

Giving and Volunteering for Sports & Recreation Organizations: Findings from the 2004 Canada Survey of Giving, Volunteering and Participating

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- Motivations for volunteering
- Barriers to volunteering more
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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 Sports & Recreation Organizations

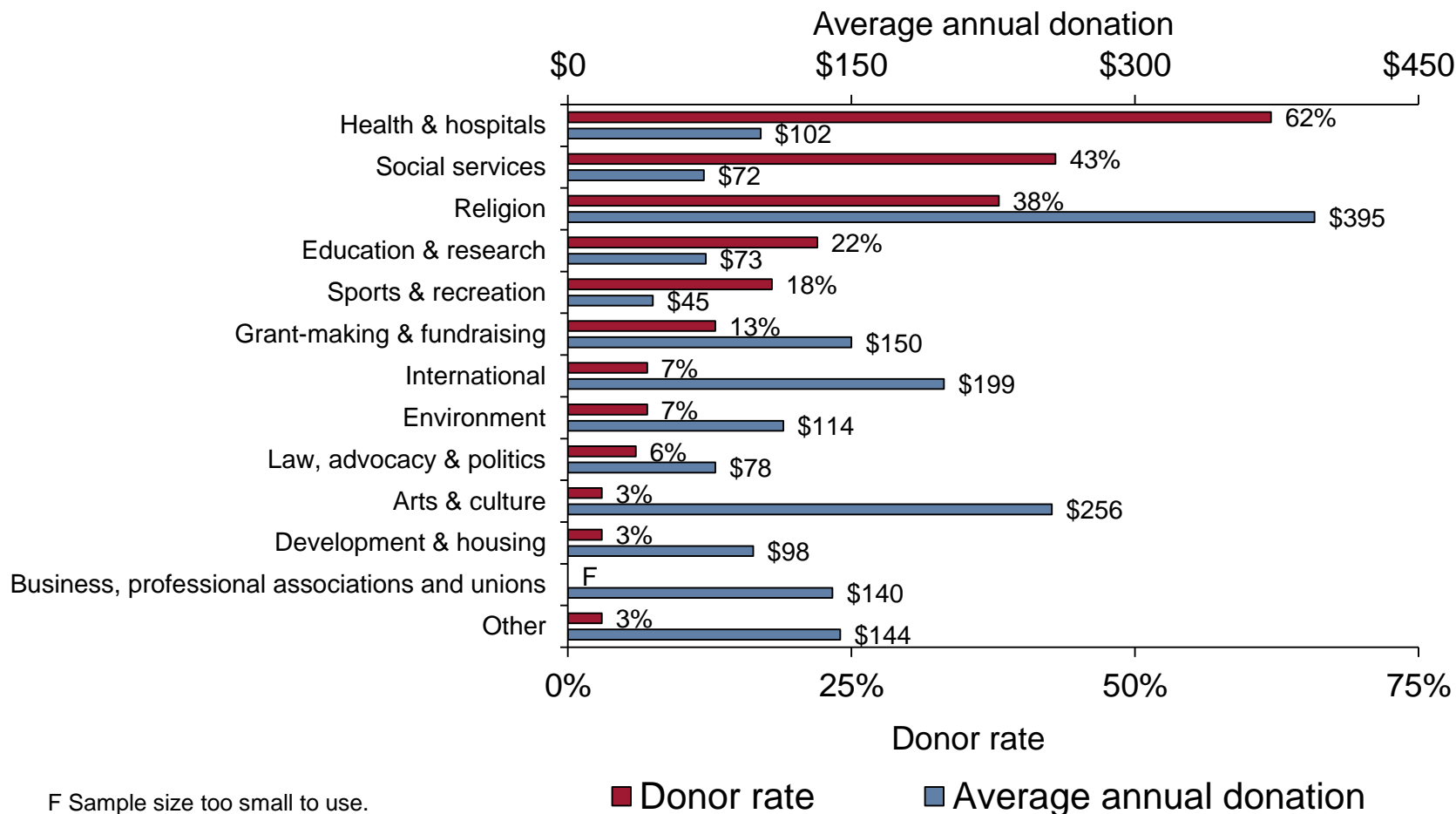
- 18% of Canadians aged 15 and over (4.7 million people) made financial donations to Sports & Recreation organizations
- These donors contributed an average of \$45 each, for a total of \$211 million
 - 2% of the total value of donations made to all organizations

Support for Sports & Recreation organizations

FINDINGS:

- Sports & Recreation organizations have a healthy base of support
- However, they receive the smallest average donation of any organization type

Levels of support by organization type

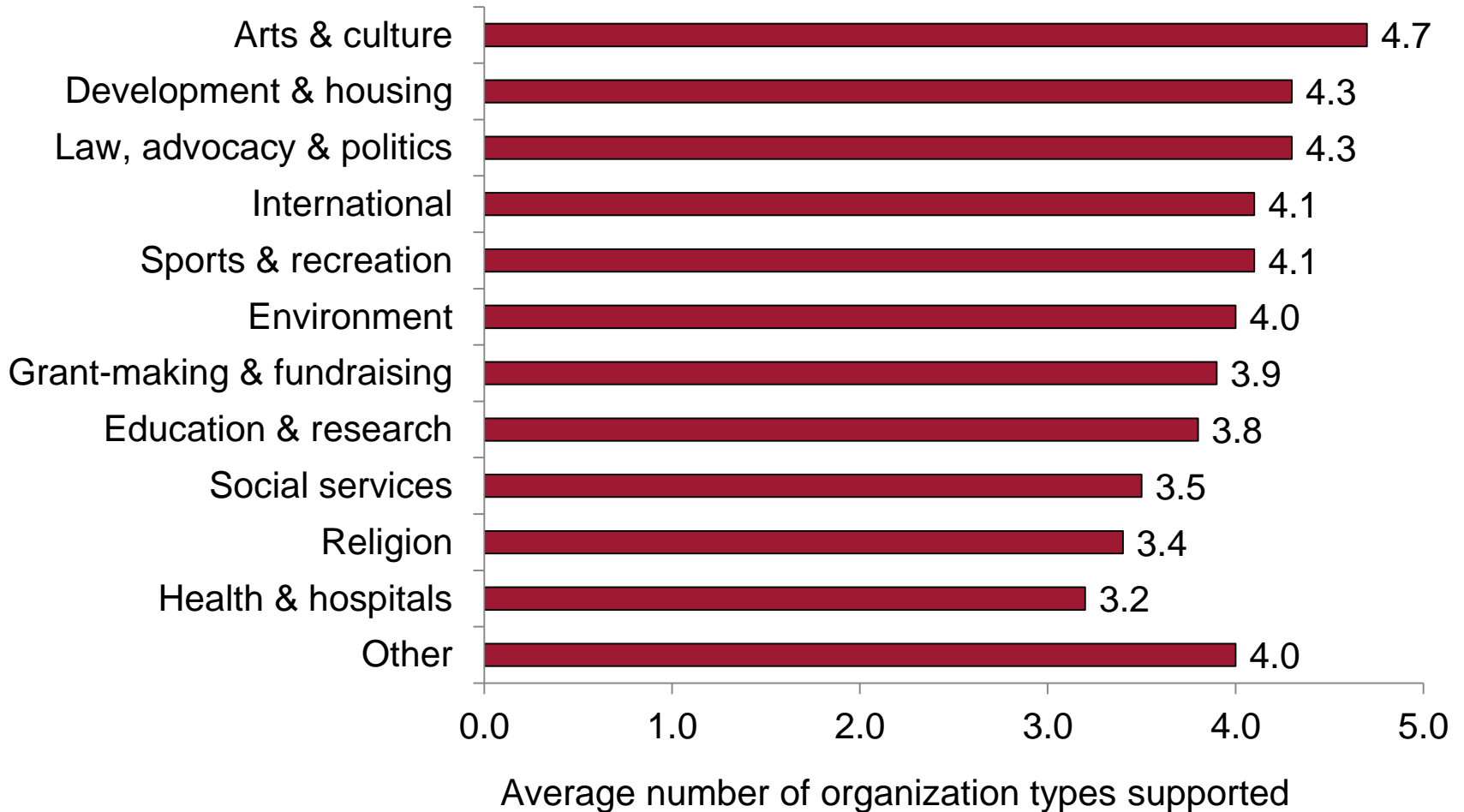


Support for Sports & Recreation organizations

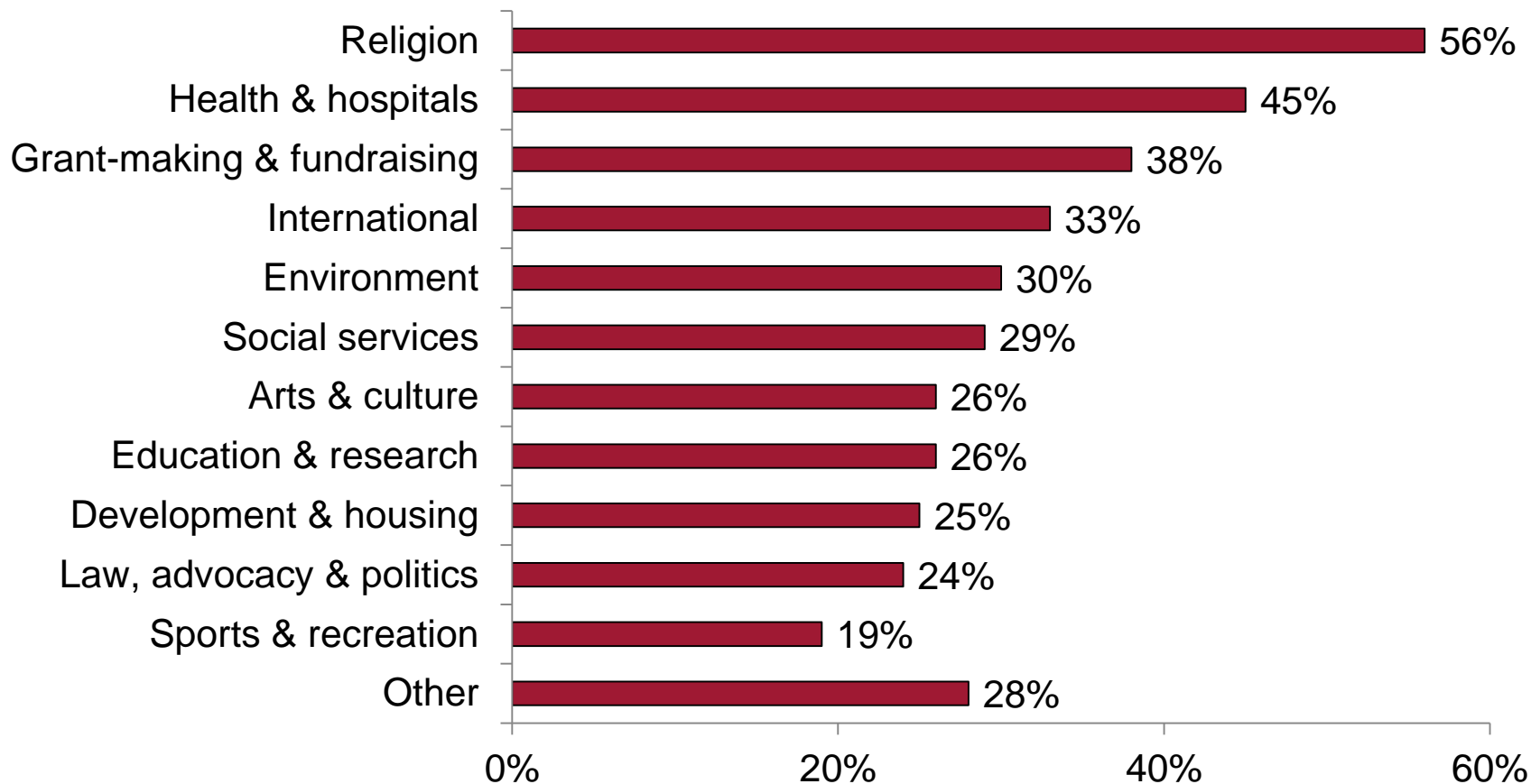
FINDINGS:

- Sports & Recreation donors contribute to a fairly large number of types of organizations or ‘causes’
- Sports & Recreation donors allocate very little of their total donations to Sports and Recreation cause
 - Sports and Recreation donors allocate more support to other causes than donors to any other type of organization

Number of organization types supported



Average level of support



Average percentage of total donations to organization type

Support for Sports & Recreation organizations

IMPLICATIONS:

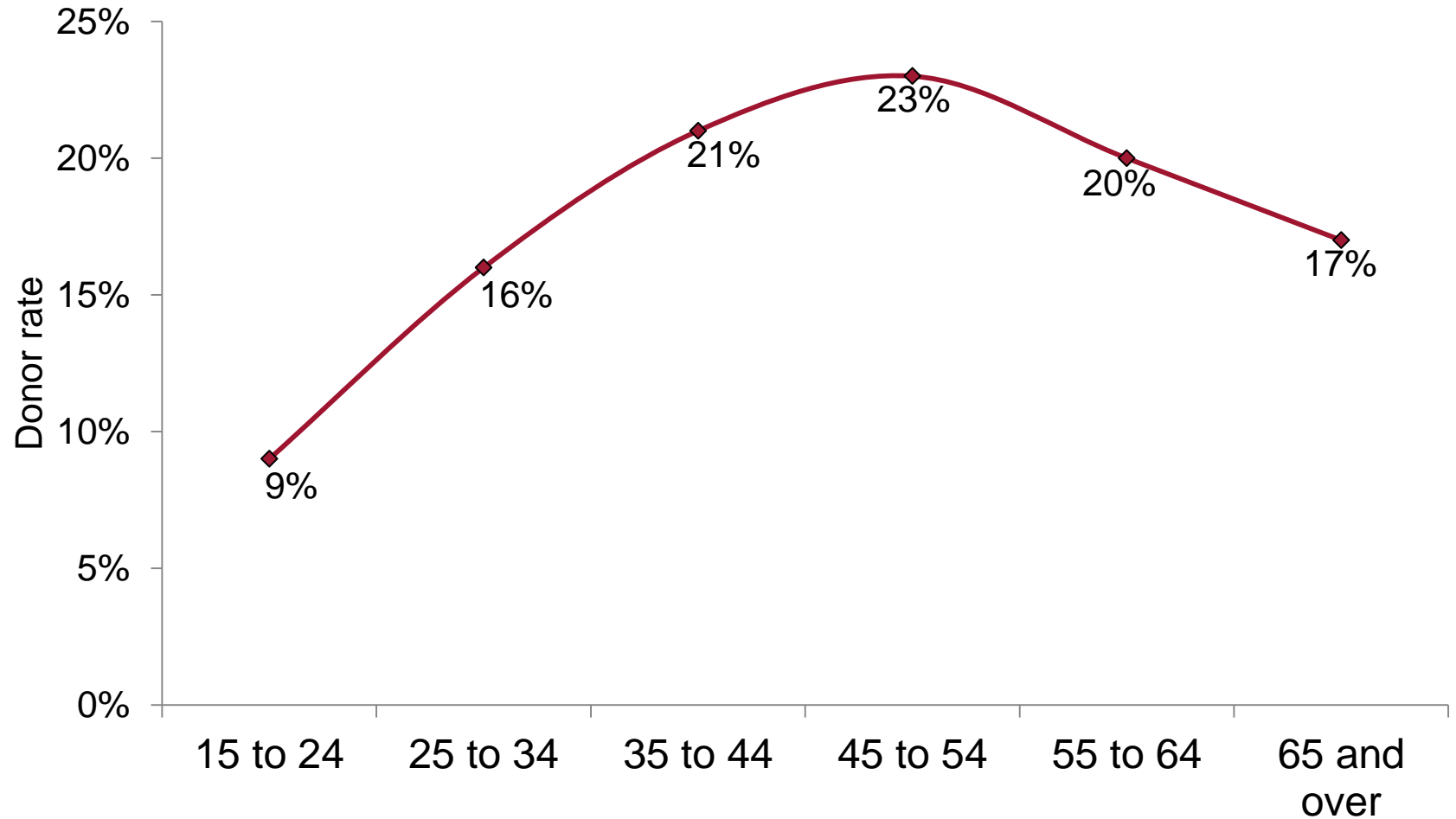
- Sports and Recreation donors not very focused on cause
 - Very low average donations
 - Support many organization types
- Sports and Recreation cause may be lost in sea of other causes that donors tend to focus more attention on

Who gives to Sports & Recreation organizations?

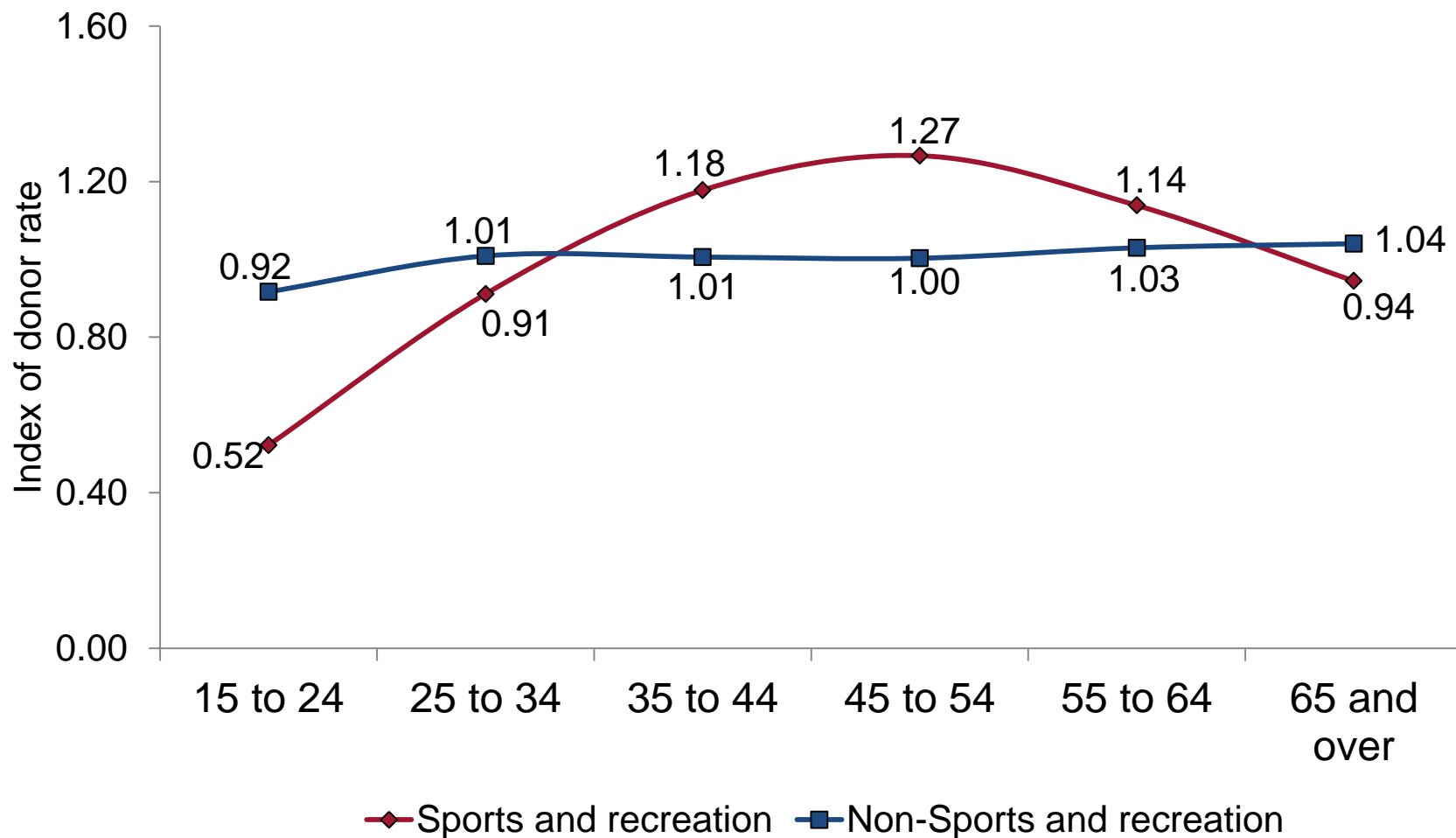
FINDINGS:

- The likelihood of giving to Sports and Recreation organizations increases with:
 - Education, particularly among those with post-secondary or more
 - Household income, particularly \$60,000 or more annually
- Those more likely to donate include those who are:
 - 45 to 54
 - Married or in a common-law relationship
 - Employed

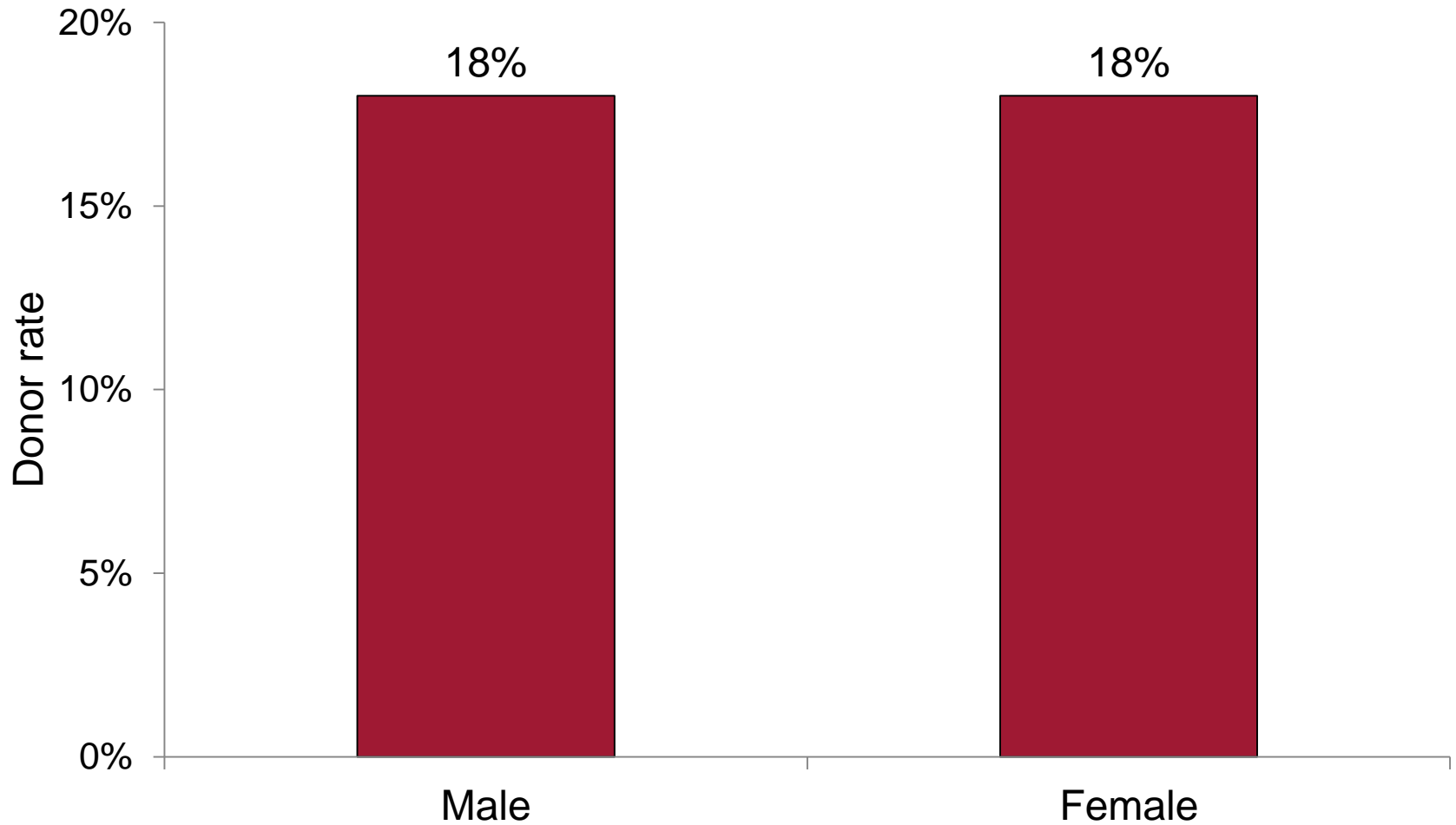
Characteristics of donors: Age



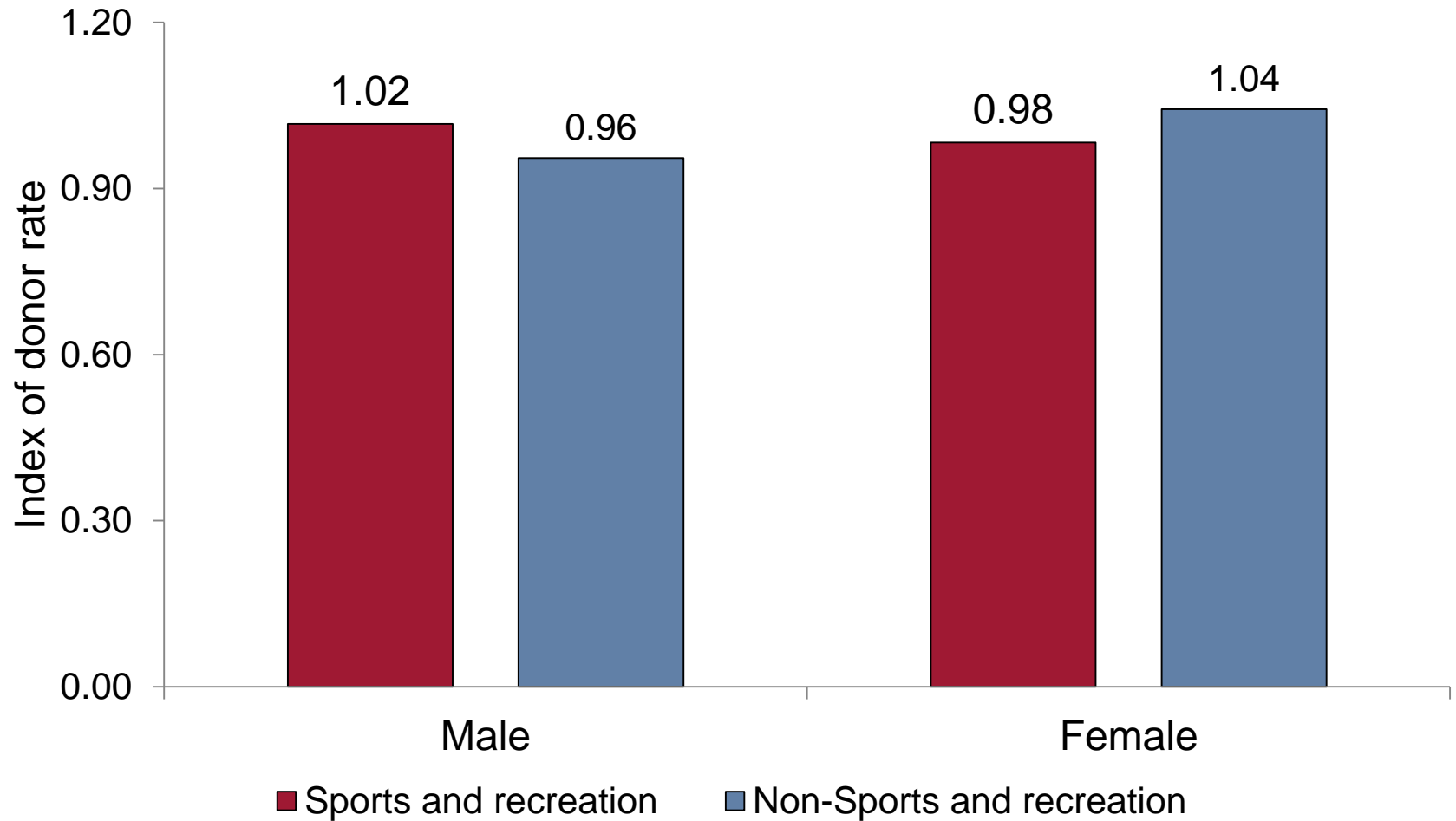
Characteristics of donors: Age



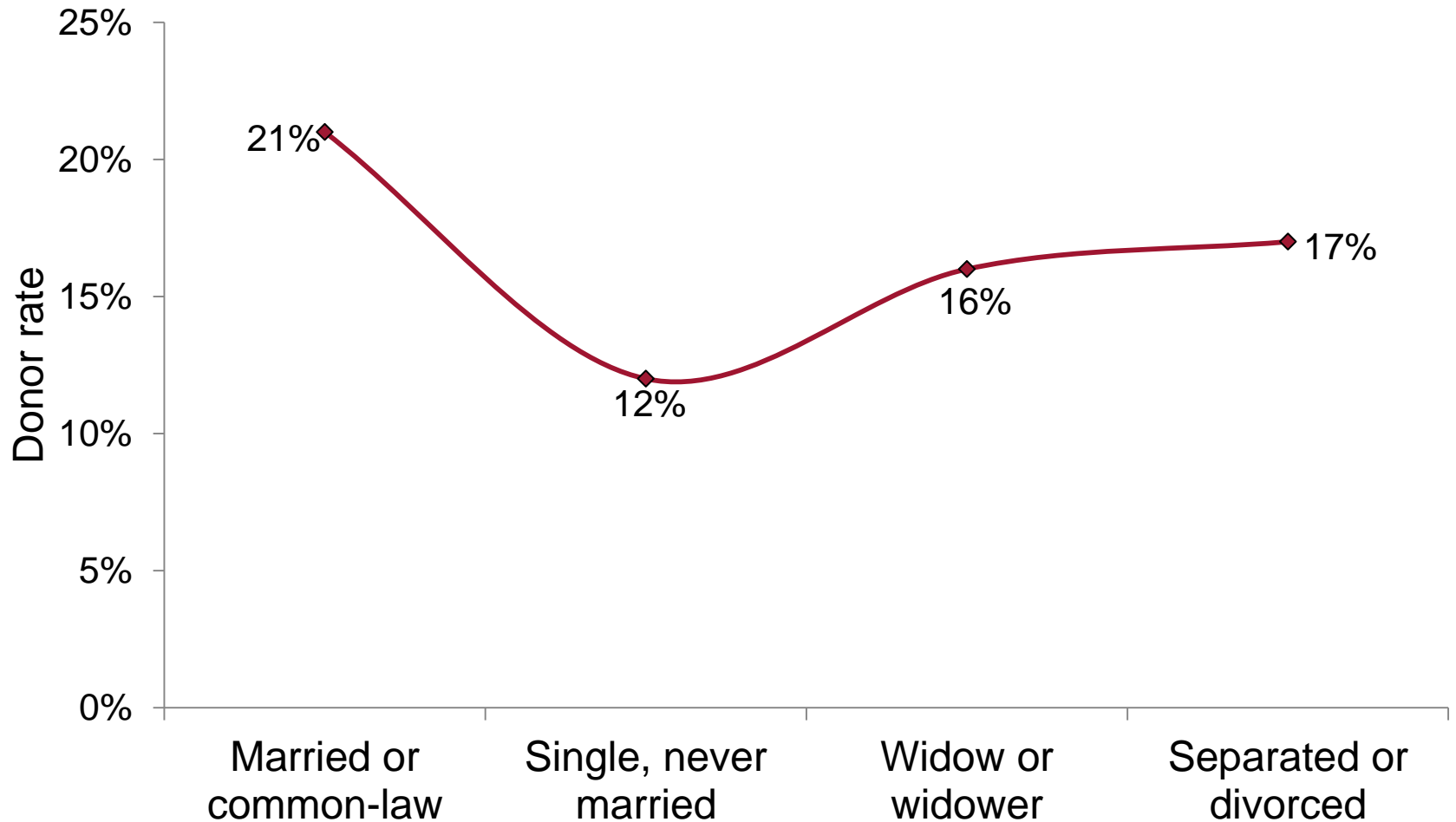
Characteristics of donors: Sex



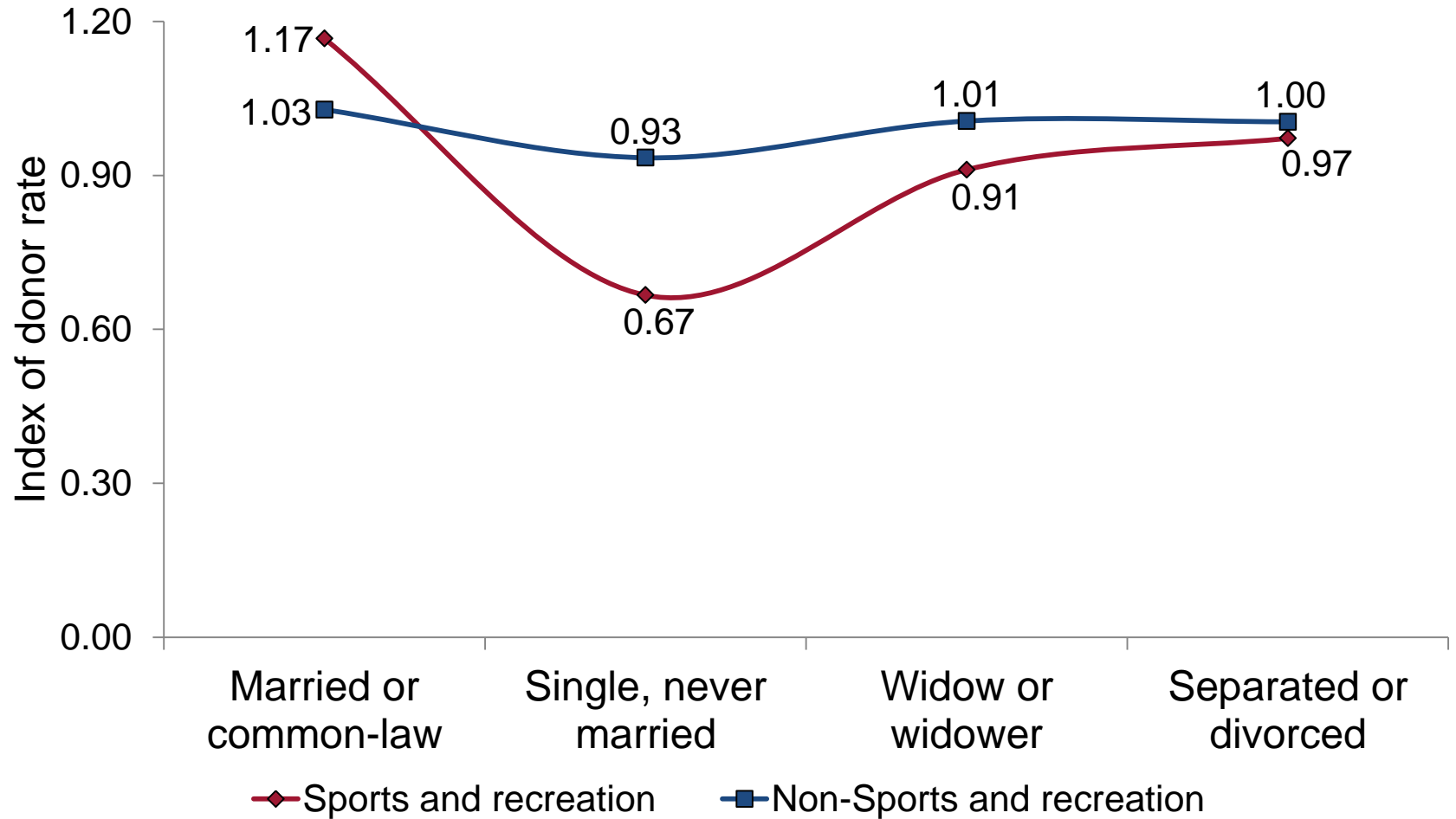
Characteristics of donors: Sex



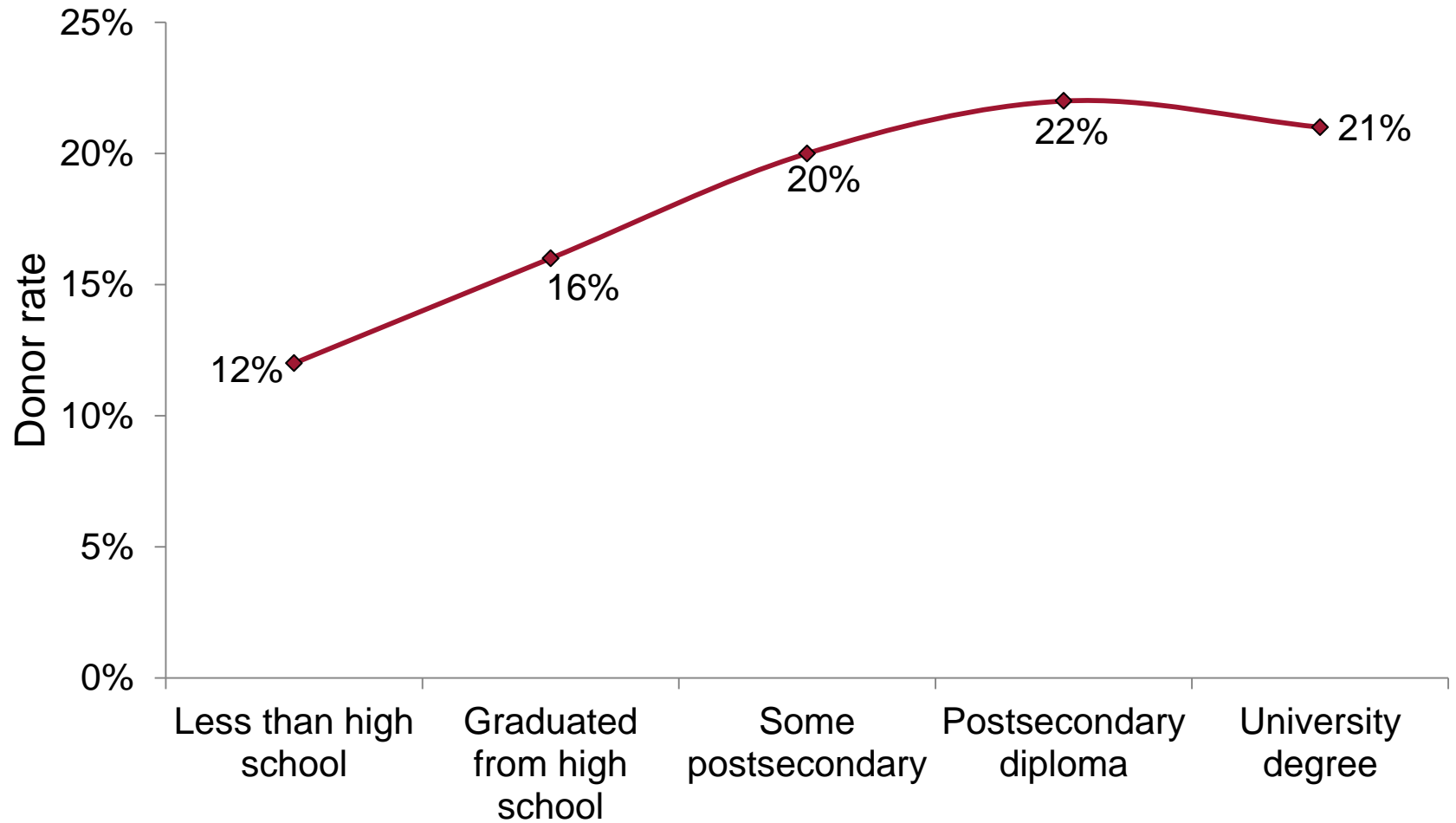
Characteristics of donors: Marital status



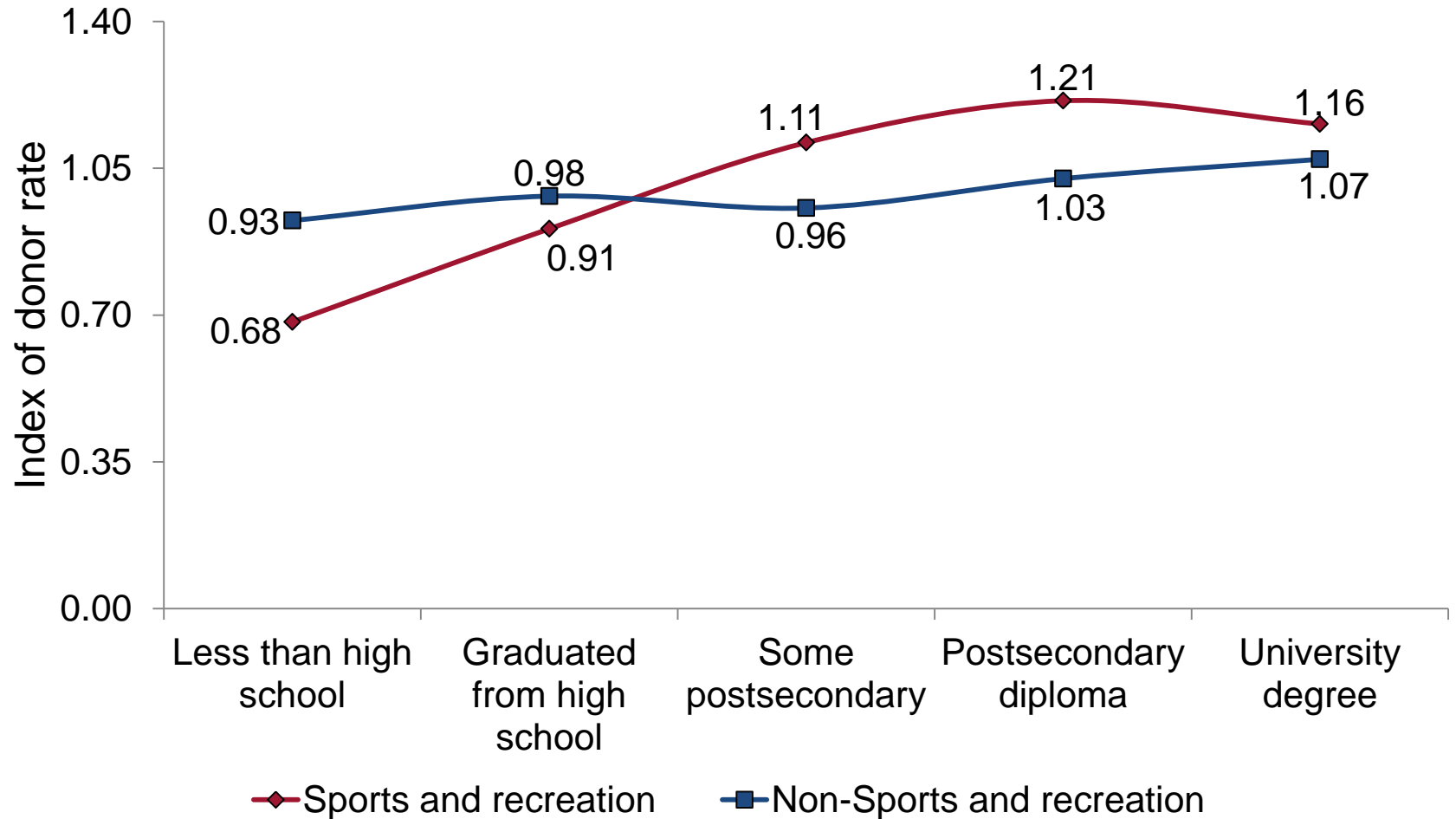
Characteristics of donors: Marital status



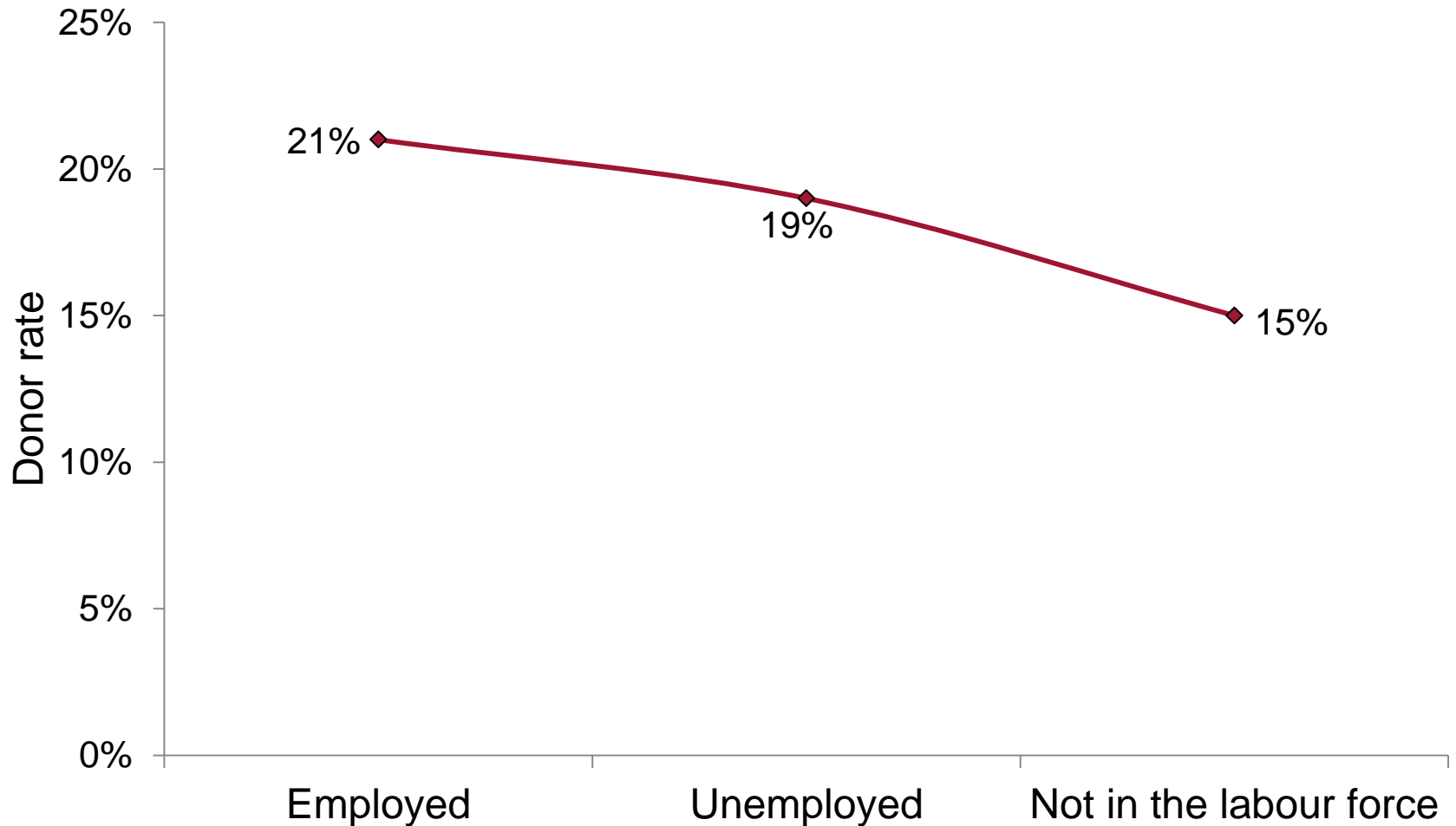
Characteristics of donors: Education



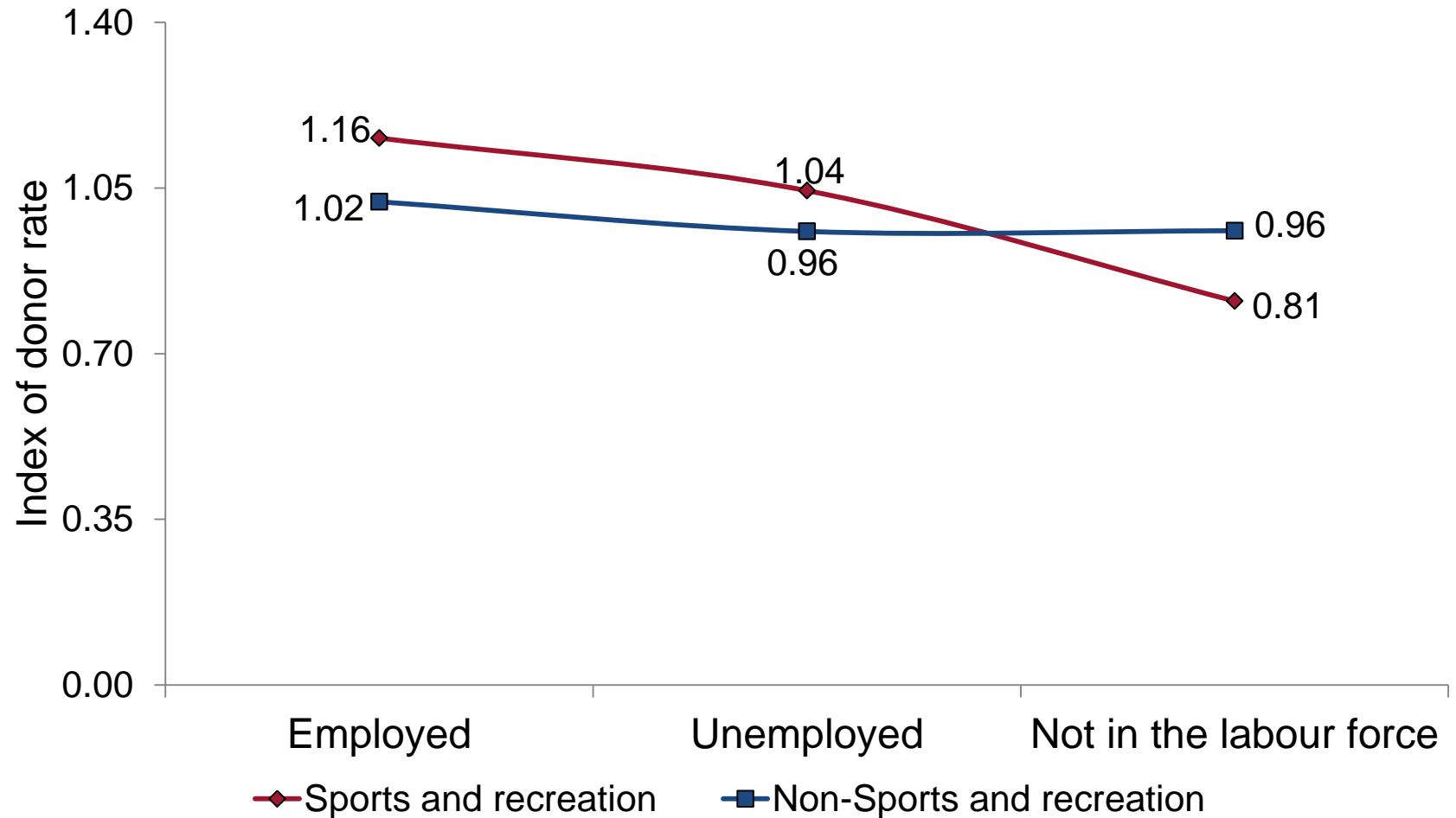
Characteristics of donors: Education



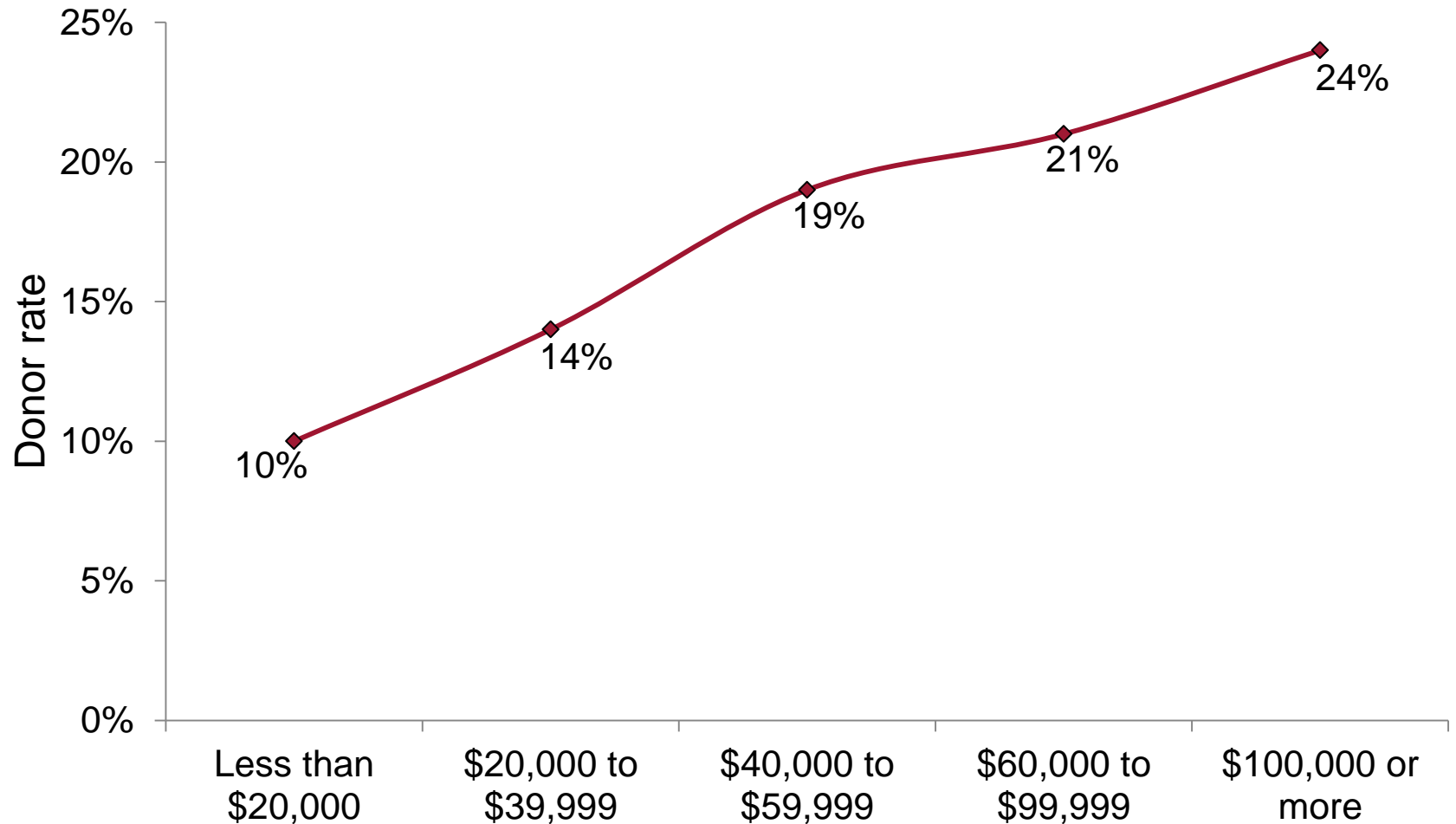
Characteristics of donors: Labour force status



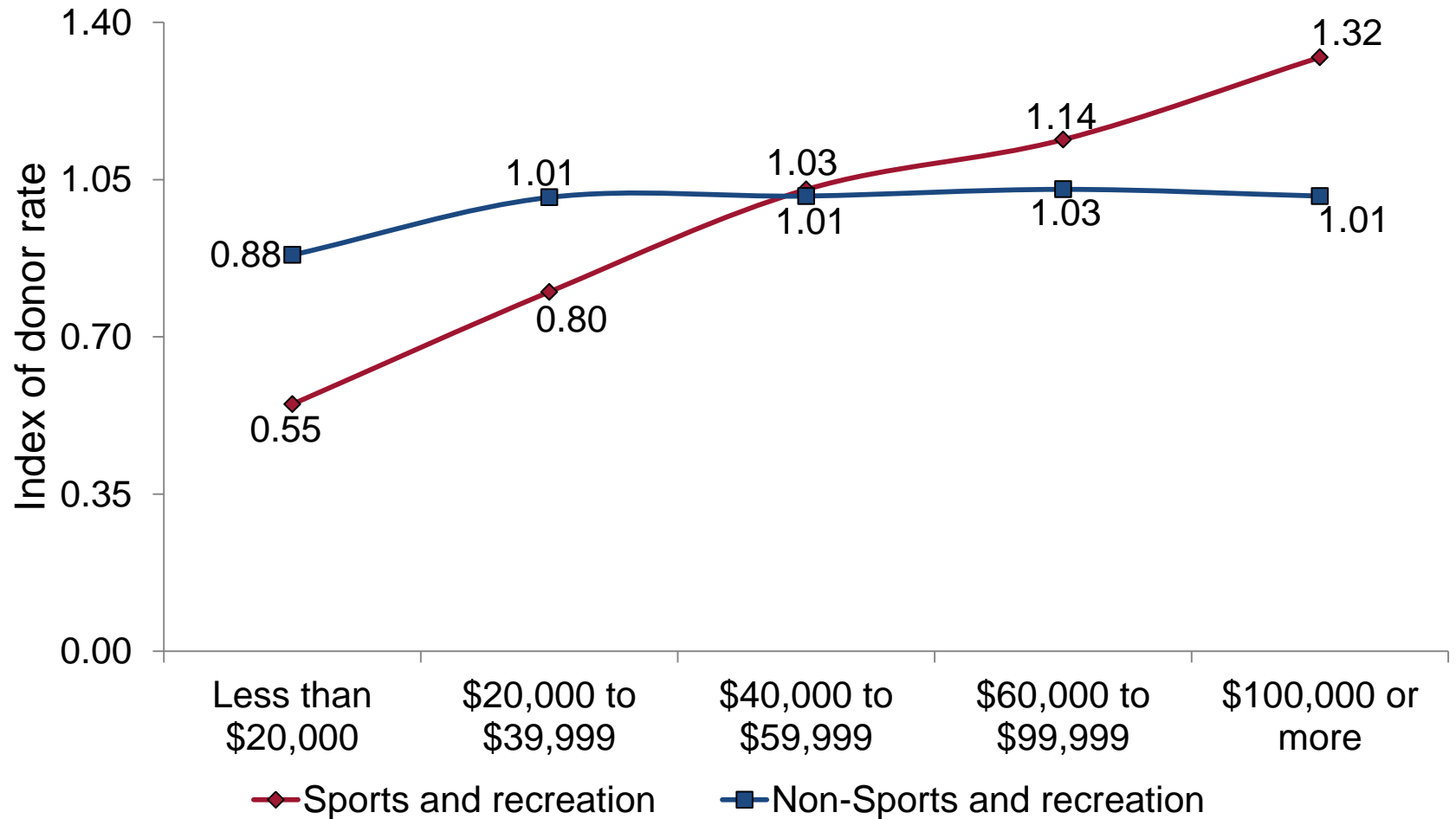
Characteristics of donors: Labour force status



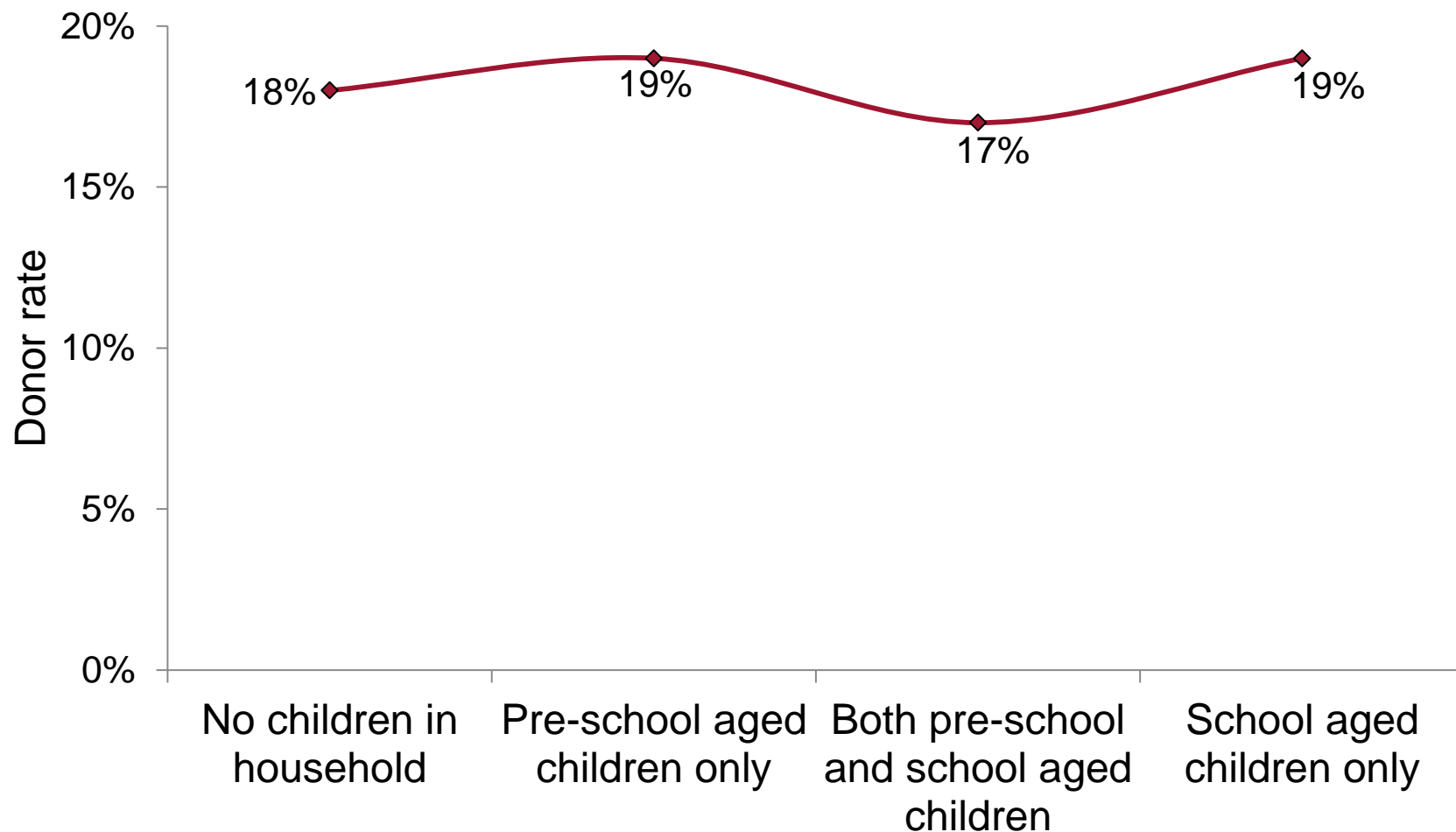
Characteristics of donors: Household income



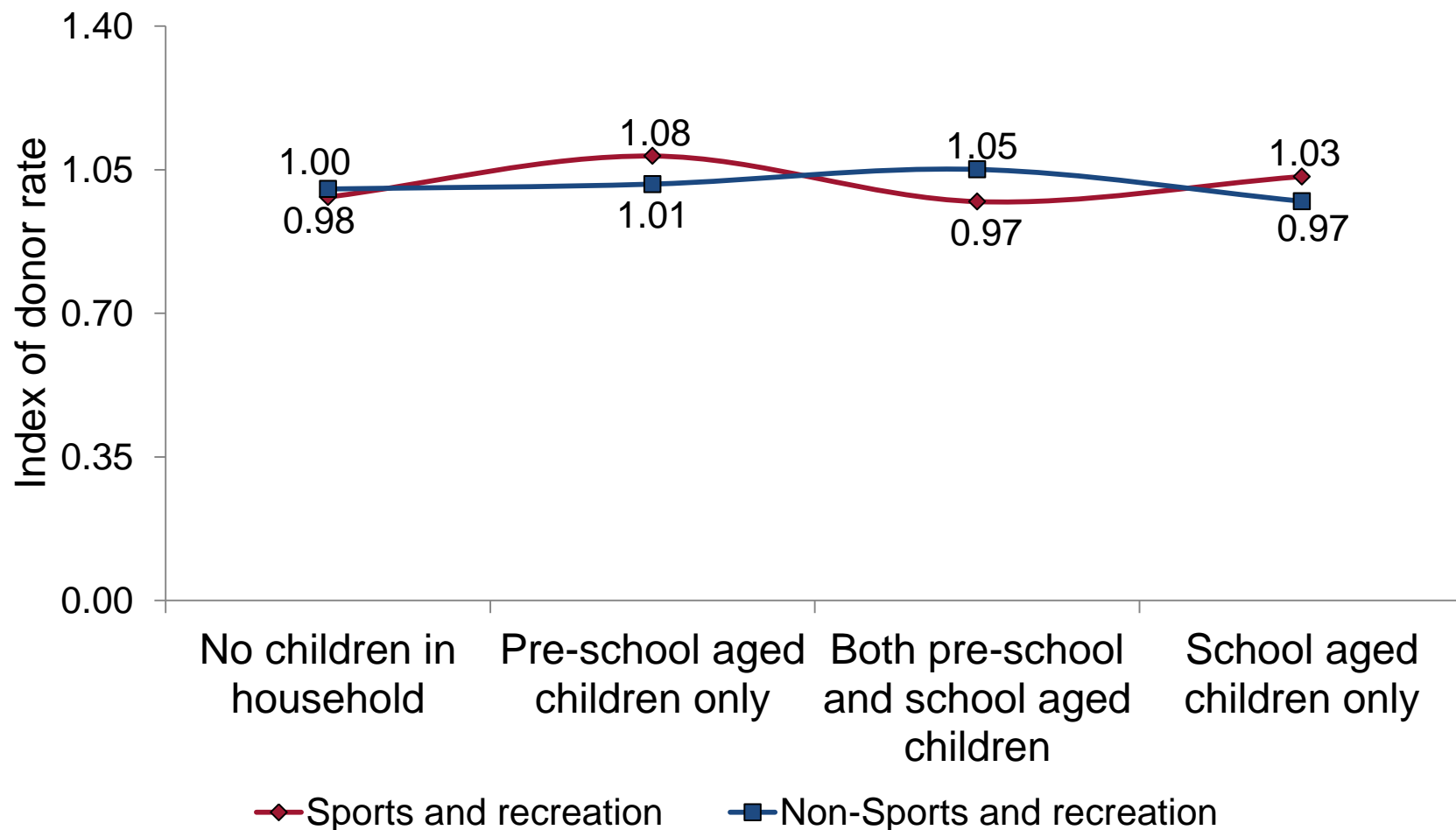
Characteristics of donors: Household income



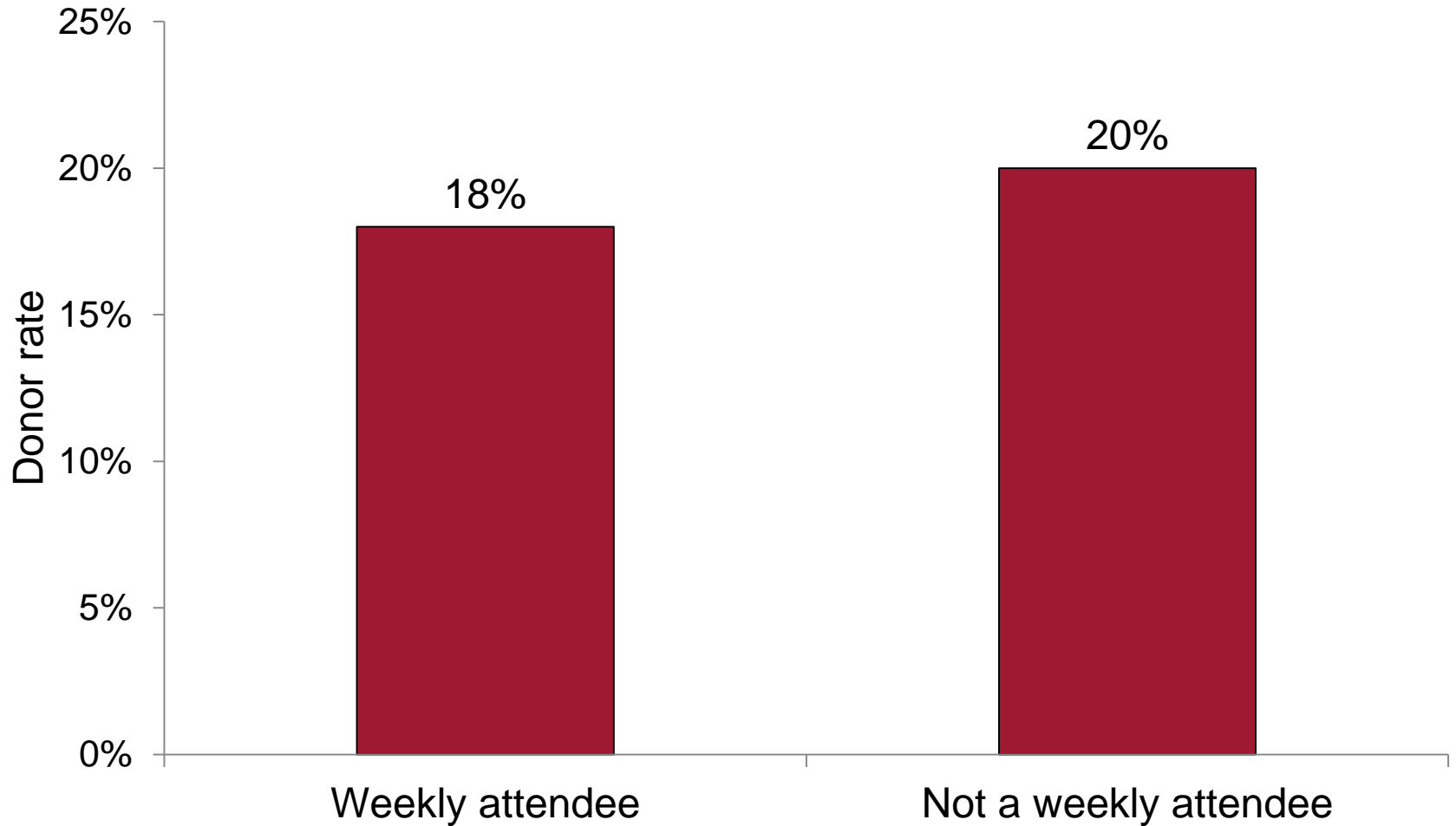
Characteristics of donors: Presence of children



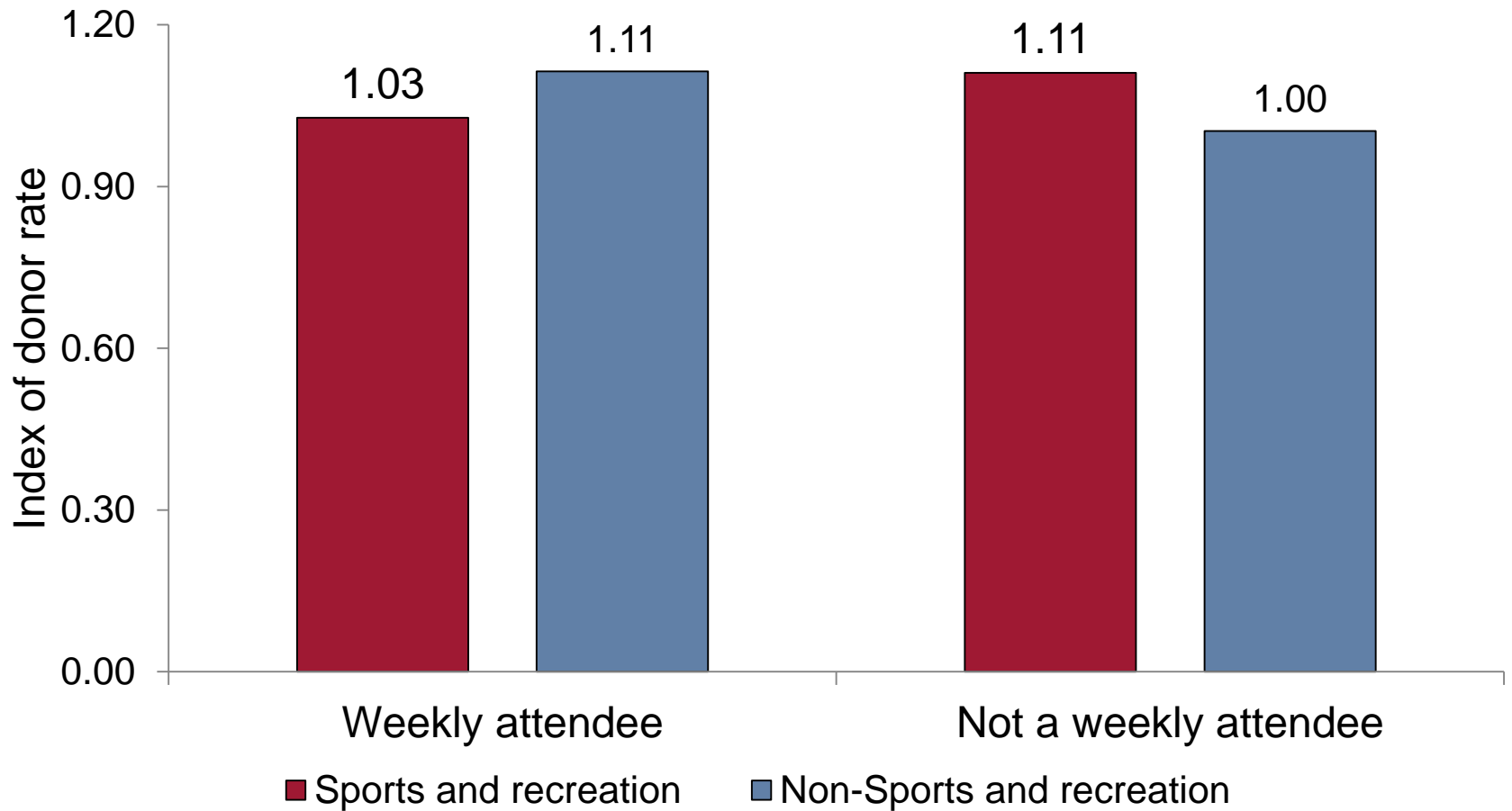
Characteristics of donors: Presence of children



Characteristics of donors: Religious attendance



Characteristics of donors: Religious attendance

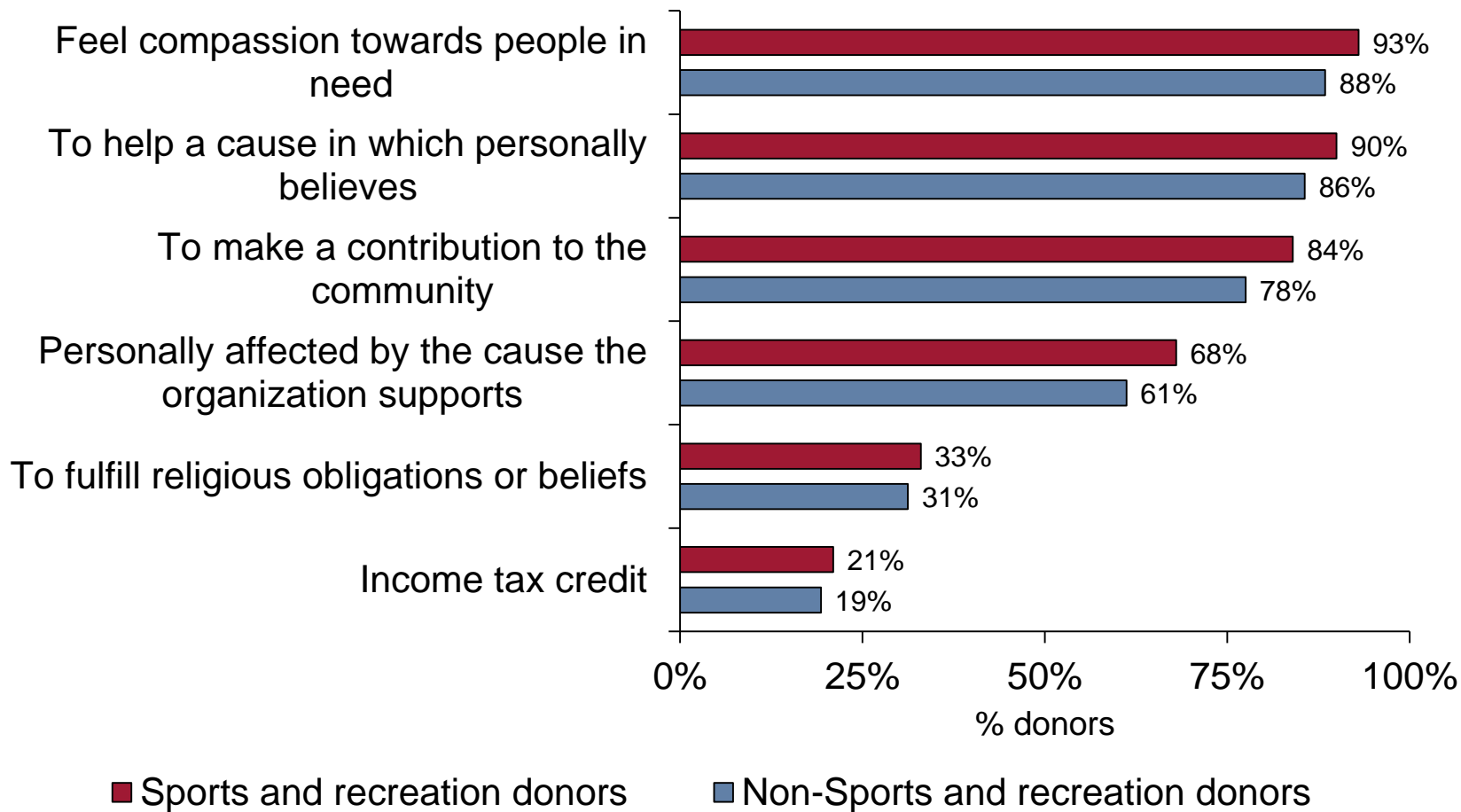


Motivations for giving

FINDINGS:

- Sports and Recreation 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
- Somewhat more likely than donors to other causes to report most motivations, particularly:
 - Being personally affected by the cause the organization supports
 - Wanting to make a contribution to the community

Motivations for giving

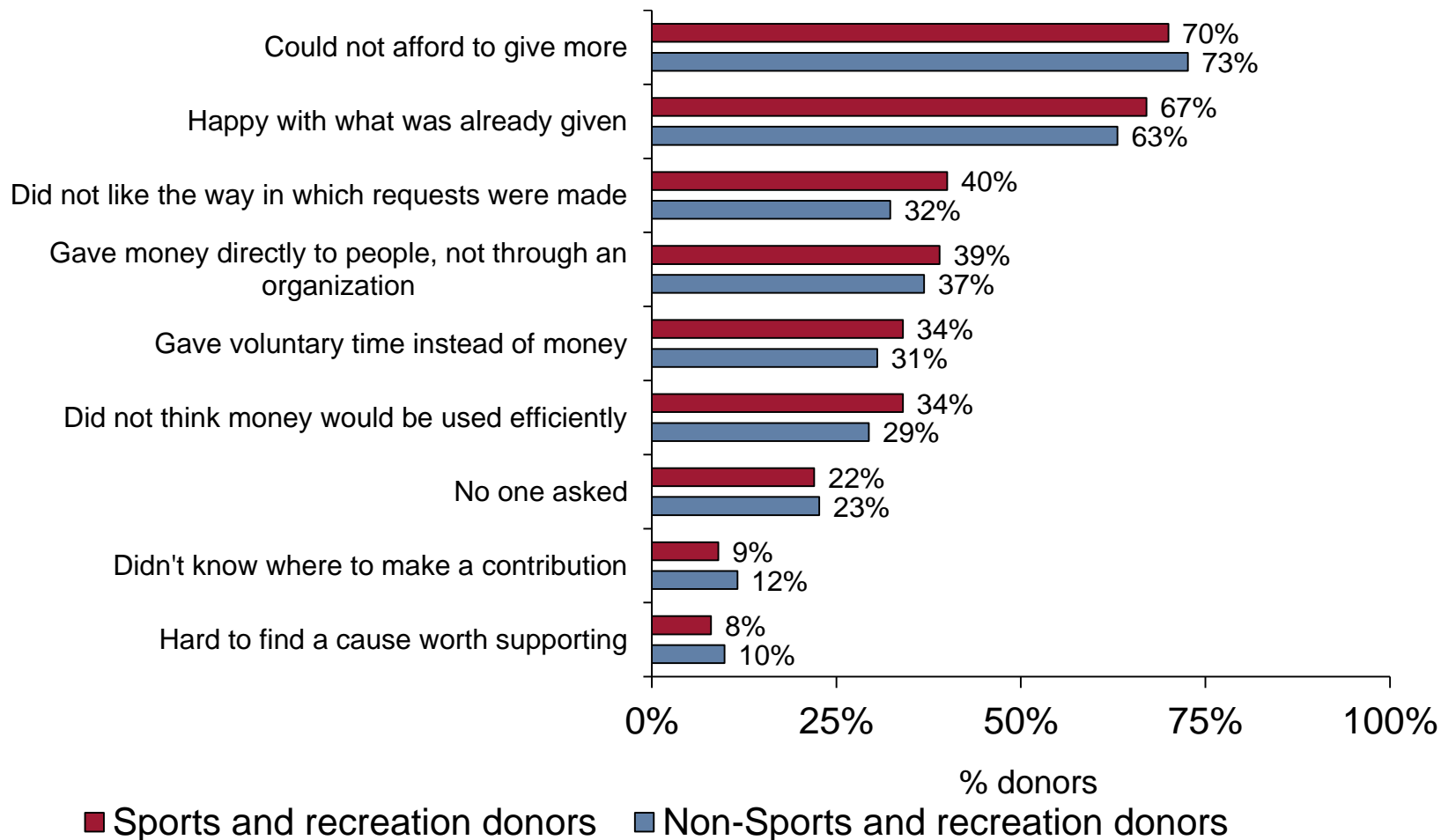


Barriers to giving more

FINDINGS:

- Sports & Recreation donors somewhat more likely to not to like how requests were made and to think their donations would not be used effectively

Barriers to giving more



Motivations and barriers to giving

IMPLICATIONS:

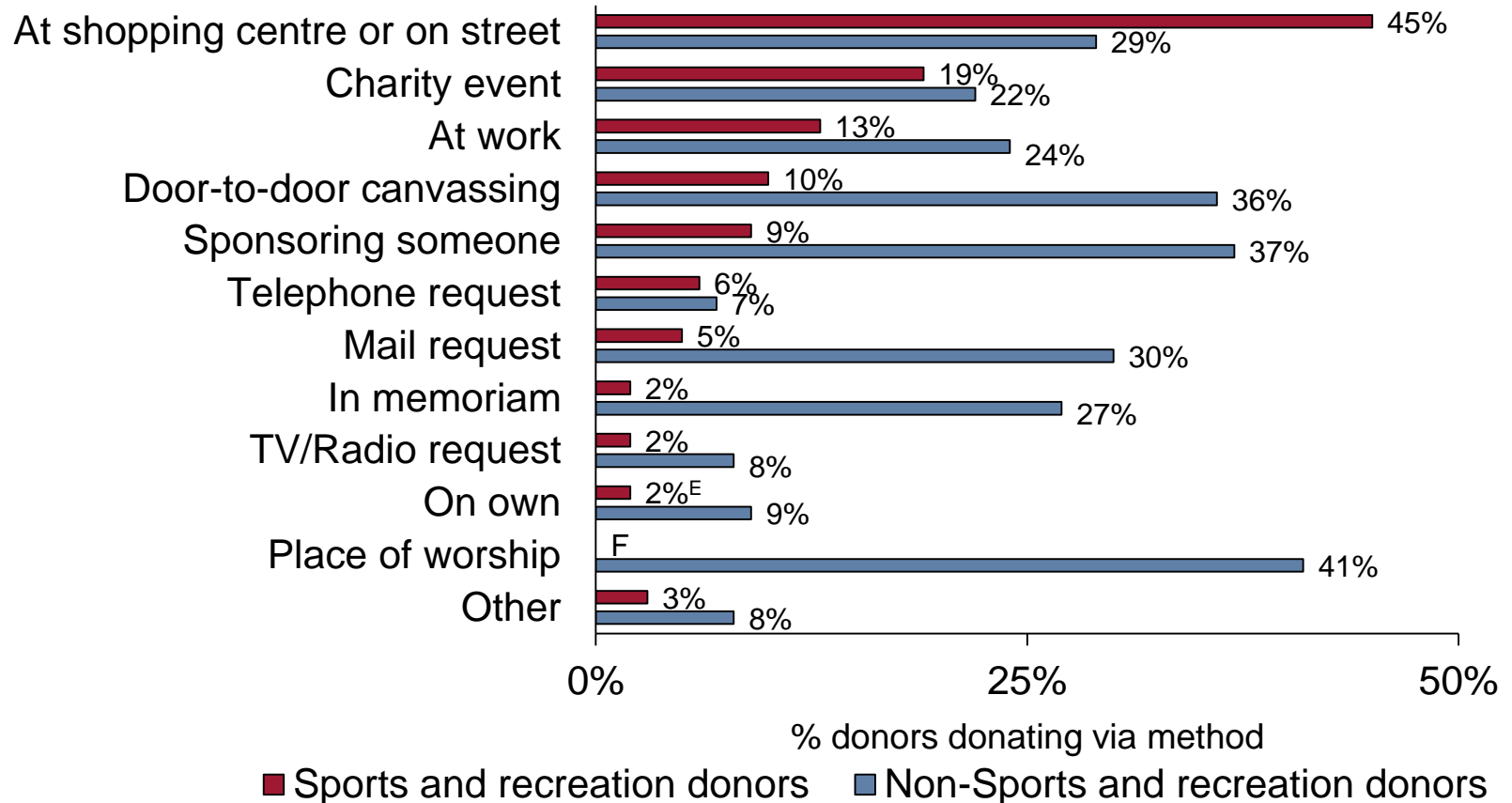
- Sports and Recreation donors
 - Most likely to cite cost as barrier to donating more
 - Two thirds happy with what have already given
- Compared to other donors more likely to report many barriers, particularly:
 - Not liking how requests were made
 - Thinking money donated would not be used effectively
- High negatives may reflect the many donations they make
 - Competition from other causes

Methods of donation

FINDINGS:

- Sports & Recreation donors most likely to donate via:
 - Solicitations in a public place
 - Paying to attend a charity event
 - Their place of work
- Largest portion of total donation value via paying to attend a charity event

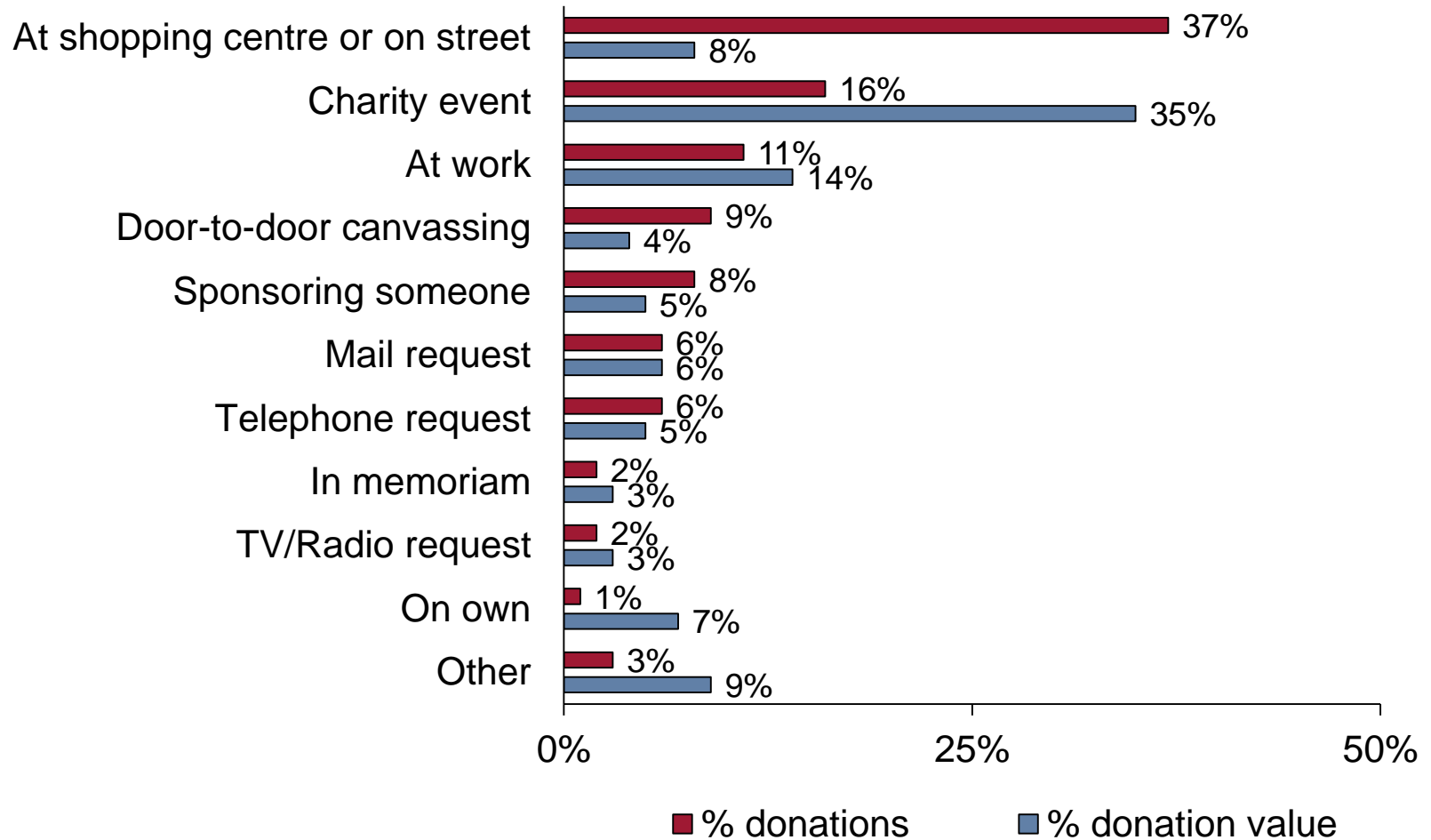
Methods of donation to Sports & Recreation organizations



^E Use with caution.

^F Sample size too small to use.

Methods of donation to Sports & Recreation organizations



Methods of donation

IMPLICATIONS:

- Dependent on a few key methods of donation for over half of total donations
 - Efficient but potentially vulnerable
- Most common method of donation has relatively low yield
 - However, these methods can establish and maintain contact and may ultimately pay off in donations via other methods

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 Sports & Recreation organizations

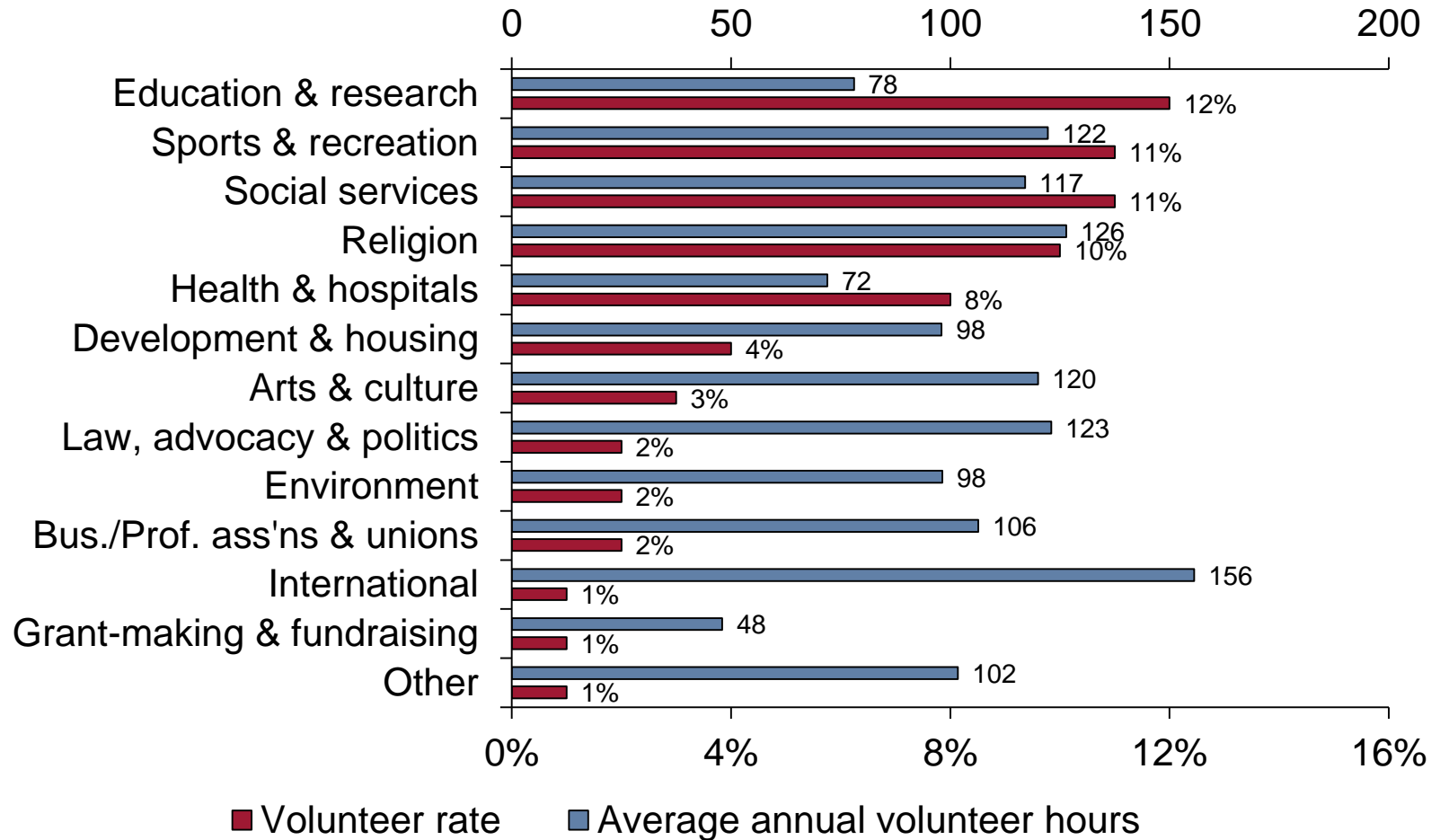
- 11% of Canadians (2.9 million people) volunteered for Sports & Recreation organizations
- These volunteers each contributed an average of 122 hours, for a total of 360 million hours
 - 18% of total volunteer hours contributed to all organizations

Support for Sports & Recreation organizations

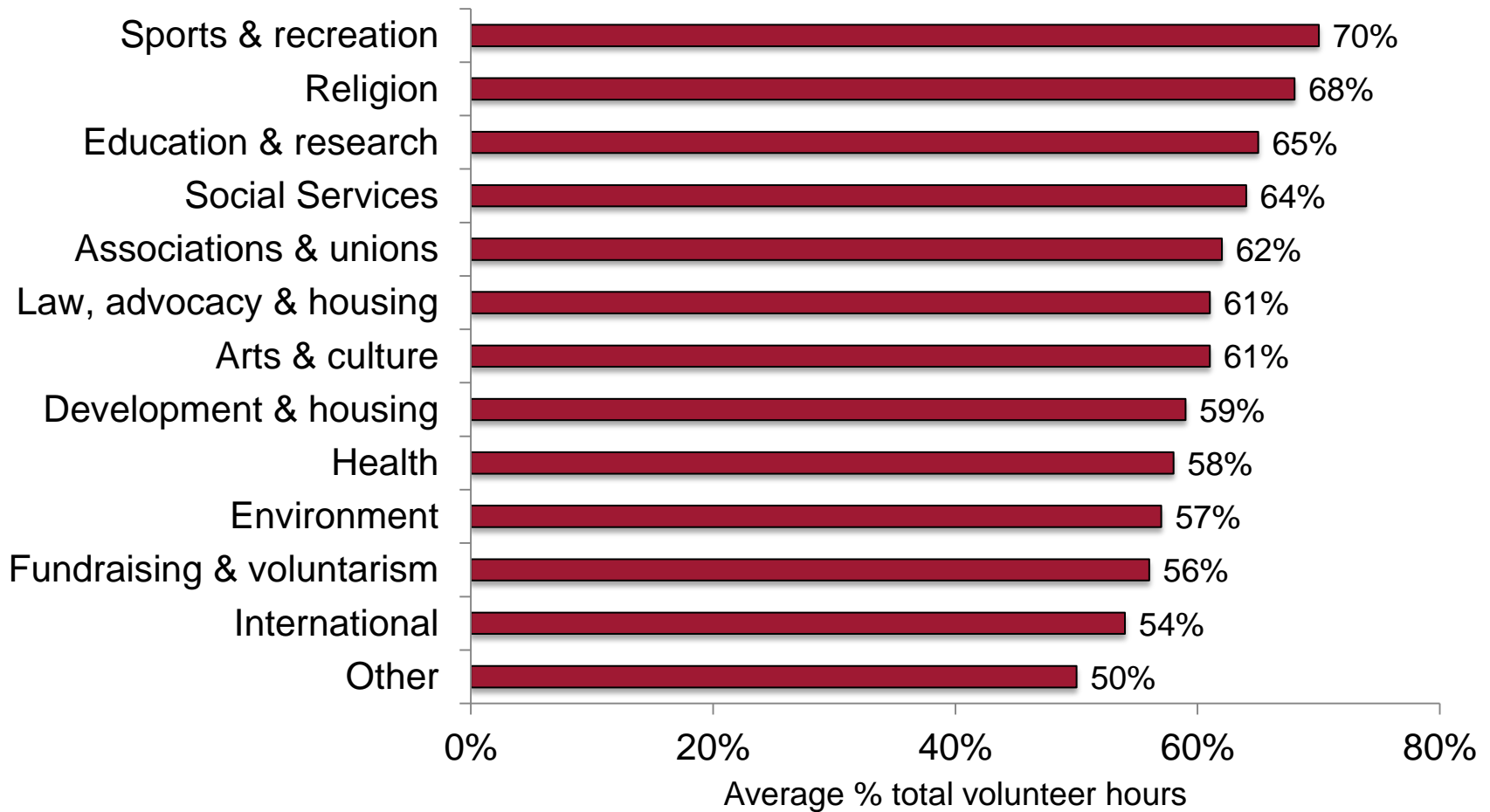
FINDINGS:

- Sport & Recreation organizations have broad base of support – tied for second in terms of number of Canadians volunteering
- Volunteers tend to contribute large number of hours, on average
- Receive largest percentage of total hours from volunteers of any organization type

Levels of support by organization type



Average level of support



Support for Sports & Recreation organizations

IMPLICATION:

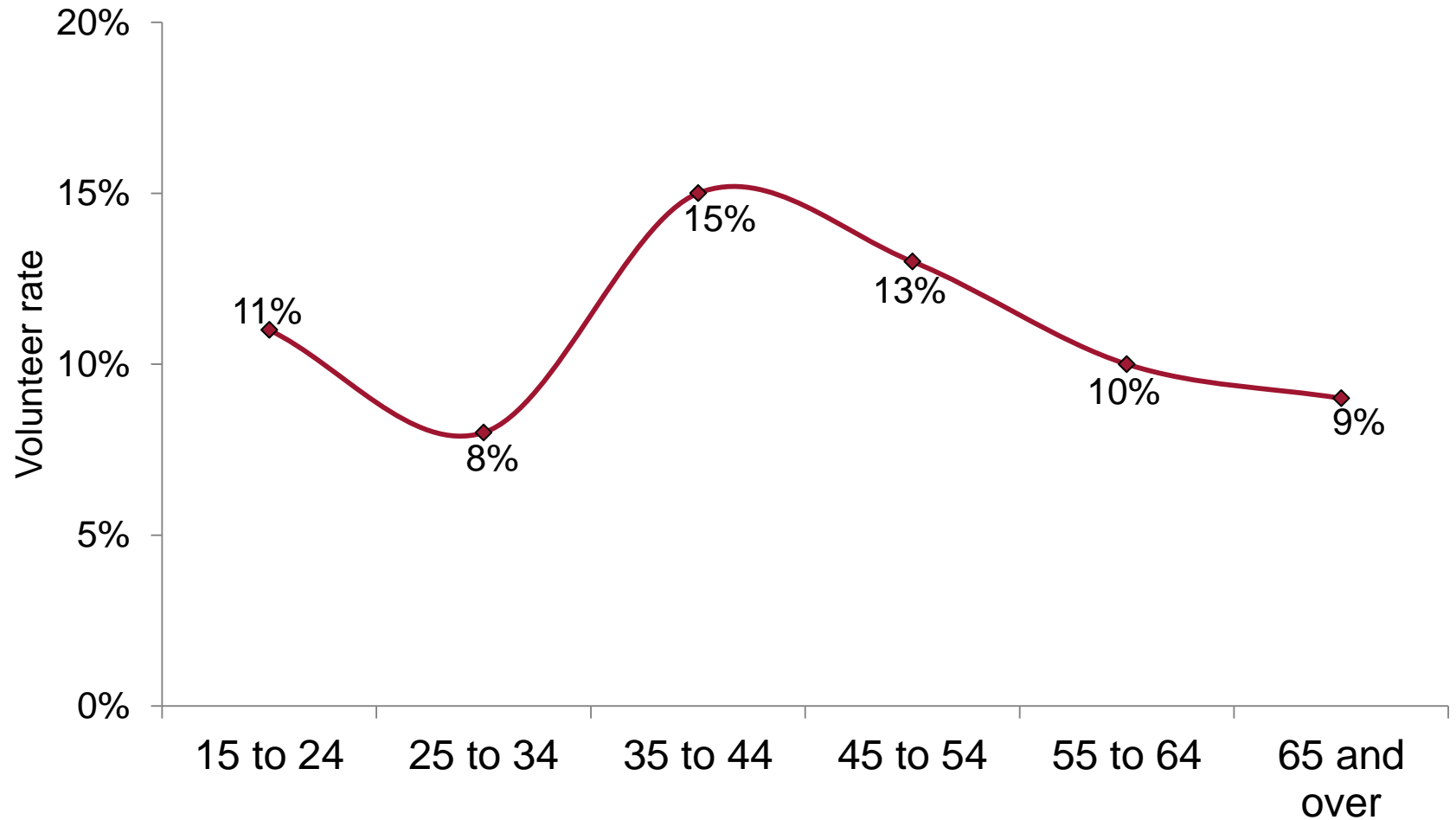
- Sports & Recreation volunteers are relatively widespread and they tend to focus their volunteer activities mainly on Sports & Recreation organizations
- Sports & Recreation organizations may have less of a challenge from competing causes

Who volunteers for Sports & Recreation organizations?

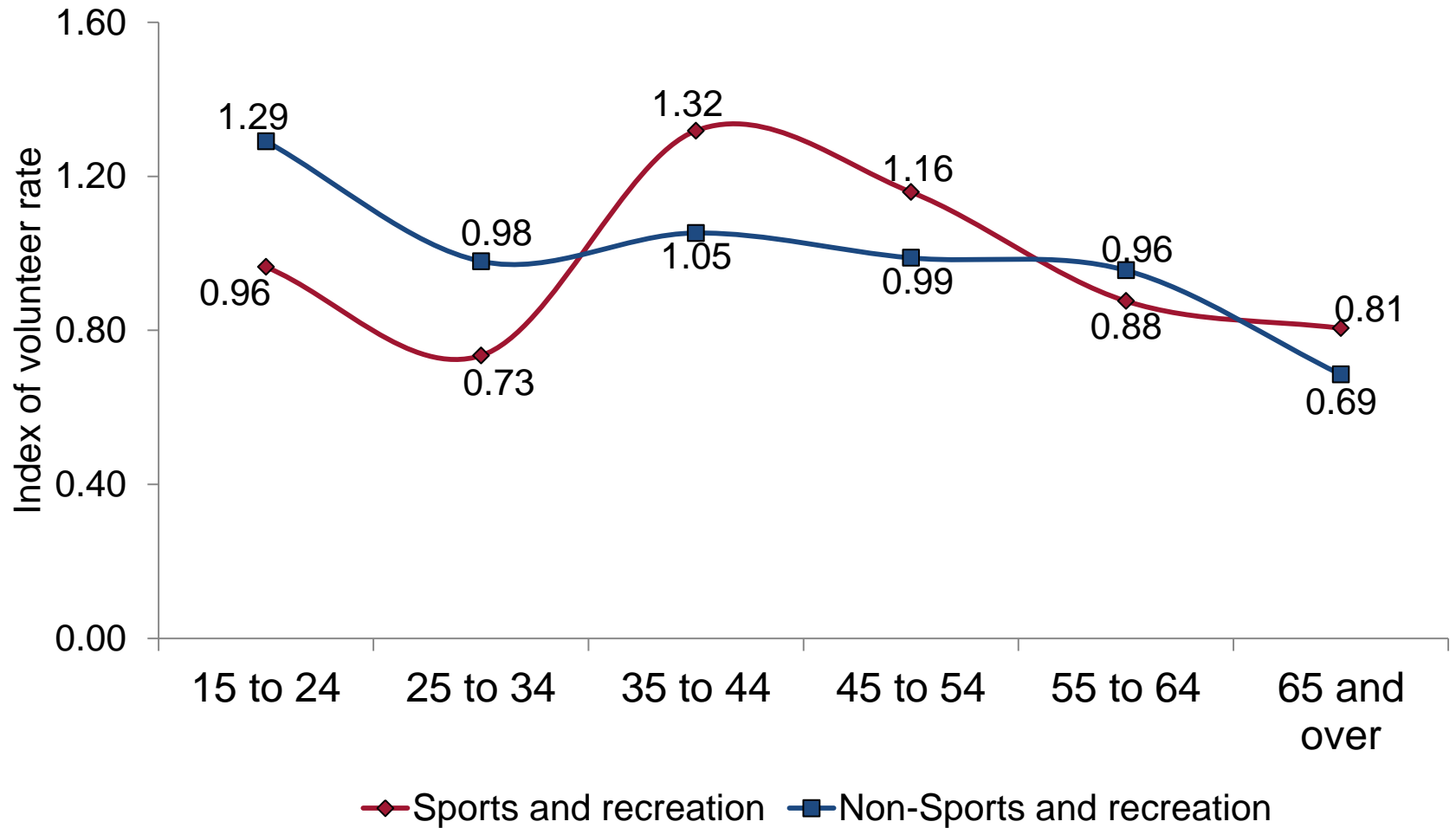
FINDINGS:

- Likelihood of volunteering for Sports and Recreation organizations increases with:
 - Household income
- Likelihood of volunteering also high among those who are:
 - Aged 35 to 44
 - Male
 - Married
 - Employed
 - Have school aged children in the household

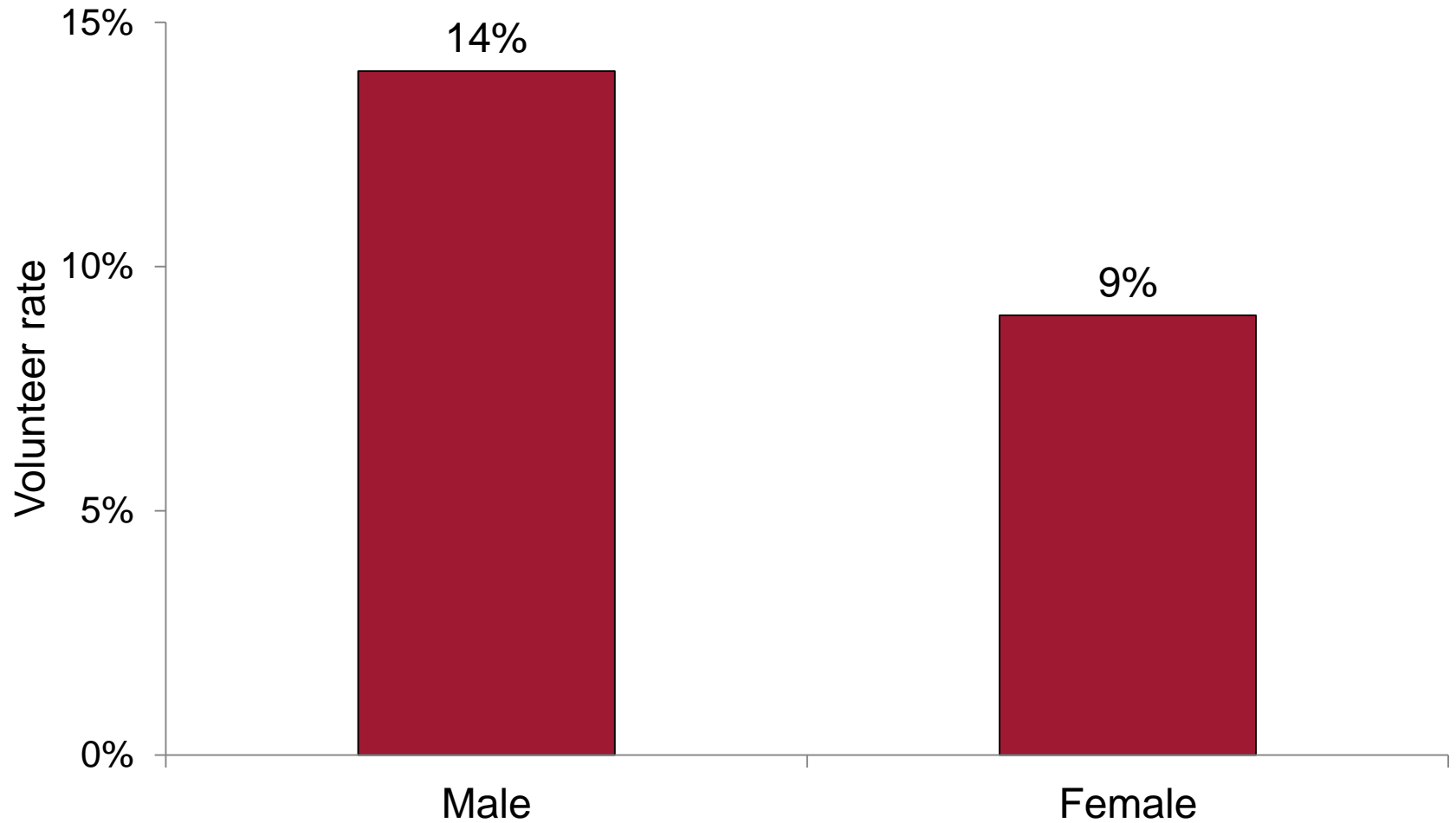
Characteristics of volunteers: Age



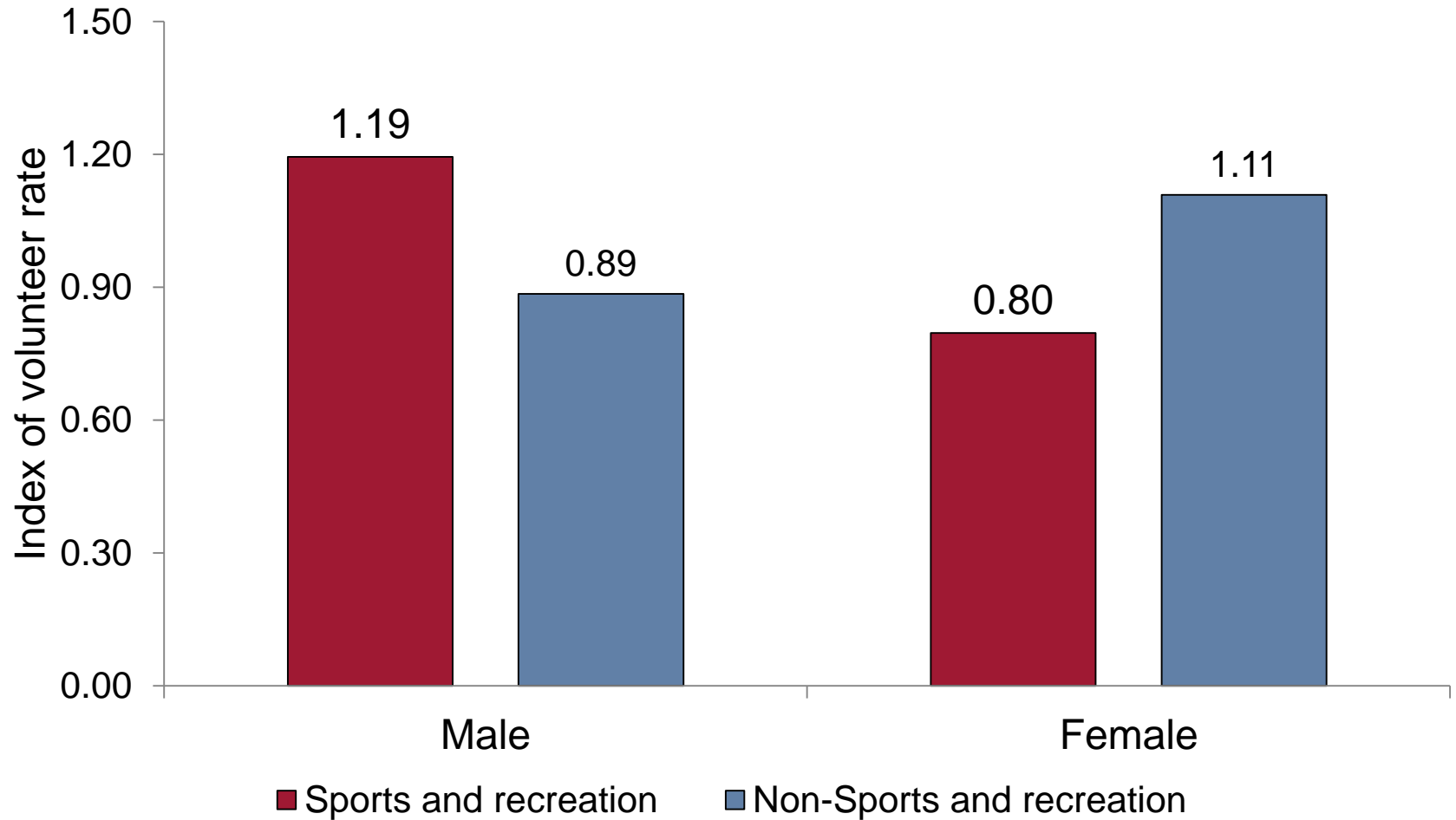
Characteristics of volunteers: Age



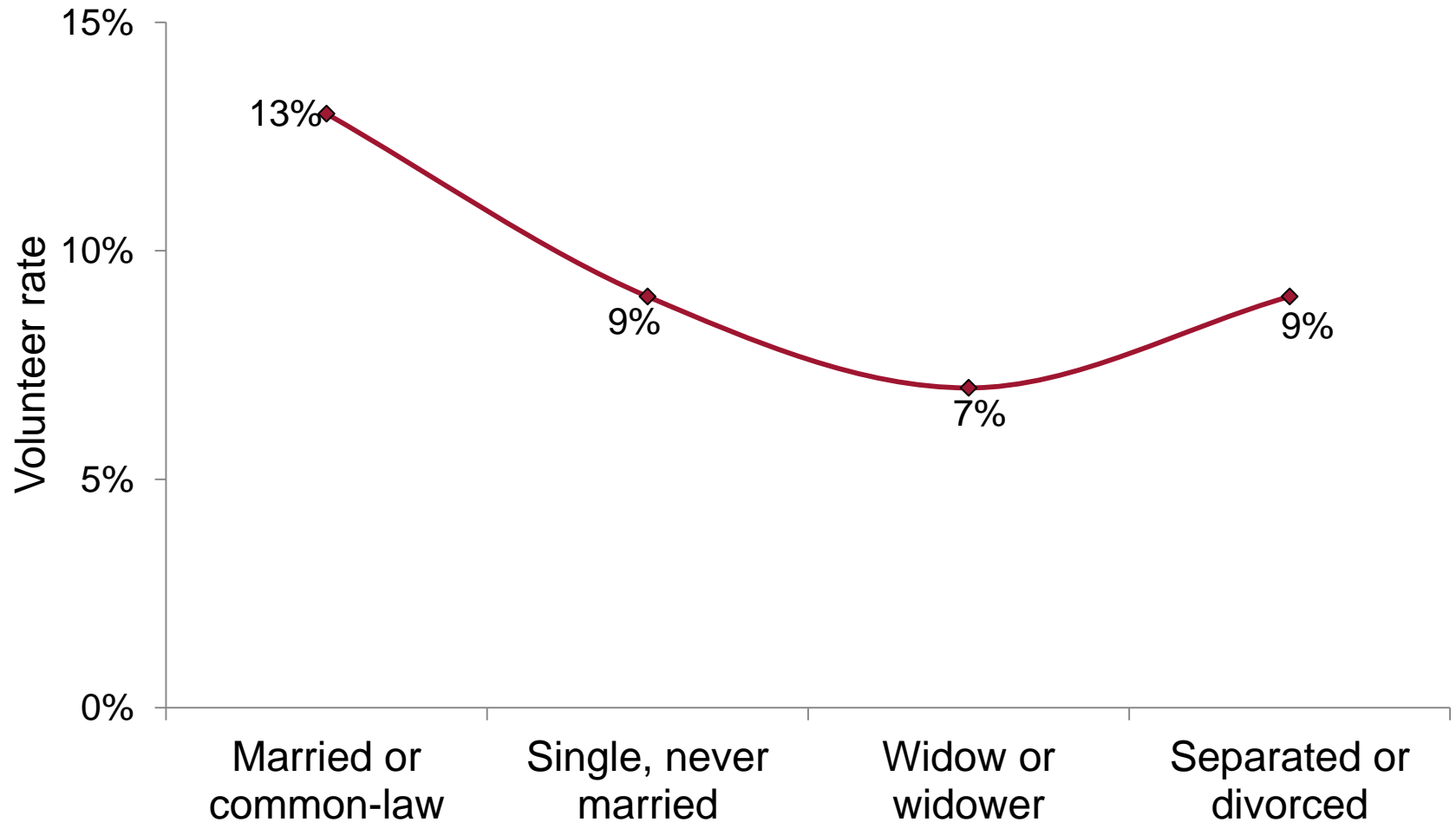
Characteristics of volunteers: Sex



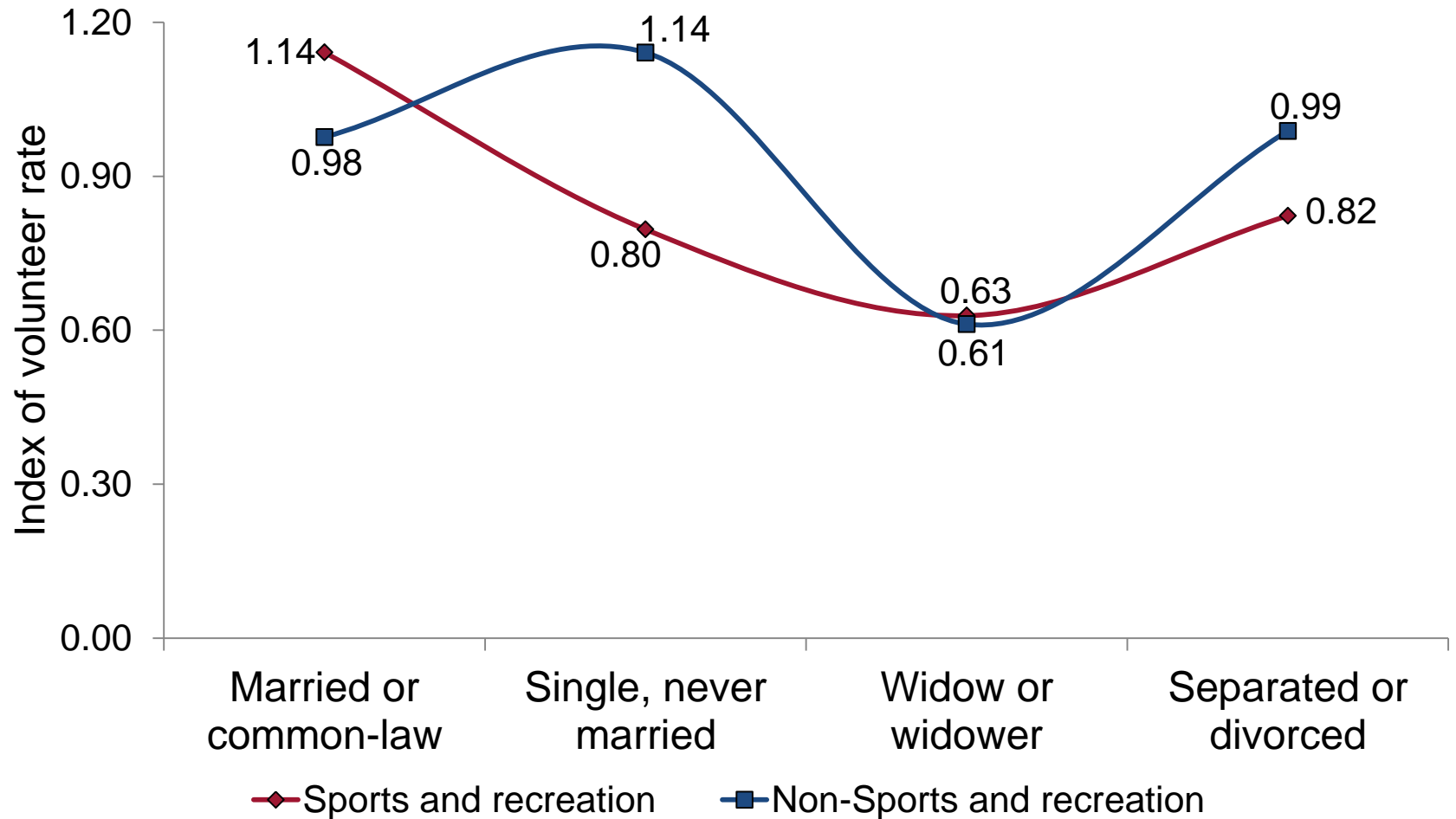
Characteristics of volunteers: Sex



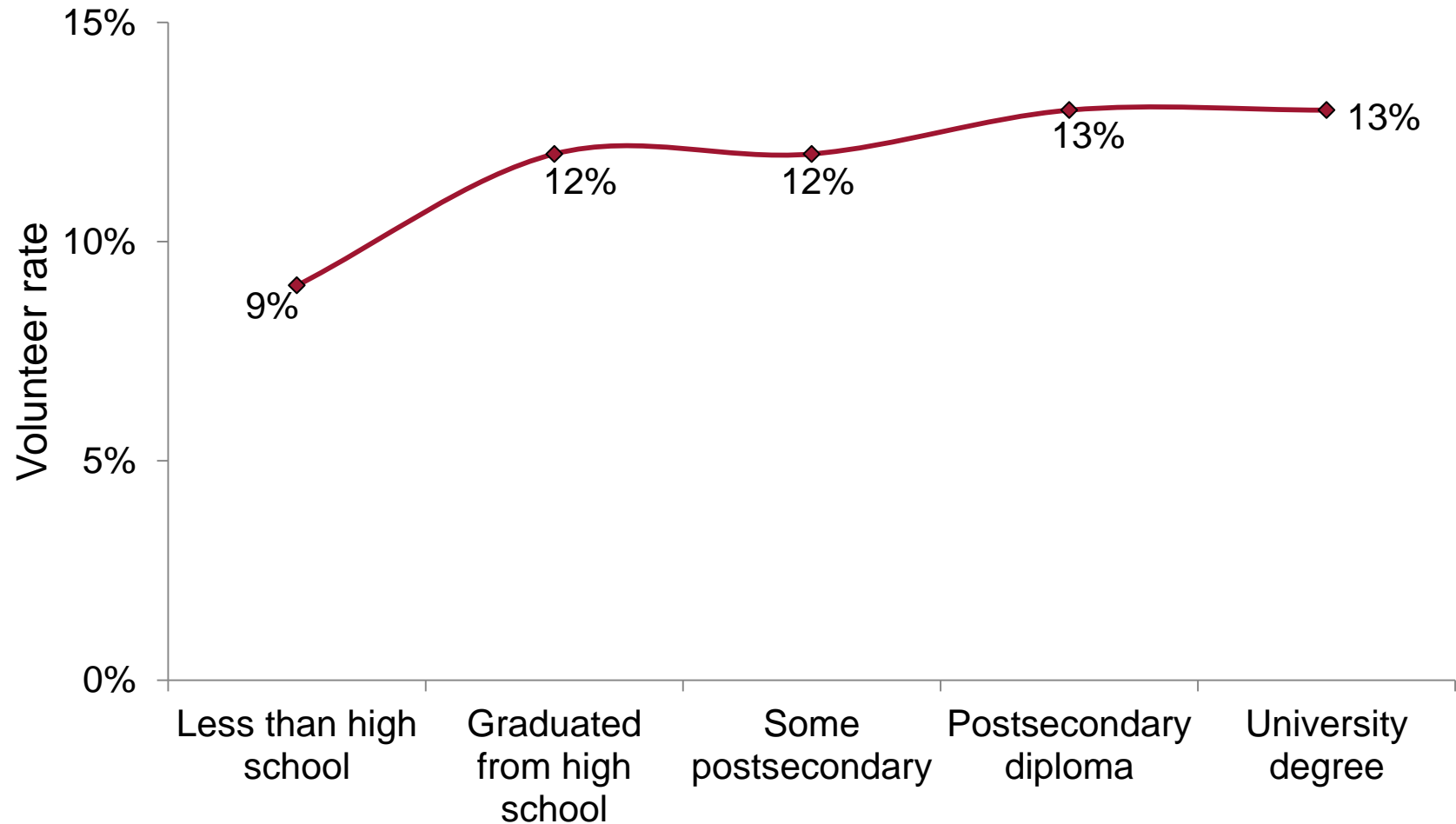
Characteristics of volunteers: Marital status



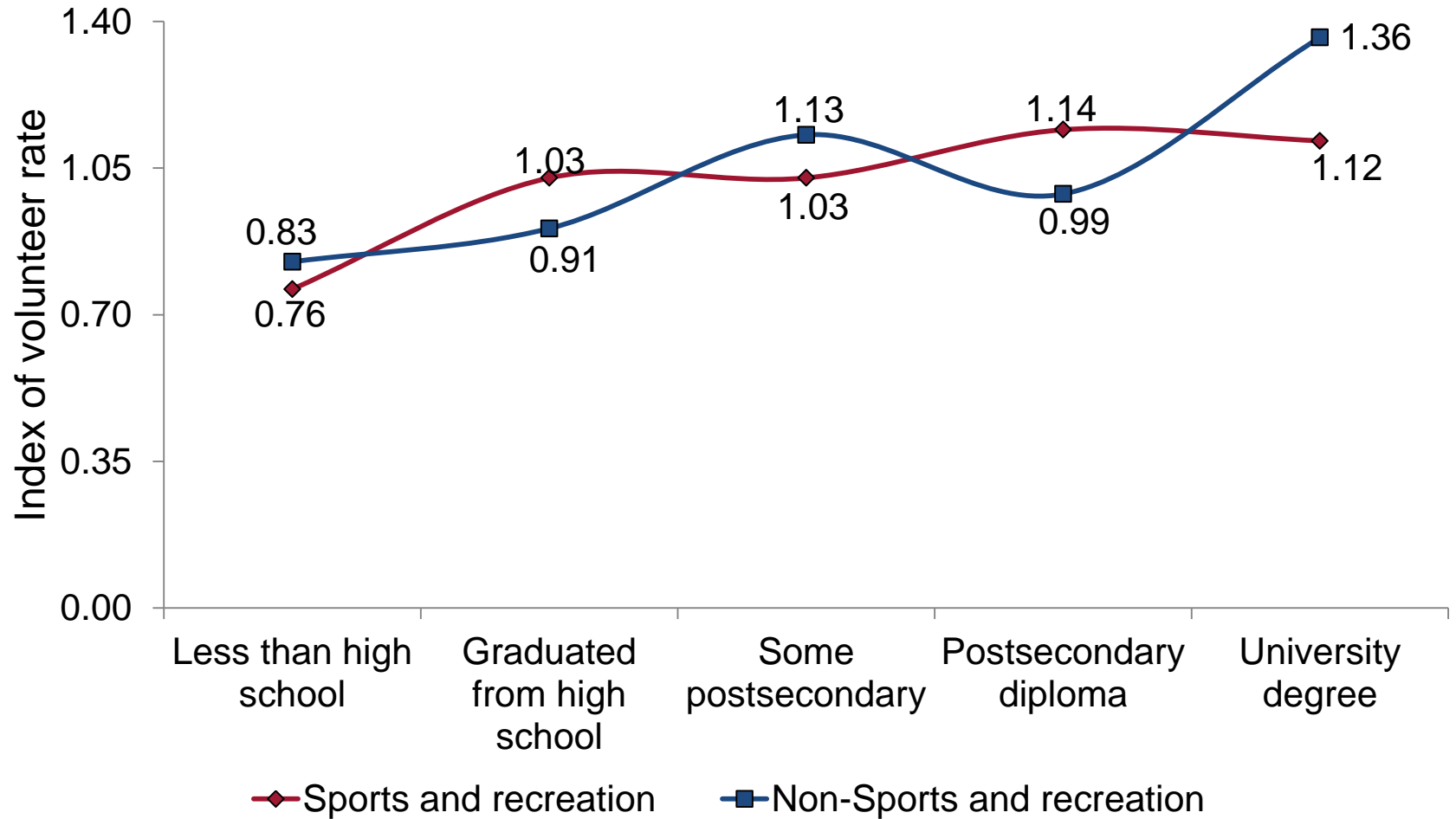
Characteristics of volunteers: Marital status



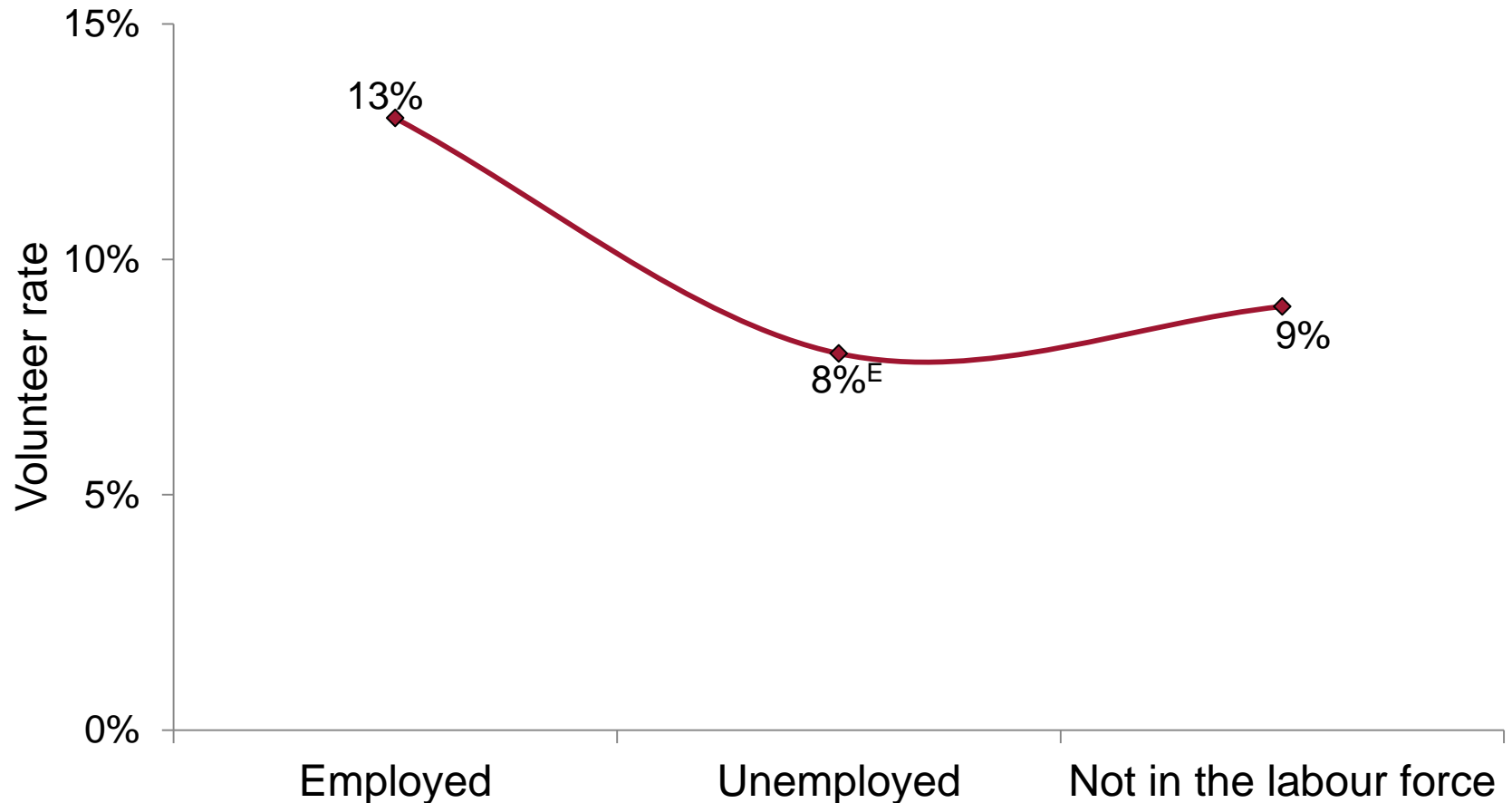
Characteristics of volunteers: Education



Characteristics of volunteers: Education

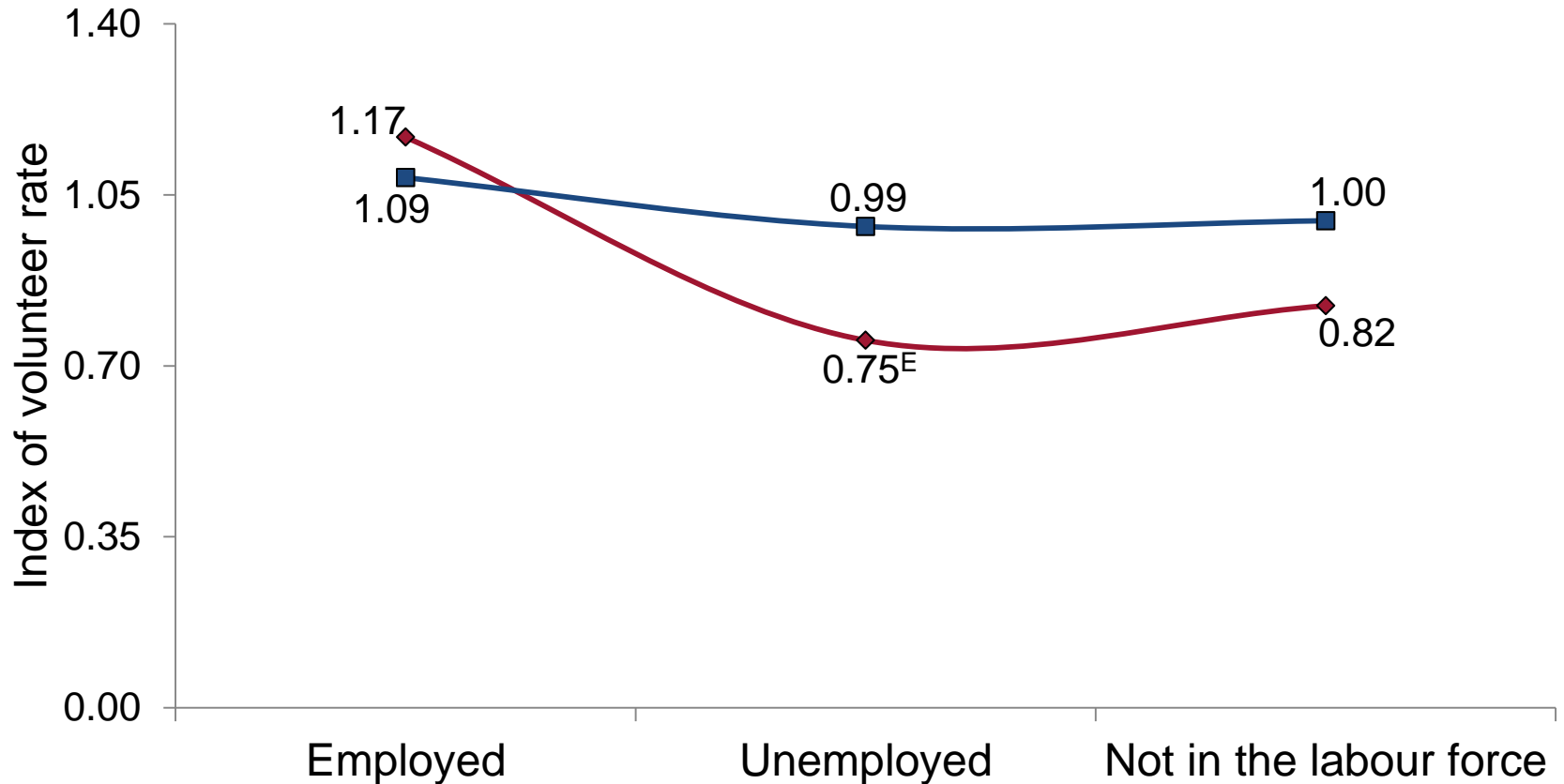


Characteristics of volunteers: Labour force status



^E Use with caution.

Characteristics of volunteers: Labour force status

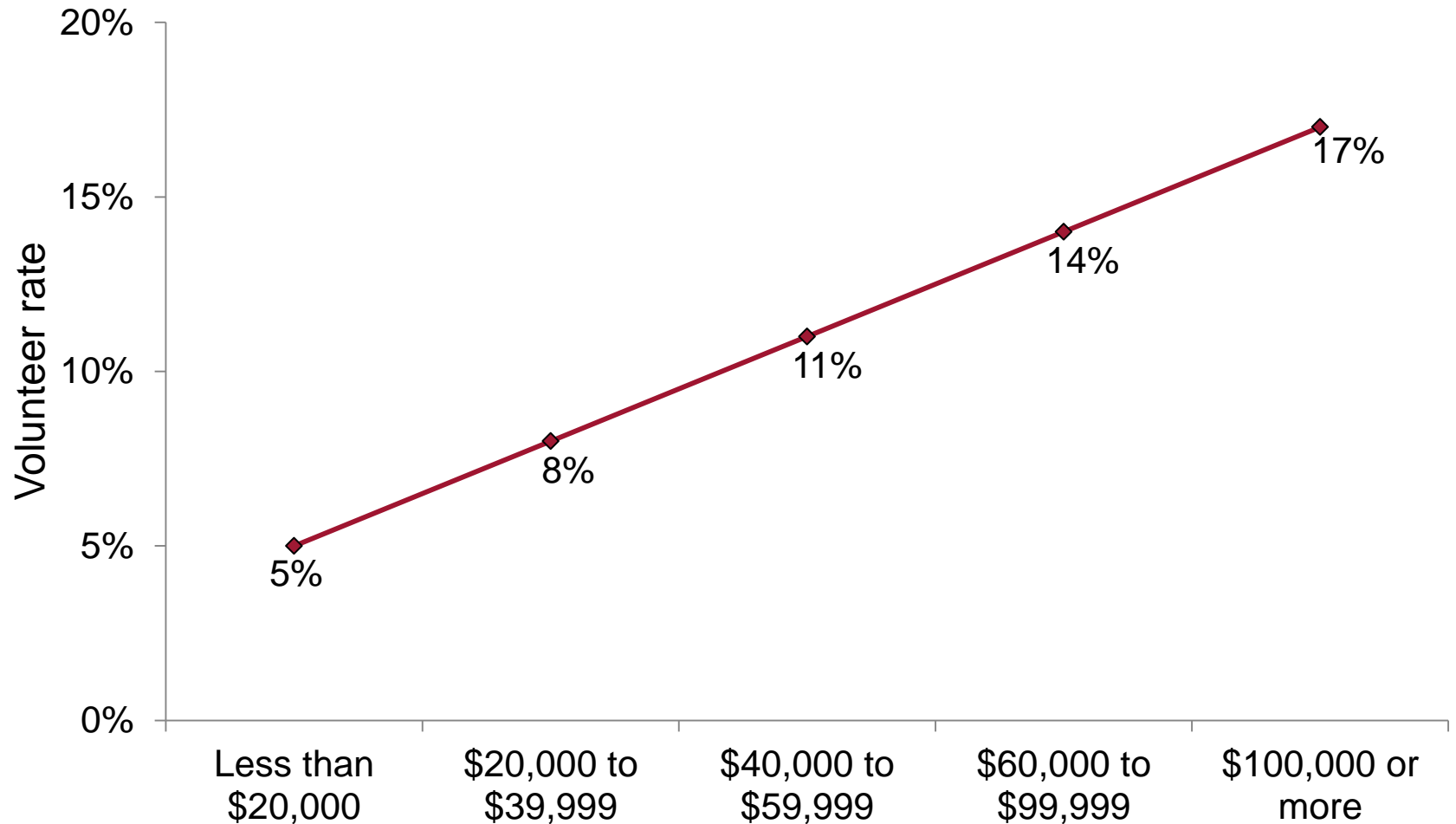


^E Use with caution.

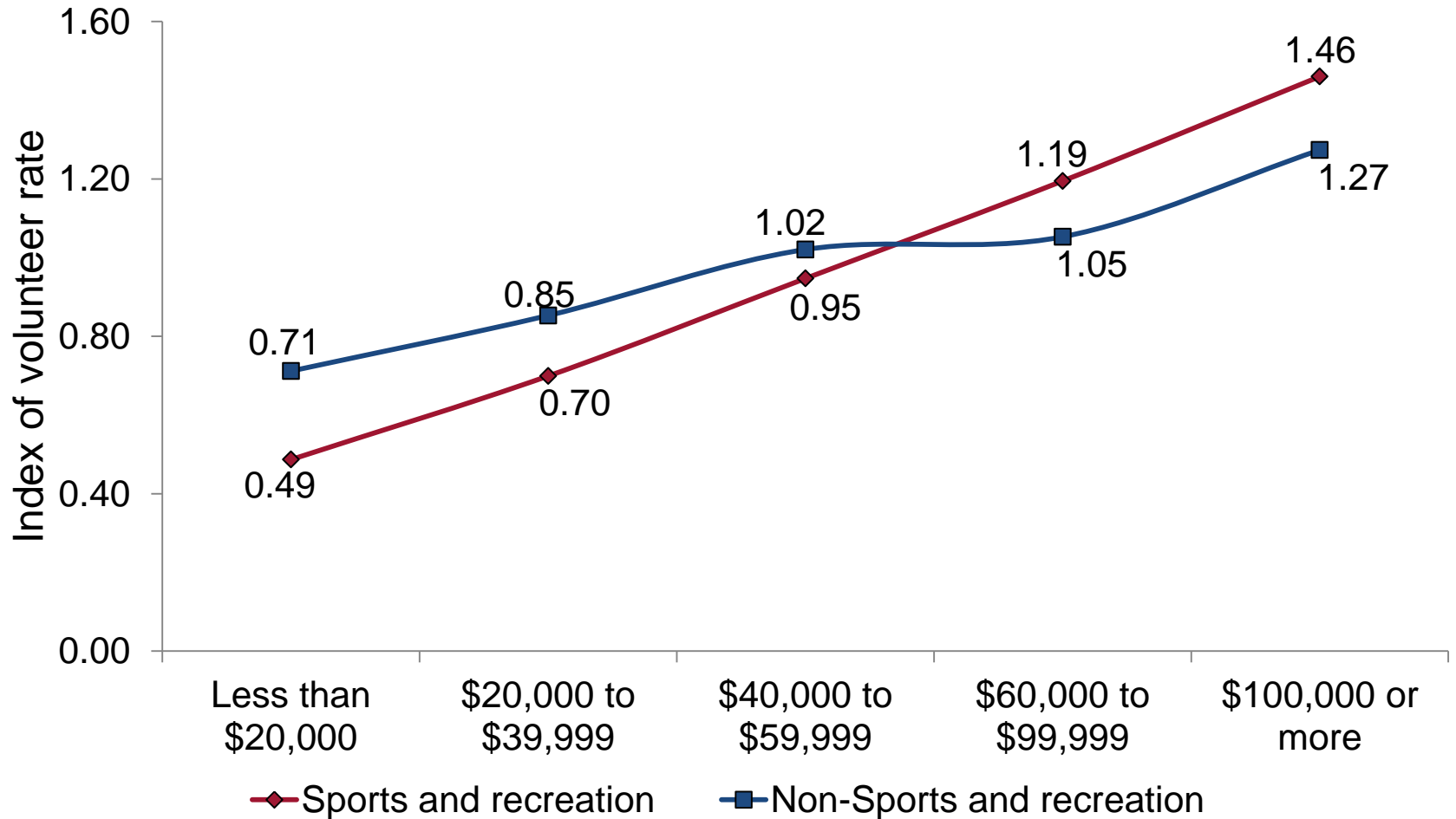
◆ Sports and recreation

■ Non-Sports and recreation

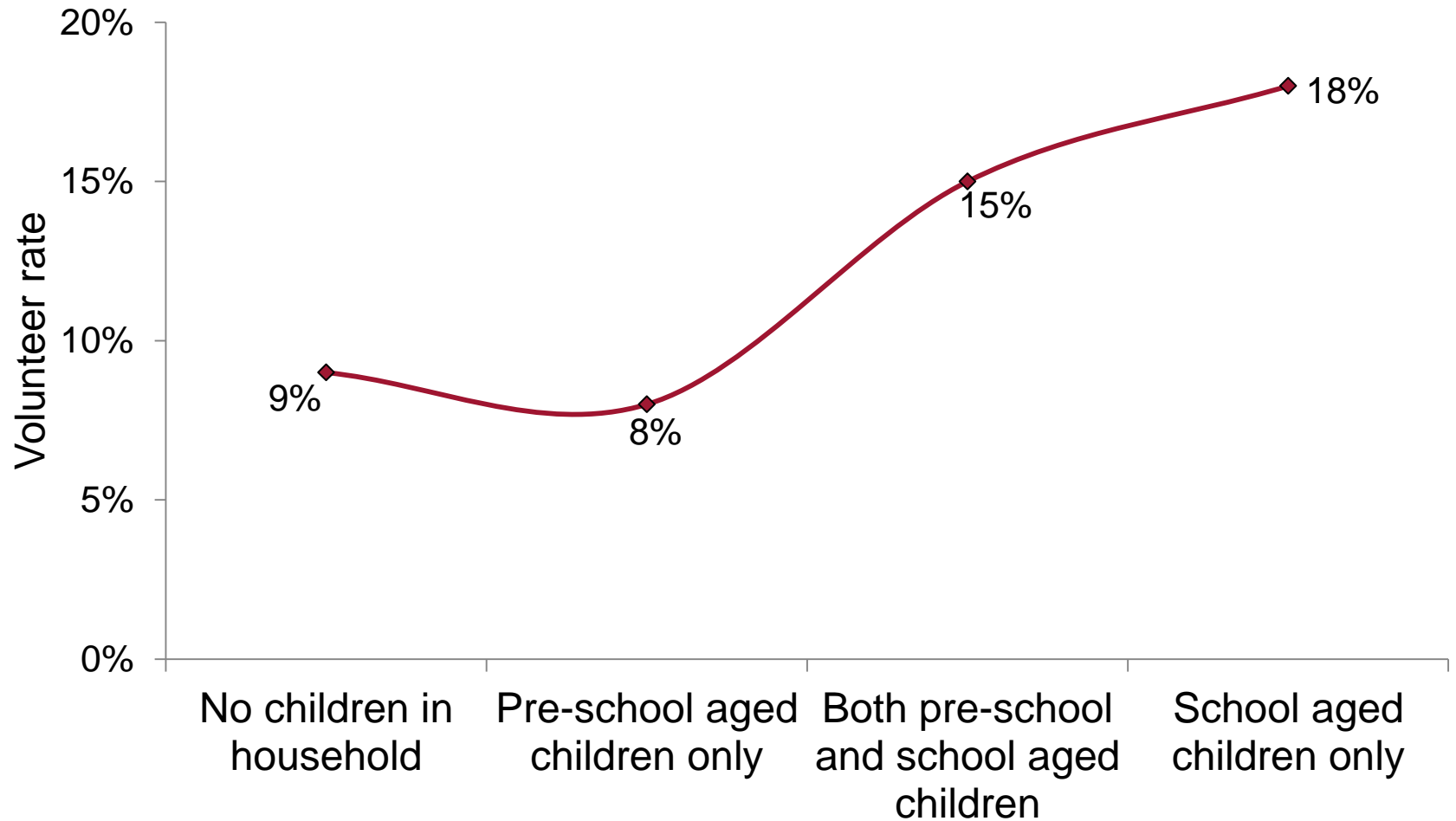
Characteristics of volunteers: Household income



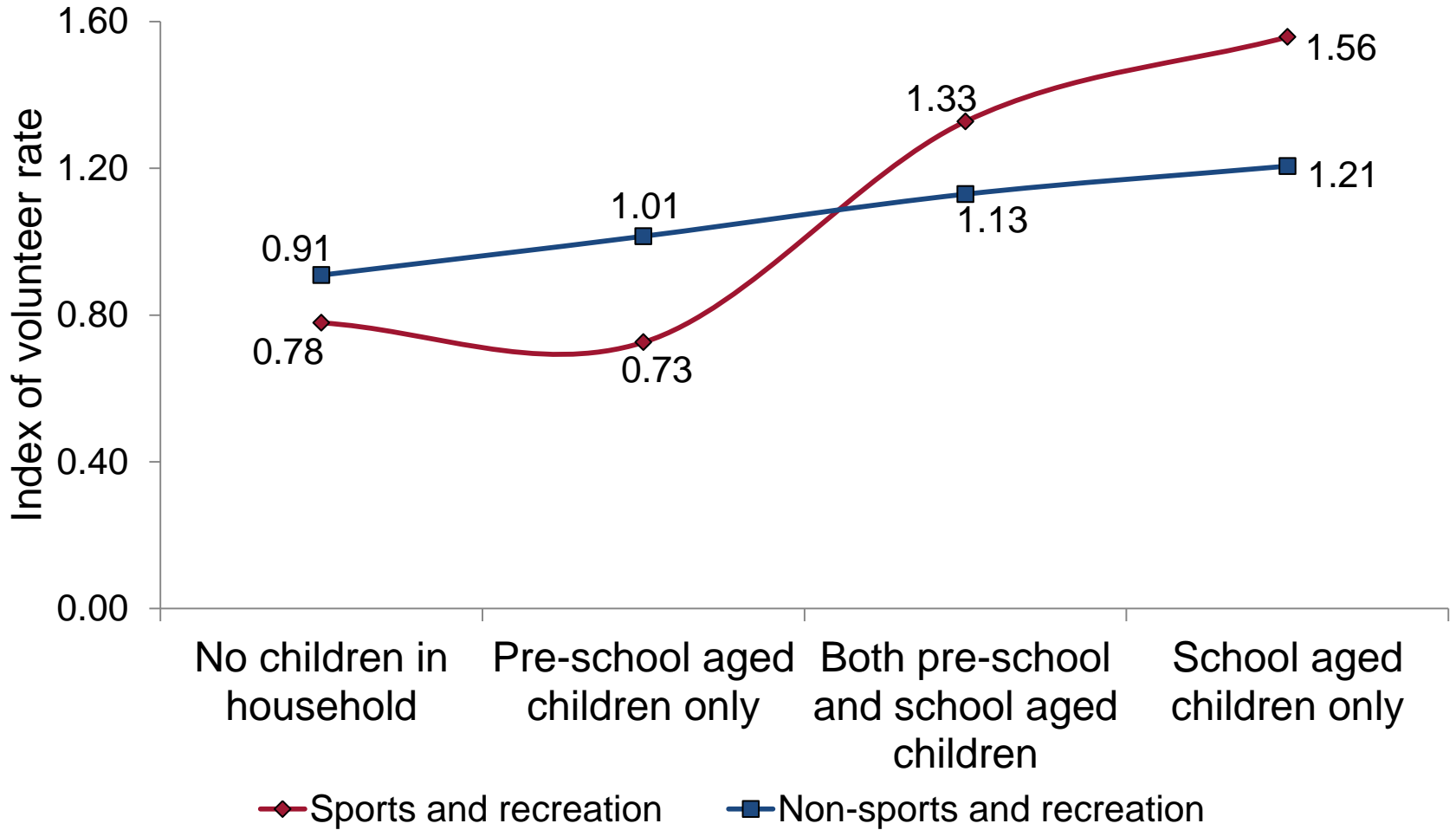
Characteristics of volunteers: Household income



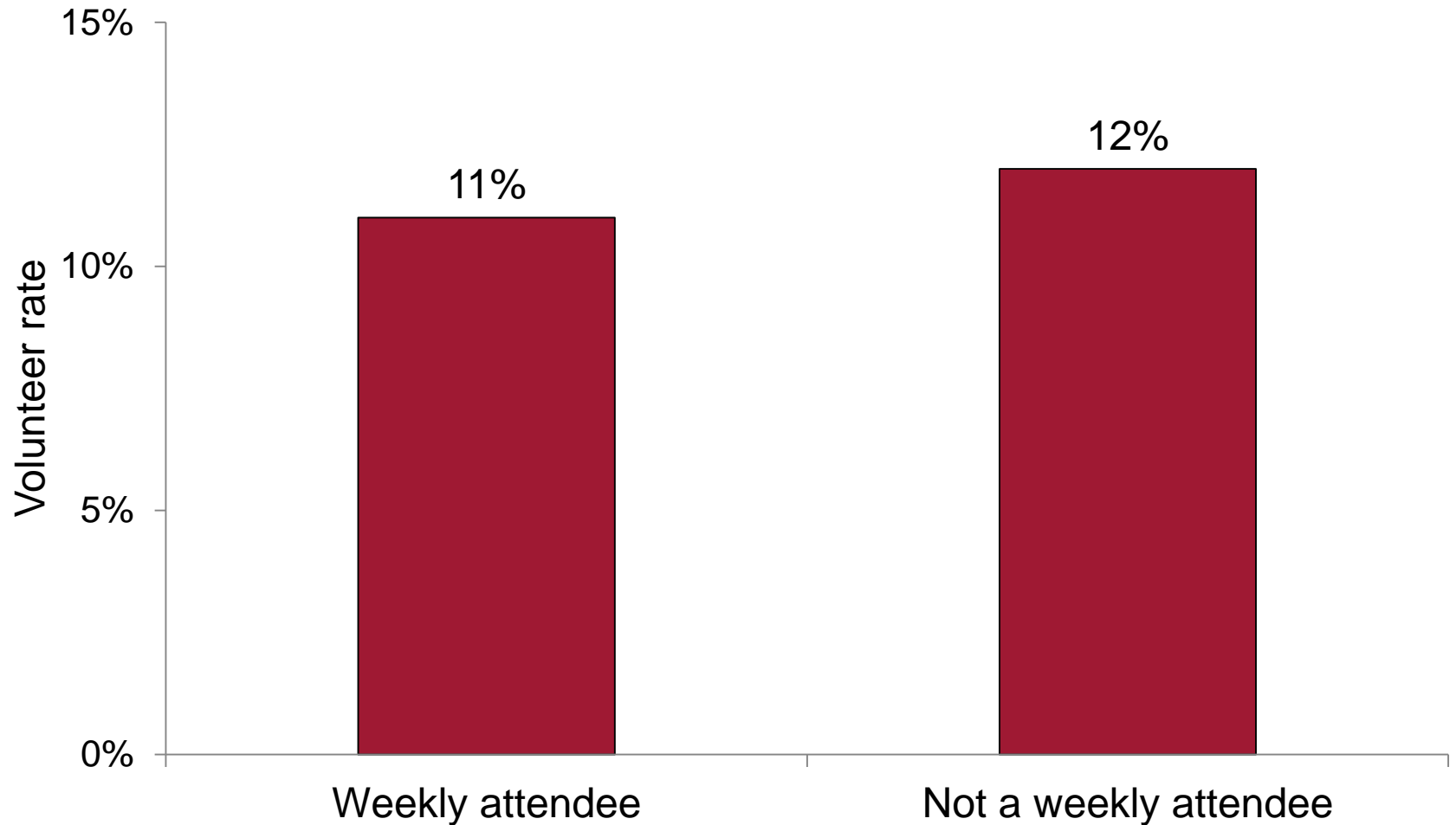
Characteristics of volunteers: Presence of children



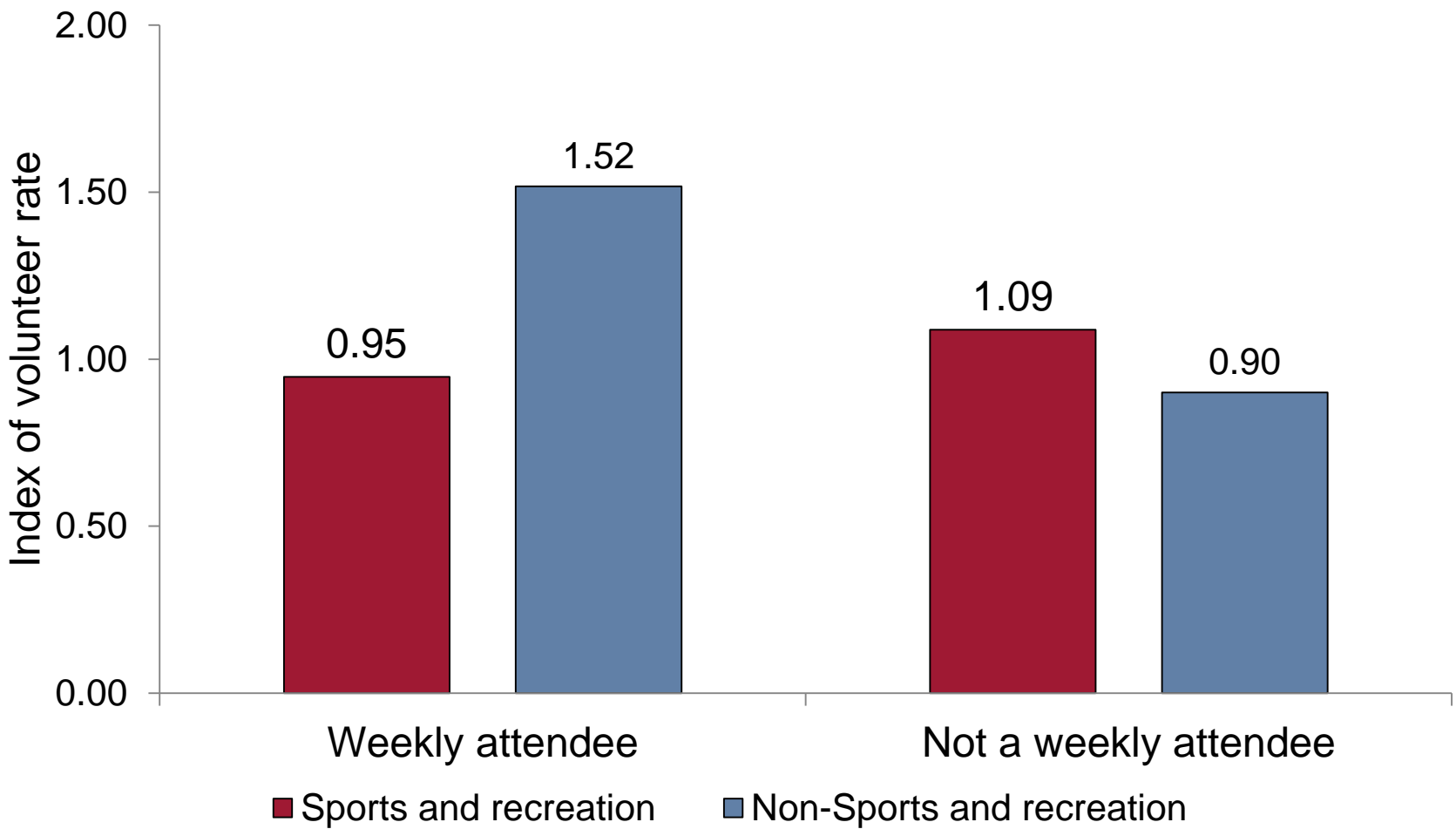
Characteristics of volunteers: Presence of children



Characteristics of volunteers: Religious attendance



Characteristics of volunteers: Religious attendance



Motivations for Volunteering

FINDINGS:

- Sports and Recreation volunteers most likely to report desire to make a contribution to their community and desire to use skills and experiences as motivations
- Least likely to volunteer to fulfill religious obligations or in order to improve job prospects
- Sports and Recreation volunteers are somewhat more likely than other volunteers to volunteer :
 - Because friends volunteer
 - To network with or meet people

Motivations for volunteering

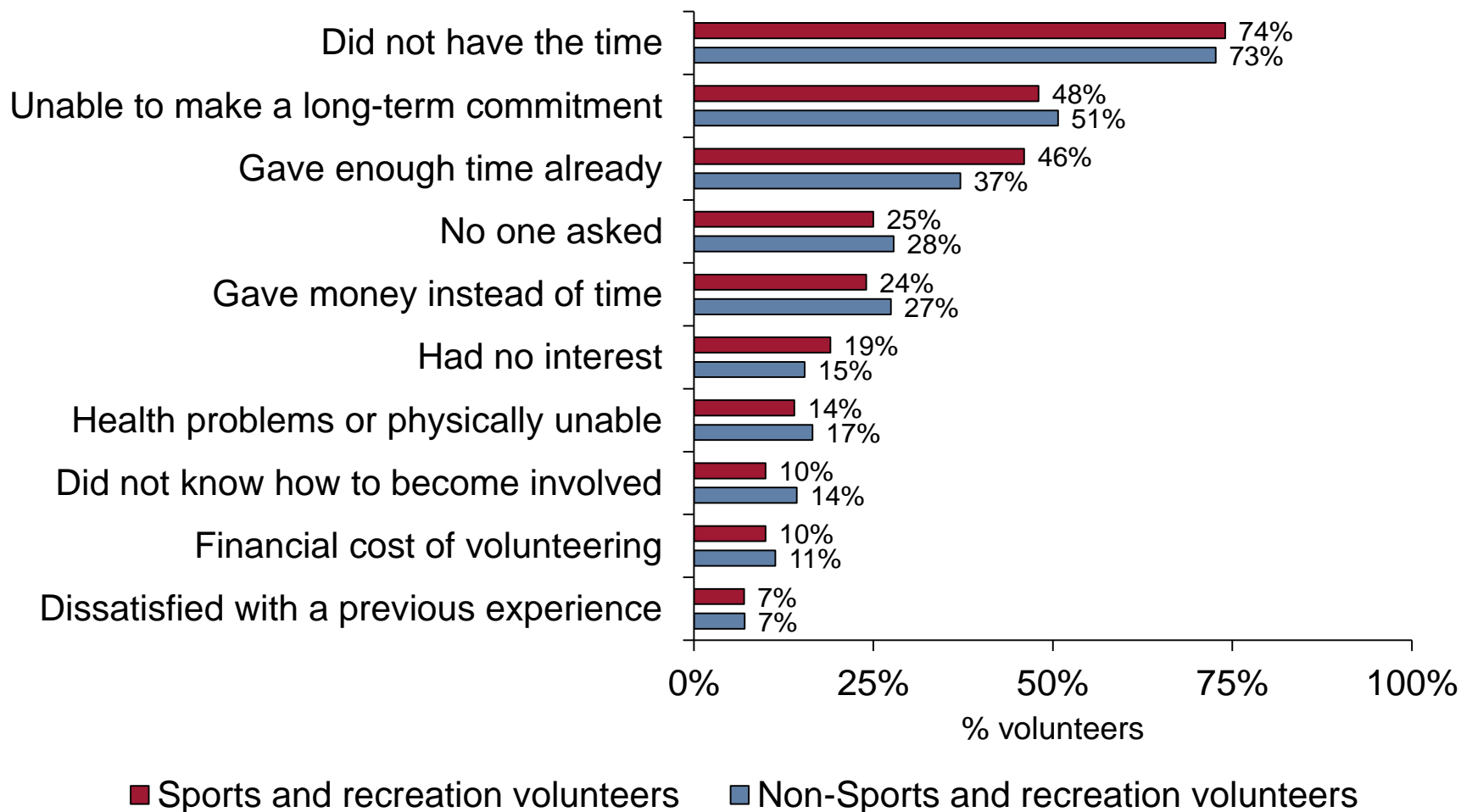


Barriers to Volunteering More

FINDINGS:

- Sports and Recreation volunteers most likely to report lack of time and inability to make long-term commitment as barriers to volunteering
- Least likely to report costs of volunteering or dissatisfaction with previous volunteering experience
- Compared to volunteers for other causes:
 - More likely to report having volunteered enough time
 - Somewhat less likely to report almost all other barriers

Barriers to volunteering more



Motivations and barriers to volunteering

IMPLICATIONS:

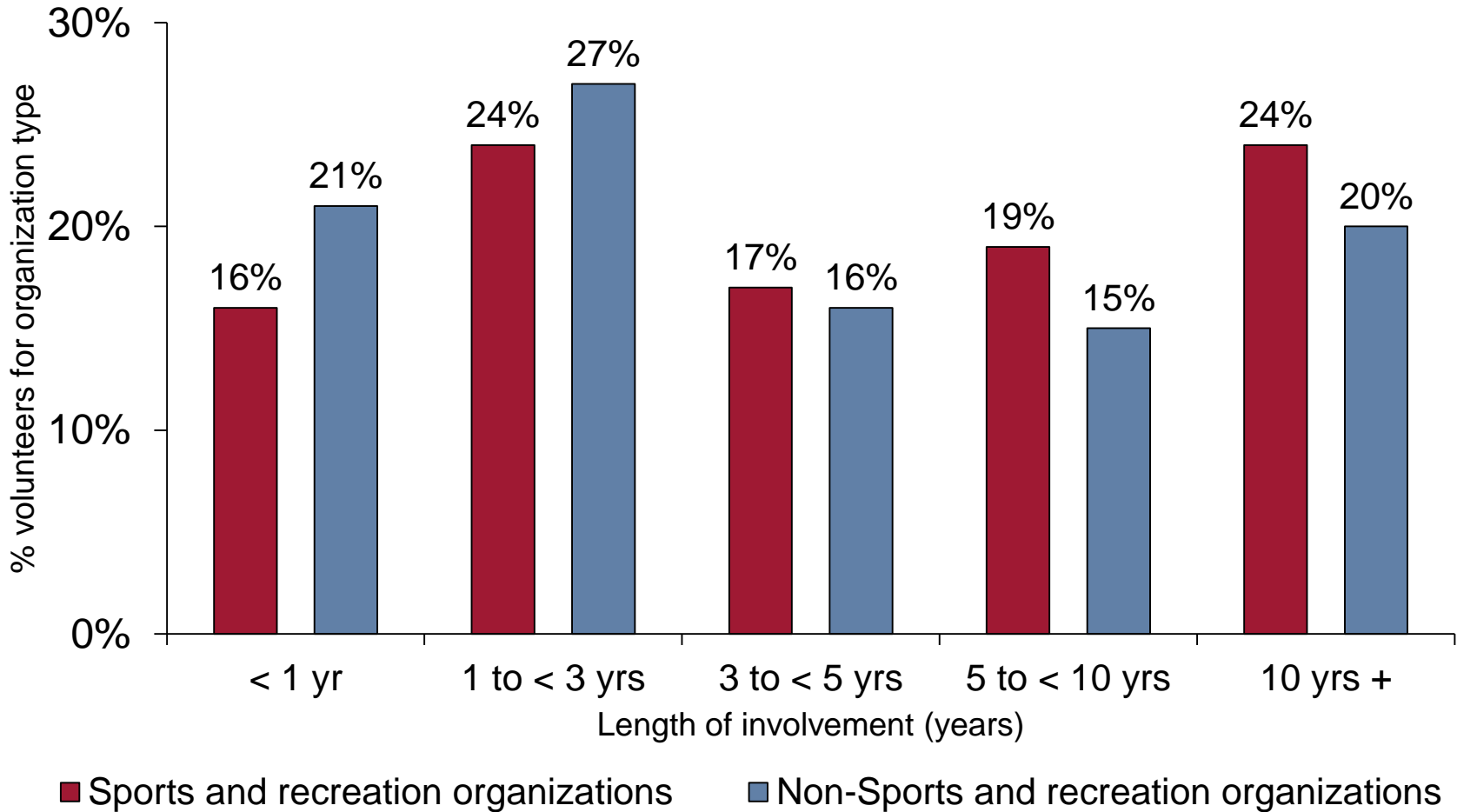
- Pattern of response to motivations and barriers consistent with participant based volunteering
- Volunteers feel committed enough
 - Consistent with relatively large number of hours they contribute, on average

Length of involvement with organization

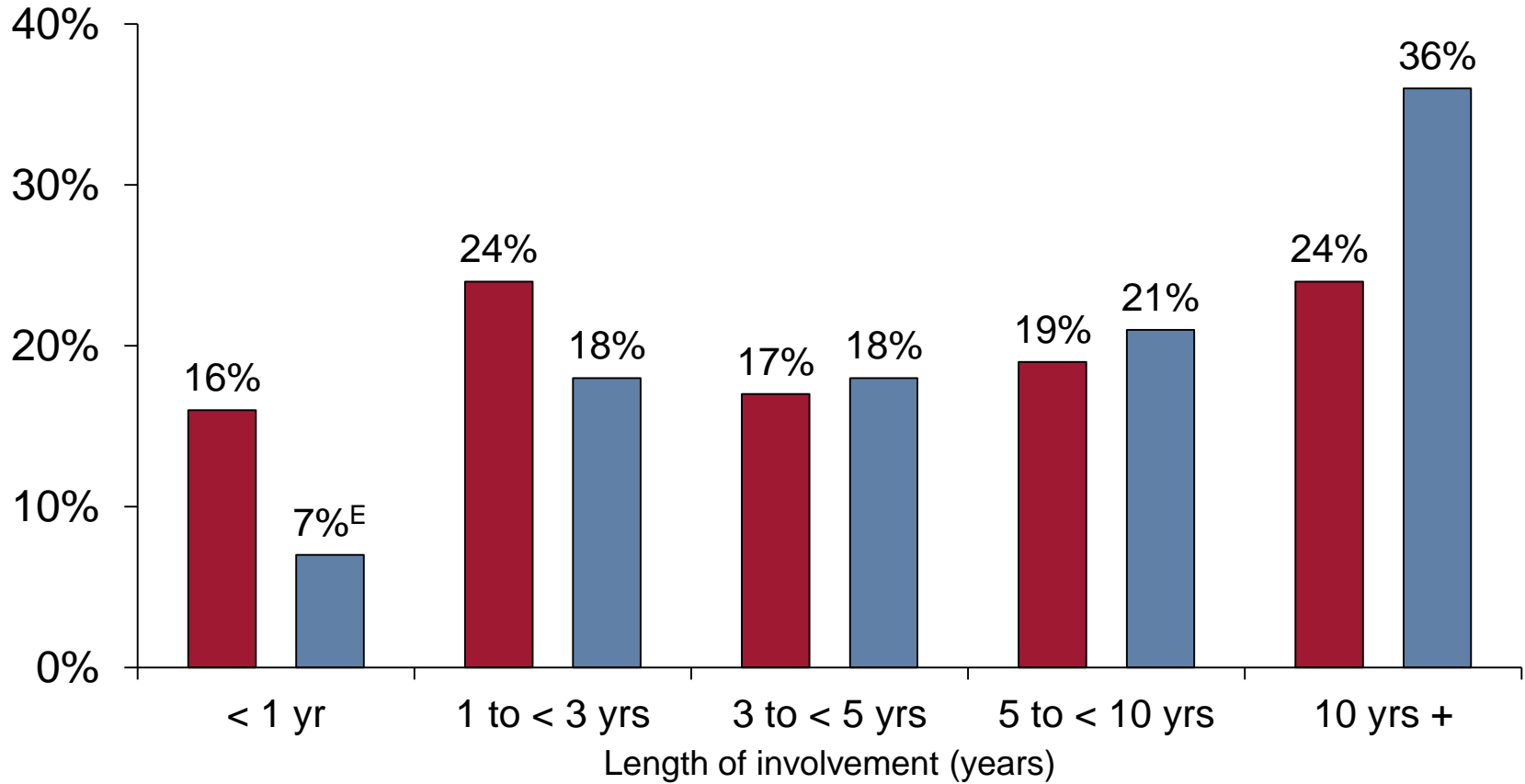
FINDINGS:

- Sports and Recreation volunteers more likely than volunteers for other organizations to be involved for five years or longer
- Those who have been involved with the organization for 10 years or more contribute disproportionately more hours
- Those who have been involved for less than a year contribute disproportionately few hours

Length of involvement with organization



Length of involvement with organization



^E Use with caution.

■ % volunteers ■ % volunteer hours

Length of involvement with organization

IMPLICATION:

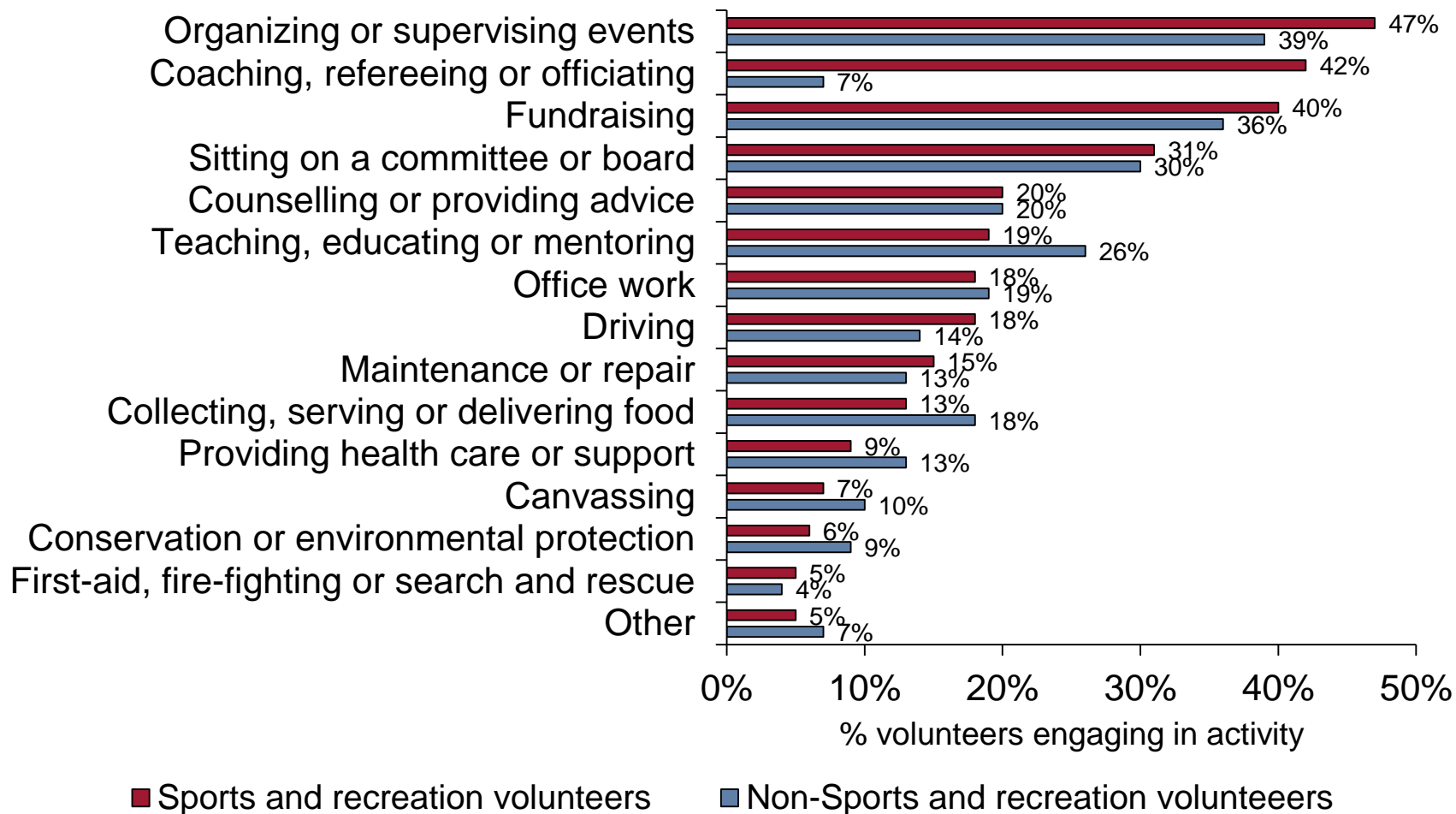
- Sports and Recreation volunteers are relatively committed to volunteering for organization
- Degree of 'churn' among volunteers somewhat less than with many other causes
- Organizations are relatively dependent on the quarter of volunteers who have been involved for 10 years or more

Volunteer activities

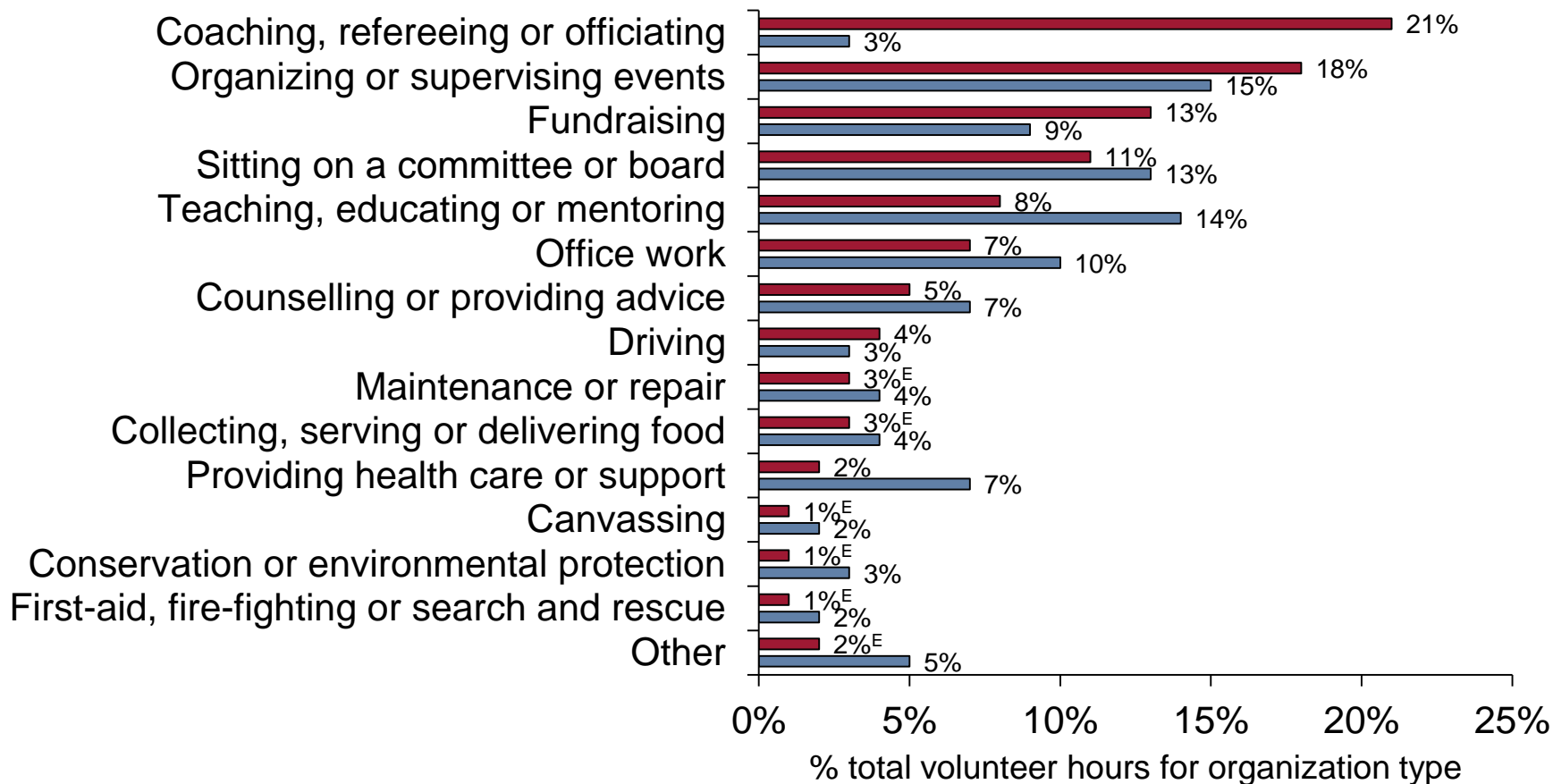
FINDINGS:

- Sports and Recreation volunteers are most likely to:
 - Organize or supervise events
 - Coach, referee or officiate
 - Fundraise
- Most volunteer time is devoted to these most common activities
- Not surprisingly, Sports and Recreation volunteers devote much more time to coaching, refereeing and officiating than other volunteers

Volunteer activities



Volunteer activities



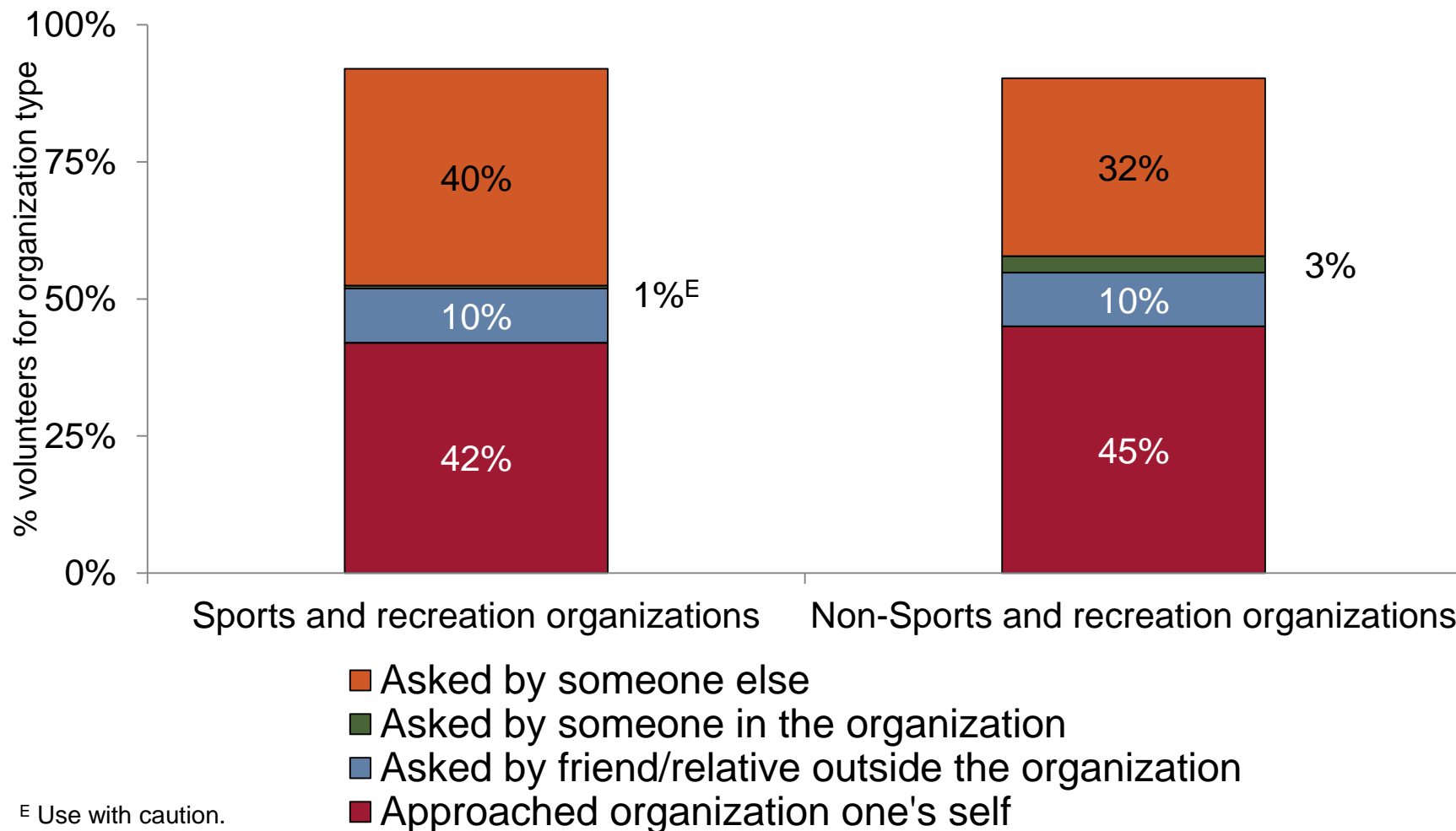
^E Use with caution. ■ Sports and recreation organizations ■ Non-Sports and recreation organizations

Method of initial involvement

FINDINGS:

- Volunteers for Sports and Recreation organizations most likely to become involved by:
 - Approaching organization themselves
 - Having been asked to volunteer by a non-family member who is not already involved with the organization
 - More likely than volunteers for other organizations to become involved in this way

Method of initial involvement



Mandatory community service

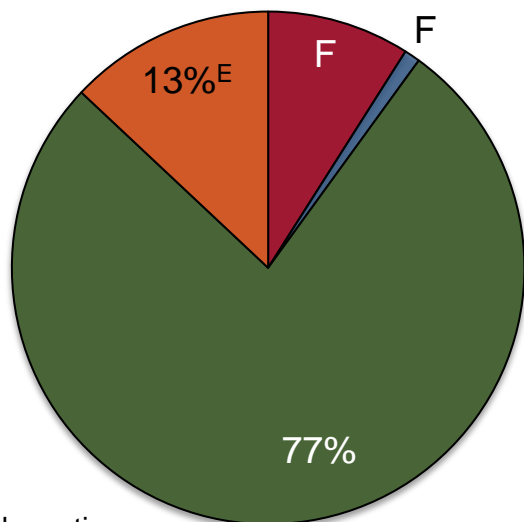
FINDINGS:

- Less than one in ten volunteers for Sports and Recreation organizations were required to volunteer
 - Sports and Recreation volunteers about as likely to be required to volunteer than volunteers for other organizations
- Those who engage in mandatory community service are most likely to be required to volunteer by the organization itself

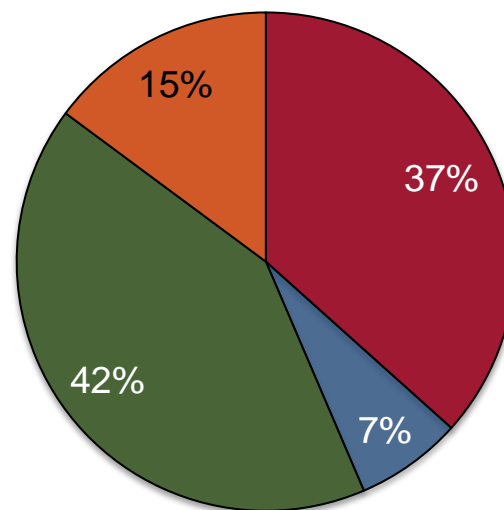
Mandatory community service

- 8% of volunteers for Sports and Recreation organizations said they were required to volunteer, compared to 7% of volunteers for other causes

Sports & Recreation



Non-Sports & Recreation



^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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