



## The 2004 Canada Survey of Giving, Volunteering, and Participating: QUEBEC

# Content

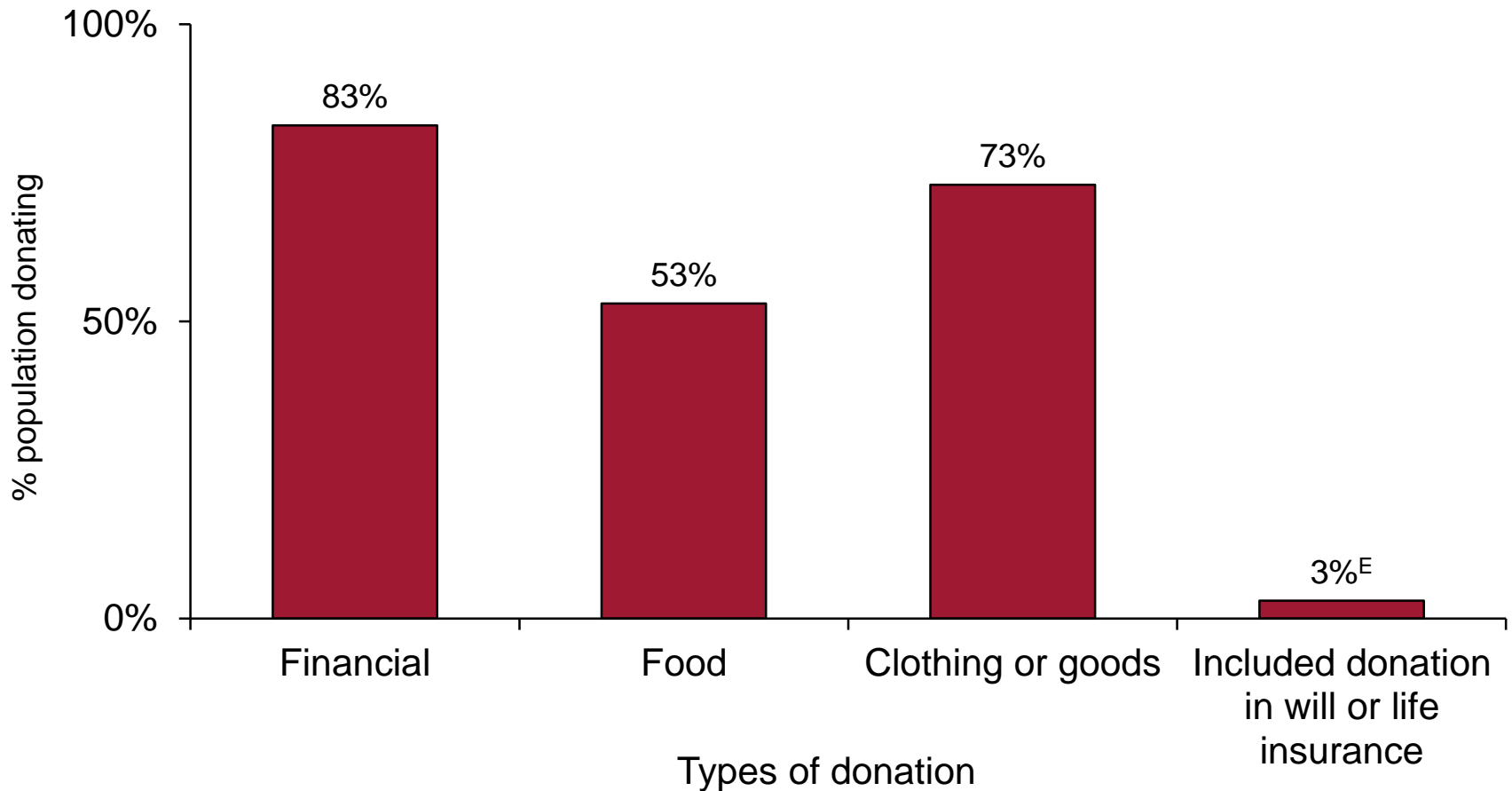
## **DONATING:**

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

## **VOLUNTEERING:**

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

# Types of donation

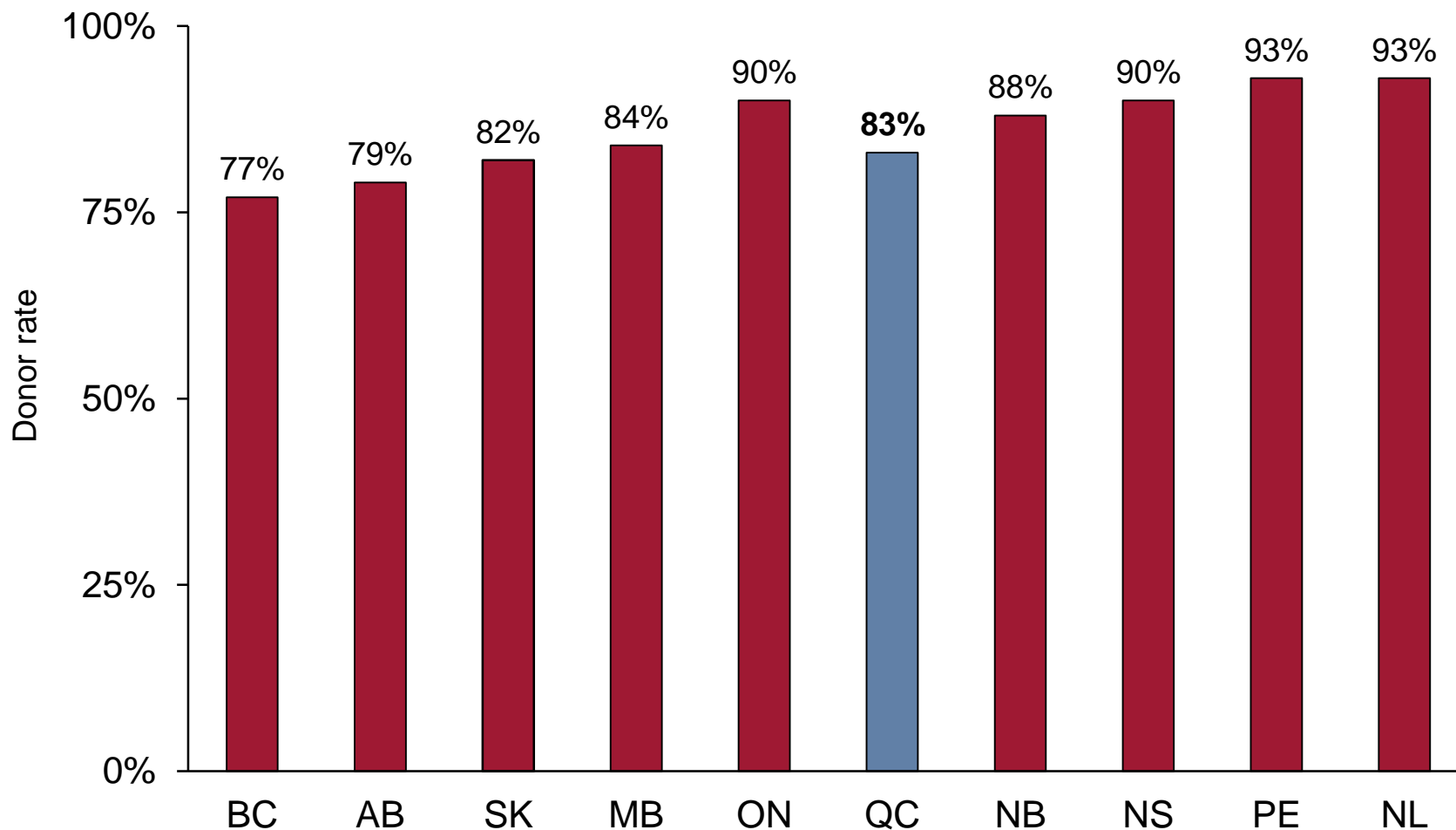


<sup>E</sup> Use with caution

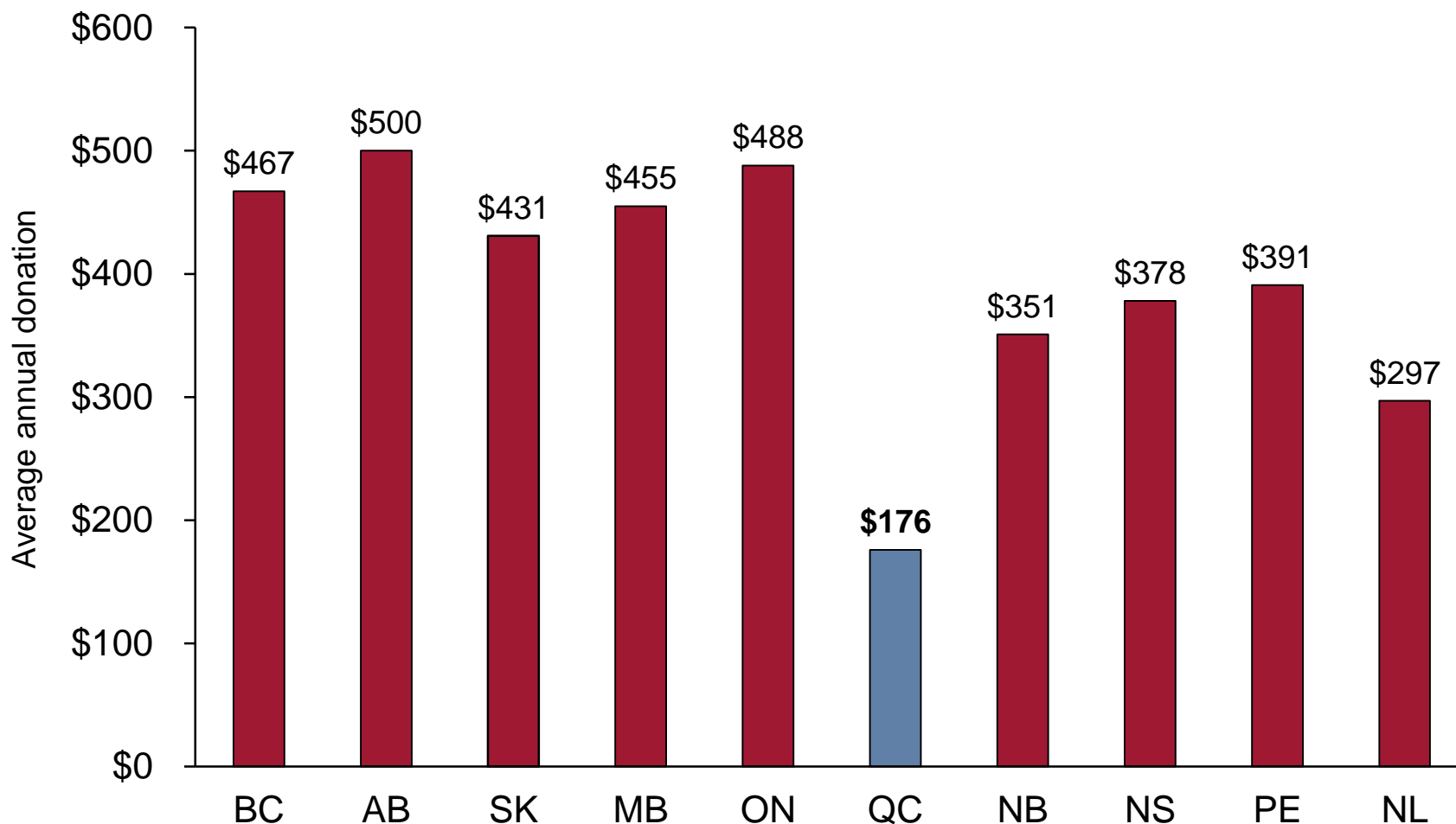
## Financial donations

- 83% of Quebecers (5,172,000 residents) made financial donations in 2004
  - 85% of Canadians donated
- Quebecer donors each donated an average of \$176, with a median donation amount of \$70
  - On average, Canadian donors contributed \$400 annually, with a median donation of \$120
- Collectively, Quebec donors contributed \$913 million

## Donor rate



## Average annual donation

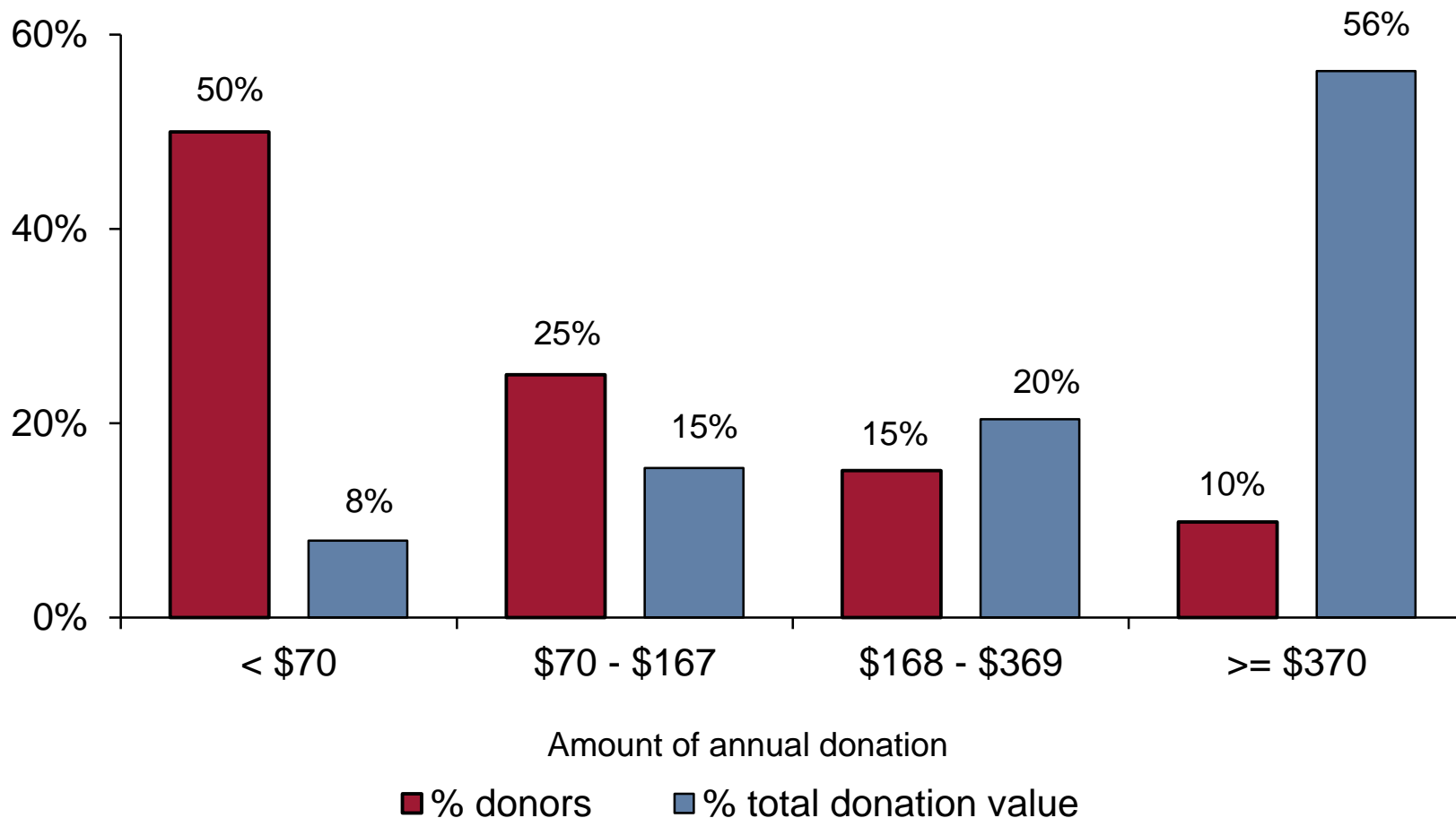


## Concentration of support

### FINDINGS:

- Although most Quebeckers donated, a small minority accounted for most of the value of donations
  - The 10% of donors who contributed \$370 or more were responsible for over half (56%) of the total value of donations
  - The top 25% of donors (those who contributed \$168 or more) accounted for 76% of the total donations
- However, half of donors contributed less than \$70
  - Accounted for 8% of total donations

# Concentration of Support

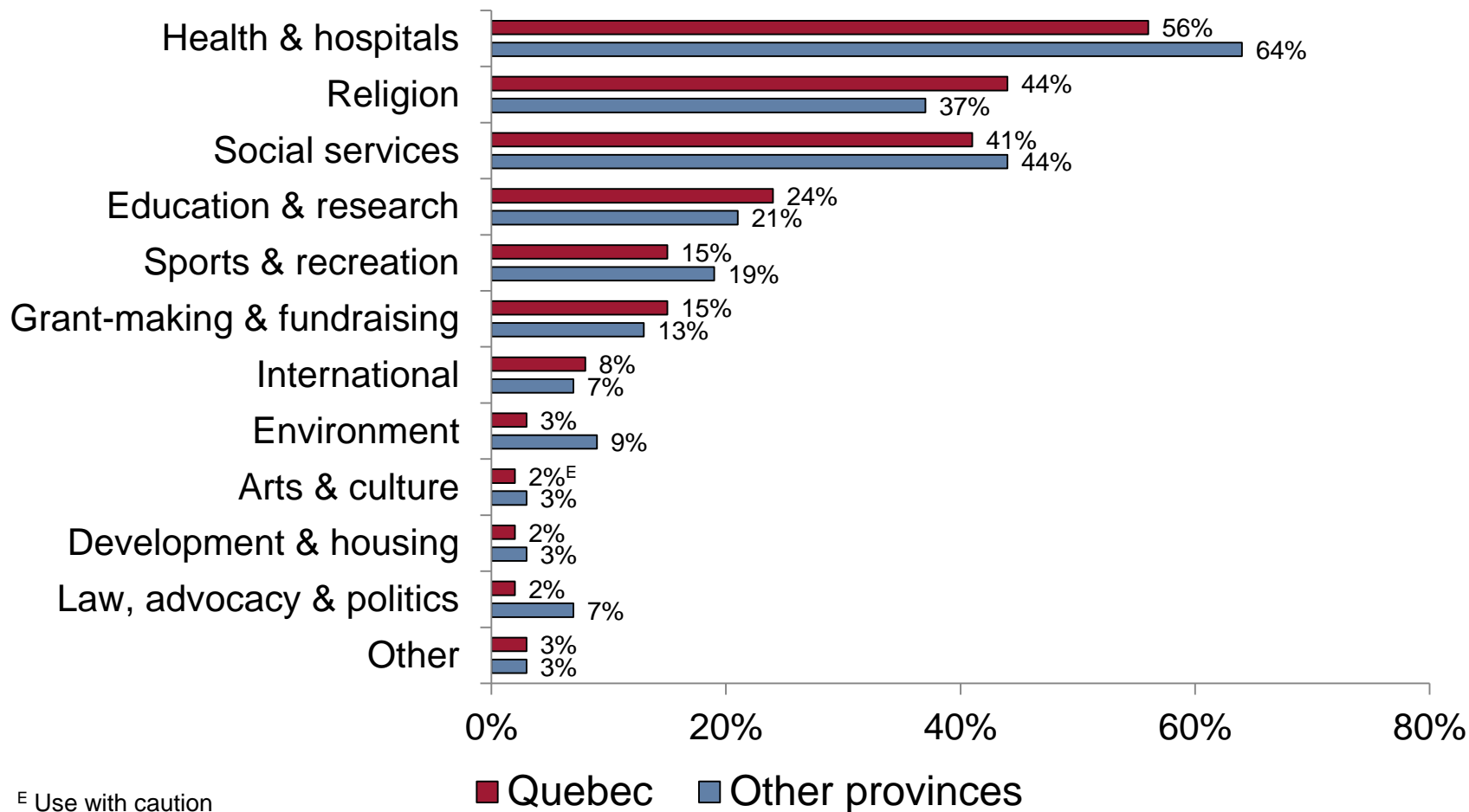


## Types of organizations supported

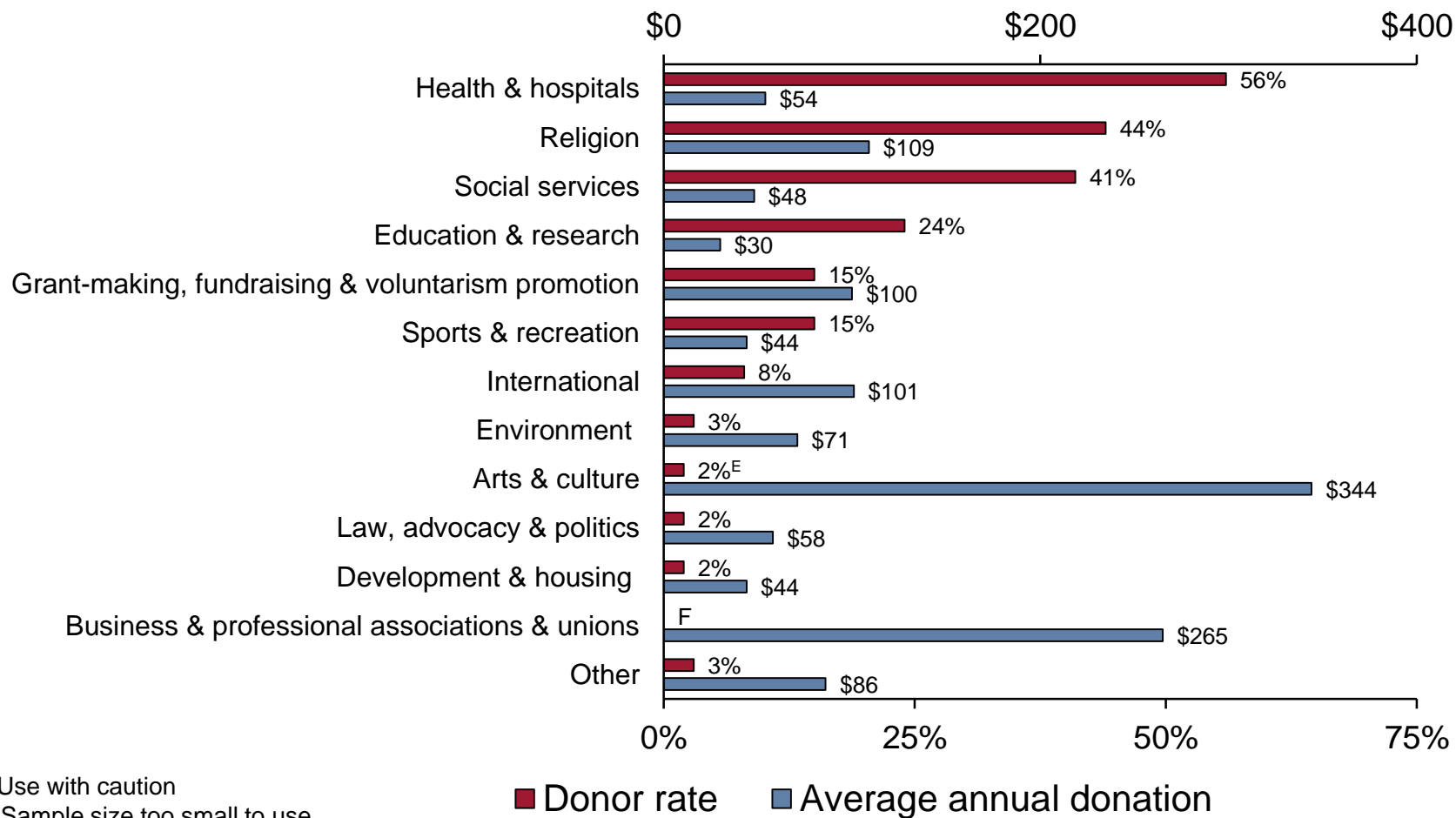
### FINDINGS:

- Quebeckers are less likely to donate to a number of types of organizations, particularly:
  - Health
  - Sports and recreation
  - Environment
- Religion an exception
  - However, receives much smaller percentage of total donations than in other provinces
- Many non-Religion organizations receive much larger percentages of donation value than in other provinces

# Types of organizations supported



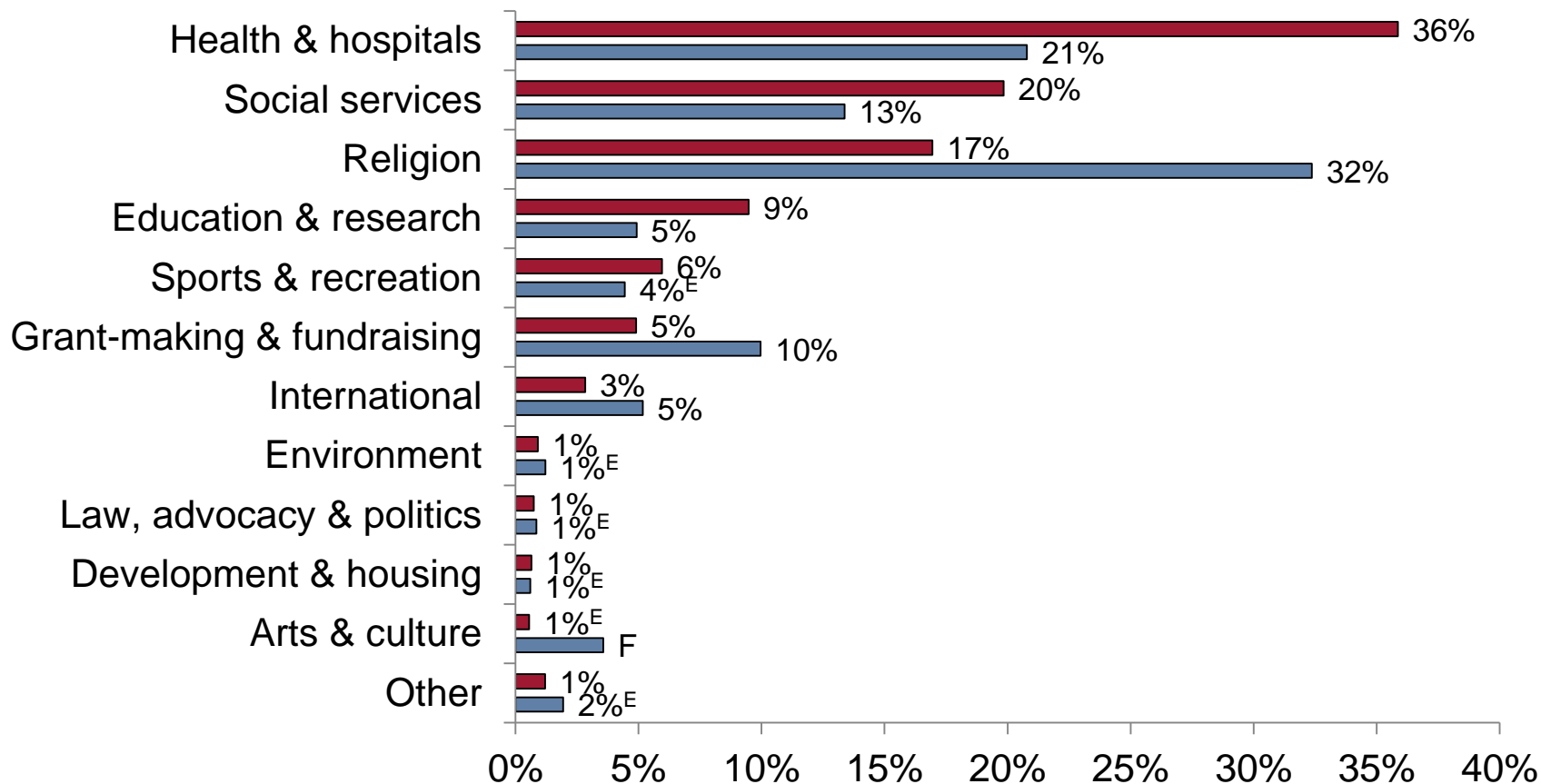
# Types of organizations supported



<sup>E</sup> Use with caution

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# Types of organizations supported



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

# Types of organizations supported

## IMPLICATIONS:

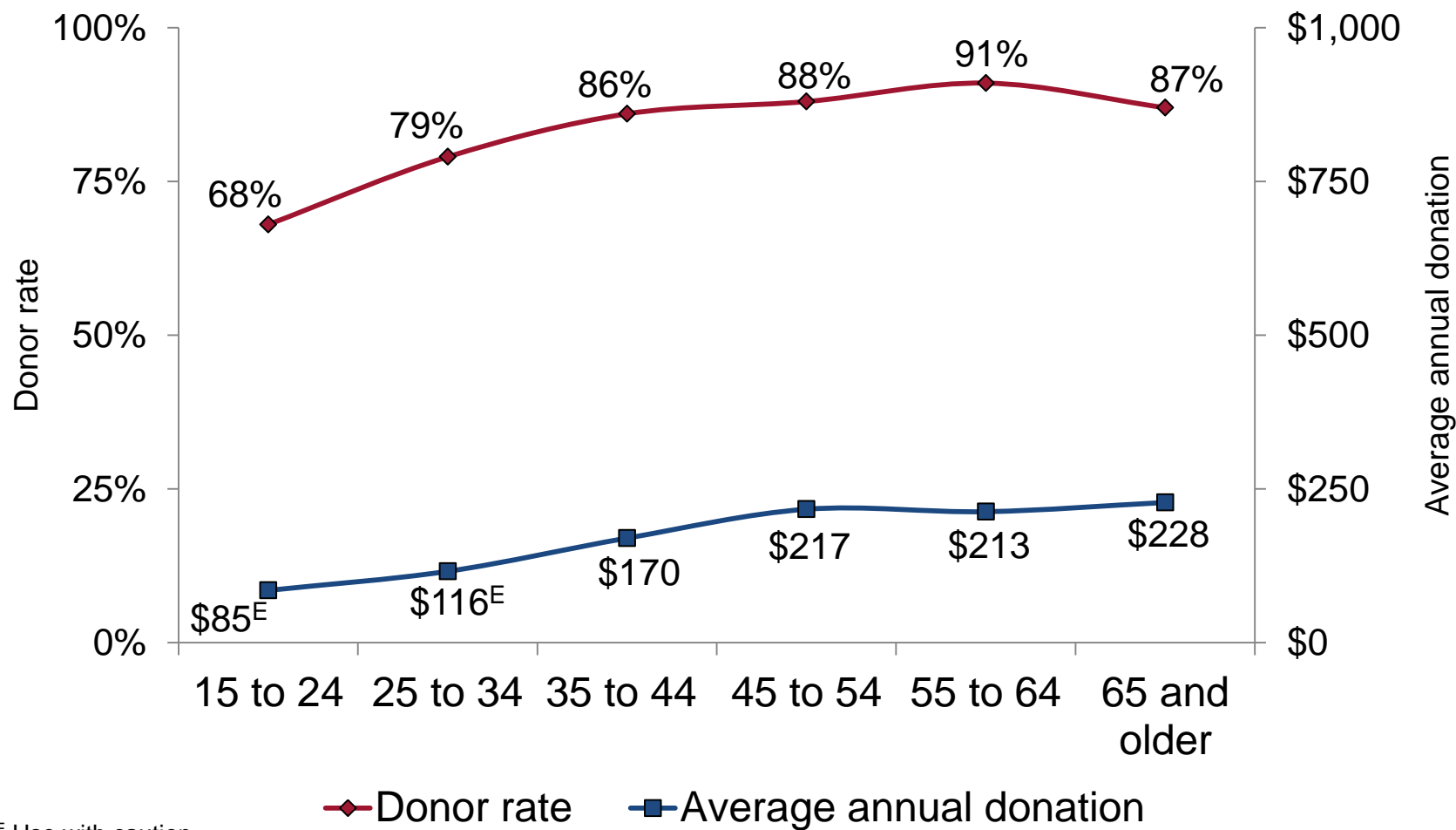
- Organizations need to be aware of the level of support their cause receives from donors
  - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
  - Wide base of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

## Donor characteristics

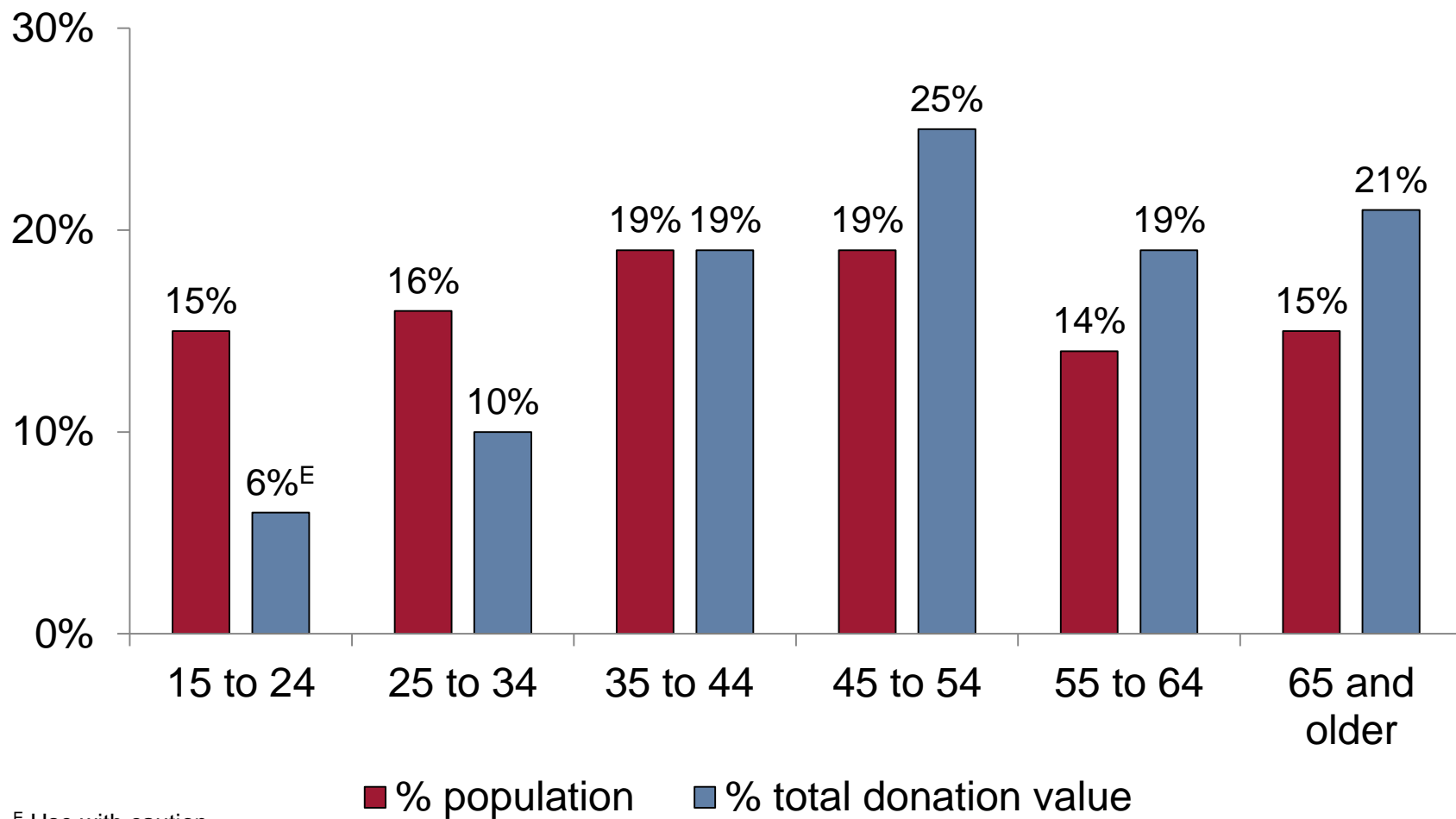
### FINDINGS:

- 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

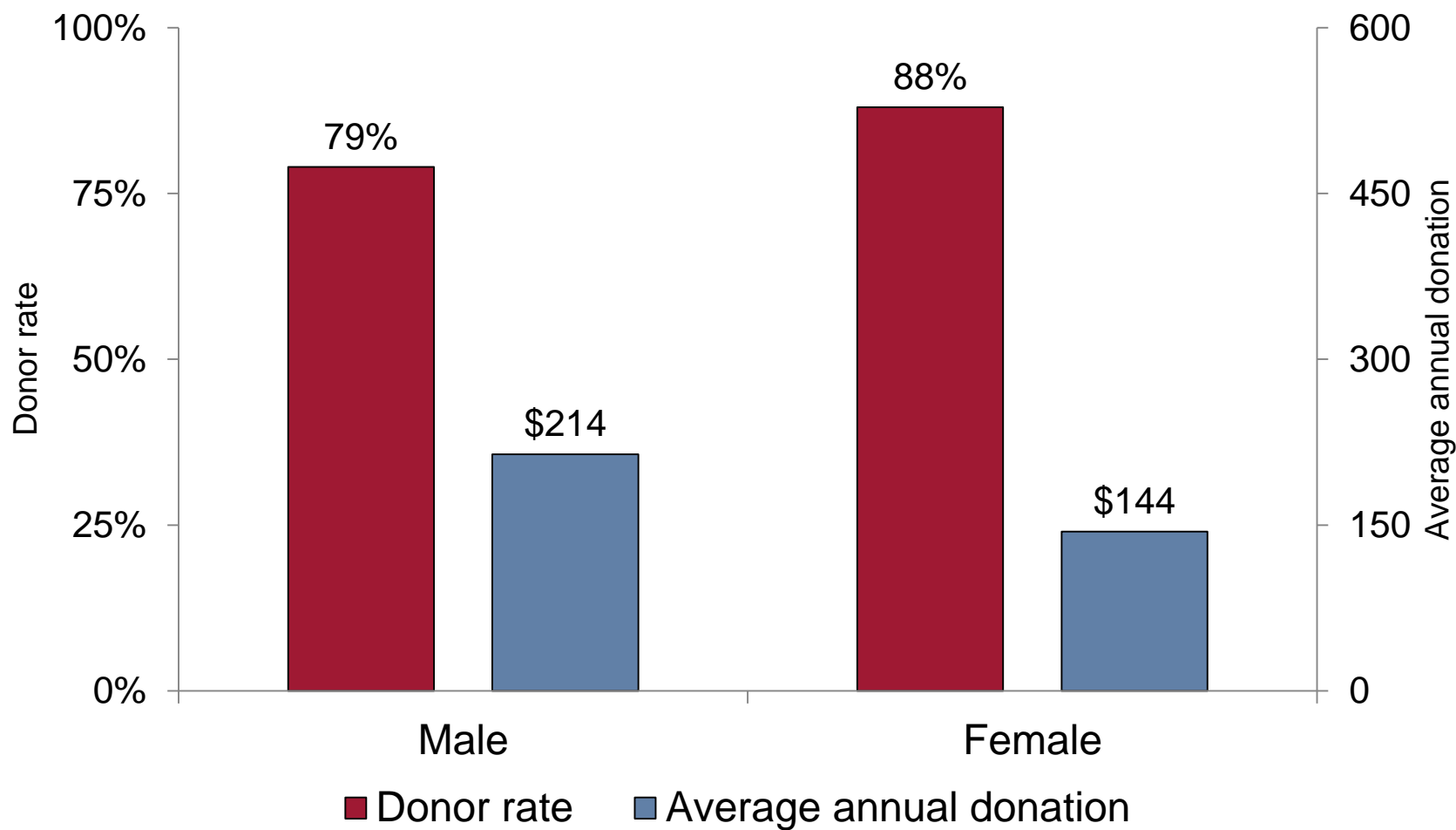
## Donor characteristics: Age



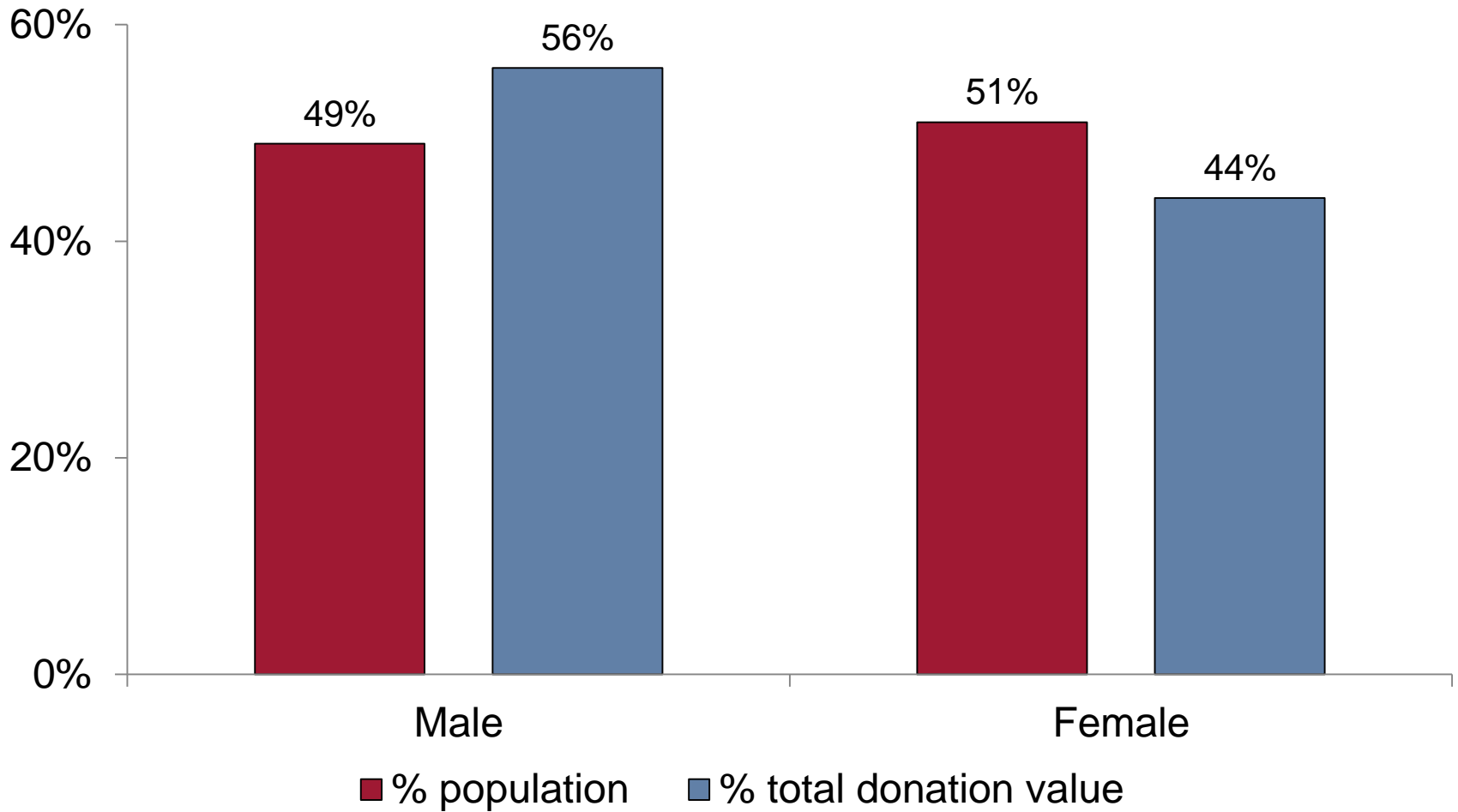
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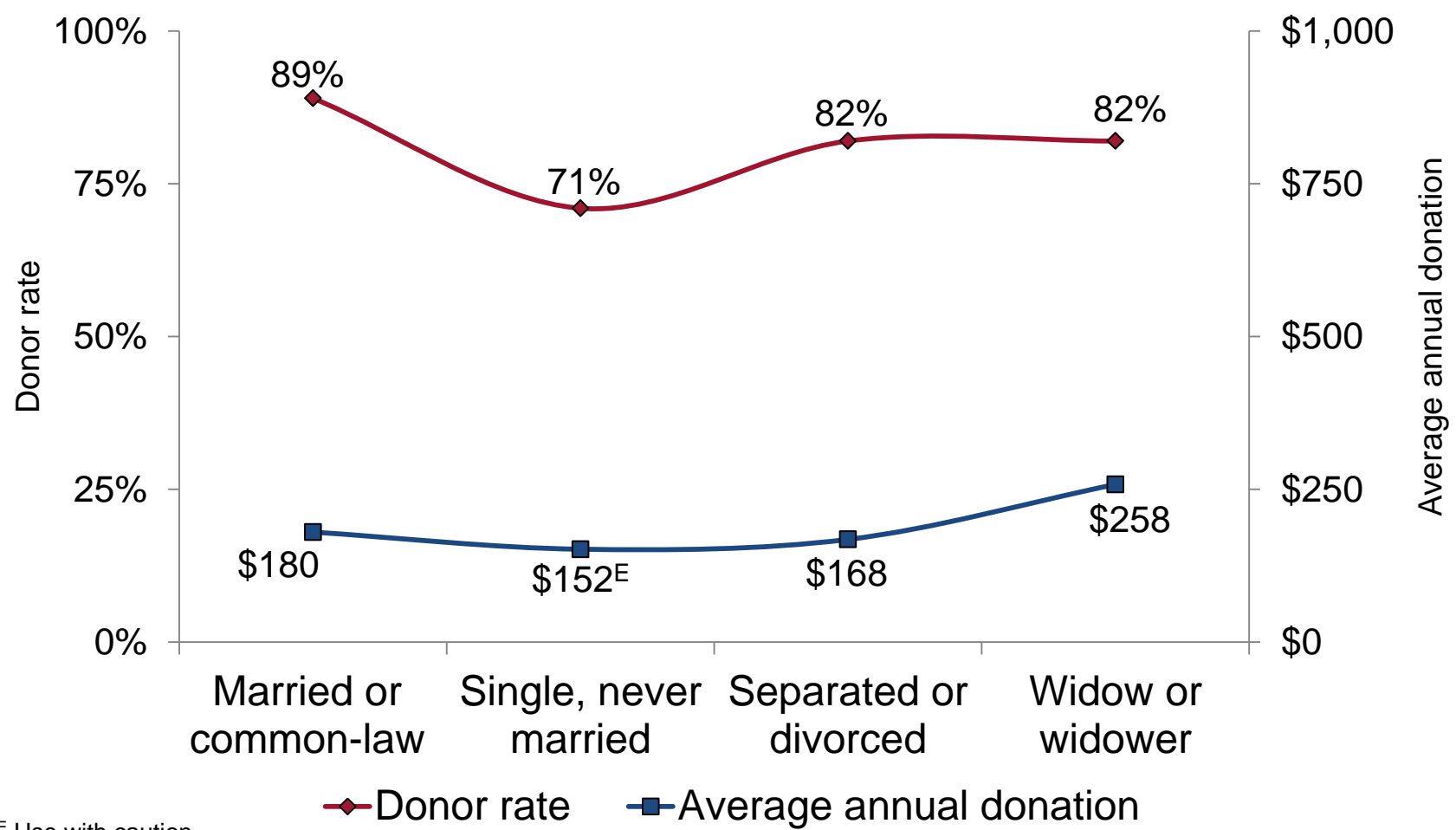
## Donor characteristics: Sex



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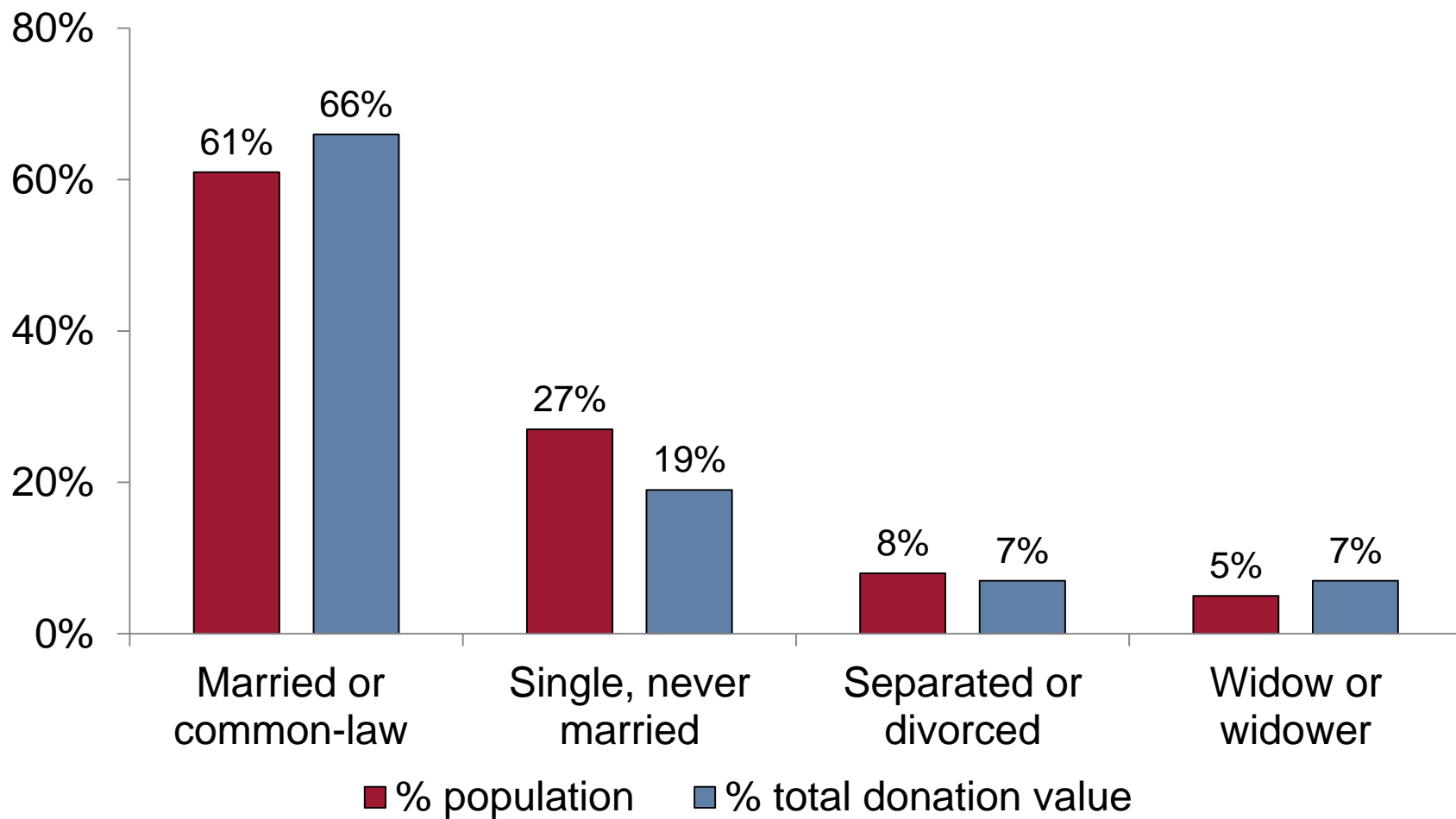


# Donor characteristics: Marital status

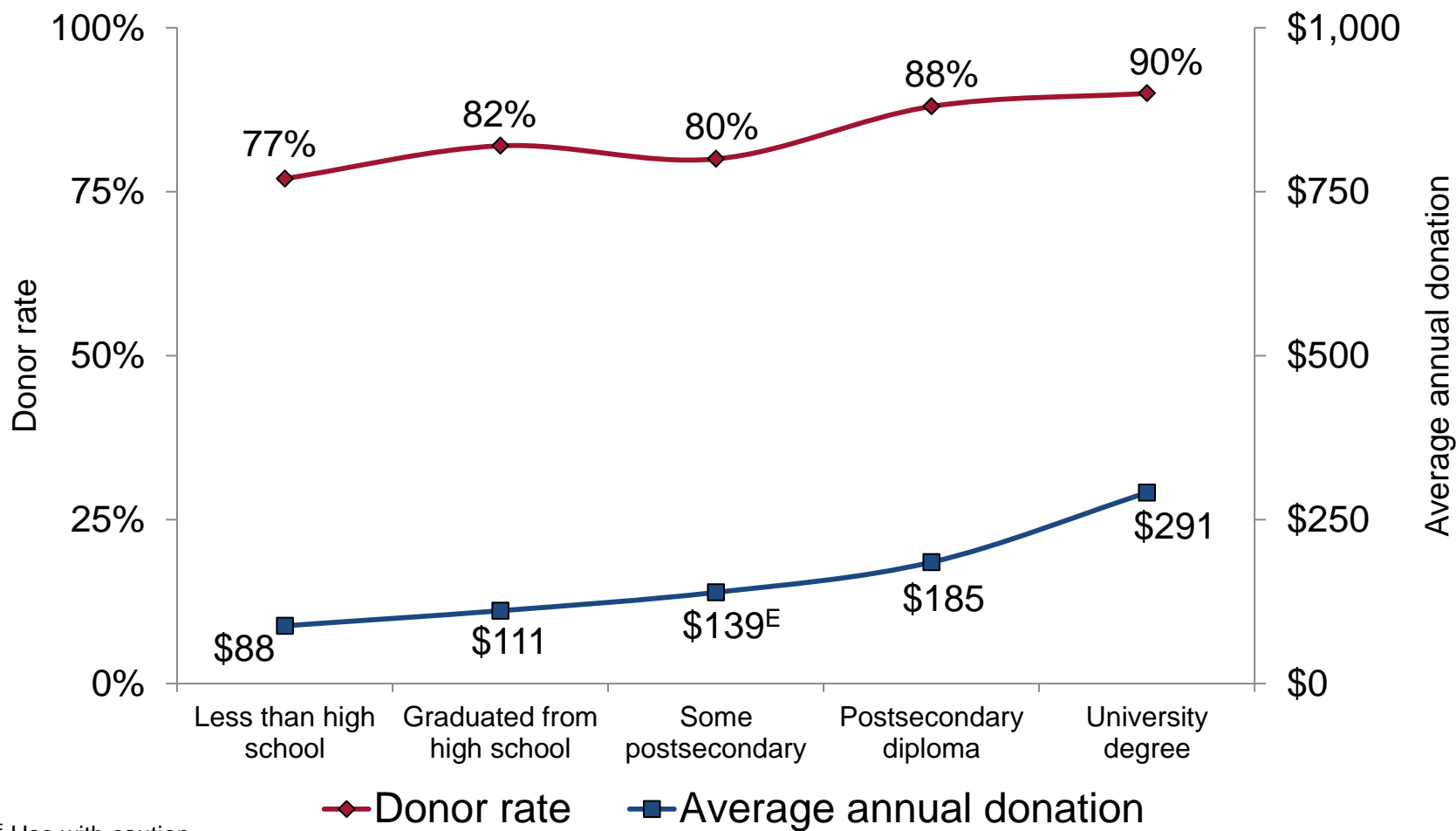


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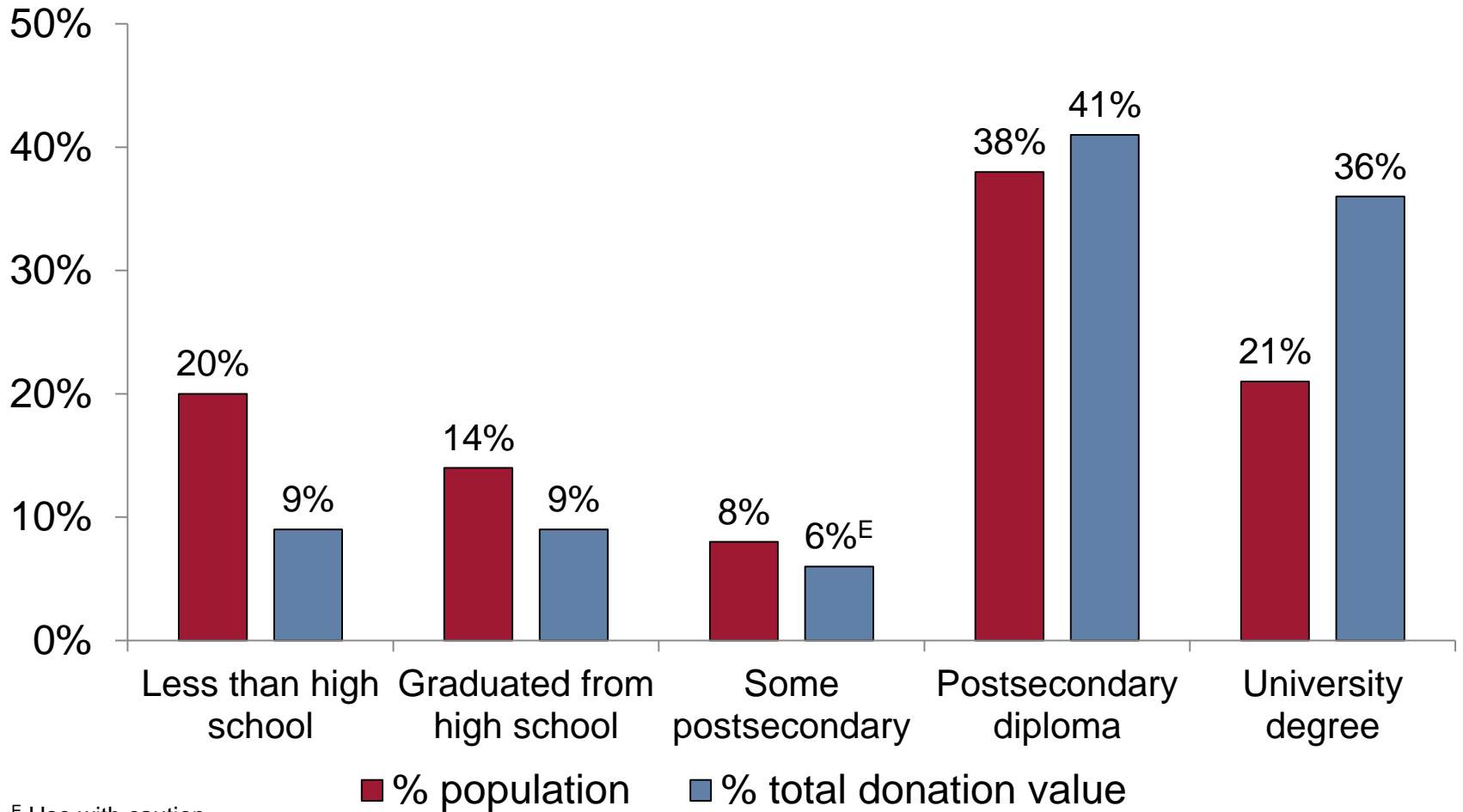
## Donor characteristics: Marital status



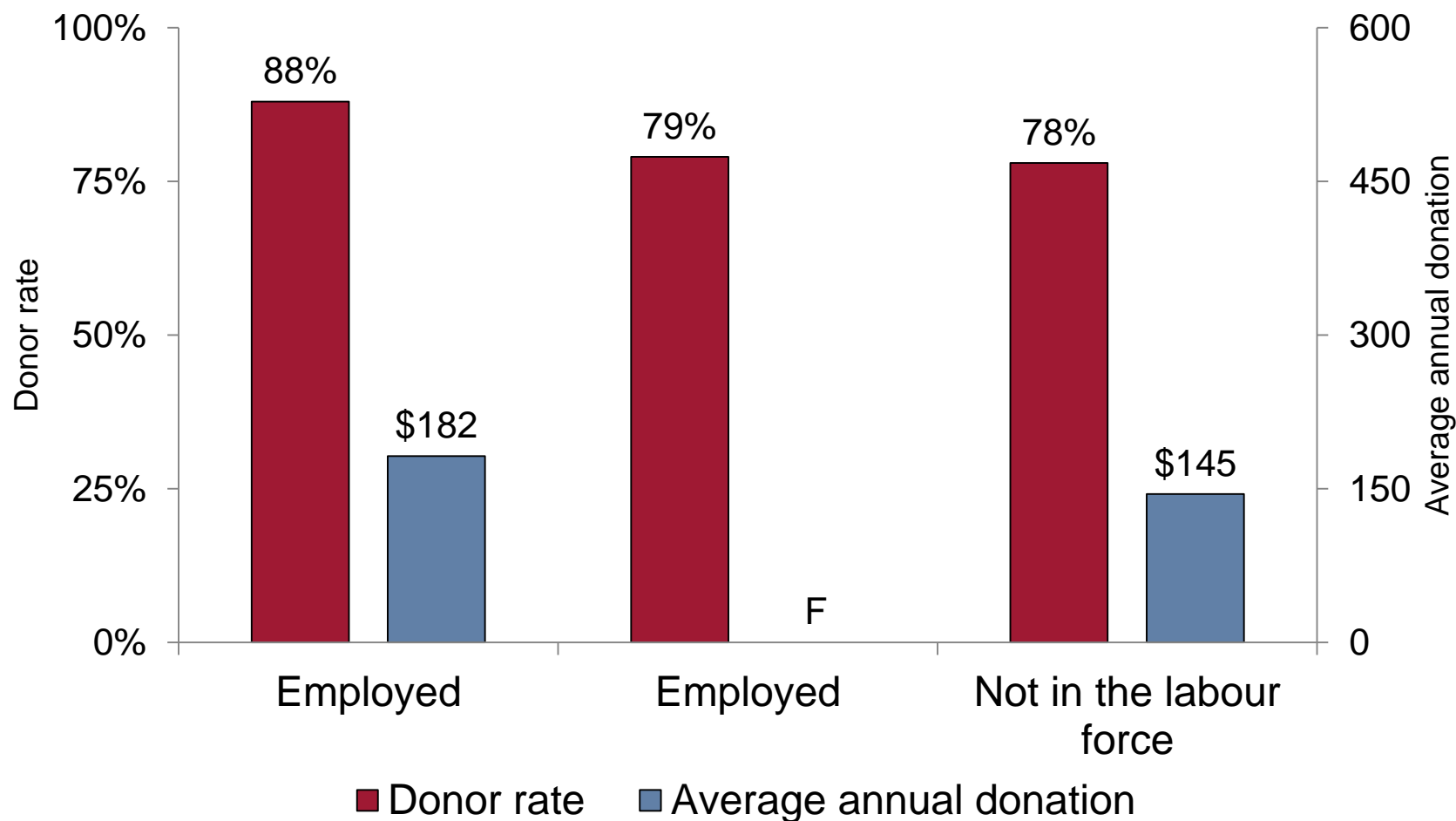
# Donor characteristics: Education level



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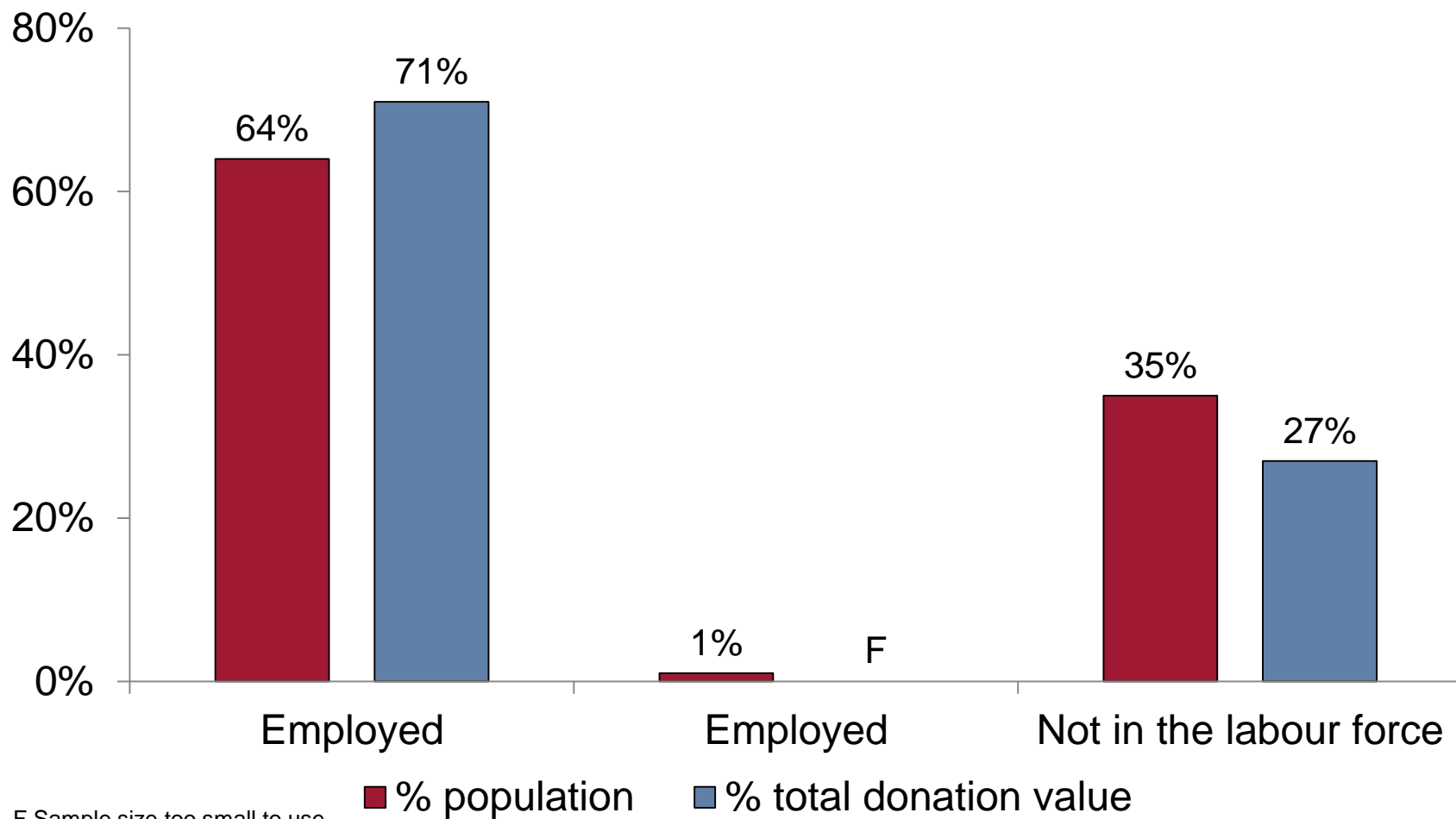


# Donor characteristics: Labour force status

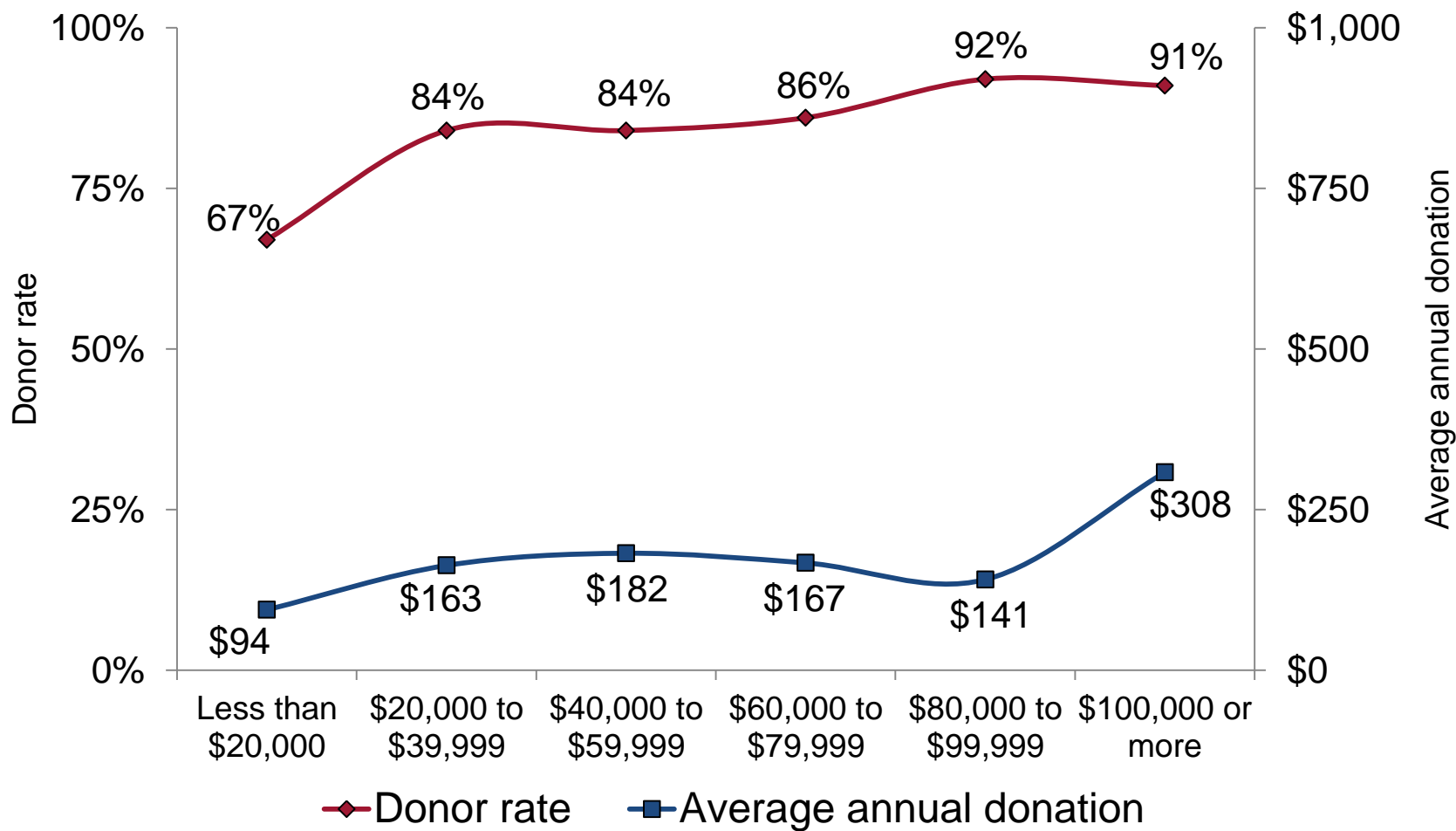


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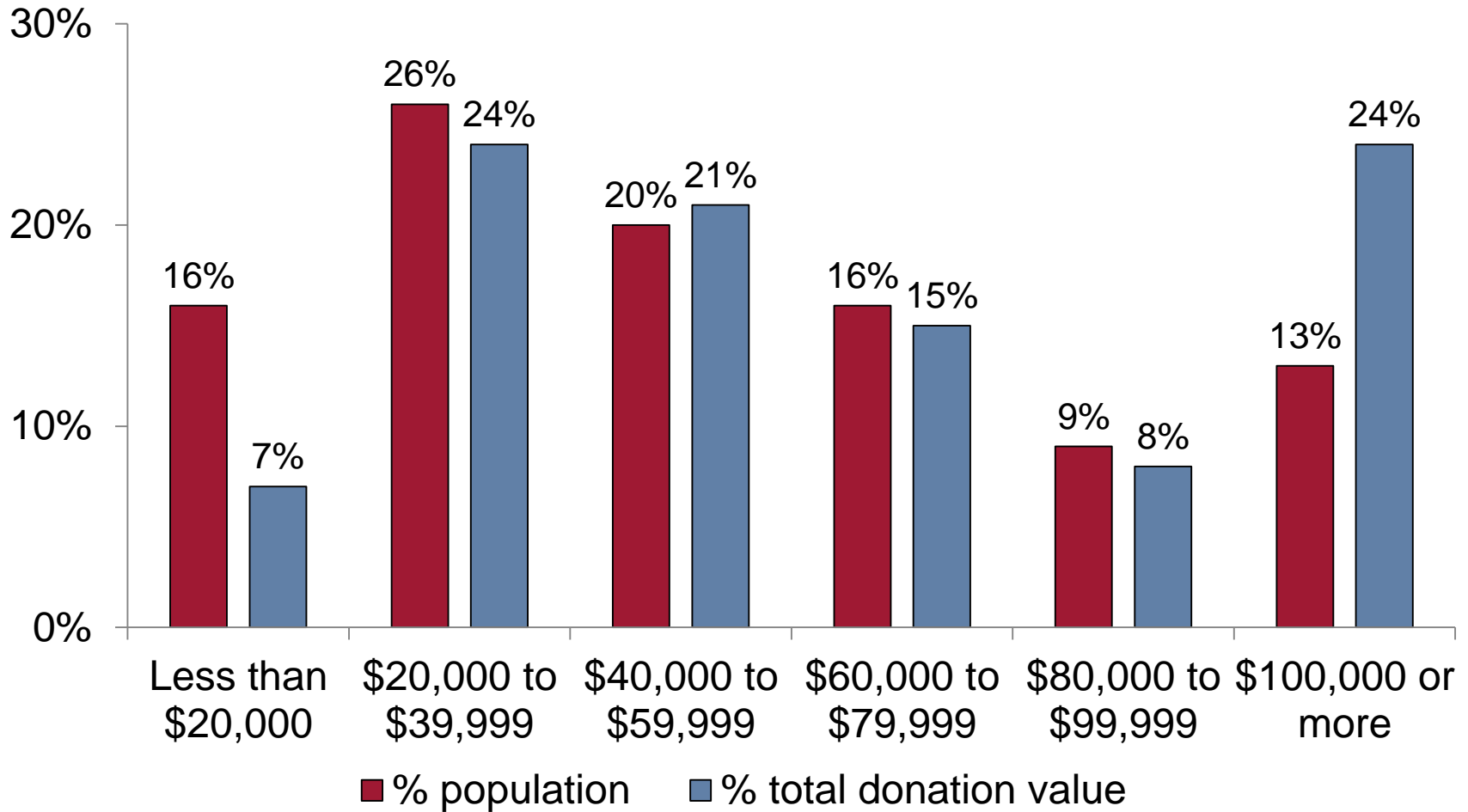
# Donor characteristics: Labour force status



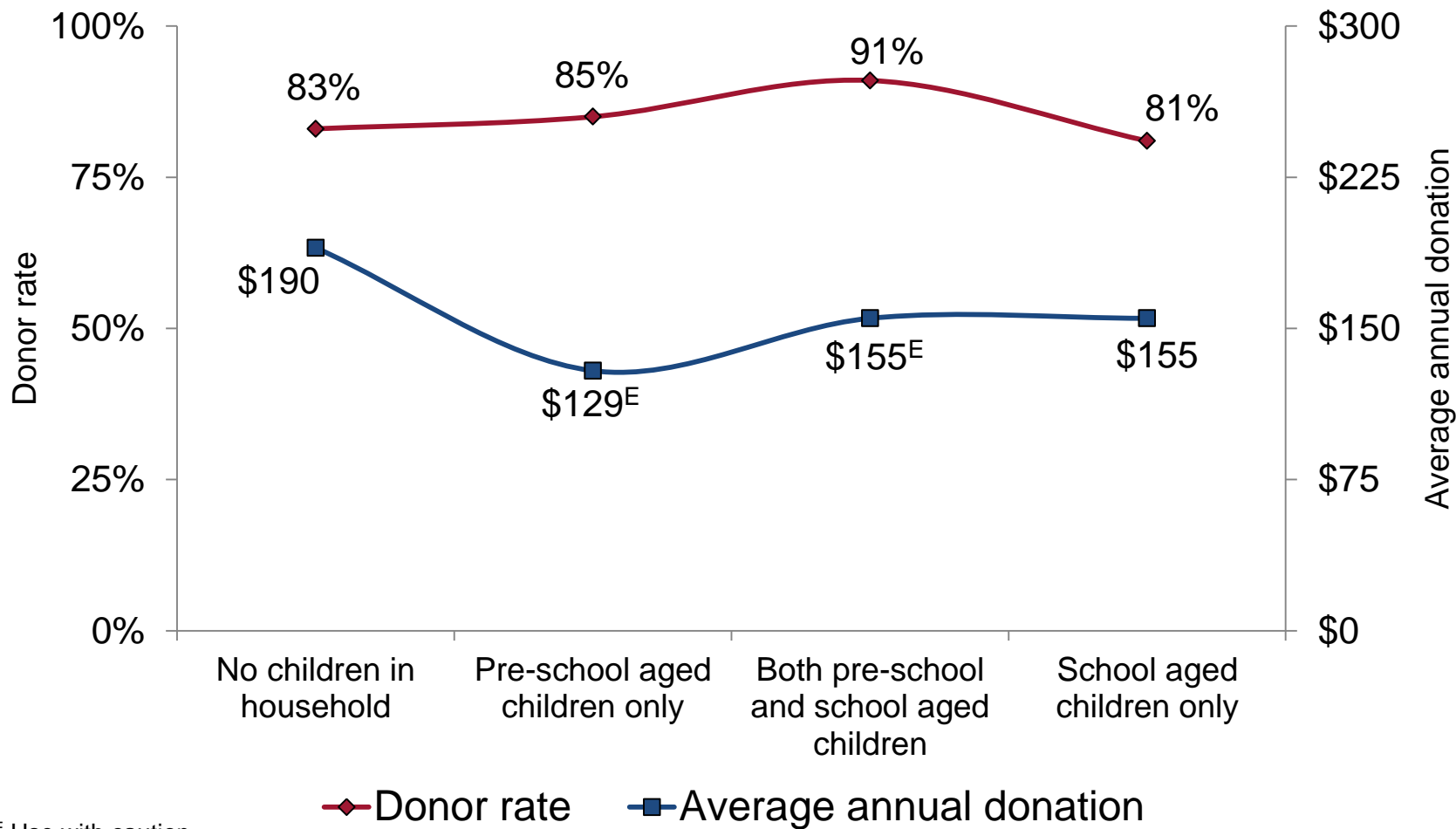
# Donor characteristics: Household income



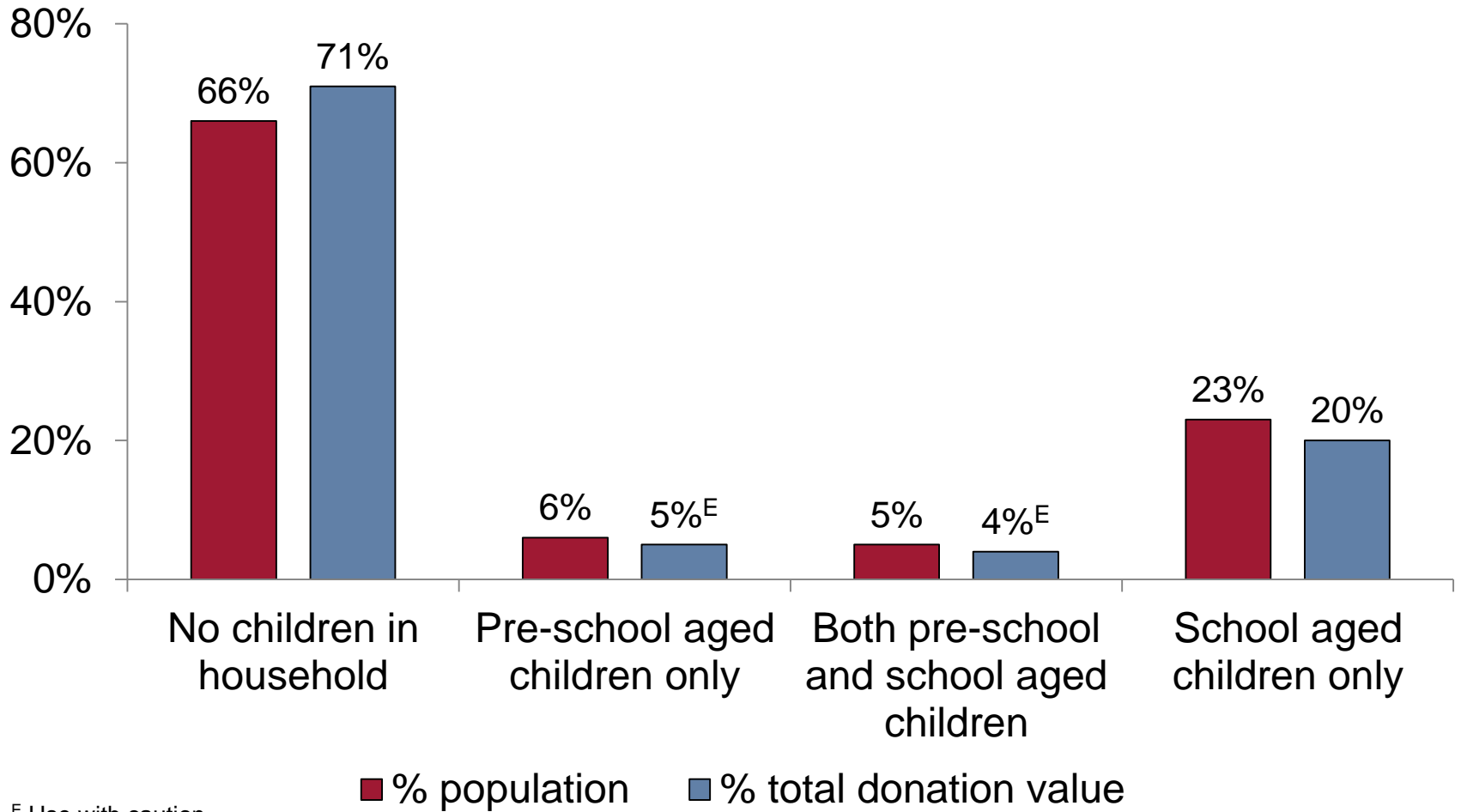
# Donor characteristics: Household income



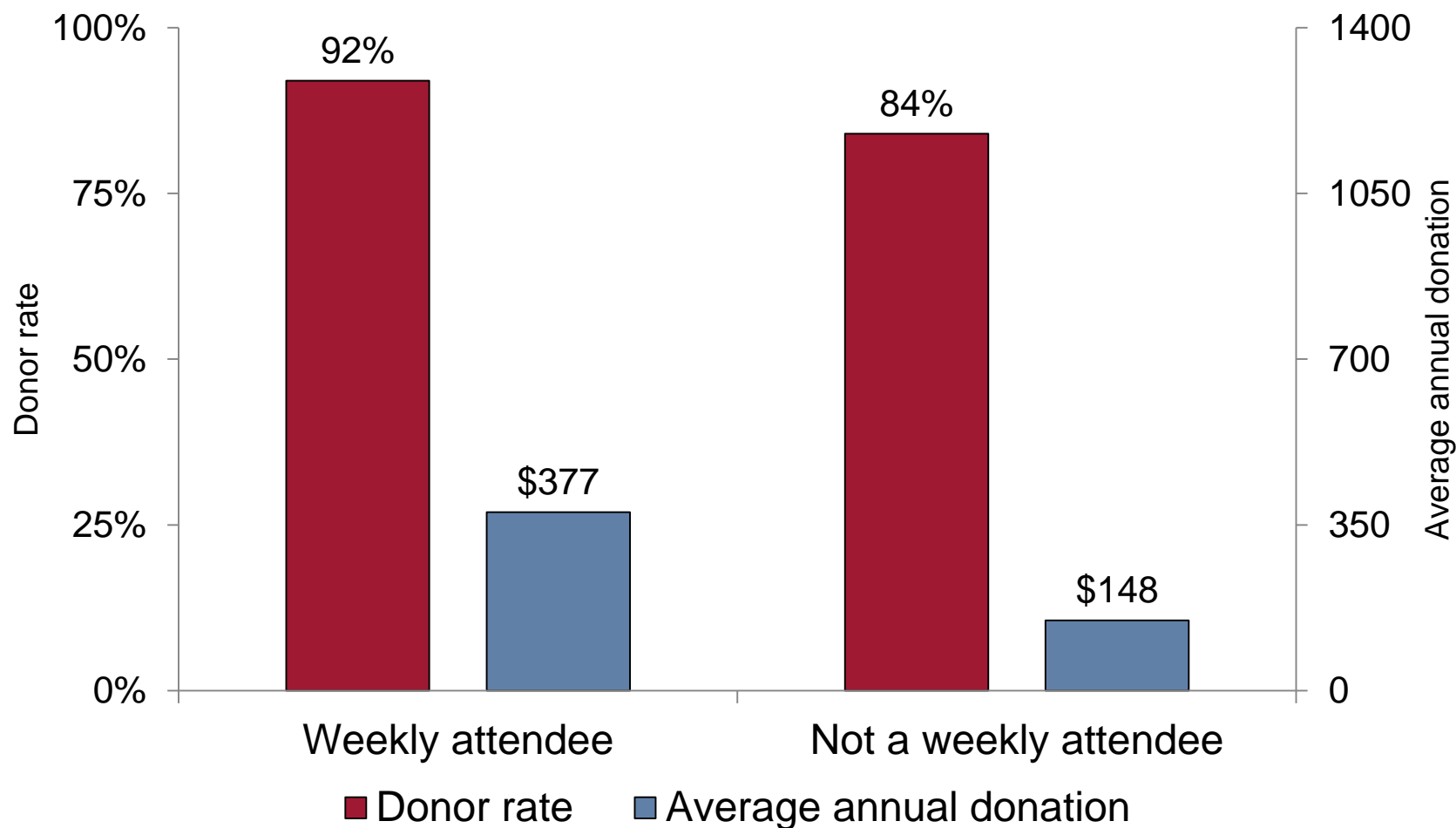
# Donor characteristics: Presence of children



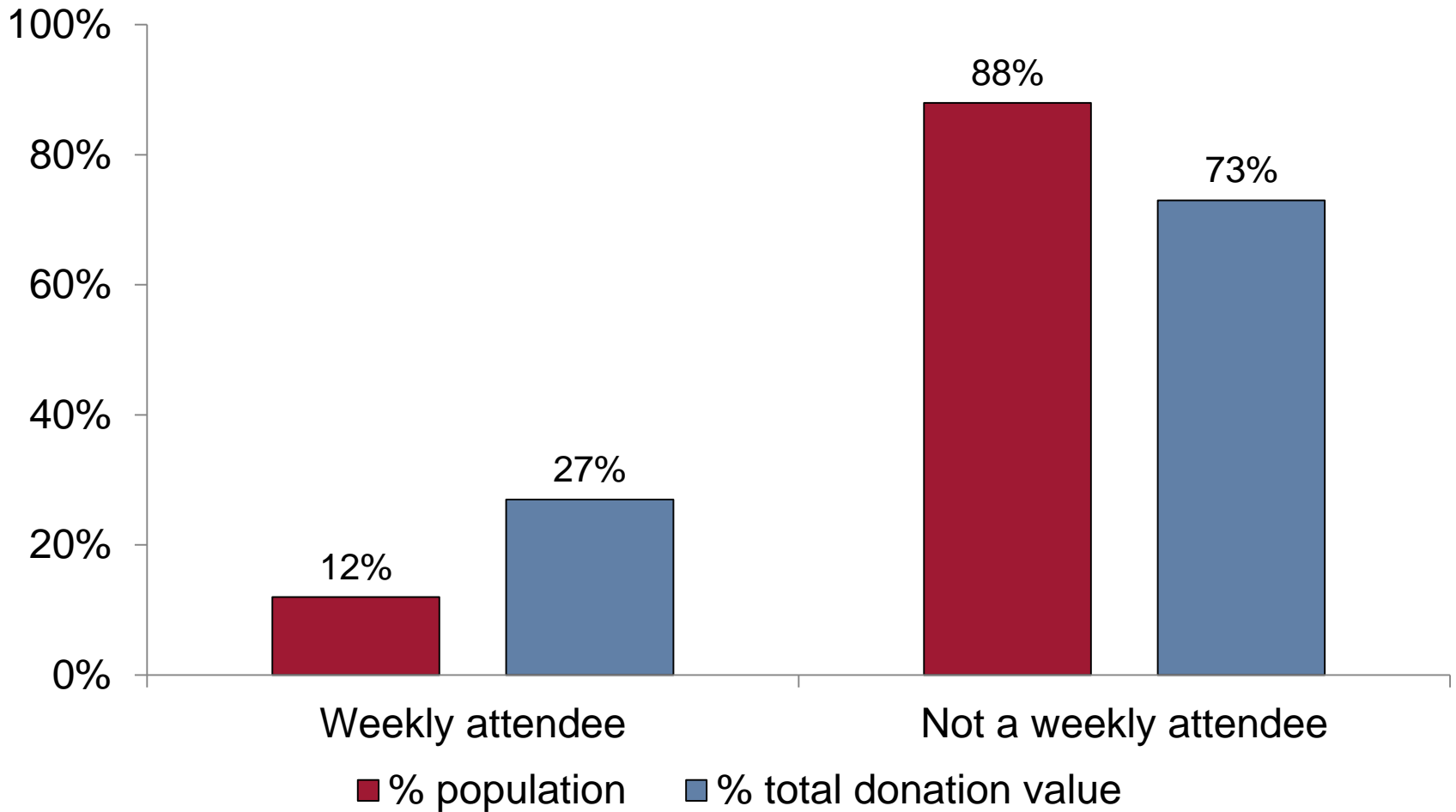
# Donor characteristics: Presence of children



# Donor characteristics: Religious attendance



## Donor characteristics: Religious attendance



## Quebec'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 postsecondary diploma or a university degree
  - Were employed
  - Had an annual household income of \$100,000 or more
  - Had no children in the household
  - Attended religious services on a weekly basis

## Donor characteristics

### IMPLICATIONS:

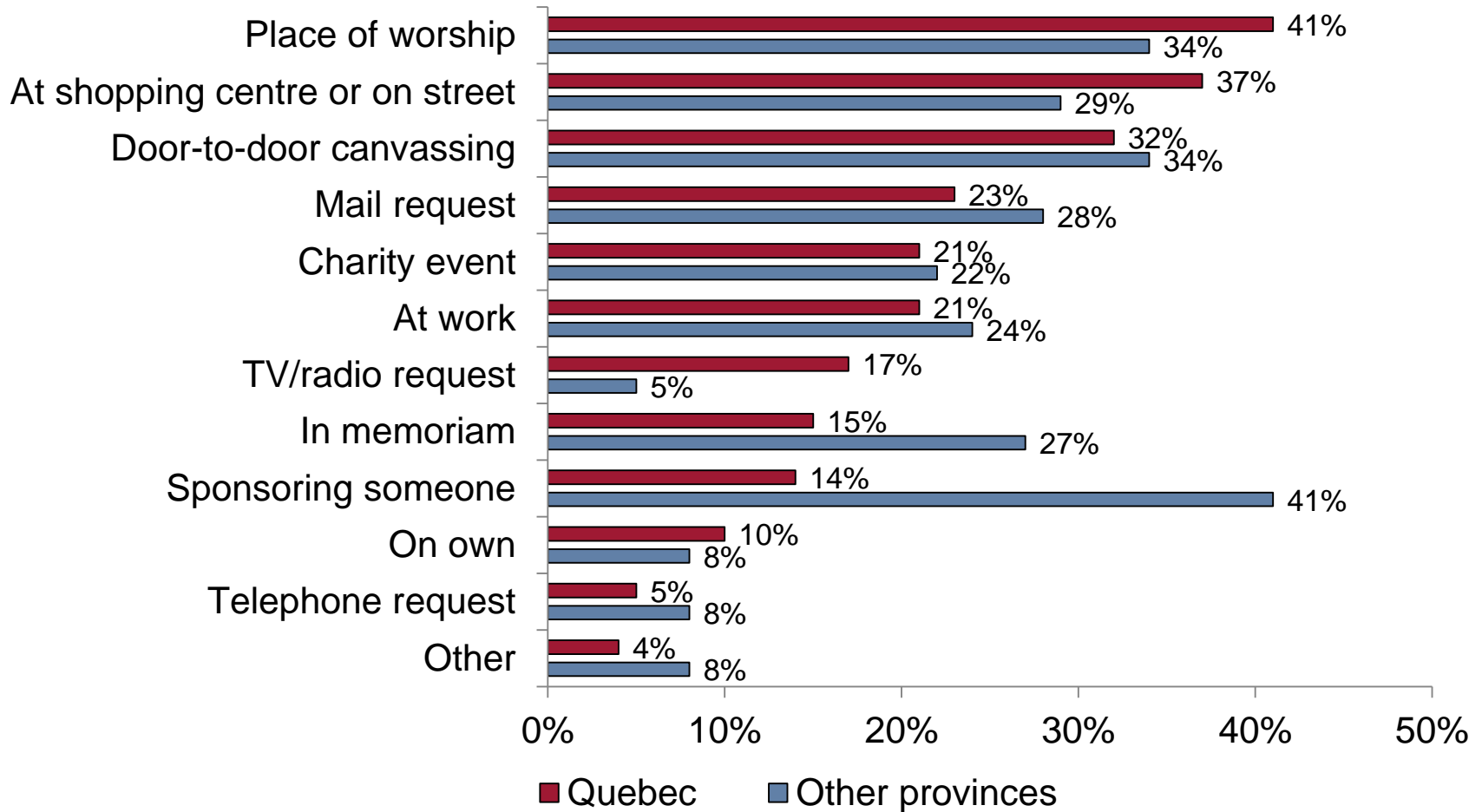
- Some groups tend to give more than others and are potentially much more lucrative
  - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
  - Comparison of the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

## Donation methods

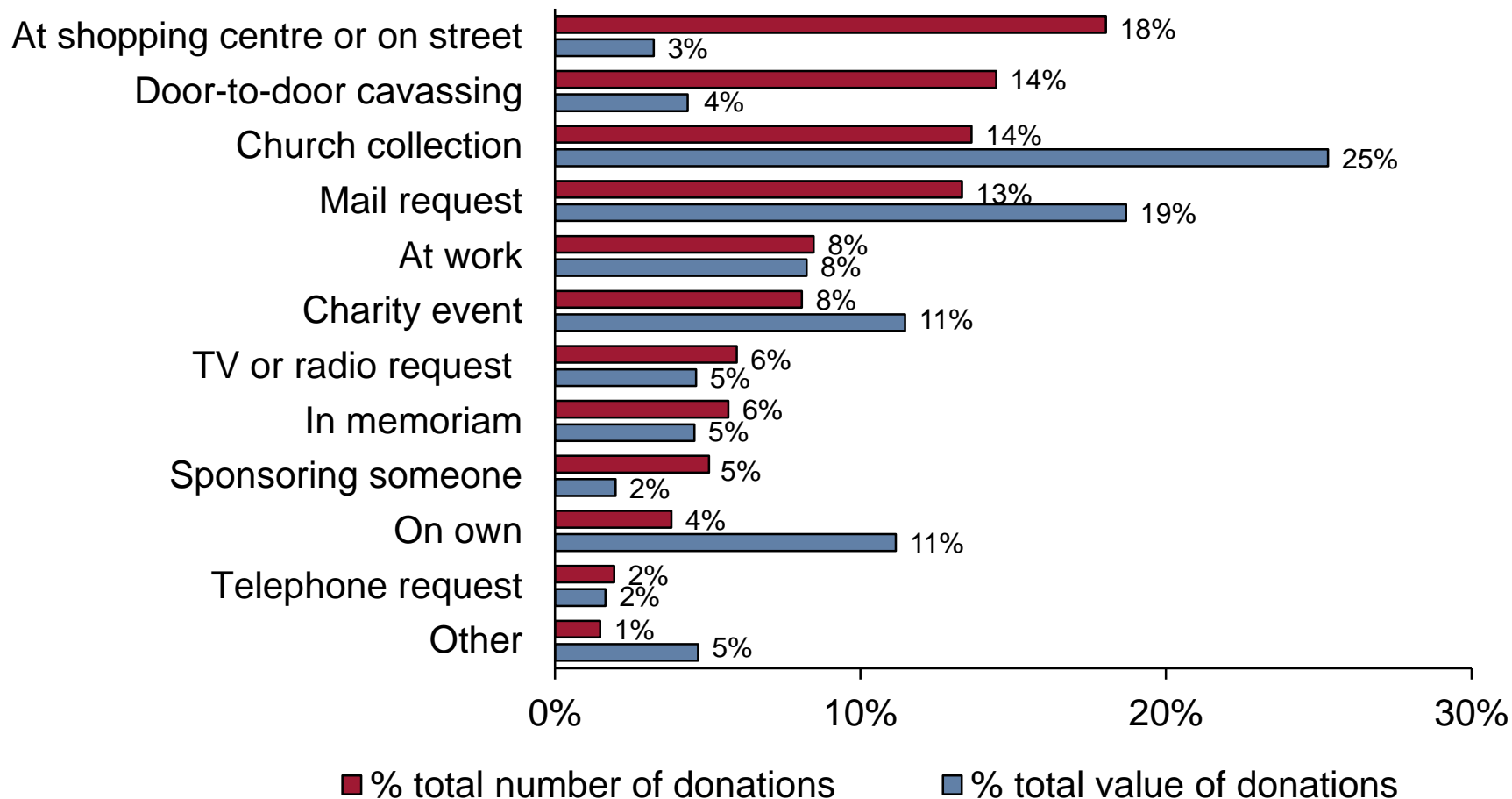
### FINDINGS:

- Quebeckers most likely to donate through places of worship, in response to requests made in public places (shopping centre, on the street), and through door-to-door canvassing
- Much less likely than residents of other provinces to donate by sponsoring someone in an event or in memory of someone
- Somewhat more likely to donate in some ways, particularly in response to media requests
- Largest percentages of total donation value received through places of worship, in response to mail requests, by paying to attend a charity event, and through donors who approached organizations on their own

## Donation methods



## Donation methods



## Donation methods

### IMPLICATIONS:

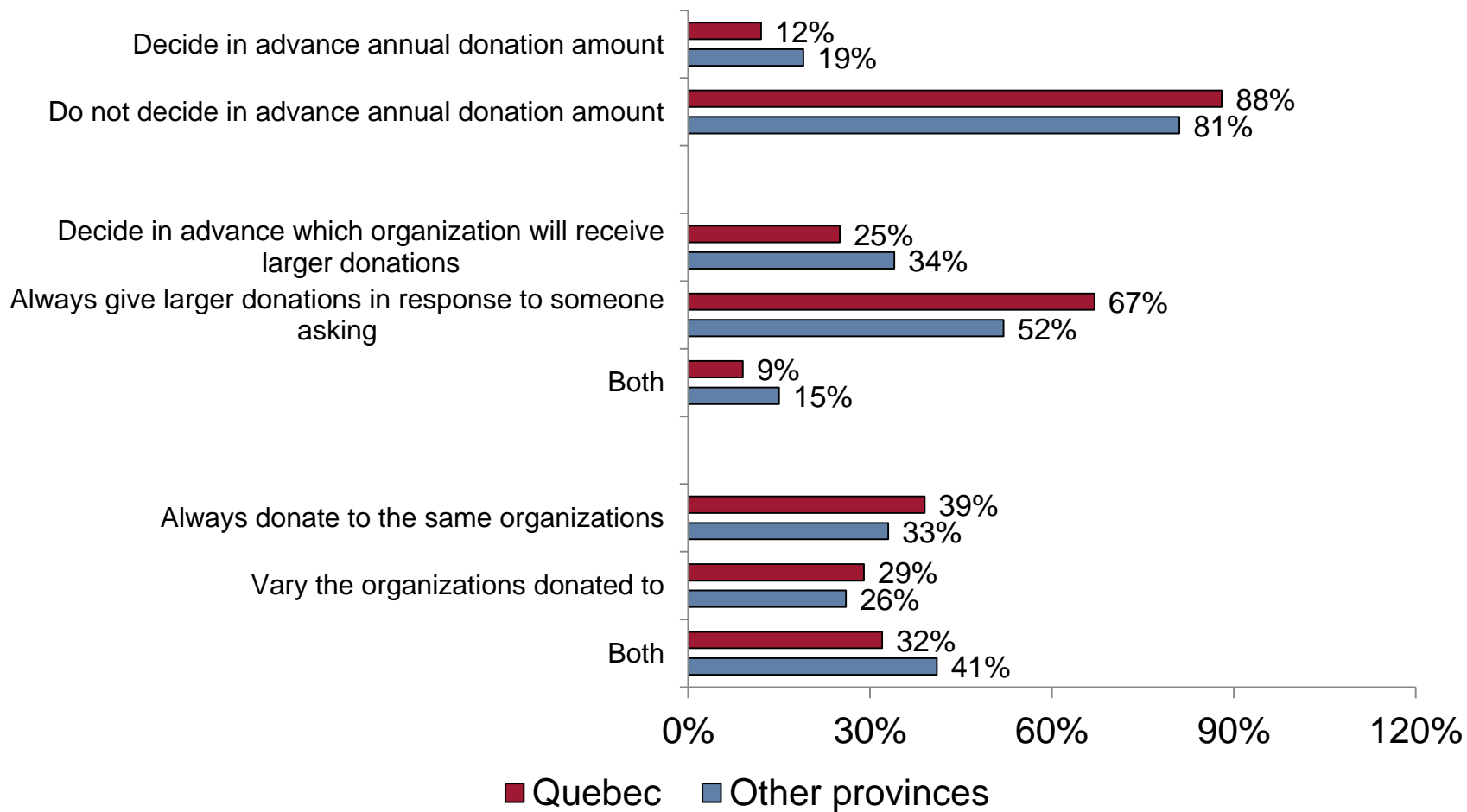
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
  - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

# Donations and decision making

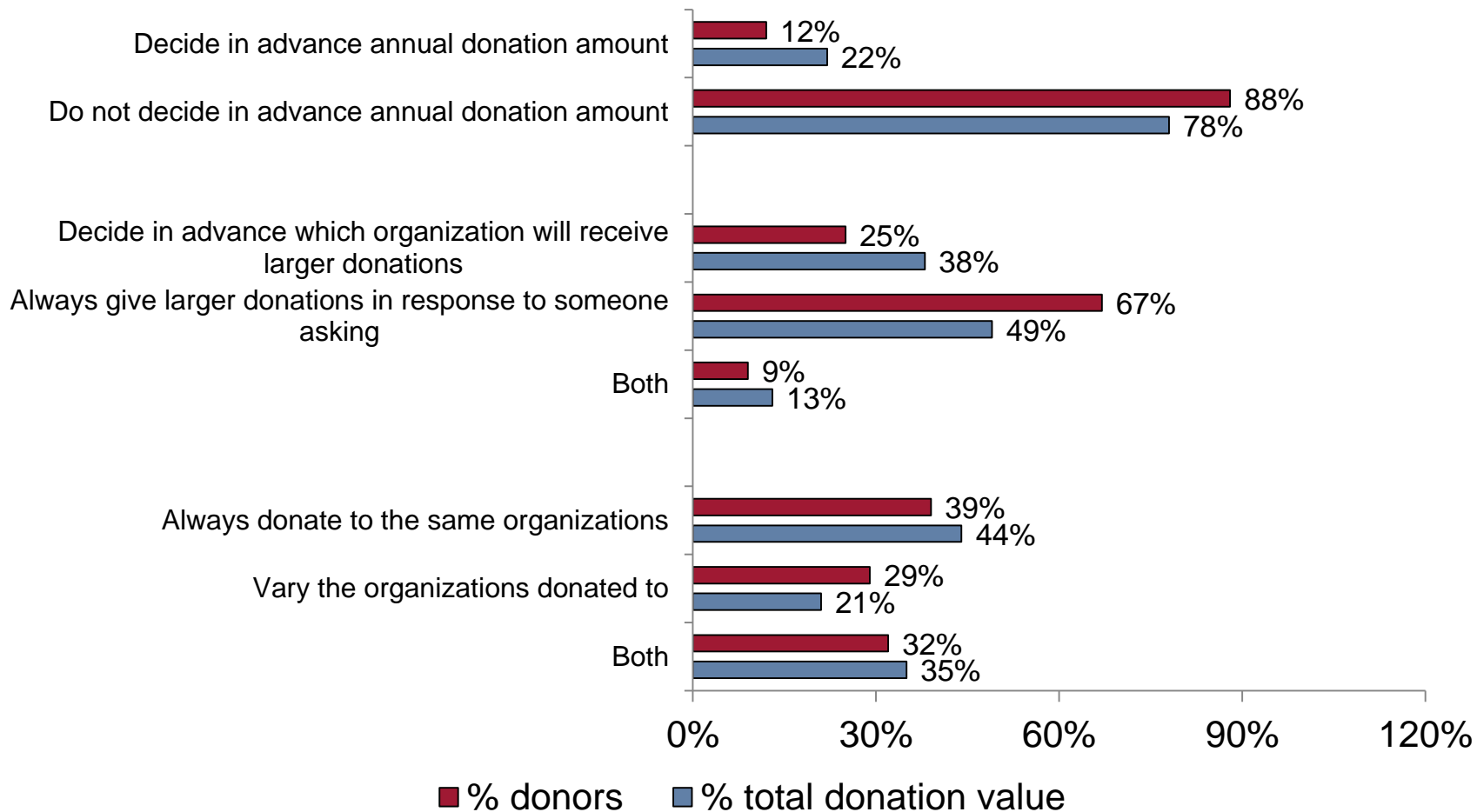
## FINDINGS:

- Quebec donors less likely than donors elsewhere to plan their donations in advance
  - Amounts they will give
  - Organizations they will support with their larger donations
- However, those who do plan their donations in advance contribute disproportionately large amounts
- Quebec donors are more likely than other donors to contribute to the same organizations from year to year
  - Those who donate to the same organizations from year to year donate disproportionately large amounts
  - Differences in donation amount not as striking

# Donations and decision making



# Donations and decision making



# Donations and decision making

## IMPLICATIONS:

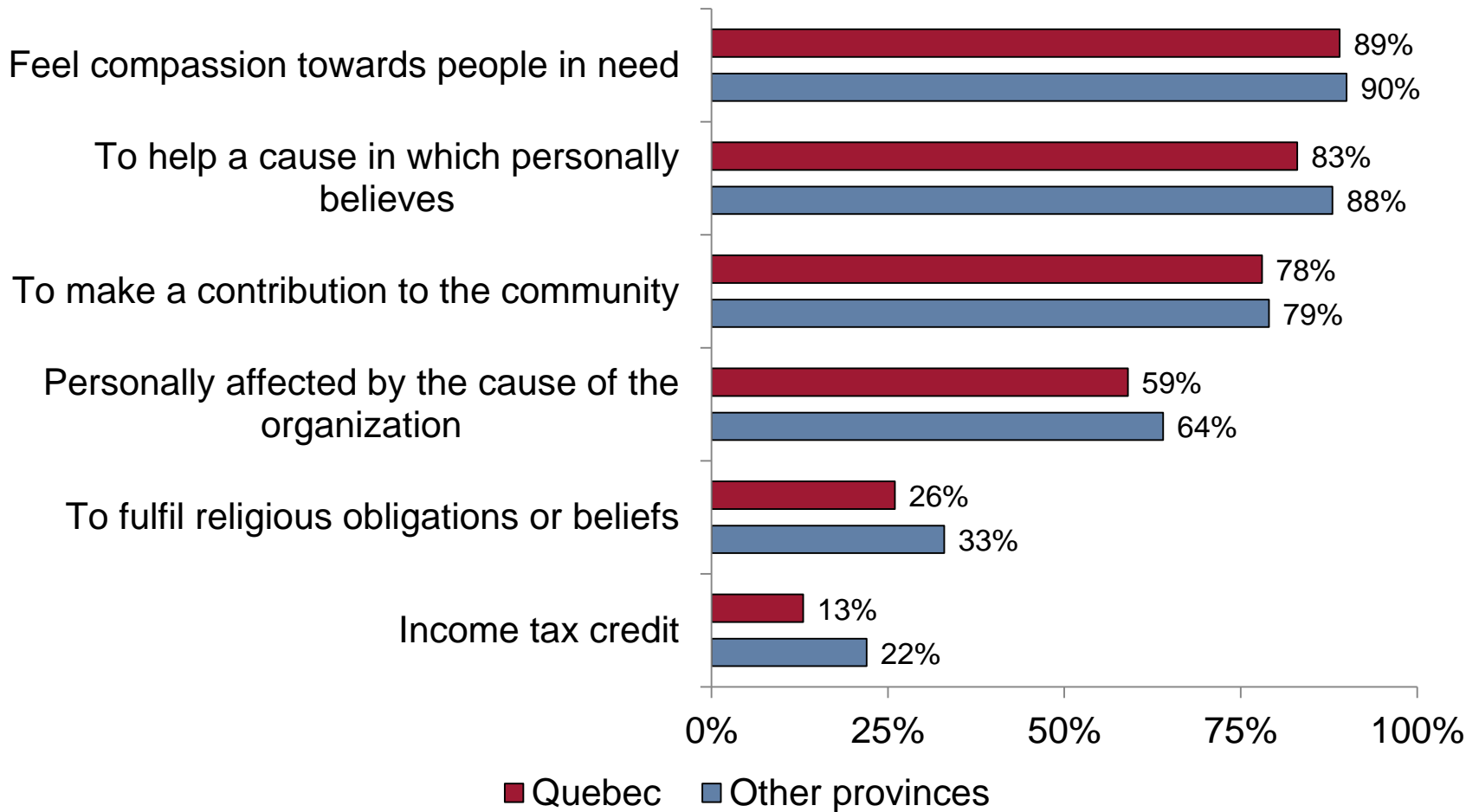
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
  - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

# Motivations

## FINDINGS:

- Quebec 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
- Less likely than donors in other provinces to be motivated by almost all factors

# Motivations

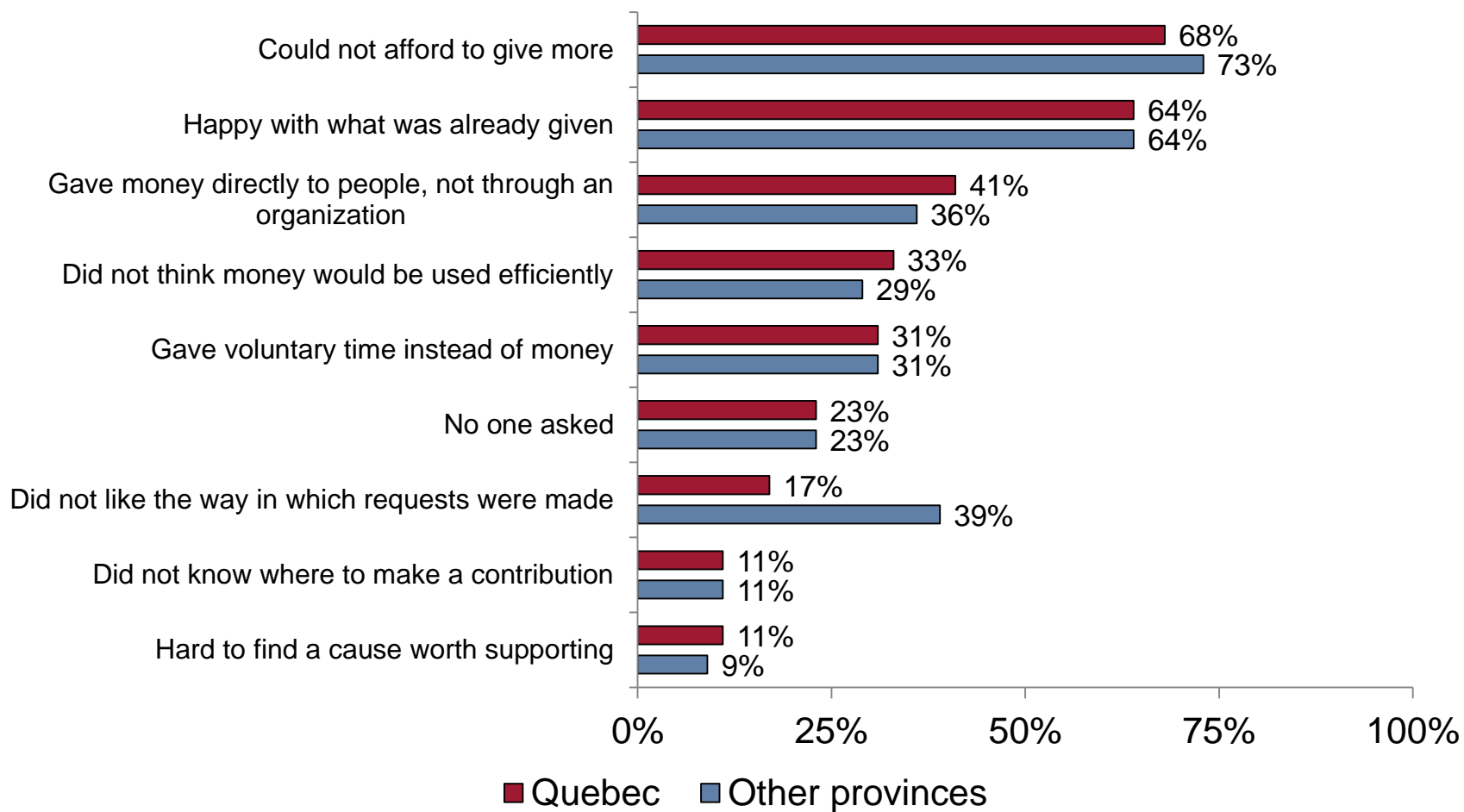


# Barriers

## FINDINGS:

- Quebec 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
- Quebec donors much less likely than donors in other provinces to not like how the requests for donations were made
- Somewhat less likely to say they could not afford to give more
- Somewhat more likely to give money directly to people instead

# Barriers to giving more



## Motivations and barriers

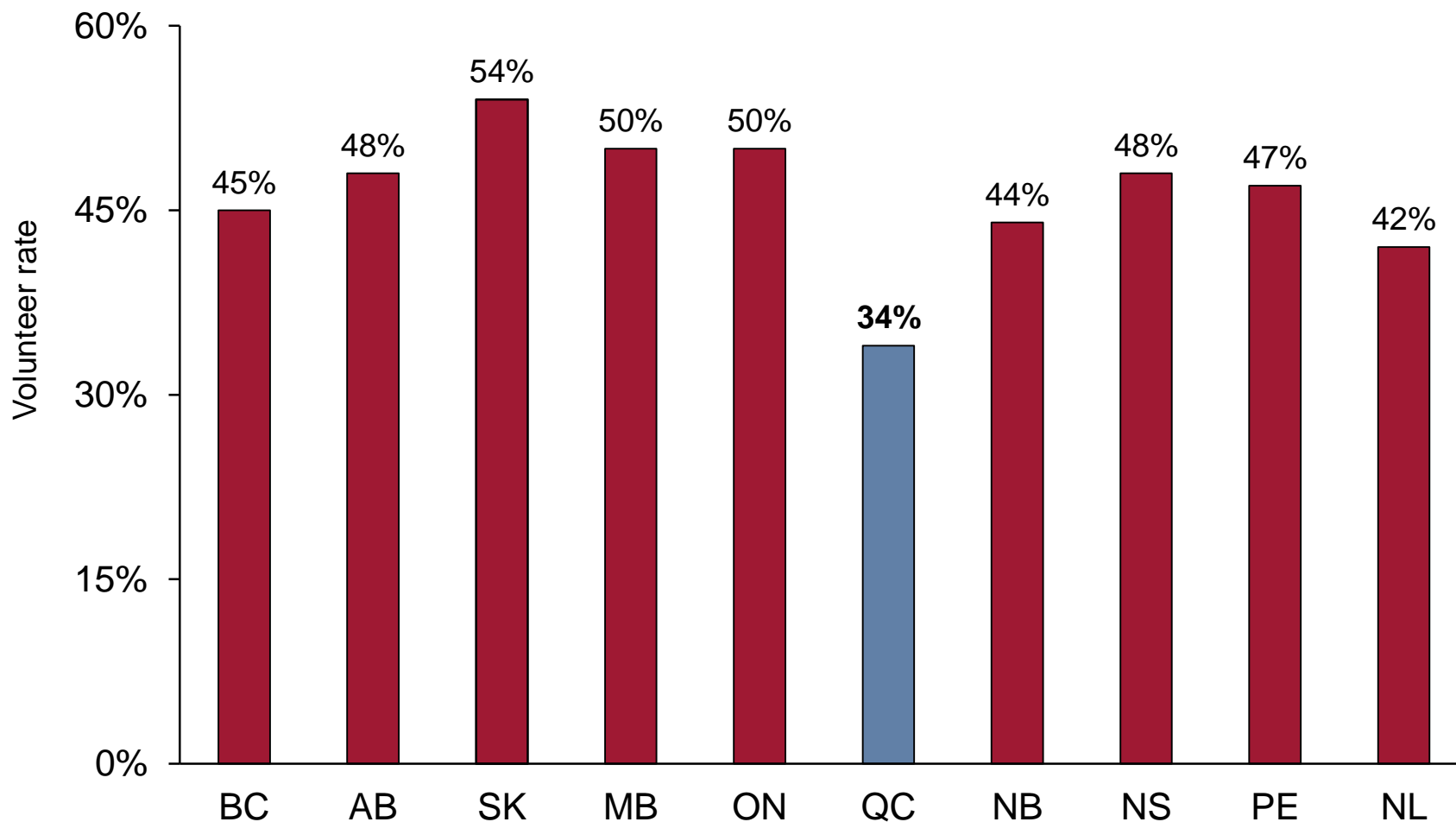
### IMPLICATIONS:

- 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

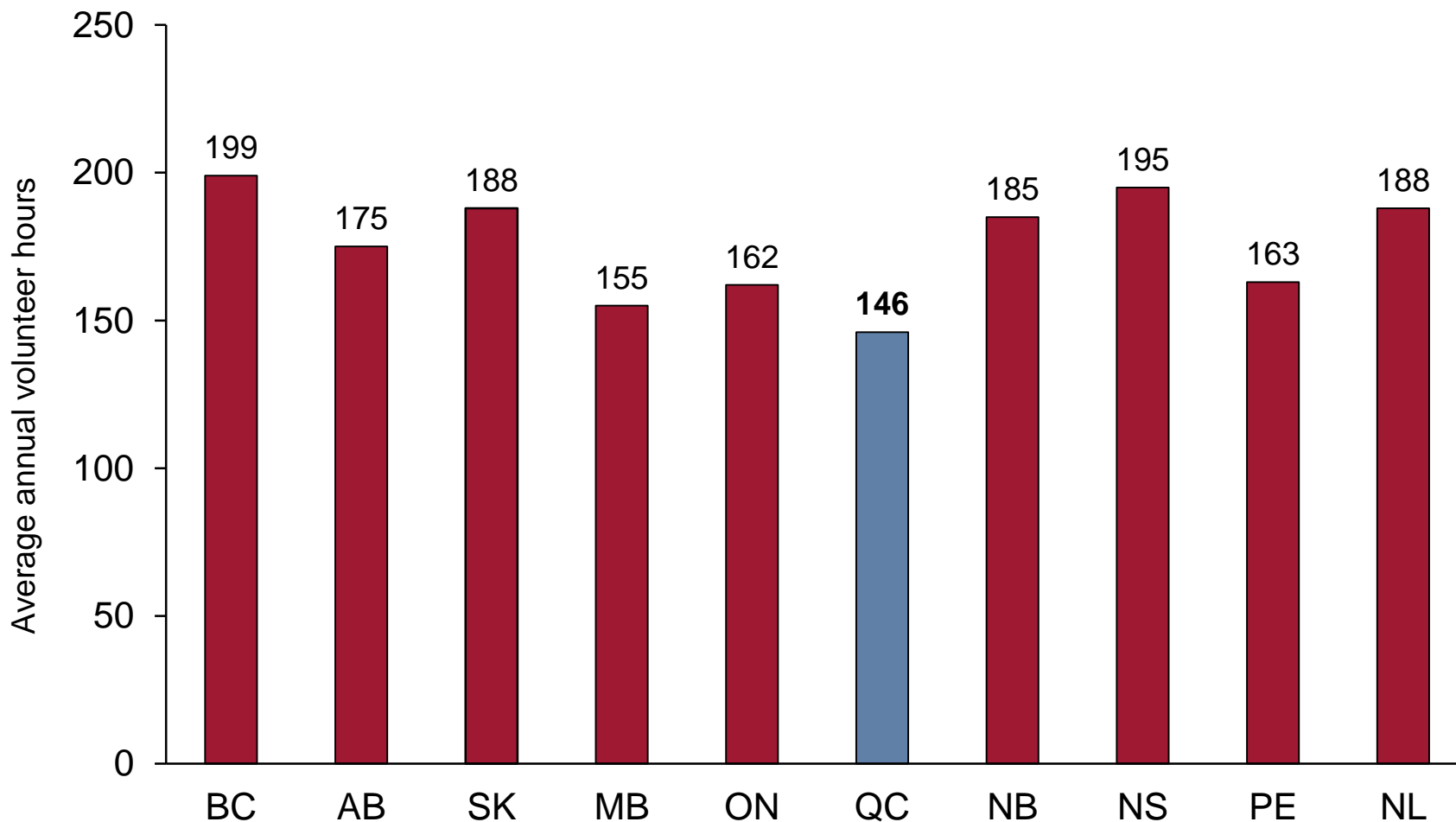
# Volunteering

- 34% of Quebecers (2,114,000 residents) volunteered in 2004
  - 45% of Canadians volunteered
- Quebec volunteers each contributed an average of 146 hours, with a median of 52 volunteer hours
  - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- Collectively, Quebecers volunteered a total of 309 million hours

# Volunteer rate



## Average hours volunteered

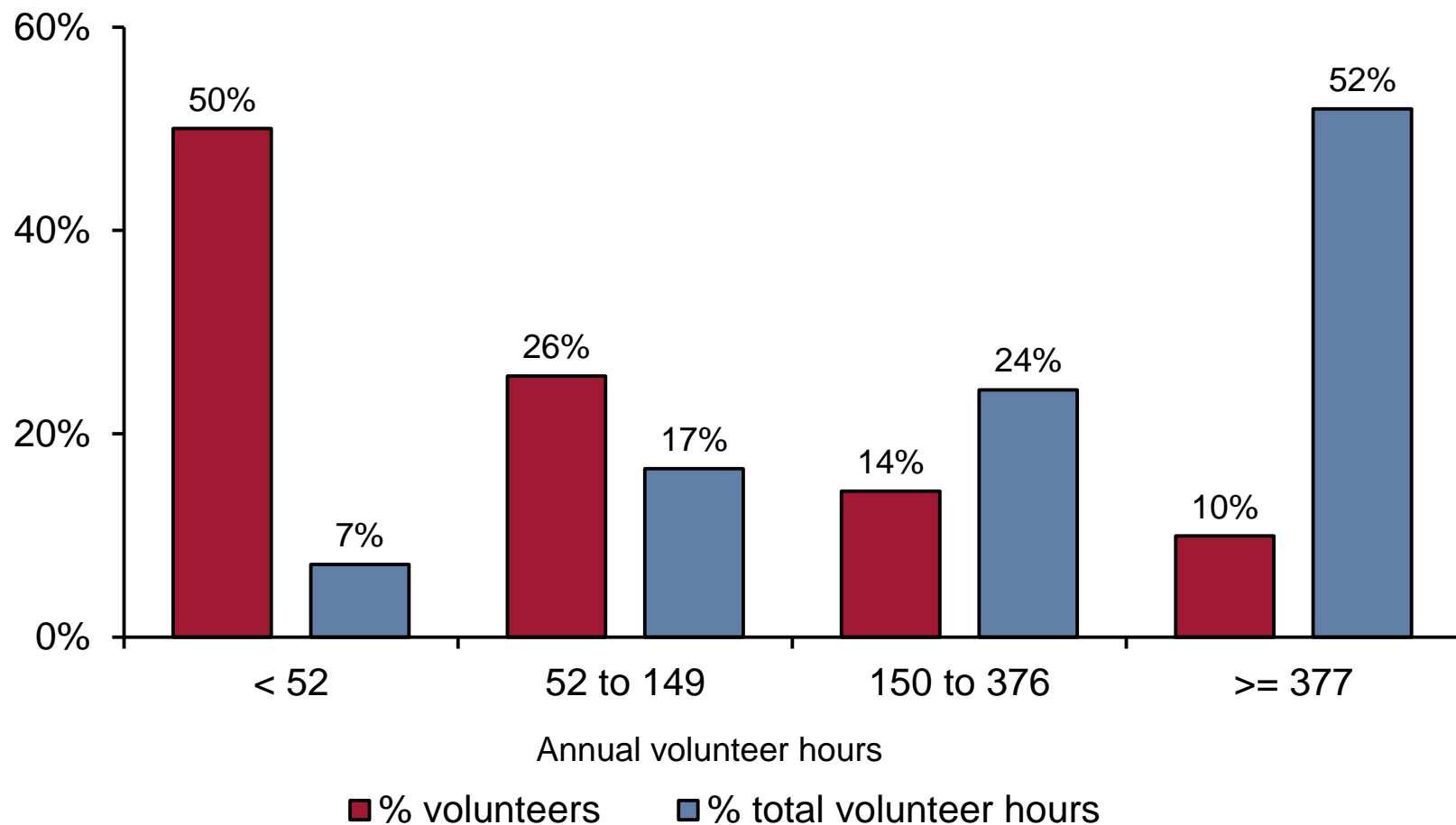


## Concentration of support

### FINDINGS:

- Although about a third of Quebec residents volunteered, an even smaller minority of volunteers were responsible for most volunteer hours
  - The 10% of volunteers who contributed 377 or more hours accounted for 52% of total volunteer hours
  - The top 25% of volunteers (150 hours or more) accounted for 76% of total volunteer hours
- Half of volunteers contributed less than 52 hours, collectively accounting for 7% of total volunteer hours

## Concentration of support



# Volunteering

## IMPLICATIONS:

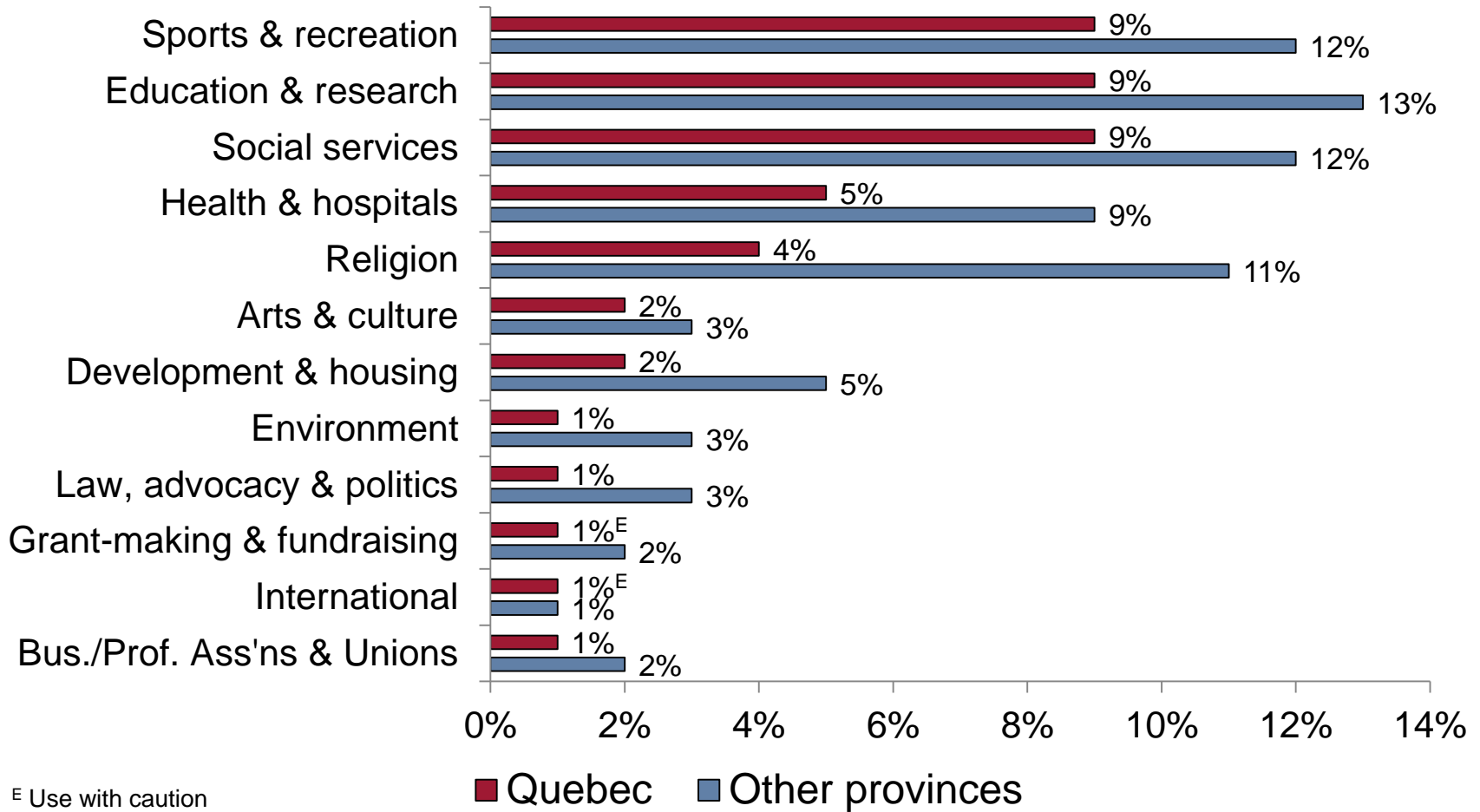
- Quebeckers were least likely to volunteer
- Reported the smallest average volunteer hours
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
  - Should anything happen to that portion of the population or to change their habits, effects on organizations could be very significant

# Types of organizations supported

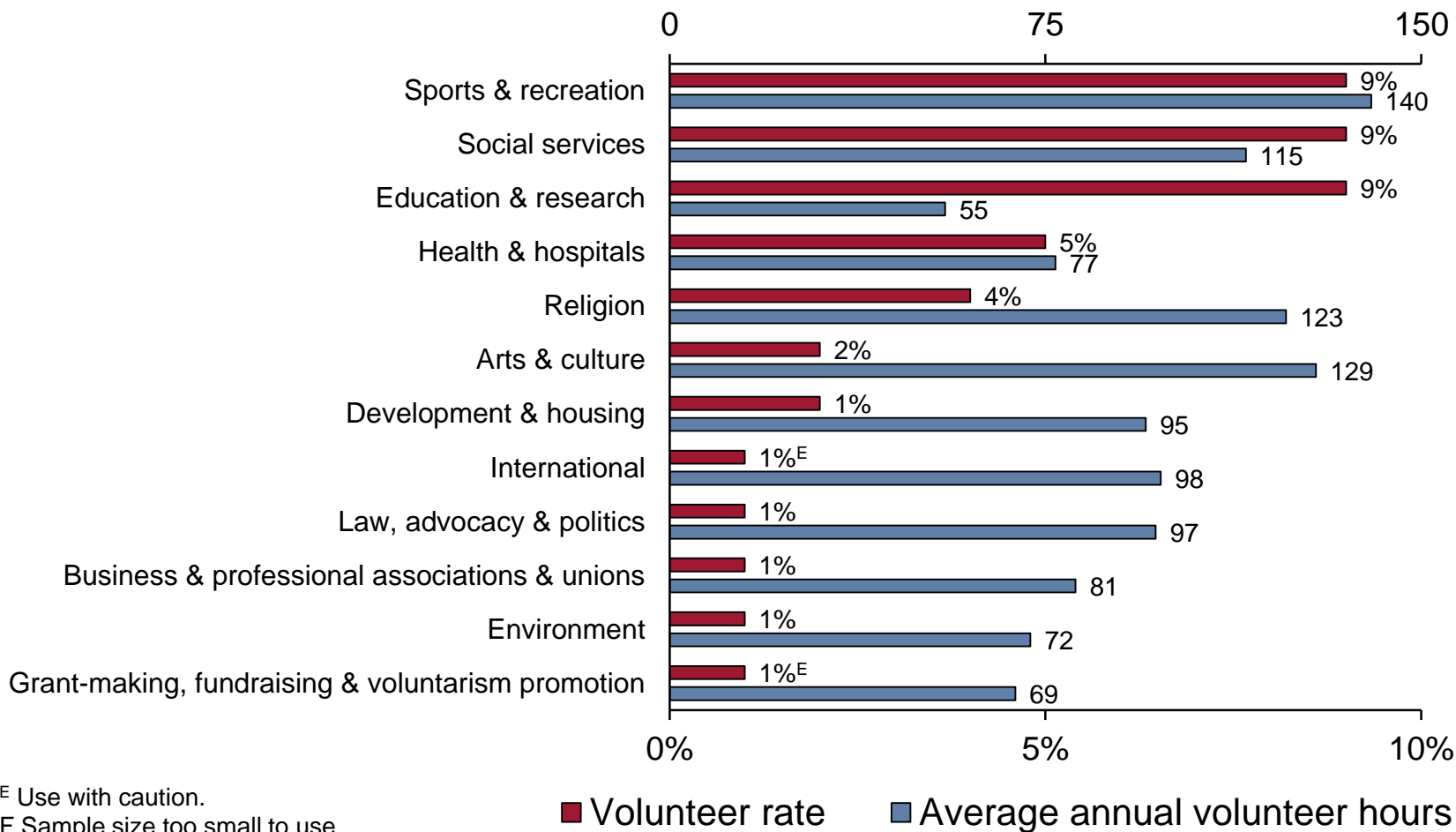
## FINDINGS:

- Quebec residents most likely to volunteer for organizations working in the areas of:
  - Sports and recreation
  - Education and research
  - Social services
- Less likely to volunteer for all types of 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



# Types of organizations supported

## IMPLICATIONS:

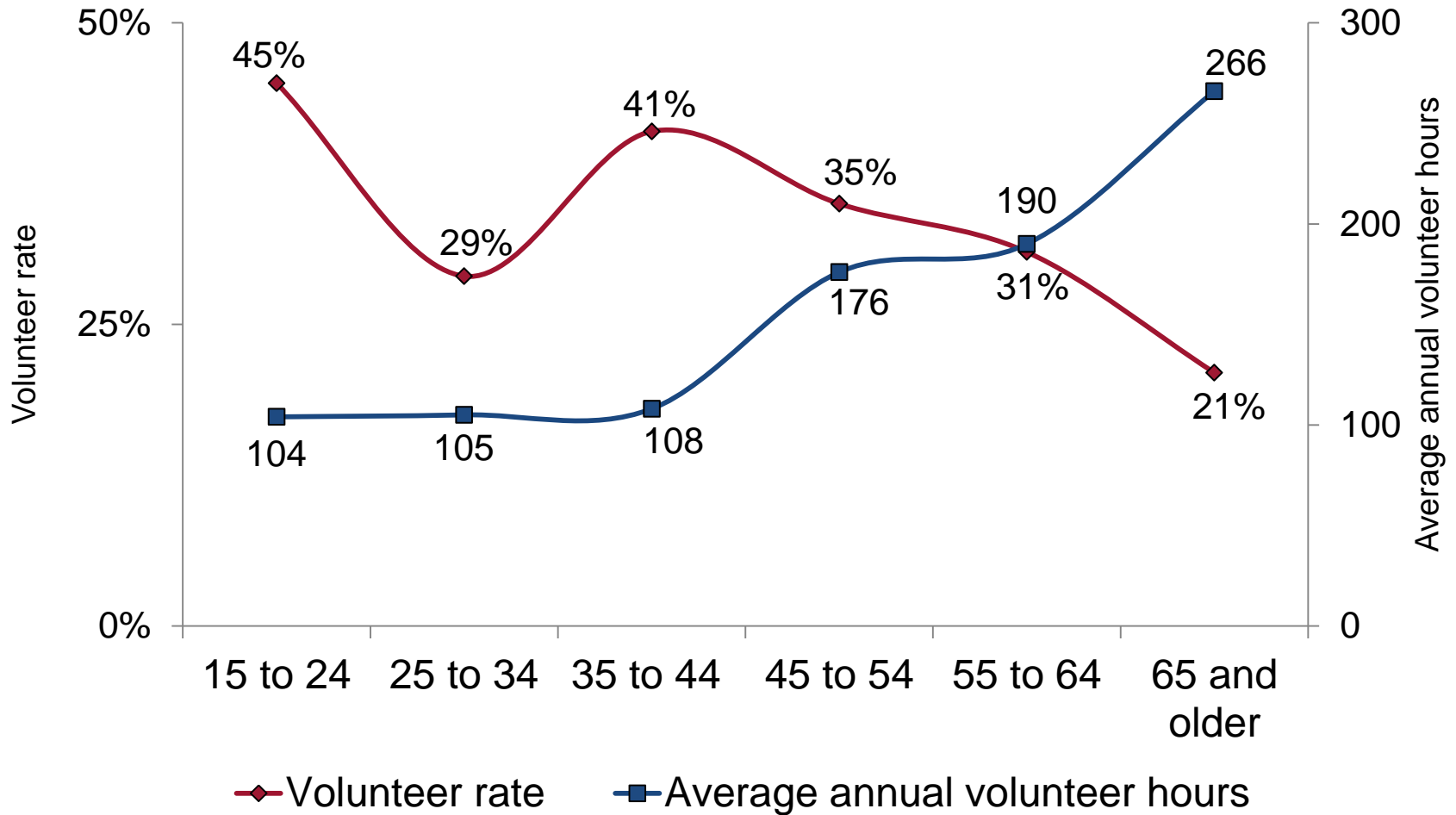
- Organizations need to be aware of the nature of their volunteer base
  - Narrow but highly committed, with volunteers providing large numbers of hours?
  - Broad, but less committed?
  - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to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

# Volunteer characteristics

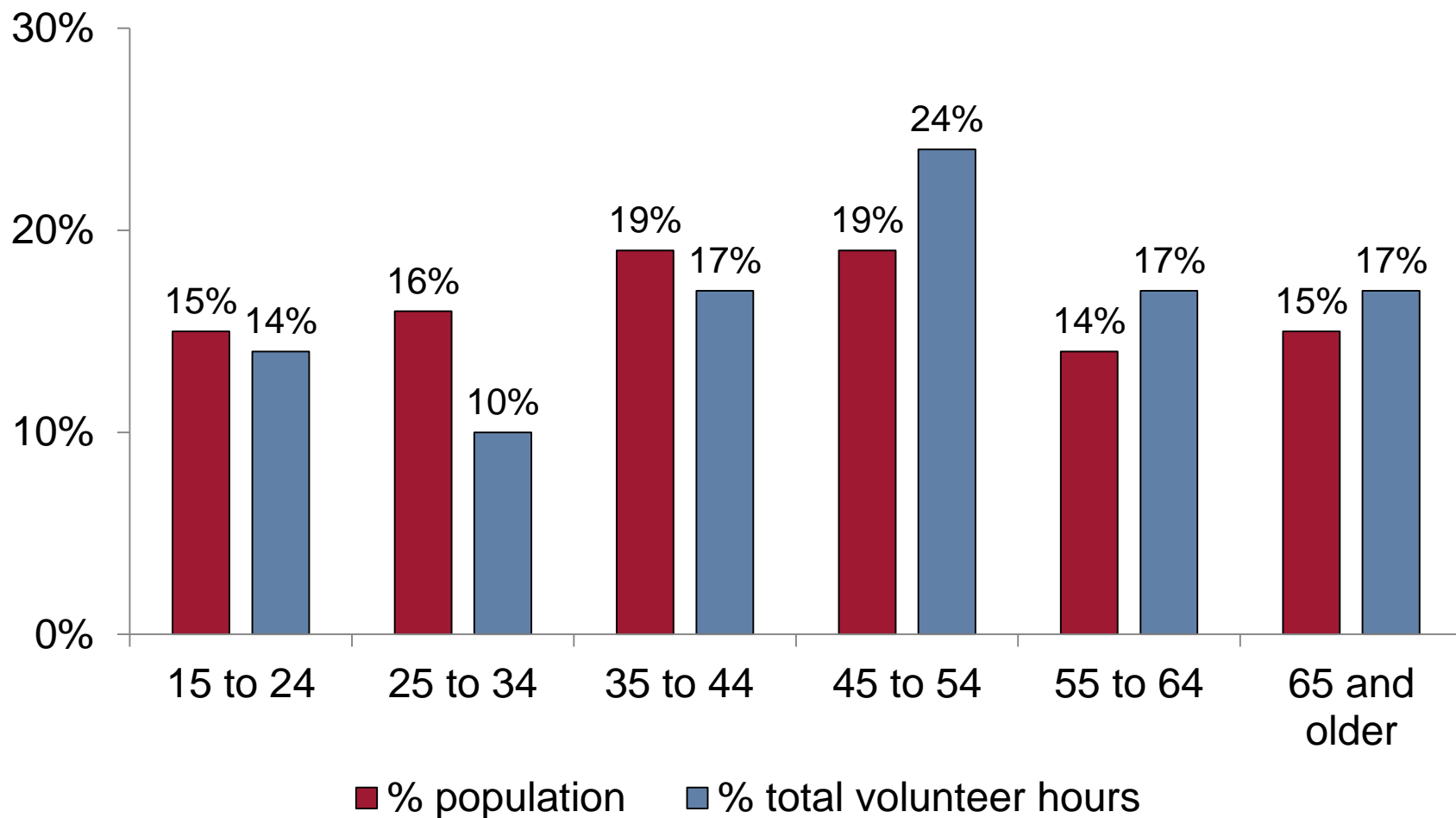
## FINDINGS:

- 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

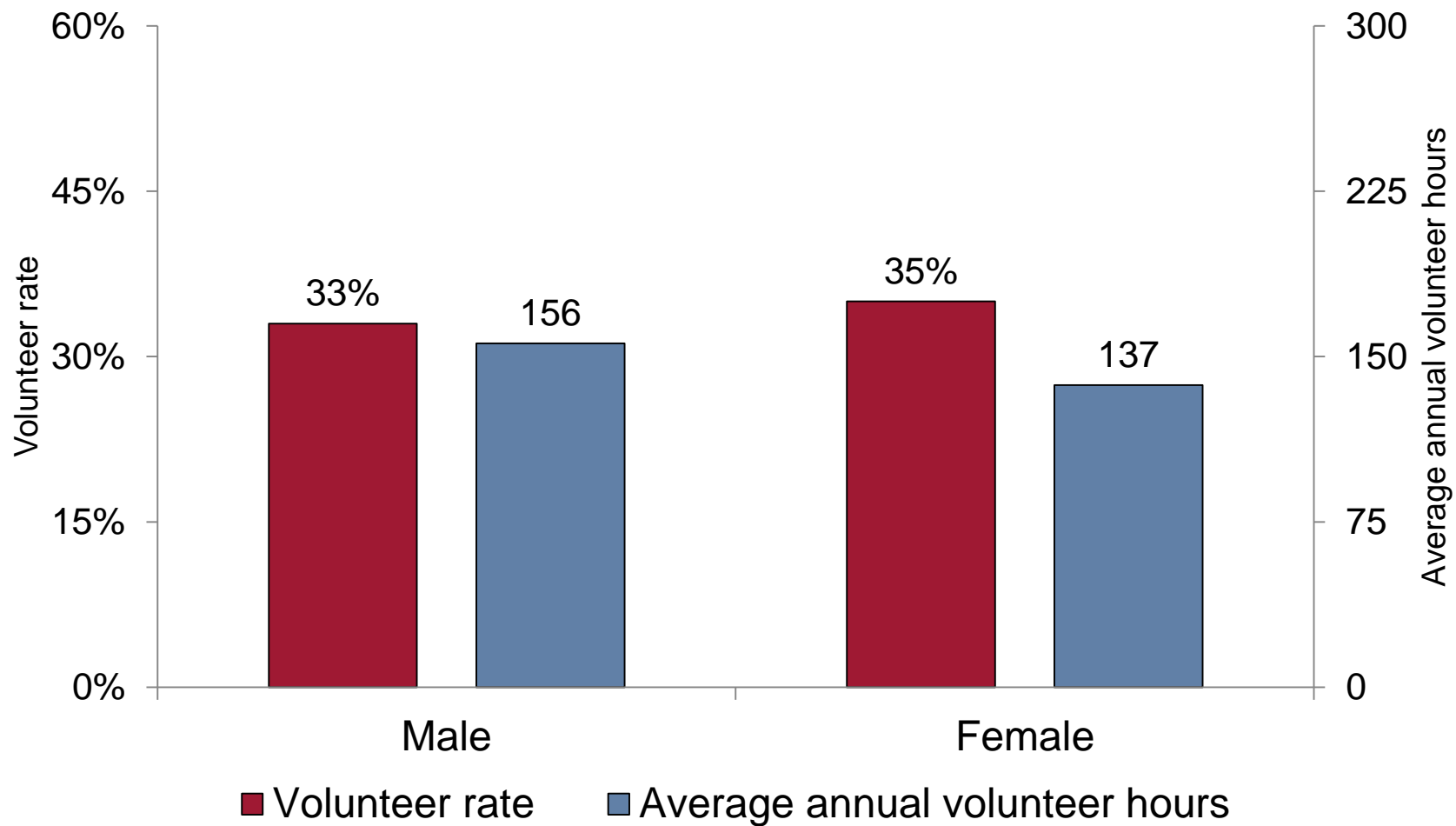
# Volunteer characteristics: Age



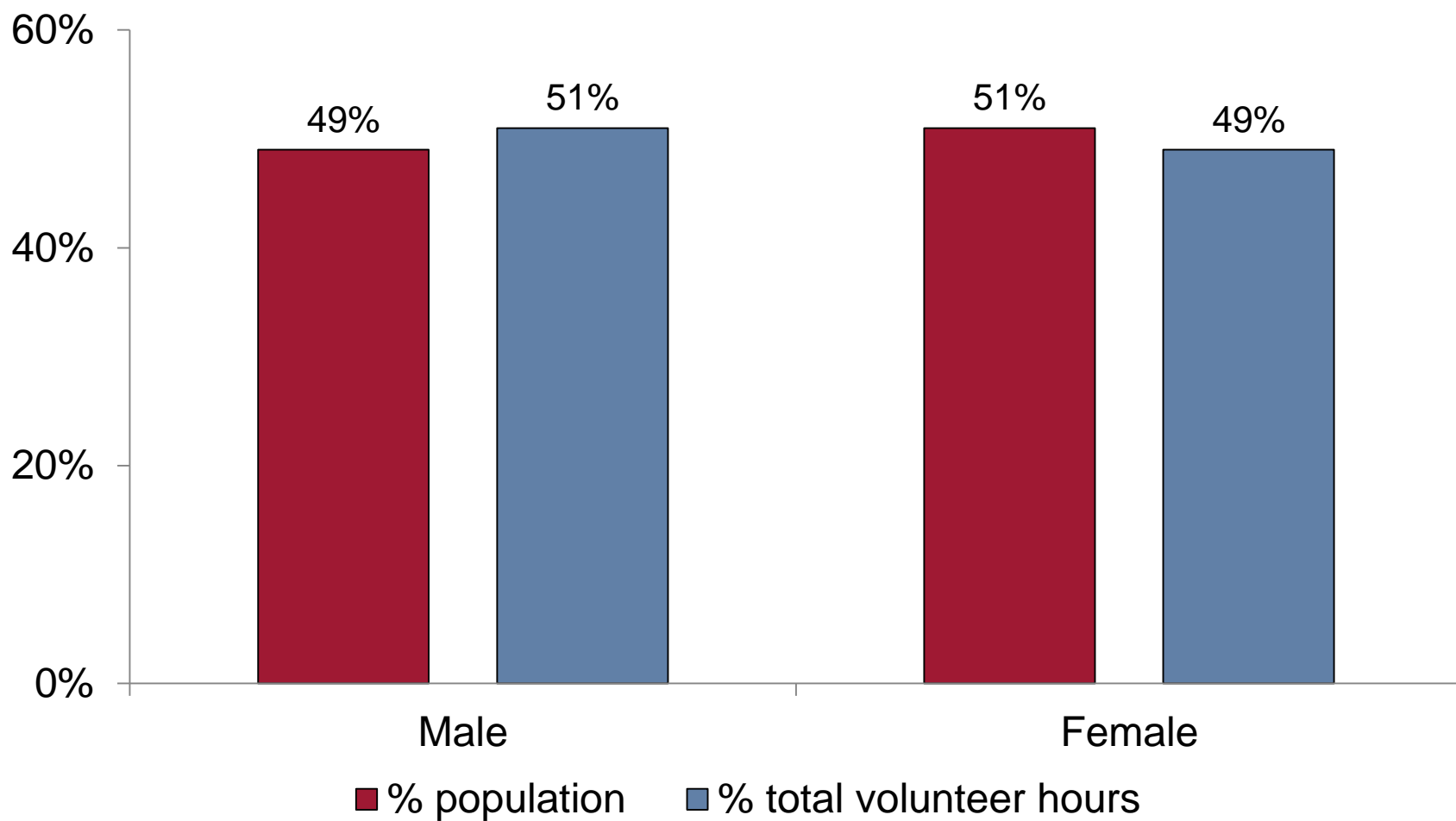
## Volunteer characteristics: Age



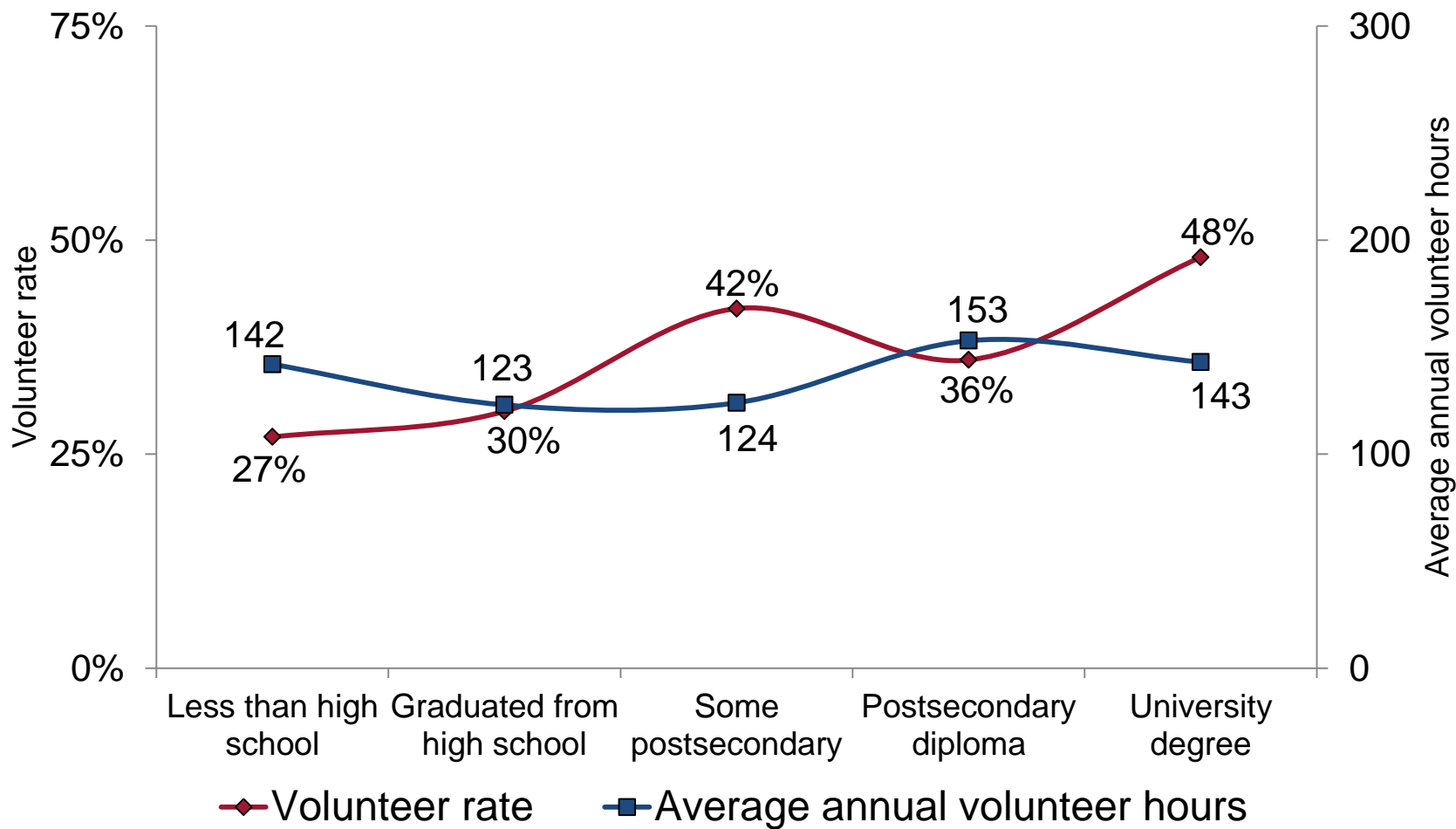
## Volunteer characteristics: Sex



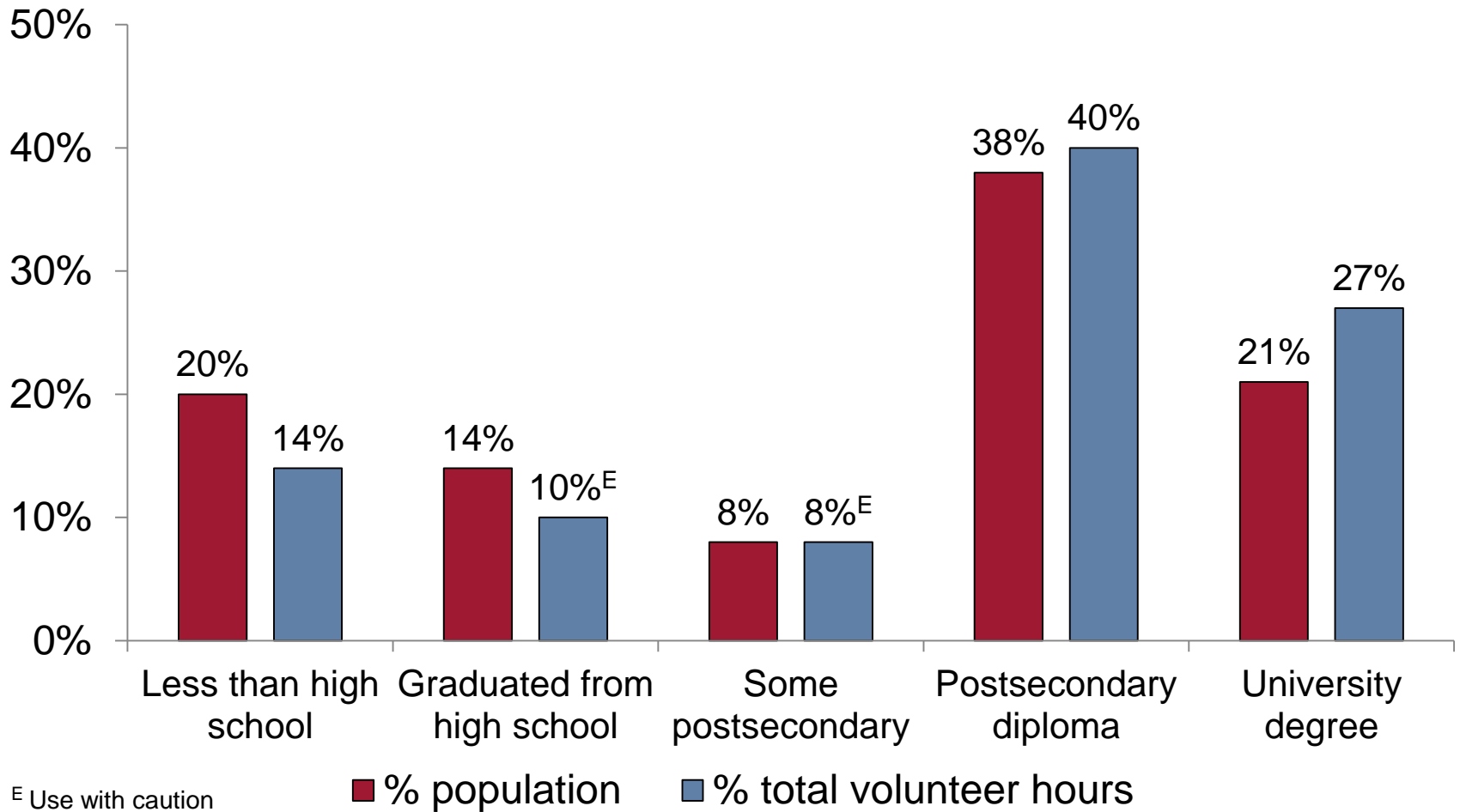
## Volunteer characteristics: Sex



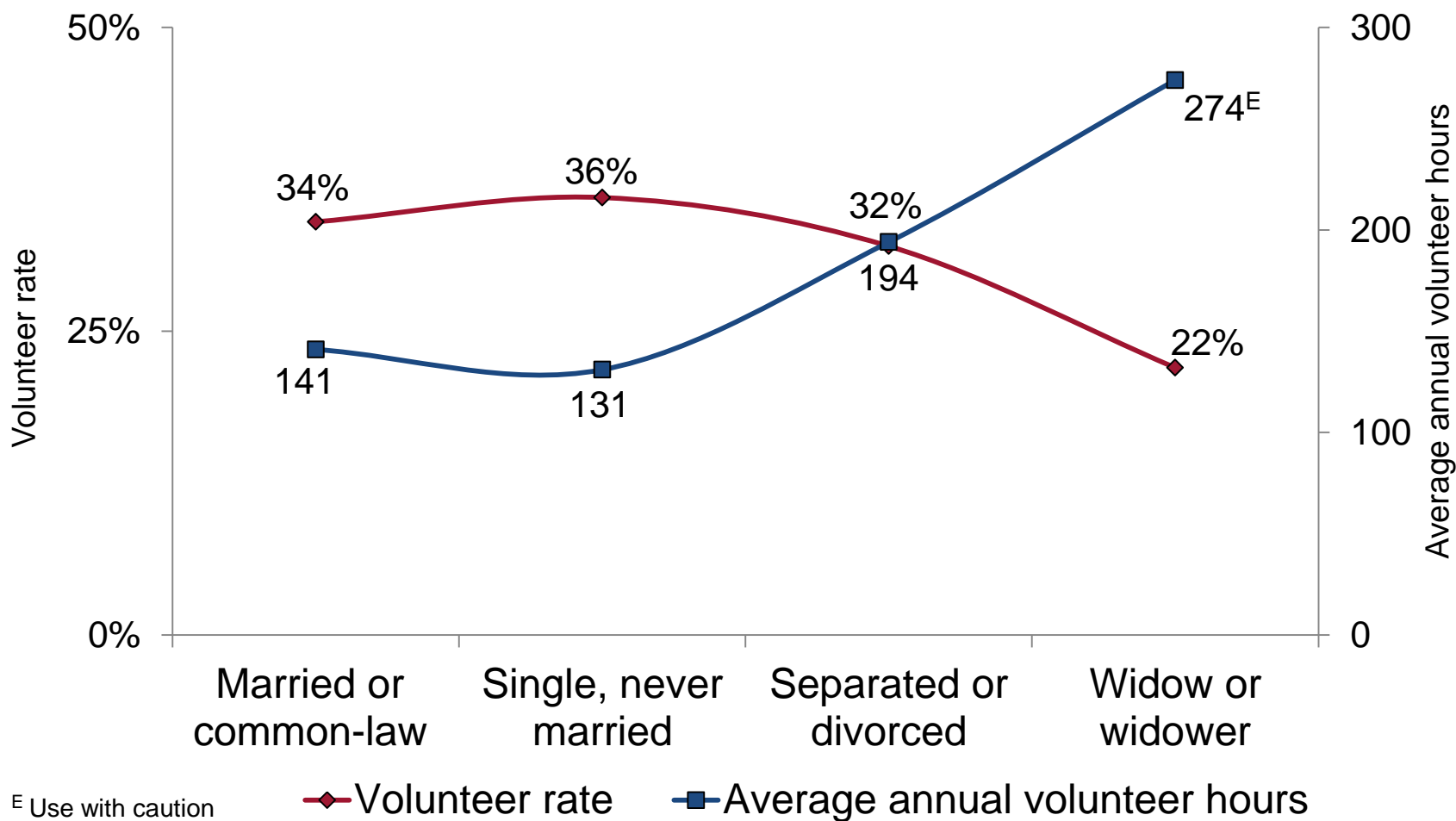
# Volunteer characteristics: Education



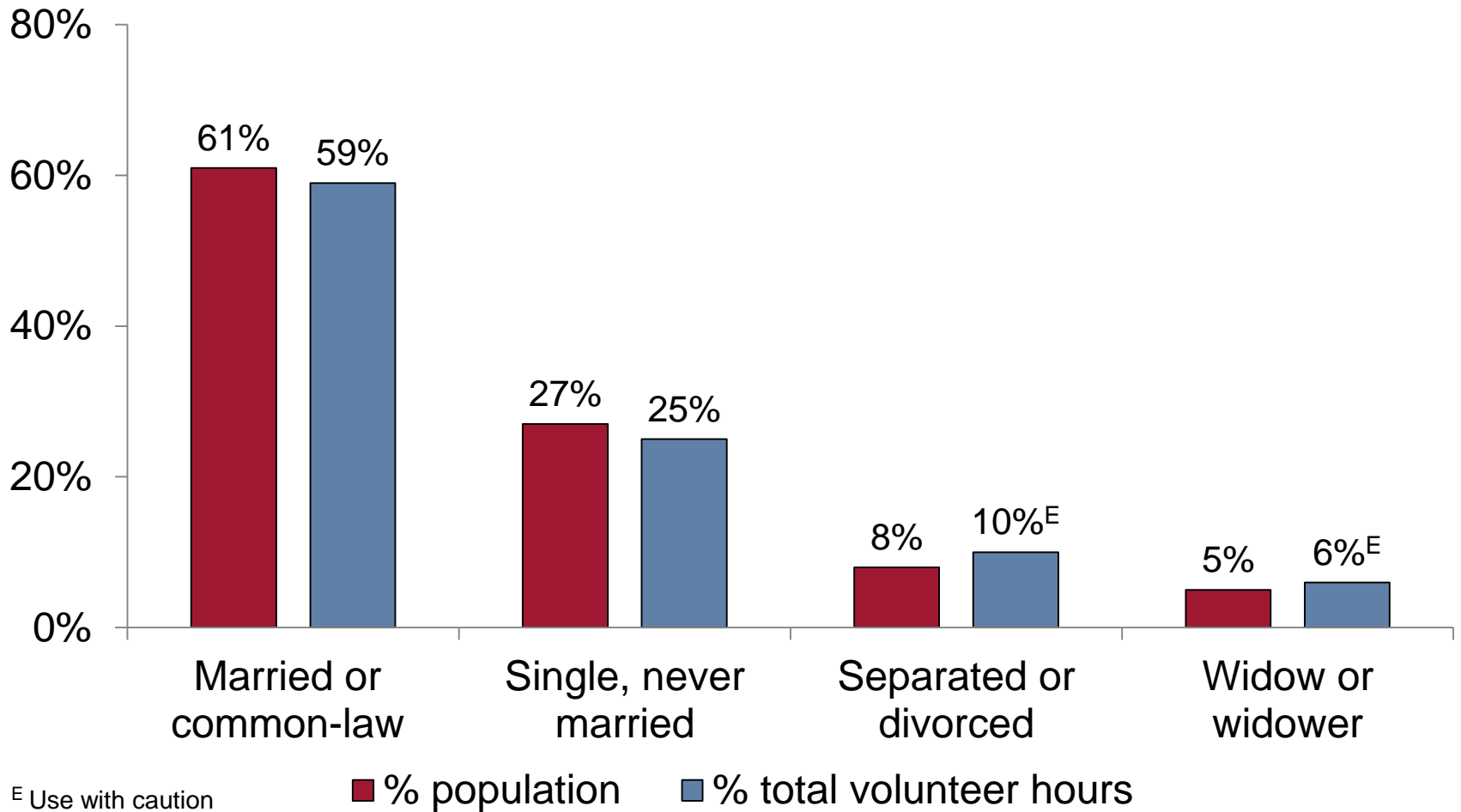
# Volunteer characteristics: Education



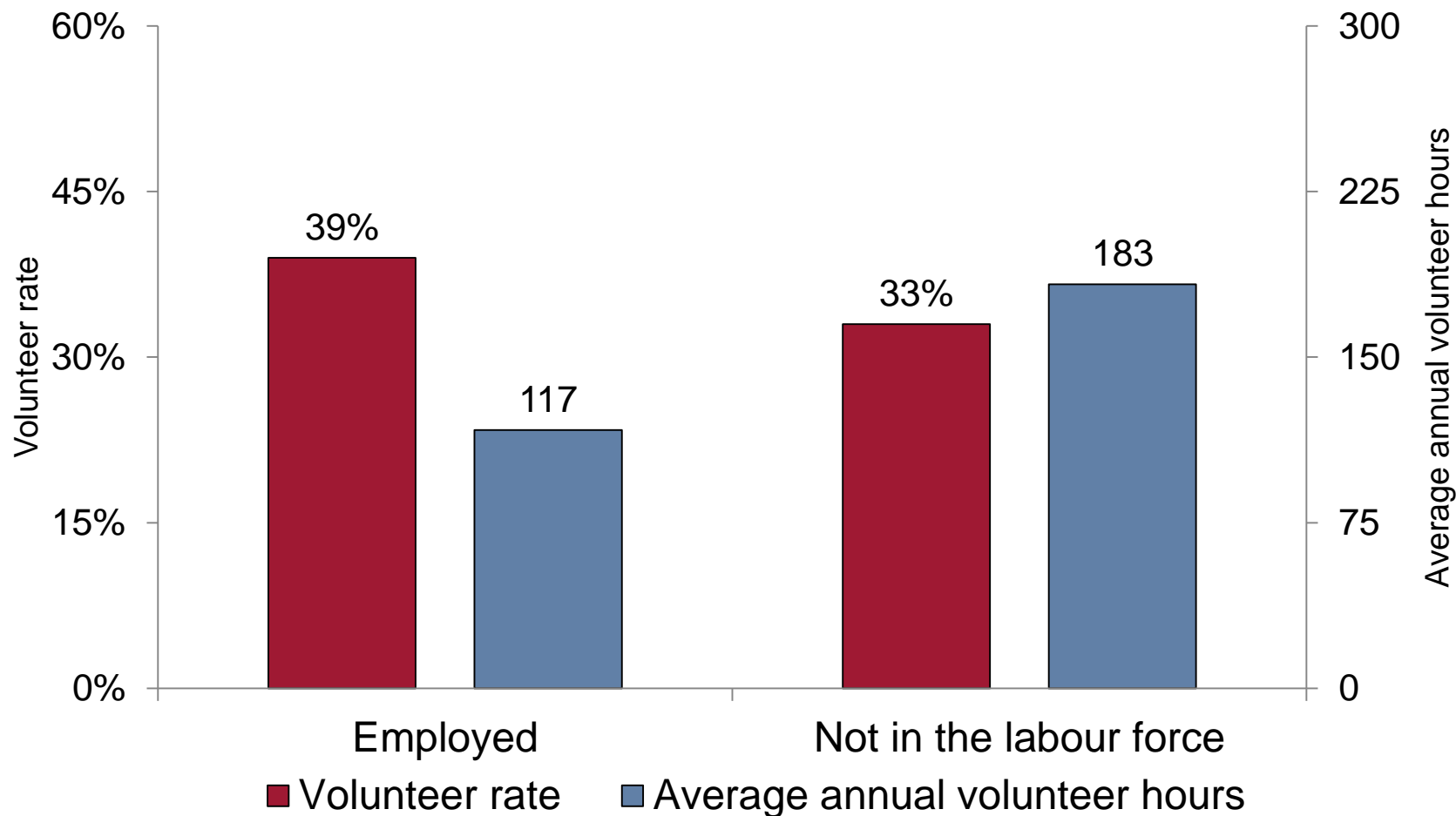
# Volunteer characteristics: Marital status



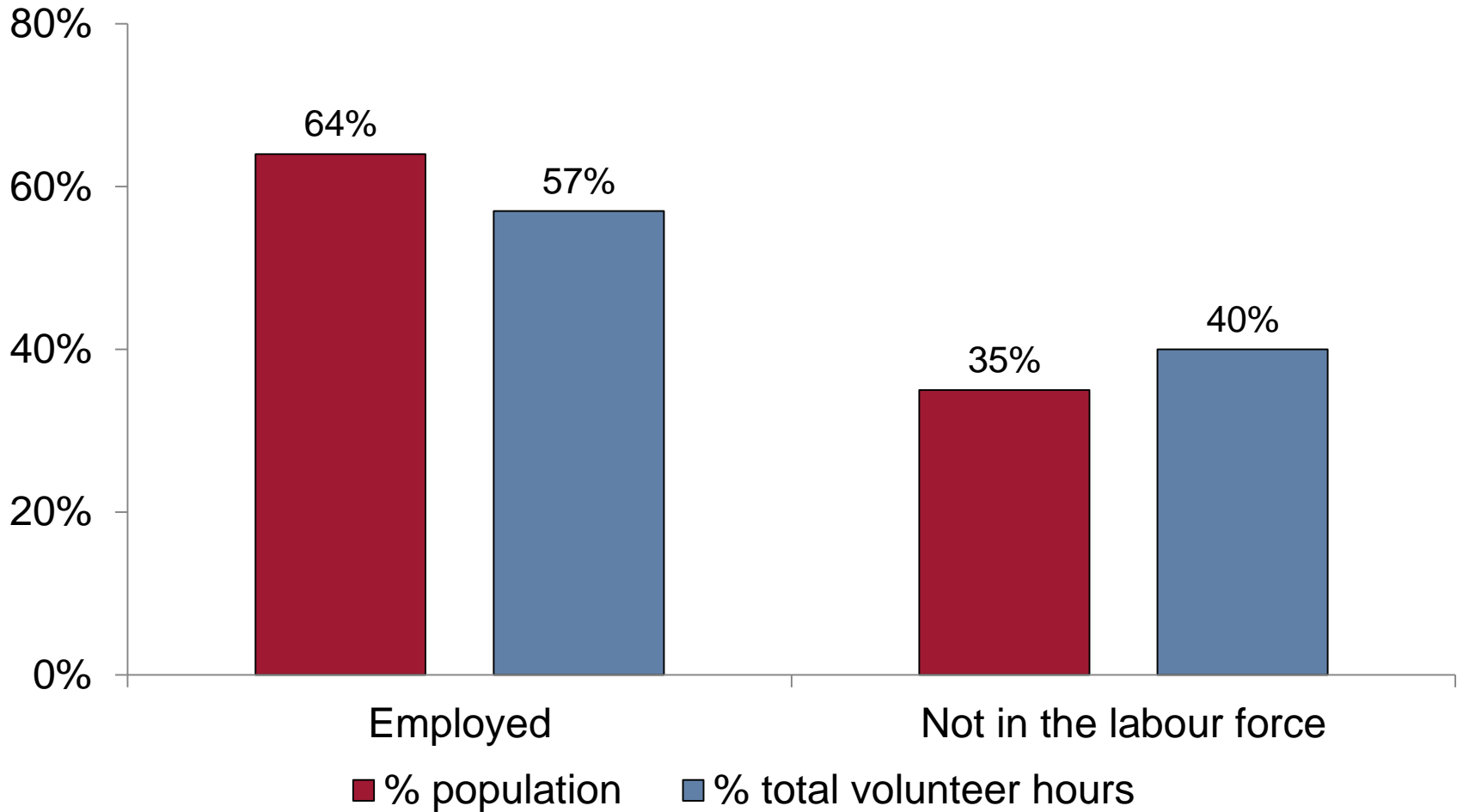
# Volunteer characteristics: Marital status



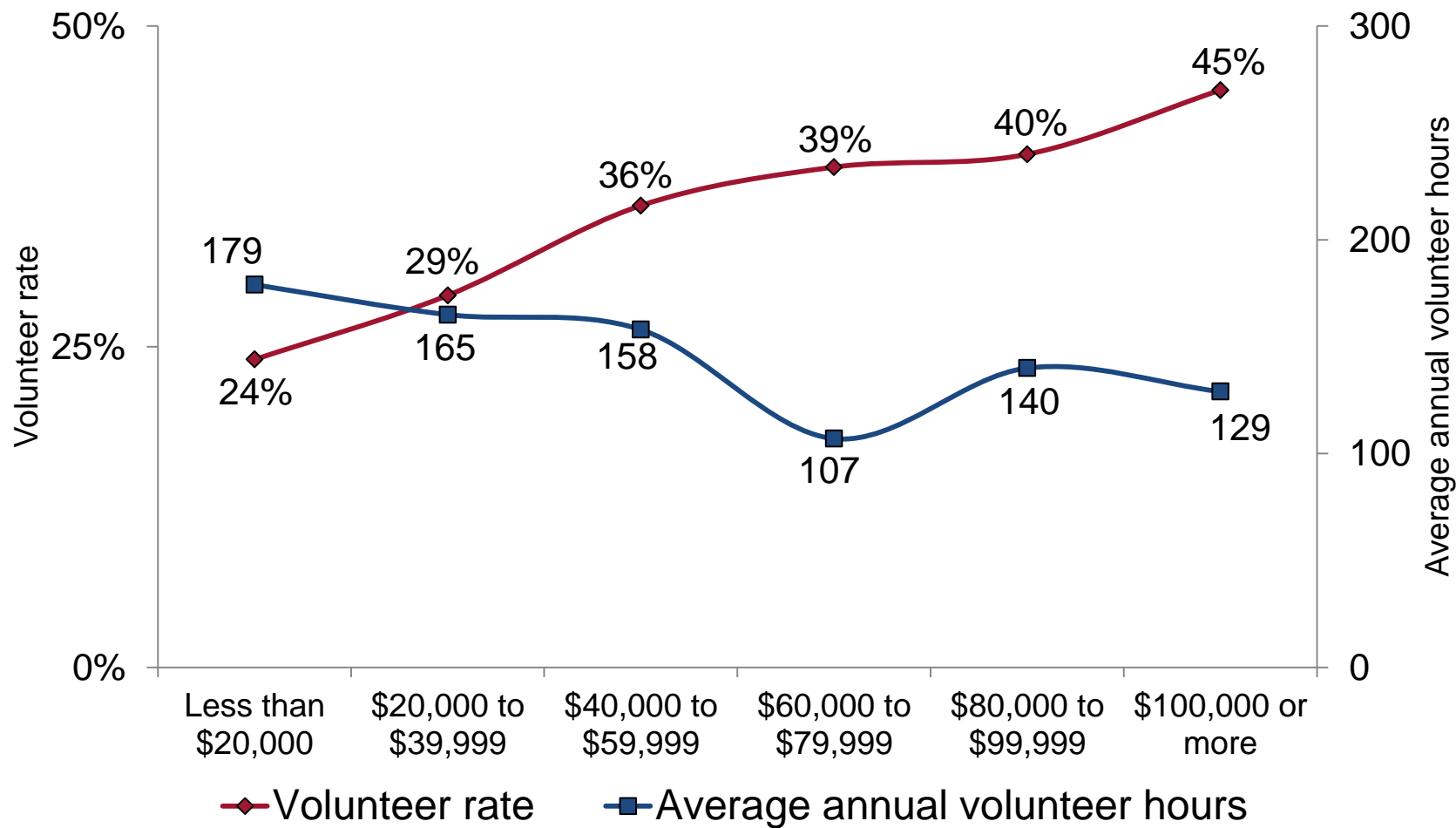
# Volunteer characteristics: Labour force status



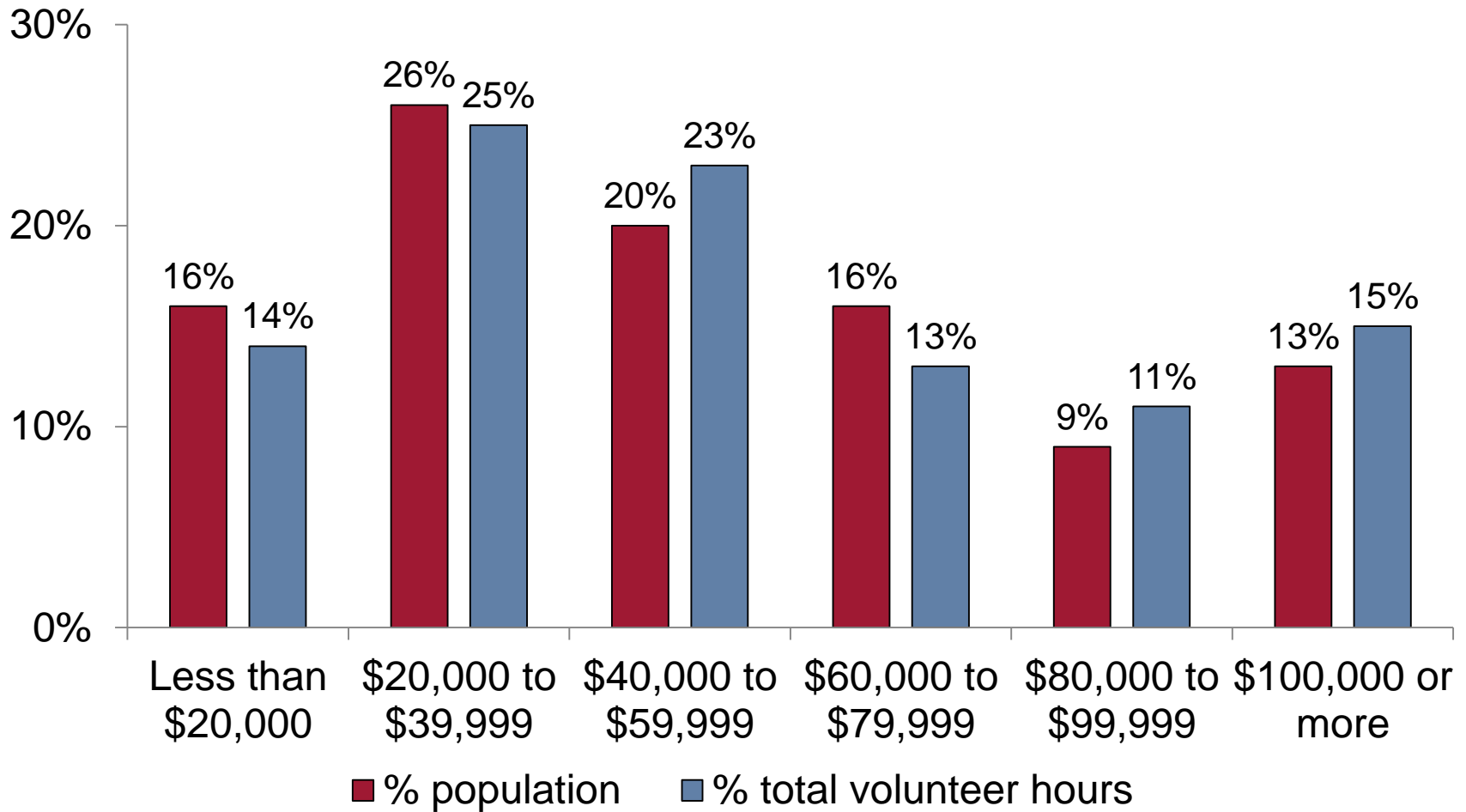
# Volunteer characteristics: Labour force status



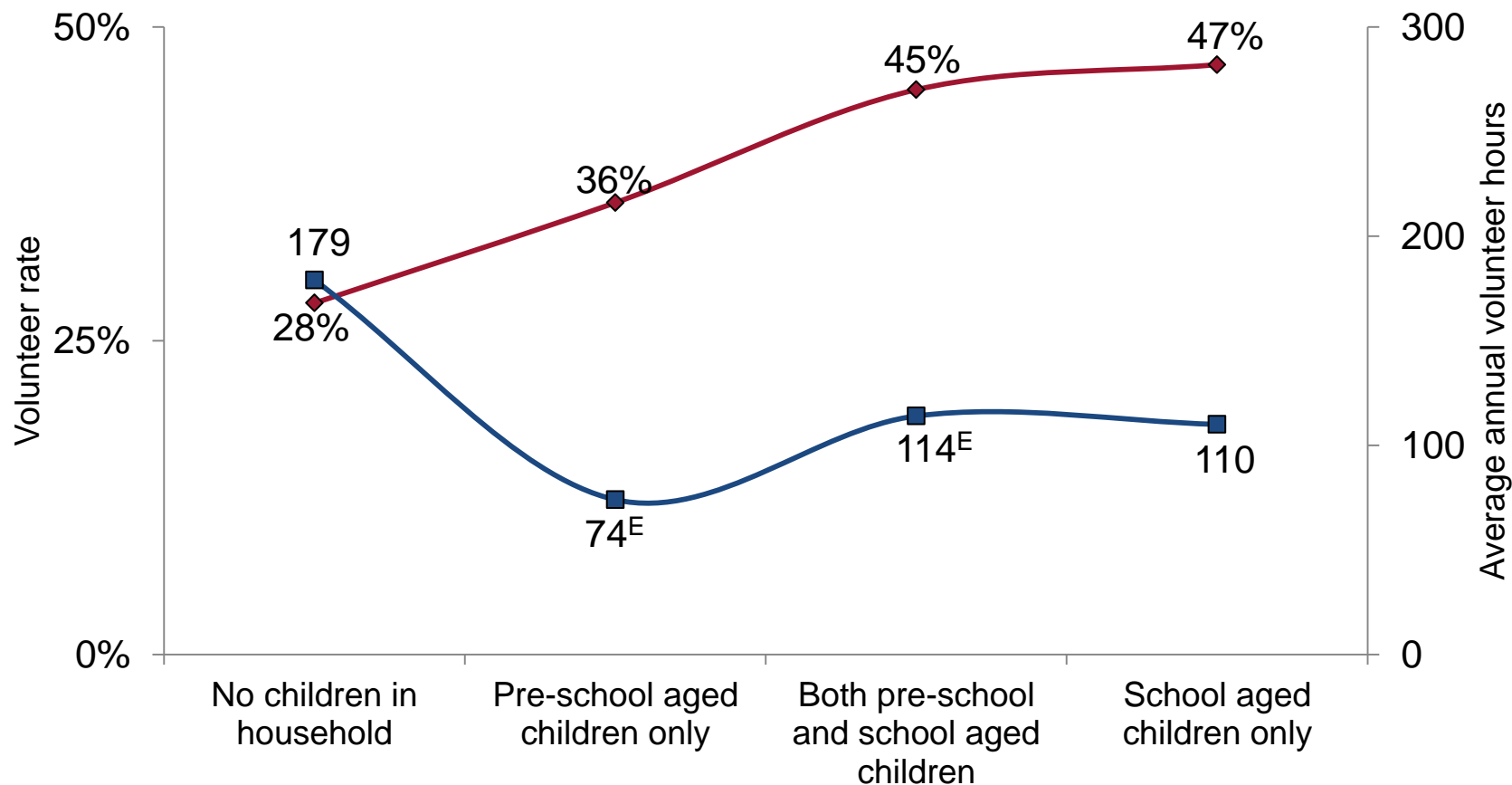
# Volunteer characteristics: Household income



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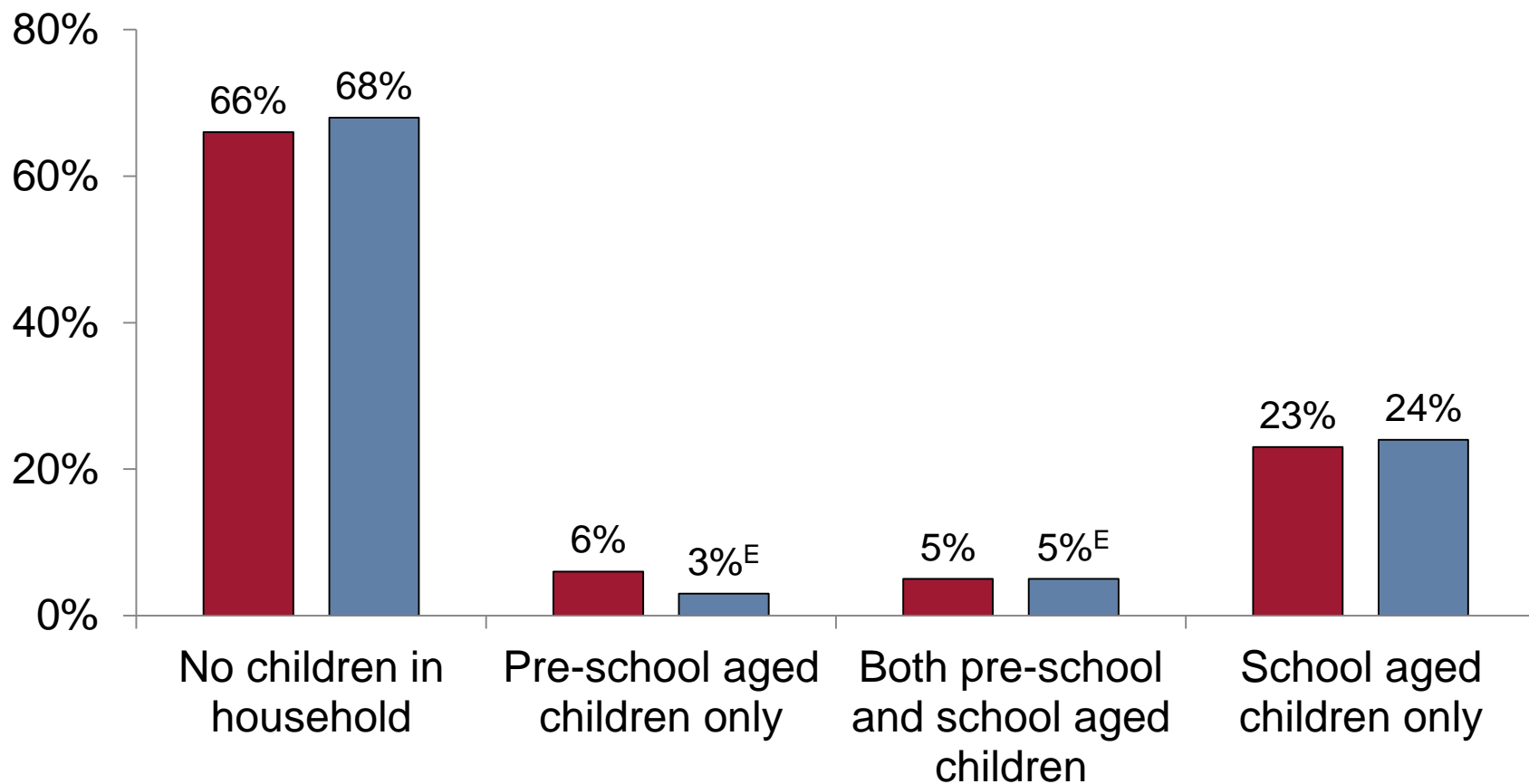
# Volunteer characteristics: Presence of children



<sup>E</sup> Use with caution

◆ Volunteer rate    ■ Average annual volunteer hours

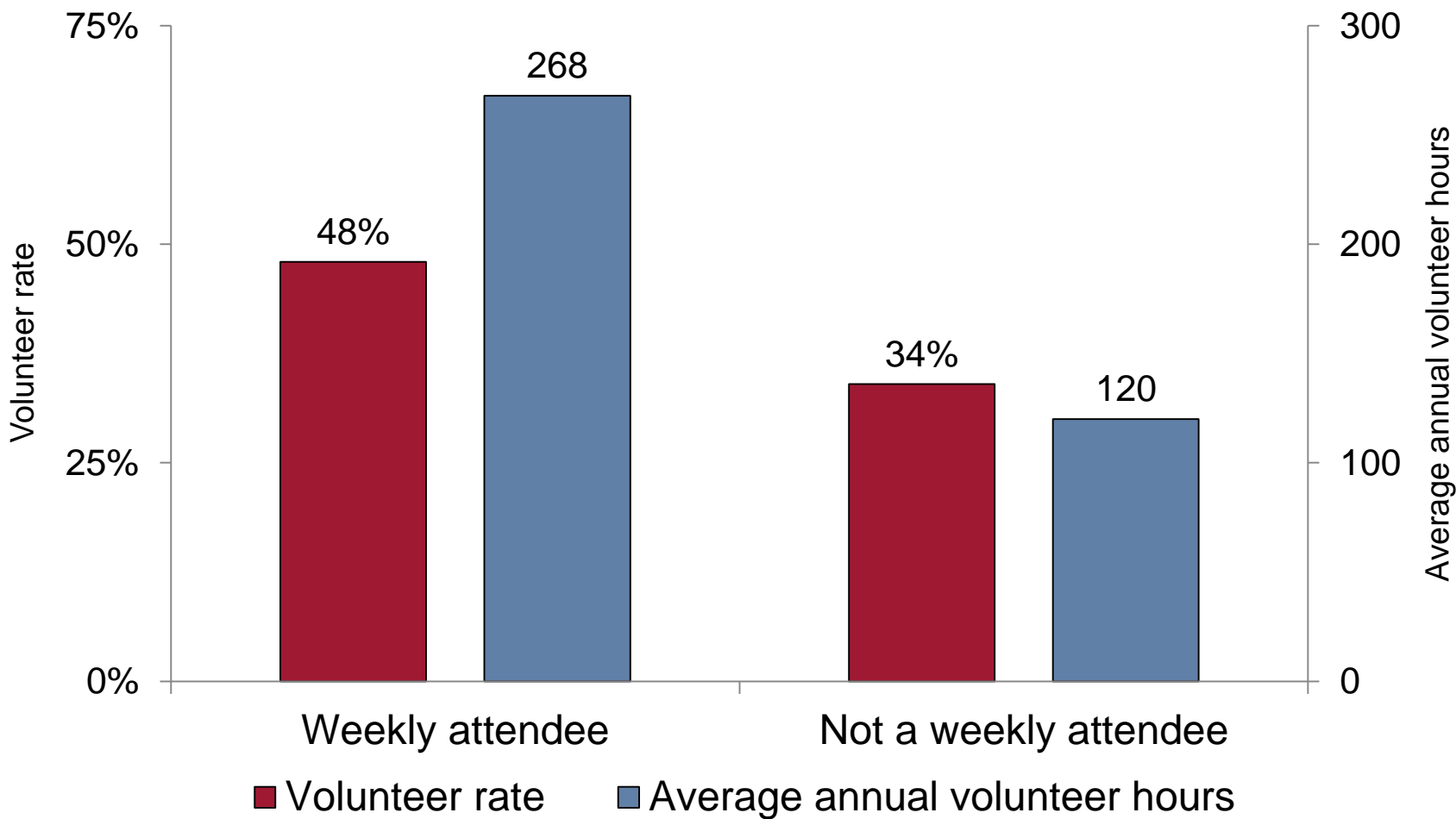
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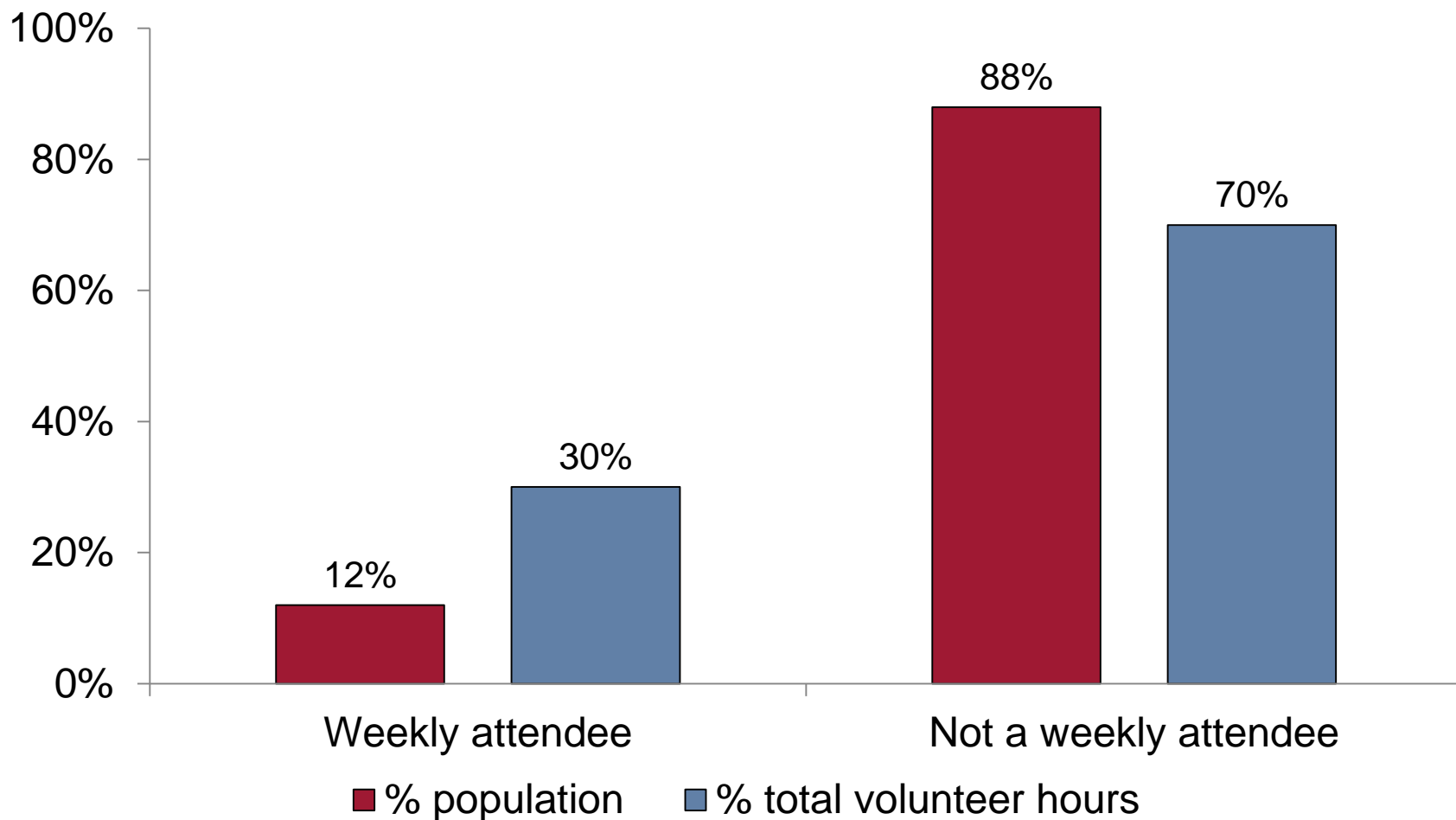
<sup>E</sup> Use with caution

■ % population    ■ % total volunteer hours

# Volunteer characteristics: Religious attendance



# Volunteer characteristics: Religious attendance



## Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
  - Aged 45 years of age and older
  - Married or in a common-law relationship
  - Hold a postsecondary diploma or a university degree
  - Not in the labour force
  - 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

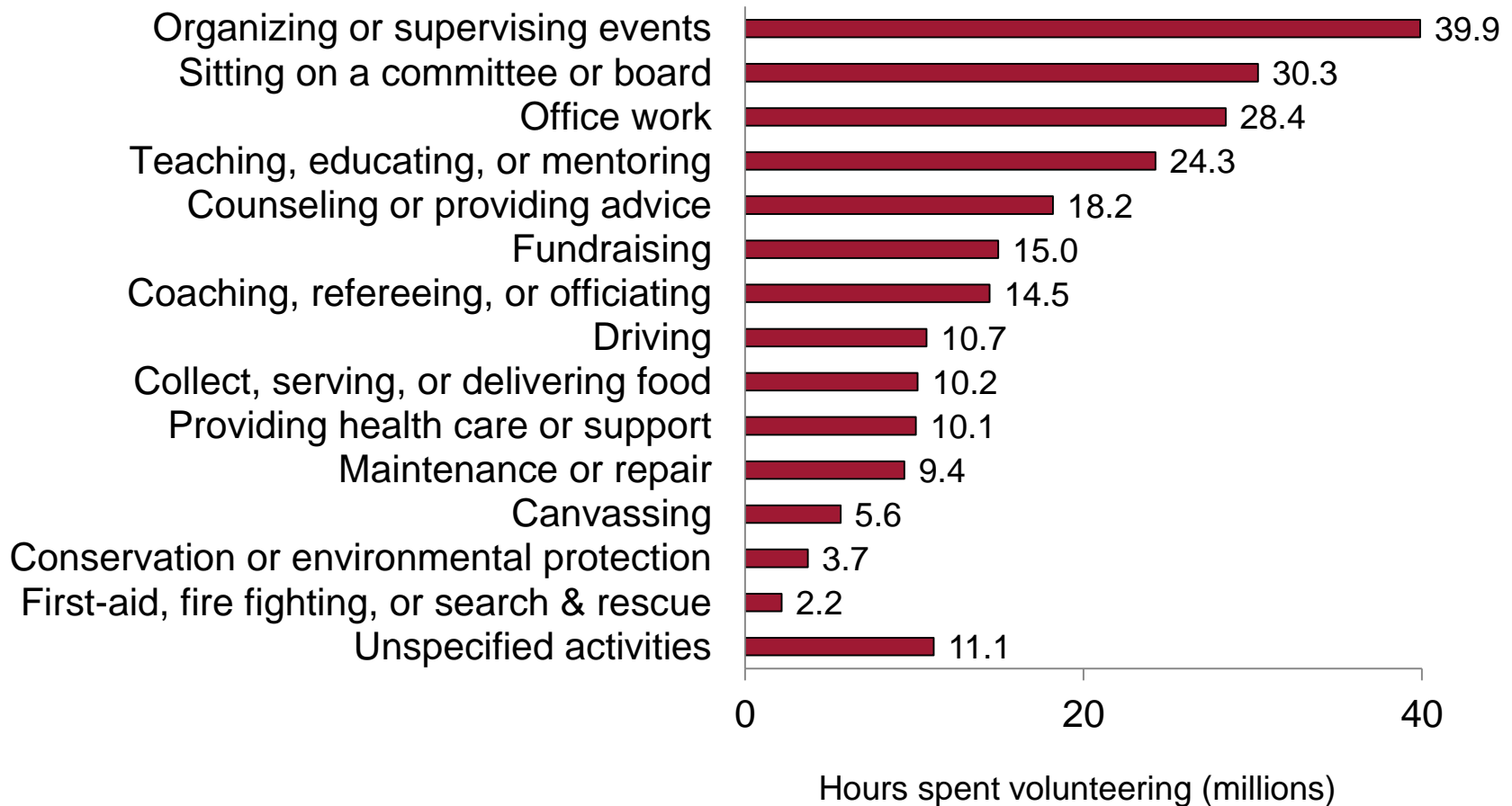
## FINDINGS:

- Quebec volunteers most likely to:
  - Organize or supervise events
  - Sit on committees or boards
  - Fundraise
  - Counsel or provide advice
- Less likely than residents of other provinces to fundraise, to teach, educate or mentor, or to provide healthcare
- More likely to counsel or provide advice
- Generally, most common activities account for large amounts of volunteer time, but not universally true

# Volunteer activities



## Volunteer activities



# Volunteer activities

## IMPLICATIONS:

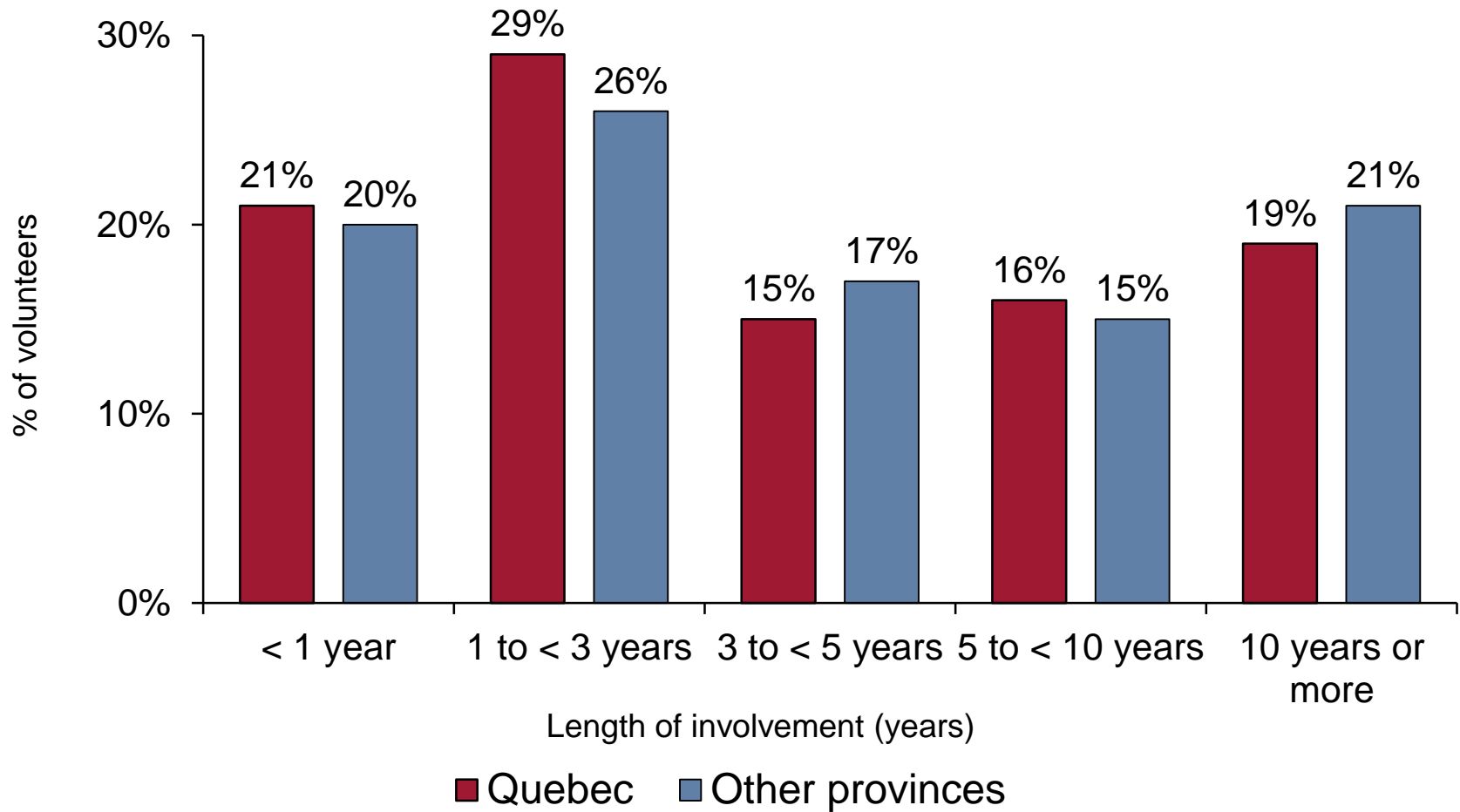
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
  - Not recruiting solely for a cause – also recruiting for an activity
  - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

# Length of involvement with organization

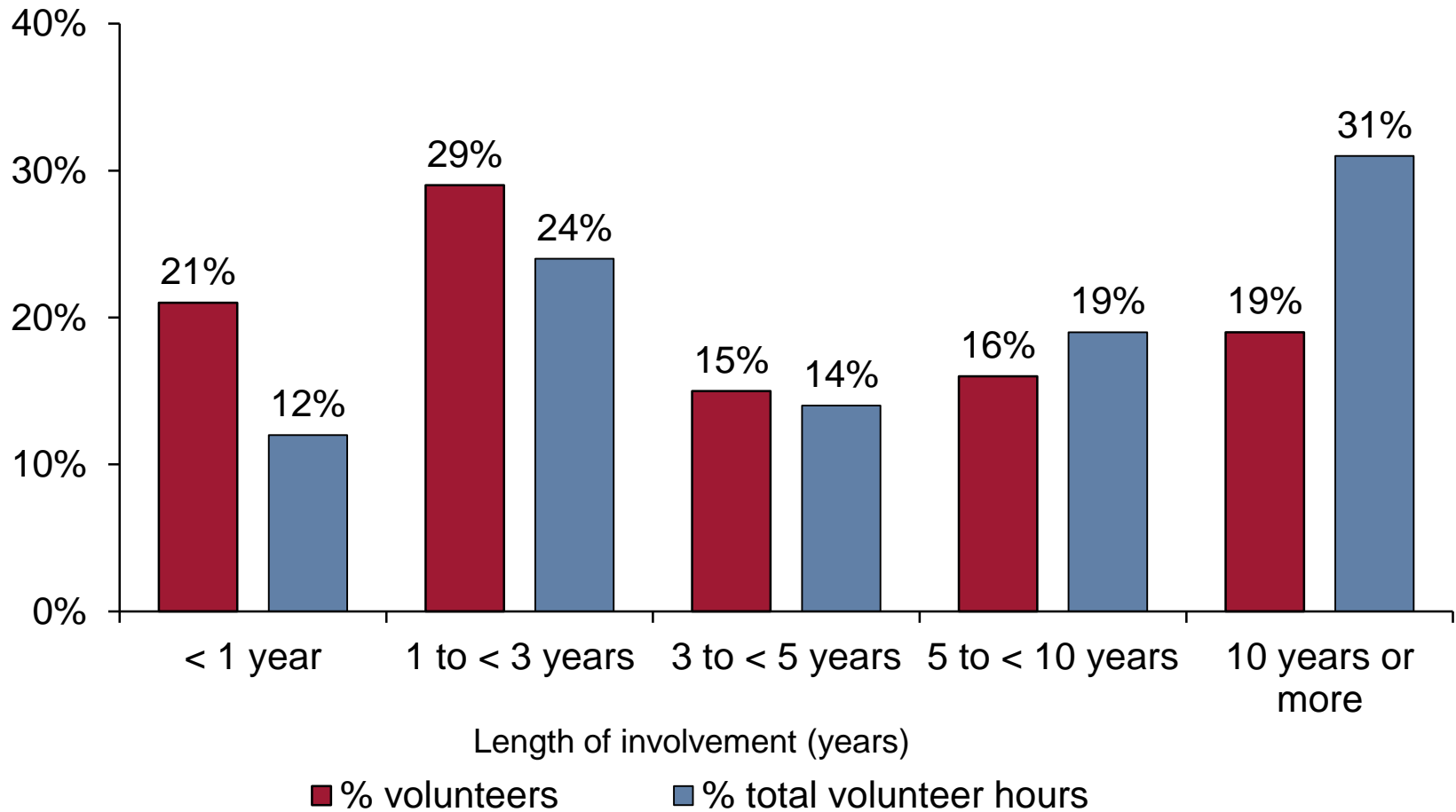
## FINDINGS:

- Half of volunteers have been involved with organization for less than three years
- About a fifth have been involved for 10 years or more
- Quebec volunteers more likely to have been involved for shorter less than 3 years
- Those who have been involved for 5 years or more contribute disproportionately more hours, while those who have been involved for less than 3 years contribute less

# Length of involvement with organization



# Length of involvement with organization



# Length of involvement with organization

## IMPLICATIONS:

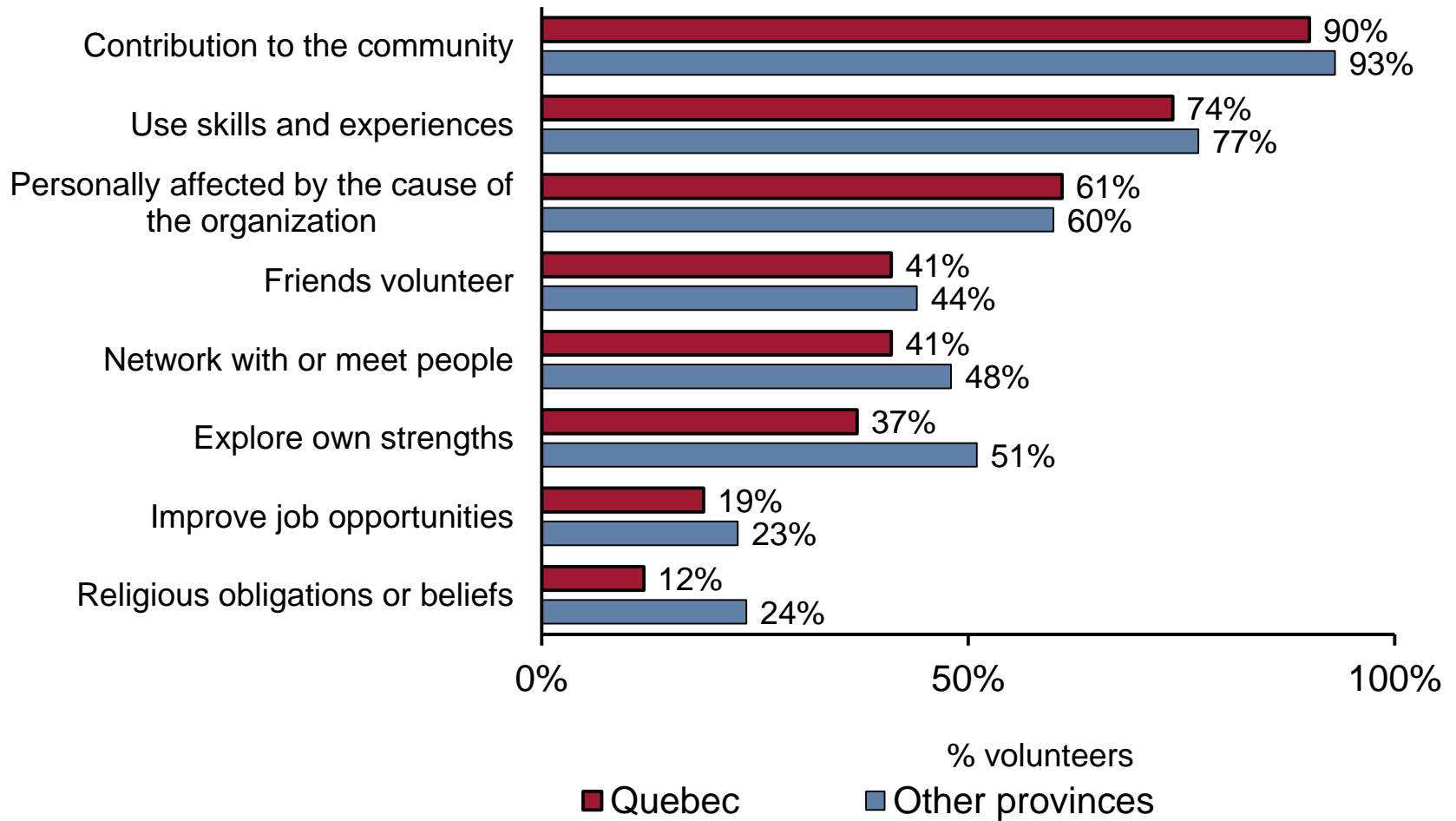
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
  - Again, noticeable variations between causes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

- Quebec 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
- Less likely to report many motivations
  - Explore own strengths
  - Religious obligations or beliefs
  - Network with or meet people

# Motivations

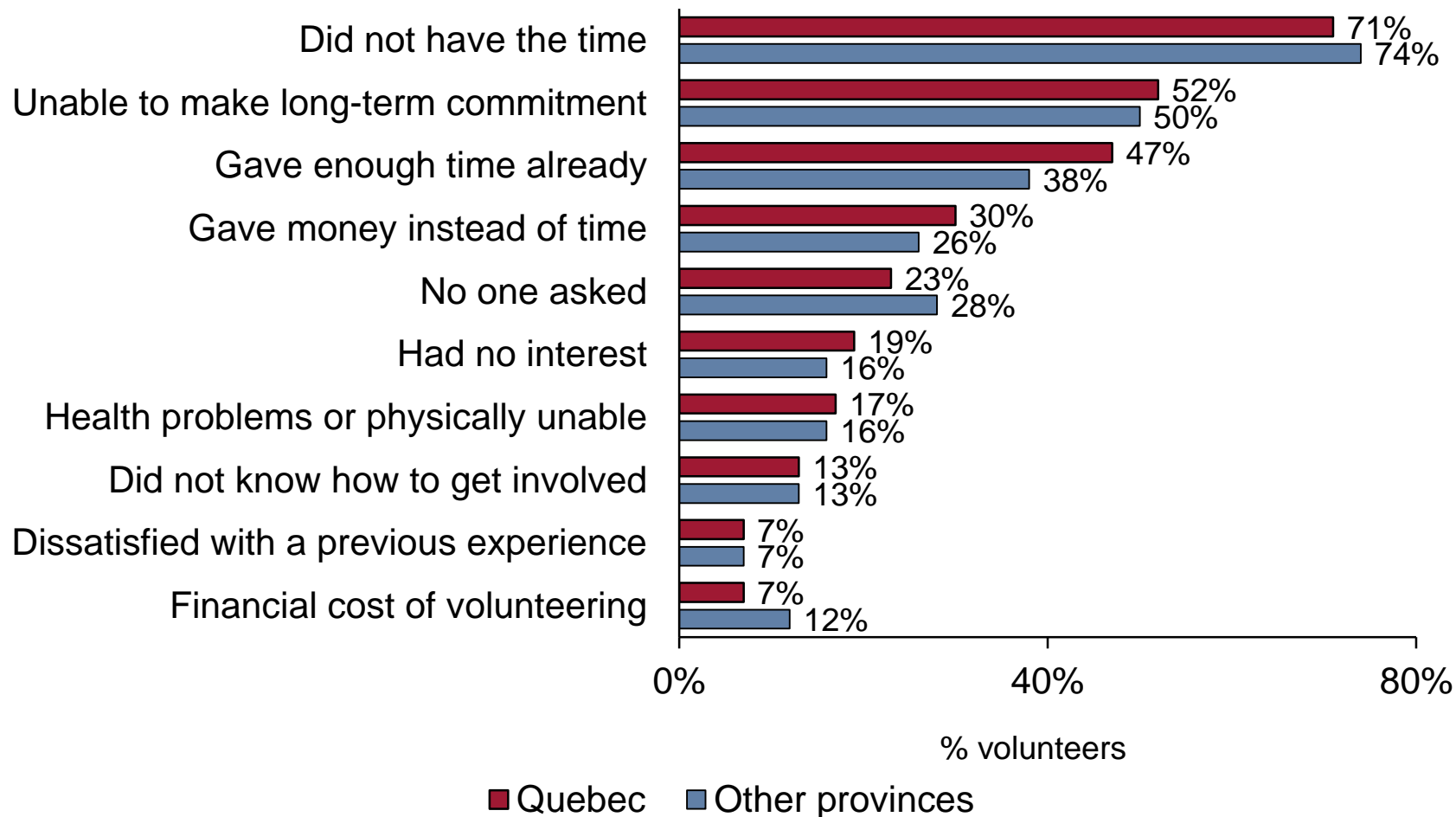


# Barriers

## FINDINGS:

- Quebecers 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
- Volunteers more likely to say they had given enough time already
- Non-volunteers more likely to report no interest in volunteering

## Barriers to volunteering more



# Barriers to volunteering at all



## Motivations and barriers

### IMPLICATIONS:

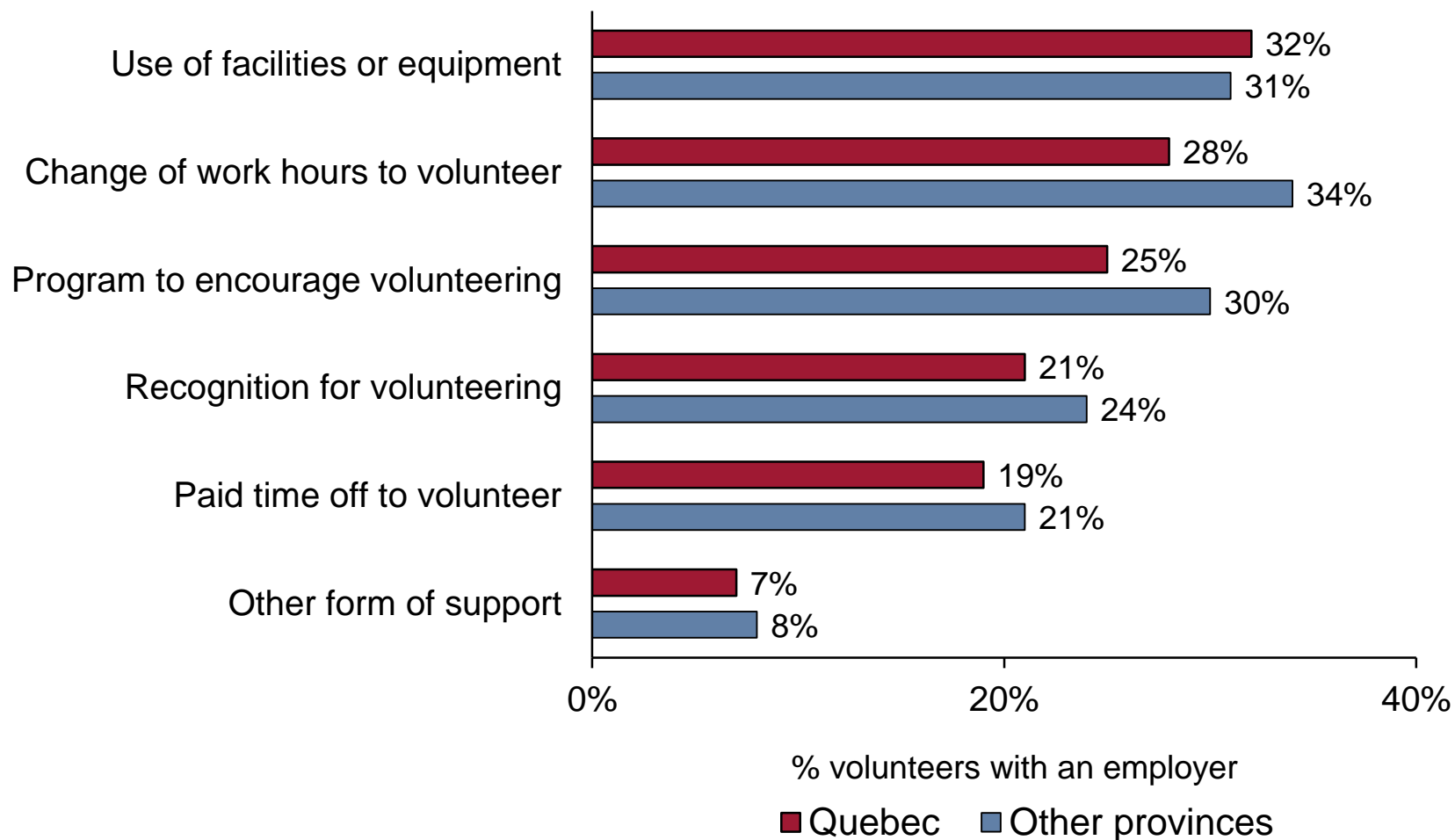
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
  - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change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

- 55% of Quebec 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
- Less likely to report most forms of support, particularly:
  - Permission to change work hours to volunteer
  - Existence of program to encourage volunteering
  - Recognition for 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

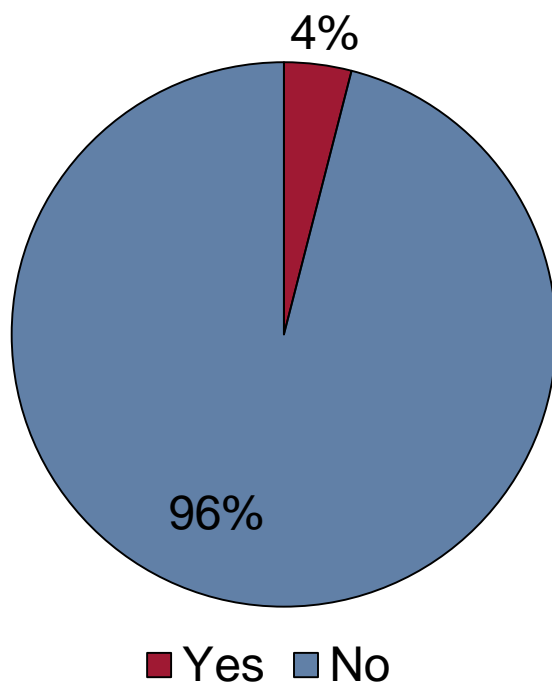
# Mandatory community service

## FINDINGS:

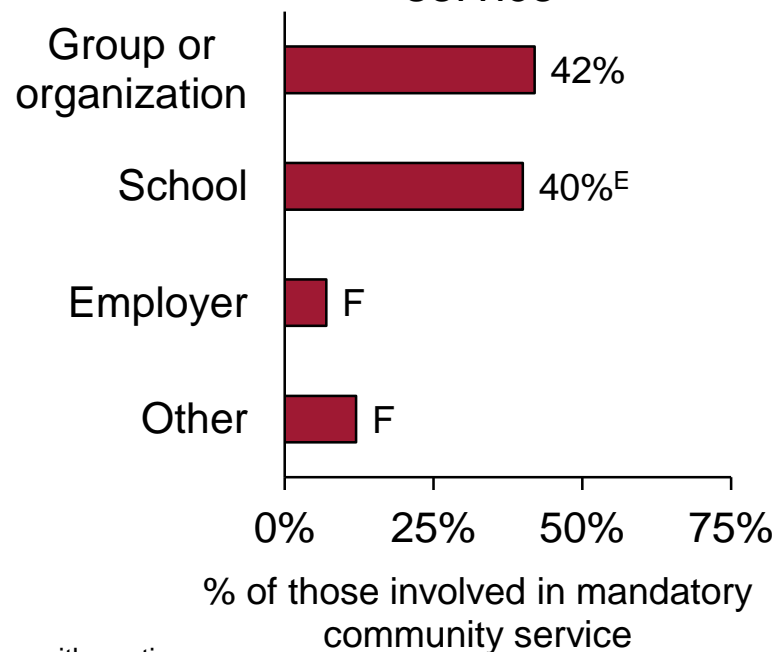
- 4% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours (3% less than the national average).
- The highest percentage of those engaged in mandatory community service were required by the organization they volunteered for.

# Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



<sup>E</sup> Use with caution.

<sup>F</sup> Sample size too small to use.

# Mandatory community service

## IMPLICATIONS:

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

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### About Imagine Canada

Imagine Canada is a national charitable organization that looks into and out for Canada's charities and nonprofit organizations.

#### Imagine Canada – Toronto

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

#### Imagine Canada – Ottawa

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

#### Imagine Canada – Calgary

1800 – 855 2<sup>nd</sup> St. SW.  
 East Tower, Bankers Hall  
 Calgary, AB  
 T2P 2S5  
 Tel.: 403-645-3670  
 Fax: 403-645-6563

For more information about Imagine Canada please visit [www.imaginecanada.ca](http://www.imaginecanada.ca)

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