



The 2004 Canada Survey of Giving, Volunteering, and Participating: PRINCE EDWARD ISLAND

Content

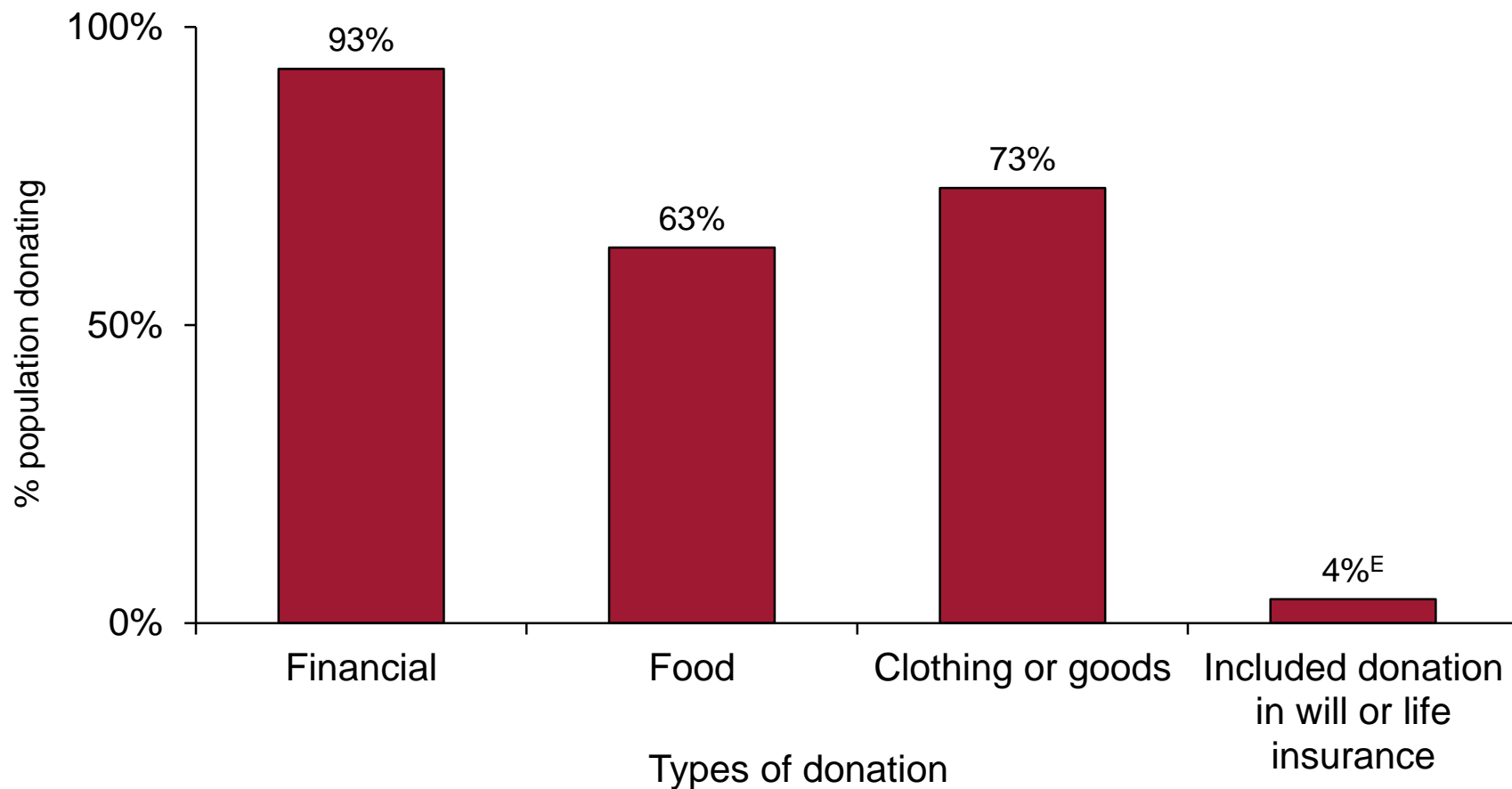
DONATING:

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

VOLUNTEERING:

- Volunteering
- Types of organizations supported
- Volunteer characteristics:
 - Sex
 - Labour force status
- Volunteer activities
- Length of involvement
- Motivations and barriers
- Employer support
- Mandatory community service

Types of donation

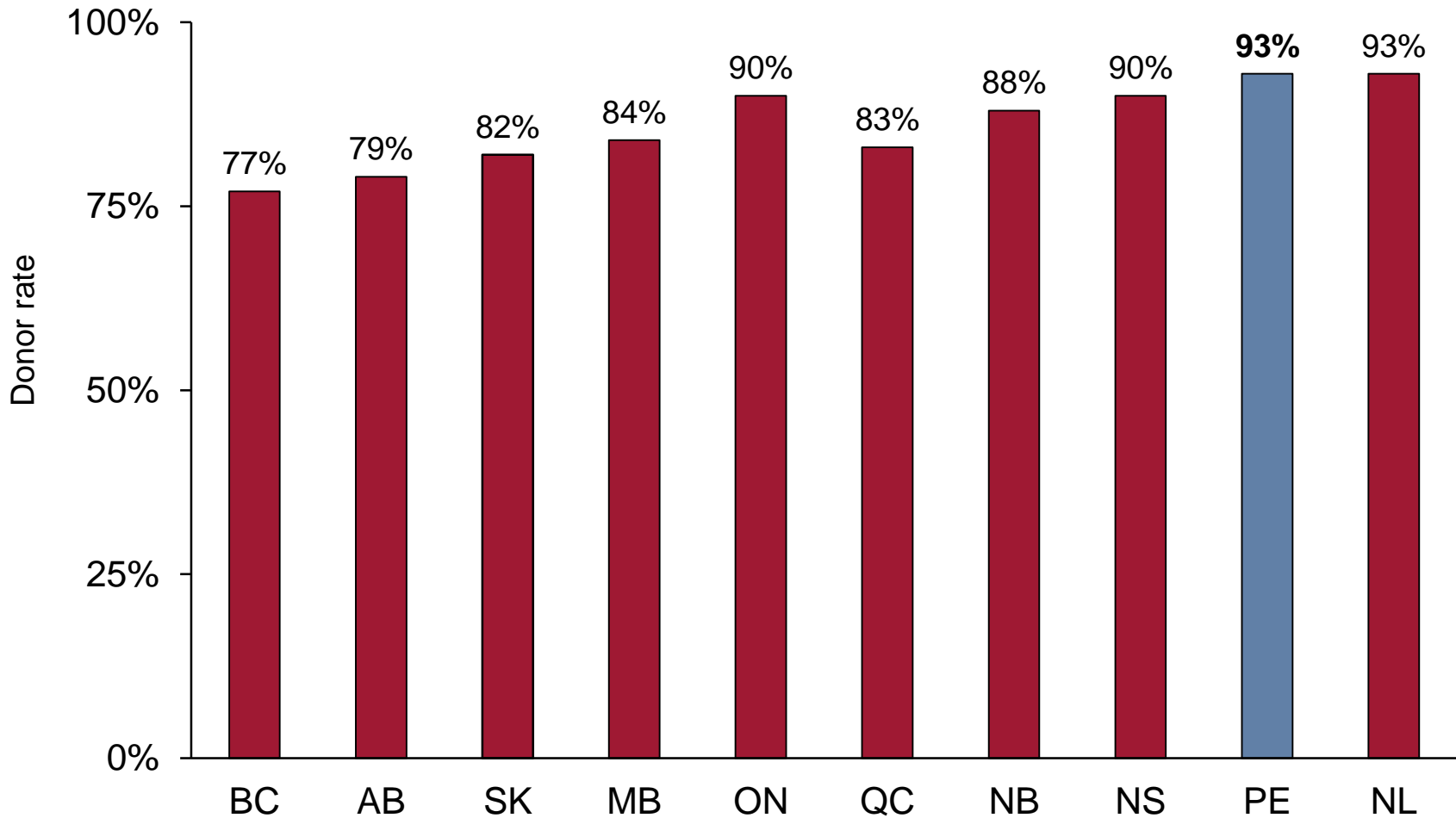


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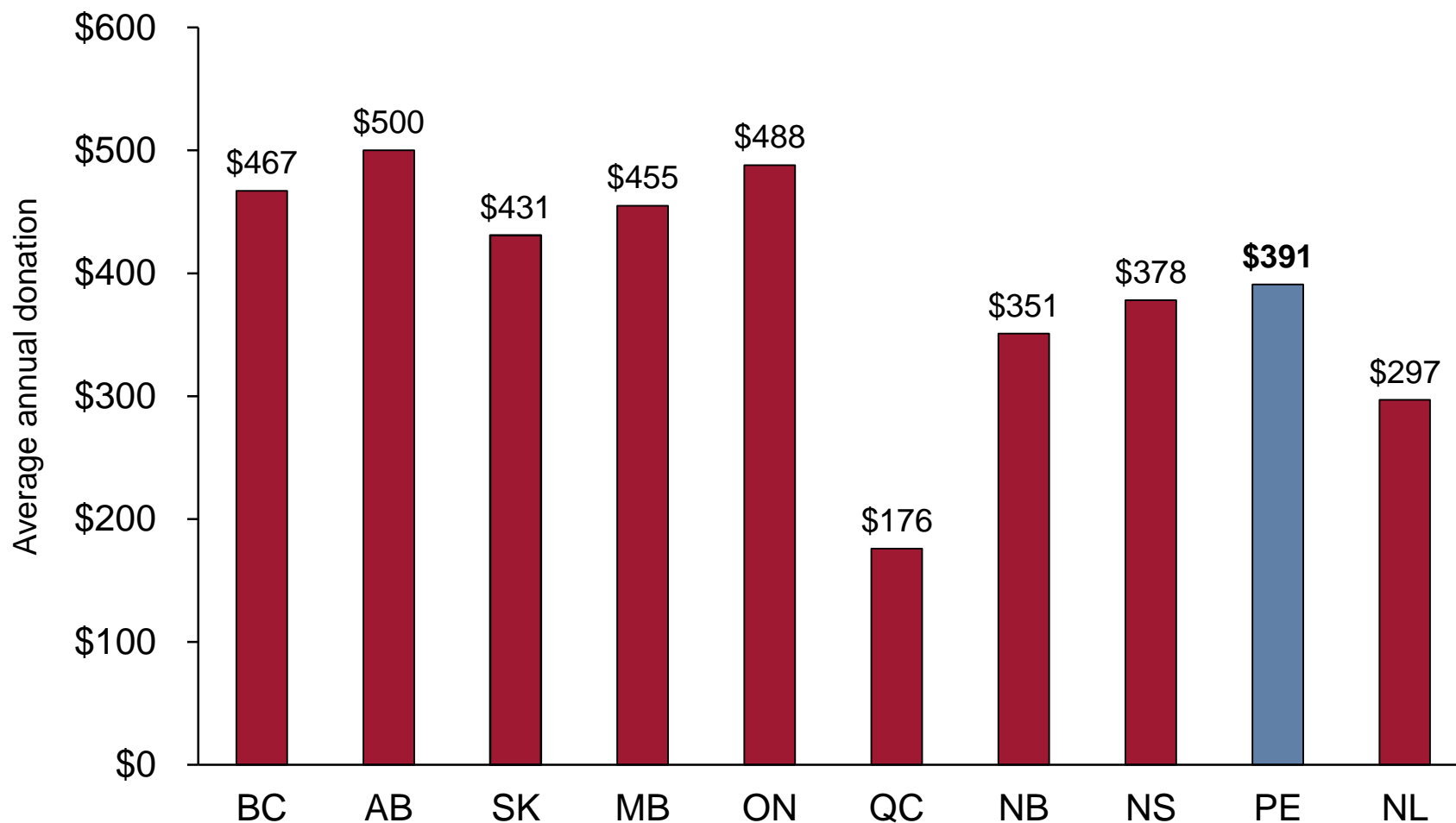
Financial donations

- 93% of Prince Edward Islanders (107,000 residents) made financial donations in 2004
 - 85% of Canadians donated
- Prince Edward Island donors each donated an average of \$391, with a median donation amount of \$147
 - Canadian donors contributed an average of \$400 each, with a median donation of \$120
- Together Prince Edward Island donors contributed \$42 million

Donor rate



Average annual donation

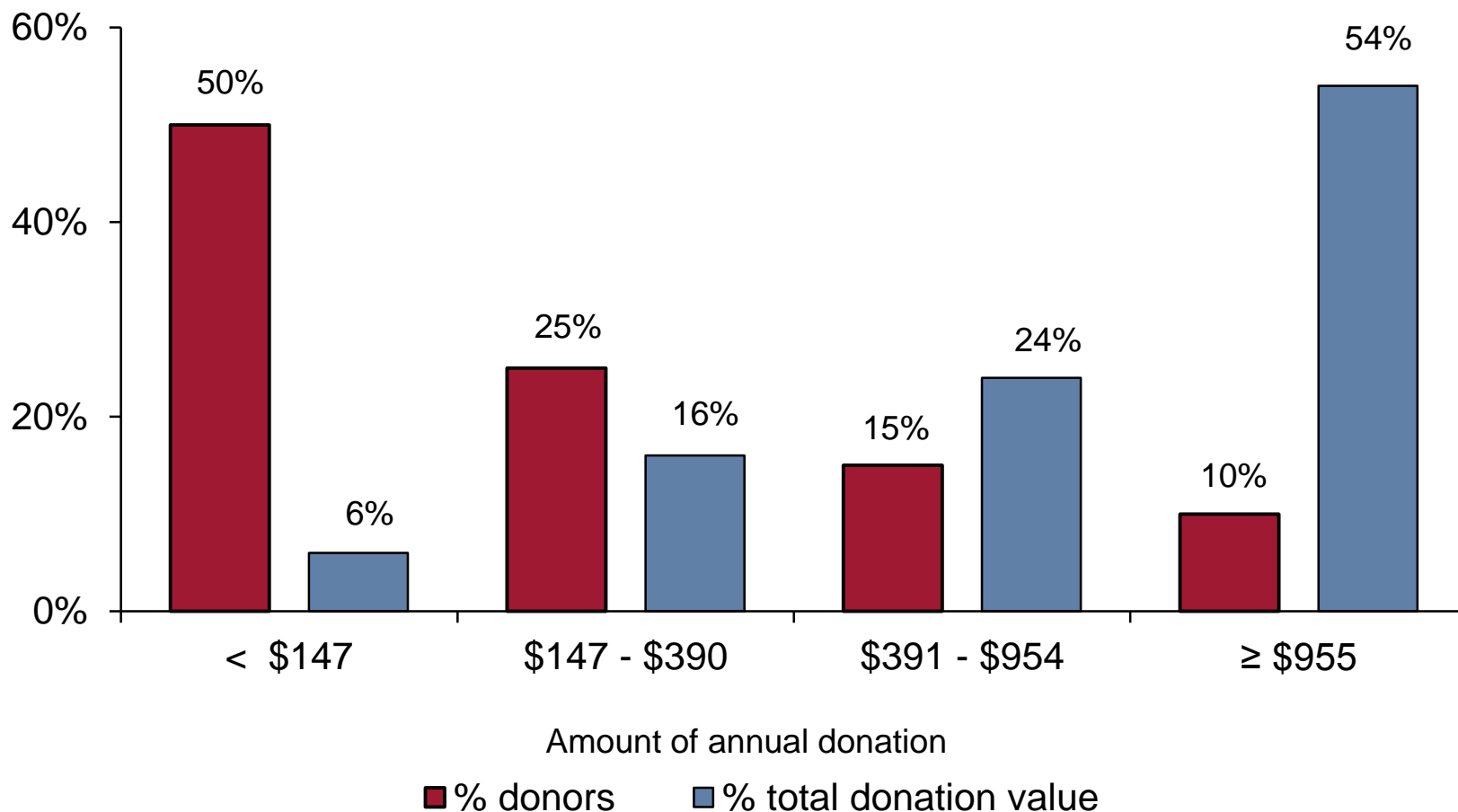


Concentration of support

FINDINGS:

- Although most residents donated, the bulk of the donations came from a small minority among them
 - The 10% of donors who donated \$955 or more accounted for 54% of the total value of donations
 - The top quarter of donors (who donated \$391 or more) together donated 78% of total donations
- Conversely, the half of donors who contributed less than \$147 together contributed just 6% of total donation value

Concentration of support

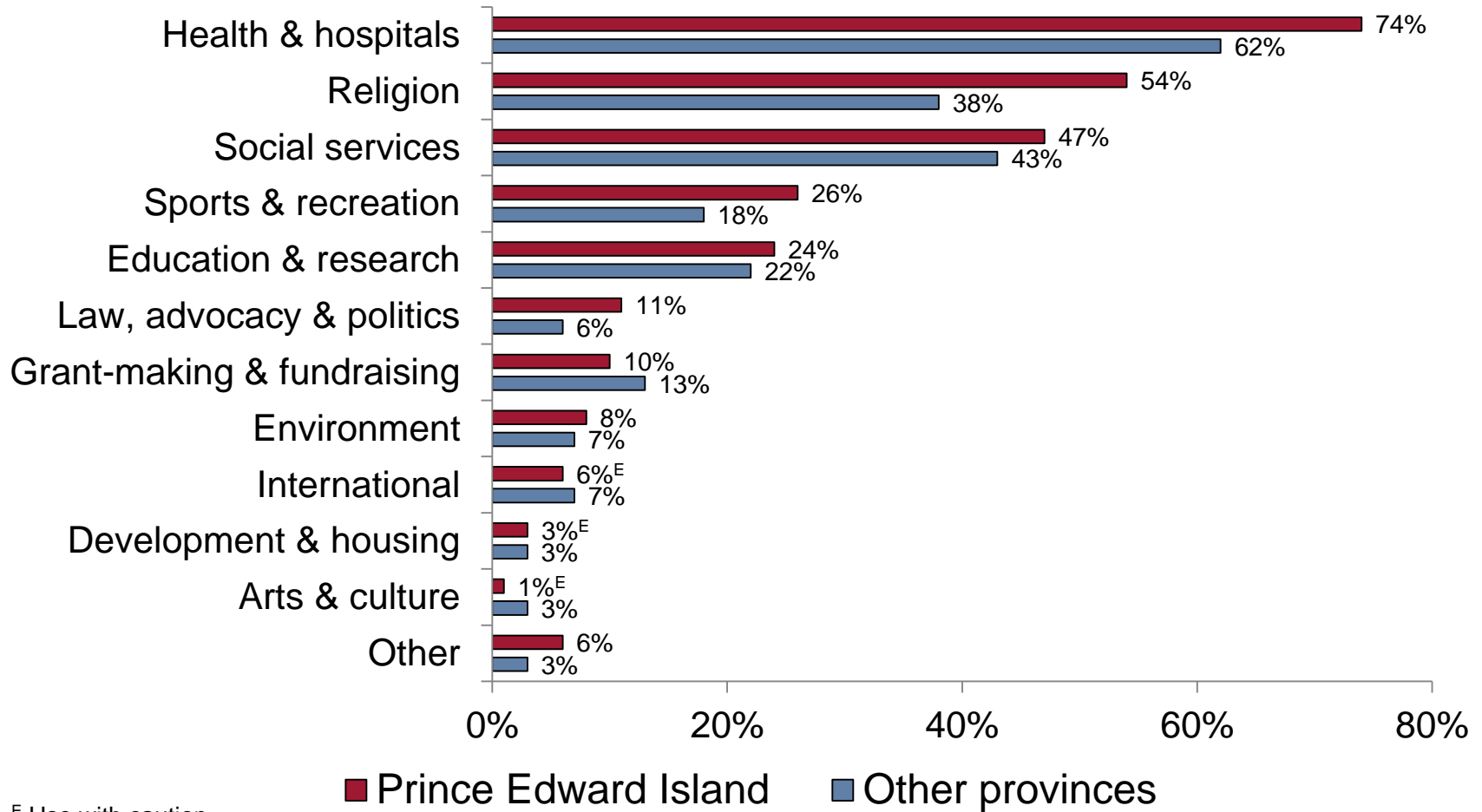


Types of organizations supported

FINDINGS:

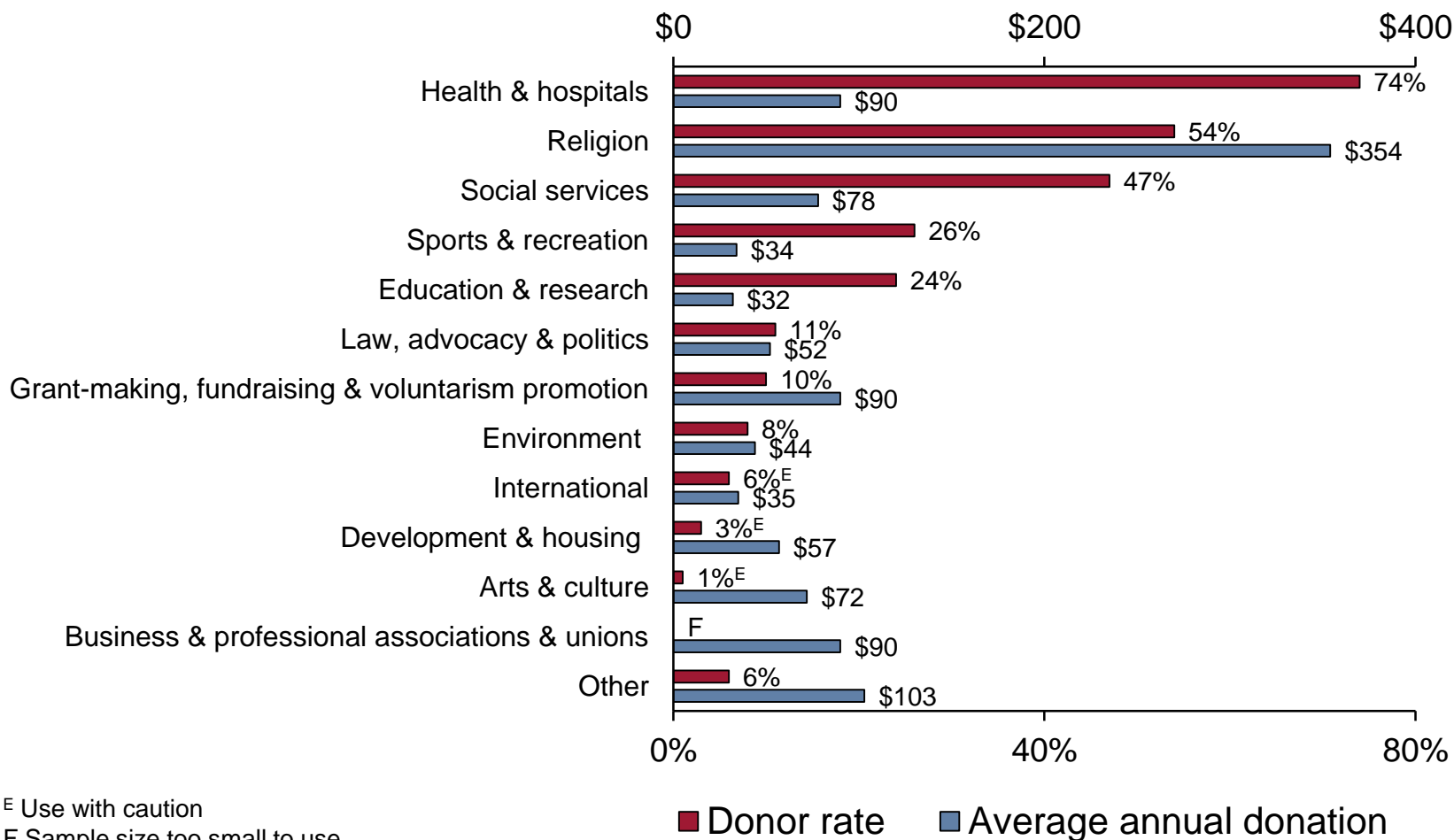
- Prince Edward Islanders more likely to donate to almost all types of organizations than residents of other provinces
- Particularly true of organizations working in the areas of:
 - Religion
 - Health
 - Sports and Recreation
- Over half of donations to Religion organizations
- Some of the most commonly supported organizations received relatively small donation amounts

Types of organizations supported

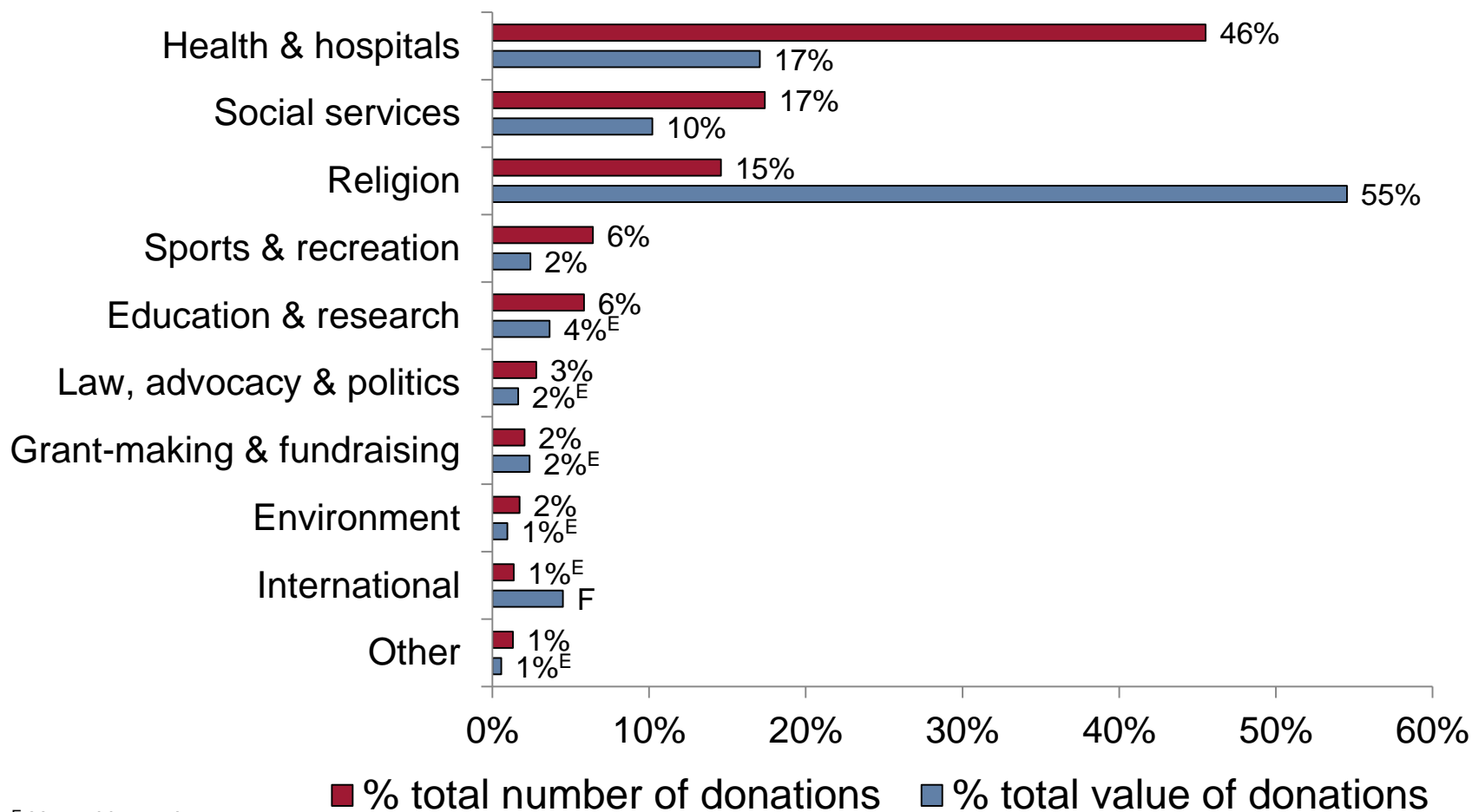


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Types of organizations supported



Types of organizations supported



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Types of organizations supported

IMPLICATIONS:

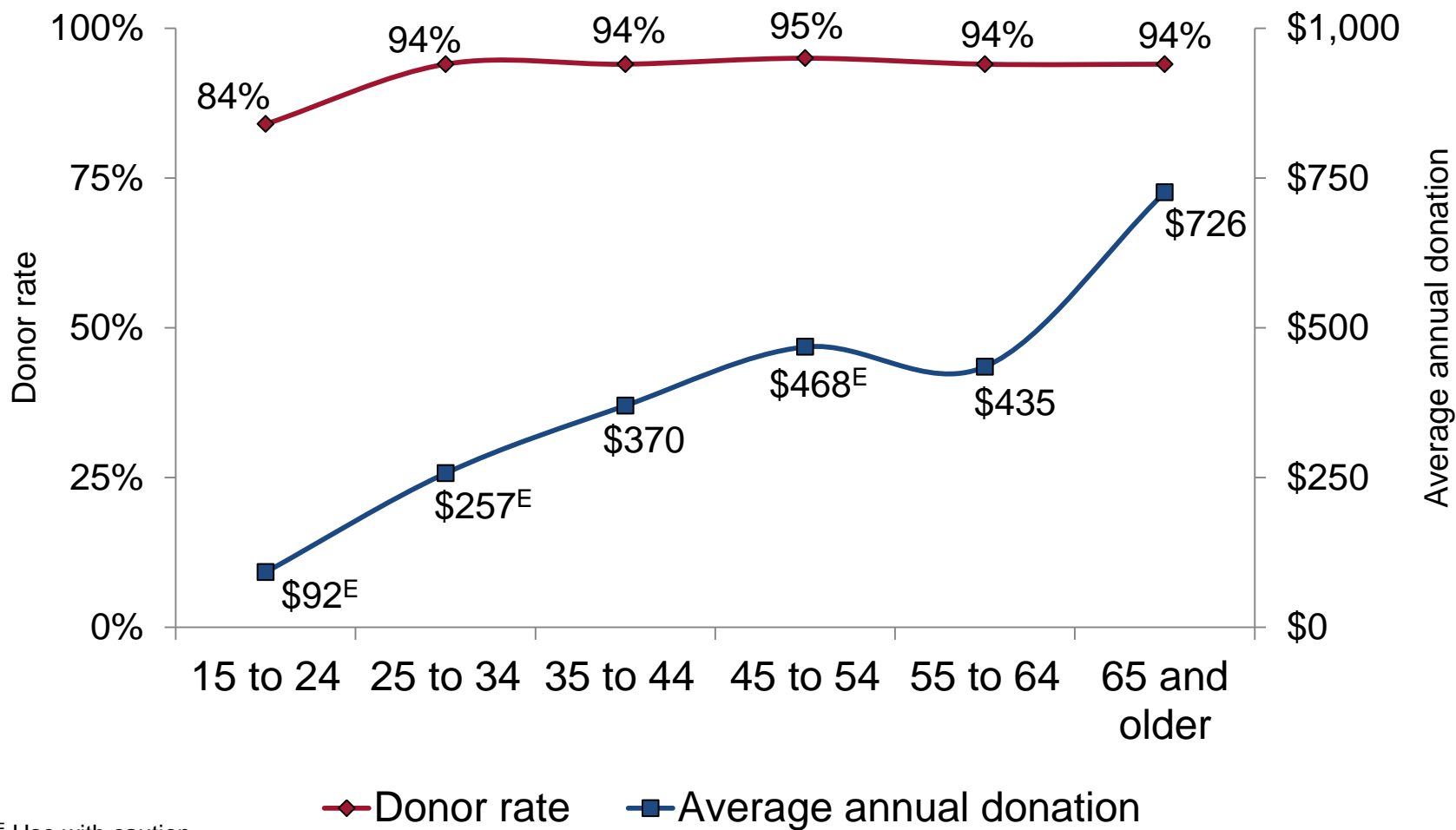
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support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

Donor characteristics

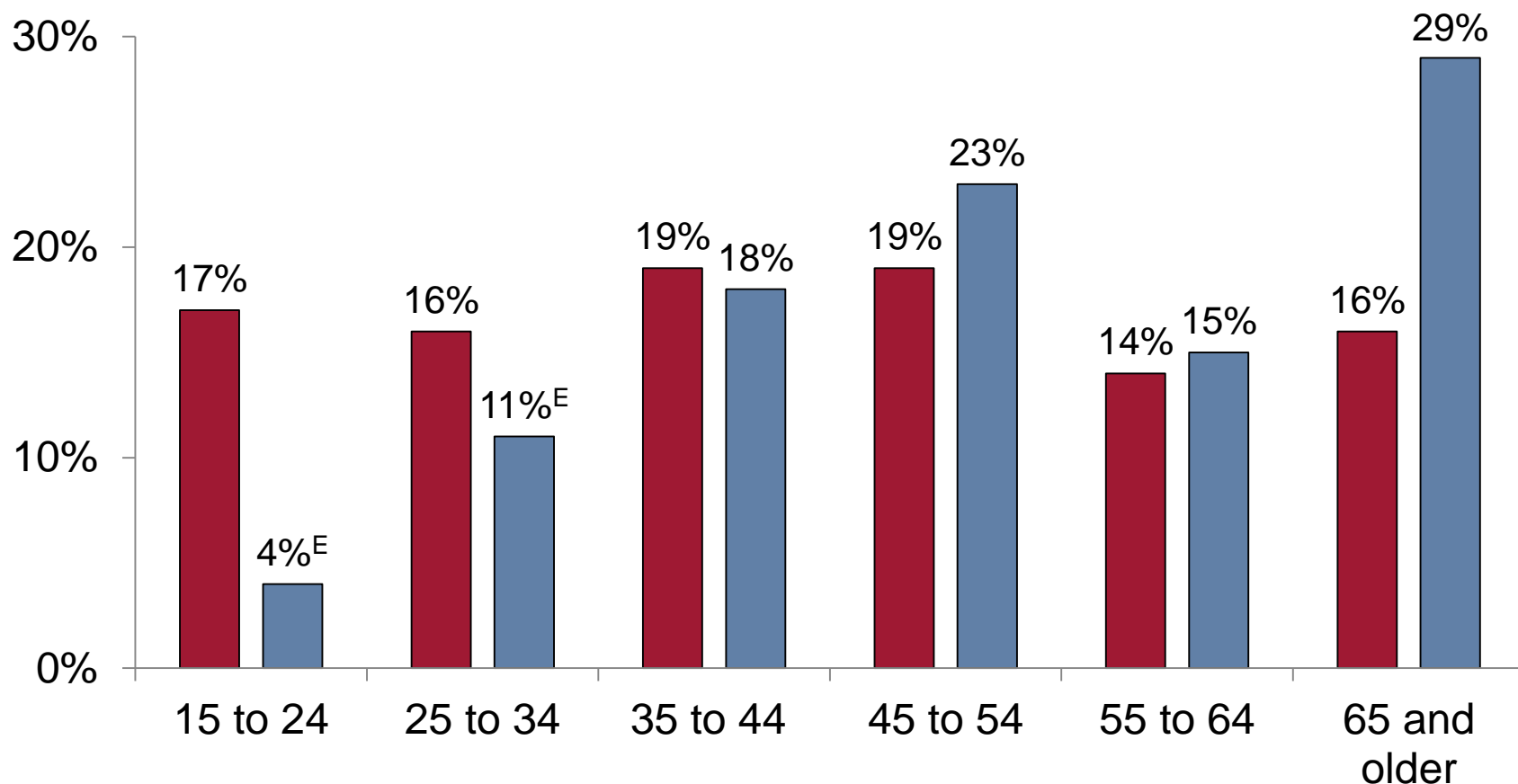
FINDINGS:

- 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



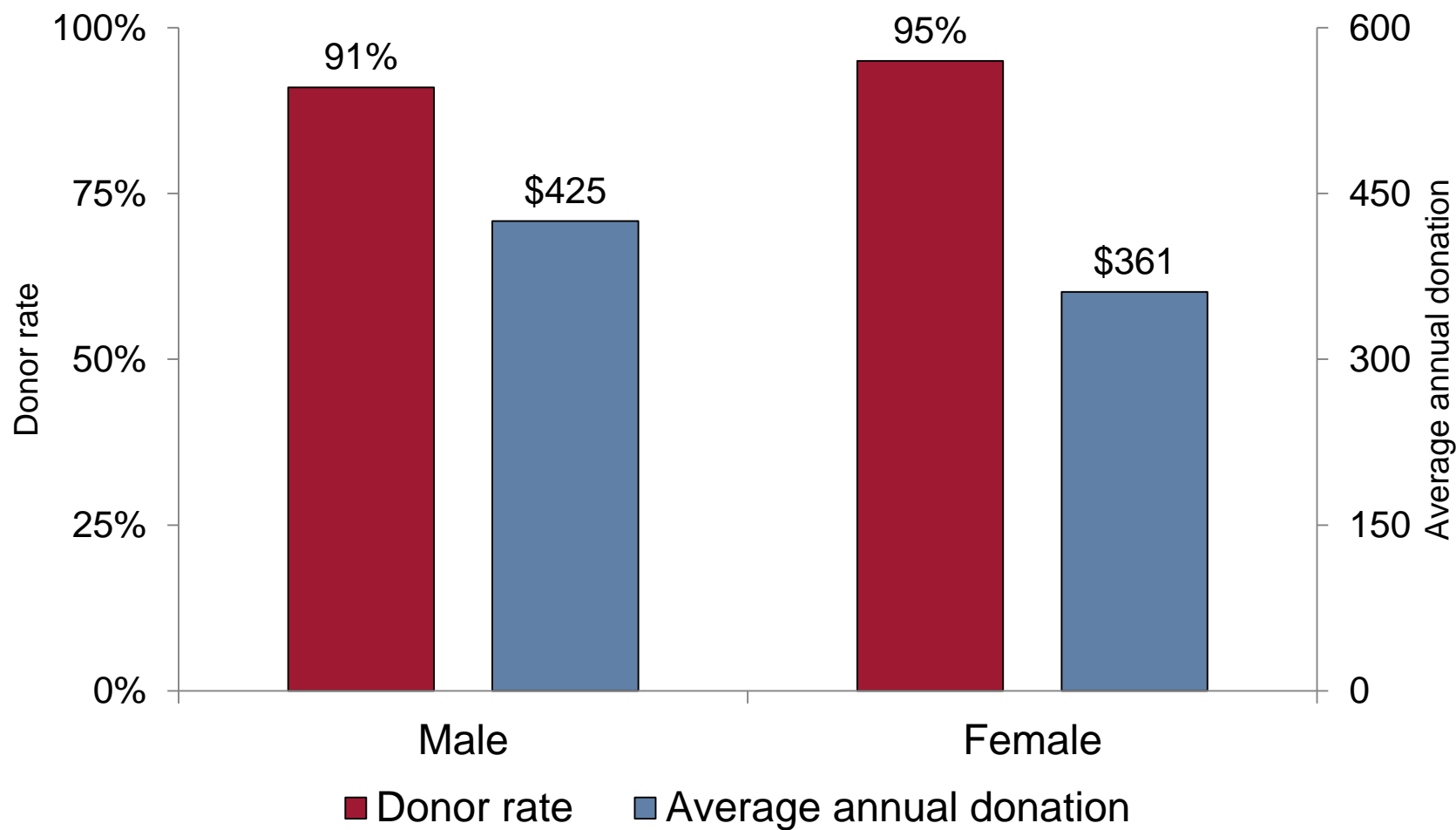
Donor characteristics: Age



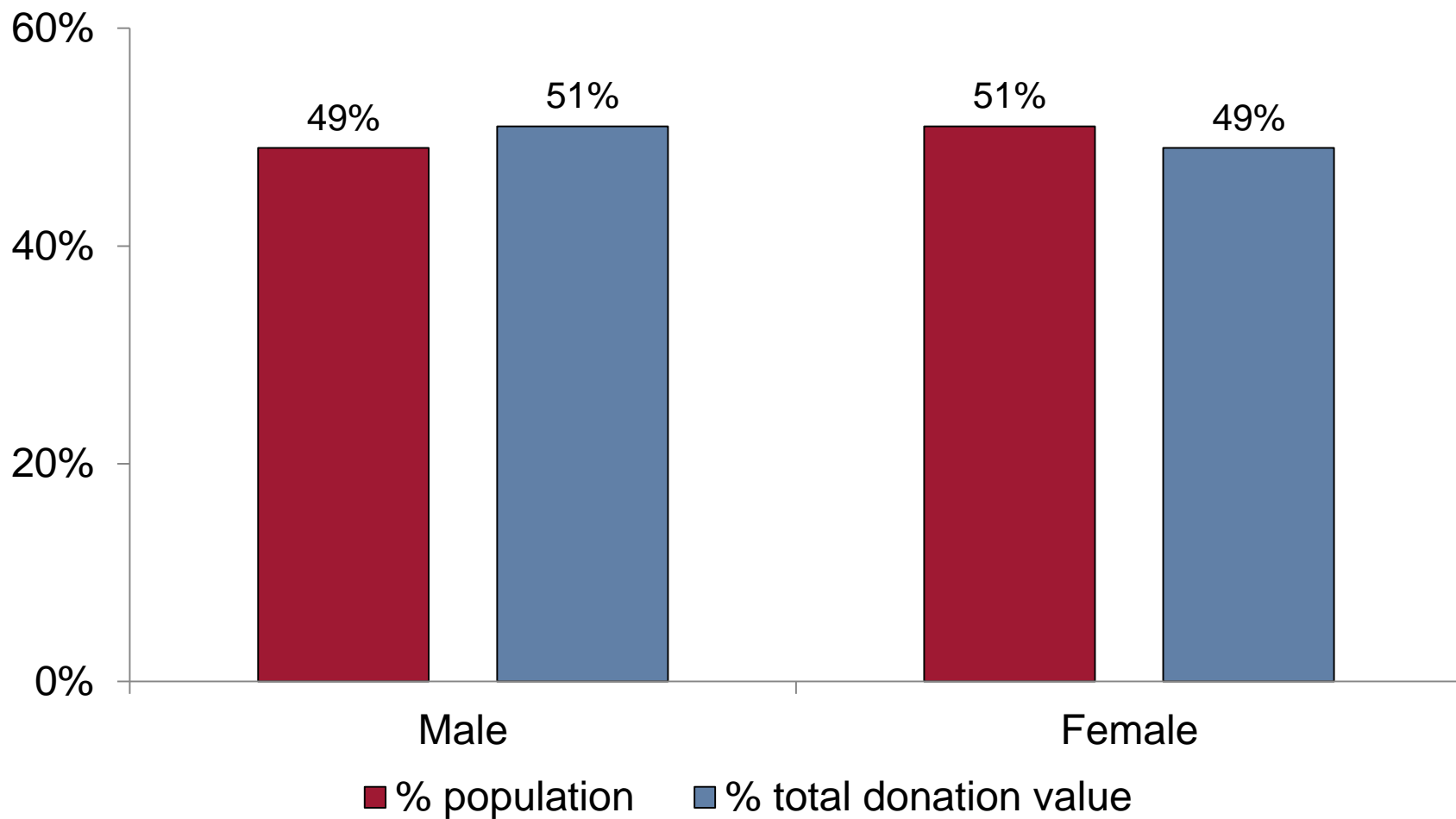
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■ % population ■ % total donation value

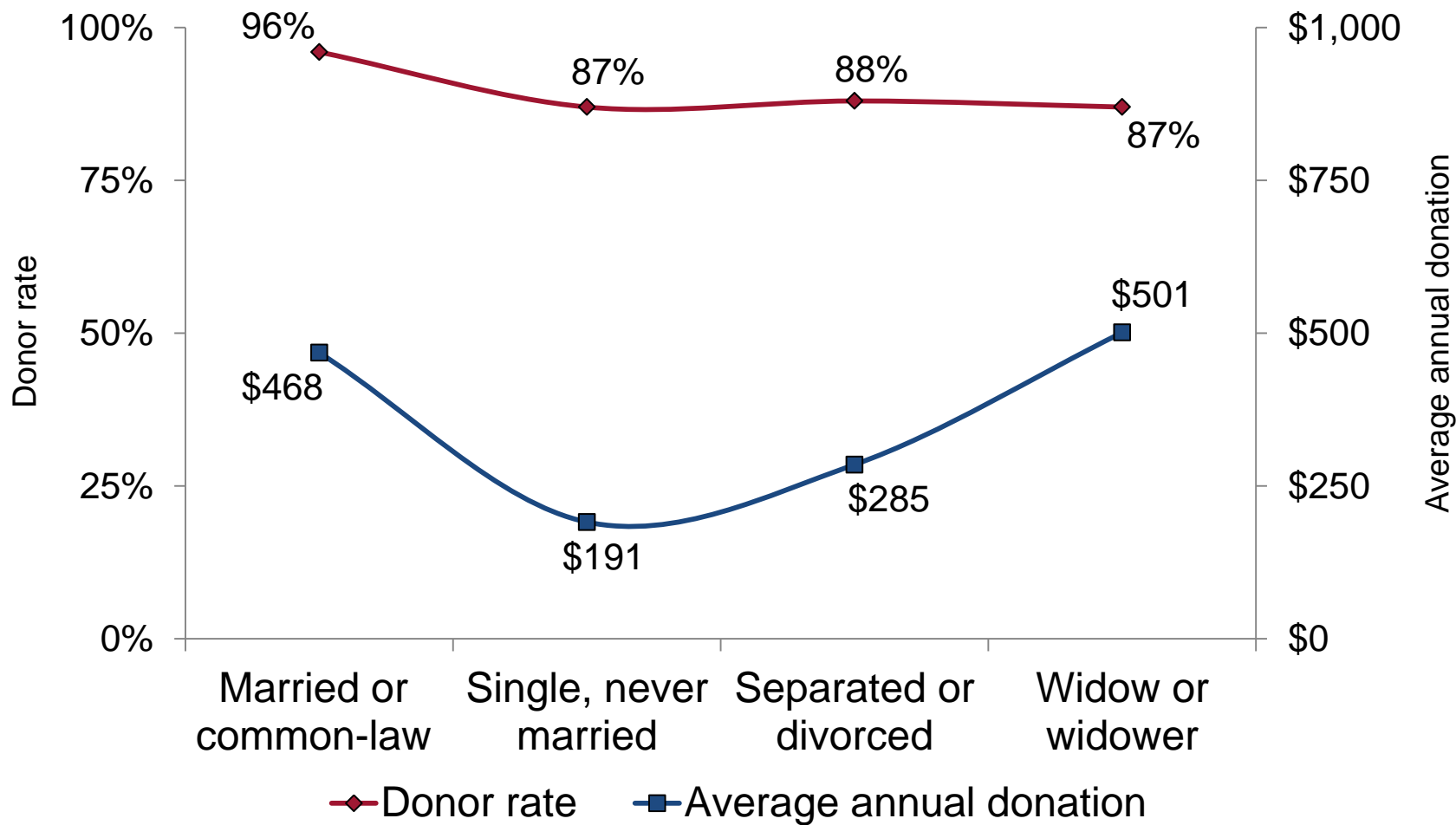
Donor characteristics: Sex



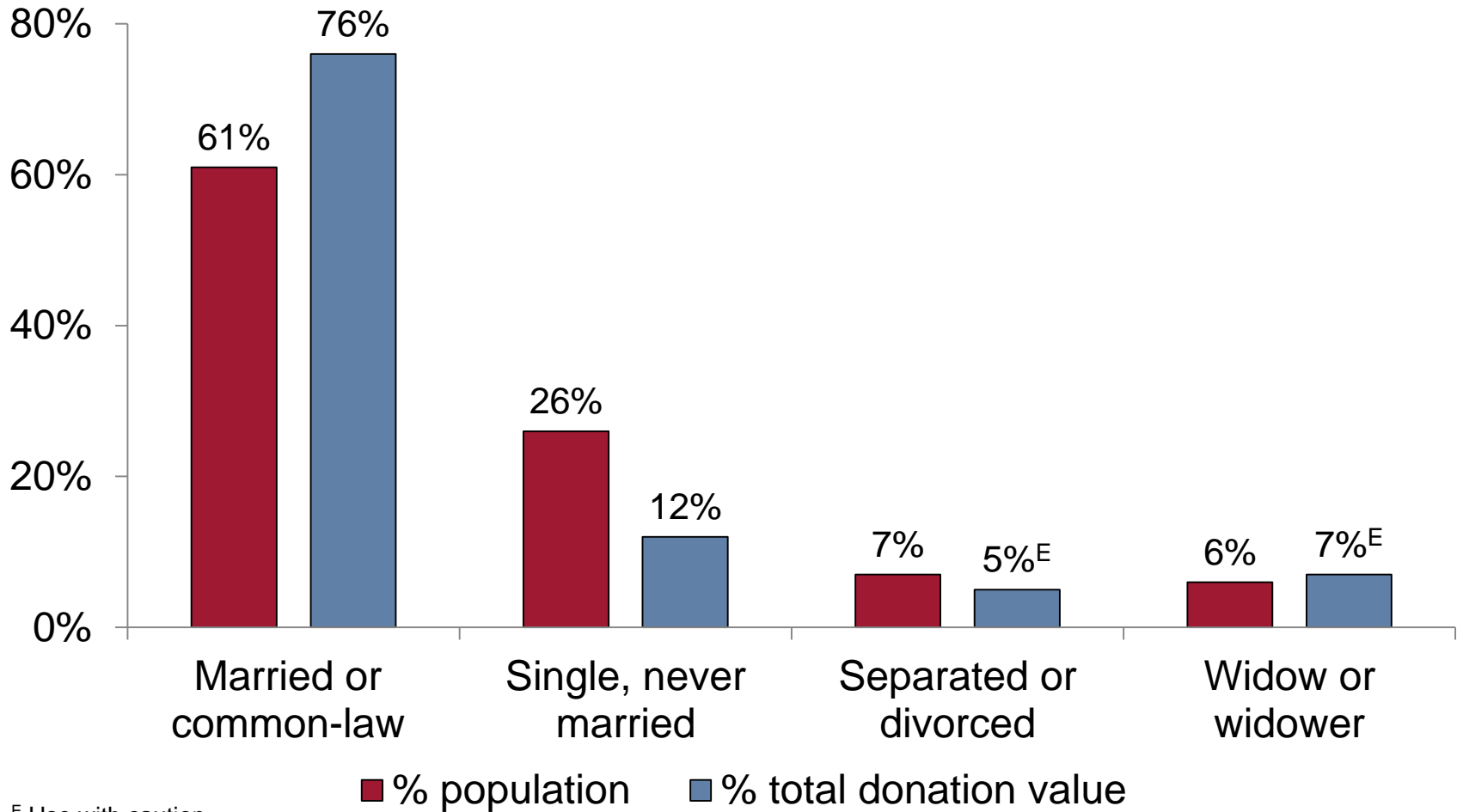
Donor characteristics: Sex



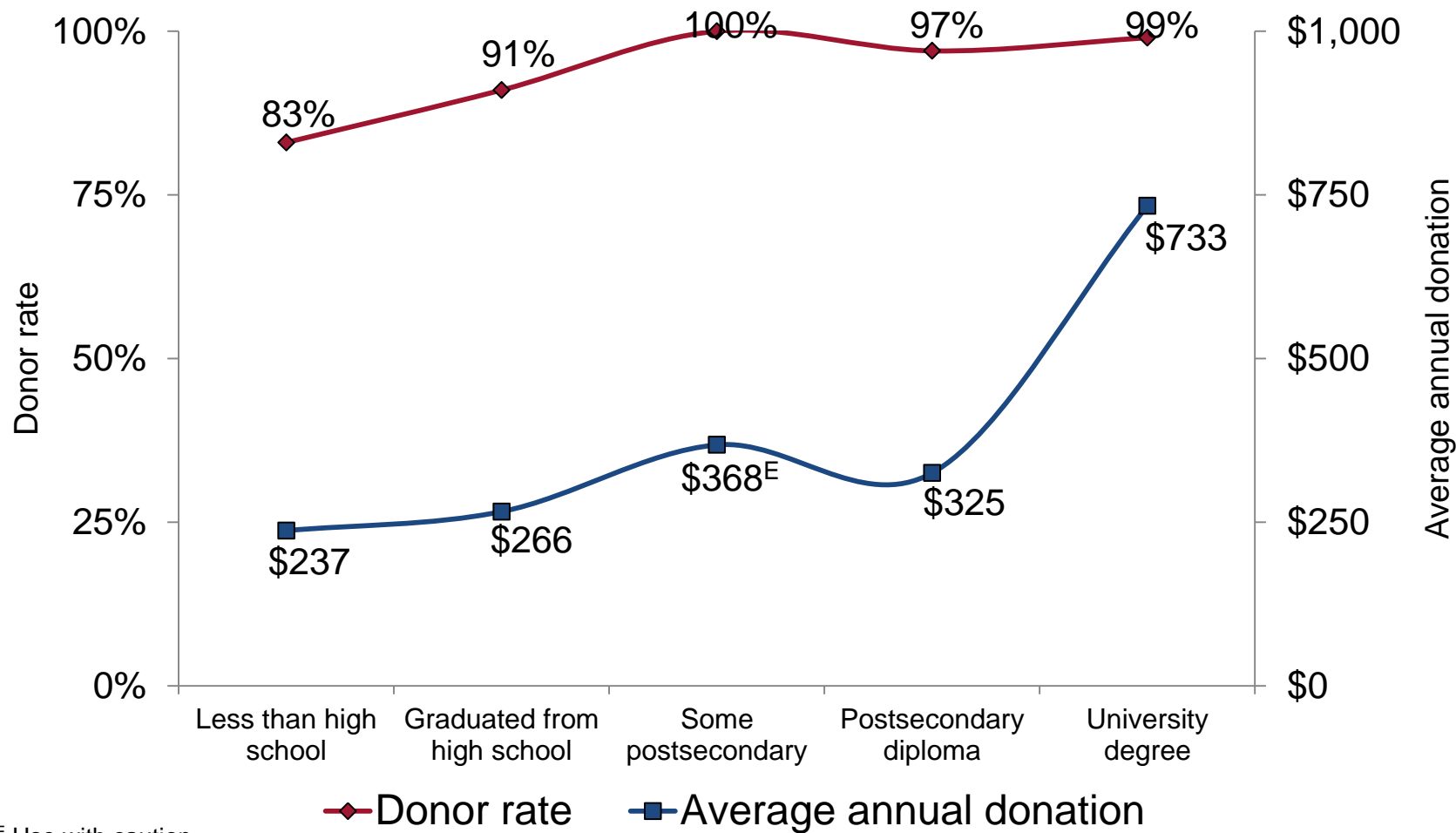
Donor characteristics: Marital status



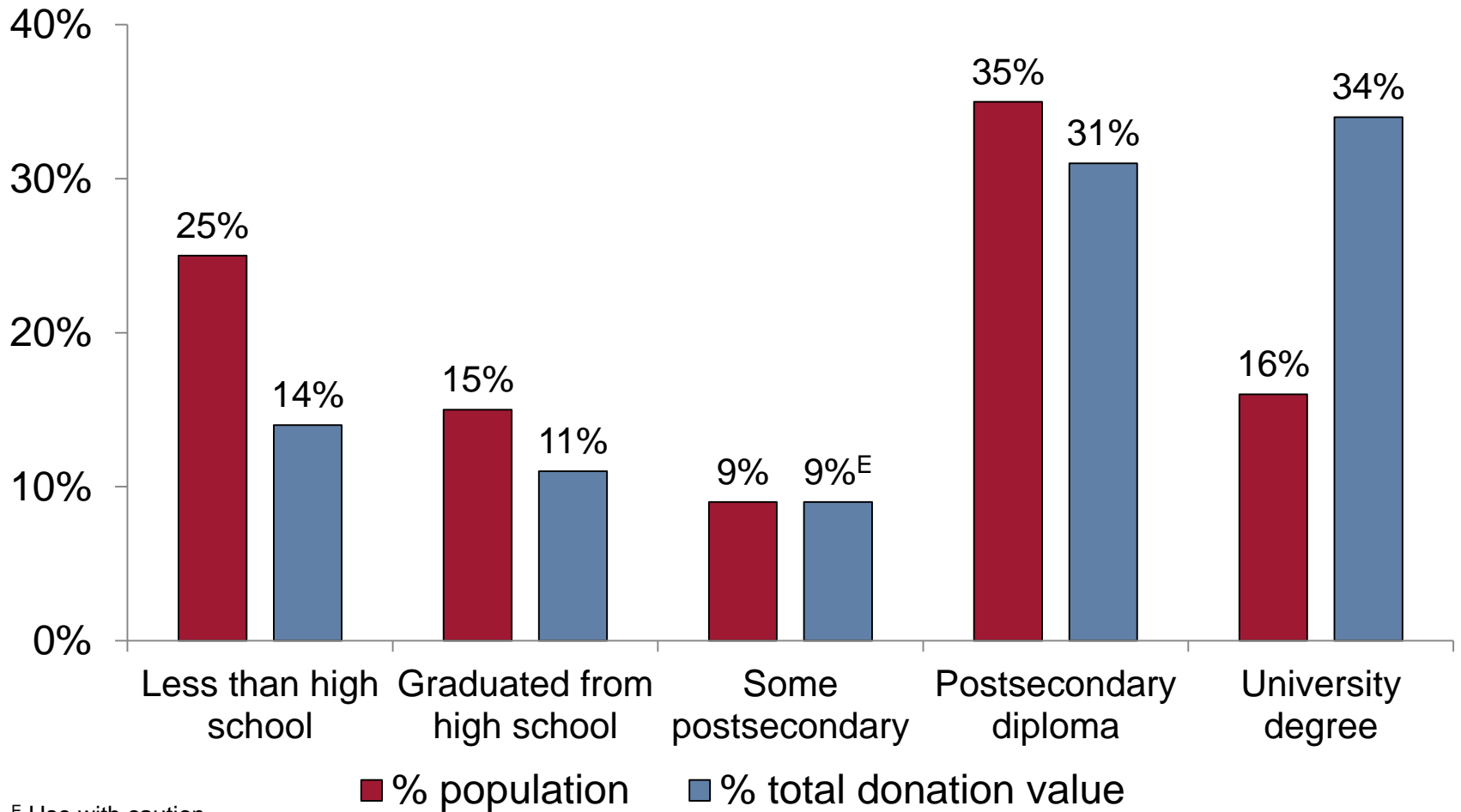
Donor characteristics: Marital status



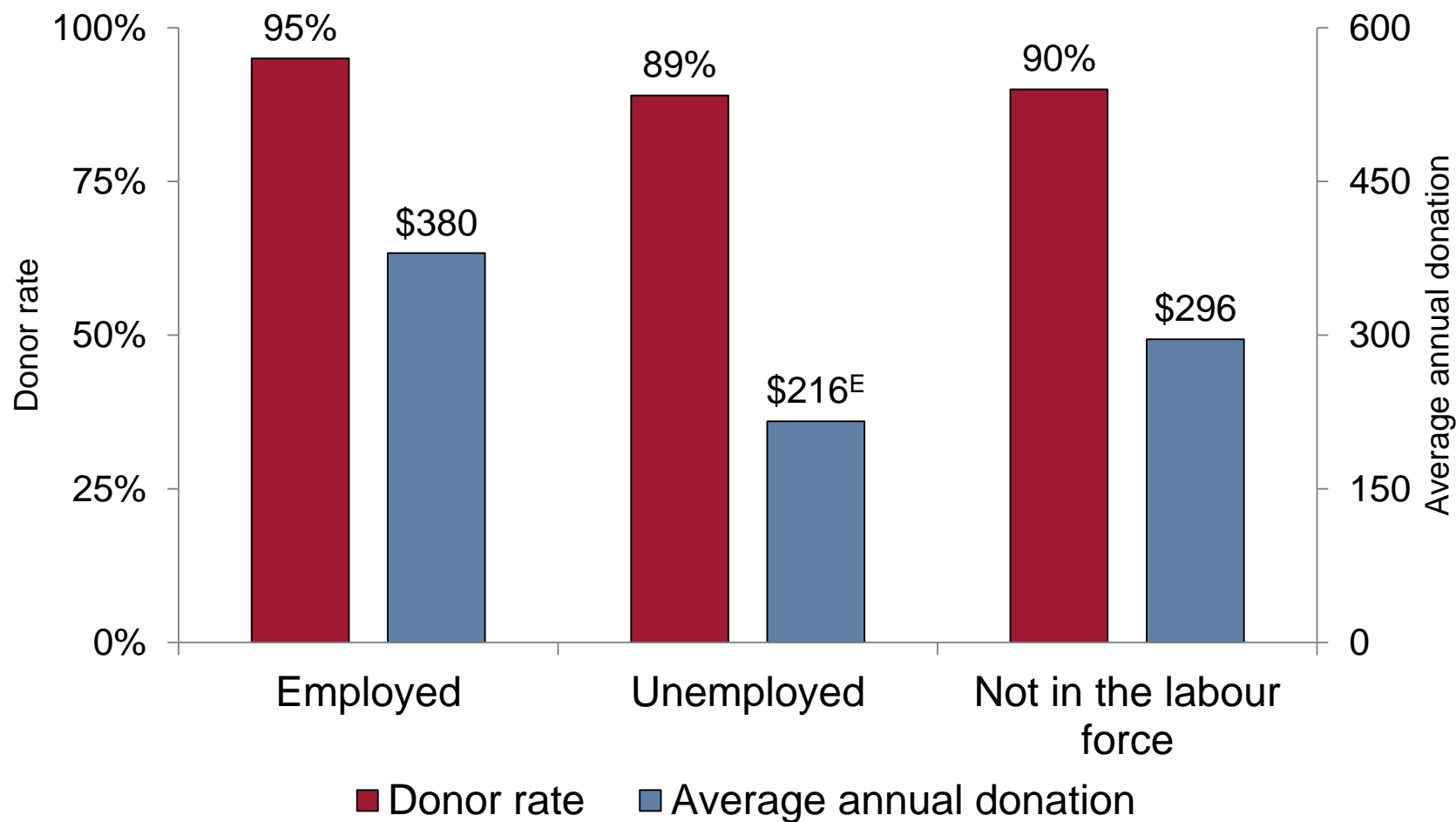
Donor characteristics: Education level



Donor characteristics: Education level

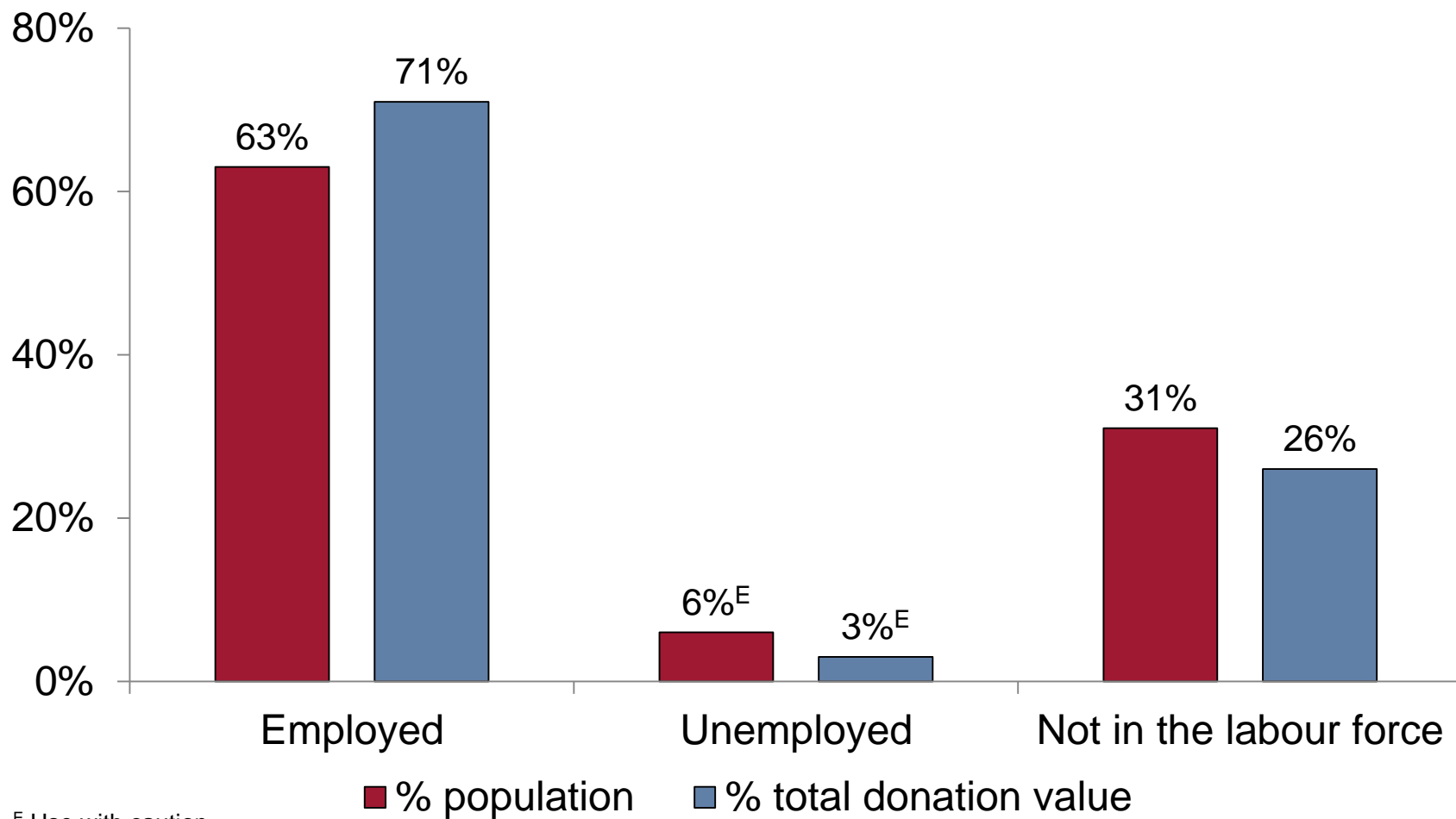


Donor characteristics: Labour force status

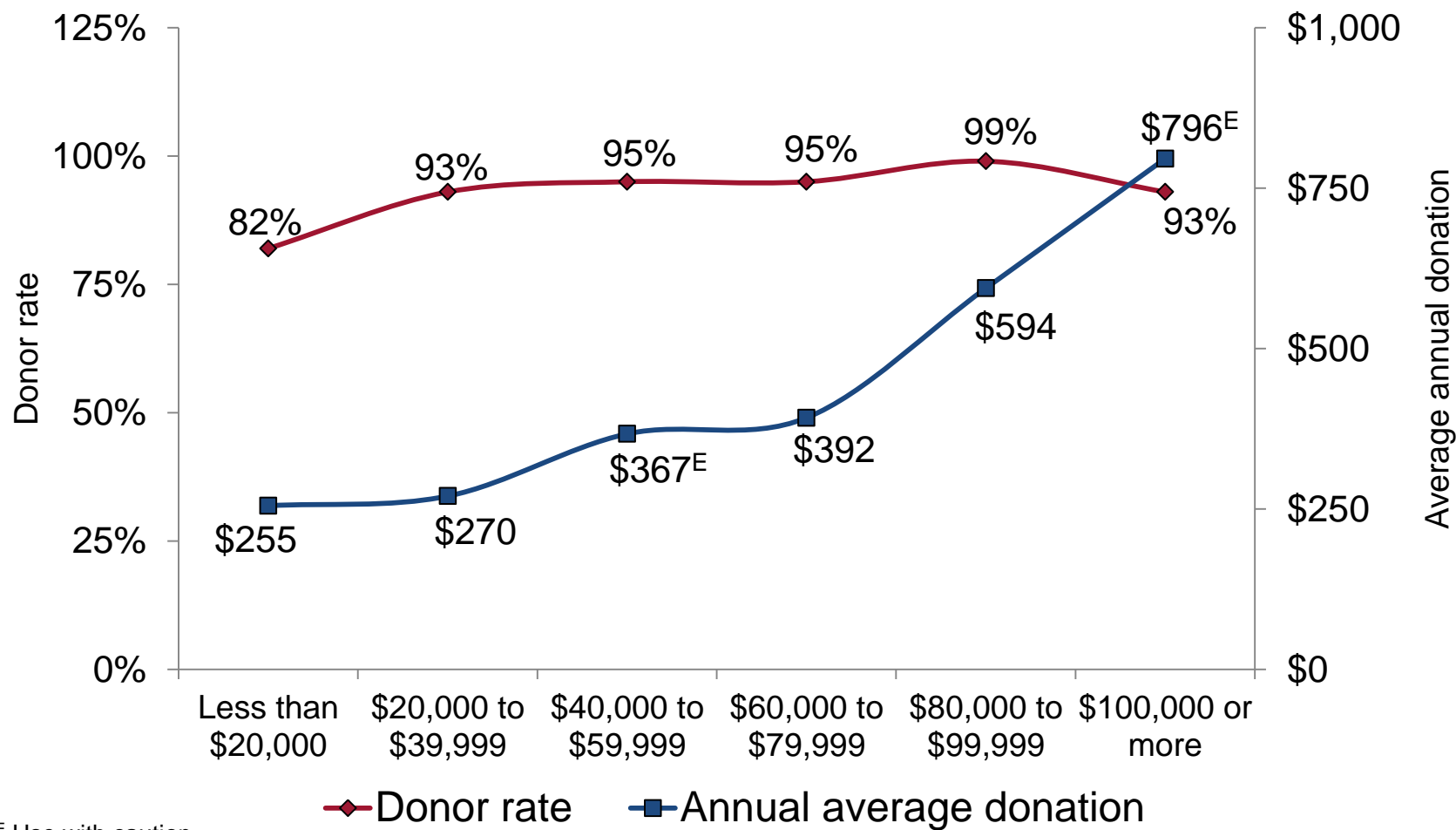


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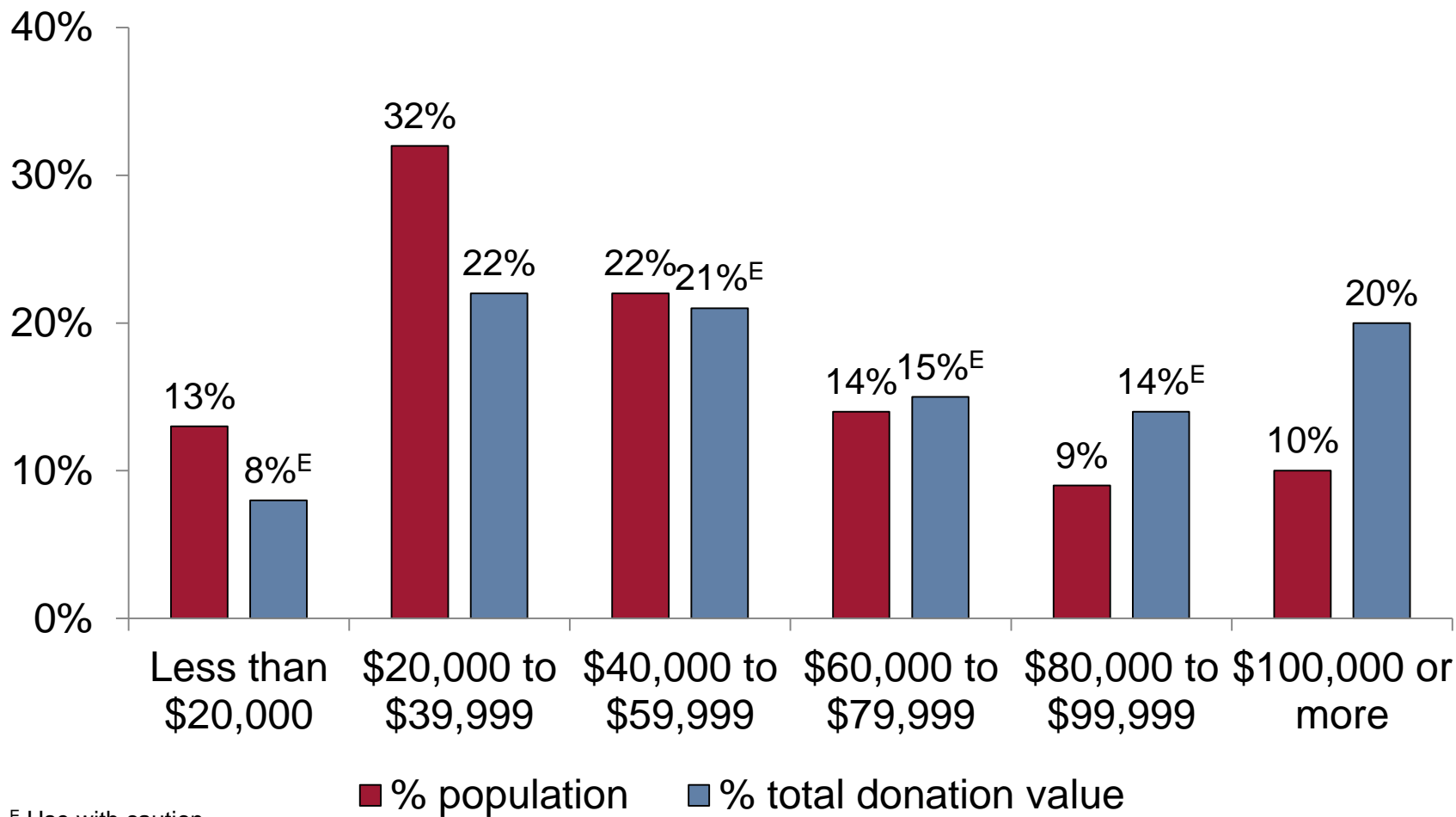
Donor characteristics: Labour force status



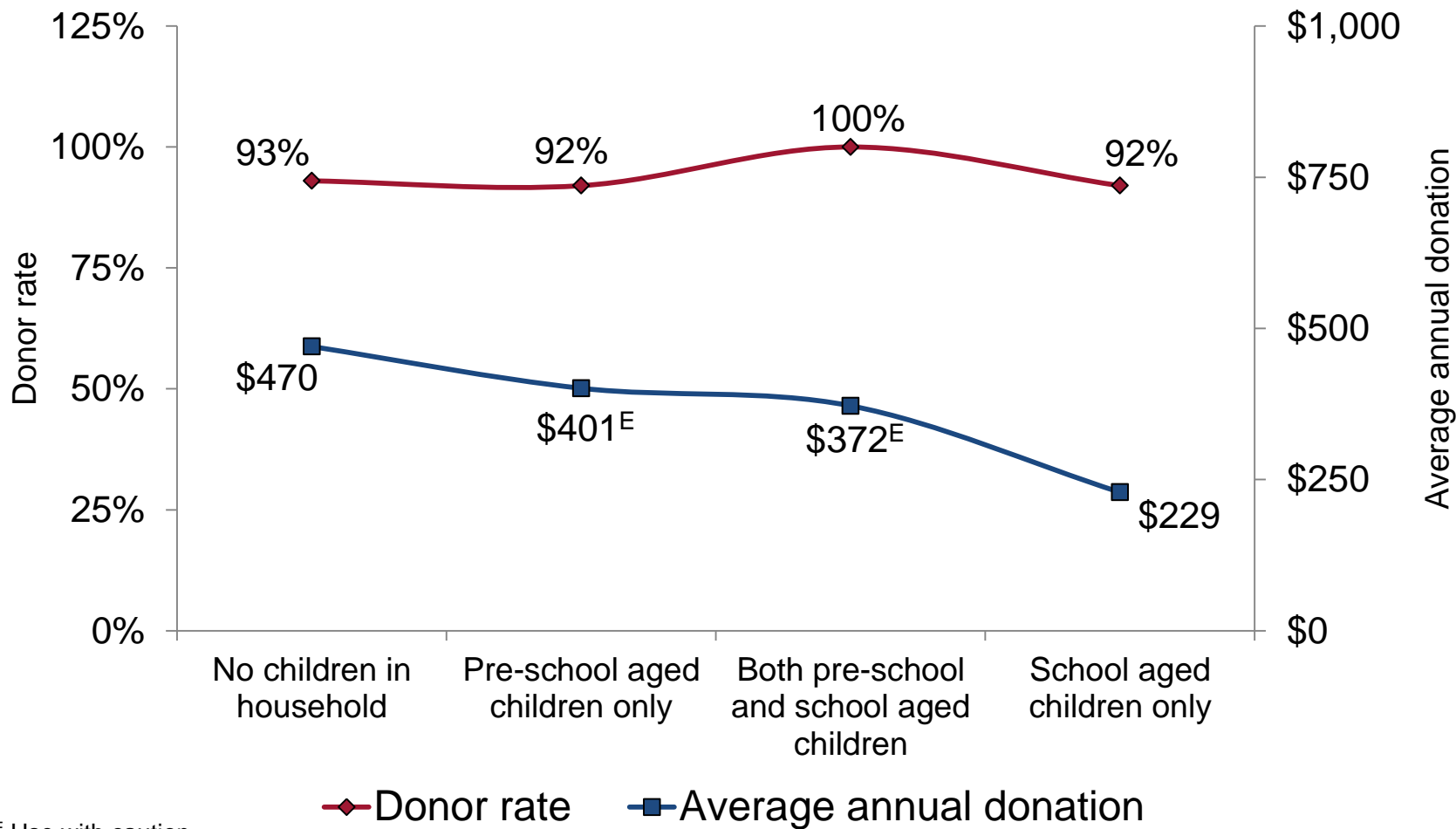
Donor characteristics: Household income



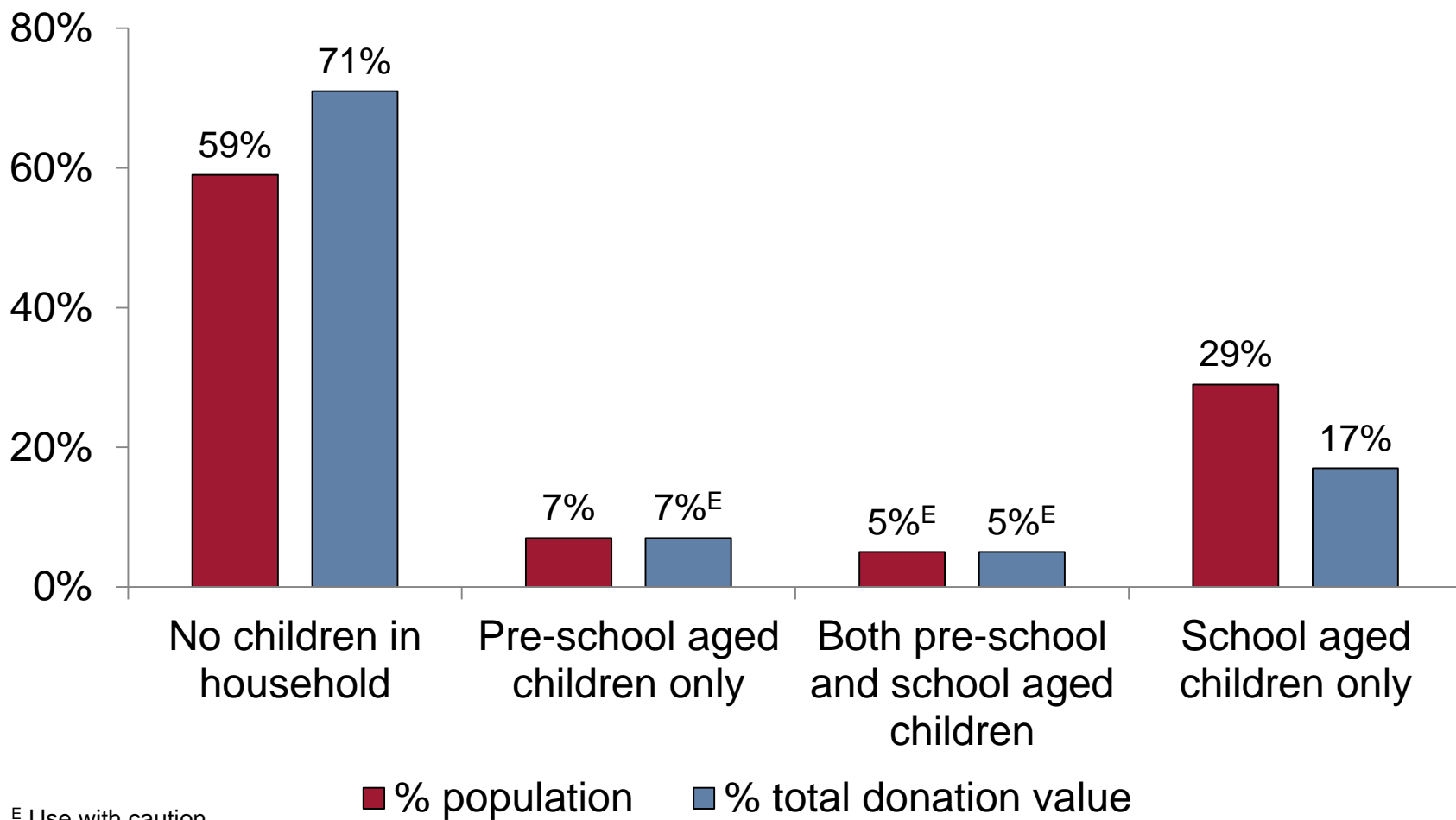
Donor characteristics: Household income



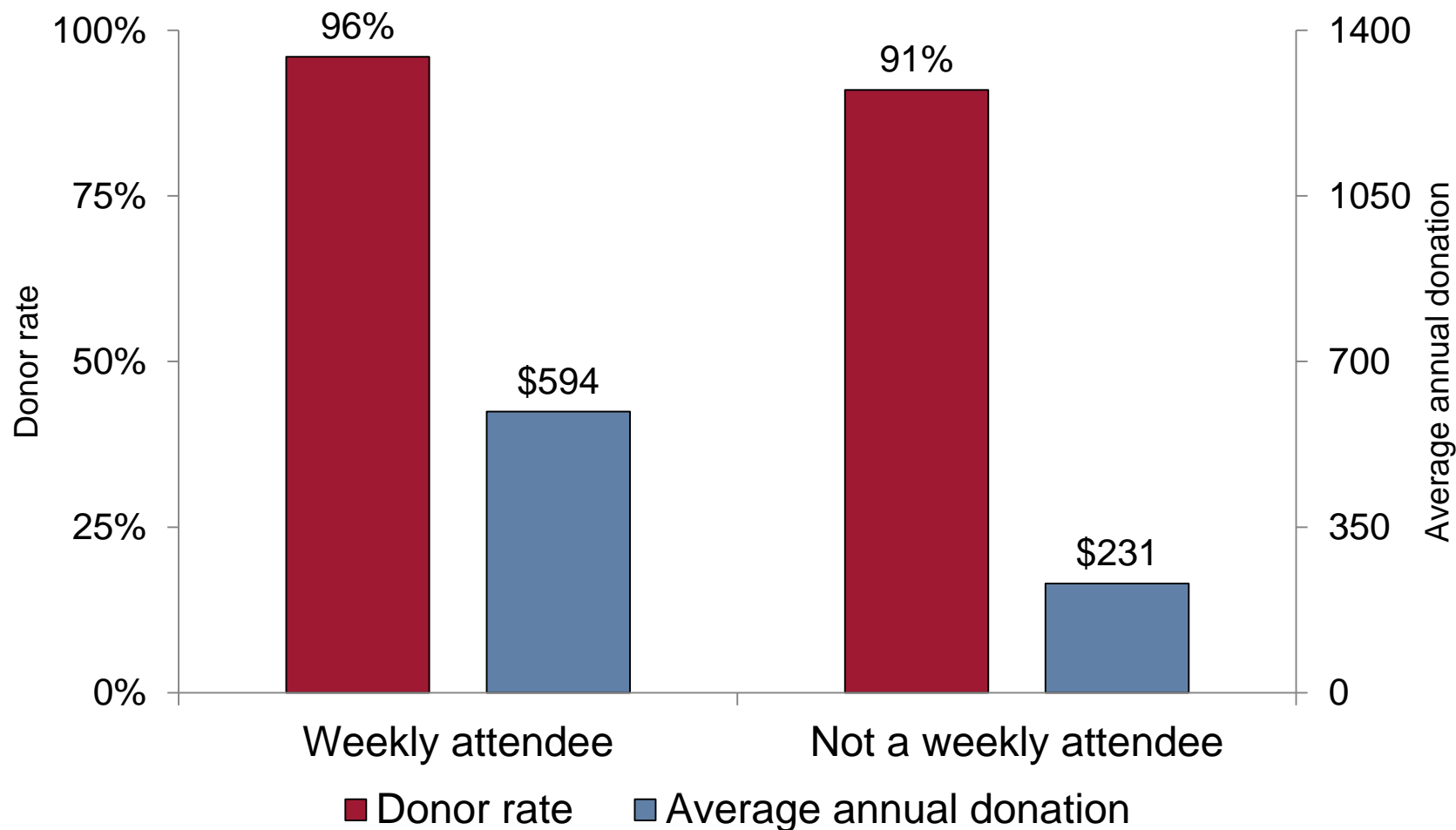
Donor characteristics: Presence of children



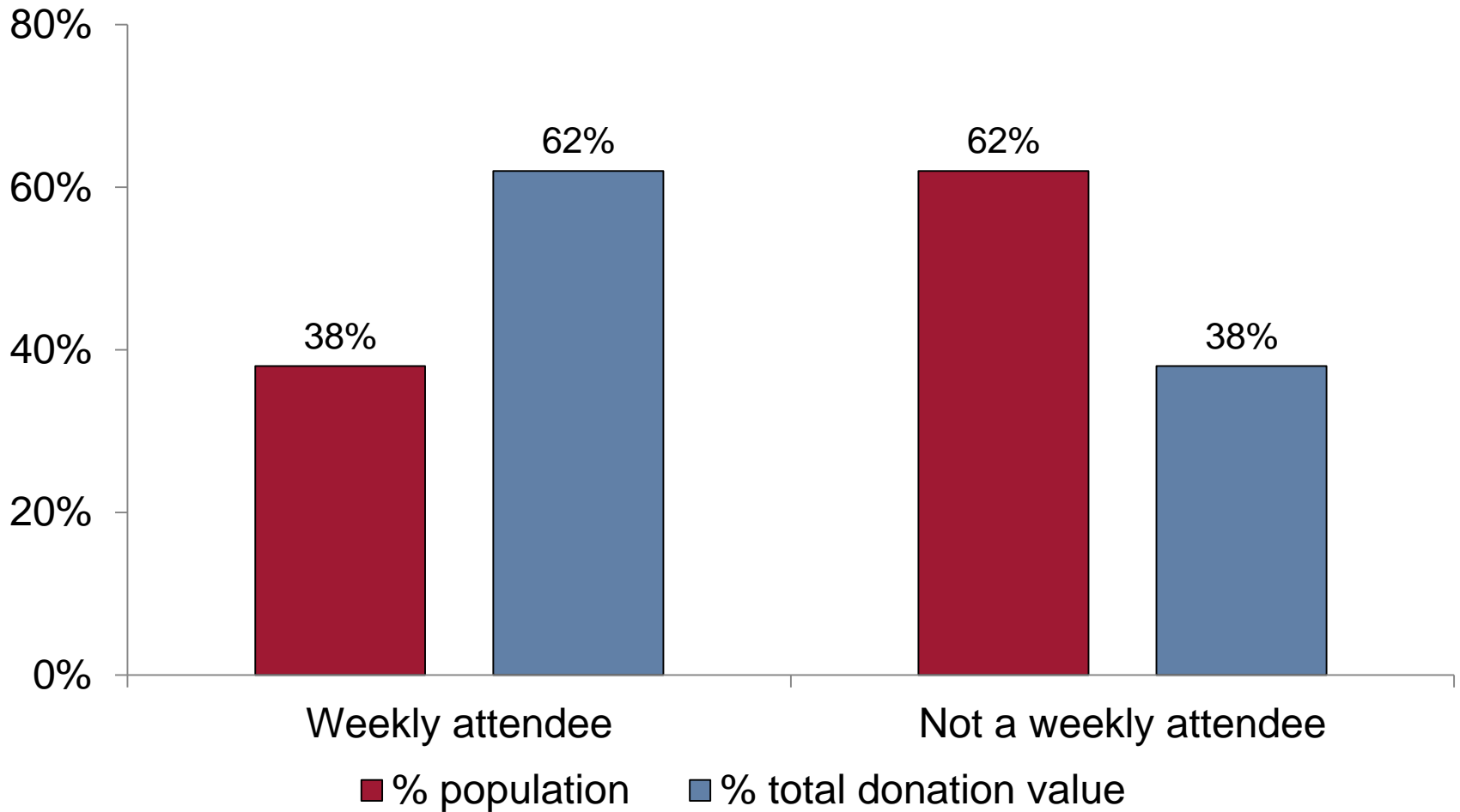
Donor characteristics: Presence of children



Donor characteristics: Religious attendance



Donor characteristics: Religious attendance



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
 - Were employed
 - Had an annual household income of \$60,000 or more
 - Had no children present in the household
 - Attended religious services on a weekly basis

Donor characteristics

IMPLICATIONS:

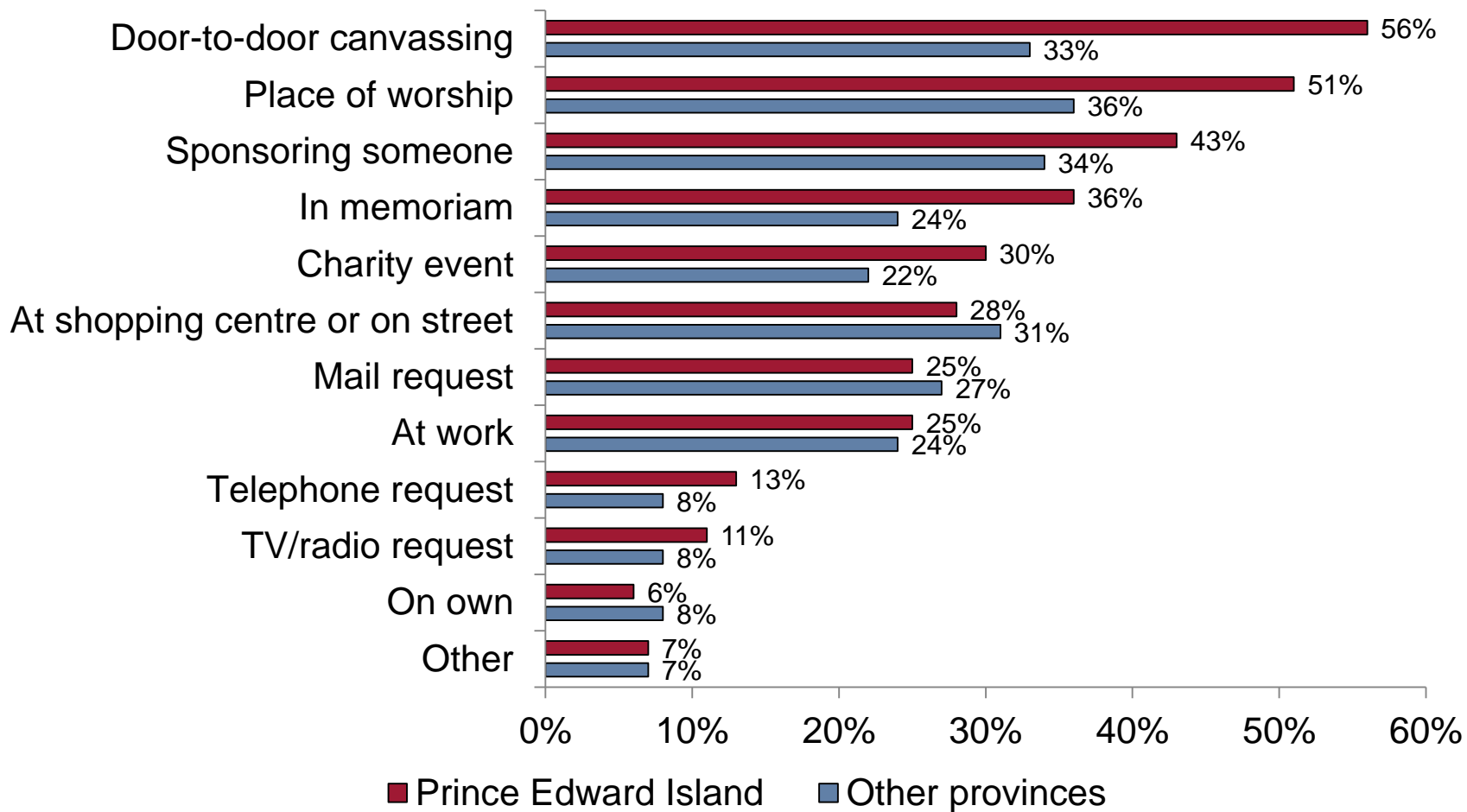
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the levels of support your organization receives with typical levels of support may provide additional insights
- Keep in mind – many donor characteristics change
 - Implications for donor stewardship and what constitutes a reasonable ask

Donation methods

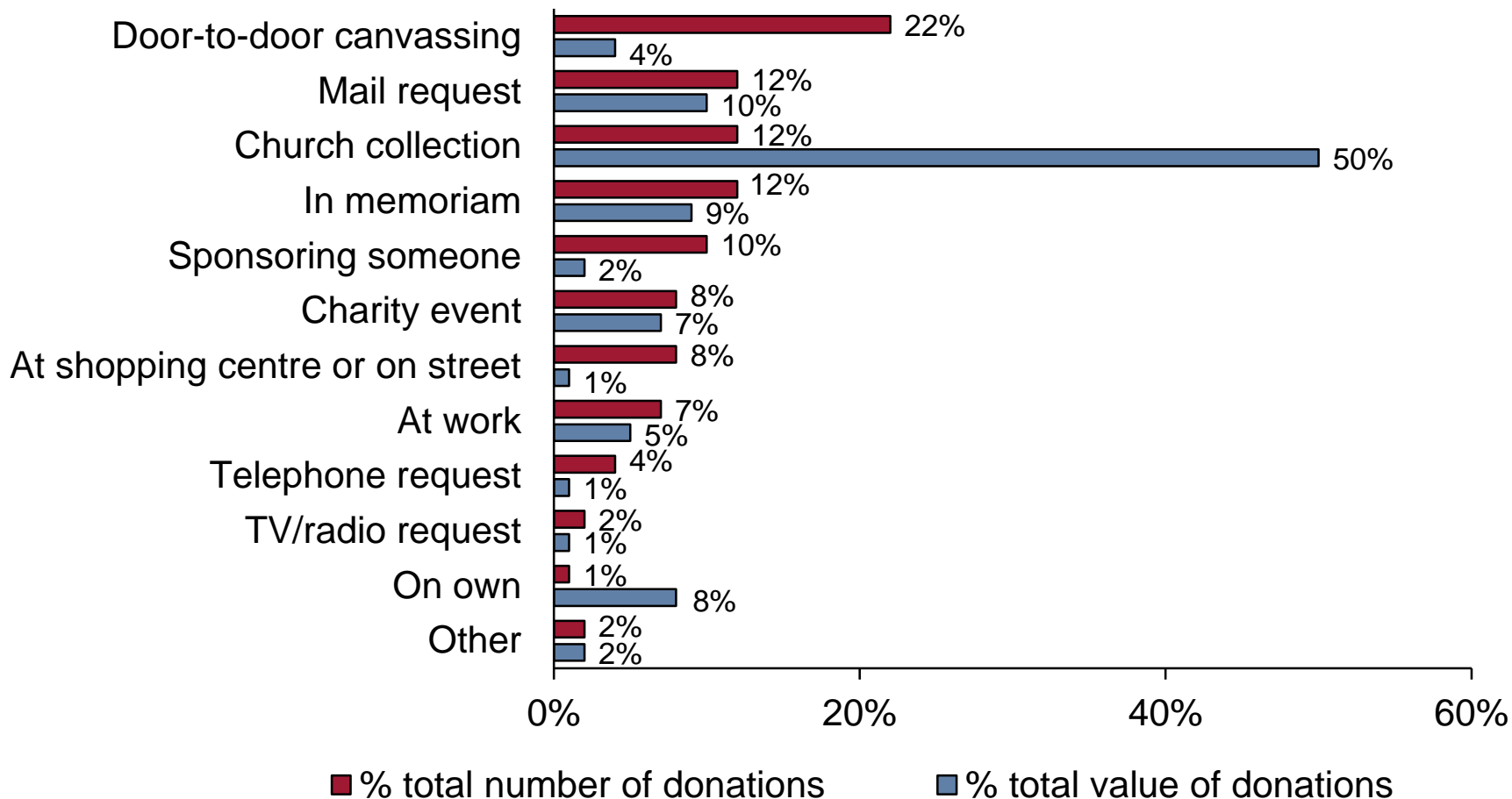
FINDINGS:

- Most likely to donate through sponsoring someone in an event, in response to door-to-door canvassing, or through a place of worship
- More likely than residents of other provinces to donate via almost all means
 - Differences most striking amongst the most common means
- About half of total donation value contributed through places of worship
- Other lucrative means of donation include mail requests, donations in memory of someone, and donors who approach organizations on their own initiative

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

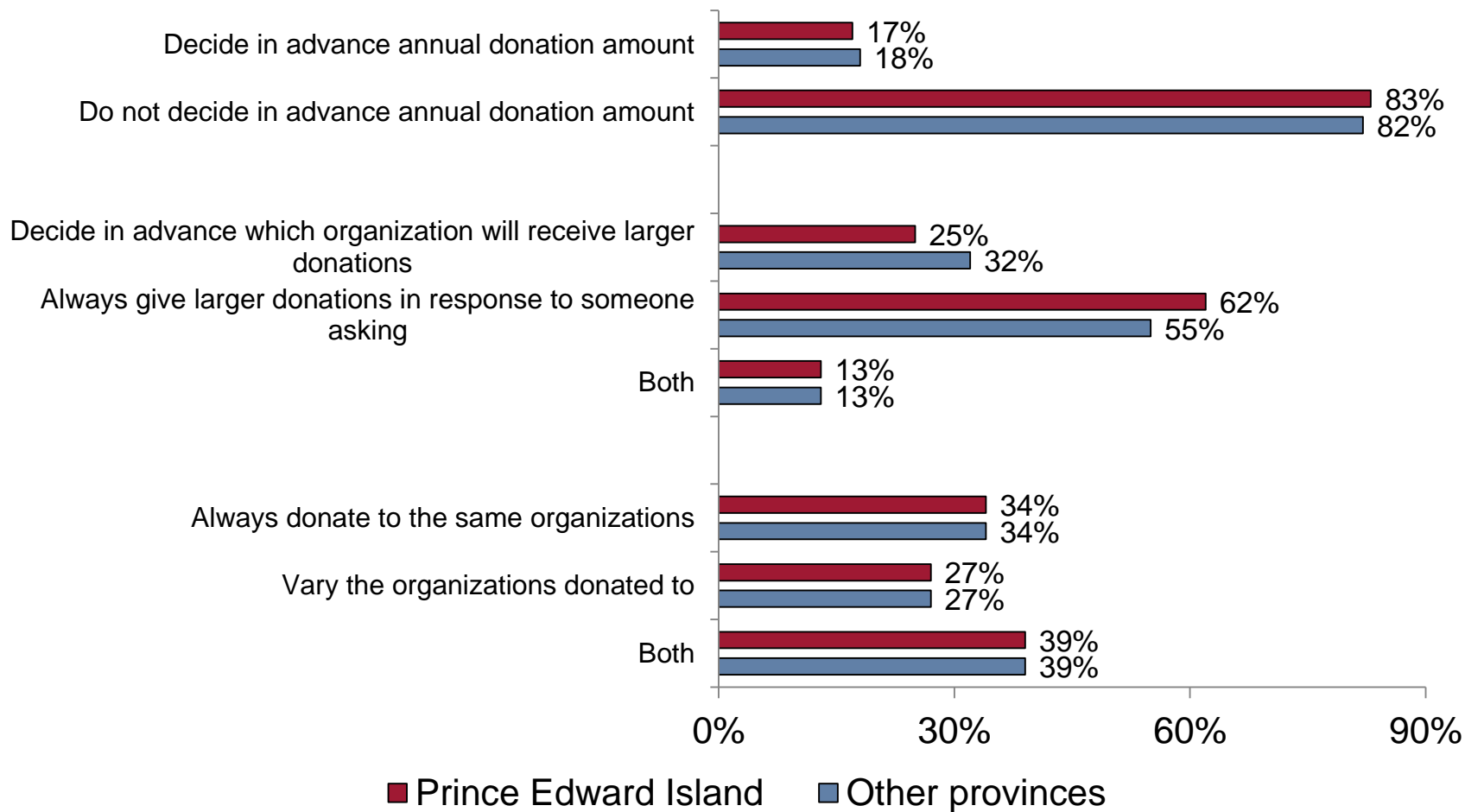
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

Donations and decision making

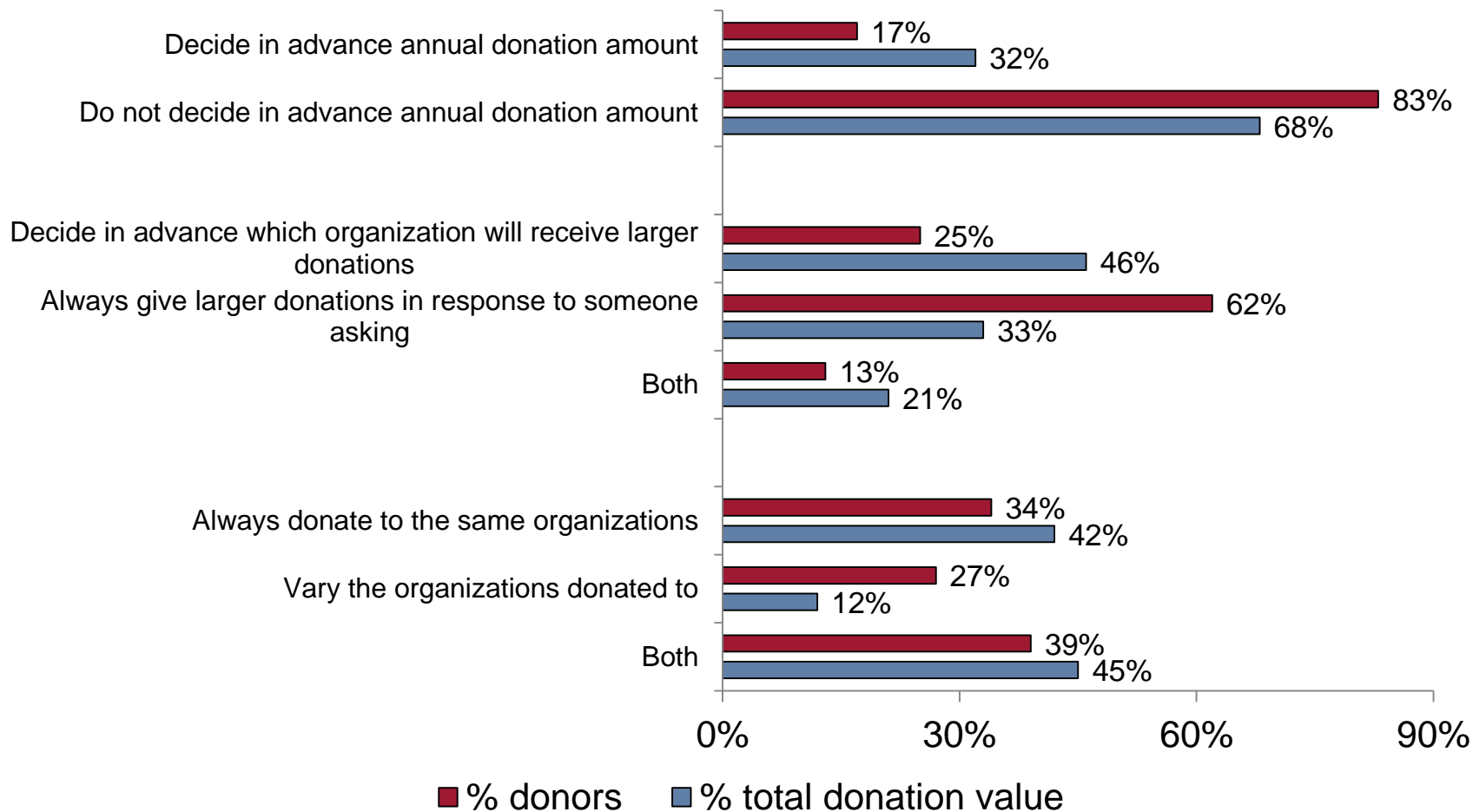
FINDINGS:

- Prince Edward Island donors slightly more likely to make their larger donations in response to being asked, rather than deciding in advance which organizations they will support
 - Those who decide in advance how much they will give and which organizations they will support donate disproportionately large amounts
- Prince Edward Island donors most likely to donate to a mixture of new organizations and organizations that they have supported previously
 - Those who donate to the same organization from year to year and those who donate to a mix of new and familiar organizations donate disproportionately large amounts

Donations and decision making



Donations and decision making



Donations and decision making

IMPLICATIONS:

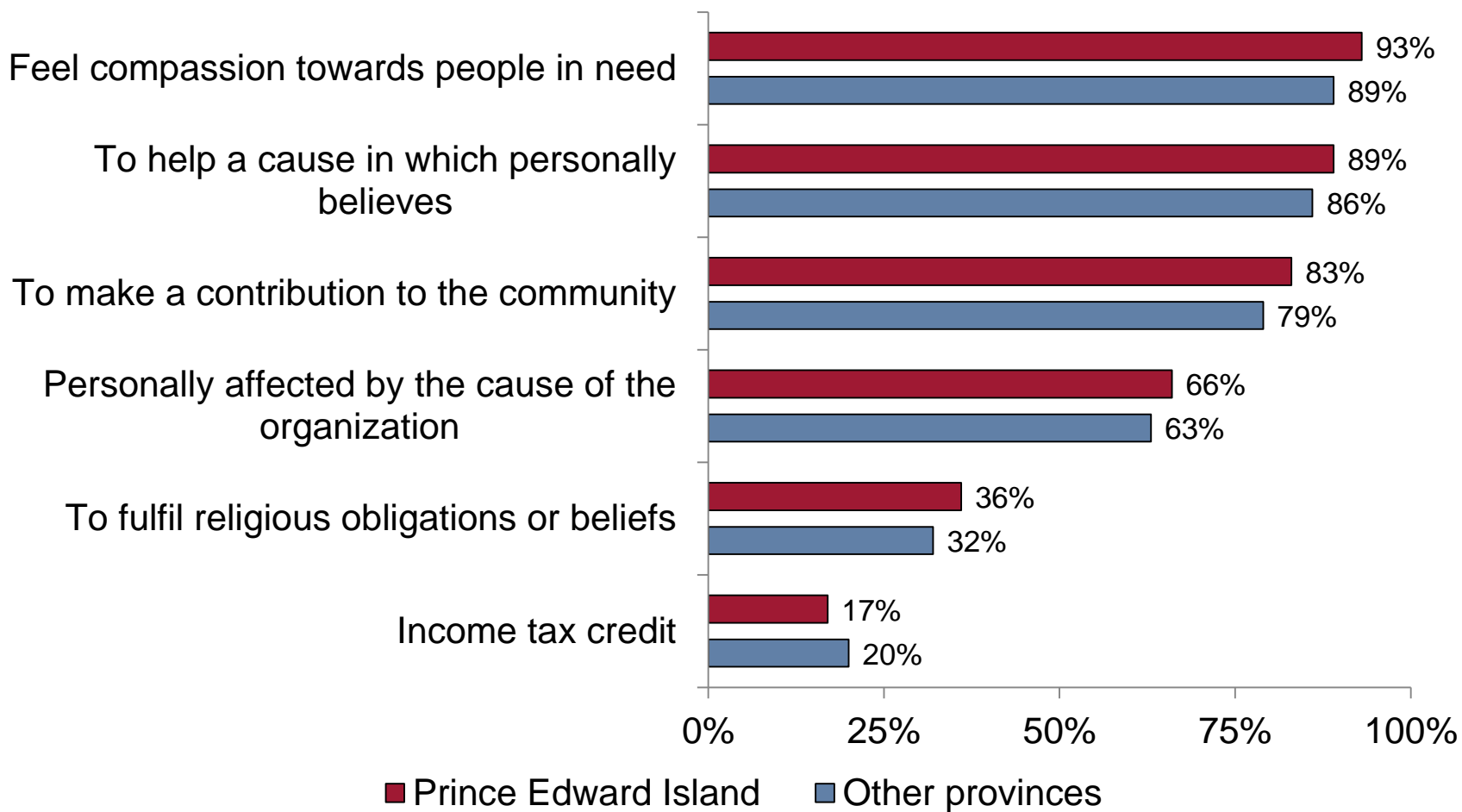
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

Motivations

FINDINGS:

- Prince Edward Island 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 almost all factors
 - Exception is tax credits from government in return for donations

Motivations

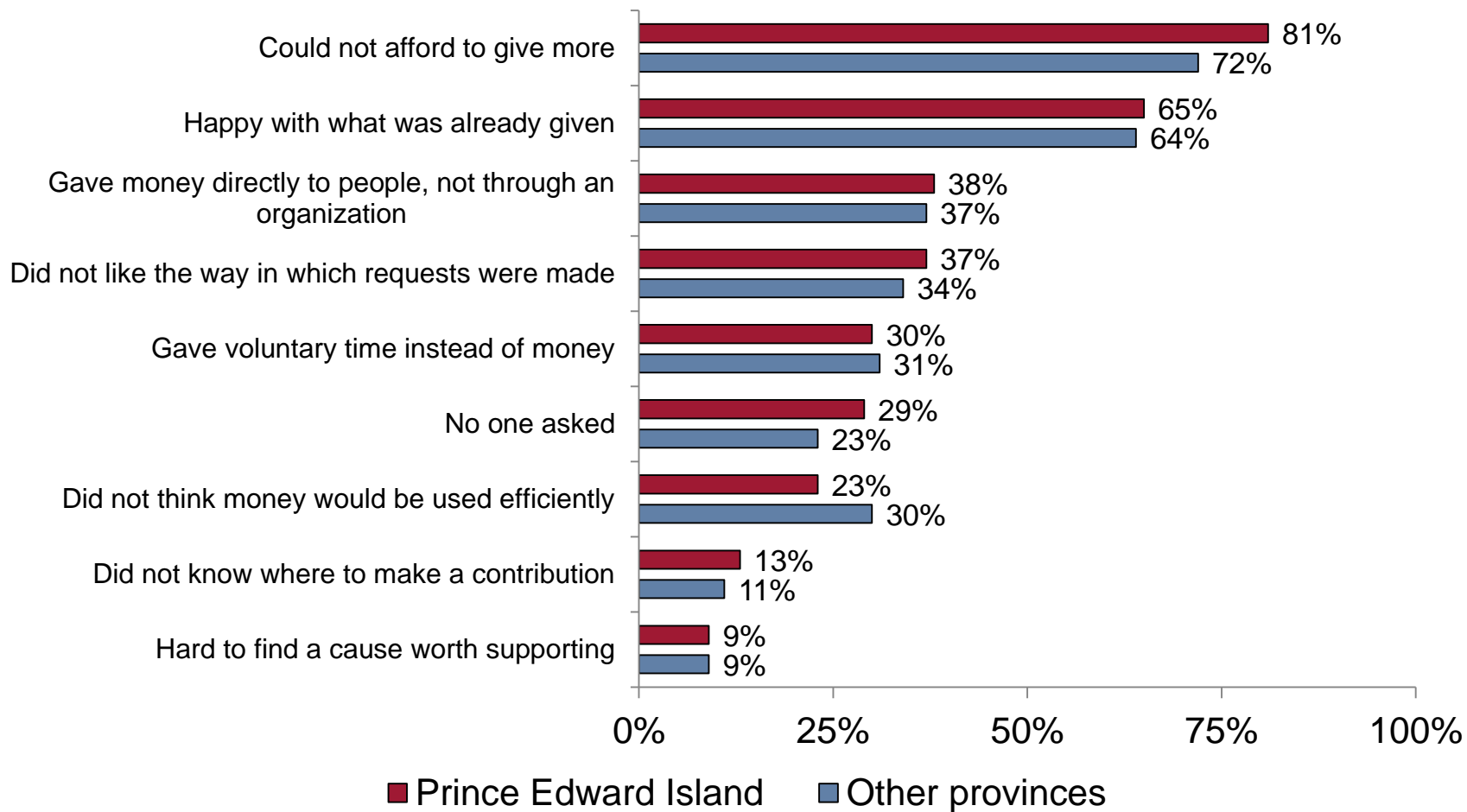


Barriers

FINDINGS:

- Prince Edward Island 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
- Somewhat more likely to report that they could not afford to give more
- Somewhat less likely than donors in other provinces to believe that the money donated would not be used efficiently

Barriers to giving more



Motivations and barriers

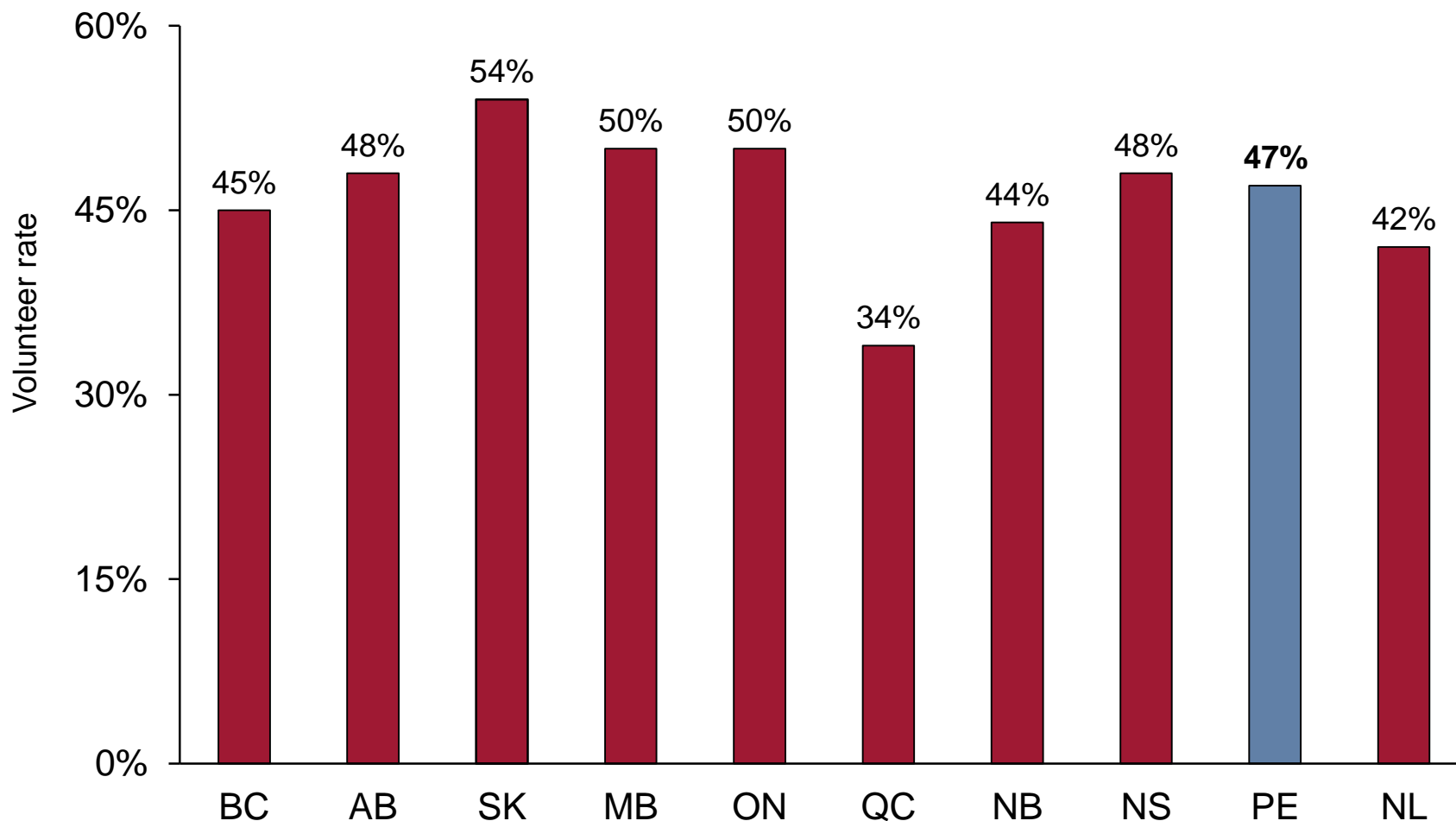
IMPLICATIONS:

- 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

- 54% of Prince Edward Islanders (54,000 residents) volunteered in 2004
 - 45% of Canadians volunteered
- Prince Edward Island volunteers each contributed an average of 163 hours, with a median of 67 volunteer hours
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- Together, Prince Edward Islanders volunteered a total of 9 million hours

Volunteer rate



Average hours volunteered

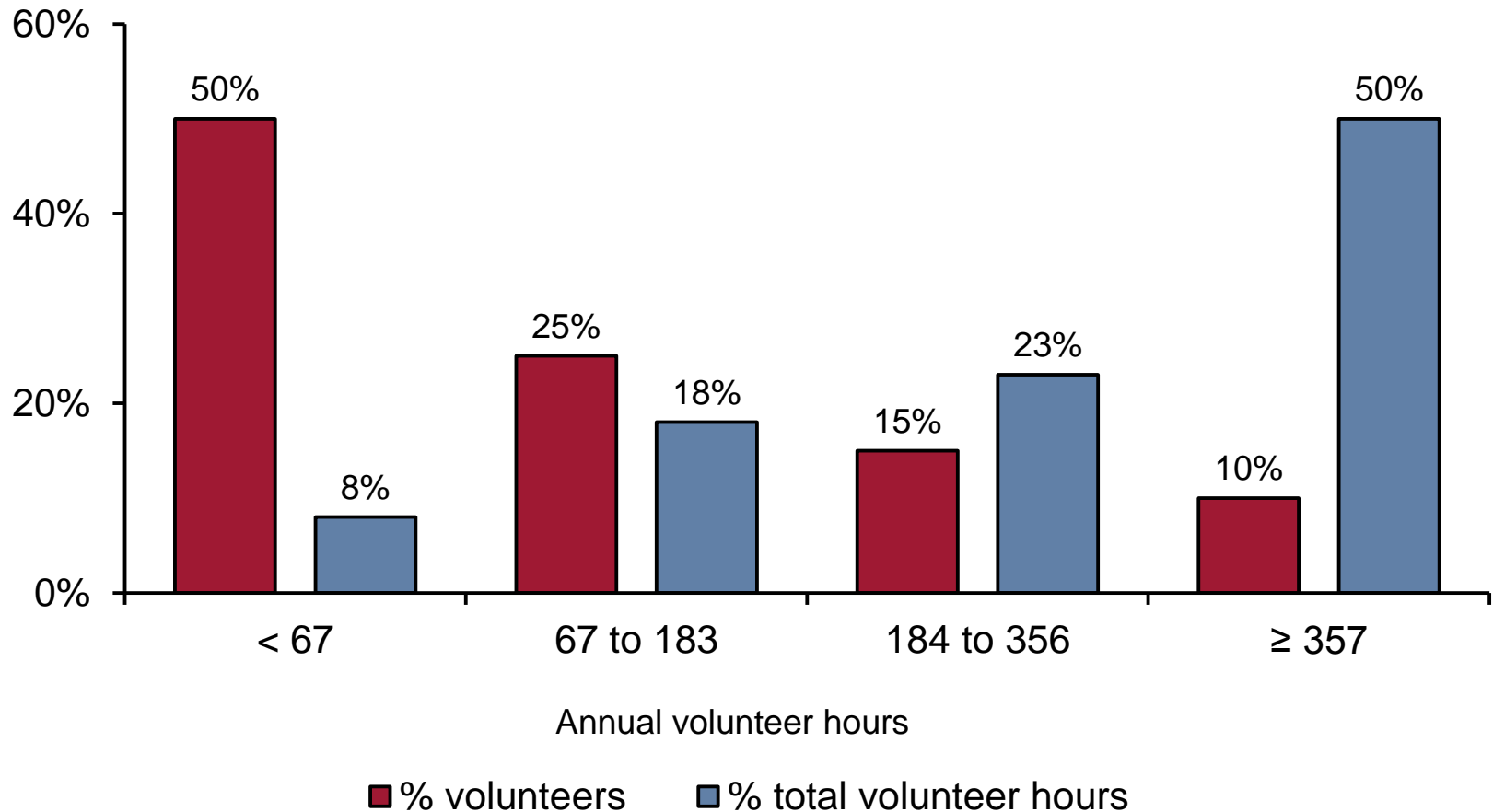


Concentration of support

FINDINGS:

- Although almost half of Prince Edward Island residents volunteered, a small minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 357 or more hours accounted for 50% of total volunteer hours
 - The top 25% of volunteers (184 hours or more) accounted for 73% of total volunteer hours
- Half of volunteers contributed less than 67 hours, collectively accounting for 8% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

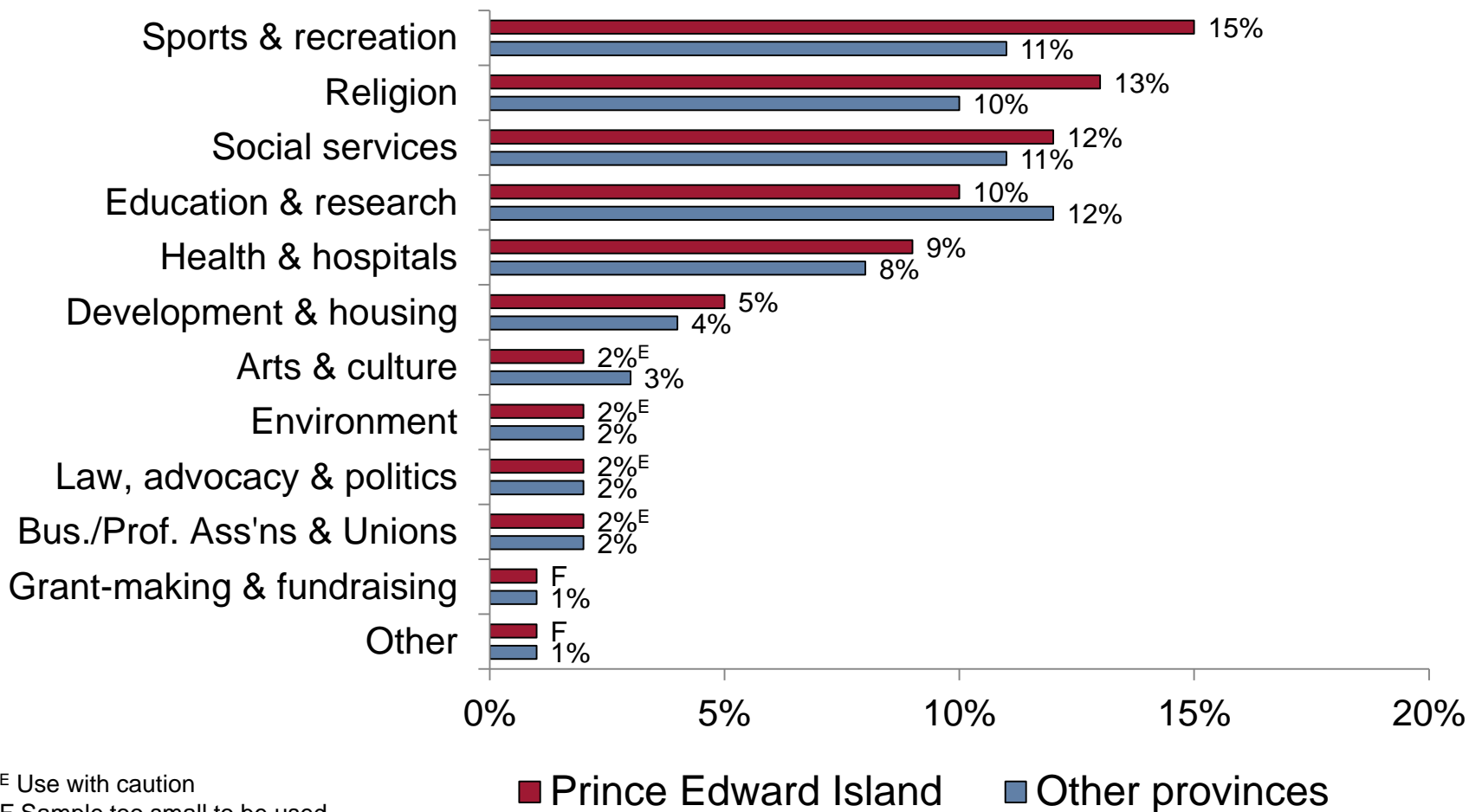
- Prince Edward Island residents about as likely as the residents of most other provinces to volunteer
- Reported approximately equal average volunteer hours
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - Should anything happen to that portion of the population or to change their habits, effects on organizations could be very significant

Types of organizations supported

FINDINGS:

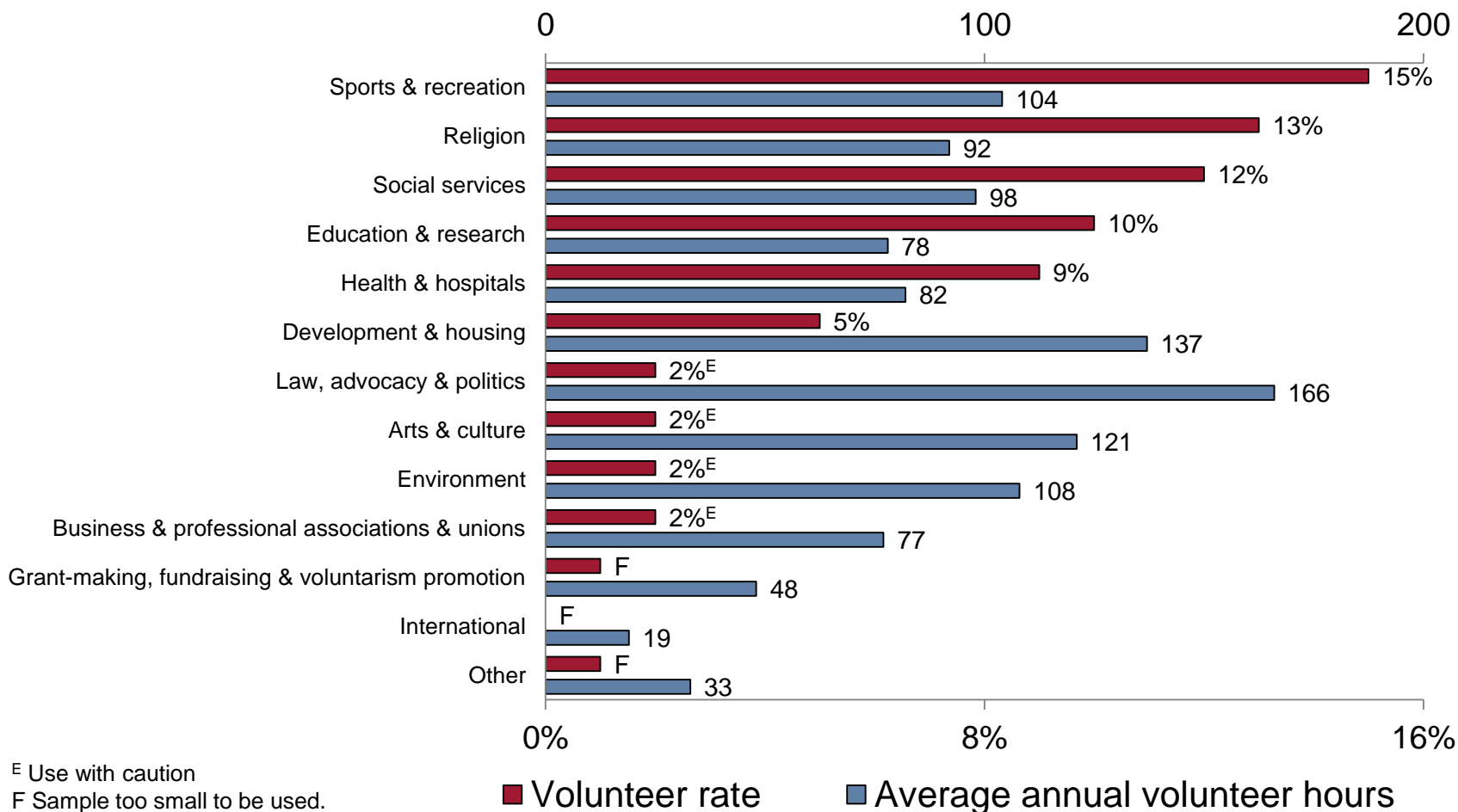
- Prince Edward Island residents most likely to volunteer for organizations working in the areas of:
 - Sports and recreation
 - Religion
 - Social services
 - Education and research
- Somewhat more likely to volunteer for Sports and recreation and Religious organizations than residents of other provinces
- Widespread support does not necessarily mean volunteers contribute many volunteer hours

Types of organizations supported



^E Use with caution
^F Sample too small to be used.

Types of organizations supported



Types of organizations supported

IMPLICATIONS:

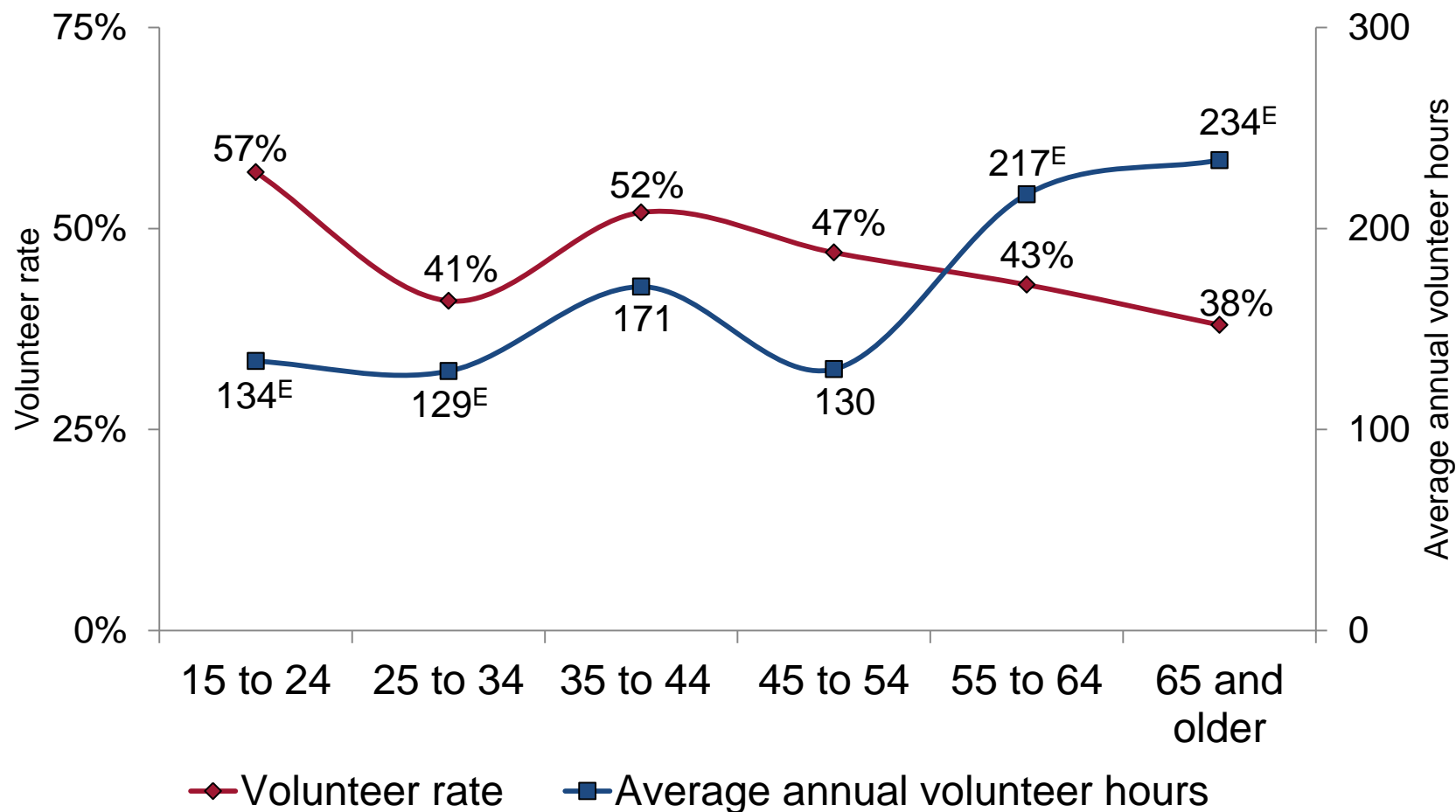
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering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

Volunteer characteristics

FINDINGS:

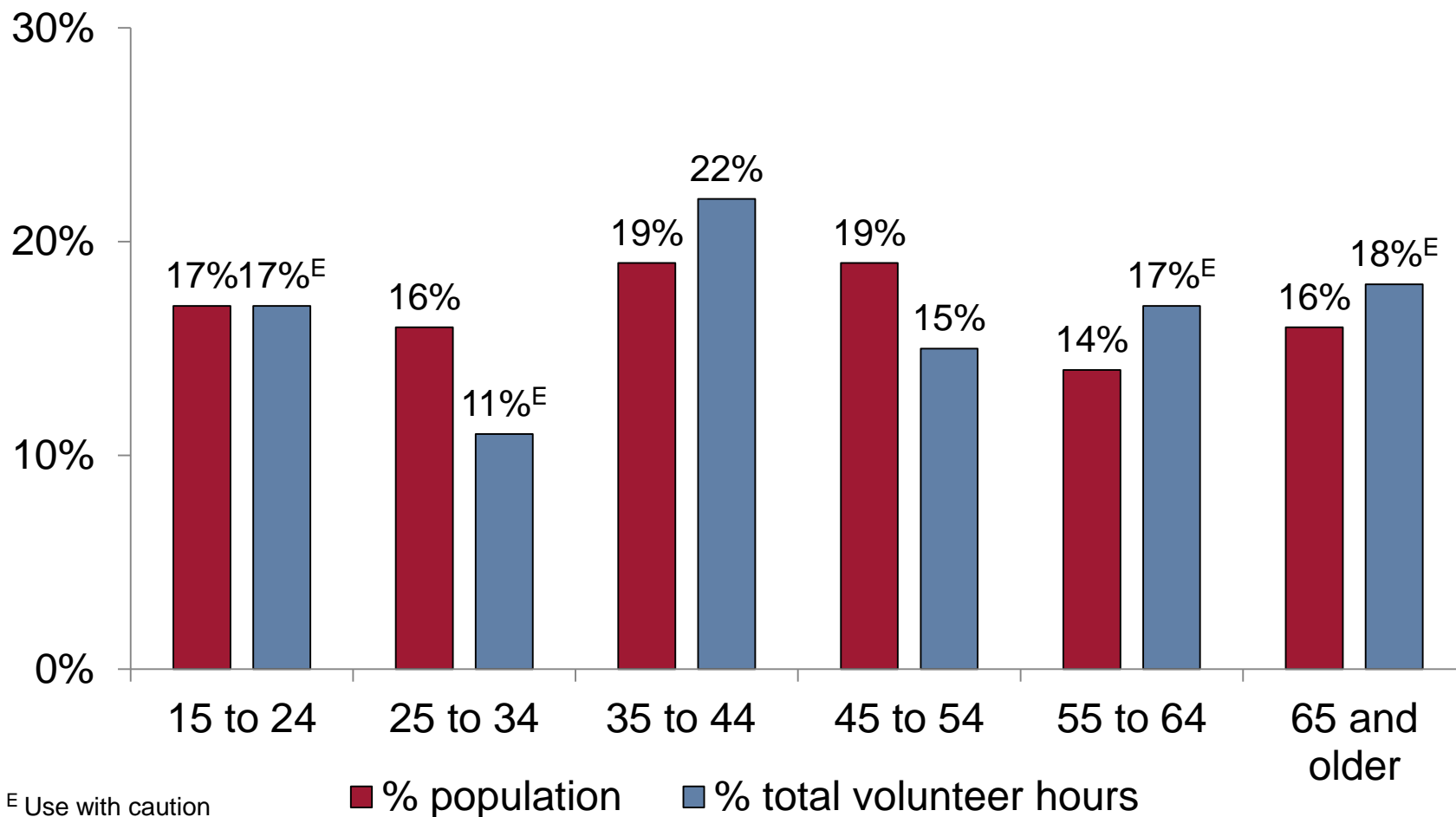
- Likelihood of volunteering and the number of hours volunteered tend to vary according to personal and economic characteristics of the individuals involved
- These factors interact to produce the total volunteer hours for any group
- Some groups contribute more than might be expected, given their representation 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

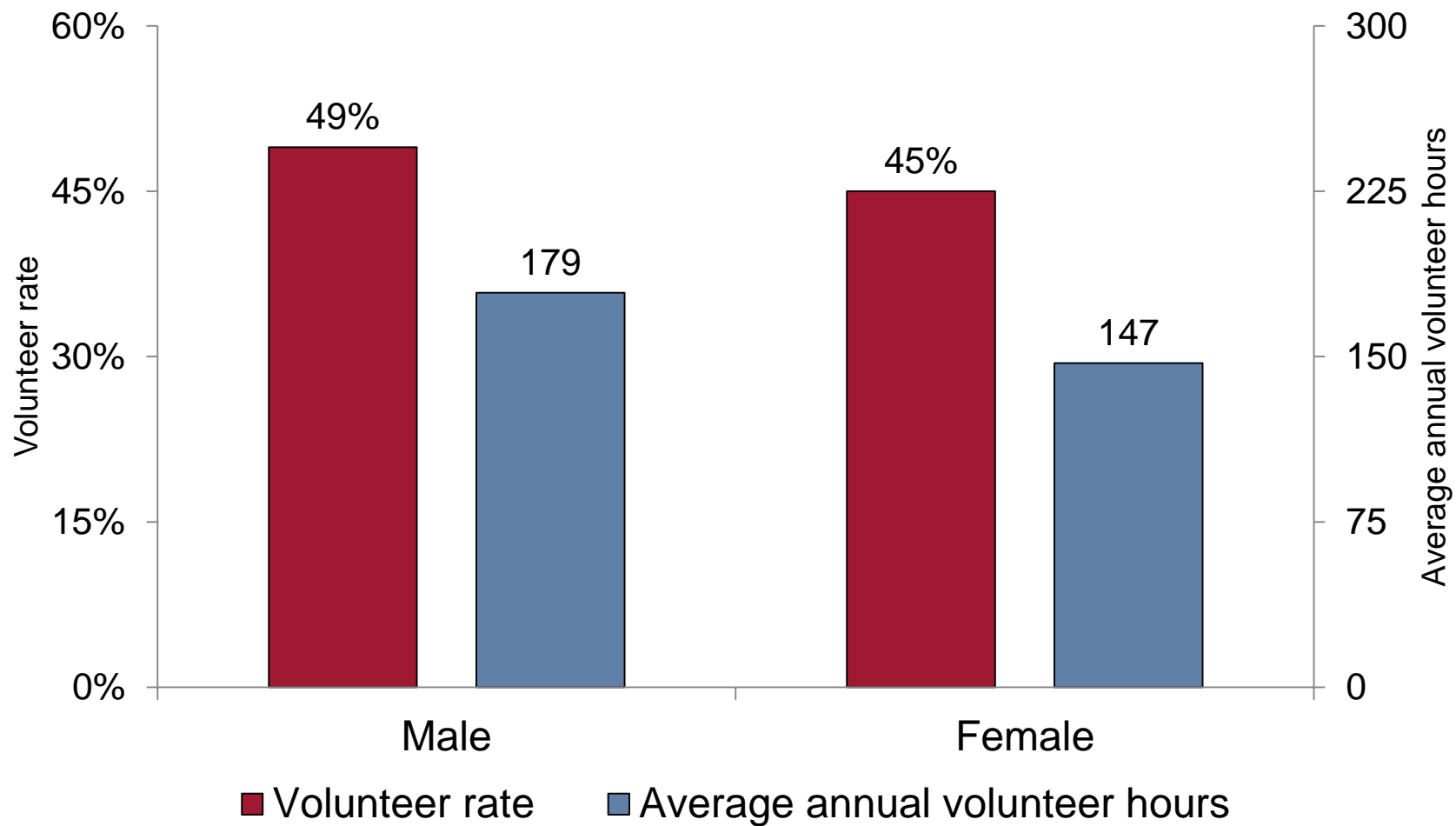


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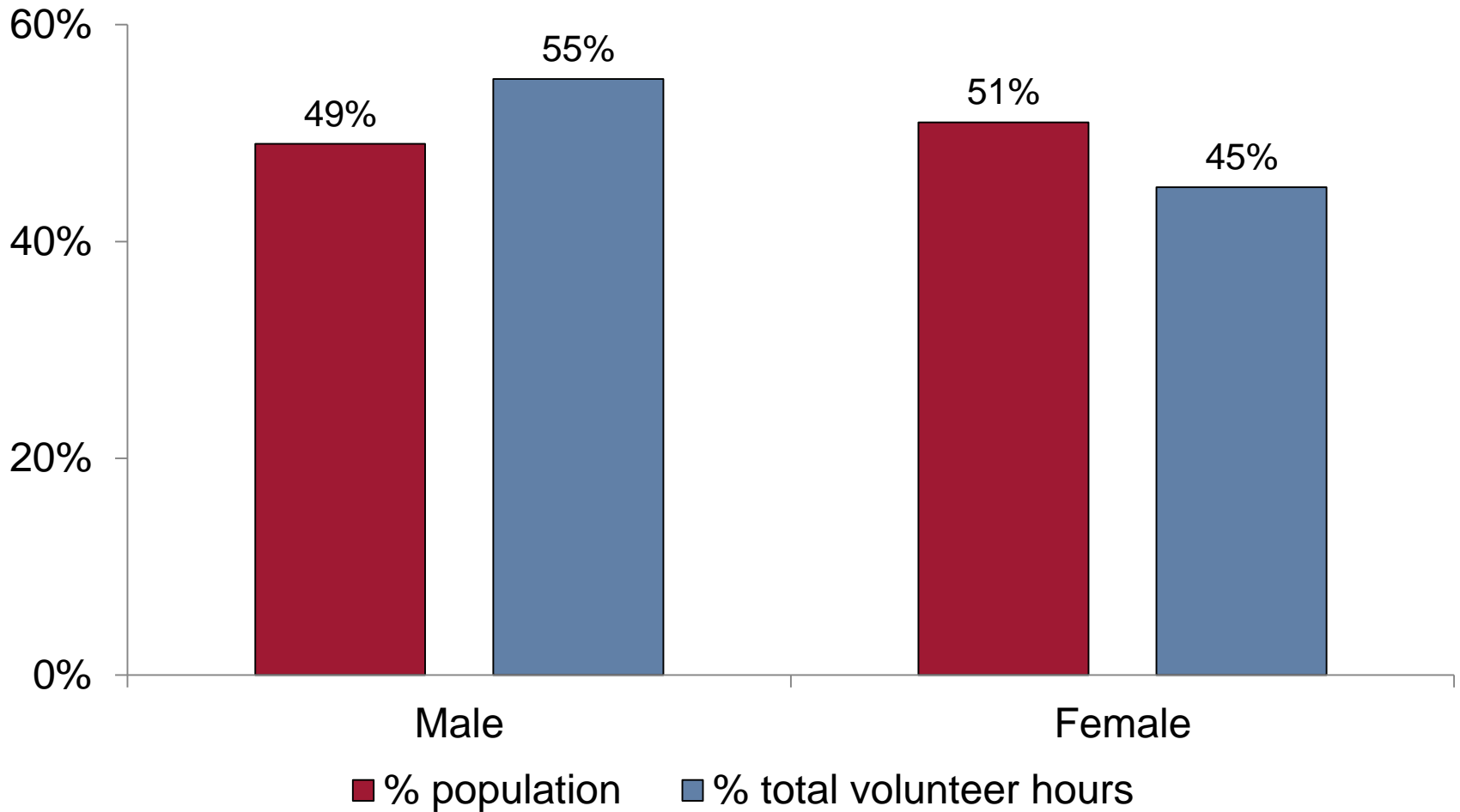
Volunteer characteristics: Age



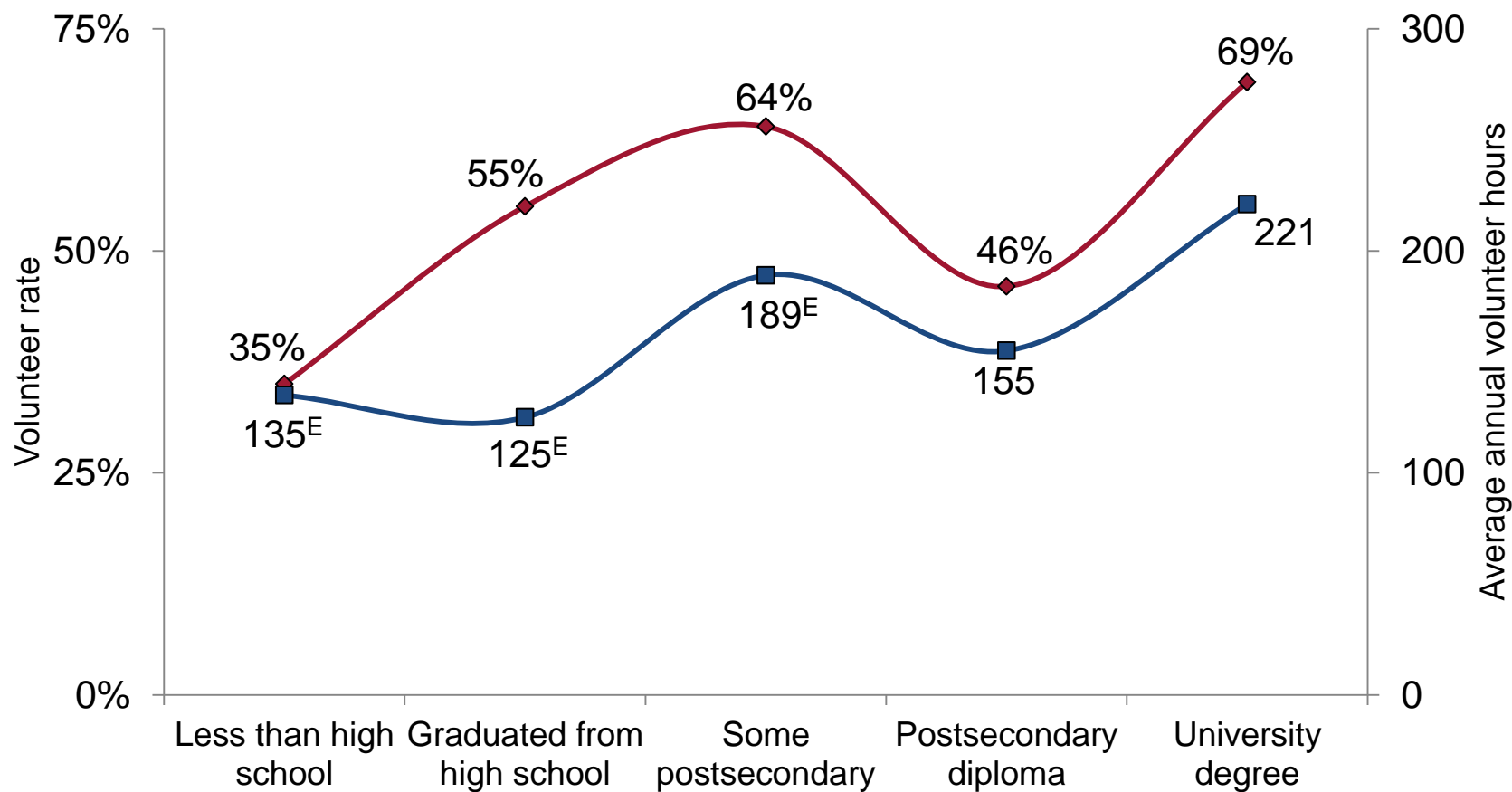
Volunteer characteristics: Sex



Volunteer characteristics: Sex



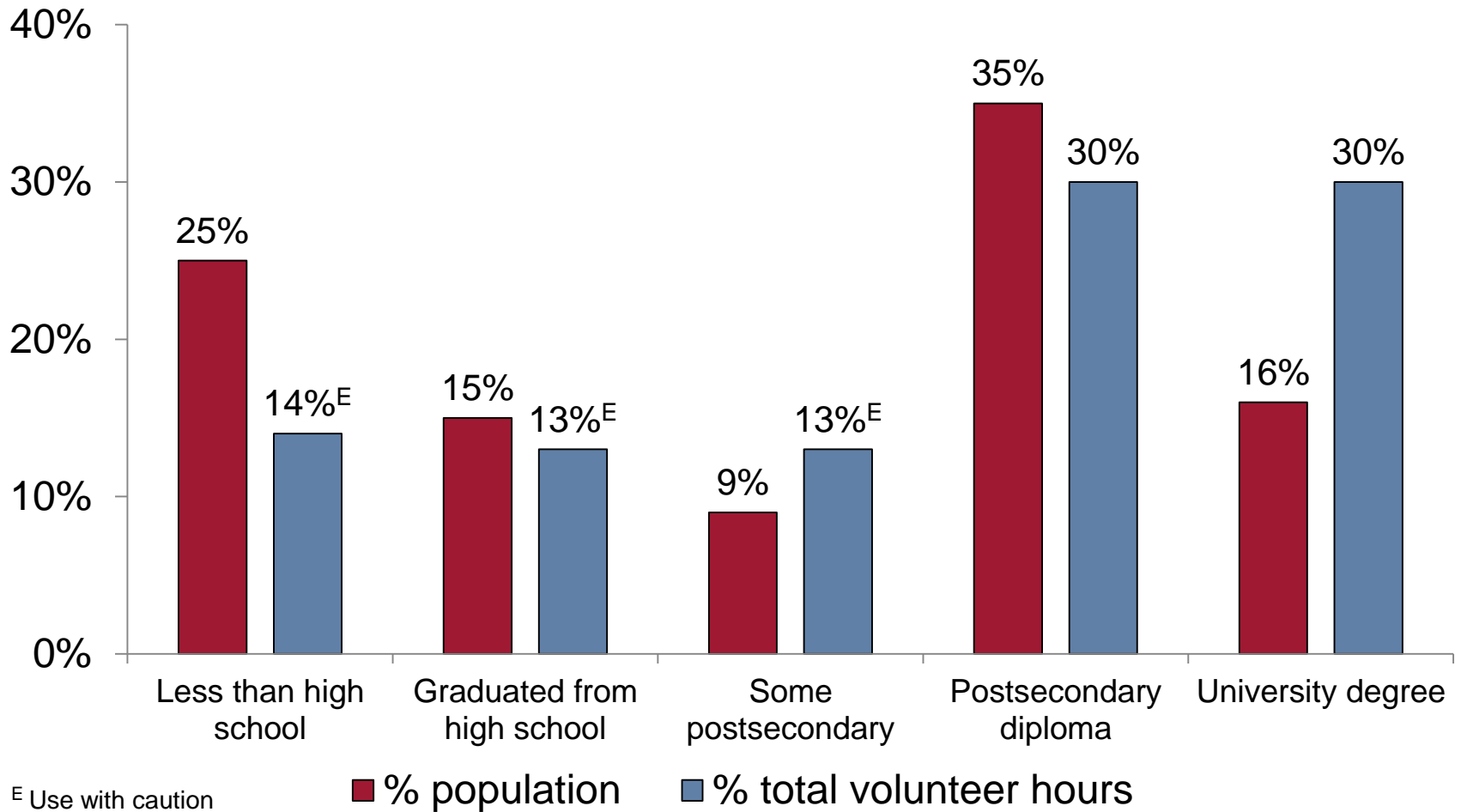
Volunteer characteristics: Education



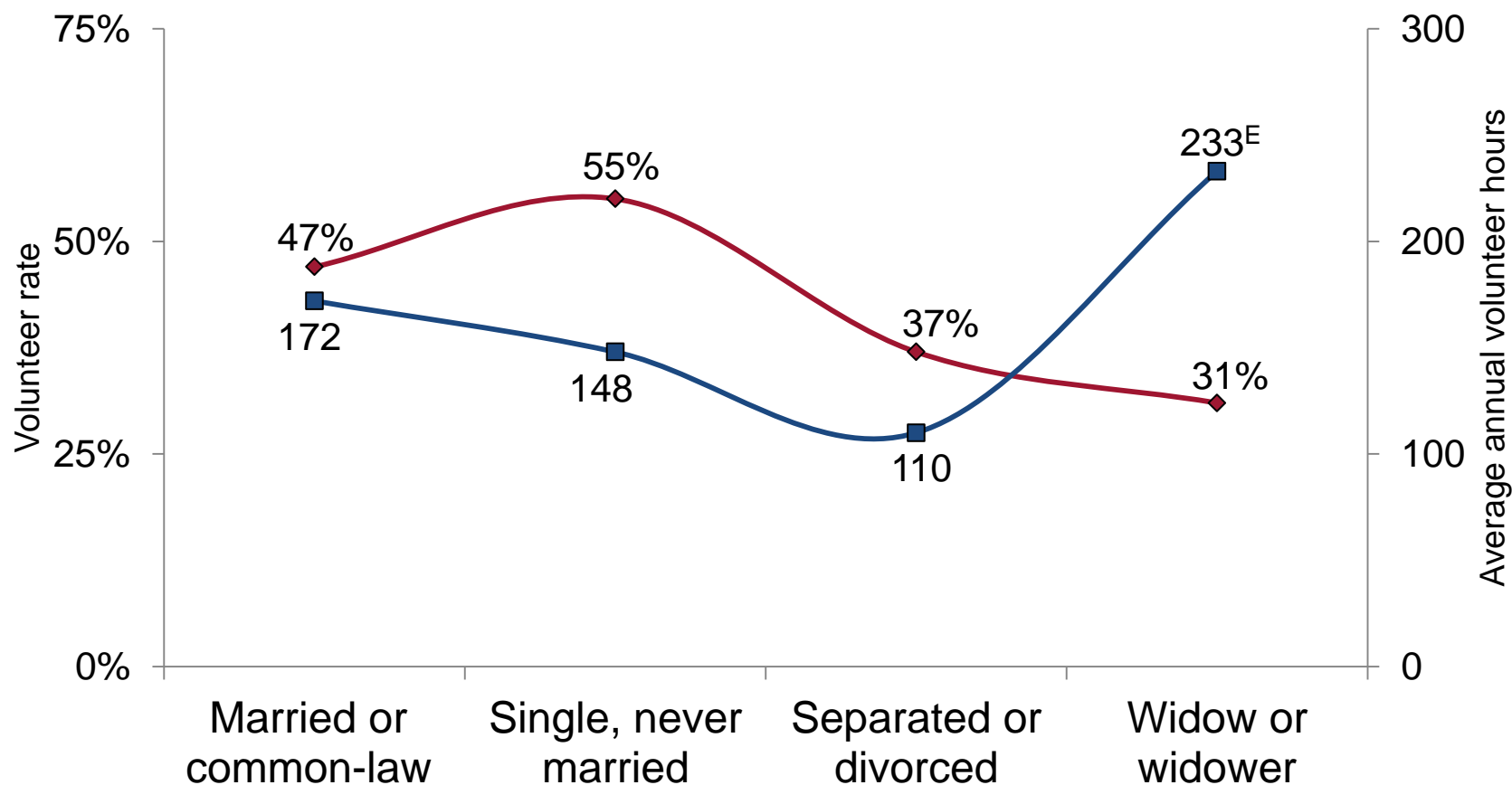
^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

Volunteer characteristics: Education



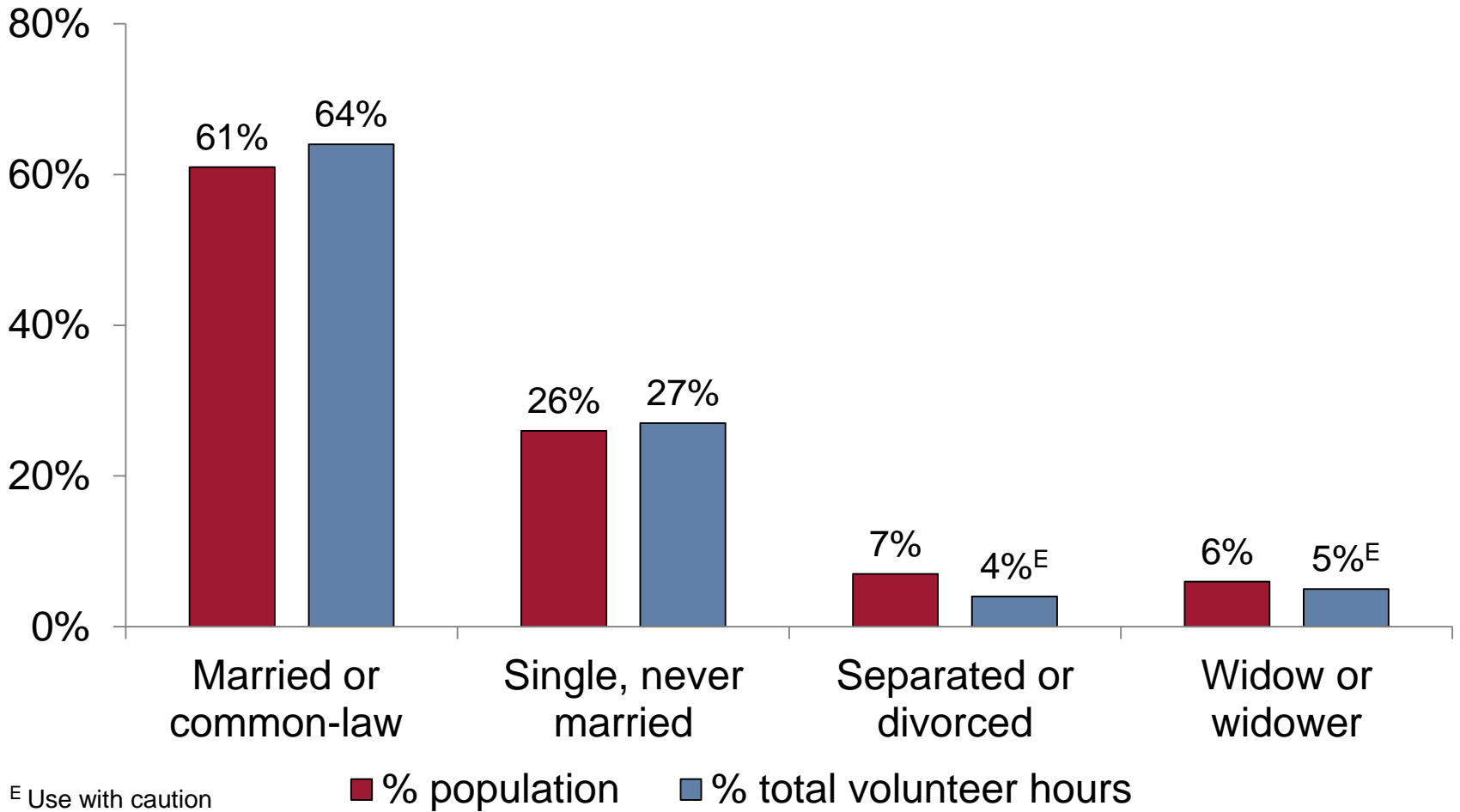
Volunteer characteristics: Marital status



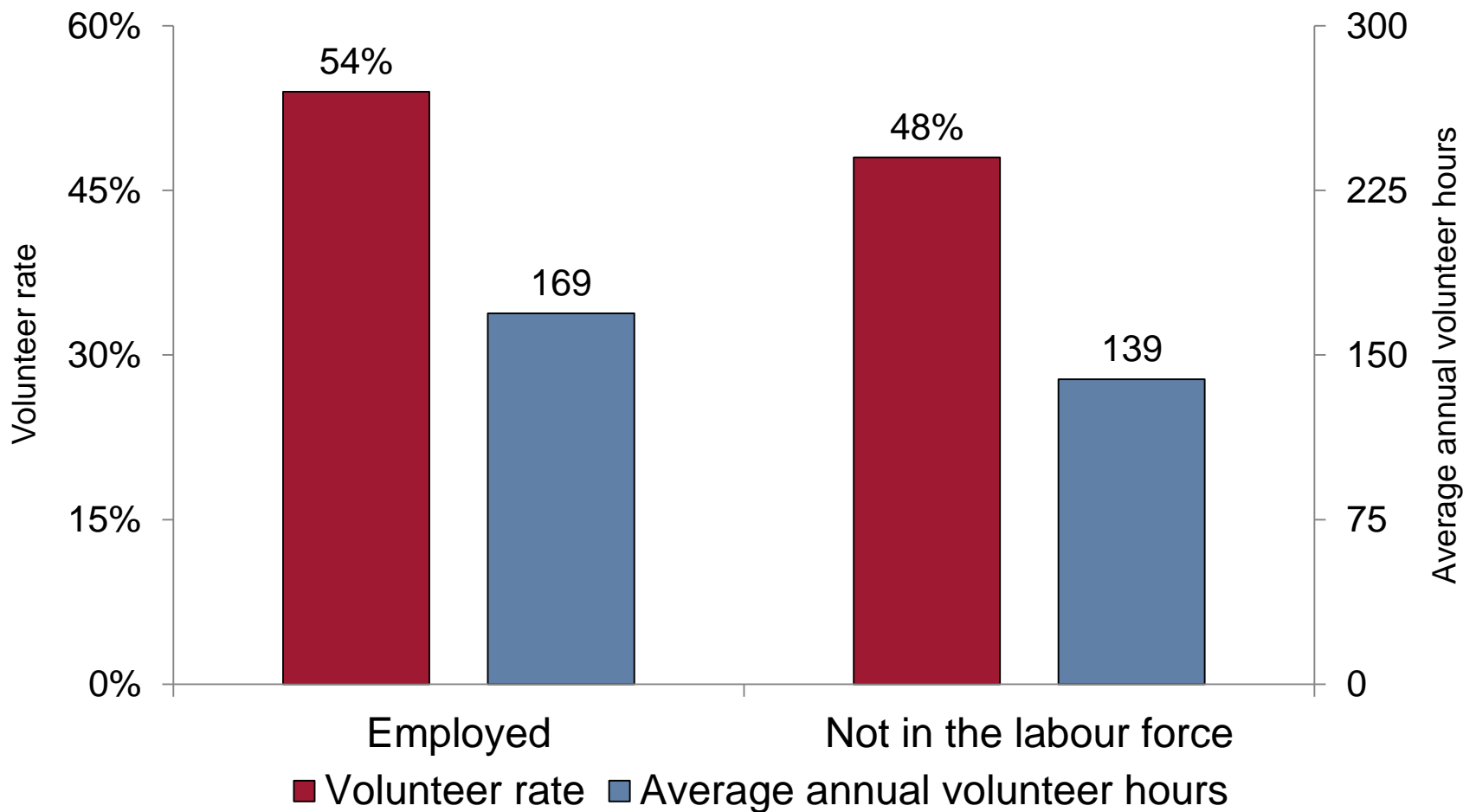
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◆ Volunteer rate ■ Average annual volunteer hours

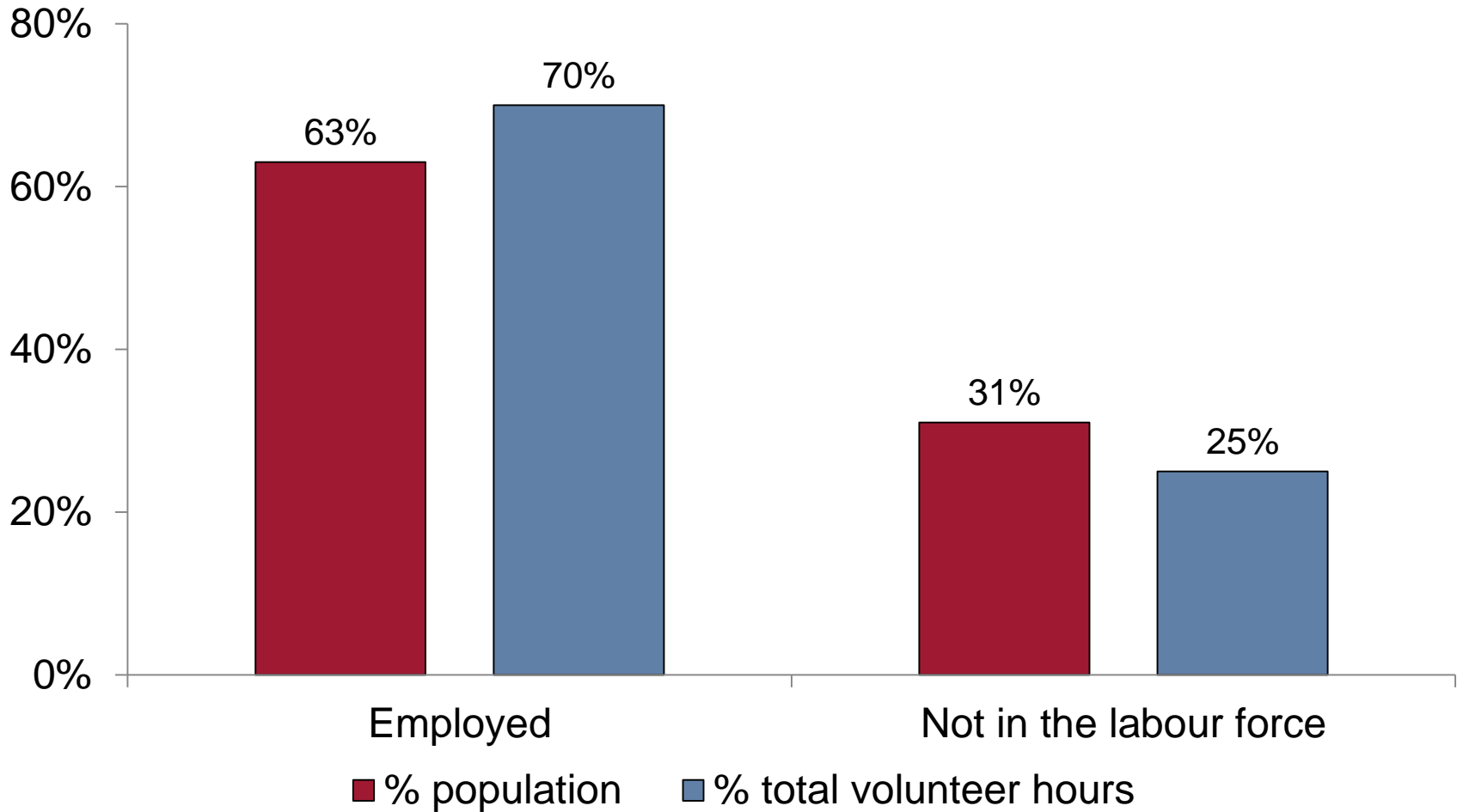
Volunteer characteristics: Marital status



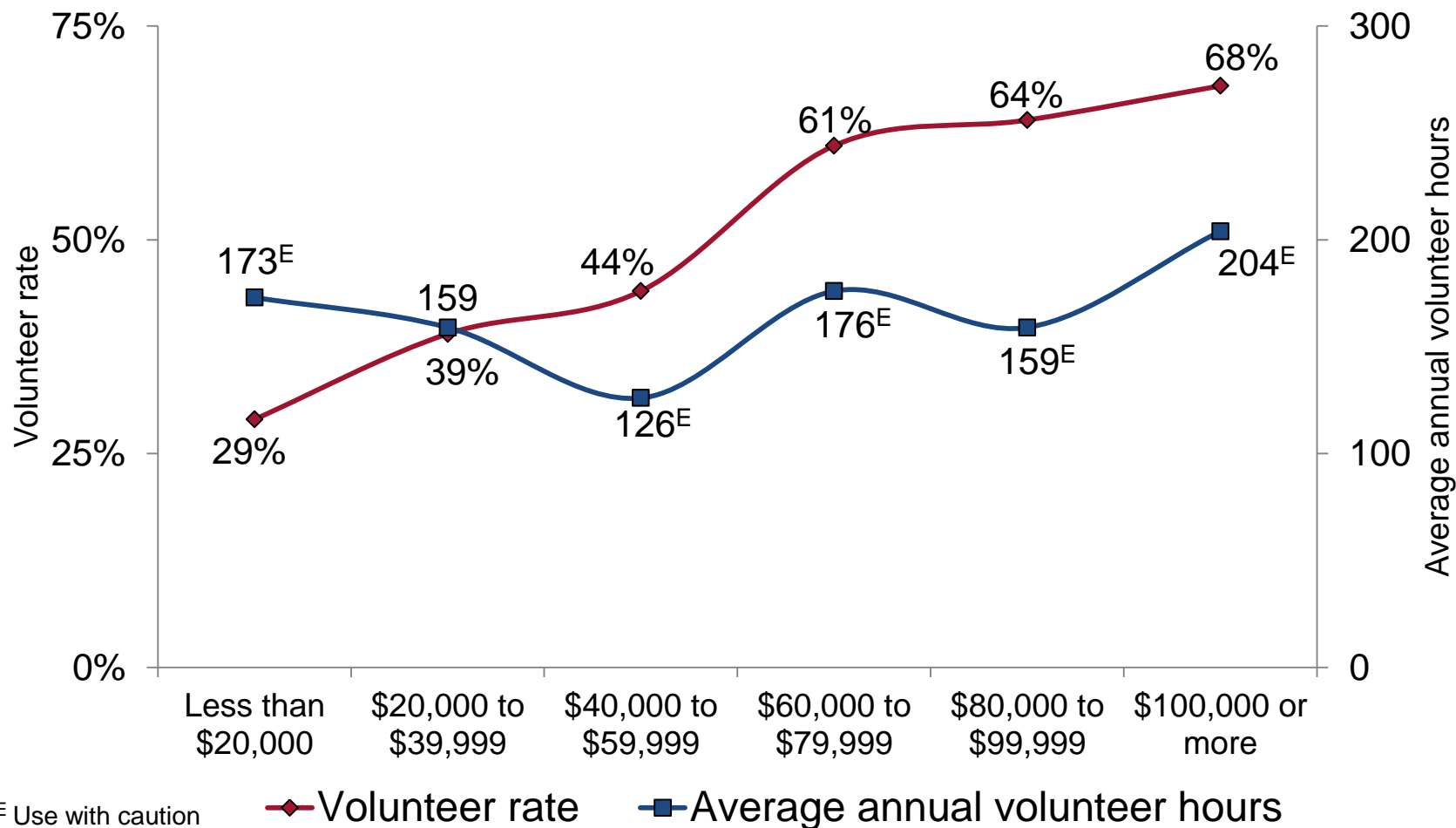
Volunteer characteristics: Labour force status



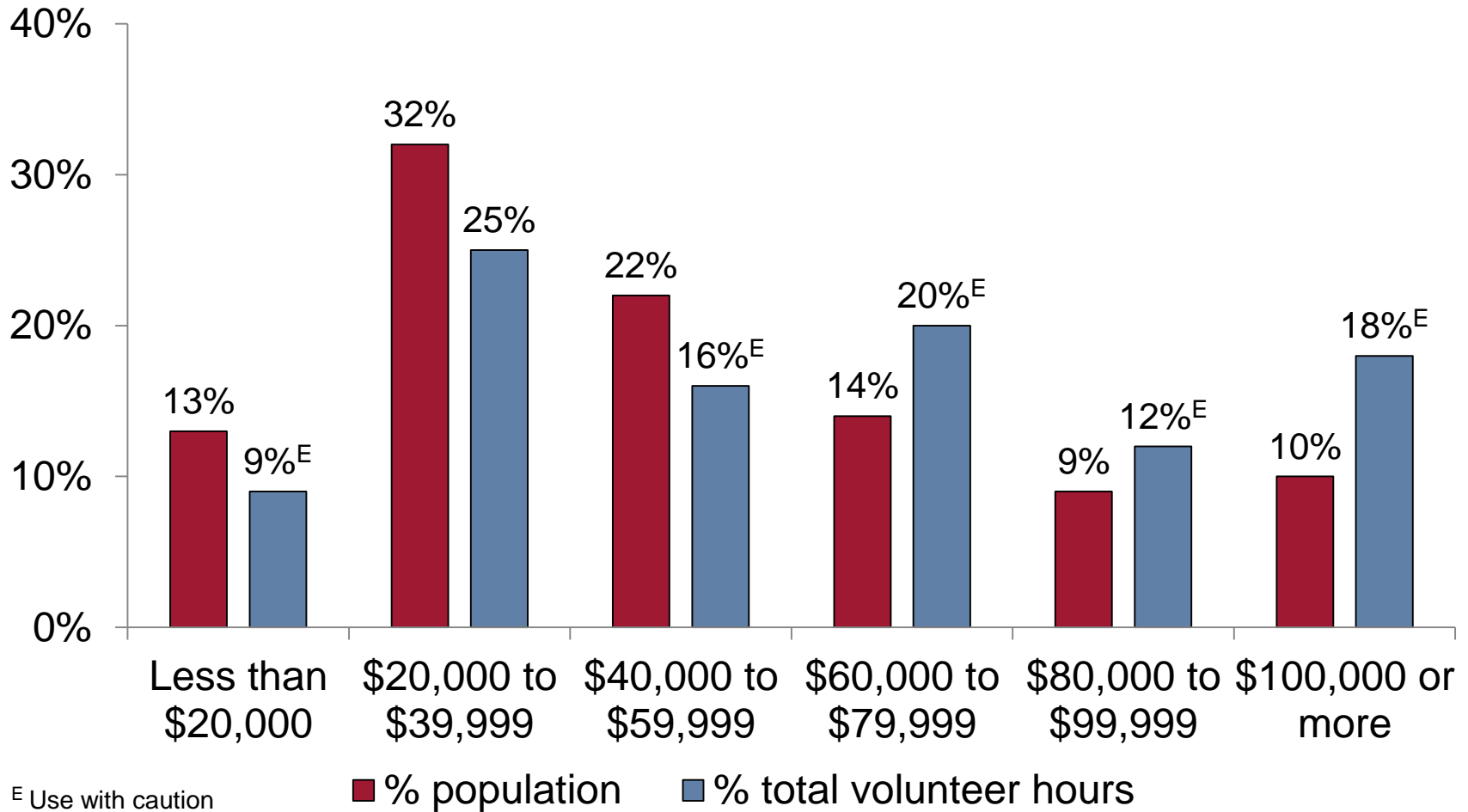
Volunteer characteristics: Labour force status



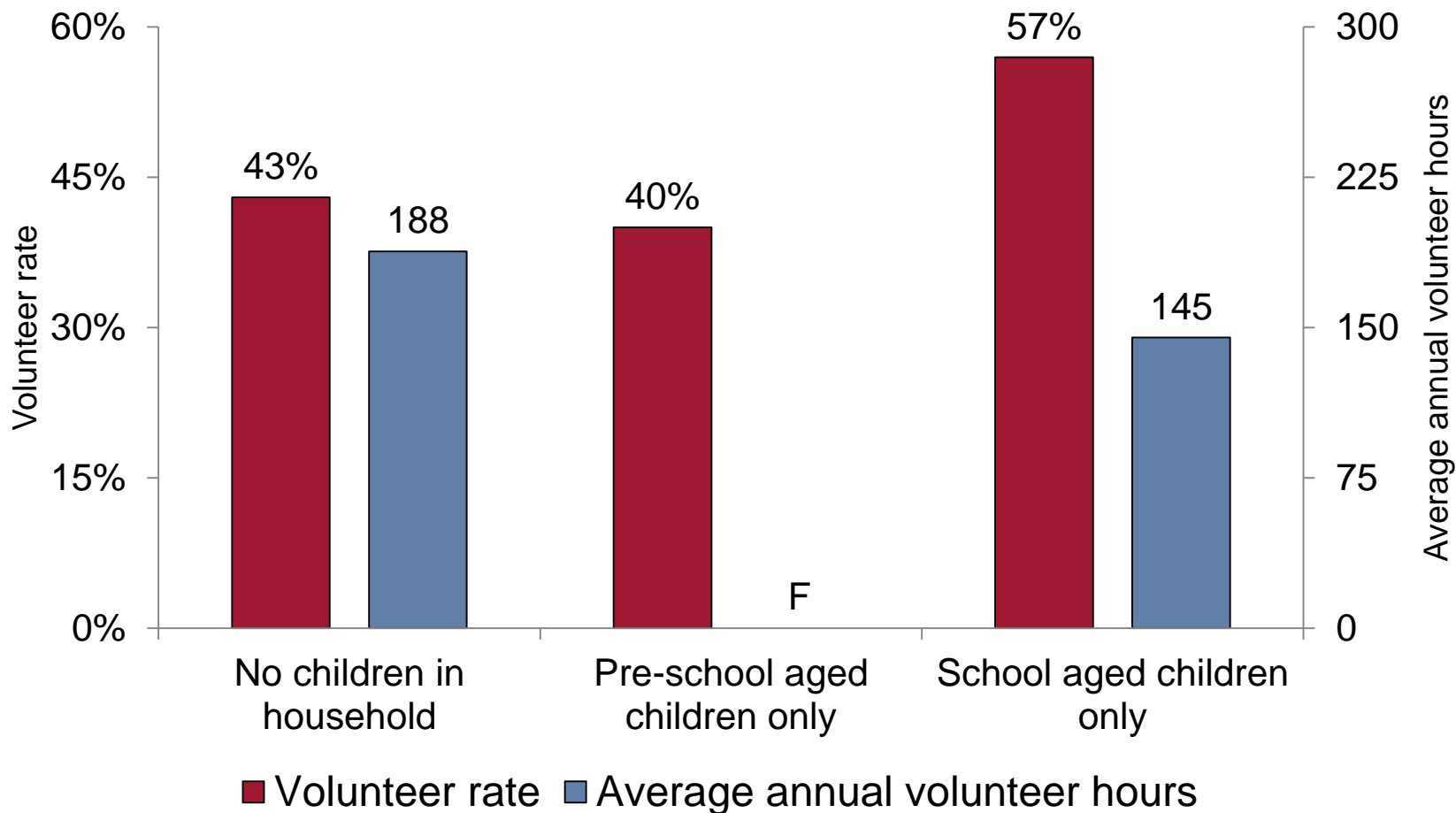
Volunteer characteristics: Household income



Volunteer characteristics: Household income

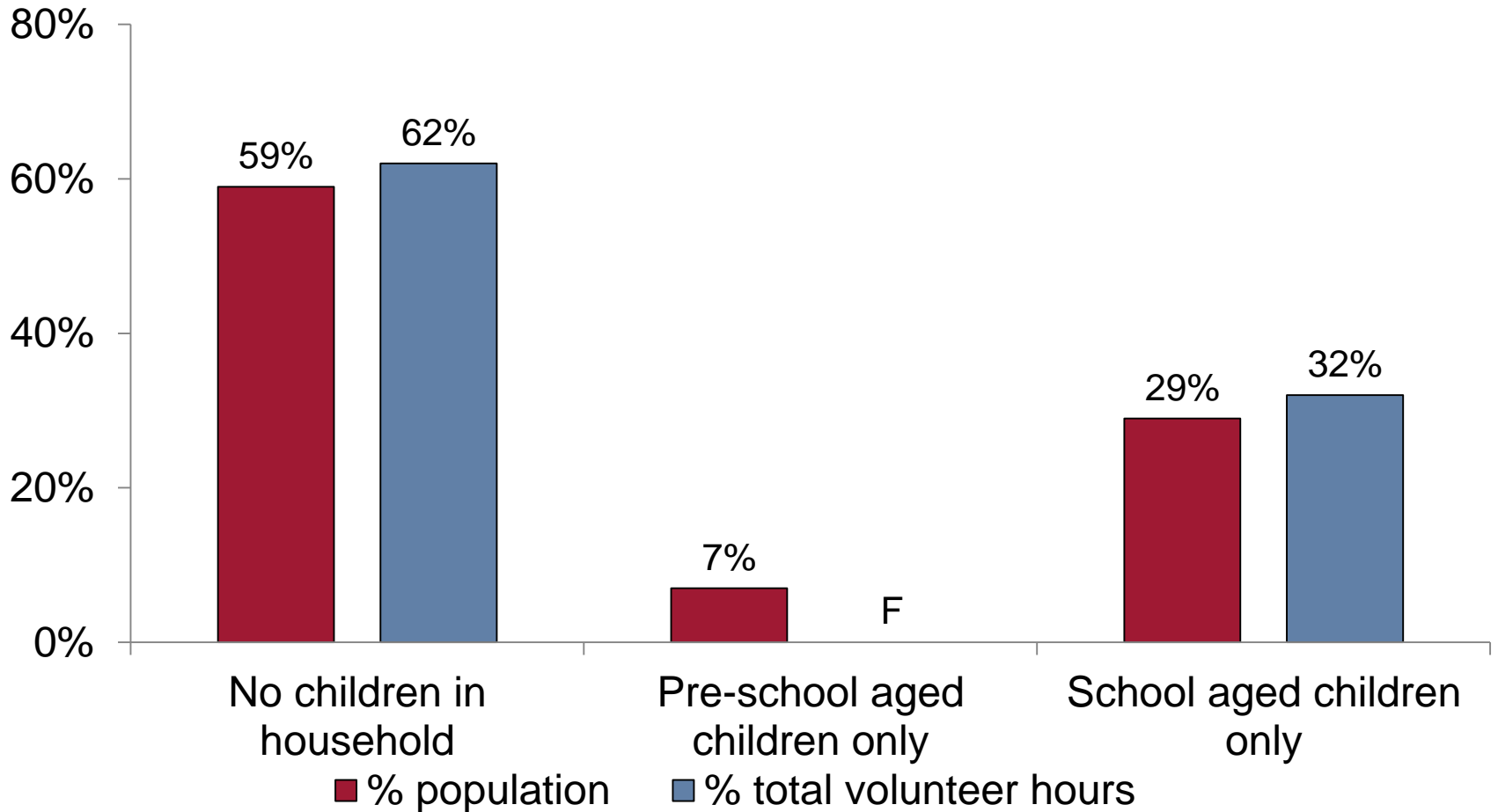


Volunteer characteristics: Presence of children



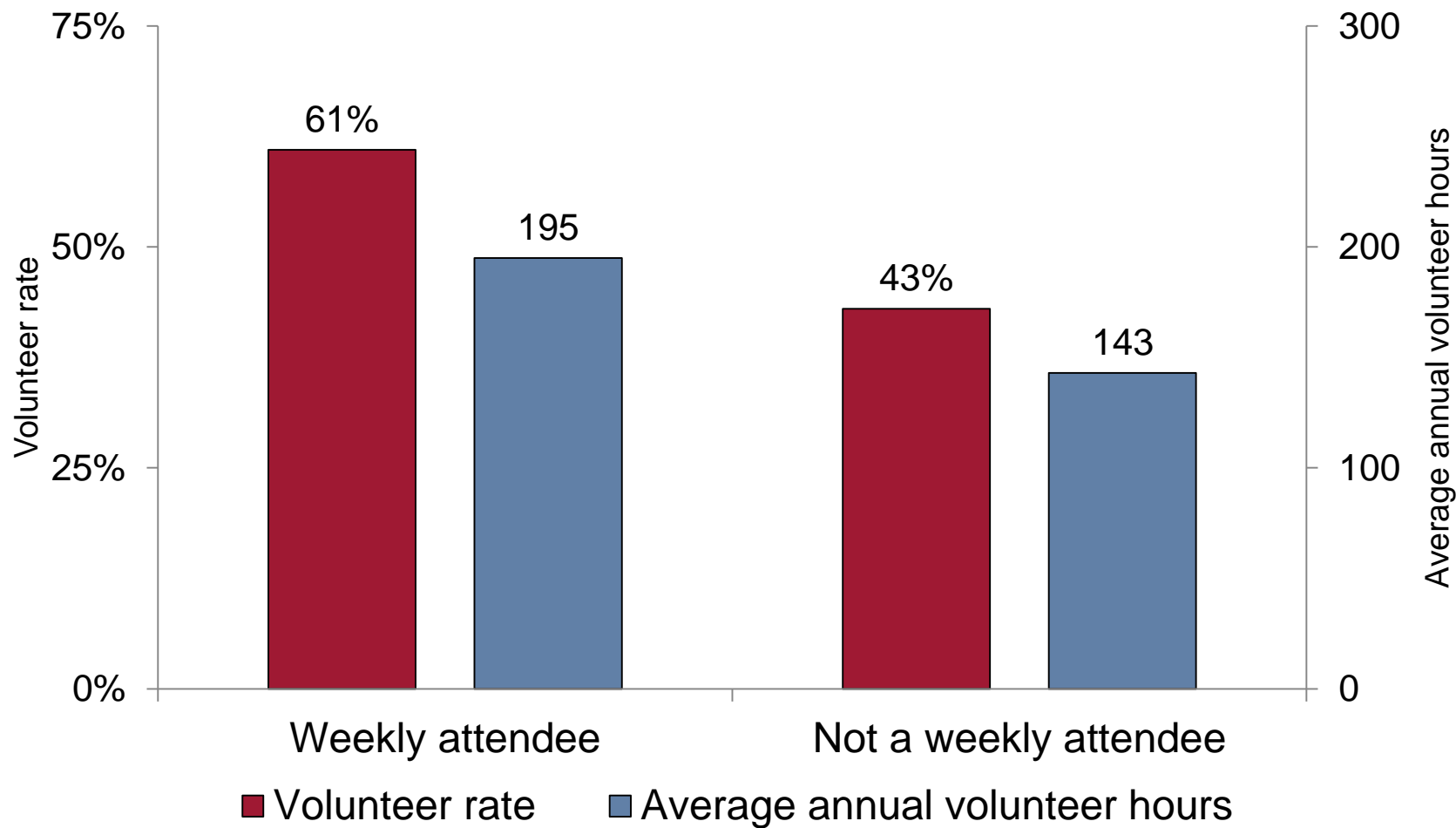
F Sample too small to be used.

Volunteer characteristics: Presence of children

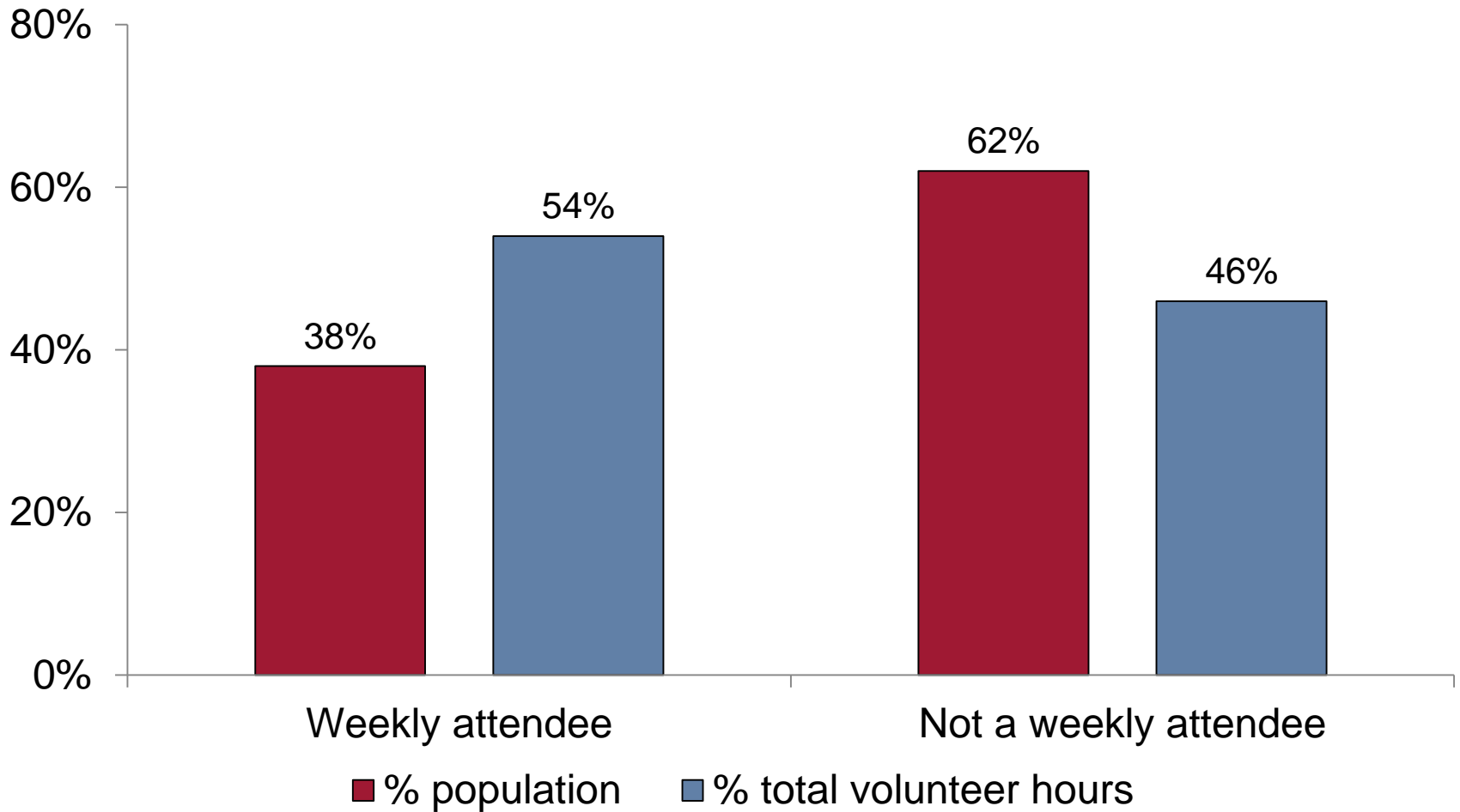


F Sample too small to be used.

Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
 - Male
 - Married or in a common-law relationship
 - Hold a university degree
 - Employed
 - Annual household income of \$60,000 or more
 - Attend religious services on a weekly basis
- Again, although these characteristics are treated separately, many tend to be related

Volunteer characteristics

IMPLICATIONS:

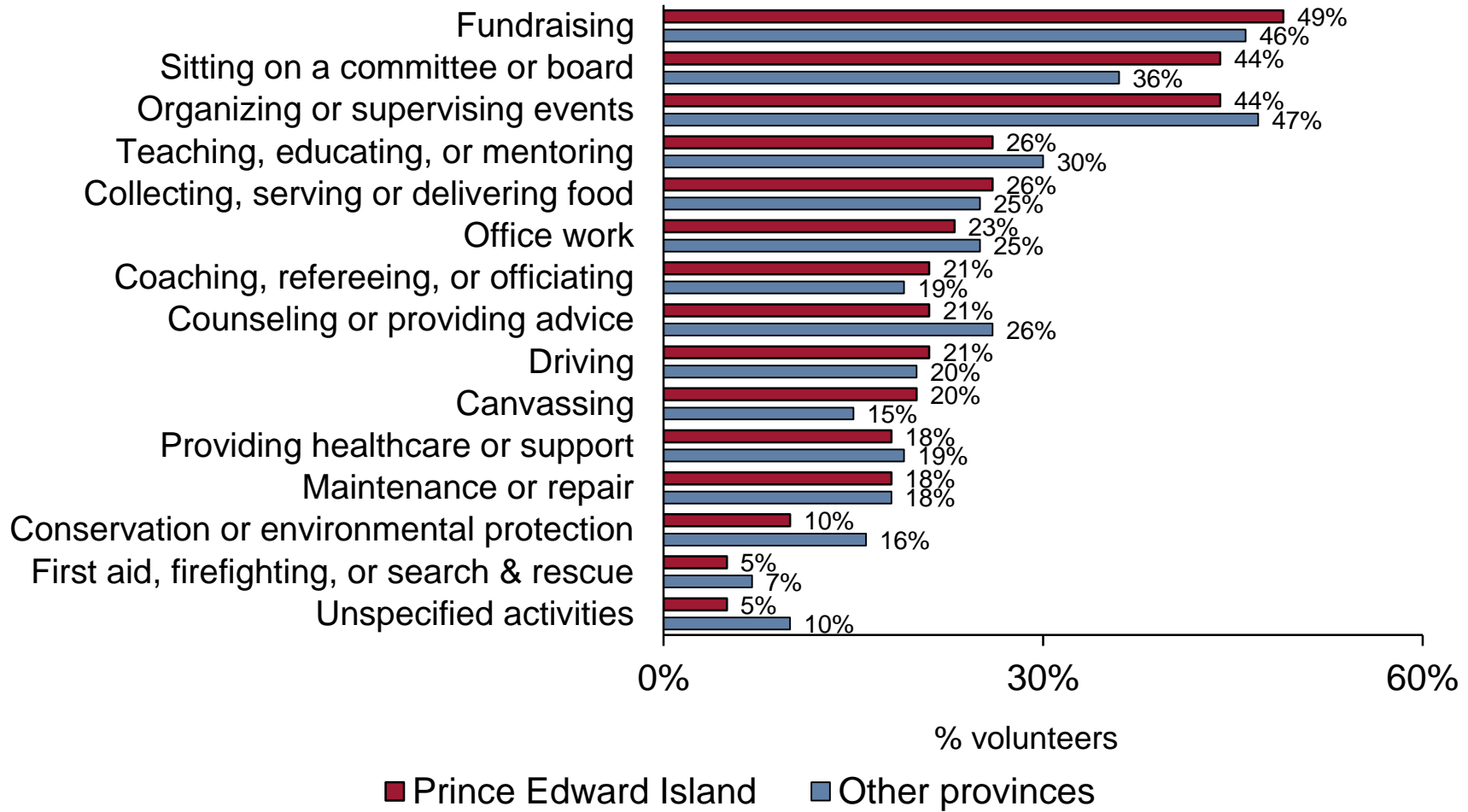
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are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

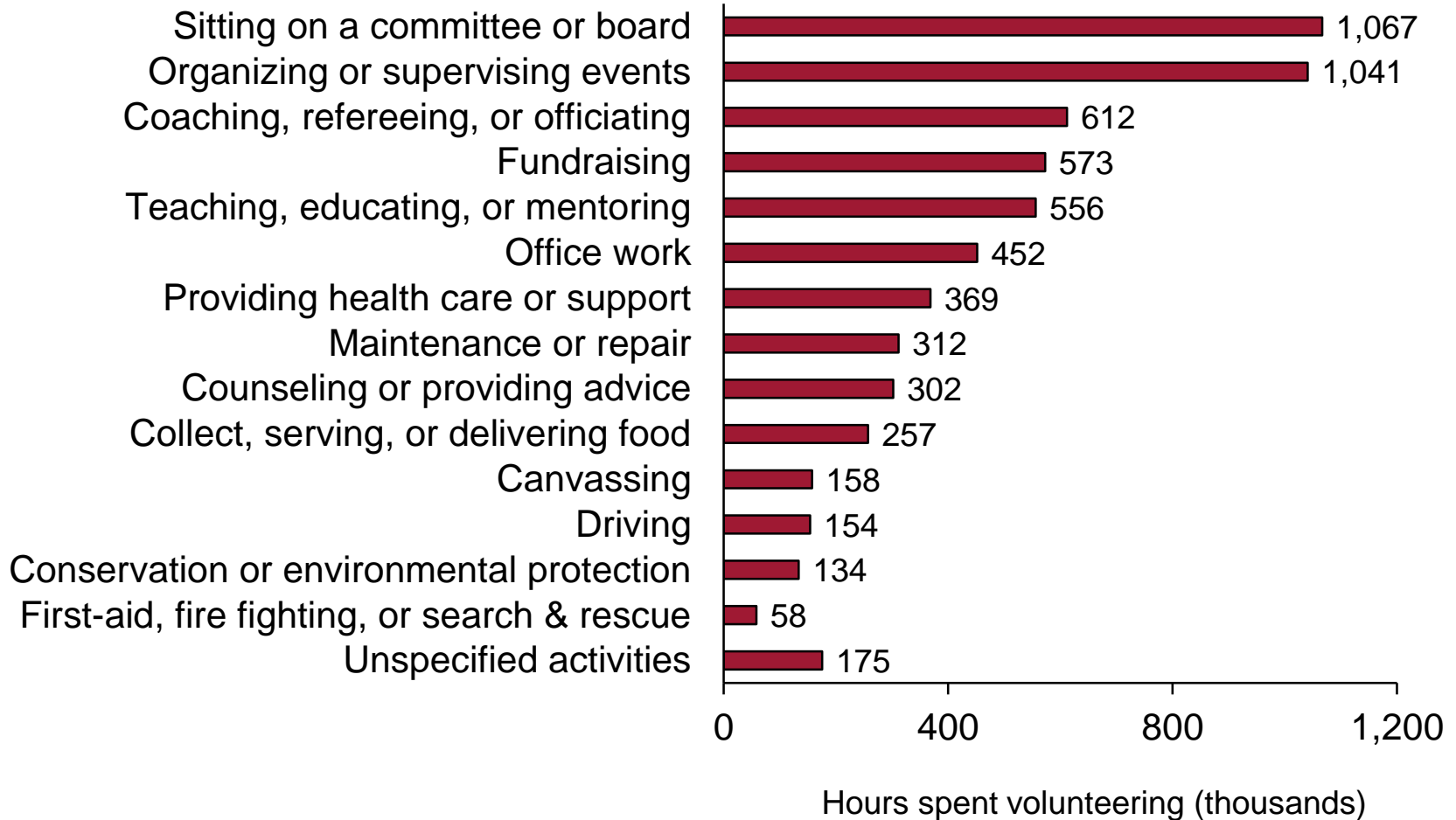
FINDINGS:

- Prince Edward Island volunteers most likely to:
 - Fundraise
 - Organize or supervise events
 - Sit on committees or boards
- Less likely than residents of other provinces to counsel or provide advice or engage in conservation or environmental protection
- More likely to sit on committee or board
- Generally, most common activities account for large amounts of volunteer time, but not universally true

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

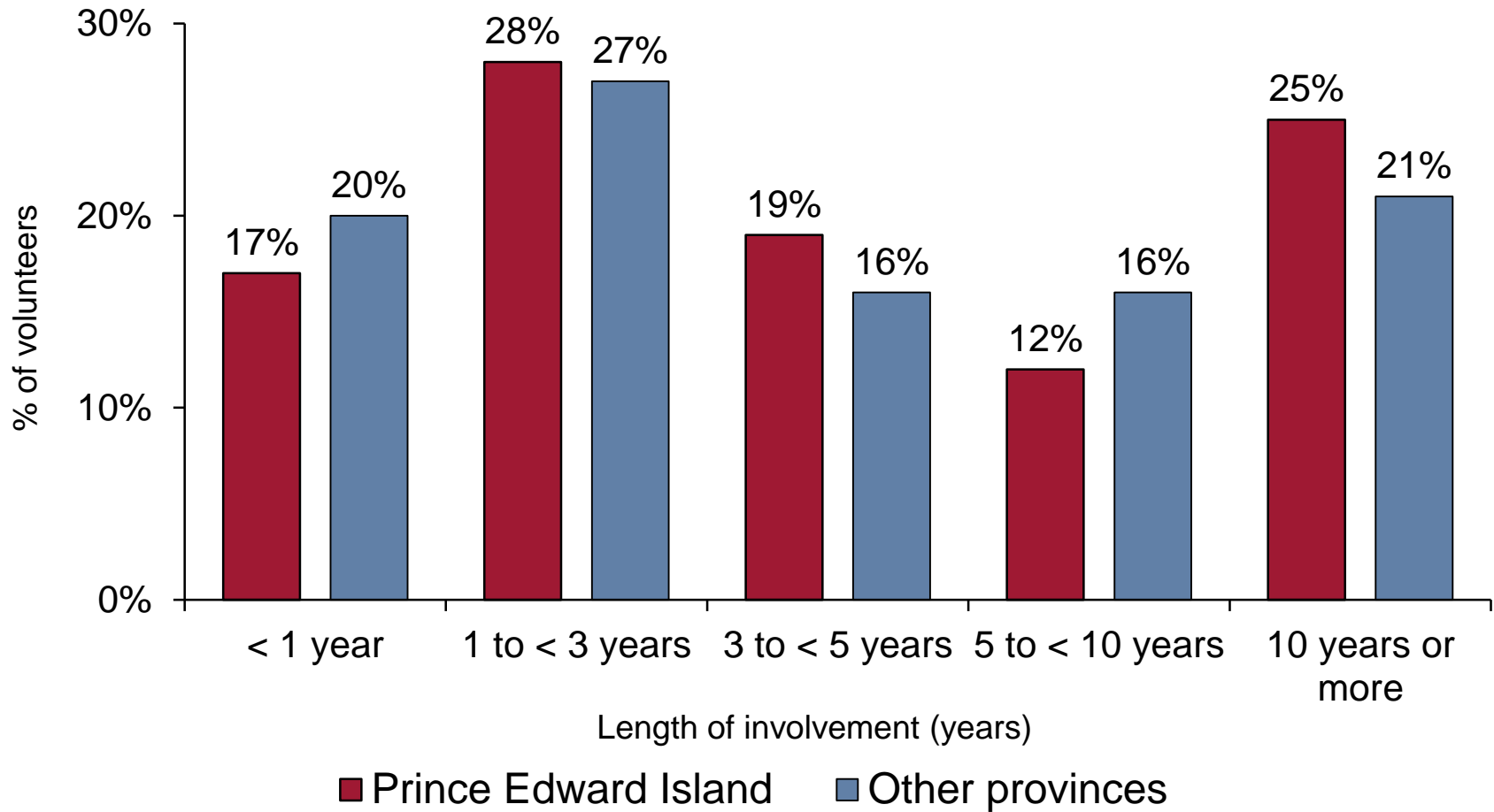
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

Length of involvement with organization

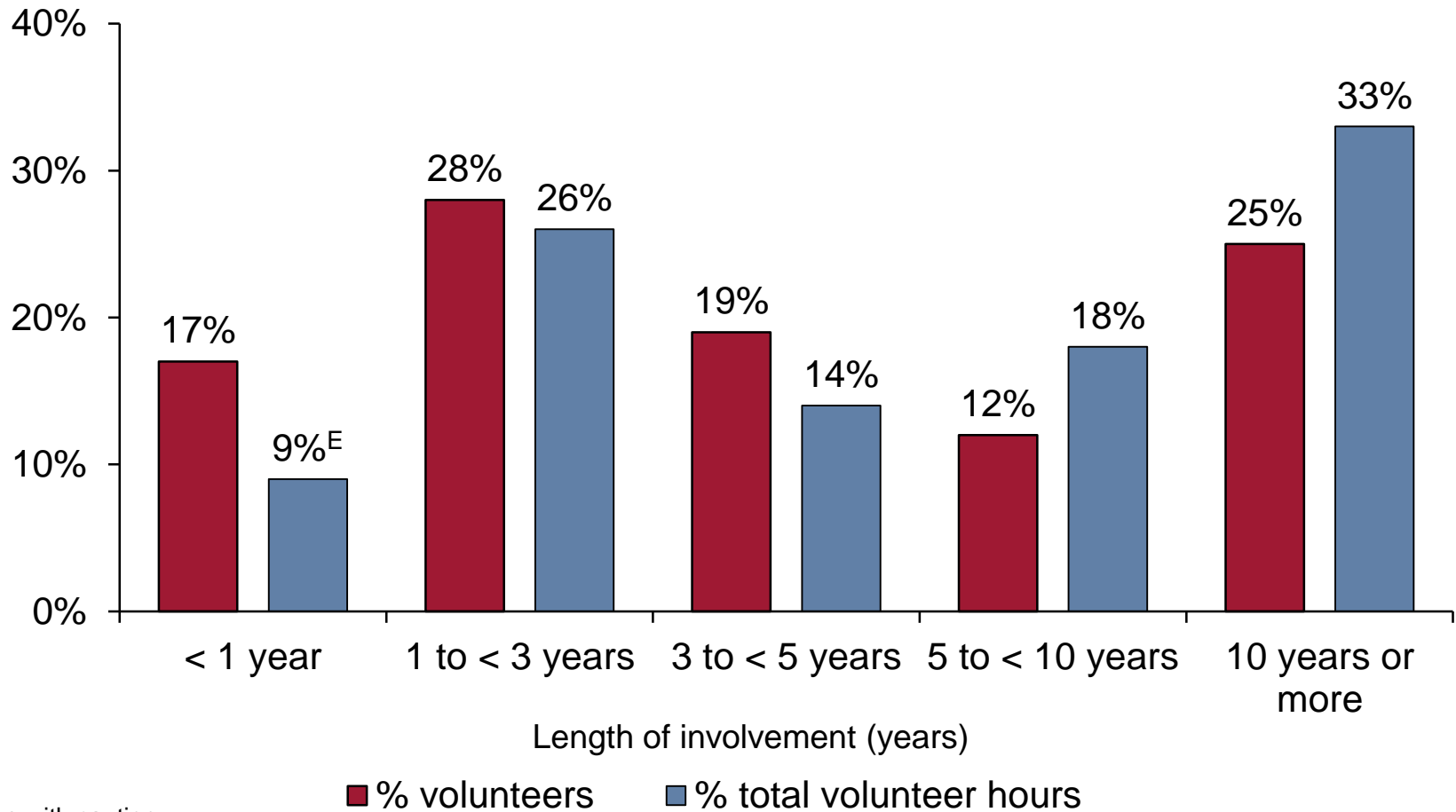
FINDINGS:

- Almost half of volunteers have been involved with organization for less than three years
- About a quarter have been involved for 10 years or more
- Prince Edward Island volunteers more likely to have been involved for:
 - 10 years or more
 - 1 to 5 years
- 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



Length of involvement with organization

IMPLICATIONS:

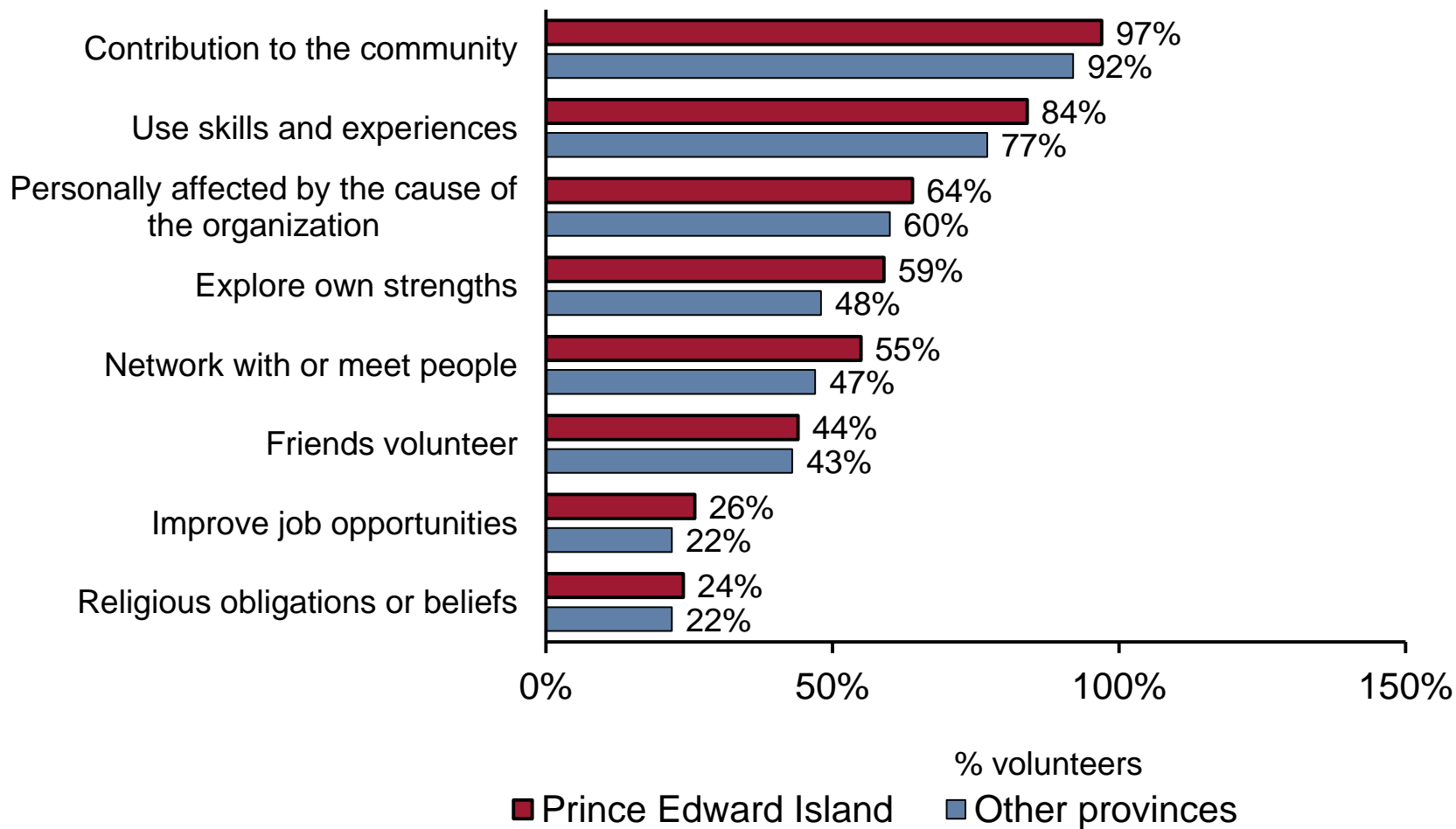
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes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

- Prince Edward Island volunteers most likely to be motivated 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
- More likely to report many motivations, particularly:
 - Desire to explore own strengths
 - Desire to use skills and experiences

Motivations

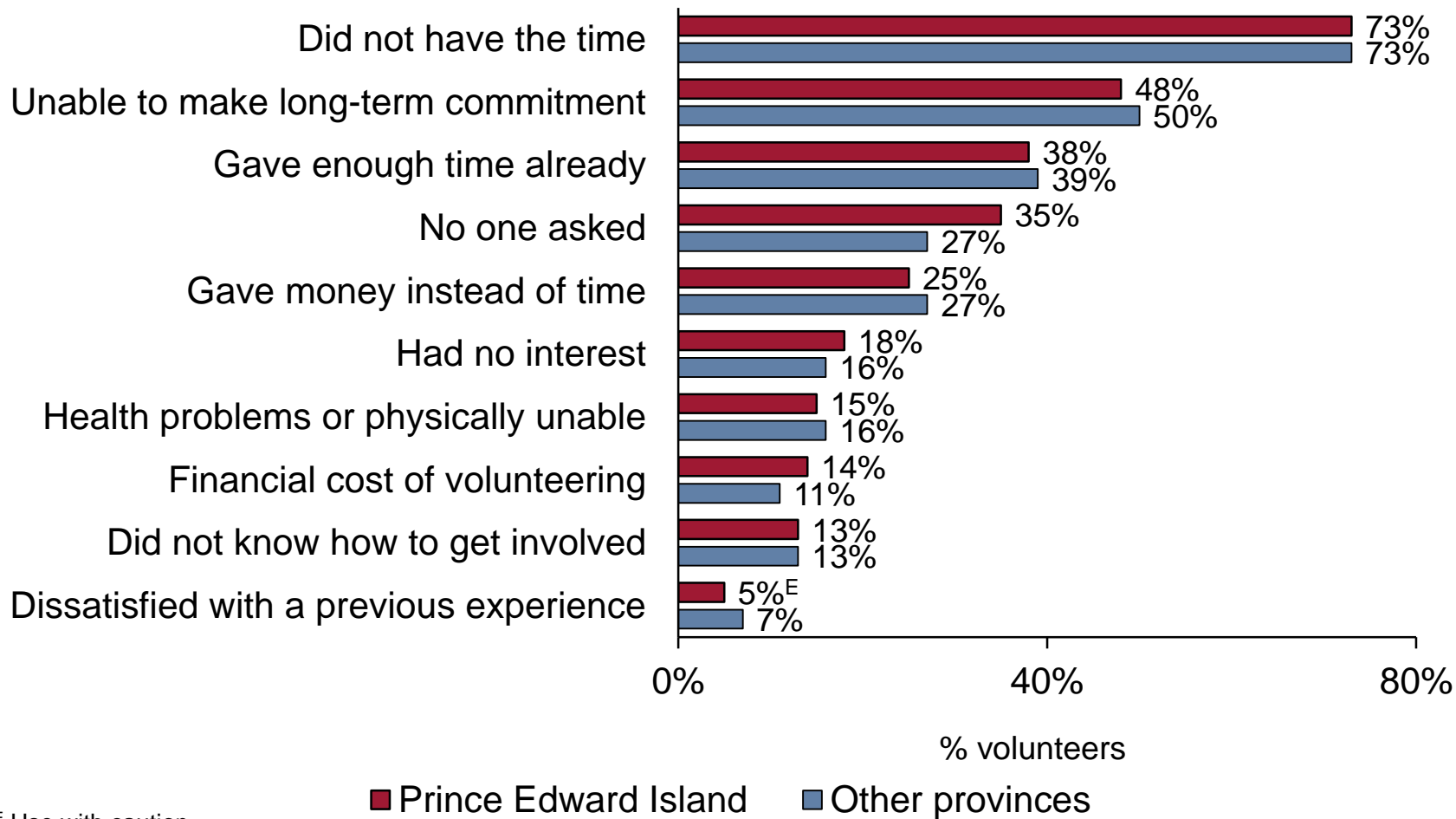


Barriers

FINDINGS:

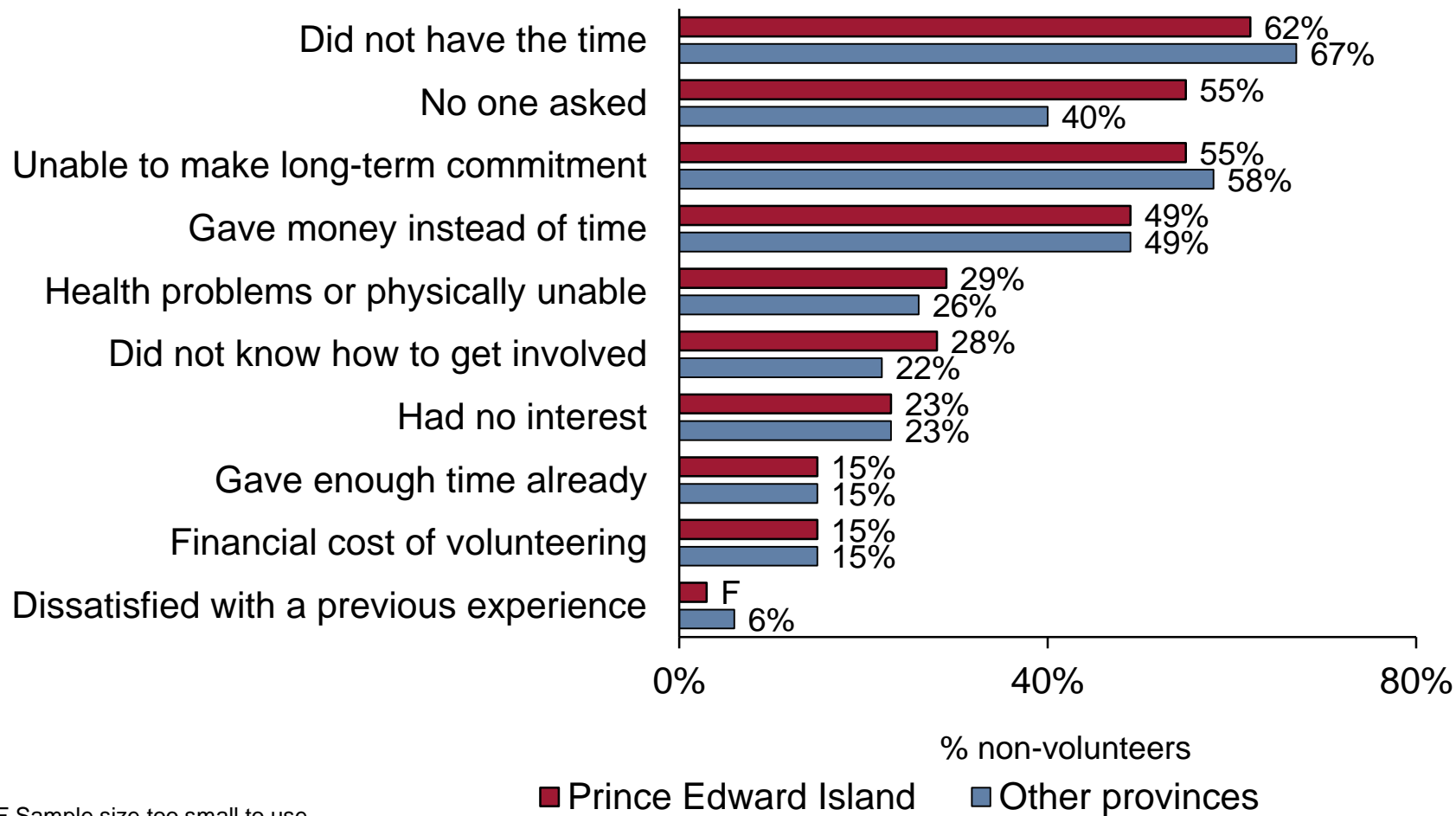
- Prince Edward Islanders most likely to report as barriers to volunteering:
 - Lack of time
 - Inability to make a long term commitment to volunteering
- Less likely to report as barriers:
 - Financial costs of volunteering
 - Dissatisfaction with previous volunteering
- Both volunteers and non-volunteers more likely to report than no one had asked them to volunteer or volunteer more
- Non-volunteers somewhat more likely not to know how to become involved

Barriers to volunteering more



^E Use with caution

Barriers to volunteering at all



F Sample size too small to use.

Motivations and barriers

IMPLICATIONS:

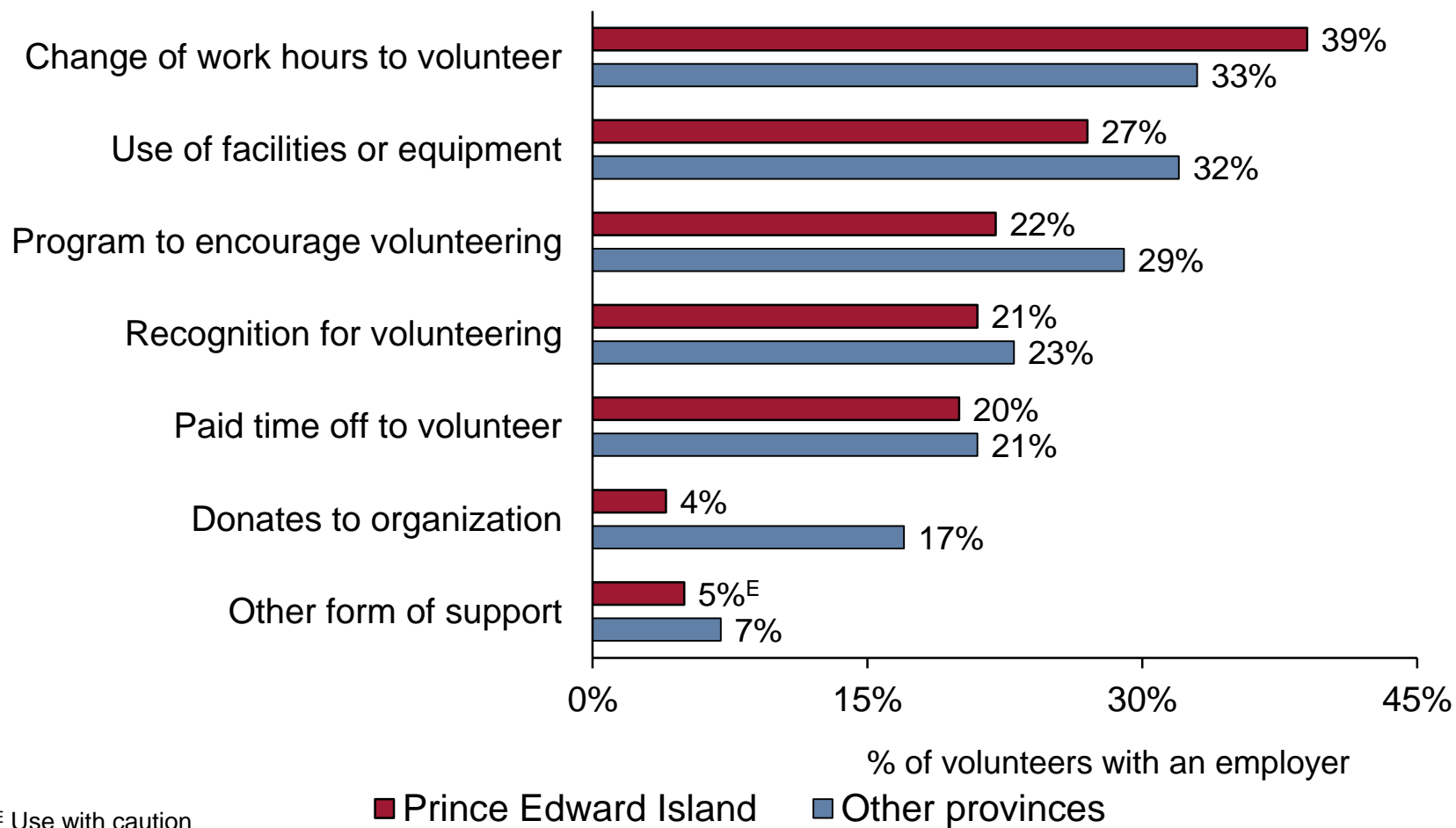
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change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

- 62% of Prince Edward Island 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 being allowed to change work hours to volunteer
- Less likely to report other forms of support, particularly:
 - Permission to use company facilities or equipment
 - Existence of program 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

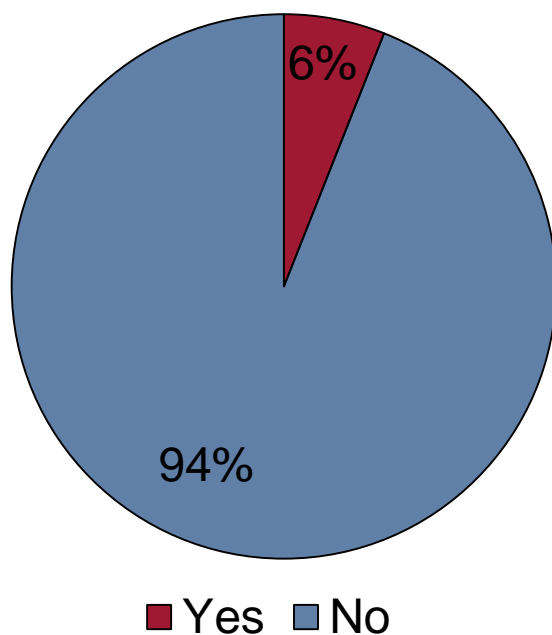
Mandatory community service

FINDINGS:

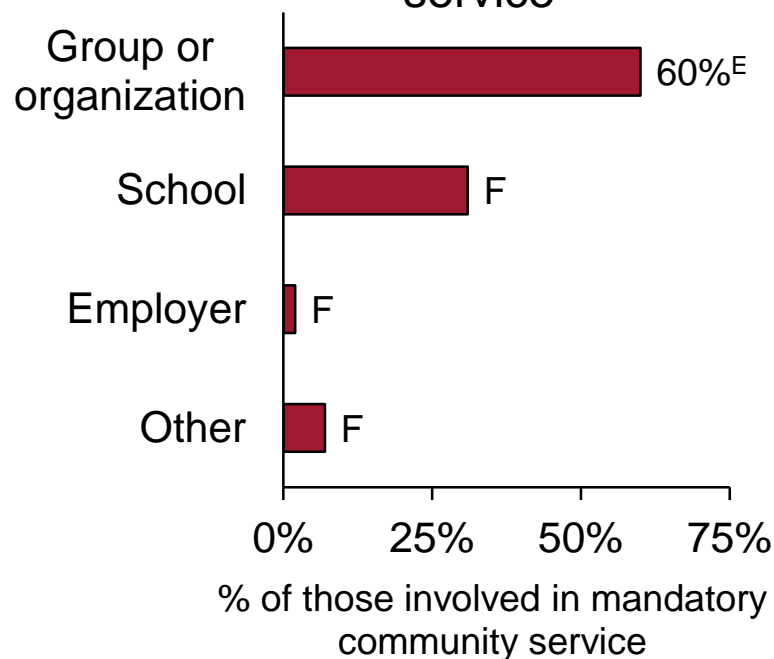
- 6% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours.
- More than half of those engaged in mandatory community service were required by the organization they volunteered for.

Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



^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

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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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