

2007 CANADA SURVEY OF Giving, Volunteering & Participating



Giving and Volunteering in British Columbia

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Findings from the Canada Survey of Giving,
Volunteering, and Participating



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CHAPTER 1 – CHARITABLE GIVING IN BRITISH COLUMBIA

Since 2004, charitable giving in British Columbia has experienced a modest increase. The majority of British Columbians (79%) supported charitable or other nonprofit organizations by making financial or in-kind charitable donations. This chapter begins by exploring the level of support that British Columbians provide to charitable and nonprofit organizations and the personal and economic characteristics of British Columbia donors. Next, it shows how the support British Columbians provide varies among different types of organizations. It then addresses the motivations that underlie charitable giving and the barriers that prevent British Columbians from giving more or giving at all. Finally, it touches on the impact of youth experiences on future donating habits. Where significant, it explores changes between 2004 and 2007.

GIVING IN 2007: KEY FINDINGS AND COMPARISONS

- 79% of British Columbians (2.9 million residents) made either a financial or an in-kind donation in 2007 (an increase from 77% in 2004).
- British Columbia donors contributed an average of \$506 each (an 8% increase from \$467 in 2004). In comparison, Canadian donors gave an average of \$437 each (a 9% increase from \$400 in 2004).
- British Columbians donated a total of over \$1.46 billion in 2007, up from approximately \$1.26 billion in 2004.
- The top 25% of donors (those who gave \$460 or more) accounted for 83% of the total value of donations.
- Very few British Columbians (4%) said that they had planned bequests in the event of their death.
- British Columbians were most likely to make donations to organizations working in the areas of Health & Hospitals (52% of British Columbians donated in 2007), Social Services (34%), and Religion (26%).
- Religion organizations received the largest average annual donations (\$778) and the largest percentage of total donation value (51%).
- British Columbians were most likely to donate by sponsoring someone in an event (28% donated in this way), mail requests (25%), and place of worship collections

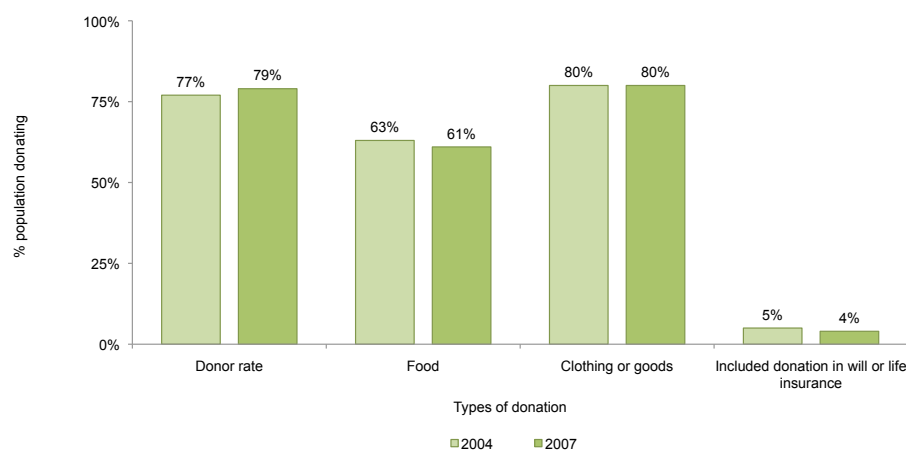
(24%). However, although some methods were more common than others, the most common methods did not necessarily generate the most money.

- Groups of British Columbians who gave disproportionately large amounts included those who were 55 years of age or older; were married or in a common-law relationship; were employed; held a university degree; had an annual household income of \$60,000 or more; and attended religious services weekly.
- British Columbians were more likely to give spontaneously than they were to plan their giving in advance, but those who planned ahead tended to make larger donations. While this pattern is consistent with that found in other provinces, British Columbians were more likely than other Canadians to decide in advance how much they would give and to which organizations they would give their larger donations.
- Compared to other provinces, British Columbians were more likely to say they did not give more because they did not like the way requests were made. They were less likely to say they did not give more because no one asked.
- British Columbians who had had any of a range of pro-social experiences or who had positive role models during their youth were more likely to donate as adults and tended to donate larger amounts. About nine tenths of those who had had any of these experiences donated, compared to about three quarters of those who had not had any of these experiences during youth.

THE SUPPORT THAT BRITISH COLUMBIANS PROVIDE

In 2007, the vast majority (79%) of British Columbians aged 15 and older made a financial donation to a charitable or nonprofit organization during the 12 months prior to being surveyed (see Figure 1.1). This is a modest increase of 2 percentage points from 2004. Seventy nine percent of British Columbians made in-kind donations of clothing or other goods, while almost two thirds (61%) donated food. Fewer than one in twenty (4%) said they had made provisions for a donation in the event of their death. The percentages of British Columbians making non-financial donations have remained essentially unchanged since 2004.

Figure 1.1: Percentage of population donating to charitable and nonprofit organizations, by type of donation, population aged 15 and older, British Columbia, 2004 and 2007.



In total, British Columbians gave just over \$1.46 billion in financial support to charitable and nonprofit organizations in 2007 (see Table 1.1), an increase of approximately 16% from 2004.¹ British Columbia donors gave an average of \$506 each (an 8% increase from 2004). Because averages can be affected by extreme values, the median may be a better indication of the typical size of a donation.² In British Columbia, the median donation was \$125 (\$5 less than in 2004), meaning that the increase in total and average donation value may have been driven by a relatively small number of donors who contributed large amounts.

Table 1.1: Donors and donations, population aged 15 and older, British Columbia, 2007.

Rate of donating		2007	2004
Total population	(thousands)	3,660	3,500
Donors	(thousands)	2,893	2,695
Donor rate		79%	77%
Number of donations			
Total number	(thousands)	9,830	9,976
Average number per donor		3.4	3.7
Amount donated			
Total amount	(thousands)	\$1,462,600	\$1,257,800
Average annual amount per donor		\$506	\$467
Median annual amount per donor		\$125	\$130
Average amount per donation		\$149	\$126

In 2007, British Columbians were somewhat less likely than residents of most other provinces to report making a financial donation (see Figure 1.2). This is consistent with the figures from 2004. However, British Columbians stand out in the amounts they donated, ranking within the top half of all provinces in both 2004 and 2007 (see Figure 1.3).

¹ Note this increase does not account for the effects of inflation.

² The median donation is the “half way point” of donations, meaning that half of donors contributed more and half contributed less than the median value.

Figure 1.2: Percentage of population donating to charitable and nonprofit organizations, by province, population aged 15 and older, 2004 and 2007.

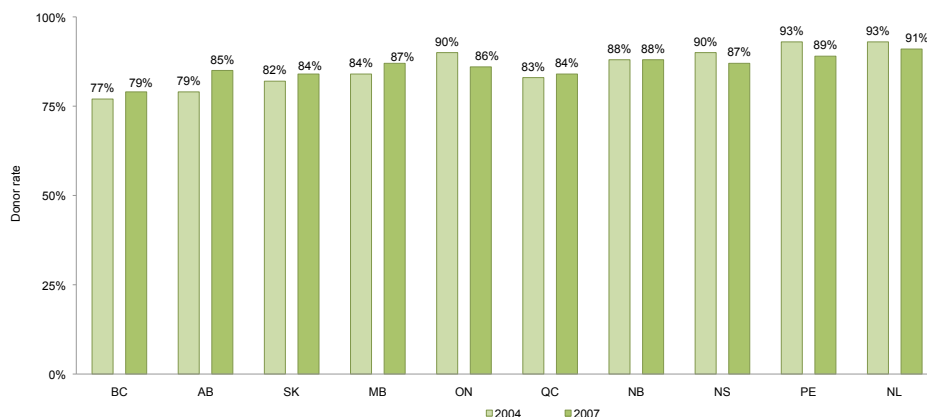
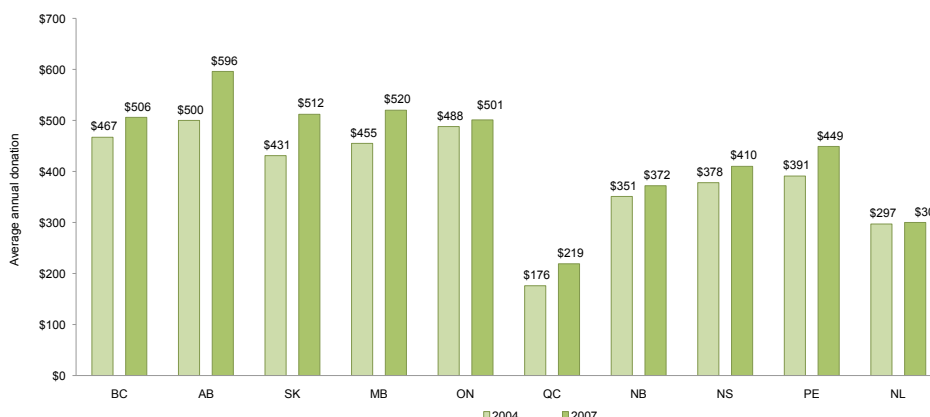


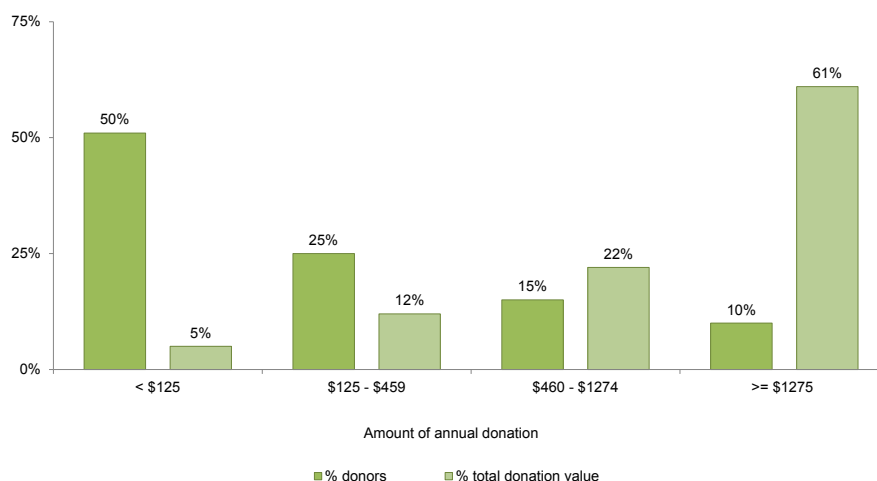
Figure 1.3: Average annual donations to charitable and nonprofit organizations, by province, population aged 15 and older, 2004 and 2007.



THE CONCENTRATION OF SUPPORT

Although most British Columbians donated to charitable or nonprofit organizations, most of the money donated came from a relatively small proportion of donors. Figure 1.4 divides donors into groups according to how much they contributed in 2007 and shows the percentage of the total value of all donations that each group contributed. The top 10% of donors (those who gave over \$1,275) contributed 61% of the total value of all donations, while the 15% who donated between \$460 and \$1,274 contributed 22%. In contrast, the 50% of donors who contributed less than \$125 accounted for just 5% of the value of donations.

Figure 1.4: Distribution of donors and percentage of total donation value, by amount of annual donations, donors aged 15 and older, British Columbia, 2007.

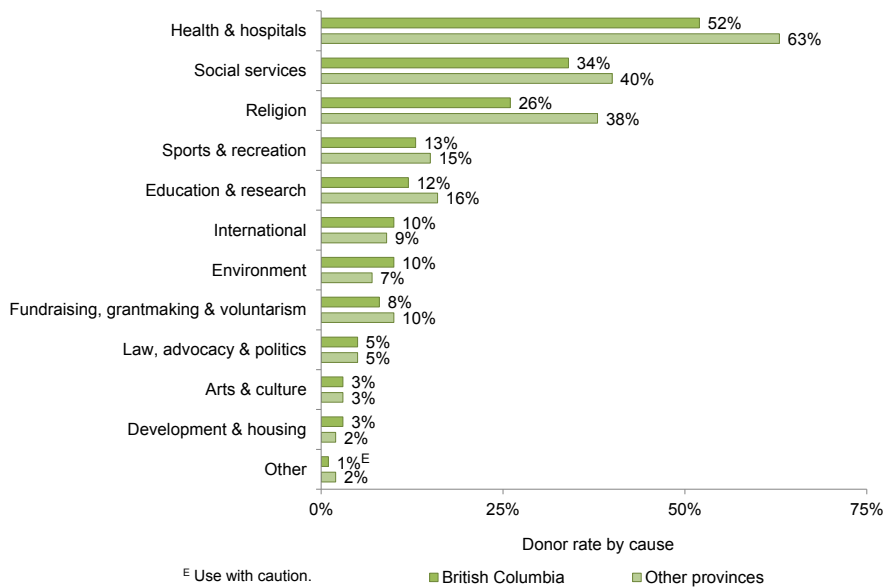


THE ORGANIZATIONS SUPPORTED BY BRITISH COLUMBIANS

British Columbians supported a wide range of charitable and nonprofit organizations, but not all types of organizations received the same level of support. British Columbians were most likely to give to organizations working in the areas of Health & Hospitals (52% donated in 2007), Social Services (34%), and Religion (26%; see Figure 1.5). Other types of organizations have more modest bases of support: 13% of British Columbians donated to Sports & Recreation organizations; 12% donated to Education & Research organizations; and 10% donated to International organizations.³ Broadly speaking, the levels of support for most types of organizations in British Columbia were comparable to those in the rest of Canada.

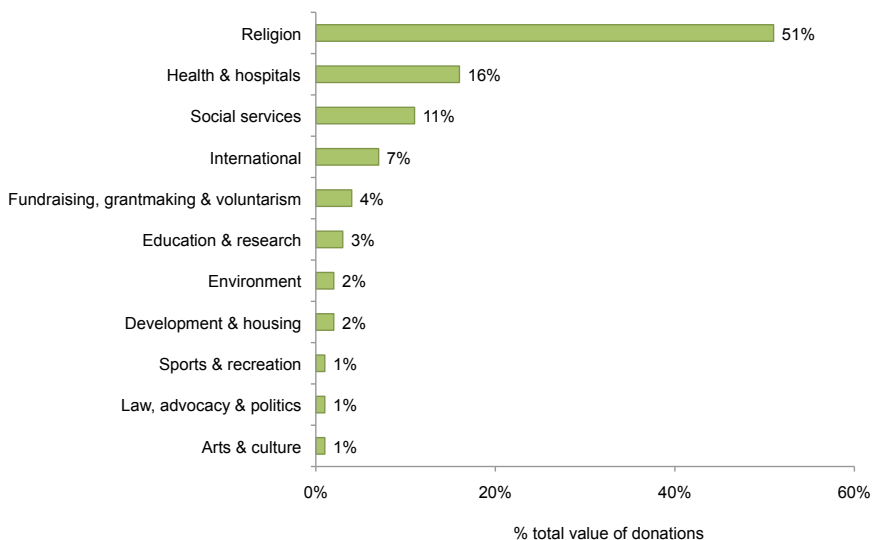
³ Organizations working in the areas of international development and relief.

Figure 1.5: Donor rate, by selected organization type, population aged 15 and older, British Columbia and other provinces, 2007.



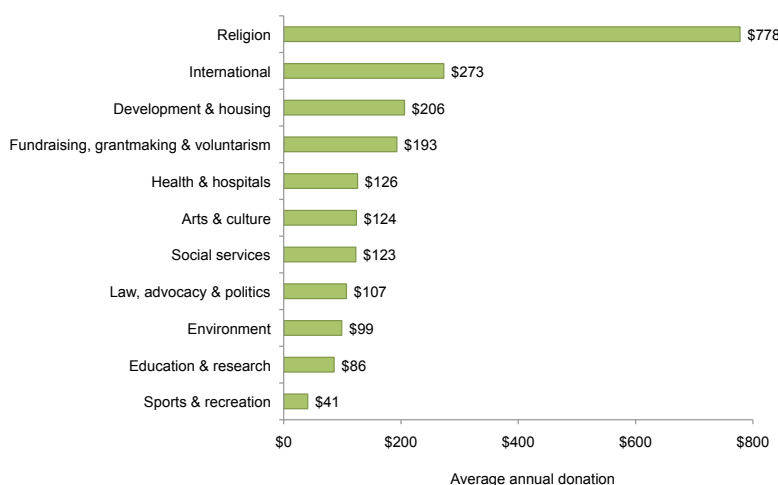
In terms of the amounts donated, Religion organizations receive far more than any other type of organization. Collectively they received over \$745 million in 2007 – just over half (51%) the total value of all donations made in British Columbia (see Figure 1.6). Health & Hospital organizations ranked a distant second with 16% of the total value of all donations (nearly \$234 million), and Social Services organizations were third with 11% (\$161 million). This distribution of support is essentially unchanged since 2004 and broadly similar to that seen in the rest of Canada.

Figure 1.6: Distribution of total donation value, by selected organization type, population aged 15 and older, British Columbia, 2007.



The average amounts that British Columbians donated to particular types of organizations varied greatly. Donors to Religion organizations made the largest average annual donations (\$778; see Figure 1.7). By comparison, the average annual donation to Health & Hospital organizations was relatively small (\$126), even though half of British Columbians (52%) donated to these organizations. British Columbians made the smallest average annual donations to organizations working in the areas of Environment (\$99), Education & Research (\$86), and Sports & Recreation (\$41).

Figure 1.7: Average annual donations, by selected organization type, donors aged 15 and older, British Columbia, 2007.



A PROFILE OF BRITISH COLUMBIA DONORS

While making a donation is an individual choice, driven by personal factors, nevertheless it is helpful to understand that, generally speaking, particular personal and economic characteristics are associated with an increased likelihood of donating and/or with donating larger amounts. These characteristics include age, sex, level of formal education, employment status, annual household income, marital status, and presence of children in the household (see Table 1.2). Although these characteristics are discussed separately, it is important to note that they are often interrelated.

The likelihood of donating increased with age. British Columbians aged 15 to 24 were least likely to make a financial donation (65%), and those aged 65 and older were most likely to do so (85%). In terms of the amounts donated, generally those who are older donated larger amounts. For example, donors aged 55 to 64 donated an average of \$690 annually, while those aged 25 to 34 made the smallest average donations (\$465).

Not all age groups accounted for equally large proportions of total donations. For example, because of their lower likelihood of donating and their small average donations, those aged 25 to 34 donated just 14% of the total value of donations, even though they accounted for 16% of the British Columbia population. Conversely, those aged 55 and older accounted for

larger percentages of total donation value than one would expect, given the size of the population these individuals account for. For example, British Columbians aged 65 and older contributed 23% of total donations but made up just 16% of the population.

Women were somewhat more likely than men to donate (81% vs. 78%, respectively) but they made smaller average annual donations (\$476 vs. \$538 for men). Each sex accounted for approximately half of the population in British Columbia (49% men, 51% women) and contributed half of the total value of all donations (51% men, 49% women).

Individuals with higher levels of formal education were more likely to donate and tended to give larger amounts. Sixty-five percent of those with less than a high school education donated, compared to 89% of those with a university degree. Similarly, donors with less than a high school diploma contributed an average of \$222 annually, while those with a university degree contributed an average of \$776. In terms of their contribution to the total donation pool, those with a university degree contributed significantly more than one would expect given their percent of the population, contributing fully 38% of total donations while accounting for just 22% of the British Columbia population.

Those who were employed were more likely to donate (82%) than those who were not in the labour force (74%) and made larger average annual donations (\$543 vs. \$446). Those who were employed accounted for more a larger proportion of the total donation value than one might expect given their numbers (73% of total donation value but 66% of the population).

The likelihood of donating was lowest among British Columbians with household incomes of less than \$20,000 (64%) and highest among those making more than \$100,000 (88%). Similarly, the average annual donation increased with income, rising from a low of \$300 among those with household incomes of less than \$20,000 to a high of \$744 among those with incomes of \$100,000 or more. Despite the fact that donors with household incomes in excess of \$100,000 constituted only 19% of the population, they accounted for fully 32% of the total value of all donations.

Single British Columbians were the least likely to donate (68%), while married individuals or those in common-law unions were most likely to give (84%). Married or common-law individuals made much larger average annual donations than did singles (\$567 vs. \$288); widows and widowers made the largest average annual donations (\$708). British Columbians who were married or in common-law unions constituted 62% of the population but accounted for three quarters (75%) of the total value of all donations.

Generally speaking, the presence of children in the household had only modest effects on the likelihood of donating. British Columbians with pre-school-aged children in their household were the most likely to make a financial donation (85%), while those with only school-aged children in the household were the least likely to donate (77%). Those with only pre-school-aged children also made the largest average annual donations (\$597^E). Those with no children present in the household gave the least (\$494).

Albertans who attended religious services weekly were more likely to donate than those who did not (95% vs. 77%) and tended to give larger amounts on average (\$1,315 vs. \$324). While the majority of British Columbia donors did not attend religious services weekly

(84%), the 16% who did accounted for a disproportional amount of the total value of donations (49%).

Table 1.2: Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, British Columbia, 2007.

	Donor rate	Average annual donation	% population	% Total donation value
Age group				
15 to 24	65%	F	16%	F
25 to 34	78%	\$465	16%	14%
35 to 44	82%	\$497	18%	18%
45 to 54	81%	\$500	19%	19%
55 to 64	83%	\$690	15%	21%
65 and older	85%	\$658	16%	23%
Sex				
Male	78%	\$538	49%	51%
Female	81%	\$476	51%	49%
Marital status				
Married or common-law	84%	\$567	62%	75%
Single	68%	\$288	26%	13%
Separated or divorced	78%	\$485	7%	6%
Widow or widower	72%	\$708	5%	6% ^E
Education				
Less than high school	65%	\$222	16%	6%
Graduated from high school	70%	\$342	21%	12%
Some postsecondary	77%	\$633 ^E	8%	9% ^E
Postsecondary diploma	87%	\$503	33%	35%
University degree	89%	\$776	22%	38%
Labour force status				
Employed	82%	\$543	66%	73%
Unemployed	F	F	2% ^E	F
Not in the labour force	74%	\$446	33%	27%
Household income				
Less than \$20,000	64%	\$300	10%	5% ^E
\$20,000 to \$39,999	69%	\$336	23%	13%
\$40,000 to \$59,999	84%	\$458	19%	18%
\$60,000 to \$99,999	83%	\$532	29%	32%
\$100,000 or more	88%	\$744	19%	32%
Presence of children in household				
No children in household	79%	\$494	65%	64%
Pre-school aged children only	85%	\$597 ^E	7%	9% ^E
Pre-school and school aged children	78%	\$533 ^E	5%	5% ^E
School aged children only	77%	\$505	24%	23%
Religious attendance				
Weekly attendee	95%	\$1,315	16%	49%
Not a weekly attendee	77%	\$324	84%	51%

^E Use with caution.

F Sample size too small to use.

HOW BRITISH COLUMBIANS DONATE

British Columbians made donations to charitable and nonprofit organizations in many different ways. They were most likely to donate as a result of being asked to sponsor someone in an event such as a walk-a-thon – 28% of donors said they made at least one donation in this way (see Figure 1.8). Other common methods of donating were in response to mail requests (25%) and through collections as a place of worship (24%). British Columbians were least likely to donate in response to telephone requests (7%) or a TV or radio request (5%).

The donation patterns of British Columbians were slightly different than those of other Canadians. They were less likely to donate as a result of most of the donation methods. For example, 24% of British Columbians donated in a place of worship, while 35% of other Canadians gave in this way. They were also less likely to donate as a result of sponsoring someone (28% vs. 32%), as a result of a request made in a public place (22% vs. 28%), at a charity event (19% vs. 23%), through door-to-door canvassing (19% vs. 28%), at work (19% vs. 22%), or in memoriam (16% vs. 23%). Although there were some changes in the methods of donation between 2004 and 2007, the size of most of these shifts is not large enough to be statistically significant (see Figure 1.9). One possible exception to this may be the decrease in the importance of donations from door-to-door canvassing (from 25% of British Columbians in 2004 to 19% in 2007), although the reasons for this shift, if real, are as yet unknown.

Figure 1.8: Percentage of population making a charitable donation, by selected solicitation method, population aged 15 and older, British Columbia and other provinces, 2007.

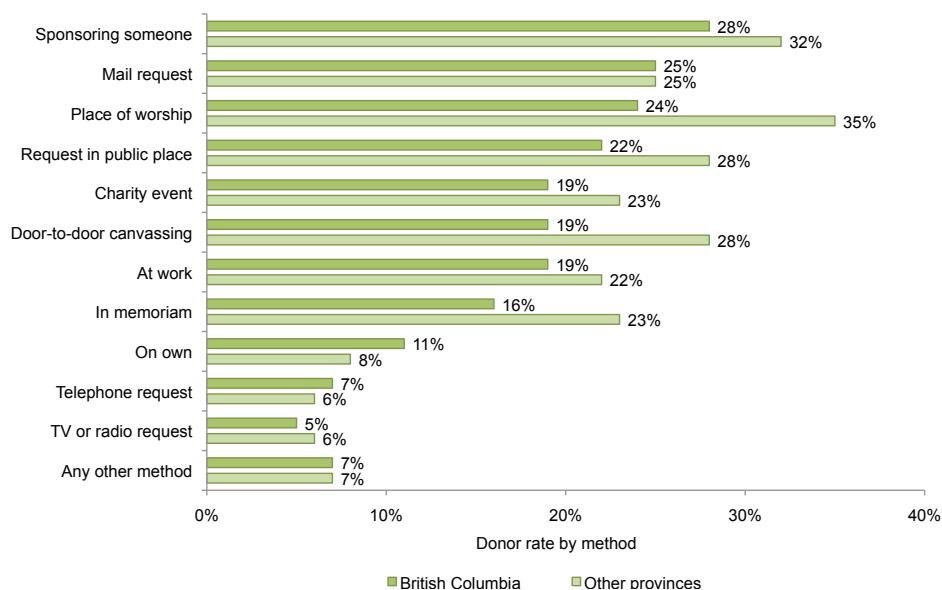
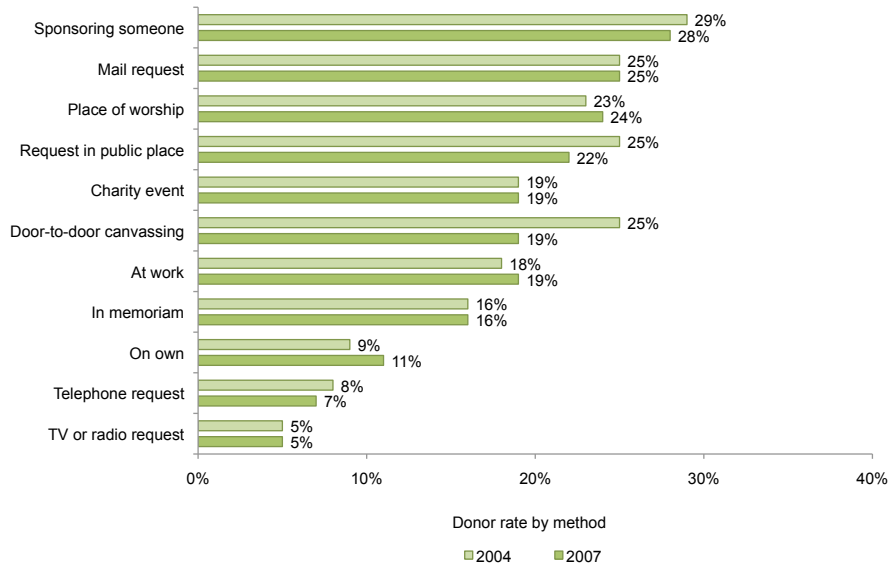
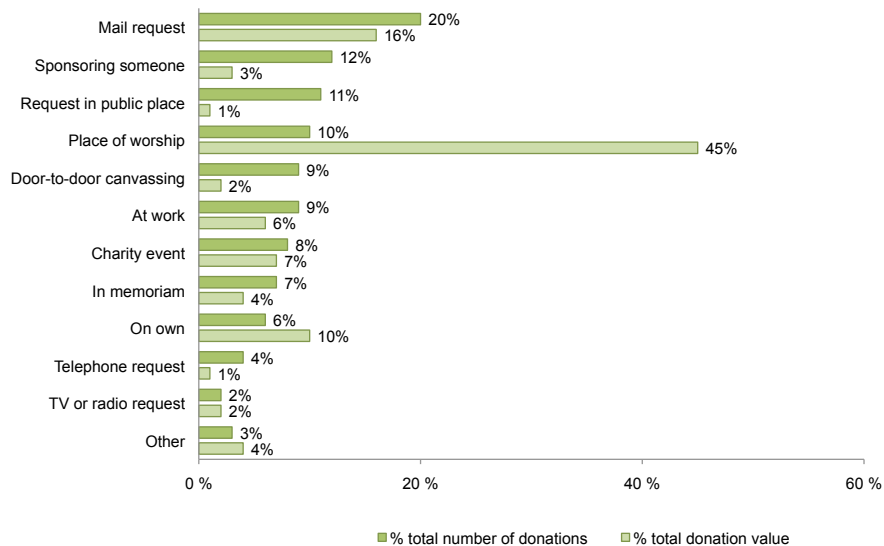


Figure 1.9: Percentage of population making a charitable donation, by selected solicitation method, population aged 15 and older, British Columbia, 2004 and 2007.



Although some methods of donation were more common than others, the most common methods did not necessarily generate the most money. For example, although sponsoring someone in an event and in response to mail requests were quite common (accounting for 12% and 20% respectively of the total number of donations made in British Columbia), they generated very small proportions of the total value of donations (3% and 16% respectively; see Figure 1.10). Conversely, although donations through places of worship accounted for just 10% of the total number of donations, they generated nearly half (45%) of the total value.

Figure 1.10: Percentage of total donation value and percentage of total number of donations, by selected solicitation method, donors aged 15 and older, British Columbia, 2007.



ENCOURAGING BRITISH COLUMBIANS TO GIVE: GIVING SPONTANEOUSLY VERSUS PLANNING AHEAD

A minority of British Columbians planned their donations in advance. Less than one quarter of donors (24%) reported planning in advance how much they would donate over the course of the year (see Figure 1.11). Similarly, more than one third decided in advance which charitable and nonprofit organizations they would support with their larger donations (38%) and/or donated to the same organizations year after year (35%). British Columbia donors were most likely to make their larger donations in response to being asked by an organization (49%) and to support a mixture of new and familiar organizations in a given year (39%). They differed from donors in the rest of Canada in that they were more likely to plan their donations in advance.

Prior planning of donations is significant because donors who engage in such planning tend to donate larger amounts than those who do not. For instance, the 24% of British Columbia donors who decided in advance the amount they would give over the course of the year collectively contributed 36% of the total value of all donations (see Figure 1.12). Similarly, the 38% of donors who decided in advance which organizations they would support with their larger donations contributed over half (54%) of the total value of donations, and the 35% of donors who regularly supported the same organization contributed 42% of the total donation value. Donors who pursued mixtures of planned and reactive strategies also accounted for larger proportions of the total value of donations than their numbers would suggest.

Figure 1.11: Percentage of donors by pattern of giving, donors aged 15 and older, British Columbia and other provinces, 2007.

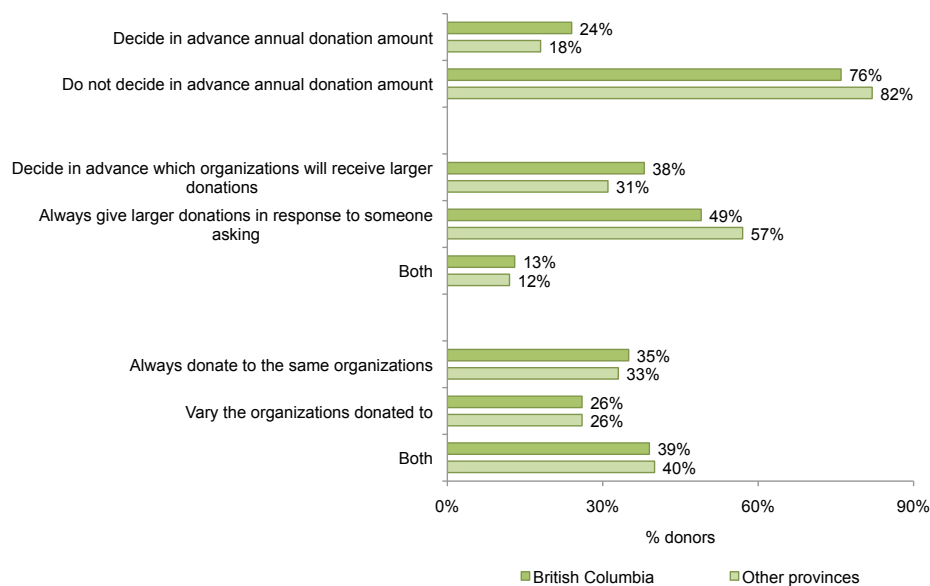
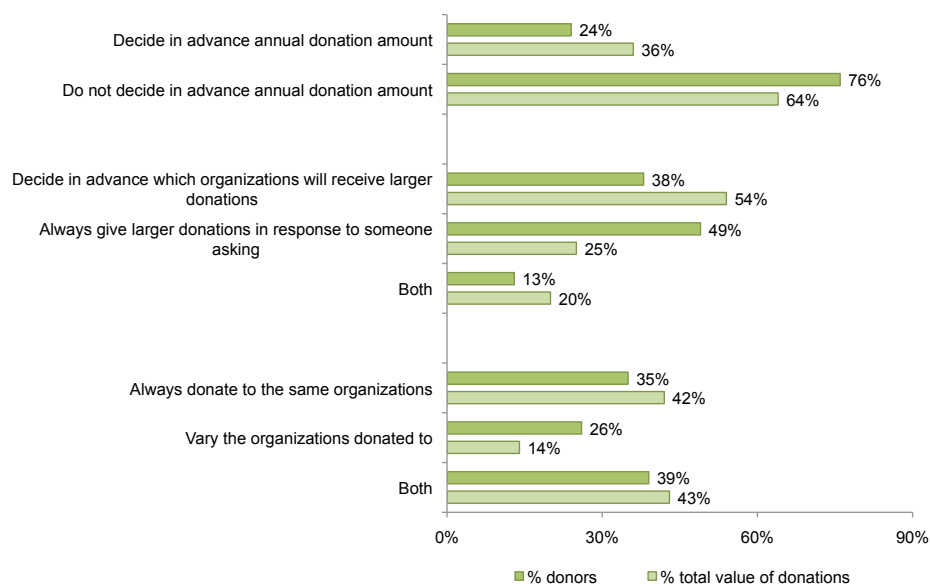


Figure 1.12: Percentage of donors and percentage of total donation value, by pattern of giving, donors aged 15 and older, British Columbia, 2007.



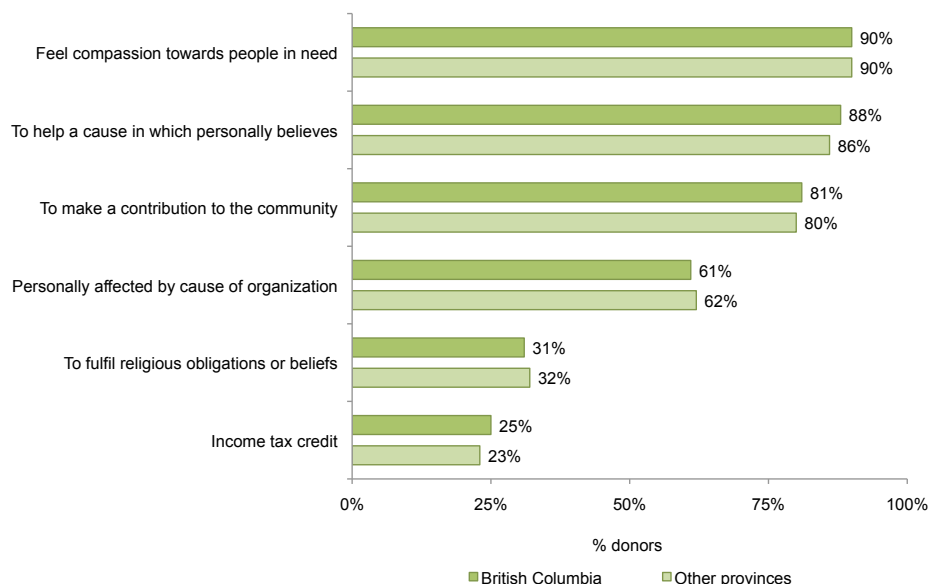
THE REASONS FOR MAKING FINANCIAL DONATIONS

There are many factors that encourage donations or that discourage donors from contributing as much as they otherwise might. Understanding these factors can help British Columbia charitable and nonprofit organizations obtain financial support from British Columbians they might otherwise not reach or increase donations they receive from those who already give.

Motivations

British Columbia donors were most likely to donate for altruistic reasons. The reasons most frequently reported by British Columbia donors were feeling compassion towards people in need (90%), helping a cause in which they personally believe (88%), and wanting to contribute to the community (81%; see Figure 1.13). Donors were least likely to be motivated by a desire to fulfill religious obligations or beliefs (31%) or being able to claim an income tax credit in return for their donation (25%). The motivations of British Columbia donors were very similar to those reported by donors in the rest of Canada. Similarly, the pattern of motivations reported by British Columbia donors in 2007 was essentially unchanged from that reported in 2004.

Figure 1.13: Reasons for making financial donations, donors aged 15 and older, British Columbia and other provinces, 2007.



Barriers

The two most common reasons that British Columbia donors gave for not giving more were that they could not afford to do so (72%) and that they were happy with the amount they had already given (63%; see Figure 1.14). Somewhat fewer barriers relate to issues that charitable and nonprofit organizations can hope to influence. About two fifths (44%) of British Columbia donors said they did not like the way requests were made. Similarly, about one third (31%) said they did not think the money would be used efficiently, and one fifth (20%) said no one had asked them to donate more. British Columbia donors were about as likely to report all of these barriers as were donors in the rest of Canada, although they were more likely to say they did not like the way in which donations were made (44% of British Columbians vs. 32% of other Canadians) and were less likely to say they did not give more because no one had asked (20% vs. 25%). The incidence of the majority of these factors increased between 2004 and 2007 (see Figure 1.15). Comparatively few donors reported that they did not donate more because they did not know where to make a contribution in 2007 (10%) or because they had difficulty finding a worthwhile cause (10%).

Figure 1.14: Reasons for not donating more, donors aged 15 and older, British Columbia and other provinces, 2007.

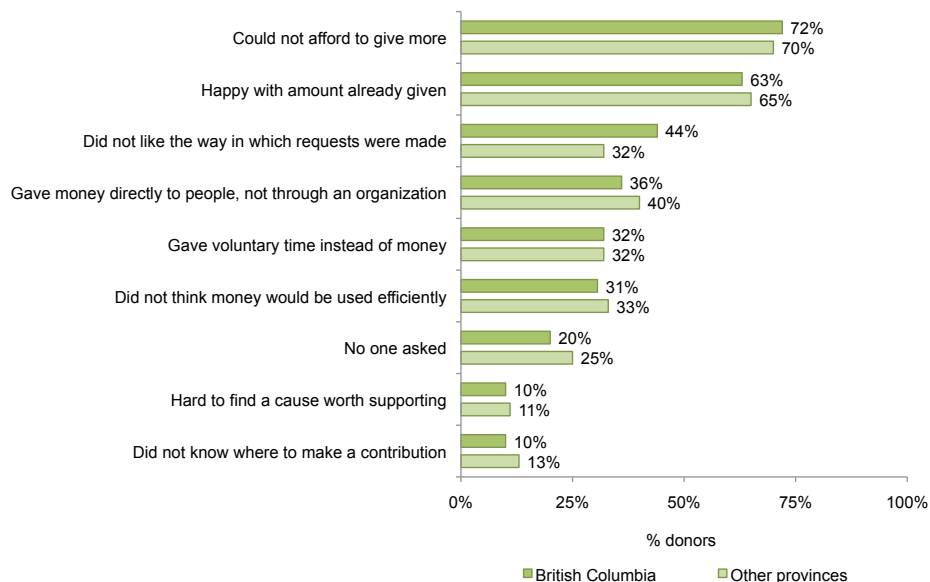
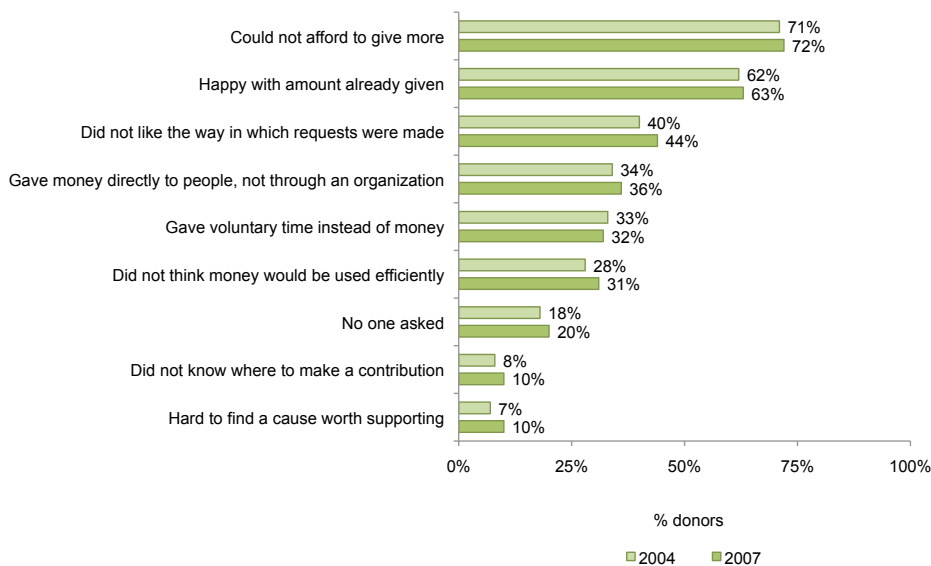


Figure 1.15: Reasons for not donating more, donors aged 15 and older, British Columbia, 2004 and 2007.



THE IMPACT OF YOUTH EXPERIENCES ON DONATING

British Columbians who reported having had certain experiences during their youth were more likely to donate than were those who had not had these experiences. Approximately nine tenths of those who reported any of these experiences donated, compared to between eight tenths and three quarters of those who did not (see Figure 1.16). Similarly, donors who

had had many of the youth experiences also reported making larger average annual donations than did donors who had not had the same experiences. Those who had been active in a religious organization or who had parents who volunteered gave the largest annual amounts (see Figure 1.17). Clearly the nature of the experience matters. Some experiences appear to have a greater effect on donating behaviour than others – those who had participated in a team sport or canvassed on behalf of an organization during their youth did not report larger average annual donations.

Figure 1.16: Donor rate, by selected youth experiences, donors aged 15 and older, British Columbia, 2007.

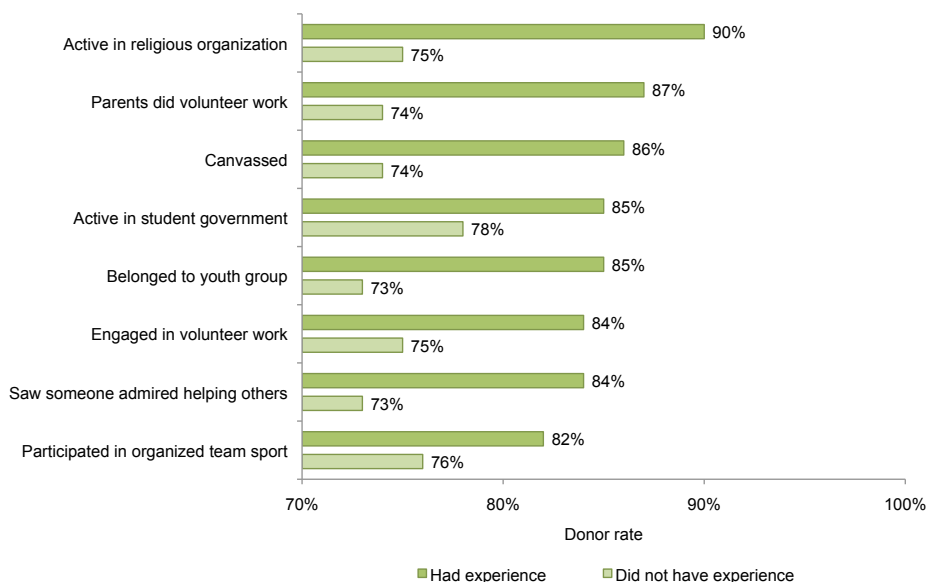


Figure 1.17: Average annual donation, by selected youth experiences, donors aged 15 and older, British Columbia, 2007.



CHAPTER 2 – VOLUNTEERING IN BRITISH COLUMBIA

Volunteers remain essential to the success of charitable and nonprofit organizations. In 2007, more than 1.7 million British Columbia residents donated their time, energy, experience, and passion to organizations throughout the province. This chapter explores a range of aspects of volunteering in British Columbia, including the level of support that British Columbians provide, the types of organizations they volunteer for, and the tasks volunteers perform. It also examines motivations for volunteering, including the impact of youth experiences on future volunteering, as well as barriers that prevent British Columbians from volunteering more. Where significant, it also reports on changes between 2004 and 2007.

VOLUNTEERING IN 2007: KEY FINDINGS AND COMPARISONS

- 1.7 million British Columbians (47% of the residents) volunteered their time to charitable and nonprofit organizations in 2007 (an increase from 45% in 2004).
- British Columbia residents volunteered an average of 172 hours each for a total of 292.7 million hours – the equivalent of more than 152,000 full-time jobs.
- The top 25% of volunteers (those who volunteered 182 hours or more) accounted for 77% of all volunteer hours.
- British Columbians were more likely to volunteer for organizations working in the areas of Education & Research (11%), Social Services (11%), Sports & Recreation (10%), and Religion (10%).
- The most common activities volunteers performed were organizing or supervising events (46% of volunteers performed this activity), fundraising (42%), teaching, educating or mentoring (33%), and sitting on committees or boards (29%).
- Groups who volunteered a disproportionately large number of hours were those who were aged 35 to 54; were female; held a postsecondary degree or higher; had an annual household income of \$100,000 or higher; and attended religious services weekly.
- 9% of volunteers reported that they engaged in mandatory community service (i.e., they were required to volunteer) for the organization to which they contributed the most hours; 56% of this group reported that the group or organization itself required this mandatory community service.

- British Columbia volunteers were most likely to be motivated by a mix of altruistic and expressive motivations, such as the desire to make a contribution to the community (95% of volunteers reported this motivation) and the desire to use their skills and experiences (78%).
- Volunteers were most likely to identify a lack of time (73%) and the inability to make a long term commitment (50%) as barriers to volunteering more.
- British Columbians who had had any of a wide range of pro-social experiences or positive role models during their youth were more likely to volunteer later in life. This is especially true of individuals who had been active in religious organizations or in student government.
- British Columbia volunteers who had been active in a religious organization, had belonged to a youth group, or who had parents who had volunteered contributed the most hours, on average, as adults.

VOLUNTEERING IN BRITISH COLUMBIA

In 2007, over 1.7 million British Columbians – the equivalent of 47% of the population aged 15 and over – volunteered for a charitable or nonprofit organization (see Table 2.1). This was an increase of 2 percentage points from the 45% who volunteered in 2004. British Columbia volunteers contributed an average of 172 hours each, for a total of 292.7 million hours – the equivalent to more than 152,000 full-time jobs.⁴

Table 2.1: Volunteers and volunteer hours, population aged 15 and older, British Columbia, 2007

Rate of volunteering		2007	2004
Total population	(thousands)	3,660	3,500
Volunteers	(thousands)	1,700	1,580
Volunteer rate		47%	45%
Hours volunteered			
Total volunteer hours	(thousands)	292,700	315,000
Average volunteer hours		172	199
Full-time job equivalents		152,000	164,063

In 2007, British Columbians were slightly more likely to volunteer than were Canadians as a whole (46% of Canadians volunteered in 2007; see Figure 2.1), compared to 2004 when British Columbians were as likely to volunteer as the Canadians elsewhere in the country (45% of Canadians and 45% of British Columbians volunteered in 2004). In 2007, as in 2004, British Columbians contributed more hours, on average (Canadians volunteered an average of 166 hours annually in 2007 and 168 hours in 2004; see Figure 2.2).

⁴ Assuming a 40 hour work week and 48 work weeks per year.

Figure 2.1: Percentage of population volunteering for charitable and nonprofit organizations, by province, population aged 15 and older, 2004 and 2007.

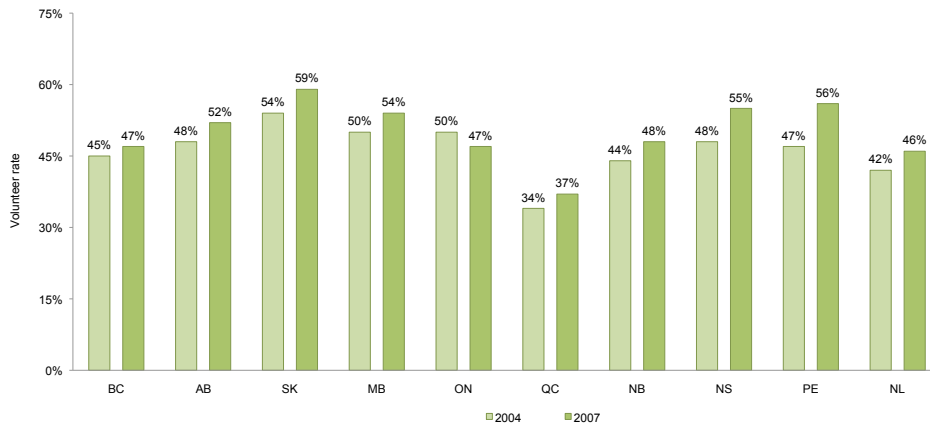
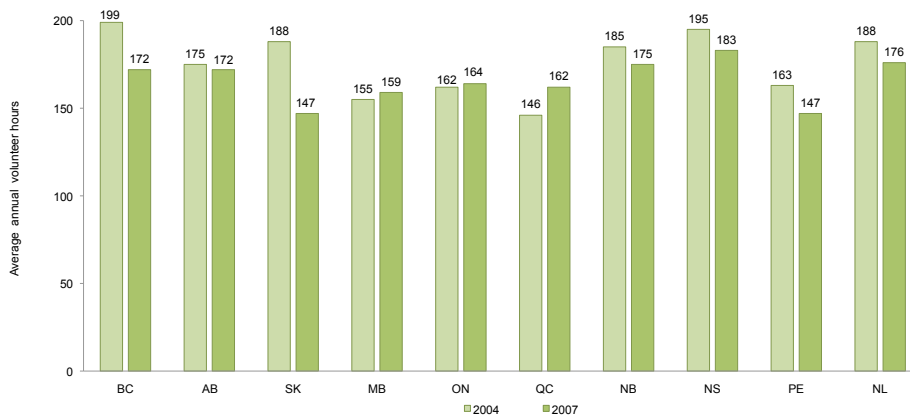


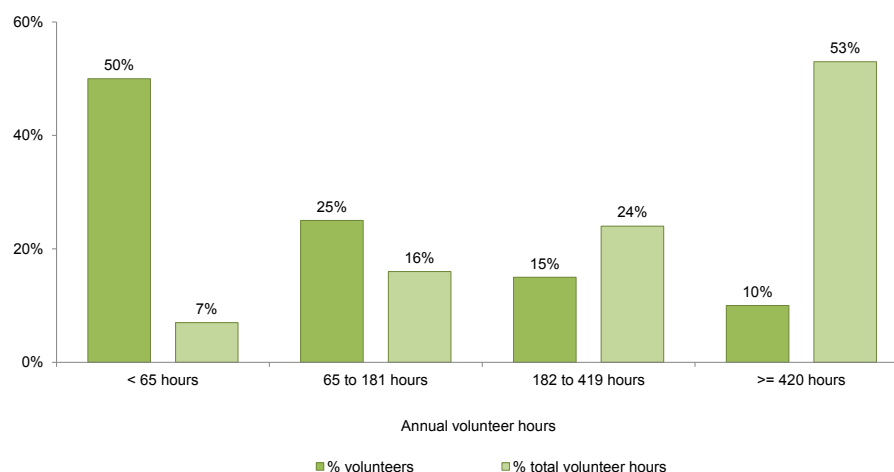
Figure 2.2: Average annual volunteer hours for charitable and nonprofit organizations, by province, population aged 15 and older, 2004 and 2007.



THE CONCENTRATION OF SUPPORT

Although about half of British Columbians volunteered, the majority of volunteer hours were contributed by quite a small group of individuals. Figure 2.3 divides volunteers into four categories based on how many hours they contributed during 2007 and indicates the percentages of total volunteer hours each group contributed. In 2007 the 10% of volunteers who contributed 420 hours or more over the course of the year together accounted for over half (53%) of total volunteer hours. More broadly, the top 25% of volunteers who contributed 182 hours or more accounted for 77% of total hours. Conversely, the half (50%) of volunteers who contributed less than 65 hours annually accounted for just 7% of total volunteer hours.

Figure 2.3: Distribution of volunteers and percentage of total volunteer hours contributed, by annual hours volunteered, volunteers aged 15 and older, British Columbia, 2007.

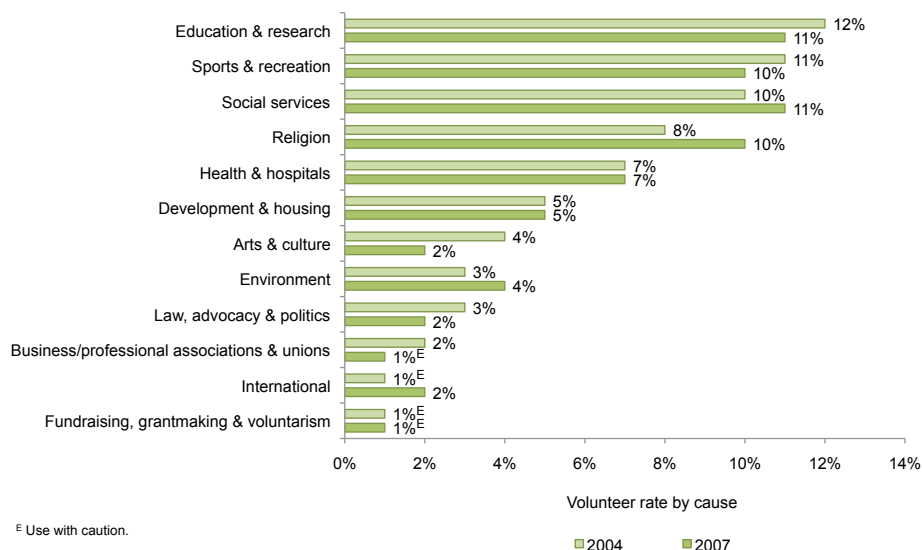


THE ORGANIZATIONS SUPPORTED BY BRITISH COLUMBIA VOLUNTEERS

Although British Columbians volunteered for the entire spectrum of nonprofit and charitable organizations, they were more likely to support some types of organizations than others. They were most likely to volunteer for organizations working in the areas of Education & Research (11% of British Columbians volunteered for this cause), Social Services (11%), Sports & Recreation (10%), and Religion (10%; see Figure 2.4).⁵ Conversely, British Columbians were least likely to give their time to organizations focusing on International causes, Fundraising, Grantmaking & Voluntarism, and Business or Professional Associations & Unions. There were few, if any, significant changes in the percentages of British Columbians volunteering for particular organization types from 2004 to 2007.

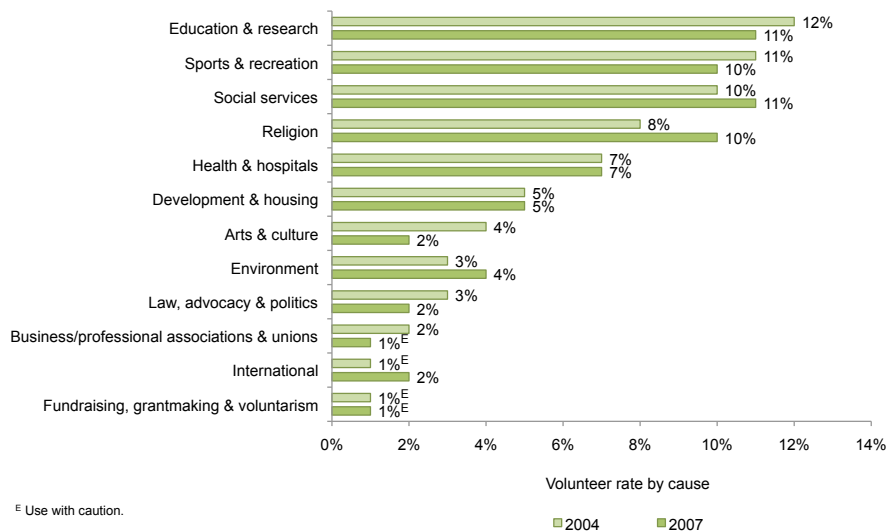
⁵ It is important to remember in interpreting these results that the majority of British Columbia volunteers give their time to more than one type of organization. One fifth (20%) of British Columbians volunteered for three or more organizations and 30% volunteered for two organizations. Fifty percent gave their time to just one organization.

Figure 2.4: Volunteer rate, by selected organization type, population aged 15 and older, British Columbia, 2004 and 2007.



Although many British Columbians may volunteer for a given type of organization, this does not necessarily mean they contribute many hours to that type of organization. Volunteers reported contributing the largest average number of hours to Religion organizations (154), followed by organizations working in the areas of Arts & Culture (149^E), Law, Advocacy & Politics (145^E), and Social Services (124; see Figure 2.5). Conversely, they contributed the fewest hours, on average, to organizations working in the areas of Education & Research (79), Business or Professional Associations & Unions (47^E), and Fundraising, Grant-making & Voluntarism Promotion (26).

Figure 2.5: Volunteer rate and average annual volunteer hours, by selected organization type, population aged 15 and older, British Columbia, 2007.



A PROFILE OF BRITISH COLUMBIA VOLUNTEERS

Some British Columbians were more likely than others to volunteer for charitable and nonprofit organizations. Although personal and economic characteristics do not necessarily determine which individuals will volunteer, some groups of individuals are more likely to do so, and volunteers from some groups tend to contribute more hours than others. The personal and economic characteristics that appear to be the most important for volunteers are sex, age, level of formal education, annual household income, marital status, and employment status (see Table 2.2). Although these characteristics are discussed separately, it should be noted that many of them are related – for example, income is often related to factors such as education, age, and sex.

Women in British Columbia were somewhat more likely than men to volunteer (49% vs. 44% of men) and volunteered more hours on average (185 vs. 157). Women made up 51% of the population in British Columbia but volunteered 57% of the total volunteer hours.

The relationship between age and volunteering in British Columbia is somewhat complex. The likelihood of volunteering was highest among those aged 15 to 24 and 35 to 44 (53% volunteered) and among the lowest among those aged 25 to 34 (41%). The rate of volunteering declined steadily after the age of 44 to a low of 38% among those aged 65 and older. In terms of the number of hours volunteered, the averages reported tended very generally to increase with age, from a low of 133^E among those aged 15 to 24 to a high of 197 hours annually among those aged 45 to 54. Volunteers aged 65 and older volunteered the second highest number of hours, on average (196). In terms of their net contribution to total volunteer hours, those aged 35 to 54 accounted for more hours than one might expect, given the percentages of the population they account for (19% of population and 24% of total volunteer hours).

British Columbians with only school-aged children in the household were more likely to volunteer than were those with only pre-school aged children or no children in the household. More than two thirds (65%) of those with only school-aged children volunteered, while only 50% of those with both pre-school and school aged children did so. Conversely, just 40% of those with no children in the household volunteered. Although British Columbians with no children in the household were less likely to volunteer than the other groups, on average they volunteered the largest number of hours (185), while those with pre-school-aged children volunteered the fewest hours (119).

Volunteer rates in British Columbia tended to increase with household income; ranging from a low of 38% among those with annual household incomes of less than \$20,000 to a high of 60% among those with incomes of \$100,000 or more. There was, however, no obvious trend with regards to income and the number of hours volunteered. British Columbians with household incomes of less than \$20,000 volunteered the most hours on average (193^E), while residents earning between \$40,000 and \$59,999 volunteered the fewest (159).

The likelihood of volunteering tended to increase with the level of formal education attained. Volunteer rates were lowest among British Columbians who had graduated from high school (35%) and highest among those with a university degree (59%). In terms of the

Table 2.2: Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, British Columbia, 2007.

	Volunteer rate	Average volunteer hours	% population	% Total volunteer hours
Age group				
15 to 24	53%	133 ^E	16%	14%
25 to 34	41%	139	16%	11%
35 to 44	53%	177	18%	21%
45 to 54	50%	197	19%	24%
55 to 64	43%	189	15%	15%
65 and older	38%	196	16%	15%
Sex				
Male	44%	157	49%	43%
Female	49%	185	51%	57%
Marital status				
Married or common-law	47%	177	62%	66%
Single	47%	160	26%	24%
Separated or divorced	48%	170	7%	7%
Widow or widower	33%	169	5%	3%
Education				
Less than high school	46%	98	16%	9%
Graduated from high school	35%	170	21%	16%
Some postsecondary	50%	197 ^E	8%	10% ^E
Postsecondary diploma	48%	187	33%	37%
University degree	59%	176	22%	29%
Labour force status				
Employed	50%	158	66%	63%
Unemployed	F	F	F	F
Not in the labour force	46%	191	33%	35%
Household income				
Less than \$20,000	39%	193 ^E	10%	9% ^E
\$20,000 to \$39,999	38%	175	23%	19%
\$40,000 to \$59,999	47%	159	19%	18%
\$60,000 to \$99,999	47%	176	29%	30%
\$100,000 or more	60%	168	19%	24%
Presence of children in household				
No children in household	40%	185	65%	60%
Pre-school aged children only	45%	119	7%	5% ^E
Pre-school and school aged children	50%	183 ^E	5%	5% ^E
School aged children only	65%	157	24%	30%
Religious attendance				
Weekly attendee	73%	217	16%	32%
Not a weekly attendee	42%	154	84%	68%

^E Use with caution.

F Sample size too small to use.

number of hours contributed, British Columbians with less than a high school diploma contributed the fewest hours, on average (98), while those some postsecondary education contributed the most (197^E). British Columbians with university degrees accounted for a disproportionately large percentage of total volunteer hours, making up 22% of the population but accounting for 29% of total hours volunteered.

British Columbians who were separated or divorced were most likely to volunteer. In 2007 just under half (48%) of separated or divorced British Columbians volunteered for a charitable or nonprofit organization, compared to 47% of both single individuals and those who were married or in common-law unions. Just 33% of widows and widowers volunteered in 2007. Despite being somewhat less likely than other groups to volunteer, married British Columbians or those in common-law unions contributed the largest average number of hours (177).

Fifty percent of employed British Columbians volunteered their time in 2007 compared to 46% of British Columbians who were not in the labour force. However, those who were not in the labour force volunteered more hours, on average, than those who were employed (191 vs. 158).

The frequency with which British Columbians attended religious services was closely linked to the likelihood of volunteering and the number of hours contributed. The 16% of British Columbians who attended religious services weekly in 2007 were much more likely to volunteer than were those who attended less frequently or not at all (73% volunteered vs. 42% of non-weekly attendees). Similarly, those who attended weekly contributed many more hours, on average, than those who did not (217 vs. 154). Although they made up just 16% of the population, British Columbians who attended religious services weekly accounted for 32% of the total number of hours volunteered in 2007.

WHAT VOLUNTEERS DO

Volunteers engage in a wide range of activities for the organizations they support. British Columbia volunteers were most likely to engage in organizing or supervising events (46% of all volunteers did so), fundraising (42%) and teaching, educating or mentoring (33%; see Figure 2.6). Other common tasks included sitting on a committee or board (29%), collecting or delivering food and goods (27%), and counselling or providing advice (26%). The least common activities included canvassing (11%) and first-aid, fire-fighting or search and rescue (6%). British Columbians were about as likely as volunteers from elsewhere in Canada to carry out virtually all types of activities. Compared to 2004, British Columbia volunteers were more likely to collect or deliver food or goods (27% of volunteers did so in 2007 compared to 21% in 2004) and less likely to sit on a committee or board (36% did so in 2004 while 29% did in 2007; see Figure 2.7).

Figure 2.6: Distribution of type of volunteer activity, volunteers aged 15 and older, British Columbia and other provinces, 2007.

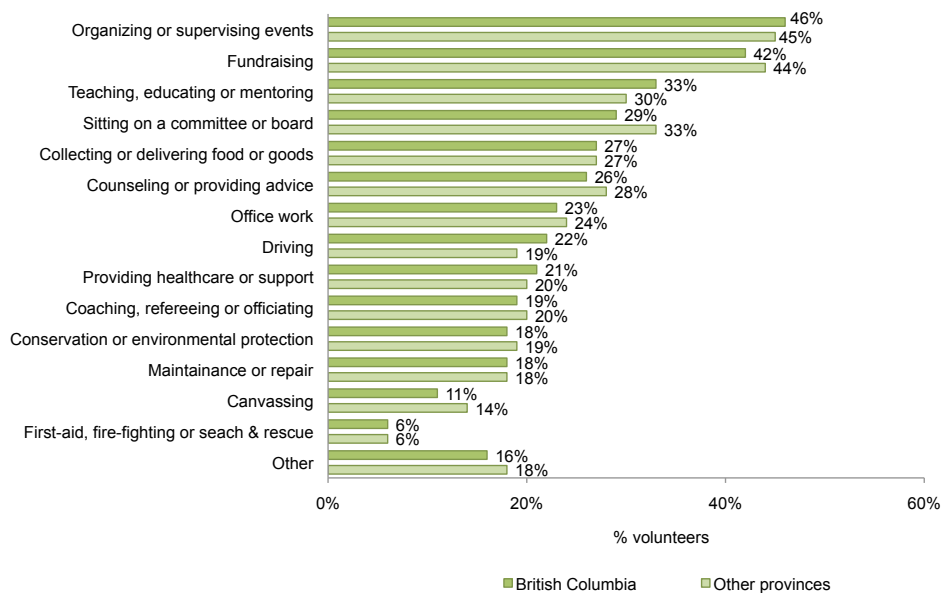
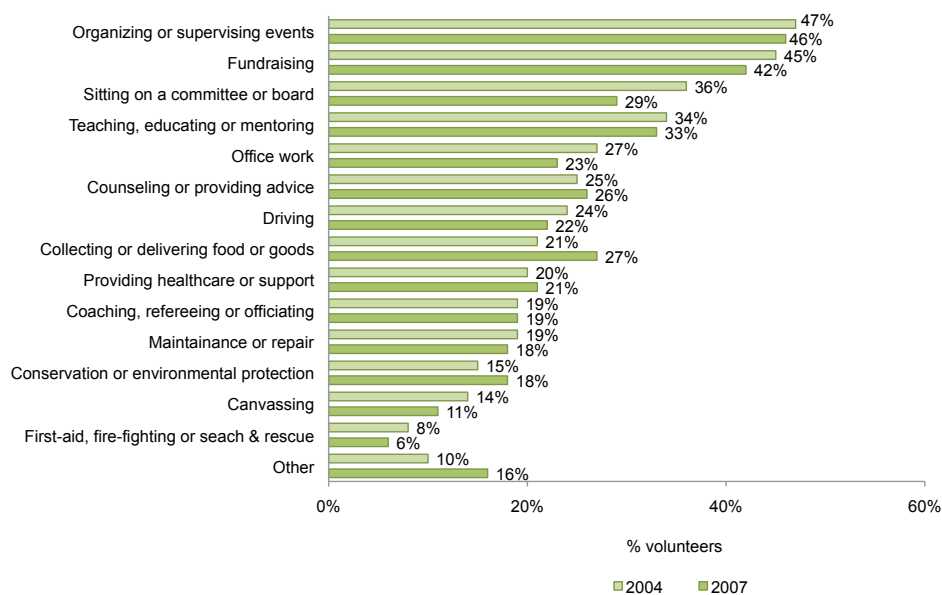


Figure 2.7: Distribution of type of volunteer activity, volunteers aged 15 and older, British Columbia, 2004 and 2007.

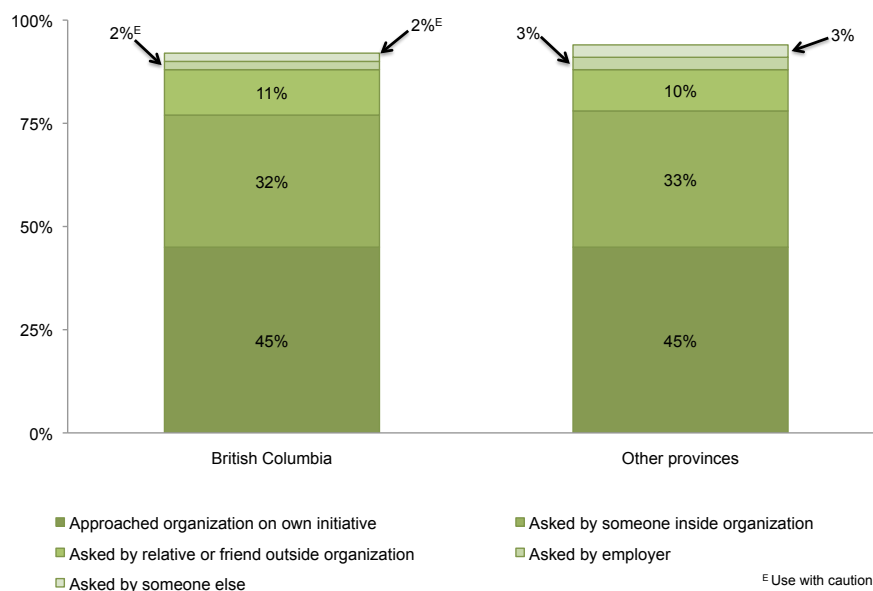


HOW VOLUNTEERS BECOME INVOLVED

The CSGVP asked volunteers how they initially became involved with the organization to which they contributed the most hours. British Columbia volunteers were more likely to become involved because someone asked them to volunteer than they were to approach organizations on their own initiative. Forty-seven percent of British Columbia volunteers

became involved after being asked to volunteer (see Figure 2.8). The largest part of them (32% of volunteers) were approached by someone already involved with the organization, 11% were approached by a friend or relative who was not already involved, 2%^E were asked to volunteer by their employer, and 2%^E were asked by someone else. Forty-five percent became involved after approaching the organization on their own initiative.

Figure 2.8: Method of initial involvement with organization, volunteers aged 15 and older, British Columbia, 2007.



MANDATORY COMMUNITY SERVICE

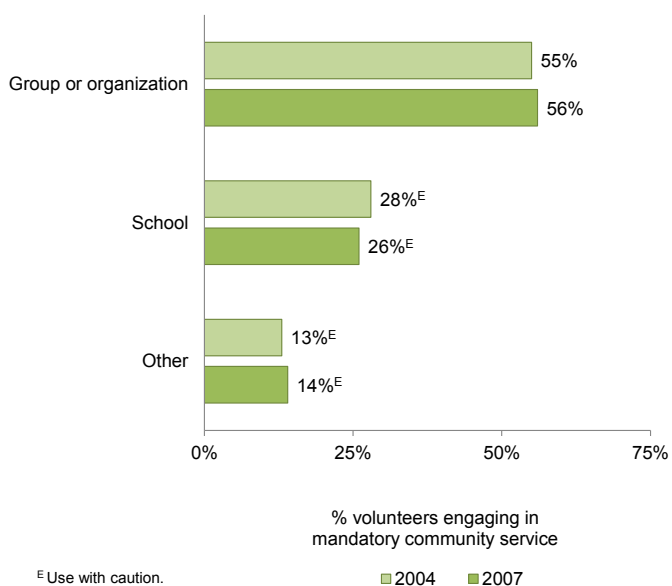
The CSGVP also asked volunteers whether they were required to volunteer for the organization to which they contributed the most hours. This type of volunteering (volunteering that is required by some external authority such as one's school, employer, or the charitable or nonprofit organization itself)⁶ is included in the CSGVP's estimates of volunteer activity and is classified as mandatory community service. Just under one in ten of British Columbia volunteers (9%) were required to volunteer for the organization to which they contributed the most hours (see Figure 2.9). More than half (56%) of British Columbians who engaged in mandatory community service were required to do so by the group or organization itself, and almost two thirds (26%^E) were required to volunteer by their school (see Figure 2.10).

⁶ Examples of this type of requirement would be an organization that required volunteering as a condition of membership or an organization that required volunteer labour from parents as a condition of their children's participation.

Figure 2.9: Mandatory community service, volunteers aged 15 and older, British Columbia, 2007.



Figure 2.10: Organizations requiring mandatory community service, volunteers aged 15 and older, British Columbia, 2007.



THE REASONS FOR VOLUNTEERING

There are many reasons why volunteers decide to give their time. For some, volunteering is a practical way of developing their skills and gaining experience, for others it is a duty,

while yet for others it is a social activity or a way to connect with and contribute to the community. Any or all of these factors may encourage British Columbians to volunteer. Below, we explore the degree to which British Columbians say they are affected by these factors.

Motivations

British Columbia volunteers were most likely to report being motivated to volunteer by the desire to make a difference to their community (95% said this was an important motivation in their decision to volunteer; see Figure 2.11). Other commonly reported motivations were the opportunity to use their skills and experience (78%) and being personally affected by the cause the organization supports (60%). British Columbians were least likely to volunteer in order to fulfil religious obligations or beliefs (23%) or to improve job opportunities (22%). The motivations of British Columbia volunteers were essentially identical to those of volunteers from the rest of Canada. Similarly, the percentages of volunteers reporting various motivations in 2007 changed only slightly from 2004 (see Figure 2.12).

Figure 2.11: Reasons for volunteering, volunteers aged 15 and older, British Columbia and other provinces, 2007.

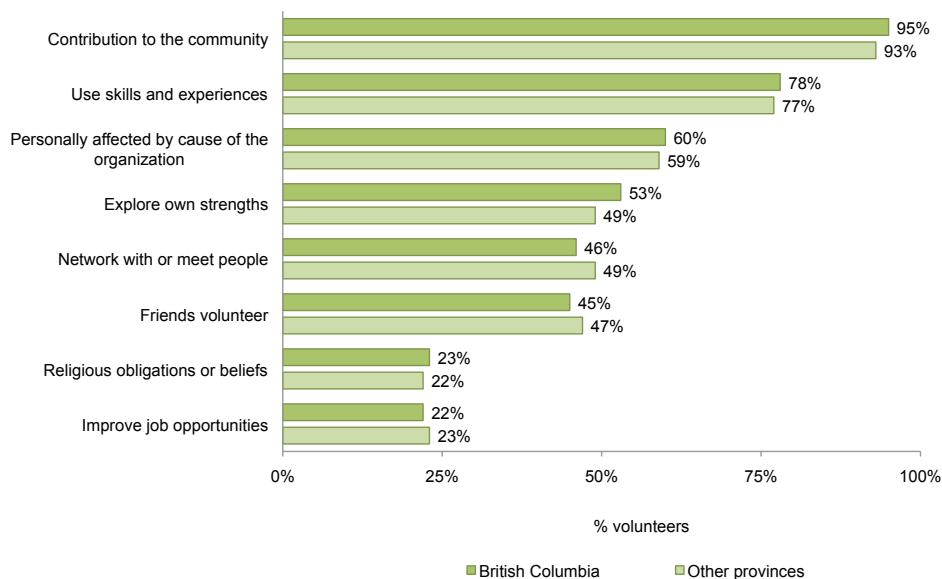
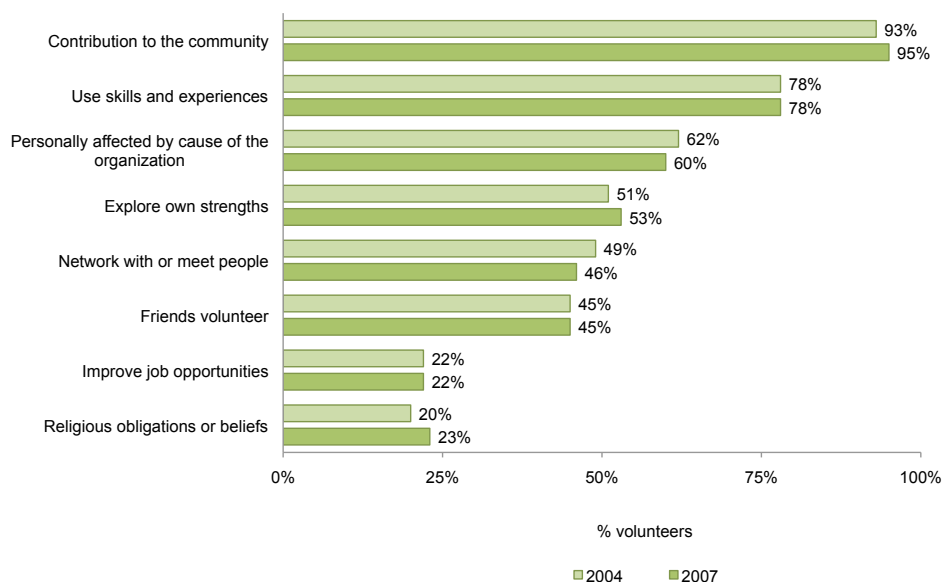


Figure 2.12: Reasons for volunteering, volunteers aged 15 and older, British Columbia, 2004 and 2007.



Barriers

British Columbians also face barriers that may keep them from volunteering. British Columbians who did not volunteer were most likely to say they did not do so because they lacked the time (64% reported this) or were unable to make a long-term commitment (59%; see Figure 2.13). Forty-four percent of British Columbia non-volunteers said they preferred to give money rather than time, and 39% said they had not actually been asked to volunteer. British Columbians were relatively unlikely to say they felt they had given enough time already (18%), that the costs associated with volunteering kept them from volunteering (17%), or that they were unsatisfied with previous volunteering experiences (10%).

In terms of differences between British Columbians and non-volunteers from the rest of Canada, British Columbians were less likely to report most barriers. For example, 44% of British Columbia non-volunteers said they preferred to give money rather than time, compared to 55% of non-volunteers from elsewhere in Canada (see Figure 2.13). Similarly, British Columbians were less likely to report that they had not been asked to volunteer (39% vs. 45%).

Interestingly, British Columbia non-volunteers appear to have become somewhat more likely to report most barriers between 2004 and 2007. Of particular note were the increases in the percentages of non-volunteers who said that they preferred to give money rather than time (rising from 38% in 2004 to 44% in 2007; see Figure 2.14) and that they were unable to make a long-term commitment (55% in 2004 vs. 59% in 2007). Some of this systematic increase may be well due to the fact that the volunteer rate appears to have increased (presumably leaving a somewhat more committed core of non-volunteers), but the size of many increases is such that the increased volunteer rate is unlikely to be a complete explanation.

Figure 2.13: Reasons for not volunteering at all, non-volunteers aged 15 and older, British Columbia and other provinces, 2007.

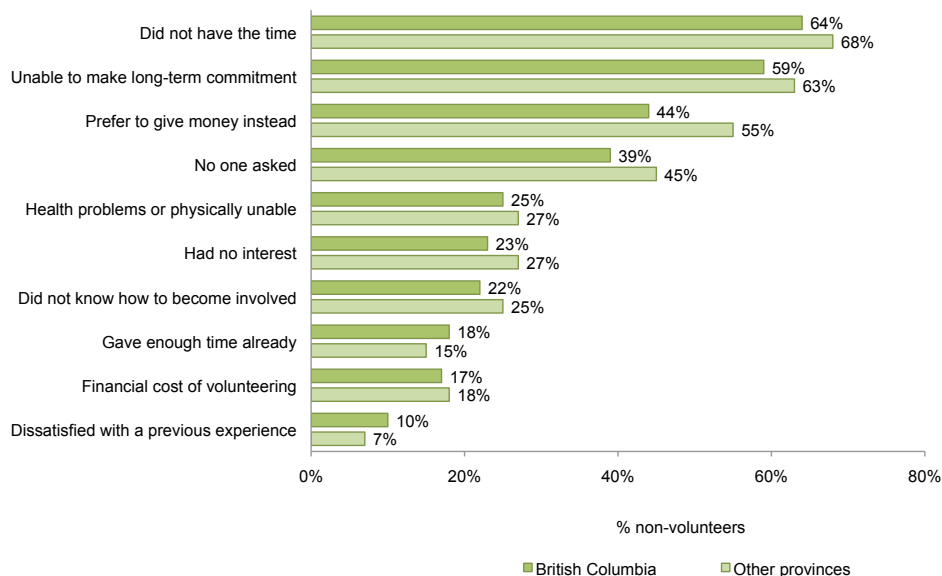
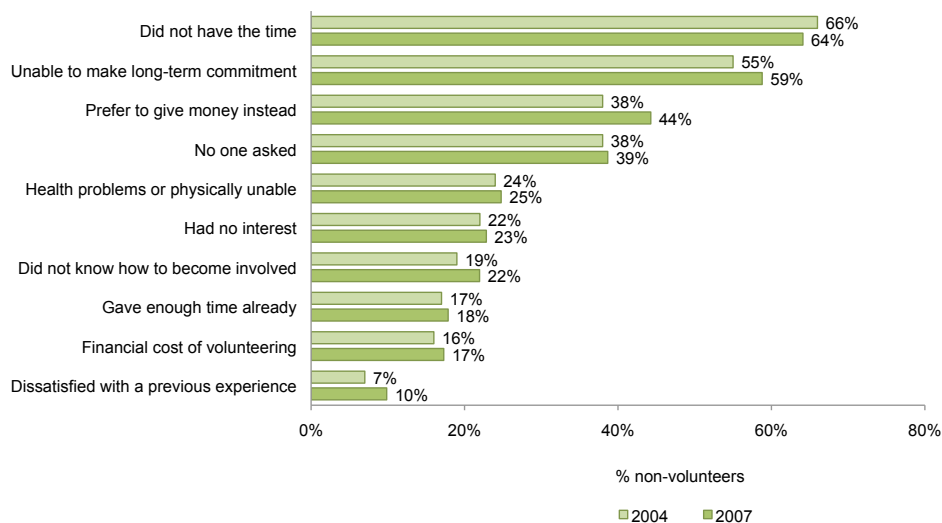


Figure 2.14: Reasons for not volunteering at all, non-volunteers aged 15 and older, British Columbia, 2004 and 2007.



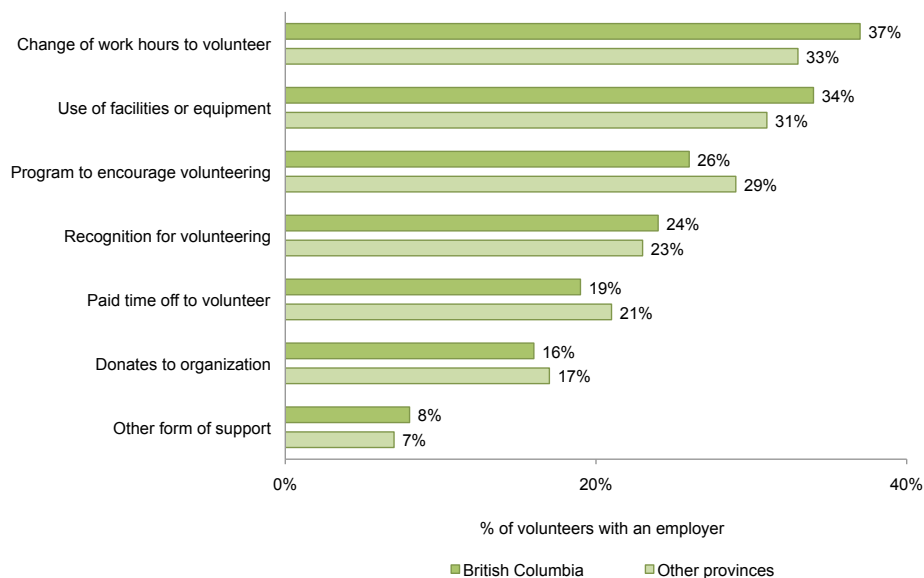
Employer support for employee volunteer activities

About two thirds (59%) of British Columbia volunteers with an employer reported that they had received some form of employer support for their volunteering in 2004 (see Figure 2.15).⁷ The most common form of employer support was allowing employees to either change or reduce their work hours in order to volunteer (37% of volunteers with an

⁷ Questions concerning employer support were not asked in 2007.

employer reported this). More than one third (34%) said that their employer allowed them to use work facilities or equipment for their volunteer activities and 26% said their employer had a program or policy in place to encourage voluntarism among employees.

Figure 2.15: Employer support for employee volunteer activities, population aged 15 and older, British Columbia, 2004.

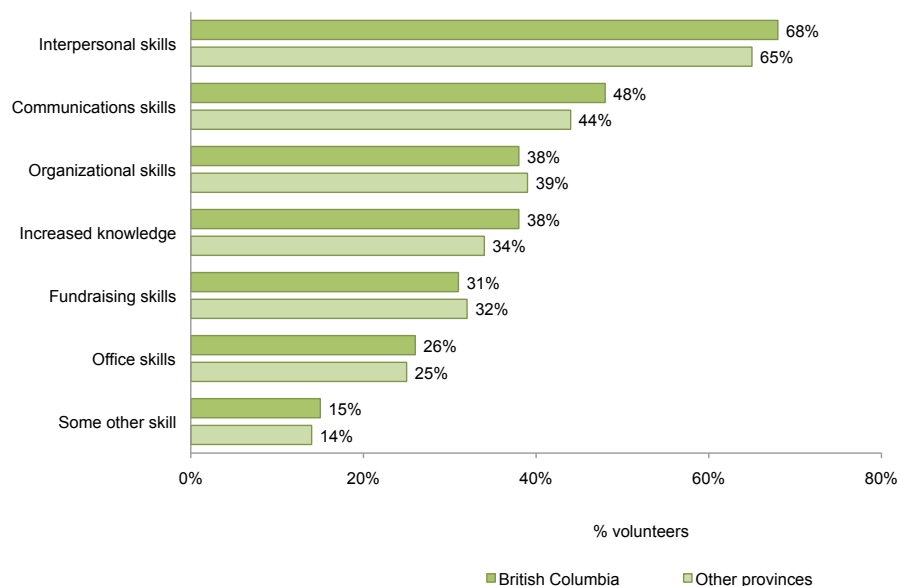


Skills gained from volunteering

Many volunteers use their volunteer activities as an opportunity to practice skills and gain experience. Sixty-eight percent of British Columbia volunteers said they had improved their interpersonal skills through volunteering and nearly half (48%) said they had improved their communication skills (see Figure 2.16).⁸ Volunteers were least likely to report gaining fundraising (31%) or office skills (26%). The pattern of responses in British Columbia was broadly similar to that seen in the rest of Canada, although British Columbians appear to be more likely to report increased knowledge and communication skills than volunteers from elsewhere in Canada.

⁸ Questions concerning the skills gained from volunteering were asked only in 2007.

Figure 2.16: Skills gained from volunteering, population aged 15 and older, British Columbia and other provinces, 2007.



THE IMPACT OF YOUTH EXPERIENCES ON VOLUNTEERING

British Columbians who had had any of a range of experiences during their youth were more likely to volunteer later in life as adults than those who had not had the same experiences (see Figure 2.17). For instance, almost two thirds (59%) of those who had been active in a religious organization during their youth volunteered, compared to just 42% of those who had not. Similarly, those whose parents had volunteered were more likely to report volunteering in 2007 (55% vs. 41%). In addition to affecting the likelihood of volunteering, these youth experiences also seem to affect the amount of time volunteers contribute. For example, volunteers who had belonged to a youth group contributed an average of 186 hours annually, compared to 140 for volunteers who had not been so involved during their youth (see Figure 2.18). Not all youth experiences appear to have such large effects on later volunteering. The differences in average volunteer hours contributed by those who had participated in a team sport or had seen someone they admired helping others were quite modest.

Figure 2.17: Volunteer rate, by selected youth experiences, population aged 15 and older, British Columbia, 2007.

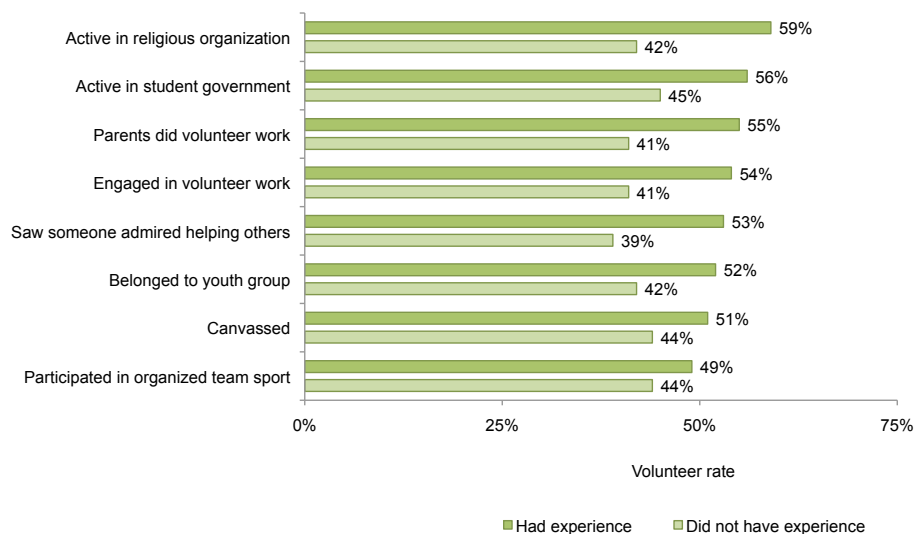
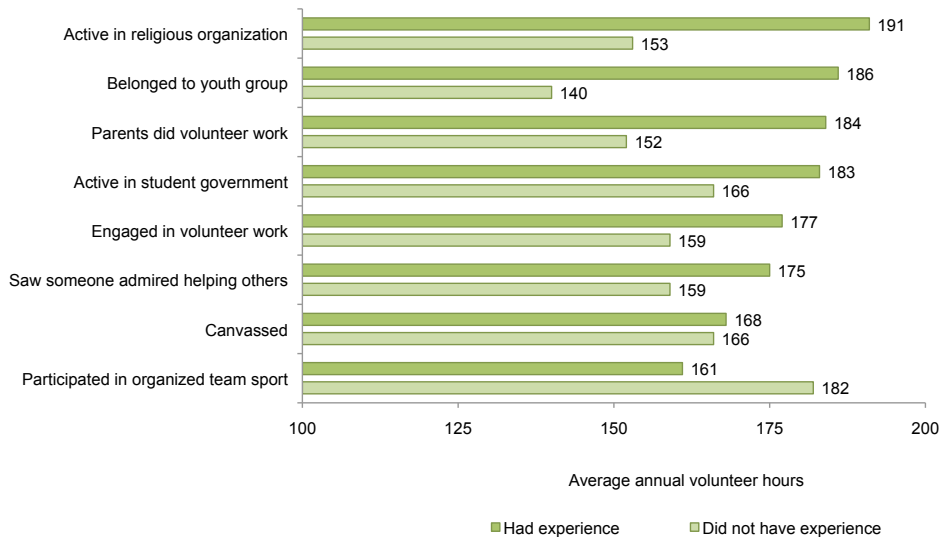


Figure 2.18: Average annual volunteer hours, by selected youth experiences, population aged 15 and older, British Columbia, 2007.



HELPING PEOPLE DIRECTLY: INFORMAL VOLUNTEERING

In addition to volunteering for nonprofit and charitable organizations, British Columbians also contributed a substantial amount of volunteer time directly to others in their community without going through a charitable or nonprofit organization. This type of assistance is

defined as direct helping or informal volunteering and covers contributions of time to others living outside the volunteer’s immediate household.

Almost eight in ten British Columbians (83%) provided direct help at least once in 2007 (an increase from 78% in 2004). The most common forms of direct help provided by British Columbians were help with domestic tasks, such as cooking, cleaning, gardening, maintenance, or shovelling snow (58%), providing some sort of health-related or personal care (52%), and helping with shopping or driving (47%; see Figure 2.19). A third engaged in paperwork such as writing letters, doing taxes, filling out forms, or banking and 15% of British Columbians taught, coached, or tutored others.

Figure 2.19: Percentage of population helping others directly, by type of activity, population aged 15 and older, British Columbia, 2004 and 2007.

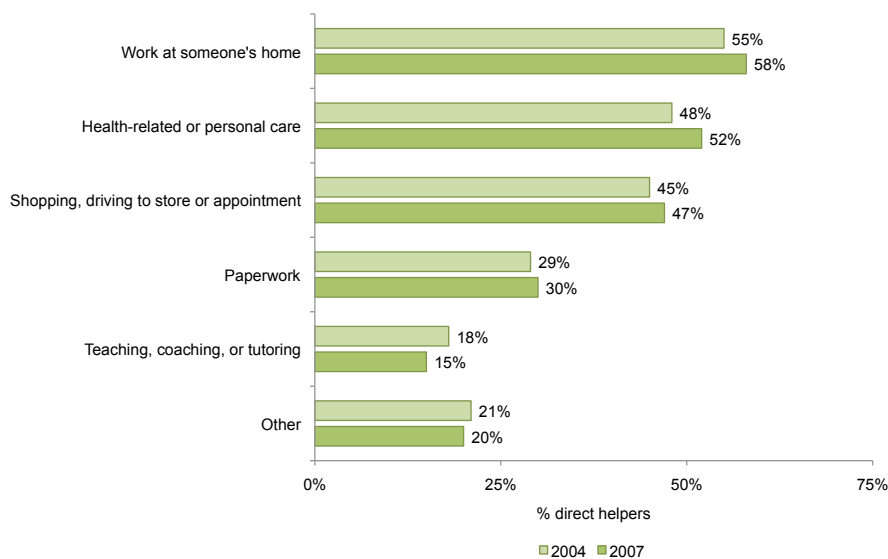


Figure 2.20: Frequency of helping others directly during the preceding year, by selected activity, direct helpers aged 15 and older, British Columbia, 2007.

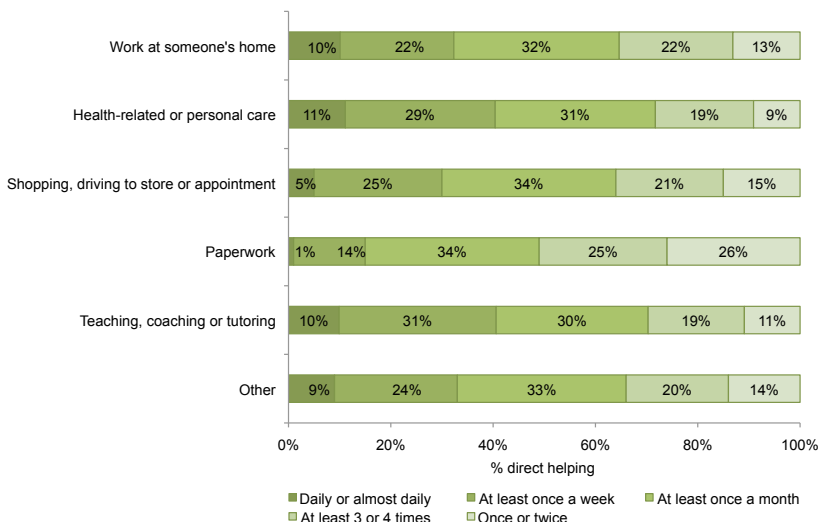


Table 2.3: Rate and frequency of helping others directly, by personal and economic characteristics, population aged 15 and older, British Columbia, 2007.

	Frequency of helping others directly					
	Rate of helping others directly	Daily or almost daily	At least once a week	At least once a month	At least 3 or 4 times a year	Once or twice a year
Total	79%	9%	36%	28%	15%	13%
Age group						
15 to 24	85%	8%	37%	26%	14%	16%
25 to 34	86%	7%	38%	27%	16%	13%
35 to 44	80%	7%	37%	28%	15%	13%
45 to 54	76%	11%	35%	26%	18%	11%
55 to 64	80%	9%	34%	29%	16%	13%
65 and older	67%	11%	32%	34%	13%	10%
Sex						
Male	80%	8%	37%	27%	15%	13%
Female	78%	9%	34%	28%	16%	13%
Marital status						
Married or common-law	78%	9%	35%	29%	15%	12%
Single	82%	8%	37%	25%	15%	15%
Separated or divorced	84%	9%	36%	26%	19%	10%
Widow or widower	61%	10%	36%	36%	12%	7%
Education level						
Less than high school	82%	7%	32%	30%	14%	17%
Graduated from high school	75%	5%	38%	28%	10%	18%
Some postsecondary	89%	11%	35%	18%	19%	16%
Postsecondary diploma	87%	9%	36%	26%	17%	11%
University degree	85%	11%	34%	29%	16%	10%
Labour force status						
Employed	87%	9%	34%	27%	16%	14%
Unemployed	92%	23%	29%	22%	12%	13%
Not in the labour force	79%	9%	39%	26%	15%	12%
Household income						
Less than \$20,000	77%	12%	36%	31%	13%	8%
\$20,000 to \$39,999	72%	7%	35%	30%	14%	14%
\$40,000 to \$59,999	78%	11%	35%	26%	15%	13%
\$60,000 to \$99,999	80%	9%	36%	26%	16%	13%
\$100,000 or more	87%	7%	35%	28%	17%	13%
Children in household						
No children in household	77%	9%	34%	28%	15%	13%
Pre-school aged children only	85%	3%	33%	29%	17%	18%
Pre-school and school aged children	82%	5%	42%	31%	10%	11%
School aged children only	81%	9%	37%	26%	16%	11%
Religious attendance						
Weekly attendance	88%	12%	45%	26%	10%	7%
Not weekly attendance	85%	8%	31%	29%	19%	14%

British Columbians engaged in some helping activities more frequently than others. British Columbia helpers were most likely to provide most forms of help at least once a month. For example, 34% of those who helped out by shopping or driving, or doing paperwork did so at least once a month (Figure 2.20). Forms of help that were most likely to be provided at least

once a week included teaching, coaching or tutoring (31% provided this help on a weekly basis) and health-related or personal care (29%). Providing help in the form of filling out paperwork tended to be less frequent than other forms of assistance (26% of British Columbians engaged in this type of activity only a few times throughout the year).

Both the likelihood and the frequency of helping others directly were influenced by personal and economic characteristics, such as age, marital status, education, and income. For example, the likelihood of helping others generally decreased with age, ranging from a high of 86% among British Columbians 25 to 34 to a low of 67% among British Columbians 65 and older (see Table 2.3). British Columbians aged 25 to 34 were most likely to help others on a weekly basis (38%).

British Columbians who were separated or divorced were the most likely to help others directly (84%). Those who were widowed were the least likely to do so (61%), while those who were single were the most likely to help others directly on a weekly basis (37%).

British Columbians with a high school education were the least likely to help others directly (75%) while those with some postsecondary education were the most likely to help (89%). British Columbians who had graduated from high school were the most likely to volunteer at least weekly (38%).

British Columbians with annual household incomes between \$20,000 and \$39,999 were the least likely to help others directly (72%). This number generally rose with household income, reaching a high of 87% among those with household incomes of \$100,000 or more. However, British Columbians were all equally as likely to volunteer on a weekly basis, in spite of their annual household income.

REFERENCES

Hall, M., Lasby, D., Ayer, S., & Gibbons, W. (2009). *Caring Canadians, involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering, and Participating* (Catalogue No. 71-542-XPE). Ottawa, ON: Statistics Canada.

APPENDIX

Figure A.1.1: Percentage of population donating to charitable and nonprofit organizations, by type of donation, population aged 15 and older, British Columbia and other provinces, 2007.

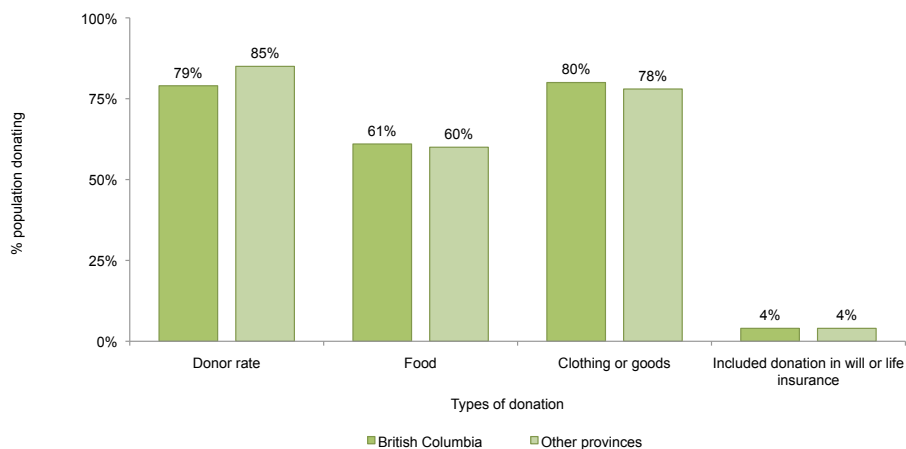
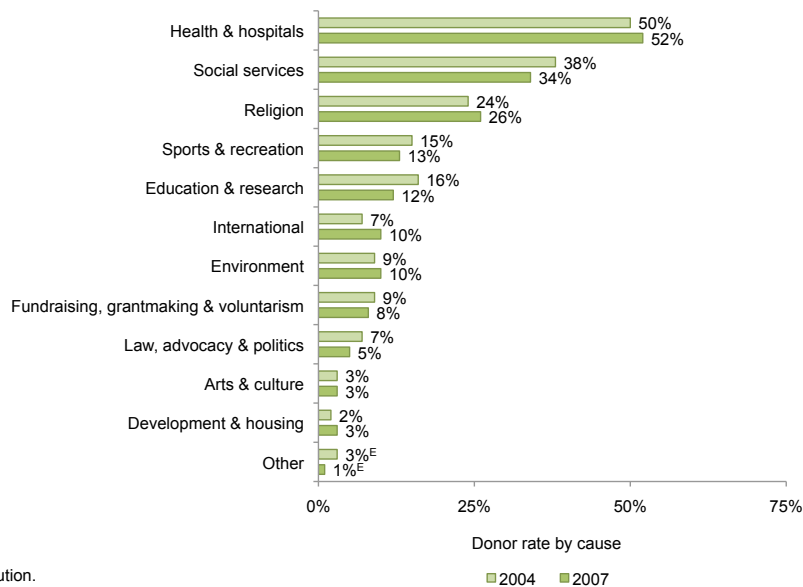


Figure A.1.2: Donor rate, by selected organization type, population aged 15 and older, British Columbia, 2004 and 2007.



^E Use with caution.

Figure A.1.3: Percentage of donors by pattern of giving, donors aged 15 and older, British Columbia, 2004 and 2007.

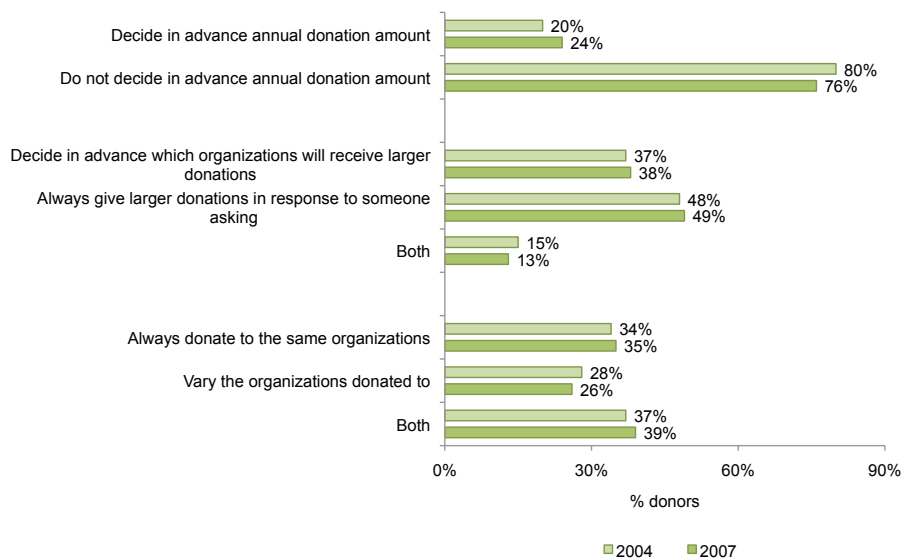


Figure A.1.4: Reasons for making financial donations, donors aged 15 and older, British Columbia, 2004 and 2007.

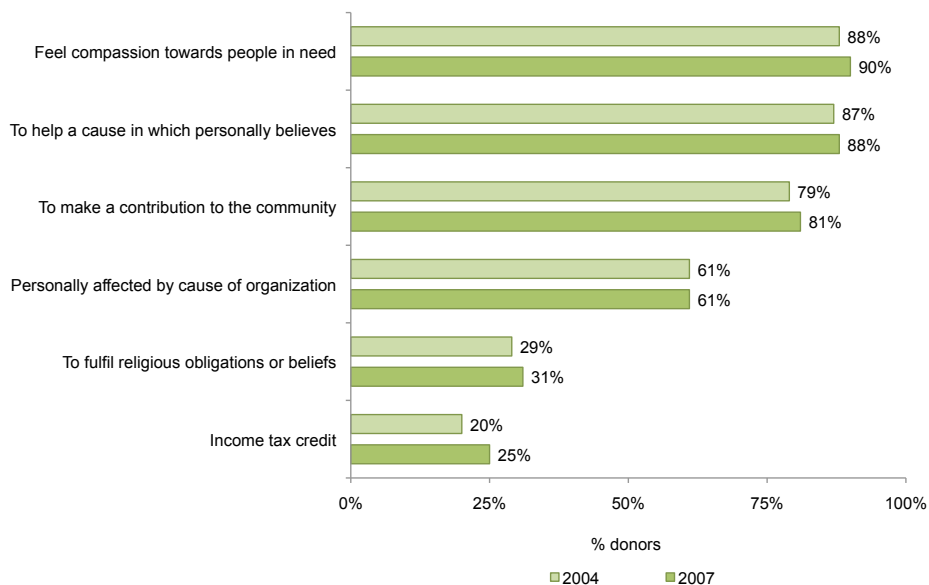


Figure A.1.5: What perspective donors did not like about requests, population aged 15 and older, British Columbia, 2004 and 2007.

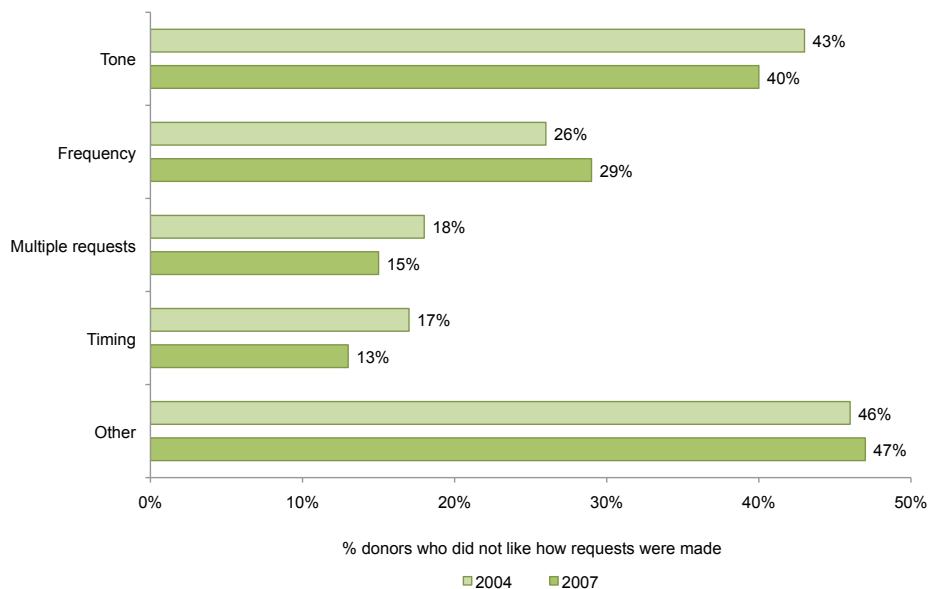


Figure A.2.1: Volunteer rate, by selected organization type, population aged 15 and older, British Columbia and other provinces, 2007.

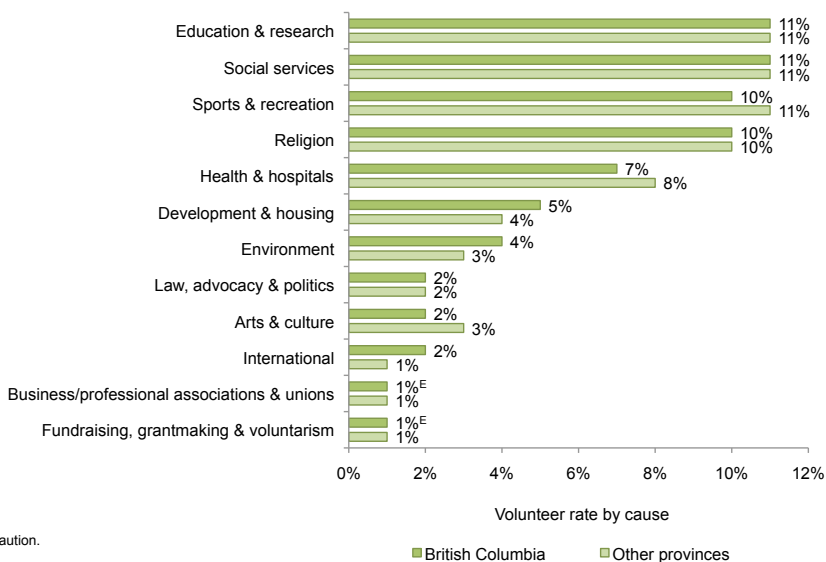


Figure A.2.2: Distribution of annual volunteer hours, by type of volunteer activity, volunteers aged 15 and older, British Columbia, 2004 and 2007.

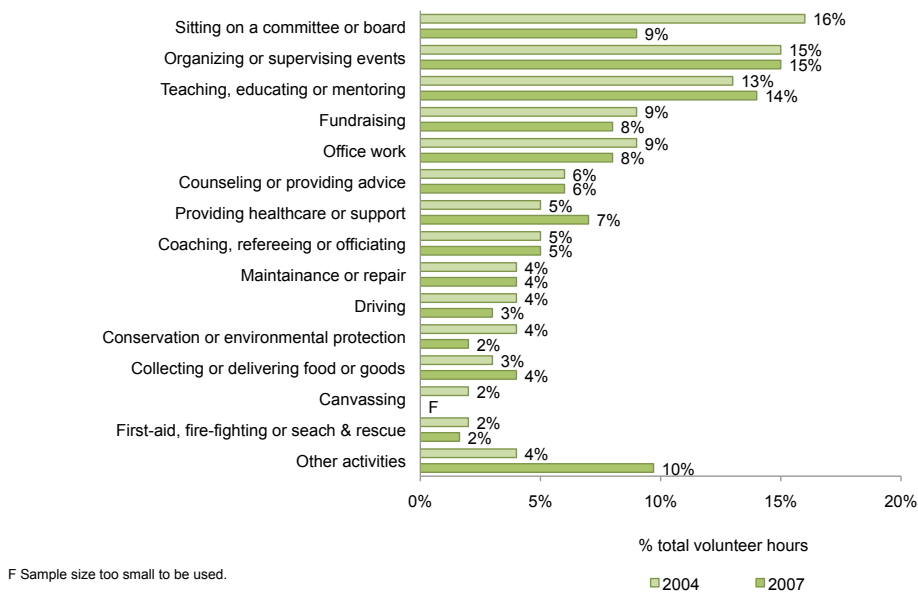


Figure A.2.3: Length of involvement with organization, volunteers aged 15 and older, British Columbia and other provinces, 2007.

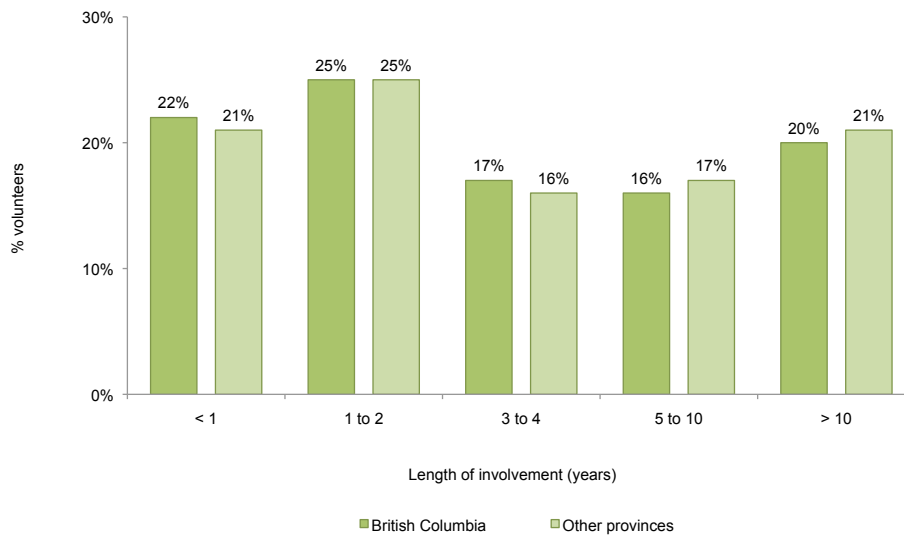


Figure A.2.4: Length of involvement with organization, by distribution of volunteers and total volunteer hours, volunteers aged 15 and older, British Columbia, 2007.

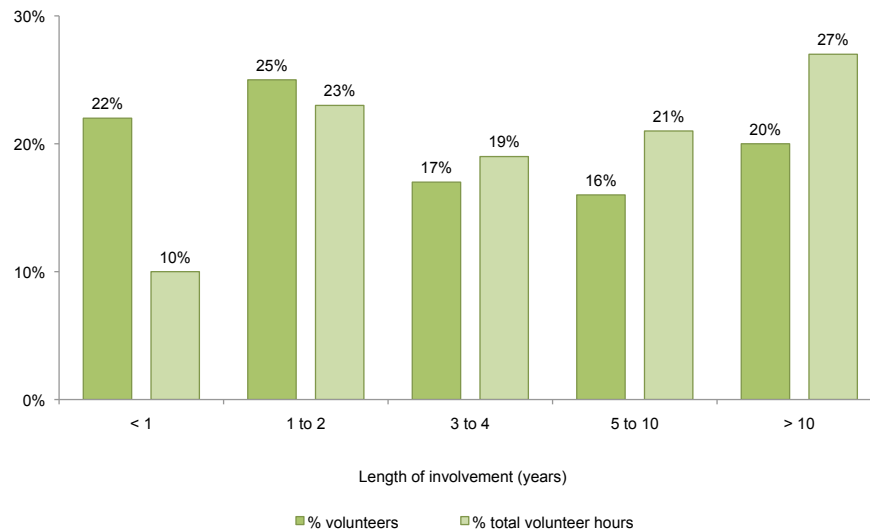


Figure A.2.5: Reasons for not volunteering more, volunteers aged 15 and older, British Columbia and other provinces, 2007.

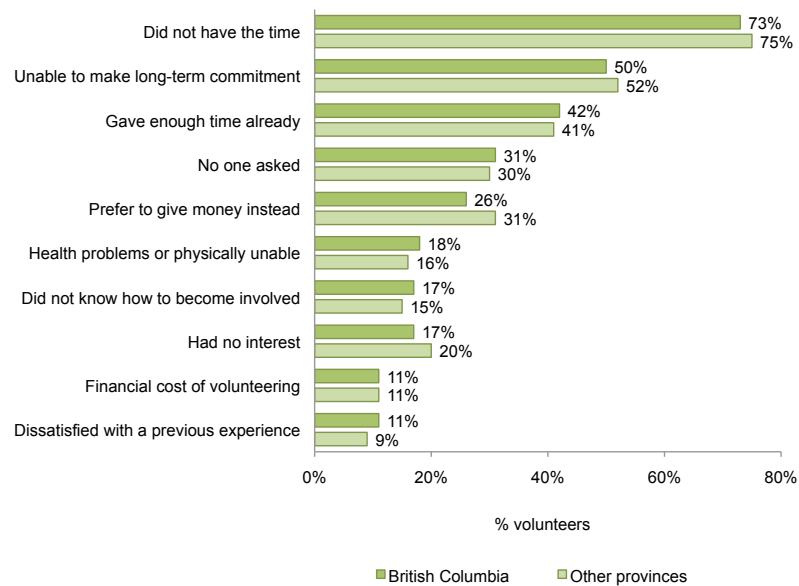


Figure A.2.6: Reasons for not volunteering more, volunteers aged 15 and older, British Columbia, 2004 and 2007.

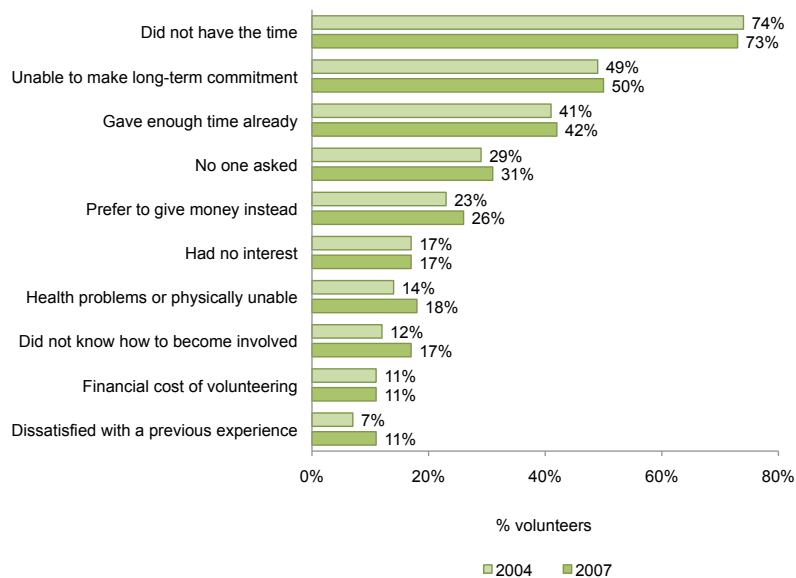


Figure A.2.7: Method of initial involvement with organization, volunteers aged 15 and older, British Columbia, 2004 and 2007.

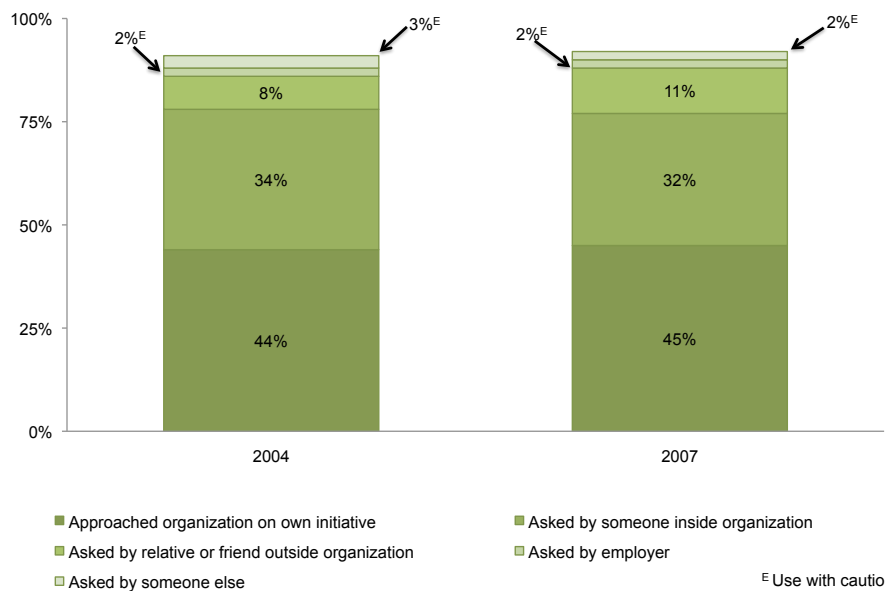


Figure A.2.8: Mandatory community service, volunteers aged 15 and older, British Columbia and other provinces, 2007.

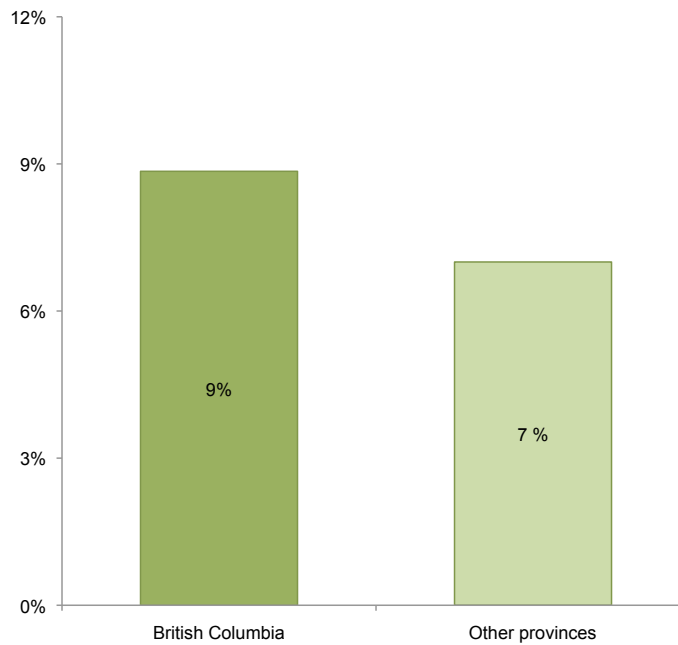
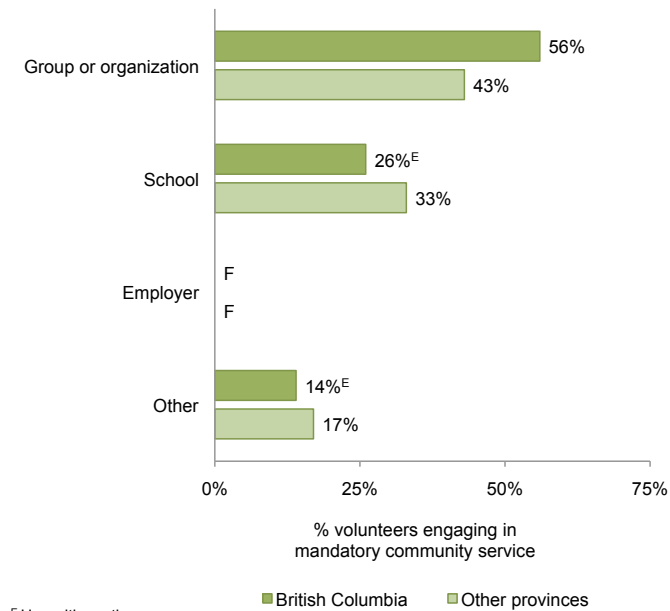
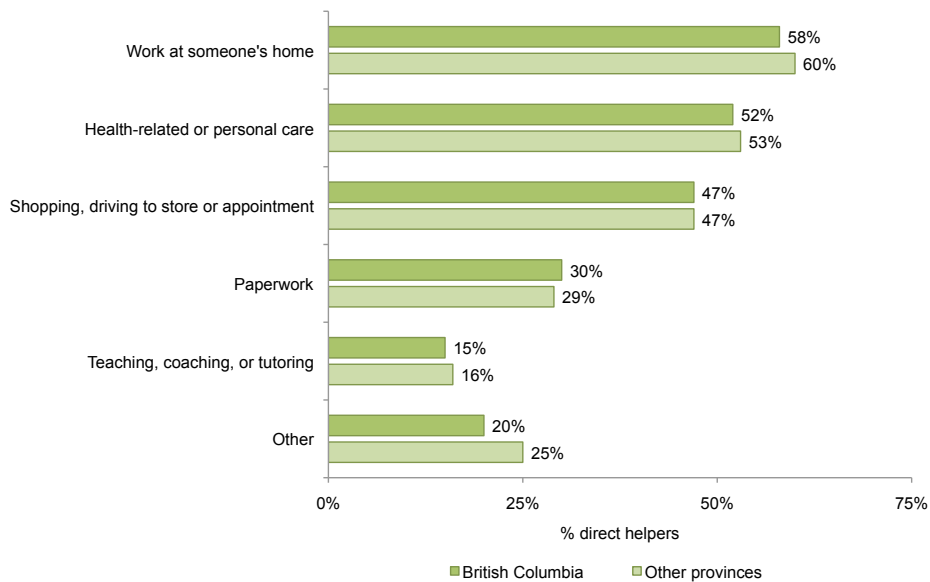


Figure A.2.9: Organizations requiring mandatory community service, volunteers aged 15 and older, British Columbia and other provinces, 2007.



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

Figure A.2.10: Percentage of population helping others directly, by type of activity, population aged 15 and older, British Columbia and other provinces, 2007.



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