



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

Content

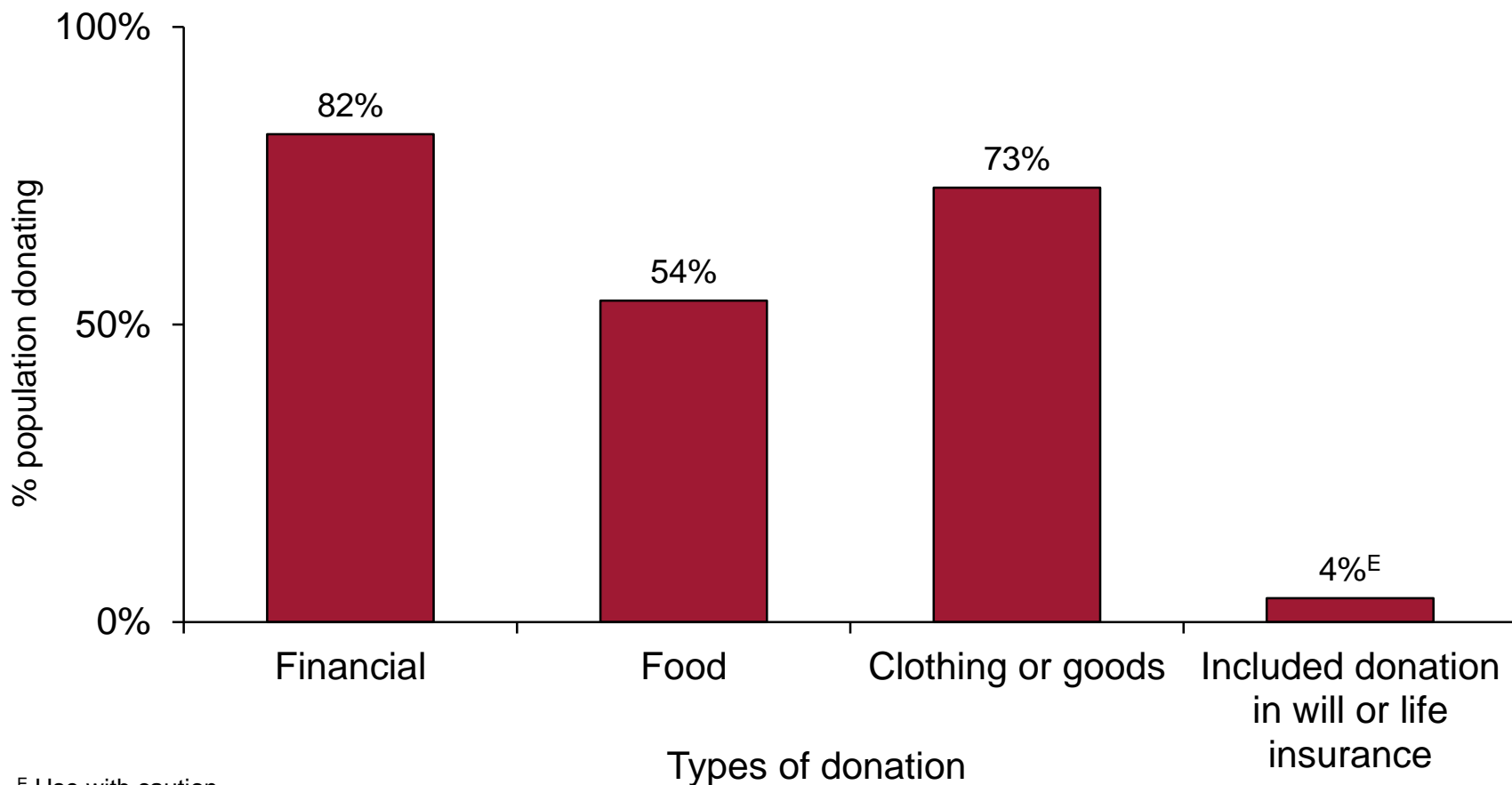
DONATING:

- 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

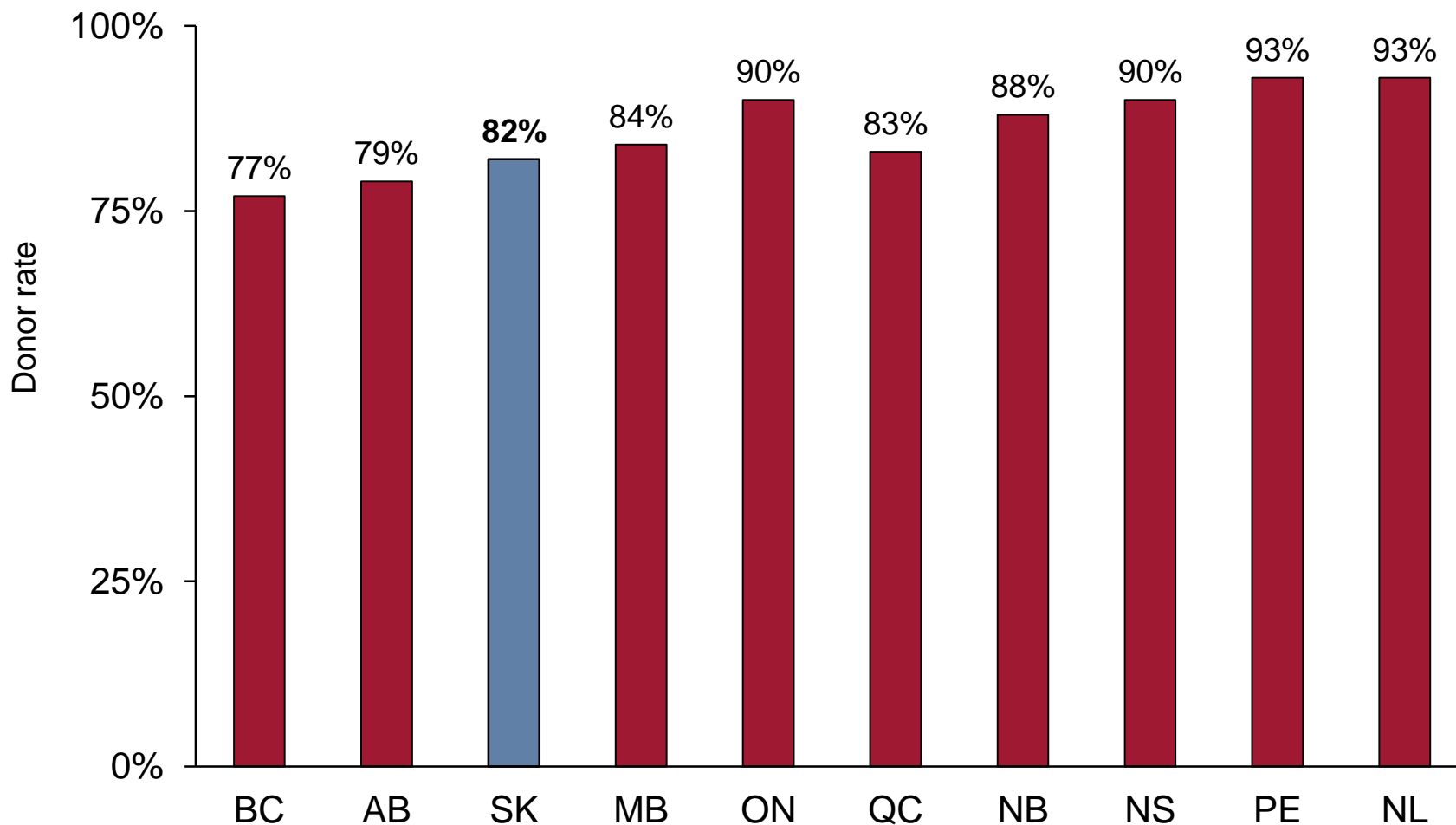


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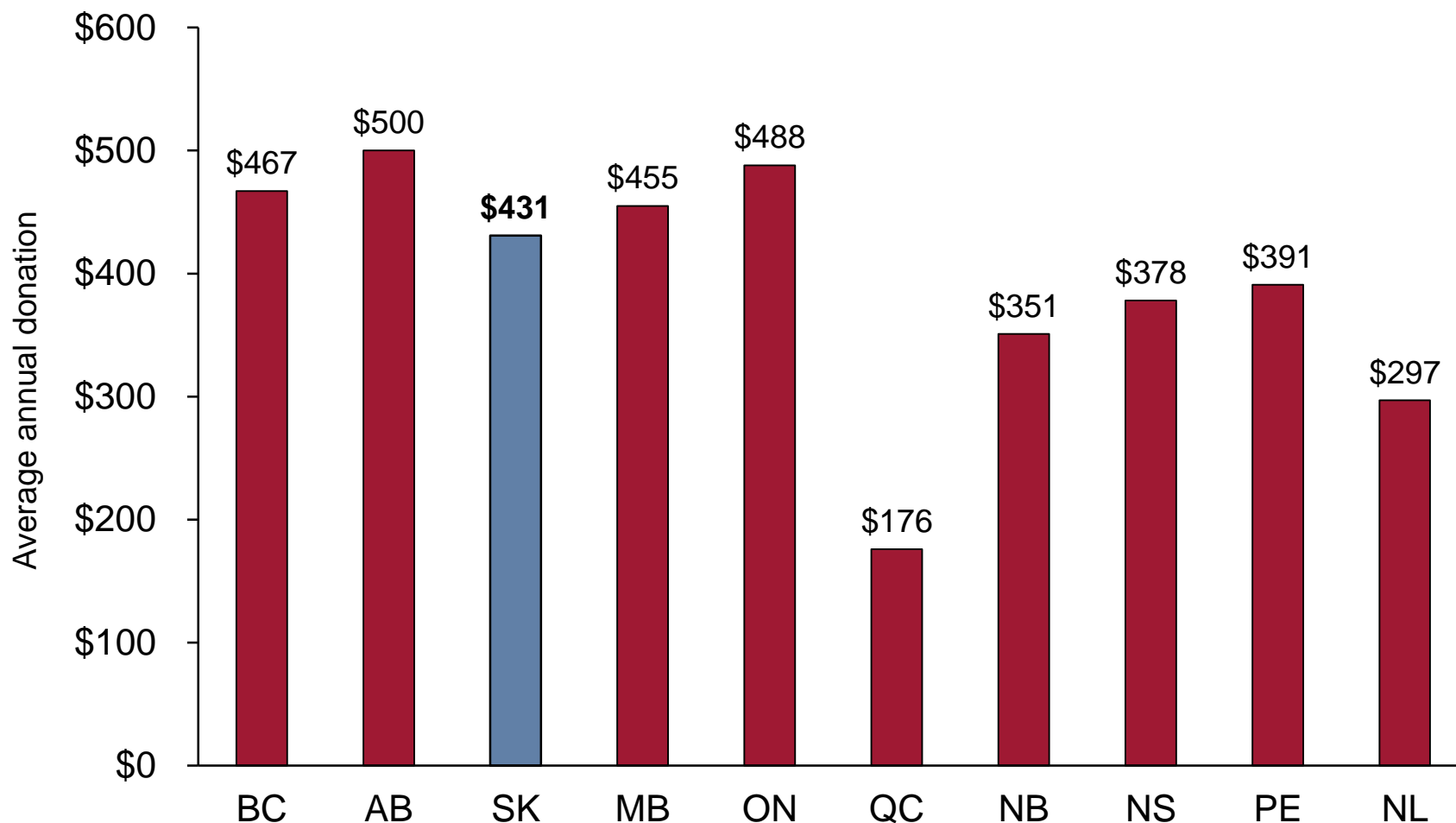
Financial donations

- 82% of Saskatchewanians (651,000 residents) made financial donations in 2004
 - 85% of Canadians donated
- Saskatchewanian donors each donated an average of \$431, with a median donation amount of \$128
 - On average, Canadian donors contributed \$400 annually, with a median donation of \$120
- Collectively, Saskatchewanians donated approximately \$281 million

Donor rate



Average annual donation

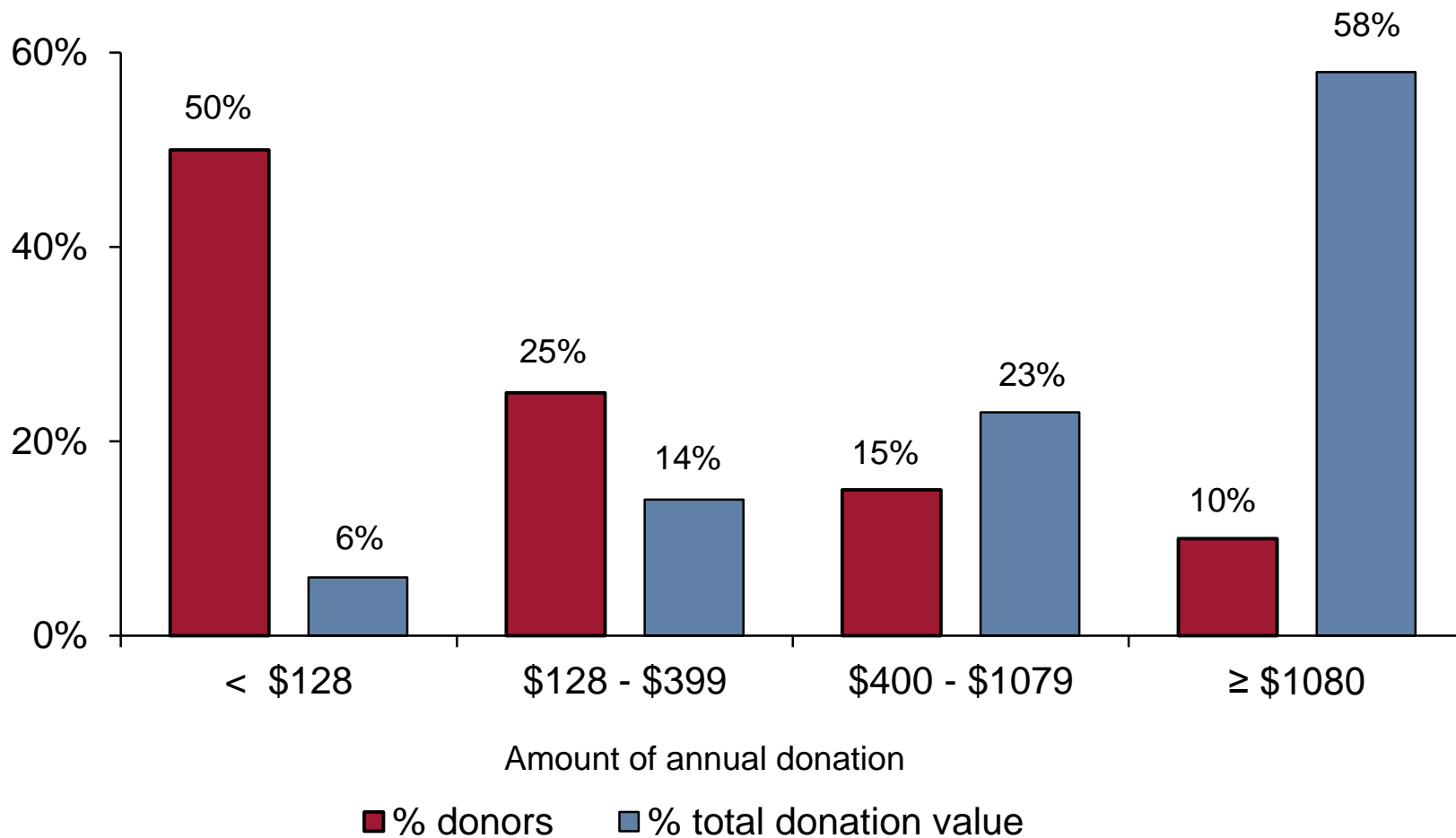


Concentration of support

FINDINGS:

- Although most Saskatchewan residents donated, a minority were responsible for most of the donation value
 - The 10% of donors who contributed \$1,080 or more accounted for 58% of total donation value
 - The top 25% of donors (\$400 or more) accounted for 81% of donations
- Half of donors contributed less than \$128, accounting for just 6% of the money donated

Concentration of support

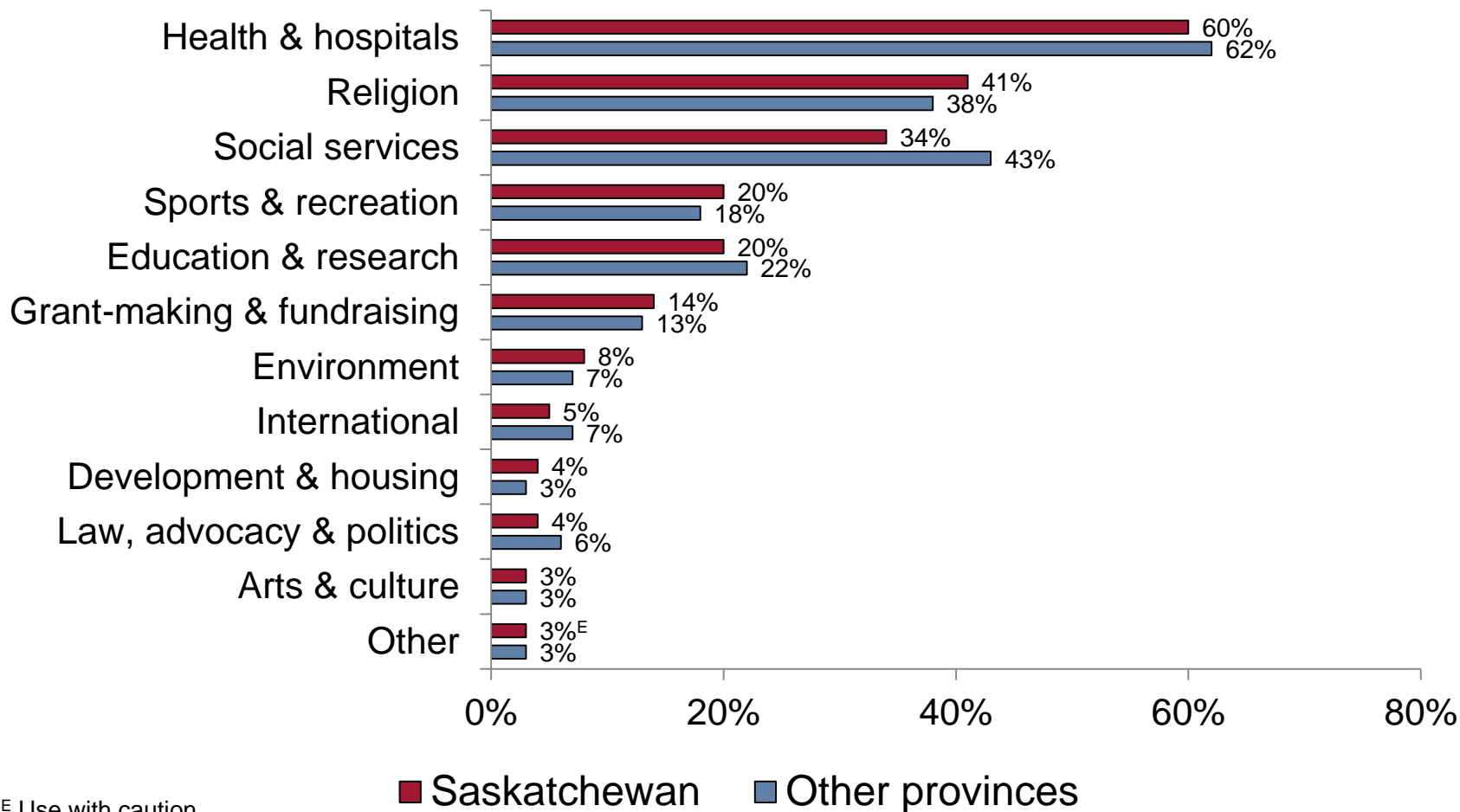


Types of organizations supported

FINDINGS:

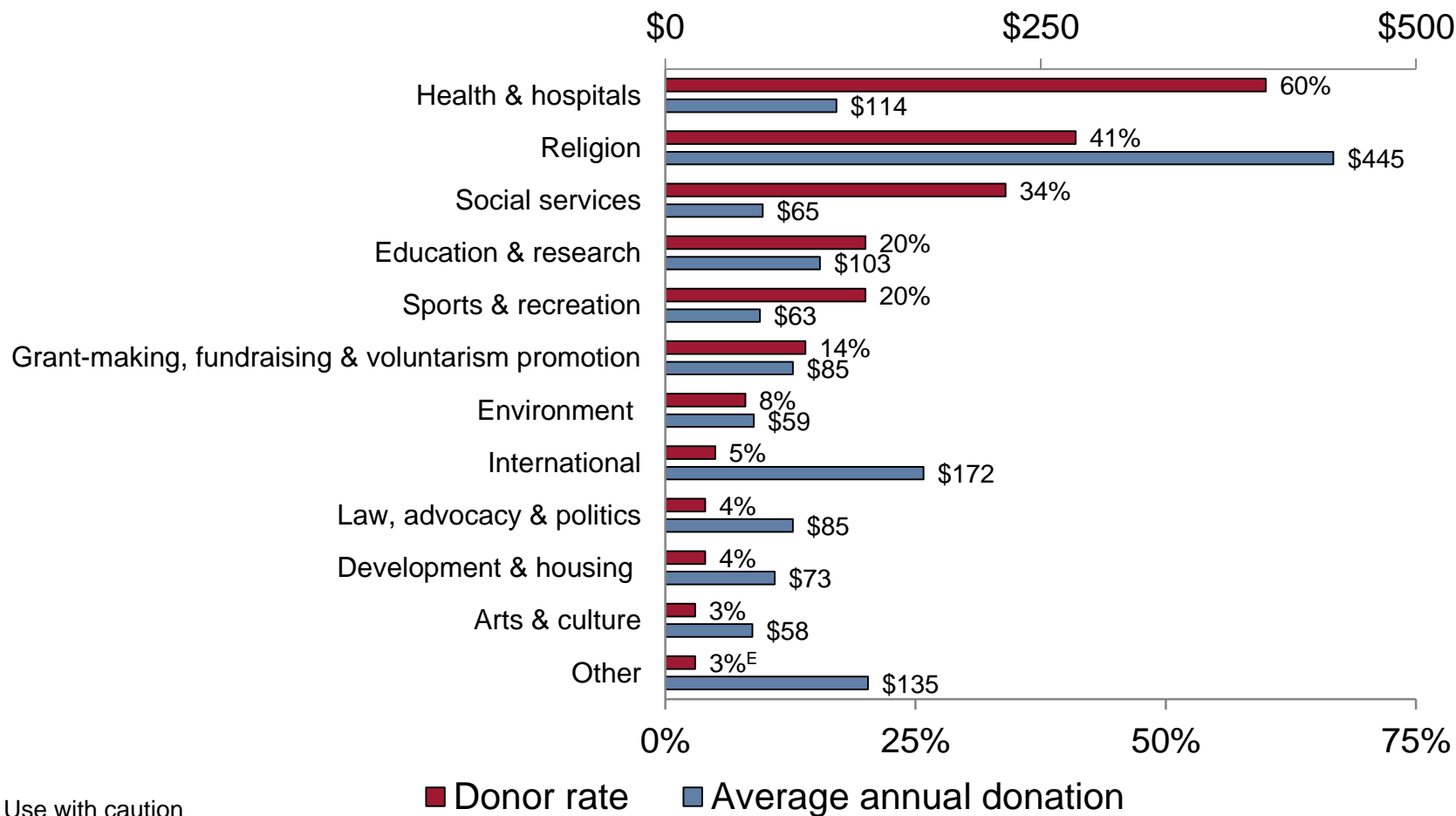
- Patterns of donations very similar to in other provinces
- Most likely to donate to organizations working in the areas of Health, Religion, and Social services
 - Somewhat less likely than residents of other provinces to donate to Social services organizations
- Majority of donation value went to Religion organizations
- Followed by:
 - Health
 - Social services
 - Education

Types of organizations supported



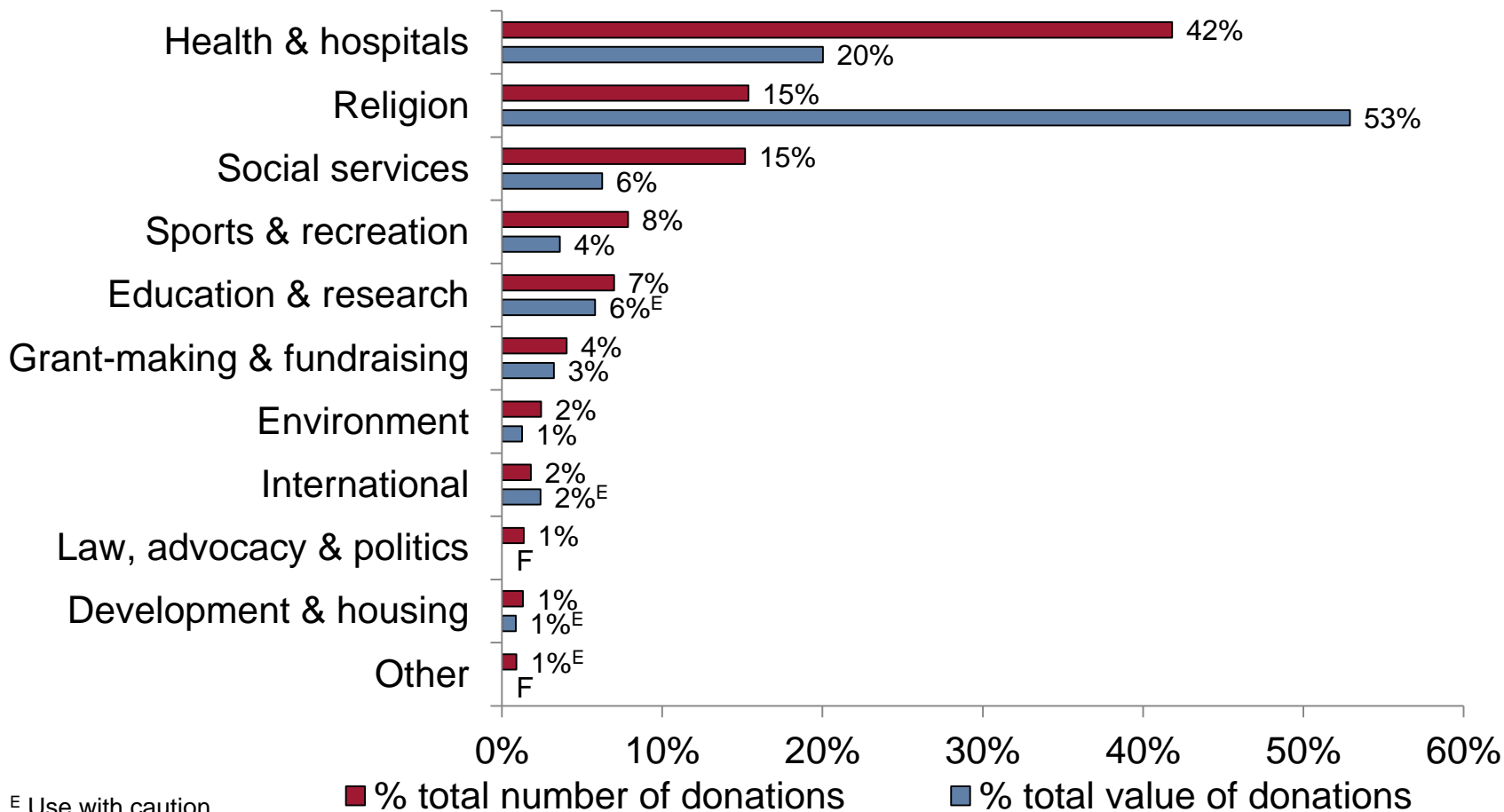
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Types of organizations supported



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Types of organizations supported



F Sample size too small to use.

Types of organizations supported

IMPLICATIONS:

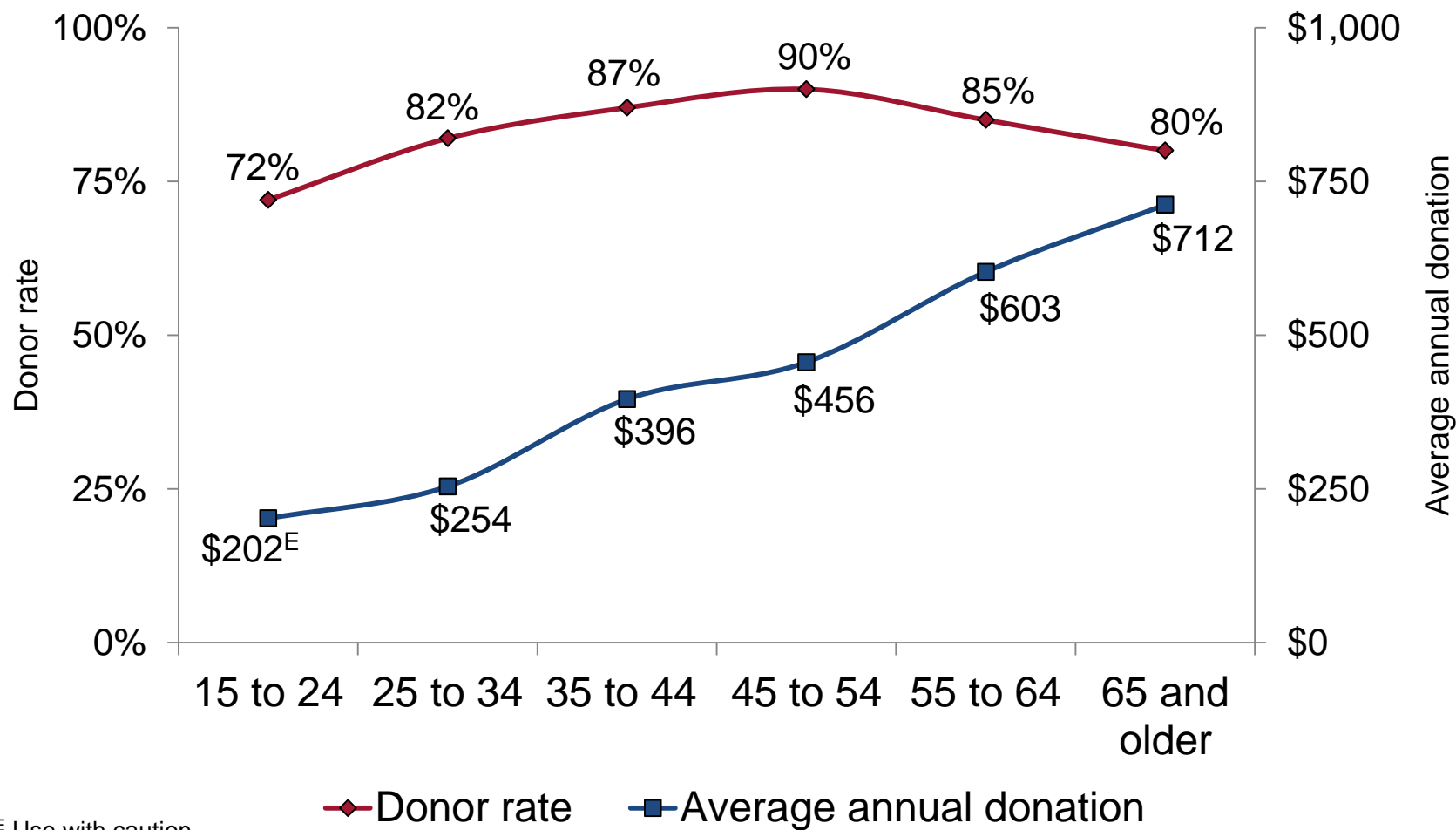
- Organizations need to be aware of the level of support their cause receives from donors
 - Breadth and depth of their donor pool
- Also need to consider the pattern of donations their cause tends to receive – implications for many aspects of donations (e.g., solicitation methods)
 - Wide base of support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

Donor characteristics

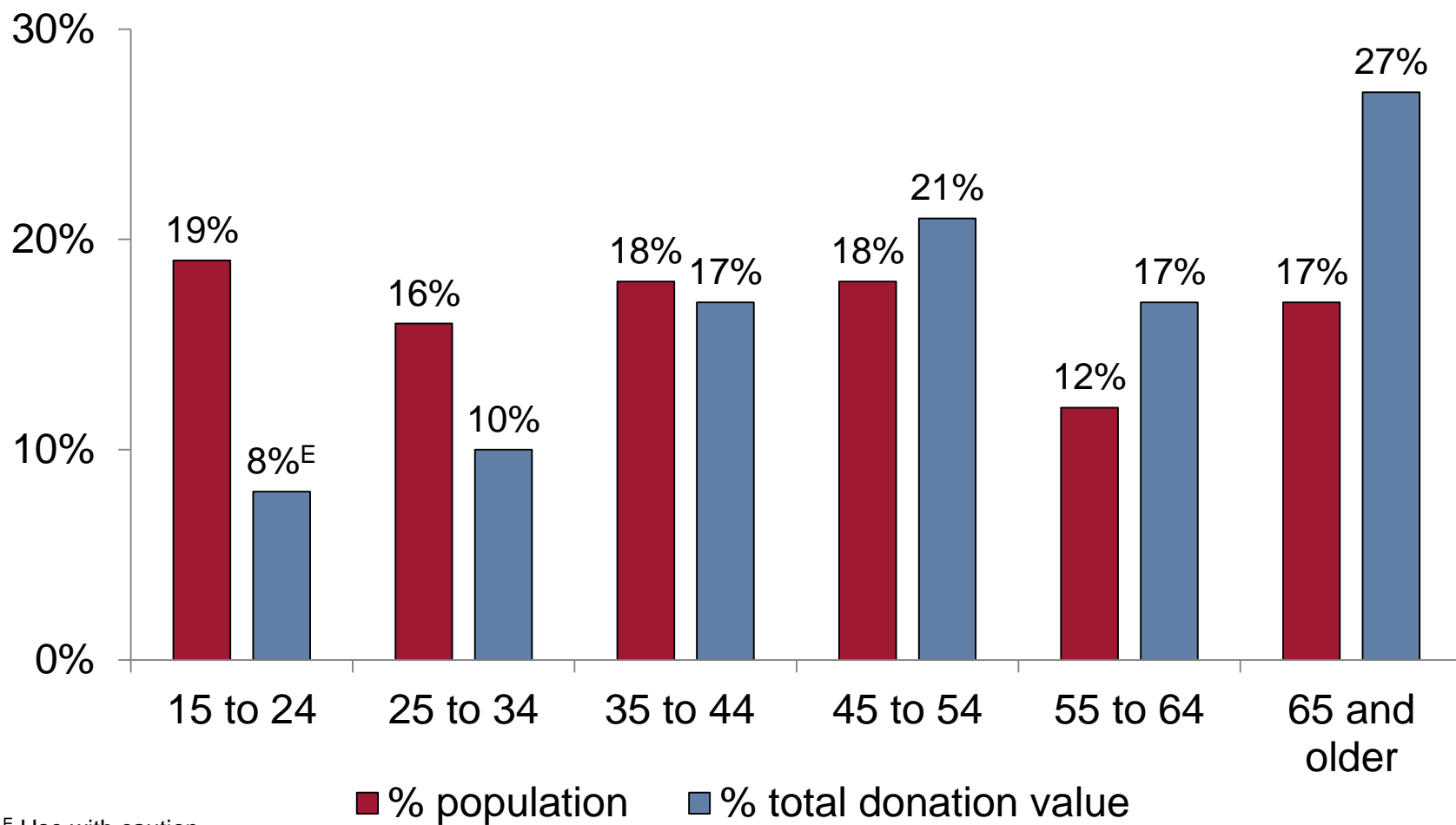
FINDINGS:

- 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

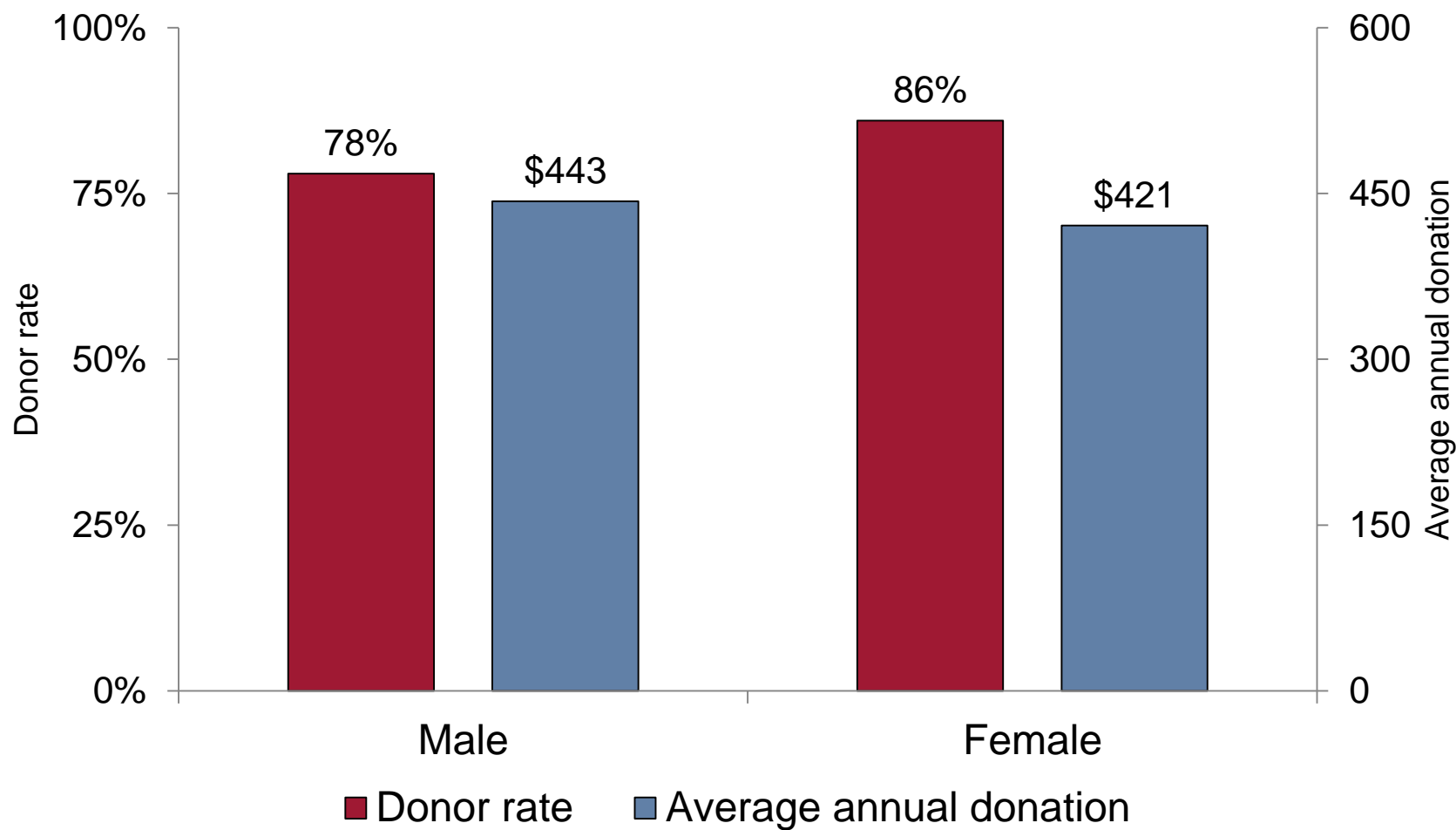
Donor characteristics: Age



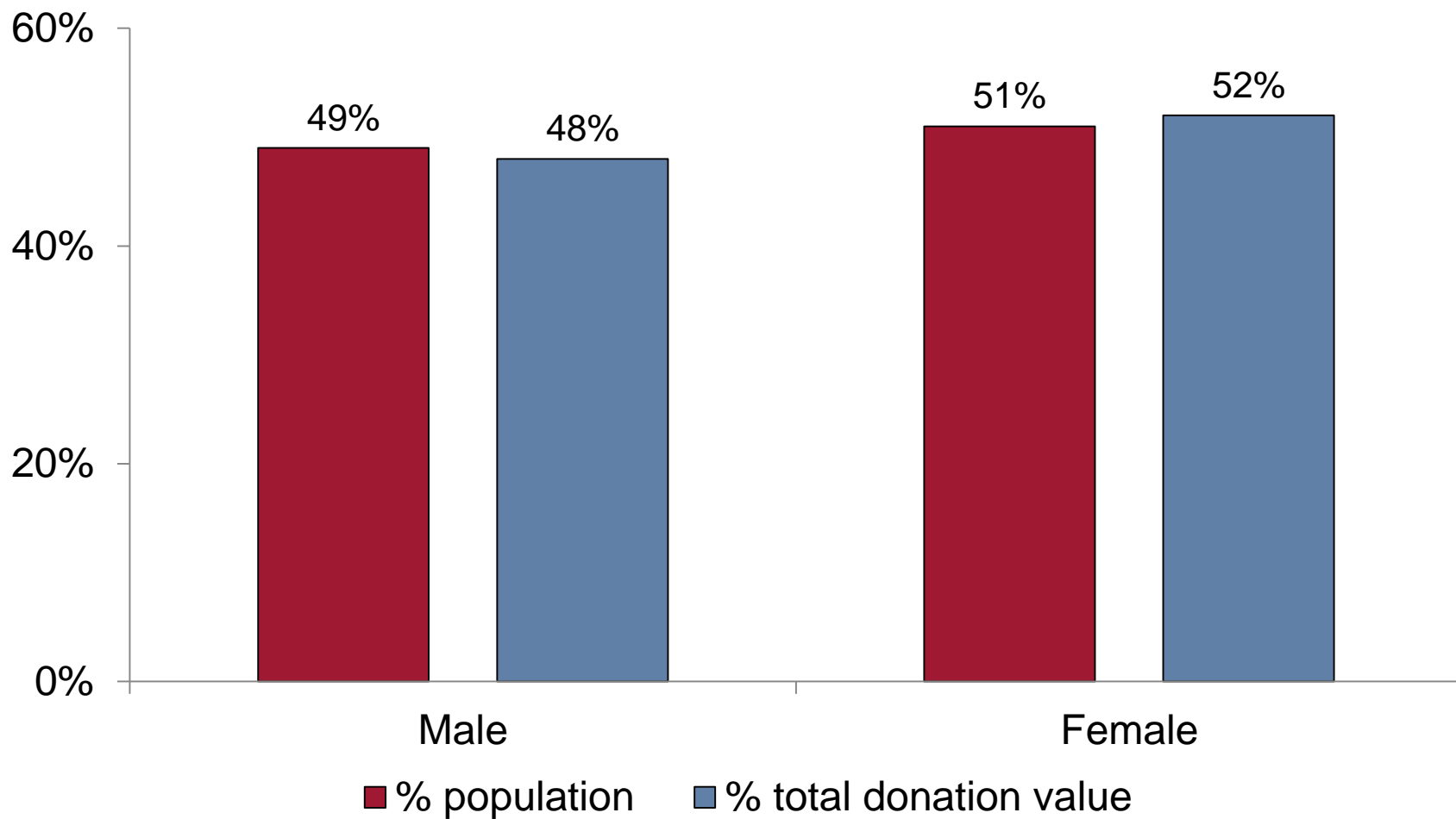
Donor characteristics: Age



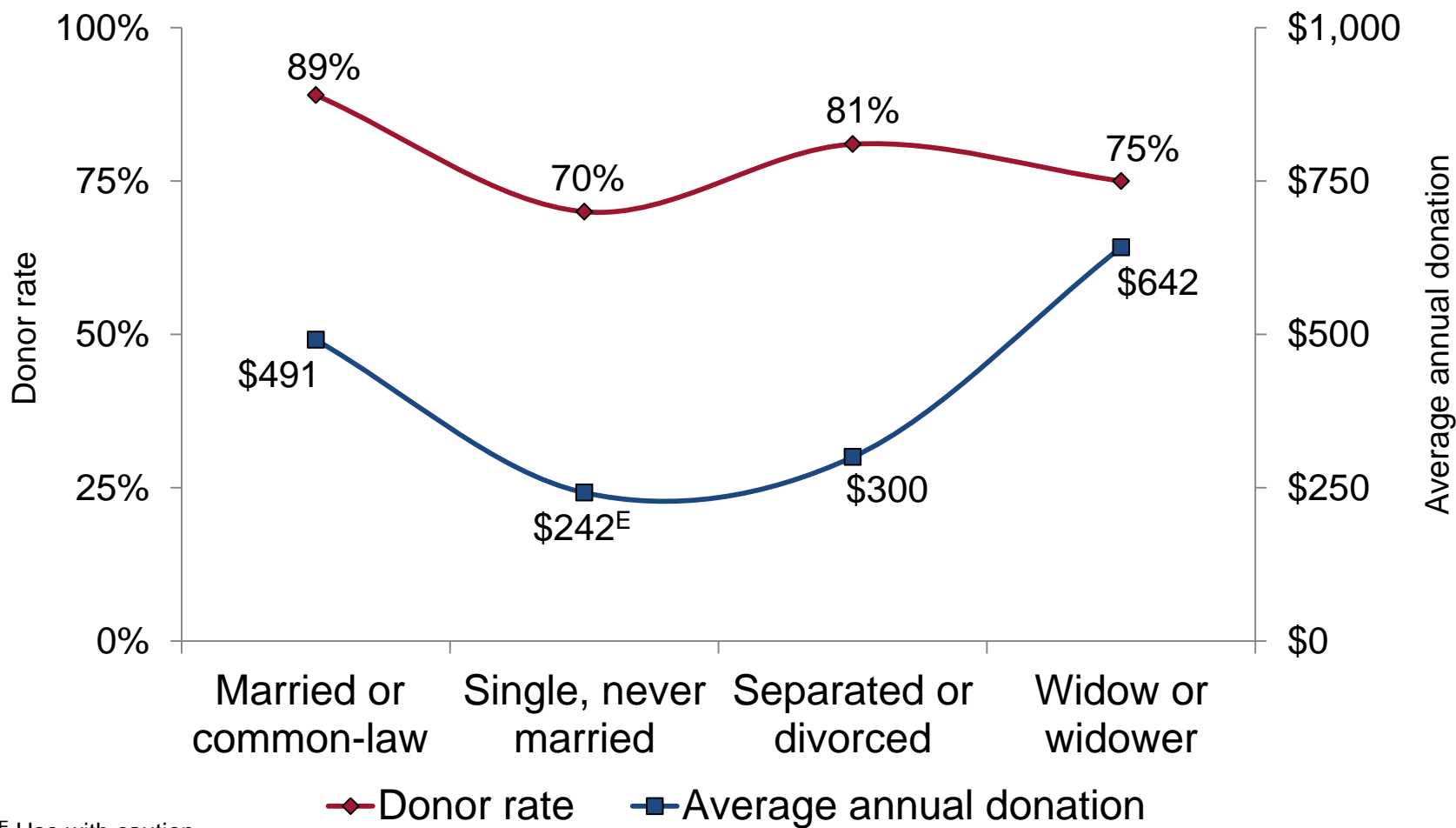
Donor characteristics: Sex



Donor characteristics: Sex

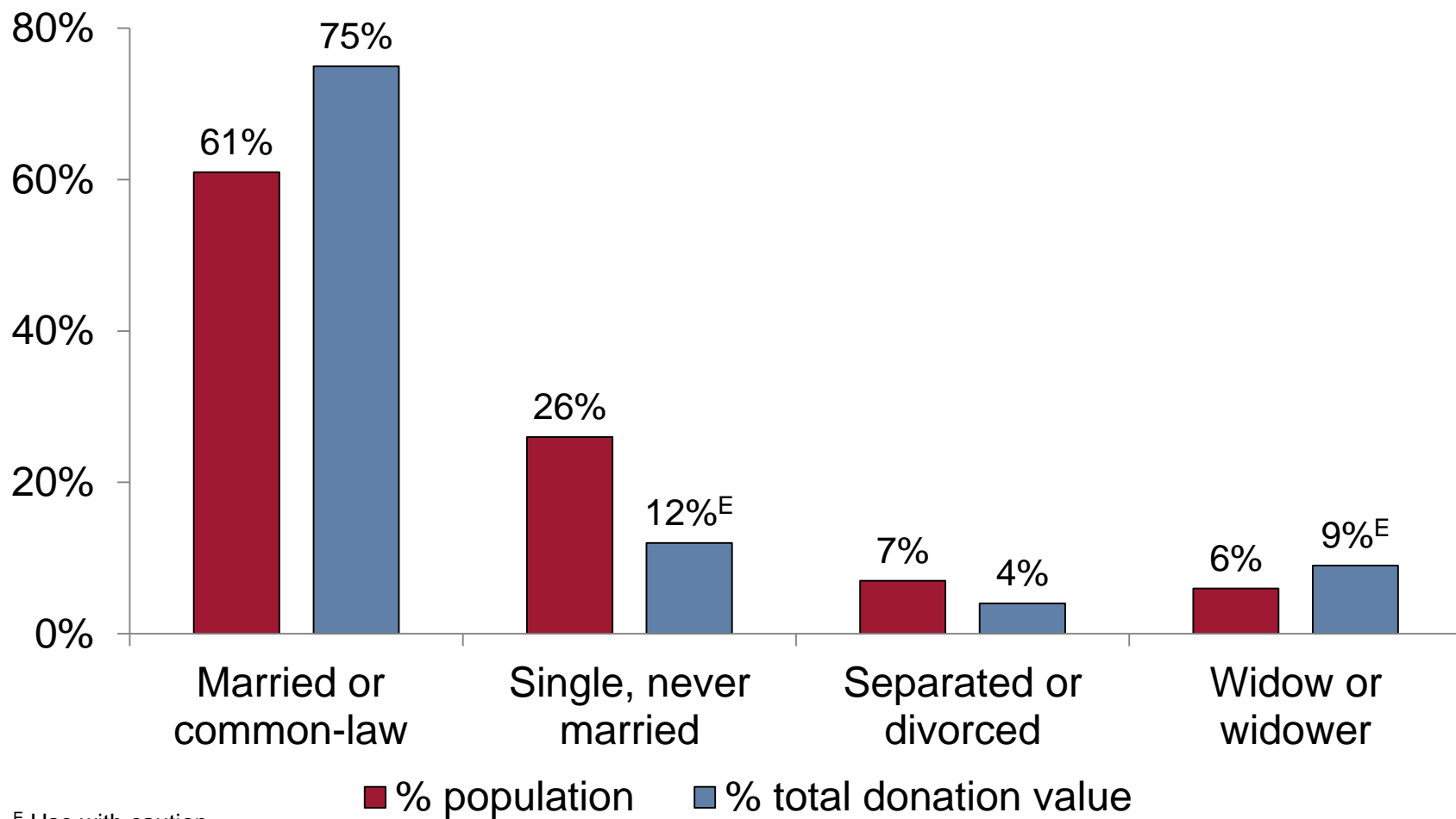


Donor characteristics: Marital status

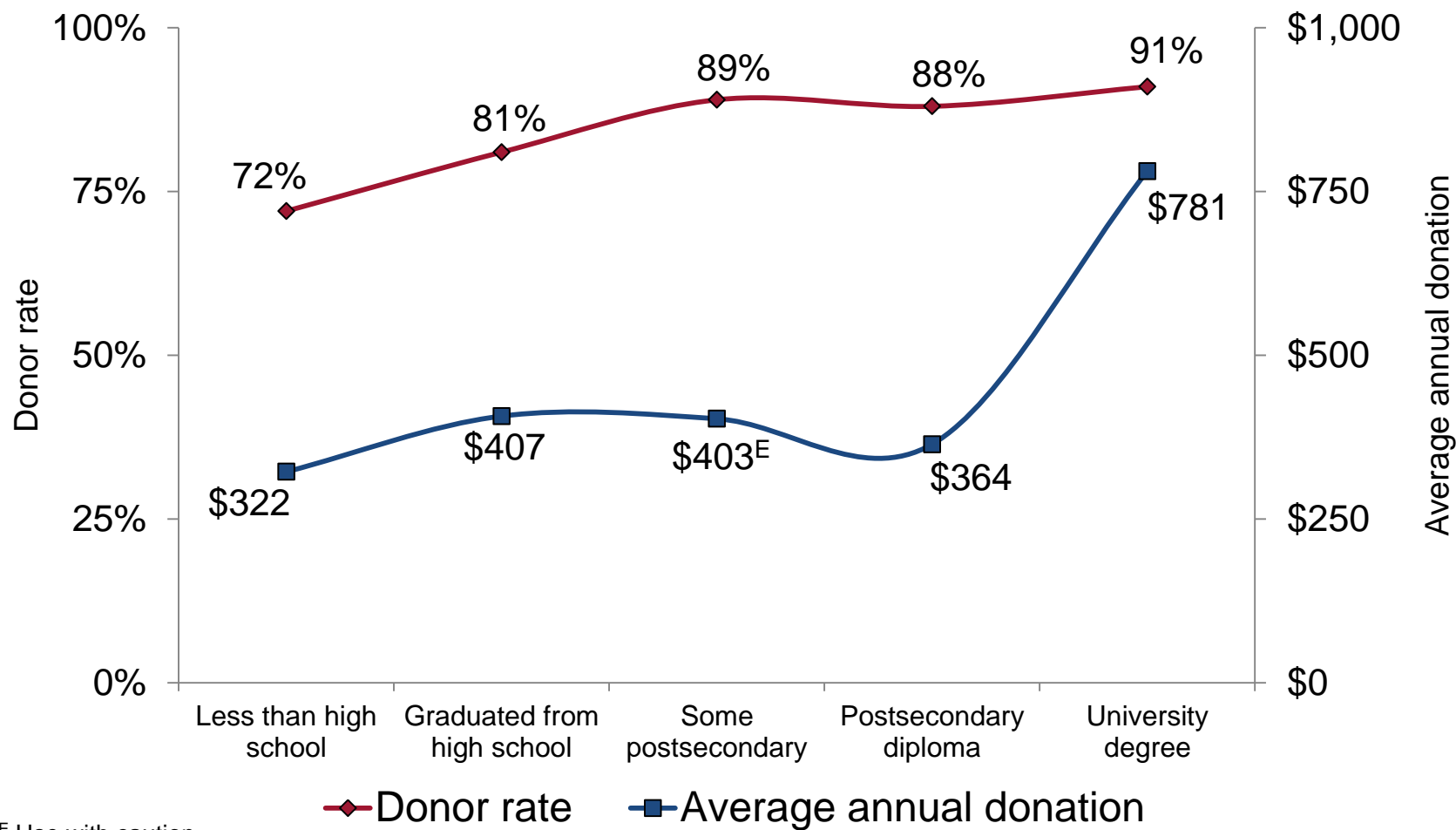


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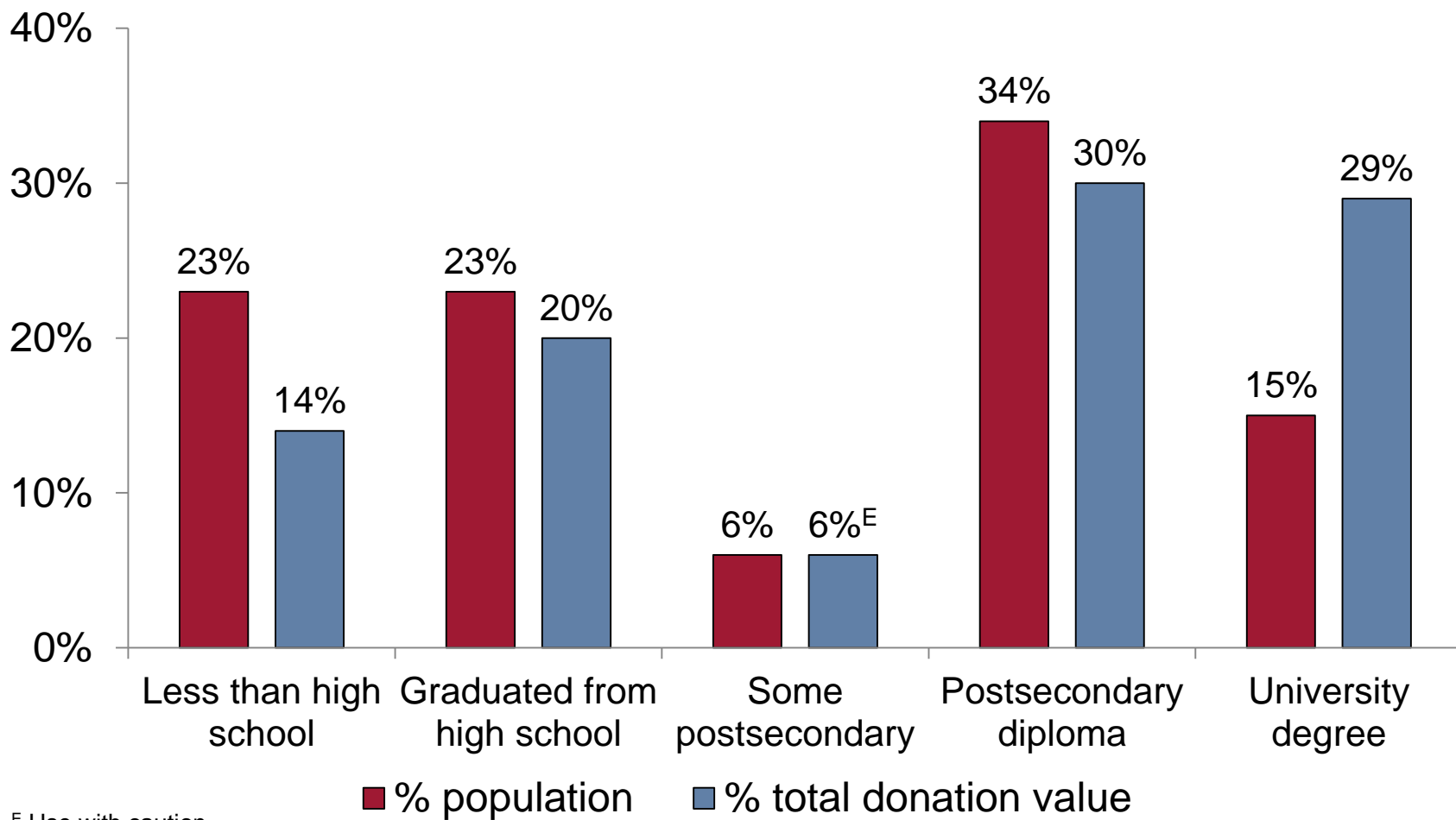
Donor characteristics: Marital status



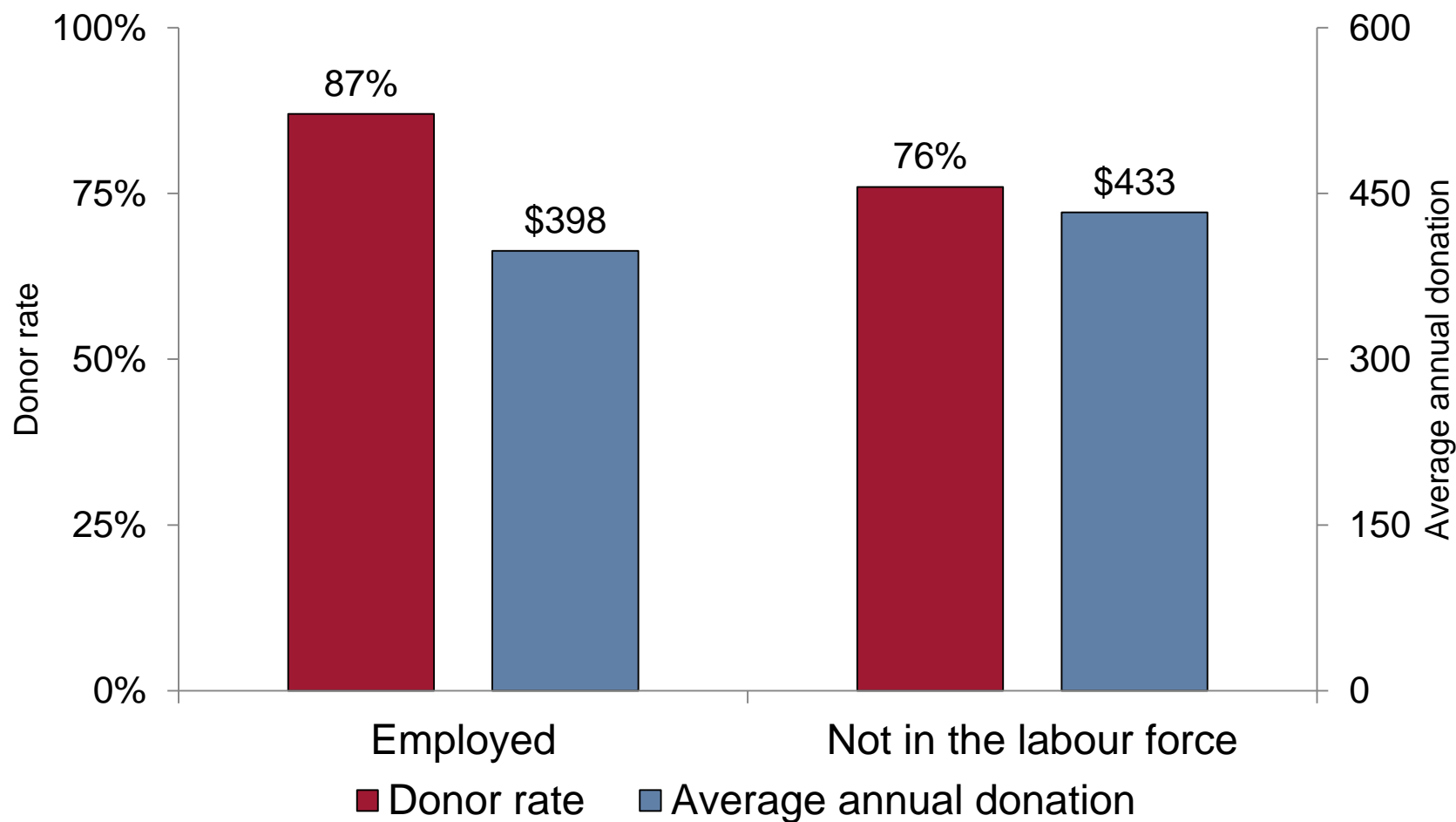
Donor characteristics: Education level



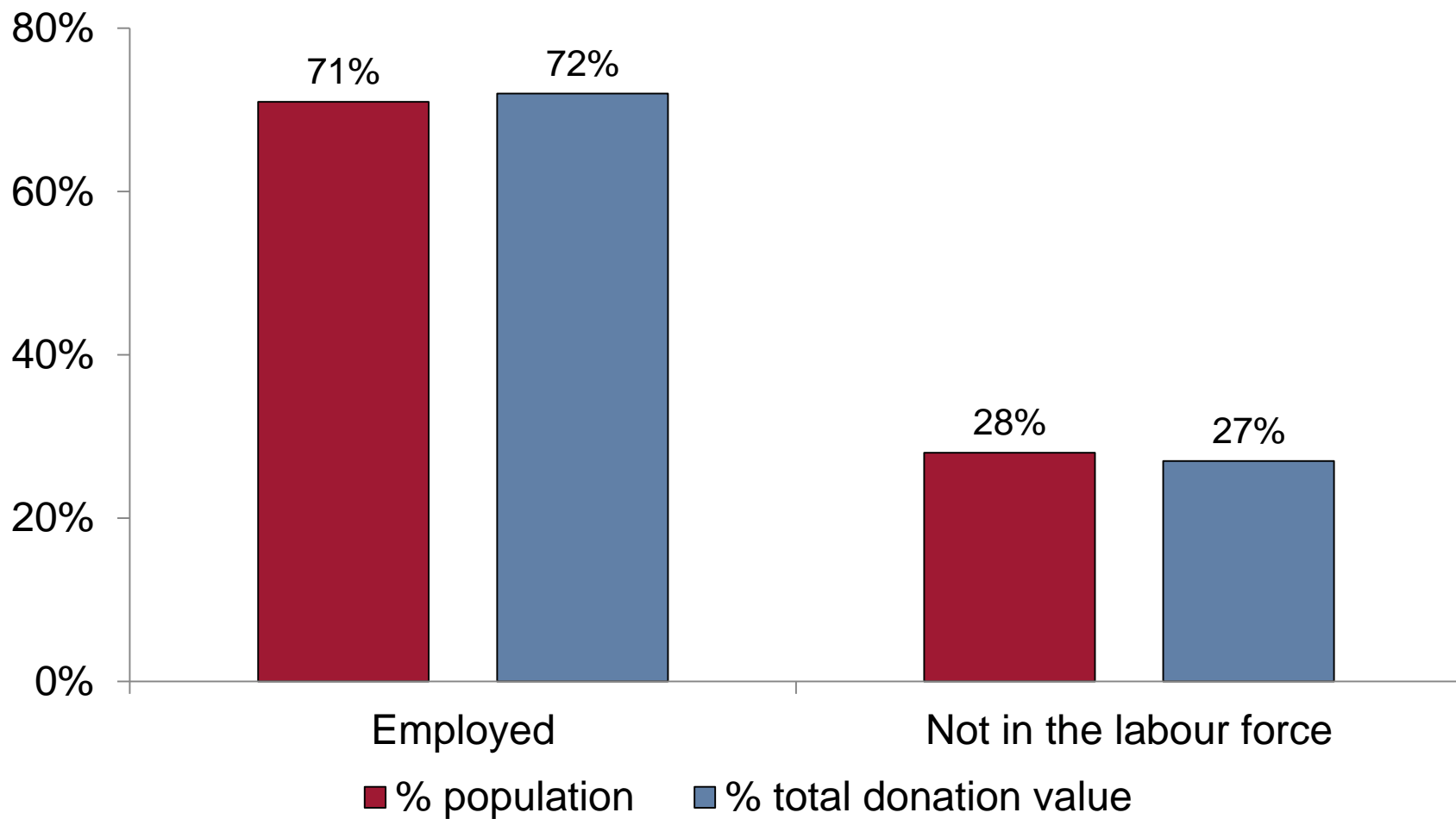
Donor characteristics: Education level



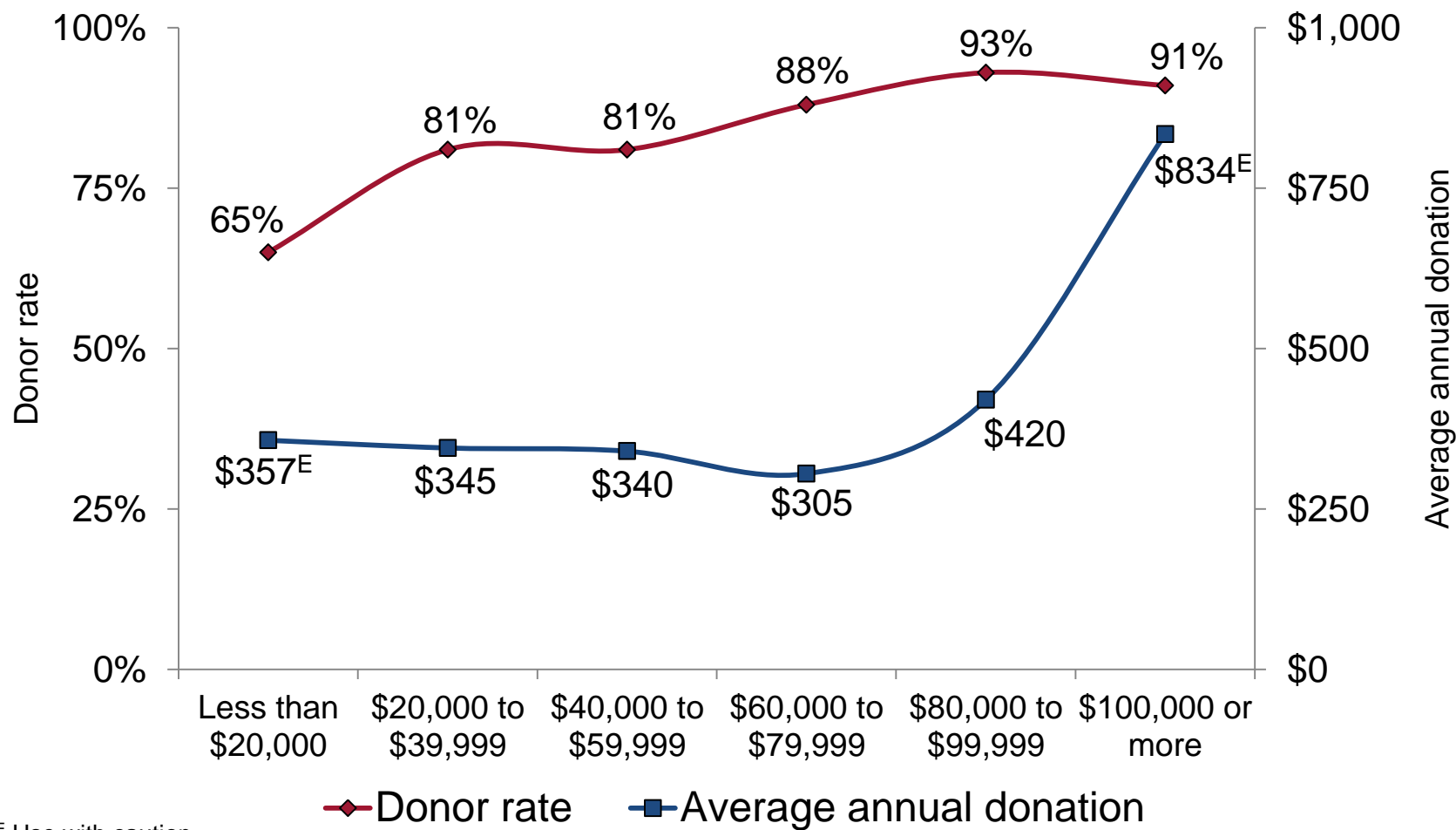
Donor characteristics: Labour force status



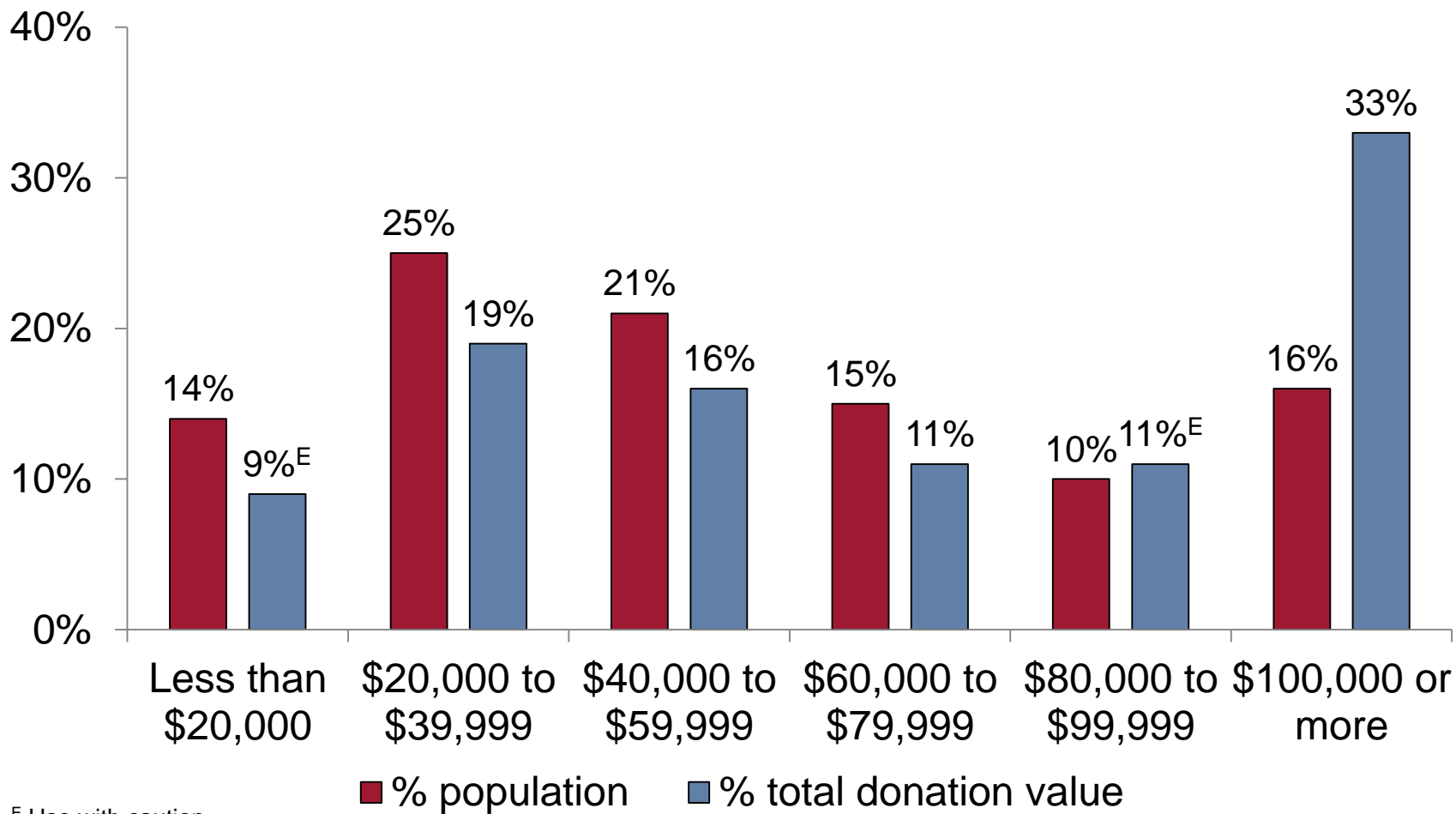
Donor characteristics: Labour force status



Donor characteristics: Household income

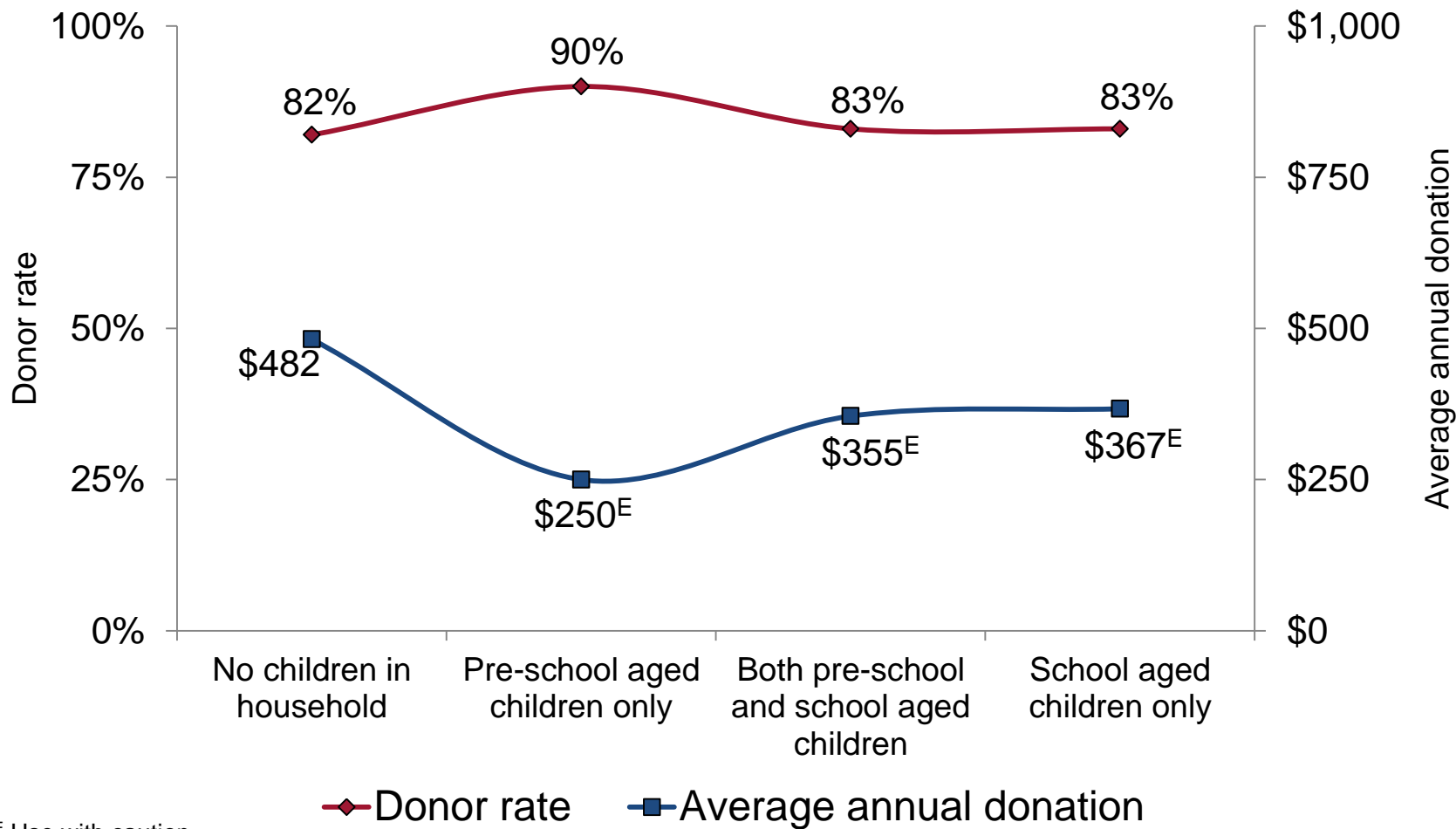


Donor characteristics: Household income

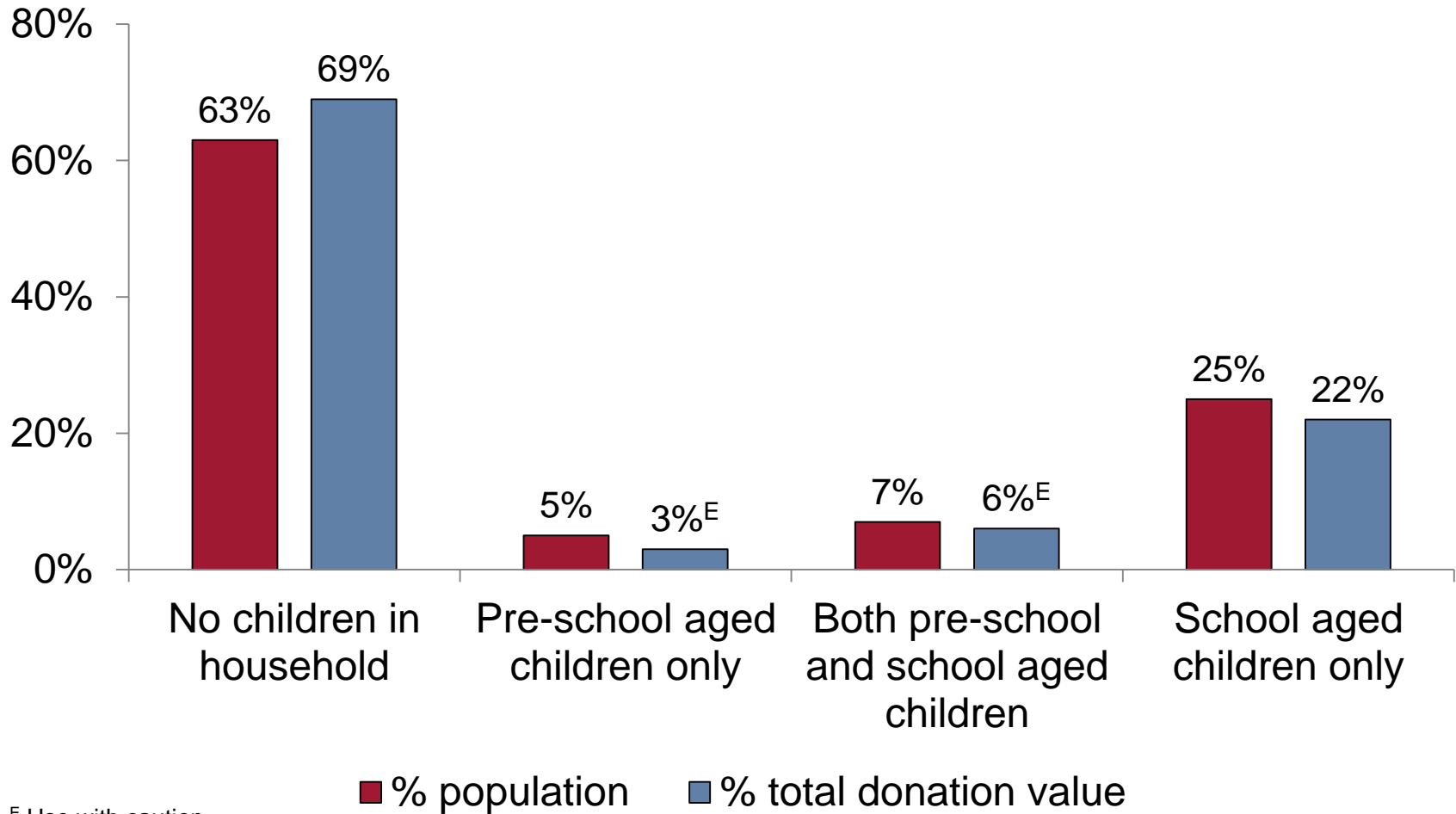


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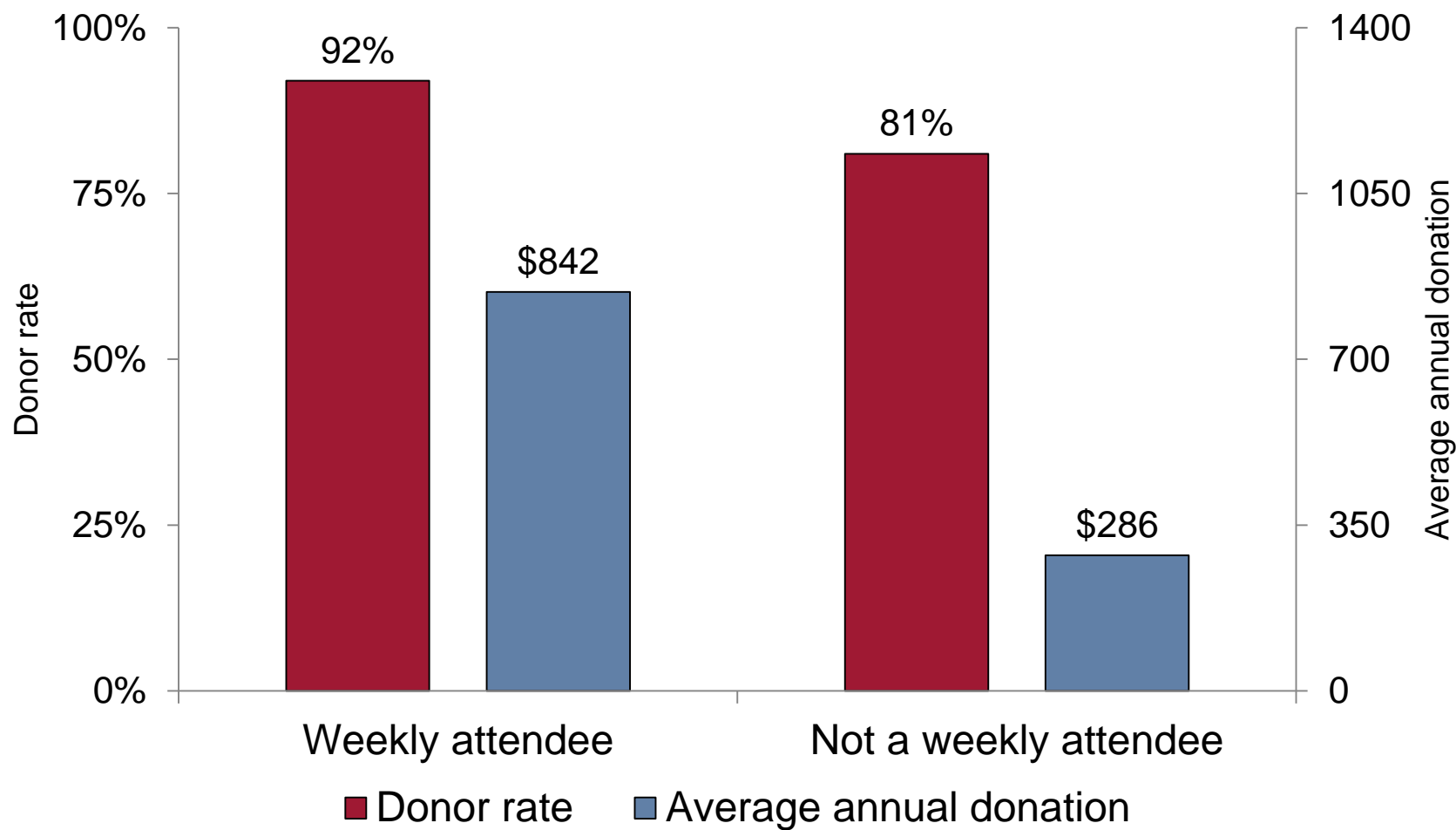
Donor characteristics: Presence of children



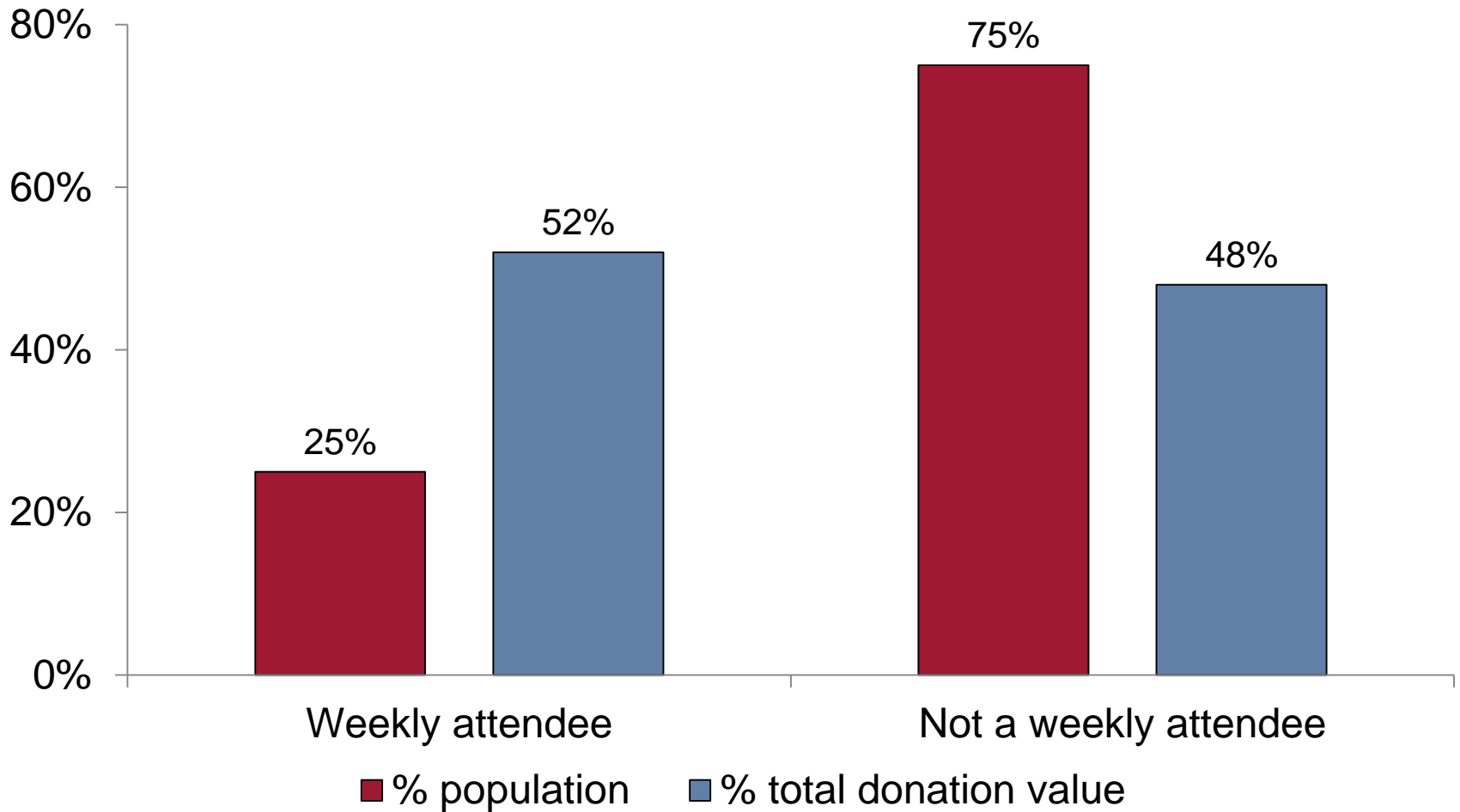
Donor characteristics: Presence of children



Donor characteristics: Religious attendance



Donor characteristics: Religious attendance



Saskatchewan's top donors

- Those who gave disproportionately large amounts:
 - Were aged 45 and over
 - Were married or in a common-law relationship
 - Had a university degree
 - Had a household income of \$100,000 or more
 - Attend religious services on a weekly basis

Donor characteristics

IMPLICATIONS:

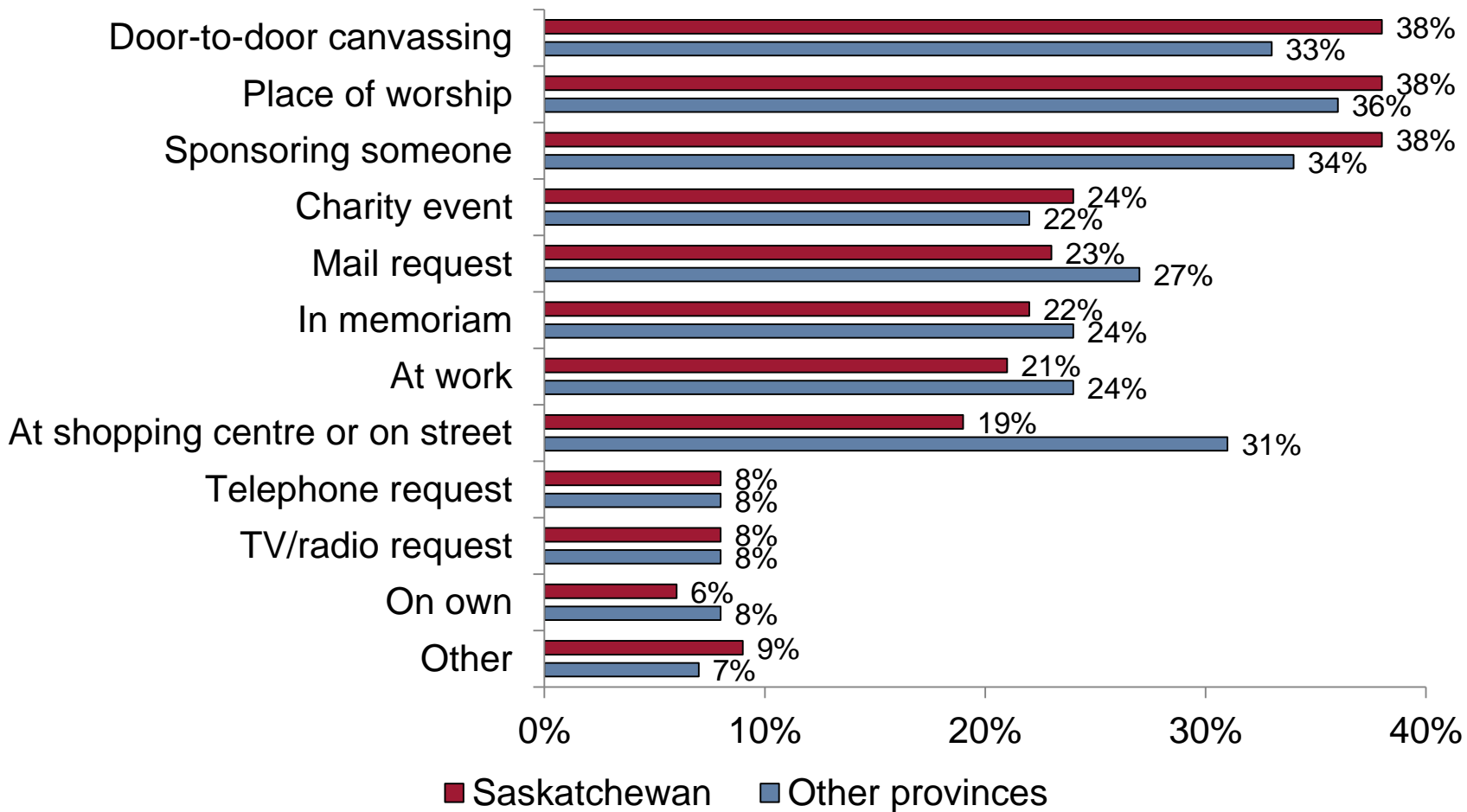
- Some groups tend to give more than others and are potentially much more lucrative
 - However, the particular cause frequently has a significant effect
- Can use these patterns to better understand what levels of support are reasonable to expect from particular groups of donors
 - Comparison of the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

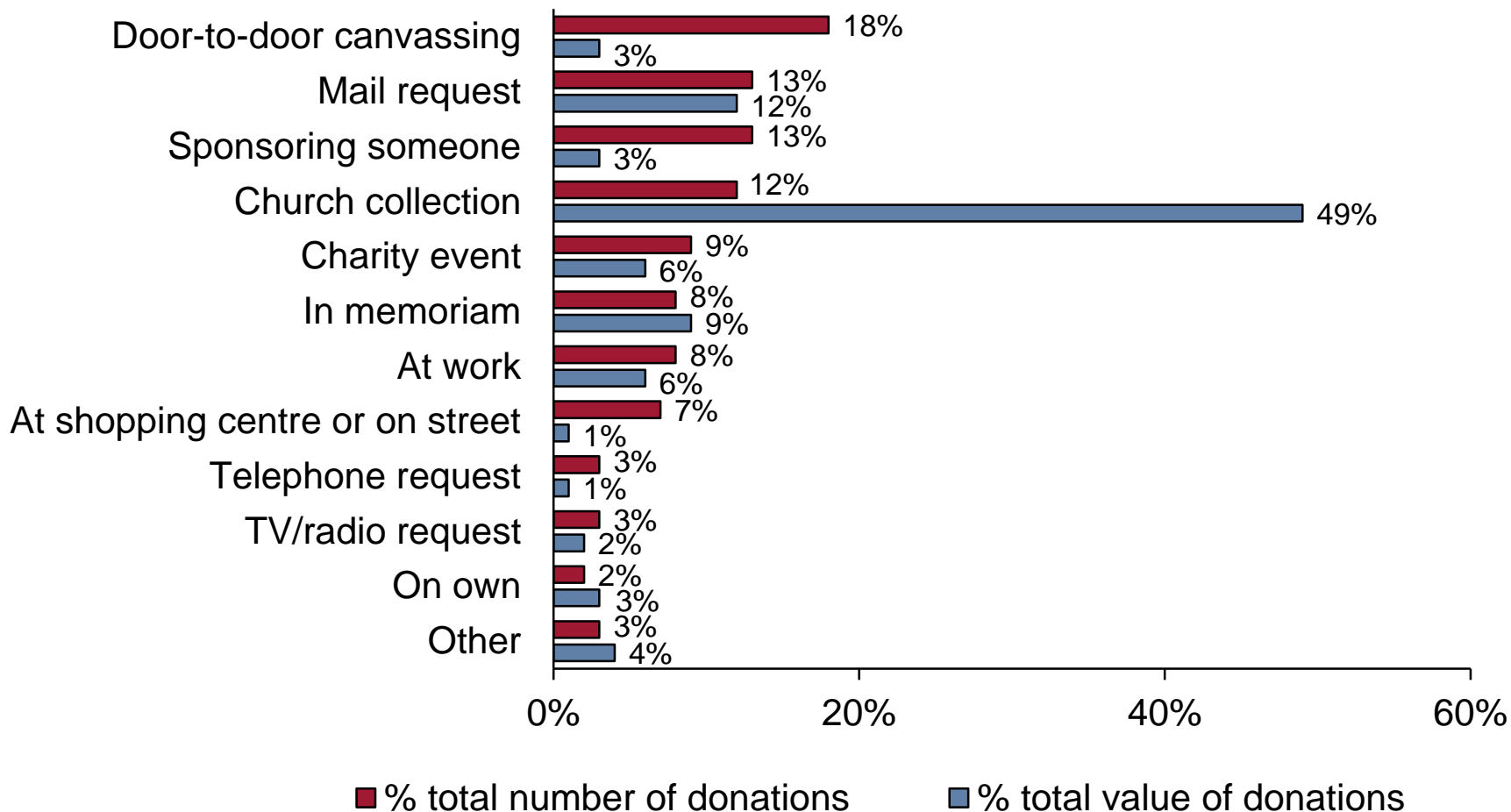
FINDINGS:

- Saskatchewanians most likely to donate by sponsoring someone in a charity event, through places of worship, and in response to door-to-door canvassing
- More likely than residents of other provinces to donate using the most common methods, less likely to donate using moderately common methods such as donations in public places (e.g., shopping centre or on the street) or in response to mail requests
- Half of donation value comes through places of worship
- Other important means of donation include mail requests, donations in memory of someone, and attending charity events

Donation methods



Donation methods



Donation methods

IMPLICATIONS:

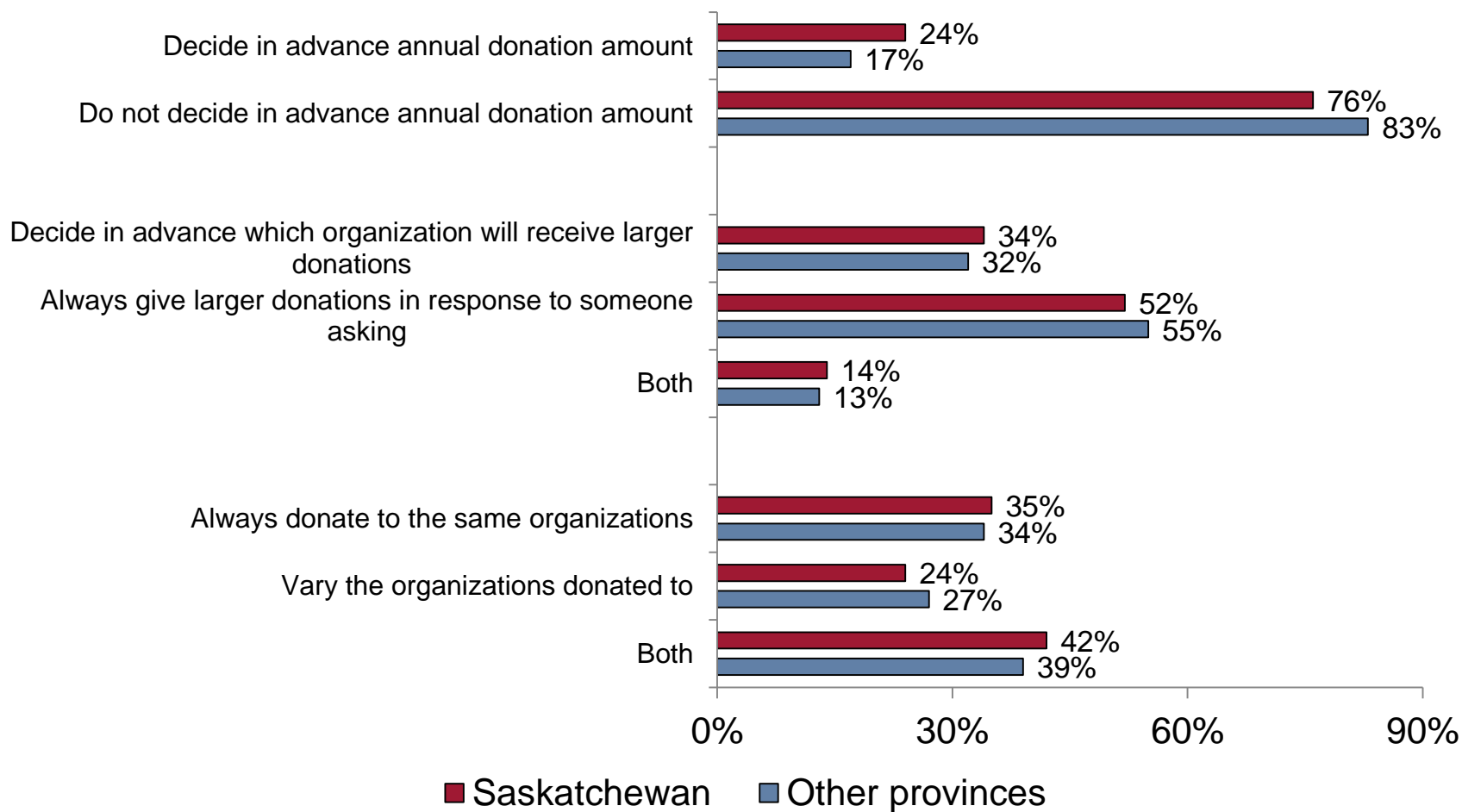
- Organizations need to be constantly aware of the interplay between various factors, including donor rate and donation yield
 - Think about how your chosen methods fit with your cause, your fundraising strategy and your financial needs
- Important to note that the CSGVP can shed no light on one critical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

Donations and decision making

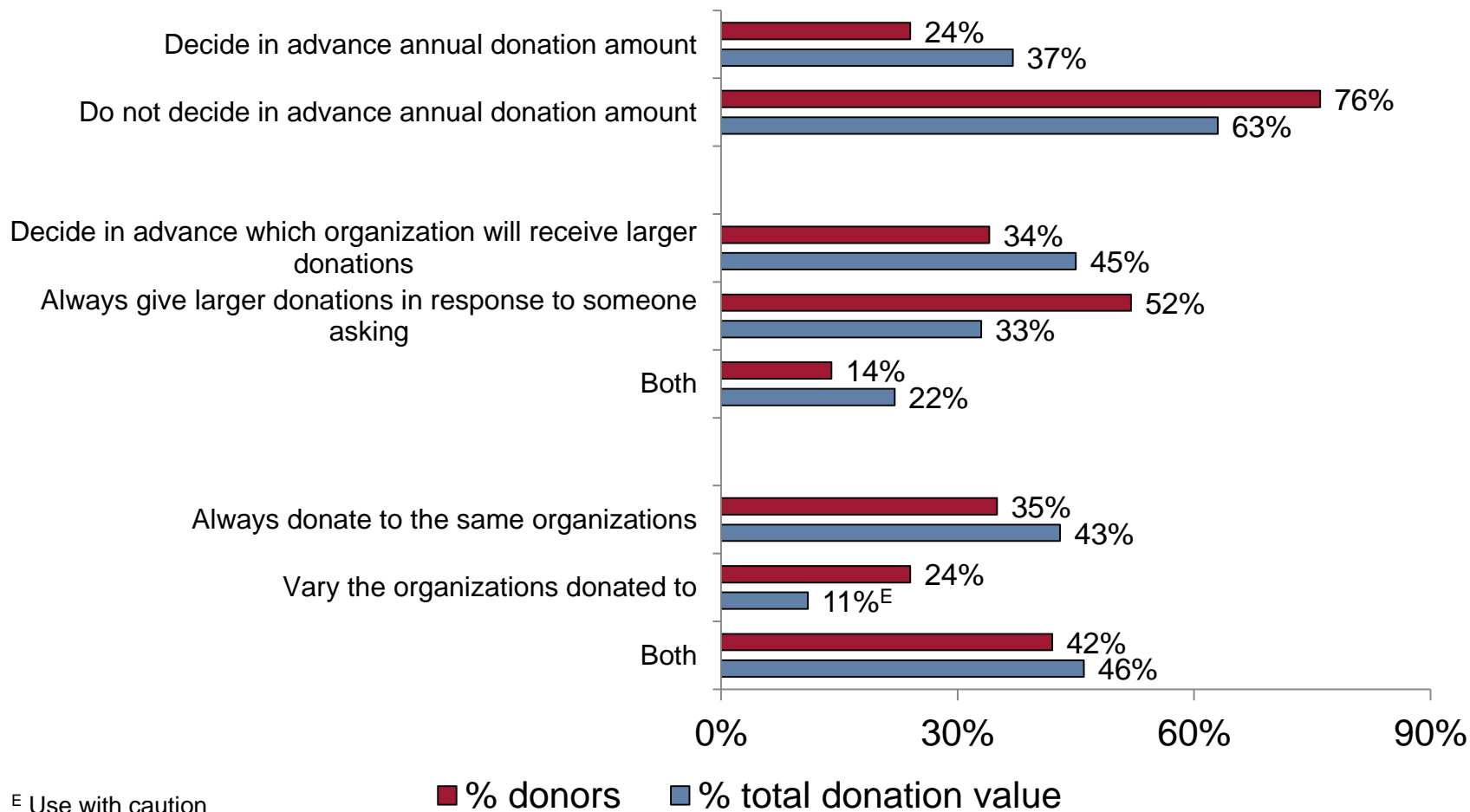
FINDINGS:

- Saskatchewan donors more likely than donors in other provinces to plan in advance the amounts they will donate and slightly more likely to decide in advance which organizations they will support with large donations
 - Those who plan their donations in advance donate disproportionately large amounts
- More likely than donors in other provinces to donate to a mixture of new organizations and organizations that they had previously supported
 - Those who donate to the same organizations 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:

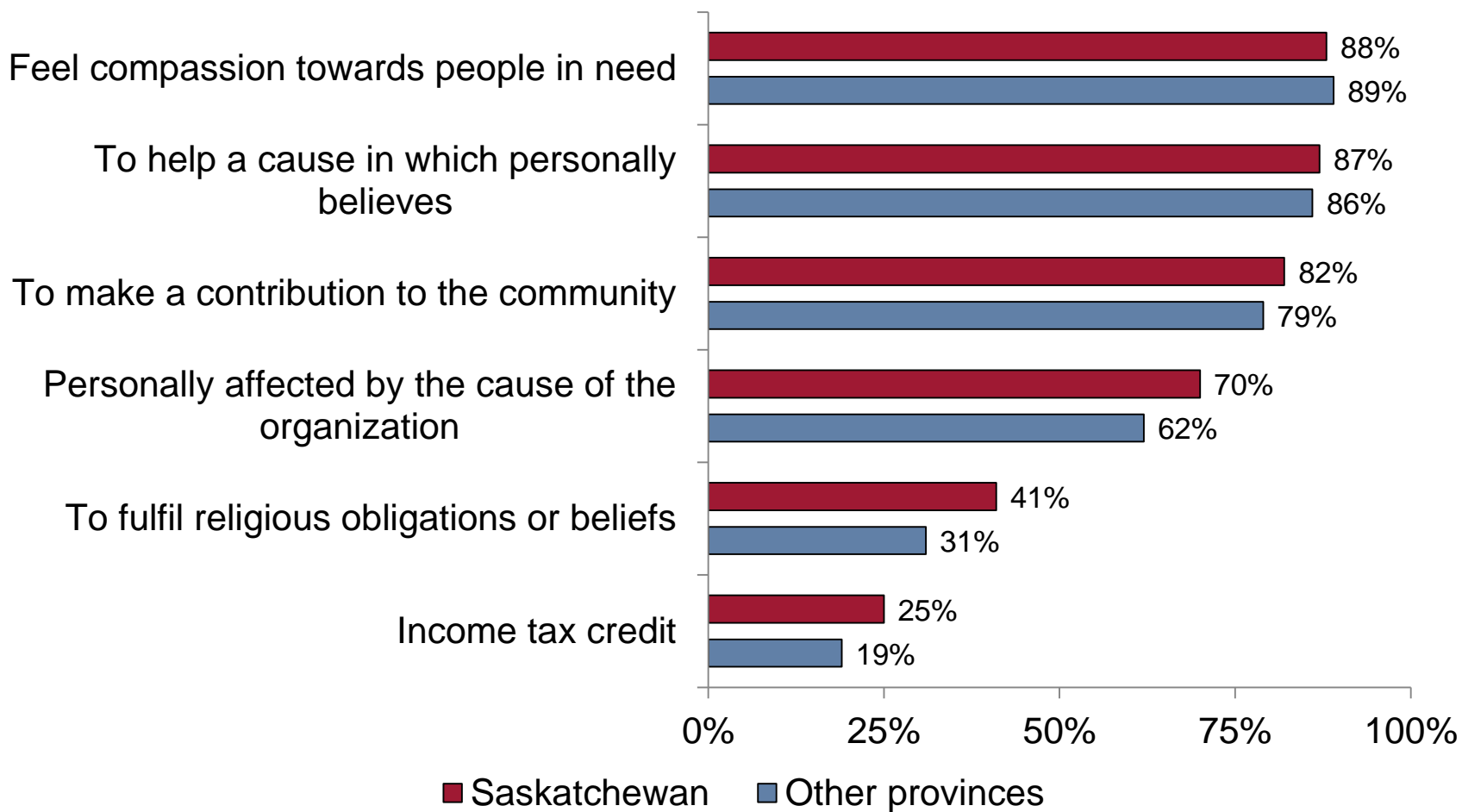
- Generally donors practicing planned or mixed strategies have a better ‘yield’ for fundraisers
- Need to have ask in front of potential donors when they are making their donation decisions
 - A challenge - may be easier with an established donor base
- However, clear that lack of an established, ongoing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

Motivations

FINDINGS:

- Saskatchewan donors most likely to donate due to:
 - Compassion towards those in need
 - Desire to help a cause in which they believe
 - Desire to help their community
- More likely than donors in other provinces to be motivated by virtually all factors
 - Differences particularly striking in areas of:
 - religious obligations or beliefs
 - being personally affected by cause the organization supports
 - Income tax credits

Motivations

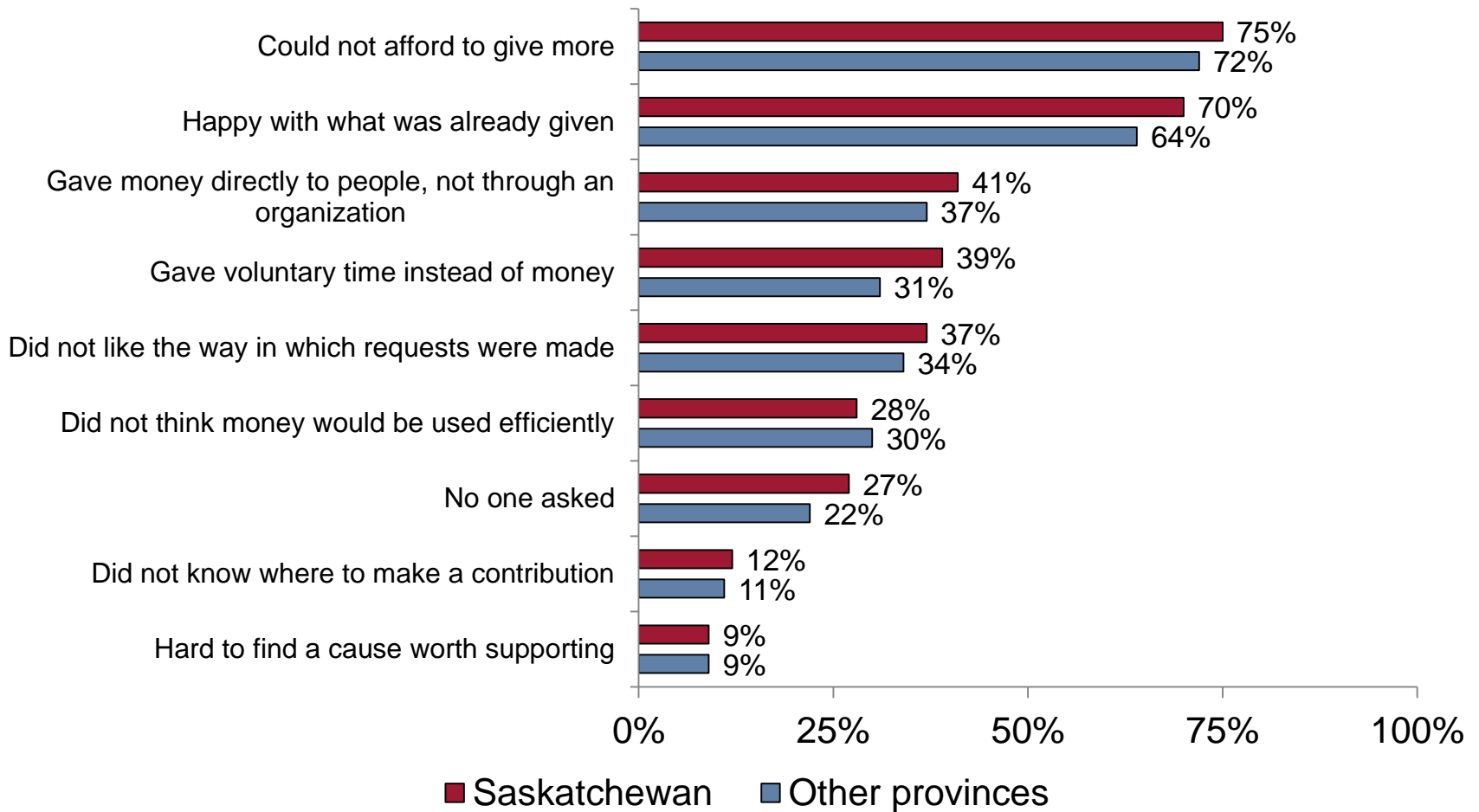


Barriers

FINDINGS:

- Saskatchewan 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
- Saskatchewan donors slightly more likely to report not giving more because of:
 - Giving time instead of money
 - Being happy with the amounts they had already given

Barriers to giving more



Motivations and barriers

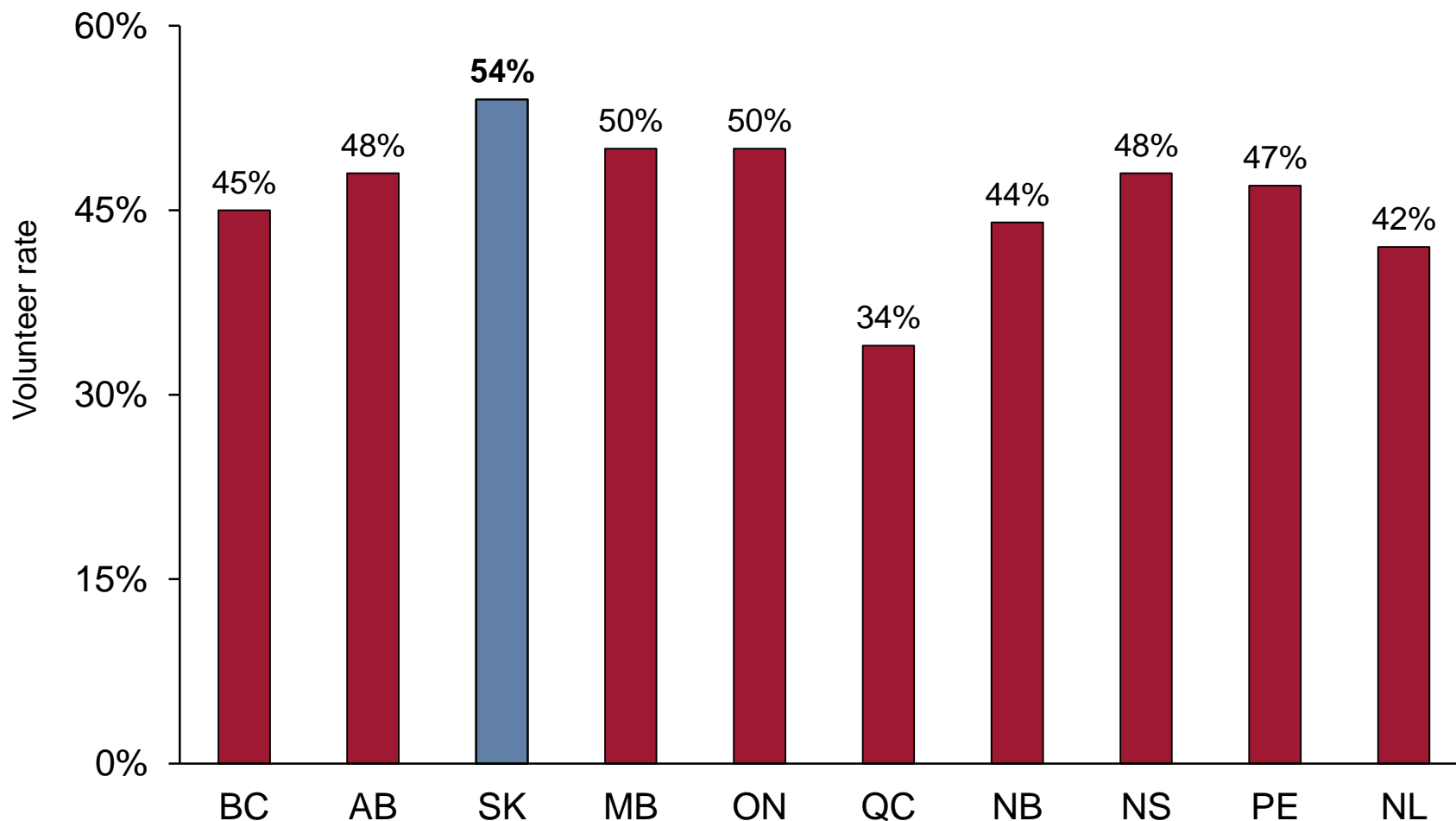
IMPLICATIONS:

- 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

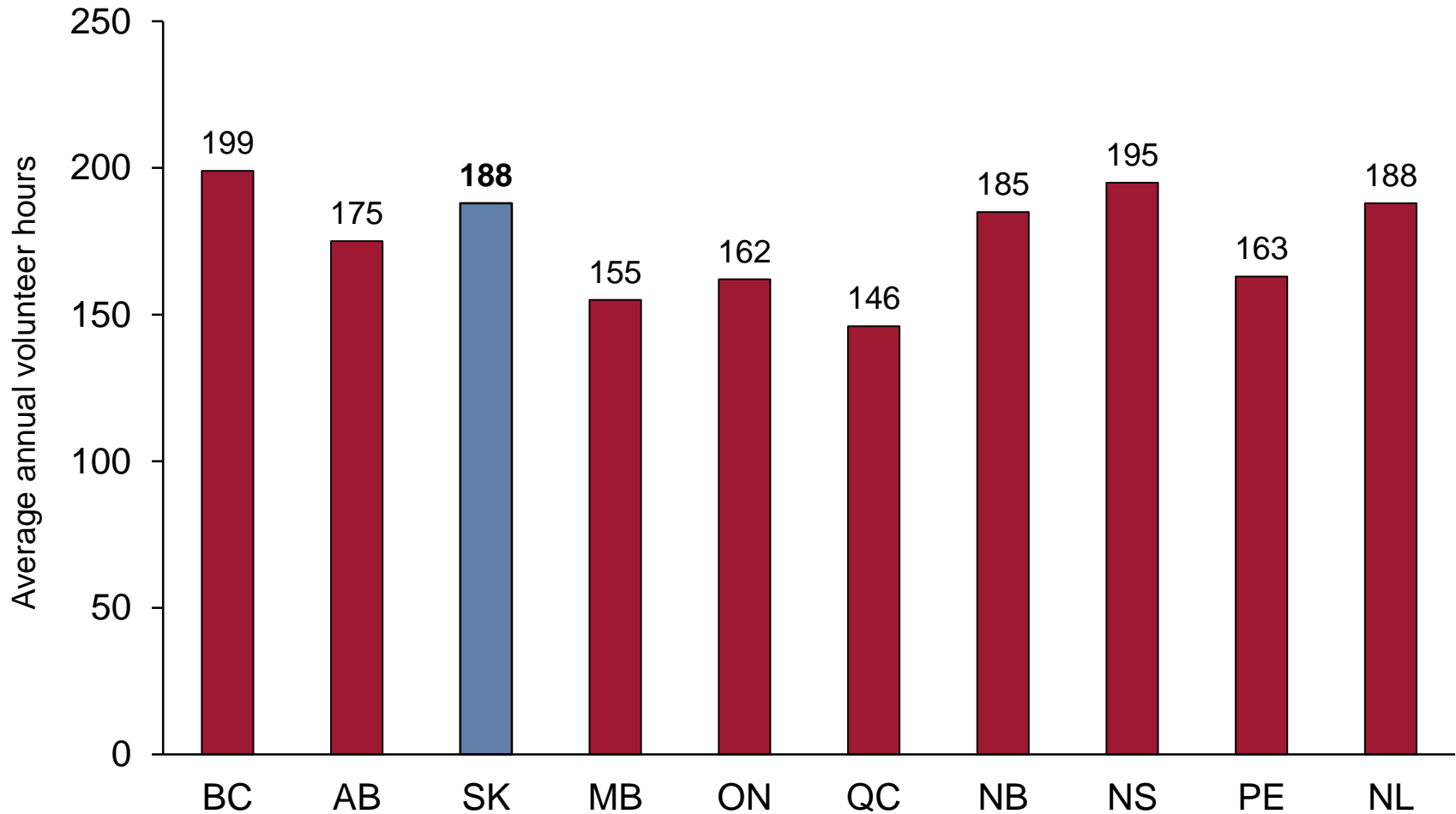
Volunteering

- 54% of Saskatchewanians (428,000 residents) volunteered in 2004
 - 45% of Canadians volunteered
- Saskatchewan volunteers each contributed an average of 188 hours, with a median of 76 volunteer hours
 - Canadians as a whole volunteered an average of 168 hours per year, with a median of 61 hours
- In total, Saskatchewanians volunteered 81 million hours

Volunteer rate



Average hours volunteered

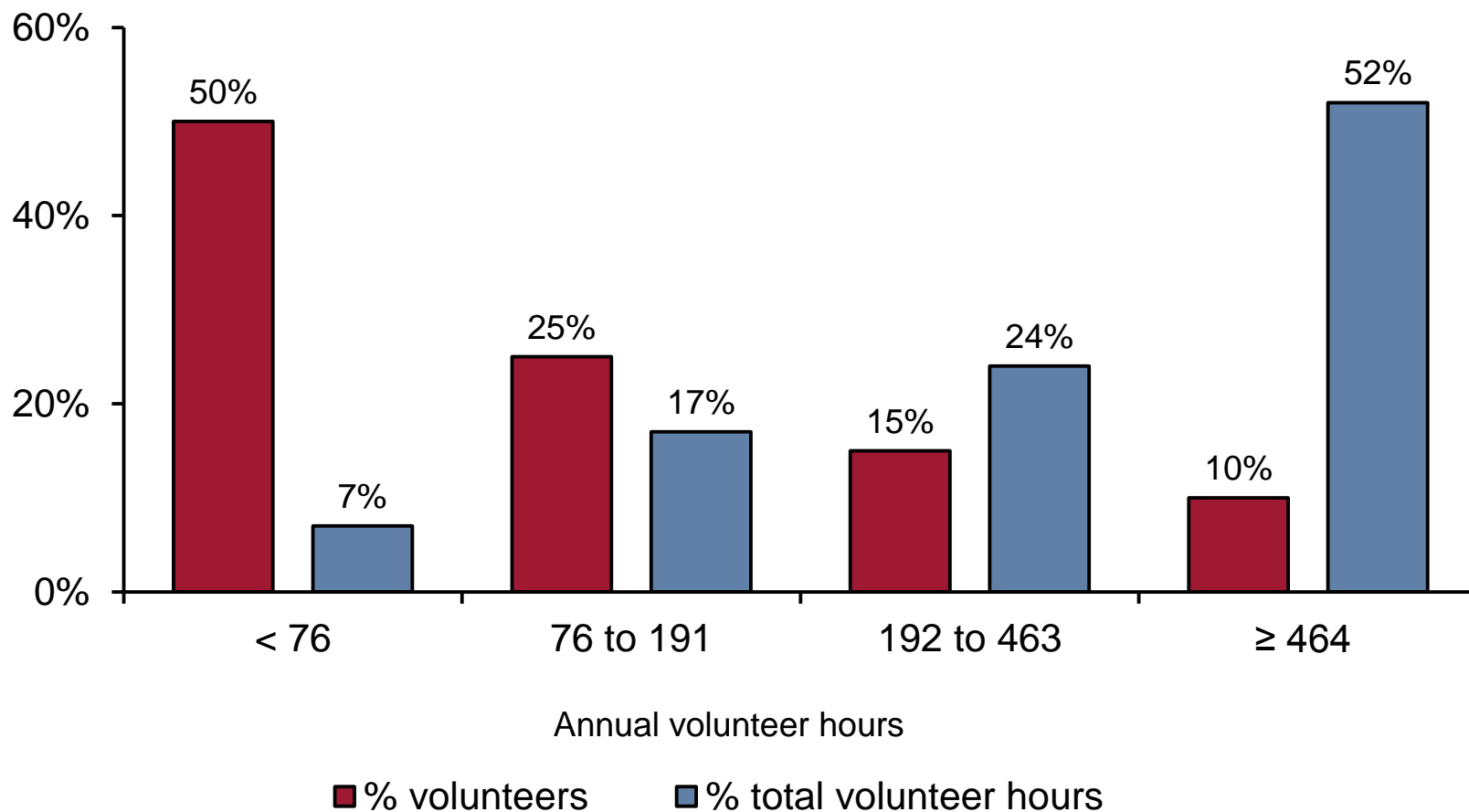


Concentration of support

FINDINGS:

- Although over half of Saskatchewan residents volunteered, a small minority were responsible for most volunteer hours
 - The 10% of volunteers who contributed 464 or more hours accounted for 52% of total volunteer hours
 - The top 25% of volunteers (192 hours or more) accounted for 76% of total volunteer hours
- Half of volunteers contributed less than 76 hours, collectively accounting for 7% of total volunteer hours

Concentration of support



Volunteering

IMPLICATIONS:

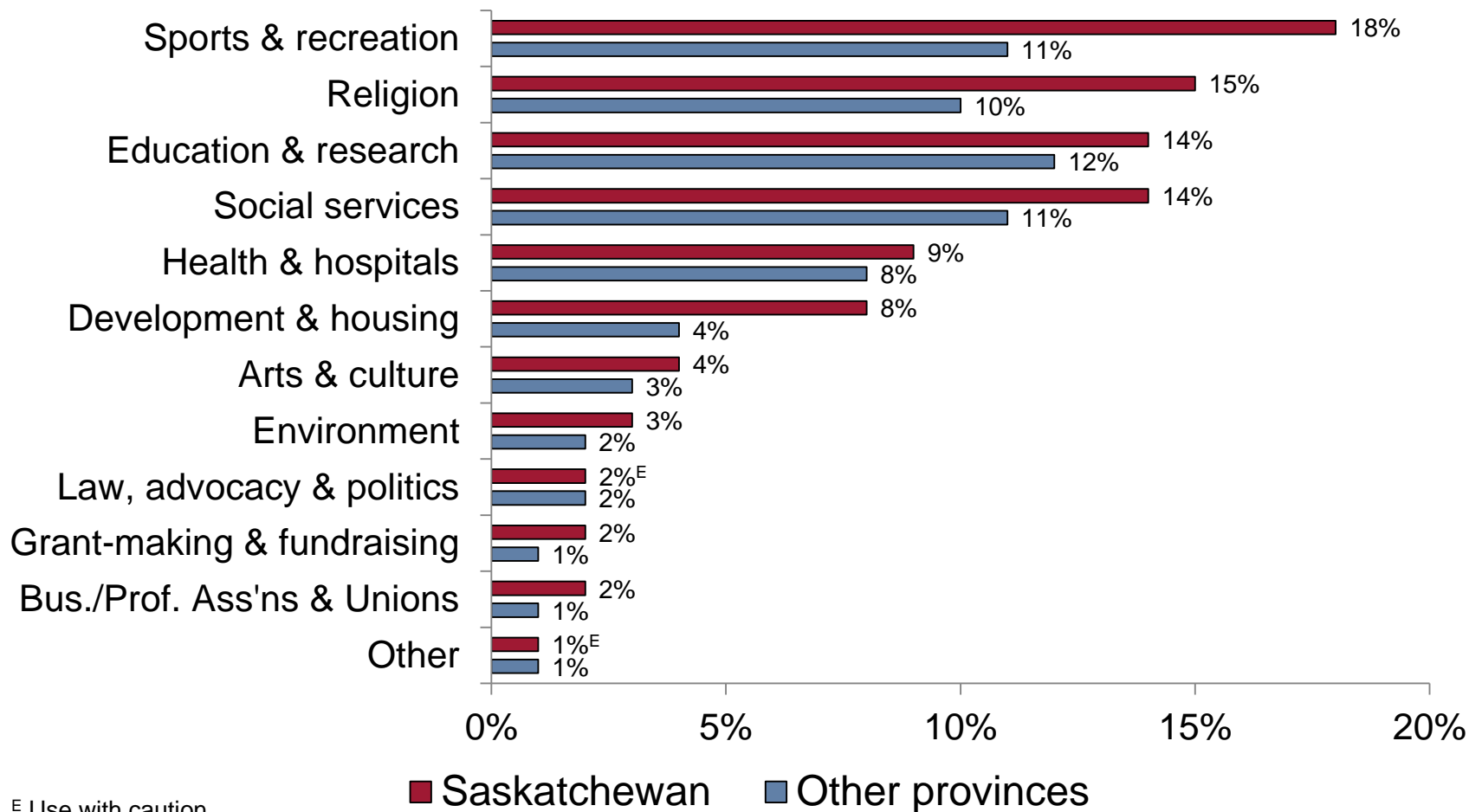
- Saskatchewan residents were more likely to volunteer than the residents of any other province
- Volunteered more hours than residents of almost all other provinces
- Organizations heavily dependent on a very small segment of the population for most of their volunteer hours
 - Should anything happen to that portion of the population or to change their habits, effects on organizations could be very significant

Types of organizations supported

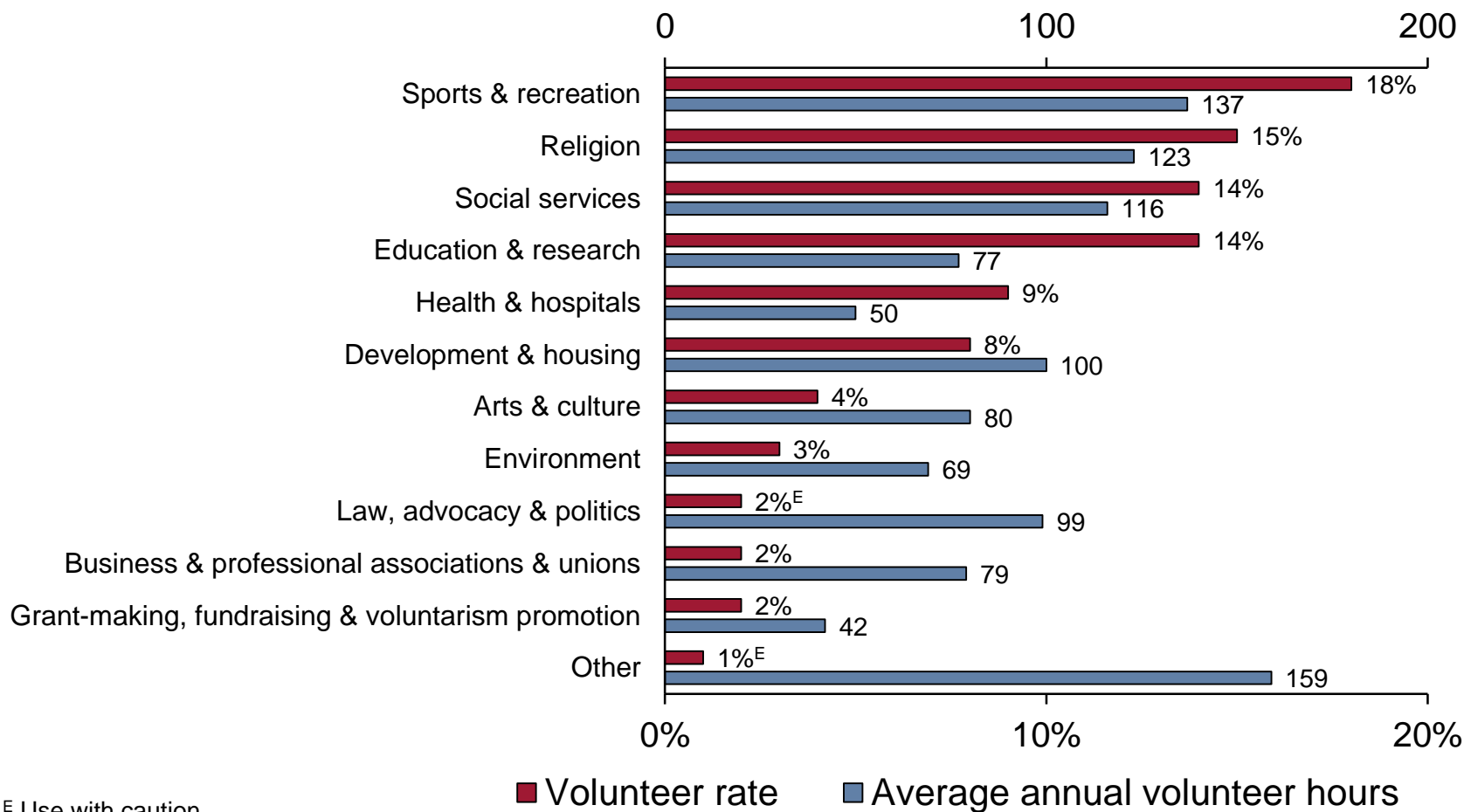
FINDINGS:

- Saskatchewan residents most likely to volunteer for organizations working in the areas of:
 - Sports and recreation
 - Religion
 - Education and research
 - Social services
- More likely to volunteer for a number of types of organizations than residents of other provinces, particularly:
 - Sports and recreation
 - Religion
 - Development and housing
- Widespread support does not necessarily mean volunteers contribute many volunteer hours

Types of organizations supported



Types of organizations supported



^E Use with caution

Types of organizations supported

IMPLICATIONS:

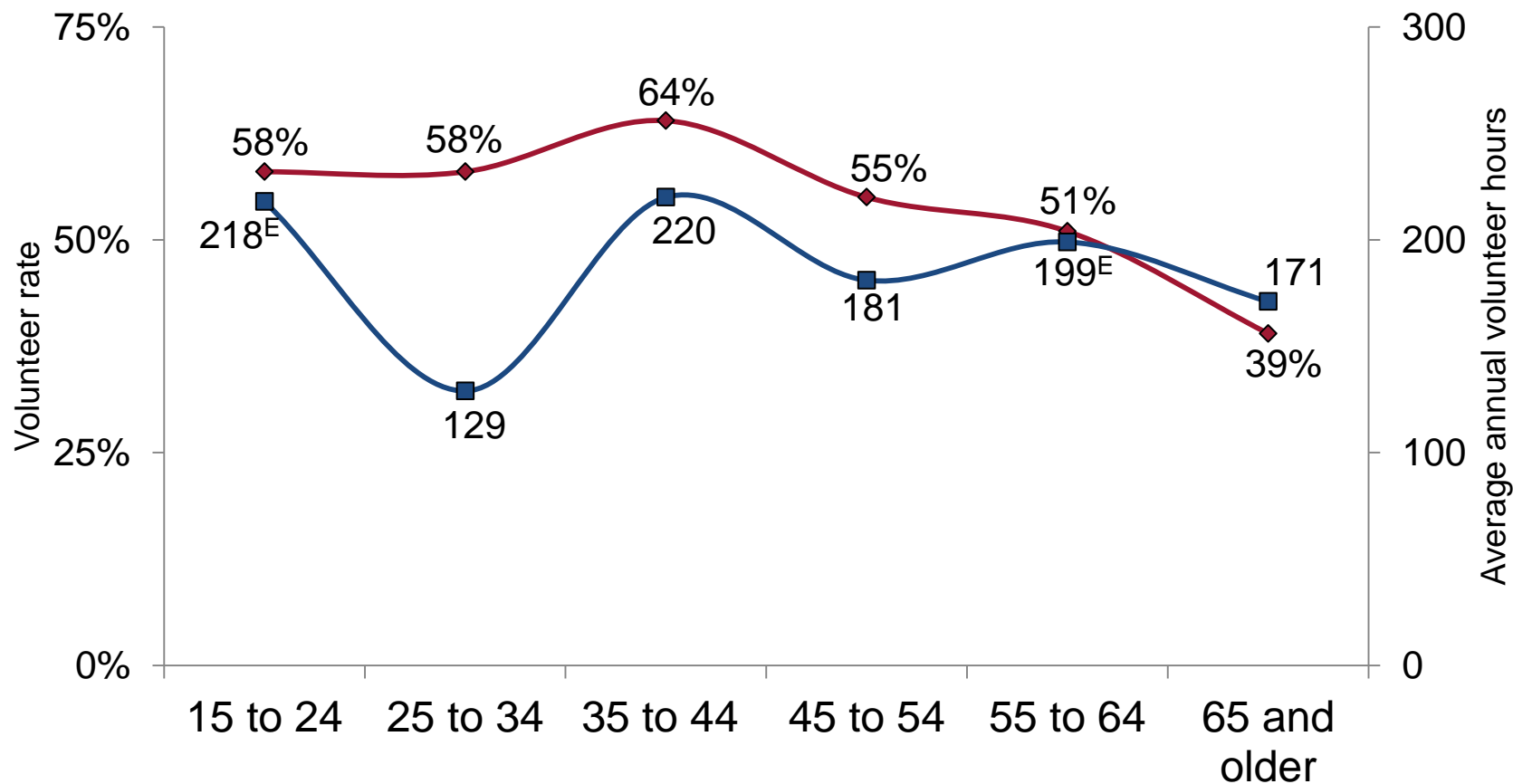
- Organizations need to be aware of the nature of their volunteer base
 - Narrow but highly committed, with volunteers providing large numbers of hours?
 - Broad, but less committed?
 - Implications for many other aspects of volunteering
- Also need to understand the role of their cause relative to volunteering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

Volunteer characteristics

FINDINGS:

- Likelihood of volunteering and the number of hours volunteered tend to vary according to personal and economic characteristics of the individuals involved
- These factors interact to produce the total volunteer hours for any group
- Some groups contribute more than might be expected, given their representation in the population, while others contribute less
 - Although personal and economic characteristics are treated separately here, many are inter-related
 - Generally, potential disproportion less than with charitable giving

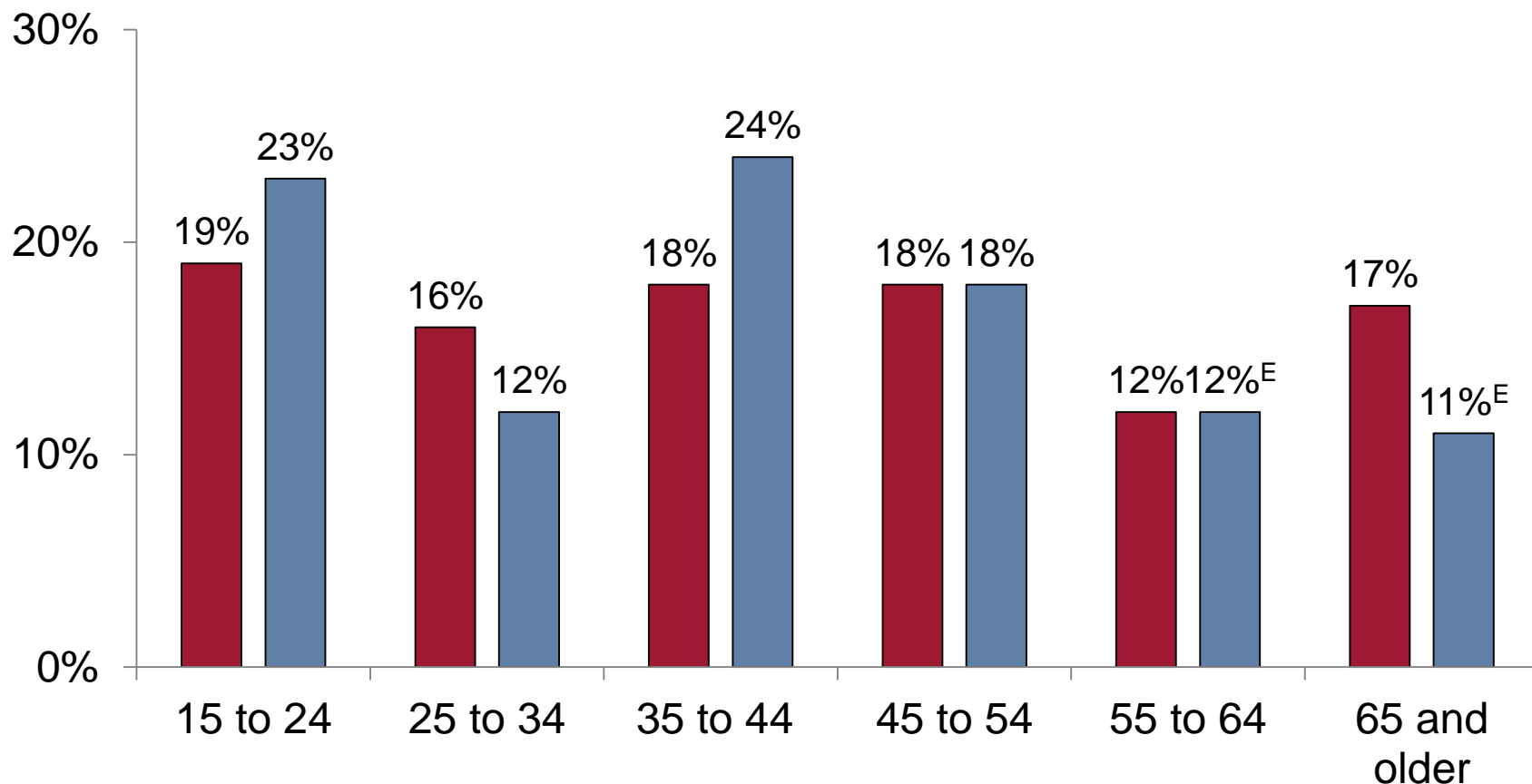
Volunteer characteristics: Age



^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

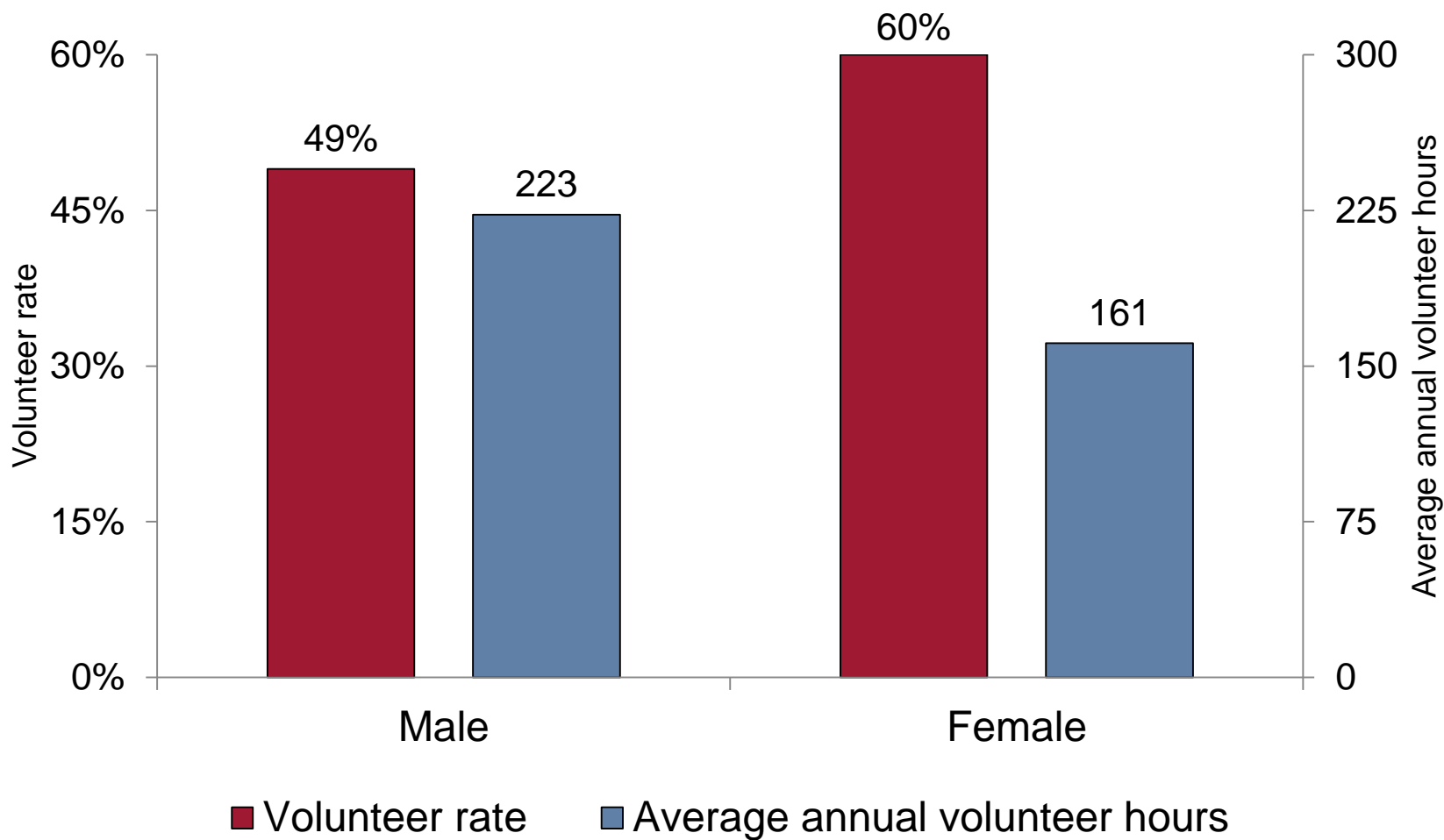
Volunteer characteristics: Age



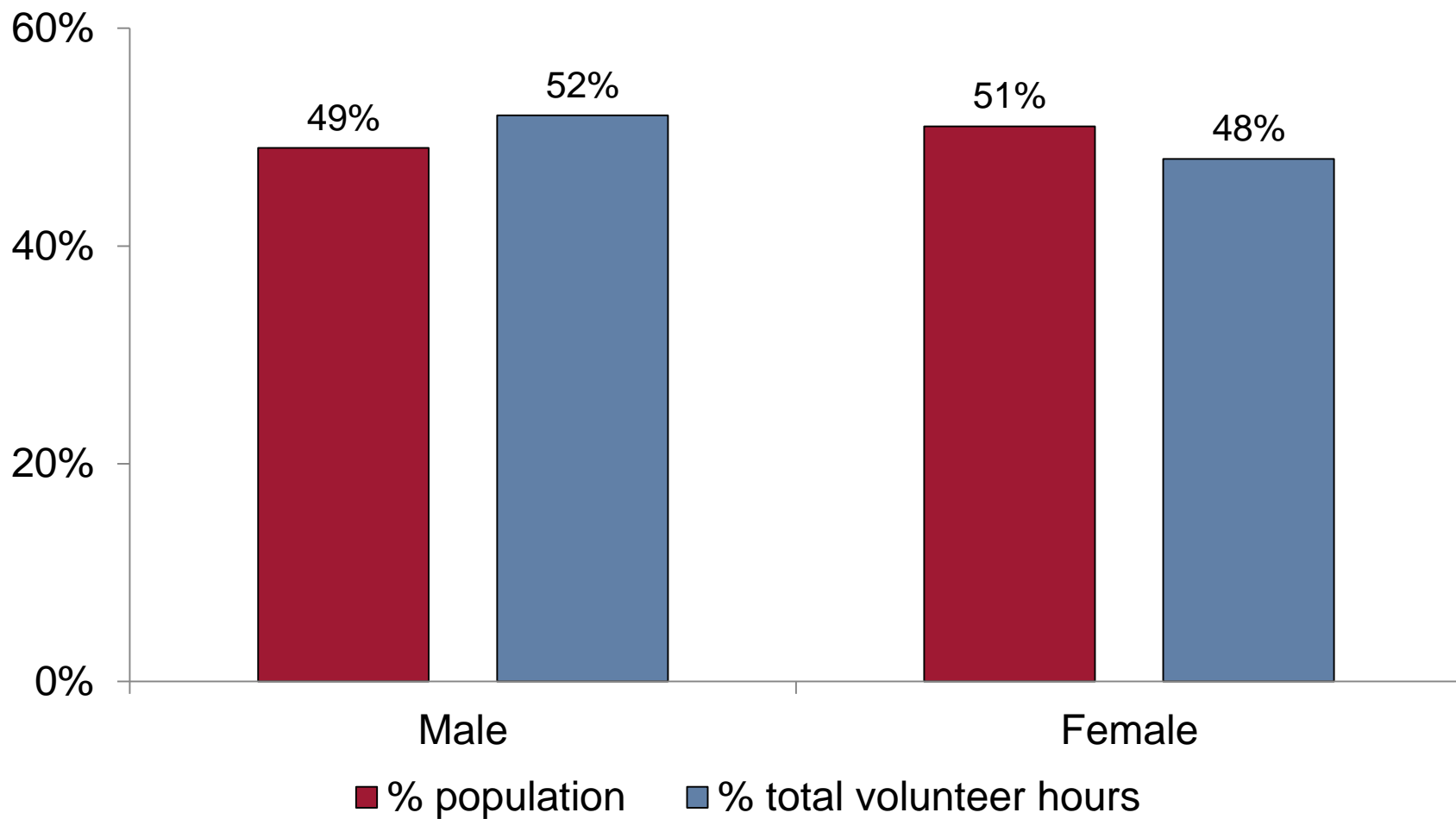
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■ % population ■ % total volunteer hours

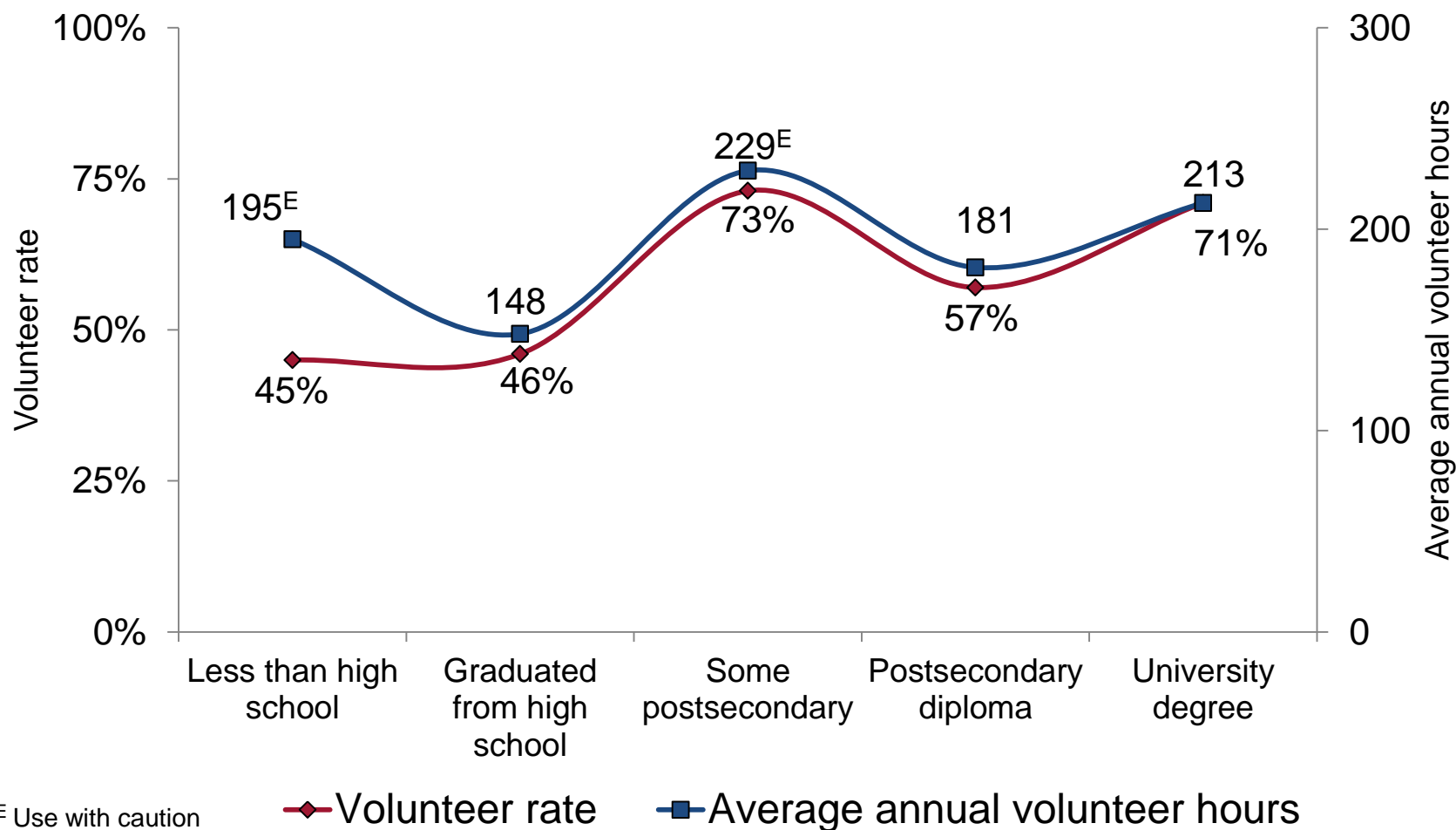
Volunteer characteristics: Sex



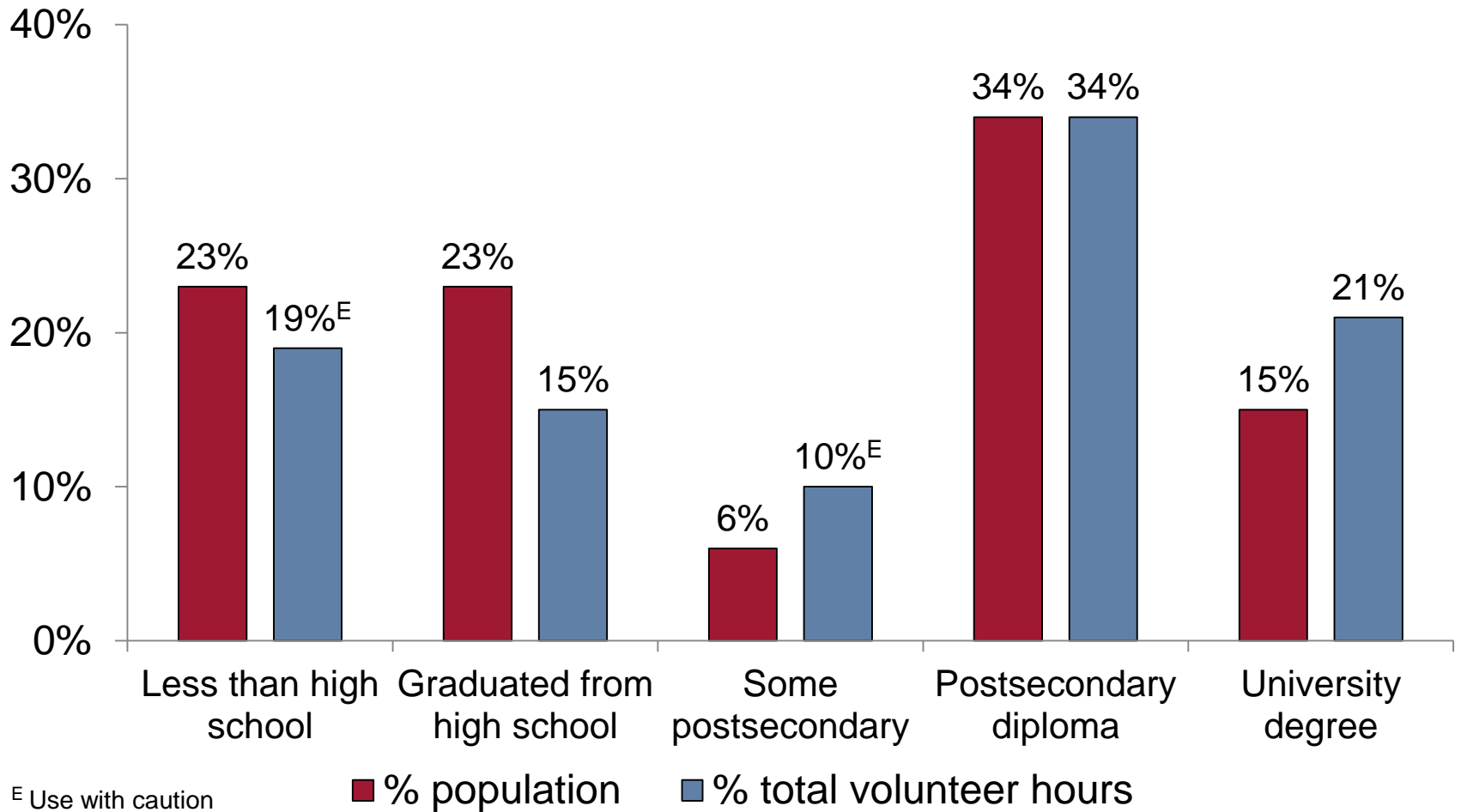
Volunteer characteristics: Sex



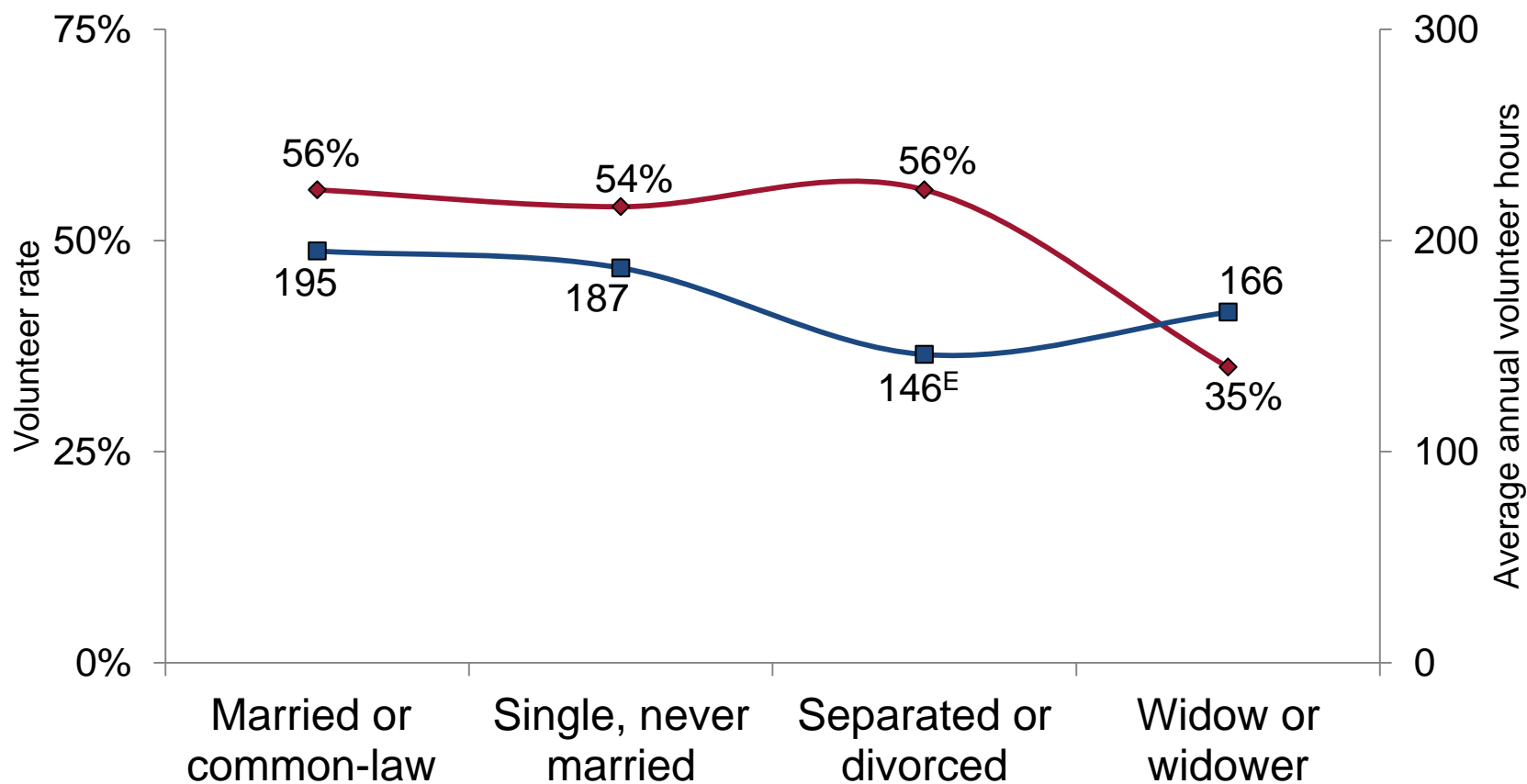
Volunteer characteristics: Education



Volunteer characteristics: Education

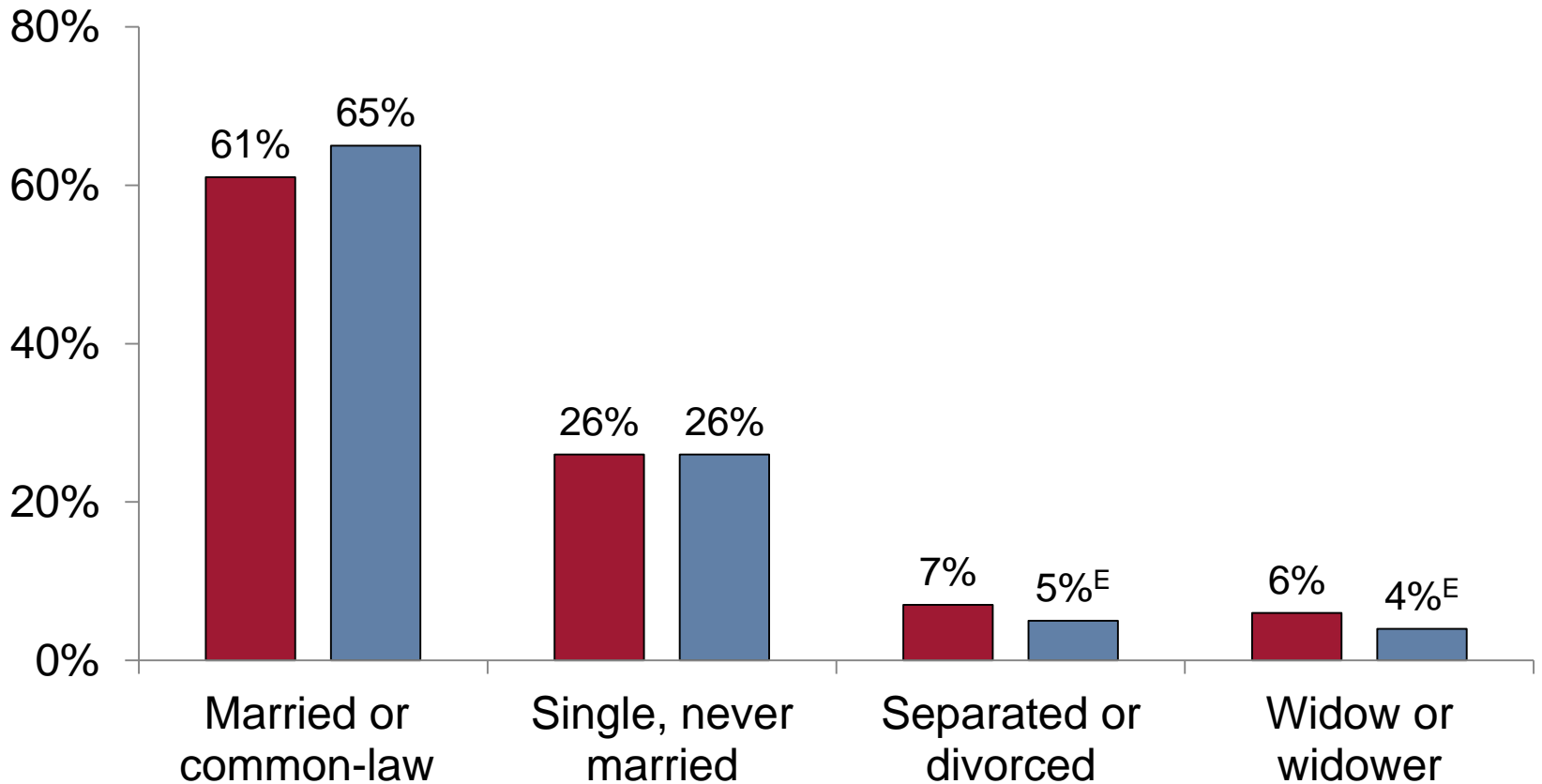


Volunteer characteristics: Marital status



^E Use with caution  Volunteer rate  Average annual volunteer hours

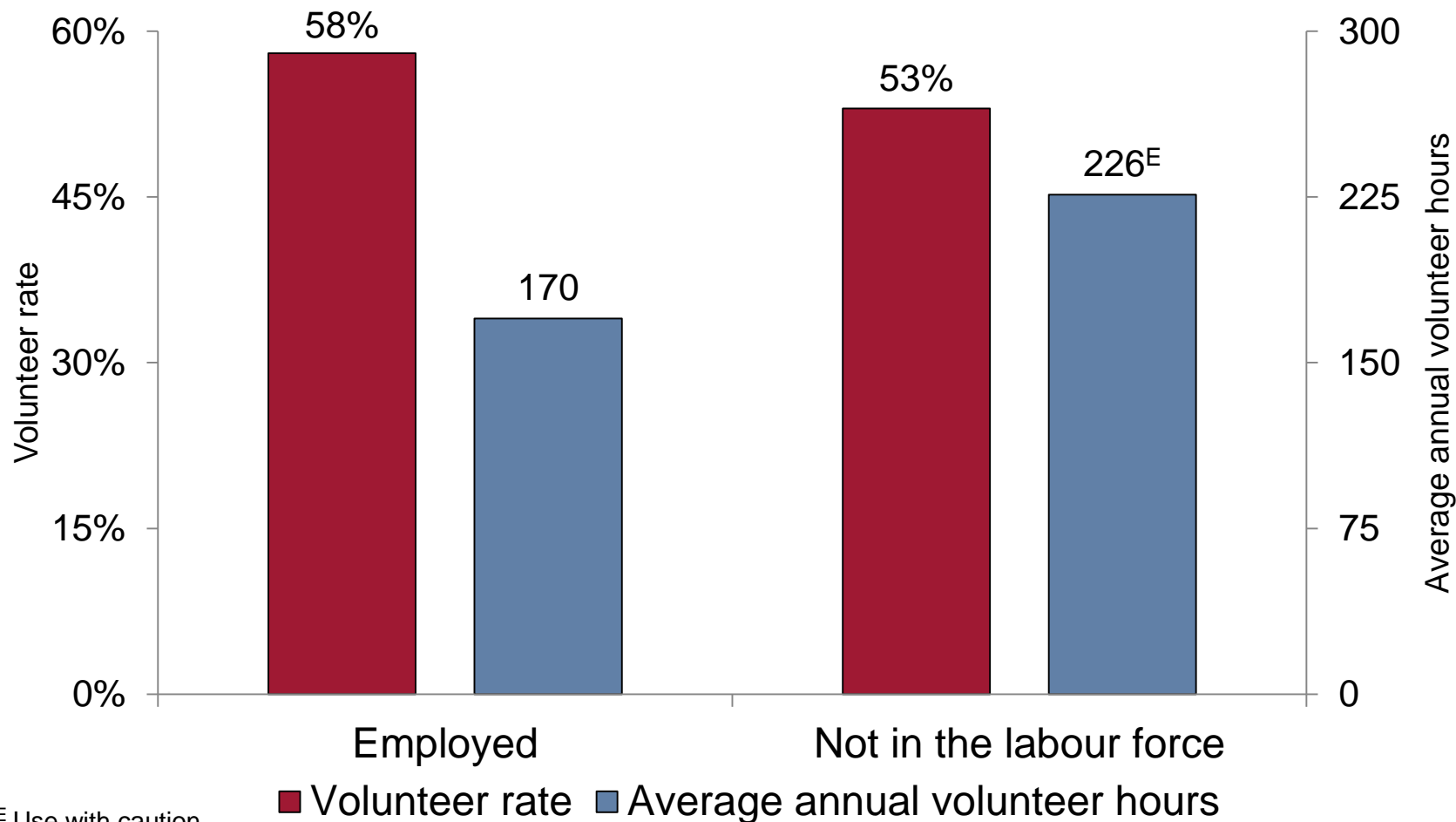
Volunteer characteristics: Marital status



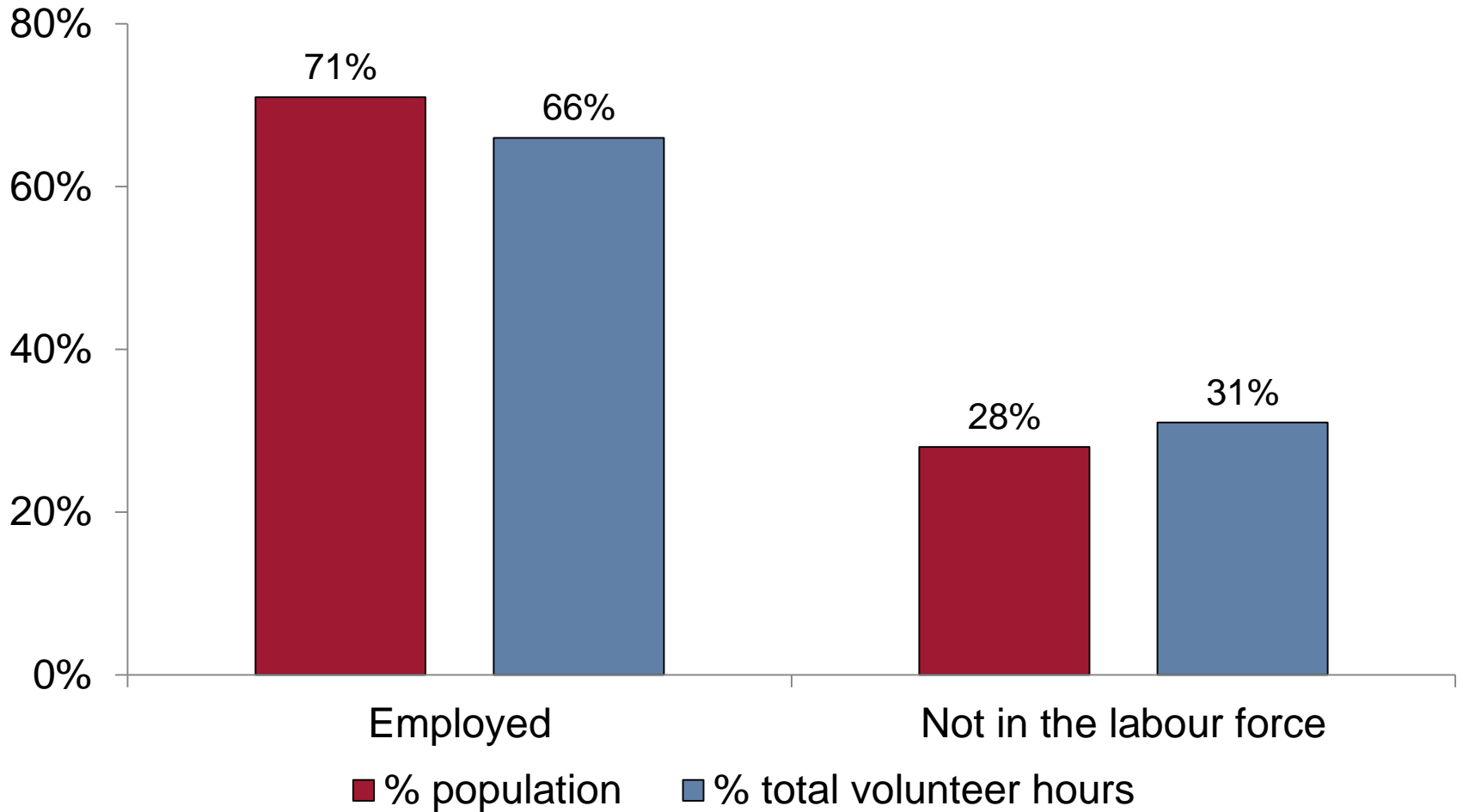
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■ % population ■ % total volunteer hours

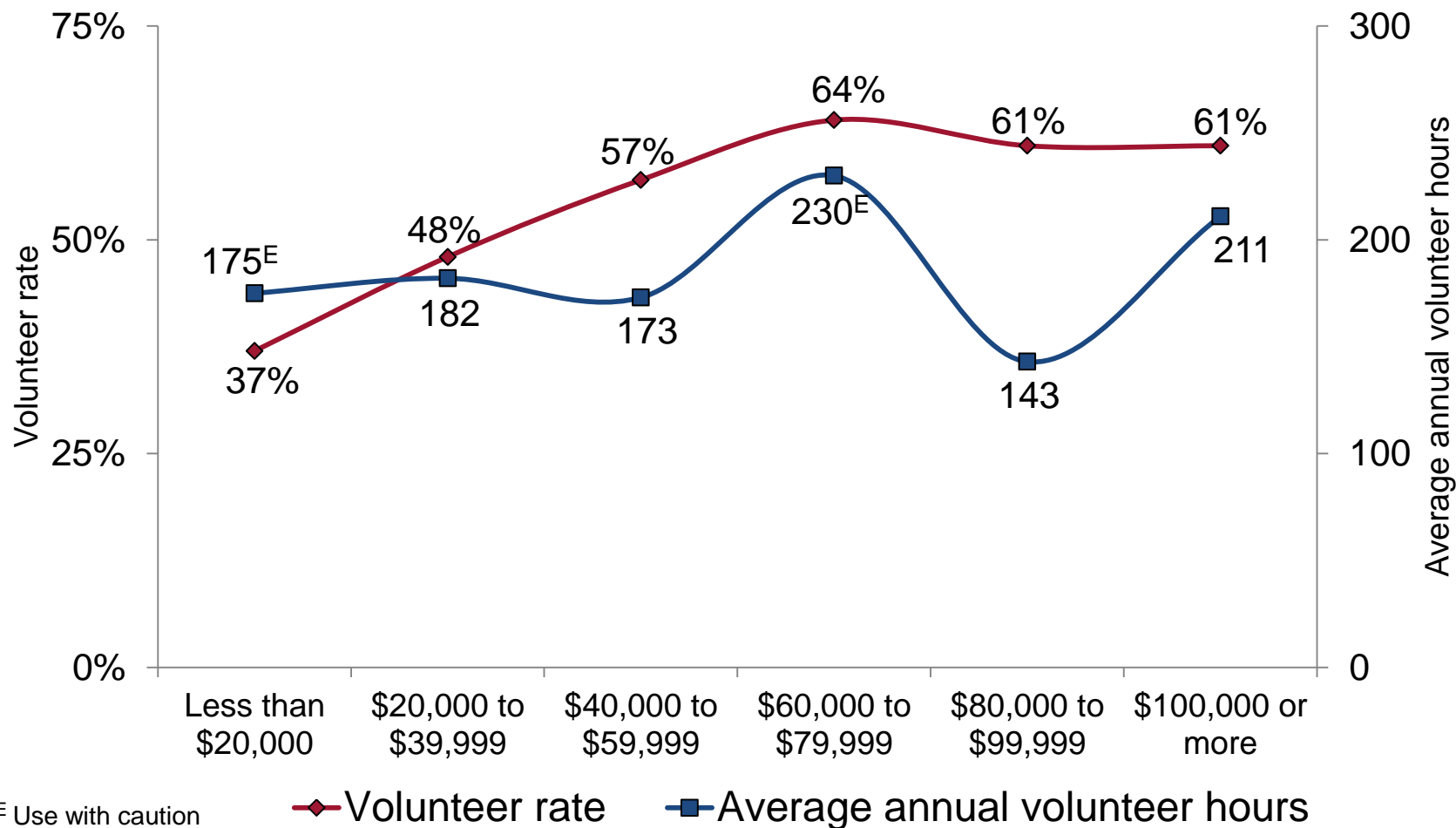
Volunteer characteristics: Labour force status



Volunteer characteristics: Labour force status



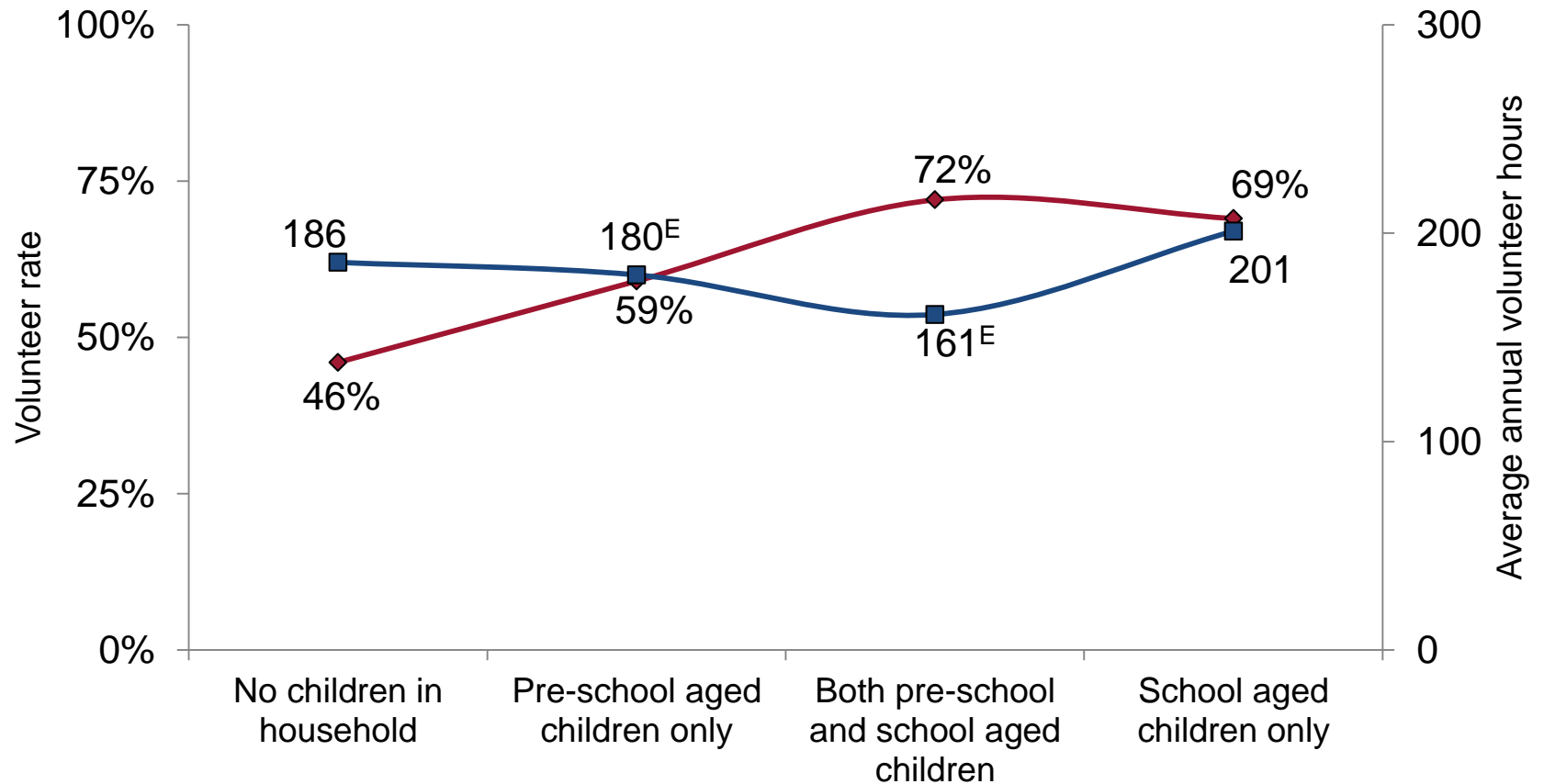
Volunteer characteristics: Household income



Volunteer characteristics: Household income



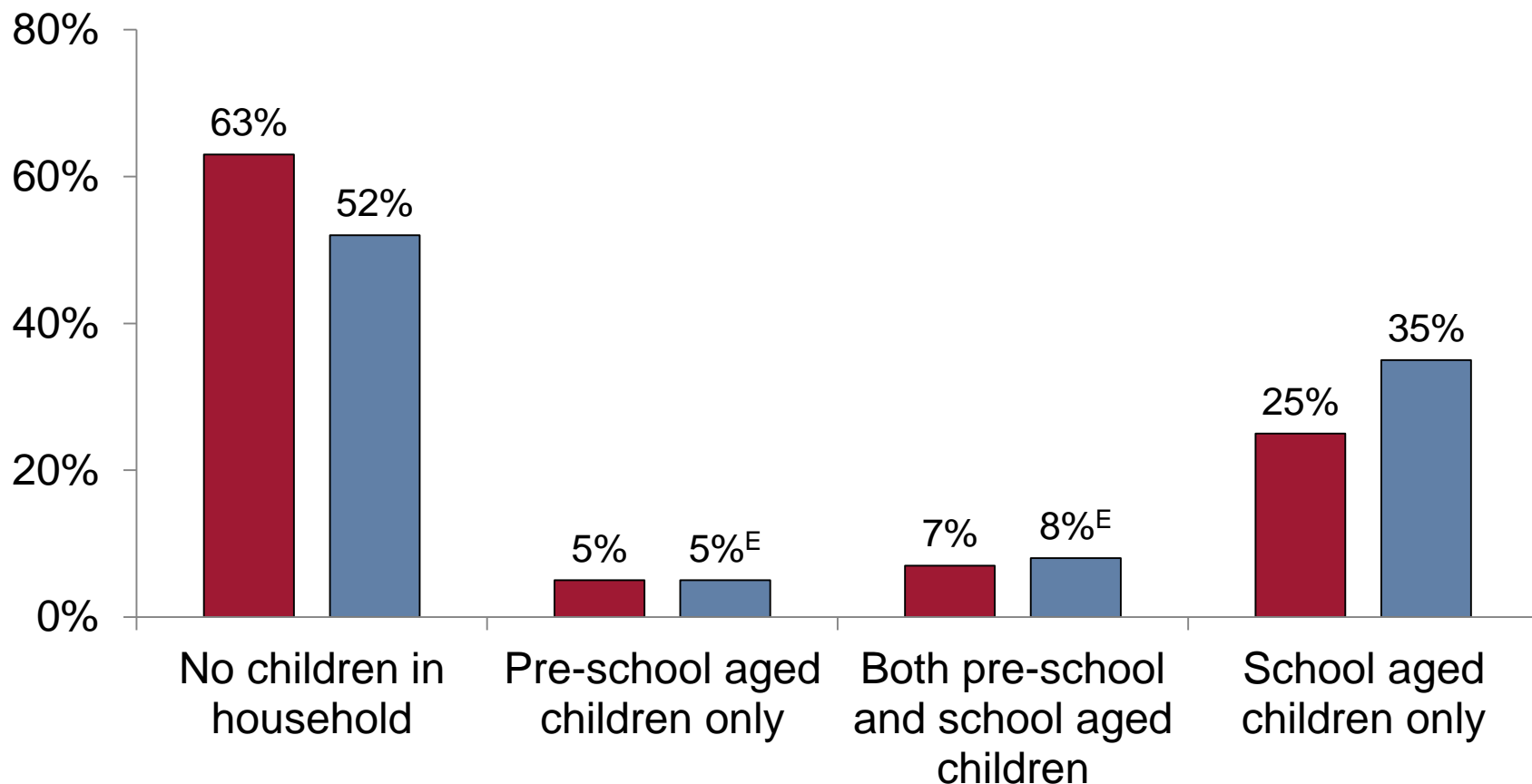
Volunteer characteristics: Presence of children



^E Use with caution

◆ Volunteer rate ■ Average annual volunteer hours

Volunteer characteristics: Presence of children

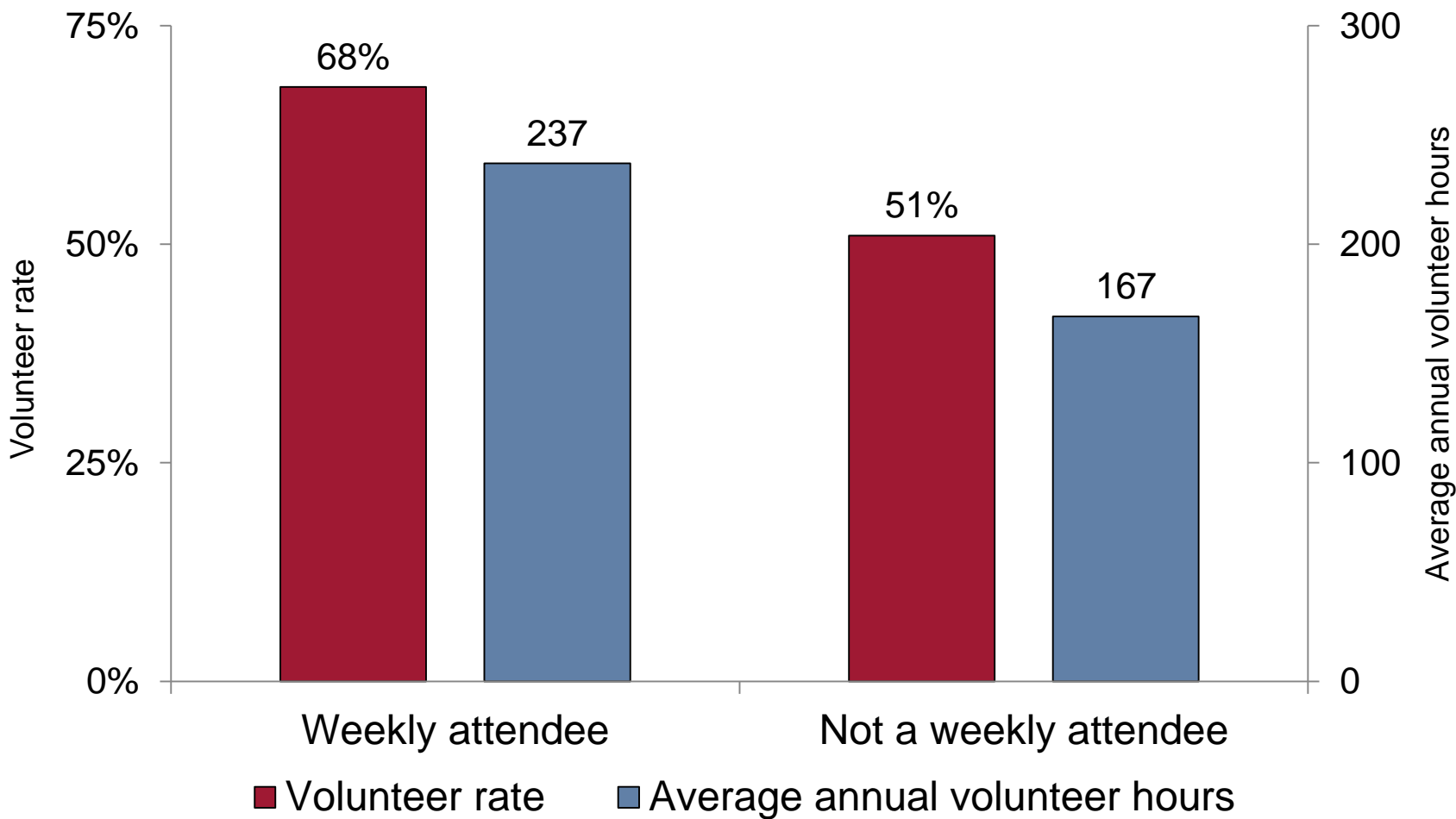


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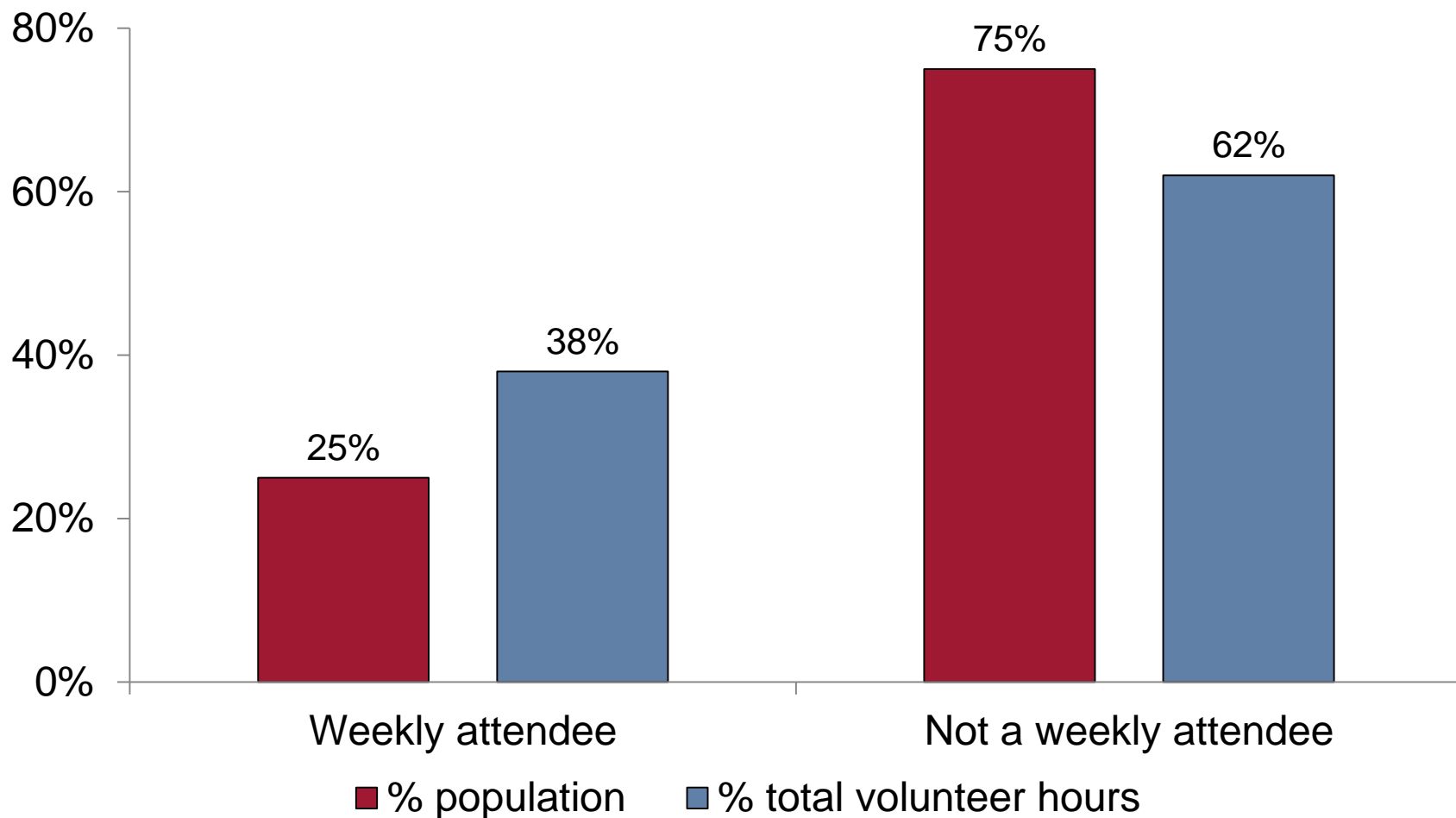
■ % population

■ % total volunteer hours

Volunteer characteristics: Religious attendance



Volunteer characteristics: Religious attendance



Top volunteers

- Groups that volunteer disproportionately large numbers of hours:
 - Aged 15 to 24 or 35 to 44
 - Married or in a common-law relationship
 - Have some postsecondary education or hold a university degree
 - Higher annual household incomes
 - Have school-aged children (only) in the household
 - Attend religious services on a weekly basis
- Again, although these characteristics are treated separately, many tend to be related

Volunteer characteristics

IMPLICATIONS:

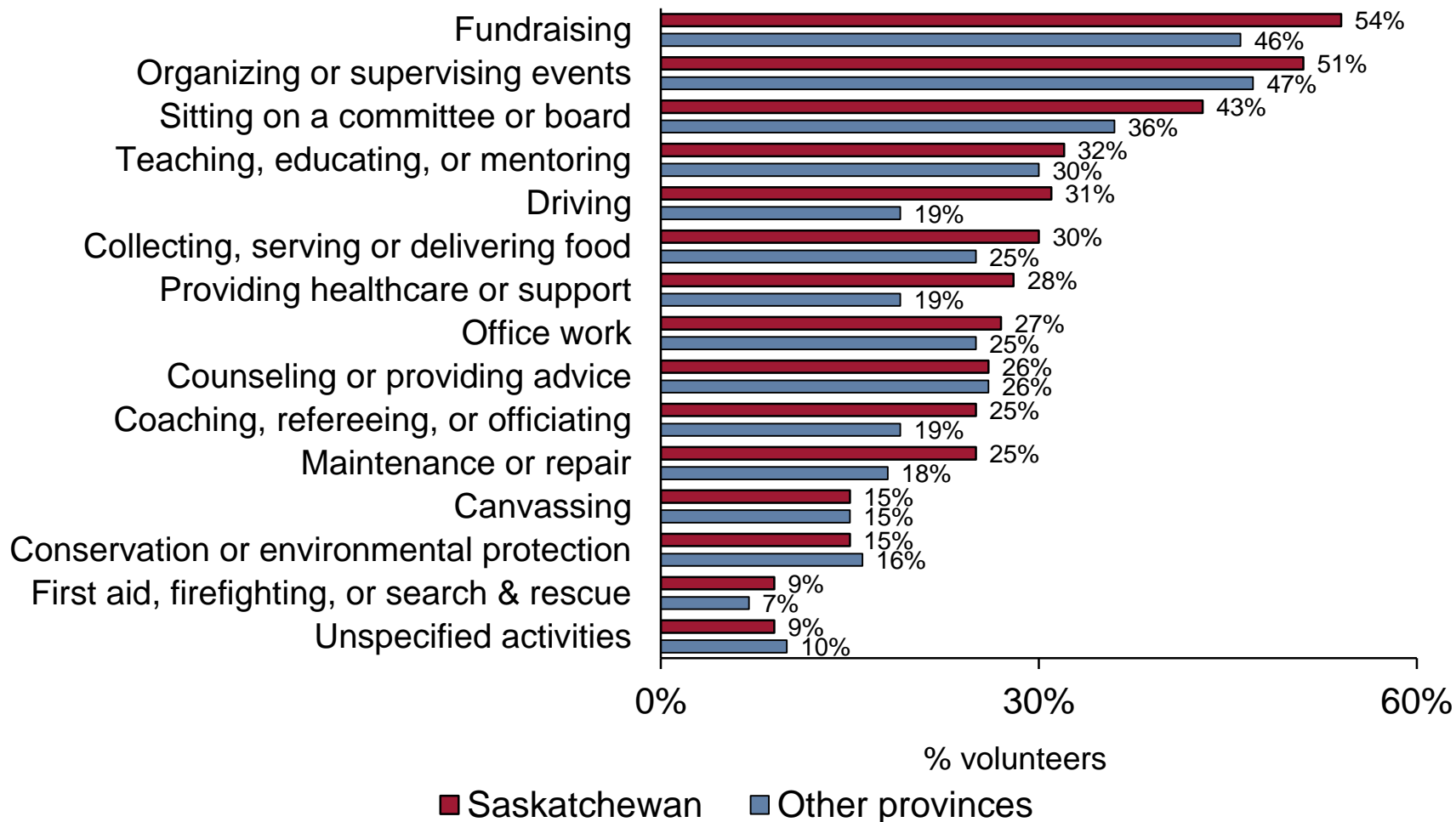
- Some groups volunteer disproportionately large amounts of time, but less pronounced than with donations
 - May be less of an issue of identifying ‘high yield’ segments and more of an issue of tuning recruitment, volunteer activities, etc. for particular population segments
- Patterns shown here are for volunteering generally – significant variations depending on the cause
- Useful to compare the characteristics and contributions of your volunteers with the patterns presented here

Volunteer activities

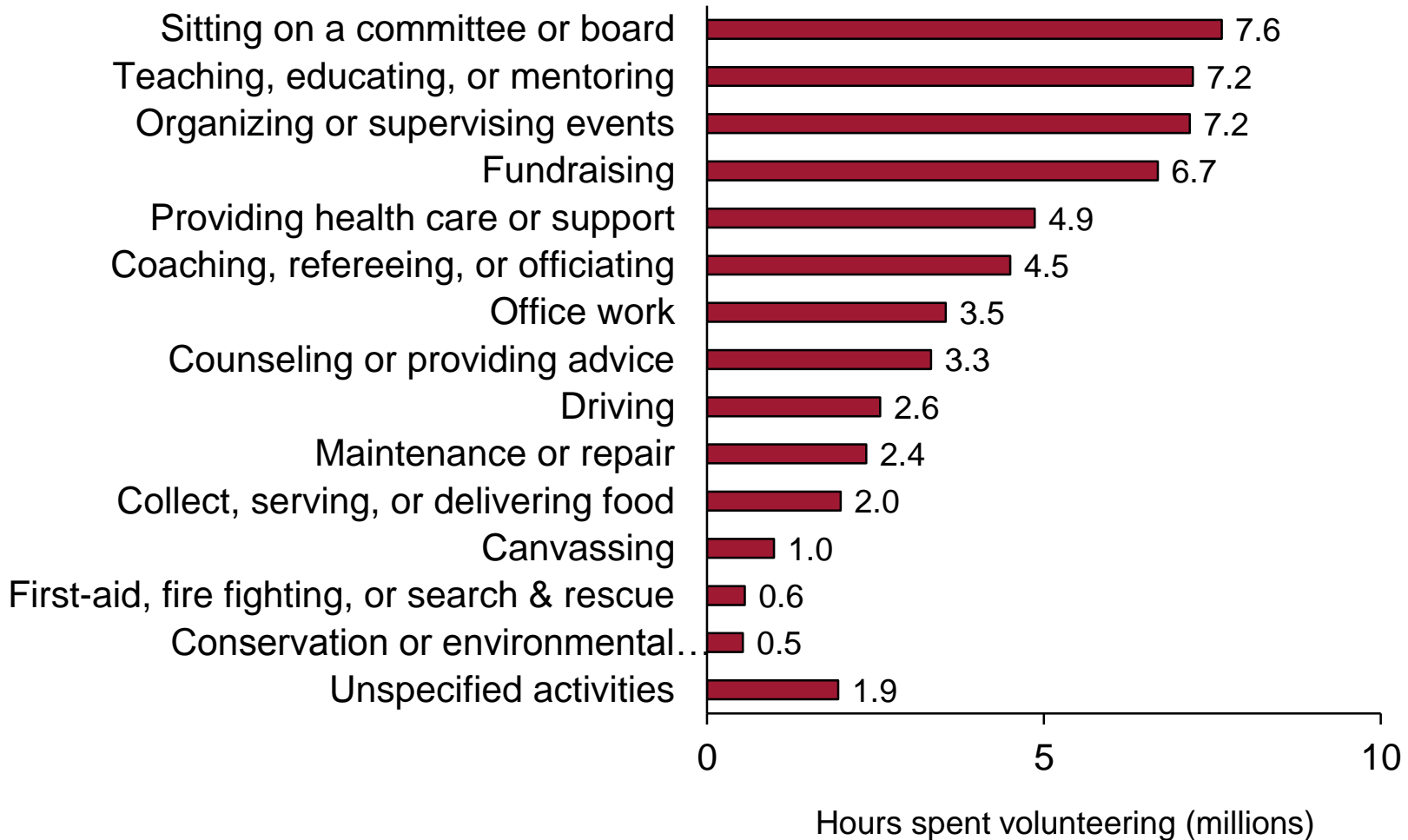
FINDINGS:

- Saskatchewan volunteers most likely to:
 - Fundraise
 - Organize or supervise events
 - Sit on committees or boards
- More likely than volunteers from other provinces to engage in a number of activities:
 - Driving
 - Providing healthcare or support
 - Maintenance or repair
- Generally, most common activities account for large amounts of volunteer time, but not universally true

Volunteer activities



Volunteer activities



Volunteer activities

IMPLICATIONS:

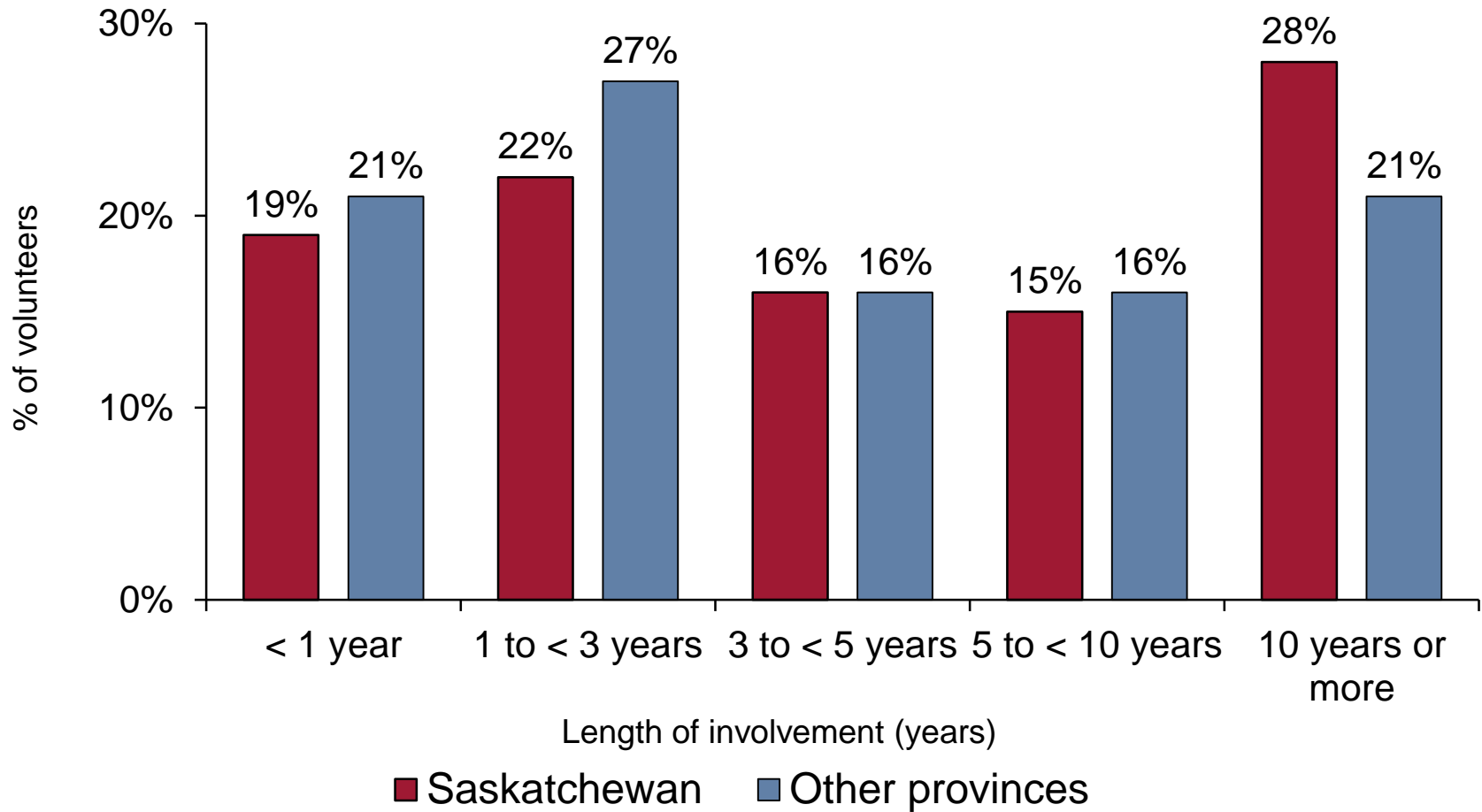
- Need to be aware of how prevalent various volunteer activities are and, by extension, size of volunteer pool
 - Not recruiting solely for a cause – also recruiting for an activity
 - Related implications of underlying personal and economic characteristics, training overhead and length of involvement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

Length of involvement with organization

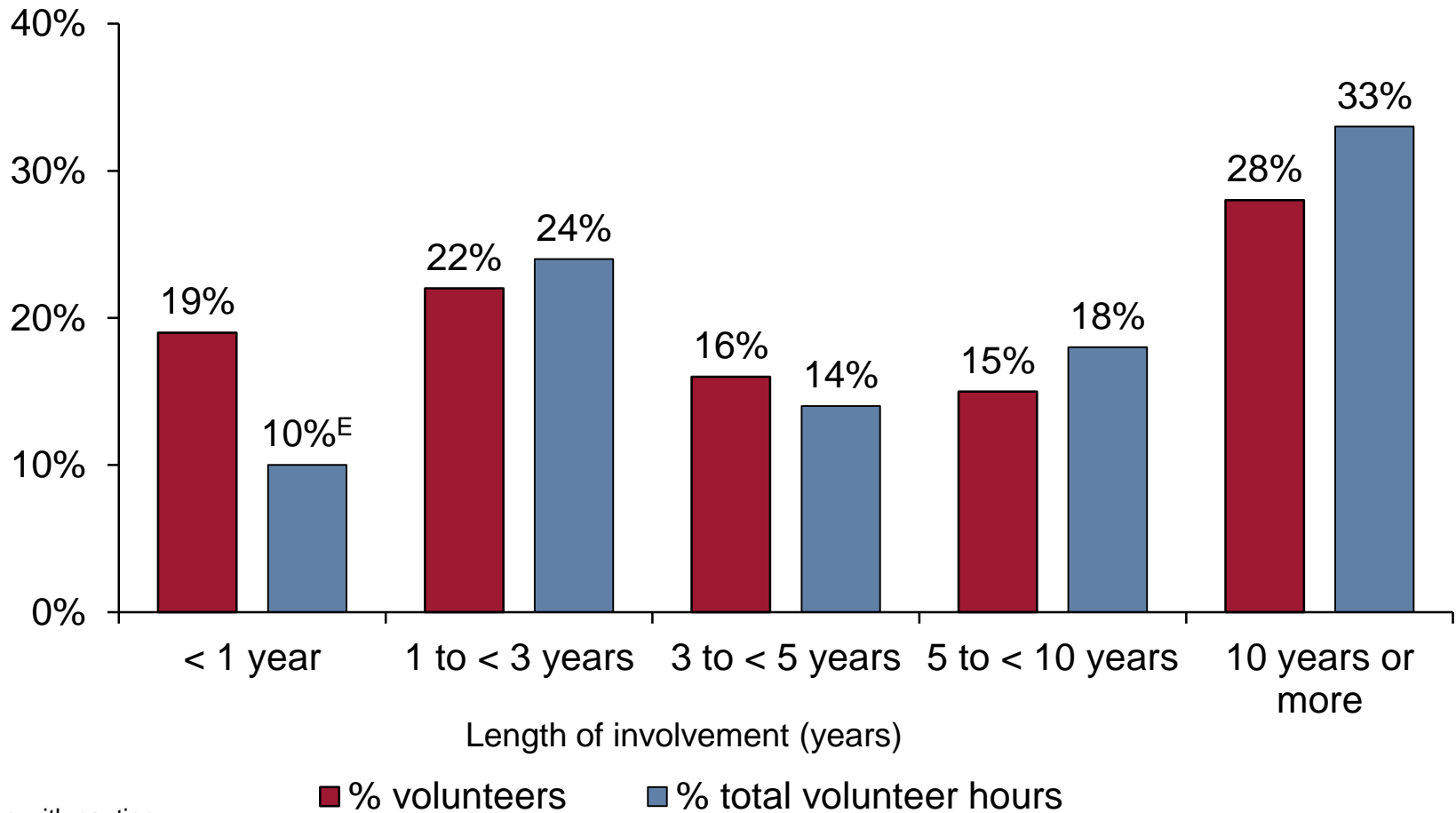
FINDINGS:

- Over a quarter of volunteers have been involved with organization for 10 years or more
- About a fifth have been involved with organization for less than a year
- Saskatchewan volunteers more likely than volunteers from other provinces to have been involved for 10 years or more
- Those who have been involved for 5 years or more contribute disproportionately more hours, while those who have been involved for less than a year contribute less
 - Contributions not as disproportionate as in other provinces

Length of involvement with organization



Length of involvement with organization



Length of involvement with organization

IMPLICATIONS:

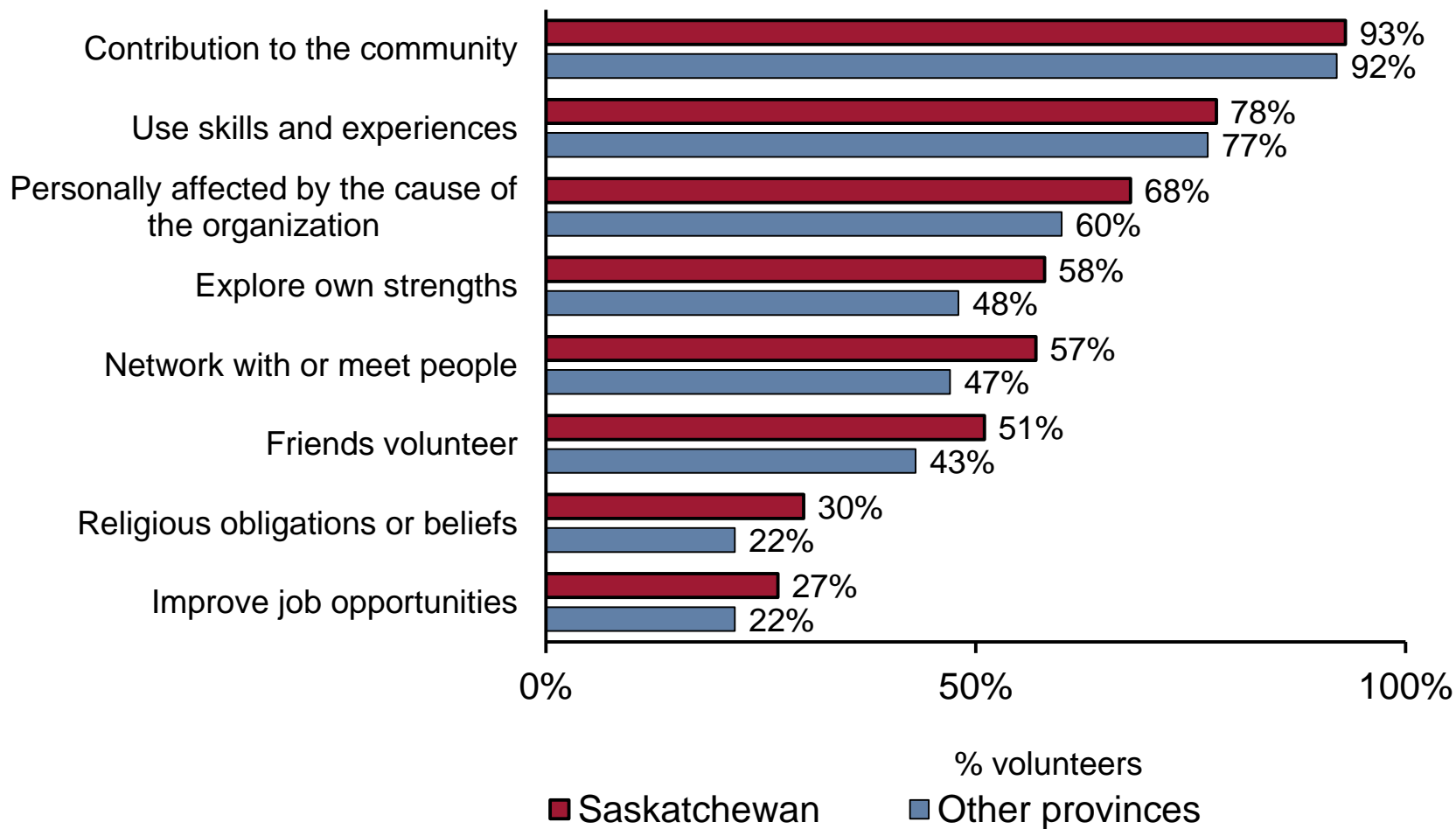
- Degree of ‘churn’ has significant implications on factors such as recruitment and training costs and the types of activities volunteers can reasonably be assigned
- Organizations should be aware of how their circumstances match with norms for the province
 - Again, noticeable variations between causes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

- Saskatchewan 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 most motivations
 - Explore own strengths
 - Network with or meet people
 - Friends volunteer

Motivations

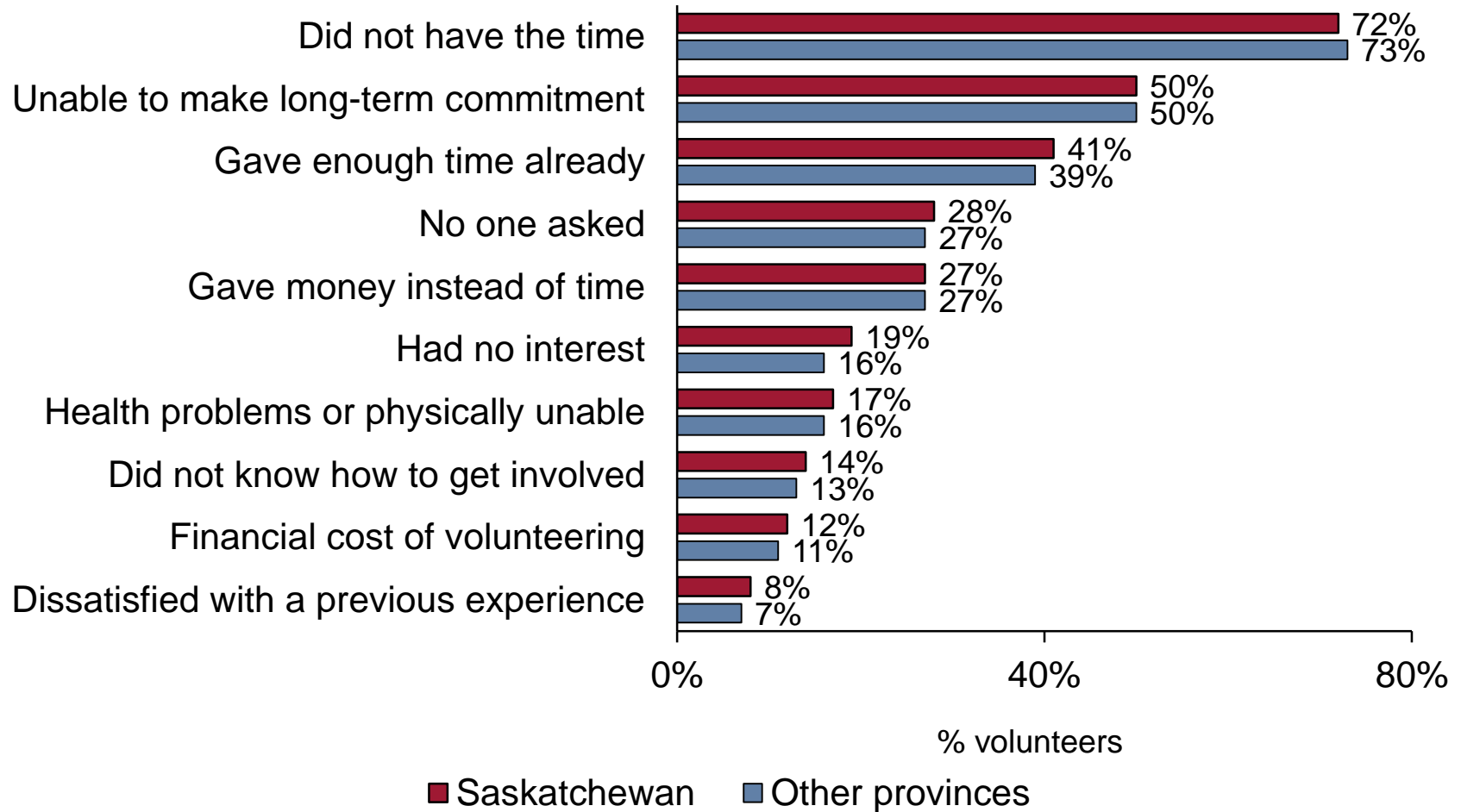


Barriers

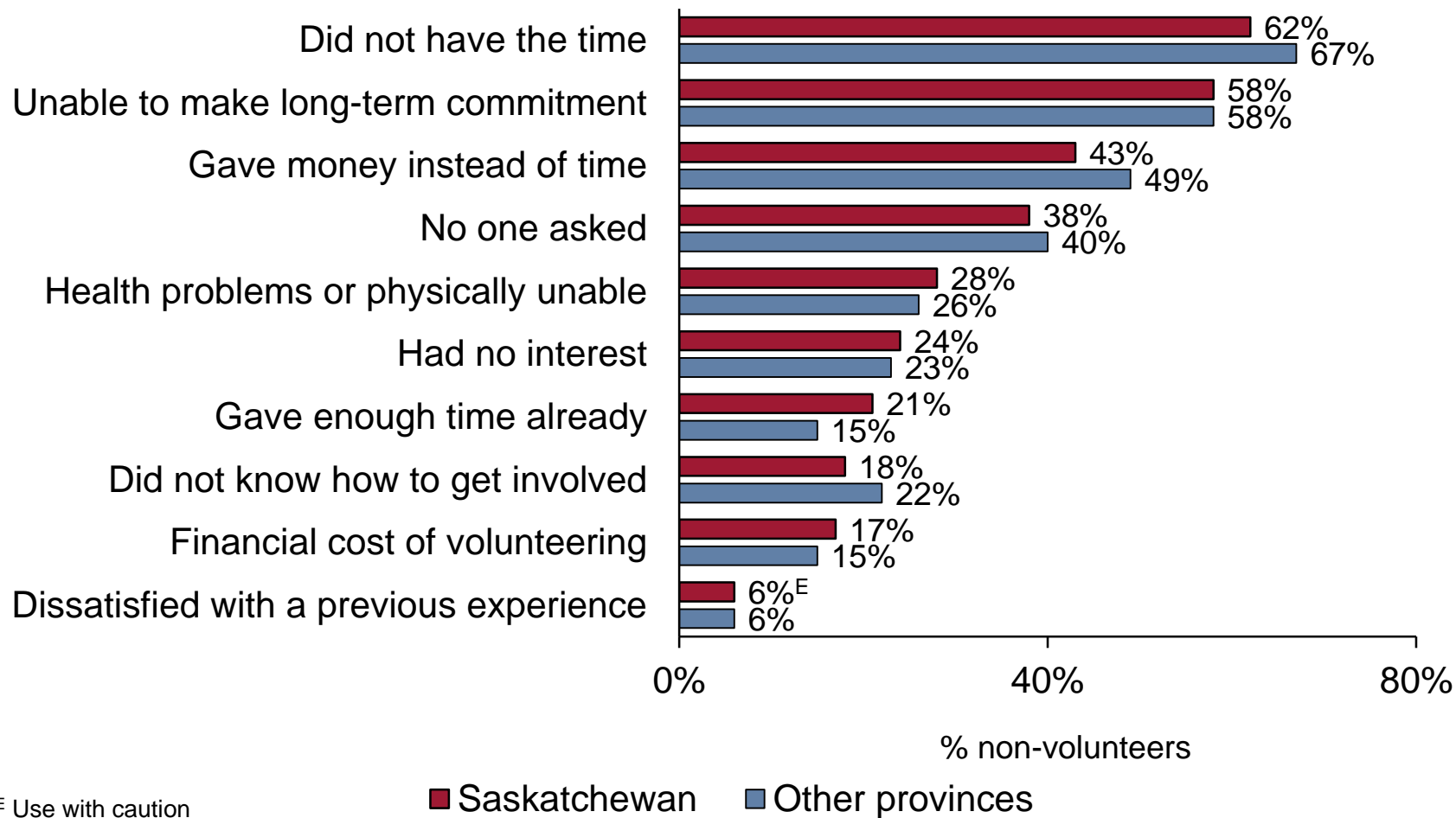
FINDINGS:

- Saskatchewanians most likely to report as barriers to volunteering:
 - Lack of time
 - Inability to make a long term commitment to volunteering
- Non-volunteers less likely to report as barriers:
 - Lack of time
 - Giving money instead of volunteering more
- More likely to report that they had given enough time already
- Patterns of response to barriers very similar for Saskatchewan volunteers and volunteers from other provinces

Barriers to volunteering more



Barriers to volunteering at all



^E Use with caution

Motivations and barriers

IMPLICATIONS:

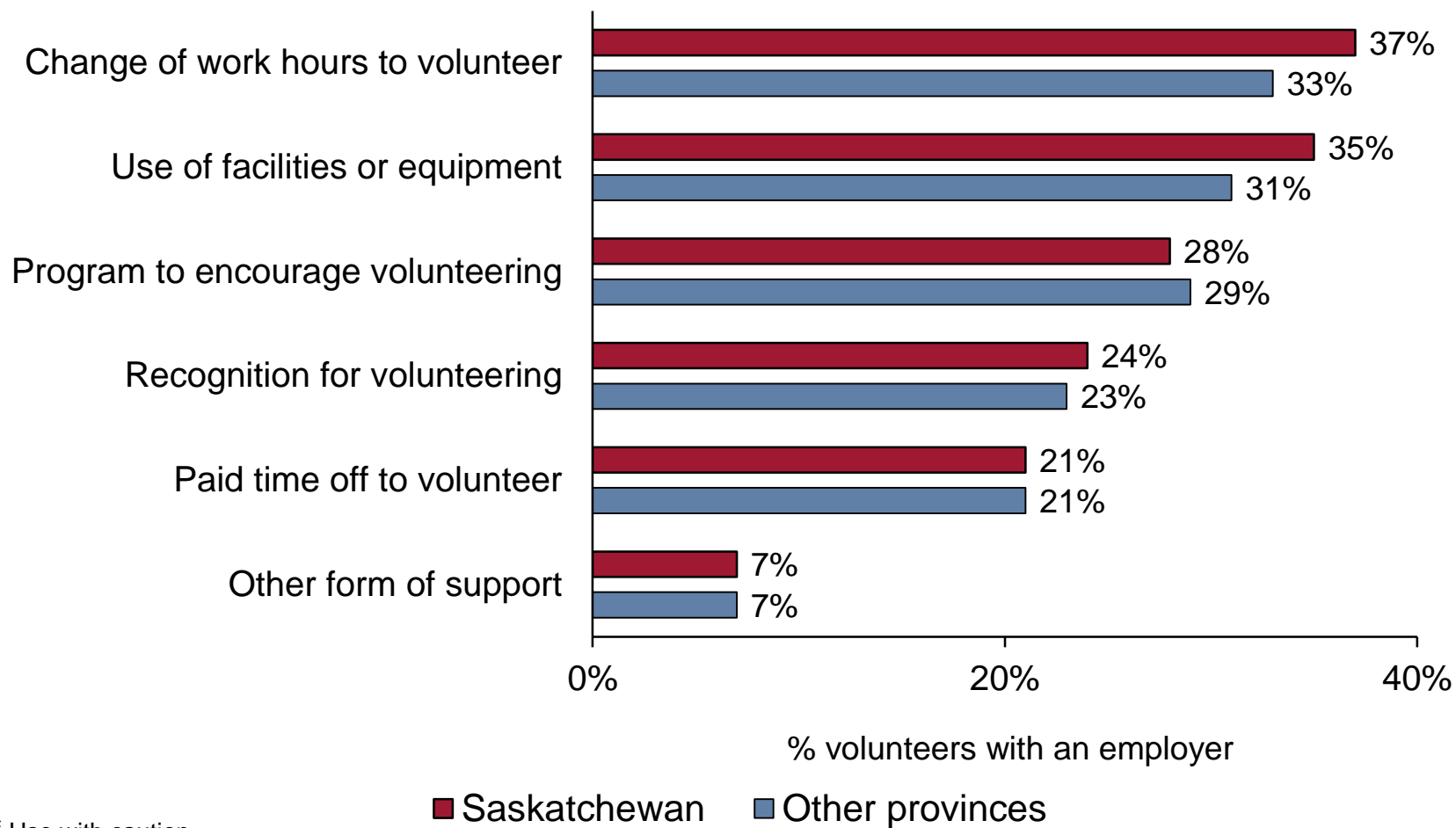
- Provincial patterns are a general guideline only; considerable variation depending on the specific context
 - Most commonly reported motivations or barriers not necessarily the most important in any given context
- Motivations and barriers experienced by volunteers change as their circumstances change
- 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 Saskatchewan 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 a number of forms of support, particularly:
 - Permission to change work hours to volunteer
 - Permission to use company facilities or equipment in volunteering

Employer support



^E Use with caution

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

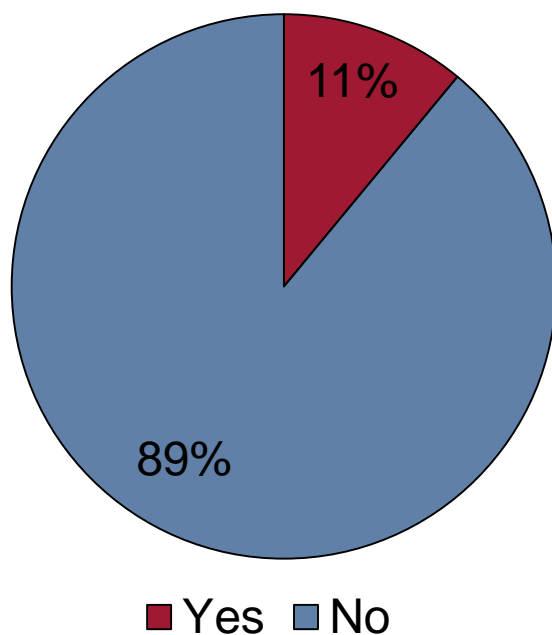
Mandatory community service

FINDINGS:

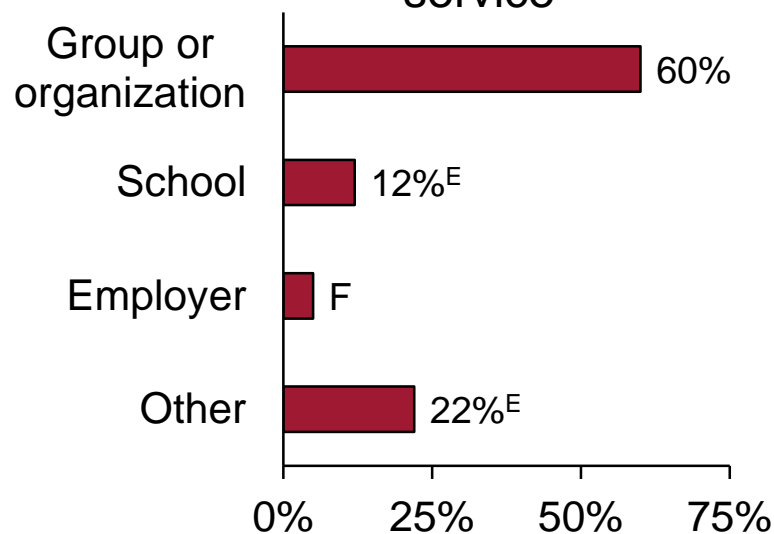
- 11% of volunteers stated that they were required to volunteer for the organization to which they contributed the most hours (4% more than the national average).
- More than half of those engaged in mandatory community service were required by the organization they volunteered for.

Mandatory community service

% volunteers engaging in mandatory community service



Entity mandating community service



% of those involved in mandatory community service

^E Use with caution
^F Sample size too small to use.

Mandatory community service

IMPLICATIONS:

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

Acknowledgements

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.

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