

Giving and Volunteering for Religious Organizations: Findings from the 2004 Canada Survey of Giving, Volunteering and Participating

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- Donating to Religious organizations
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Giving in Canada

- 85% of Canadians aged 15 and over (22.2 million people) made financial donations to nonprofit and charitable organizations
 - Donors contributed an average of \$400 each, for a total of \$8.9 billion
- Donors made an average of 4.3 individual donations of \$94 each

Donating to Religious organizations

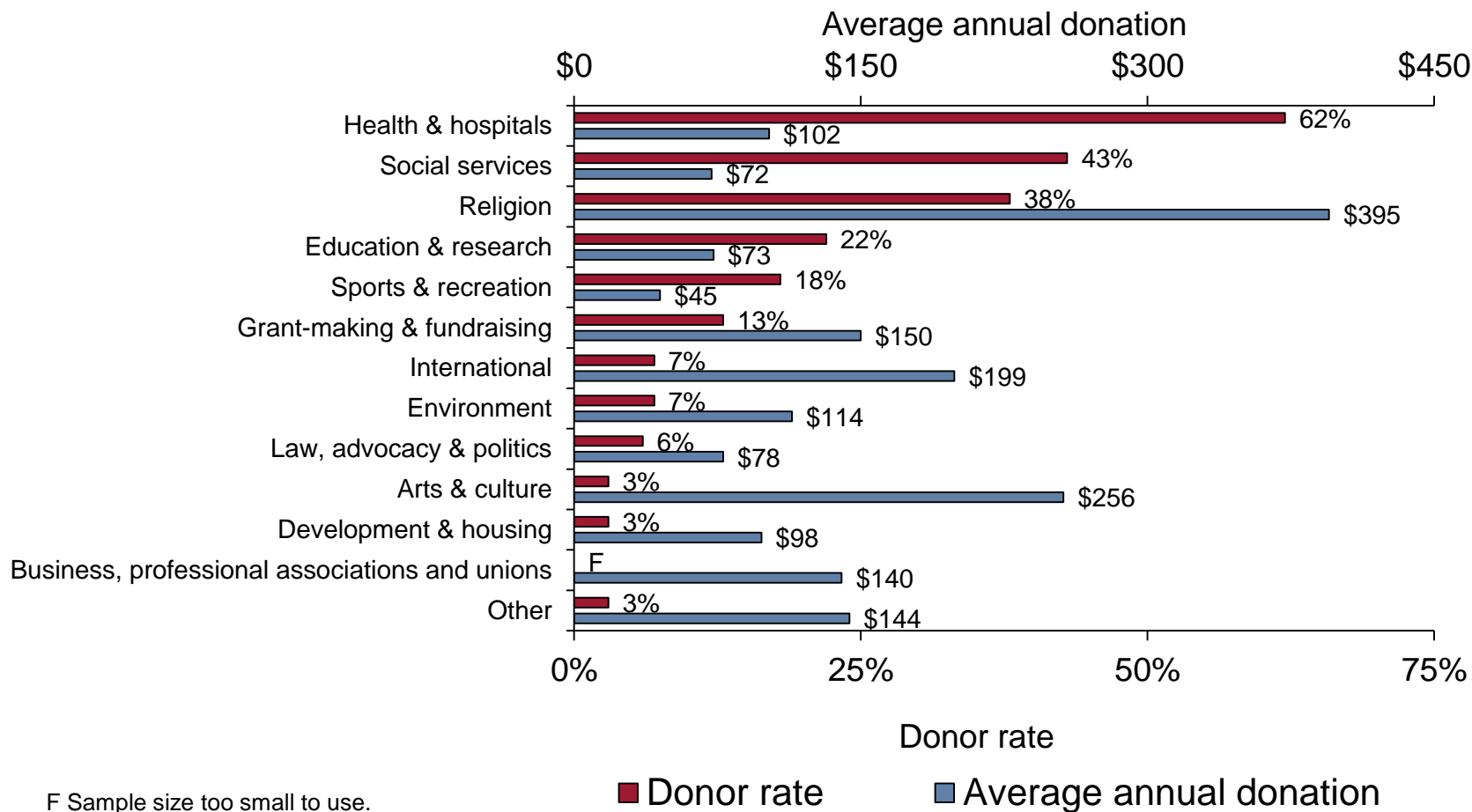
- 38% of Canadians aged 15 and over (10 million people) made financial donations to Religious organizations in 2004
- These donors each donated an average of \$373, for a total of \$3.7 billion
 - This amount represents 42% of the total value of all donations made to all organizations
 - The average donation made to Religious organizations was larger than the average donation amount made to any other organization type

Support for Religious organizations

FINDINGS:

- Religious organizations receive the largest average annual donations
- Relatively broad base of support – rank third in terms of the number of Canadians donating

Levels of support by organization type

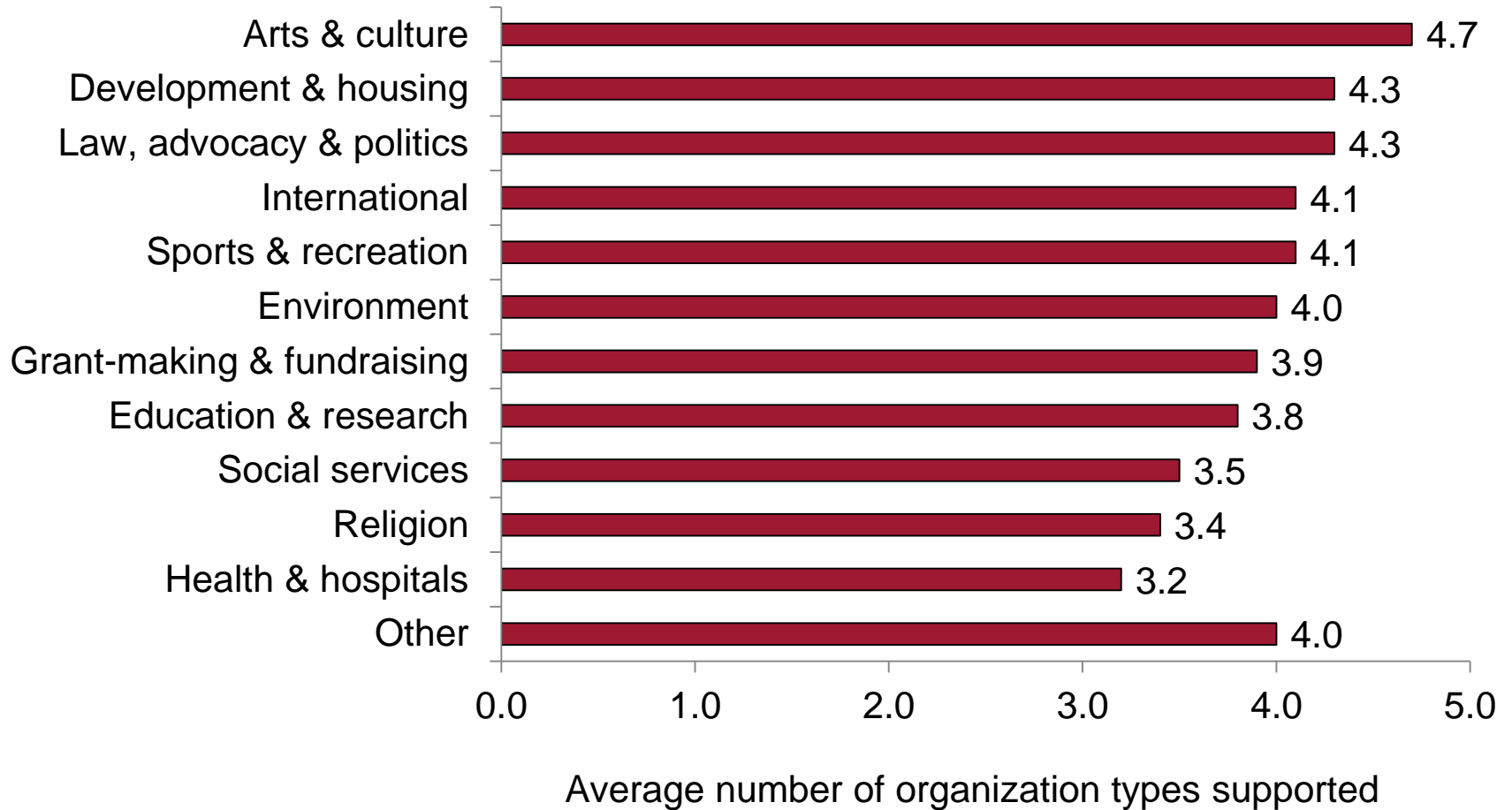


Support for Religious organizations

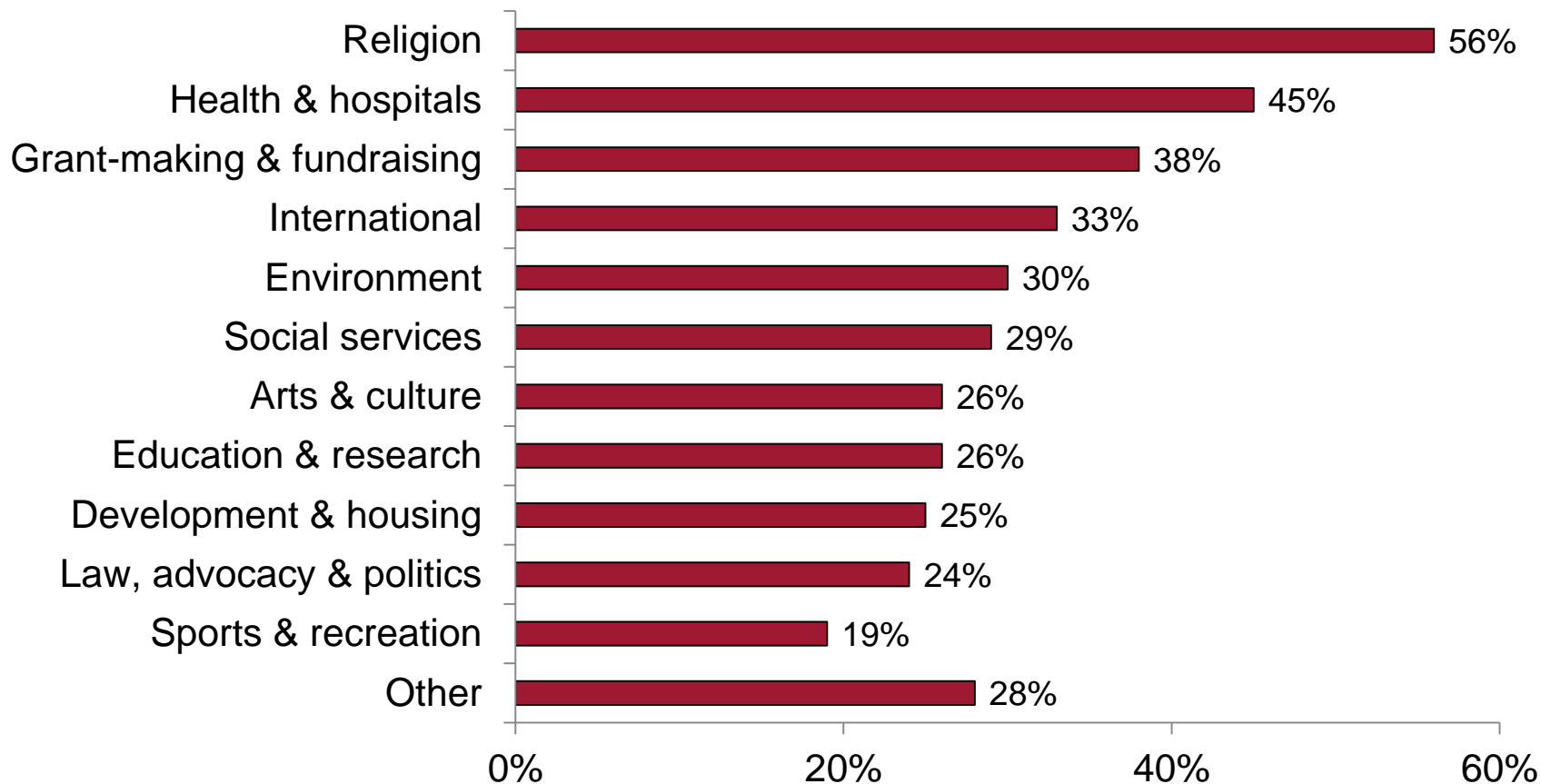
FINDINGS:

- Donors to Religious organizations contribute to relatively few types of organizations or ‘causes’ compared to donors to other organizations
- Support very heavily concentrated on Religious organizations
 - Lowest level of support to other causes

Number of organization types supported



Average level of support



Average percentage total donations to organization type

Support for Religious organizations

IMPLICATIONS:

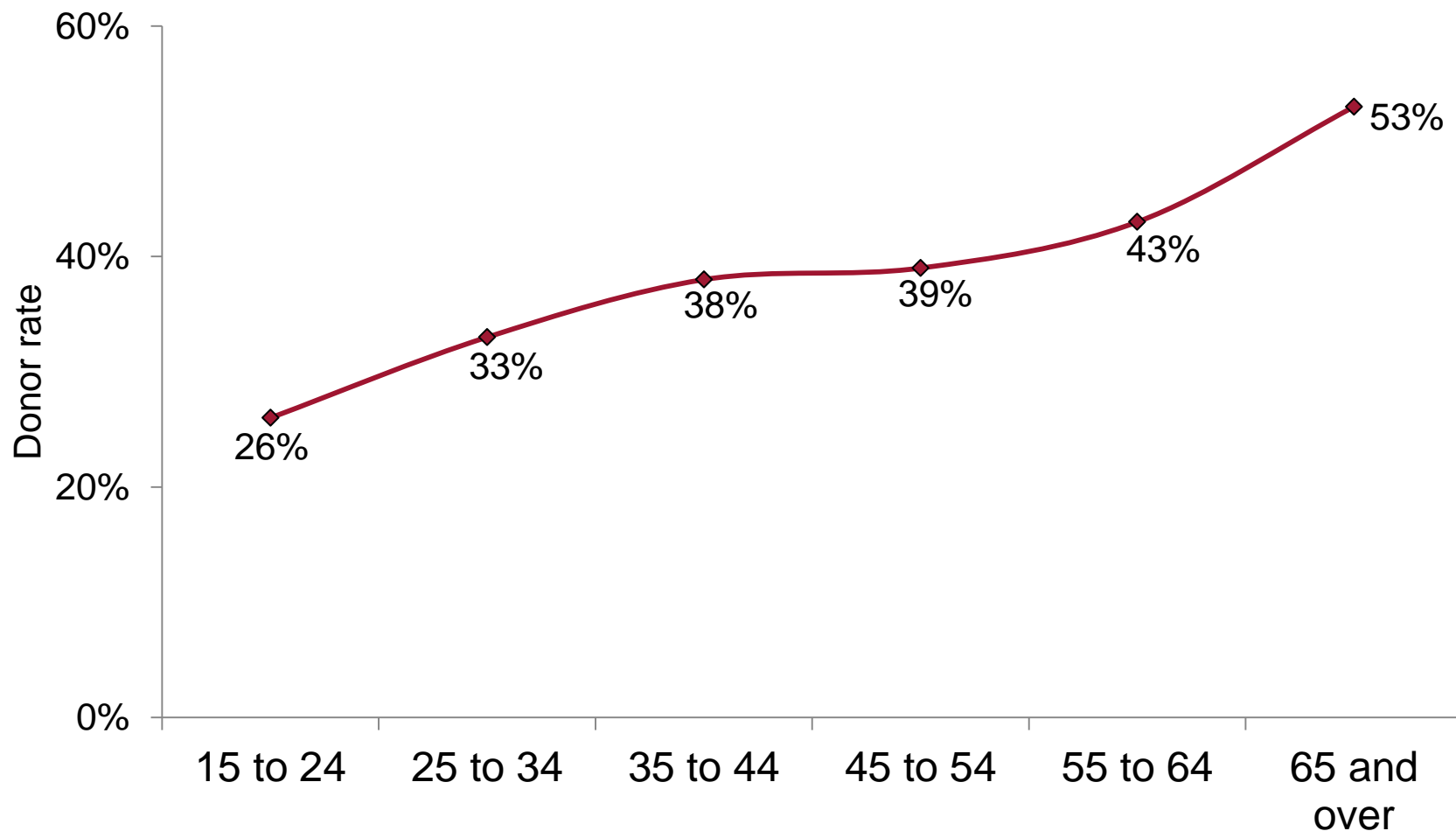
- Donors to Religious organizations very focused on supporting cause
 - Broad donor base
 - Very large average donations
 - Support relatively few organization types and focus most support on cause
- Dominant picture is that Religious donation is participant based system

Who gives to Religious organizations?

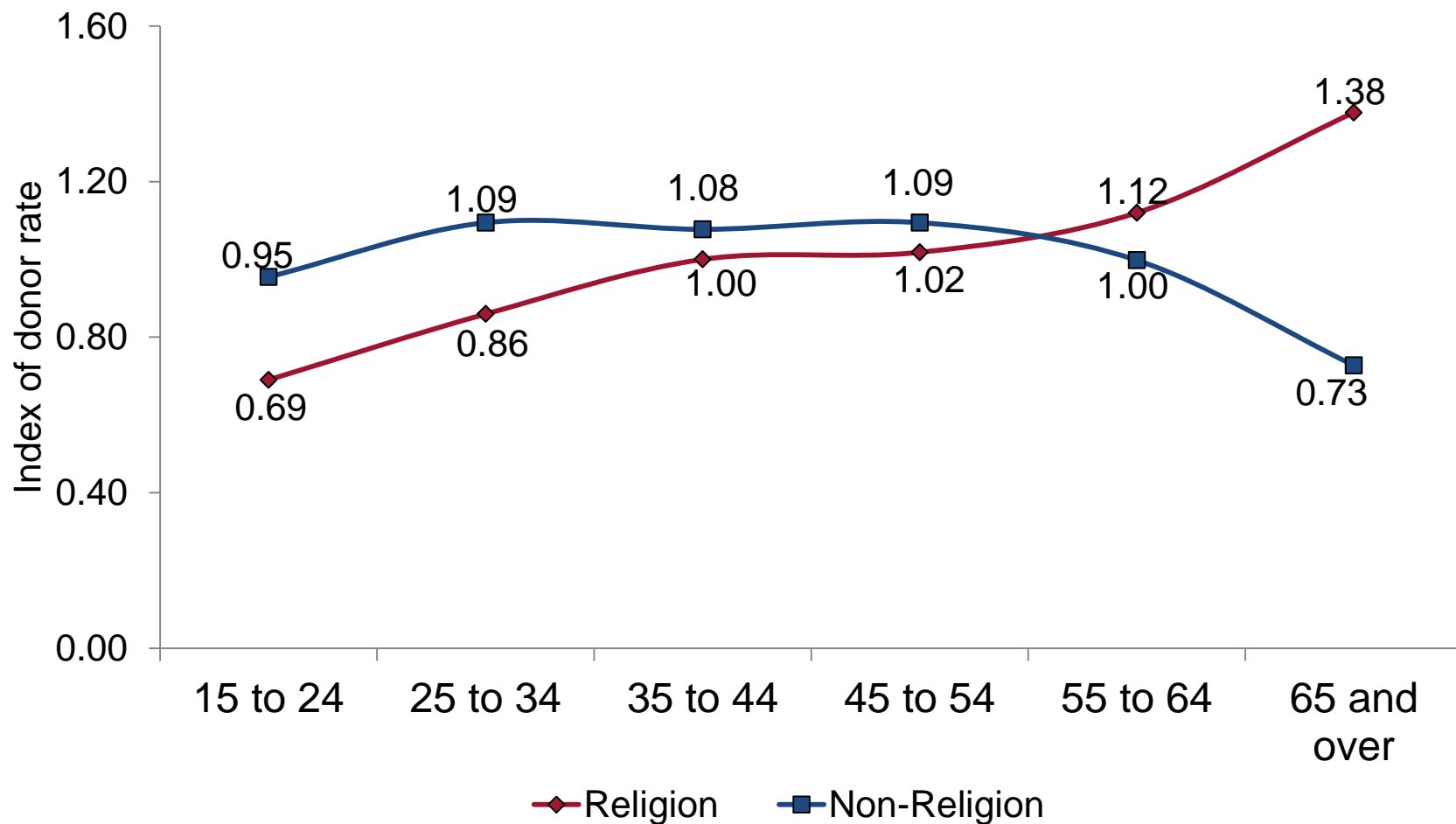
FINDINGS:

- Likelihood of donating to Religious organizations increases with:
 - Age, particularly among those aged 65 and older
 - Education
- Others who are more likely to donate to Religious organizations include:
 - Women
 - Widows or widowers
 - Those who attend religious services on a weekly basis

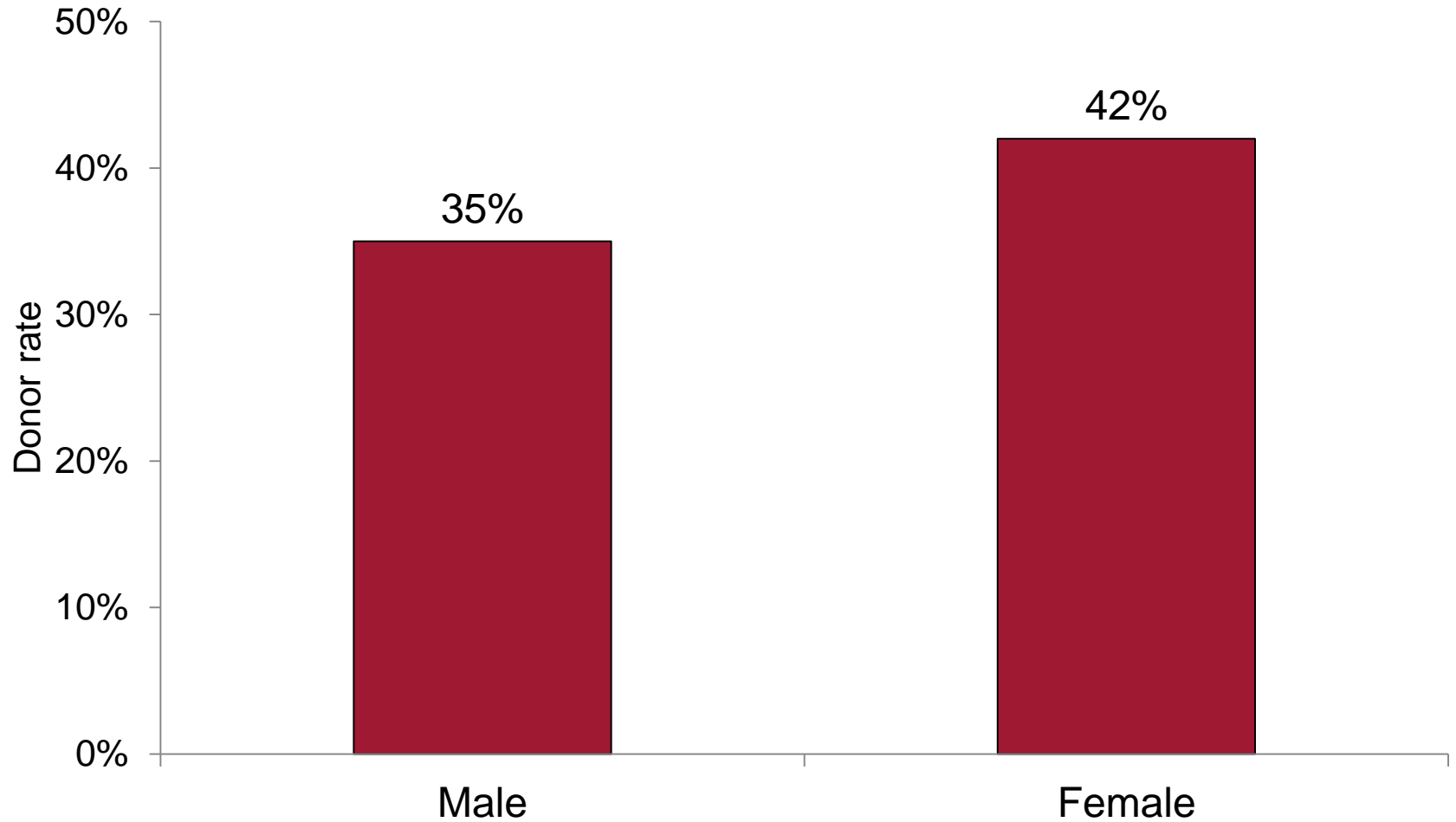
Characteristics of donors: Age



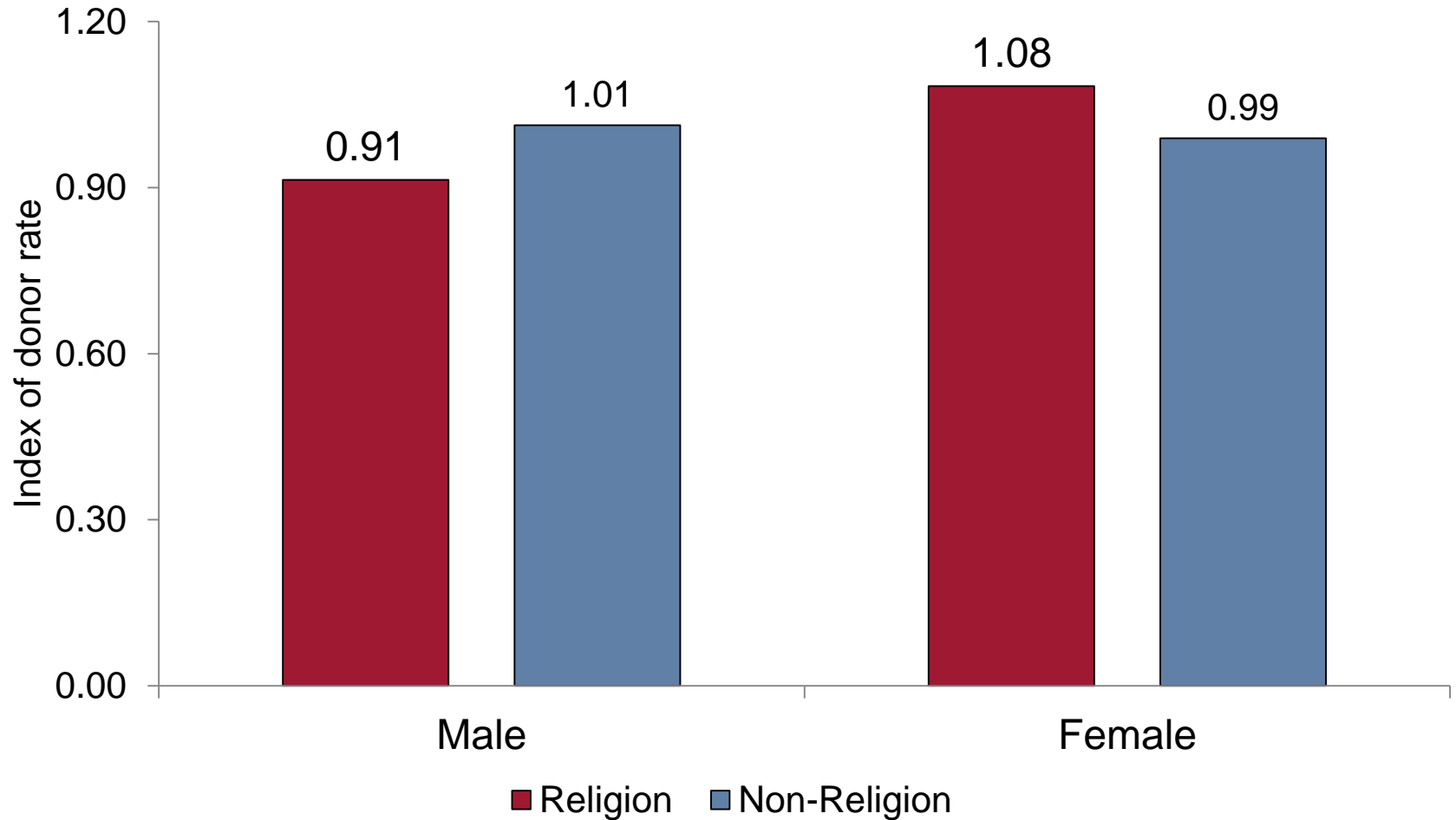
Characteristics of donors: Age



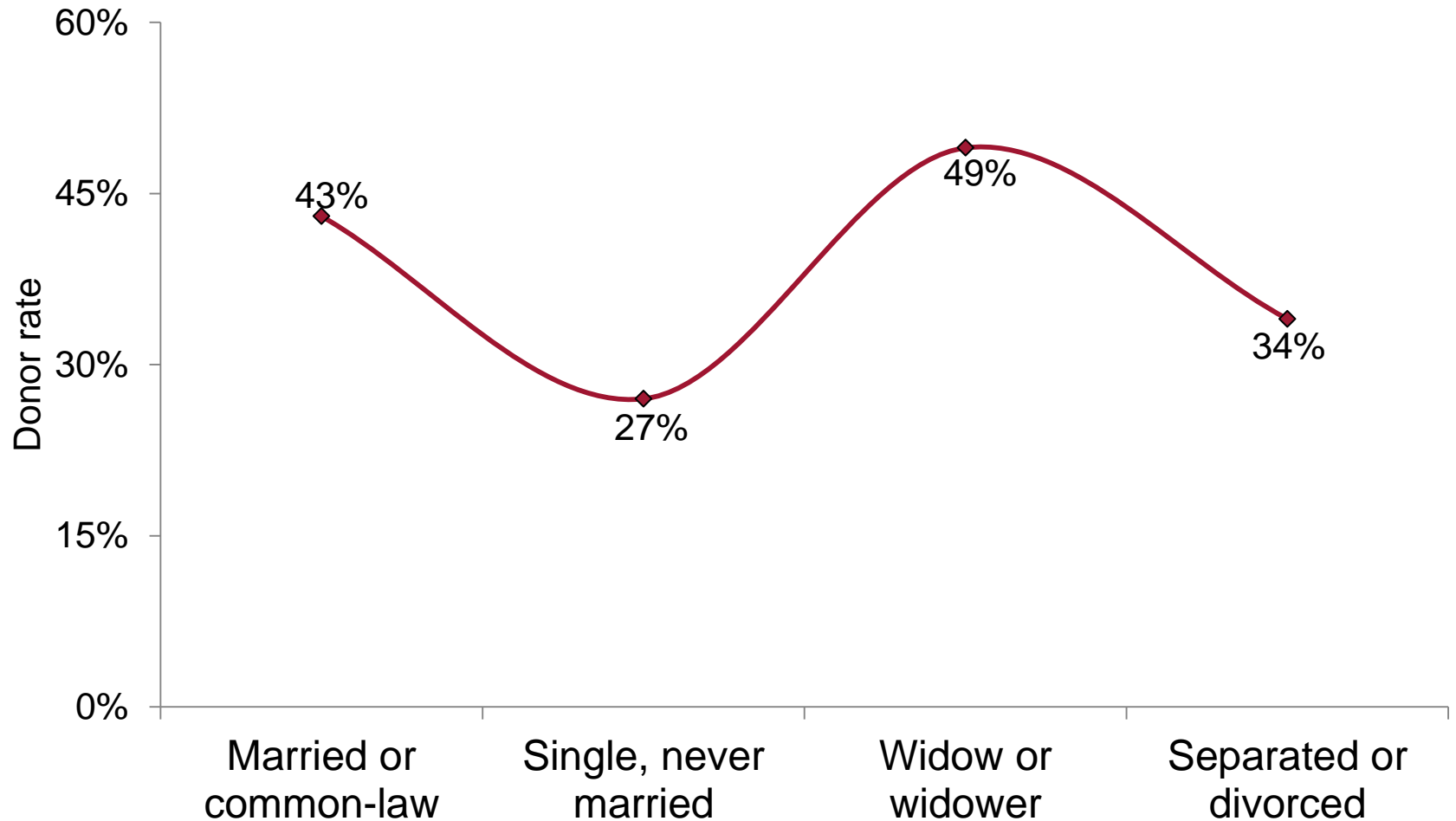
Characteristics of donors: Sex



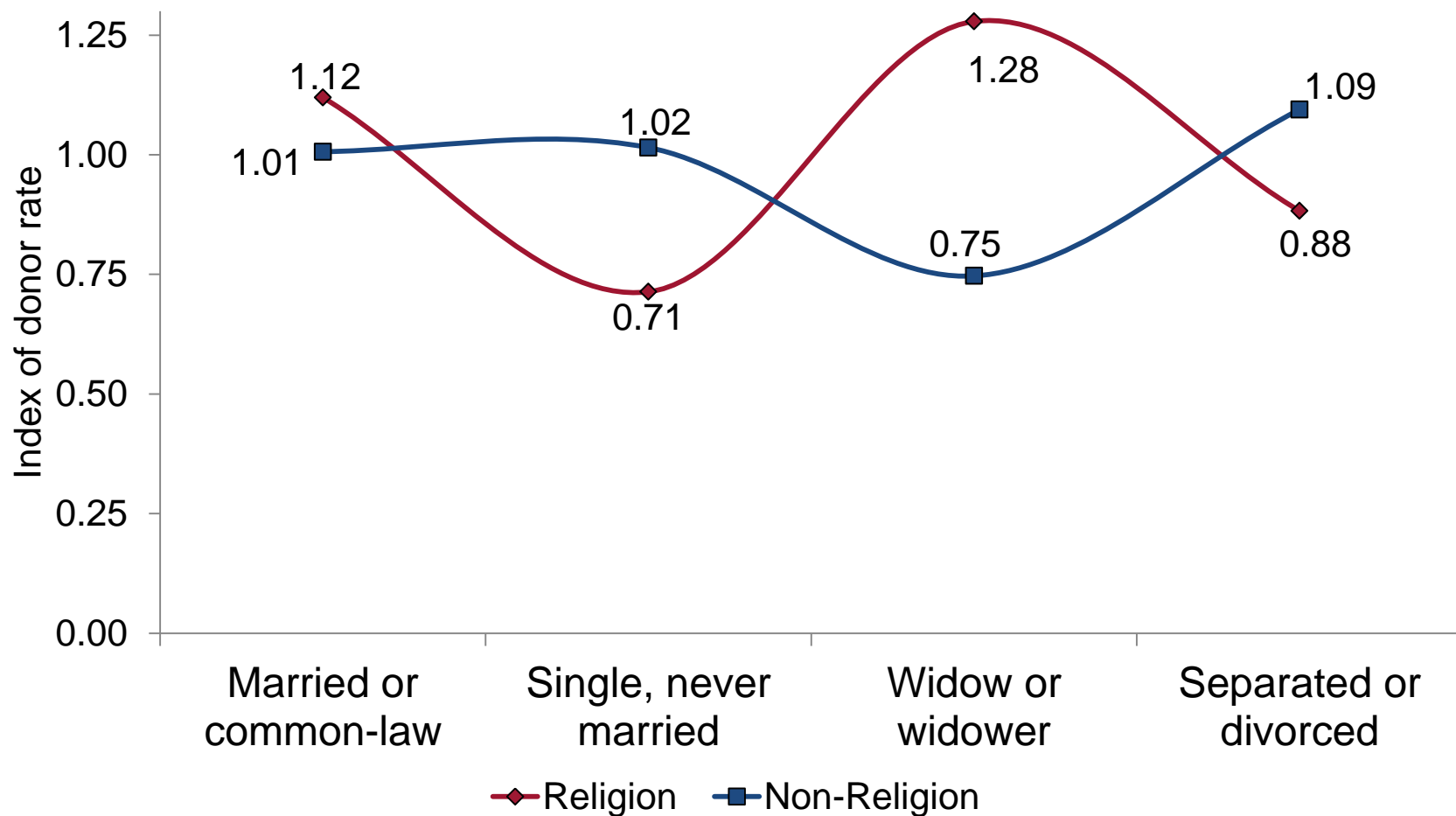
Characteristics of donors: Sex



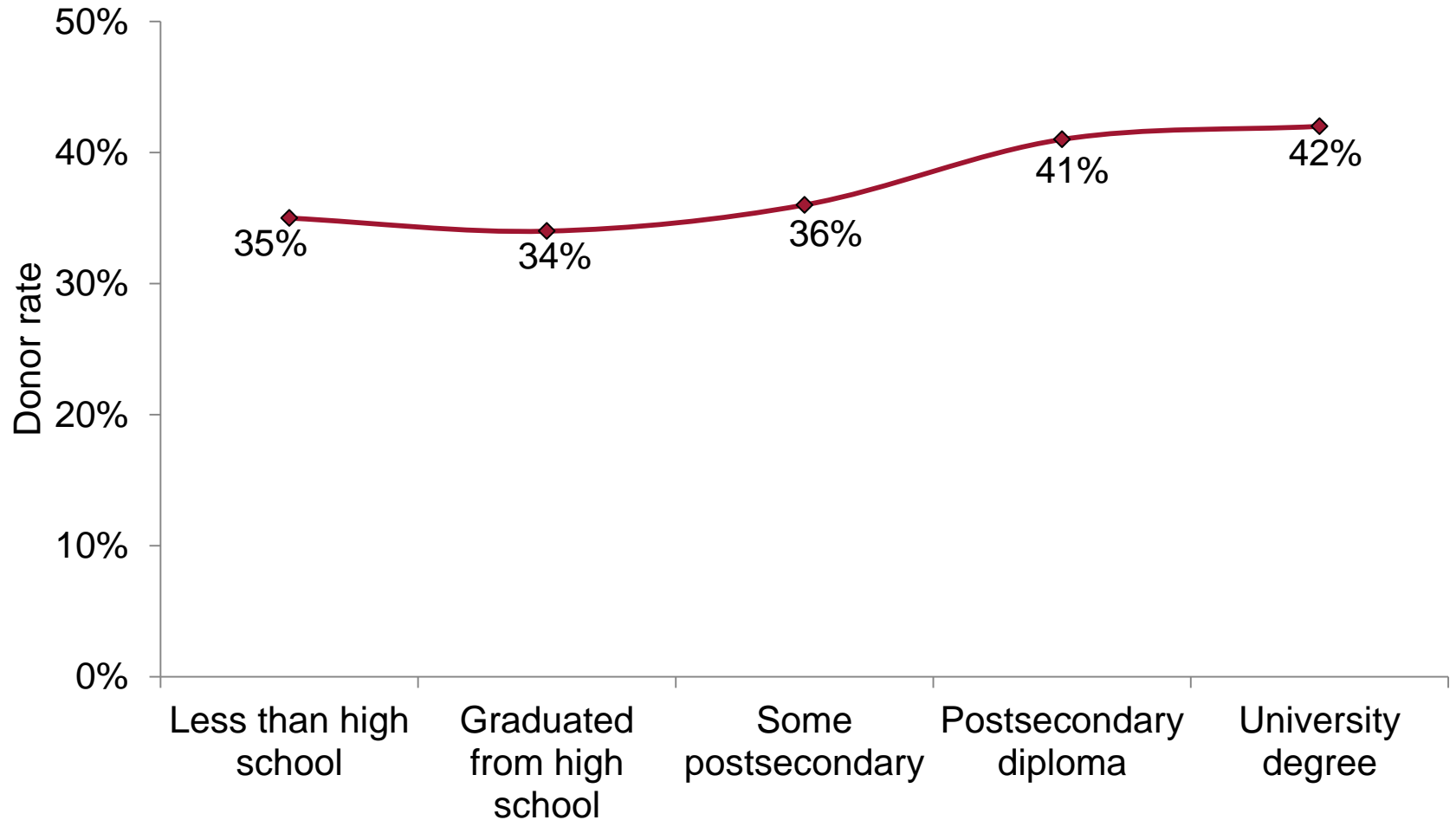
Characteristics of donors: Marital status



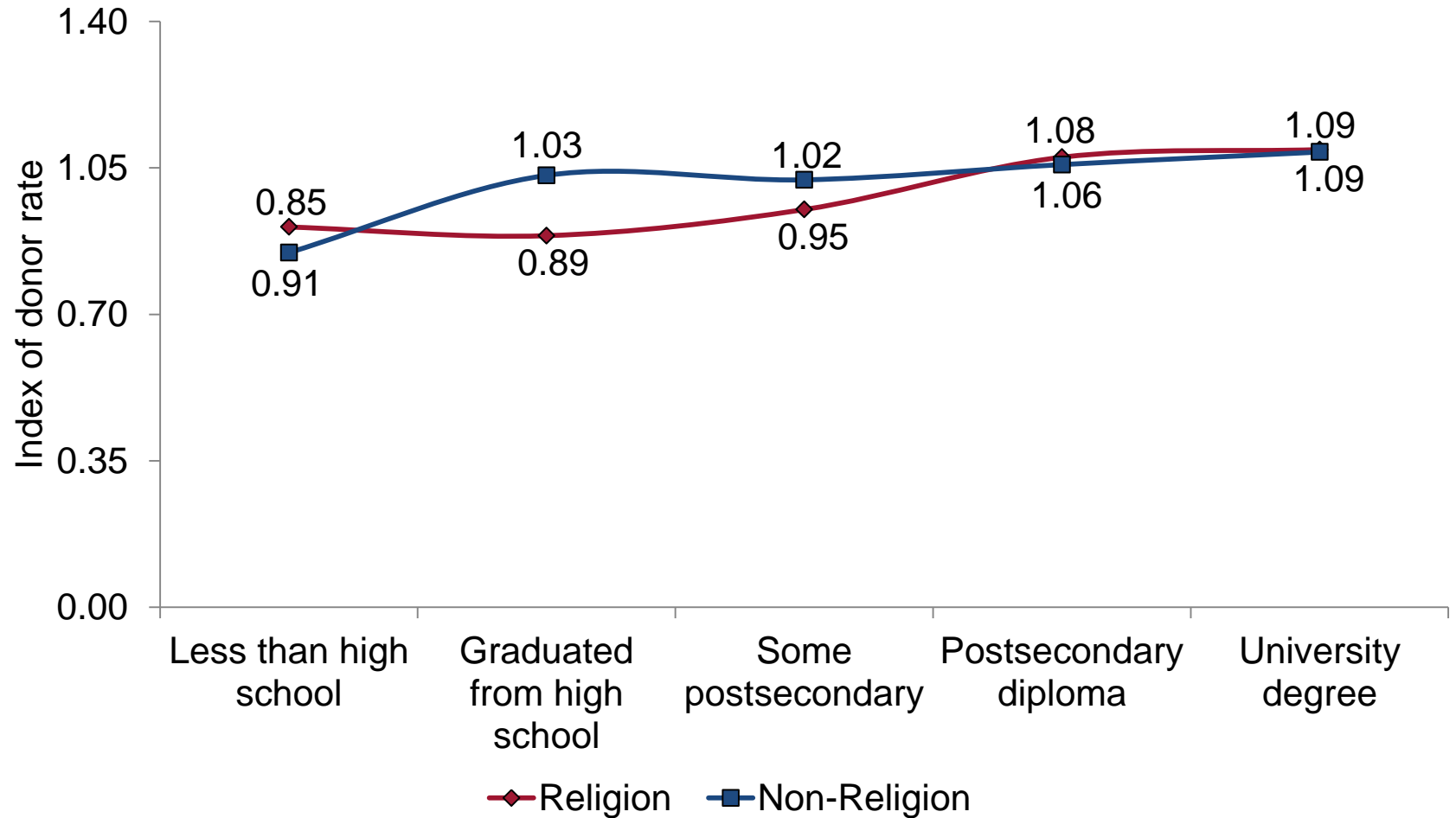
Characteristics of donors: Marital status



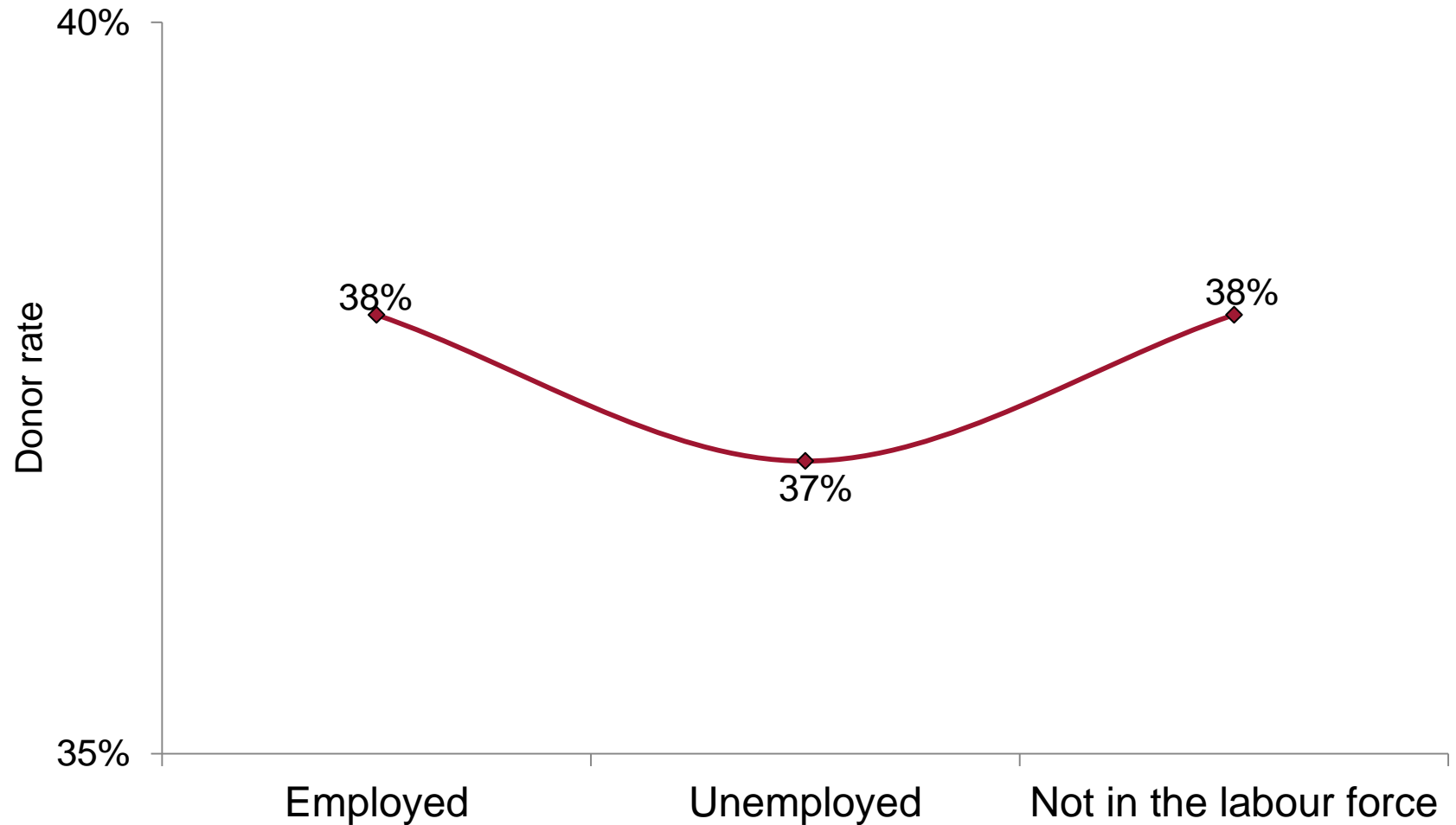
Characteristics of donors: Education



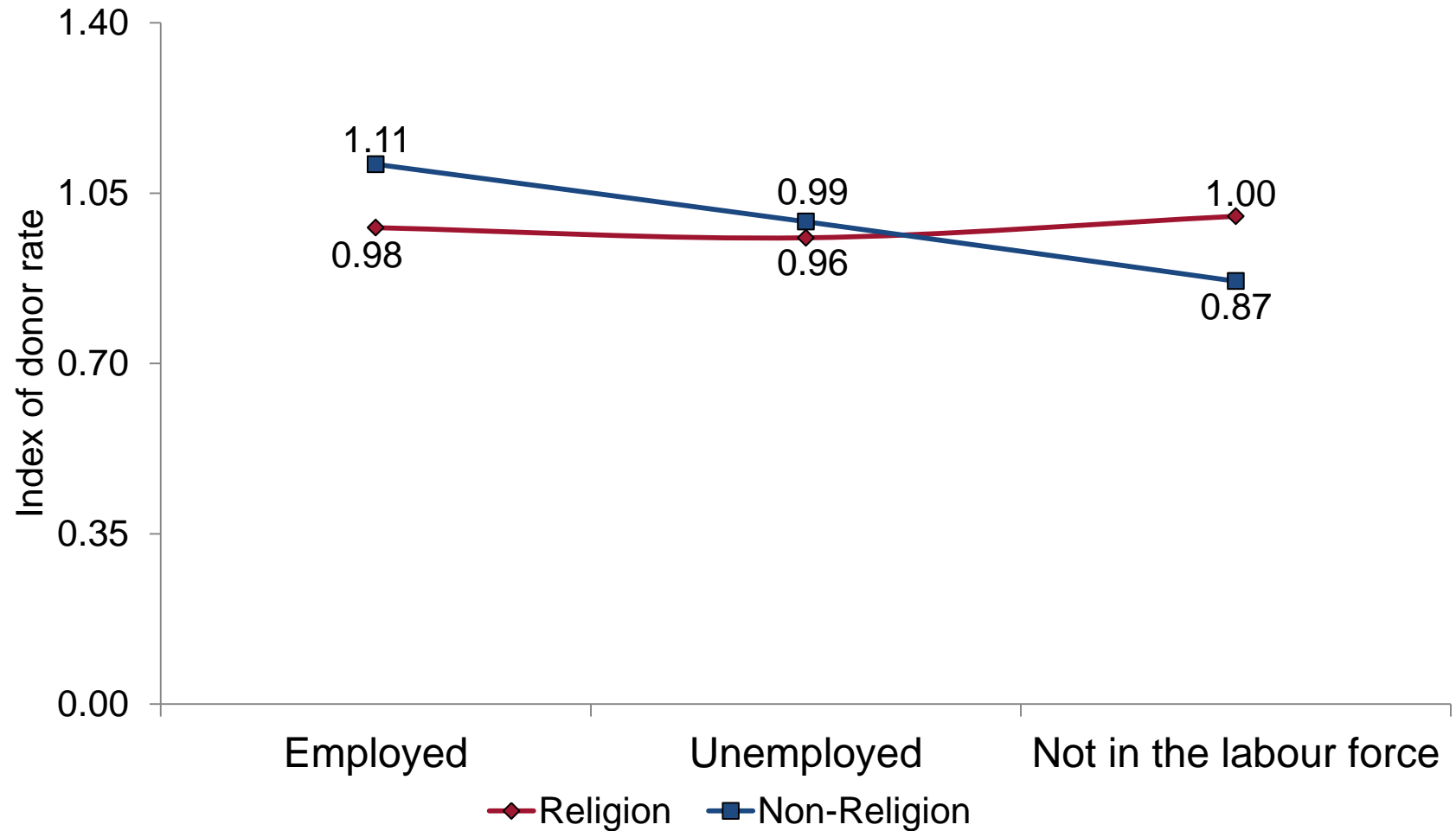
Characteristics of donors: Education



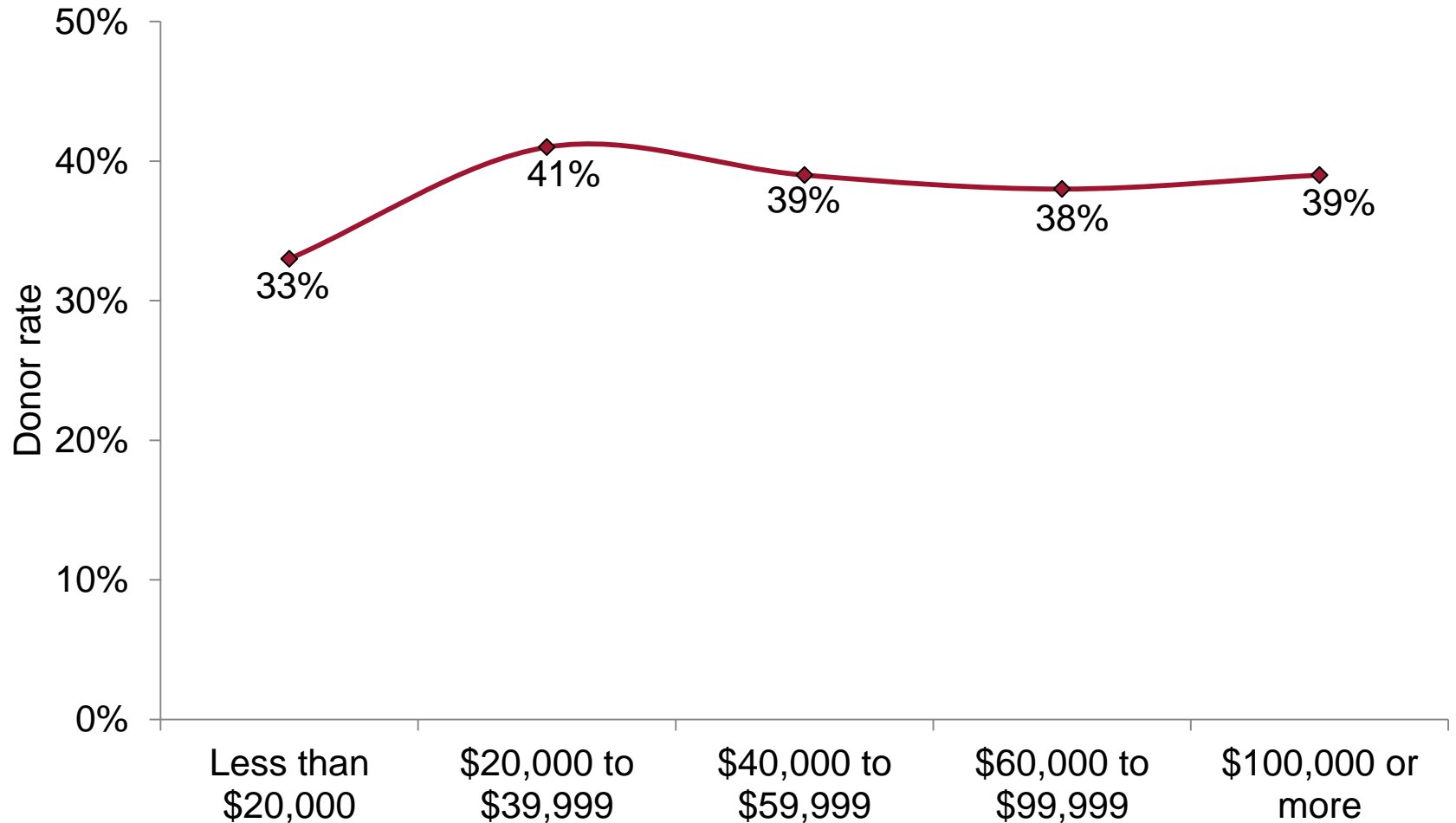
Characteristics of donors: Labour force status



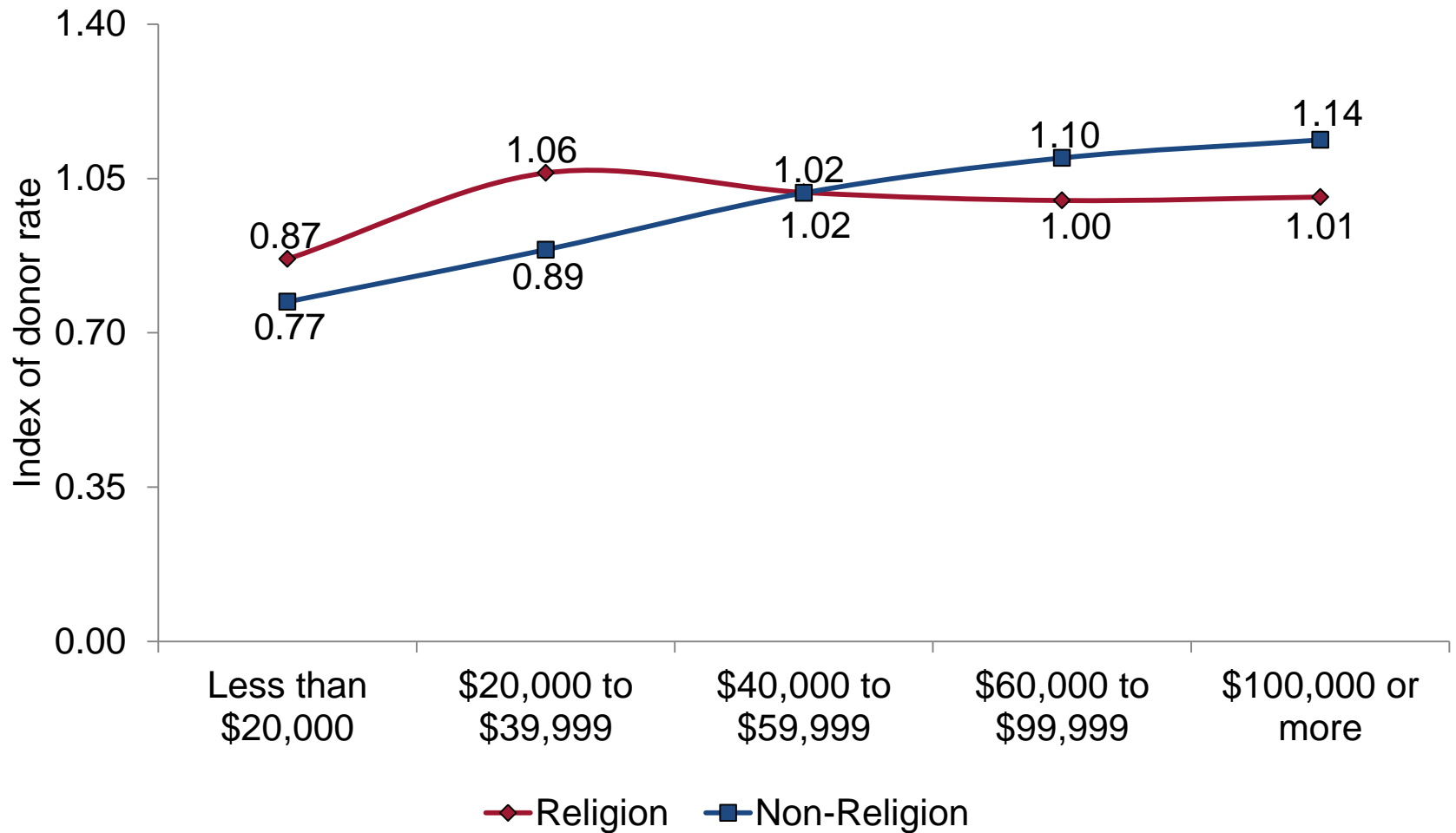
Characteristics of donors: Labour force status



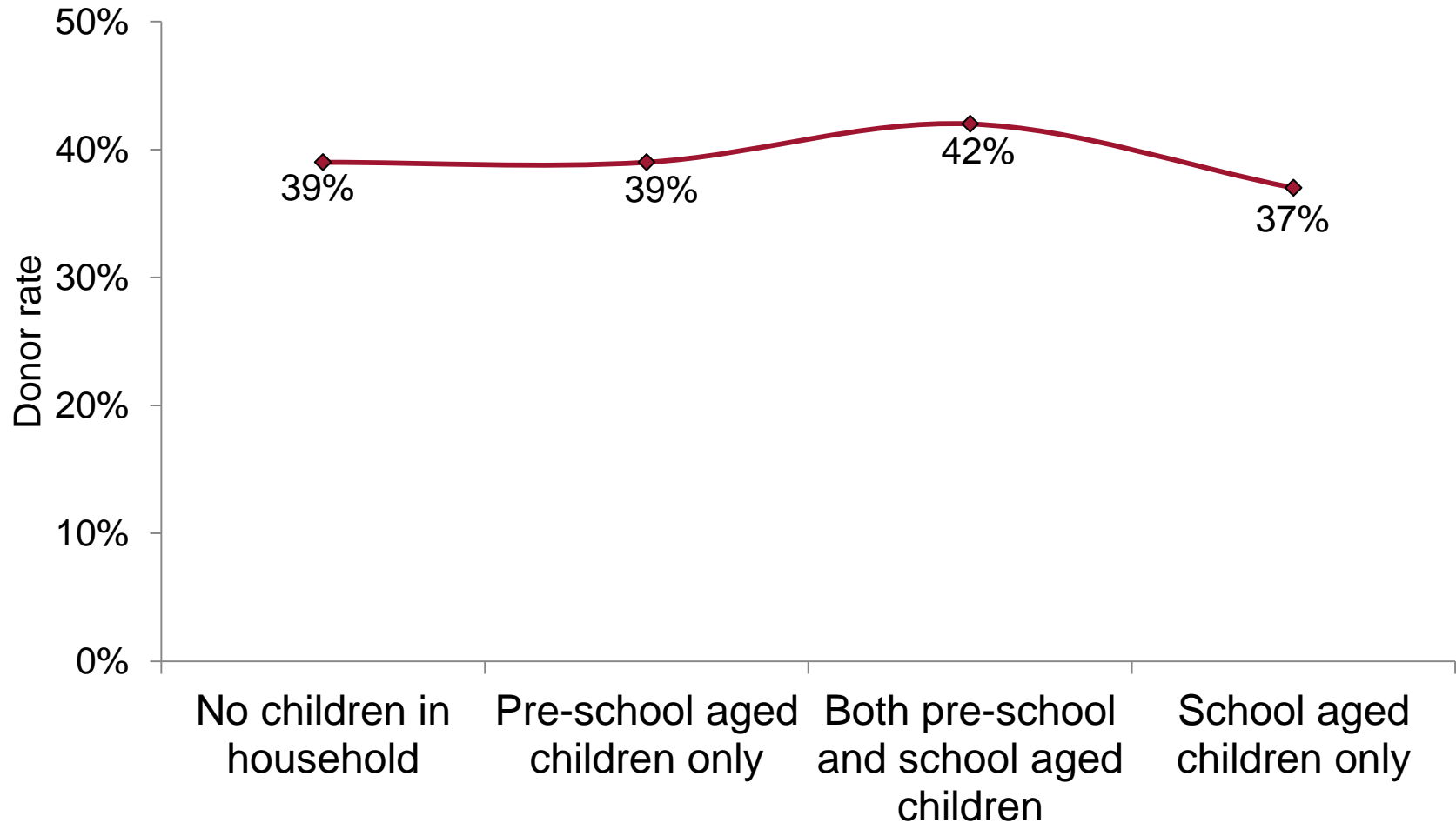
Characteristics of donors: Household income



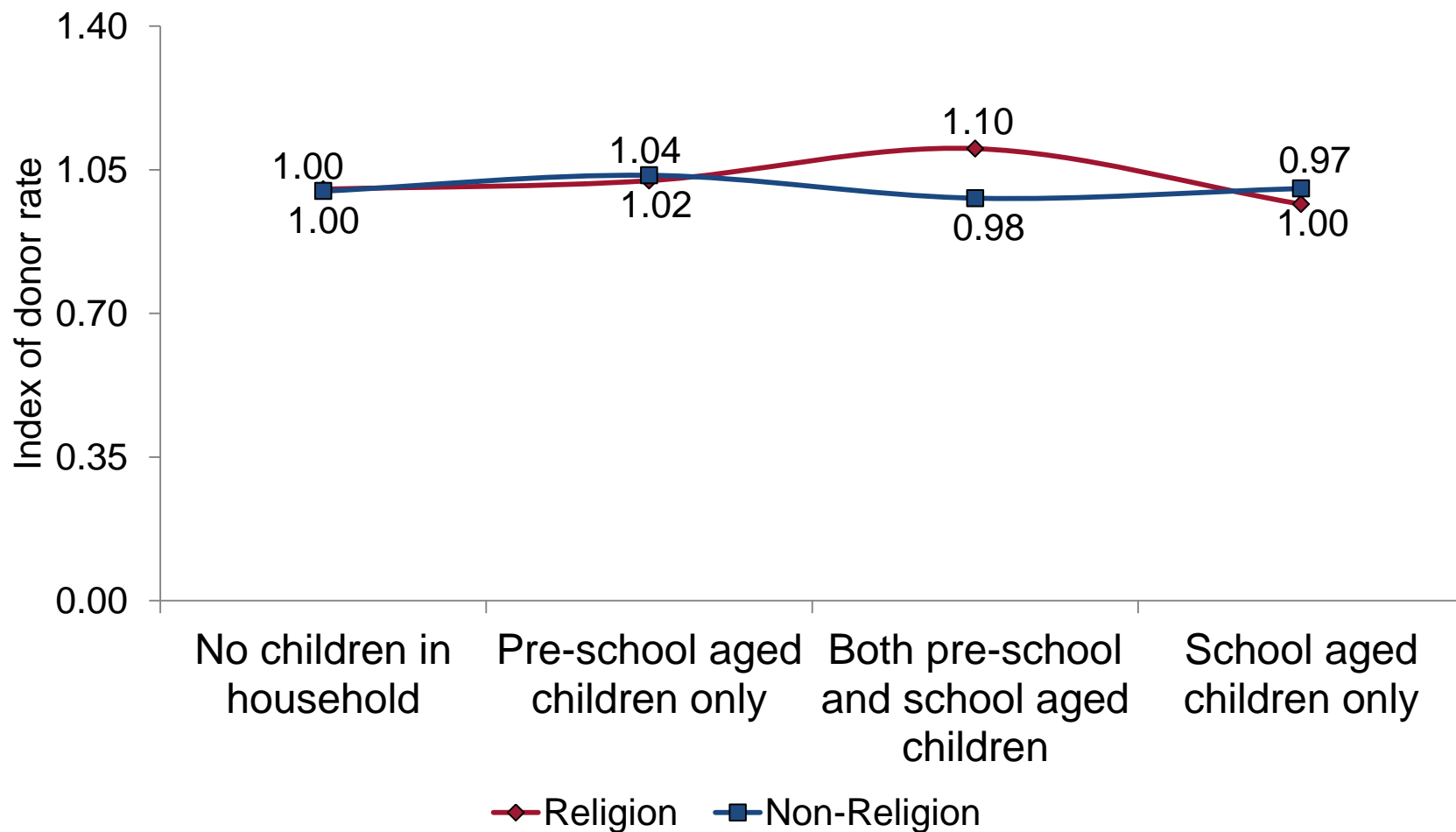
Characteristics of donors: Household income



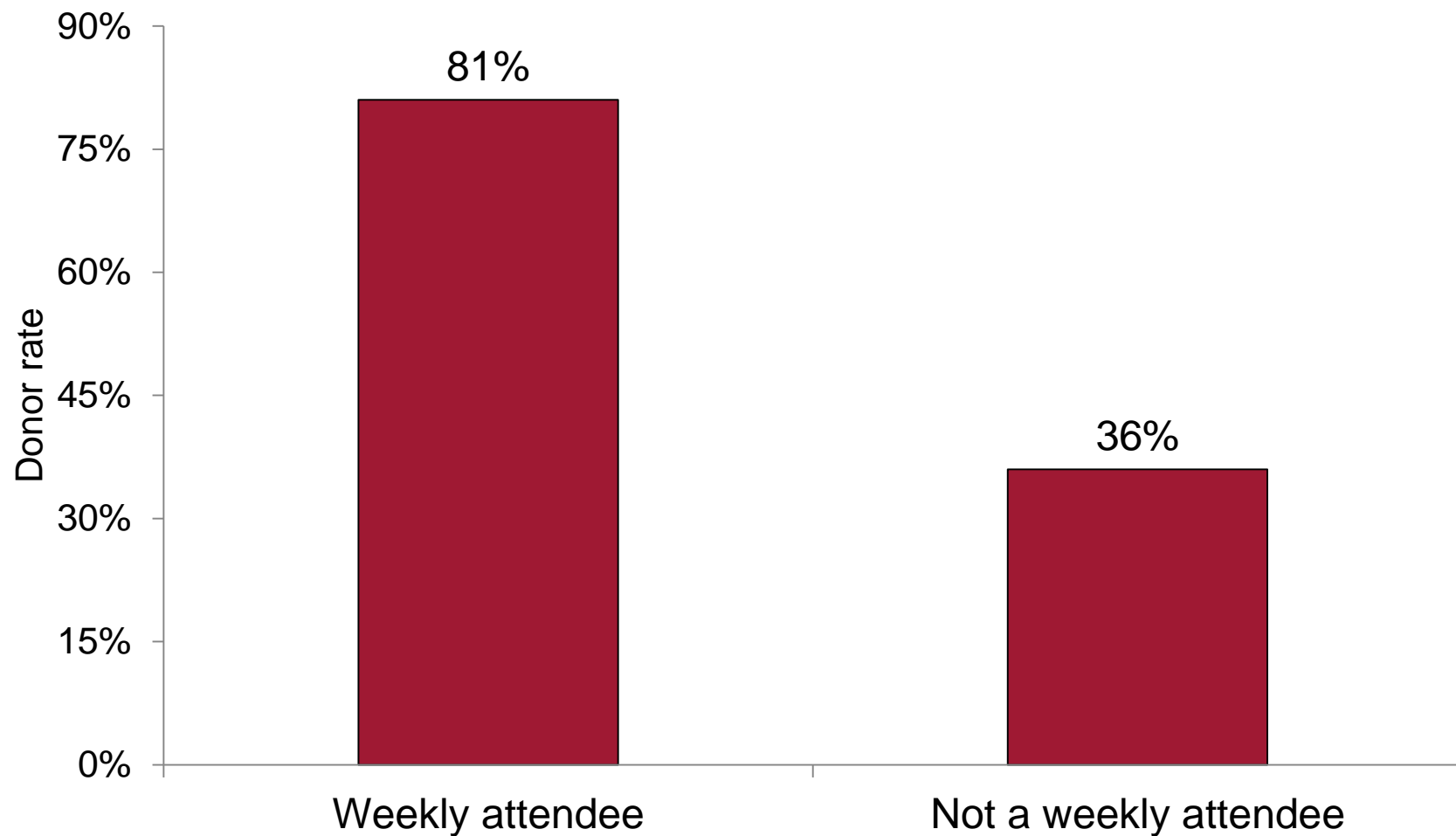
Characteristics of donors: Presence of children



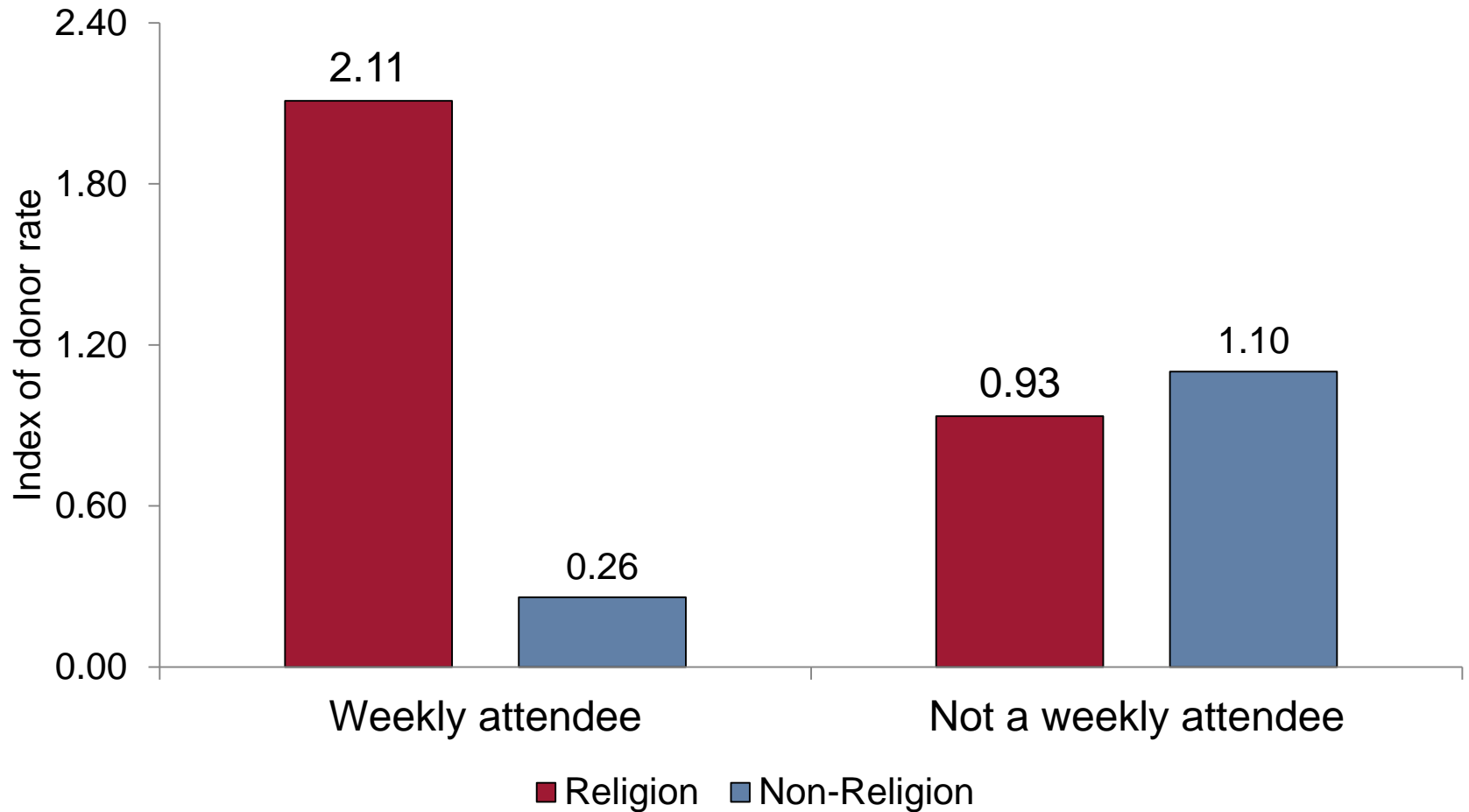
Characteristics of donors: Presence of children



Characteristics of donors: Religious attendance



Characteristics of donors: Religious attendance

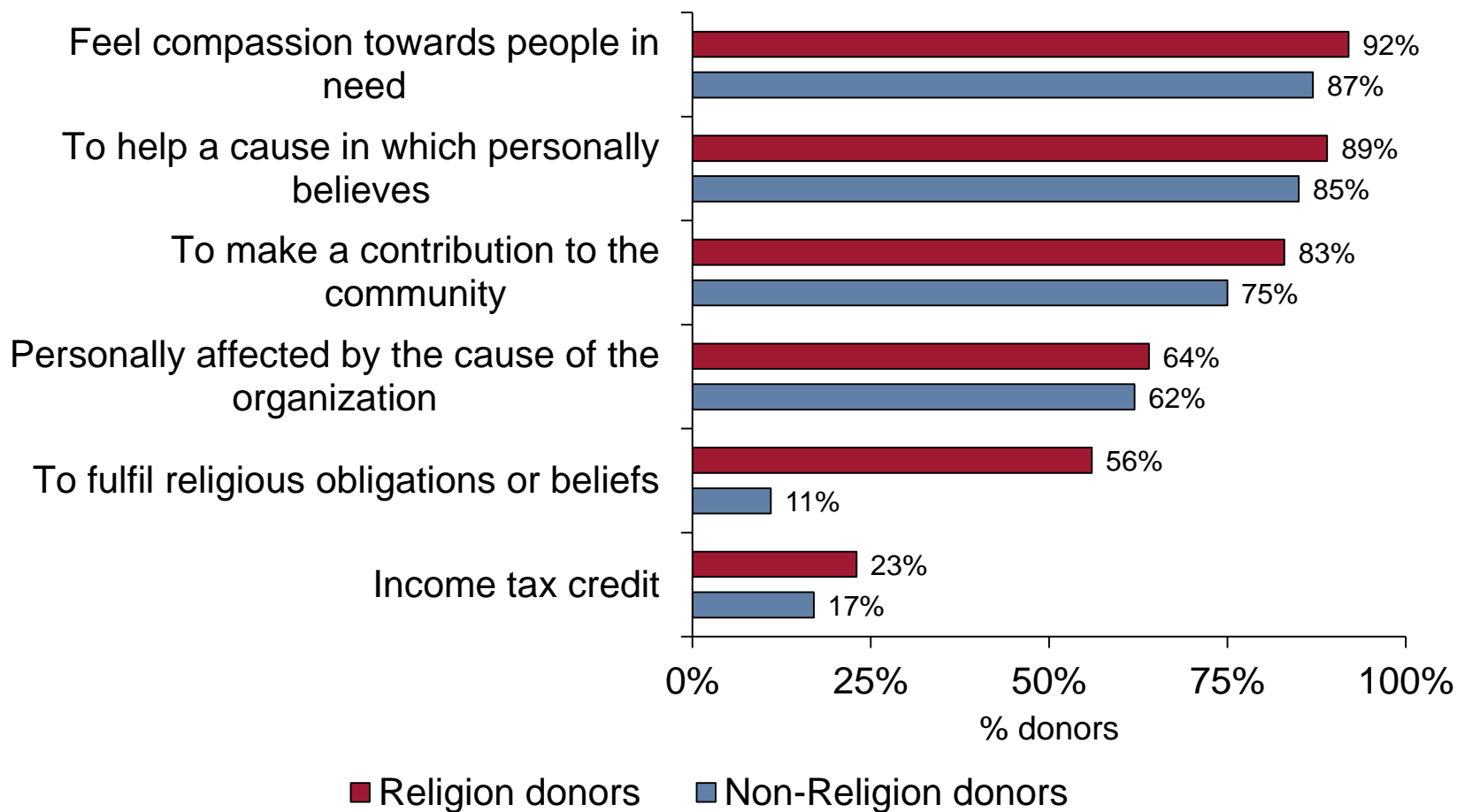


Motivations for giving

FINDINGS:

- Donors to Religious organizations much more likely to be motivated to donate by religious obligations or beliefs
- Somewhat more likely to cite other motivations, particularly:
 - The desire to make a contribution to the community
 - Tax credits received in return for donations

Motivations for giving

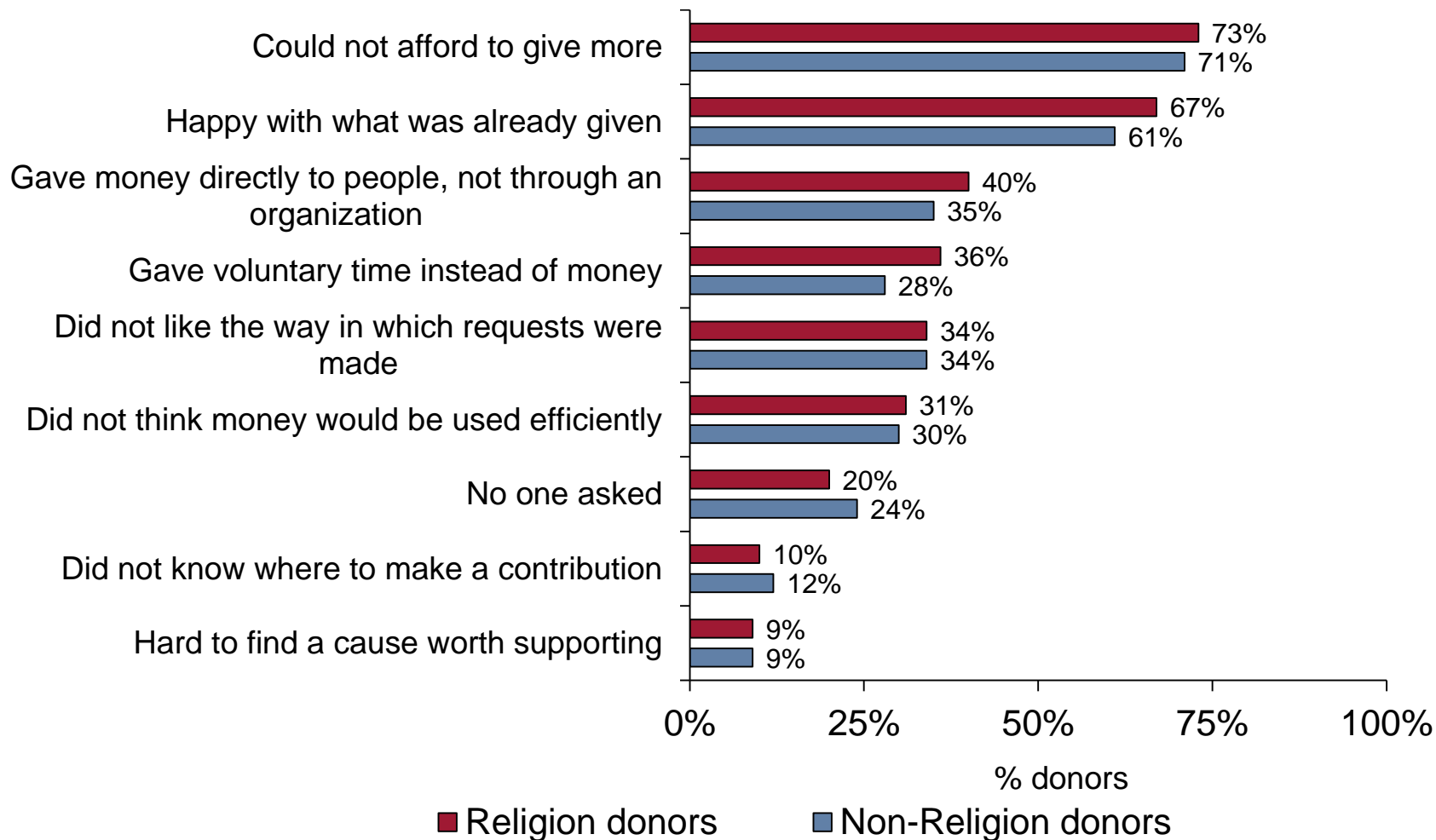


Barriers to giving more

FINDINGS:

- Religion donors somewhat more likely to not give more because they are happy with their previous contributions or to choose to support organizations in other ways
- Somewhat less likely to say that no one had asked them to donate

Barriers to giving more



Motivations and barriers to giving

IMPLICATIONS:

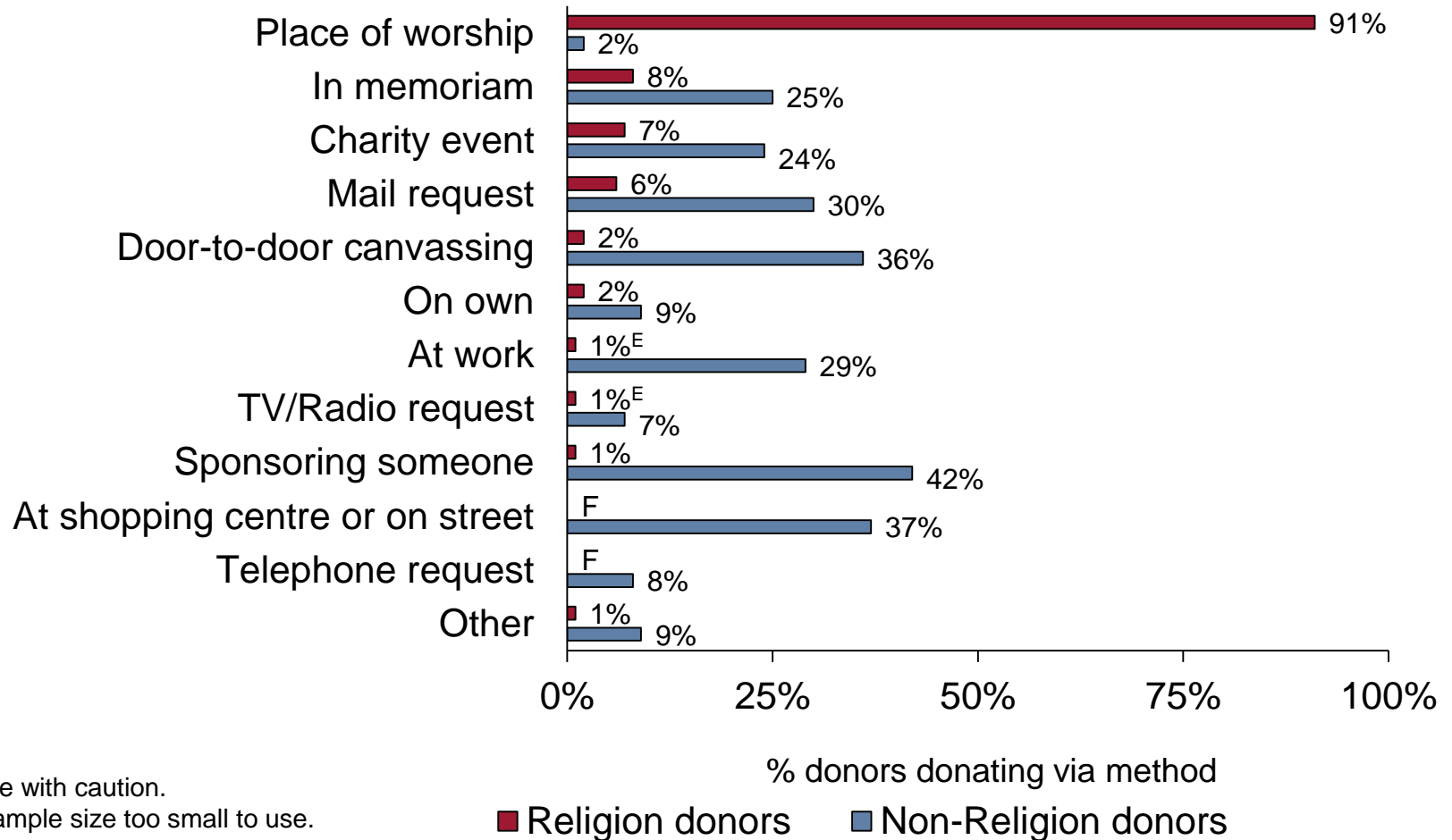
- Religion donor base overwhelmingly participant based
- Barriers largely reflect high levels of giving and engagement
- Religious organizations should be aware that their donors may feel they have given enough and may be looking for other avenues to contribute

Methods of donation

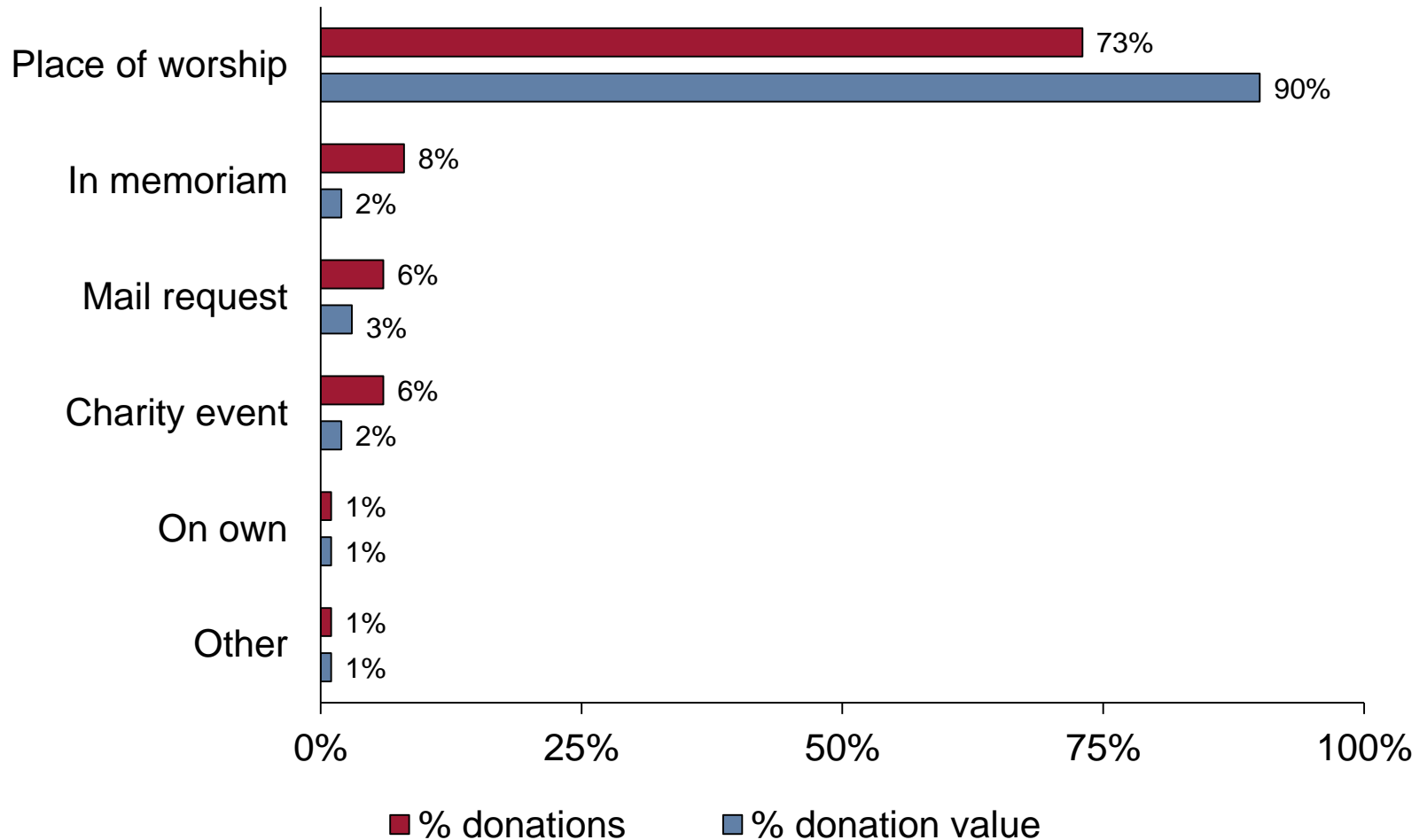
FINDINGS:

- Collections at a place of worship dominate giving to religious organizations

Methods of donation to Religious organizations



Methods of donation to Religious organizations



Methods of donation

IMPLICATIONS:

- Very heavily dependent on donations through place of worship
- Although other donation methods have relatively poor yields, organizations may wish to pursue them, particularly to support work in the community

Volunteering in Canada

- 45% of Canadians (11.8 million people) volunteered for nonprofit and charitable organizations
- Volunteers contributed an average of 168 hours each, for a total of 2 billion hours
 - Equivalent to 1 million full-time jobs

Volunteering for Religious organizations

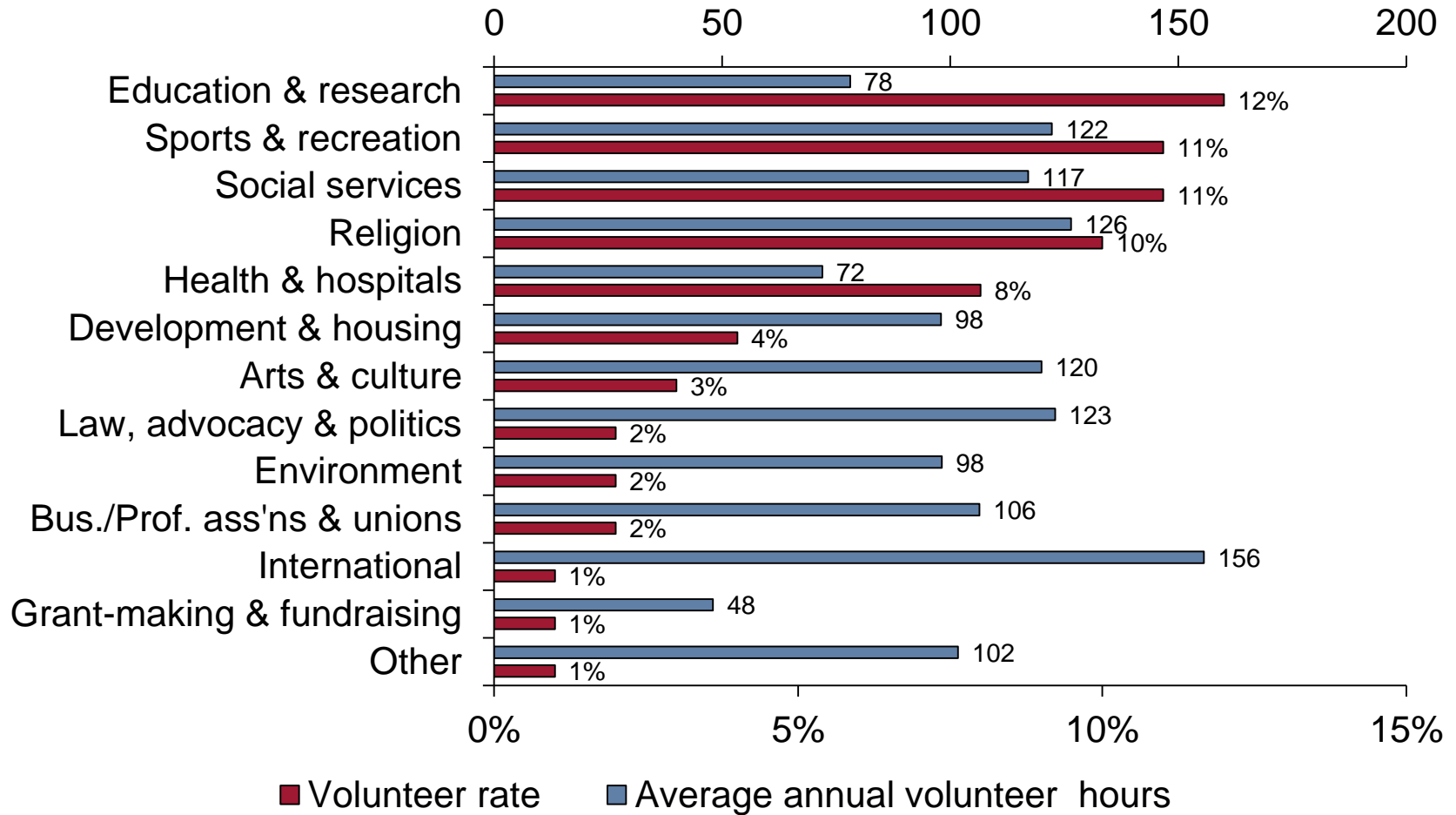
- 10% of Canadians (2.5 million people) volunteered for Religious organizations
- These volunteers each contributed an average of 126 hours, for a total of 320 million hours
 - 16% of total volunteer hours contributed to all organizations

Support for Religious organizations

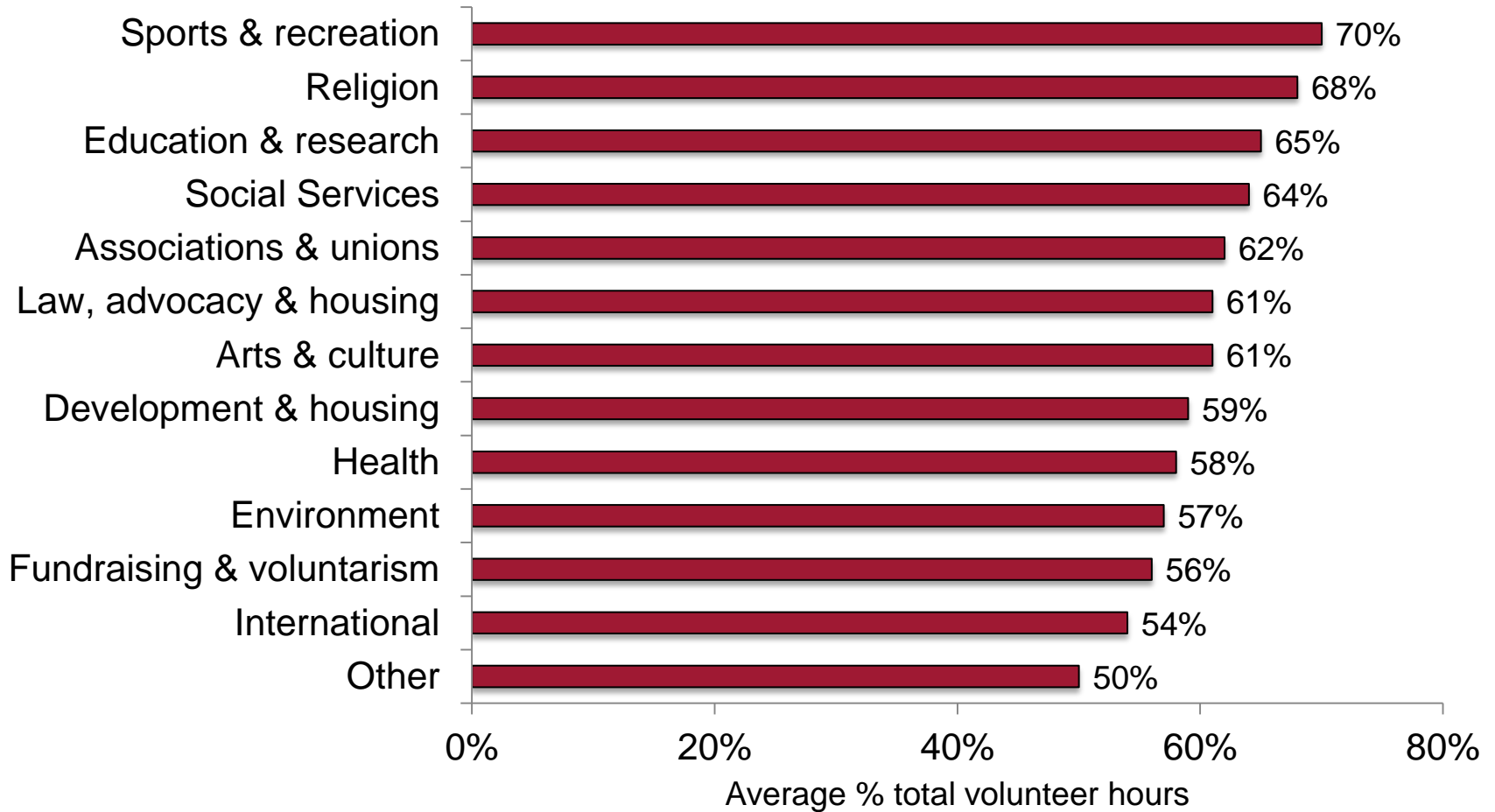
FINDINGS:

- Base of support for Religious organizations is relatively broad – rank fourth in terms of the number of Canadians volunteering
- Religious volunteers tend to contribute large number of hours
- Tend to be highly focused on volunteering for Religious organizations

Levels of support by organization type



Average level of support



Support for Religious organizations

IMPLICATIONS:

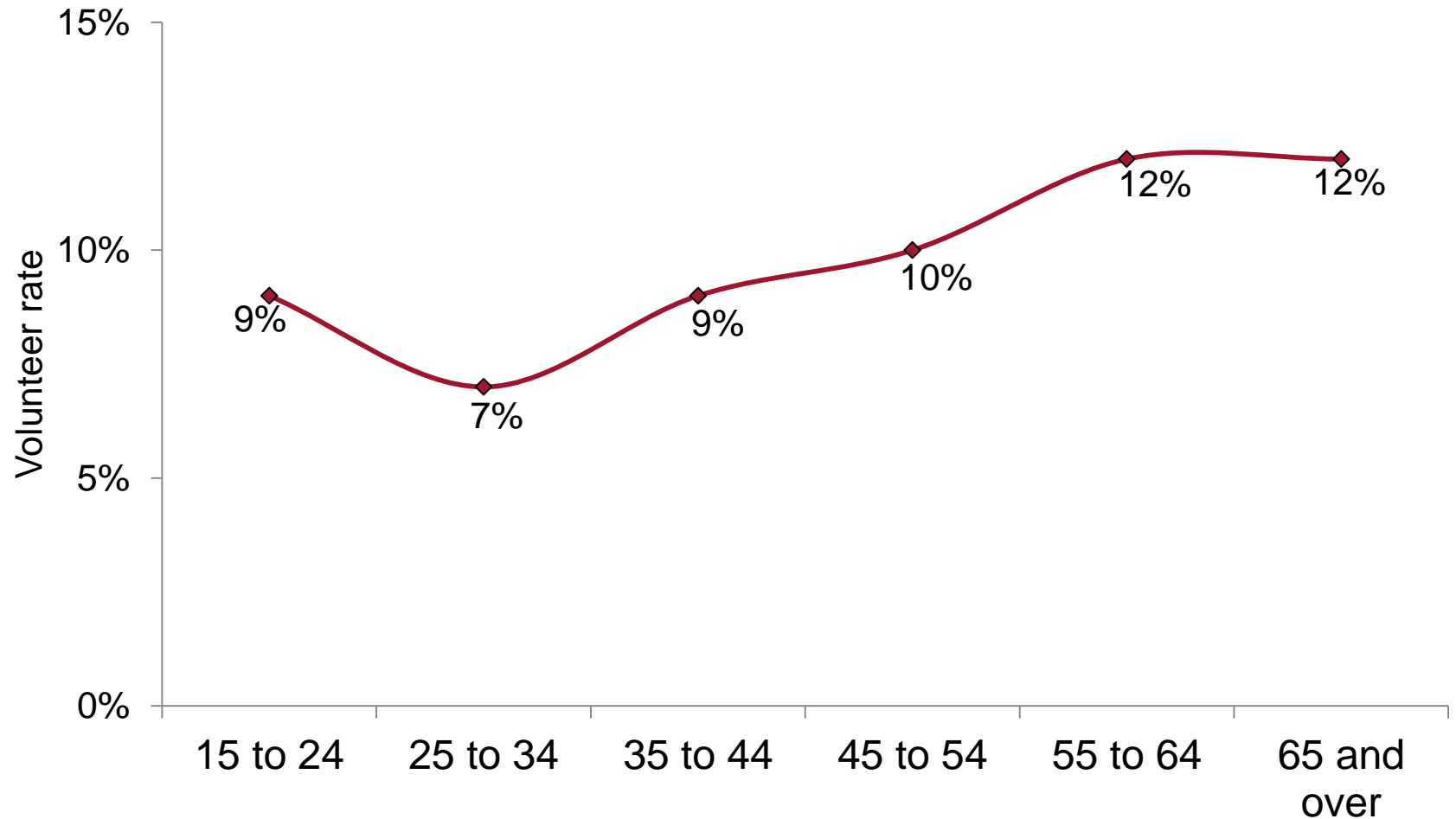
- Base of support for Religious volunteering is both broad and deep
 - Relatively large number of volunteers contributing large numbers of hours, on average
- Degree of focus on Religion cause is relatively high

Who volunteers for Religious organizations?

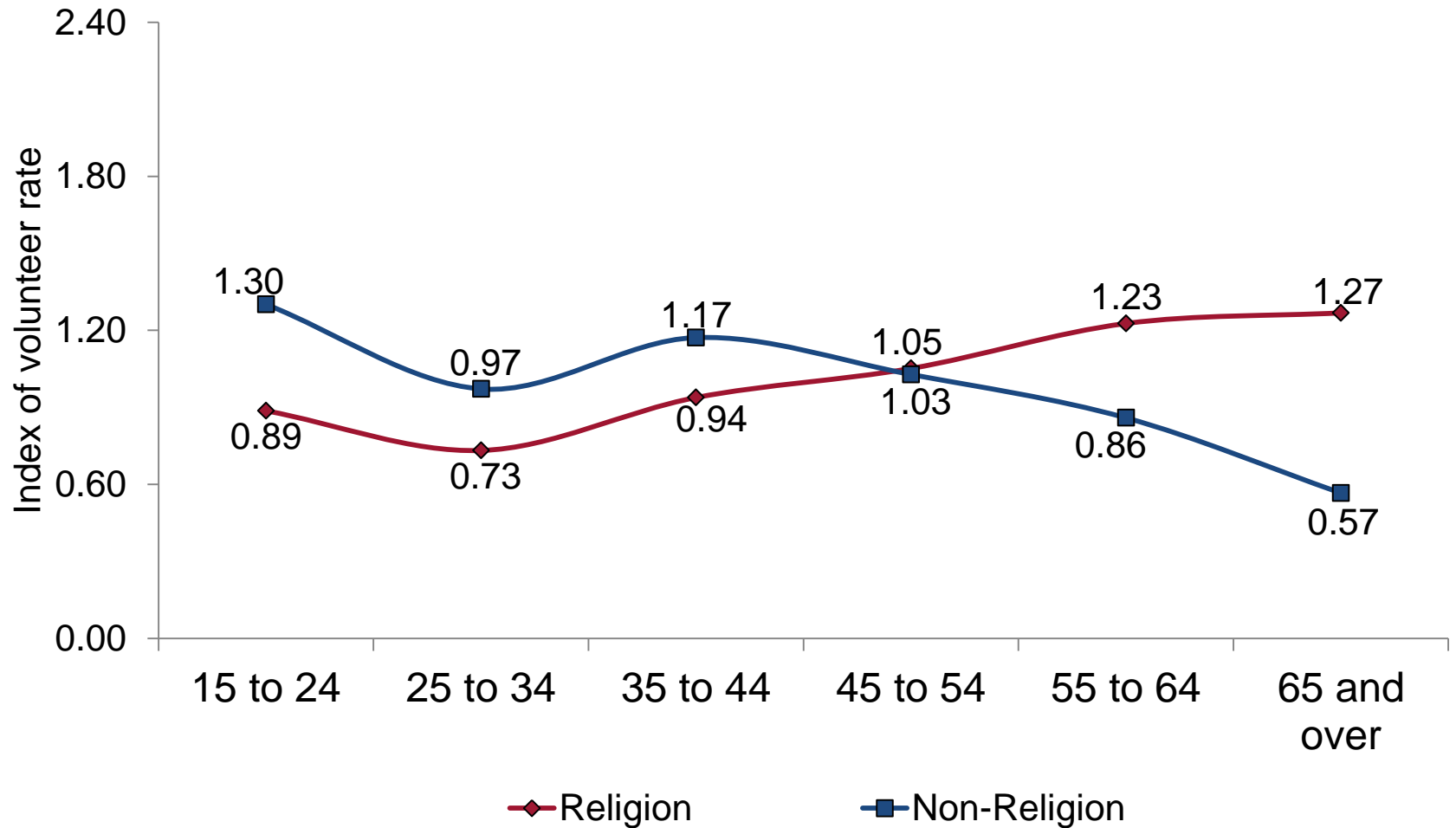
FINDINGS:

- The likelihood of volunteering for Religious organizations generally increases with:
 - Age, particularly among those 55 and older
 - Education
 - Household income
- Others who are more likely to volunteer for Religious organizations include:
 - Women
 - Those who attend religious services on a weekly basis

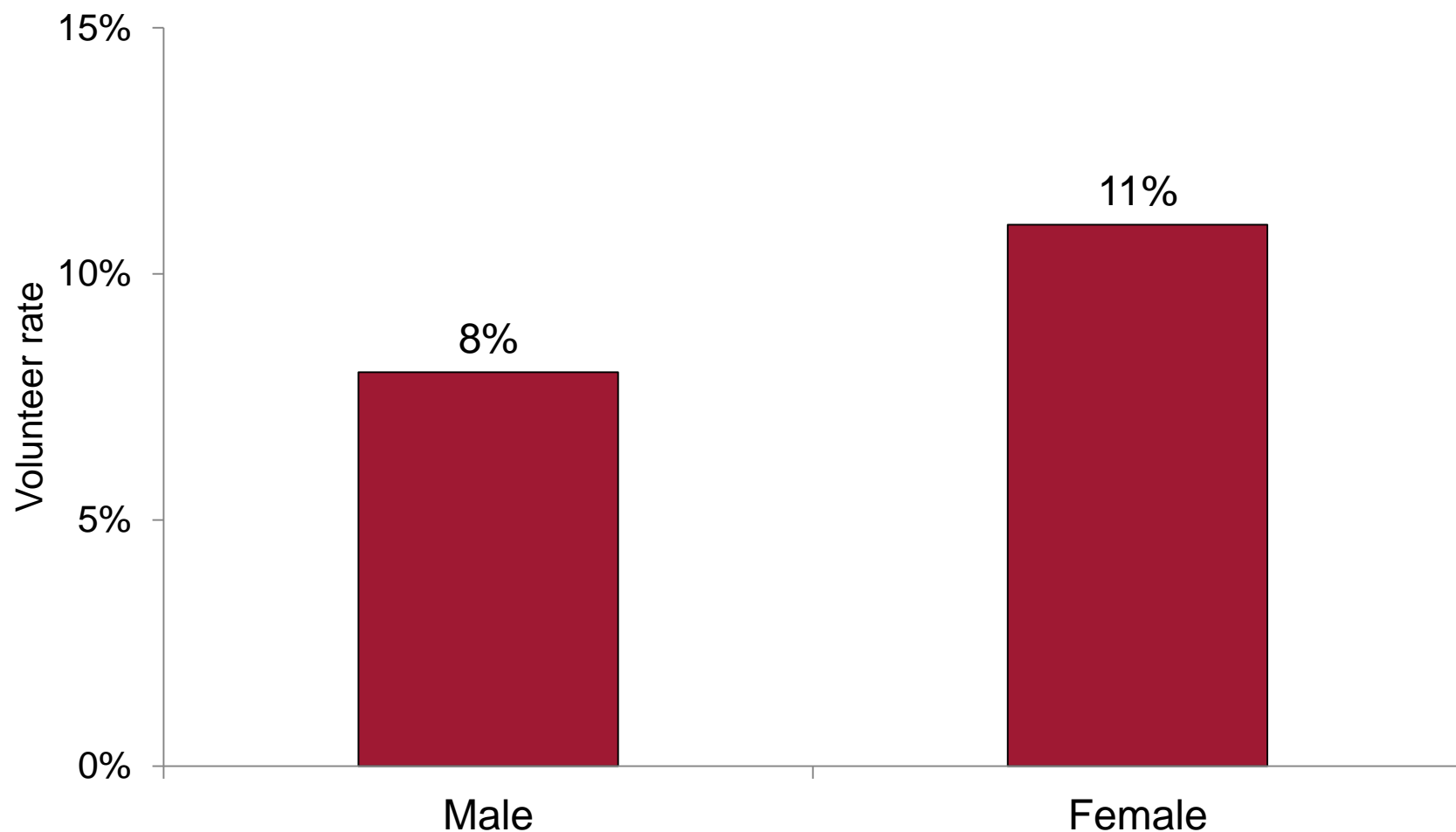
Characteristics of volunteers: Age



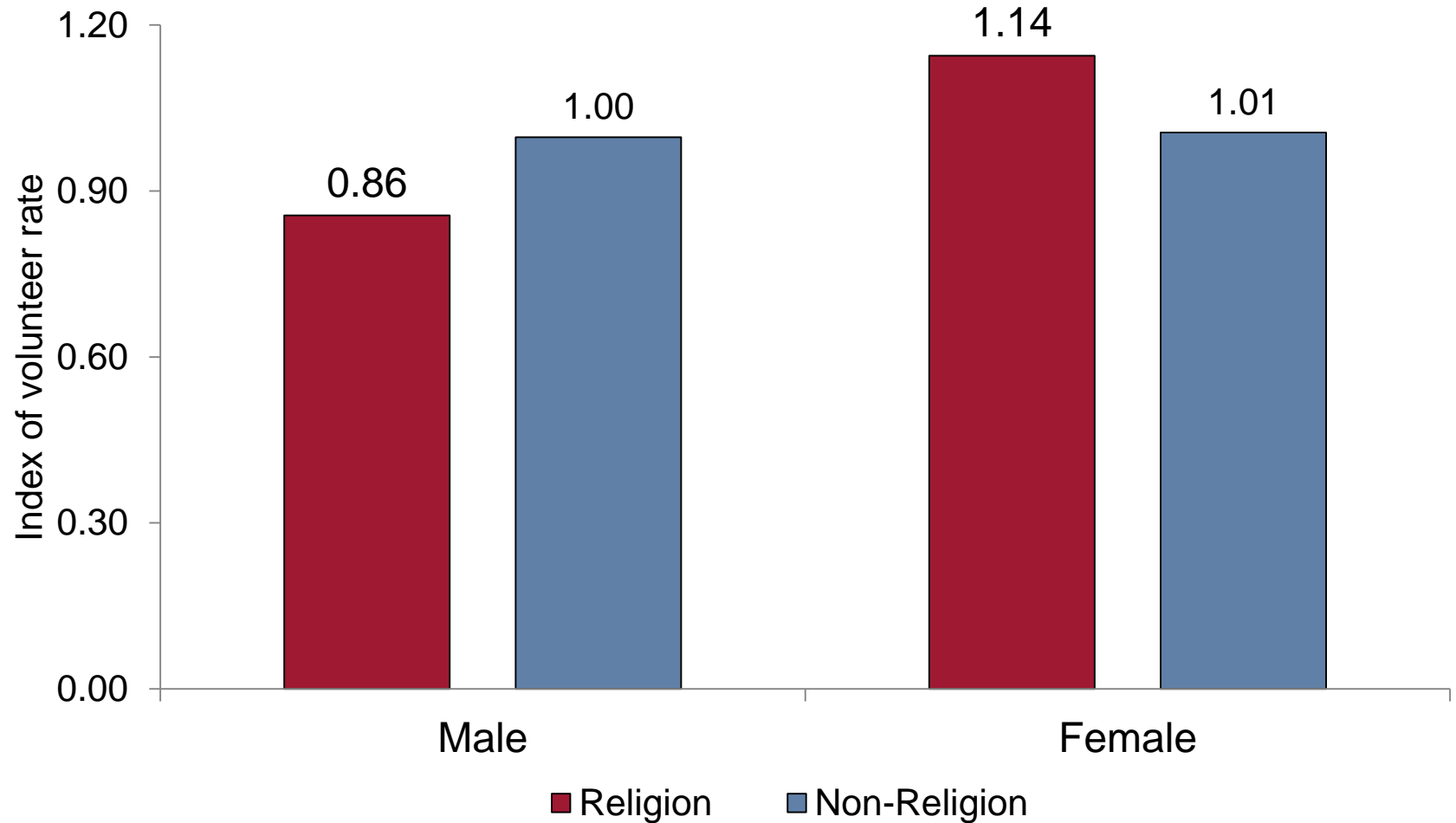
Characteristics of volunteers: Age



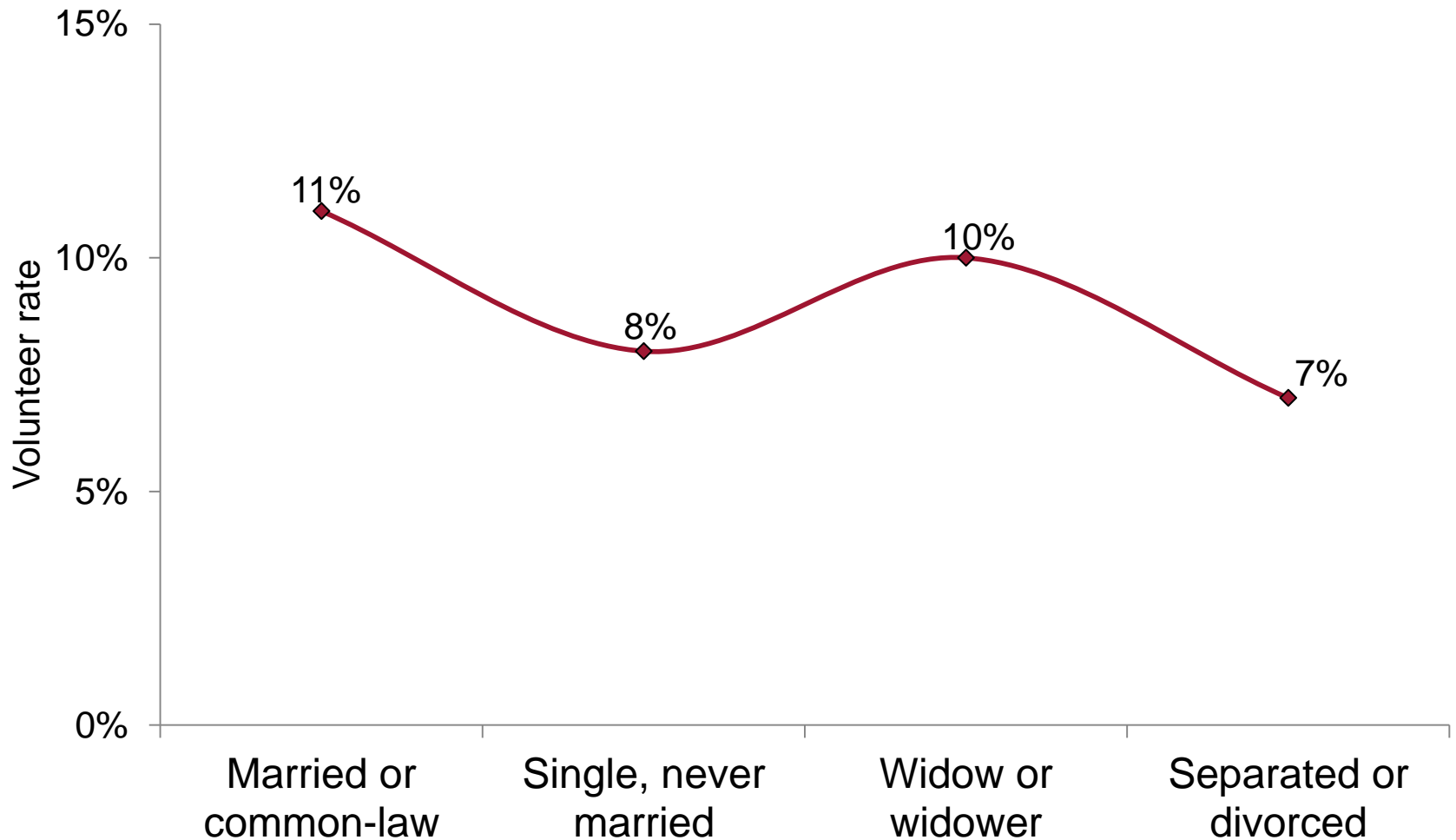
Characteristics of volunteers: Sex



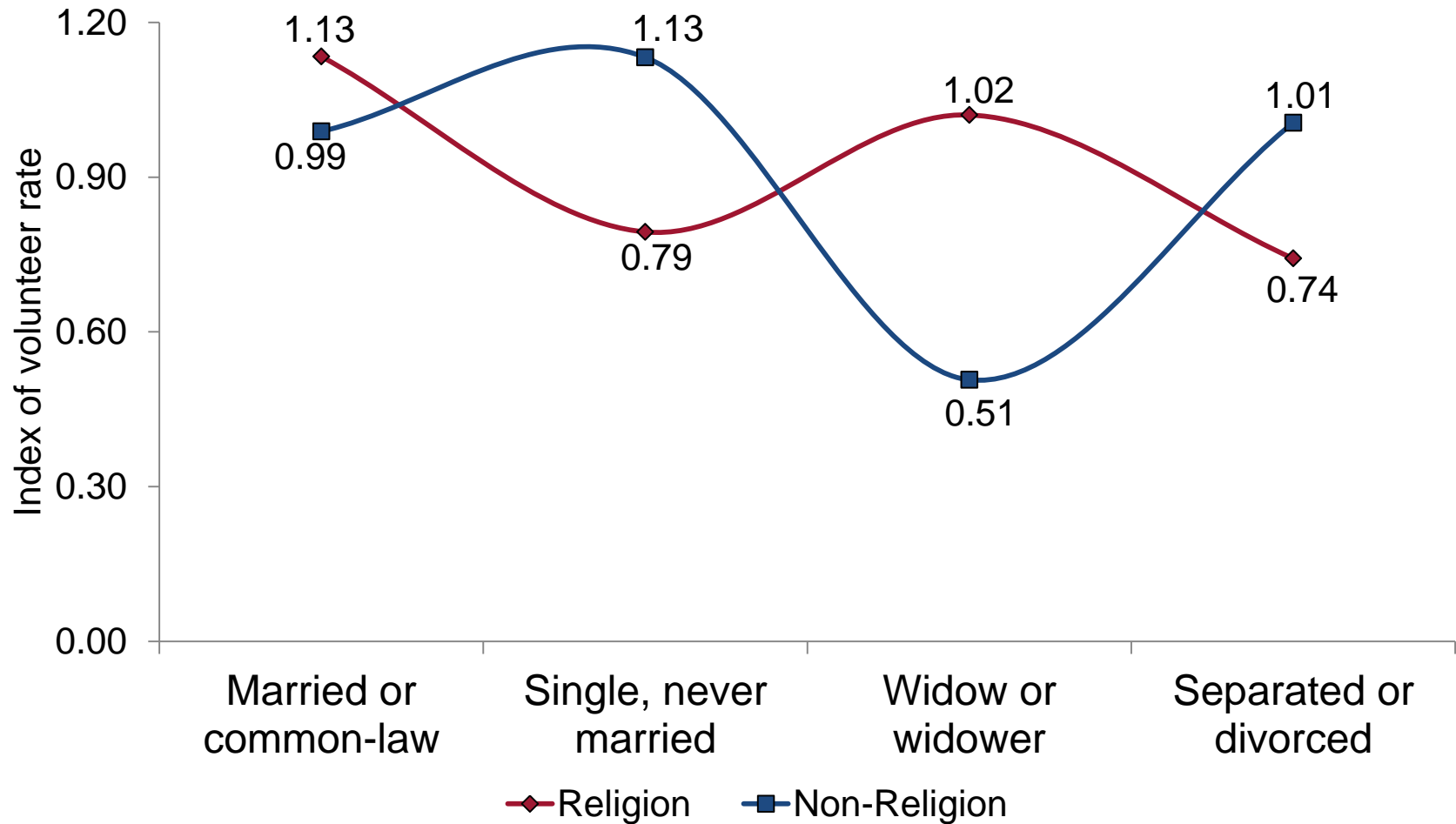
Characteristics of volunteers: Sex



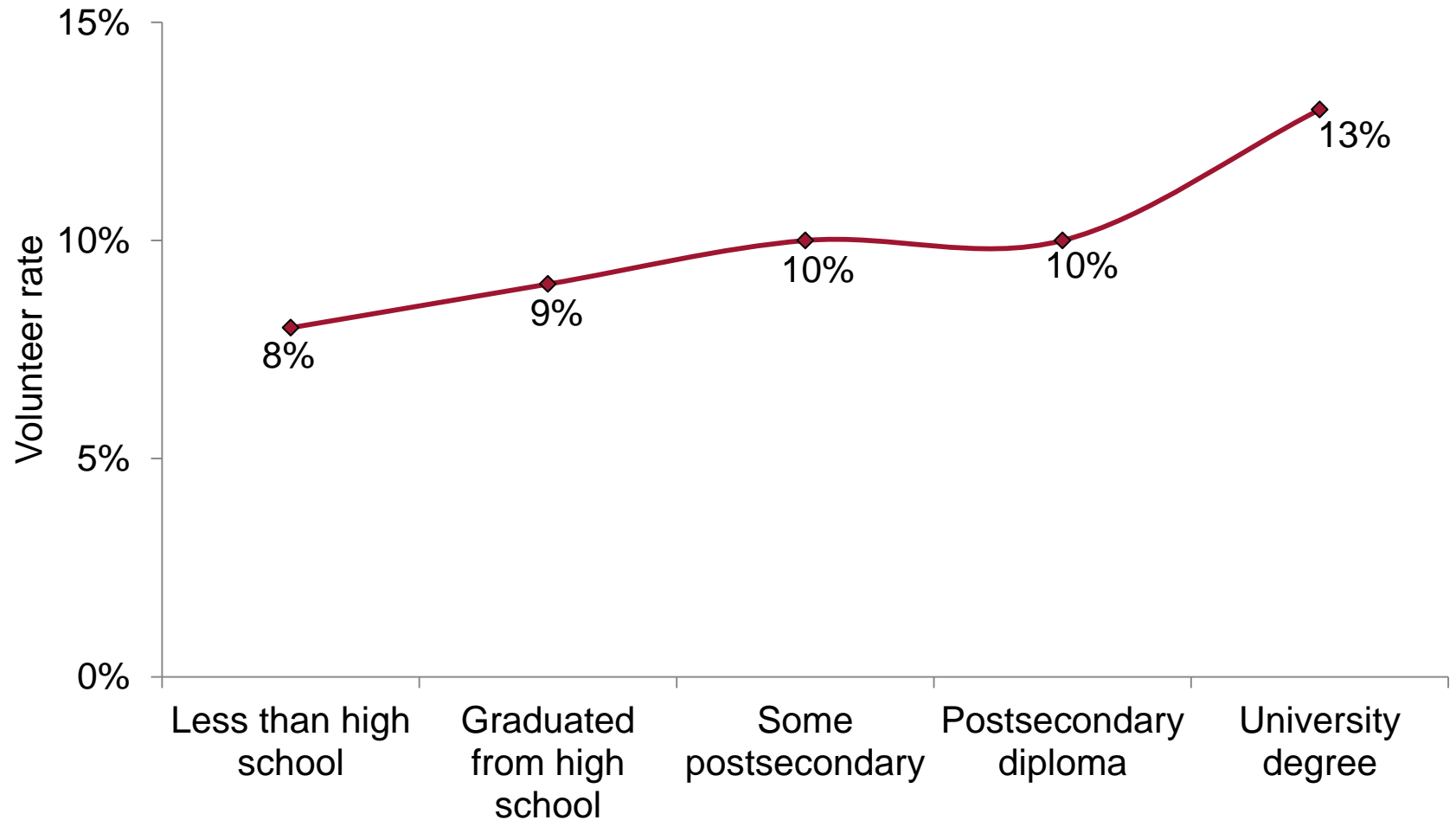
Characteristics of volunteers: Marital status



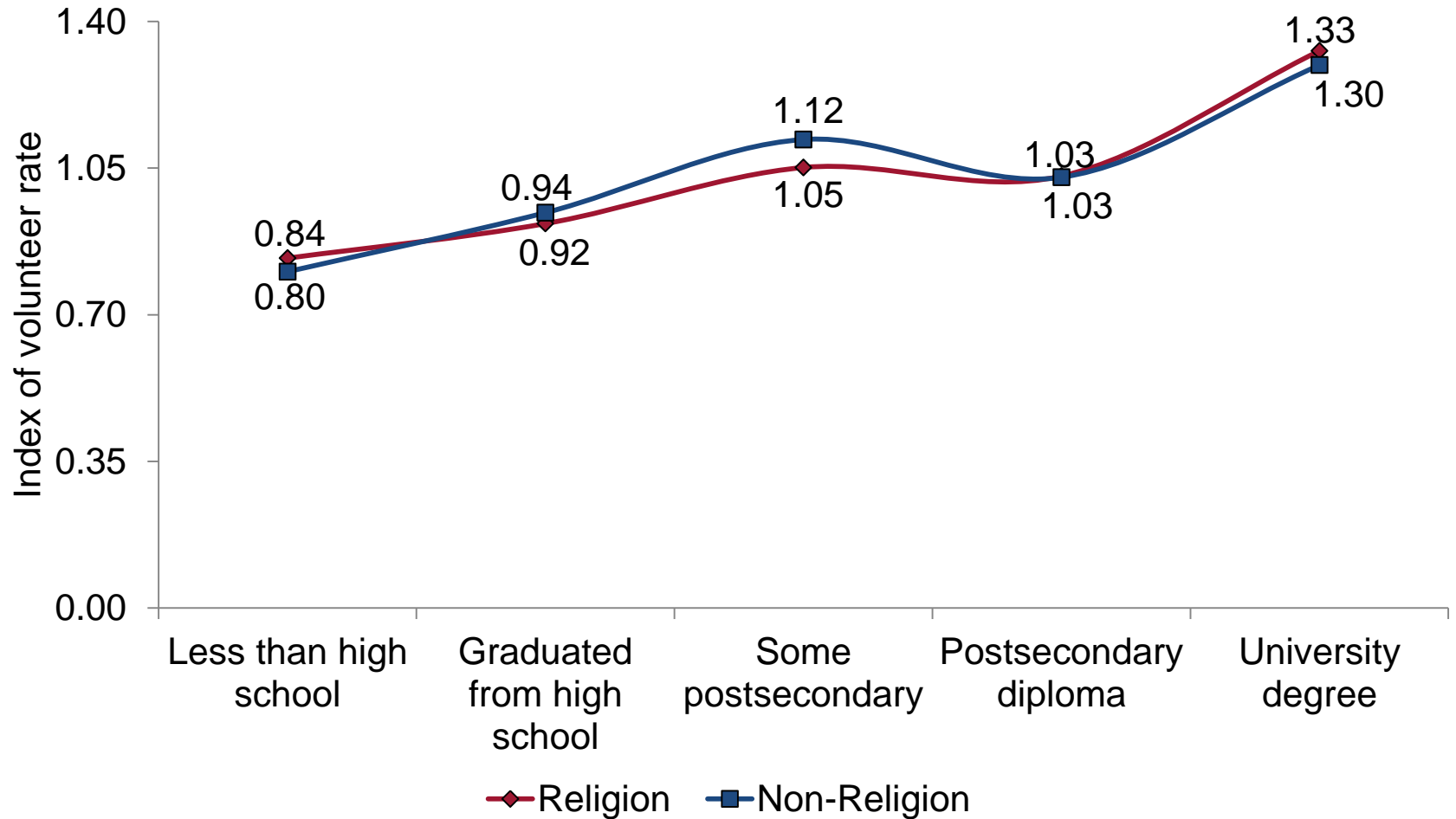
Characteristics of volunteers: Marital status



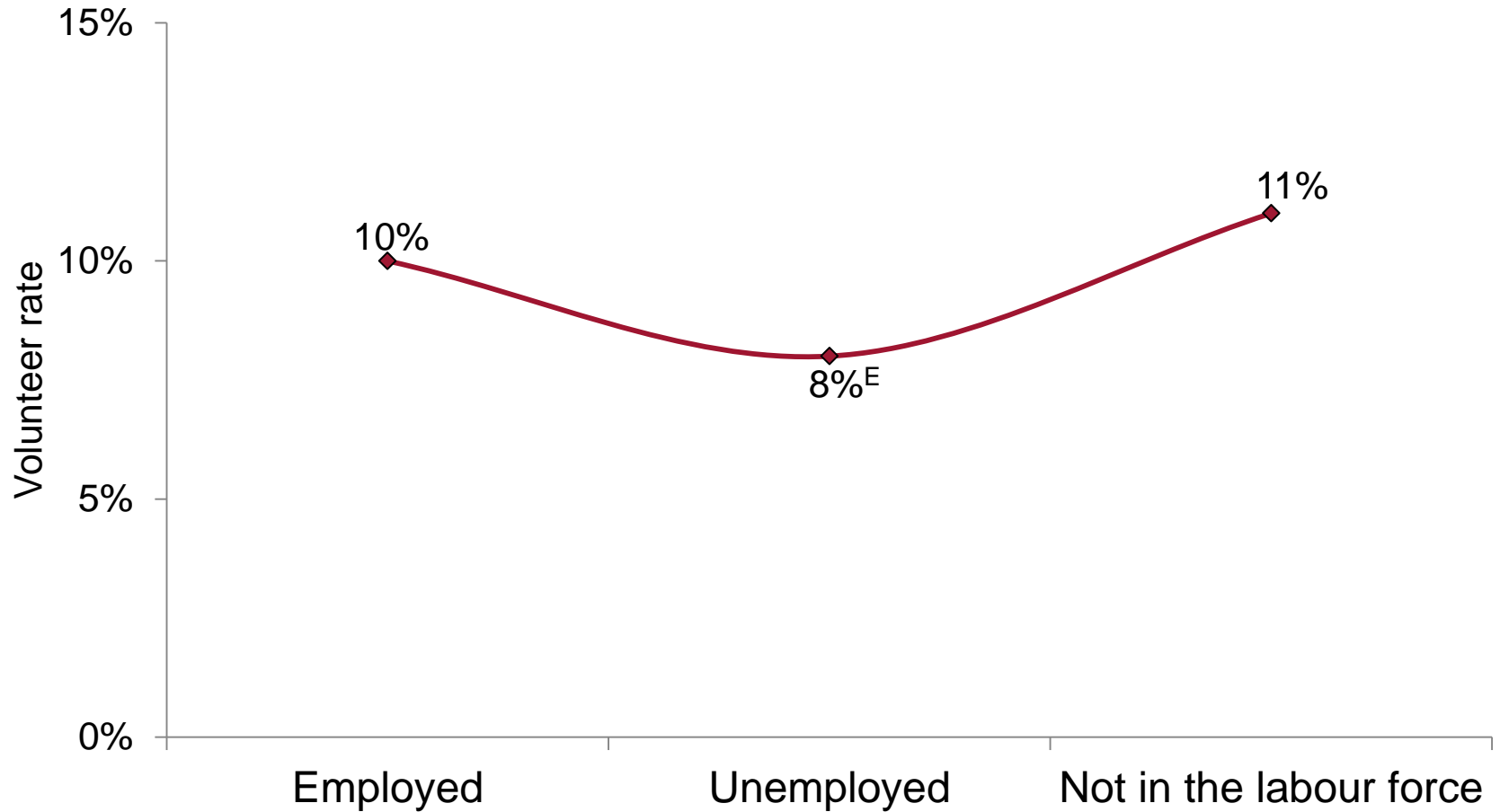
Characteristics of volunteers: Education



Characteristics of volunteers: Education

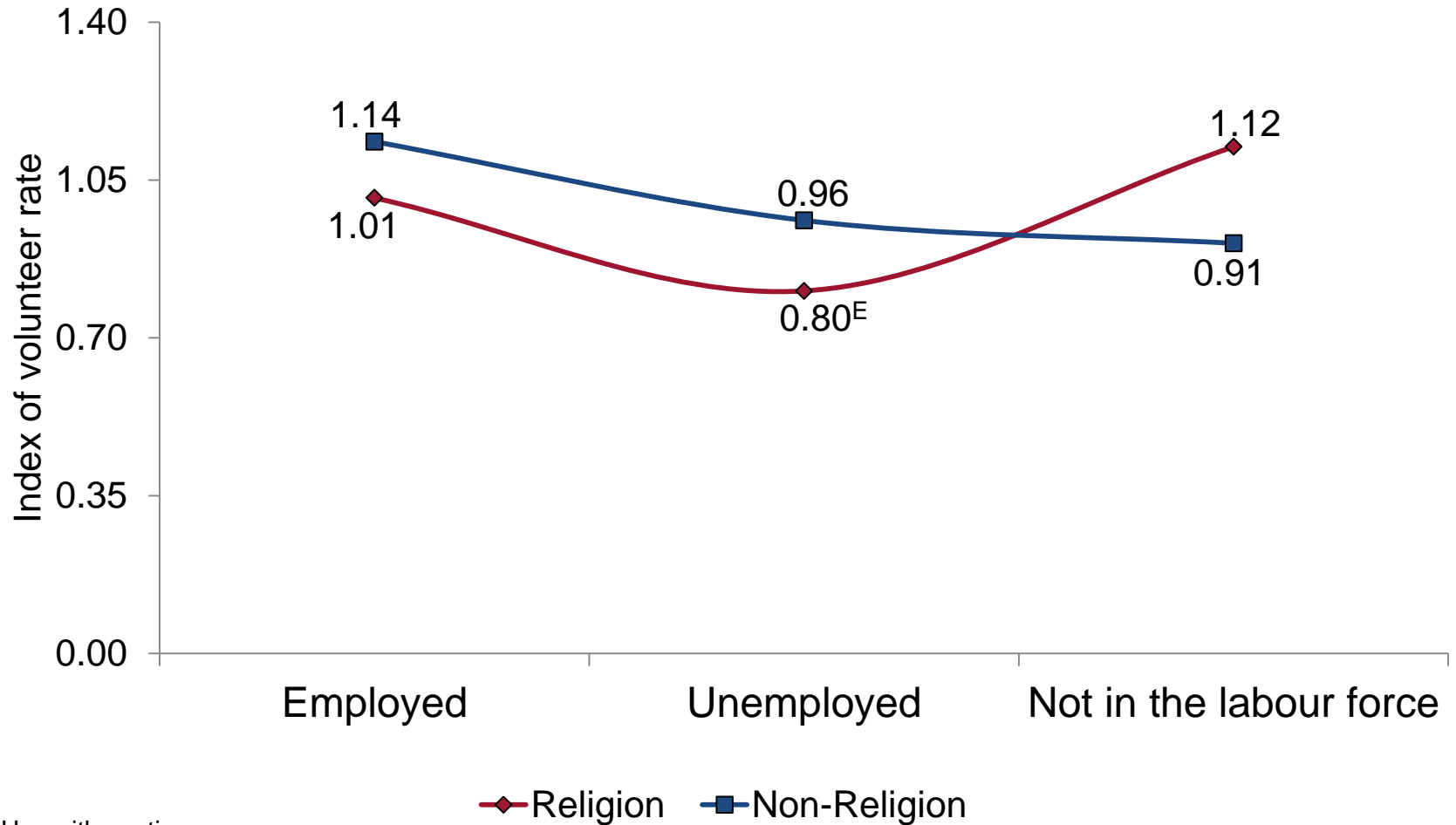


Characteristics of volunteers: Labour force status



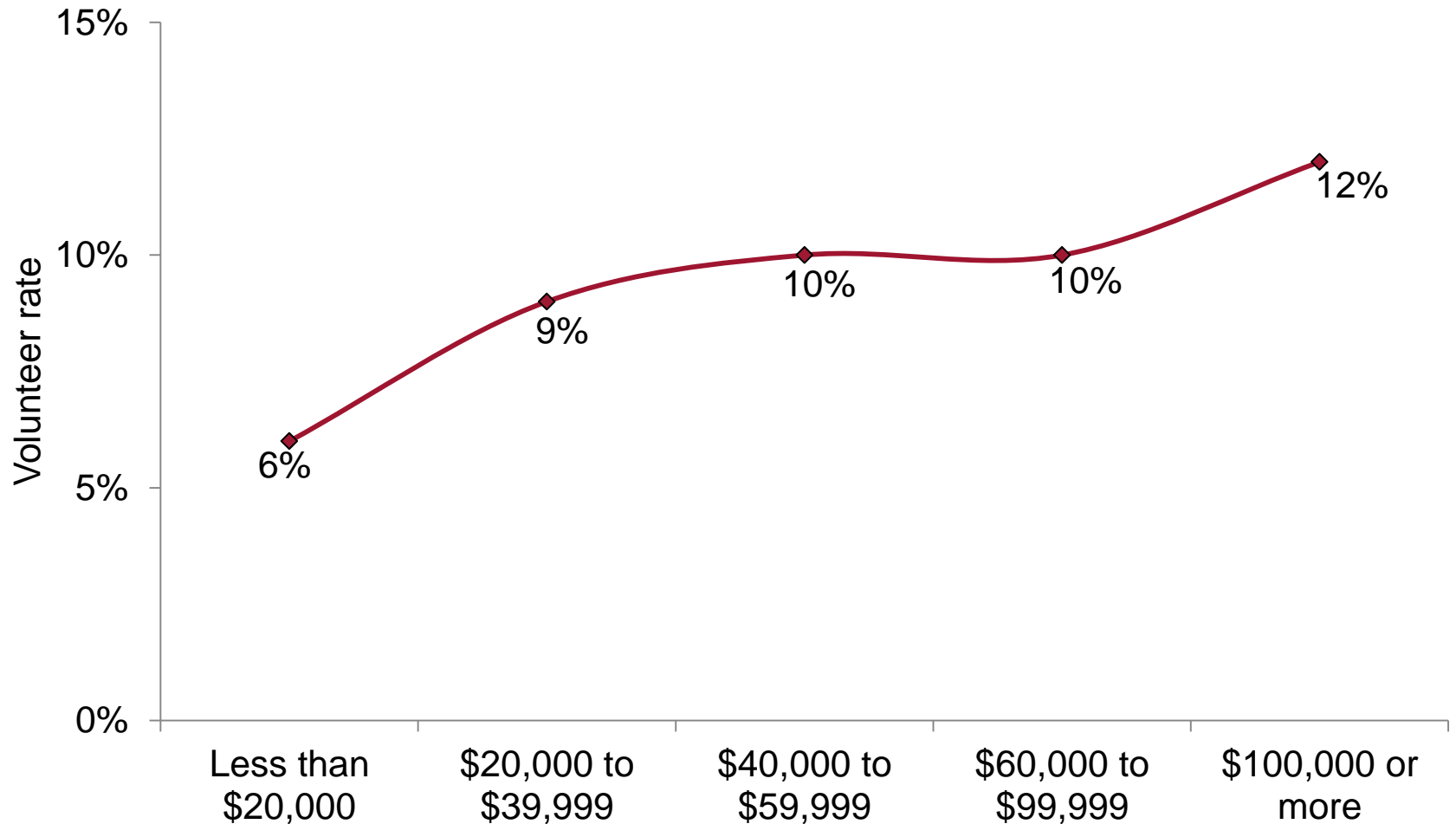
^E Use with caution.

Characteristics of volunteers: Labour force status

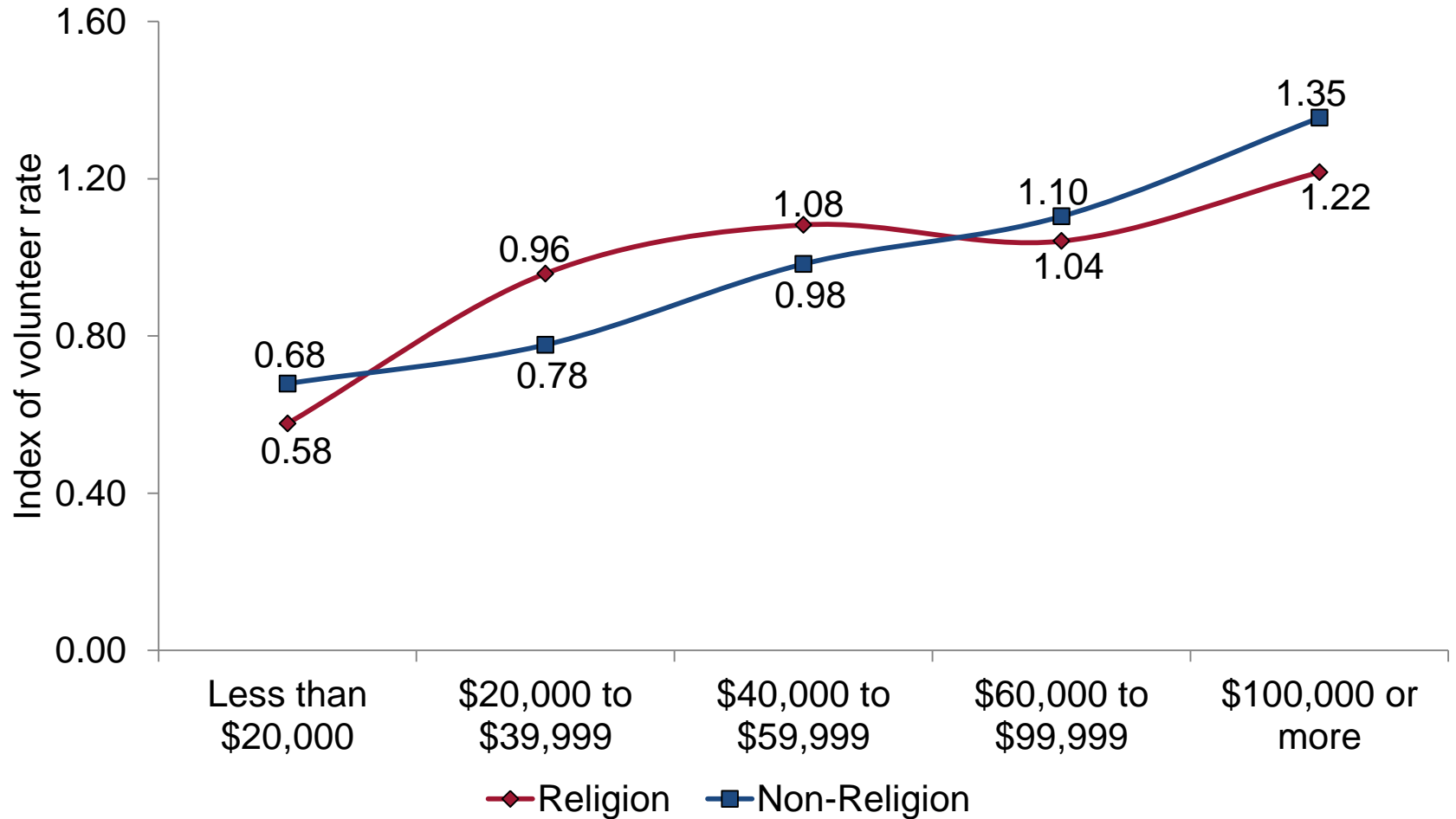


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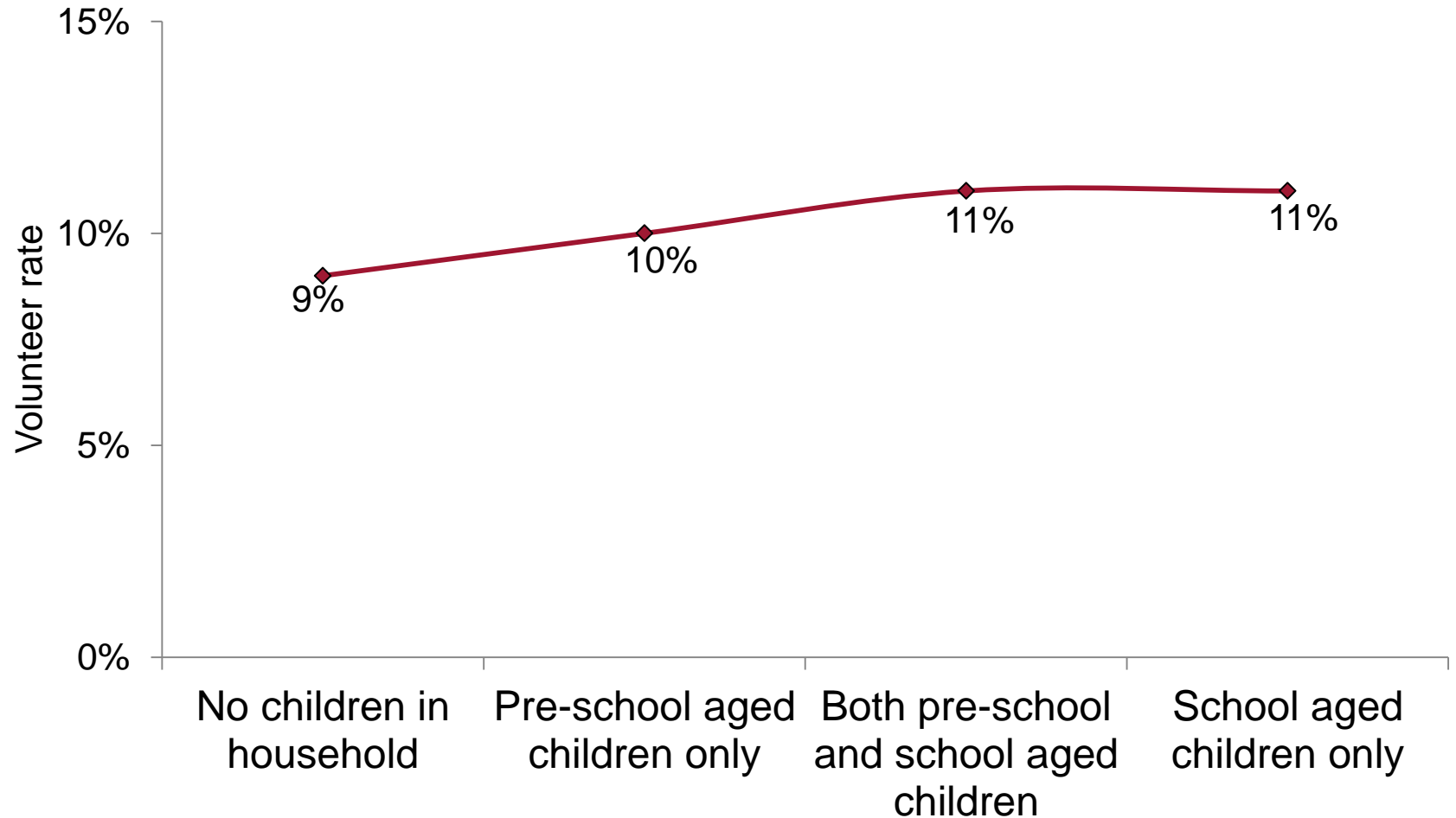
Characteristics of volunteers: Household income



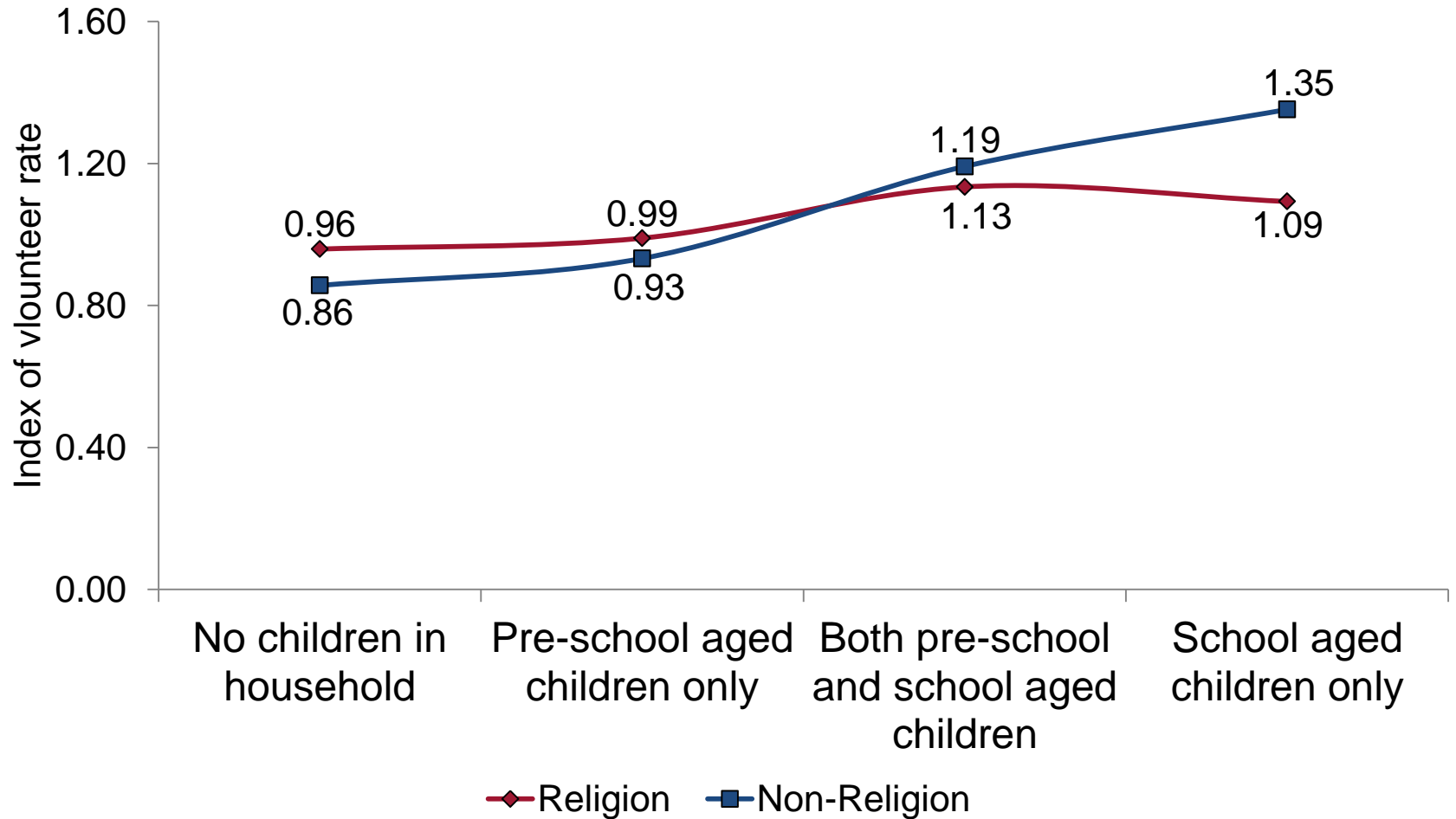
Characteristics of volunteers: Household income



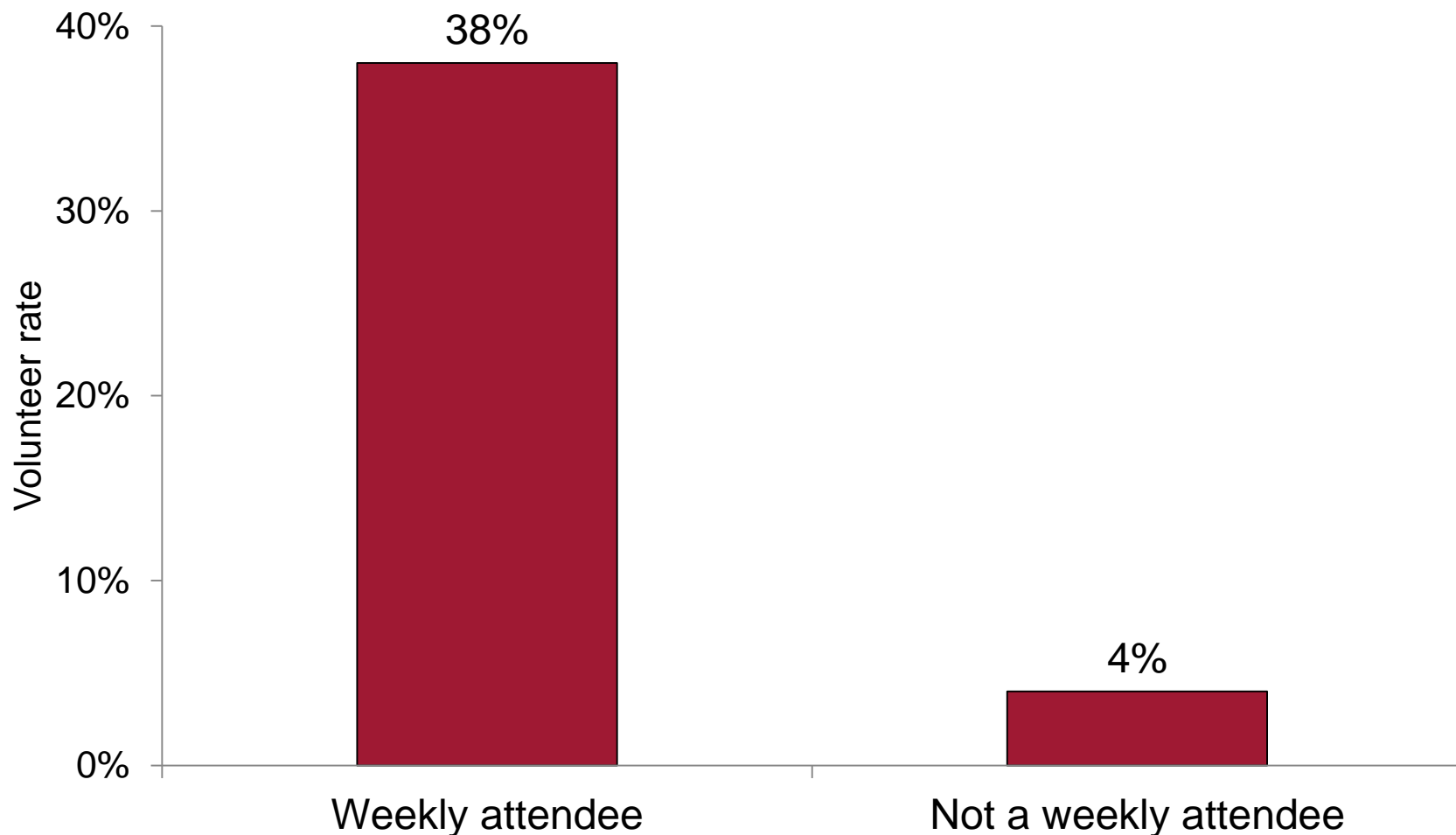
Characteristics of volunteers: Presence of children



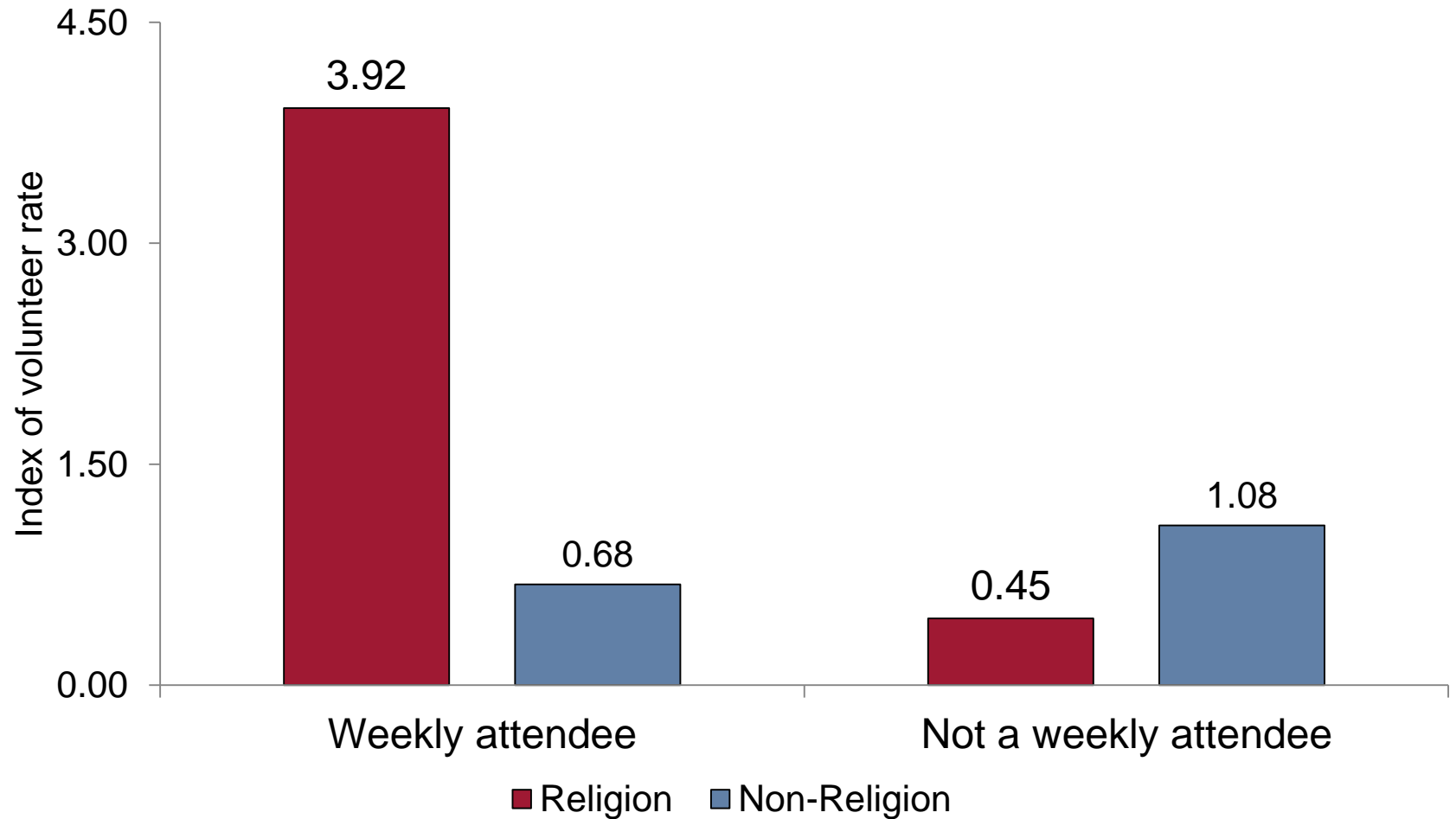
Characteristics of volunteers: Presence of children



Characteristics of volunteers: Religious attendance



Characteristics of volunteers: Religious attendance

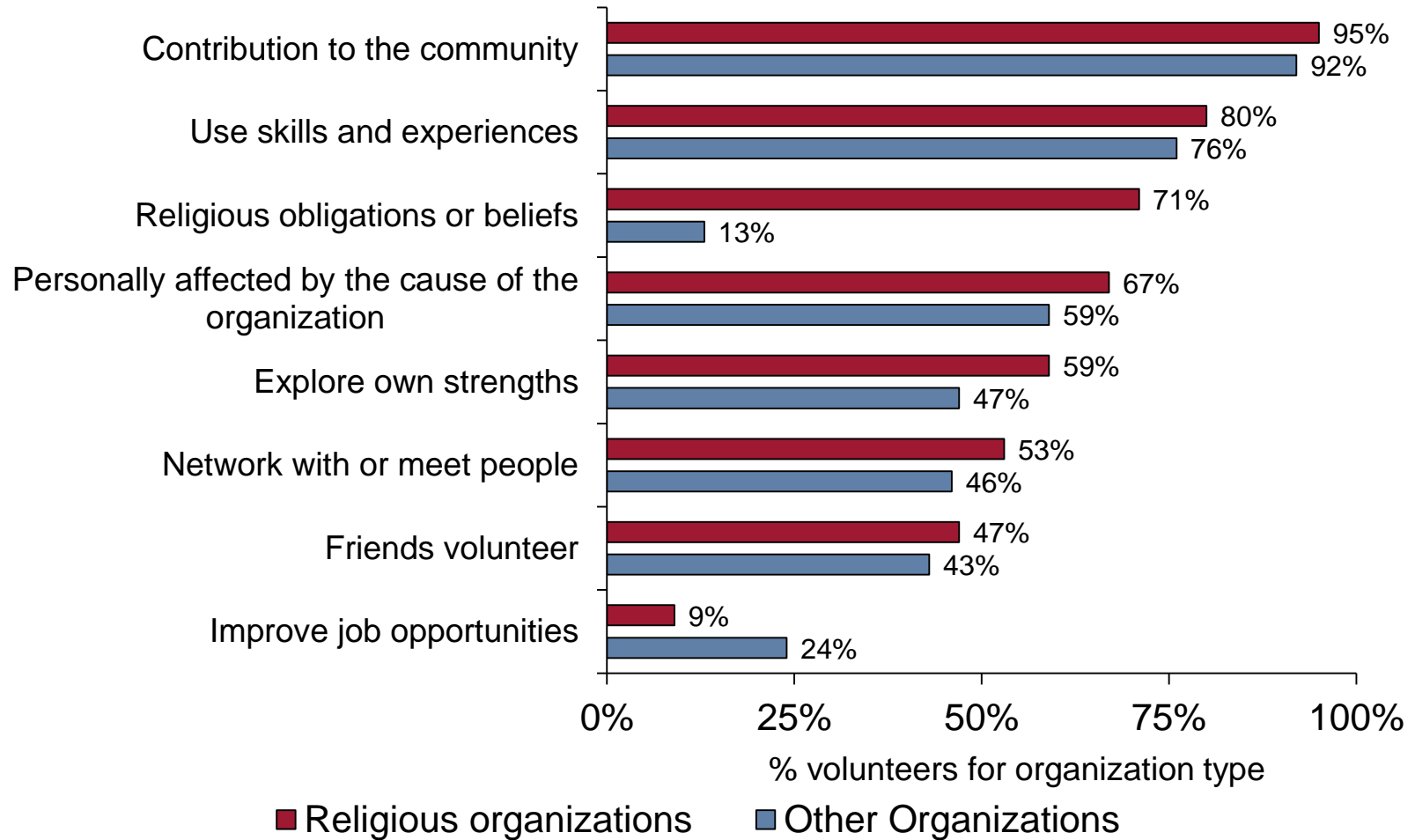


Motivations for volunteering

FINDINGS:

- Religious volunteers most likely to report desires to make contribution to community and make use of skills and experiences as motivations for volunteering
- Least likely to report desire to improve job opportunities
- Compared to volunteers for other organizations, volunteers for Religious organizations
 - Much more likely to cite religious beliefs or obligations as reason for volunteering
 - Slightly more likely to cite most other motivations
 - Somewhat less likely to volunteer to improve job opportunities

Motivations for volunteering

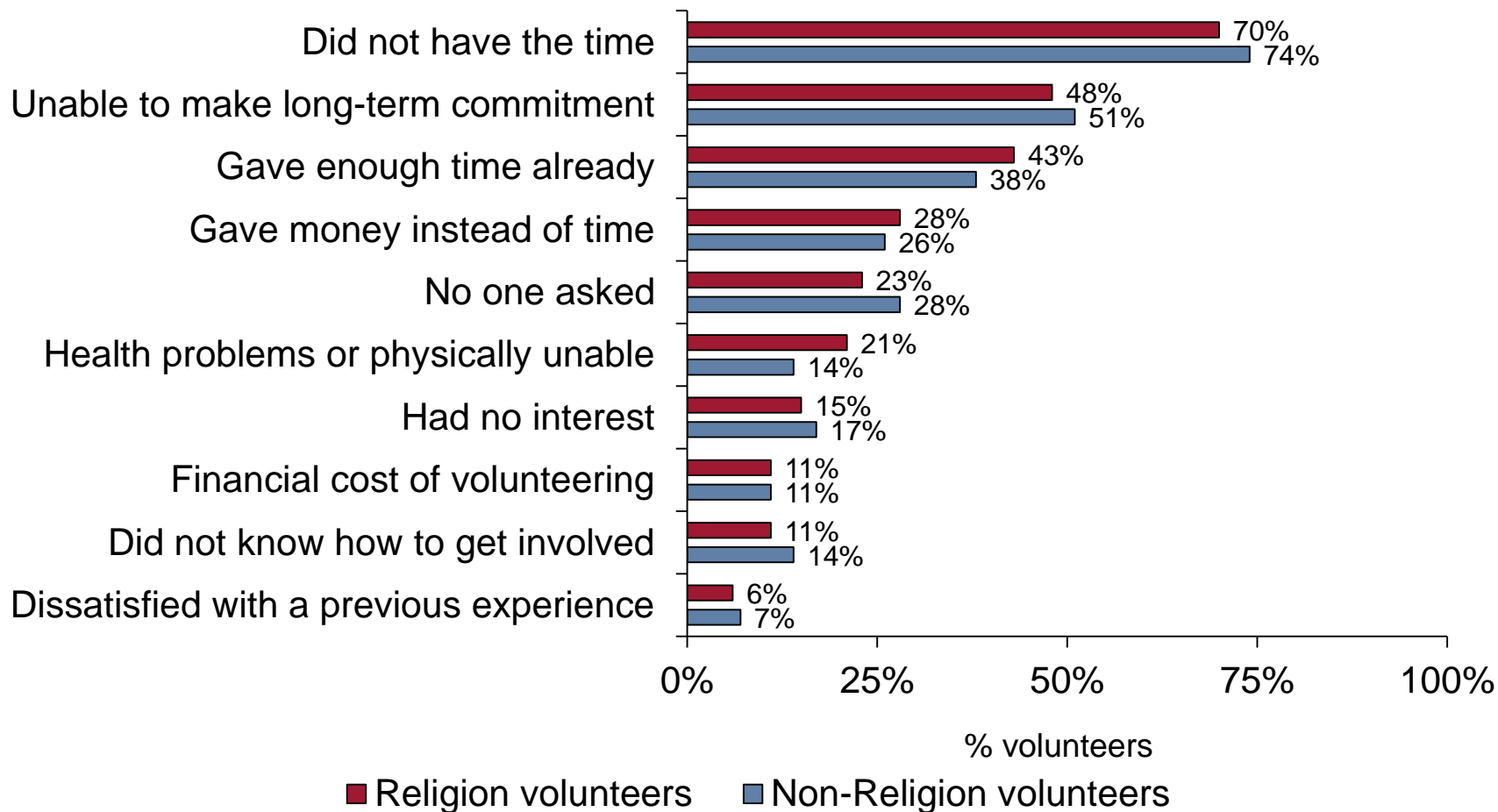


Barriers to volunteering more

FINDINGS:

- Volunteers to religious organizations less likely to report most barriers to volunteering more
- Some exceptions to this pattern – volunteers for Religious organizations more likely to report:
 - Health problems or being physically unable to volunteer
 - Having already volunteered enough time

Barriers to volunteering more



Motivations and barriers to volunteering

IMPLICATIONS:

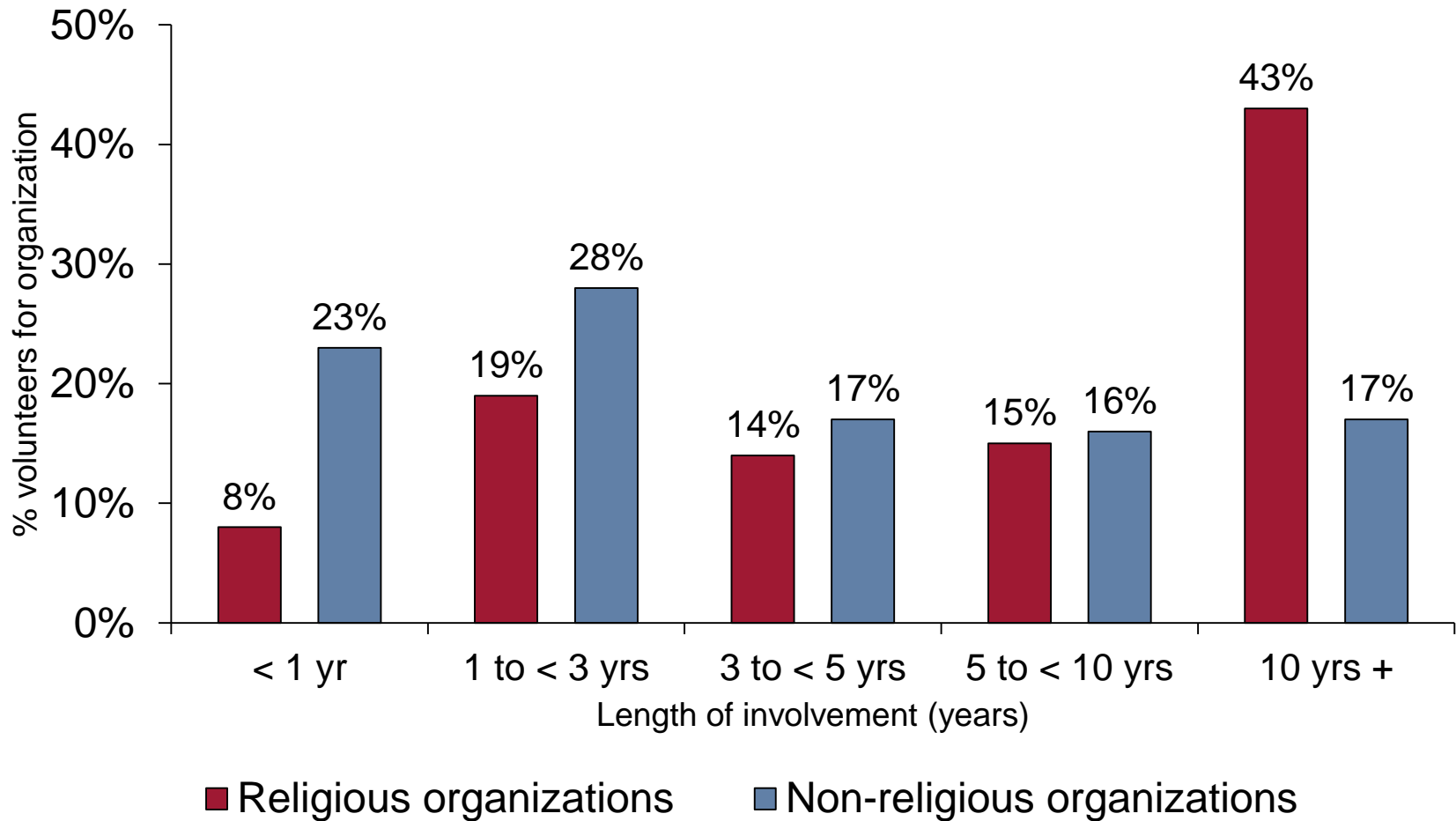
- Religious volunteering very participant based
 - Religious obligations and beliefs a potent motivator
- Religious volunteers also stand out because of
 - Age – likely to report health or disability as barriers
 - Commitment – more likely to report having given enough time

Length of involvement with organization

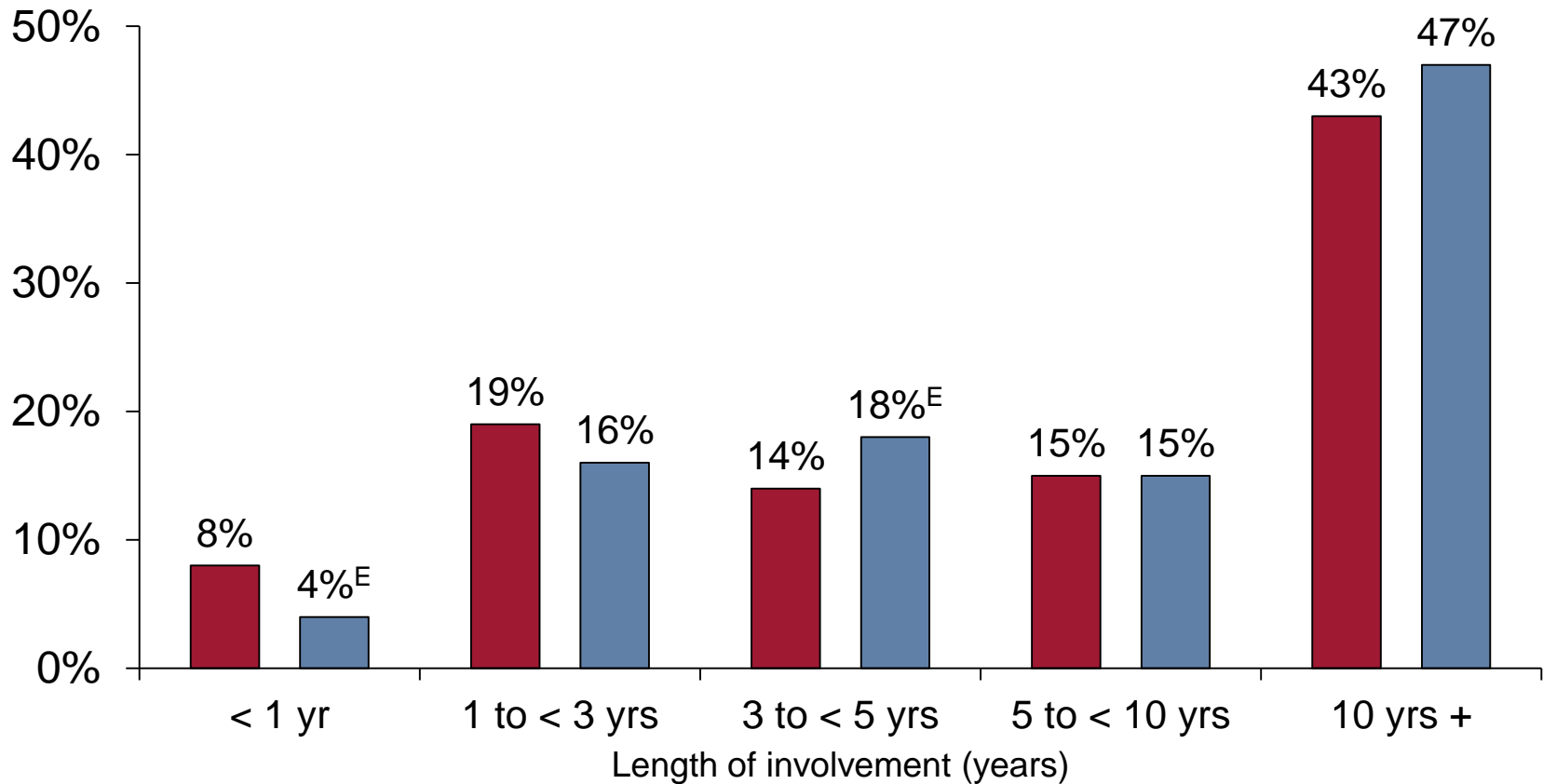
FINDINGS:

- Religion volunteers are much more likely than volunteers for other causes to have volunteered for the organization for 10 years or more
- Those who have volunteered for 10 years or more contribute disproportionately more hours

Length of involvement with organization



Length of involvement with organization



^E Use with caution.

■ % volunteers ■ % volunteer hours

Length of Involvement with organization

IMPLICATIONS:

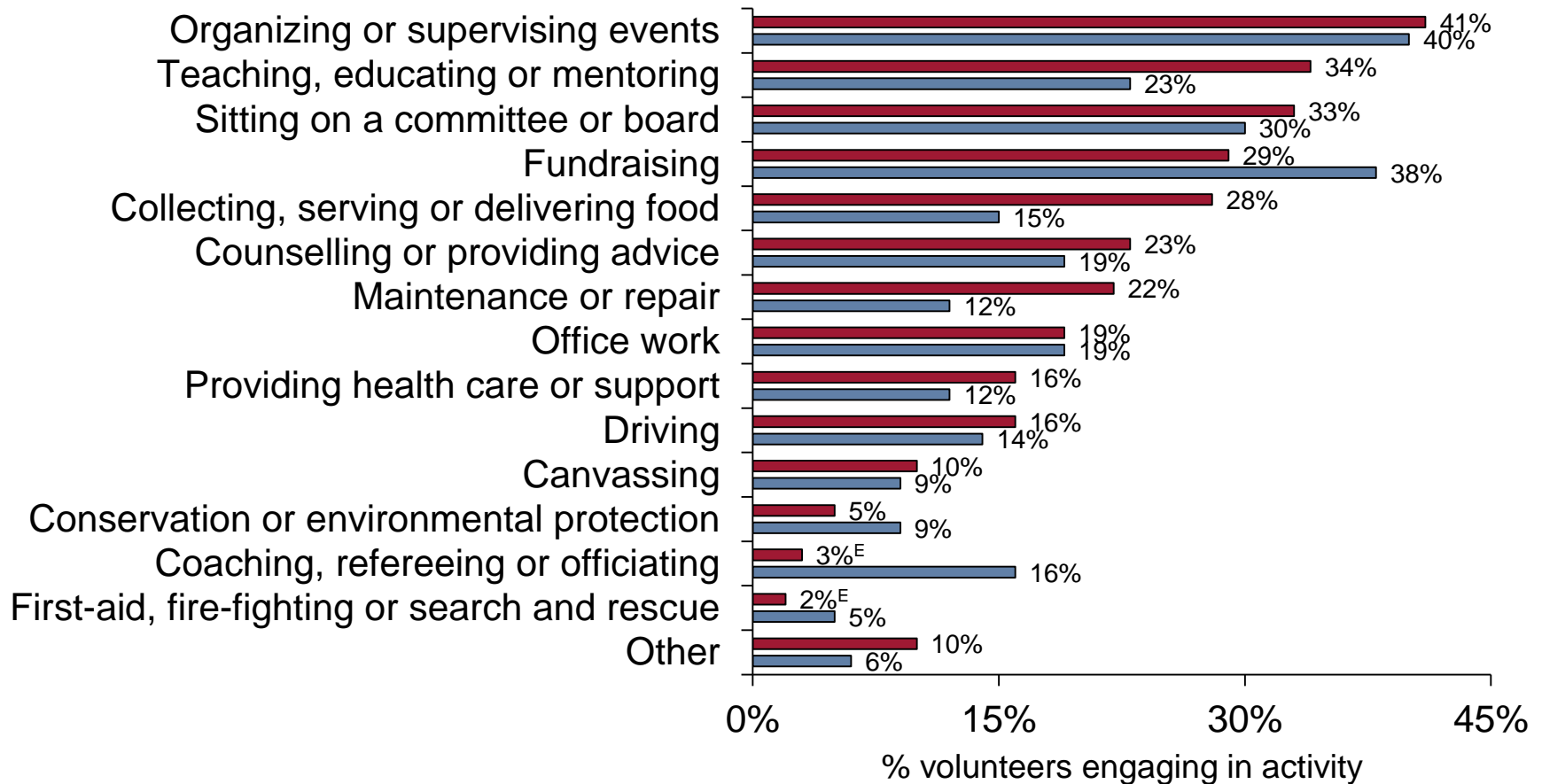
- Religious volunteers tend to have long-standing ties with the organization
 - Implications for volunteer activities, volunteer training, etc.
- Even though those who have been involved for 10 years or more contribute more hours, volunteer hours are relatively equally distributed compared to many other causes

Volunteer activities

FINDINGS:

- Religion volunteers are most likely to
 - Organize or supervise events
 - Teach, educate or mentor
 - Sit on a committee or board
- Most volunteer time is allocated to these activities
- Religious volunteers devote more time to teaching than do volunteers for other causes

Volunteer activities

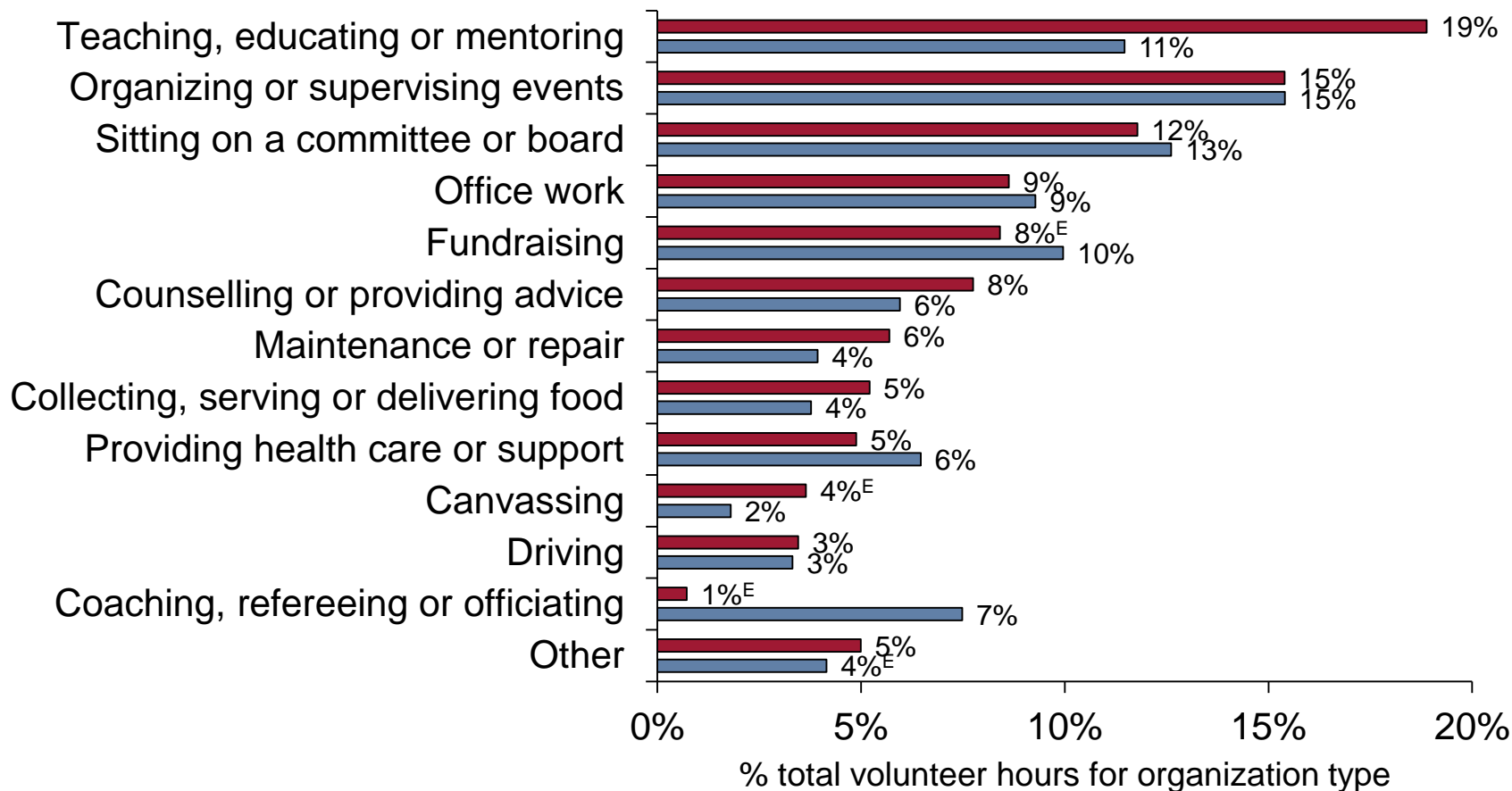


^E Use with caution.

■ Religion volunteers

■ Non-Religion volunteers

Volunteer activities



^E Use with caution.

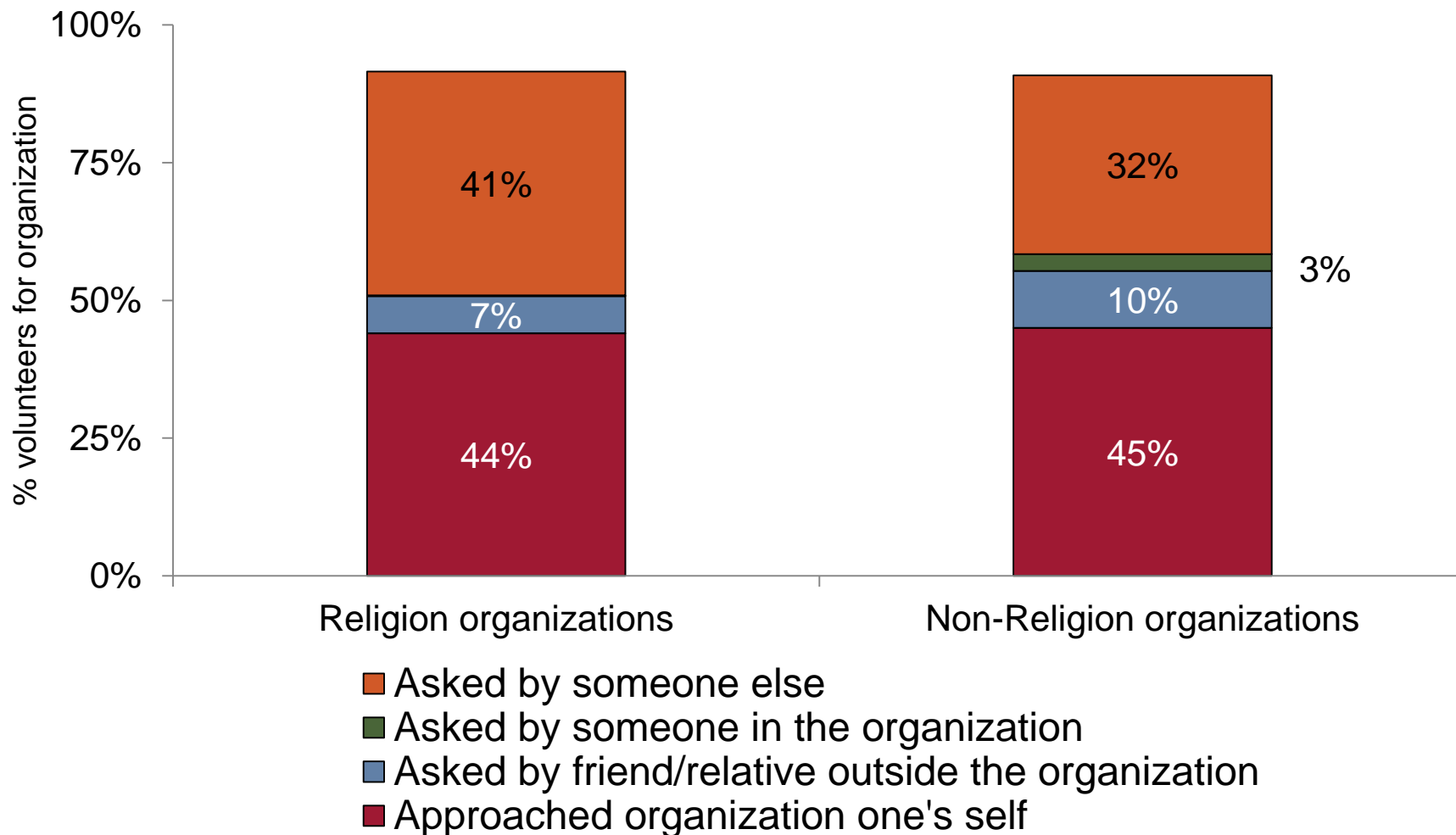
■ Religion Organizations ■ Non-Religion organizations

Method of initial involvement

FINDINGS:

- Volunteers for Religious organizations are most likely to become involved
 - By approaching organization on their own initiative
 - After being asked to volunteer by a non-family member not already involved with the organization
 - More likely than volunteers for other organizations to become involved this way

Method of initial involvement



Mandatory community service

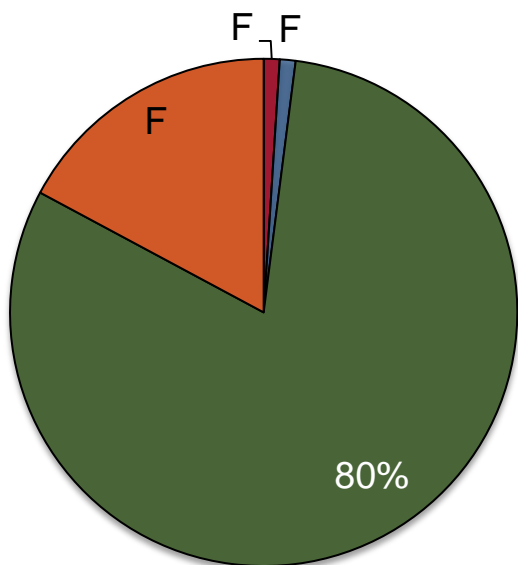
FINDINGS:

- About one in twenty volunteers for Religious organizations are required to volunteer for the organization
- Most commonly, volunteers are required to volunteer by the organization itself

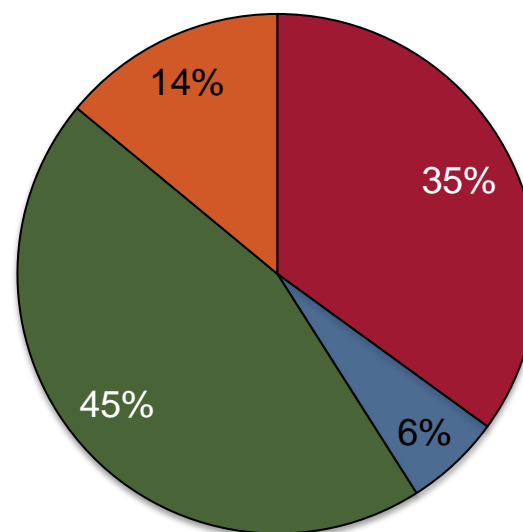
Mandatory community service

- 5% of volunteers for Religion organizations said they were required to volunteer, compared to 8% of volunteers for other causes

Religion



Non-Religion



F Sample size too small to use.

■ School ■ Employer ■ Group or organization ■ Other

Acknowledgements

This project is funded by the Government of Canada's Social Development Partnerships Program. The opinions and interpretations in this report are those of the author(s) and do not necessarily reflect those of the Government of Canada.

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 2nd 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

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

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