

WHERE CANADIANS VOLUNTEER:

VOLUNTEERING BY TYPE OF ORGANIZATION

David Lasby

David McIver



Canadian Centre for Philanthropy™
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VOLUNTEER
BÉNÉVOLES
C A N A D A

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For more information about the 2000 National Survey of Giving, Volunteering and Participating, including full text of the highlights report, *Caring Canadians, Involved Canadians*, please visit www.givingandvolunteering.ca.

Canadian Centre for Philanthropy
425 University Avenue, Suite 700
Toronto, Ontario
Canada M5G 1T6
Tel: 416.597.2293
Fax: 416.597.2294
Email: ccpresearch@ccp.ca

www.ccp.ca | www.givingandvolunteering.ca

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Canada 

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I About the NSGVP

The National Survey of Giving, Volunteering and Participating (NSGVP) provides the most comprehensive look at the contributions of Canadians to one another and their communities ever undertaken in Canada.

The NSGVP asks Canadians a series of questions about how they give money and other resources to individuals and to charitable and nonprofit organizations; volunteer time to charitable and voluntary organizations and directly to individuals; and participate in organizations by becoming members. First conducted in 1997 as a special survey by Statistics Canada, the NSGVP was repeated in 2000 as part of the federal government's Voluntary Sector Initiative (VSI). The 2000 survey was conducted by Statistics Canada as a supplement to the Labour Force Survey (LFS). The 2000 NSGVP is based on a representative sample of 14,724 Canadians aged 15 and older who were asked about their giving and volunteering for a one-year period from October 1, 1999 to September 30, 2000.

A renamed and redesigned Canada Survey of Giving, Volunteering and Participating (CSGVP) will be conducted every three years beginning in 2004. Although Statistics Canada will continue to conduct the CSGVP, it will be a stand-alone survey that is independent of the Labour Force Survey. Following national consultations with voluntary sector organizations, federal and provincial agencies, and the academic research community, the CSGVP content was modified. The new survey instrument was tested and will go into the field in the fall of 2004.

For more information on the NSGVP and CSGVP, please continue to visit www.givingandvolunteering.ca.

More than one quarter (27%) of Canadians aged 15 and over volunteered for a charitable or nonprofit organization during 2000, according to the National Survey of Giving, Volunteering and Participating (NSGVP). These volunteers contributed an average of 162 hours each, for a total of 1.05 billion hours. This is equivalent to approximately 549,000 full-time jobs and makes Canada's volunteer force larger than the total labour force of most provinces. Where do Canadians volunteer? What distinguishes those who volunteer for one type of organization from those who volunteer for other types of organizations? What might these findings mean for Canadian charitable and voluntary organizations that hope to attract and retain volunteers?

This report draws on data from the 2000 National Survey of Giving, Volunteering and Participating (NSGVP), which surveyed 14,724 Canadians aged 15 and older about their charitable giving and volunteering over the one-year period between October 1, 1999 and September 30, 2000. It begins by describing the personal and economic characteristics of Canadian volunteers. Next, it presents findings on why some Canadians volunteer, what prevents others from doing so, and how Canadians get involved as volunteers. It then turns to an analysis of Canadians who volunteered for four specific types of organization: Arts, Culture and Recreation organizations, Social Service organizations; Religious organizations; and Education and Research organizations. In each section, we examine the characteristics of those who volunteered for this type of organization, their motivations, the barriers they faced, and how they got involved.

Readers should note that this report presents findings on the Canadian volunteer force as a whole. Readers seeking information about volunteering in one or more of Canada's provinces are directed to givingandvolunteering.ca, which houses a series of provincial fact sheets on volunteering, as well as a downloadable version of *Caring Canadians, Involved Canadians: Highlights from the 2000 National Survey of Giving, Volunteering and Participating*. Readers will also find on this Web site a how-to manual, *Understanding Canadian Volunteers: Using the National Survey of Giving, Volunteering and Participating to Build Your Volunteer Program*.

A note on the research methodology

The basic unit of measurement for the NSGVP is the individual survey respondent. As a result, much of the data collected

can be related only to the respondent, not to specific instances of volunteering. Because many respondents volunteered for more than one type of organization, this means, for example, that if a respondent cited a particular motivation for volunteering, this is taken to apply equally to all types of organizations that the respondent supported. This allows us to report on the percentage of people who volunteered for a specific type of organization who cited a particular motivation for volunteering. It does not allow us to report on the percentage of people who volunteered for a specific type of organization *because* of a particular motivation. However, by directly comparing and contrasting the responses of supporters and non-supporters of particular types of organizations, we are able to provide the reader with insight into the behaviour and attitudes of Canadians who volunteered for each type of organization.

The NSGVP classifies organizations according to the International Classification of Nonprofit Organizations (ICNPO). This classification, developed by the Comparative Nonprofit Project, based at Johns Hopkins University, divides the nonprofit sector into 12 major categories (see Table 1). Every incident of giving to and volunteering for an organization reported by NSGVP respondents was attributed to one of these 12 organization types.

Table 1. Type of organization

Arts, culture and recreation organizations
Education and research organizations
Health organizations
Social services organizations
Environment organizations
Development and housing organizations
Law, advocacy and politics organizations
Philanthropic and voluntarism promotion organizations
International organizations
Religious organizations
Business and professional associations and unions
Other organizations

Due to sample size concerns, we can only report on volunteering for the four most commonly supported types of organizations: Arts, Culture and Recreation; Social Services; Religious; and Education and Research. However, much of the material covered in the first part of this report does not focus on a specific organization type, and is applicable to volunteering in general.

Sex. Women were somewhat more likely to volunteer than were men (28% of women vs. 25% of men; see Table 2), but male volunteers contributed more hours, on average, (170 hours vs. 155 hours for women). However, the contribution of men and women to total volunteer hours appeared to be equal. Women represented 51% of the Canadian population and contributed 51% of total volunteer hours; men represented 49% of the Canadian population and contributed 49% of all volunteer hours.

Marital status. Canadians who were married or in common-law relationships were more likely to volunteer (28%; see Table 2) than were those who had never married (26%), were divorced or separated (25%), or were widowed (17%).

Although widowed Canadians were the least likely to volunteer, these volunteers contributed by far the largest number of hours, on average (253). Volunteers who were divorced contributed more hours, on average (181), than did those who were married (165) or single (136).

Canadians who were married made a disproportionately large contribution to volunteering, accounting for 62% of the population, but 67% of the total volunteer hours. Those who were single made a disproportionately small contribution, accounting for 26% of the population, but 25% of volunteers and 21% of both top volunteers and total volunteer hours.

Education. Generally speaking, Canadians with higher levels of education were more likely to volunteer than were those with less formal education (see Table 2). However, there were a few exceptions. University graduates were the most likely to volunteer (39%), followed by those with some post-secondary education (33%). Interestingly, Canadians who had completed a post-secondary degree or diploma were less likely to volunteer (28%) than were those with just some post-secondary education. Canadians with less than a high school diploma were the least likely to volunteer (19%).

Volunteers who had completed only some post-secondary education contributed the largest number of hours, on average (173), followed by those with a university degree (166) or a post-secondary degree or diploma (165). Volunteers with a high school diploma or less contributed somewhat fewer hours, on average (150 and 154, respectively).

Canadians with a high school diploma or less contributed a disproportionately small percentage of total volunteer hours, given their representation in the population, compared to those

with more education. Canadians with less than a high school diploma made up 27% of the population and 19% of volunteers (16% of top volunteers), but contributed only 18% of total volunteer hours. Those who graduated from high school made up 20% of the population and 17% of volunteers (15% of top volunteers), but accounted for 15% of total volunteer hours. On the other hand, Canadians with a university degree represented 17% of the population, but 24% of volunteers, 27% of top volunteers and 25% of total volunteer hours.

Labour force status. Canadians who were employed, particularly on a part-time basis, were more likely to volunteer than were those who were unemployed or not in the labour force.¹ One third (33%) of Canadians who were employed part-time volunteered, compared to 27% of those who were employed full-time, 25% of those who were unemployed, and 24% of those who were not in the labour force (see Table 2).

It is perhaps no surprise that the amount of time people devoted to volunteering increased as the time spent in employment decreased. Canadians who were not in the labour force volunteered the most hours, on average (193), followed by those who were unemployed (175). Those who were employed part-time volunteered more hours, on average (155), than did those who were employed full-time (145).

Canadians who were not in the labour force and those who were employed part-time contributed disproportionately large percentages of total volunteer hours, given their representation in the Canadian population, while those who were employed full-time contributed a disproportionately small percentage. Those who were employed part-time made up 12% of the population and 16% of volunteers (15% of top volunteers), but contributed 15% of total hours volunteered. Those who were not in the labour force made up 33% of the population and 30% of volunteers (35% of top volunteers), but contributed 35% of total volunteer hours. Conversely, those who were employed full-time constituted 50% of the population and 51% of volunteers (46% of top volunteers), but contributed only 46% of total volunteer hours.

Religious affinity. The NSGVP uses three measures of religious affinity, including affiliation with an established religious tradition or place of worship, frequency of attendance at religious services,² and self-identified degree of religiosity. By all three of these measures, it appears that those who were more religious were more likely to volunteer. For example, more than four in ten (41%) of those who attended religious services

¹ “Not in the labour force” refers to Canadians over the age of 15 who were not working and not actively seeking work. It includes people who are retired, who are fulltime homemakers, fulltime students, etc. It does not include those who are unemployed, i.e., not working but available for and actively seeking employment. Full-time employment refers to employment for 30 or more hours per week.

² Those who were not affiliated with an established religious tradition or place of worship were automatically considered not to be weekly attendees.

weekly volunteered, compared to only 24% of those who did not attend services weekly (see Table 2). Similarly, those who identified themselves as very religious were significantly more likely to volunteer than were those who identified themselves as not very religious (37% vs. 26%). Those who were affiliated with an established religious tradition were somewhat more likely to volunteer than were those with no religious affiliation (28% vs. 26%).

Volunteers who were more religious volunteered more hours, on average, than those who were less religious. Those who attended religious services weekly contributed far more hours than did those who attended services less frequently or did not attend them at all (202 hours vs. 149 hours, on average). Similarly, those who identified themselves as very religious contributed more hours than did those who did not identify themselves in this way (200 vs. 156, on average), and volunteers who were affiliated with an established religious tradition contributed more hours than those with no affiliation (168 vs. 149).

Religious Canadians contributed a disproportionately large percentage of total volunteer hours. Canadians who attended religious services weekly made up slightly less than one fifth (19%) of the Canadian population and 28% of volunteers (35% of top volunteers), but contributed over one third (35%) of total volunteer hours. Similarly, Canadians who identified themselves as very religious represented 11% of the population and 15% of volunteers (19% of top volunteers), but contributed 19% of total volunteer hours. A similar but less extreme difference can be seen with regard to religious affiliation. Canadians with a religious affiliation made up 74% of the population and 76% of volunteers, but contributed 78% of total volunteer hours.

Household income. Canadians with higher household incomes were more likely to volunteer than were those with lower household incomes. Canadians with annual household incomes of \$100,000 or more were the most likely to volunteer (39%; see Table 2), while fewer than half as many (17%) of those with annual household incomes less than \$20,000 volunteered. However, volunteers with lower household incomes tended to volunteer more hours, on average, than did those with higher household incomes. Volunteers with annual household incomes of less than \$20,000 volunteered the most hours (207), while those with household incomes of \$60,000 to \$99,999 volunteered the

least (145), followed closely by those with household incomes of \$100,000 or more (150).

Despite contributing more hours on average, Canadians with lower household incomes contributed a disproportionately small percentage of total volunteer hours, while those with higher household incomes contributed a disproportionately large percentage. Those with annual household incomes of less than \$20,000 made up 13% of the Canadian population and 8% of volunteers (10% of top volunteers), but contributed 10% of total volunteer hours. Conversely, those with household incomes of \$100,000 or more made up 12% of the population and 18% of volunteers (17% of top volunteers), but contributed 16% of volunteer hours.

Organizations supported

Although 27% of Canadians volunteered, the percentage who contributed time to each type of organization is far smaller. This is because more than two thirds (67%) of volunteers volunteered for only one type of organization. Almost one in twelve (8%) of Canadians volunteered for Arts, Culture and Recreation organizations, followed closely by volunteers for Social Services organizations (7% of Canadians; see Table 3). About one in twenty Canadians volunteered for Religious organizations (6%), Education and Research organizations (5%), and Health organizations (5%). Very small numbers of Canadians (2% or less) volunteered for each of the remaining organization types.

Table 3. Level of support by organization type

Organization type	% Canadians volunteering
Arts, culture & recreation	8%
Social services	7%
Religious	6%
Education & research	5%
Health	5%
Development & housing	2%
Law, advocacy & politics	1%
Environment	<1%
Philanthropy & voluntarism promotion	<1%
Business and prof. associations & unions	<1%
International	<1%

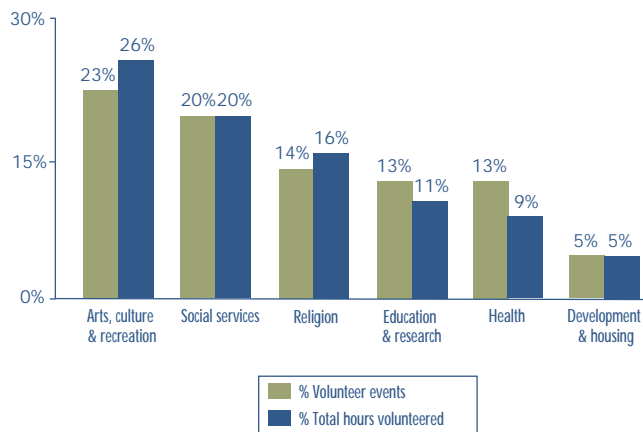
Arts, Culture and Recreation organizations accounted for the highest percentage of volunteer events³ (23%) and of total volunteer hours (26%; see Figure 2). This

³ In this report, each organization for which an individual volunteered constitutes one volunteer event. A volunteer event represents an involvement with an organization. It does not take into account the number of different activities performed, or the frequency, timing, or duration of volunteering in that organization.

was followed by Social Services organizations (20% of both volunteer events and total volunteer hours), Religious organizations (14% of volunteer events and 16% of total volunteer hours), Education and Research organizations (13% of volunteer events and 11% of total volunteer hours) and Health organizations (13% of volunteer events and 9% of total volunteer hours).

It is worth noting that the rough correspondence between the percentage of volunteer events and volunteer hours stands in stark contrast to the situation with charitable giving, where a very small number of donations corresponded with a very large percentage of the total value of all donations⁴ (e.g., Religious organizations received 14% of the total number of donations, but 49% of the total value of all donations). In all likelihood, this is because there is an absolute limit to the number of hours that any individual can contribute to an organization, whereas the amount of money available for making donations varies widely from individual to individual.

Figure 2. Percentage of volunteer events and total hours volunteered by organization type

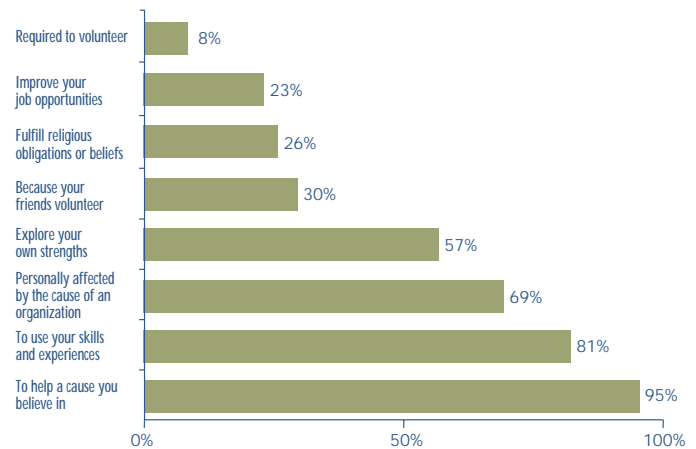


Motivations for volunteering

The NSGVP asked volunteers whether they volunteered for any of eight potential motivations (see Figure 3). The overwhelming majority of volunteers (95%) said that they volunteered because they believed in the cause of the organization they supported. Somewhat fewer (81%) said that they volunteered because they wanted to use their skills or experiences. More than two thirds (69%) said that they volunteered because they or someone they knew had been personally affected by the cause the organization supported. More than half (57%) said that they volunteered because they wanted to explore their strengths. Fewer said that they volunteered because their friends volunteered (30%), because they wanted to fulfill religious obligations or beliefs (26%), or to improve their job opportunities (23%). Only 8% said that they

volunteered because they were required to by their school, their employer, or by the terms of a community service order.

Figure 3. Motivations for volunteering, all volunteers



As explained in “A note on the research methodology,” we can only report on the percentage of people who volunteered for a specific type of organization *and who also* cited a particular motivation for volunteering. We cannot report on the percentage of people who volunteered for a specific type of organization *because* of a particular motivation.

This means that if a volunteer who cited improving job opportunities as a motivating for volunteering supported both a Social Services organization and an Education and Research organization, this motivation is considered to be equally applicable to both volunteer events. To compensate for this limitation in the data, we contrast the motivations of volunteers who supported each type of organization with the motivations of volunteers who supported other types of organizations.

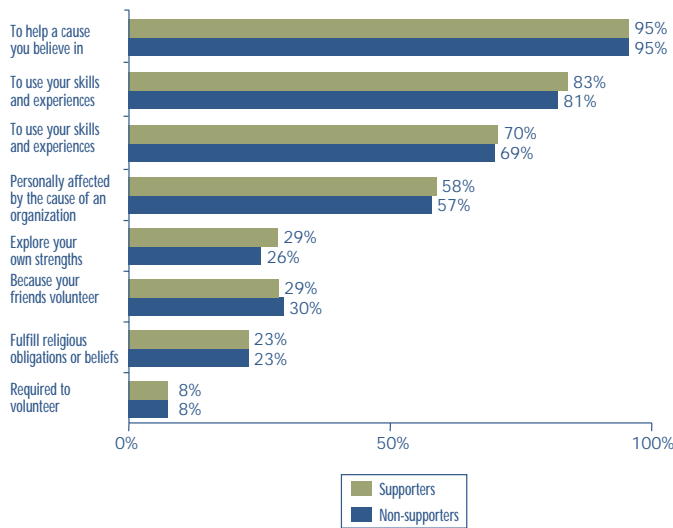
It is also important to understand that, with few exceptions, volunteers who supported any given type of organization tended to cite any given motivation at a higher rate than did volunteers who did not support that type of organization. For example, volunteers who supported Religious organizations were more likely than volunteers who did not support Religious organizations to say that they volunteered to explore their strengths. Does this mean that volunteers who supported Religious organizations were more strongly affected by this motivation than were other volunteers?

To answer this question, we must examine the difference between Religious and non-Religious volunteers and compare this to the differences between volunteers who supported any

⁴ See *Where Canadians Donate: Donating by Type of Organization*, available at www.givingandvolunteering.ca.

given type of organization and volunteers who supported other types of organizations. Volunteers who supported any specific type of organization were only slightly more likely to say they volunteered to explore their strengths than were volunteers who supported other types of organizations (58% vs. 57%; see Figure 4). This suggests that this motivation is particularly important for volunteers of Religious organizations.

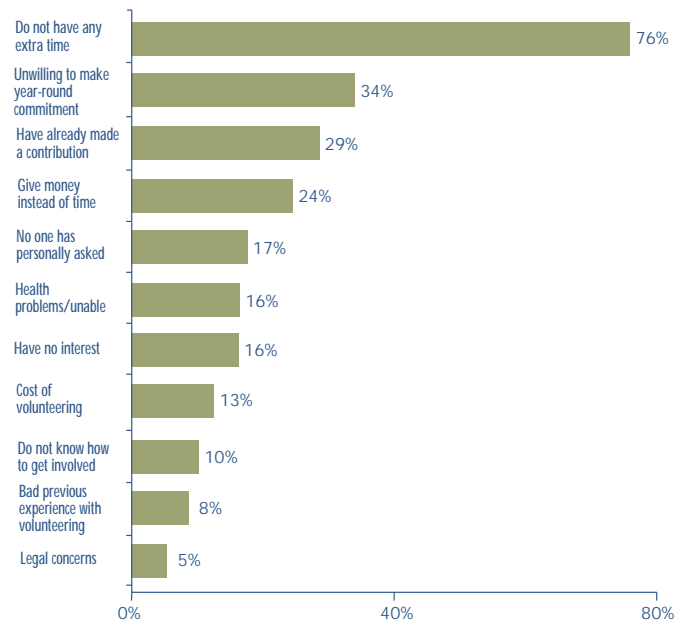
Figure 4. Motivations for volunteering, volunteers who supported any given type of organization vs. volunteers who supported other types of organizations (weighted average percentages)



Barriers to volunteering more

The NSGVP asked volunteers whether any of 11 potential barriers kept them from volunteering more time.⁵ By far the most commonly cited barrier was having no extra time (76% of volunteers; see Figure 5). A second significant barrier, cited by more than one third (34%) of volunteers was also time-related: unwillingness to make a year-round commitment. Other barriers to volunteering more were having already made a sufficient contribution to volunteering (29%), and giving money instead of volunteering (24%). Somewhat fewer volunteers said that they did not volunteer more because they had not been asked (17%), had no interest (16%), had health concerns or were physically unable (16%), or were concerned about the costs associated with volunteering (13%). Much smaller numbers of volunteers said they did not give more time because they did not know how to become involved (10%), had a bad experience with volunteering in the past (8%), or were concerned that they could be sued because of their voluntary activities (5%).

Figure 5. Barriers to volunteering more, all volunteers



As with motivations for volunteering, barriers to volunteering more apply to volunteering *generally*, not to volunteering for a specific type of organization. It is important to understand that, with few exceptions, volunteers who supported any given type of organization tended to cite any given barrier less frequently than did volunteers who did not support that type of organization. For example, volunteers who supported Education and Research organizations were less likely than non-Education and Research volunteers to say that they did not volunteer because they had health problems or were physically unable to volunteer (11% of Education and Research volunteers vs. 17% of non-Education and Research volunteers; see Figure 21).

These figures are quite different from those from the weighted averages for volunteers who volunteered for a given organization type versus volunteers who supported other organization types (16% for both groups; see Figure 6). This suggests that Education and Research volunteers are noticeably less likely than non-Education and Research volunteers to cite health problems as a barrier to volunteering more.



⁵ Non-volunteers are asked if any of this same range of factors prevented them from volunteering at all.

Figure 6. Barriers to volunteering more, volunteers who supported any given type of organization vs. volunteers who supported all other types of organizations

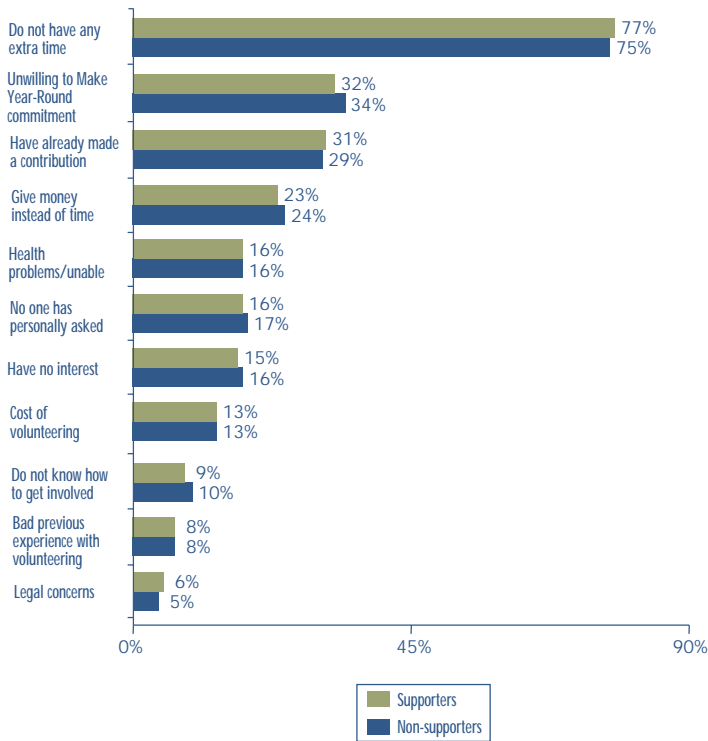
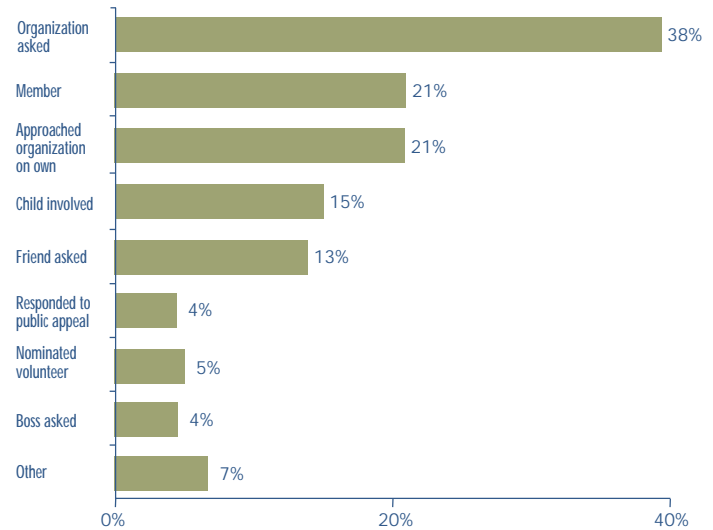


Figure 7. Percentages of volunteers reporting a given recruitment method, all volunteers



Readers should note that information on the method of recruitment is directly associated with volunteering for a specific organization. In other words, we can report on the percentage of volunteers for a specific type of organization who began volunteering through a specific method of recruitment. This also allows us to compare the recruitment methods reported for one type of organization with those reported for all other types of organizations.

Methods of recruitment

As part of the information collected about each volunteer event, the NSGVP asked volunteers how they first became involved with the organization for which they volunteered. By far the most common way to become involved was to be asked by an organization (28% of volunteers said that they had become involved in this way; see Figure 7). More than half as many volunteers said that they had got involved because they were members of the organization or had approached an organization on their own initiative (21% for each). Roughly one in seven volunteers (15%) said that they had had a child involved with the organization, and thirteen percent said that a friend had asked them to volunteer. Far fewer volunteers said that they had been nominated by someone (5%), had been asked to volunteer by their employer (4%), had responded to a public appeal by the organization (4%), or had begun volunteering in some other, unspecified way (7%).

IV

Arts, culture and recreation volunteers

The Arts, Culture and Recreation category includes three major sub-groups of organizations: Culture and Arts; Sports; and Recreation. Culture and Arts includes performing arts, historical and literary societies, museums, zoos and aquariums, visual arts and architecture, and media and communications. Sports includes amateur sport and physical fitness. Recreation includes recreation and social clubs, and service clubs such as the Rotary or Kinsmen.

Arts, Culture and Recreation organizations were the most commonly supported type of organization in 2000. Eight percent of Canadians volunteered for Arts, Culture and Recreation organizations, and these organizations accounted for 26% of total volunteer hours. Arts, Culture and Recreation volunteers contributed an average of 138 hours annually, or a total of 273 million hours.

Personal and economic characteristics

Age. Middle-aged Canadians were the most likely to volunteer for Arts, Culture and Recreation organizations (10% of those aged 35 to 54; see Table 4). Those at either end of the age continuum were less likely to do so (e.g., 6% of those aged 65 and over, and 6% of those aged 25 to 34). Middle-aged Canadians tended to make up a higher percentage of Arts and Recreation volunteers than they did of volunteers generally. For example, those aged 35 to 44 accounted for 24% of all volunteers, but 27% of volunteers for Arts and Recreation organizations. In other words, not only were Canadians aged 35 to 44 more likely than those in other age categories to volunteer (30% volunteered for at least one type of organization; see Table 1), they were even more likely to volunteer for Arts, Culture and Recreation organizations. A similar pattern is seen among those aged 45 to 54.

Sex. Men were more likely than women to volunteer for Arts, Culture and Recreation organizations (10% of men vs. 7% of women; see Table 4). Men also tended to make up a higher percentage of Arts, Culture and Recreation volunteers than they did of volunteers generally, accounting for 46% of all volunteers, but 58% of Arts, Culture and Recreation volunteers.

Table 4. Volunteering for arts, culture and recreation organizations by personal and economic characteristics

	% Volunteering for arts, culture and recreation	% Arts, culture and recreation volunteers	% All volunteers
Age			
15 - 24 years	7%	15%	18%
25 - 34 years	6%	13%	16%
35 - 44 years	10%	27%	24%
45 - 54 years	10%	22%	20%
55 - 64 years	8%	11%	12%
65+ years	6%	11%	10%
Sex			
Male	10%	58%	46%
Female	7%	42%	54%
Marital status			
Married/Common law	9%	70%	65%
Single/Never married	7%	21%	25%
Widow/Widower	5%*	3%*	3%
Separated/Divorced	6%*	5%*	6%
Education level			
Less than high school	6%	18%	19%
High school diploma	7%	18%	17%
Some post-secondary	10%	11%	11%
Post-secondary diploma	9%	29%	29%
University degree	11%	23%	24%
Labour force status			
Employed	9%	71%	67%
Full-time (>30 hrs/week)	9%	57%	51%
Part-time (<30 hrs/week)	9%	15%	16%
Unemployed	6%*	3%*	4%
Not in labour force	6%	26%	30%
Religious affiliation			
Affiliated	8%	73%	76%
No affiliation	9%	27%	24%
Religious attendance			
Weekly attender	9%	19%	28%
Not a weekly attender	8%	81%	72%
Religiosity			
Very religious	6%*	8%*	15%
Not very religious	9%	92%	85%
Household income			
Less than \$20,000	4%*	7%*	8%
\$20,000 to \$39,999	5%	18%	21%
\$40,000 to \$59,999	8%	23%	23%
\$60,000 to \$99,999	11%	33%	31%
\$100,000 or more	13%	19%	18%

*Sample size limitations affect the reliability of this estimate.

Marital status. Canadians who were married or in common-law relationships were the most likely to volunteer for Arts, Culture and Recreation organizations (9%), while those who were widowed were least likely to do so (5%*). It is perhaps no surprise, then, that married Canadians tended to make up a higher percentage of Arts, Culture and Recreation volunteers than they did of volunteers generally, accounting for 65% of all volunteers, but 70% of Arts, Culture and Recreation volunteers. Canadians who were single, on the other hand, tended to be under-represented, accounting for 25% of all volunteers, but only 21% of Arts, Culture and Recreation volunteers.

Education. Canadians with a university degree were the most likely to volunteer for an Arts, Culture and Recreation organization (11%), followed by those with some post-secondary education (10%; see Table 4). Those with less than a high school degree were least likely to volunteer (6%). This pattern closely mirrors the general pattern of volunteering – the percentages of volunteers for Arts, Culture and Recreation organizations in each educational category were virtually identical with the percentages of volunteers in general.

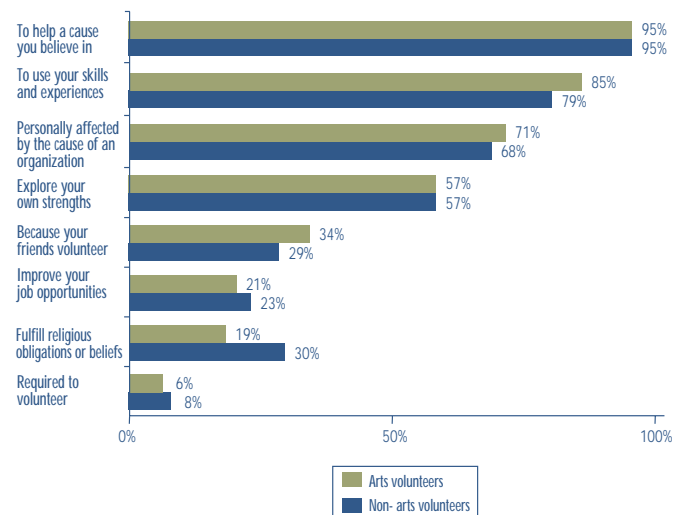
Religious affinity. Religious affinity appears to play less of a role in volunteering for Arts and Recreation organizations than in volunteering for other types of organizations. Canadians who did not consider themselves very religious, and those who had no religious affiliation were the most likely to volunteer for Arts and Recreation organizations. This is opposite to the pattern seen with other organization types, where those with greater religious affinity were typically more likely to volunteer. Indeed, religious Canadians were under-represented among Arts, Culture and Recreation volunteers. For example, those who attended religious services weekly accounted for 28% of all volunteers, but just 19% of Arts and Recreation volunteers (see Table 4). Similar patterns are seen with the other measures of religious affinity.

Household income. The likelihood of volunteering for Arts and Recreation organizations increased with household income (see Table 4). More than one in ten Canadians (13%) with annual household incomes of \$100,000 or more volunteered for Arts and Recreation organizations, compared to just 4% of those with incomes of less than \$20,000. This pattern closely mirrors the general pattern for volunteering; the percentages of Arts and Recreation volunteers in each income category are almost identical to those for volunteering in general.

Motivations for volunteering

Arts, Culture and Recreation volunteers were somewhat more likely than other volunteers to volunteer because their friends volunteered (34% of Arts, Culture and Recreation volunteers, vs. 29% of non-Arts, Culture and Recreation volunteers; see Figure 8). They were also somewhat more likely to volunteer because they wanted to use their skills or experiences (85% vs. 79% of non-Arts, Culture and Recreation volunteers). Conversely, Arts, Culture and Recreation volunteers were notably less likely to volunteer because of their religious beliefs or obligations (19% vs. 30% of non-Arts, Culture and Recreation volunteers) and somewhat less likely to volunteer because they were required to (6% vs. 8% of non-Arts, Culture and Recreation volunteers).

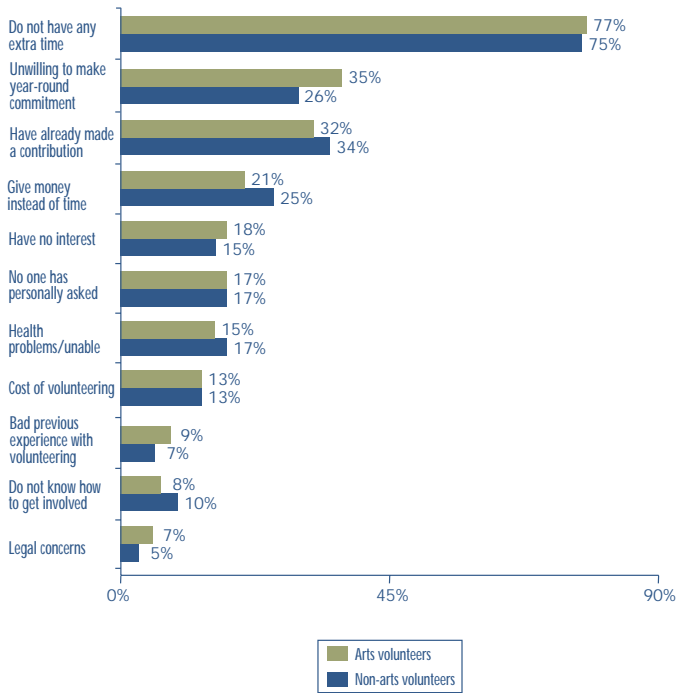
Figure 8. Motivations for volunteering, arts, culture and recreation volunteers and non-arts, culture and recreation volunteers



Barriers to volunteering more

Arts, Culture and Recreation volunteers were noticeably more likely than volunteers for other types of organizations to say that they did not volunteer more because they felt they were unwilling to make a year-round commitment (35% of Arts and Recreation volunteers, vs. 26% of non Arts and Recreation volunteers; see Figure 9). They were also more likely to say that they did not volunteer more because they had no interest (18% vs. 15% of non-Arts and Recreation volunteers). This may explain why most (56%) Arts and Recreation volunteers volunteered for only one type of organization. Arts and Recreation volunteers were less likely to say that they donated money instead of volunteering more (21% vs. 25% of non-Arts and Recreation volunteers).

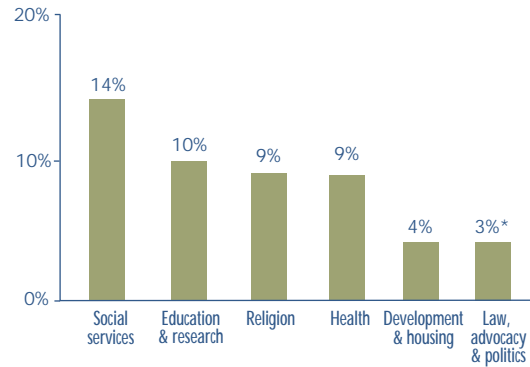
Figure 9. Barriers to volunteering more, arts, culture and recreation volunteers and non-arts, culture and recreation volunteers



Support for other types of organizations

Less than half (44%) of Arts and Recreation volunteers also volunteered for another type of organization. Around one in ten also volunteered for at least one Social Services organization (14%), Education and Research organization (10%), Religion organization (9%), or Health (9%) organization (see Figure 11).

Figure 11. Percentage of arts, culture and recreation volunteers volunteering for other types of organization

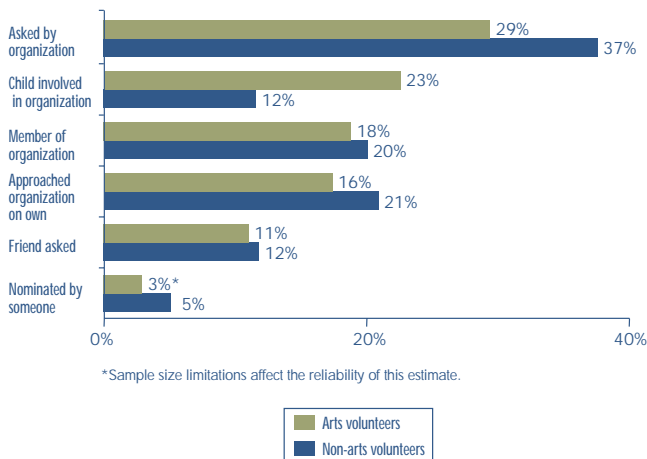


*Sample size limitations affect the reliability of this estimate.

Methods of recruitment

Volunteers were much more likely to become involved with an Arts and Recreation organization because they had a child who was involved (23% of Arts and Recreation volunteers vs. 12% of non Arts and Recreation volunteers; see Figure 10). Conversely, volunteers were less likely to report becoming involved after being asked by an Arts and Recreation organization (29% vs. 37%).

Figure 10. Percentage of arts, culture and recreation volunteers recruited by recruitment method



*Sample size limitations affect the reliability of this estimate.

V

Social services volunteers

The Social Services category includes organizations that deliver a range of social services to either all Canadians or specific groups within Canadian society. These services run the gamut from child services and daycare, through to services for the elderly, emergency support and relief (including disaster prevention and relief within Canada), income support and maintenance, and other forms of material assistance such as food, clothing, and shelter. This category does not include organizations that deliver services outside of Canada.

Social Services organizations were the second most commonly supported type of organization in 2000, attracting the volunteer support of 7% of Canadians and accounting for 20% of total volunteer hours. Social Services volunteers contributed an average of 120 hours annually, or a total of 214 million hours.

Personal and economic characteristics

Age. With one exception, Social Services organizations attracted roughly the same amount of support from all age groups (see Table 5). Slightly fewer than one in twelve Canadians in most age groups volunteered for Social Services organizations, but only one in twenty (5%) Canadians 65 years of age or older did so. No age group stood out as being more or less likely to volunteer for Social Services organizations than for other types of organizations.

Sex. Women were somewhat more likely than men to volunteer for Social Services organizations (8% of women vs. 6% of men; see Table 5). Women also tended to make up a slightly higher percentage of Social Services volunteers than they did of volunteers generally, accounting for 54% of all volunteers, but 58% of Social Services volunteers.

Marital status. Canadians who were separated or divorced were the most likely to volunteer for Social Services organizations (9%*; see Table 5), while those who were widowed were the least likely to do so (5%*). Canadians who were married or in common-law relationships were slightly under-represented among Social Services volunteers, accounting for 65% of all volunteers, but 61% of Social Services volunteers.

Education. Canadians with a university degree and with some post-secondary education were most likely to volunteer for Social Services organizations (10% of both groups; see Table 5), while those with less than a high school education were least likely to do so (5%). No educational group stood out as being more or less likely to volunteer for Social Services organizations.

Labour force status. Social Services organizations attracted roughly the same amount of support from all labour force groups (see Table 5). However, Canadians who were employed were under-represented among Social Services volunteers, accounting for 67% all of volunteers, but just 63% of Social Services volunteers.

Religious affinity. By any measure of religious affinity, Canadians who were more religious were more likely to volunteer for Social Services organizations. For example, 11% of Canadians who attended religious services weekly volunteered for a Social Services organization, compared to only 7% of Canadians who did not attend services weekly (see Table 5). However, the higher rate of volunteering for Social Services organizations among religious Canadians is consistent with their rate of volunteering generally. In other words, religious Canadians appear to have no special affinity for volunteering for Social Services organizations.

	% Volunteering for social services	% Social services volunteers	% All volunteers
Age			
15 - 24 years	8%	18%	18%
25 - 34 years	7%	18%	16%
35 - 44 years	7%	22%	24%
45 - 54 years	8%	20%	20%
55 - 64 years	7%	11%	12%
65+ years	5%	11%	10%
Sex			
Male	6%	42%	46%
Female	8%	58%	54%
Marital status			
Married/Common law	7%	61%	65%
Single/Never married	8%	27%	25%
Widow/Widower	5%*	4%*	3%
Separated/Divorced	9%*	8%*	6%
Education level			
Less than high school	5%	19%	19%
High school diploma	6%	16%	17%
Some post-secondary	10%	12%	11%
Post-secondary diploma	8%	30%	29%
University degree	10%	24%	24%
Labour force status			
Employed	7%	63%	67%
Full-time (>30 hrs/week)	7%	49%	51%
Part-time (<30 hrs/week)	8%	14%	16%
Unemployed	9%*	5%*	4%
Not in labour force	7%	32%	30%
Religious affiliation			
Affiliated	8%	75%	76%
No affiliation	7%	25%	24%
Religious attendance			
Weekly attender	11%	28%	28%
Not a weekly attender	7%	72%	72%
Religiosity			
Very religious	10%*	15%*	15%
Not very religious	7%	85%	85%
Household income			
Less than \$20,000	6%	11%	8%
\$20,000 to \$39,999	7%	24%	21%
\$40,000 to \$59,999	7%	21%	23%
\$60,000 to \$99,999	8%	26%	31%
\$100,000 or more	11%	18%	18%

*Sample size limitations affect the reliability of this estimate.

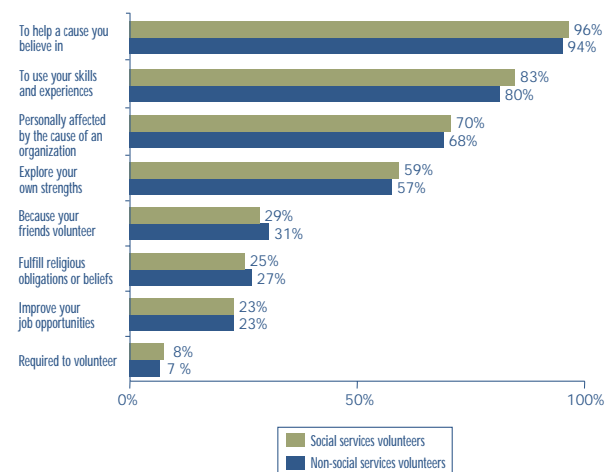
Household income. Canadians with higher annual household incomes were more likely to volunteer for Social Services organizations than were those with lower household incomes. Slightly more than one in ten (11%) of those

with household incomes of \$100,000 or more volunteered for Social Services organizations, compared to 6% of those with incomes of less than \$20,000 (see Table 5). However, Canadians in lower income categories tended to make up a higher percentage of Social Services volunteers than they did of volunteers generally. For example, those with annual household incomes less than \$20,000 accounted for 8% of all volunteers but 11% of Social Services volunteers, while those with incomes between \$20,000 and \$39,999 accounted for 21% of all volunteers but 24% of Social Services volunteers.

Motivations for volunteering

Broadly speaking, Social Services volunteers were motivated by the same range of factors as were volunteers for other types of organizations (see Figure 12). Perhaps the only difference of note is that Social Services volunteers were somewhat less likely than volunteers for other types of organizations to volunteer in order to fulfill religious obligations or beliefs (25% of Social Services volunteers vs. 27% of non-Social Services volunteers).

Figure 12: Motivations for volunteering, social services volunteers and non-social services volunteers

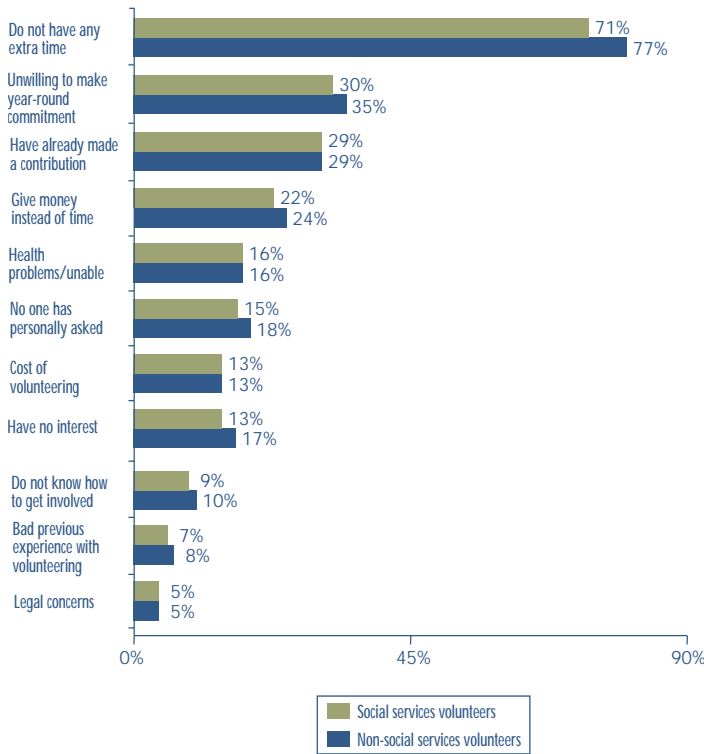


Barriers to volunteering more

Social Services volunteers were less susceptible to a number of potential barriers to volunteering more (see Figure 13). They were less likely to say that they did not volunteer more because they did not have time (71% of Social Services

volunteers vs. 77% of non-Social Services volunteers; see Figure 13). They were also less likely to say that they were unwilling to make a year-round commitment (30% vs. 35% of non-Social Services volunteers) or had no interest in volunteering more (13% vs. 17% of non-Social Services volunteers).

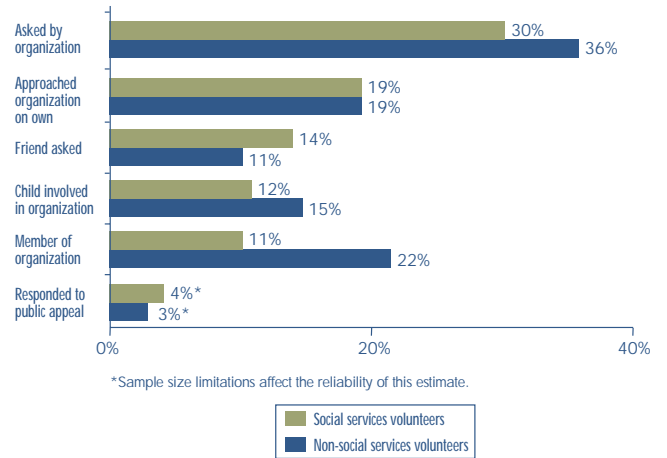
Figure 13. Barriers to volunteering more, social services volunteers and non-social services volunteers



Methods of recruitment

Volunteers became involved with Social Services organizations in roughly the same ways as they became involved in other organizations (see Figure 14). However, Social Services volunteers were noticeably less likely to become involved because they were members of the organization (11% of Social Services volunteers vs. 22% of non-Social Services volunteers). They were somewhat more likely to become involved after being asked by a friend (14% vs. 11% of non-Social Services volunteers). Roughly similar percentages of Social Services volunteers and non-Social Services volunteers became involved in other ways.

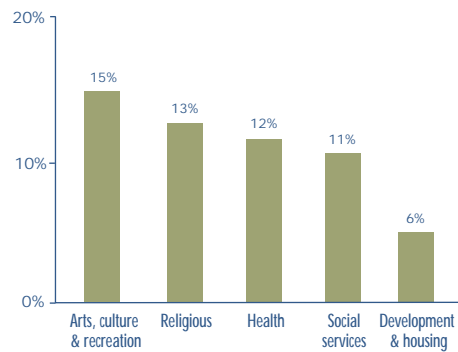
Figure 14. Percentage of social services volunteers recruited by recruitment method



Support for other types of organizations

Slightly more than half (52%) of Social Services volunteers also volunteered for other types of organizations. Fifteen percent also volunteered for Arts, Culture and Recreation organizations, 13% for Religious organizations, 12% for Health organizations, and 11% for Social Services organizations (see Figure 15).

Figure 15. Percentage of Social Services volunteers volunteering for other types of organizations



VI

Religious volunteers

The Religious organizations category includes religious congregations, associations of religious congregations, organizations that exist primarily to support religious congregations, and organizations that support or promote religious beliefs or activities.

Religious organizations attracted the volunteer support of 6% of Canadians in 2000 and accounted for 16% of total volunteer hours. Religion volunteers contributed an average of 126 hours annually, or a total of 170 million hours.

Personal and economic characteristics

Age. The likelihood of volunteering for Religious organizations tended to increase with age, peaking with Canadians aged 5 to 64, and then declining somewhat among those aged 65 and older (see Table 6). The pattern of volunteering for Religious organizations differed somewhat from that of volunteering for other organizations in that older volunteers were over-represented among volunteers for Religious organizations. For example, Canadians aged 65 years or older accounted for 10% of all volunteers, but 17% of volunteers for Religious organizations.

Sex. Women were more likely to volunteer for Religious organizations than were men (7% of women vs. 4% of men; see Table 6). Women were also over-represented among volunteers for Religious organizations, accounting for 54% of all volunteers, but 61% of Religion volunteers.

Marital status. Canadians who were married were most likely to volunteer for Religious organizations (6%; see Table 6), while those who were single were least likely to do so (4%). The difference between these two groups can be seen more clearly when one considers that married Canadians accounted for 65% of all volunteers, but 72% of volunteers for Religious organizations, whereas Canadians who were single accounted for 25% of all volunteers, but just 18% of volunteers for Religious organizations.

Table 6. Volunteering for religious organizations by personal and economic characteristics

	% Volunteering for religion	% Religion volunteers	% All volunteers
Age			
15 - 24 years	4%*	13%*	18%
25 - 34 years	4%*	12%*	16%
35 - 44 years	5%	19%	24%
45 - 54 years	7%	23%	20%
55 - 64 years	8%	17%	12%
65+ years	6%	17%	10%
Sex			
Male	4%	39%	46%
Female	7%	61%	54%
Marital status			
Married/Common law	6%	72%	65%
Single/Never married	4%	18%	25%
Widow/Widower	5%*	5%*	3%
Separated/Divorced	5%*	6%*	6%
Education level			
Less than high school	4%	19%	19%
High school diploma	4%	15%	17%
Some post-secondary	5%*	8%*	11%
Post-secondary diploma	6%	30%	29%
University degree	9%	28%	24%
Labour force status			
Employed	5%	61%	67%
Full-time (>30 hrs/week)	5%	45%	51%
Part-time (<30 hrs/week)	7%	16%	16%
Unemployed	---	---	4%
Not in labour force	6%	36%	30%
Religious affiliation			
Affiliated	7%	96%	76%
No affiliation	1%*	4%*	24%
Religious attendance			
Weekly attender	22%	72%	28%
Not a weekly attender	2%	28%	72%
Religiosity			
Very religious	18%	37%	15%
Not very religious	4%	63%	85%
Household income			
Less than \$20,000	4%*	9%*	8%
\$20,000 to \$39,999	5%	24%	21%
\$40,000 to \$59,999	6%	25%	23%
\$60,000 to \$99,999	6%	26%	31%
\$100,000 or more	7%	16%	18%

*Sample size limitations affect the reliability of this estimate.

---Estimate too small to be expressed.

Education. The likelihood of volunteering for a Religious organization increased with the level of education attained. Nearly one in ten (9%) Canadians with a university degree volunteered for a Religious organization, compared to just 4% of those with a high school diploma or less (see Table 6). Those with higher levels of education were slightly over-represented among volunteers for Religious organizations. For example, Canadians with a university degree accounted for 24% of all volunteers, but 28% of volunteers for Religious organizations.

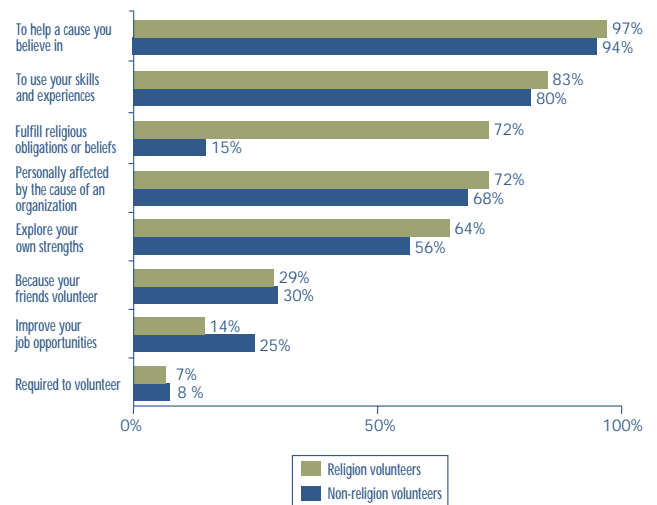
Religious affinity. As one might reasonably expect, the likelihood of volunteering for a Religious organization varied significantly with religious affinity. By any measure of religious affinity, Canadians who were more religious were more likely than those who were less religious to volunteer for Religious organizations. For example, nearly one quarter (22%) of Canadians who attended religious services weekly volunteered for Religious organizations, compared to just 2% of those who did not attend services weekly (see Table 6). Similarly, nearly one in five (18%) of those who identified themselves as very religious volunteered for a Religious organization, compared to 4% of those who did not identify themselves in this way. Canadians who were more religious were significantly over-represented among volunteers for Religious organizations. For example, those who attended religious services on a weekly basis accounted for 28% of all volunteers, but 72% of volunteers for Religious organizations. Similar, though less extreme, patterns can be seen with the other measures of religious affinity.

Household income. As is the case with volunteering in general, the likelihood of volunteering for a Religious organization tends to increase with annual household income. Seven percent of Canadians with household incomes of \$100,000 or more volunteered for a Religious organization, compared to 4%* of those with incomes of less than \$20,000 (see Table 6). However, those with incomes of \$60,000 or more tended to be under-represented among volunteers for Religious organizations. For example, Canadians with incomes of between \$60,000 and \$99,999 accounted for nearly one third (31%) of all volunteers, but only 26% of volunteers for Religious organizations. Thus, although the likelihood of volunteering for Religious organizations increased with household income, the relationship is not as strong as it is for other types of organizations.

Motivations for volunteering

Not surprisingly, volunteers for Religious organizations were much more likely than volunteers for other types of organizations to say that they volunteered in order to fulfill their religious obligations or beliefs (72% of volunteers for Religious organizations vs. 15% of volunteers for other organization types; see Figure 16). They were also somewhat more likely to volunteer in order to explore their strengths (64% vs. 56% of volunteers for non-Religious organizations). On the other hand, volunteers for Religious organizations were noticeably less likely to volunteer in order to improve their job opportunities (14% vs. 25% of volunteers for non-Religious organizations).

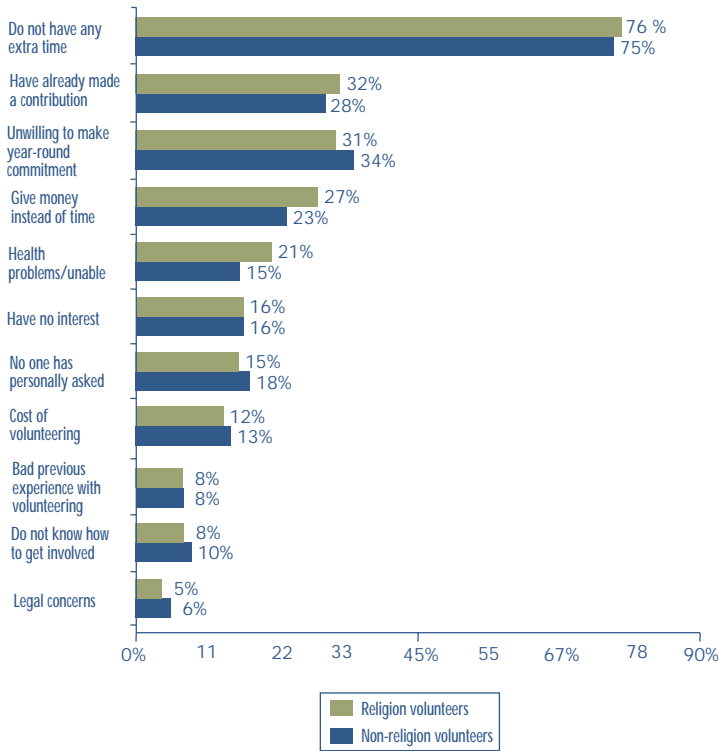
Figure 16. Motivations for volunteering, volunteers for religious organizations and volunteers for non-religious organizations



Barriers to volunteering more

Volunteers for Religious organizations were more likely than volunteers for other types of organizations to say that they did not volunteer more because they had health concerns or were physically unable to do so (21% of volunteers for Religious organizations vs. 15% of volunteers for non-Religious organizations; see Figure 17). Volunteers for Religious organizations were also more likely to say that they did not volunteer more because they gave money instead of volunteering (27% vs. 23% of volunteers for non-Religious organizations), and because they already had made a sufficient contribution to volunteering (32% vs. 28% of volunteers for non-Religious organizations).

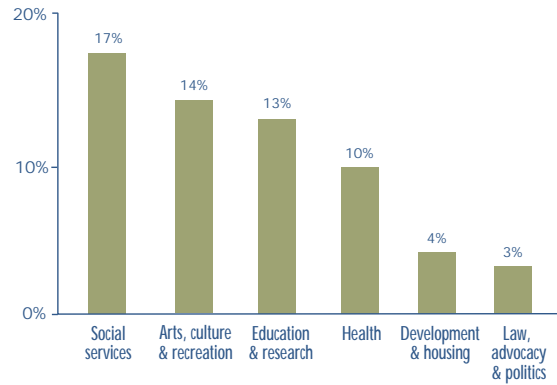
Figure 17. Barriers to volunteering more, volunteers to religious organizations and volunteers to non-religious organizations



Support for other types of organizations

A slight majority (52%) of volunteers for Religious organizations also volunteered for other types of organizations. About one fifth (17%) also volunteered for Social Services organizations, followed by 14% who volunteered for Arts, Culture and Recreation organizations. Thirteen percent also volunteered for Education and Research organizations, and 10% for Health organizations (see Figure 19).

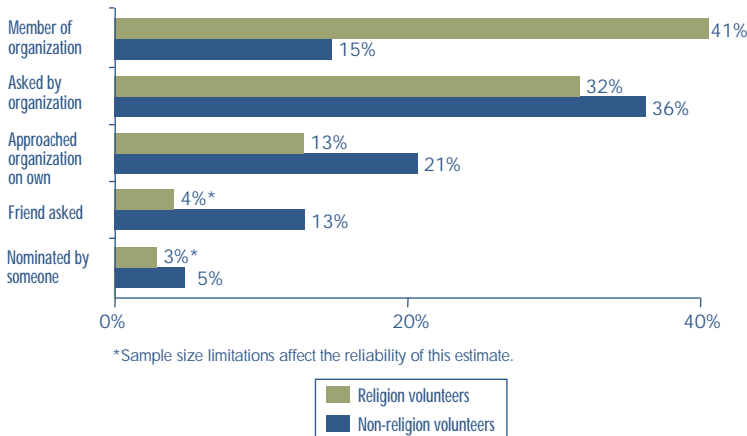
Figure 19. Percentage of volunteers for religious organizations volunteering for other types of organizations



Methods of recruitment

Compared to volunteers for non-Religious organizations, a much higher percentage of volunteers for Religious organizations became involved because they were members of the organization (41% of volunteers for Religious organizations vs. 15% of volunteers for non-Religious organizations; see Figure 18).

Figure 18. Percentage of volunteers for religious organizations recruited by recruitment method



Education and research volunteers

The Education and Research category includes institutions devoted to primary, secondary, and post-secondary education, as well as vocational and technical schools, and continuing education programs. It also includes research in the natural, physical, and social sciences, and medical research. It should be noted that childcare falls under Social Services, not Education and Research.

Education and Research organizations attracted the volunteer support of 5% of Canadians in 2000 and accounted for 11% of total volunteer hours. Education and Research volunteers contributed an average of 90 hours annually, or a total 112 million hours.

Personal and economic characteristics

Age. The likelihood of volunteering for Education and Research organizations was highest among Canadians in two age groups. Those aged 15 to 24 and 35 to 44 were noticeably more likely than Canadians in other age groups to volunteer for an Education and Research organization (9% of each group; see Table 7). This is perhaps not surprising, given that these two age groups are the most likely to contain students or the parents of students. Canadians in these two age groups were also over-represented among Education and Research volunteers, while those aged 45 and older were under-represented.

Sex. Women were somewhat more likely than men to volunteer for Education and Research organizations (6% vs. 4%, respectively; see Table 7). Women were also over-represented among Education and Research volunteers, accounting for 54% of all volunteers, but 63% of Education and Research volunteers.

Marital status. There is little variation in the rate of volunteering for Education and Research organizations according to marital status. Canadians who were single, however, were over-represented among volunteers for Education and Research, accounting for 25% of all volunteers, but 32% of Education and Research volunteers (see Table 7).

Education. Canadians with a university degree were the most likely to volunteer for Education and Research organizations (9%), while those with a high school diploma or less and those with a post-secondary degree or diploma were the least likely

to volunteer (4% of each category; see Table 7). Canadians with a university degree were somewhat over-represented among Education and Research volunteers, accounting for 24% of all volunteers, but 28% of Education and Research volunteers. Canadians with a post-secondary degree or diploma were somewhat under-represented, making up 29% of all volunteers, but 24% of Education and Research volunteers.

Labour force status. There was surprisingly little variation in the rate of volunteering by labour force status, with one exception. Canadians who were employed part-time were somewhat more likely to volunteer for Education and Research organizations (10% vs. 6% or less of those in other labour force categories; see Table 7). Canadians who were employed part-time were noticeably over-represented among Education and Research volunteers, accounting for 16% of all volunteers, but 24% of Education and Research volunteers. Conversely, Canadians who were employed full-time were noticeably under-represented, accounting for 51% of all volunteers, but 43% of Education and Research volunteers.

Religious affinity. Although religious affinity does not appear to play a big role in volunteering for Education and Research organizations, Canadians who attended religious services weekly and who considered themselves very religious were somewhat more likely than others to volunteer for Education and Research organizations (7% of each category vs. 5% of those who were less religious; see Table 7). However, Canadians who were more religious were slightly under-represented among Education and Research volunteers. For example, those who attended religious services on a weekly basis accounted for 28% of volunteers, but 24% of volunteers for Education and Research organizations.

Table 7. Volunteering for education and research organizations by personal and economic characteristics			
	% Volunteering for education and research	% Education and research volunteers	% All volunteers
Age			
15 - 24 years	9%	29%	18%
25 - 34 years	4%	15%	16%
35 - 44 years	9%	36%	24%
45 - 54 years	4%*	13%*	20%
55 - 64 years	2%*	5%*	12%
65+ years	---	---	10%
Sex			
Male	4%	37%	46%
Female	6%	63%	54%
Marital status			
Married/Common law	5%	63%	65%
Single/Never married	6%	32%	25%
Widow/Widower	---	---	3%
Separated/Divorced	3%*	4%*	6%
Education level			
Less than high school	4%	20%	19%
High school diploma	4%	17%	17%
Some post-secondary	6%*	12%*	11%
Post-secondary diploma	4%	24%	29%
University degree	9%	28%	24%
Labour force status			
Employed	5%	66%	67%
Full-time (>30 hrs/week)	4%	43%	51%
Part-time (<30 hrs/week)	10%	24%	16%
Unemployed	6%*	5%*	4%
Not in labour force	4%	29%	30%
Religious affiliation			
Affiliated	5%	73%	76%
No affiliation	5%	27%	24%
Religious attendance			
Weekly attender	7%	24%	28%
Not a weekly attender	5%	76%	72%
Religiosity			
Very religious	7%	15%	15%
Not very religious	5%	85%	85%
Household income			
Less than \$20,000	2%*	6%*	8%
\$20,000 to \$39,999	3%	15%	21%
\$40,000 to \$59,999	5%	23%	23%
\$60,000 to \$99,999	7%	34%	31%
\$100,000 or more	9%	22%	18%

*Sample size limitations affect the reliability of this estimate.

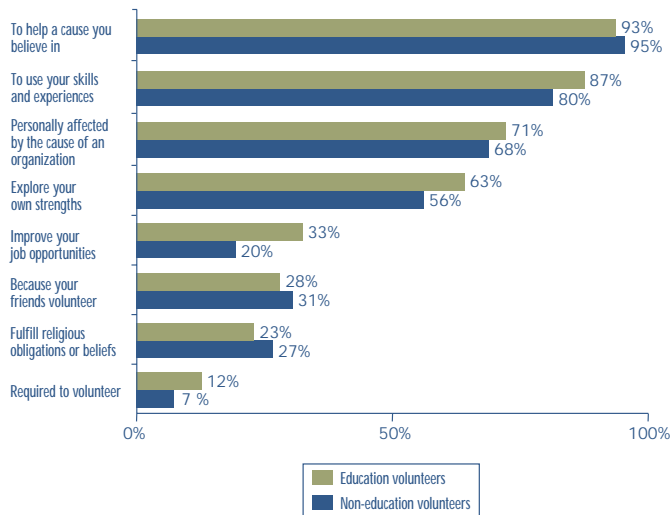
--Estimate too small to be expressed.

Household income. As with volunteering in general, the likelihood of volunteering for Education and Research organizations increased with annual household income. Nearly one in ten (9%) Canadians with annual household incomes of \$100,000 or more volunteered for Education and Research organizations, compared to just 2%* of those with household incomes of less than \$20,000 (see Table 7). Canadians with higher household incomes were over-represented among Education and Research volunteers. For example, those with annual household incomes of \$100,000 or more accounted 18% of all volunteers, but 22% of Education and Research volunteers.

Motivations for volunteering

Education and Research volunteers appeared to be strongly motivated by a range of factors having to do with self-development and expression. They were noticeably more likely than volunteers for other types of organizations to volunteer because they wanted to improve their job opportunities (33% vs. 20% of non-Education and Research volunteers; see Figure 20). They were also more likely to volunteer because they wanted to explore their strengths (63% vs. 56% of non-Education and Research volunteers) or to use their skills and experiences (87% vs. 80% of non-Education and Research volunteers). Education and Research volunteers were also more likely to say they were required to volunteer, either by their school, their employer or a community service order (12% vs. 7% of non-Education and Research volunteers). They were somewhat less likely to volunteer in order to fulfill religious obligations or beliefs (23% vs. 27% of non-Education and Research volunteers). In all likelihood, these differences in motivation are at least partially attributable to the relative youth of Education and Research volunteers.

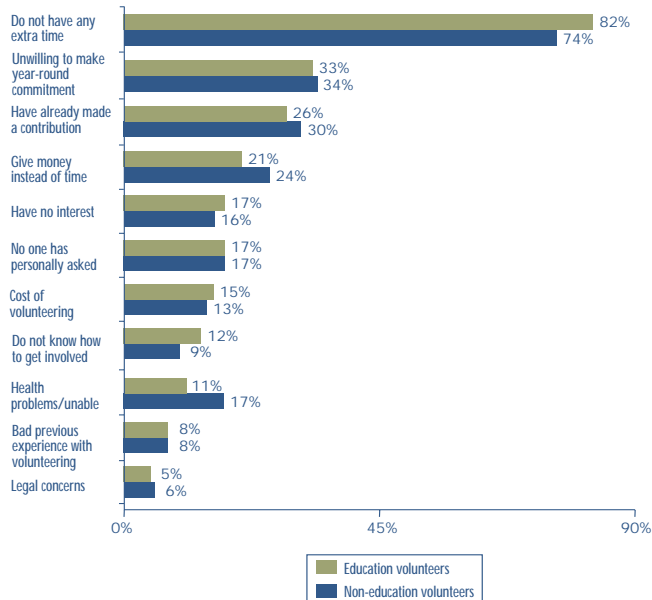
Figure 20. Motivations for volunteering, education and research volunteers and non-education and research volunteers



Barriers to volunteering more

Education and Research volunteers were significantly more likely than volunteers for other types of organizations to say that they did not volunteer more because they did not have any extra time (82% vs. 74% of non-Education and Research volunteers; see Figure 21). They were also somewhat more likely to say that they did not volunteer more because they did not know how to get involved (12% vs. 9% of non-Education and Research volunteers). On the other hand, Education and Research volunteers were less likely than other volunteers to say that they had already made a sufficient contribution to volunteering (26% vs. 30% of non-Education and Research volunteers) or because they had health concerns or were physically unable to do so (11% vs. 17% of non-Education and Research volunteers). Again, this may be at least partially due to the relative youth of Education and Research volunteers.

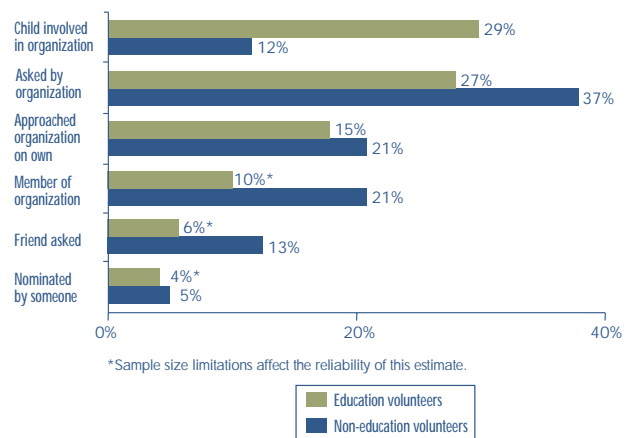
Figure 21. Barriers to volunteering more, education and research volunteers and non-education and research volunteers



Methods of recruitment

Education and Research volunteers were much more likely to become involved with an Education and Research organization because they had a child involved (29% vs 12% of volunteers of non-Education and Research volunteers; see Figure 22). They were less likely to become involved through almost all other means, most noticeably by being a member of the organization (10% vs. 21% of non-Education and Research volunteers) or after being asked by a friend (6% vs. 13% of non-Education and Research volunteers).

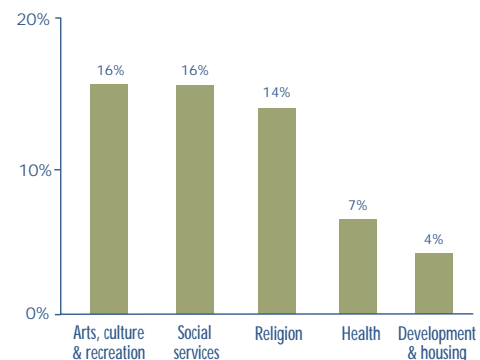
Figure 22. Percentage of education and research volunteers recruited by recruitment method



Support for other types of organizations

A slight majority (52%) of Education and Research volunteers also volunteered for other types of organizations. Somewhat less than one in five also volunteered for Arts, Culture and Recreation organizations or for Social Services organizations (16% for both; see Figure 23). Slightly fewer Education and Research volunteers also volunteered for Religious organizations (14%) and Health organizations (7%).

Figure 23. Percentage of education and research volunteers volunteering for other types of organizations



VIII Conclusion

Summary and discussion

More than one quarter (27%) of Canadians aged 15 and over volunteered for at least one charitable or nonprofit organization during 2000. On average, these volunteers contributed 162 hours each, or a total of 1.05 billion hours.

The four most commonly supported types of organization were Arts, Culture and Recreation organizations (8% of Canadians volunteered for this type of organization), Social Services organizations (7%), Religious organizations (6%), and Education and Research organizations (5%).

Demographic characteristics of volunteers

The types of organizations for which Canadians volunteered tended to vary with their demographic characteristics. For instance, those who were most likely to volunteer for an Arts, Culture and Recreation organization were between the ages of 35 and 54, while the likelihood of volunteering for a Religious organization was highest among older Canadians, and the likelihood of volunteering for an Education and Research organization was highest among younger Canadians. Generally speaking, volunteering for all organization types covered in this report was more common among those with higher levels of education and higher household incomes. There was no general pattern with regard to marital status – those who were separated or divorced were most likely to volunteer for Social Services organizations, while those who were married were most likely to volunteer for Arts, Culture and Recreation organizations. Not surprisingly, there was a strong association between indicators of religious belief and volunteering for religious organizations.

Motivations for volunteering

Motivations for volunteering tended to vary by organization type. For example, volunteers for Education and Research and Arts, Culture and Recreation organizations were more likely to volunteer because they wanted to use their skills and experiences. Much of this patterning may, however, ultimately be related to demographic factors. For example, Education and Research volunteers (who tended

to be younger) were more likely to say that they volunteered to improve their job opportunities, while volunteers for Religious organizations (who tended to be older) were less likely to cite this motivation. That said, some motivations cross-cut demographic categories, as shown by the fact that both Education and Research and Religion volunteers were likely to cite a desire to explore their strengths as a motivation for volunteering.

Barriers to volunteering more

Some barriers to volunteering more were more likely to be cited by volunteers for some organizations, and less likely to be cited by volunteers for other organizations. For example, Social Services volunteers were less likely than others to say that they did not volunteer more because they did not have time, while Education and Research volunteers were more likely to cite this barrier. As with motivations for volunteering, the responses to some of these barriers may ultimately be linked to the underlying demographics of volunteers for certain types of organizations. For example, Education and Research volunteers (who tended to be younger) were less likely to say that they did not volunteer more because they had already volunteered enough or because ill health or disability prevented them from doing so – both barriers that tend to be associated with older volunteers.

Method of initial involvement

The methods by which volunteers became involved with the organizations that they volunteered for were diverse and associations between methods and organization types tended to be quite specific to organization types. For example, although people became involved with all types of organizations after approaching the organization on their own initiative, this was noticeably more common with Social Services organizations. Again, many of the means of initial recruitment seemed to be related either to underlying demographic factors or to the nature of the organization type. For example, perhaps unsurprisingly, Education and Research volunteers were more likely to become involved because they had a child that was involved with the organization.

Involvement with other types of organizations

Generally, a majority of volunteers for one of the types of organizations covered in this report volunteered for at least one other type of organization (including organization types not covered in this report). There was little noticeable patterning in the types of other organizations that they volunteered for. This is perhaps unsurprising, given the generally low incidence of volunteering.

Conclusion

The likelihood of Canadians volunteering for a specific type of organization and the number of hours they contribute varied with their personal and economic characteristics, as did motivations for getting involved, barriers to contributing more time, and method of initial involvement. Armed with this information, charitable and nonprofit organizations that rely on volunteers, in whole or in part, can target their recruitment efforts to Canadians who appear most inclined to support their specific type of organization. Nonprofit organizations can also consider broadening their volunteer base of support by reaching out to Canadians who have not typically been supporters of their particular type of organization. Understanding what motivates volunteers to get involved with a specific type of organization can be helpful in shaping recruitment messages and retention strategies, and understanding barriers to greater participation can be helpful in designing volunteer opportunities that better meet the needs of volunteers.



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