



## The 2004 Canada Survey of Giving, Volunteering, and Participating: THE GIVING AND VOLUNTEERING OF SENIORS

## Information sources

### INFORMATION DRAWN FROM THE 2004 CANADA SURVEY OF GIVING, VOLUNTEERING, AND PARTICIPATING

- Telephone survey conducted by Statistics Canada in the fall and winter of 2004
- Continuation of the National Survey of Giving, Volunteering and Participating previously conducted in 1997 and 2000
- Surveyed 20,000 Canadians aged 15 and over
- Covered topics pertaining to giving and volunteering for charitable and nonprofit organizations, as well as helping others directly and participating

# The personal and economic characteristics of seniors

- Seniors defined here as Canadians aged 65 and older
- Seniors tend to have a number of associated personal and economic characteristics:
  - More likely than younger Canadians to be widowed and less likely to have never married
  - Tend to have lower levels of educational attainment
  - Less likely to be in the labour force
  - Tend to have somewhat lower incomes
- These personal and economic characteristics are also associated with particular tendencies towards giving and volunteering

## Why seniors?

- According to the most recent census (2006) there were approximately 4.3 million Canadians aged 65 and older
  - Equivalent to 15% of the population
- Current projections forecast that Canadians aged 65 and over will increase to approximately 17% of the population over the next decade and more than 20% over the next two decades
- Seniors represent an important and increasing group that organizations can draw upon and will increasingly be called upon to serve

# An introduction to giving in Canada

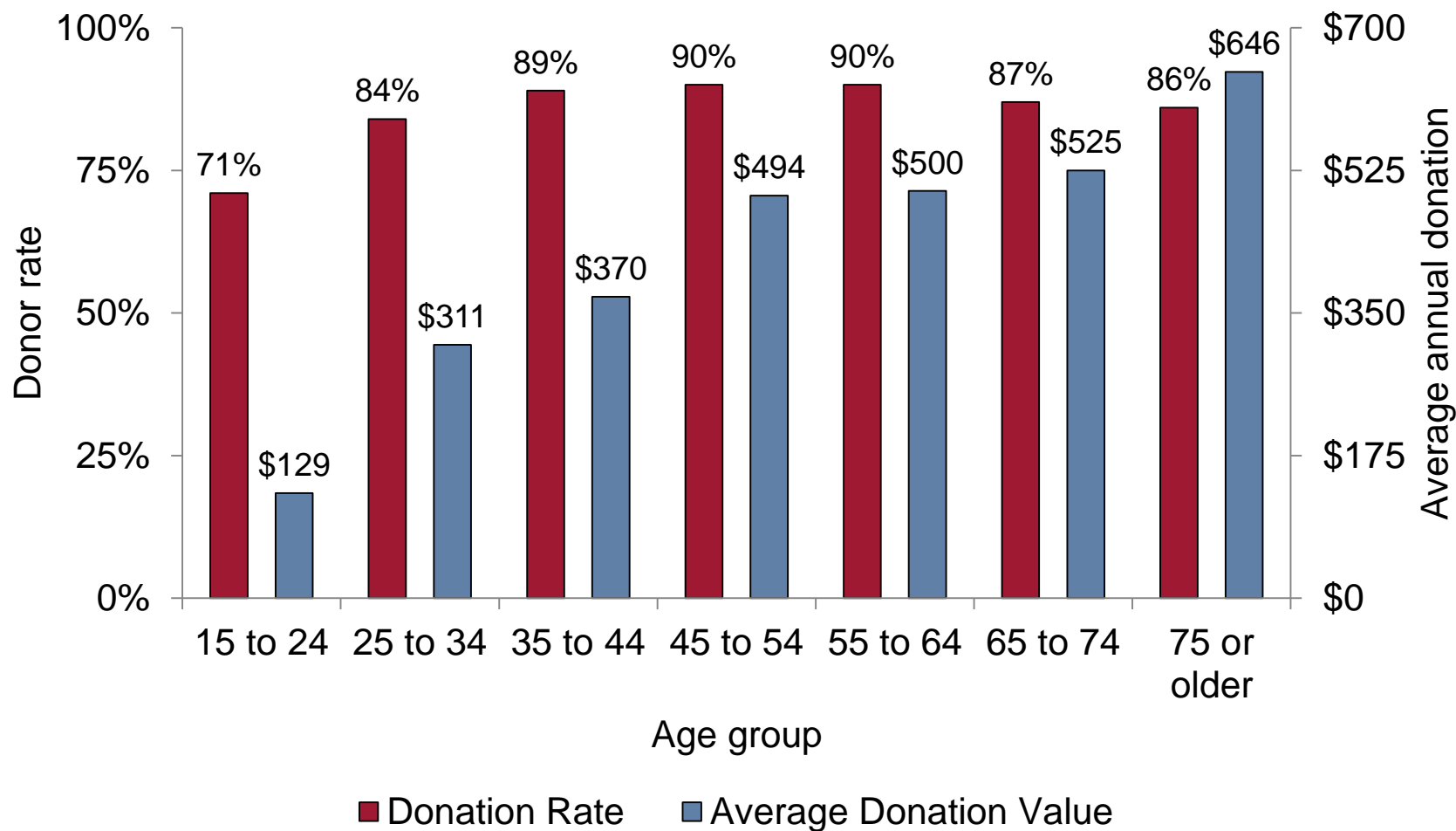
- 85% of Canadians donated a total of \$8.9 billion
  - Average donation \$400 each
- Made 94.8 million individual donations
  - Average of 4.3 donations each

# Charitable Giving

## FINDINGS:

- Seniors are about as likely to donate as other Canadians and they donate larger amounts.
- Seniors contributed a total of \$1.9 billion, or 22% of the total value of donations
- Seniors make more and larger individual donations than younger Canadians.

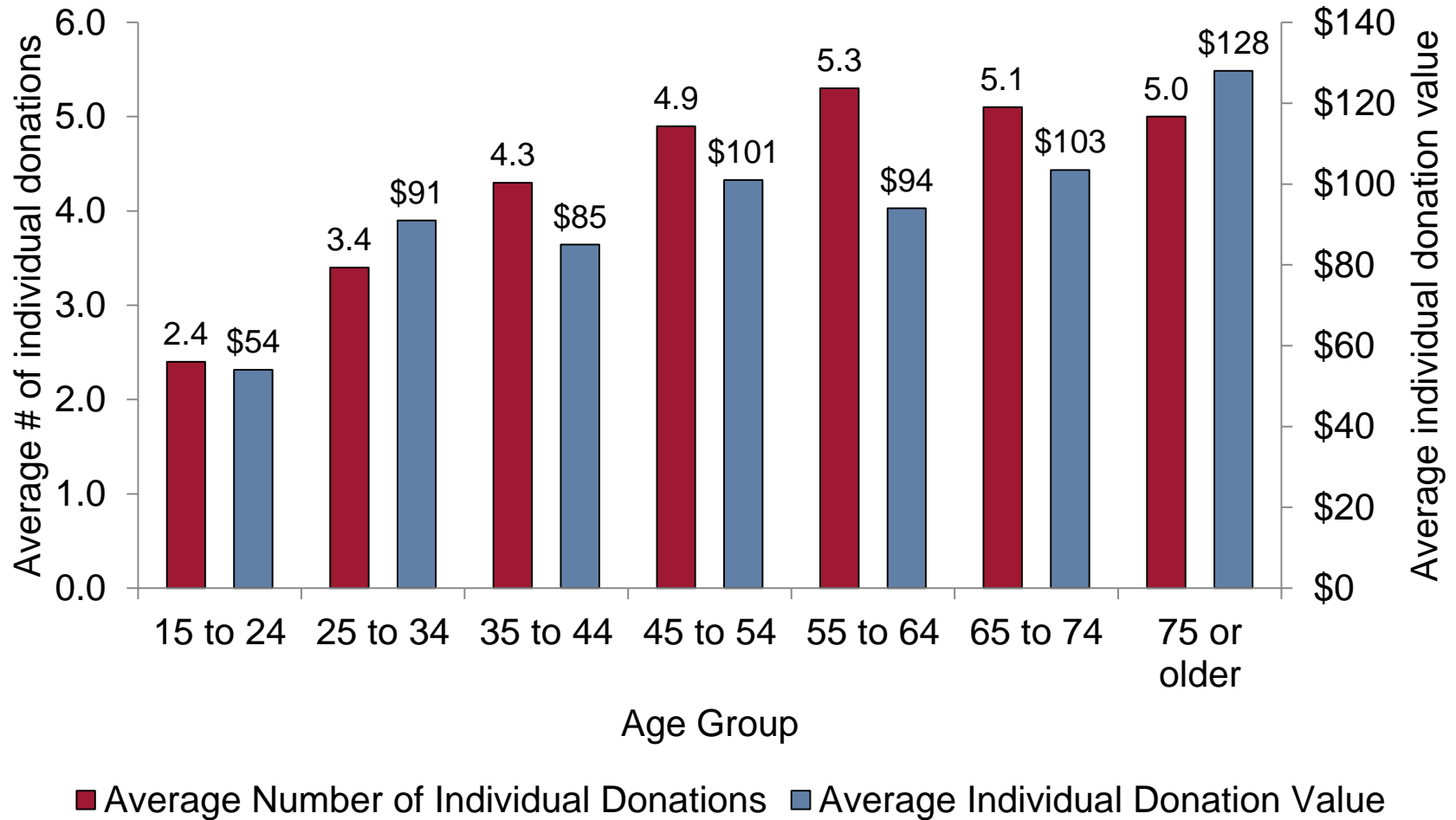
# Charitable giving by age group



## Charitable giving by age group

	% Population	% Donation Value
15 to 24	17%	4%
25 to 34	17%	13%
35 to 44	20%	19%
45 to 54	19%	24%
55 to 64	13%	17%
65 to 74	9%	12%
75 or older	6%	10%

# Charitable giving by age group: individual donations



# Charitable giving

## IMPLICATION:

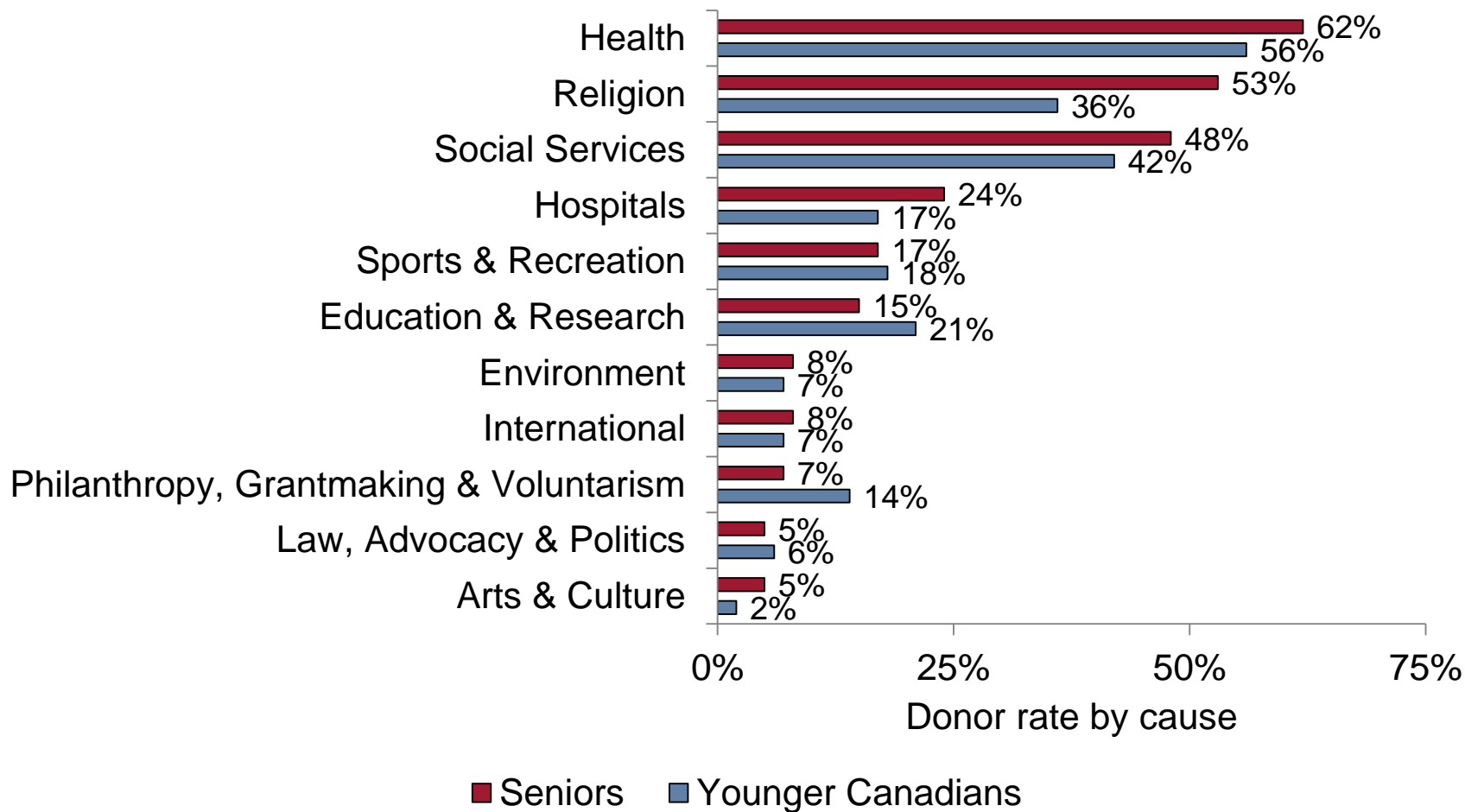
- Seniors are an important source of donations and potentially fertile grounds for solicitation
  - Quite likely to donate
  - Donate large amounts, on average
  - Support many organizations

## The organizations seniors support

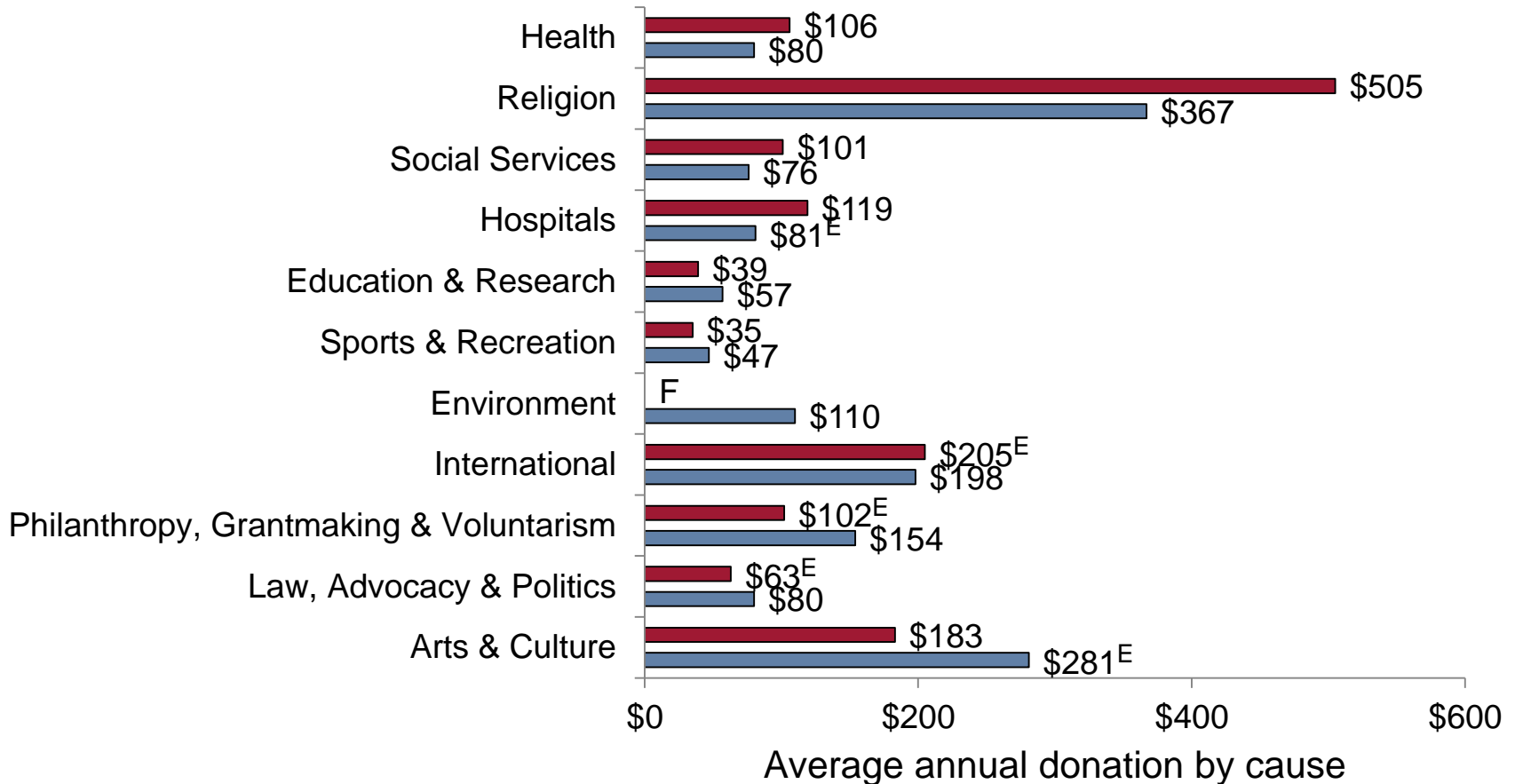
### FINDINGS:

- Seniors are more likely to donate to many types of organizations than younger donors
- Make larger average donations to many organization types than do younger donors
- Focus their support on a few organization types, particularly Religious organizations

## Donor rate by organization type



# Average donation by organization type

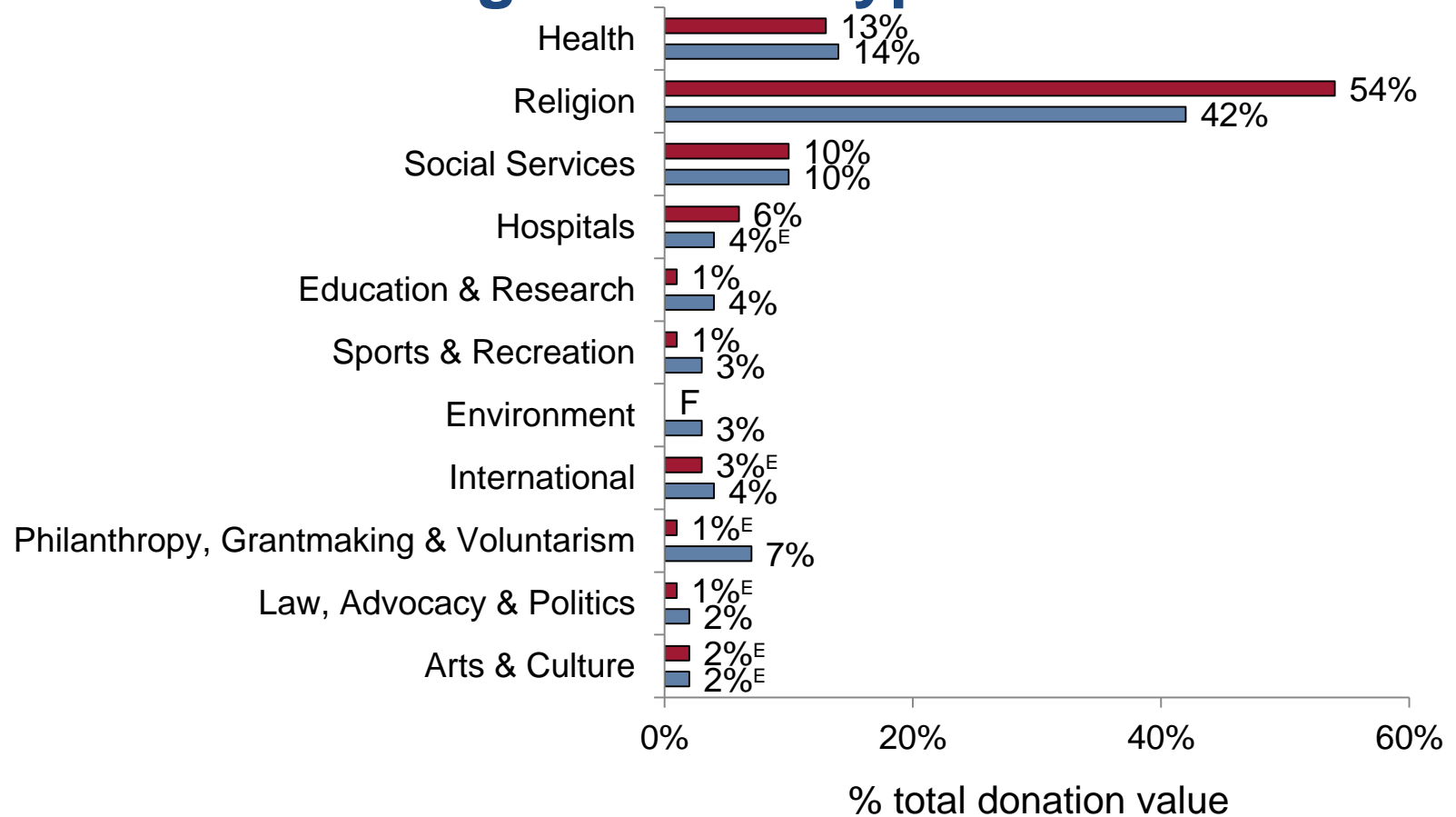


<sup>E</sup> Use with caution.

<sup>F</sup> Sample size too small to be used.

■ Seniors ■ Younger Canadians

# Percentage of total donation value by organization type



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<sup>F</sup> Sample size too small to be used.

■ Seniors ■ Younger Canadians

# The organizations seniors support

## IMPLICATION:

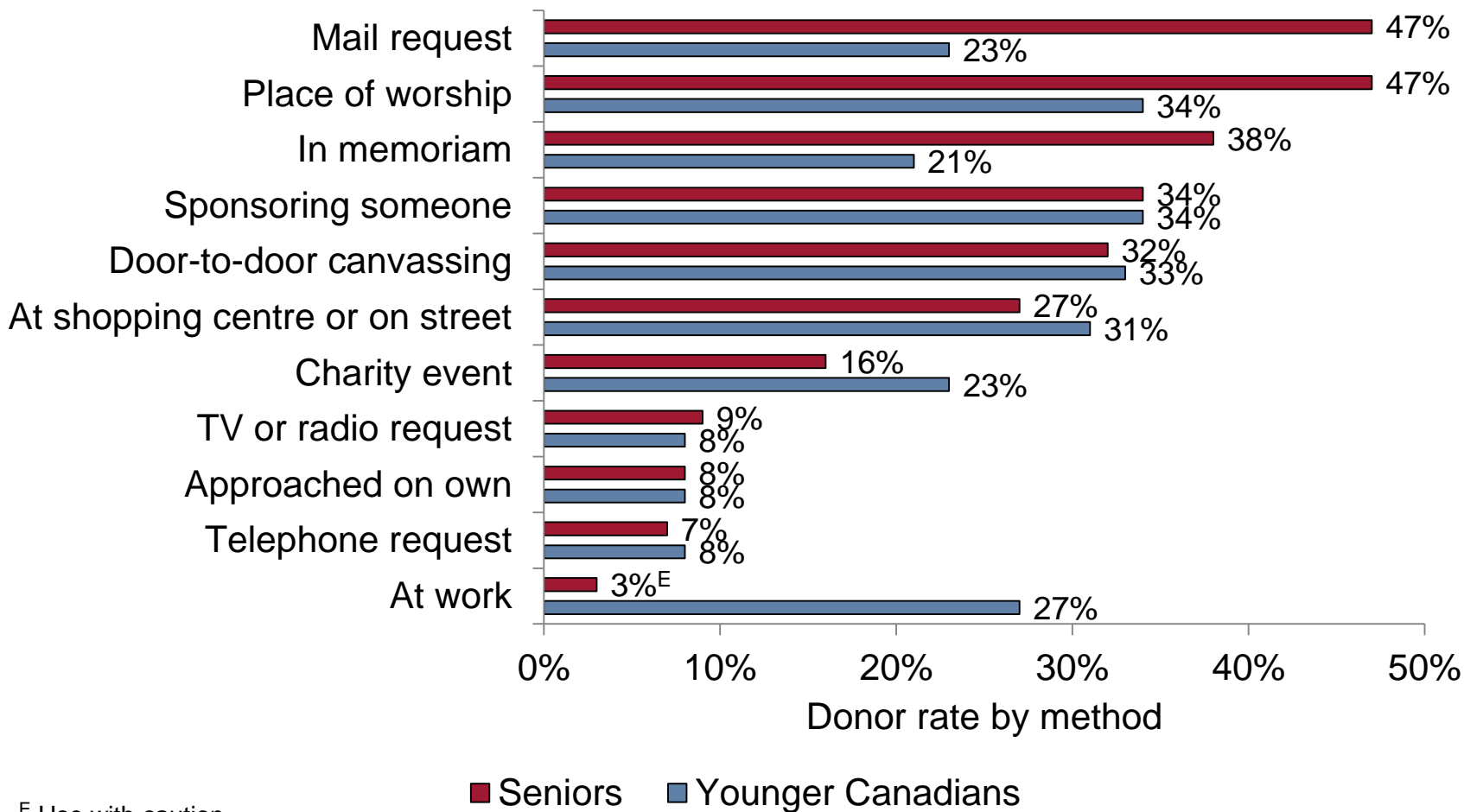
- Although seniors are an important potential source of donations, they may be less attractive for particular types of organizations
  - Fundraising, Grantmaking & Voluntarism
  - Education & Research
  - Sports & Recreation

# How seniors make donations

## FINDINGS:

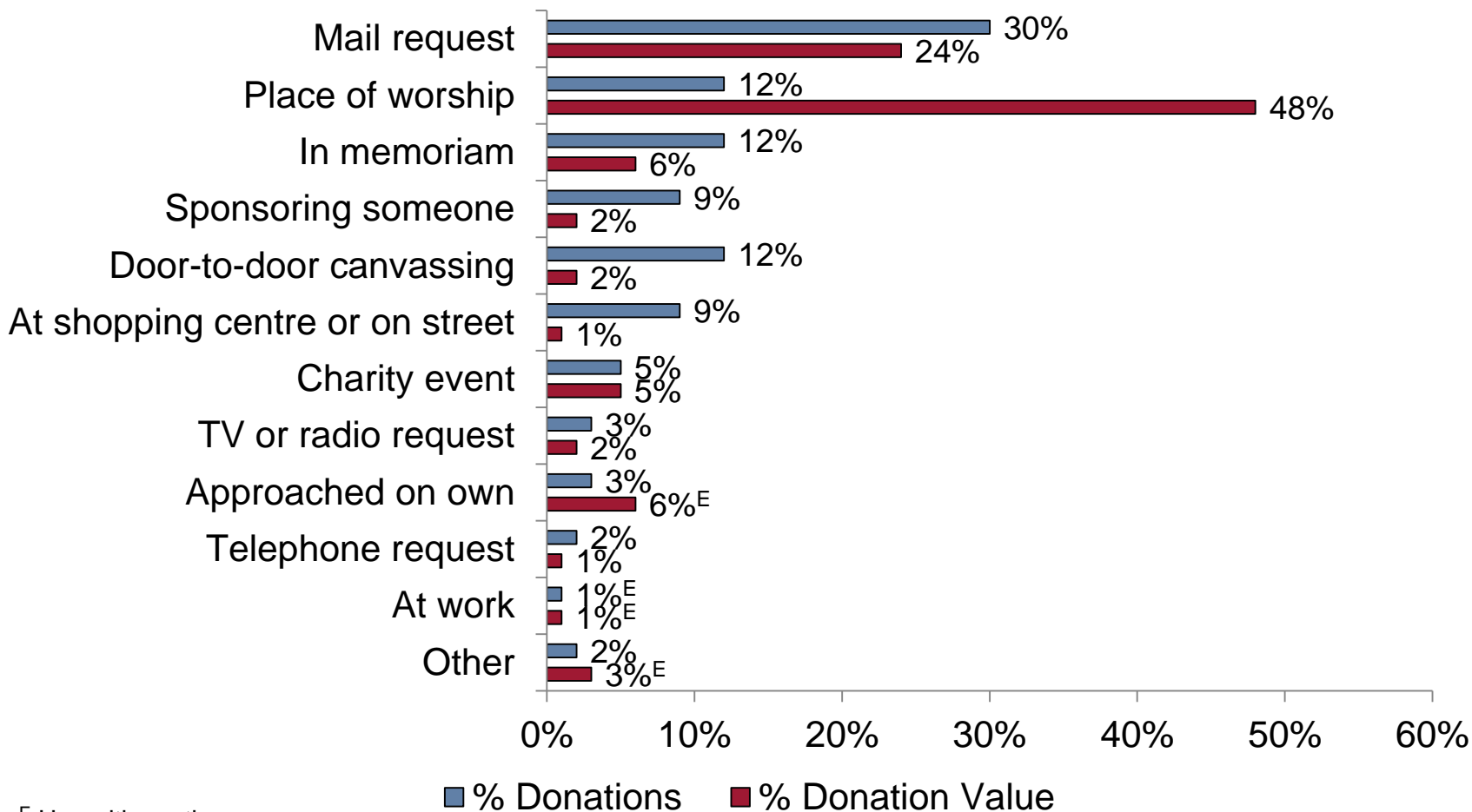
- Seniors are much more likely than younger donors to contribute via a few key methods
- Some of the more common methods of donation do not yield large donation amounts

# Donation methods



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

## Donation methods



# How seniors make donations

## IMPLICATIONS:

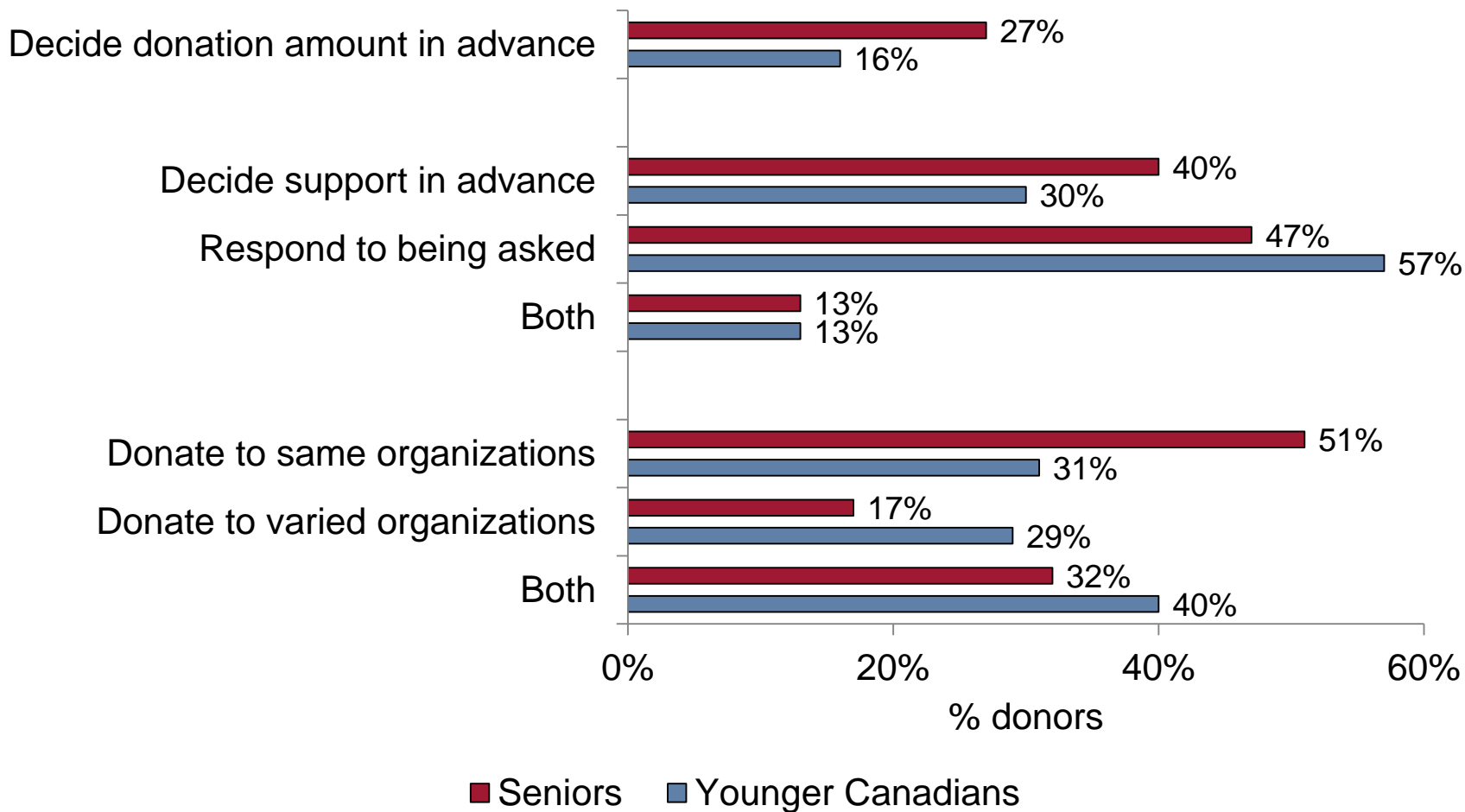
- Think carefully about whether the solicitation methods your organization uses are effective in reaching seniors and whether they are likely to be effective in meeting your organization's fundraising goals

# Donations and decision making

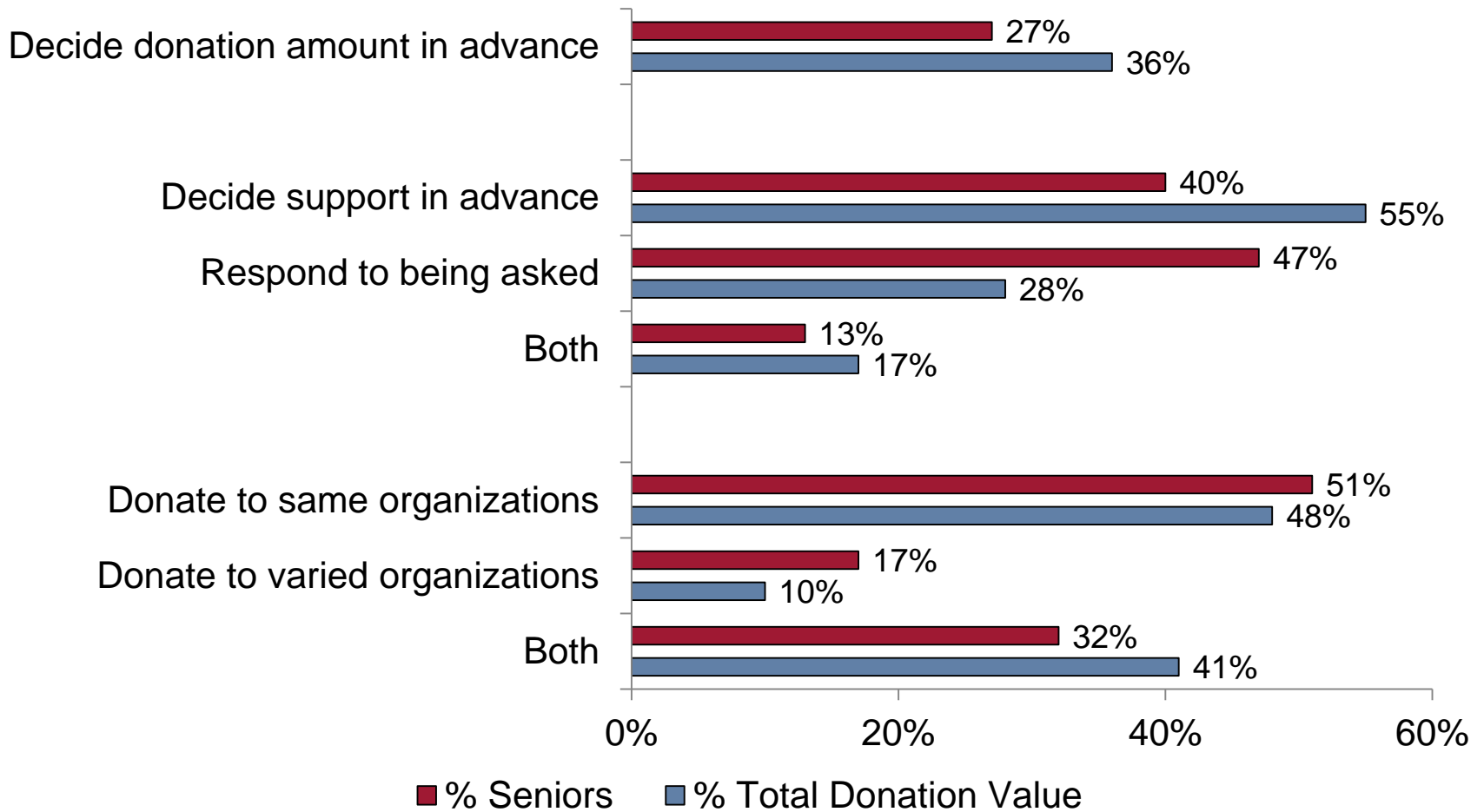
## FINDINGS:

- Seniors are more likely to plan donations in advance and to support the same organizations repeatedly
- Seniors who plan their donations in advance and donate to a mixture of new and old organizations tend to donate more

# The role of prior planning and regular support



# The role of prior planning and regular support



# Donations and decision making

## IMPLICATIONS:

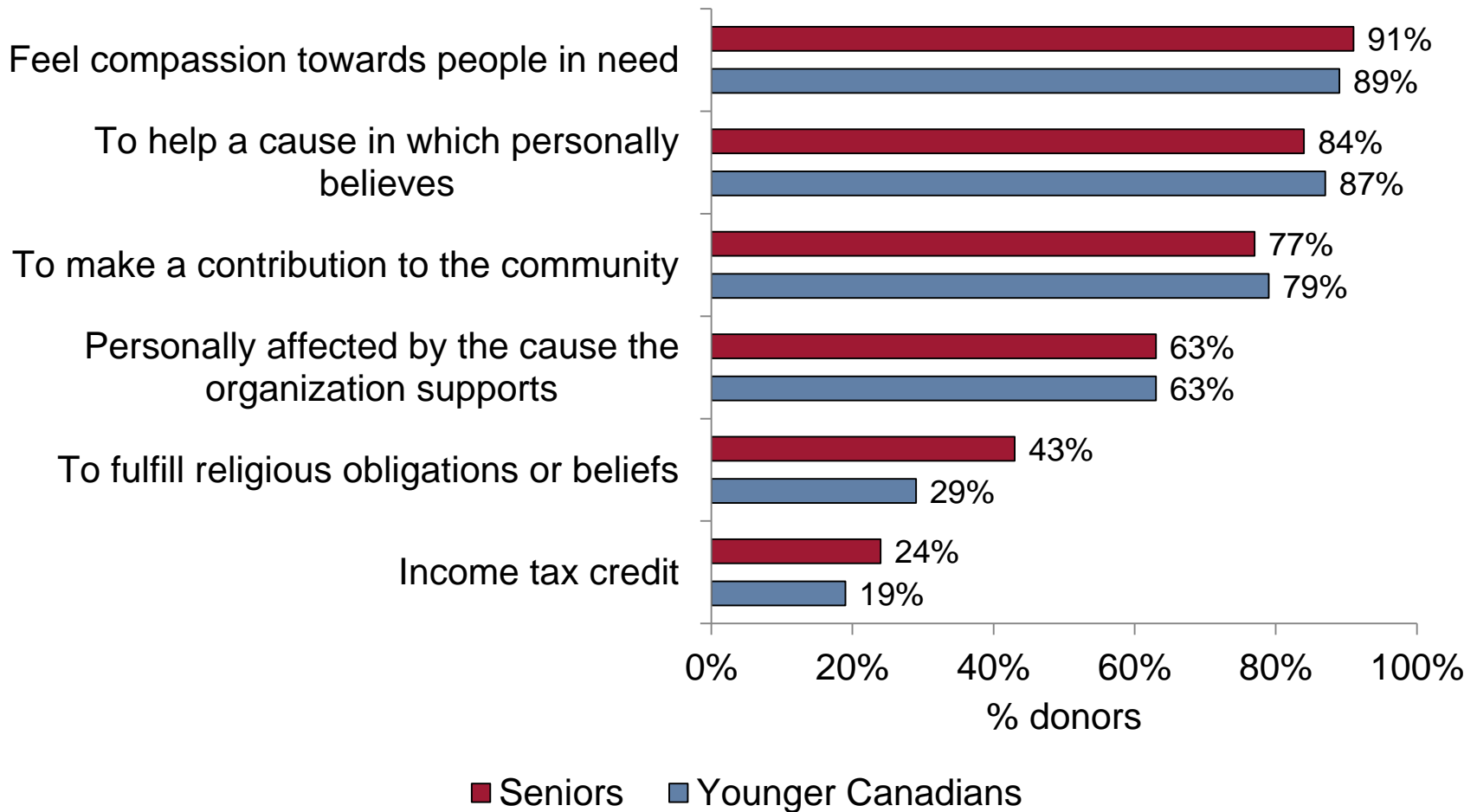
- Reaching seniors when they are making their donation decisions is particularly important to successful fundraising
- Even though seniors tend to support the same organizations over multiple years, lack of prior support is not a disqualifier

# Motivations for giving

## FINDINGS:

- Seniors are motivated by the same range of factors as younger donors
- Noticeably more likely to be motivated by religious factors and somewhat more likely to be motivated by tax credits

# Motivations for giving

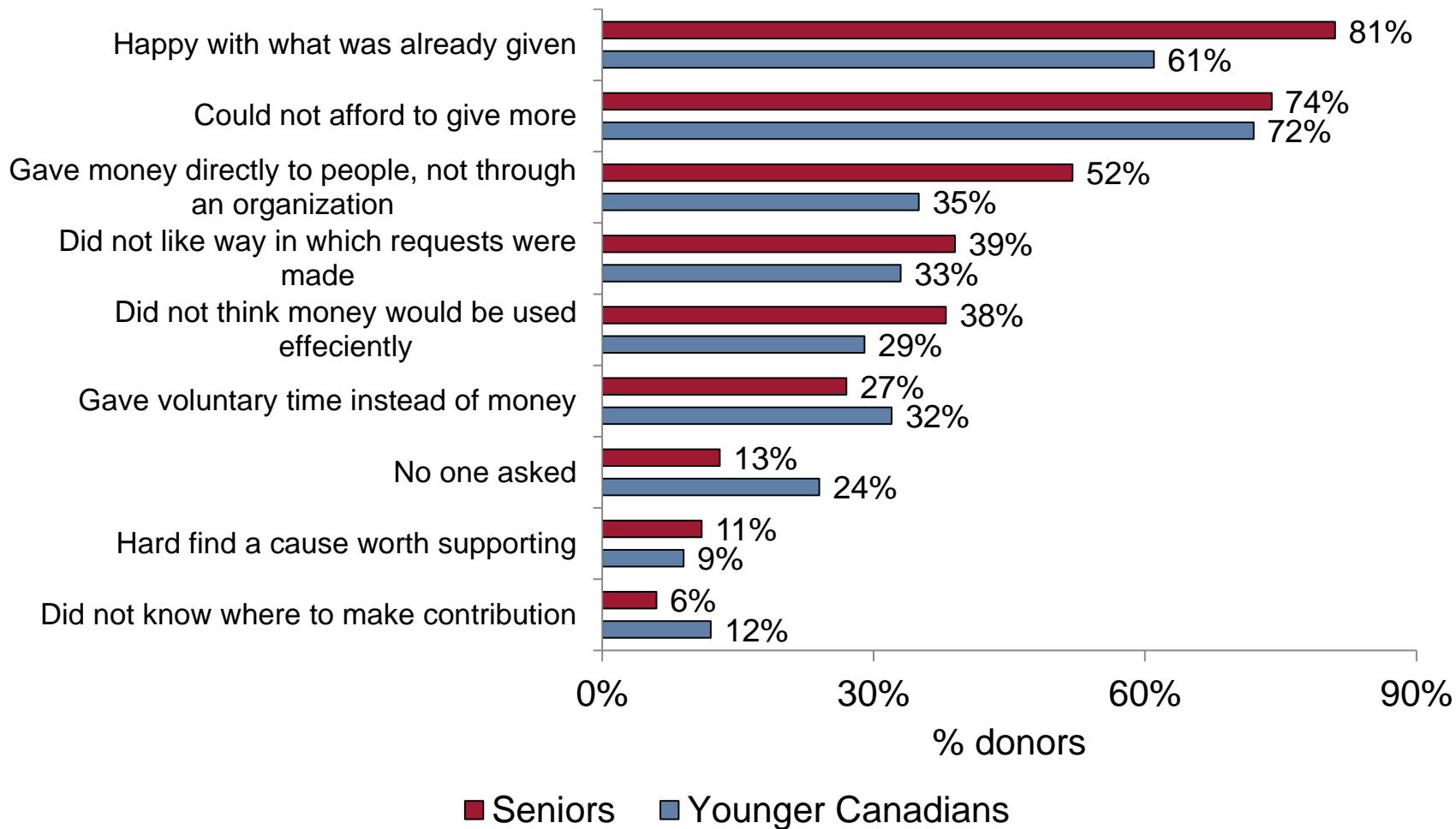


## Barriers to giving

### FINDINGS:

- Seniors substantially more likely to feel they have given enough
- More likely to have somewhat negative views around solicitations
- Not a matter of having not been asked or not knowing how to donate

# Barriers to giving more



# Motivations and barriers to giving

## IMPLICATIONS:

- Dominant picture is of a group that receives many requests for donations and contributes significant levels of support
- Care must be taken not to over-solicit

# An introduction to volunteering in Canada

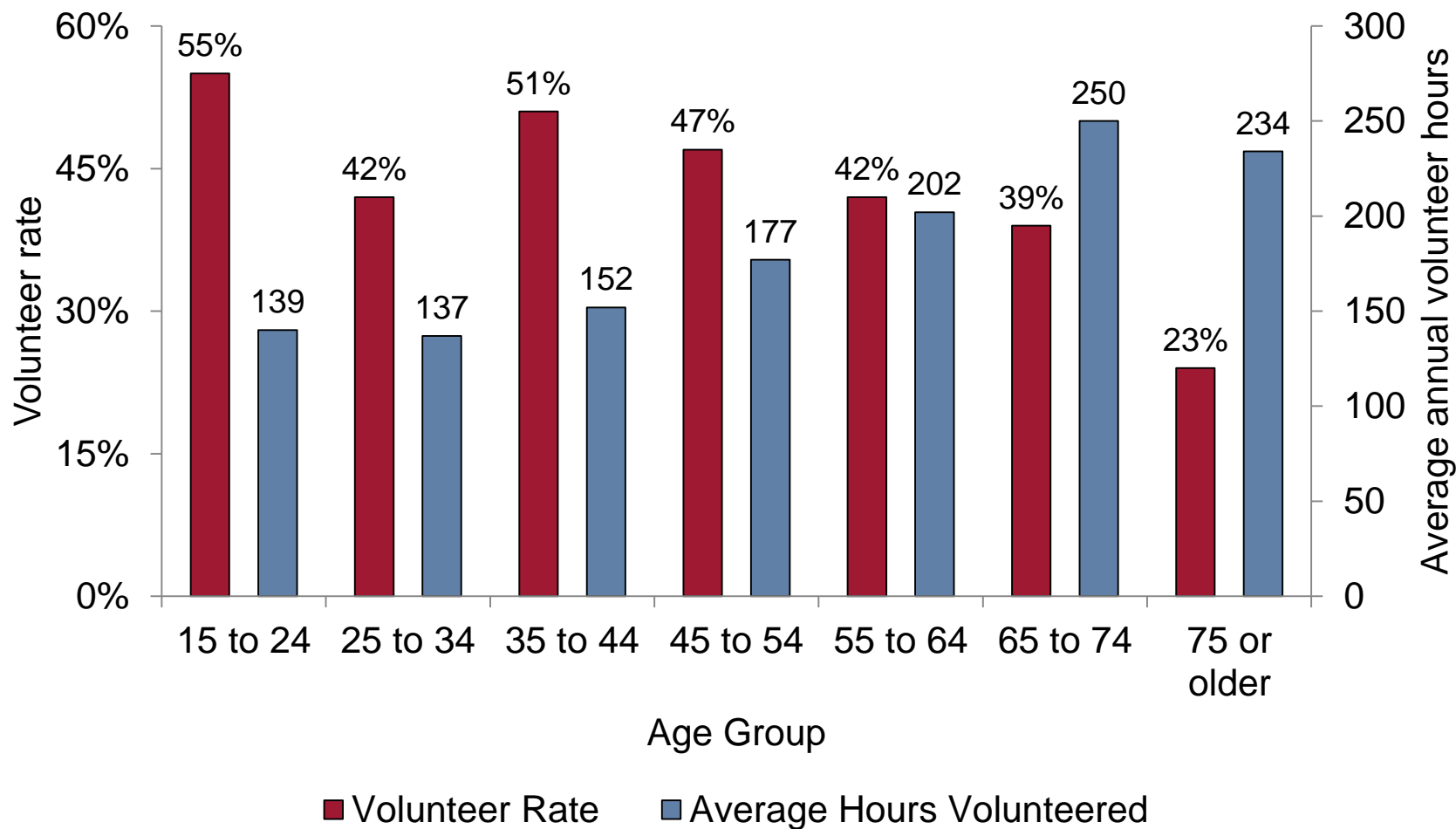
- 45% of Canadians volunteered a total of 1.98 billion volunteer hours
  - Volunteered an average of 168 hours
- Equivalent to just over one million full time positions

# Volunteering

## FINDINGS:

- Seniors are less likely than younger Canadians to volunteer
- Contribute noticeably more hours, on average, when they do volunteer
- Seniors contributed approximately 310 million hours, or 16% of total volunteer hours.

# Volunteering by age group



## Volunteering by age group

	% Population	% Total Hours
15 to 24	17%	17%
25 to 34	17%	13%
35 to 44	20%	20%
45 to 54	19%	20%
55 to 64	13%	15%
65 to 74	9%	12%
75 or older	6%	4%

# Volunteering

## IMPLICATIONS:

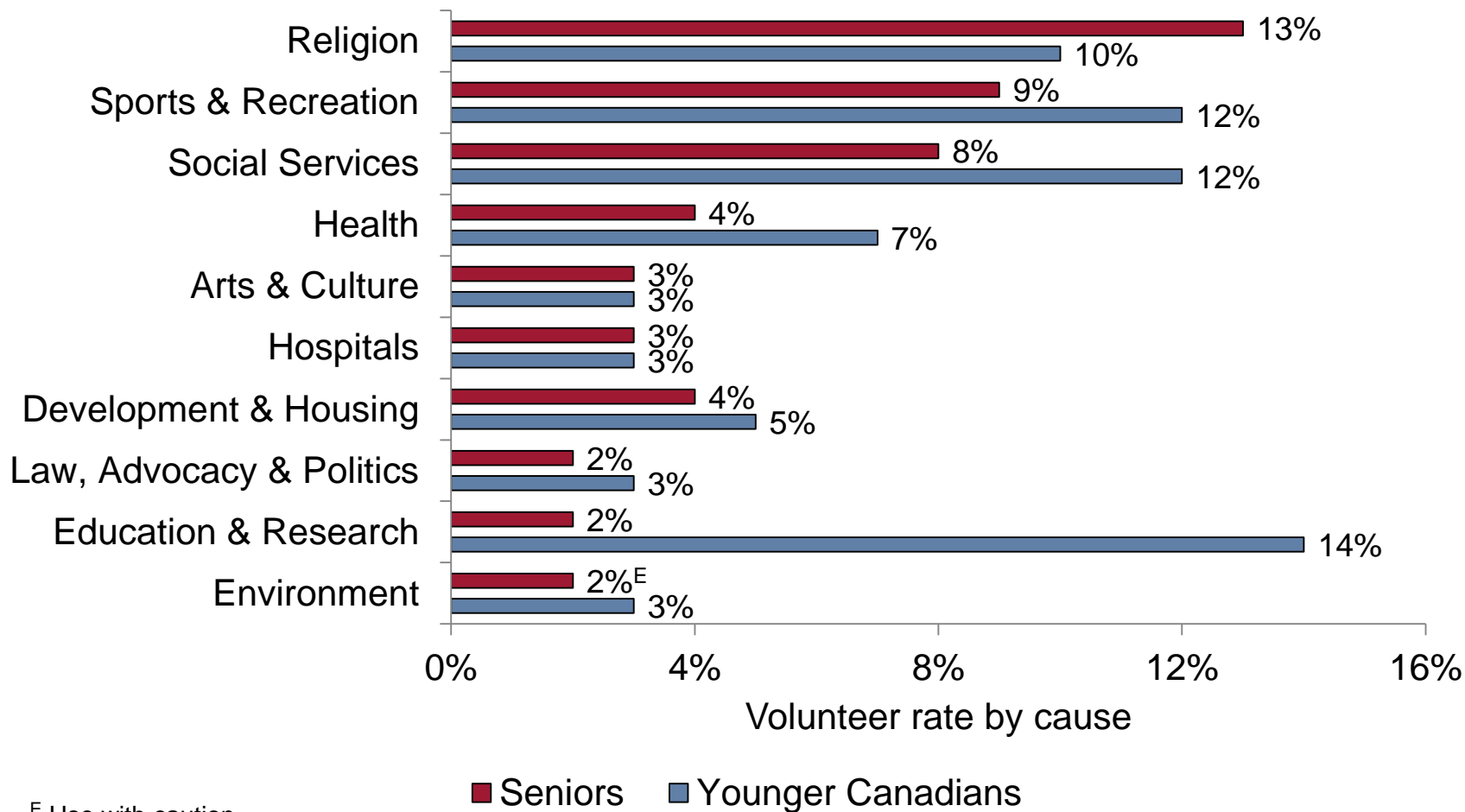
- Recruiting seniors can be more difficult, but frequently well worth the effort
- Particular attention should be given to retention of younger volunteers as they transition to being seniors

# The organizations seniors support

## FINDINGS:

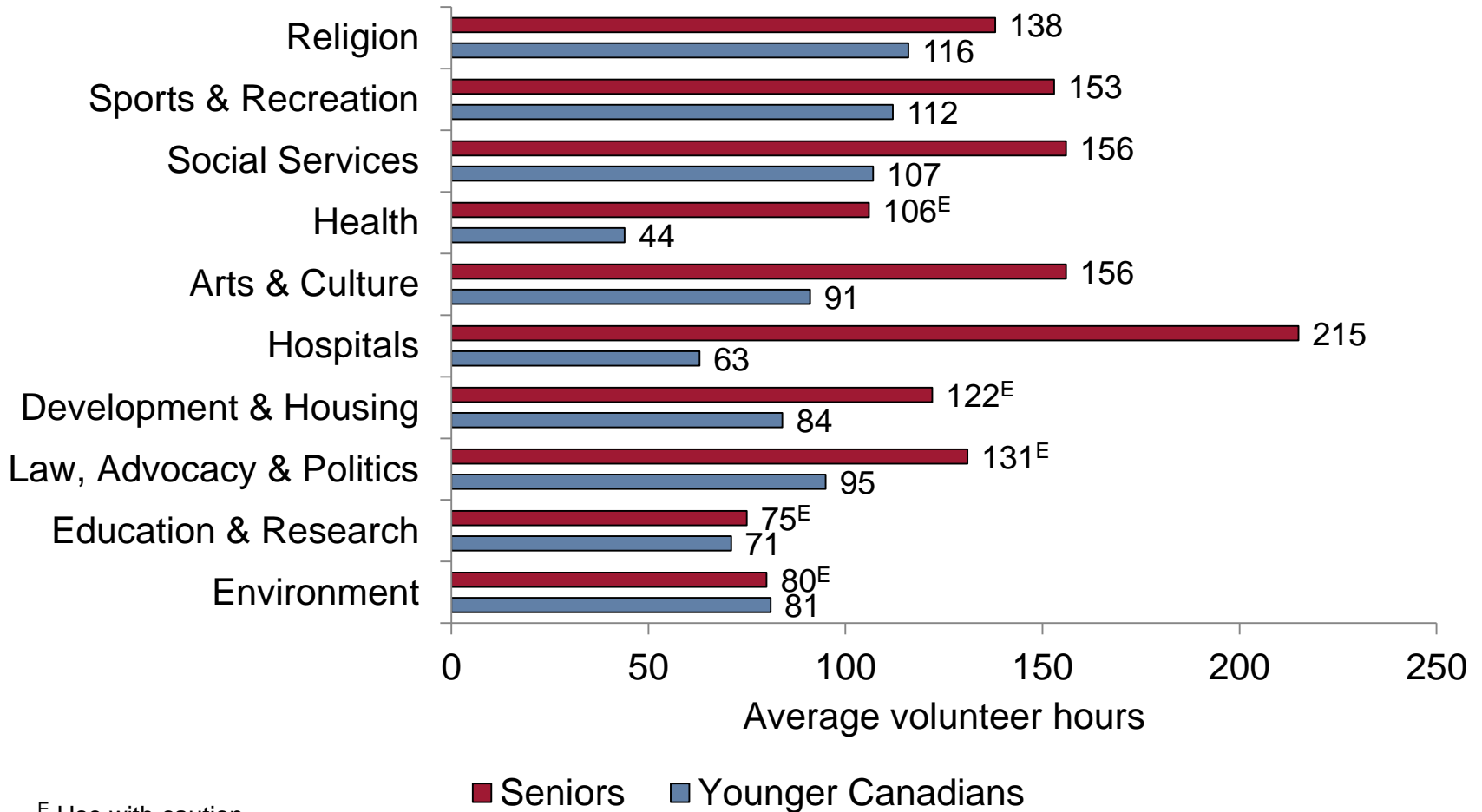
- Seniors are less likely than younger volunteers to volunteer for most types of organizations
- However, volunteer more hours on average when they do volunteer
- Tend to spend more of their time volunteering for a few key types of organizations than do younger volunteers

# Volunteer rate by organization type

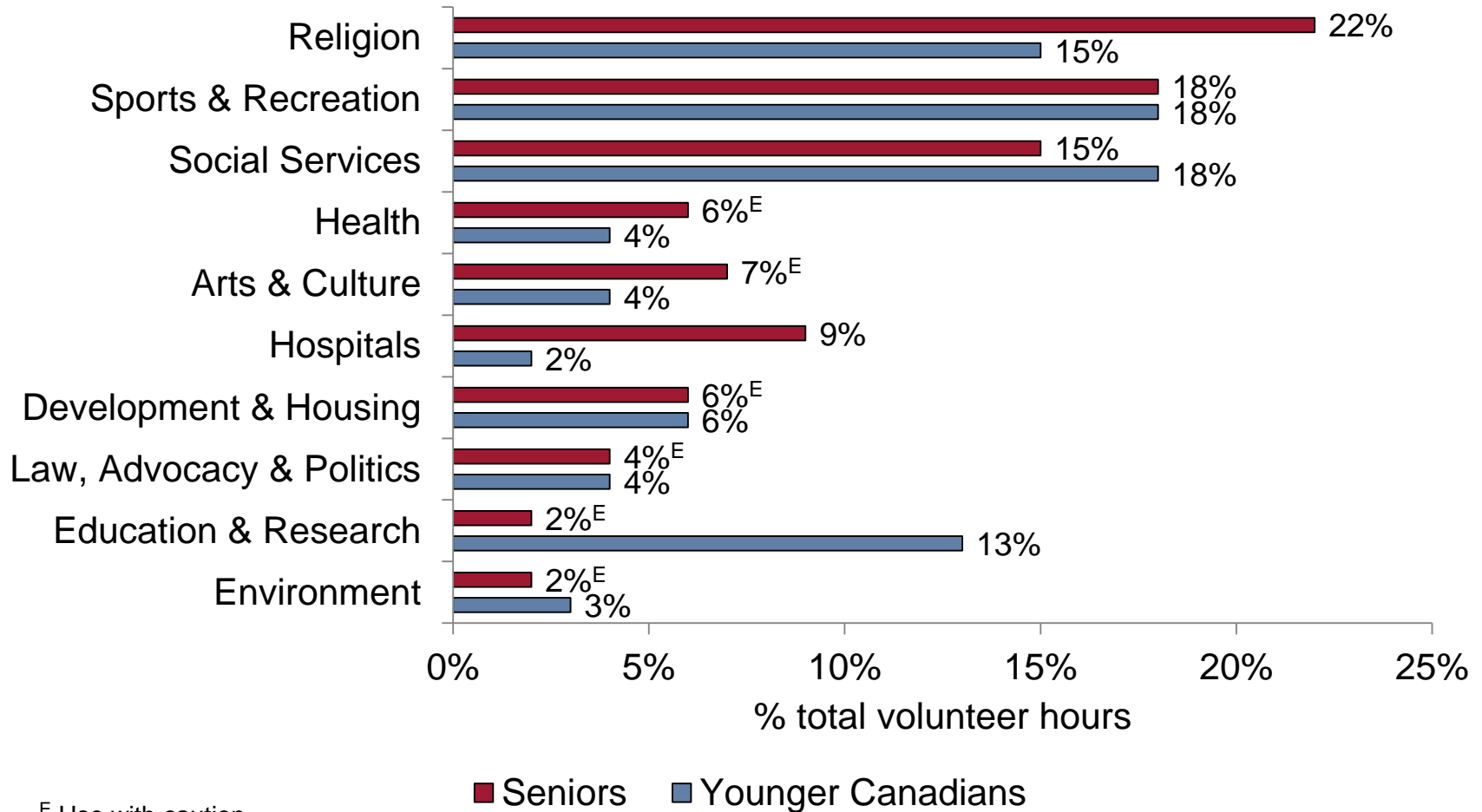


<sup>E</sup> Use with caution.

# Average hours volunteered by organization type



# Volunteering: Percentage of total hours by organization type



# The organizations seniors support

## IMPLICATION:

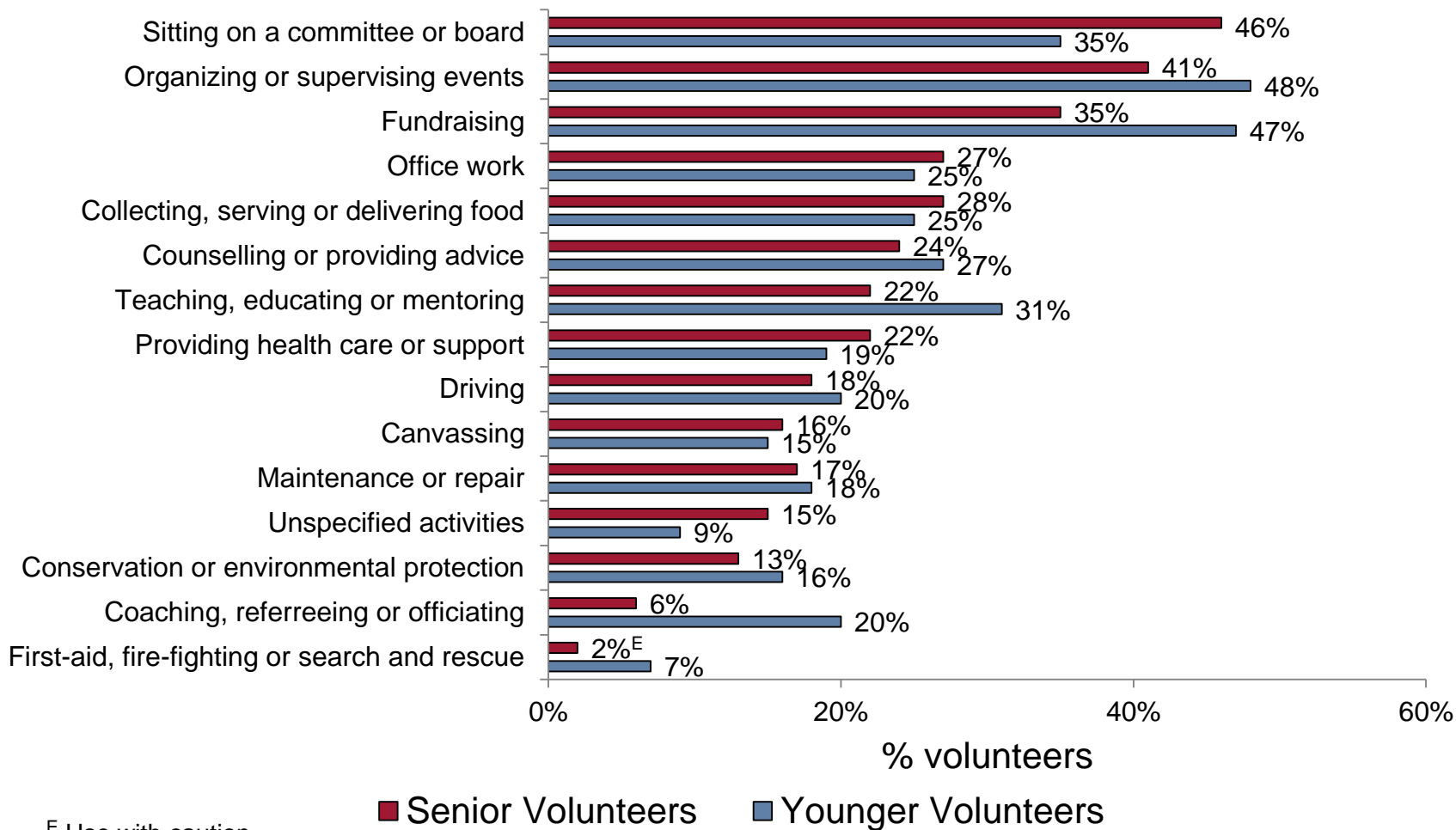
- Seniors show particularly strong affiliation with volunteering for Religious organizations
- Show strong aversion to volunteering for Education & Research organizations

# What senior volunteers do

## FINDINGS:

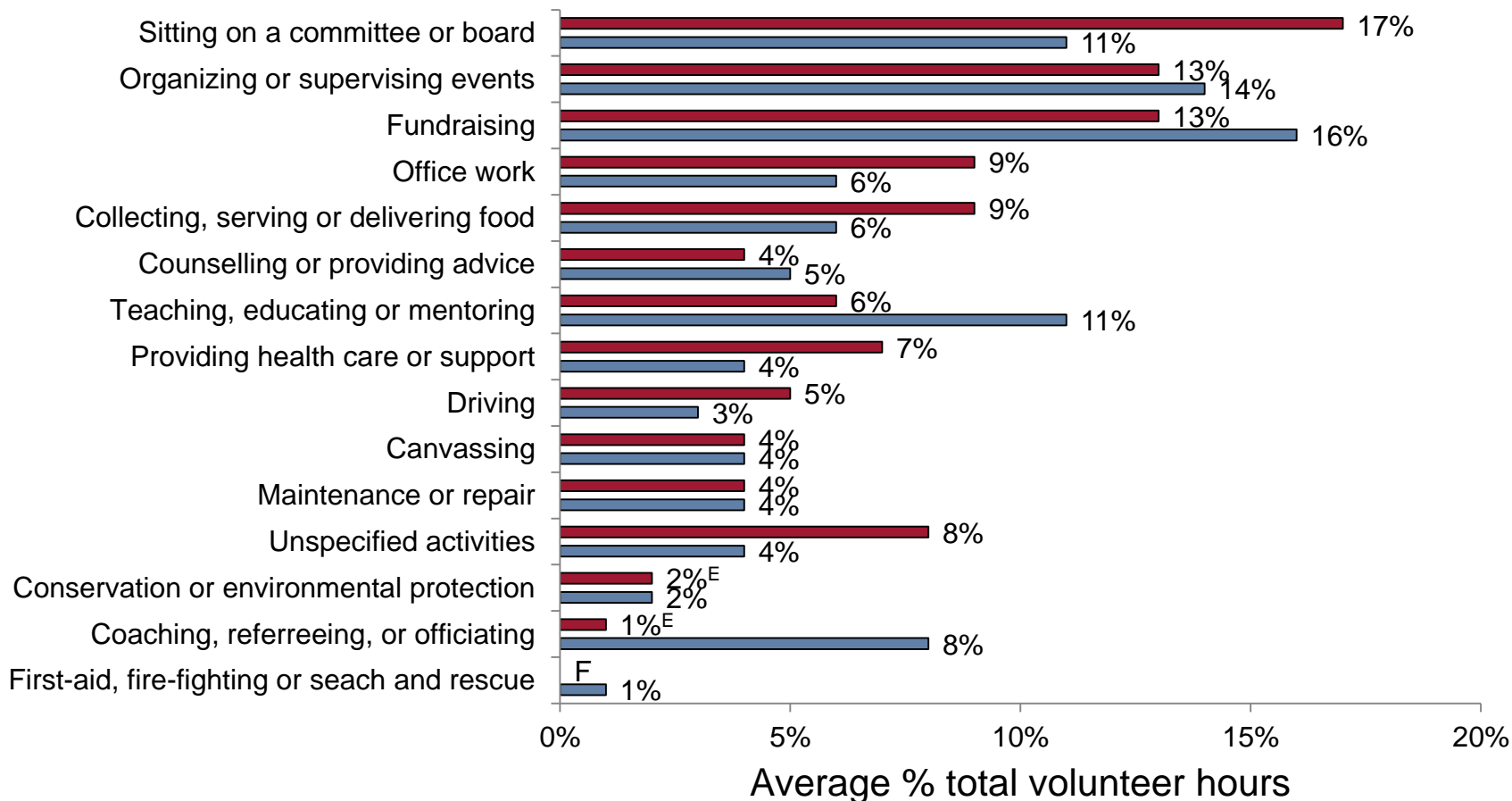
- Seniors differ from younger volunteers mainly in that they are less likely to engage in a number of specific activities
- Also show associations with a few key types of activity

# Volunteer rate by activity



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

# Volunteer hours by activity



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<sup>F</sup> Sample size too small to be used.

■ Senior Volunteers    ■ Younger Volunteers

# What senior volunteers do

## IMPLICATION:

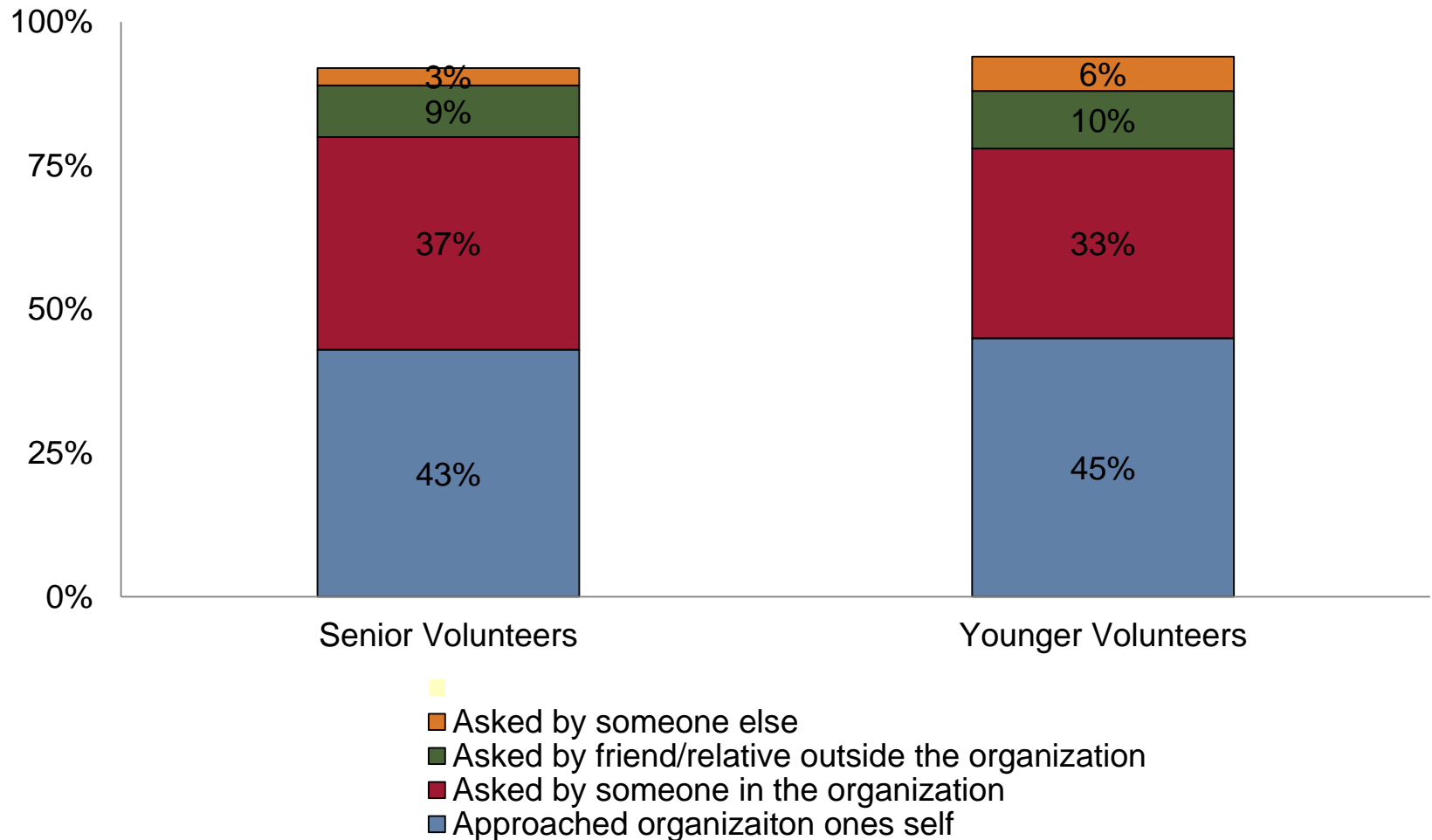
- Organizations should keep in mind the preferences that seniors have for certain activities, and the apparent aversion they have for more physical activities

## How seniors become involved

### FINDINGS:

- Seniors are somewhat more likely to become involved after being asked to volunteer by someone already involved with the organization.

# Methods of initial volunteer involvement with organization



## How seniors become involved

### IMPLICATION:

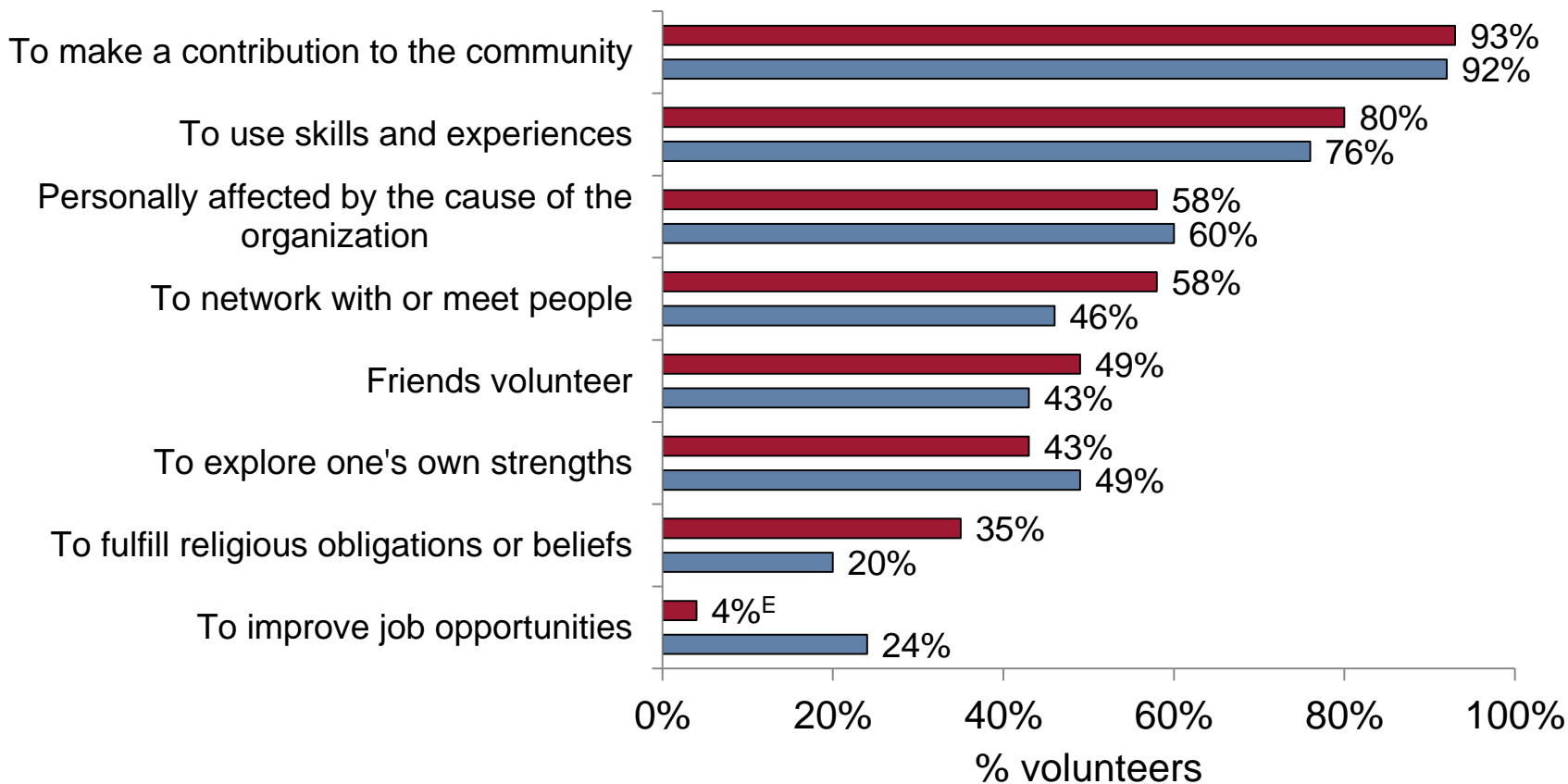
- When recruiting seniors, seeking to use personal connections of existing volunteers and staff may be somewhat more effective

# Motivations for volunteering

## FINDINGS:

- Seniors are more likely to be motivated by desire to meet people, because their friends volunteer, and because of their religious convictions or beliefs

# Motivations for volunteering



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

■ Senior Volunteers    ■ Younger Volunteers

# Motivations for volunteering

## IMPLICATION:

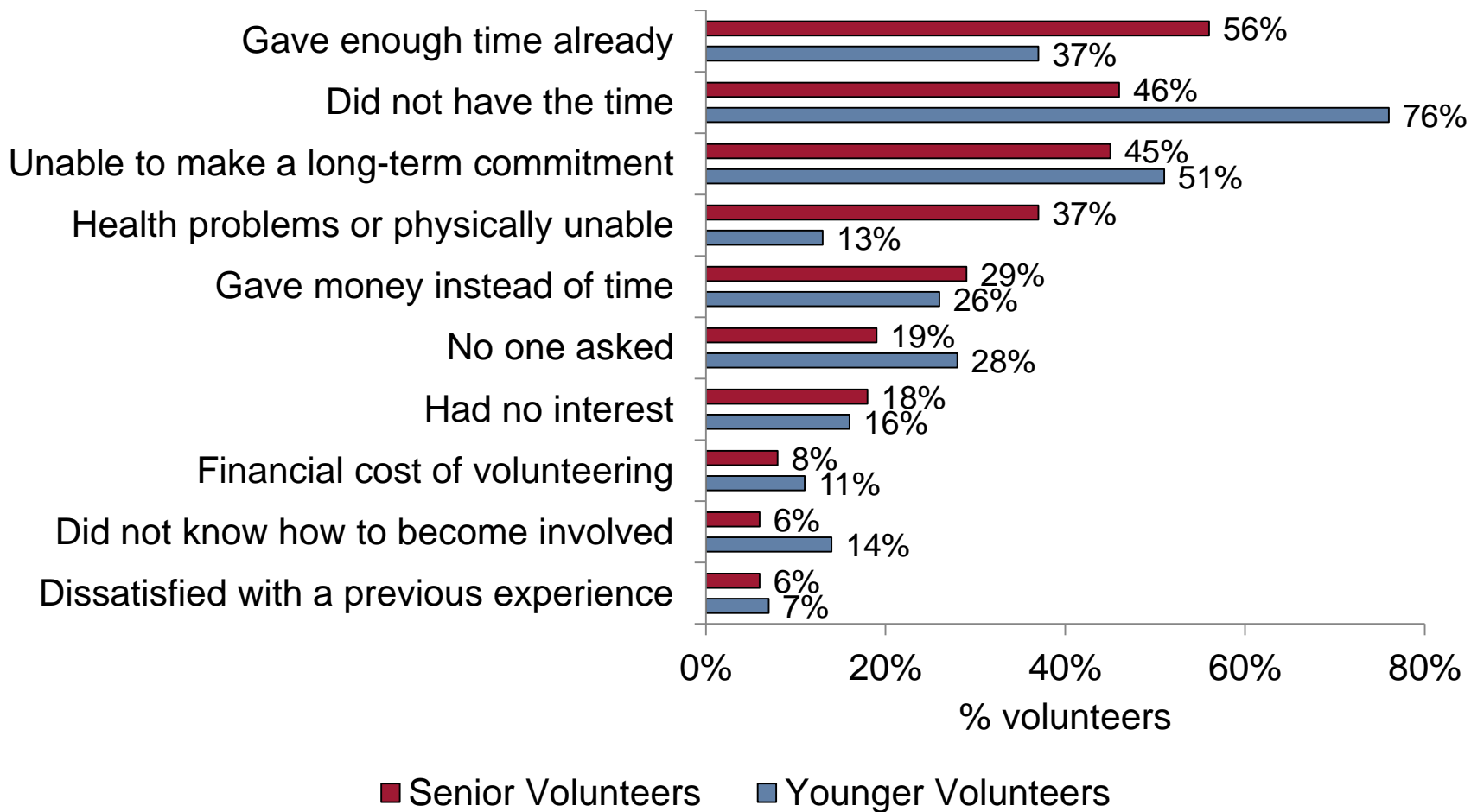
- Recruitment, activities and causes that fit with seniors' social and religious motivations are more likely to be attractive to seniors

# Barriers to volunteering

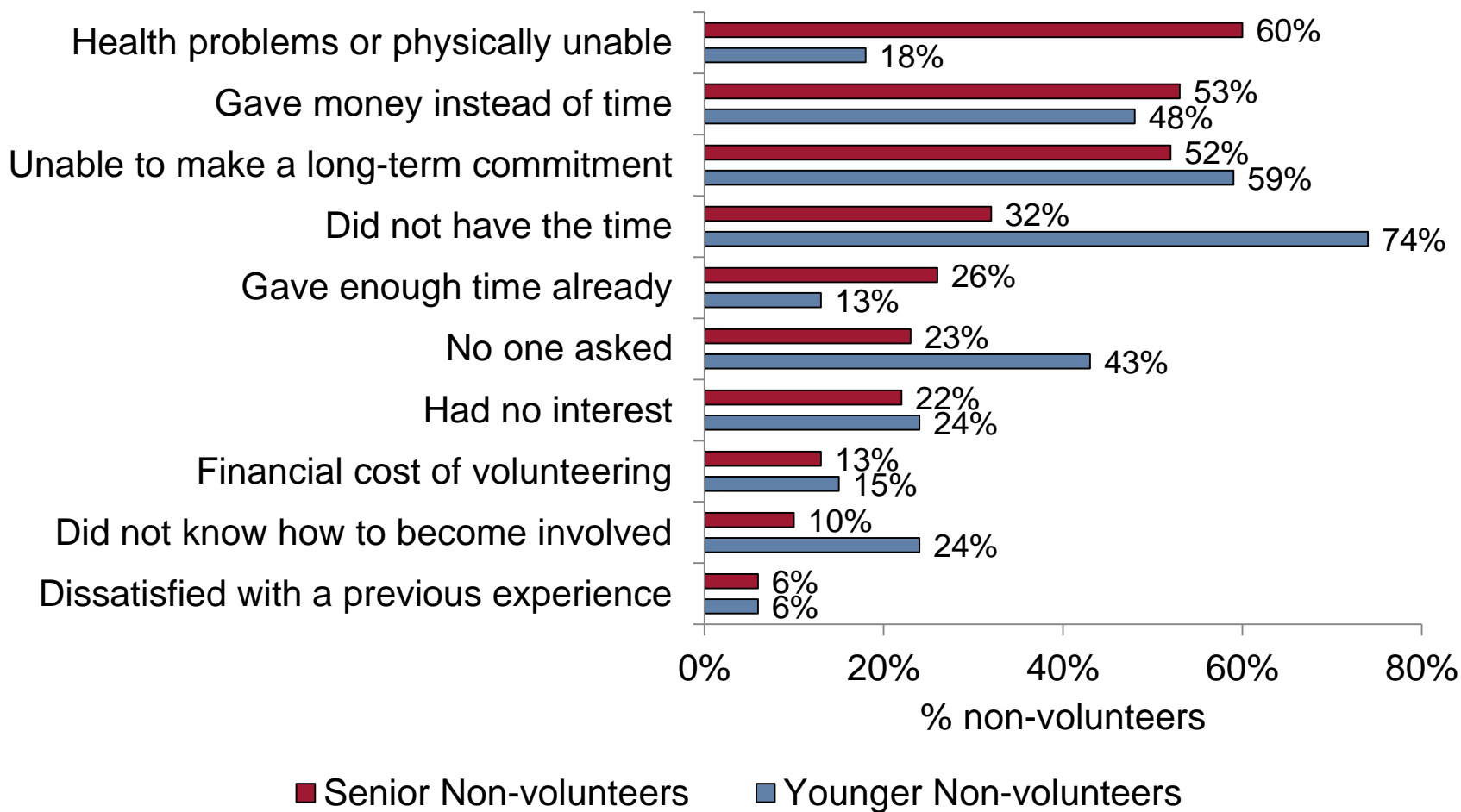
## FINDINGS:

- Seniors are less likely to report many barriers, notably lack of time
- However, much more likely to report health-related challenges and belief that they have volunteered enough already

## Barriers to volunteering more



## Barriers to volunteering at all



# Barriers to volunteering

## IMPLICATION:

- Organizations interested in recruiting seniors should take the health concerns of potential volunteers into account (e.g., type and frequency of volunteer activity, etc.)

## Acknowledgements

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For more information on the 2004 Canada Survey of Giving, Volunteering and Participating please visit [www.givingandvolunteering.ca](http://www.givingandvolunteering.ca)

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