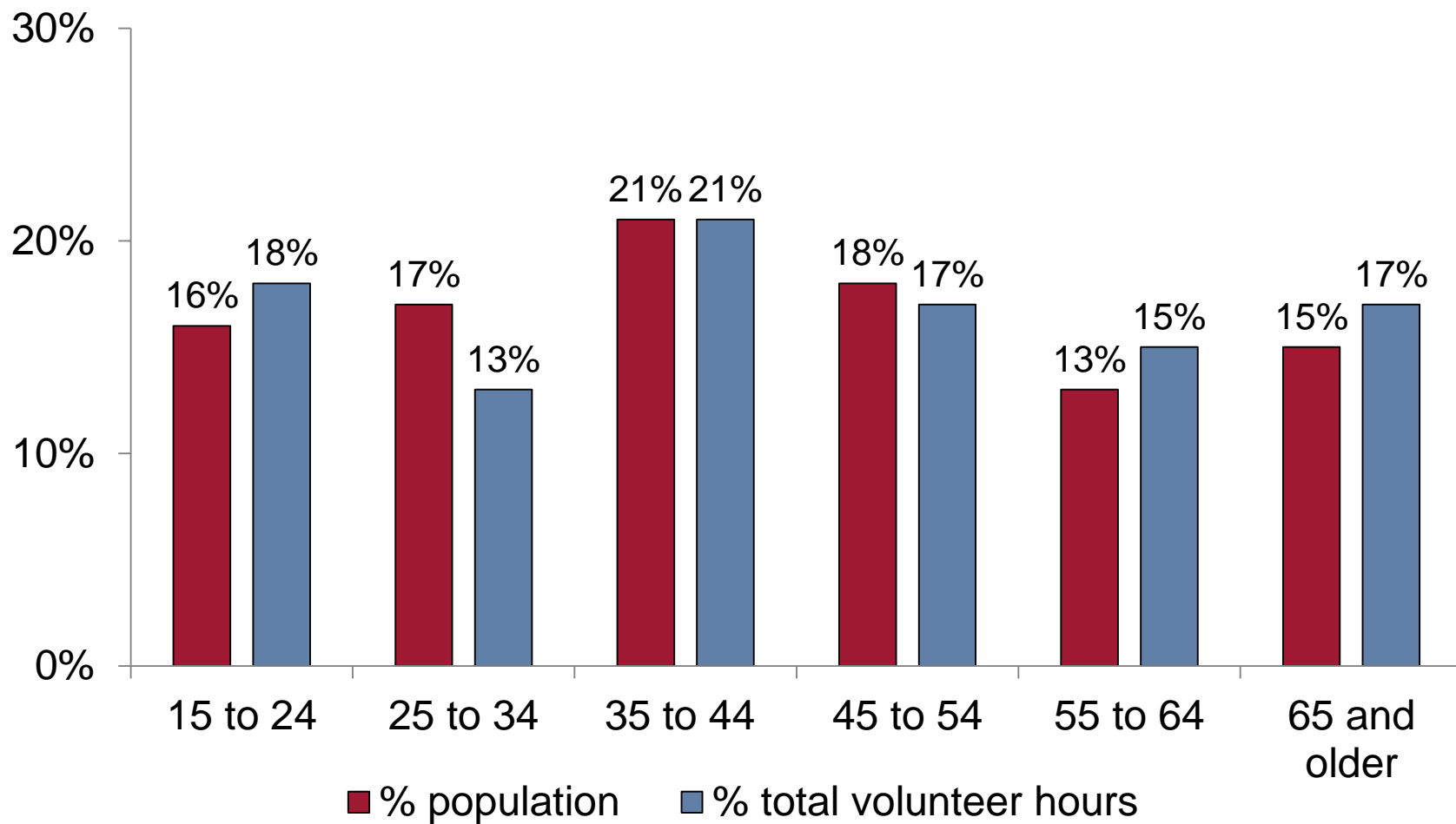
FINDINGS:

- 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

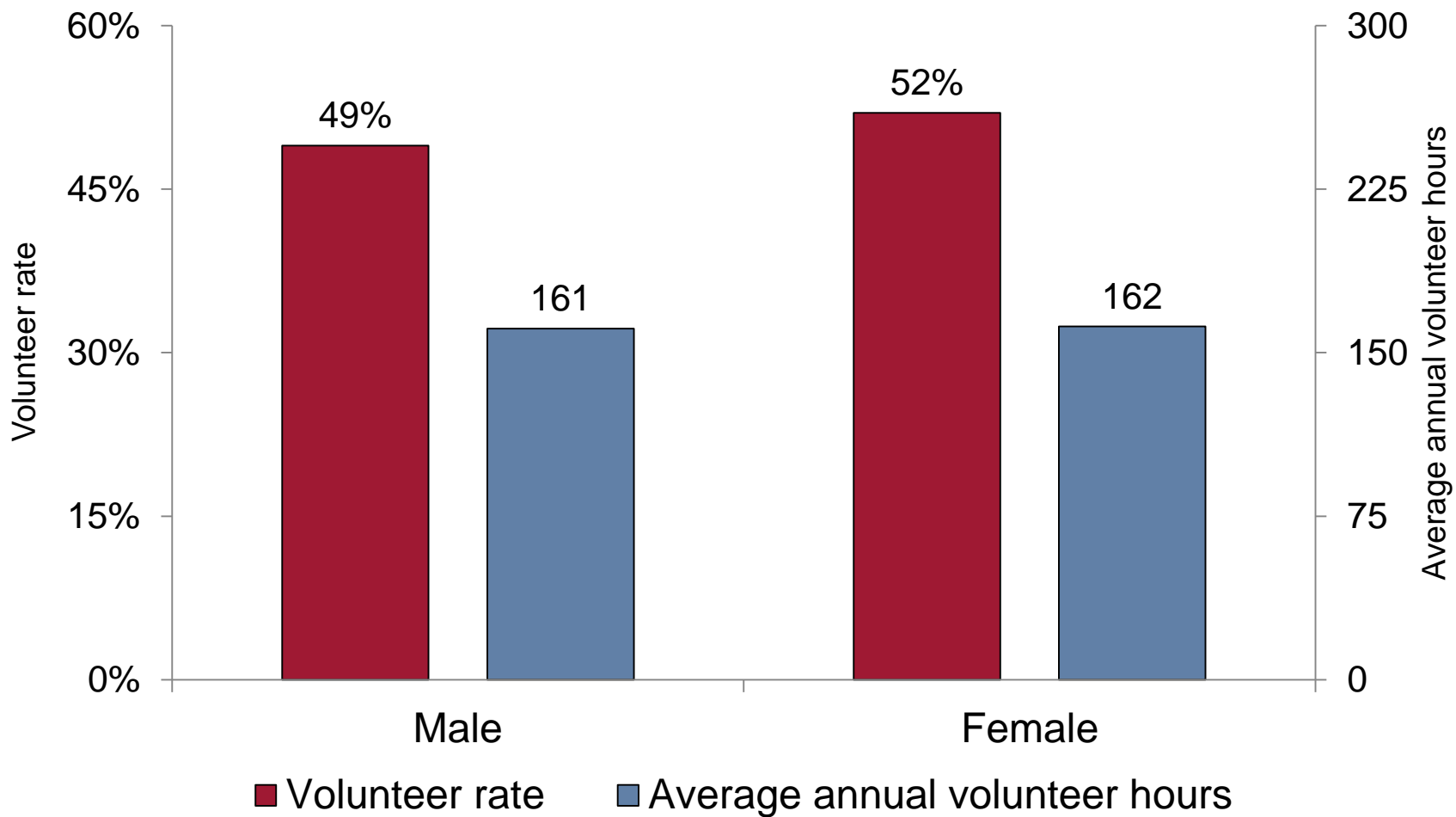
Volunteer characteristics: Age



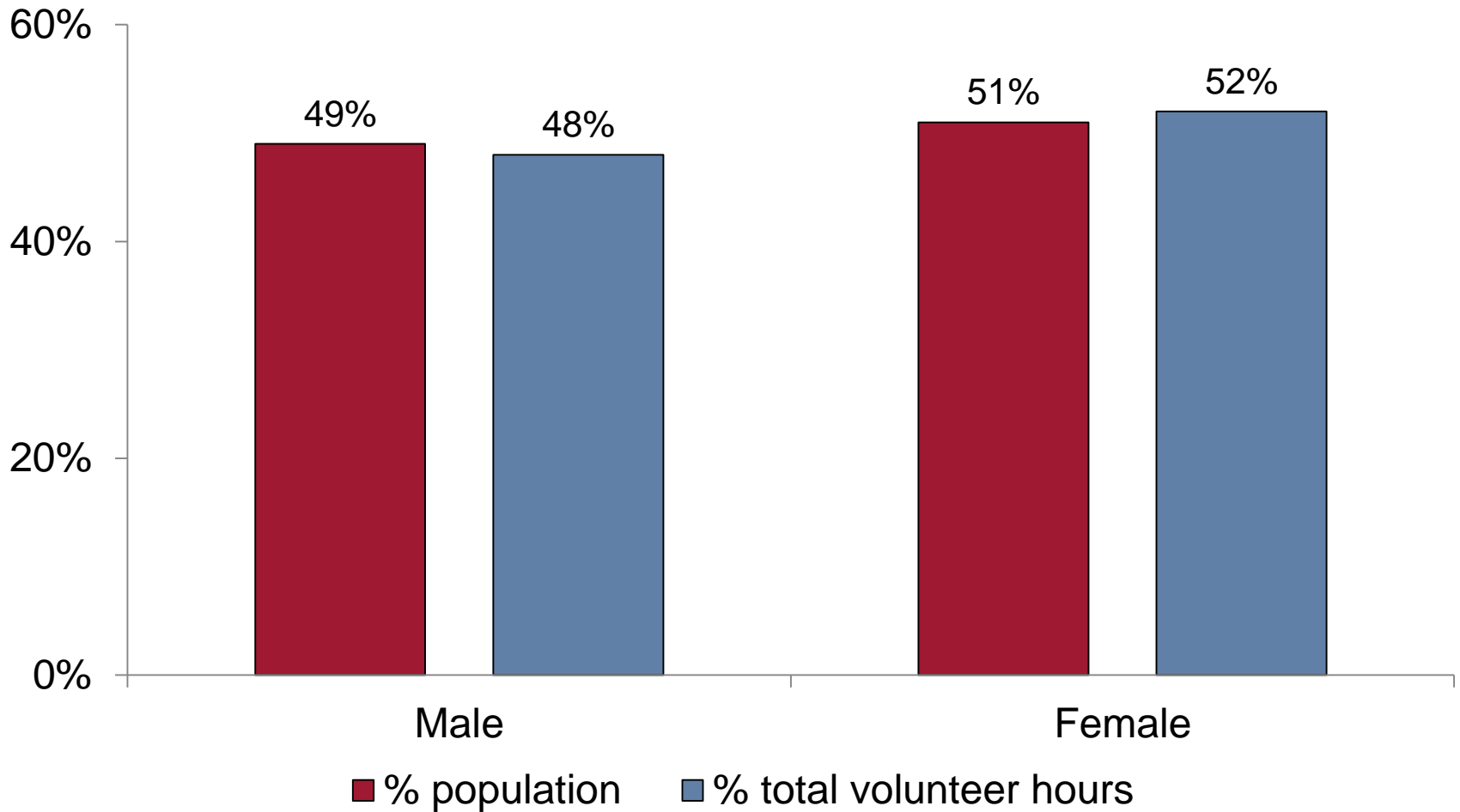
Volunteer characteristics: Age



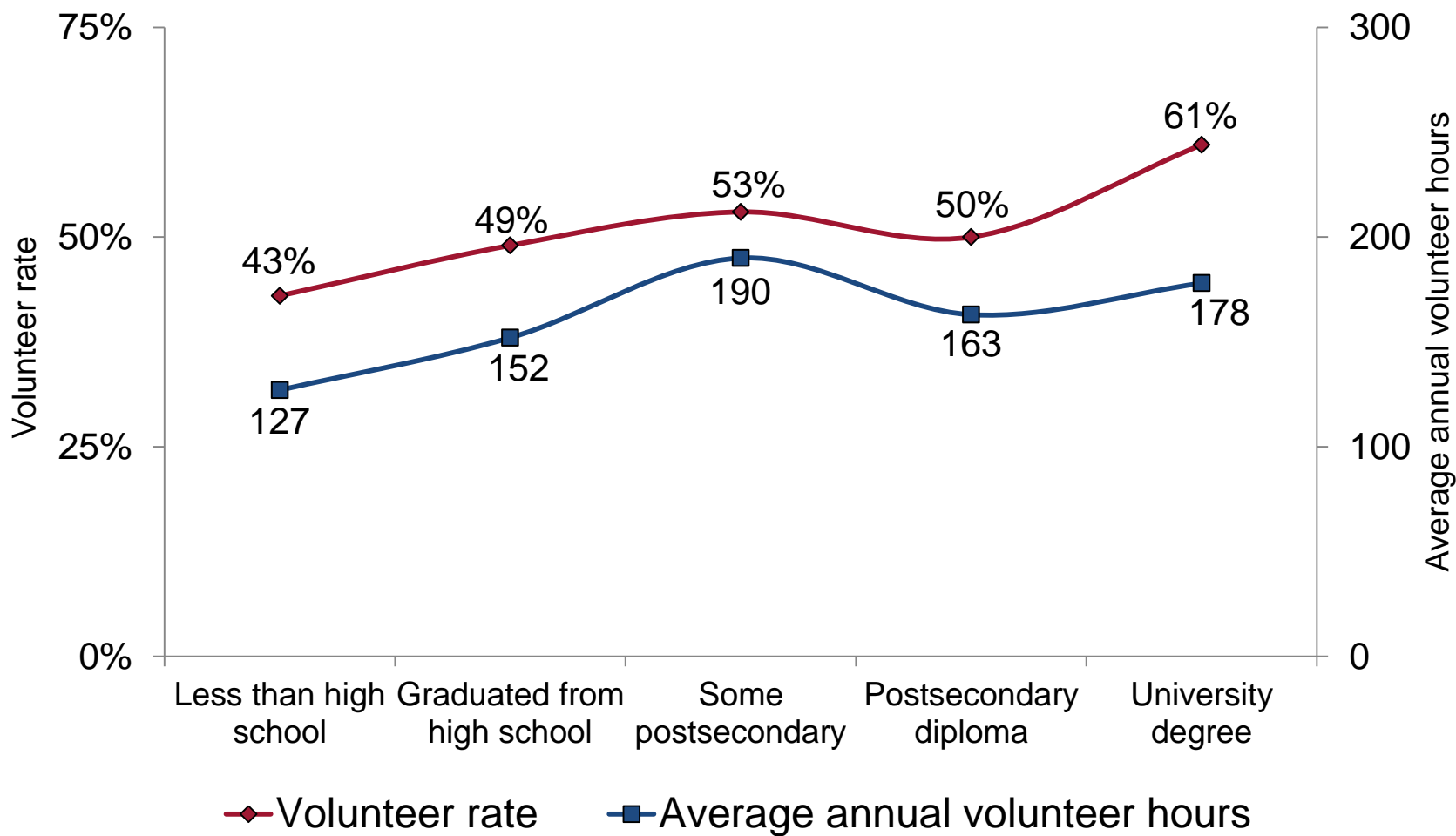
Volunteer characteristics: Sex



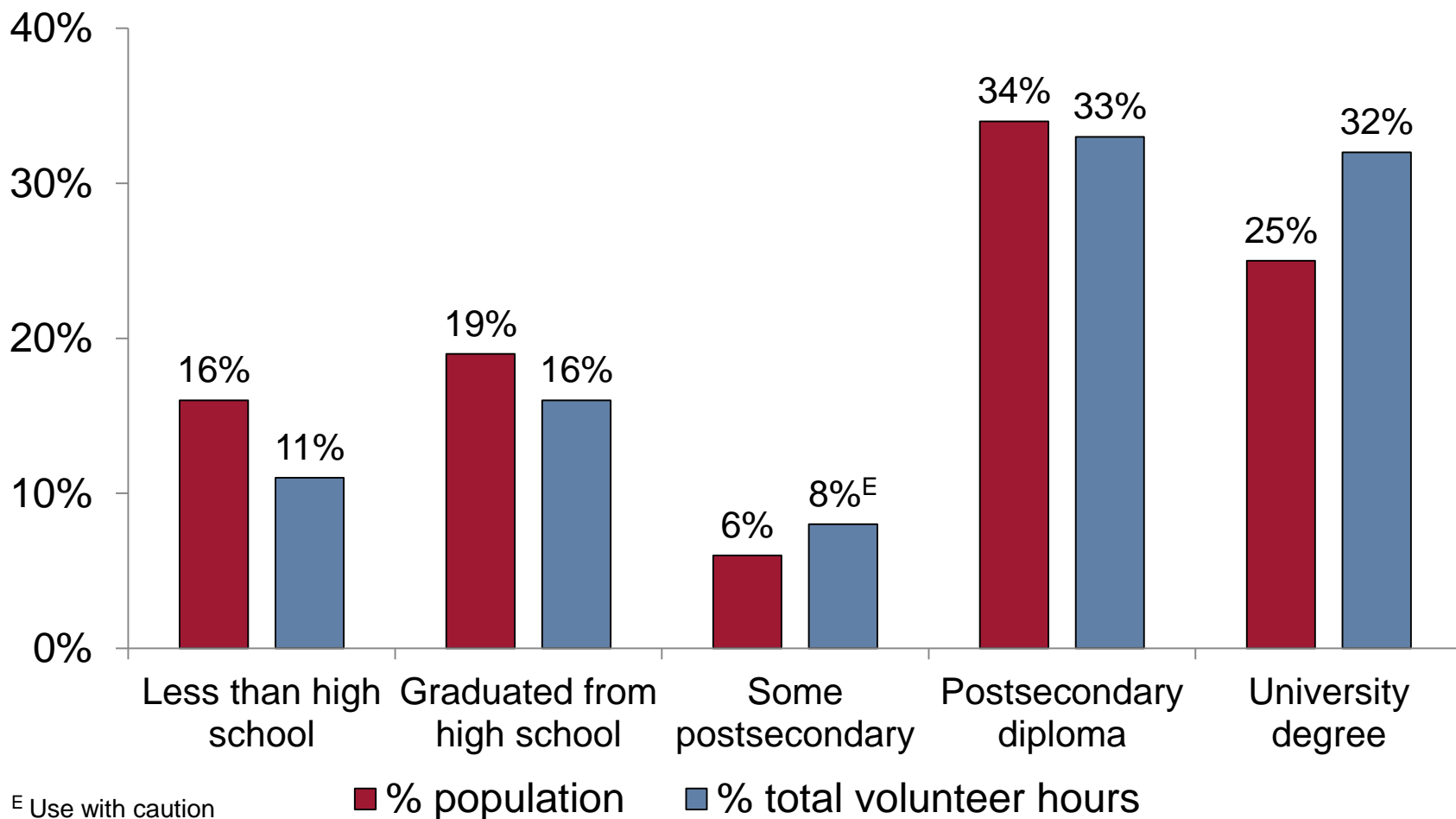
Volunteer characteristics: Sex



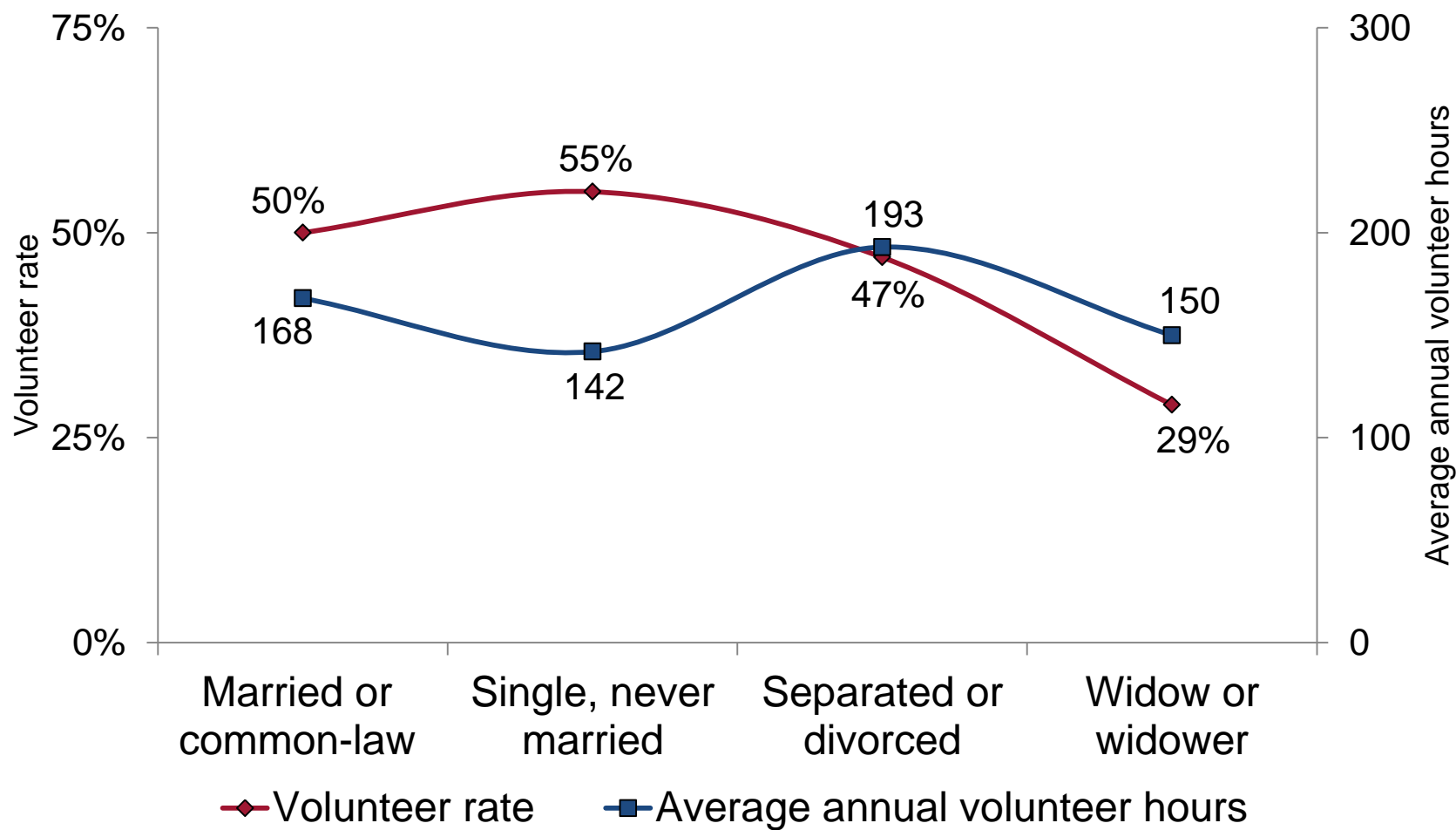
Volunteer characteristics: Education



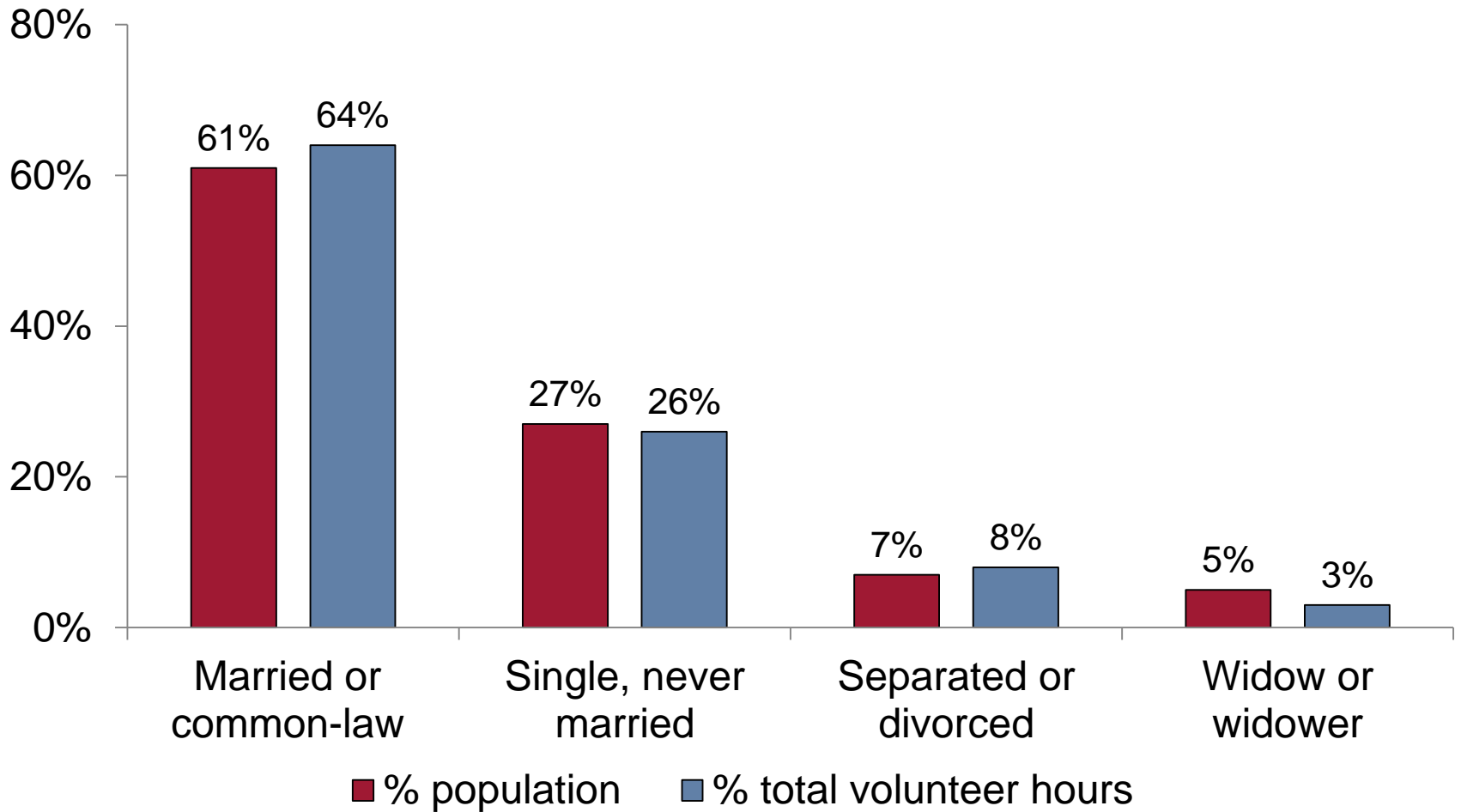
Volunteer characteristics: Education



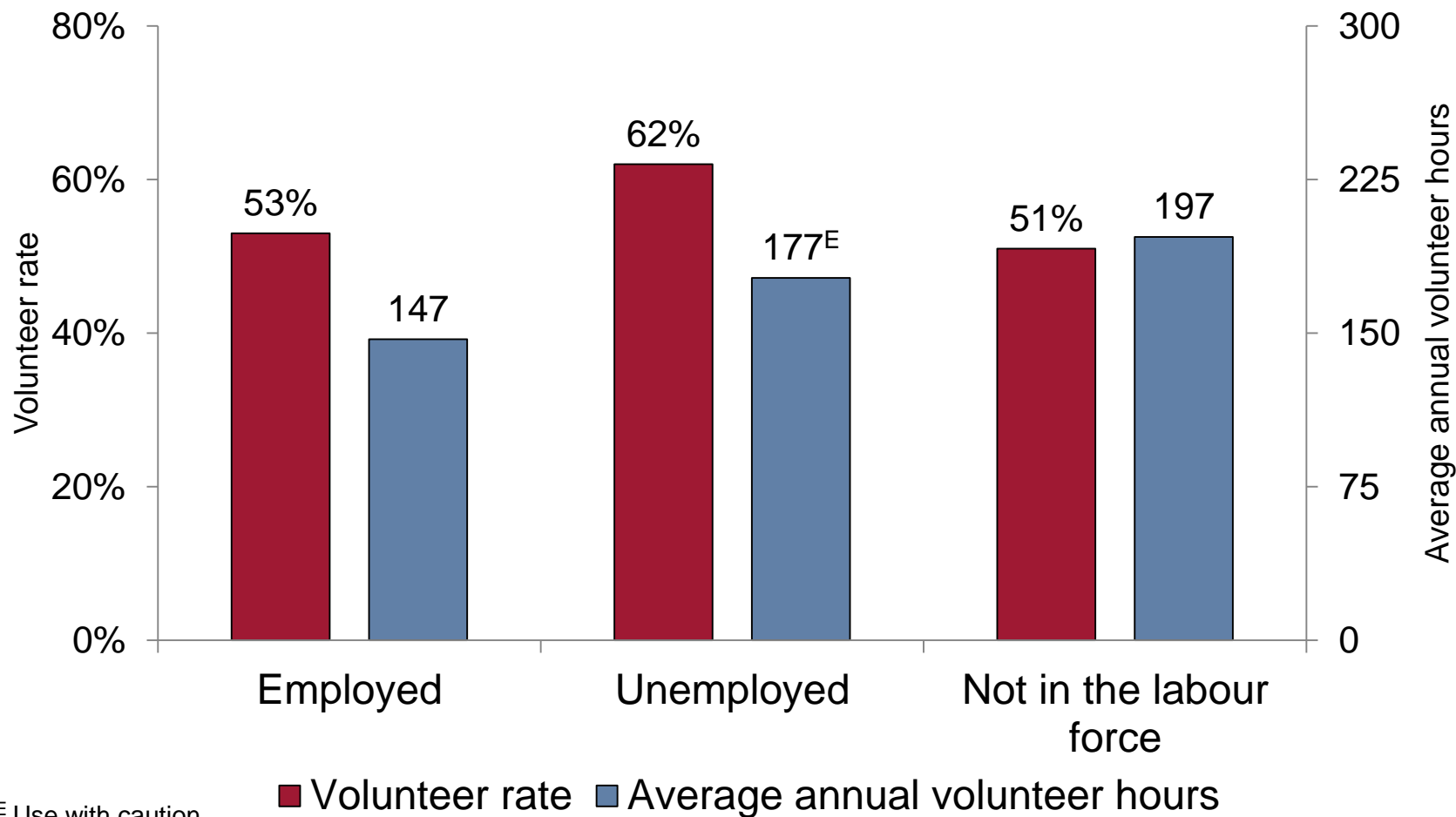
Volunteer characteristics: Marital status



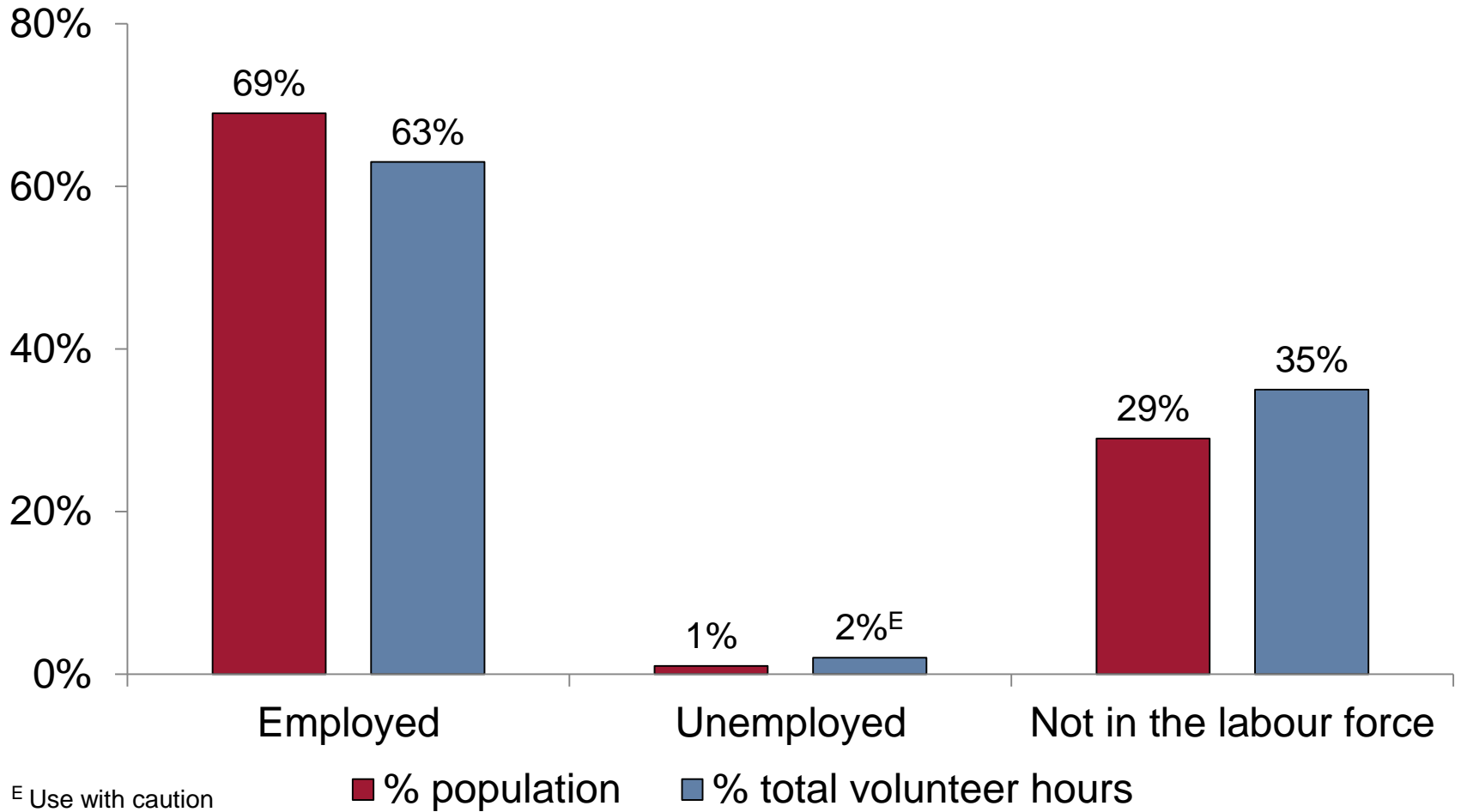
Volunteer characteristics: Marital status



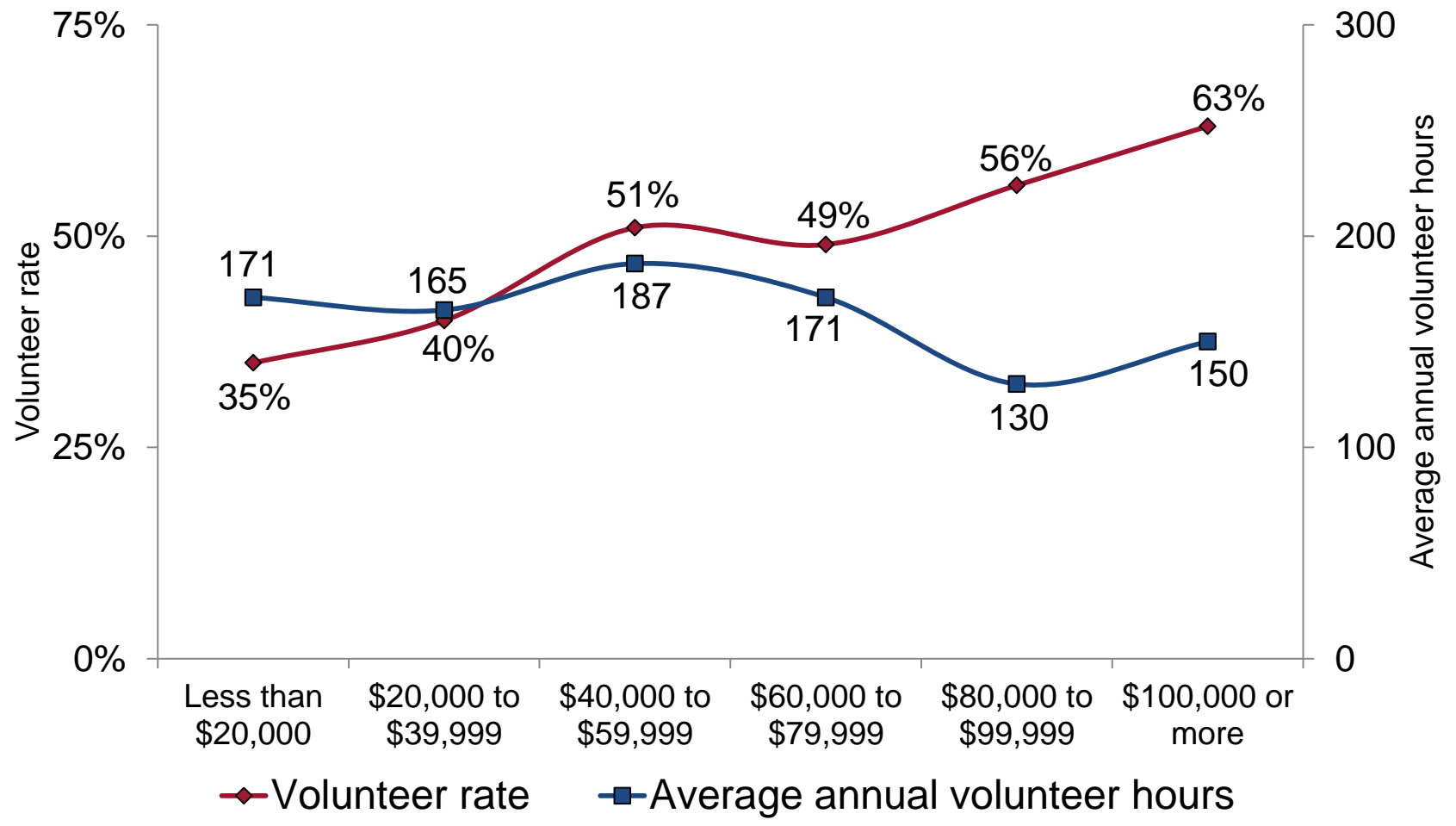
Volunteer characteristics: Labour force status



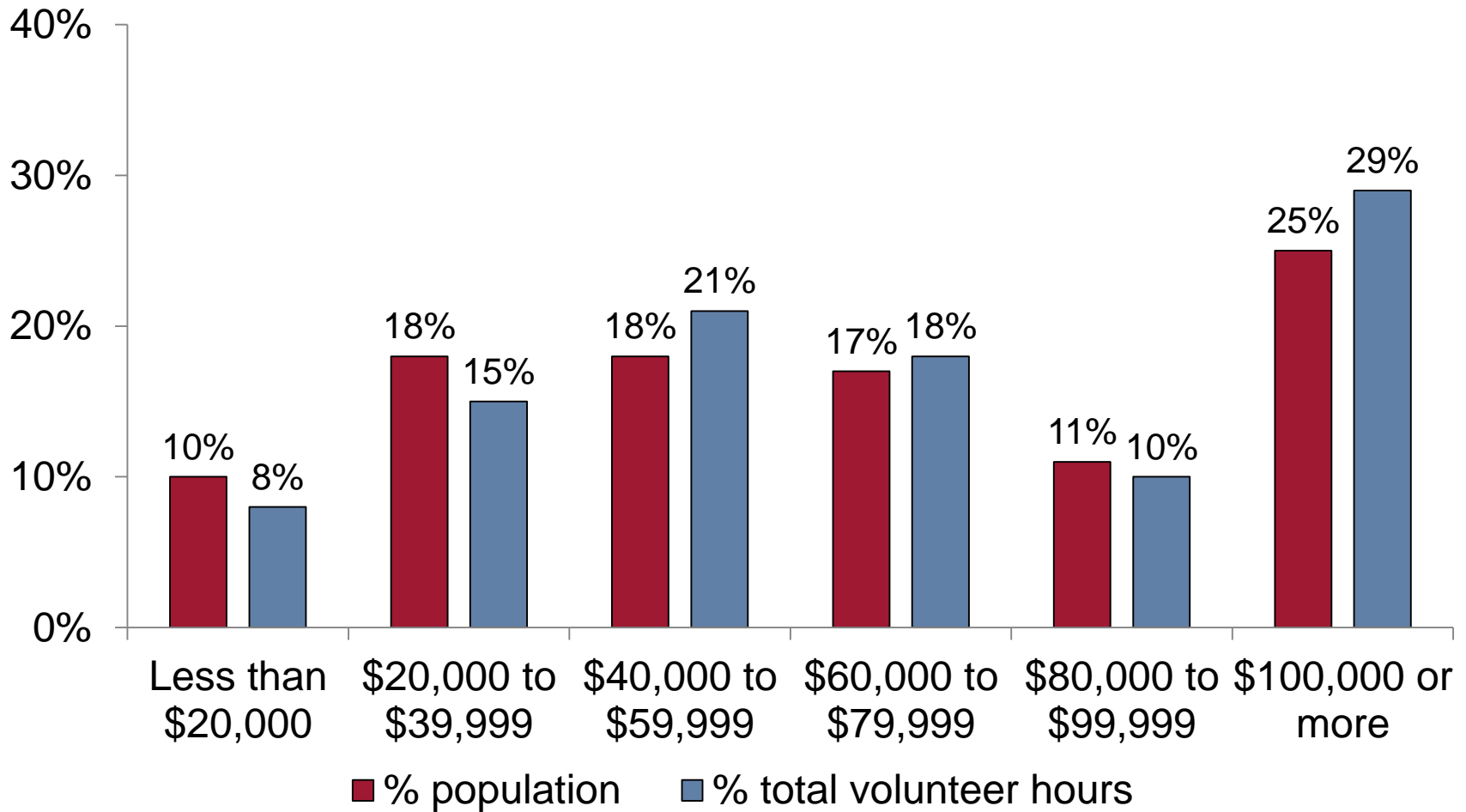
Volunteer characteristics: Labour force status



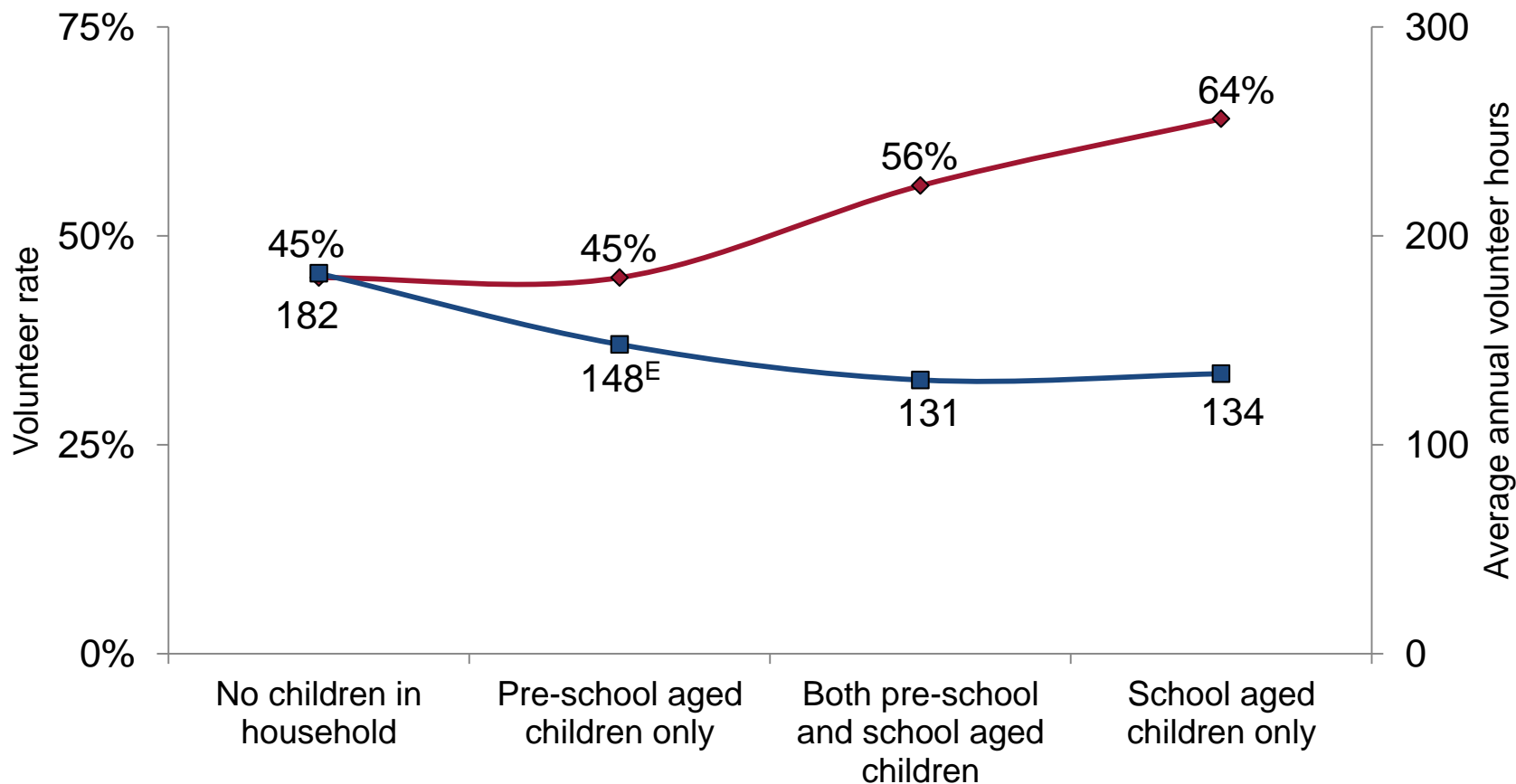
Volunteer characteristics: Household income



Volunteer characteristics: Household income



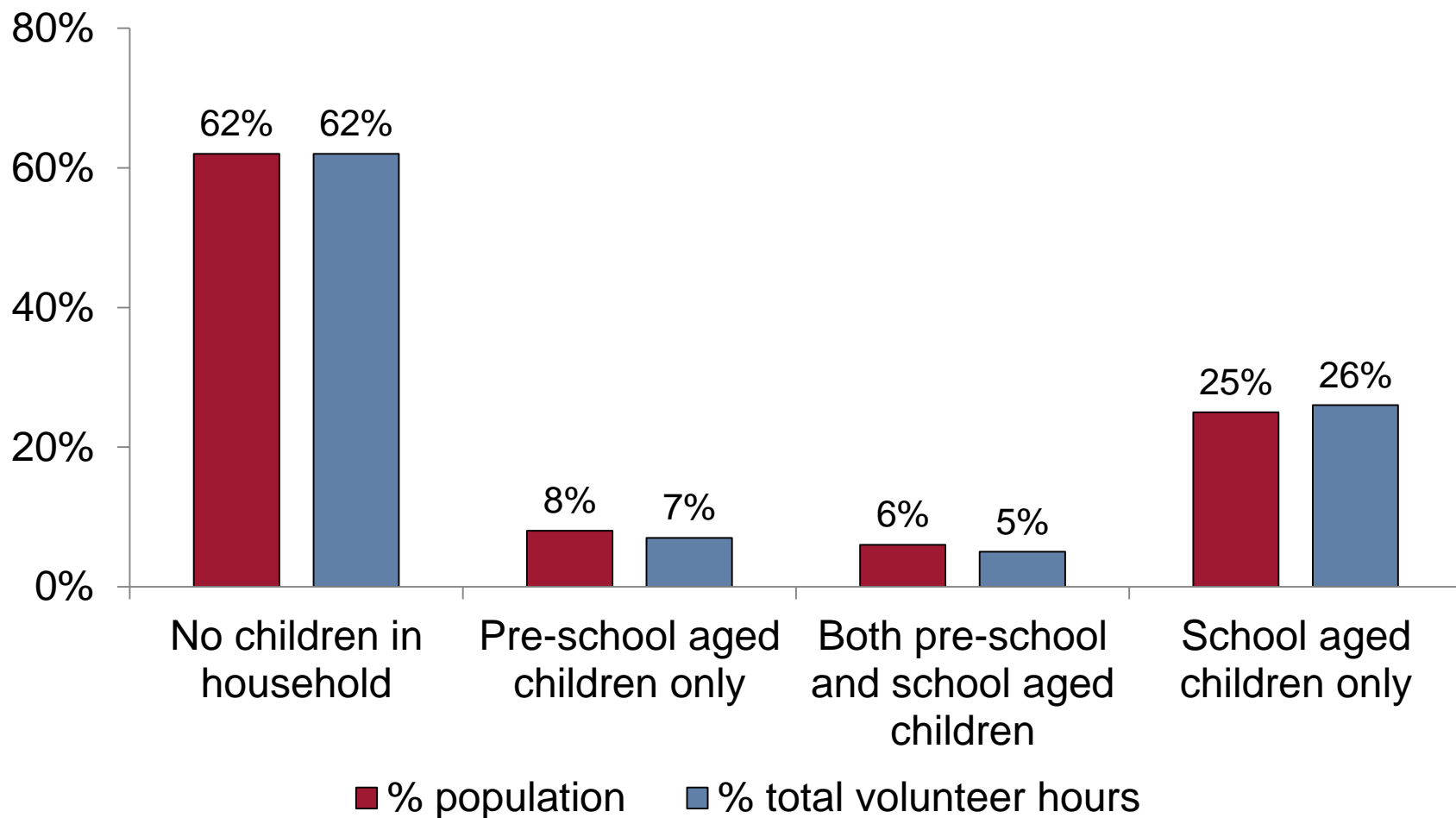
Volunteer characteristics: Presence of children



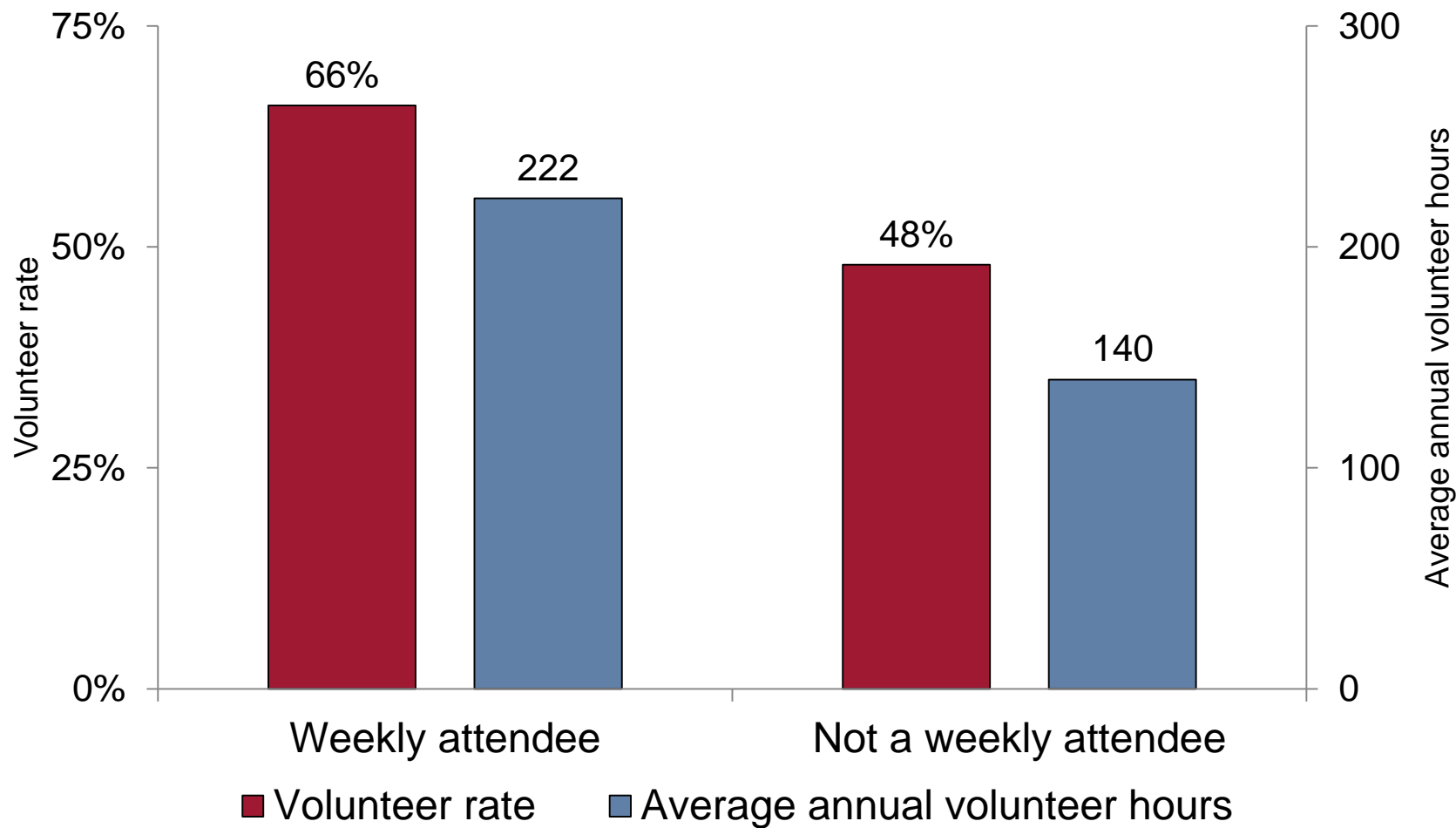
^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

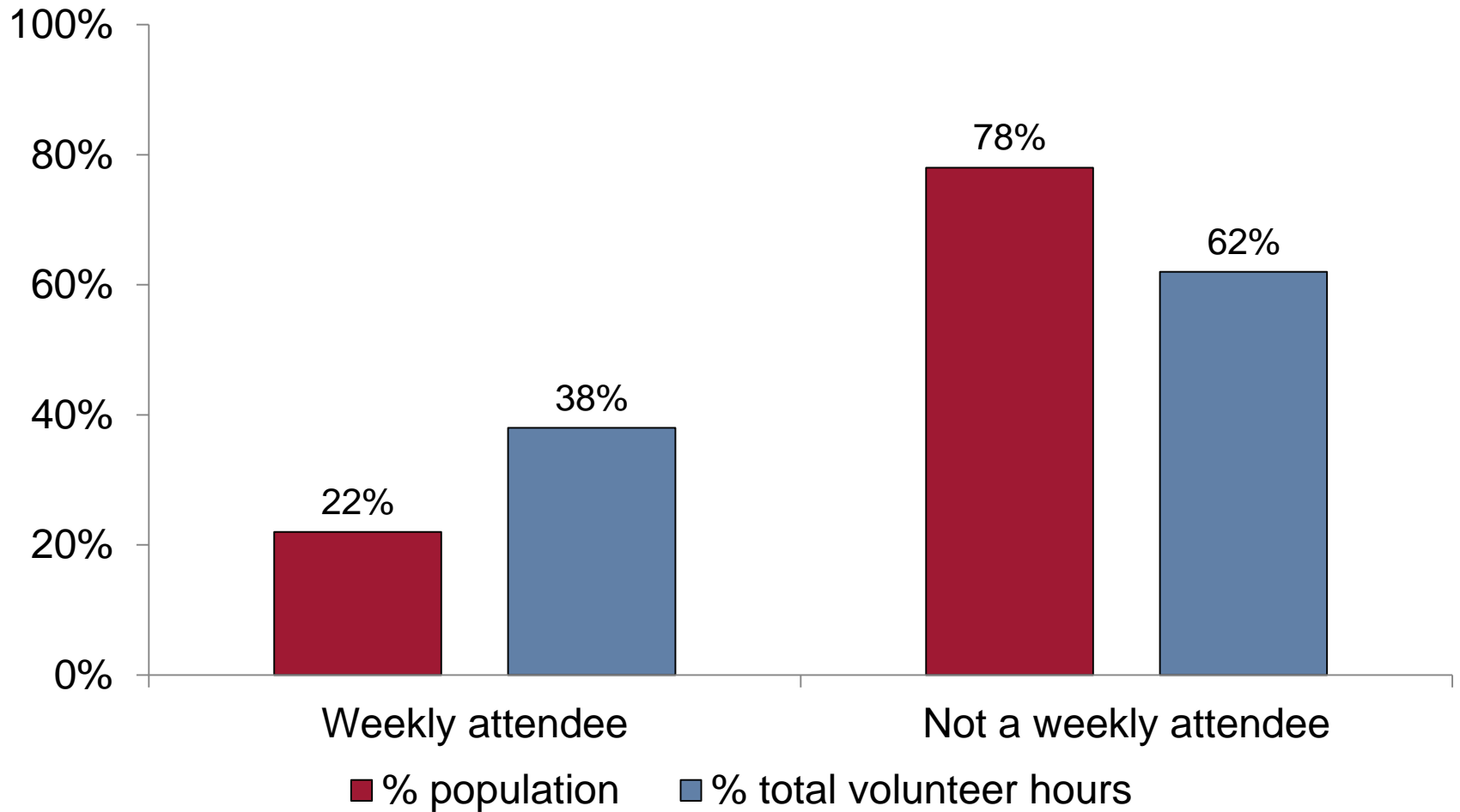
Volunteer characteristics: Presence of children



Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
 - Aged 55 and older
 - Married or in a common-law relationship
 - Hold a university degree
 - Not in the labour force
 - Annual household income of \$40,000 to \$59,999 or \$100,000 or more
 - Attend religious services on a weekly basis
- Again, although these characteristics are treated separately, many tend to be related

Volunteer characteristics

IMPLICATIONS:

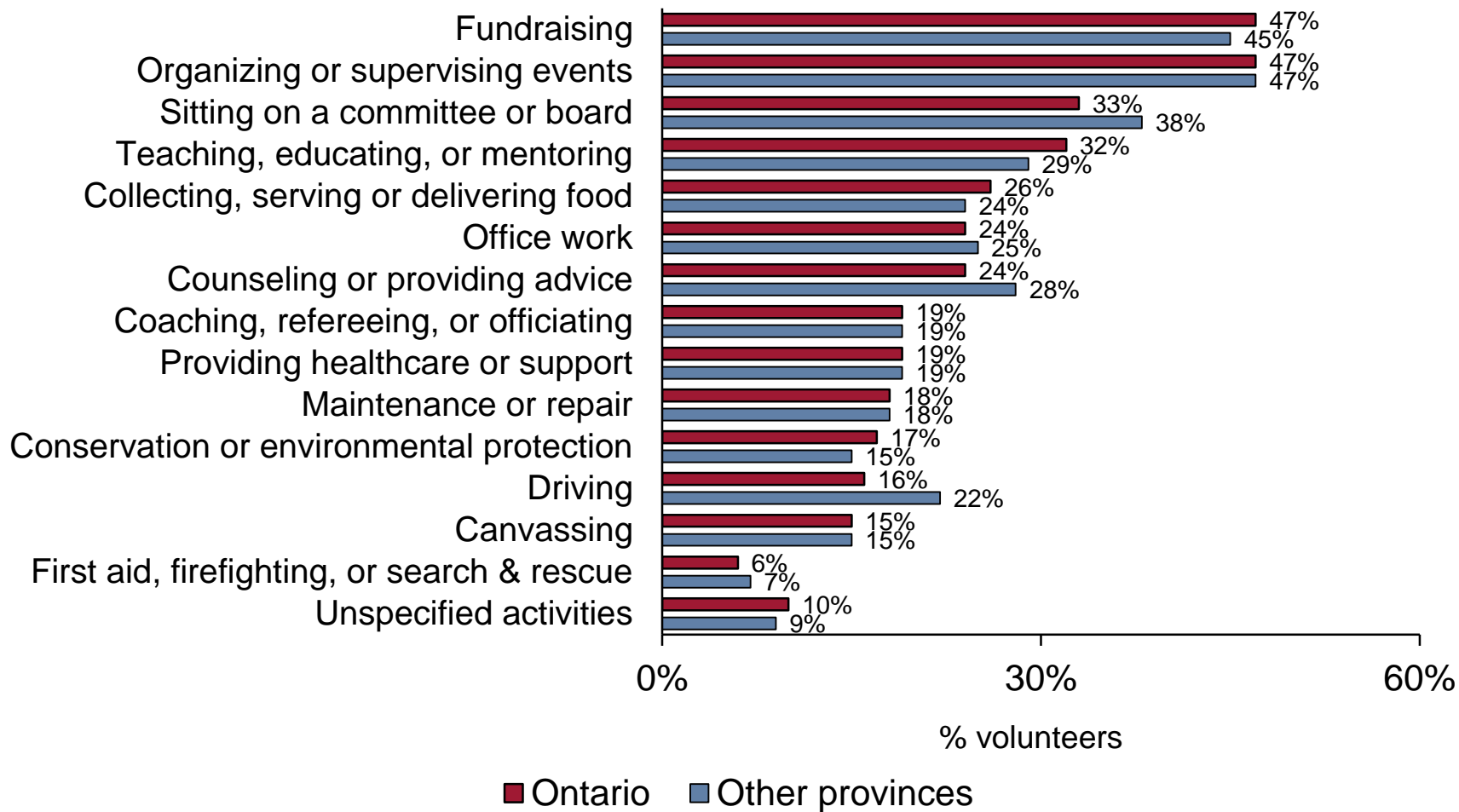
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are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

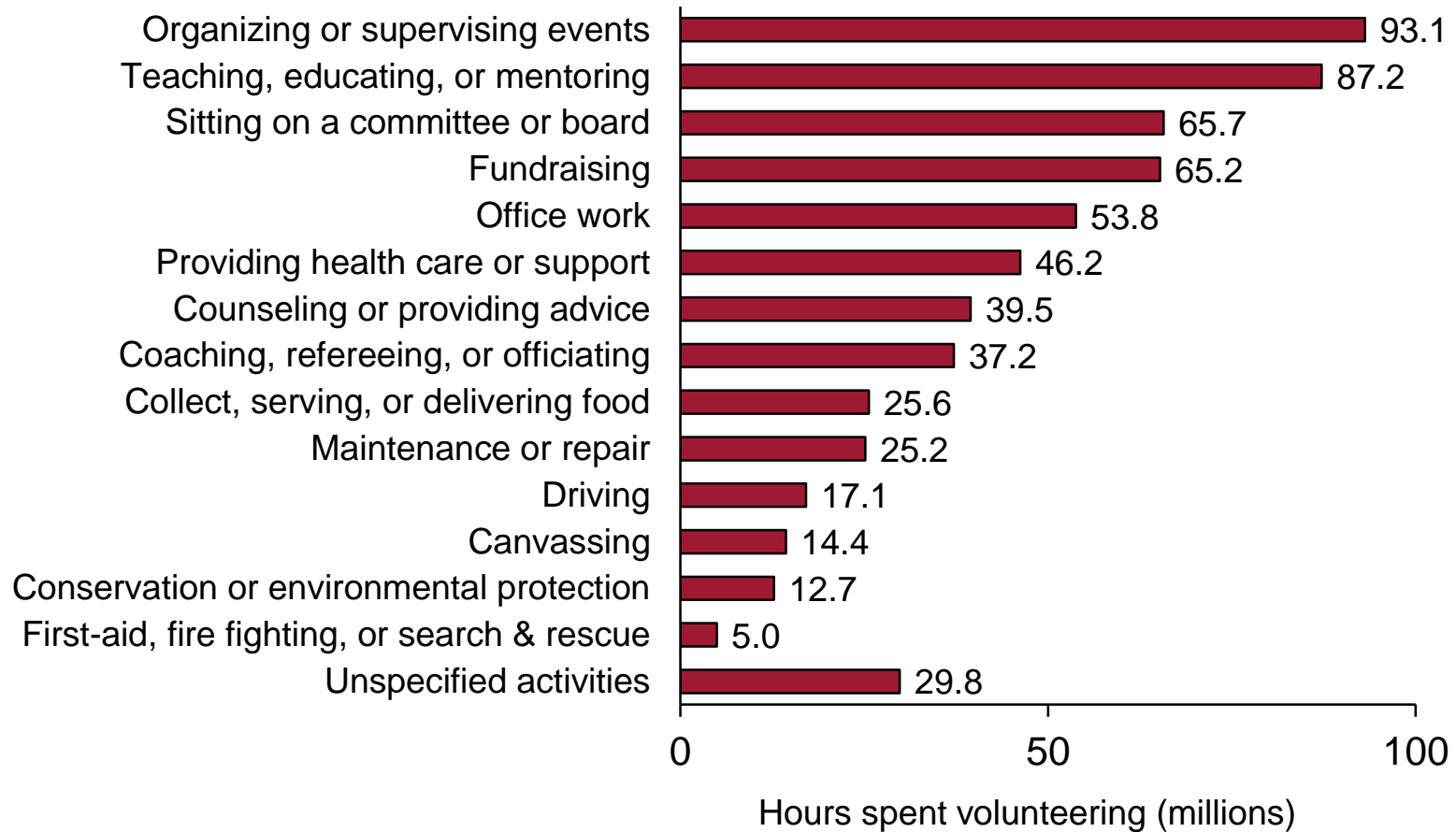
FINDINGS:

- Ontario volunteers most likely to:
 - Fundraise
 - Organize or supervise events
 - Sit on committees or boards
 - Teach, educate or mentor
- Less likely than residents of other provinces to:
 - Sit on committee or board
 - Counsel or provide advice
 - Drive
- Generally, most common activities account for large amounts of volunteer time

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

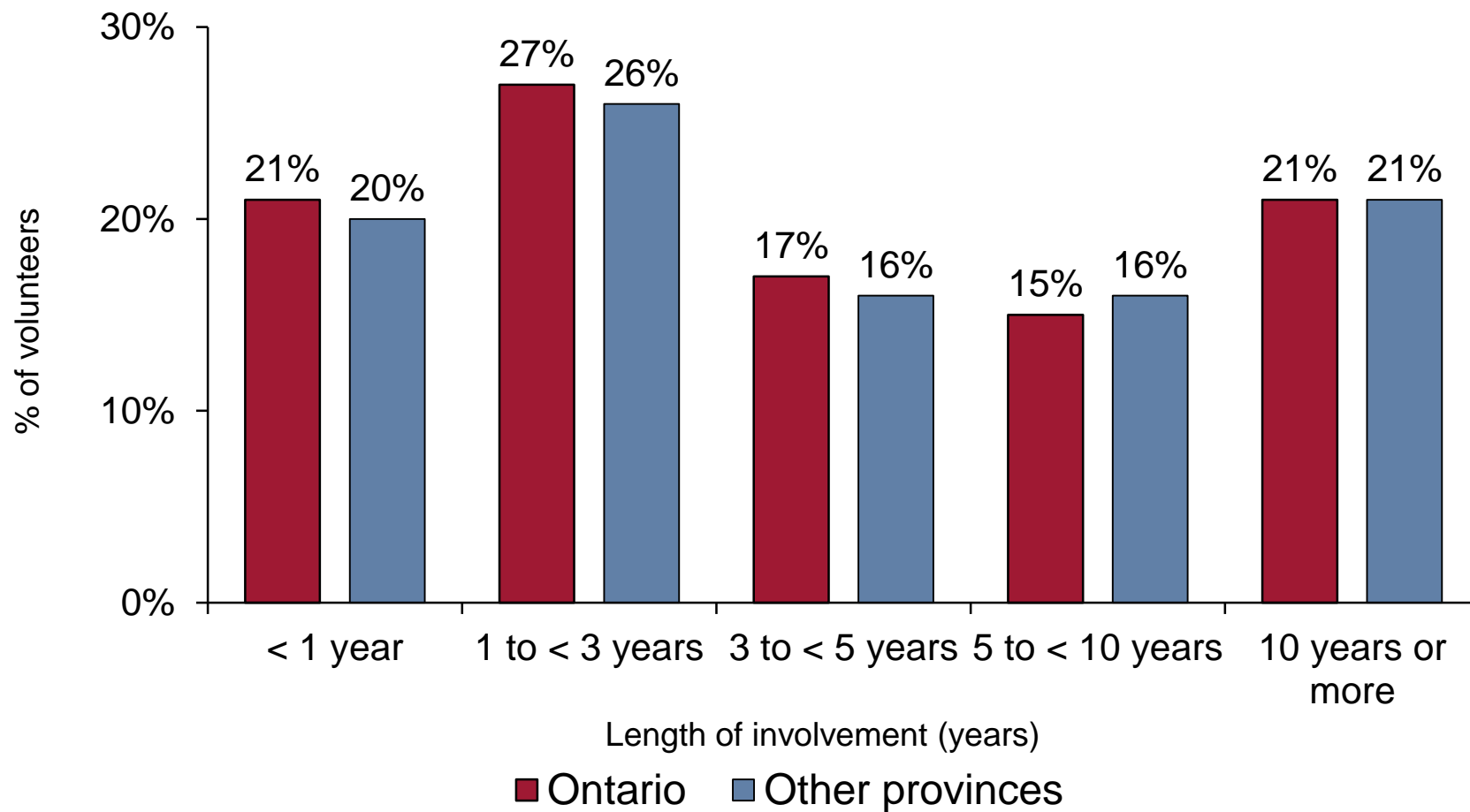
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

Length of involvement with organization

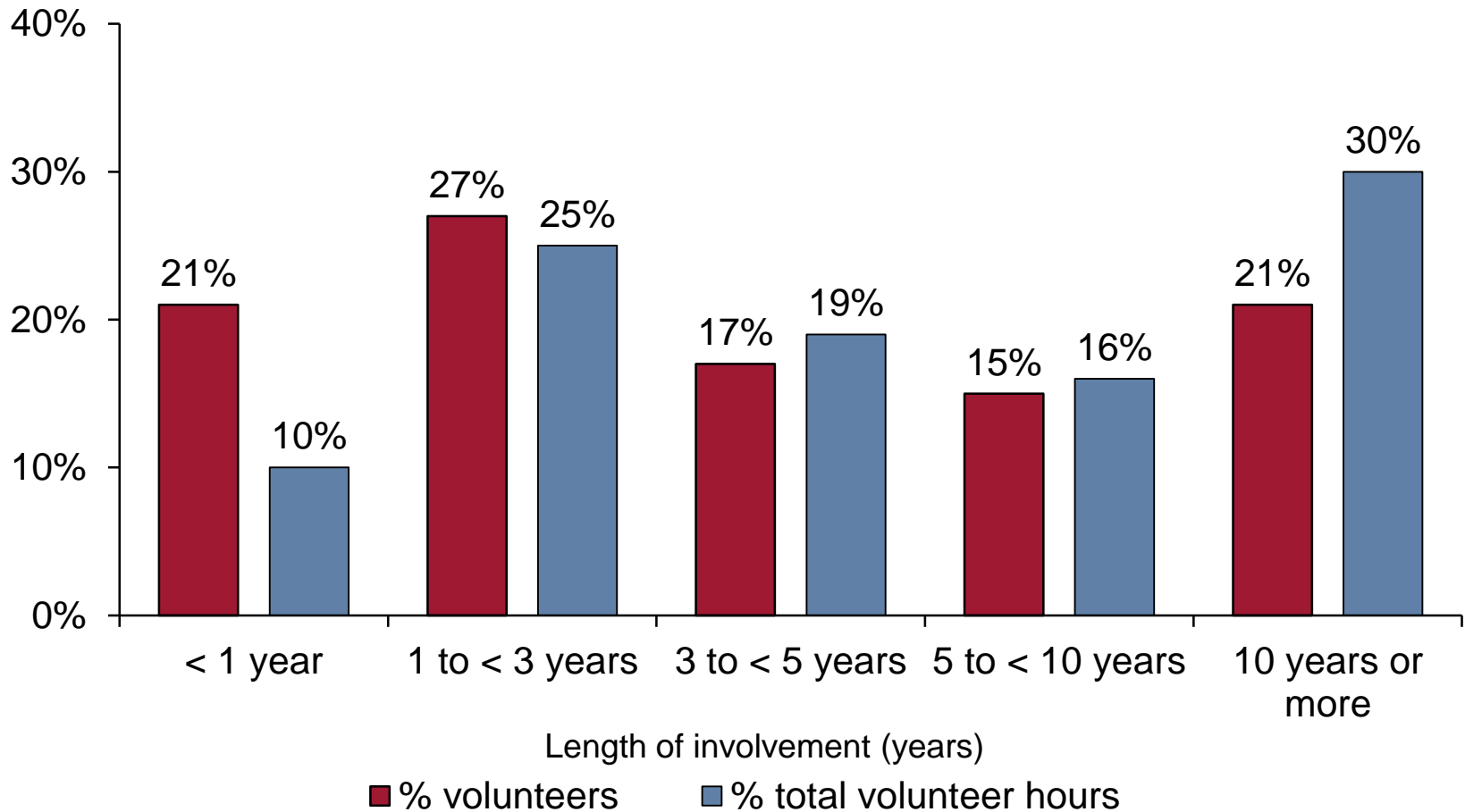
FINDINGS:

- About half of volunteers have been involved with organization for less than three years
- About a fifth have been involved for 10 years or more
- Pattern of involvement very similar to other provinces
- Those who have been involved for 3 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



Length of involvement with organization

IMPLICATIONS:

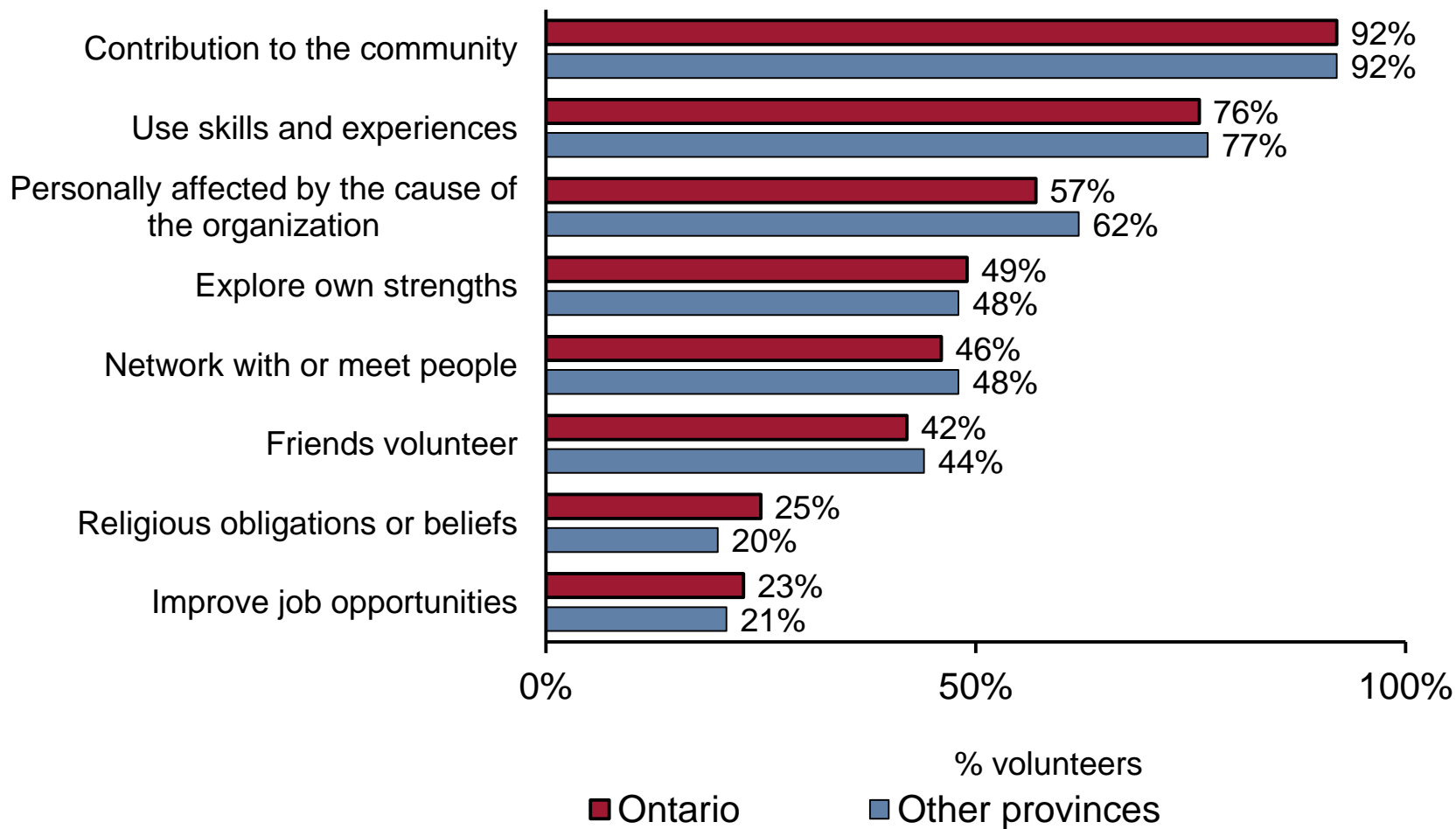
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes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

- Ontarians most likely to be motivated to volunteer by desires to:
 - Make a contribution to community
 - Use their skills and experiences
- Least likely to be motivated by:
 - Desire to improve job opportunities
 - Religious obligations and beliefs
- Pattern of motivations extremely similar to that seen in other provinces
 - Somewhat less likely to be personally affected by cause of organization
 - More likely to be motivated by religious factors

Motivations

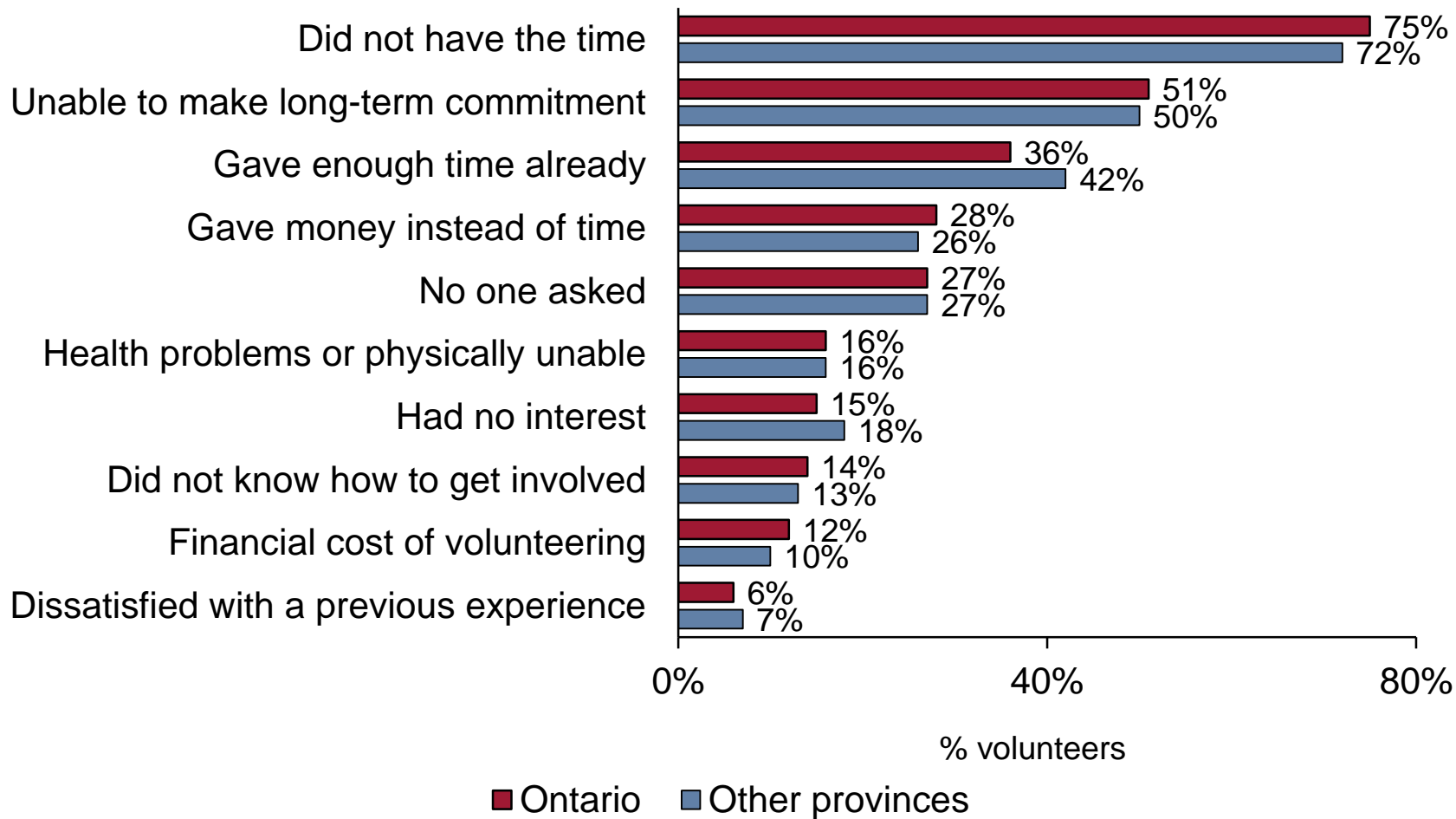


Barriers

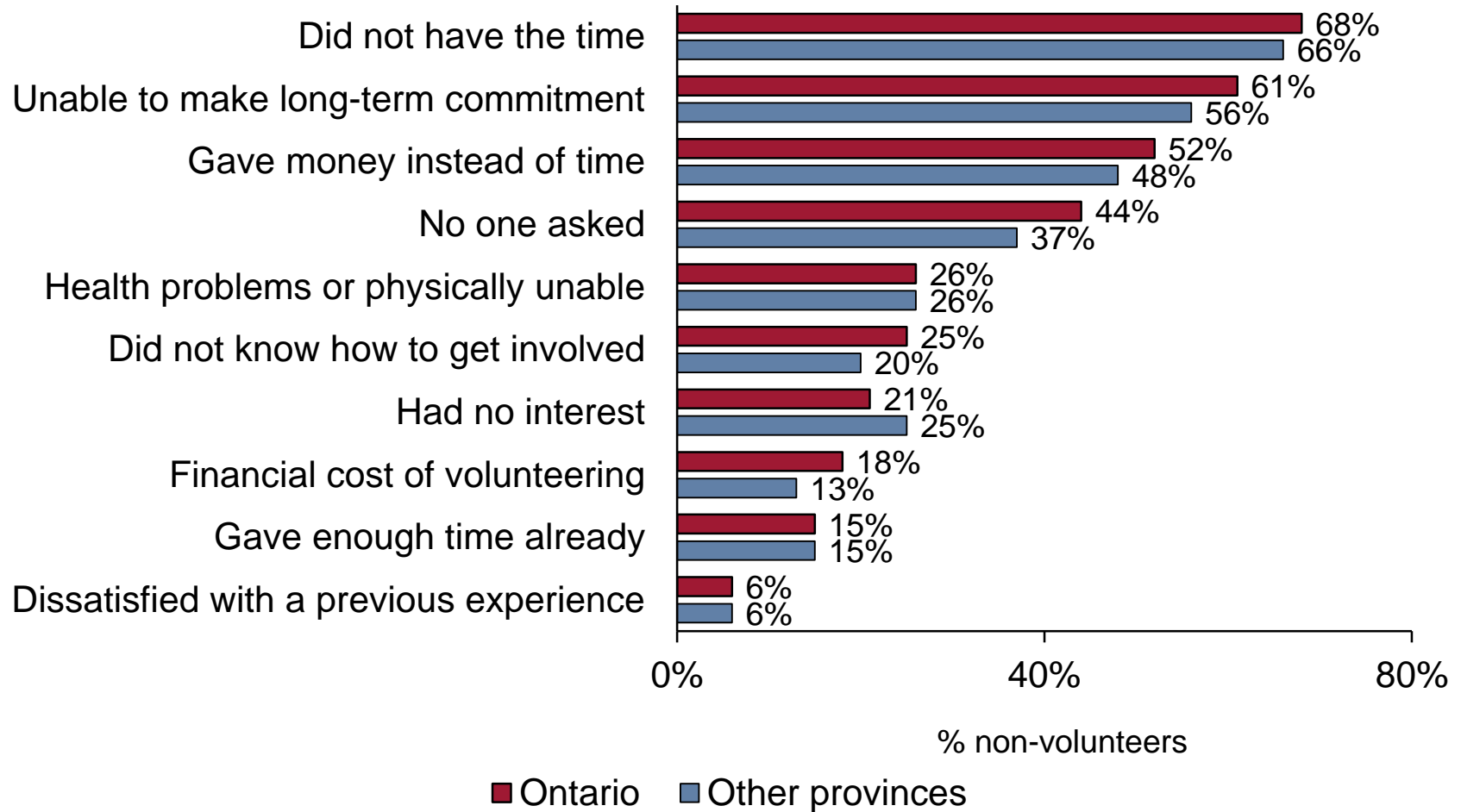
FINDINGS:

- Ontarians 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
- Volunteers more likely say they had given enough time already
- Non-volunteers more likely to report a number of barriers:
 - No one asked them to volunteer
 - Did not know how to become involved

Barriers to volunteering more



Barriers to volunteering at all



Motivations and barriers

IMPLICATIONS:

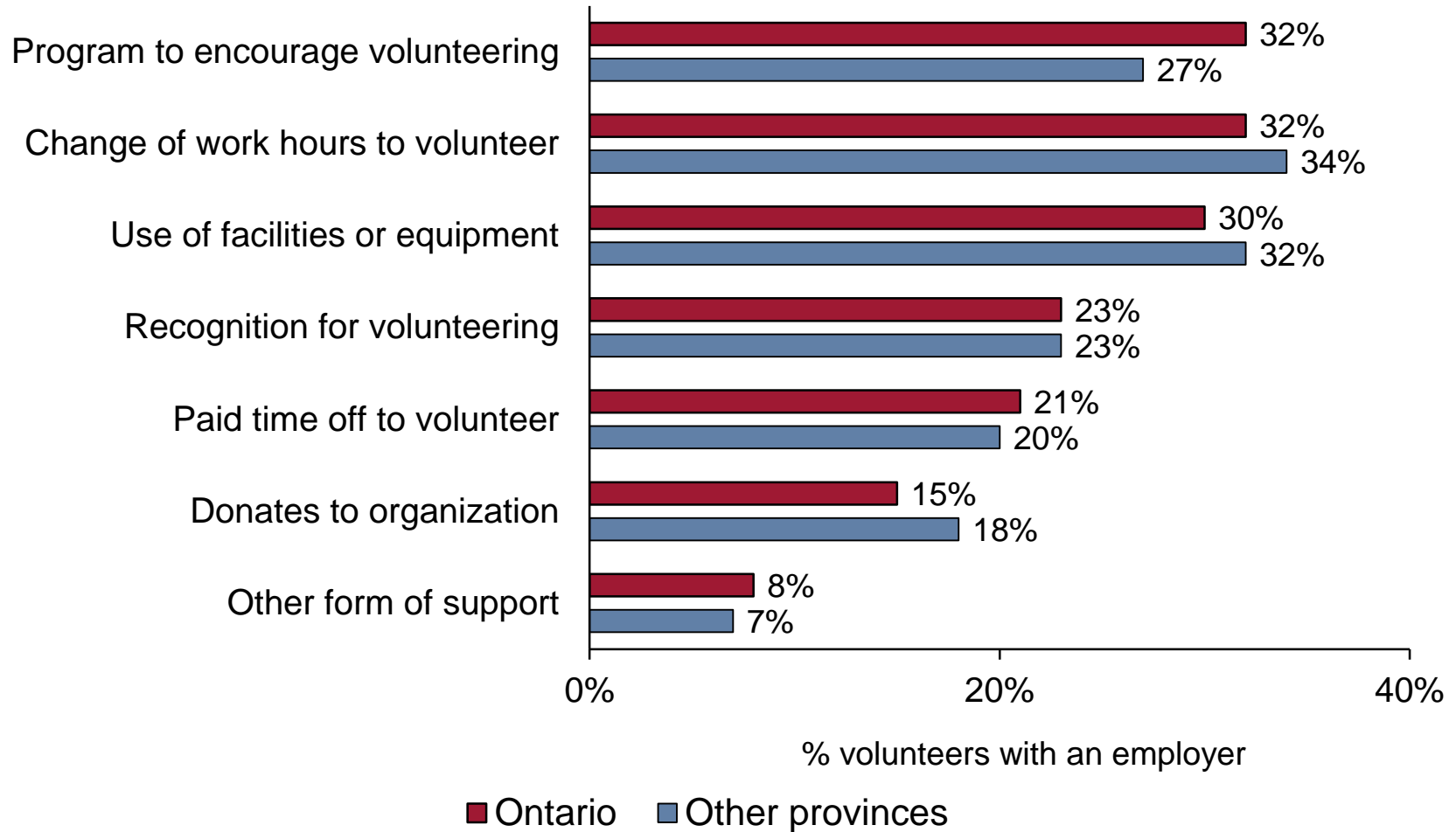
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change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

- 57% of Ontarian volunteers with an employer reported that they had received some form of support for their volunteering (identical to 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 existence of program to encourage employee 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

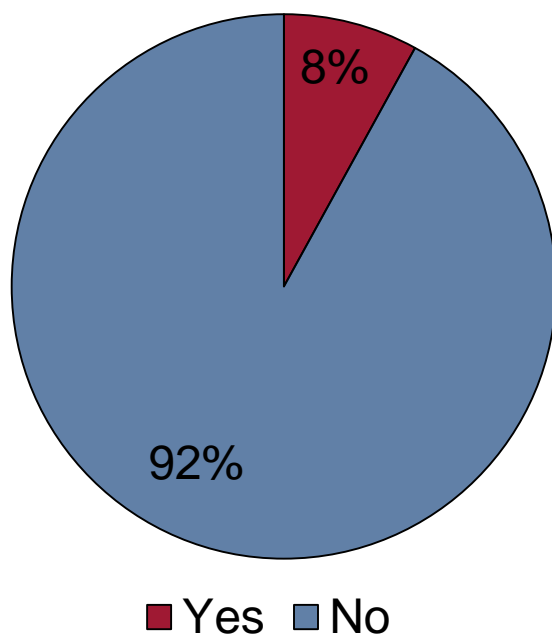
Mandatory community service

FINDINGS:

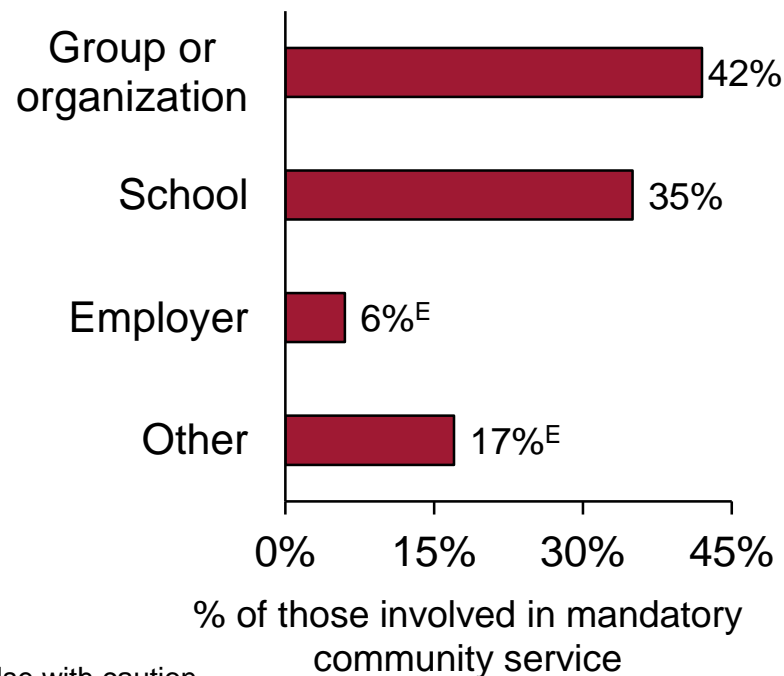
- 8% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours.
- Those required to perform mandatory community service in Ontario were less likely to have be require by the organization the service was done for than in other provinces.

Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



^E Use with caution

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

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