

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

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- Support by organization type
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- Methods of involvement
- Length of involvement with organization
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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 Social Services organizations

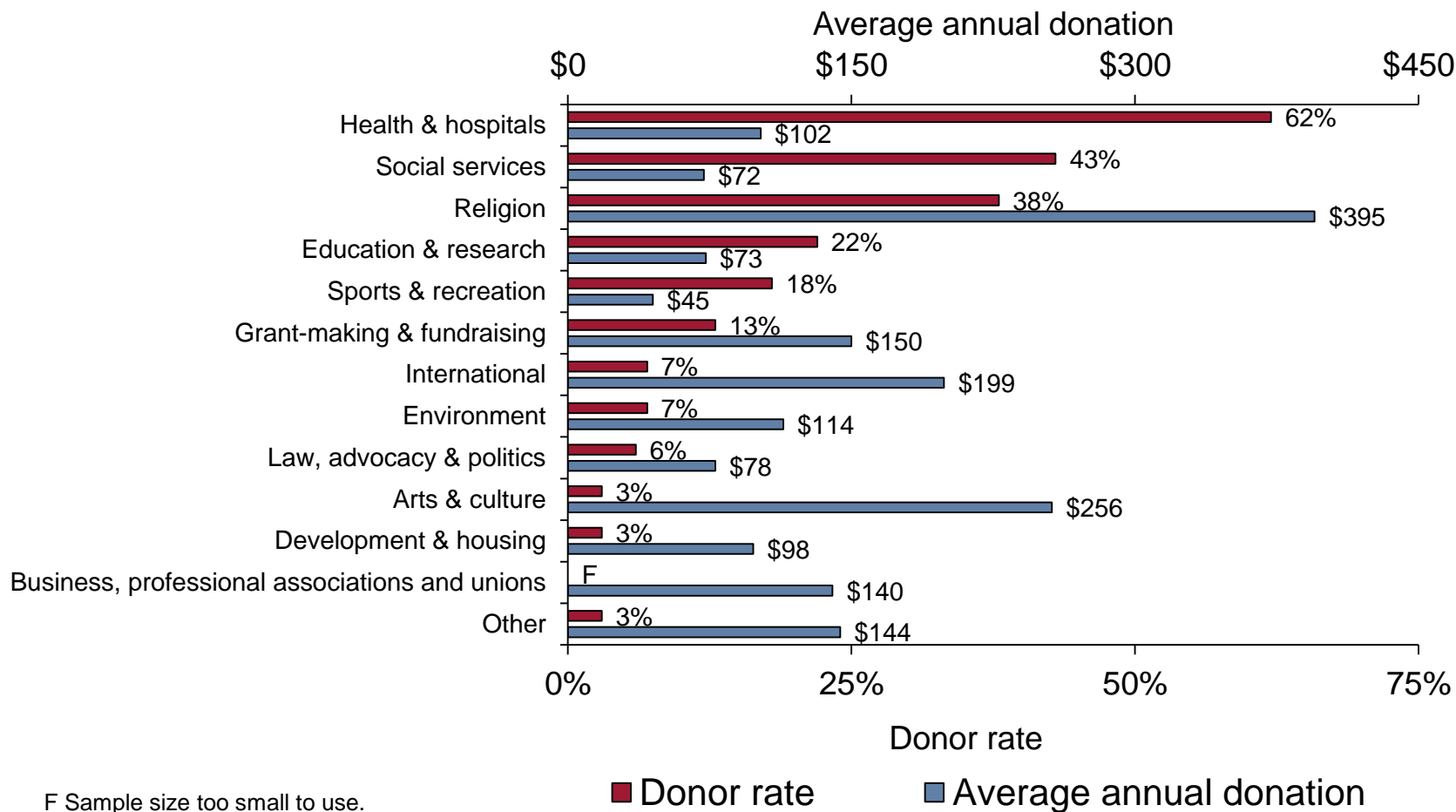
- 43% of Canadians aged 15 and over (11.2 million people) made financial donations to Social Services organizations
- These donors contributed an average of \$72 each, for a total of \$810 million
 - 10% of the total value of donations made to all organizations

Support for Social Services organizations

FINDINGS:

- Social services organizations have a very broad base of support
 - Rank second in terms of the number of Canadians donating
- However, they they receive quite small average donations

Levels of support by organization type

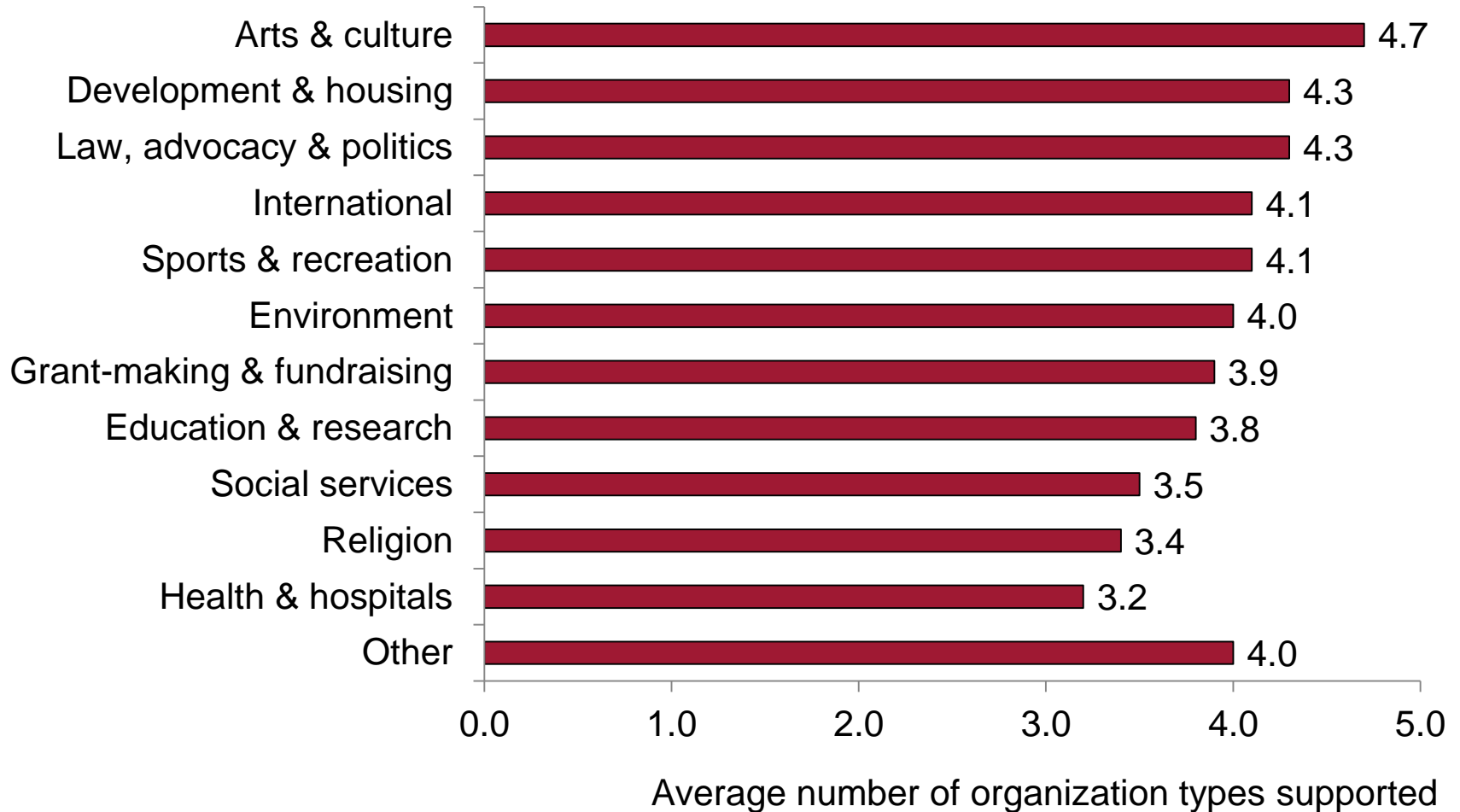


Support for Social Services organizations

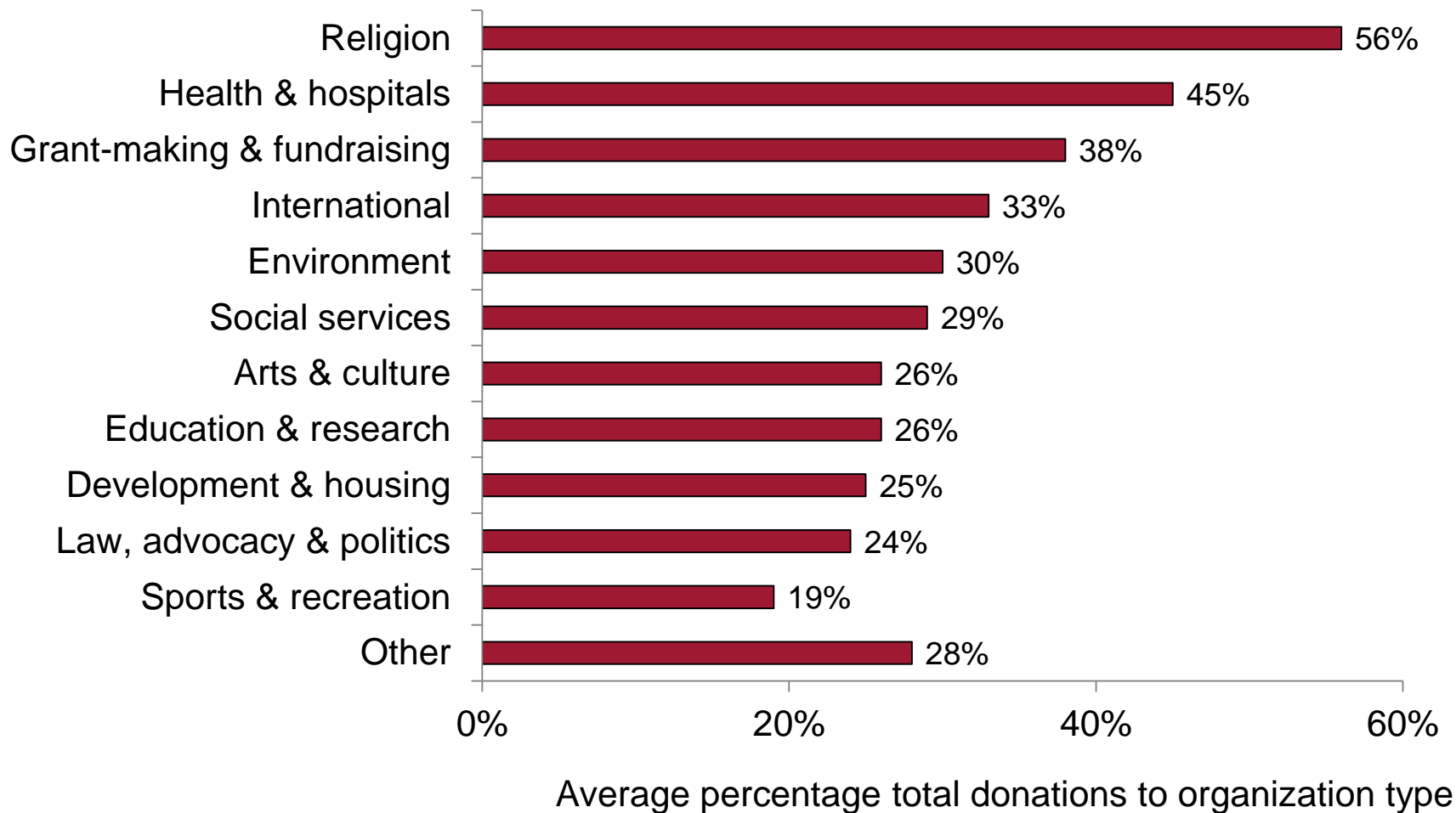
FINDINGS:

- Social Services donors contribute to a relatively small number of types of organizations or ‘causes’ compared to supporters of other causes
- On average, they contribute about a third of their total donations to Social Services organizations

Number of organization types supported



Average level of support



Support for Social Services organizations

IMPLICATIONS:

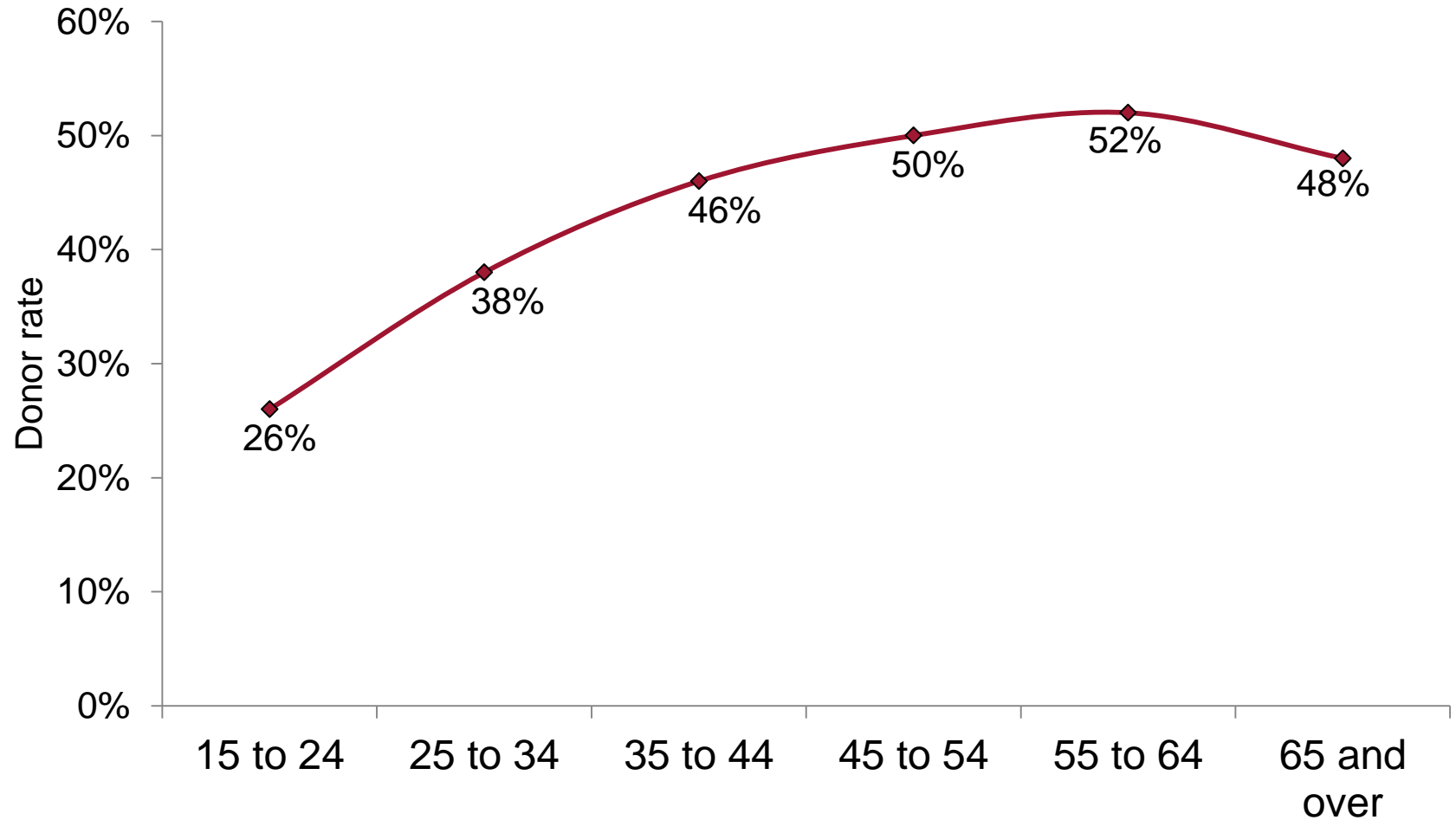
- Social Services donors not highly focused on cause
 - Average donation amount relatively small
 - Support relatively small number of organization types
 - However, broad base of support
- Major challenge is growing the level of support

Who gives to Social Services organizations?

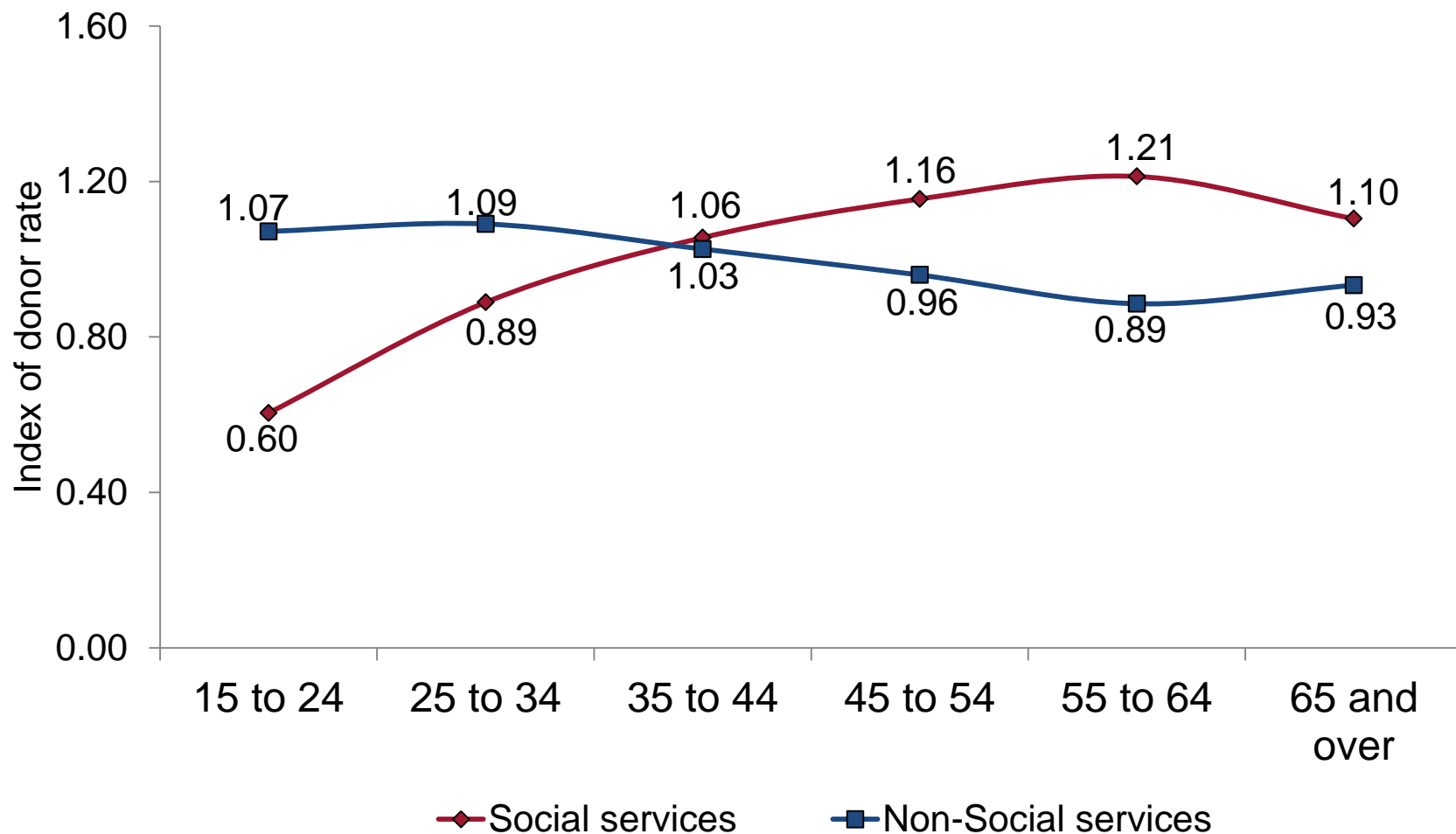
FINDINGS:

- Likelihood of donating to Social Services organizations generally increases with:
 - Age, particularly among those 45 and older
 - Education, particularly post-secondary and higher
 - Household income, particularly \$60,000 or more annually
- Those who are employed are also more likely to donate, while those who are single are less likely to donate
- Likelihood of donating does not vary greatly with the presence of children in the household or frequency of religious attendance

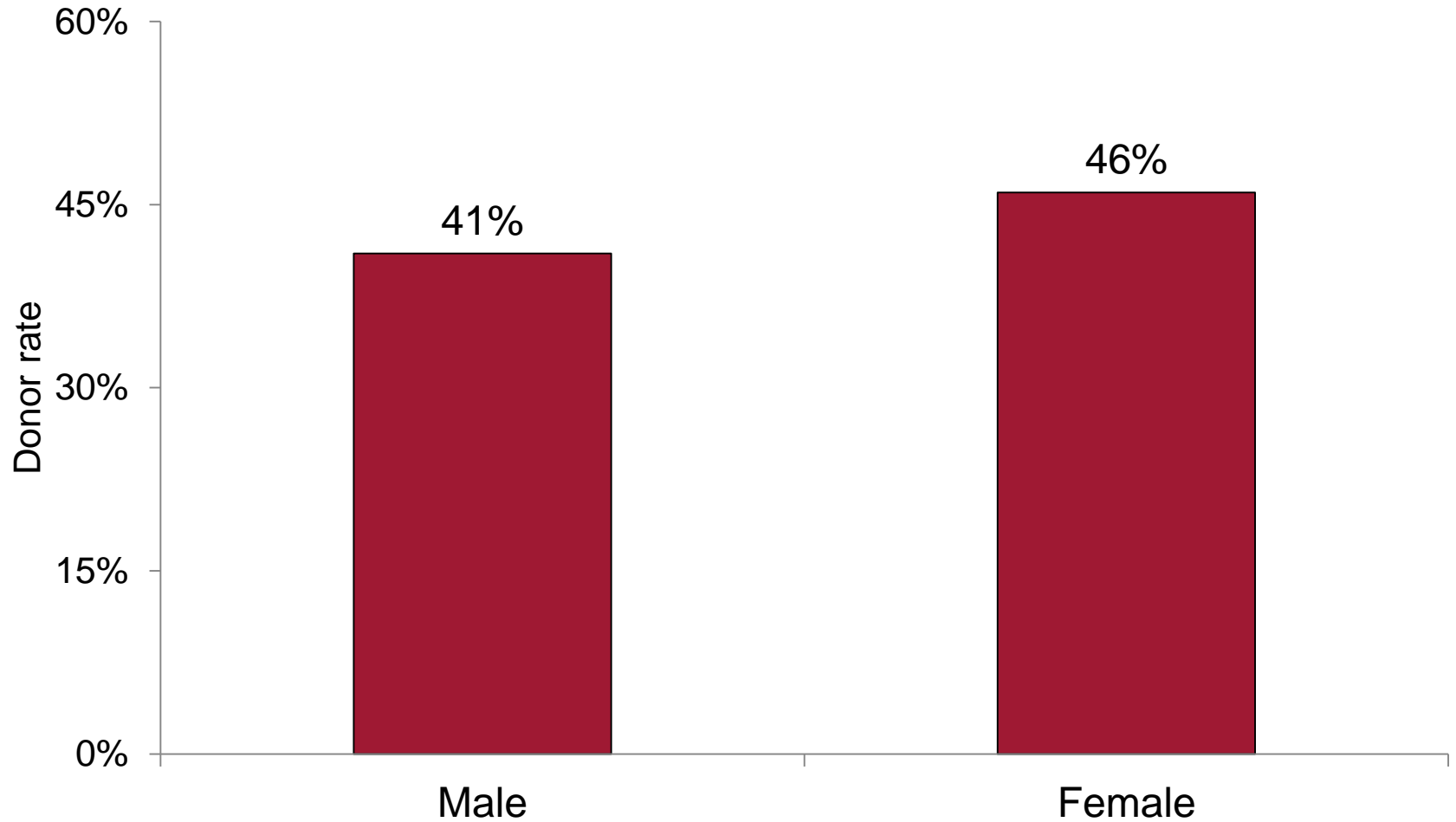
Characteristics of donors: Age



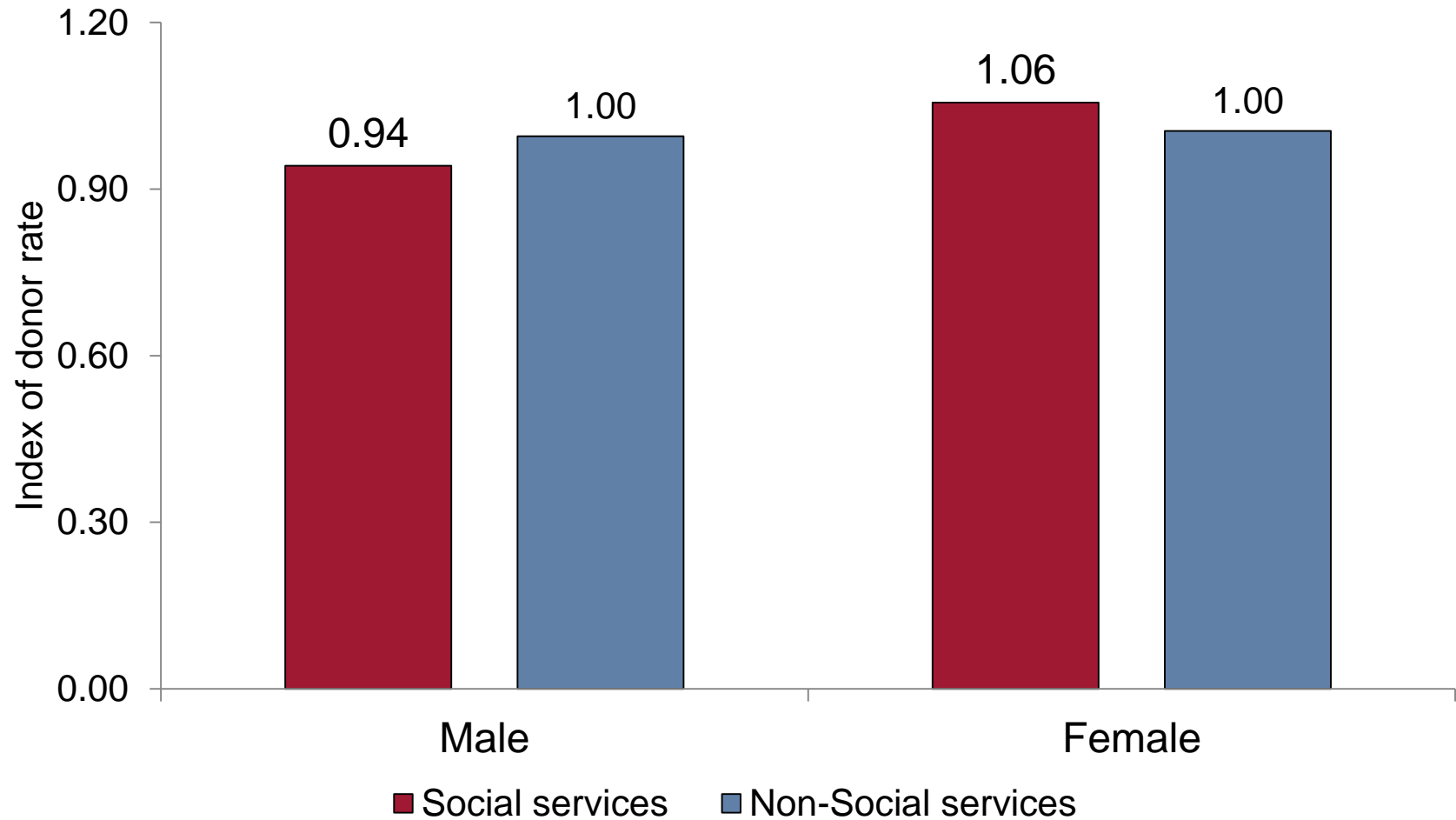
Characteristics of donors: Age



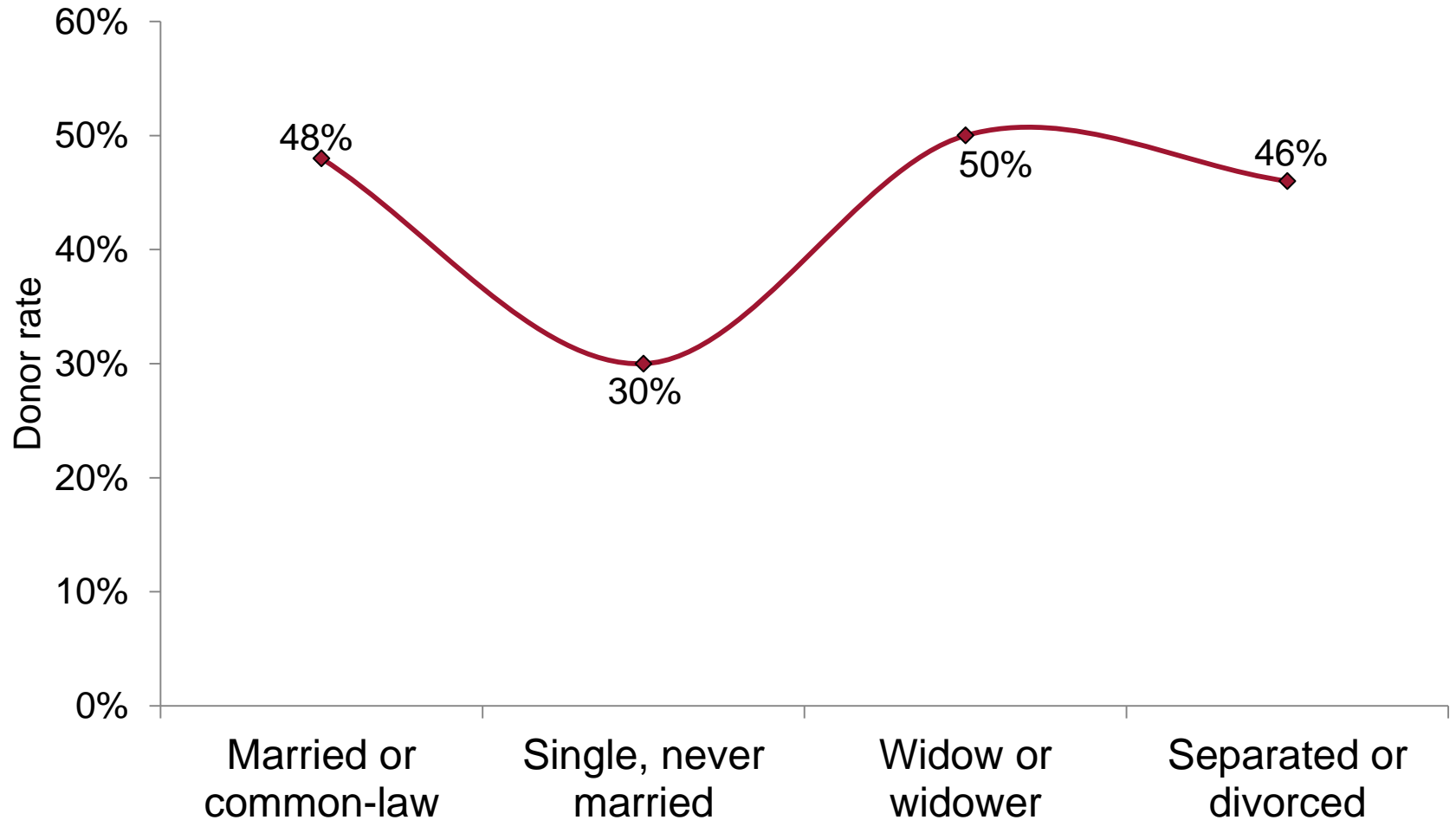
Characteristics of donors: Sex



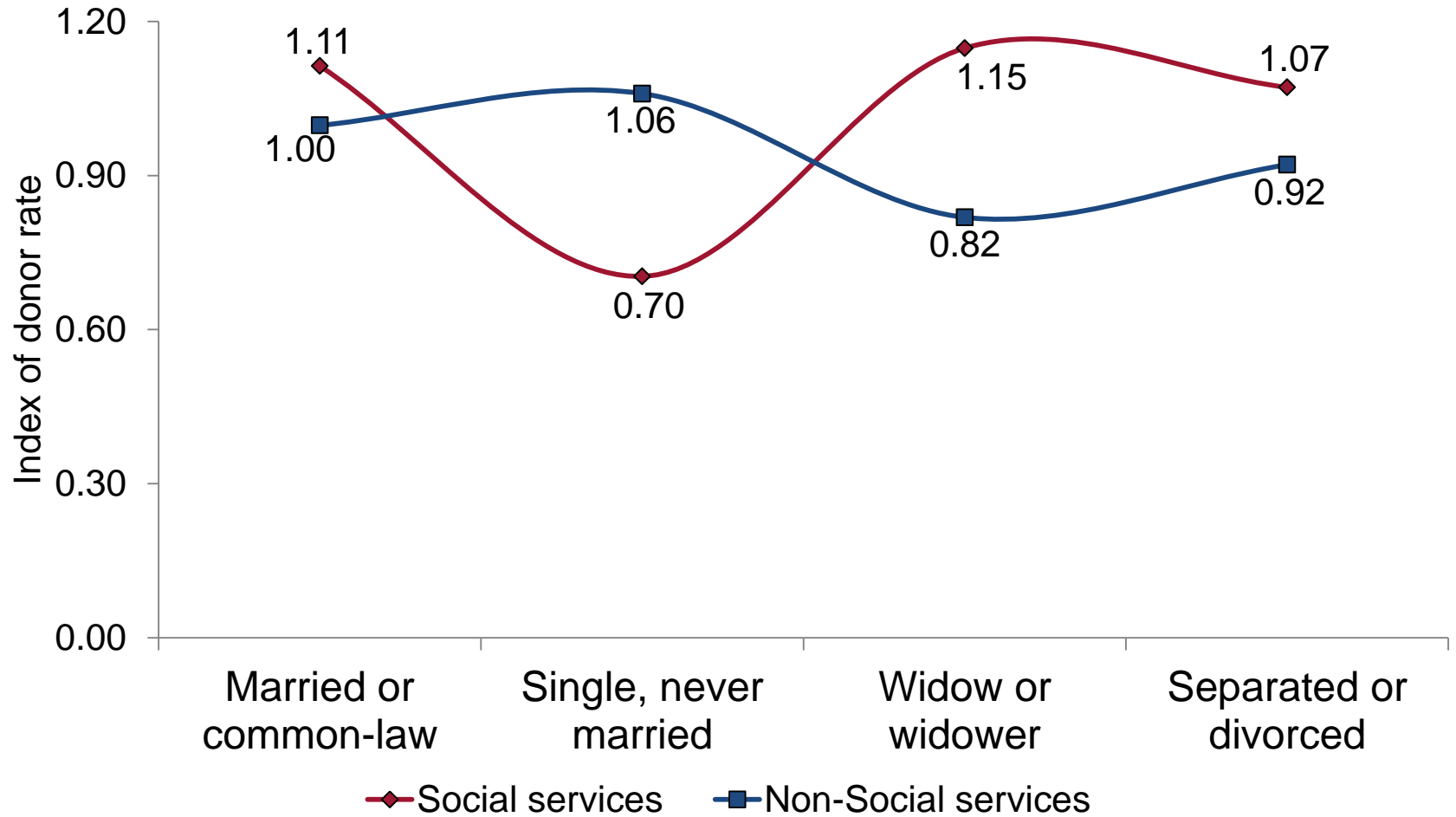
Characteristics of donors: Sex



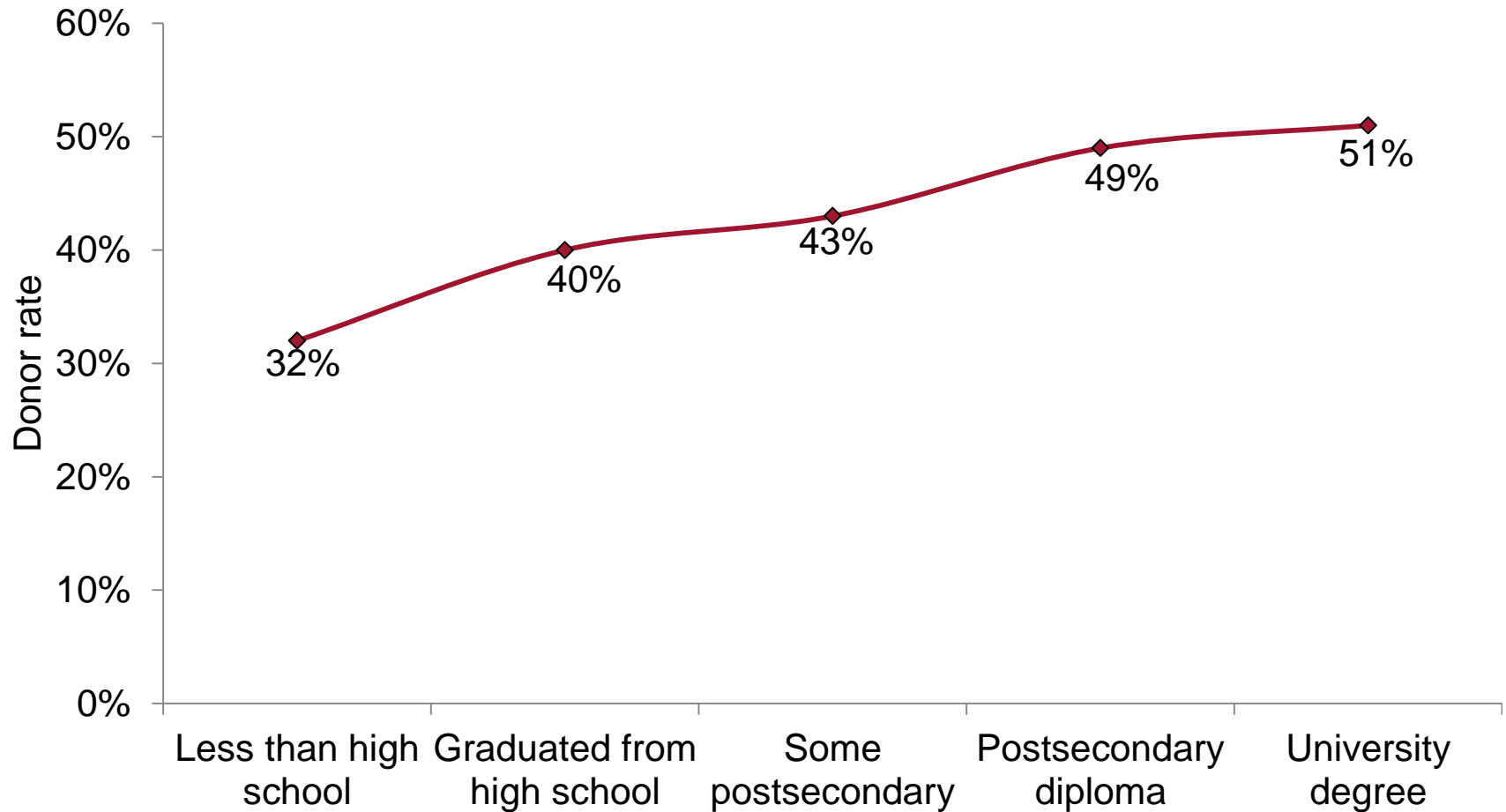
Characteristics of donors: Marital status



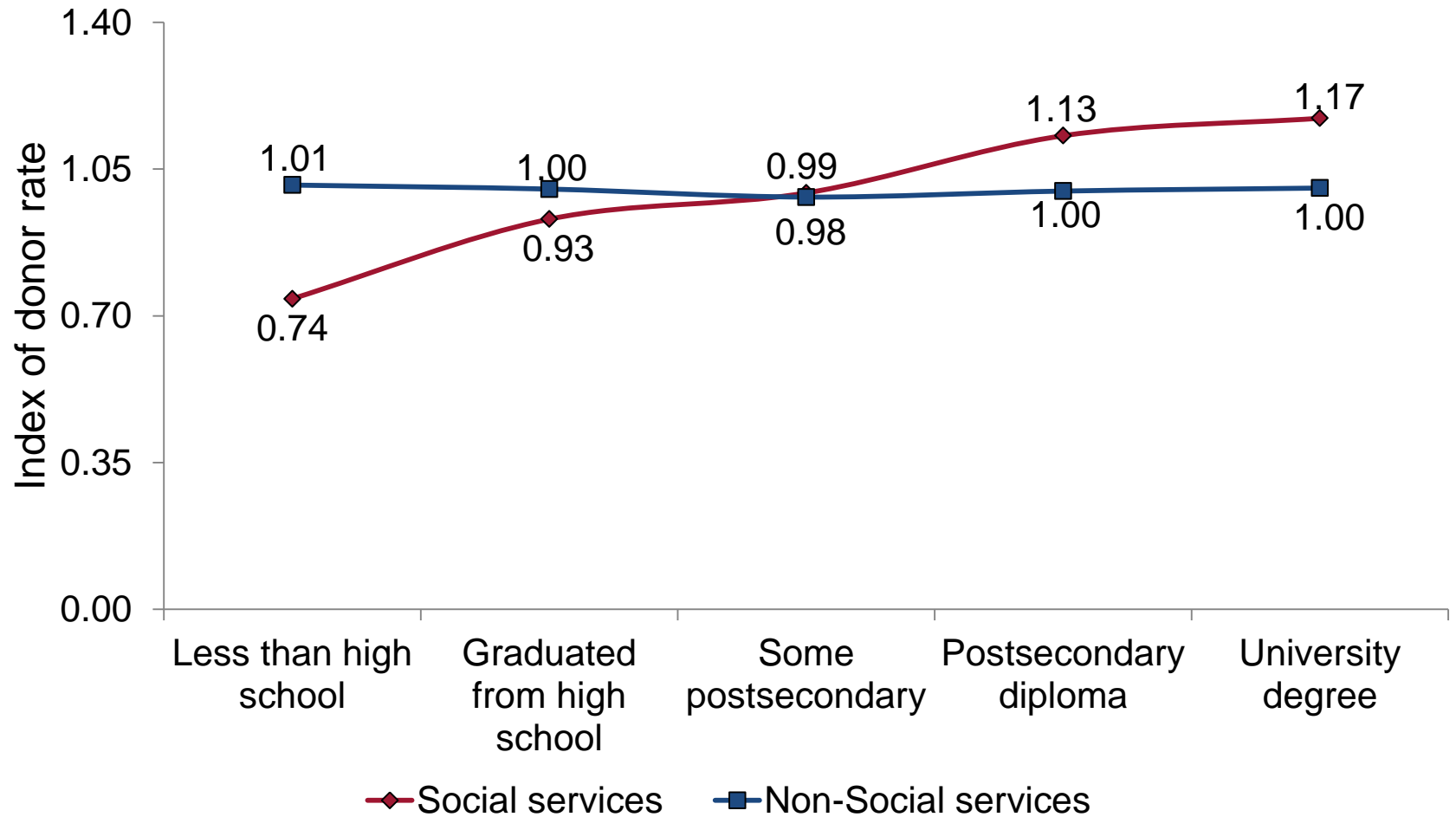
Characteristics of donors: Marital status



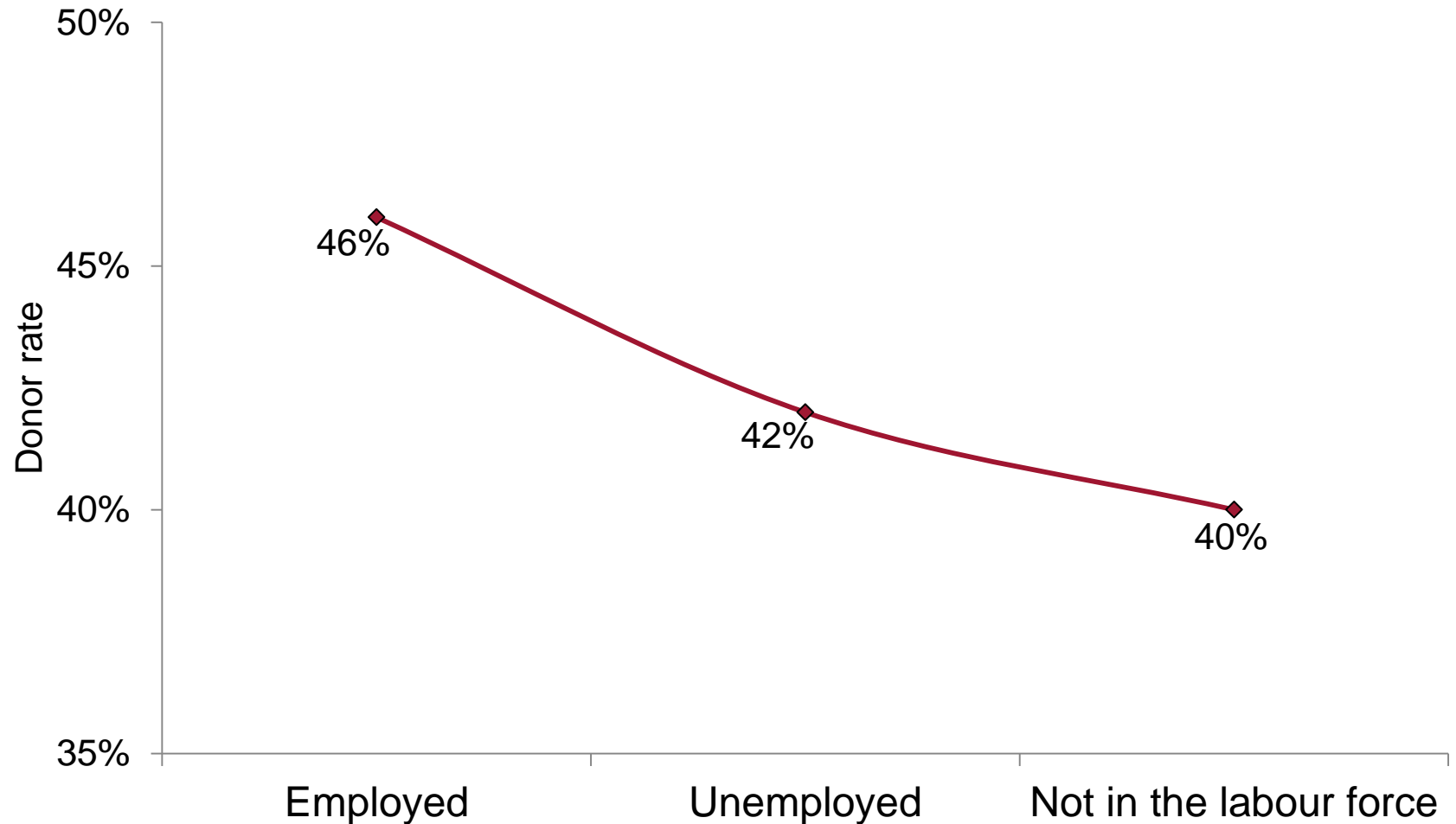
Characteristics of donors: Education



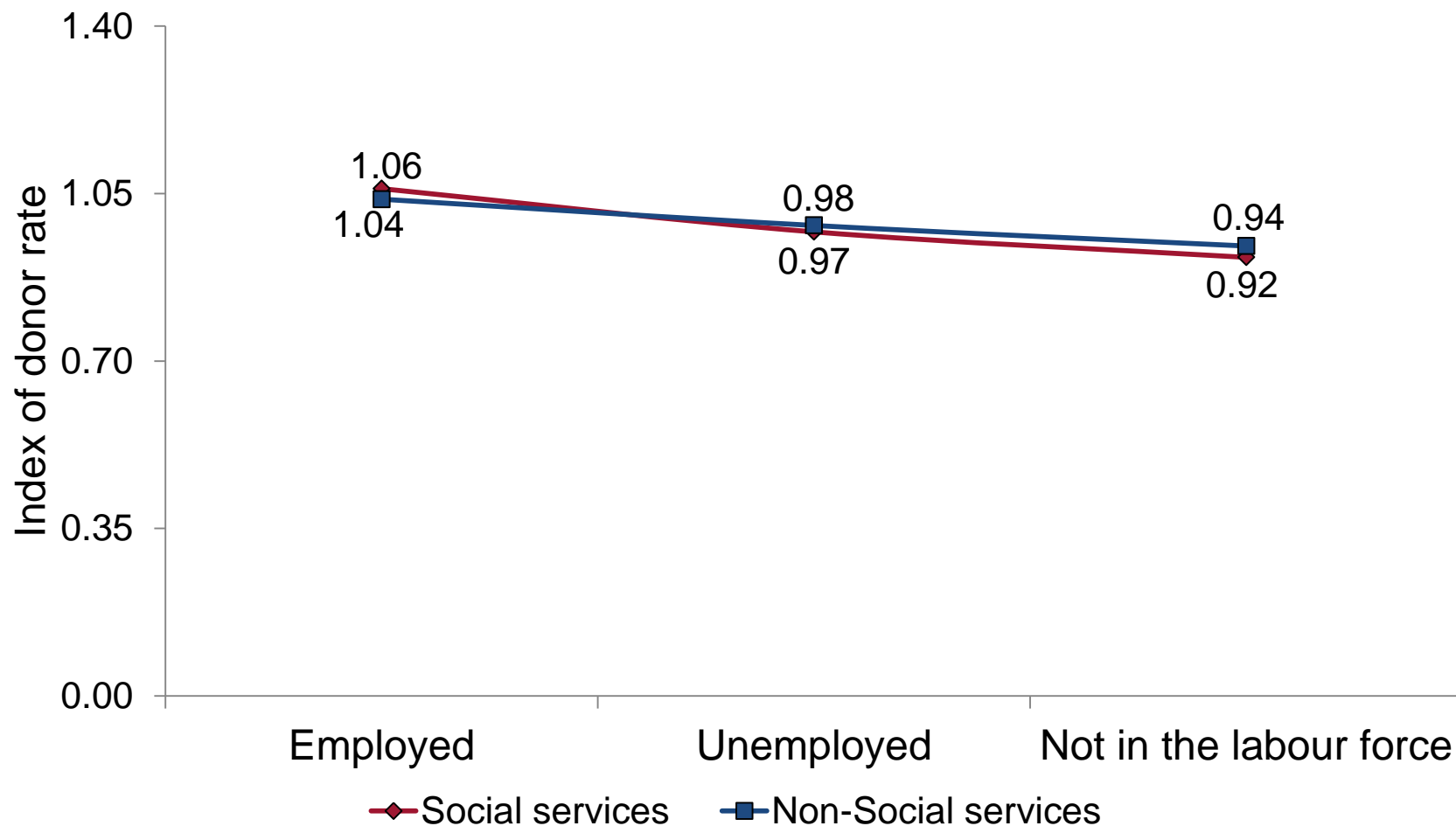
Characteristics of donors: Education



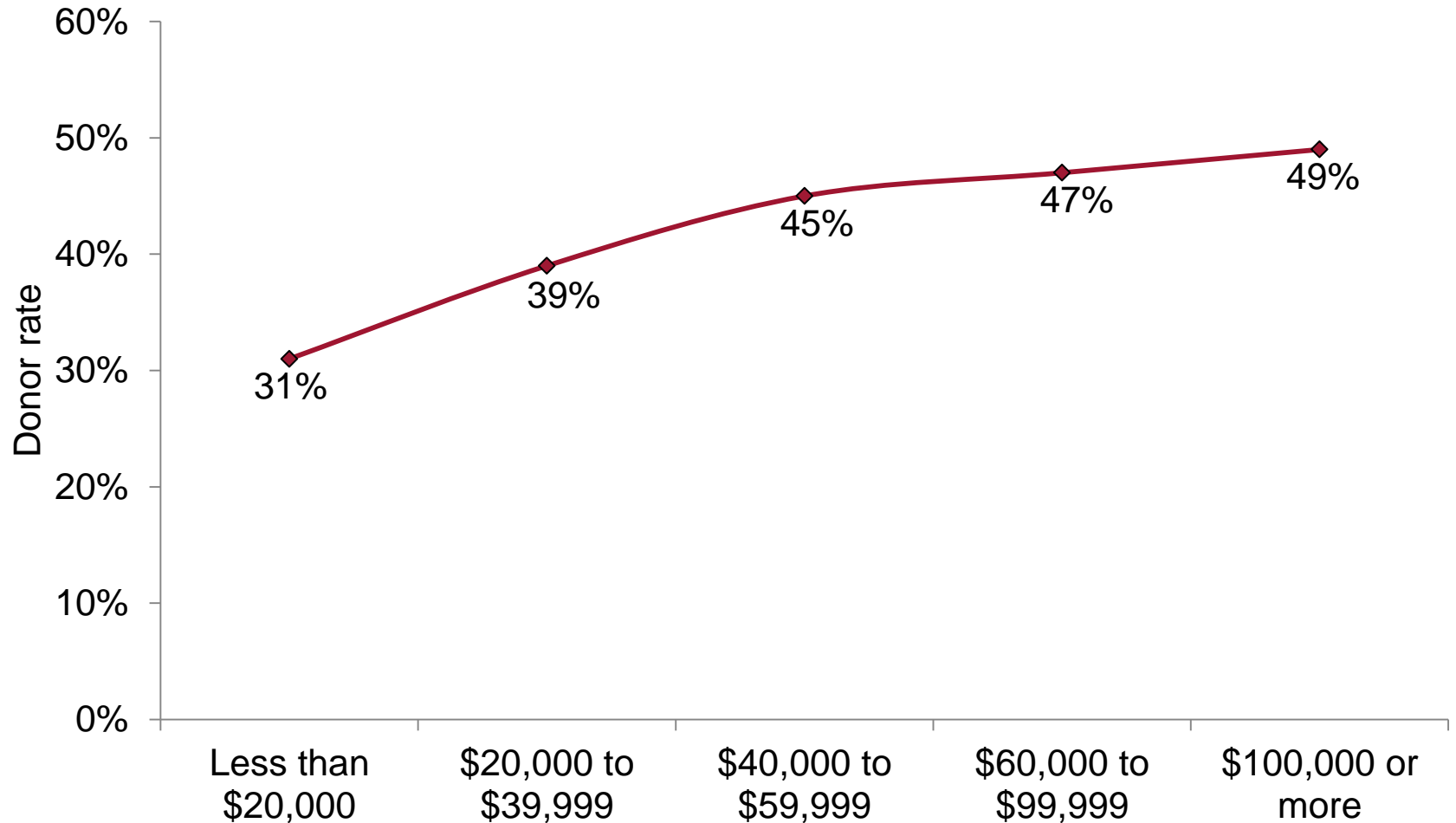
Characteristics of donors: Labour force status



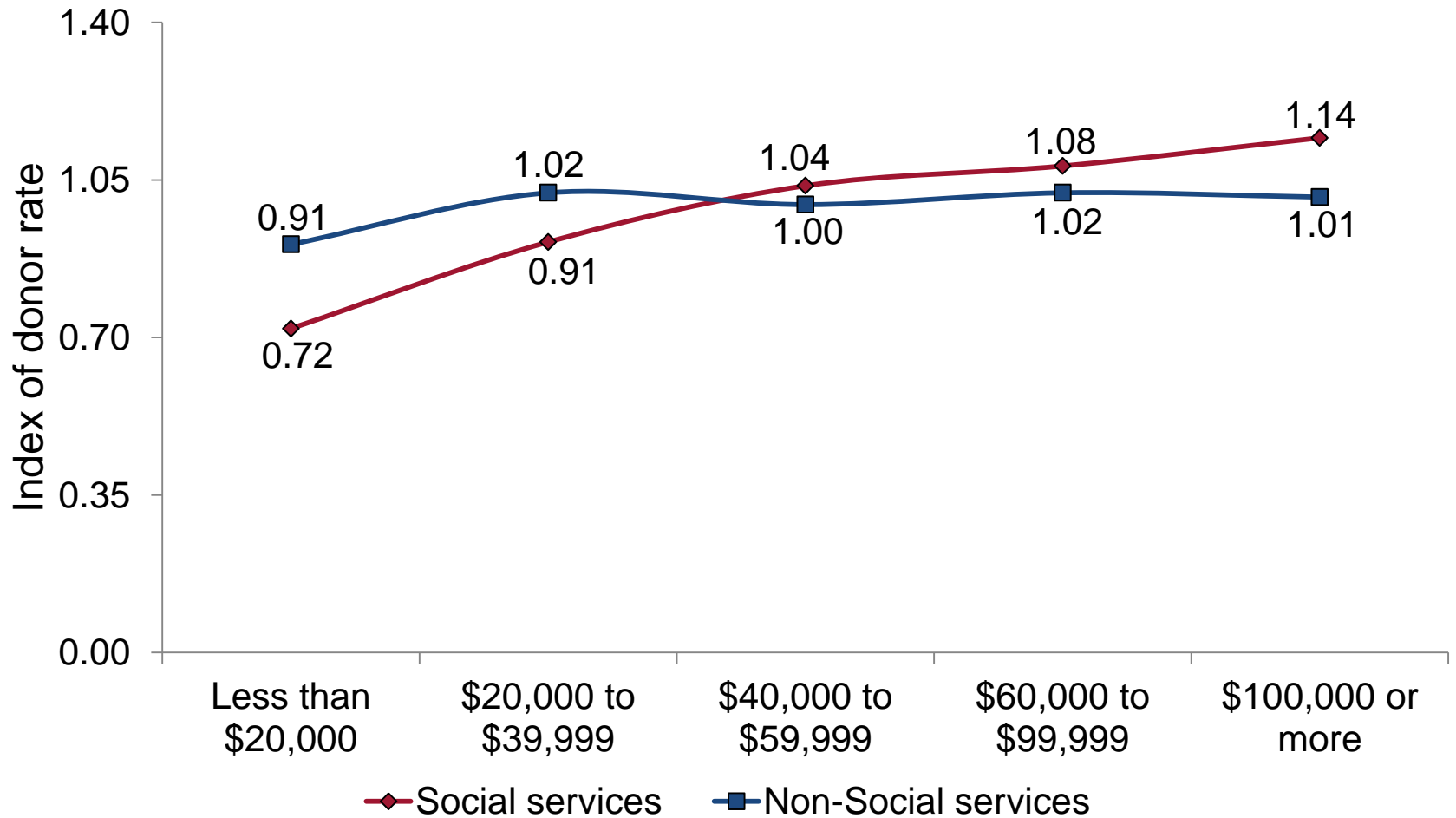
Characteristics of donors: Labour force status



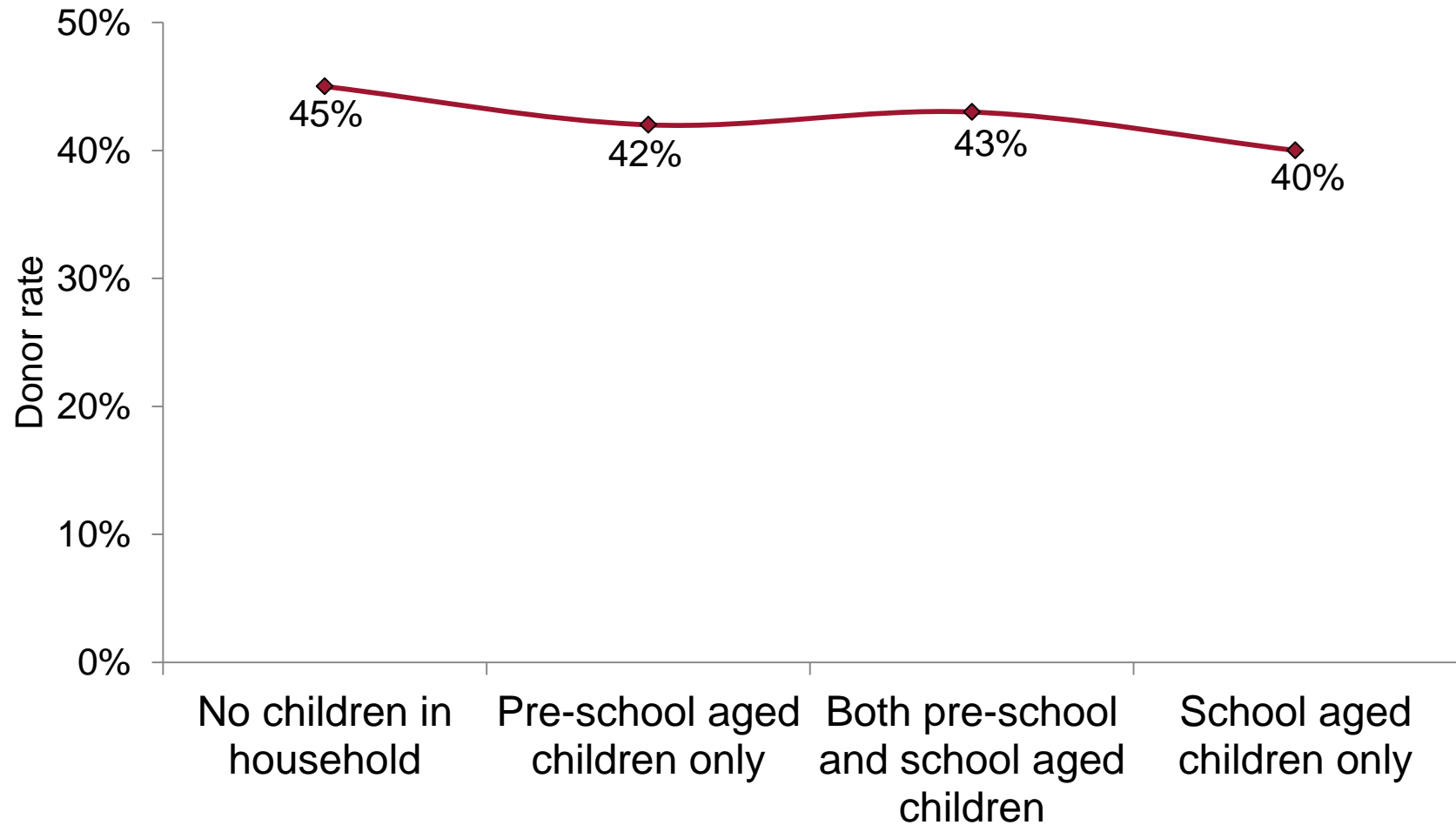
Characteristics of donors: Household income



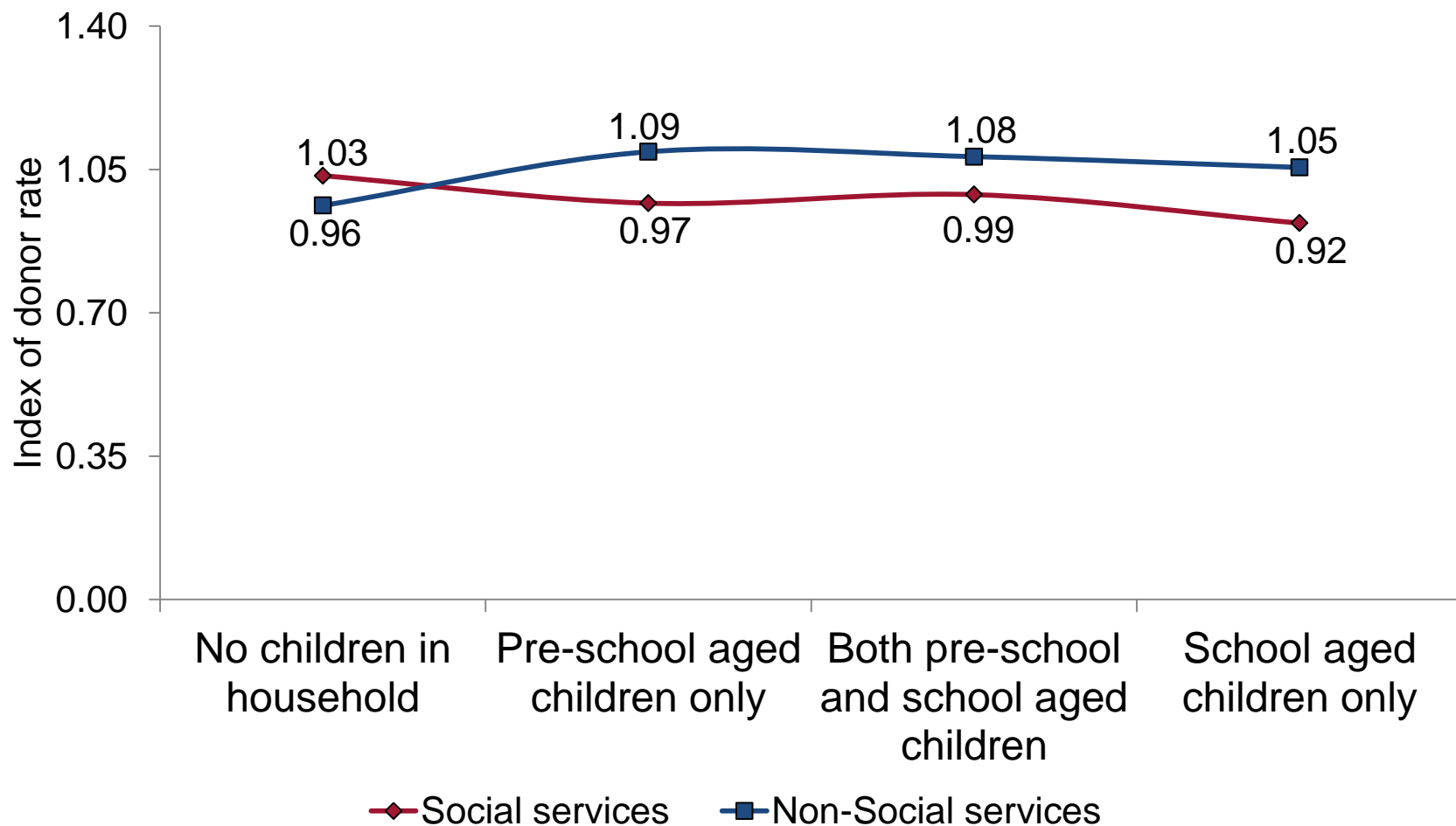
Characteristics of donors: Household income



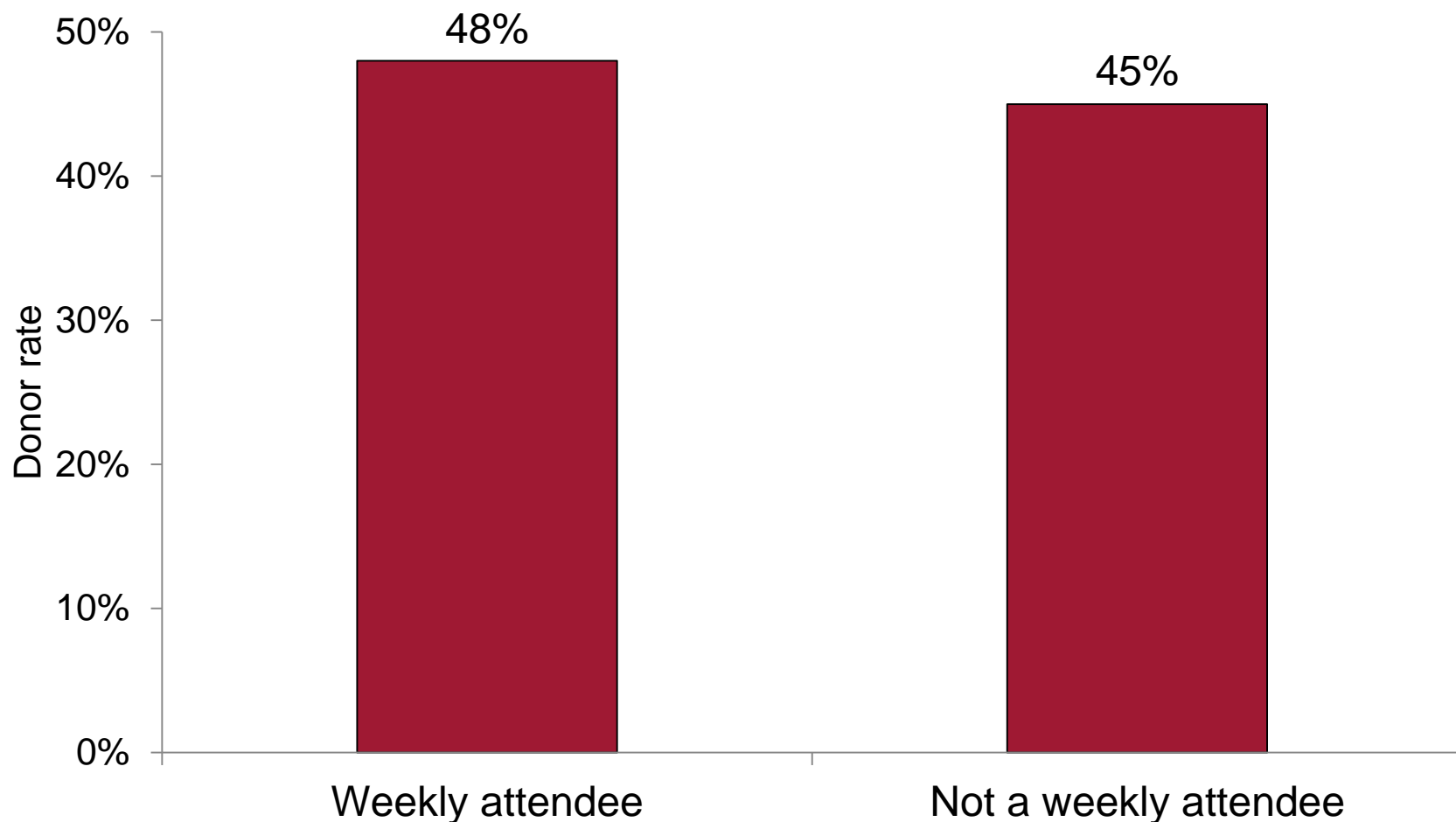
Characteristics of donors: Presence of children



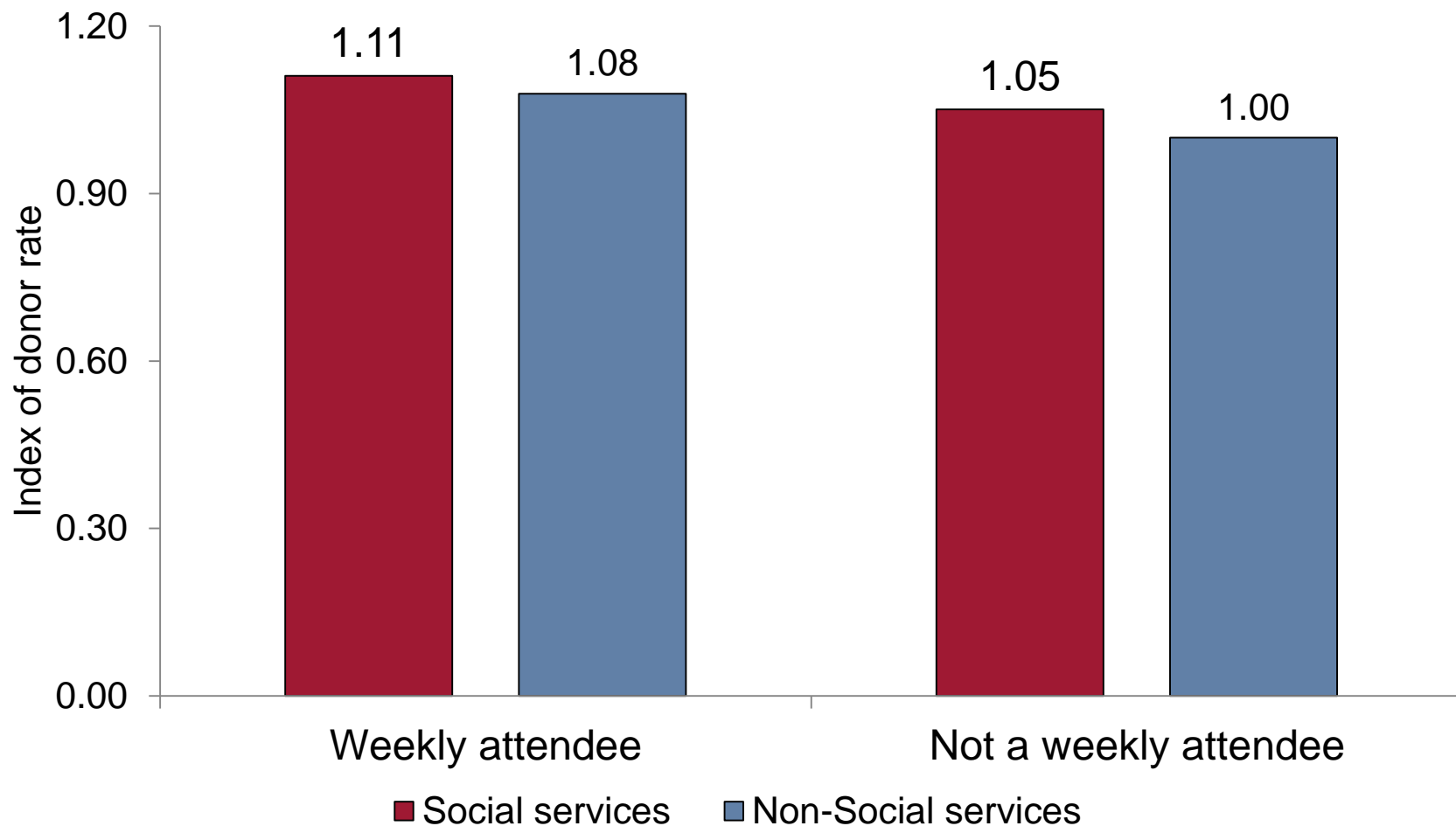
Characteristics of donors: Presence of children



Characteristics of donors: Religious attendance



Characteristics of donors: Religious attendance

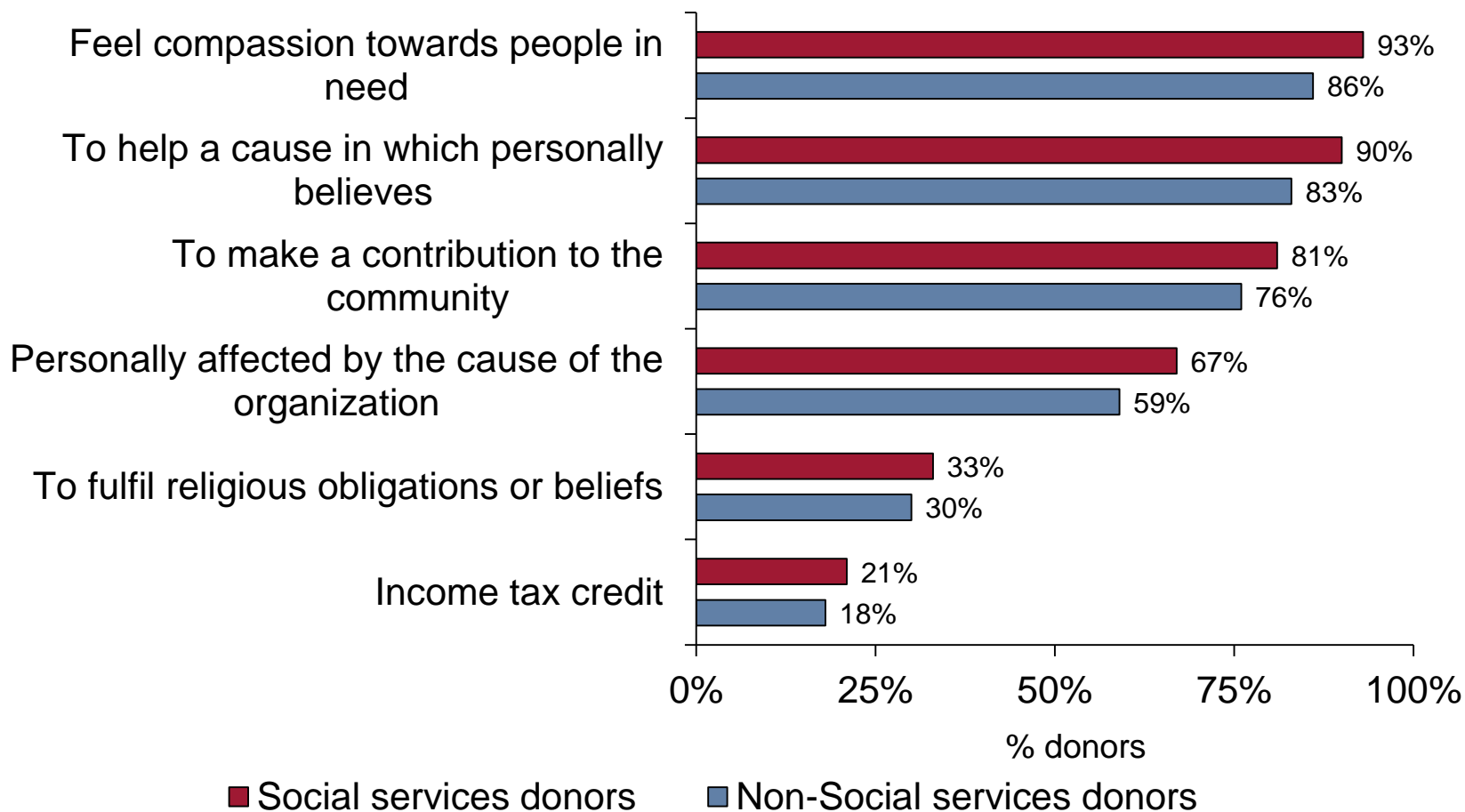


Motivations for giving

FINDINGS:

- Social Services donors most likely to be motivated by compassion and belief in the cause
- Least likely to be motivated by religious obligations or beliefs and tax credits
- Slightly more likely to report most motivations
 - Somewhat more likely to report that they are personally affected by the cause of the organization

Motivations for giving

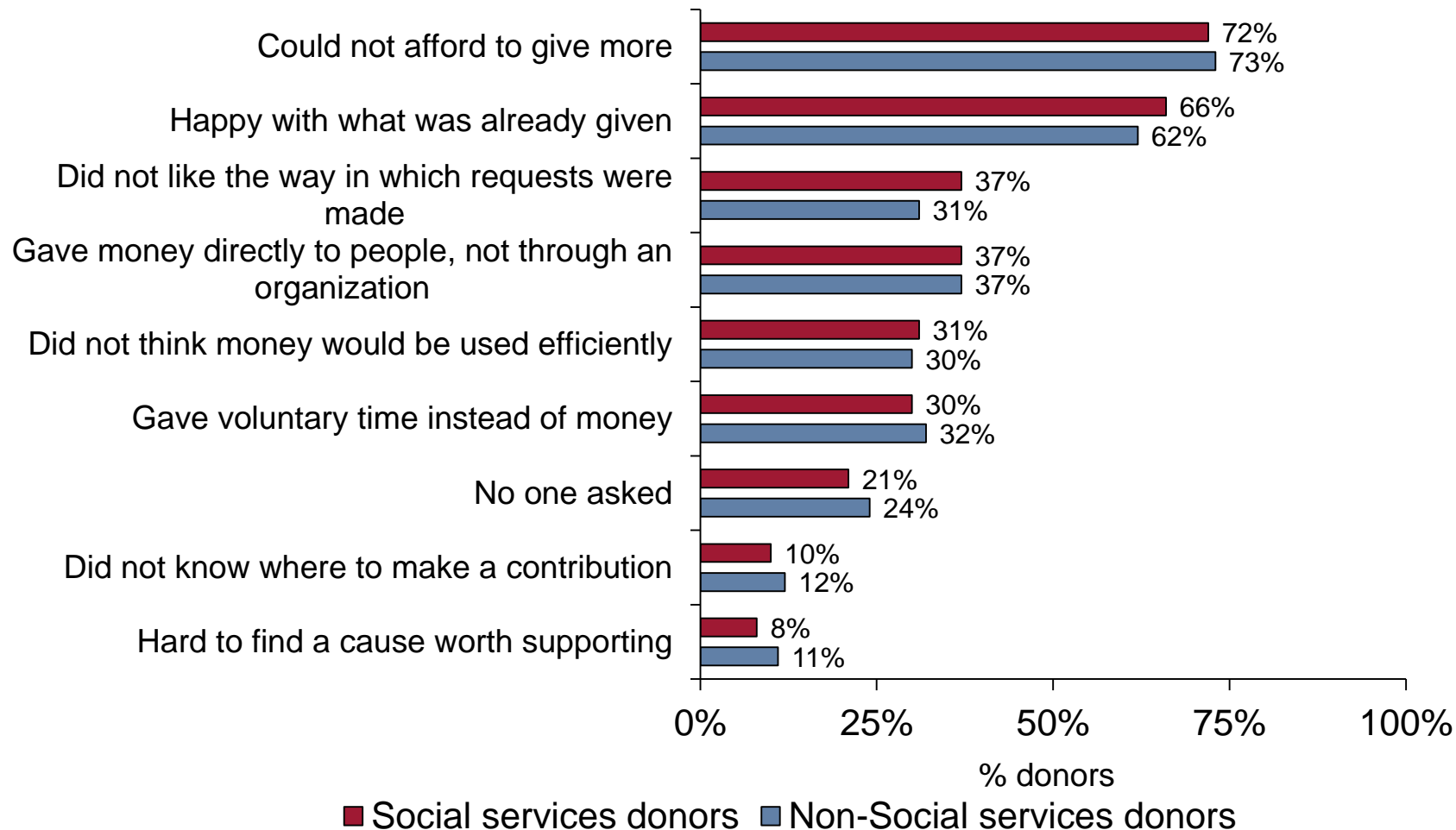


Barriers to giving more

FINDINGS:

- Social Services donors
 - Most likely to report cost as barrier to giving more
 - Two thirds happy with the amount already given
- Generally very similar to other donors
 - Slightly more likely to not like the ways requests to donate were made
 - Slightly less likely to cite a number of less common barriers

Barriers to giving more



Motivations and barriers to giving

IMPLICATIONS:

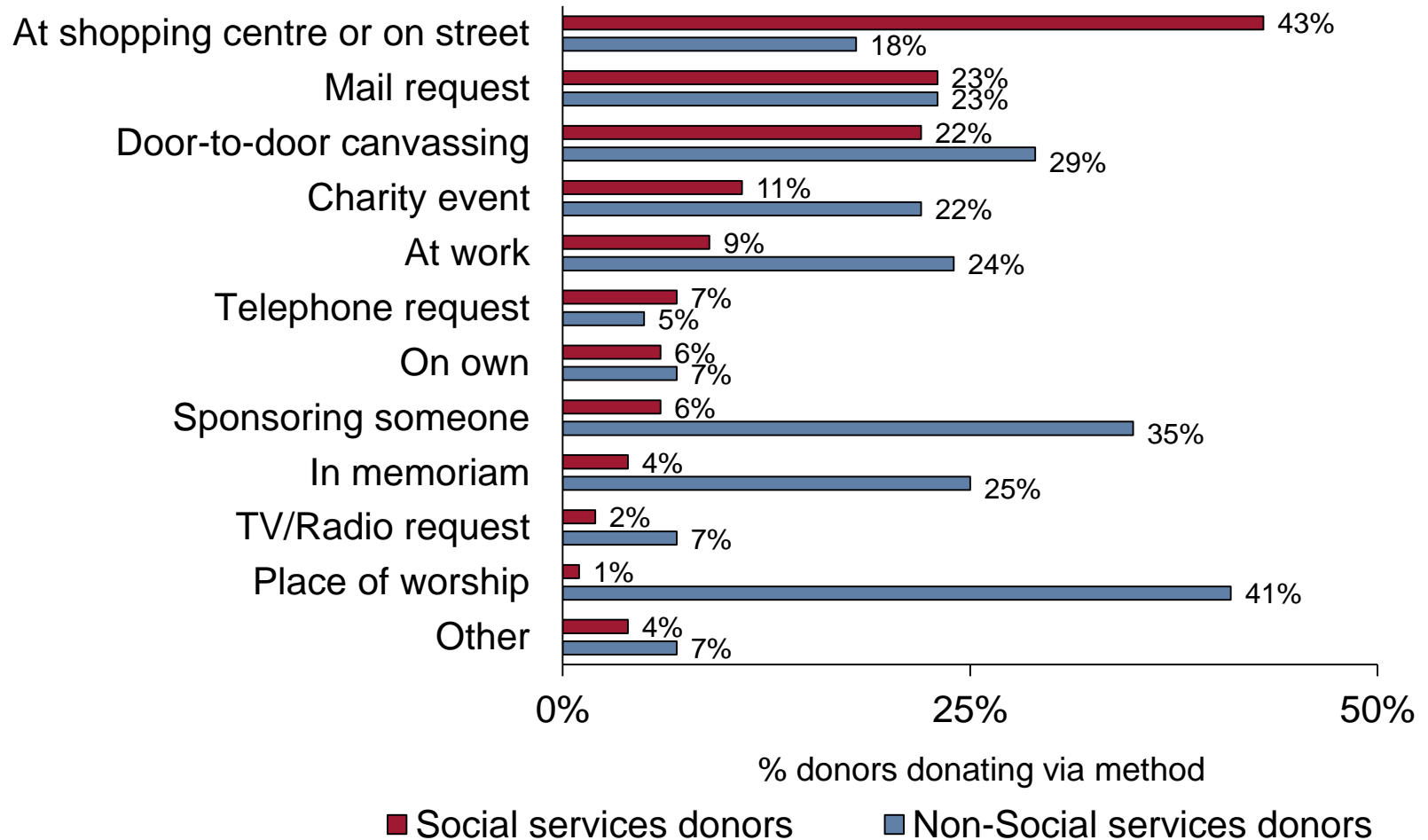
- Comparatively little to differentiate Social Services donors from other donors
- Personal connections with cause important and care needs be taken in how requests for donation are made, but little that otherwise stands out

Methods of donation

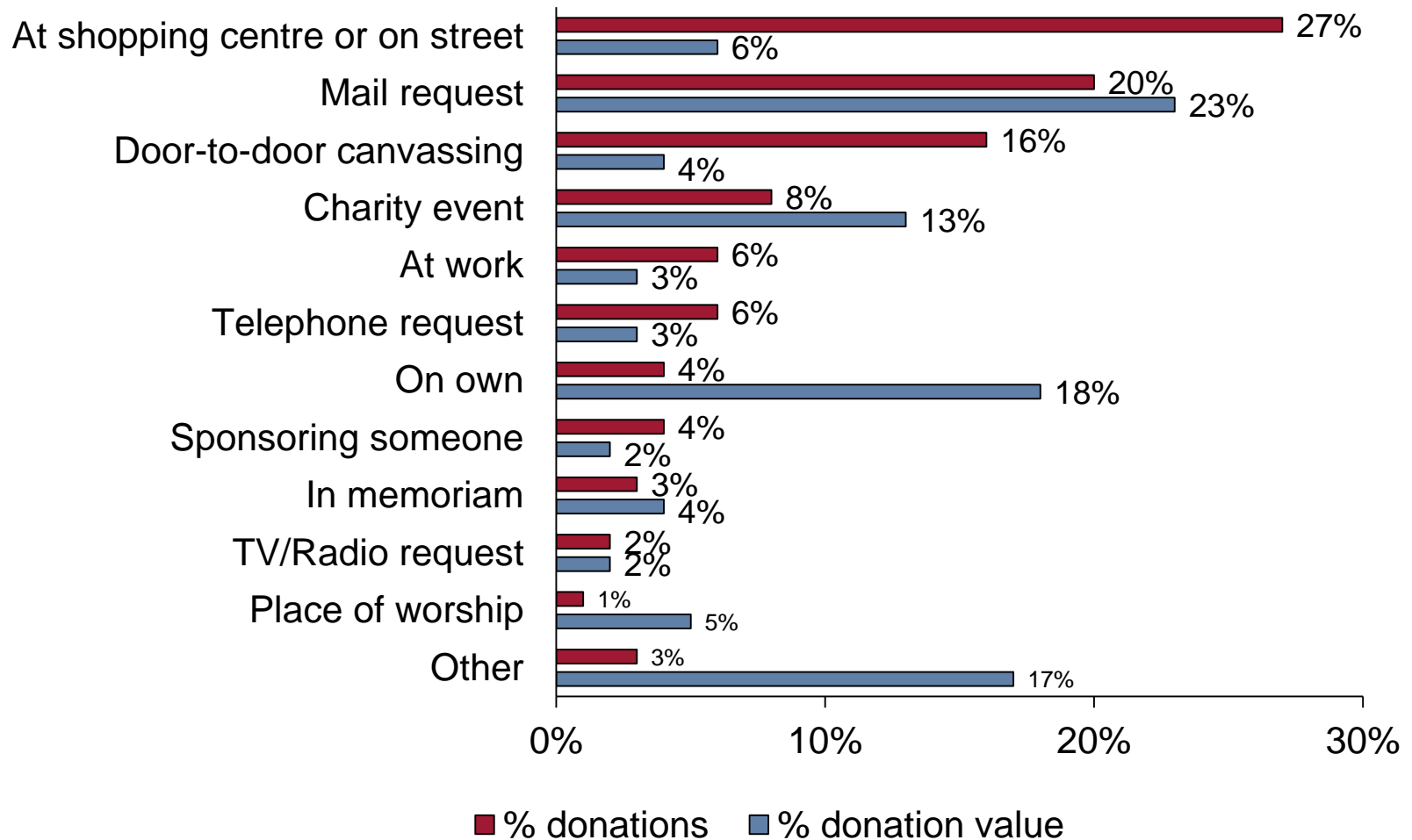
FINDINGS:

- Social Services donors most likely to donate via:
 - Solicitations in a public place
 - In response to a mail request
 - Door-to-door canvassing
- Largest portions of total donation value via:
 - Mail requests
 - Donors who approach organizations on their own initiative

Methods of donation to Social Services organizations



Methods of donation to Social Services organizations



Methods of donation

IMPLICATIONS:

- Rely on a few methods of donation for almost half of total funding
- A number of the most common methods of donation are relatively unproductive
 - However, these methods may encourage individuals to approach organizations on their own initiative

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 Social Services organizations

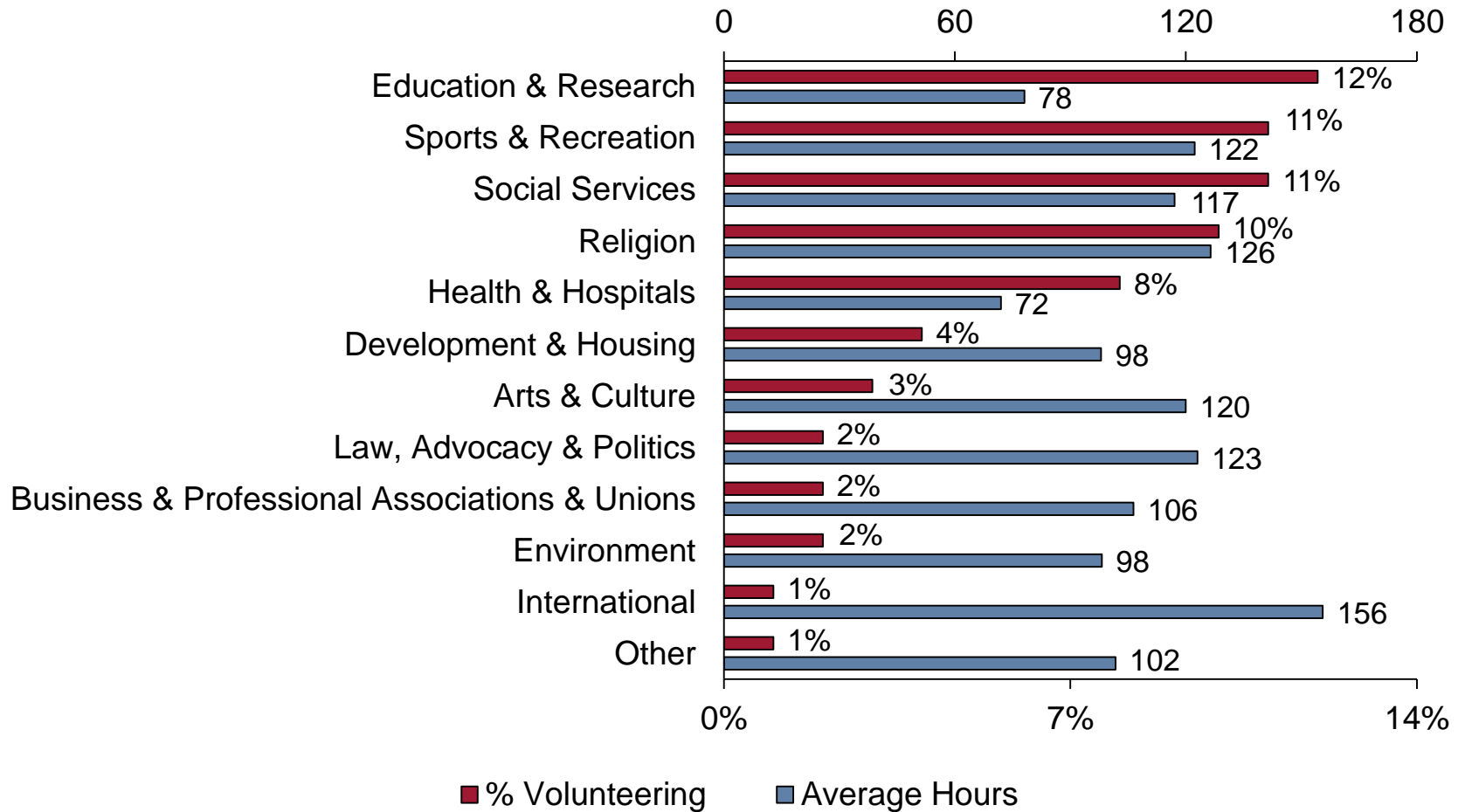
- 11% of Canadians (2.9 million people) volunteered for Social Services organizations
- These volunteers each contributed an average of 117 hours, for a total of 337 million hours
 - 17% of total volunteer hours contributed to all organizations

Support for Social Services organizations

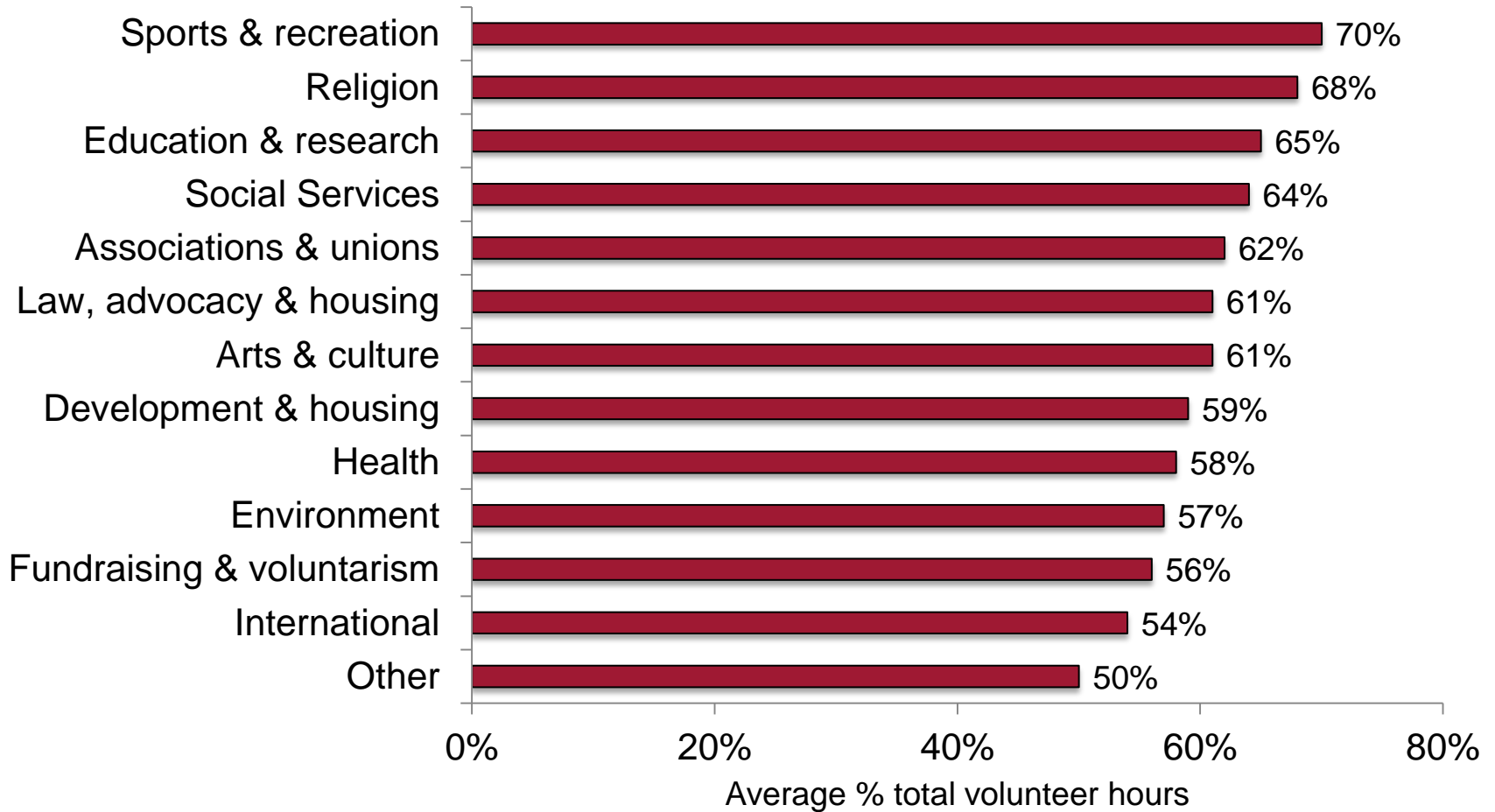
FINDINGS:

- Base of support for Social Services organizations is broad
 - Tied for second in terms of number of Canadians volunteering
- Receive relatively large number of hours from volunteers, on average
- Receive second largest percentage of total volunteer hours
- Degree of focus on Social Services cause relatively high

Levels of support by organization type



Average level of support



Support for Social Services organizations

IMPLICATIONS:

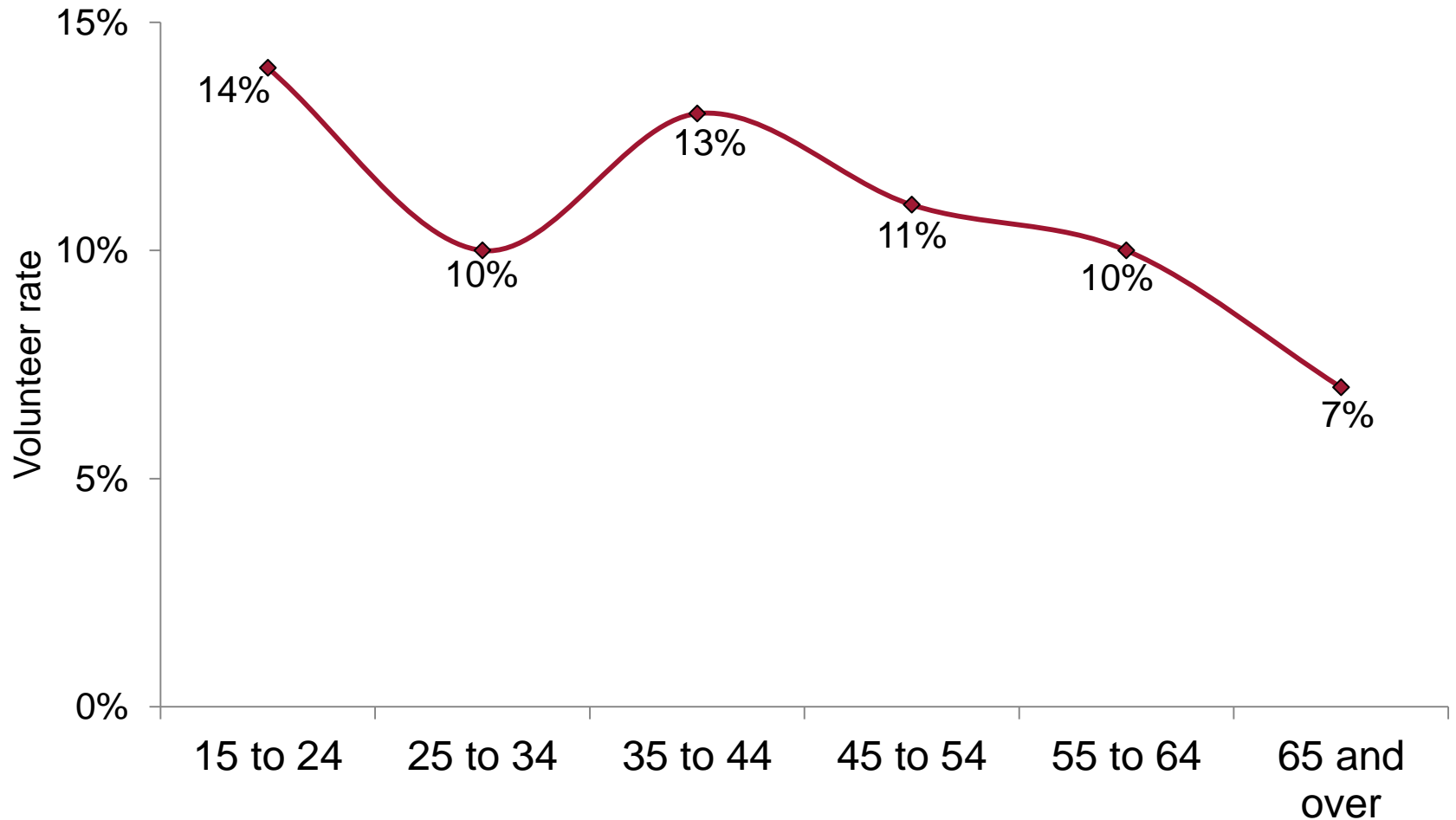
- Base of support for Social Services both broad and deep
 - Relatively large number of volunteers contributing many hours
- Degree of focus on Social Services cause relatively high

Who volunteers for Social Services organizations?

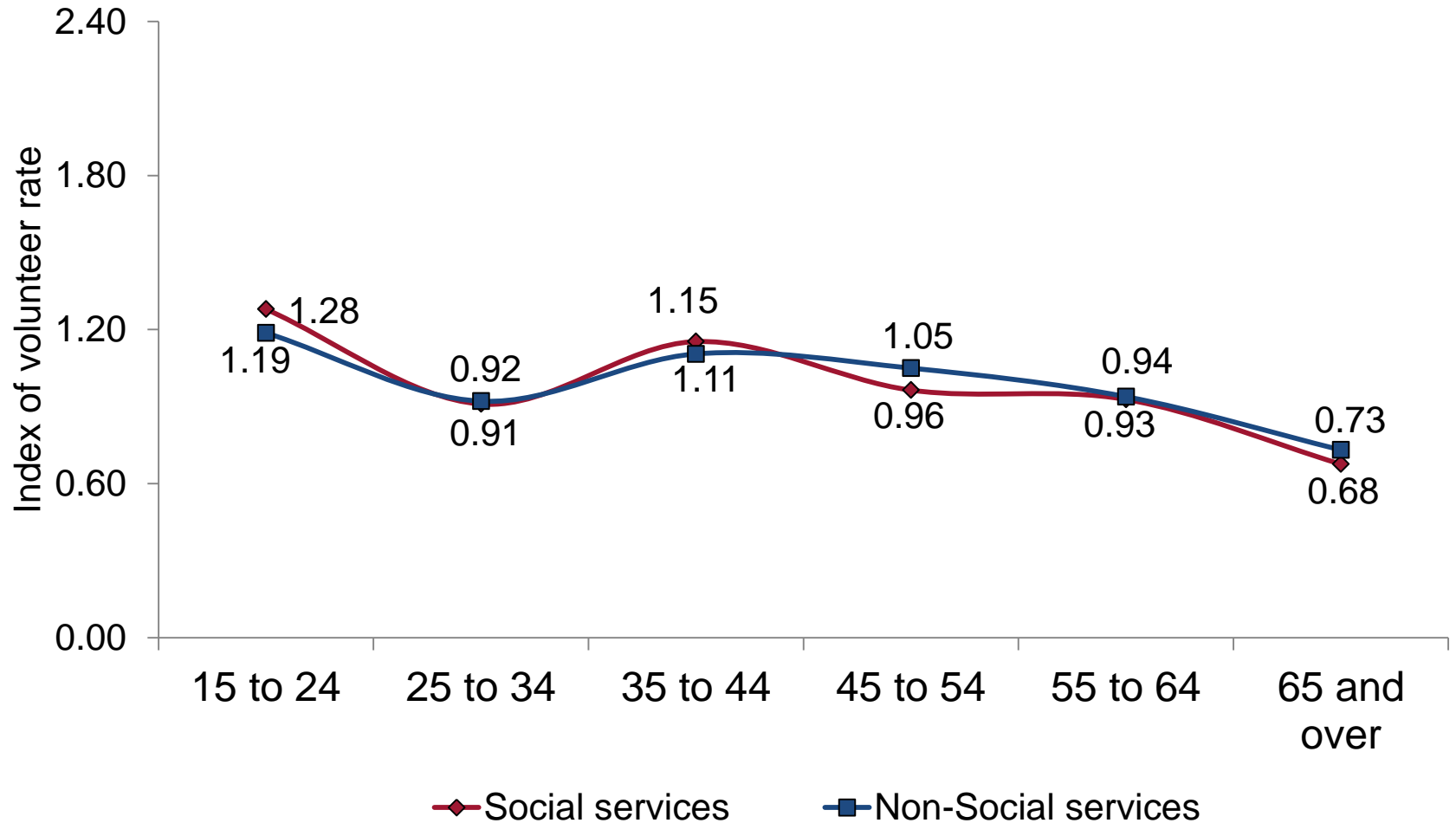
FINDINGS:

- Likelihood of volunteering for Social Services organizations generally increases with household income
- Those more likely to volunteer include those who are:
 - 15 to 24 and 35 to 44
 - Have greater than a high school education
 - Have school aged children in the household
 - Attend religious services on a weekly basis

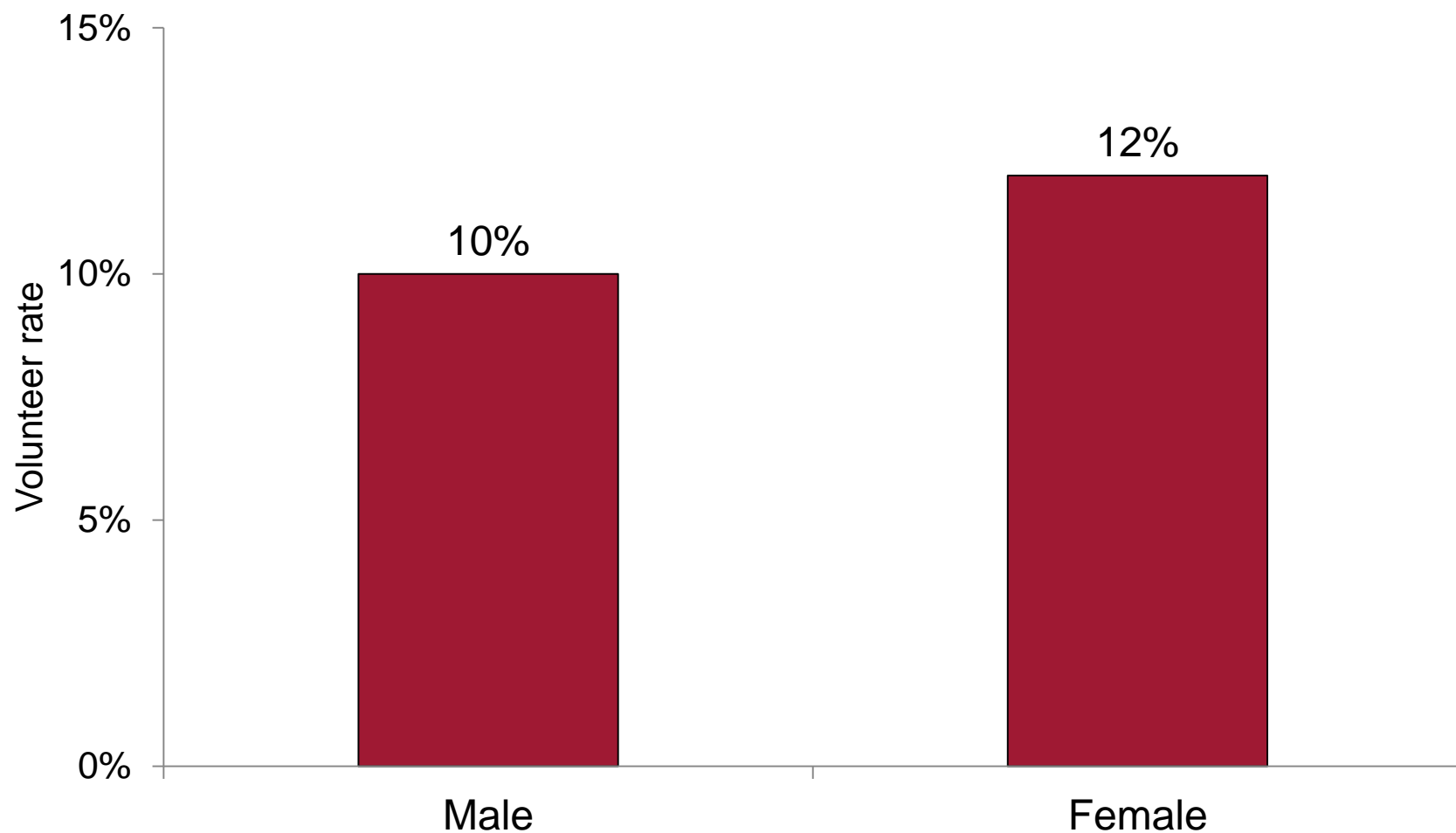
Characteristics of volunteers: Age



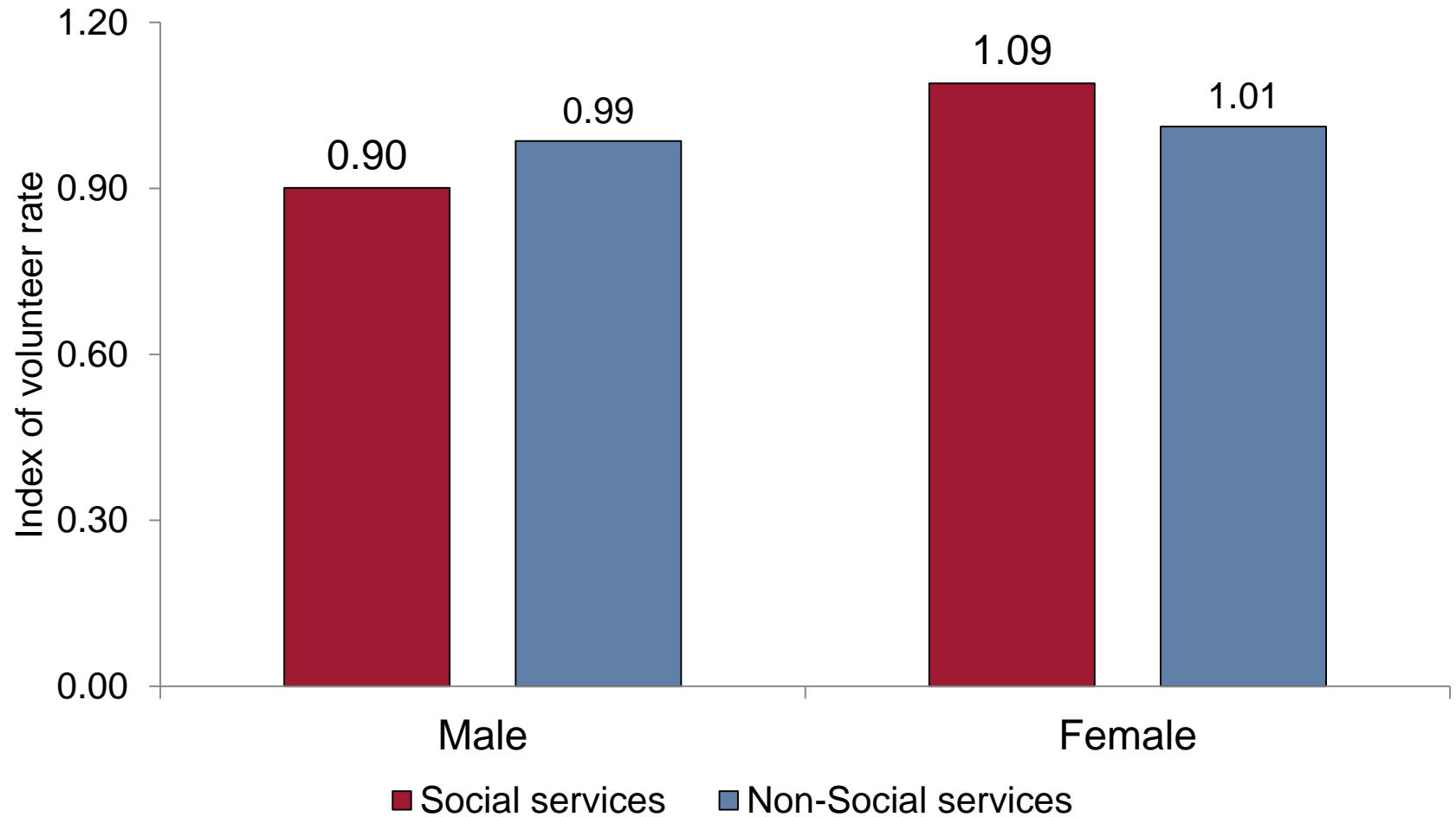
Characteristics of volunteers: Age



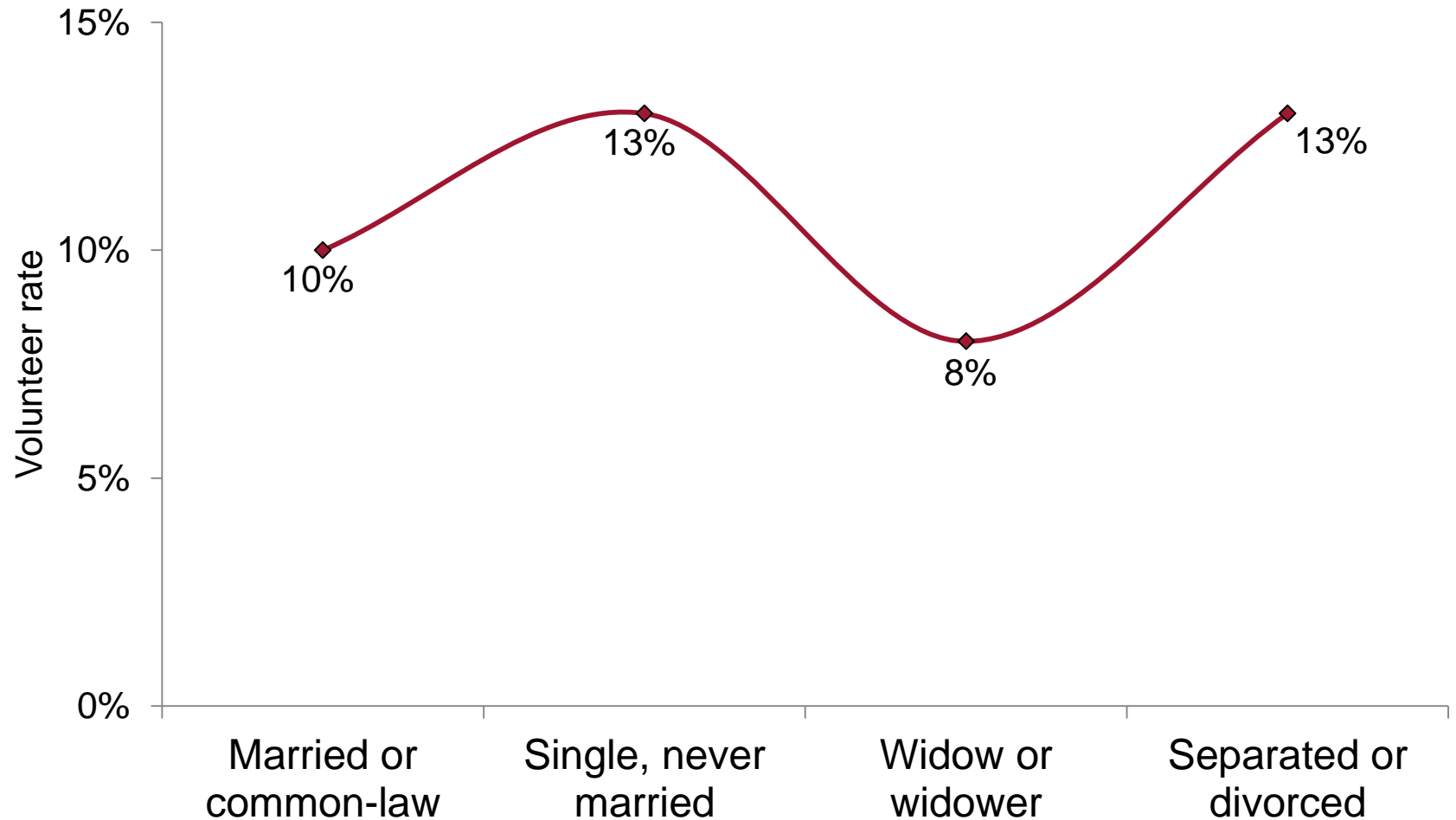
Characteristics of volunteers: Sex



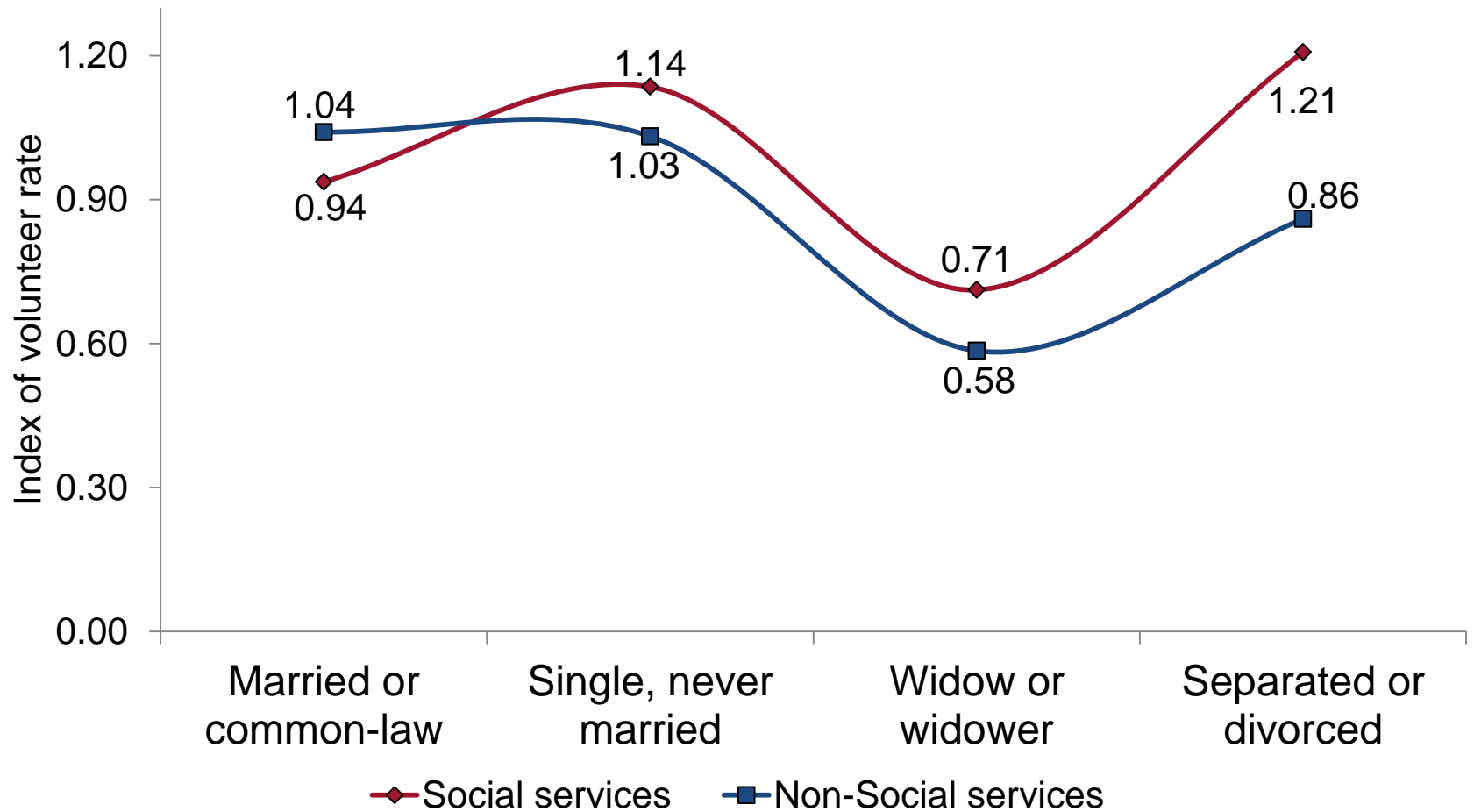
Characteristics of volunteers: Sex



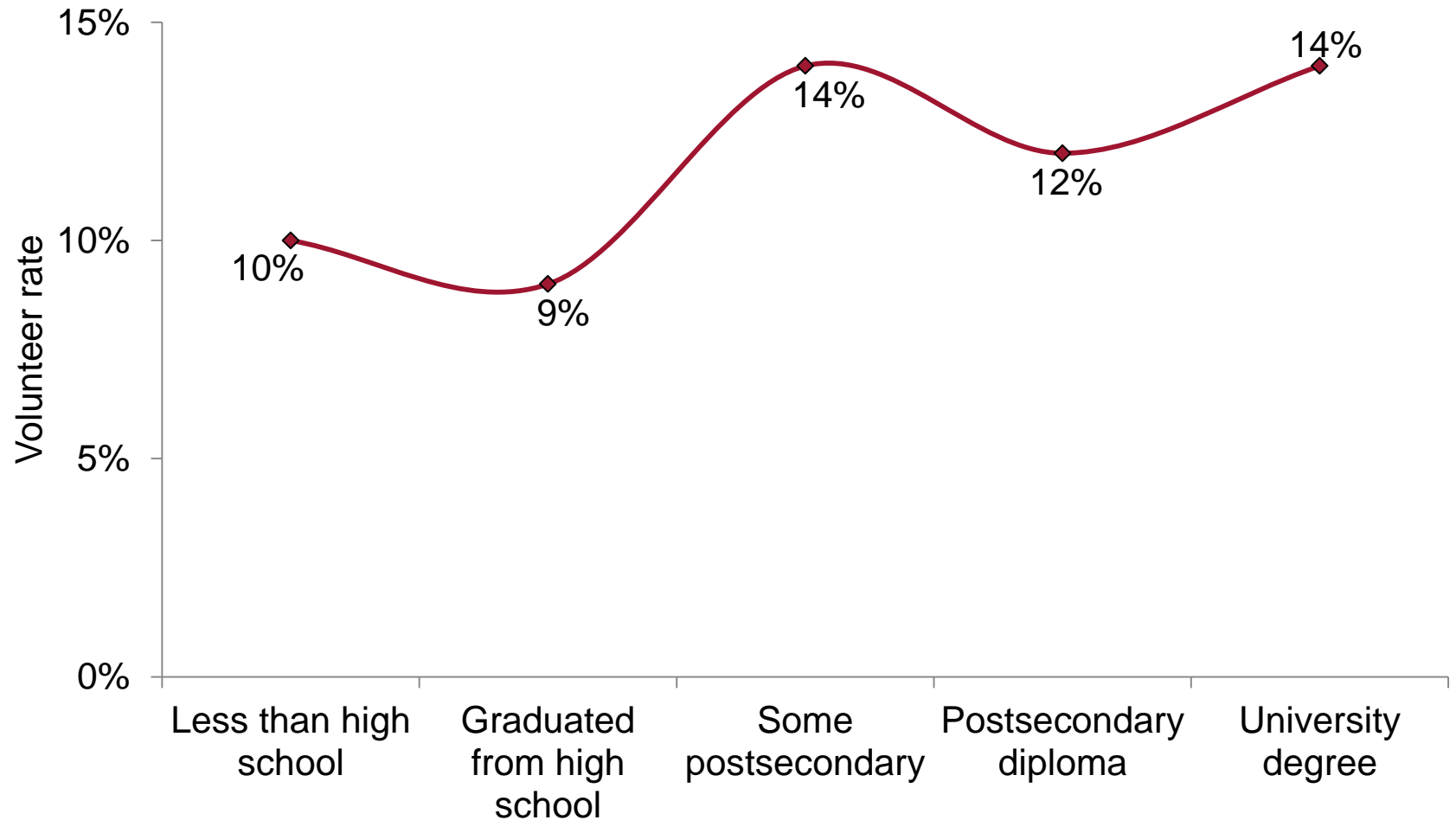
Characteristics of volunteers: Marital status



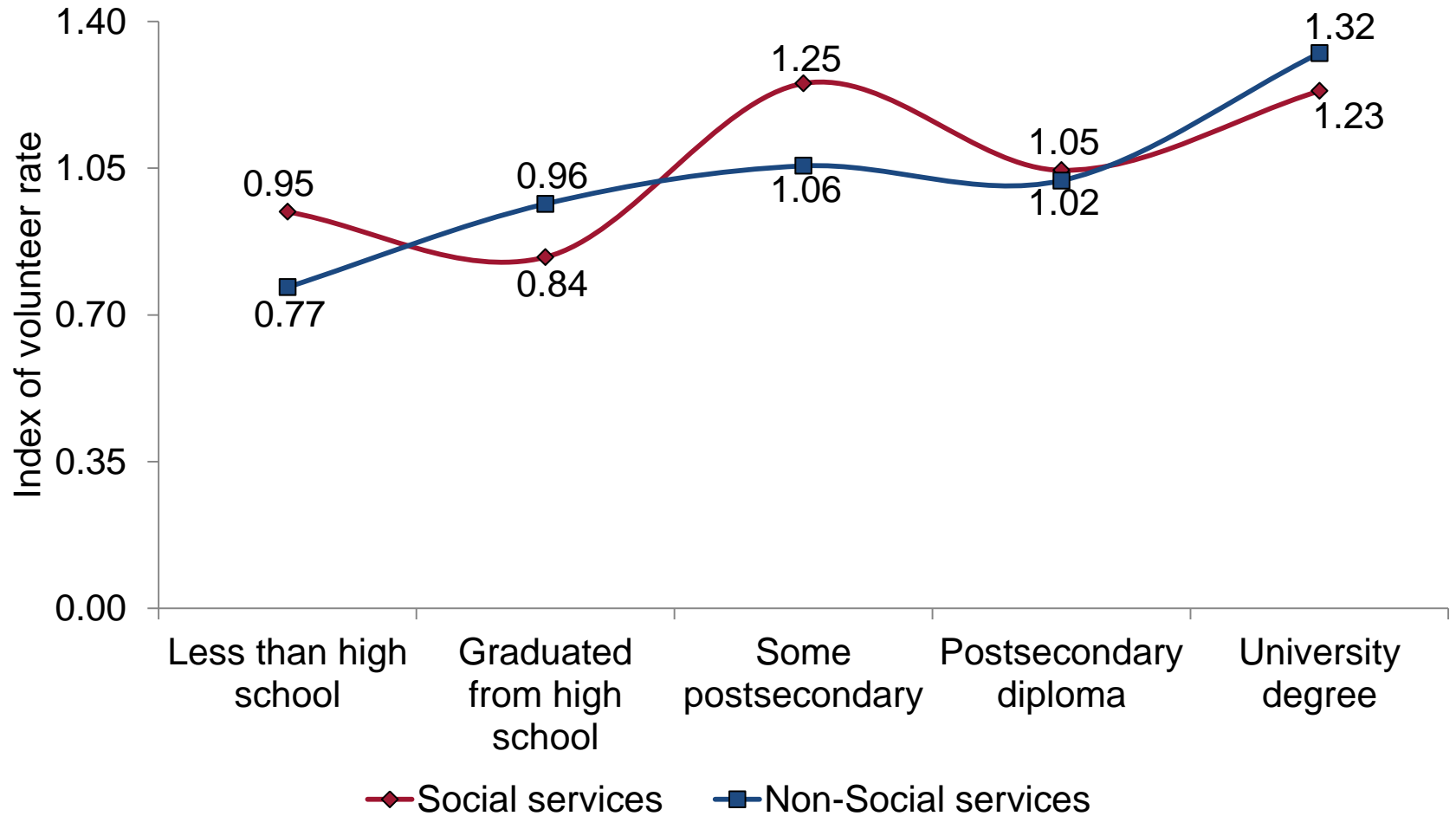
Characteristics of volunteers: Marital status



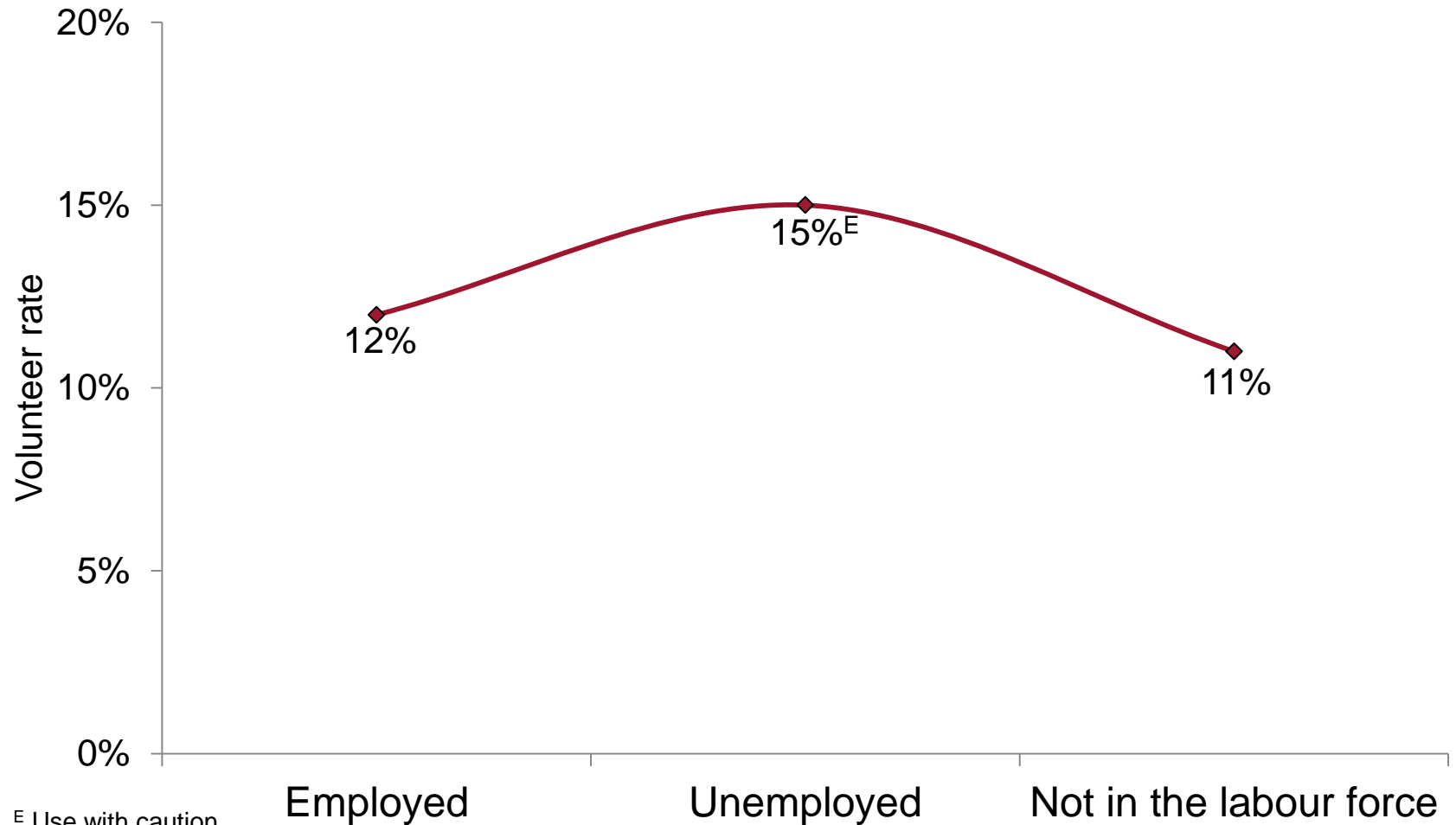
Characteristics of volunteers: Education



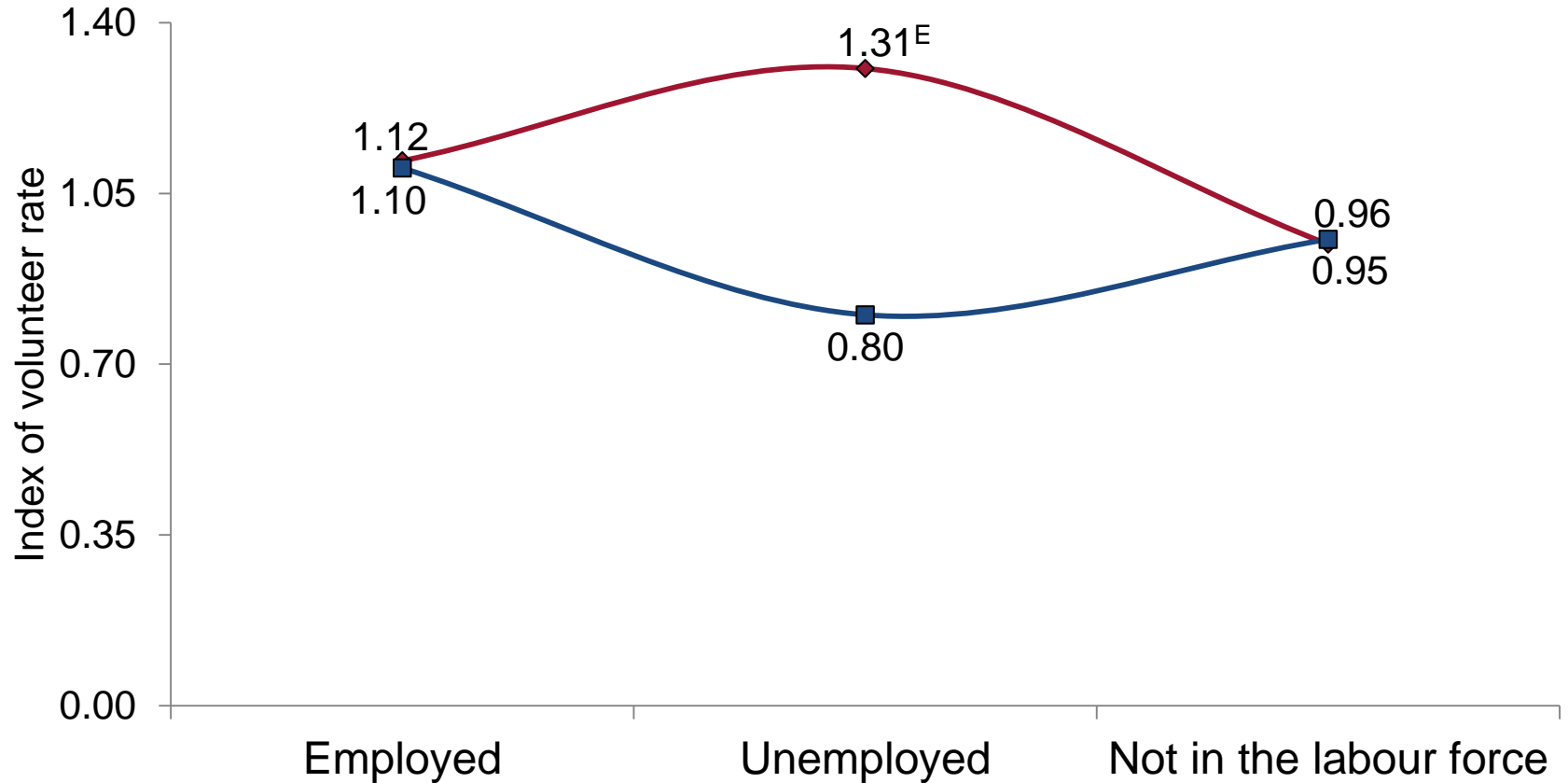
Characteristics of volunteers: Education



Characteristics of volunteers: Labour force status



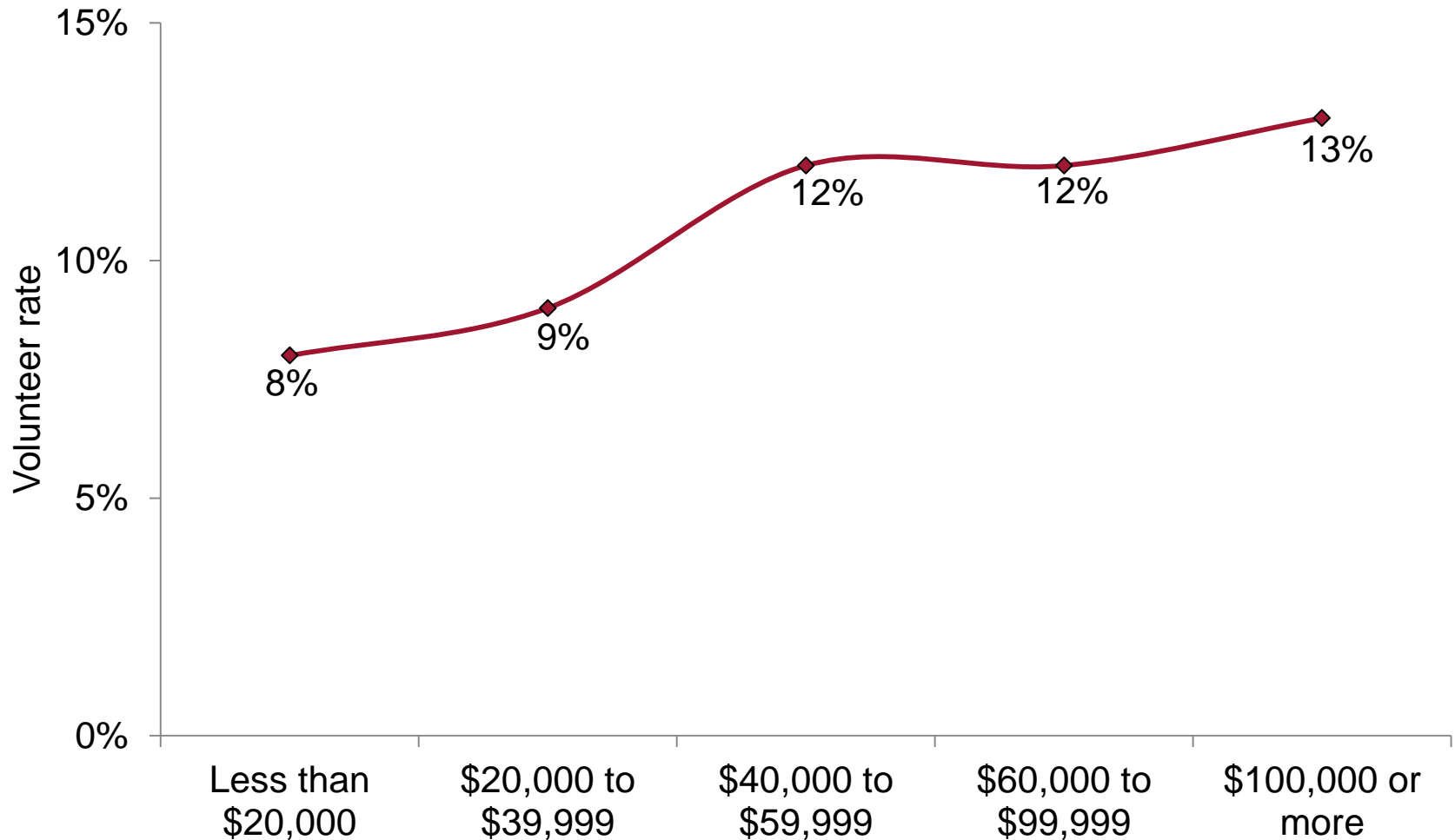
Characteristics of volunteers: Labour force status



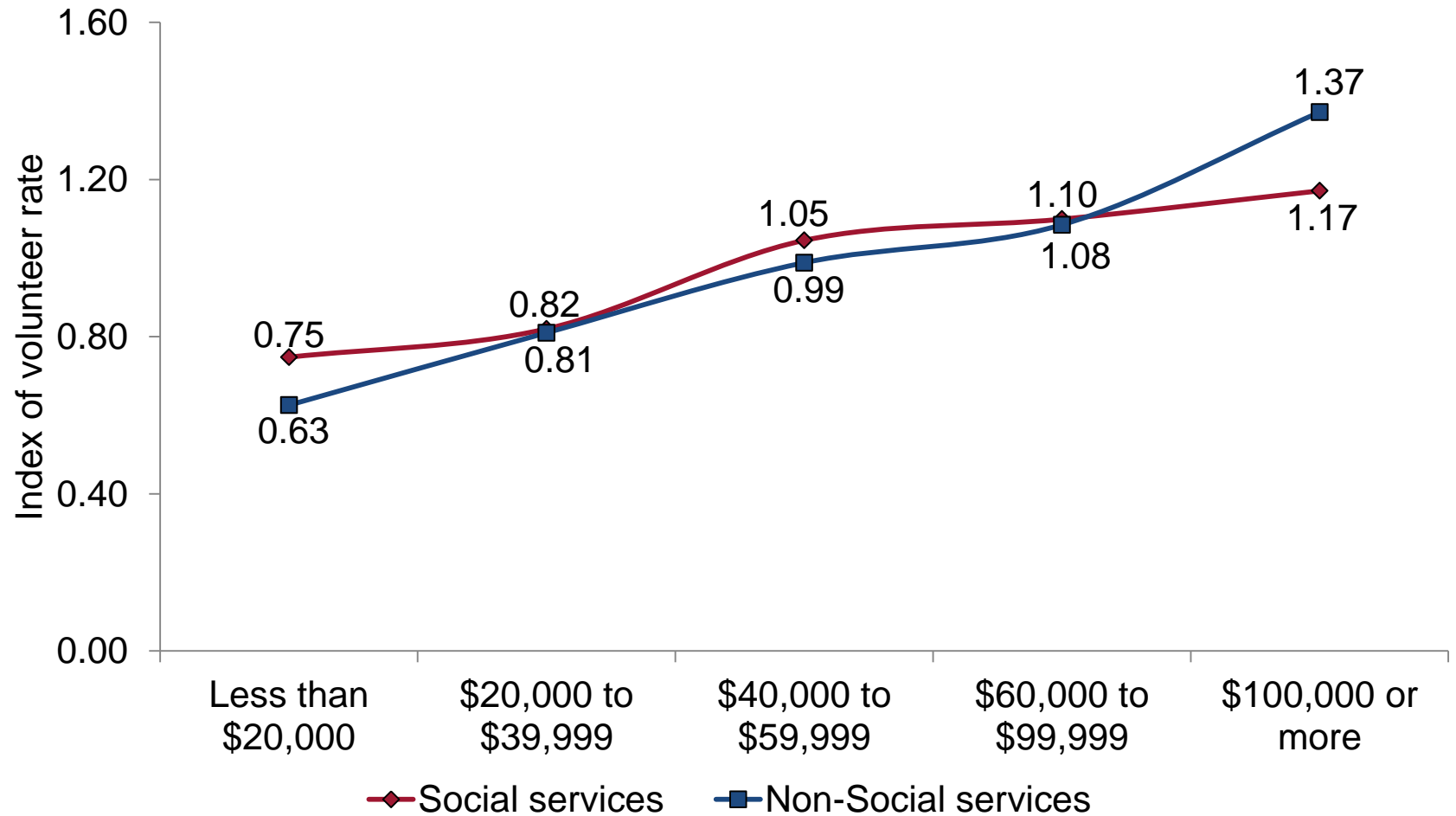
^E Use with caution.

◆ Social services ■ Non-Social services

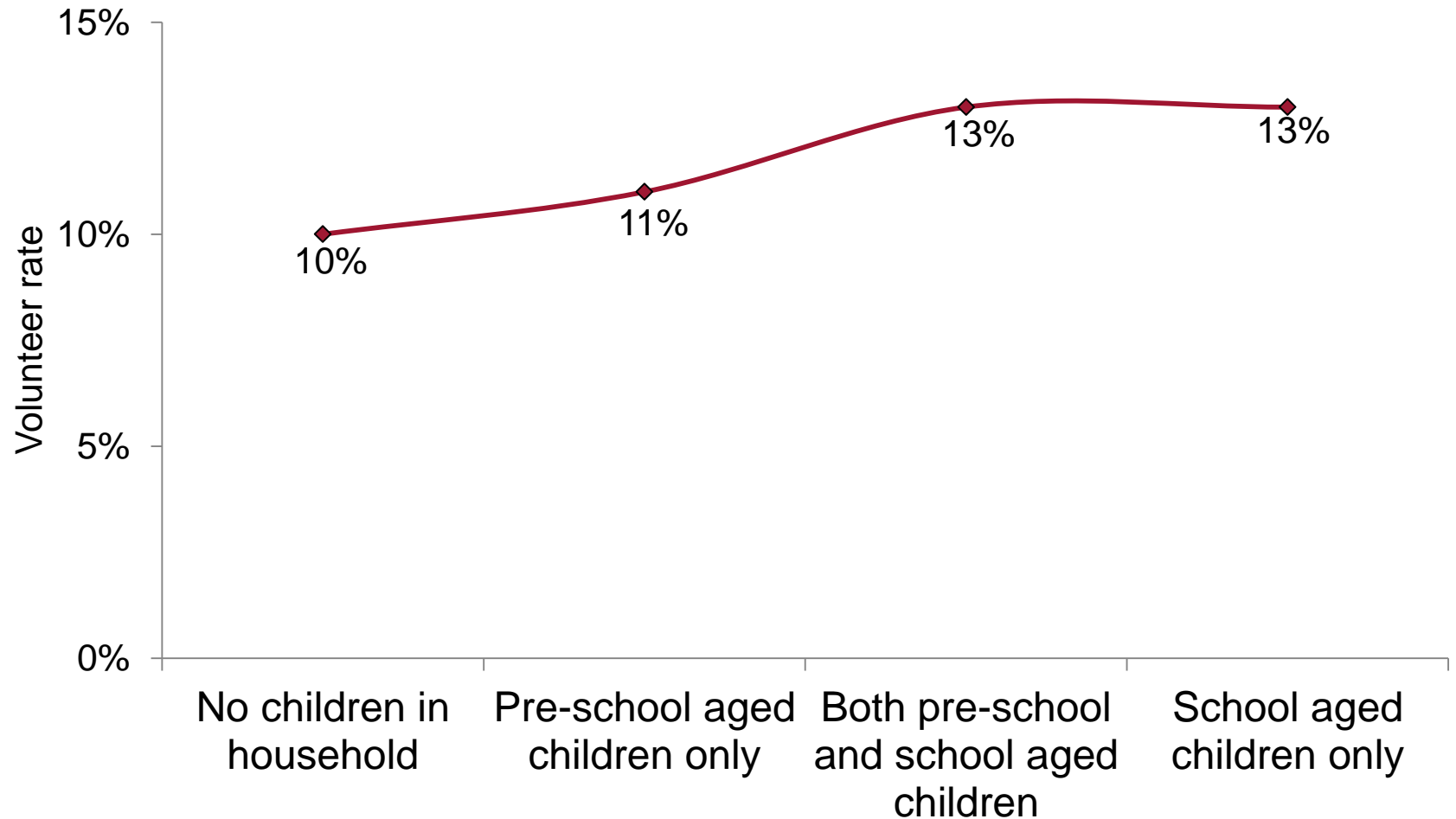
Characteristics of volunteers: Household income



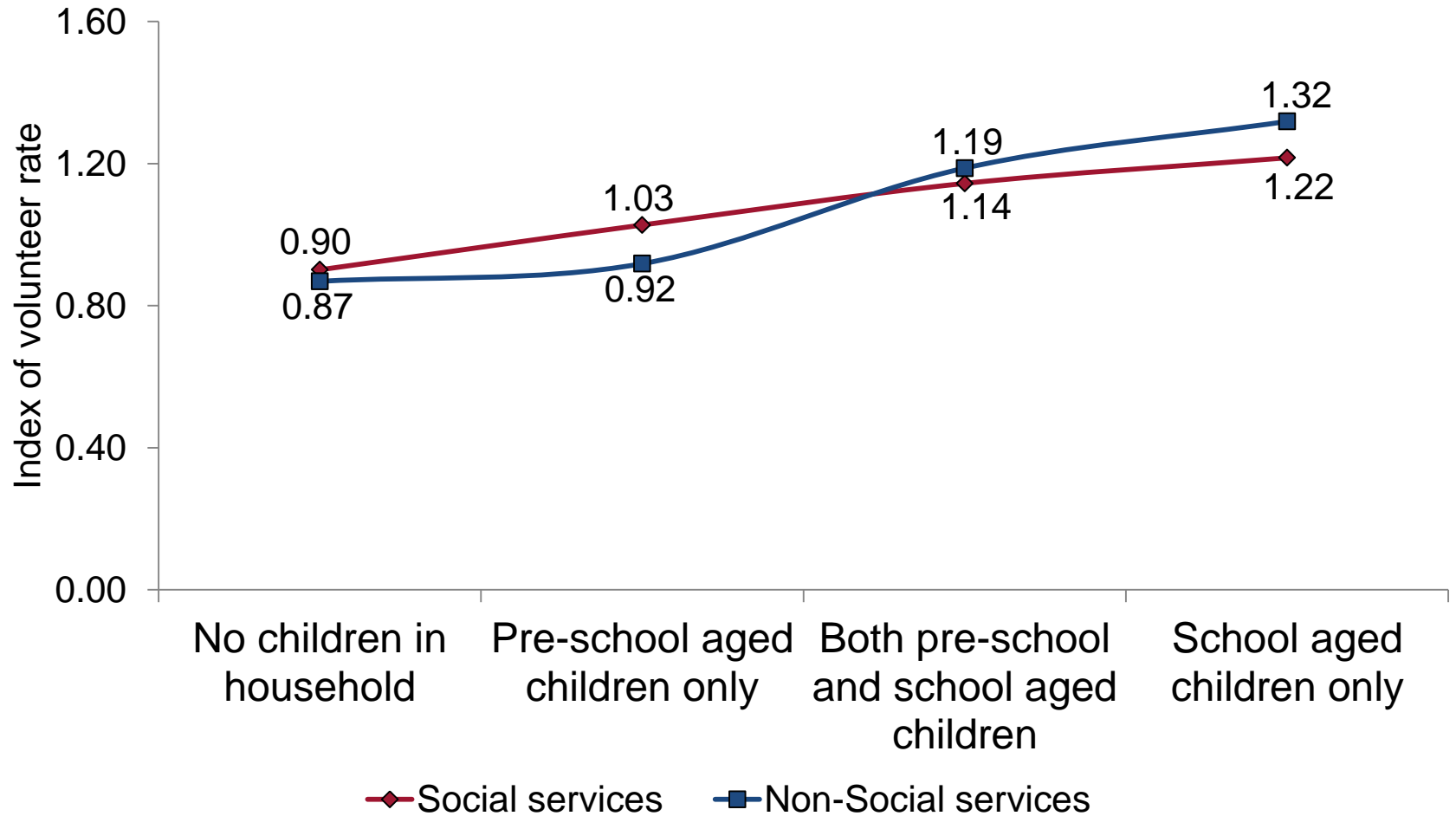
Characteristics of volunteers: Household income



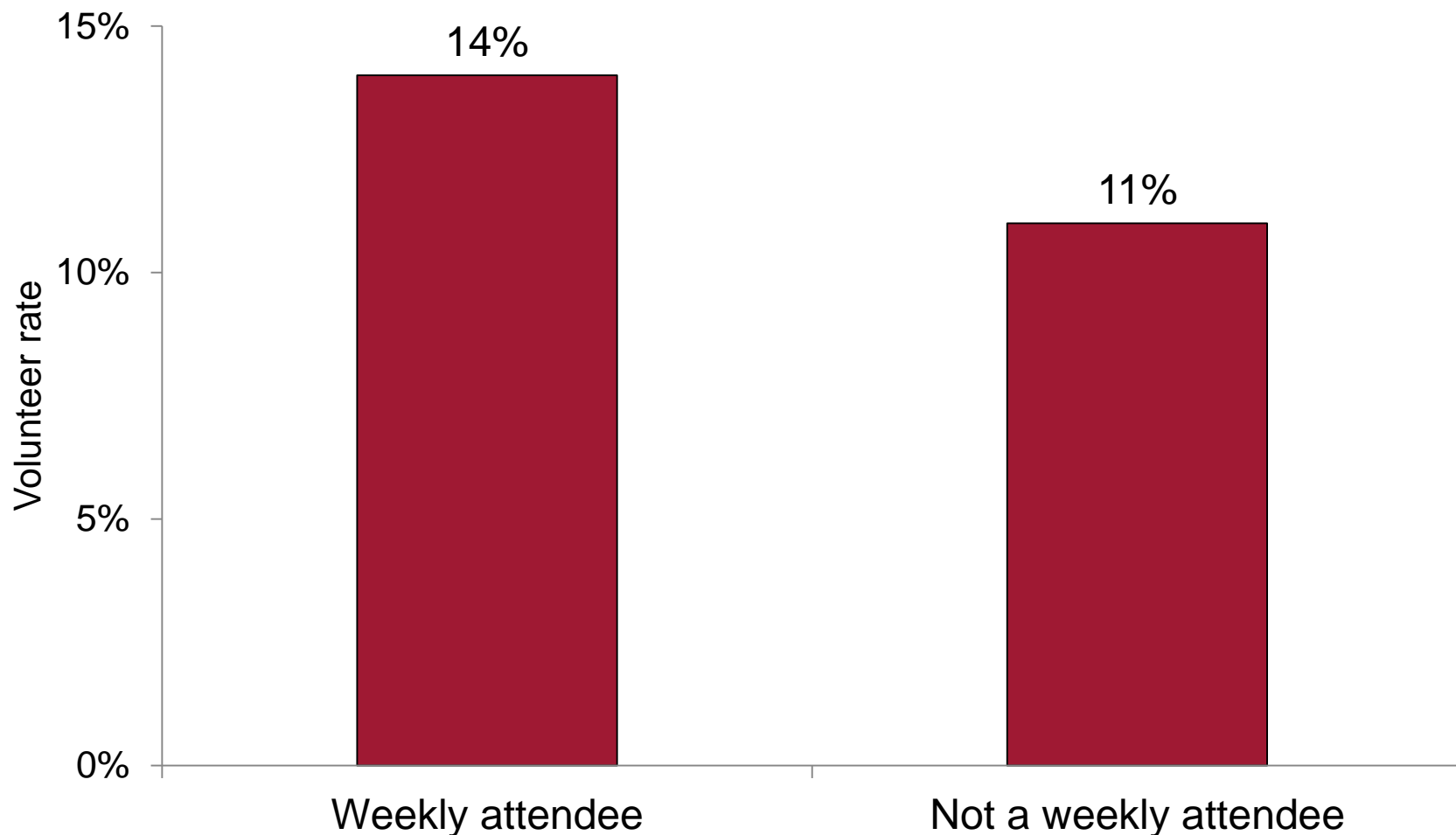
Characteristics of volunteers: Presence of children



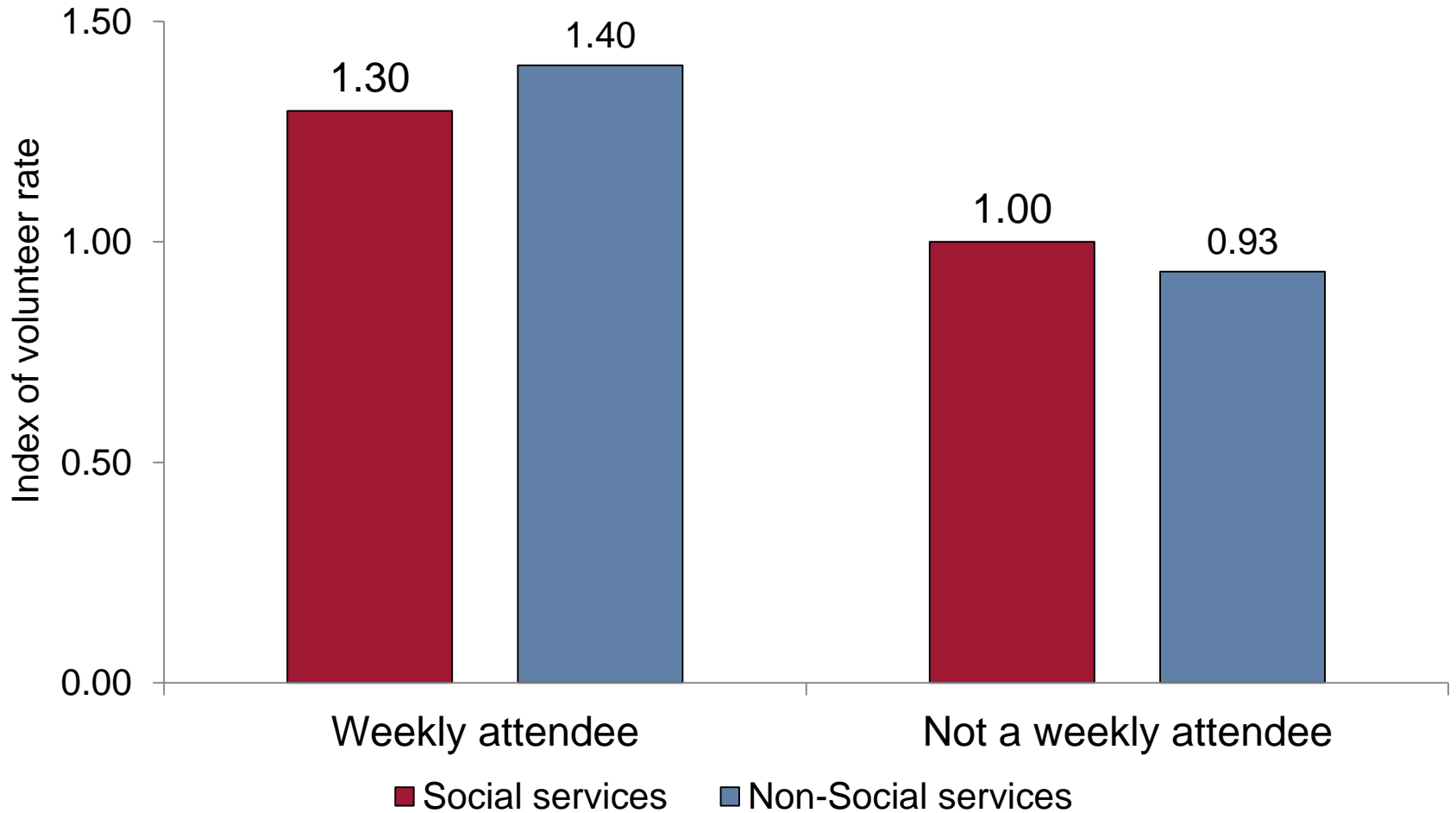
Characteristics of volunteers: Presence of children



Characteristics of volunteers: Religious attendance



Characteristics of volunteers: Religious attendance

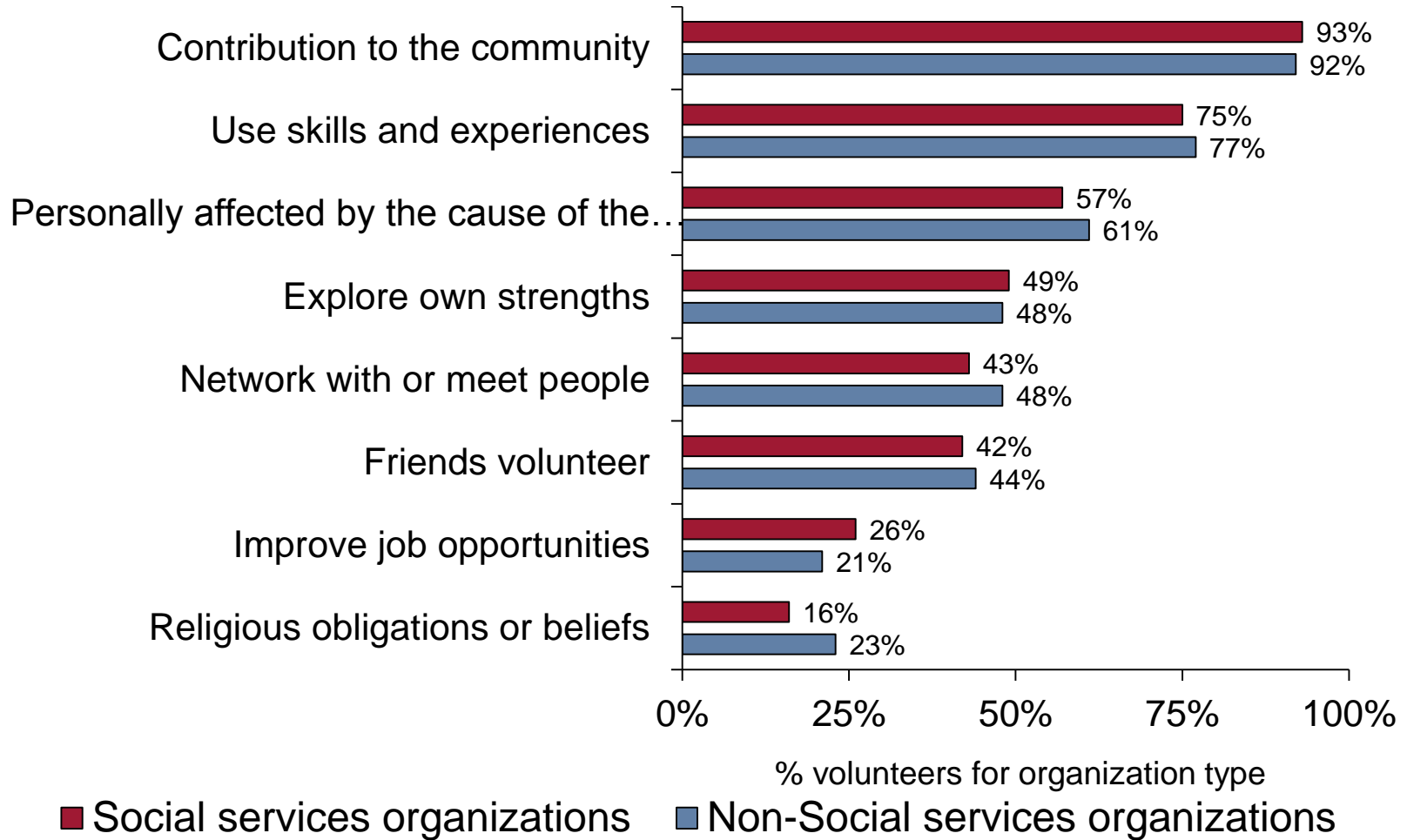


Motivations for volunteering

FINDINGS:

- Social Services volunteers most likely to report desires to make contribution to their community and to use skills and experiences as motivations
- Least likely to volunteer to fulfill religious obligations or beliefs
- Little to differentiate between Social Services volunteers and volunteers for other causes
 - Slightly less likely to cite a number of causes
 - Somewhat less likely to volunteer to fulfill religious obligations

Motivations for volunteering

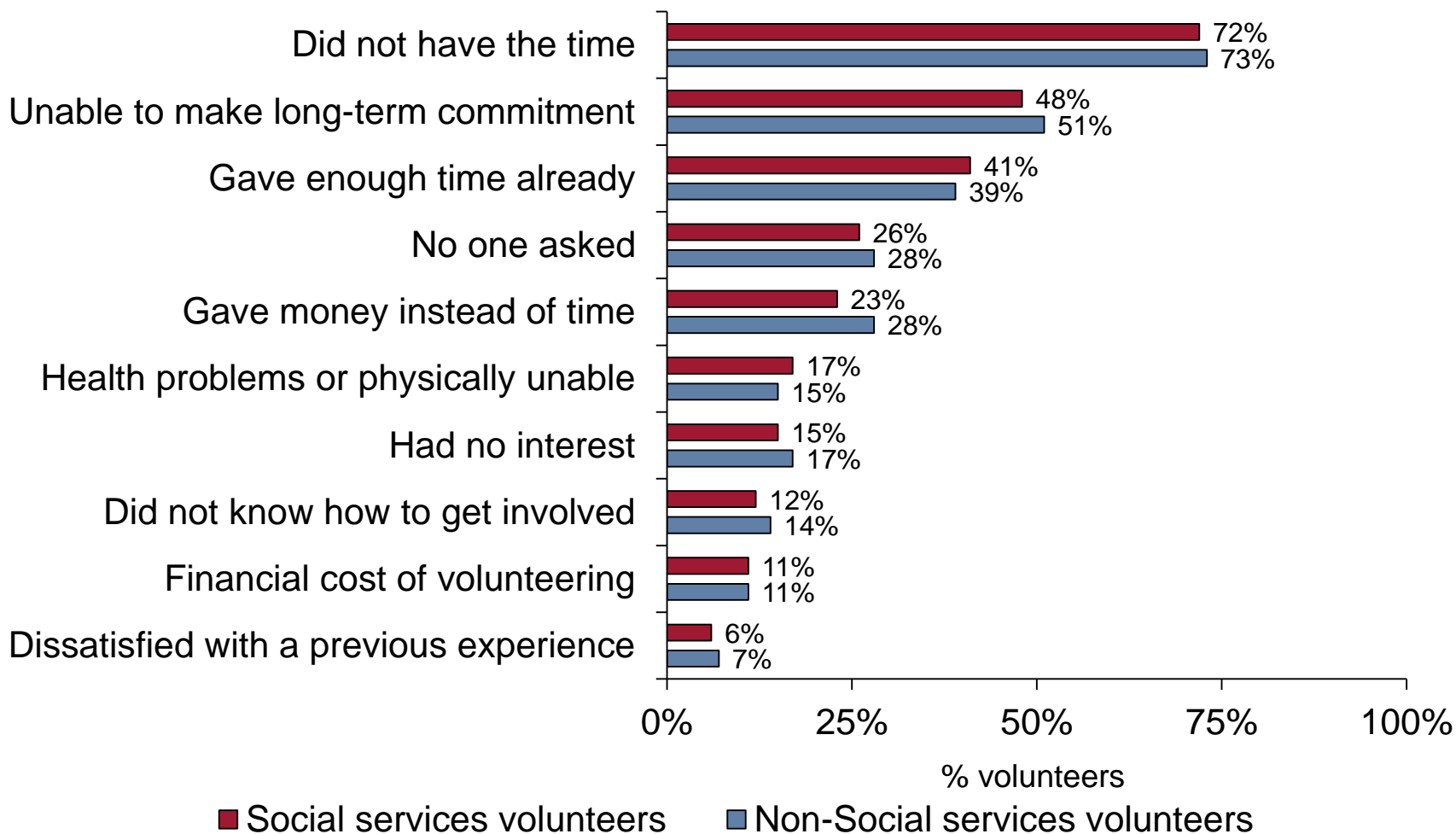


Barriers to volunteering more

FINDINGS:

- Social Service volunteers most likely to report lack of time and inability to make a long-term commitment as barriers to volunteering more
- Least likely to report costs of volunteering or dissatisfaction with previous volunteering
- Little to differentiate between Social Services volunteers and volunteers for other causes in terms of barriers
 - Slightly less likely to report most barriers

Barriers to volunteering more



Motivations and barriers to volunteering

IMPLICATIONS:

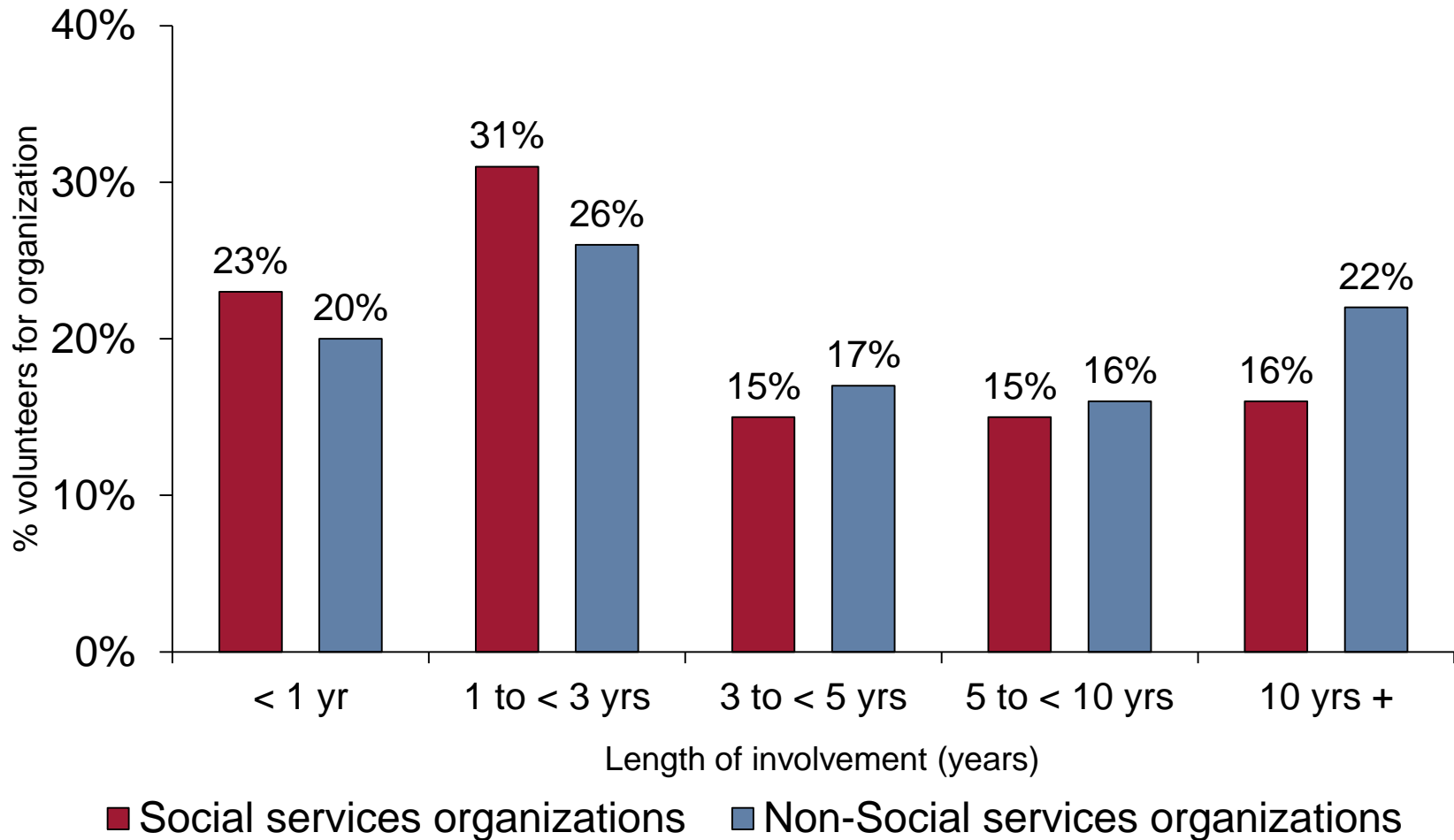
- Very little specific that managers of volunteers for Social Services organizations can look to in terms of motivations and barriers

Length of involvement with organization

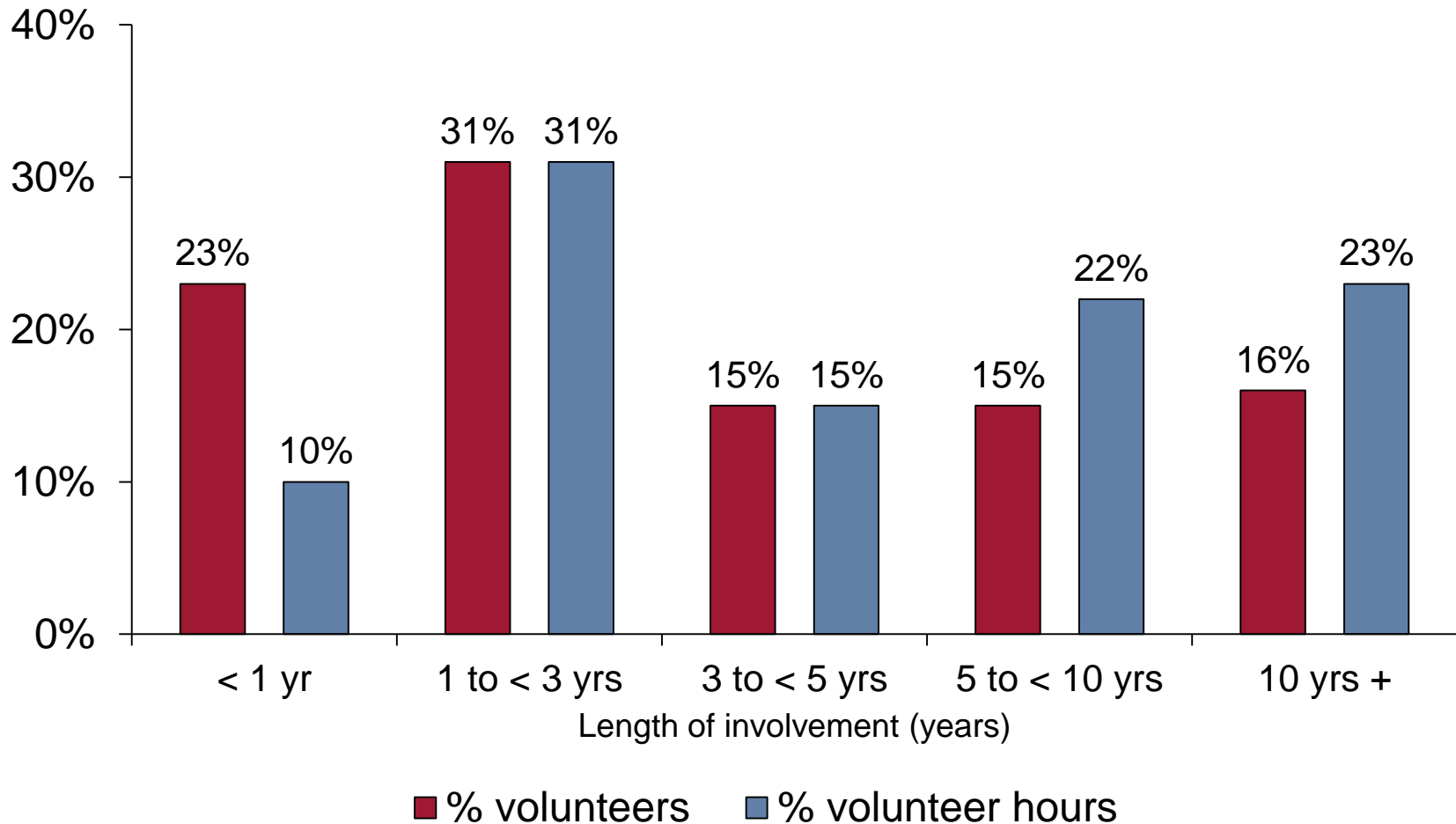
FINDINGS:

- Social Services volunteers are more likely than volunteers for other organizations have been involved with the organization for less than 3 years
- Volunteers who have been involved with the organization for five years or more volunteer disproportionately more hours

Length of involvement with organization



Length of involvement with organization



Length of involvement with organization

IMPLICATIONS:

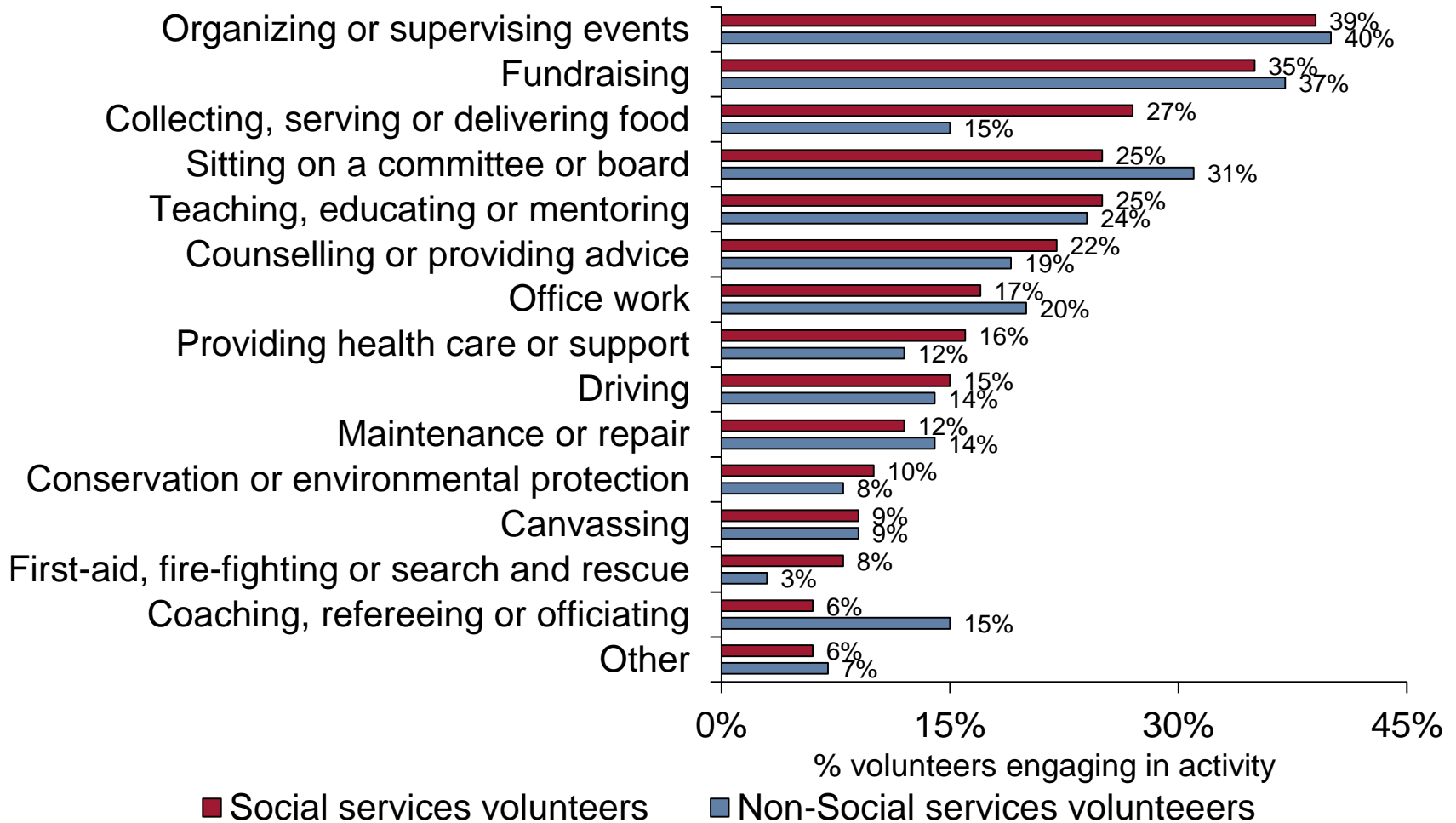
- Degree of ‘churn’ among volunteers slightly higher among Social Services organizations
 - May have implications for volunteer training and the types of activities volunteers perform
- Organizations are somewhat dependent on long-term volunteers, but the degree of dependency is less than with many other causes

Volunteer activities

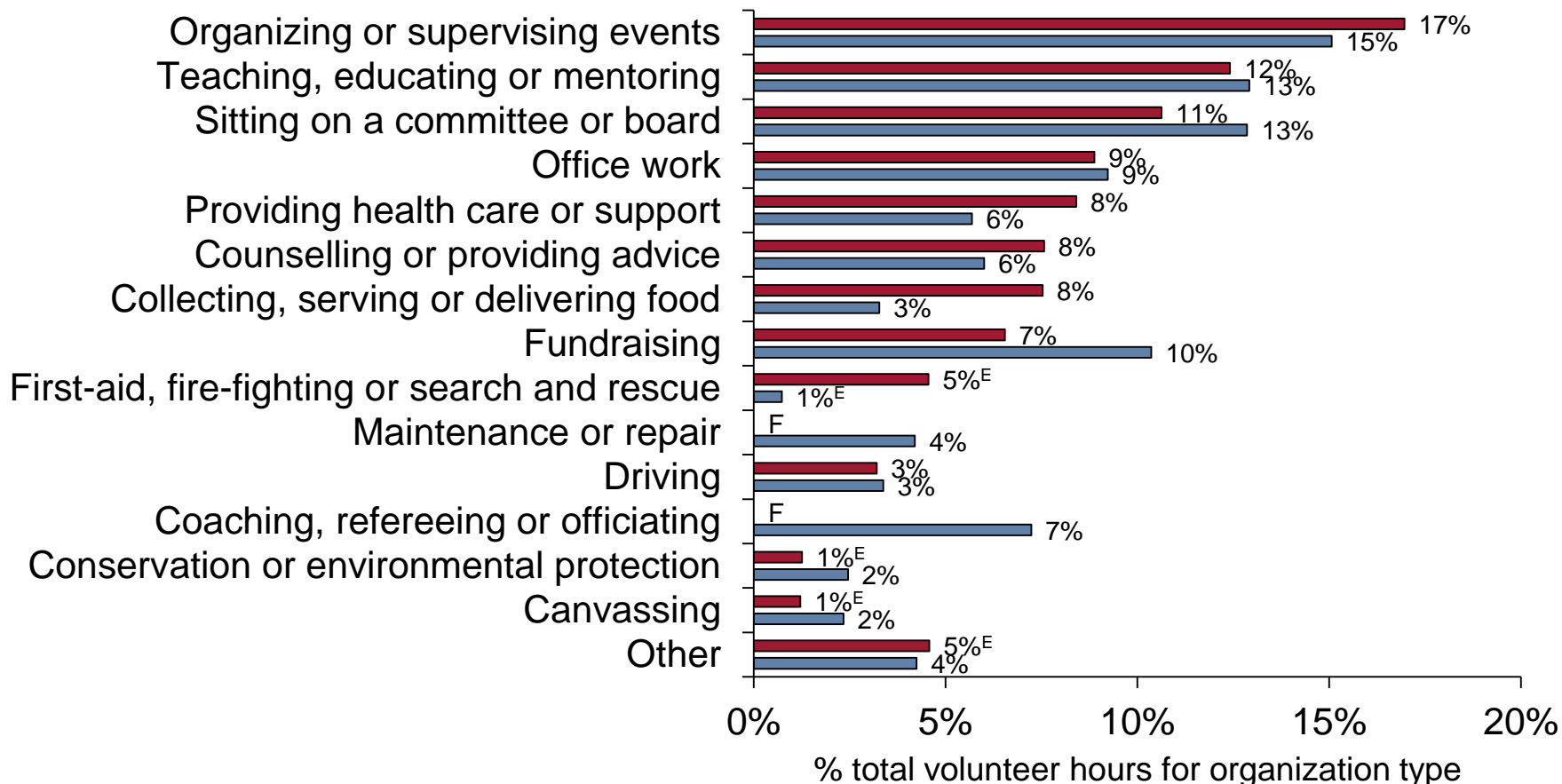
FINDINGS:

- Social Services volunteers most likely to engage in:
 - Organizing or supervising events
 - Fundraising
 - Collecting, serving or delivering food
- Volunteers devote most of their time to:
 - Organizing or supervising events
 - Teaching, educating or mentoring
 - Sitting on a committee or board

Volunteer activities



Volunteer activities



^E Use with caution.

^F Sample size too small to use.

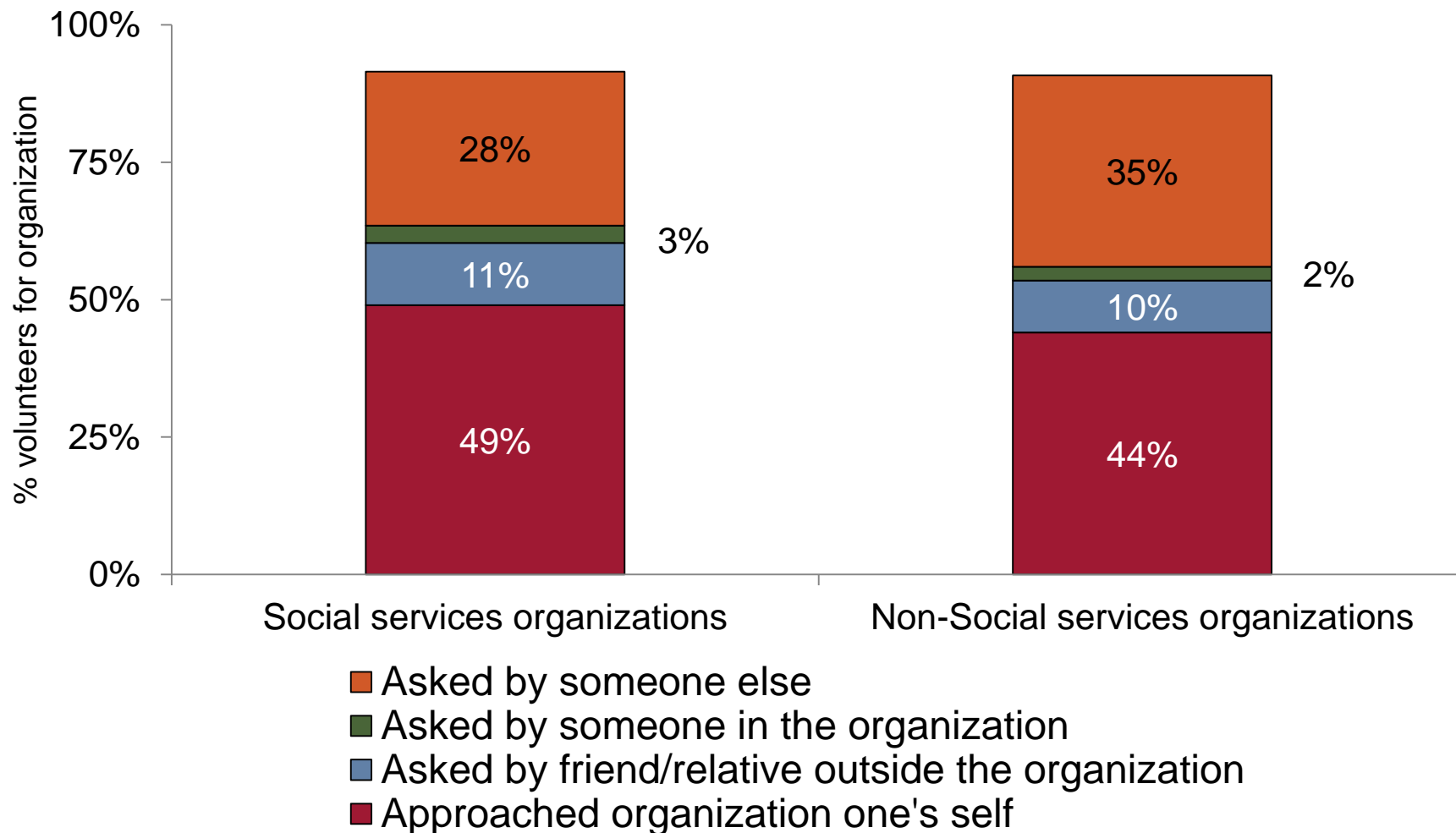
■ Social services organizations ■ Non-Social services organizations

Method of initial involvement

FINDINGS:

- Social Services volunteers are most likely to become involved after approaching the organization on their own initiative
 - More likely than volunteers for other organizations to become involved in this way
 - Less likely to become involved after being asked by someone not already involved with the organization

Method of initial involvement



Mandatory community service

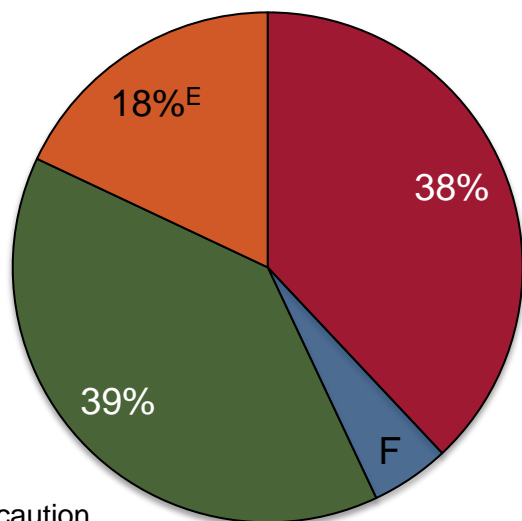
FINDINGS:

- Less than one in ten volunteers for Social Services organizations was required to volunteer for the organization
 - Even split between those who were required to volunteer by their school and those who were required to volunteer by the organization itself

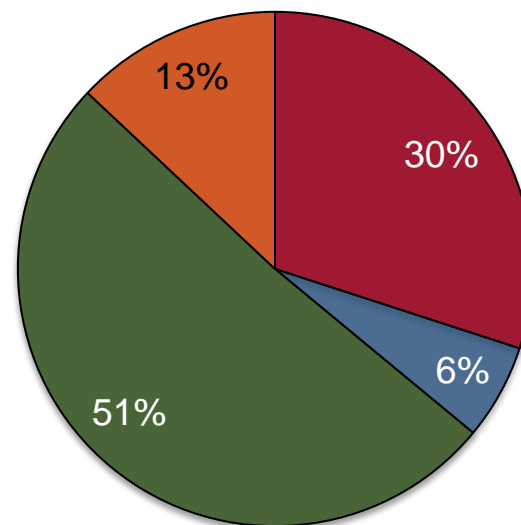
Mandatory community service

- 8% of volunteers for Social Services organizations said they were required to volunteer, compared to 7% of volunteers for other causes

Social Services



Non-Social Services



^E Use with caution.

^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.

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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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