



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

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
- Will be an updated version of survey results (2007) released later this year

The personal and economic characteristics of youth

- Youth defined here as Canadians aged 15 to 24
 - 25 to 29 defined as separate category of “transitional youth” (i.e., in transition to full adulthood)
- Youth tend to have a number of associated personal and economic characteristics:
 - Youth are more likely to be single, enrolled in school, and have lower levels of personal income
 - Transitional youth also less likely to attend religious events weekly, and more likely to be employed and to have spent less time living in their community.
 - These personal and economic characteristics are also associated with their patterns of giving and volunteering

Why youth?

- According to the most recent census (2006) there were approximately 4.2 million Canadians aged 15 to 24
 - Equivalent to 13% of the population
- Nonprofit and charitable organizations interested in engaging with youth
- Evidence suggests that considerable potential not currently being tapped
- Successful engagement with nonprofit and charitable organizations during youth can continue through rest of life

An introduction to giving in Canada

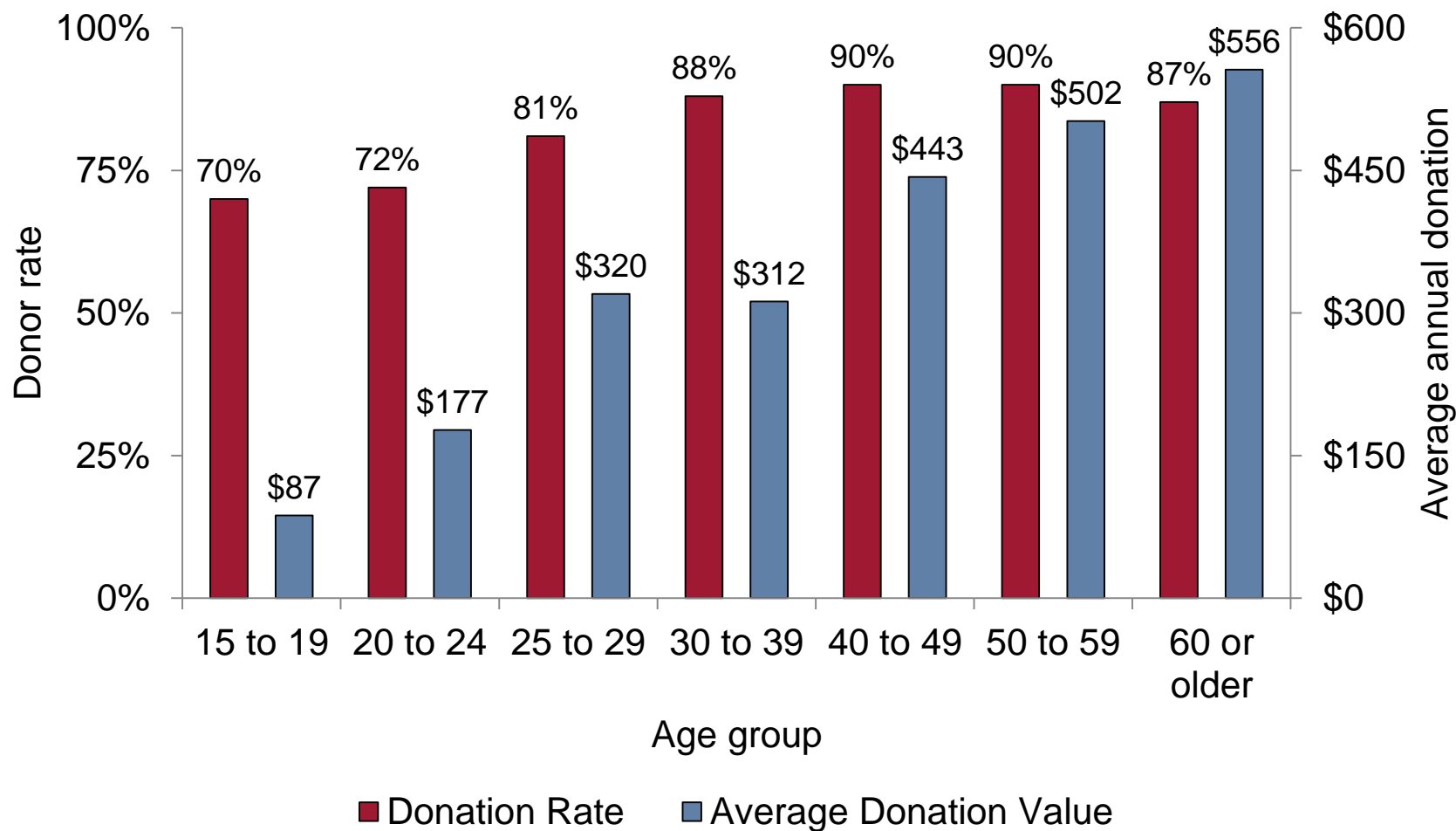
- 85% of Canadians donated a total of \$8.9 billion
 - Average donation \$400 each
- Made 94.8 million individual donations
 - Average of 4.3 donations each

Charitable Giving

FINDINGS:

- Youth are less likely to give than older Canadians and less likely to make large donations
- Collectively contributed about 5% of the total value of donations

Charitable giving by age group



Charitable giving by age group

	% Population	% Donation Value
15 to 19	9%	2%
20 to 24	8%	3%
25 to 29	8%	6%
30 to 39	18%	15%
40 to 49	20%	23%
50 to 59	17%	22%
60 or older	21%	29%

Charitable giving

IMPLICATION:

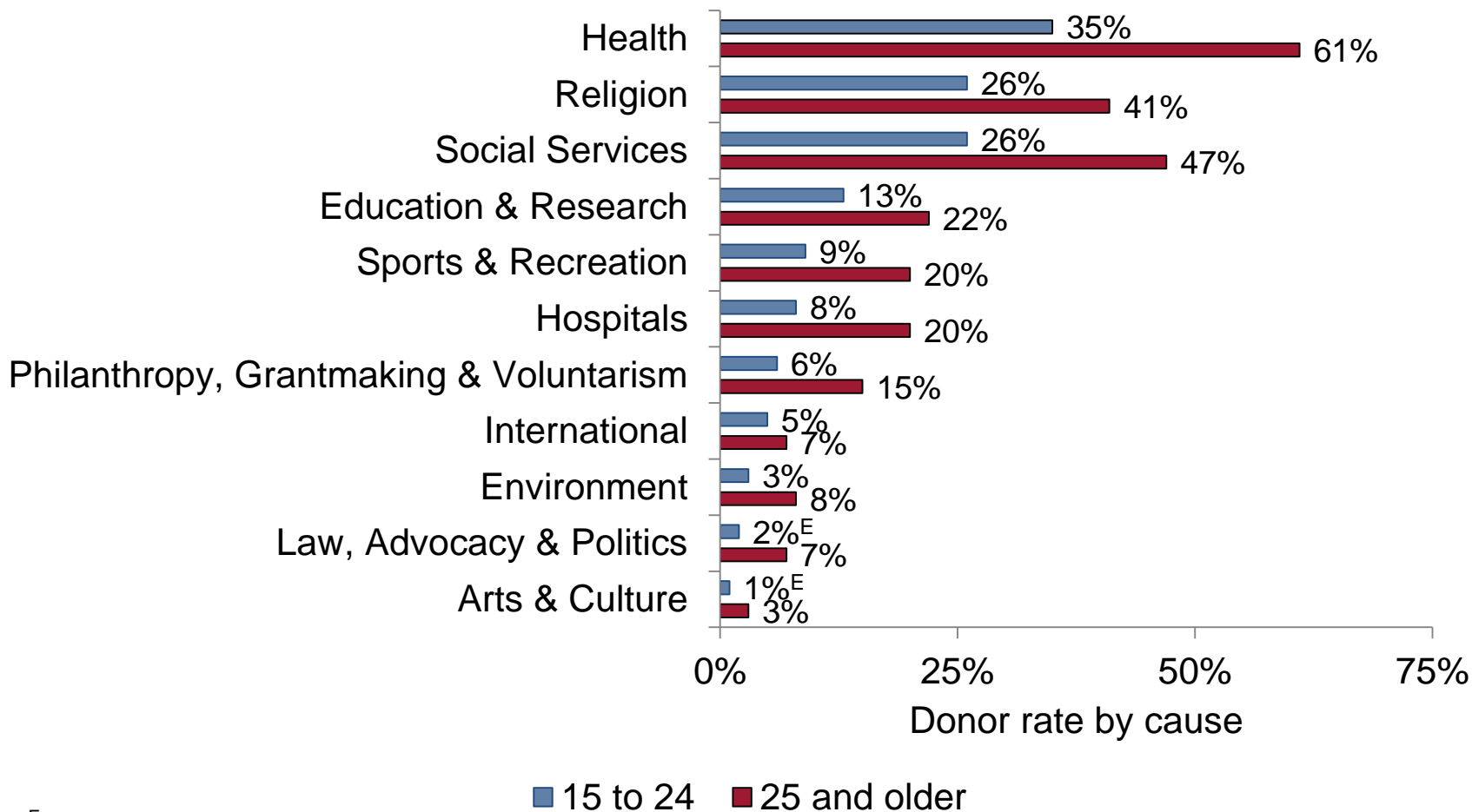
- While youth contribute less than their numbers might suggest, they remain an important constituency
 - Role as donors later in life much more significant – important from a donor stewardship perspective
 - Very important potential source of volunteers

The organizations youth support

FINDING:

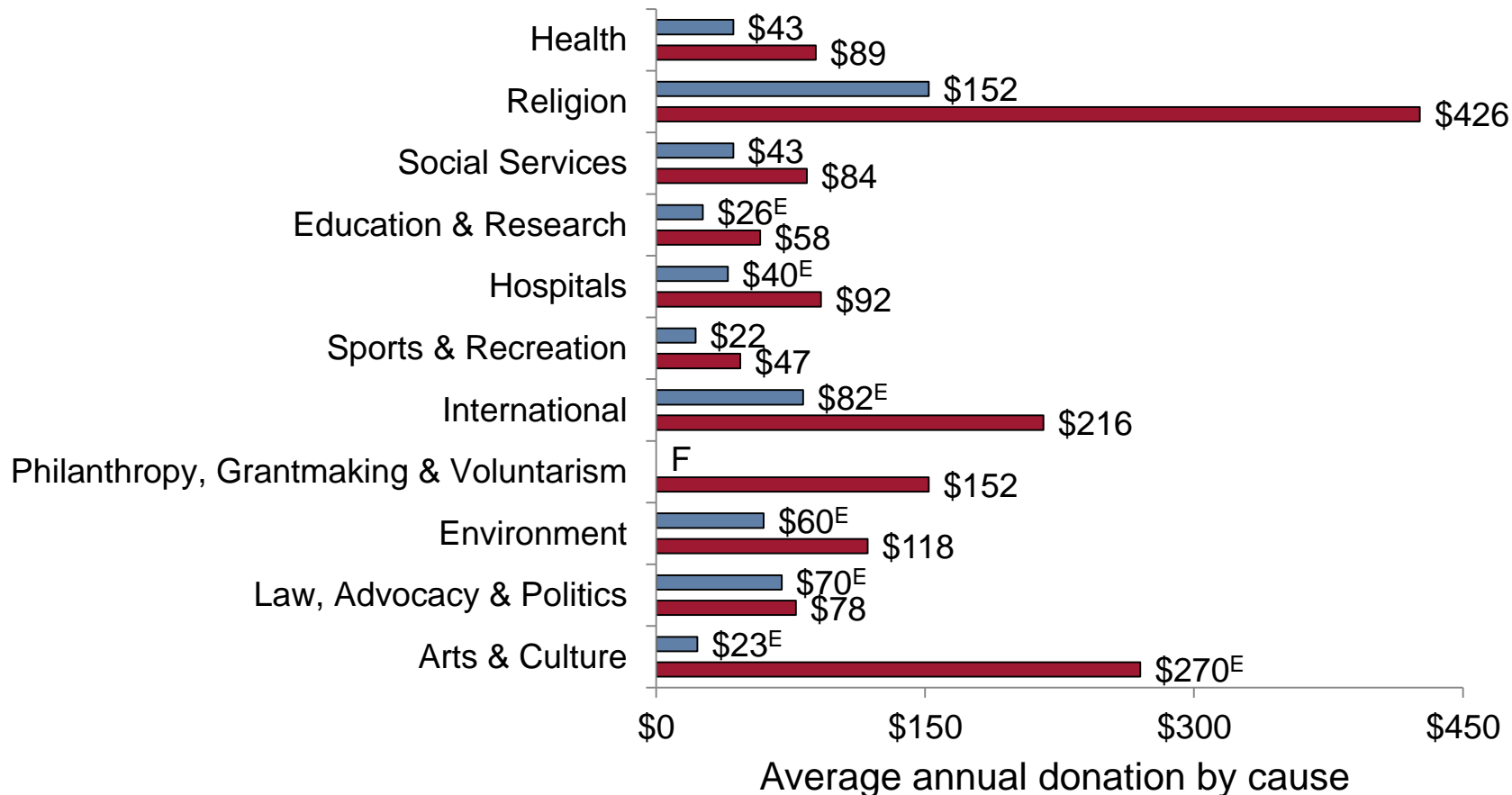
- Youth are less likely than older donors to donate to all types of organizations
- Also give smaller average donations than older donors
- However, Youth generally allocate the value of their donations very similarly to older donors

Donor rate by organization type



^E Use with caution.

Average donation by organization type



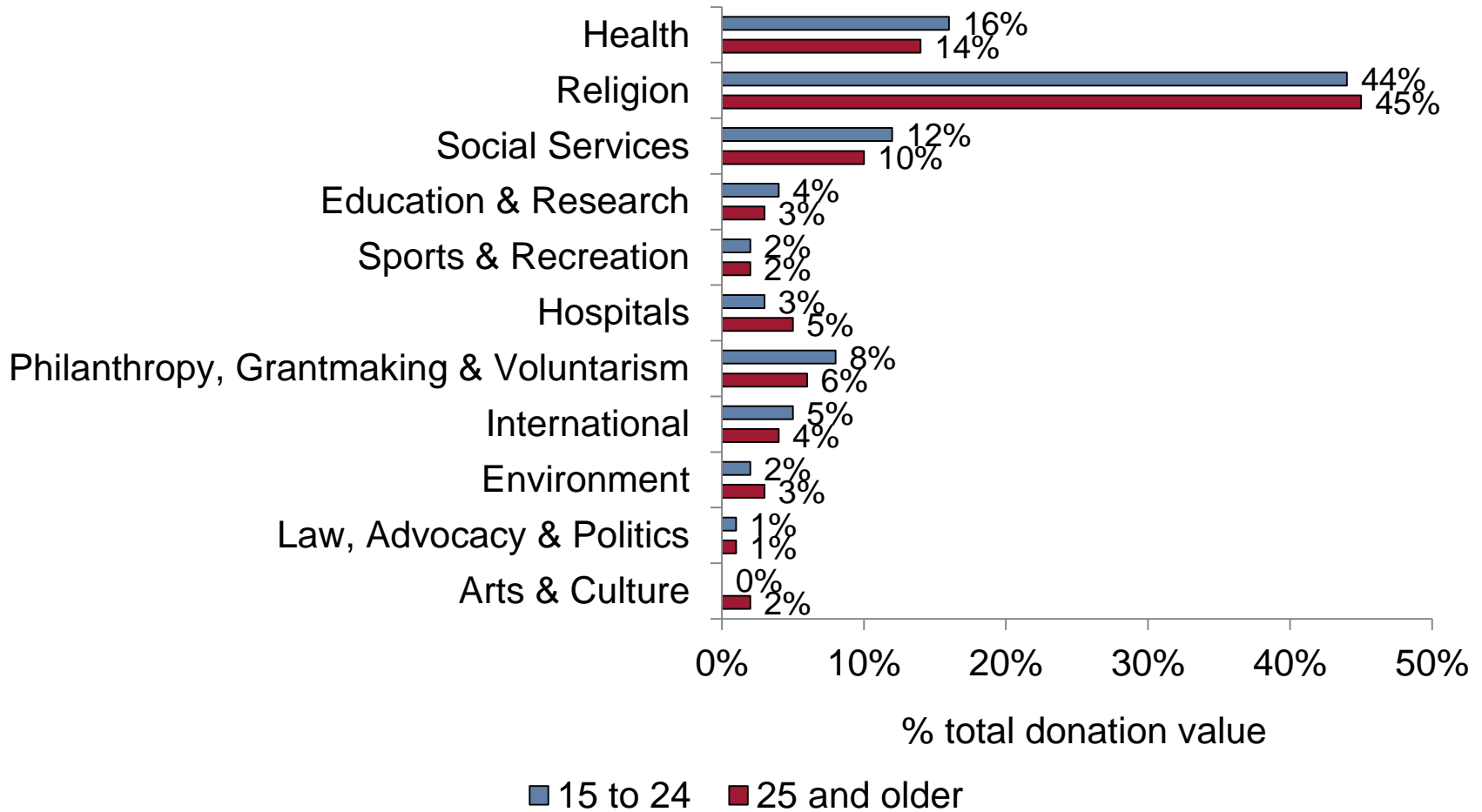
^E Use with caution.

^F Sample size too small to be used.

■ 15 to 24

■ 25 and over

Percentage of total donation value by organization type



The organizations youth support

IMPLICATIONS:

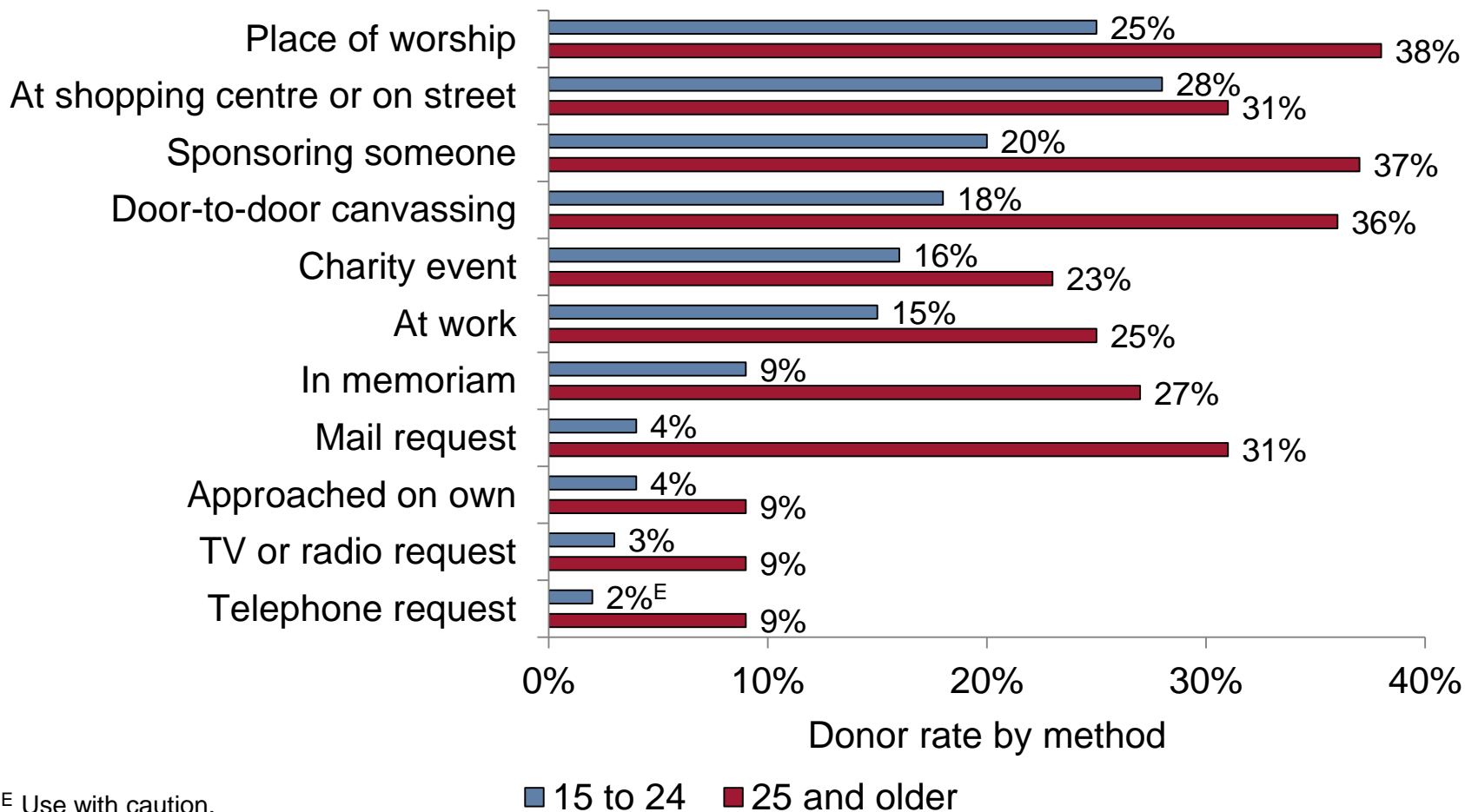
- Lower levels of support from Youth for any given cause has to do with lower levels of giving generally, rather than preference or dislike for the cause

How youth make donations

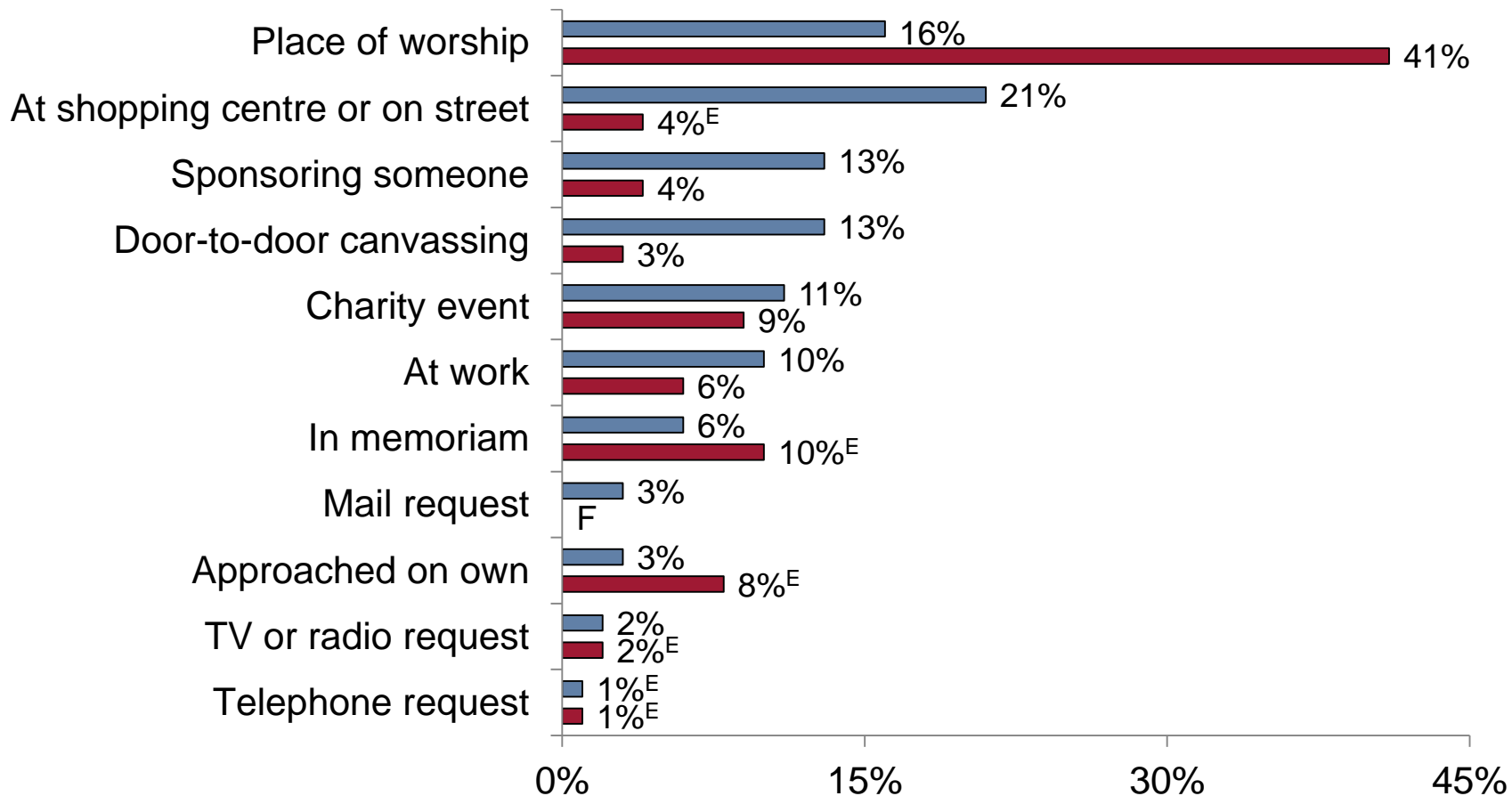
FINDINGS:

- Less likely than older Canadians to use all methods of donation
 - Solicitation in a public place and paying to attend a charity event least affected
- However, these methods do not produce the largest donation amounts
 - Donation through place of worship

Donation methods



Donation methods



^E Use with caution.

^F Sample size too small to be used.

■ % of total number of donations ■ % of total value of donations

How youth make donations

IMPLICATIONS:

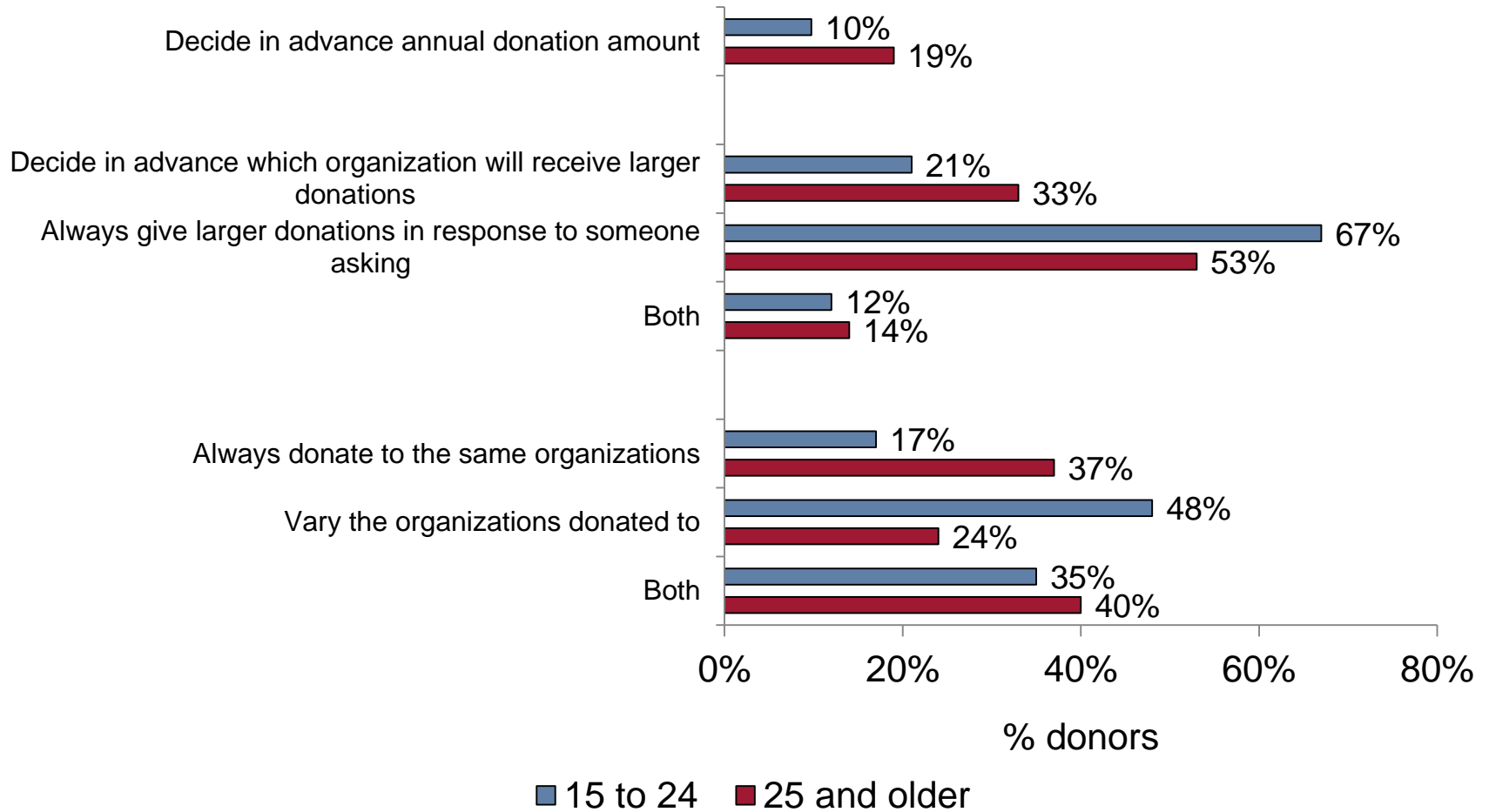
- Youth are very hard to reach to make substantial donations
- Although many methods of solicitation are comparatively inefficient, they may be effective investment in the future

Donations and decision making

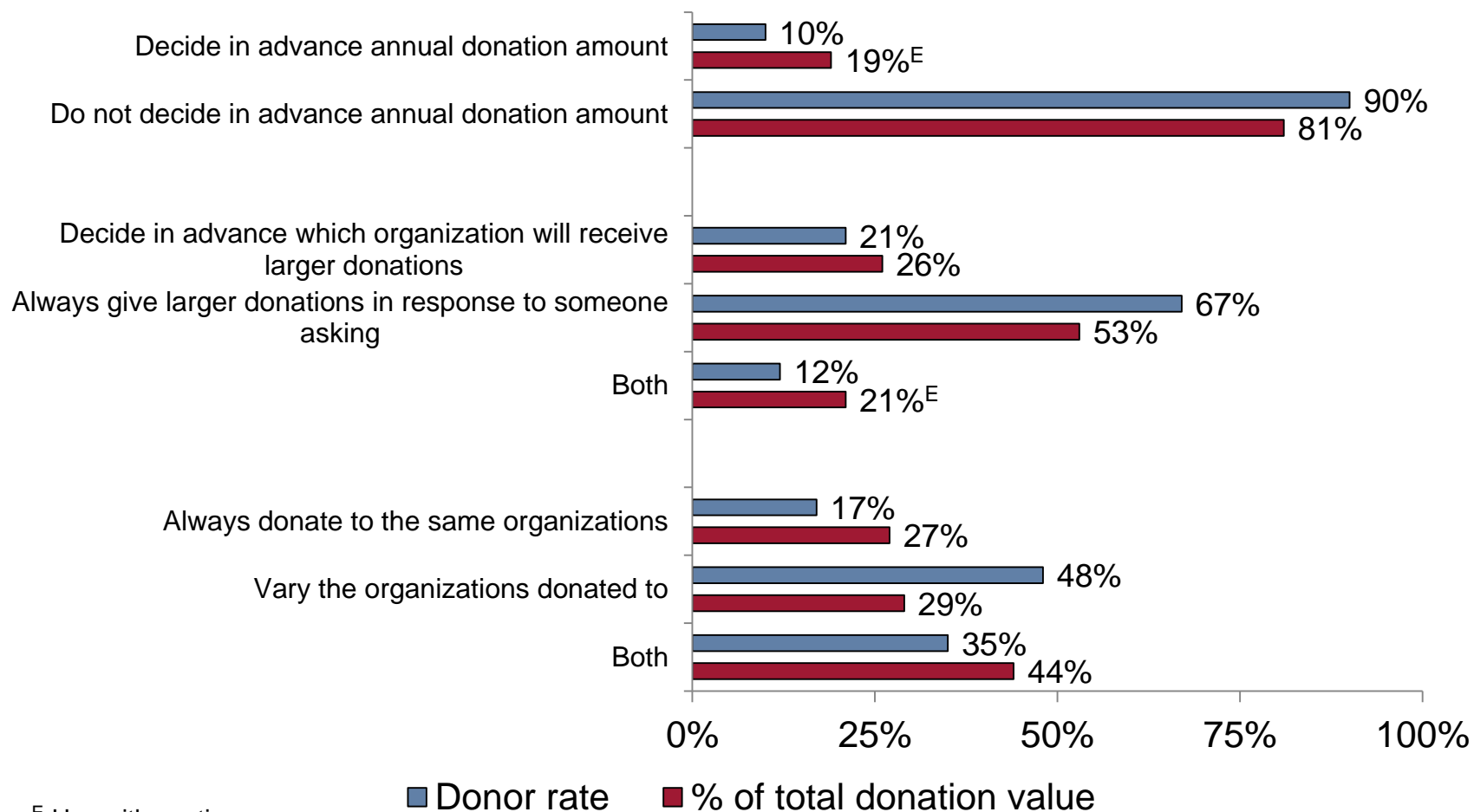
FINDINGS:

- Youth are less likely than older donors to plan their donations in advance
- More likely to vary the organizations they donate to from year to year
- However, those who plan in advance and support the same organizations give larger amounts

The role of prior planning and regular support



The role of prior planning and regular support



Donations and decision making

IMPLICATIONS:

- Particular emphasis should be placed on donor stewardship among youth
 - Getting youth donors may be easier than keeping them
 - Building long term relationships can have significant payoffs as they grow older and increase their giving

Motivations for giving

FINDINGS:

- Youth are less likely to cite most motivations for donating, but are generally positively oriented towards giving
- Noticeably less likely to cite personal ties to cause, religious beliefs and tax credits as motivations

Motivations for giving

	15 to 19	20 to 24	25 and older
Feel compassion towards people in need	86%	88%	90%
To make a contribution to the community	81%	79%	79%
To help a cause in which personally believes	79%	86%	87%
Personally affected by the cause the organization supports	48%	54%	65%
To fulfill religious obligations or beliefs	26%	23%	33%
Income tax credit	6% ^E	10%	22%

^E Use with caution.

Barriers to giving

FINDINGS:

- Generally well disposed to being asked to contribute to charitable organizations
- Not being asked and lack of knowledge a barrier for youth
- Cost of donation a barrier for those 20 to 24
- 15 to 19 year olds likely to volunteer instead

Barriers to giving more

	15 to 19	20 to 24	25 and over
Could not afford to give more	70%	79%	72%
Happy with what was already given	49%	41%	67%
Gave voluntary time instead of money	49%	30%	30%
No one asked	46%	33%	20%
Did not know where to make contribution	32%	21%	9%
Gave money directly to people, not through an organization	23%	16%	40%
Did not like way in which requests were made	21%	23%	36%
Did not think money would be used efficiently	18%	19%	32%
Hard find a cause worth supporting	16%	11%	9%

Motivations and barriers to giving

IMPLICATIONS:

- Challenge with youth is that good will exists but is generalized, without specific direction
 - build personal connections with youth
- Reaching youth also more of a challenge
- Need to be sensitive to reduced resources and possibility that youth are providing valuable support in other ways

An introduction to volunteering in Canada

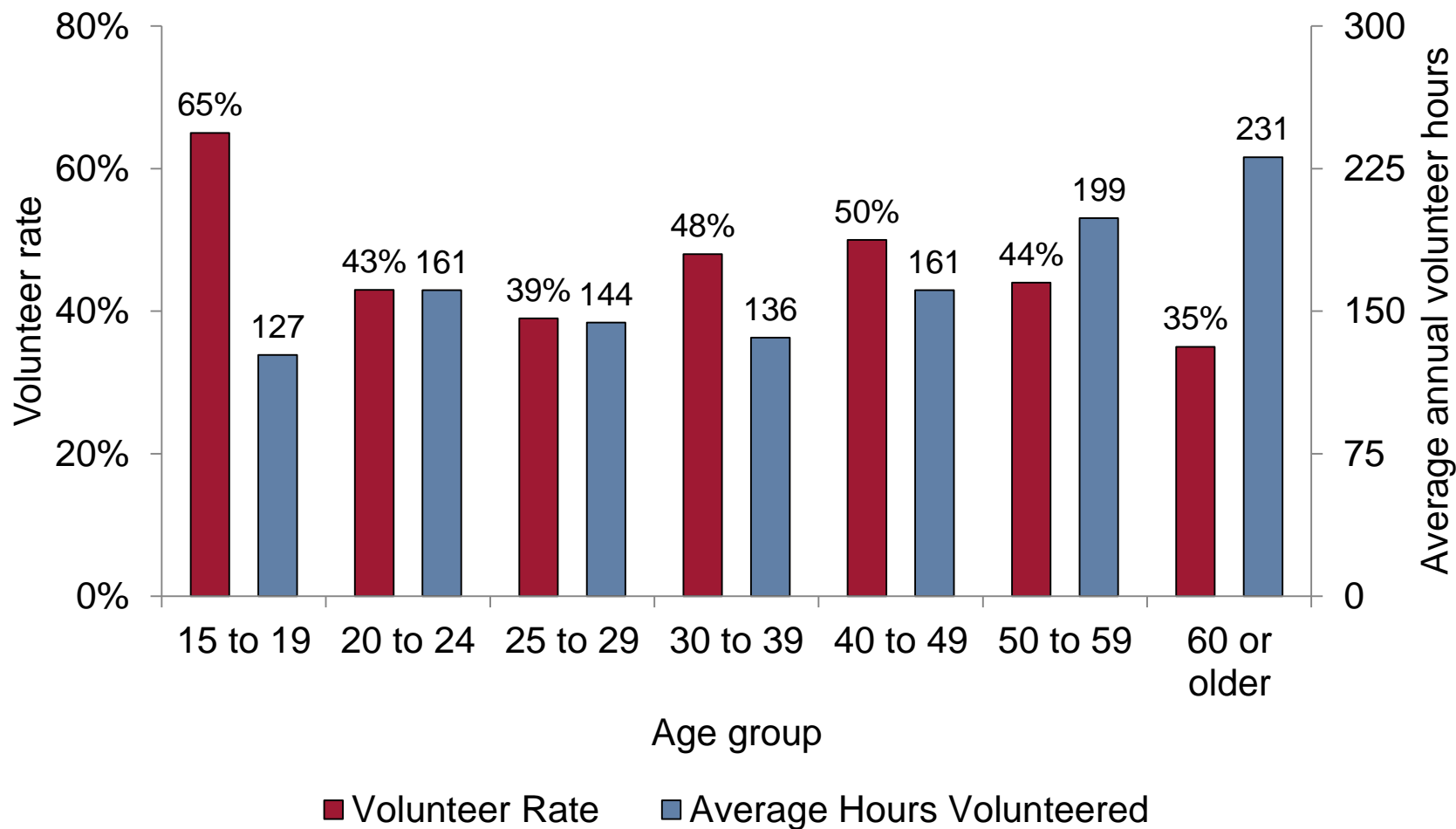
- 45% of Canadians volunteered a total of 1.98 billion volunteer hours
 - Volunteered an average of 168 hours
- Equivalent to just over one million full time positions

Volunteering

FINDINGS:

- Youth 15 to 19 more likely than any other age group to volunteer, but contributed lowest average hours
- Youth 20 to 24 and transitional youth less likely to volunteer
- Those aged 20 to 29 account for fewer volunteer hours than their numbers would suggest

Volunteering by age group



Volunteering by age group

	% Population	% Total Hours
15 to 19	9%	10%
20 to 24	8%	7%
25 to 29	8%	6%
30 to 39	18%	16%
40 to 49	20%	21%
50 to 59	17%	19%
60 or older	21%	22%

Volunteering

IMPLICATIONS:

- Organizations seeking large numbers of low hour volunteers would do well to look among youth
- Discontinuity in volunteering between 25 to 29 is a particular challenge for organizations and nonprofit sector generally
 - Focus on volunteer retention may have payoff

The organizations youth support

FINDINGS:

- Canadians aged 15 to 19 demonstrate particular association with Education & Research and Social Services organizations
- Those aged 20 to 24 show association with Universities & Colleges and Religious organizations

Volunteer rate by organization type

	15 to 19	20 to 24	25 and over
Education & Research	31%	9%	10%
Social Services	19%	11%	11%
Sports & Recreation	14%	9%	12%
Religion	11%	8%	10%
Health	7%	7%	7%
Development & Housing	7%	3% ^E	5%
Arts & Culture	5% ^E	3% ^E	2%
Law, Advocacy & Politics	3% ^E	3% ^E	4%
Environment	3% ^E	3% ^E	3%
Hospitals	3% ^E	2% ^E	3%
Universities & Colleges	2% ^E	7% ^E	1%

^E Use with caution.

Percentage of total hours by organization type

	15 to 19	20 to 24	25 and over
Education & Research	23%	13% ^E	9%
Social Services	23%	19% ^E	16%
Sports & Recreation	12%	9% ^E	20%
Religion	13% ^E	19% ^E	16%
Health	3% ^E	5% ^E	5%
Development & Housing	4% ^E	2% ^E	6%
Arts & Culture	5% ^E	F	4%
Law, Advocacy & Politics	1% ^E	3% ^E	4%
Environment	F	F	4%
Hospitals	1% ^E	F	3%
Universities & Colleges	F	F	F

^E Use with caution.

F Sample size too small to be used.

The organizations youth support

IMPLICATIONS:

- Youth show associations with types of organizations they tend to be most immediately involved with
- May be a challenge for organizations working in areas not related to Education to recruit youth

What youth volunteers do

FINDINGS:

- Youth volunteers appreciably different from older volunteers in terms of the activities they perform
- Activities vary noticeably between those aged 15 to 19 and 20 to 24

Volunteer rate by activity

	15 to 19	20 to 24	25 and over
Organizing or supervising events	53%	46%	46%
Fundraising	52%	37%	46%
Teaching, educating or mentoring	34%	36%	29%
Coaching, refereeing or officiating	32%	19%	17%
Collecting, serving or delivering food	31%	19%	24%
Counselling or providing advice	25%	23%	27%
Providing health care or support	24%	18%	18%
Sitting on a committee or board	23%	28%	39%
Conservation or environmental protection	20%	14%	15%
Office work	19%	22%	26%
Maintenance or repair	19%	15%	18%
Canvassing	19%	13%	14%
Unspecified activities	11%	10%	9%
Driving	10%	14%	22%
First-aid, fire-fighting or search and rescue	7% ^E	7% ^E	7%

^E Use with caution.

Volunteer hours by activity

	15 to 19	20 to 24	25 and over
Organizing or supervising events	16%	16%	14%
Fundraising	15%	14%	16%
Teaching, educating or mentoring	13%	14%	10%
Coaching, refereeing or officiating	9%	9%	6%
Collecting, serving or delivering food	9%	5%	6%
Counselling or providing advice	5%	4%	5%
Providing health care or support	4%	6%	4%
Sitting on a committee or board	6%	8%	13%
Conservation or environmental protection	3%	2%	2%
Office work	5%	7%	7%
Maintenance or repair	5%	4%	4%
Canvassing	5%	3%	4%
Unspecified activities	4%	4%	5%
Driving	1%	2%	4%
First-aid, fire-fighting or search and rescue	1% ^E	2% ^E	1%

^E Use with caution.

What youth volunteers do

IMPLICATIONS:

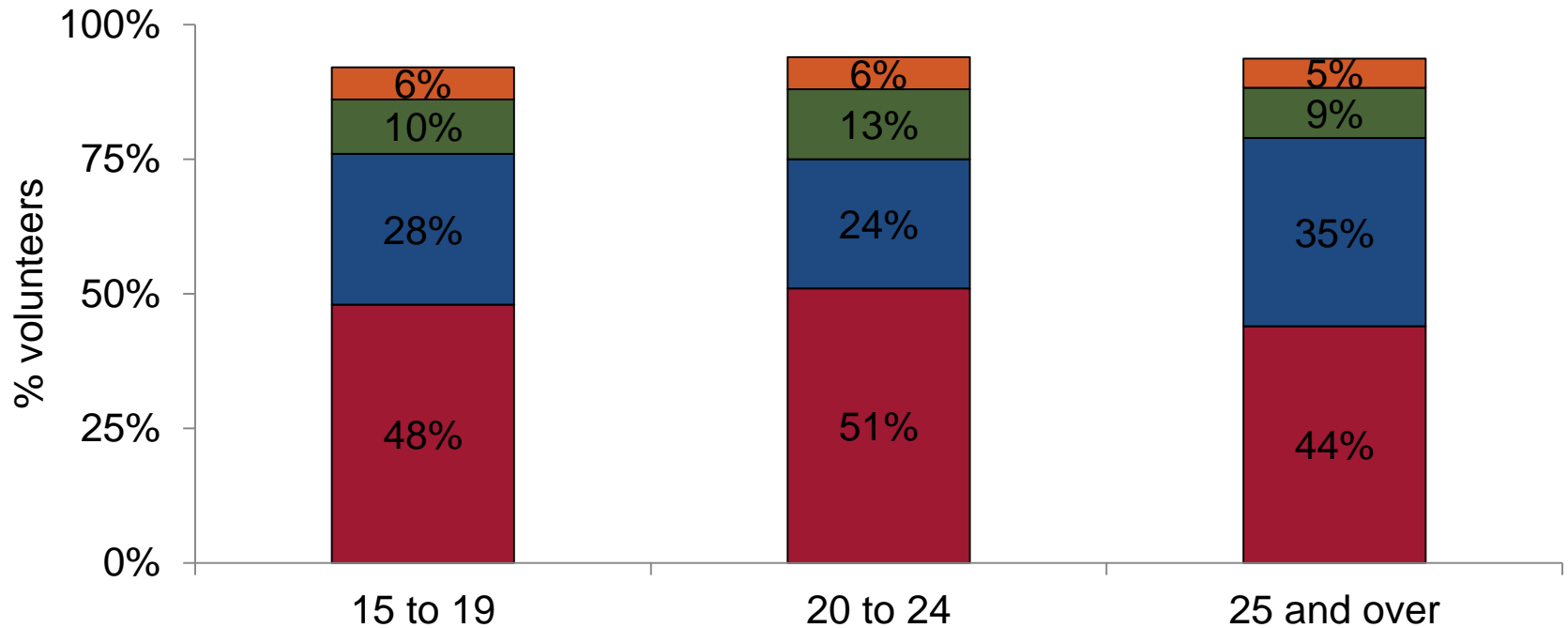
- Organizations should attempt to match tasks to prospective recruits
- Need to keep in mind that specific age within youth group matters
- However, for some activities it may be a matter of opportunity

How youth become involved

FINDINGS:

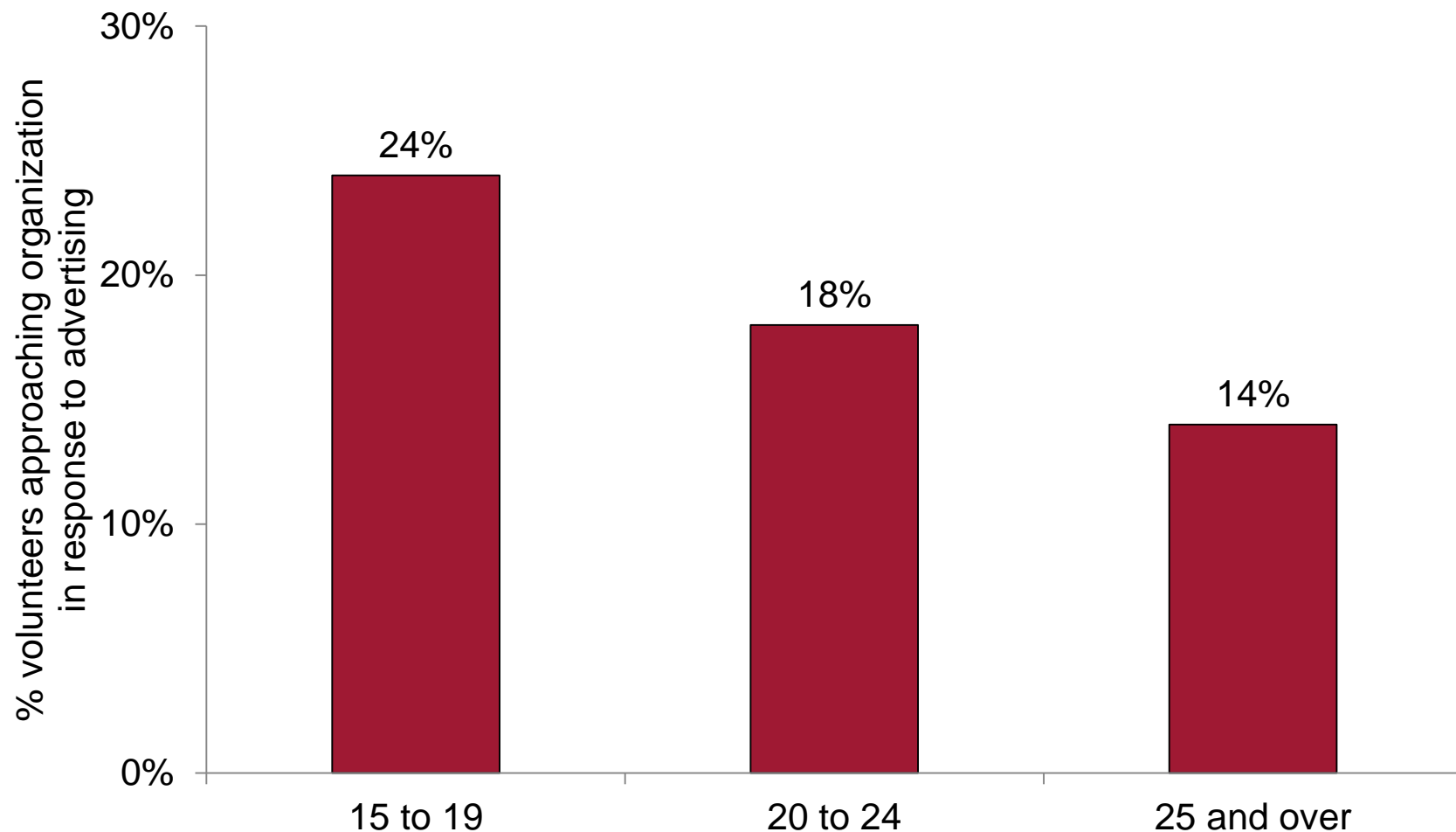
- Youth are slightly more likely to approach organizations on their own initiative, less likely to be recruited by someone already involved with organization
- 20 to 24 year olds more likely than others to be asked to volunteer by friends or family

Methods of initial involvement with organization



- Asked by someone else
- Asked by friend/relative outside the organization
- Asked by someone in the organization
- Approached organization ones self

The importance of advertising



How youth become involved

IMPLICATIONS:

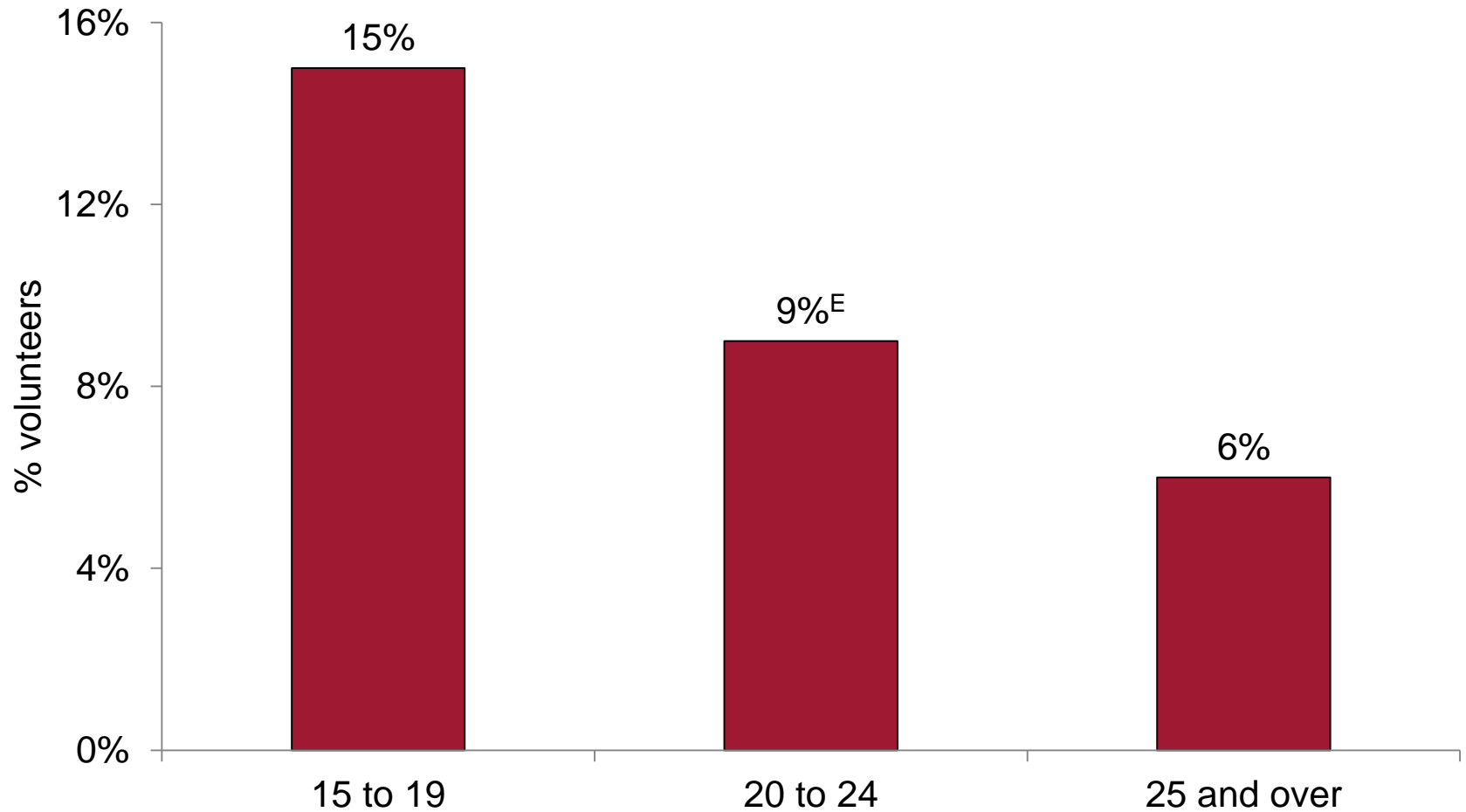
- Youth recruitment seems to be somewhat less personal
- Advertising may be a relatively effective means of recruiting youth

Mandatory community service

FINDINGS:

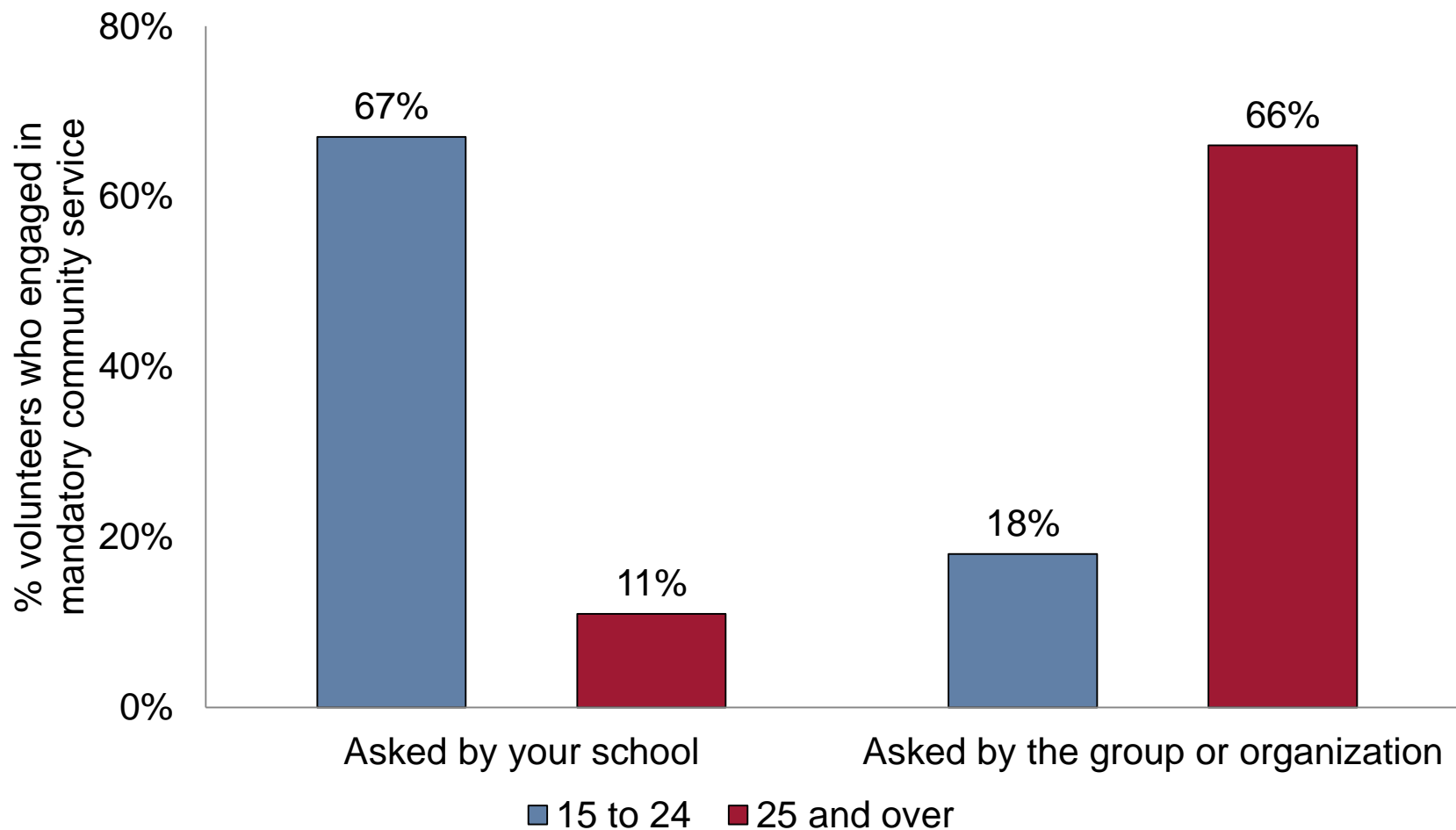
- Youth more likely than older Canadians to be required to volunteer and are more likely to be required to do so by their school

Mandatory community service



^E Use with caution.

Who requires mandatory community service?



Mandatory community service

IMPLICATION:

- Mandatory community service and associated issues are a larger factor among youth

Motivations for volunteering

FINDINGS:

- Youth more likely to volunteer to explore their strengths and improve their job opportunities
- Less likely to be personally affected by cause of organization
- Those 15 to 19 more likely to volunteer because their friends do

Motivations for volunteering

	15 to 19 years	20 to 24 years	25 to 29 years	30 years and older
To make a contribution to the community	88%	90%	90%	93%
To use skills and experiences	77%	81%	74%	76%
To explore one's own strengths	65%	62%	54%	44%
To improve job opportunities	65%	44%	30%	11%
Friends volunteer	54%	47%	45%	41%
To network with or meet people	51%	49%	46%	46%
Personally affected by the cause of the organization	45%	53%	58%	64%
To fulfill religious obligations or beliefs	18%	16%	20%	24%

Motivations for volunteering

IMPLICATIONS:

- Focus on how volunteer opportunities can be fun and help develop new skills, job opportunities, and career paths
- Youth asking youth to volunteer may be an effective recruitment method – one that many organizations may not be taking advantage of

Barriers to volunteering

FINDINGS:

- Lack of time a barrier, particularly for those 25 to 29
- Lack of interest in volunteering a particular barrier among those 15 to 19
- Not having been asked or not knowing how to become involved more prevalent among youth
- Having volunteered enough and health challenges less of a barrier

Barriers to volunteering at all

	15 to 19 years	20 to 24 years	25 to 29 years	30 years and older
Did not have the time	70%	76%	83%	63%
Unable to make a long-term commitment	42%	56%	56%	59%
No one asked	58%	55%	53%	35%
Did not know how to become involved	44%	36%	29%	18%
Gave enough time already	9%	10%	7%	17%
Had no interest	39%	28%	21%	22%
Gave money instead of time	26%	31%	40%	54%
Health problems or physically unable	F	7% ^E	8% ^E	31%
Dissatisfied with a previous experience	7%	6%	6%	6%
Financial cost of volunteering	12% ^E	15%	17%	15%

^E Use with caution.

^F Sample size too small to be used.

Barriers to volunteering

IMPLICATIONS:

- Asking, encouraging, and educating youth to volunteer will likely increase the level of volunteer support given by youth
- To retain youth 20 to 29 one must work around competing demands on their time

Acknowledgements

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Cover photo courtesy of Imagine Canada member the Food Bank of Waterloo Region.

About Imagine Canada

Imagine Canada is a national charitable organization whose cause is Canada's charities and nonprofits. We reinforce the sector's collective voice, act as forum and meeting place and create an environment in which organizations contribute to building stronger communities.

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For more information about Imagine Canada please visit www.imaginecanada.ca

For more information on the 2004 Canada Survey of Giving, Volunteering and Participating please visit www.givingandvolunteering.ca

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