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# Giving and Volunteering in Quebec

Results from the 1997 National Survey of  
Giving, Volunteering and Participating

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Michelle Goulbourne  
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Canadian Centre for Philanthropy

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*We would like to acknowledge the support provided by  
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## Introduction

Quebec residents are actively involved in supporting one another and their communities by donating funds and goods to charitable and nonprofit organizations, and by volunteering, according to findings from the National Survey of Giving, Volunteering and Participating (NSGVP). Approximately nine out of every ten Quebec residents made donations by approaching organizations on their own initiative; in response to requests from organizations; by depositing spare change in cash boxes; by leaving bequests to a charity; or by giving clothing, household goods, and food to charities.

Nearly four out of every ten Quebec residents volunteered. Some volunteered formally, through one or more groups or organizations, for activities such as canvassing, organizing events and delivering food to the needy. Others volunteered informally, on their own initiative, to help others with babysitting, yard work, and driving people to appointments. Until now, however, there has been very little statistical analysis of these activities in Quebec.

The National Survey of Giving, Volunteering and Participating (NSGVP) was undertaken to better understand how Canadians support individuals and communities, either on their own or through involvement with charitable and nonprofit organizations. The NSGVP is a joint project of the Canadian Centre for Philanthropy, Canadian Heritage, Health Canada, Human Resources Development Canada, the Kahanoff Foundation's Nonprofit Sector Research Initiative, Statistics Canada and Volunteer Canada. The survey was carried out by Statistics Canada during a three-week period in late November and early December of 1997.

Respondents, aged 15 and older, were asked about their giving, volunteering and participating during the one-year period between November 1, 1996 and October 31, 1997.

Information from the NSGVP can be useful to charitable and nonprofit organizations as they design fundraising and volunteer programs. Government cutbacks at all levels have put financial pressure on these organizations. In response, charities and nonprofits must find creative ways to build and retain public support. NSGVP findings identify the segments of the population that are more likely to give and volunteer, and those that are least likely to get involved. The NSGVP findings also explore motivations for and barriers to giving and volunteering.

This report examines the nature of giving, volunteering and participating in Quebec. Some of the areas included in the analysis are: profiles of Quebec's donors and volunteers; descriptions of the kinds of support Quebec residents give; the types of organizations they support; motivations for and barriers to giving, volunteering and participating; and the connections between different forms of involvement. This report also features a special analysis of Quebec's youth volunteers. Whenever possible, findings are discussed in relation to fundraising, volunteer recruitment and community development strategies.

We would like to thank the Fédération des centres d'action bénévole du Québec for funding this report. We hope that *Giving and Volunteering in Quebec* will give communities, organizations and individuals a better understanding of the contributions of Quebec's donors and volunteers, and will help to strengthen existing fundraising and volunteer programs.

## Charitable Giving in Quebec

Charitable giving, in all its forms, provides voluntary and nonprofit organizations with resources to offer programs and services that are essential to the well-being of communities and individuals. It also provides a mechanism through which individuals can express their ideals and values. Charitable giving in Quebec ranges from financial contributions to donations of food, clothing, and household goods. Quebec donors provide further support by purchasing products sold by charitable and nonprofit organizations, and by participating in charitable gaming. The NSGVP sheds light on the extent of this support, the personal and economic characteristics of donors, the role of religion, the organizations supported by Quebec residents, how they made their financial donations, and their reasons for giving or not giving.

### Support Provided by Quebec Residents

Almost 5.1 million Quebec residents, or 86% of the population aged 15 and older, made financial or in-kind donations to charitable and nonprofit organizations between November 1, 1996 and October 31, 1997.

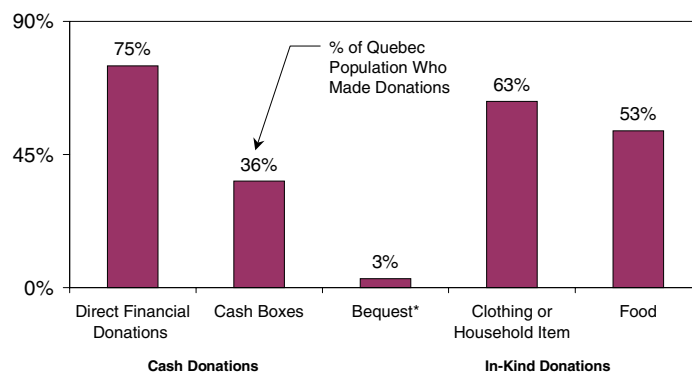
Total **direct financial support** amounted to nearly \$579.8 million. Ninety-eight percent of this (\$567.8 million) came from direct financial donations by individuals who responded to an appeal or approached organizations on their own initiative. The remaining 2% (almost \$12

### Indirect Financial Support to Charitable and Nonprofit Organizations

Quebec's charitable and nonprofit organizations received a total of more than \$128.7 million in **indirect financial support** during the survey year. This came from three types of activity: the purchase of goods such as chocolate bars, apples, poppies, flowers or coupon books; the purchase of charity sponsored raffle or lottery tickets; and participation in charity sponsored gaming (*Figure 2*).

Almost two-thirds (62%) of Quebec residents purchased goods such as chocolate bars, with at least part of the proceeds going to charity. This raised almost \$71.3

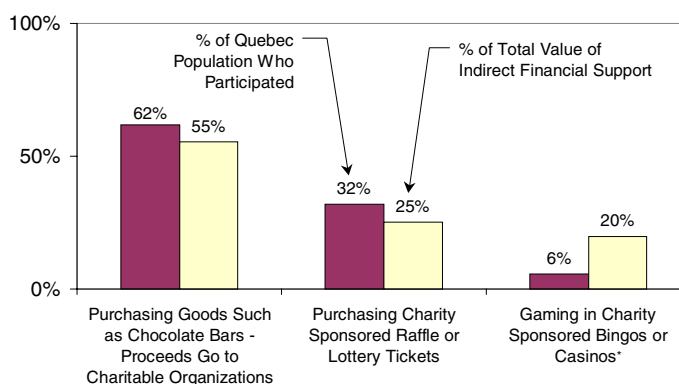
**Figure 1.** Percentage Who Made Donations to Charitable and Nonprofit Organizations by Type of Donation, Quebec Population Aged 15 and Older, 1997.



million) came from deposits of spare change in cash boxes. **In-kind donations** were also common: 63% of Quebecers donated clothing or other goods and 53% donated food to charitable organizations such as food banks.

The percentage of Quebecers who made financial donations (75%) is comparable to the percentage of donors in Canada as a whole (78%). However, the average annual donation in Quebec (\$127) was significantly lower than the Canadian average (\$239).<sup>1</sup>

**Figure 2.** Participation in and Distribution of Other Forms of Financial Support to Charitable and Nonprofit Organizations, Quebec Population Aged 15 and Older, 1997.



million. Thirty-two percent purchased charity-sponsored raffle or lottery tickets (excluding government-sponsored lotteries such as Lotto 6/49), for a total of just over \$32.2 million. Six percent participated in gaming activities, such as charity-sponsored bingos or casinos, which raised just over \$25.2 million.

Indirect forms of financial support were equal to approximately one-quarter of direct financial support.

However, only a portion of the revenues from these activities actually went to support the charitable or nonprofit organization directly. The balance of the money was used to cover the costs associated with running the events or producing the goods that were sold. Hence, the total support to charitable and nonprofit organizations in Quebec is estimated to be more than \$579 million but less than \$708.5 million - \$579.8 million in direct financial support and \$128.7 million in indirect financial support.

## Who are Quebec's Donors?

### Personal and Economic Characteristics

The personal and economic characteristics of donors have an effect on whether they make donations to charitable and nonprofit organizations and how much they give. This section identifies the segments of the Quebec population that are most likely, and least likely, to donate. This can help organizations to design fundraising campaigns that encourage greater donations from existing donors and first-time giving from non-donors.

*Table 1* provides a demographic profile of Quebec's population. If we compare the attributes of donors with those of the Quebec population as a whole, we see that, for the most part, donors are representative of the population. However, there were slightly more donors among those who were between the ages of 55 and 64, female, married, employed or had full-time employment, had annual household incomes of \$80,000 or more, and attended religious services weekly.<sup>2</sup>

There were proportionately fewer donors among those who were between the ages of 15 and 24, male, single or never married, not in the labour force, had annual household incomes of less than \$20,000, did not attend religious services weekly and did not describe themselves as "very religious."

### Who is Most Likely to Donate?

Personal and economic factors had an effect on how likely Quebecers were to make a donation and on the relative size of their donations (*Table 1*).

- The proportion of Quebecers who made donations to charitable organizations generally increased with age, until age 65, at which point it declined slightly.
- Women were more likely than men to make a donation. Women also made larger average annual donations.
- Married people were more likely than those who were single or never married to donate, but single and never married donors made larger average annual donations.
- The percentage of donors and the average annual donation generally increased with the level of education and household income.
- Employed Quebecers were more likely to be donors and to make larger donations than were the unemployed or those not in the labour force.<sup>3</sup>
- Quebecers who had children age 6 or older were more likely to donate, but gave less on average than those who did not have any children.

<b>Table 1. Profile of Quebec's Population, Profile of Quebec's Donors, Donor Rate, Average Annual Donation and Percentage of Total Value of Donations, 1997.</b>					
	<b>A Profile of Quebec's Population (%)</b>	<b>A Profile of Quebec's Donors (%)</b>	<b>Quebec's Donor Rate (%)</b>	<b>Average Amount Donated (annual)</b>	<b>Total Value of Donations (%)</b>
<b>Total</b>	n/a	n/a	<b>75%</b>	<b>\$127</b>	<b>100%</b>
<b>Age</b>					
15 - 24	16%	13%	58%	\$32	3%
25 - 34	18%	18%	74%	\$67	9%
35 - 44	22%	23%	78%	\$195	35%
45 - 54	18%	19%	81%	\$137	21%
55 - 64	11%	12%*	81%	\$158	15%
65 and above	15%	15%*	79%	\$140	17%
<b>Sex</b>					
Male	49%	46%	70%	\$111	40%
Female	51%	54%	80%	\$141	60%
<b>Marital Status</b>					
Married, Common Law	60%	66%	82%	\$115	60%
Single, Never Married	25%	20%	59%	\$175	27%
Widow, Widower	7%	7%	78%	\$144	8%
Separated, Divorced	8%	7%	68%	\$86	5%
<b>Education</b>					
Less than High School	34%	30%	66%	\$84	20%
High School Diploma	16%	15%	75%	\$91	11%
Some Post Secondary	8%	8%*	75%	\$90	6%
Post Secondary Diploma or Certificate	27%	29%	81%	\$86	20%
University Degree	15%	17%	85%	\$329	43%
<b>Labour Force Status</b>					
Employed	56%	59%	80%	\$148	69%
Full-time	45%	49%	81%	\$115	45%
Part-time	10%	10%	73%	\$310	24%
Unemployed	6%	5%*	65%	\$44	2%
Not in Labour Force	39%	36%	70%	\$104	29%
<b>Household Income</b>					
Less than \$20,000	29%	24%	62%	\$71	14%
\$20,000 - \$39,999	28%	28%	76%	\$90	20%
\$40,000 - \$59,000	22%	22%	78%	\$87	15%
\$60,000 - \$79,999	10%	12%	88%	\$117	11%
\$80,000 or more	11%	13%	89%	\$394	40%
<b>Presence of Children</b>					
Aged 5 and Under: Yes	14%	14%	75%	\$78	8%
No	86%	86%	75%	\$135	92%
Aged 6 to 12: Yes	15%	15%	79%	\$105	13%
No	85%	85%	74%	\$132	87%
Aged 13 to 17: Yes	12%	13%	83%	\$108	11%
No	88%	87%	74%	\$130	89%
Aged 18 and Older: Yes	13%	14%	80%	\$124	13%
No	87%	86%	74%	\$128	87%
<b>Religious Affiliation</b>					
No Religious Affiliation	5%	4%	58%	\$124	4%
Affiliated	95%	96%	77%	\$128	96%
<b>Religious Attendance</b>					
Weekly Attender	18%	20%	89%	\$306	49%
Non-weekly Attender	82%	80%	74%	\$83	51%
<b>Intensity of Religious Feeling</b>					
Feels Very Religious	8%	9%	82%	\$435	31%
Does Not Feel Very Religious	92%	91%	75%	\$98	69%

\* Sample size limitations may affect the reliability of this estimate.

\*\* Only respondents who were affiliated with a place of worship were asked about their religious attendance.

--- Amount too small to be expressed.

## Where Quebec Donors Live

The percentage of the population who were donors decreased with community size, but the average annual donation increased.

Twenty-four percent of the Quebec population lived in small towns and rural areas. Slightly more than 8 out of 10 (81%) of these Quebecers made donations during the survey year. The average donation was \$82.

Twenty percent of Quebec population lived in urban areas. Seventy-seven percent of these Quebecers made donations and gave an average of \$109.

The majority of Quebec residents (57%) lived in metropolitan areas. While only slightly more than 7 out of 10 (72%) of these Quebecers were donors, they made the highest average annual donation (\$156 per year). The 72% of Montreal residents who made donations gave an average of \$165 each.<sup>4</sup> Relatively more Quebec City<sup>5</sup> residents made donations (74%), but their average donation was smaller (\$111) than the average for metropolitan areas as a whole.

## Personal Income: How Much they Give

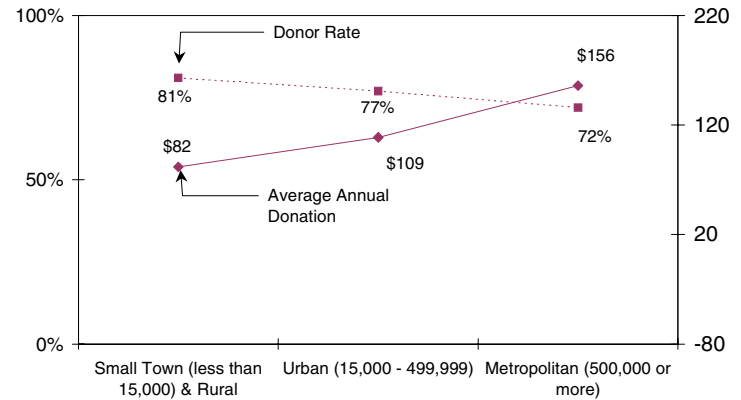
On average, Quebec donors contributed .39% of their household incomes (Figure 5). Donors with higher household incomes (\$65,000 or more) made larger annual donations. But they donated only .30% of their annual household income on average. Donors with household incomes of less than \$16,000 made smaller annual donations, but gave the highest percentage of household income (.85%).

## Who Gives the Most?

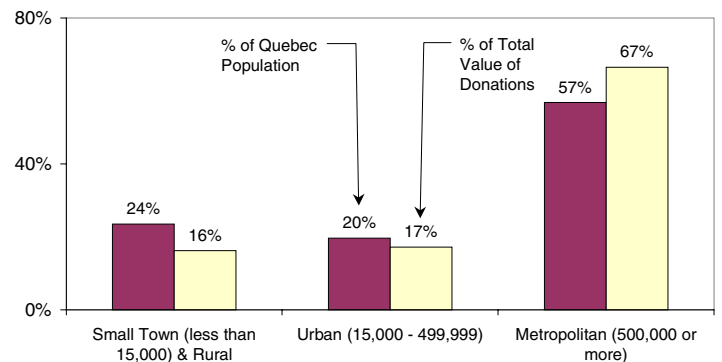
During the survey year, almost 4.5 million Quebec residents made a total of over \$567.8 million in financial contributions to charitable and nonprofit organizations. While the average donation was \$127, the value of donations ranged up to \$24,600.

If we divide donors into five groups, according to how much they gave, we see that most of the money came from a small percentage of Quebec donors (Figure 6).

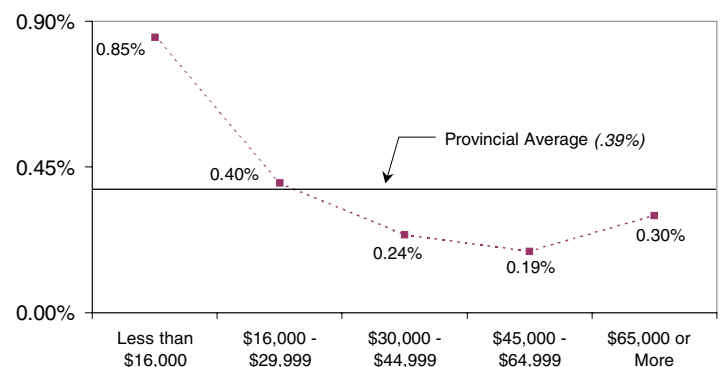
**Figure 3.** Percentage of Quebec Donors and Average Annual Donation by Size of Community, Quebec Population Aged 15 and Older, 1997.



**Figure 4.** Percentage of the Quebec Population and Percentage of Total Donations by Size of Community, Quebec Population Aged 15 and Older, 1997.



**Figure 5.** Percentage of Household Income Spent on Financial Donations by Level of Household Income, Quebec Donors Aged 15 and Older, 1997.



Five percent of donors gave \$360 or more during the survey year (or an average of \$1,222) and accounted for almost half (49%) of the total value of all donations – almost \$280.4 million. Twenty percent of donors gave between \$108 and \$359 (or an average of \$183) and accounted for 28% of the total value of donations – over \$161.2 million. Together these two groups accounted for one-quarter (25%) of all donors, but 77% of all financial donations – almost \$441.6 million.

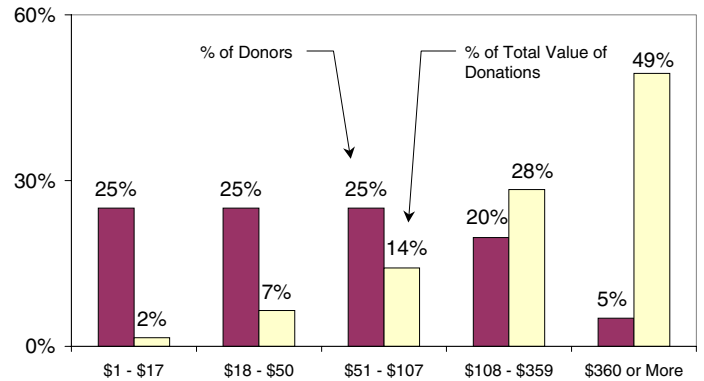
Twenty-five percent of donors gave between \$51 and \$107 (or an average of \$75) and accounted for 14% of the total value of donations – over \$80.5 million. Twenty-five percent of donors gave between \$18 and \$50 (or an average of \$32) and accounted for 6% of the total value of donations – almost \$37 million. The remaining 25% of donors gave between \$1 and \$17 (or an average of \$8). They accounted for only 2% of the total value of donations – over \$8.9 million.<sup>6</sup>

### Who are Quebec’s Top Donor’s? Personal and Economic Factors

One quarter of all donors in Quebec accounted for more than three-quarters of the value of all donations. What personal and economic factors distinguished this group from the rest of the donor population?

If we compare the top 25% of donors – those who donated \$108 or more — to the remaining 75% (Table 2), we see

**Figure 6.** Distribution of the Total Value of Donations by Size of Annual Donation, Quebec Donors Aged 15 and Older, 1997.



that a larger proportion of the top 25% were 55 or older, had a university degree, were not in the labour force, had household incomes of \$80,000 or more, and attended religious services weekly.

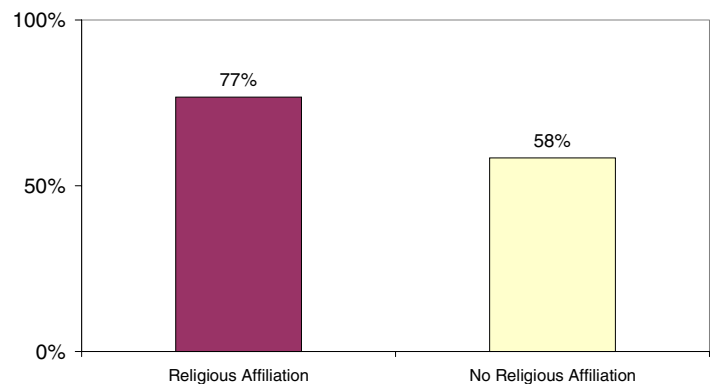
In contrast, a larger proportion of the remaining 75% of donors – those who donated \$107 or less – were age 35 or younger, had a less than high school diploma or a post-secondary diploma/certificate, had household incomes less than \$20,000, and had children age 5 or less. These donors were less likely to attend weekly religious services.

### The Role of Religion

Many religions encourage their adherents to engage in philanthropic activities such as the giving of time, money and other resources to the community. Factors such as religious affiliation, attendance at a place of worship and religiosity (or intensity of religious feeling) may influence donor rates and size of donations.

Compared to the rest of the population, donors in Quebec were just as likely to claim a religious affiliation (96% vs. the provincial percentage of 95%), attend a place of worship weekly (20% vs. 17%) and claim strong feelings of religiosity (9% vs. 8%).

**Figure 7a.** Donor Rate by Religious Affiliation, Quebec Donors Aged 15 and Older, 1997.



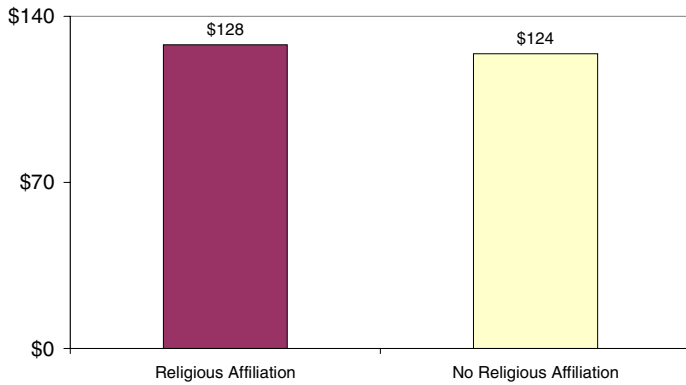
<b>Table 2. Demographic Characteristics of the Top 25% of Quebec's Donors, and the Remaining 75% of Quebec Donors Aged 15 and Over, 1997.</b>		
	<b>Top 25% of Quebec Donors</b>	<b>Remaining 75% of Quebec Donors</b>
<b>Annual Amount Donated</b>	<b>\$108 or more</b>	<b>\$1 - \$107</b>
<b>Age</b>		
15 - 24	4%	16%
25 - 34	13%	20%
35 - 44	20%	24%
45 - 54	22%	18%
55 - 64	18%	10%
65 and above	24%	13%
<b>Sex</b>		
Male	44%	46%
Female	56%	54%
<b>Marital status</b>		
Married, Common Law	69%	65%
Single, Never Married	11%	23%
Widow, Widower	13%	6%
Separated, Divorced	7%	7%
<b>Education</b>		
Less than High School	28%	31%
High School Diploma	13%	16%
Some Post Secondary	7%	9%
Post Secondary Diploma or Certificate	26%	31%
University Degree	27%	14%
<b>Labour Force Status</b>		
Employed	59%	59%
Full-time	51%	49%
Part-time	9%	10%
Unemployed	1%	6%
Not in Labour Force	39%	35%
<b>Household Income</b>		
Less than \$20,000	18%	26%
\$20,000 - \$39,999	27%	29%
\$40,000 - \$59,000	20%	23%
\$60,000 - \$79,999	15%	11%
\$80,000 or more	21%	10%
<b>Presence of Children</b>		
Aged 5 and Under: Yes	8%	15%
No	92%	85%
Aged 6 to 12: Yes	17%	15%
No	83%	85%
Aged 13 to 17: Yes	13%	13%
No	87%	87%
Aged 18 and Older: Yes	15%	13%
No	85%	87%
<b>Religious Affiliation</b>		
No Religious Affiliation	4%	4%
Affiliated	96%	96%
<b>Religious Attendance**</b>		
Weekly Attender	37%	15%
Non-weekly Attender	63%	85%
<b>Intensity of Religious Feeling</b>		
Feels Very Religious	13%	8%
Does Not Feel Very Religious	87%	92%

\* Sample size limitations may affect the reliability of this estimate.

\*\* Only respondents who were affiliated with a place of worship were asked about their religious attendance.

--- Amount too small to be expressed.

**Figure 7b.** Average Annual Donation by Religious Affiliation, Quebec Donors Aged 15 and Older, 1997.

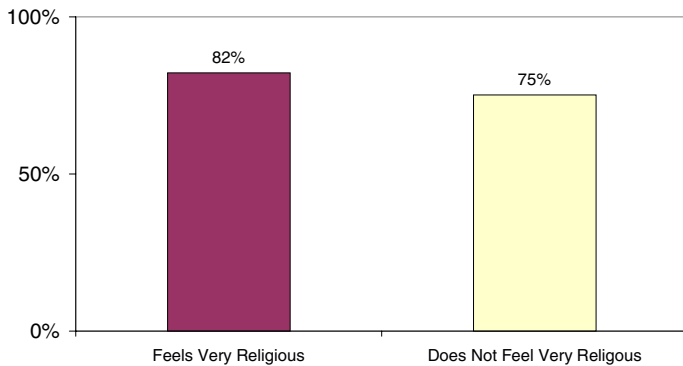


More Quebecers who were affiliated with a religious organization made donations (77%) than did those with no such affiliation (58%). But donors with a religious affiliation gave only slightly more (\$128) on average than those with no affiliation (\$124). However, donors with a religious affiliation gave a total of \$538 million, or 96% of the total value of all donations in Quebec.

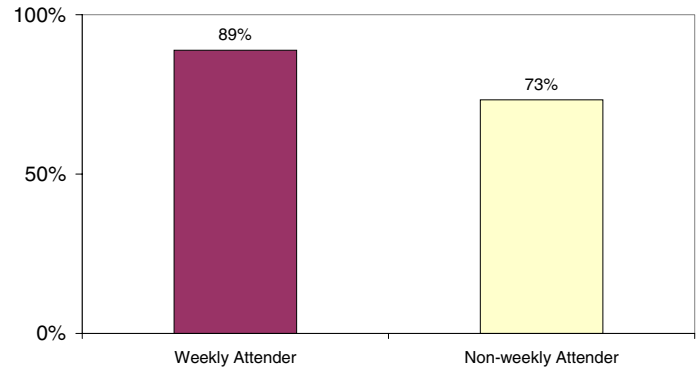
The effect of religion on giving becomes clear when we look at the behaviour of those who attended religious services weekly and who described themselves as “very religious.” Quebecers who attended a religious service at least once a week were more likely to make a donation (89%) than were non-weekly attenders (73%). On average, the 20% of donors who attended weekly religious services donated more than three times as much annually (\$306) than the 80% who were non-weekly attenders (\$84). Weekly attenders donated a total of \$262 million, or 47% of the value of all donations.

While Quebecers who described themselves as ‘very religious’ were only slightly more likely to give than those

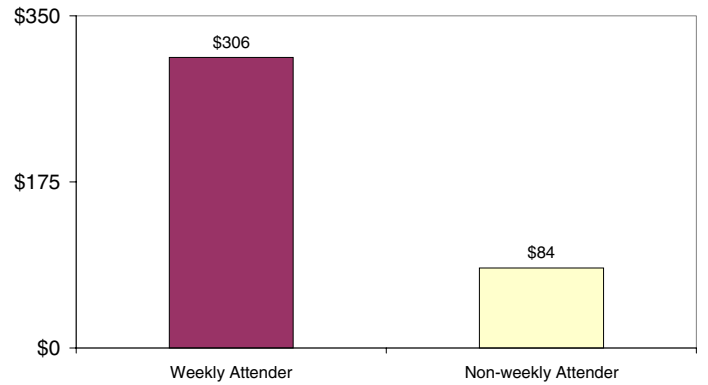
**Figure 9a.** Donor Rate by Level of Religious Feeling, Quebec Donors Aged 15 and Older, 1997.



**Figure 8a.** Donor Rate by Attendance at a Place of Worship, Quebec Donors Aged 15 and Over, 1997.

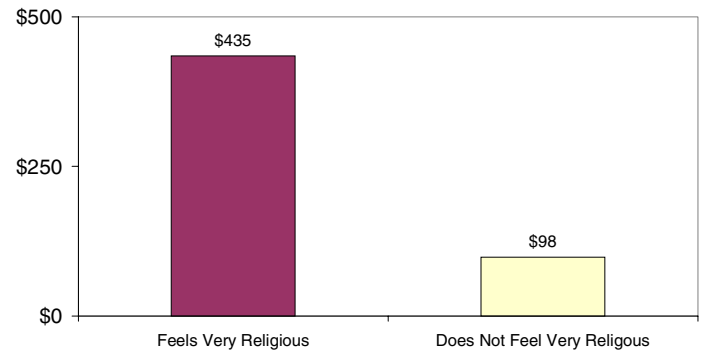


**Figure 8b.** Average Donation by Attendance at a Place of Worship, Quebec Donors Aged 15 and Over, 1997.



who did not describe themselves in this way (82% and 75% respectively), ‘very religious’ donors made much larger annual donations. On average, the 9% of ‘very religious’ donors contributed more than four times as much annually (\$435) than the other 91% of donors (\$98). ‘Very religious’ donors gave a total of over \$170.4 million, or 31% of the value of all donations.

**Figure 9b.** Average Annual Donation by Level of Religious Feeling, Quebec Donors Aged 15 and Older, 1997.



## Who are Quebec's Top Donors? Religious Factors

If we look at the religious characteristics of the top 25% of donors and the rest of donors (*Table 2*), we see that in all cases, the average annual donation was higher among those who had a religious affiliation, attended religious services weekly, and described themselves as “very religious.”

Ninety-six percent of the top 25% of donors (those who gave \$108 or more) had a religious affiliation. On average, they gave \$400 annually, for a total of almost \$419.6 million. The 4% of this donor group who did not have a religious affiliation gave an average of \$390 annually, for a total of almost \$16 million.

Ninety-six percent of the rest of Quebec donors (those who gave between \$1 to \$107) also had a religious affiliation. On average, they gave \$38 annually, for a total of almost \$118.8 million. The 4% of this donor group who did not have a religious affiliation gave an average of \$33 annually, for a total of almost \$4 million.

Only 37% of the top 25% of donors attended religious services weekly. On average, they gave \$622 annually, for

a total of just over \$237.7 million. Sixty-three percent of this donor group did not attend religious services weekly. On average, they gave \$273 annually, less than half of what weekly attenders gave, and accounted for a total of almost \$181.4 million.

Only 15% of who gave less than \$108 attended religious service weekly. On average, they gave \$51 annually, for a total of over \$24.2 million. Eighty-five percent of this donor group did not attend religious services weekly. On average, they gave only \$35 annually, for a total of almost \$94.4 million.

Only 13% of the top 25% of donors described themselves as “very religious.” On average, they gave \$1,133 annually, for a total of just over \$158.6 million. The other 87% of this donor group did not describe themselves as “very religious.” On average, they gave only \$291 annually, less than a third of the amount given by their “very religious” counterparts, for a total of just over \$276.6 million.

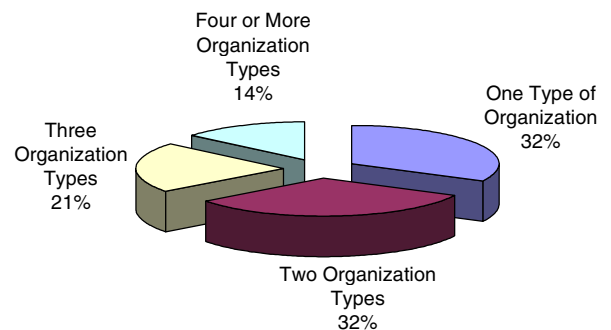
Only 8% of donors who gave less than \$108 described themselves as “very religious.” On average, they gave \$47 annually, for a total of over \$11.8 million. The other 92% of this donor group did not describe themselves as “very religious.” On average, they gave only \$37 annually, for a total of \$110.3 million.

## The Organizations Supported by Quebecers

During the survey year, most Quebec donors supported more than one type of charitable and nonprofit organization (*Figure 10*). Thirty-two percent gave to two types of organizations, 21% gave to three types of organizations and 14% gave to four or more types of organizations. Only 32% of Quebecers limited their support to one type of organization

Donors who supported more than one type of charitable organization accounted for a greater percentage of the total value of donations and gave more money on average. Donors who gave to two types of organization accounted for 21% of the total value of donations (almost \$118 million) and gave an average of \$83. Donors who contributed to three types of organization accounted for 25% of the total value of donations (just over \$144 million) and gave an average of \$152. Those who supported four or more types of organizations accounted

**Figure 10.** Distribution of Donors by Number of Types of Organizations Supported, Quebec Donors Aged 15 and Older, 1997.



for 44% of the total value of donations (over \$250 million) and gave an average of \$406. Those who limited their support to only one type of organization accounted for 10% of the total value of donations (over \$54 million) and gave an average of \$38.

Quebec residents supported a wide variety of nonprofit and charitable organizations such as churches, hospitals, food banks, research institutions and philanthropic organizations.<sup>7</sup> Table 3 shows the total value and total number of donations each type of organization received.

In Quebec religious organizations received the largest percentage (33%) of the total value of donations (almost \$189.7 million) and the third highest percentage (19%) of the total number of donations. Donations ranged up to \$6,000, with an average of \$84 annually.

Health organizations received the second highest percentage (24%) of the total value of donations (\$137.9) and the largest

percentage (31%) of the total number of donations. Donations ranged up to \$12,000, with an average of \$58 annually.

Social service organizations received the third highest percentage (16%) of the total value of donations (\$88.2 million) and the second highest percentage (23%) of the total number of donations. Donations ranged up to \$3,500, with an average of \$40 annually.

Education and research organizations received 10% of the total value of donations (just over \$54.5 million) and from up to \$4,100, with an average of \$51 annually.

	<b>Distribution of Total Value of Donations (\$556 Million)</b>	<b>Distribution of Total Number of Donations (14.4 Million)</b>
Religious	33%	19%
Health	24%	31%
Social Service	16%	23%
Education and Research	10%	9%
Philanthropic*	9%	7%
International	2%	2%
Culture and Recreation*	1%	3%
Environmental	1%	1%
Law, Advocacy and Politics	1%	1%
Other**	1%	2%
<b>TOTAL</b>	<b>98%</b>	<b>97%</b>

\* Sample size may affect the reliability of these estimates.

\*\*The "Other" category includes the following organizations:

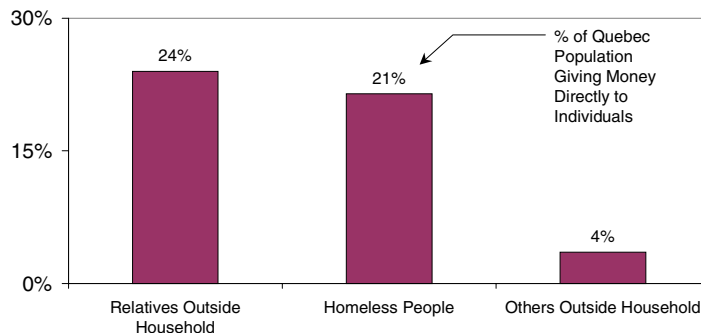
Community development and housing; business and professional associations; and other organizations not elsewhere classified.

## Financial Support Given Directly to Individuals

While the majority of Quebecers supported the community by making donations to charitable and nonprofit organizations, some Quebecers gave money directly to individuals (Figure 11). Thirty-nine percent of Quebec residents (over 2.3 million) gave direct financial support to people not living in the same household – relatives, the homeless and others.<sup>8</sup>

Almost one-quarter (24%) of the Quebec population gave money (excluding loans) to relatives who lived outside of their household. Twenty-one percent gave money to homeless people. Four percent gave to others not living in the same household.

**Figure 11.** Percentage of Quebec Population Aged 15 and Older Who Gave Money Directly to Others, Not Through an Organization, 1997.



# Donation Decisions: How Quebec Donors Gave

## Planned Vs. Spontaneous Giving

The extent to which Quebec donors planned their giving had an effect on the size of their average annual donation. Most donors did not plan their giving. But those who did decide in advance how much they would give and which organizations they would support made larger annual donations on average.

Eight-nine percent of donors did not plan the total amount they would donate in the course of the year (*Table 4*). Giving by these donors accounted for 87% of the total value of donations (almost \$491.4 million) made in the survey year. The remaining 11% of donors budgeted their giving in advance and accounted for 13% of the total value of donations (almost \$74.2 million). Donors who planned their giving gave \$158 on average, while those who did not plan gave an average of \$125.

Seventy-eight percent of donors did not plan which organizations they would support in advance of being asked. These donors accounted for 72% of the total value of donations (just over \$408.5 million). Fifteen percent of donors earmarked their donations for specific organizations. They accounted for 18% of the total value (almost \$101.7 million). Eight percent of donors planned some, but not all, of their giving. They accounted for

10% of the total value of donations (just over \$56.2 million). Donors who earmarked some or all of their giving for specific organizations made larger average annual donations (\$162 and \$158 respectively) than donors who did not plan their giving (\$119).

Donors who gave regularly to the same organizations accounted for a greater percentage of the total value of donations and gave more, on average, than donors who varied their giving. Forty-one percent of donors gave regularly to specific organizations. These donors accounted for 65% of the total value of donations (just over \$365.8 million). They gave an average of \$204 during the survey year. The 59% of donors who varied the organizations they supported accounted for only 35% of the total value of donations (just over \$200.6 million). They gave an average of only \$77 during the year.

The unplanned nature of most giving in Quebec suggests that organizations that can make a compelling case may succeed in attracting additional support. However, the higher level of support that came from those who planned their giving and who gave regularly to specific organizations points to the value of nurturing and sustaining ongoing relationships with donors.

	% of Total Value of Donations	% of Donors	Minimum Amount	Maximum Amount	Mean
<b>Decide in advance total amount to donate</b>					
Yes	13%	11%	\$1	\$3,725	\$158
No	87%	89%	\$1	\$24,600	\$125
<b>Decide in advance which organizations to donate to</b>					
Yes	18%	15%	\$1	\$3,725	\$158
No, decided when asked by an organization	72%	78%	\$1	\$24,600	\$119
Both	10%	8%	\$1	\$6,160	\$162
<b>Donate to certain organizations on a regular basis</b>					
Yes	65%	41%	\$1	\$24,600	\$204
No, varied the organizations to which donations were made	35%	59%	\$1	\$5,670	\$77

## Why Quebec Donors Gave

Quebec residents have many reasons for giving, not giving, or not giving more. The NSGVP asked about the motivations that underlie individual giving behaviours. Understanding what motivates people to give, and what prevents them from giving or giving more, can help fundraisers develop more effective fundraising strategies.

### Motivations

Quebec donors were asked to agree or disagree with six different reasons for making charitable donations. *Figure 12* shows that most donors are influenced by personal values and personal experiences. Donors agreed that they gave out of compassion for people in need (93%), to help a cause they personally believed in (86%) and to support a cause that had affected them personally (49%).

Other significant motivations were a sense of obligation to the community (48%) and the desire to fulfill religious obligations (28%). Only 6 percent agreed that they were motivated by the desire to receive an income tax credit for their donation.

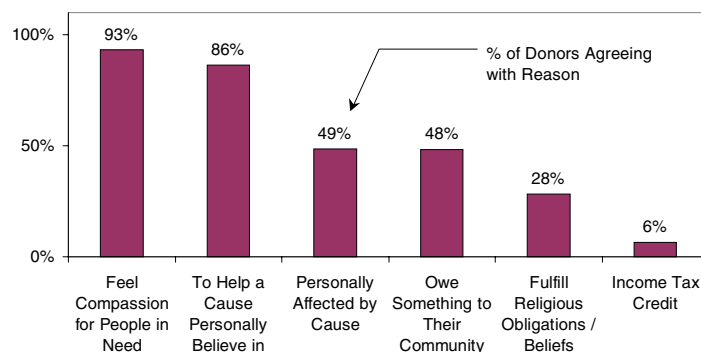
### Barriers

The NSGVP tried to understand why 25% of Quebecers did not make a donation. It also tried to get at what stopped donors from giving more. Both groups were asked to agree or disagree with a number of possible barriers to giving.

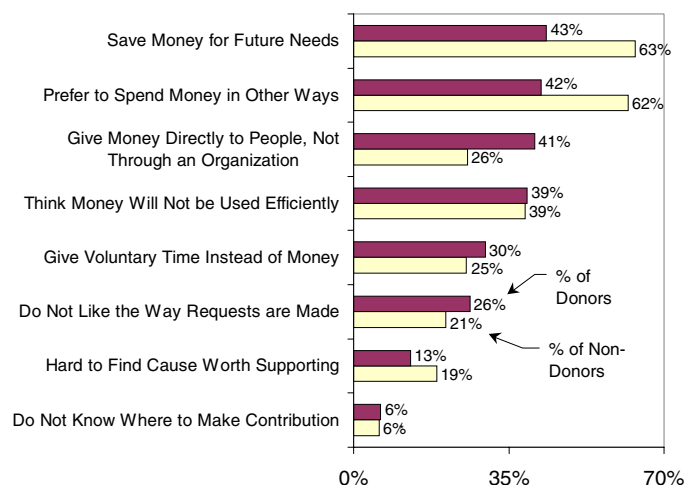
*Figure 13* shows that future and immediate personal financial needs were the main barriers for donors and non-donors. Forty-three percent of donors and 63% of non-donors said they wanted to save money for future needs. Forty-two percent of donors and 62% of non-donors said they would rather spend their money in other ways.

Other reasons for not giving more or not giving at all appear to relate to people's perceptions of how charities operate. An equal percentage (39%) of donors and non-donors felt that donations would not be used efficiently. Almost two-thirds of donors who had this concern also felt that charities spent too much money on administration and fundraising. The way in which people are asked for support was a barrier for 26% of donors and 21% non-donors.

**Figure 12.** Reasons for Making Financial Donations to Charitable and Nonprofit Organizations, Quebec Donors Aged 15 and Older, 1997.



**Figure 13.** Reasons for Not Making More Financial Donations or Not Making Financial Donations, by Donor Status, Quebec Population Aged 15 and Older, 1997.



A significant number of donors and non-donors said that they made their contributions in other ways. Forty-one percent of donors and 26% of non-donors preferred to give money directly to individuals. Thirty percent of donors and 25% of non-donors gave time instead of money.

A much smaller percentage of the population said it was hard to find a cause worth supporting (13% of donors, 19% of non-donors), which may call into question the perceived relevance of organizations to these individuals. An even smaller percentage did not know where to make a gift (6% of both donors and non-donors).

In response to these barriers, charities could consider: 1) opening a dialogue within their communities on individualism, materialism, personal and community values, and the positive impacts of community building; and 2) giving donors more information on how funds are being used, what is being accomplished with donated funds, and how charities spend their money. This could help to win additional support.

## The Role of Tax Credits

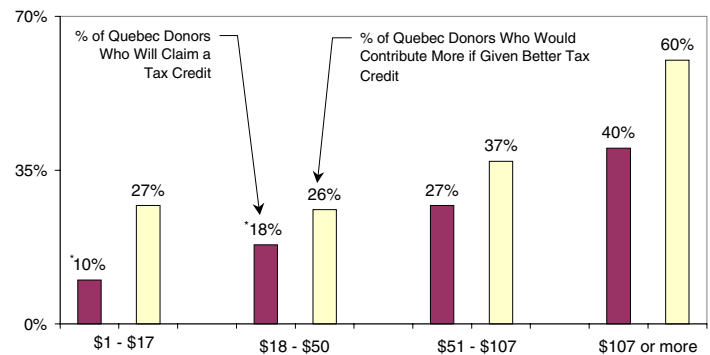
Most Quebec donors did not claim a tax credit for their charitable donations. But donors who gave at the higher levels or who gave regularly to specific organizations were more likely than other donors to claim a tax credit (*Figure 14*).

Only one-third (32%) of all Quebec donors said that they or someone else in their household would claim a tax credit for charitable donations. But 40% of the top 25% of donors (those who gave \$108 or more) said that they would claim a tax credit. Sixty percent of this group also said that they would donate more if the government gave a better tax credit.

More than half of those who claimed tax credits (56%) donated regularly to specific organizations. These donors gave an average of \$239 during the year and accounted for more than two-thirds (65%) of the total donated by tax credit filers. The remaining 44% of those who claimed tax credits varied the organizations they supported. They gave an average of \$161 annually and accounted for 35% of the total value donated by tax filers.

For more information on applying NSGVP data to fundraising, please see [Fundraising Numbers: Using the National Survey for Giving, Volunteering and Participating for Fundraising](#), available online at [www.nsgvp.org](http://www.nsgvp.org).

**Figure 14.** Percentage Who Will Claim a Tax Credit and Who Would Contribute More if Given a Better Tax Credit, by Amount of Annual Donations, Quebec Donors, 1997.



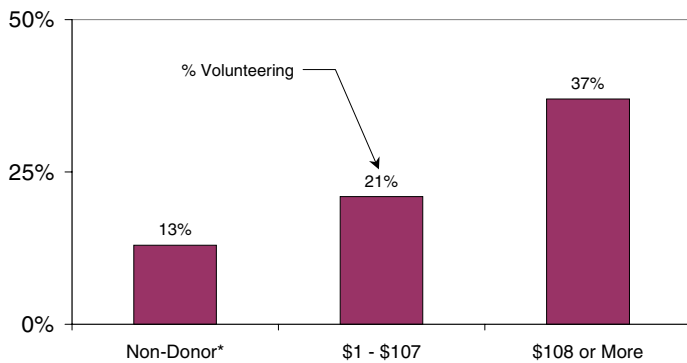
The vast majority of donors said that tax credits were not a primary motivation for giving. Only 15% of those who claimed a tax credit said that their gift was motivated by this benefit. Less than half (42%) of Quebec donors said they would give more if offered a greater tax incentive.

## The Links Between Charitable Giving and Other Forms of Supportive Behaviour

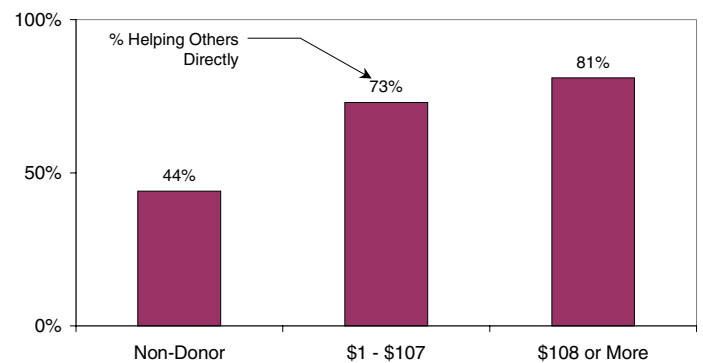
Quebecers support each other and their communities both by making financial contributions and by participating in a variety of activities ranging from volunteering and helping others to being a member of or participating in community organizations.

The relationship between giving and participating in community-based activities is illustrated in *Figures 15 through 18*. Quebec donors were more likely than non-donors to be volunteers, to help others directly, and to participate in community organizations. Donors who gave more than the average were more likely to engage in supportive activities.

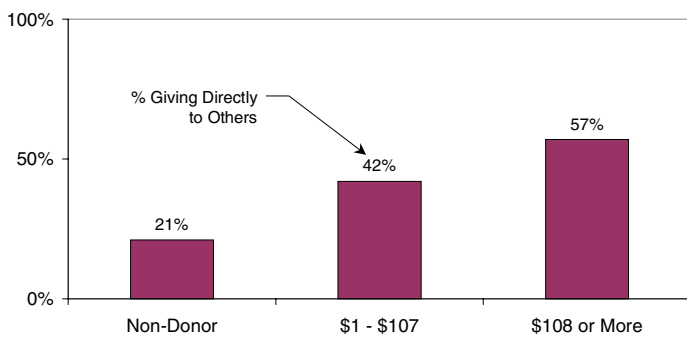
**Figure 15.** Percentage of Quebec Population Aged 15 and Older Engaged in Volunteering by Amount of Yearly Charitable Donations, 1997.



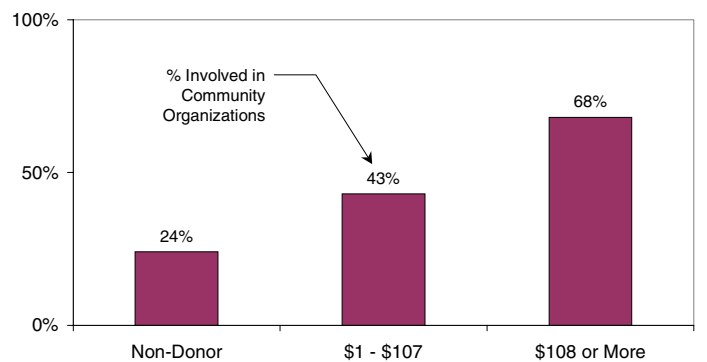
**Figure 16.** Percentage of Quebec Population Aged 15 and Older Engaged in Helping Others Directly by Amount of Yearly Charitable Donations, 1997.



**Figure 17.** Percentage of Quebec Population Aged 15 and Older Giving Directly to Others by Amount of Yearly Charitable Donations, 1997.



**Figure 18.** Percentage of Quebec Population Aged 15 and Older Involved in Community Organizations by Amount of Yearly Charitable Donations, 1997.



## Voluntary Action in Quebec

Voluntary action in Quebec takes a variety of forms - organizing and supervising events, serving as a board or committee member, canvassing for funds and providing care or support to others. Over 1.3 million Quebec residents, or 22% of the population, volunteered their time, energy and abilities to charitable and nonprofit organizations during the survey year. They gave an average of 150 hours each, for a total of 197 million hours. This is the equivalent of 102,591 full time jobs (assuming 40 hours per week for 48 weeks), or roughly 3% of Quebec's employed labour force.

Understanding the characteristics and motivations of Quebec volunteers is essential to creating effective volunteer recruitment and retention programs. In this section, we use findings from the National Survey of Giving Volunteering and Participating (NSGVP) to describe the personal and economic characteristics of volunteers; examine motivations for and barriers to volunteering; identify the benefits of volunteering; and explore the links between formal volunteering and other forms of supportive behaviour.

## Who are Quebec's Volunteers?

### Personal and Economic Characteristics

The personal and economic characteristics of Quebecers have an effect on whether they volunteer and how many hours they choose to give to charitable and nonprofit organizations. This section identifies the segments of the Quebec population that are the most likely and the least likely to volunteer. This knowledge may help organizations decide where to focus their volunteer recruitment energies. They may want to step up efforts among groups that are most likely the volunteer. Or they may choose to design programs to draw in those who are under-represented as volunteers.

*Table 5* provides a demographic profile of the Quebec population. It shows the percentage of volunteers in each segment of the population and the average number of hours individuals in each segment volunteered during the

year. If we compare the characteristics of volunteers to those of the Quebec population as a whole, we see that, for the most part, Quebec volunteers are representative of the population. However, there were proportionately more volunteers among those who were between the ages of 15 and 24 or 35 and 44, single or never married, had a university degree, were employed or had part-time employment, had children age 13 and older, attended religious services weekly and described themselves as "very religious."

There were proportionately fewer volunteers among those who were between the ages of 25 and 34 or were 65 and older, widowed, not in the labour force, had household incomes less than \$20,000, did not attend religious services weekly, and did not describe themselves as "very religious."

**Table 5: Profile of Quebec's Population, Profile of Quebec's Volunteers, Volunteer Rate, Average Number of Volunteer Hours, and Percentage of Total Number of Volunteer Hours, 1997.**

	Profile of Quebec's Population (%)	Profile of Quebec's Volunteers (%)	Quebec's Volunteer Rate (%)	Average Hours Volunteered (annual)	Total Number of Hours Volunteered (%)
<b>Total</b>	n/a	n/a	22%	150	100%
<b>Age</b>					
15 - 24	16%	19%	26%	120	15%
25 - 34	18%	16%	20%	154	17%
35 - 44	22%	24%	25%	112	18%
45 - 54	18%	21%	26%	149	21%
55 - 64	11%	10%*	19%*	188	12%
65 and above	15%	10%*	15%*	264	17%
<b>Sex</b>					
Male	49%	50%	23%	163	54%
Female	51%	50%	22%	138	46%
<b>Marital Status</b>					
Married, Common Law	60%	60%	22%	150	60%
Single, Never Married	25%	28%	25%	150	28%
Widow, Widower	7%	4%*	12%*	185	5%
Separated, Divorced	8%	7%*	21%*	136	7%
<b>Education</b>					
Less than High School	34%	23%	15%	133	20%
High School Diploma	16%	15%*	21%	174	17%
Some Post Secondary	8%	10%*	28%	168	12%
Post Secondary Diploma or Certificate	27%	28%	23%	138	26%
University Degree	15%	23%	35%	158	25%
<b>Final Labour Force Status</b>					
Employed	56%	61%	24%	134	54%
Full-time	45%	46%	22%	137	42%
Part-time	10%	15%*	32%	123	12%
Unemployed	6%	5%*	22%*	136	5%
Not in Labour Force	39%	34%	19%	183	41%
<b>Short Report Income</b>					
Less than \$20,000	29%	21%	16%	143	20%
\$20,000 - \$39,999	28%	27%	22%	179	32%
\$40,000 - \$59,000	22%	25%	25%	138	23%
\$60,000 - \$79,999	10%	13%*	28%	137	12%
\$80,000 or more	11%	14%*	29%	140	13%
<b>Presence of Children</b>					
Aged 5 and Under: Yes	14%	14%*	23%	117	11%
No	86%	86%	22%	156	89%
Aged 6 to 12: Yes	15%	20%	30%	121	16%
No	85%	80%	21%	158	84%
Aged 13 to 17: Yes	12%	14%*	27%	93	9%
No	88%	86%	21%	160	91%
Aged 18 and Older: Yes	13%	15%	25%	156	15%
No	87%	85%	22%	149	85%
<b>Religious Affiliation</b>					
No Religious Affiliation	5%	6%*	29%	119	5%
Affiliated	95%	94%	22%	154	95%
<b>Religious Attendance</b>					
Weekly Attender	18%	25%	31%	231	37%
Non-weekly Attender	82%	75%	20%	129	63%
<b>Intensity of Religious Feeling</b>					
Feels Very Religious	8%	11%*	29%	231	16%
Does Not Feel Very Religious	92%	89%	22%	141	84%

\* Sample size limitations may affect the reliability of this estimate.

\*\* Only respondents who were affiliated with a place of worship were asked about their religious attendance.

--- Amount too small to be expressed.

## Who is Most Likely to Volunteer?

Personal and economic factors had an effect on how likely Quebecers were to volunteer and how much time they gave (Table 5).

- Quebecers between the ages of 35 and 44 were more likely to volunteer than those in other age groups.
- The average number of hours volunteered tended to increase steadily from age 45 and peaked among those aged 65 and older.
- While men and women were equally likely to volunteer, male volunteers gave more time than their female counterparts.
- Married Quebecers were more likely to volunteer than those who were single, widowed, divorced or separated, or never married. Married Quebecers contributed more than half of the total number of hours. Widowed Quebecers were least likely to

volunteer, but contributed the highest average number of hours (185).

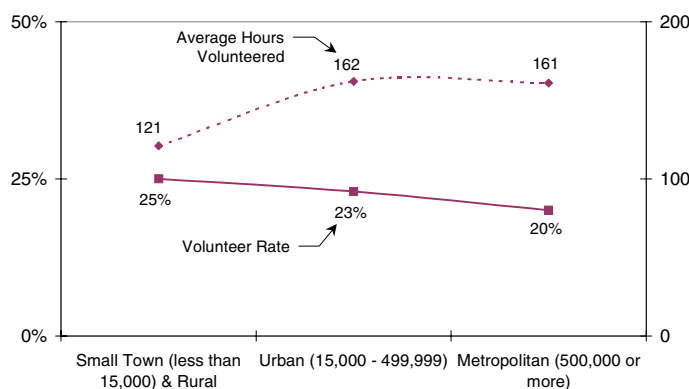
- The percentage of volunteers and the average number of volunteer hours tended to rise with education and household income. The only exception was among those with only some post-secondary education. They volunteered at a higher rate and contributed more hours on average than those with a post-secondary diploma or certificate.
- Employed Quebecers were more likely to volunteer than the unemployed and those not in the labour force. However, those who were not in the labour force contributed more hours on average than either the employed or the unemployed.
- Quebecers with children age 6 and older were more likely to volunteer than were those with no children. However, volunteers with no children volunteered more hours on average and contributed most of the total number of hours.

## Where Quebec Volunteers Live

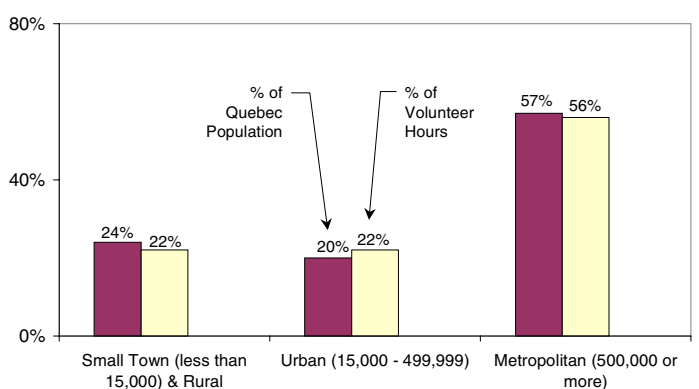
The overall amount of time spent volunteering in Quebec varied with the size of the community. While the percentage of volunteers decreased as the size of the community became larger, the average number of hours volunteered generally increased.

Twenty-four percent of Quebecers live in small towns and rural areas. One in four of these individuals (25%) volunteered and gave an average of 122 hours annually.

**Figure 19.** Percentage of Population Volunteering and Average Annual Volunteer Hours by Size of Community, Quebec Population Aged 15 and Older, 1997.



**Figure 20.** Percentage of Population and Percentage of Total Volunteer Hours by Size of Community, Quebec Volunteers Aged 15 and Older, 1997.



Twenty percent of Quebecers live in urban areas. Fewer than one-quarter (23%) volunteered, but they gave an average of 162 hours each annually.

Most Quebecers (57%) lived in metropolitan areas. Only one in five (20%) volunteered and gave an average of

161 hours each annually. The percentage of volunteers was lower in Montreal (19%), as was the average number of hours volunteered (152), but higher in Quebec City, where 27% volunteered and gave 191 hours on average.

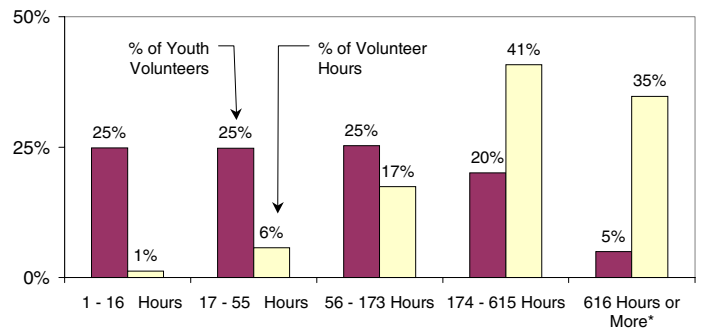
## Who Volunteers the Most?

If we divide volunteers into four groups according to how many hours they volunteered, we see that the bulk of volunteer hours came from a small percent of Quebec volunteers (*Figure 21*).

Five percent of all volunteers in Quebec contributed more than 615 hours each and accounted for 35% of all volunteer hours. On average, they gave 1044 hours annually for a total of more than 68.5 million hours. Another 20% of volunteers contributed between 174 and 614 hours each and accounted for 41% of all volunteer hours. On average, they gave 306 hours annually, for a total of almost 80.4 million hours. Together these two groups accounted for one-quarter (25%) of all volunteers, but 76% of all volunteer hours.

The 25% of volunteers who gave between 56 and 173 hours accounted for approximately 17% of the total number of hours. They gave an average of 104 hours annually, for a total of just over 34.4 million hours. The

**Figure 21.** Distribution of the Total Volunteer Hours by Number of Hours Volunteered Annually, Quebec Volunteers Aged 15 and Older, 1997.



remaining 50% of volunteers gave between one and 56 hours and accounted for only 7% of total volunteer hours. They gave an average of 21 hours annually, for a total of over 13.7 million hours. This is similar to the pattern observed for Canada as a whole.<sup>9</sup>

## Who are Quebec's Top Volunteers? Personal and Economic Factors

One-quarter (25%) of Quebec's volunteers gave more than three-quarters (76%) of total volunteer hours. What personal and economic factors distinguished these top volunteers from the rest of the volunteer population?

When the top 25% of volunteers are compared to the remaining 75% (*Table 6*), a larger proportion of the top 25% were male, 65 and older, had a high school diploma,

were not in the labour force, had household incomes of between \$20,000 to \$39,999, attended religious services weekly, and described themselves as "very religious."

Among remaining 75% of volunteers, proportionately more were female, between the ages of 35 and 44, married, had household incomes between \$20,000 and \$39,999, and had children age 17 and younger.<sup>10</sup>

<b>Table 6: Demographic Characteristics of the Top 25% of Quebec's Donors and the Remaining 75% of Quebec's Donors Aged 15 and Over, 1997.</b>		
	<b>Top 25% Quebec Volunteers</b>	<b>Next 75% Quebec Volunteers</b>
	<b>174 or more hours</b>	<b>1 - 173 hours</b>
<b>Age</b>		
15 - 24	*17%	*20%
25 - 34	*15%	*17%
35 - 44	*19%	26%
45 - 54	*21%	21%
55 - 64	*13%	*9%
65 and above	*16%	*8%
<b>Sex of Respondent</b>		
Male	*55%	48%
Female	*45%	52%
<b>Marital Status</b>		
Married, Common Law	*58%	61%
Single, Never Married	*29%	28%
Widow, Widower	.....	.....
Separated, Divorced	.....	*7%
<b>Education Level</b>		
Less than High School	*22%	23%
High School Diploma	*18%	*14%
Some Post Secondary	.....	*10%
Post Secondary Diploma or Certificate	*27%	28%
University Degree	*22%	24%
<b>Final Labour Force Status</b>		
Employed	*57%	62%
Full-time	*44%	47%
Part-time	*13%	*16%
Unemployed	5%	*6%
Not in Labour Force	*39%	32%
<b>Short Report Income</b>		
Less than \$20,000	*19%	22%
\$20,000 - \$39,999	*30%	26%
\$40,000 - \$59,000	*26%	24%
\$60,000 - \$79,999	.....	*13%
\$80,000 or more	*13%	*15%
<b>Presence of Children</b>		
Aged 5 and Under: Yes	.....	*16%
No	91%	84%
Aged 6 to 12: Yes	*15%	22%
No	85%	78%
Aged 13 to 17: Yes	.....	*15%
No	89%	85%
Aged 18 and Older: Yes	*14%	15%
No	86%	85%
<b>Religious Affiliation</b>		
No Religious Affiliation	.....	*7%
Affiliated	95%	93%
<b>Religious Attendance**</b>		
Weekly Attender	*33%	22%
Non-weekly Attender	67%	78%
<b>Intensity of Religious Feeling</b>		
Feels Very Religious	*15%	*9%
Does Not Feel Very Religious	85%	91%

\* Sample size limitations may affect the reliability of this estimate.

\*\* Only respondents who were affiliated with a place of worship were asked about their religious attendance.

--- Amount too small to be expressed.

# The Role of Religion

## Volunteer Rates and Average Number of Hours Volunteered

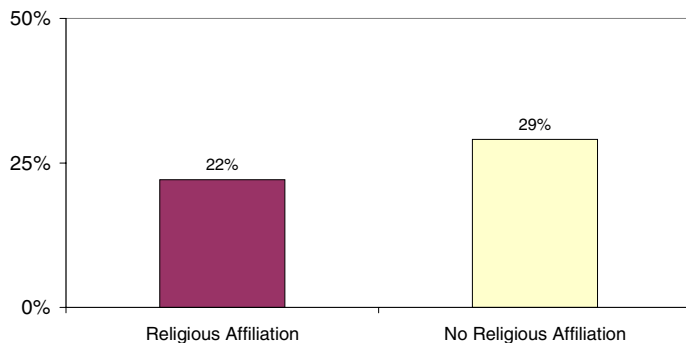
Many religions encourage their members to use their time and talents to benefit individuals and organizations in their communities. Factors such as religious affiliation, attendance at a place of worship and religiosity (or intensity of religious feeling) may influence voluntary action.

Volunteers were slightly less likely than Quebecers as a whole to claim a religious affiliation (94% vs. 95%), but slightly more likely to attend a place of worship (25% vs. the provincial percentage of 18%) and to claim strong feelings of religiosity (11% vs. 8%).

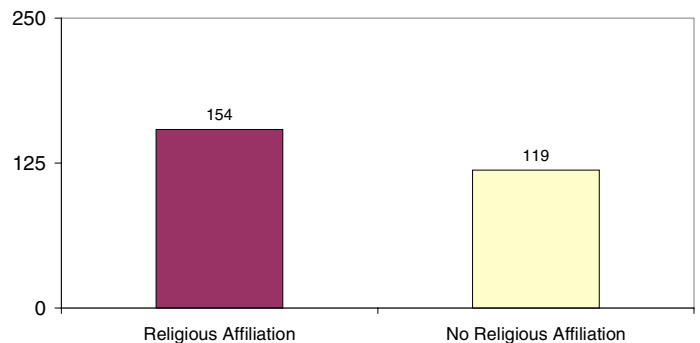
The effect of religious factors on volunteering becomes clear when we look at the volunteer rate and the average number of hours volunteered by those who claimed a religious affiliation, attended religious services weekly or described themselves as “very religious.”

Although only 22% of Quebecers with a religious affiliation volunteered, compared to 29% for unaffiliated Quebecers, these volunteers gave more hours on average (154 hours) than those who claimed no such affiliation (119 hours). They also accounted for most (95%) of the total number of volunteer hours - over 186.3 million hours.

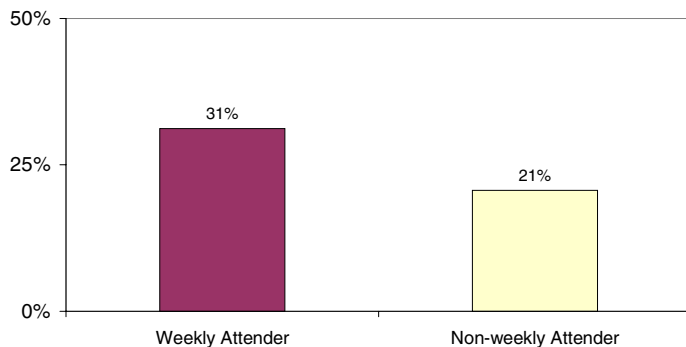
**Figure 22a.** Volunteer Participation Rate by Religious Affiliation, Quebec Population Aged 15 and Older, 1997.



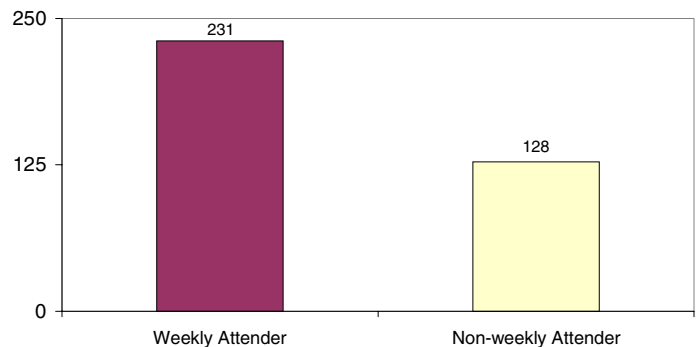
**Figure 22b.** Average Number of Hours Volunteered Annually by Religious Affiliation, Quebec Volunteers Aged 15 and Older, 1997.



**Figure 23a.** Volunteer Participation Rate by Attendance at a Place of Worship, Quebec Population Aged 15 and Older, 1997.

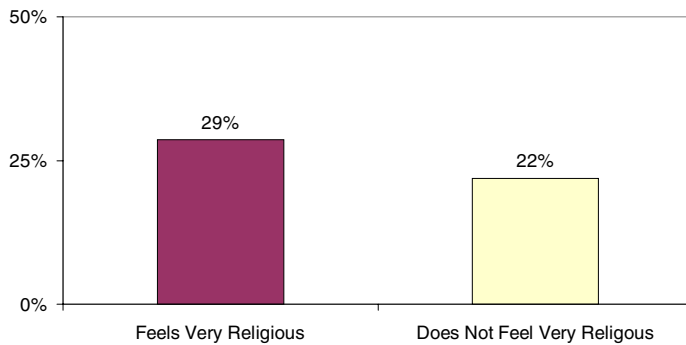


**Figure 23b.** Average Number of Hours Volunteered Annually by Attendance at Place of Worship, Quebec Volunteers Aged 15 and Older, 1997.



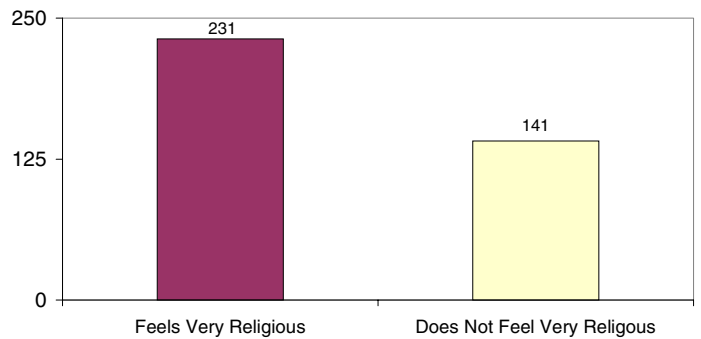
Quebecers who attended a religious service at least once a week were more likely to volunteer than those who did not (31% vs. 21%). On average, volunteers who attended weekly religious services volunteered almost twice as many hours annually (231 hours) than non-weekly attenders (128 hours). However, non-weekly attenders accounted for almost two-thirds (65%) of the total number of hours – just over 126 million hours.

**Figure 24a.** Volunteer Participation Rate by Level of Religious Feeling, Quebec Population Aged 15 and Older, 1997.



Quebecers who described themselves as ‘very religious’ were slightly more likely to volunteer (29%) than those who did not describe themselves in this way (22%). On average, ‘very religious’ volunteers contributed more hours annually than other volunteers (231 hours vs. 141 hours) and accounted for 84% of the total number of volunteer hours - over 161.8 million hours.

**Figure 24b.** Average Number of Hours Volunteered Annually by Level of Religious Feeling, Quebec Volunteers Aged 15 and Older, 1997.

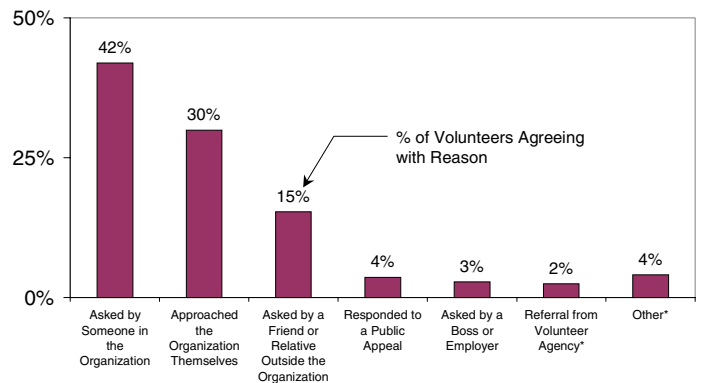


## How Volunteers Become Involved

Volunteers were asked how they first became involved.<sup>11</sup> *Figure 25* shows that more people came to volunteering because they were asked, either by an organization or by a friend or relative, than in any other way.

Forty-two percent of volunteers became involved because they were asked by the organization, while another 15% volunteered because they were asked by a friend or relative. Thirty percent took the initiative to approach an organization and offer their time. The remainder of Quebec volunteers (13%) became involved in other ways.

**Figure 25.** How Volunteers Become Involved, Quebec Volunteers Aged 15 and Older, 1997.



## The Organizations that Volunteers Support

Although more than two-thirds of donors gave money to two or more types of organization, the majority of volunteers (67%) gave their time to just one type of organization. Only 24% volunteered for two types of organization. The remaining 9% divided their time among three or more types of organization (*Figure 26*).

The more types of organization an individual volunteered for, the more hours they gave on average during the survey year. Volunteers who supported only one type of organization accounted for the largest percentage of the total number of volunteer hours (43%) hours, gave the smallest number of hours on average (97). Volunteers

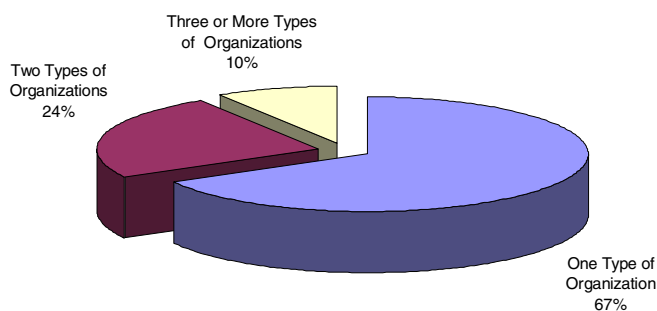
who supported two types of organization contributed 37% of the total number of volunteer hours and gave an average of 233 hours annually. Those who volunteered for three or more types of organization accounted for only 20% of the total number of volunteer hours – but gave an average of 307 hours annually.

Figure 27 show that 4 types of organizations<sup>12</sup> attract the majority of volunteer events (72%).<sup>13</sup> Social service organizations attracted the greatest number of volunteer hours – 59.1 million hours (30% of the total number of

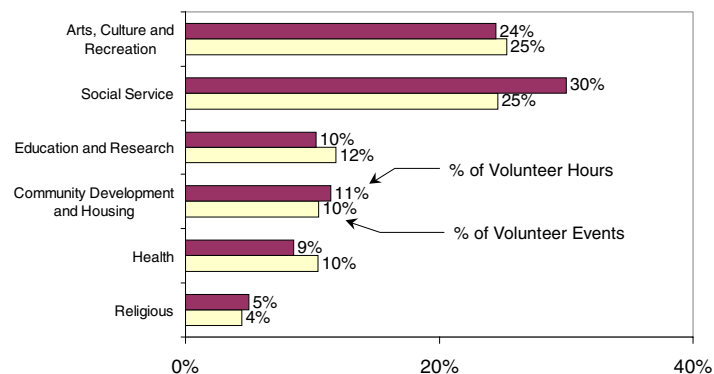
hours). Arts, culture and recreation organizations attracted 48.2 million hours (24% of the total). Combined, these two types of organizations accounted for half of all volunteer events (25% of the total each).

Community development and housing organizations received almost 22.6 million hours (11% of total hours); education and research, just over 20.3 million hours (10%); health organizations, almost 16.8 million hours (9%); and religious organizations, over 9.8 million hours (5%).

**Figure 26.** Distribution of Volunteers by Number of Organizations Supported, Quebec Volunteers Aged 15 and Older, 1997.



**Figure 27.** Distribution of Total Volunteer Hours and Total Volunteer Events by Type of Organization, Quebec Volunteers Aged 15 and Older, 1997.

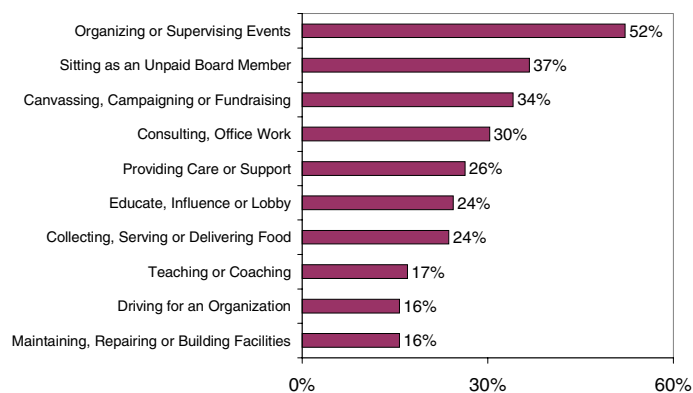


## What Quebec Volunteers Do and When They Volunteer

Quebecers engaged in a wide spectrum of volunteer activities (Figure 28) that were of benefit to individuals, organizations and local communities.

More than half of Quebec’s volunteers (52%) participated in organizing or supervising events, while 37% served as unpaid board members. Other common activities were canvassing, campaigning or fundraising (34%) and consulting or office work (30%). Almost one-quarter (24%) were involved in educating and influencing policy, and in collecting, serving or delivering food. Others taught or coached (17%), drove for an organization (16%), or worked to maintain, repair or build facilities (16%). Smaller numbers of Quebec volunteers were engaged in protecting the environment or wildlife (9%), assisting self-help groups (8%), providing health care or support for seniors (8%) or provided first-aid, fire-fighting or rescue services (4%).

**Figure 28.** Activities in which Volunteers Engage, Quebec Volunteers Aged 15 and Older, 1997.



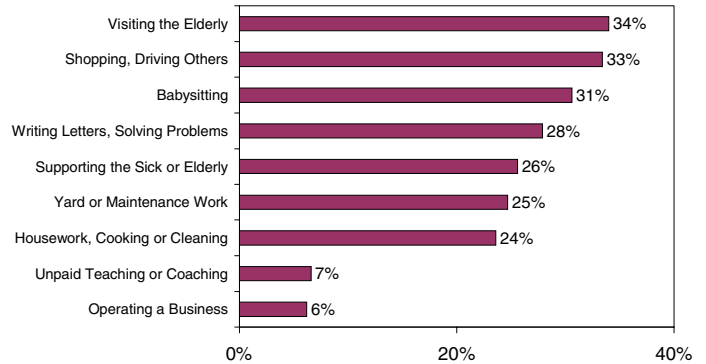
The most popular time for volunteering was during the evenings (31%). Others preferred volunteering at varied times (22%), all day long (19%), in the afternoon (17%) or during the morning (10%).

## Other Ways of Helping People

In addition to volunteering formally with charitable or voluntary organizations, many Quebec residents helped others in informal ways, without going through an organization (*Figure 29*).

Almost 7 out of 10 Quebec residents engaged in helping activities. Sixty-eight percent provided help to relatives not living with them; 59% provided help to non-relatives. The most common of these activities were visiting the elderly (34%), shopping or driving others (33%), babysitting (31%), writing letters or solving problems (28%), supporting the sick or elderly (26%), doing yard or maintenance work (25%), doing housework (27%), performing unpaid teaching or coaching (7%), and operating a business (6%).

**Figure 29.** Types of Activities Done Directly for Others, Not for an Organization, Quebec Population Aged 15 and Older Who Helped People Directly, 1997.



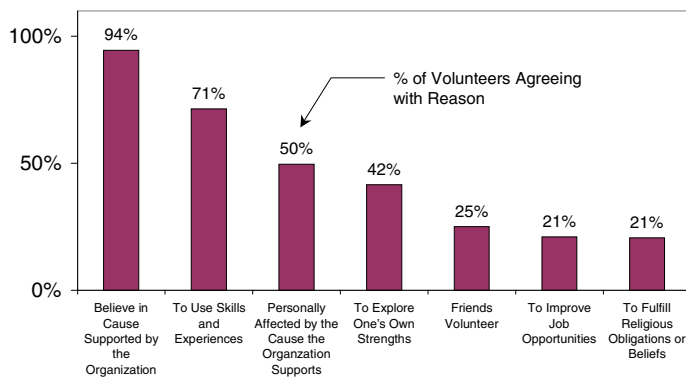
## Volunteer Motivations, Barriers, and Benefits

### Motivations

The reasons for volunteering range from the humanitarian to the utilitarian. In order to understand the attitudes and values that underlie individuals' decisions to volunteer, the NSGVP asked respondents to agree or disagree with seven different motivations.

*Figure 30* shows that Quebecers' motivations varied from feelings of personal connection and obligation to an organization, to external influences and a desire for personal self-development.

**Figure 30.** Reasons for Volunteering, Quebec Volunteers Aged 15 and Older, 1997.



A substantial number of volunteers cited "the cause" as their motivation. Nine out of 10 (94%) volunteered because they believed in the cause that the recipient organization supported. Half (50%) got involved because they had been personally affected by the cause supported by the organization.

Seventy-one percent of respondents saw volunteering as an opportunity to use their skills and experiences. Forty-two percent volunteered to explore their strengths. Others volunteered because of external influences such as having friends who volunteered (25%) or wanting to fulfill a religious obligation or belief (21%).

### Barriers

The biggest barrier to voluntary activity in Quebec appears to be time (*Figure 31*). Nearly six out of ten volunteers (67%) said that the lack of extra time prevented them from volunteering more. Sixty-nine percent of non-volunteers said that they did not have the extra time to get involved. The second most frequently cited barrier

was also time-related – the unwillingness to make a year round time commitment. Fifty-percent of volunteers said this prevented them from volunteering more, while 49% of non-volunteers cited this as a barrier.

Other barriers to increased involvement cited by volunteers were lack of interest in giving more time (38%), contributing money instead of time (32%), feeling that they had already made a contribution (26%), not having been personally asked (26%), the cost associated with volunteering (23%), health restrictions (21%) and a lack of knowledge about how to become involved (11%).

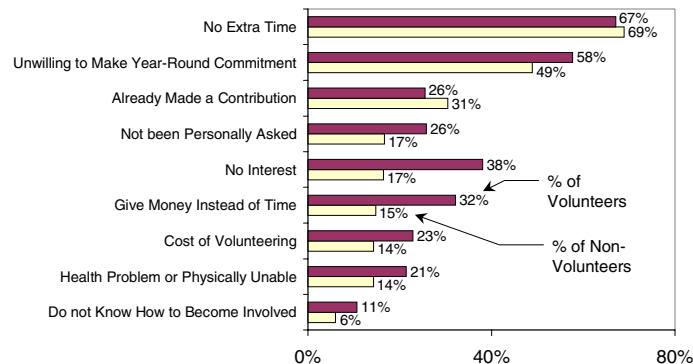
Almost one-third (31%) of non-volunteers said they did not get involved because they had already made a contribution. Less than one-quarter said they had not been personally asked (17%), had no interest (17%), gave money instead of time (15%), felt it would cost too much to volunteer (14%), had health or mobility issues (14%), or did not know how to become involved (6%).

## The Benefits of Volunteering

Volunteer activity is of obvious benefit to charities and nonprofit organizations. It can also be beneficial to volunteers themselves. Many volunteers learned or improved skills that they could use in their personal or work lives (*Figure 32*).

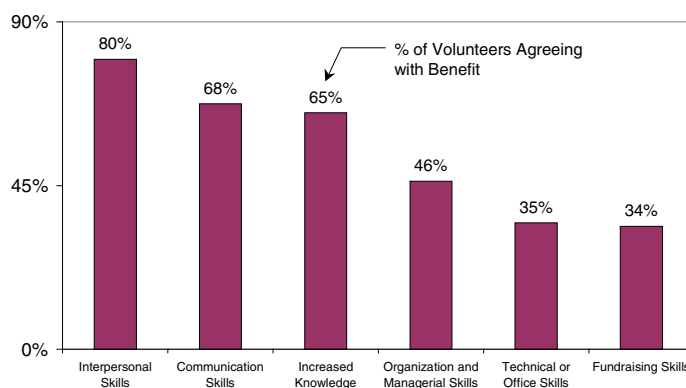
The majority of volunteers (86%) cited improved interpersonal and communication skills as a positive by-product of volunteering. More than half (65%) felt that their knowledge of particular issues had increased. Others agreed that volunteering improved their organizational and managerial skills (46%), technical or office skills (35%) or fundraising skills (34%).

**Figure 31.** Reasons for Not Volunteering More or Not Volunteering at All, Quebec Population Aged 15 and Older, 1997.



For further discussion on the application of statistics and barriers to volunteer management, please refer to [Volunteering Numbers: Using the National Survey of Giving Volunteering and Participating for Volunteer Management](#).

**Figure 32.** Benefits of Volunteering, Quebec Volunteers Aged 15 and Older, 1997.



## Employer Support for Employee Volunteer Activities

Although almost two-thirds of Quebec's volunteers were employed and volunteering gave most of them skills applicable to the workplace, only 18% received employer support for their volunteer activities. Types of employer support included permitting the use of company facilities or equipment (24%), changing hours of work to accommodate volunteering (17%) and allowing time off for volunteering (14%).

Volunteers who had employer support volunteered more hours on average than those who had no support. Volunteers who were given access to company facilities or equipment volunteered an average of 135 hours, while those with no such support gave an average of 118 hours. Volunteers who received approval to change their work hours gave an average of 132 hours, while those with no such support gave 120

hours on average. Volunteers who received time off to volunteer gave one hour less on average (121 hours) than those who did not receive this type of support.

There were only slight differences in the levels of employer support received by men and women for voluntary activity. Men were more likely than women to use employer facilities or equipment (25% vs. 22%). Women were slightly more likely to take time off (15% vs. 13%). Both were equally likely to rearrange their work hours in order to volunteer (17%).

Volunteers aged 35 to 44 were more likely than those in other age groups to use the company facilities and equipment (32%), take time off from work (27%) and seek approval to change modify their work hours (31%).

## The Connection between Early Life Experiences and Volunteering

Quebecers who volunteered when they were young or were exposed to others who volunteered were more likely to volunteer when they were older. While only 22% of the Quebec population as a whole volunteered, this increased to 65% among those who had participated in an organized team when young; 58% among those who had done some kind of volunteer work; 44% among those who had belonged to a youth group; 25% among those who had been active in student government; and 24% among those who had been active in a religious organization (24%). Those who had role models who had helped others were also more likely to volunteer (54% vs. the provincial average of 22%), as were those who had been helped by others in the past (48%) or who had one or both parents who volunteered (46%).

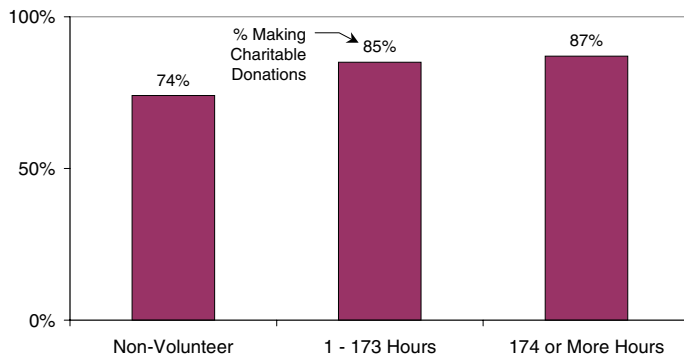
Individuals who had direct volunteer experiences early in life also tended to give more hours on average than those who did not. While the average Quebecer gave 150 hours annually, those had been active in religious organizations when young gave 224 hours. Those who had been active in student government also gave more than the provincial average (184 hours), as did those who had done kind of volunteer work when young (165 hours), those who had belonged to a youth group (164 hours), and those who had participated in an organized team (158 hours). Indirect experience had a less dramatic increase on the average number of volunteer hours. Those who had one or both parents who volunteered have 157 hours, while those who had seen a role model volunteer gave 154 hours.

## The Links between Volunteering and Other Forms of Supportive Behaviour

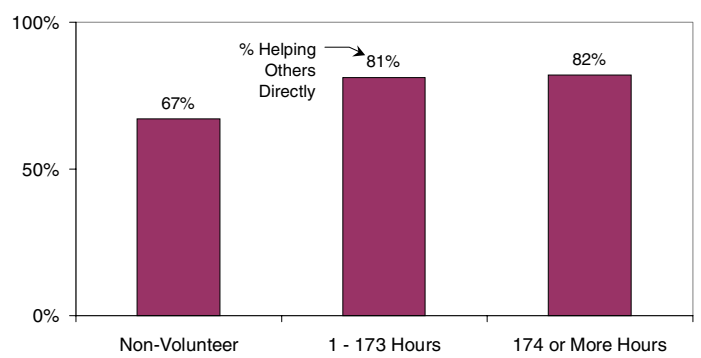
Quebec volunteers were more likely than non-volunteers to make charitable donations (Figure 33), help others directly (Figure 34), give money directly to others (Figure 35) and participate in community organizations (Figure 36).

The likelihood of being involved in other types of supportive activities increased with the amount of time an individual spent volunteering. The top 25% of volunteers (those who volunteered 174 hours or more) were more likely to help others informally and to participate in community organizations than the remaining 75% of the volunteers.

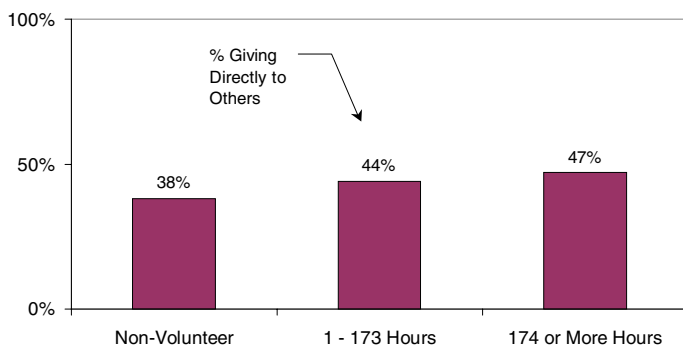
**Figure 33.** Percentage of Quebec Population Aged 15 and Older Making Charitable Donations by Amount of Time Volunteered, 1997.



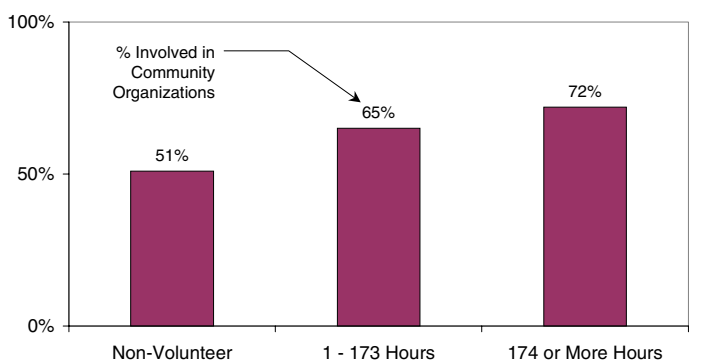
**Figure 34.** Percentage of Quebec Population Aged 15 and Older Engaged in Helping Others Directly by Amount of Time Volunteered, 1997.



**Figure 35.** Percentage of Quebec Population Aged 15 and Older Engaged in Giving Directly to Others by Amount of Time Volunteered, 1997.



**Figure 36.** Percentage of Quebec Population Aged 15 and Older Involved in Community Organizations by Amount of Time Volunteered, 1997.



## Quebec's Youth Volunteers

Twenty-six percent of Quebec youth volunteered, more than the overall provincial rate of 22%. Over 250,000 Quebec youth aged 15 to 24 volunteered for a charitable

or nonprofit organization during the survey year. They contributed a total of just over 30 million hours, or an average of 120 hours annually.

### Who are Quebec's Youth Volunteers?

#### Sex

Although an equal percentage of young females and males volunteered, young females were slightly more likely to volunteer than their male counterparts (26% vs. 25%). On average females also contributed more volunteer hours (131) than males (109). Females accounted for a greater percentage (54% vs. 46% for males) of the total youth volunteer hours (almost 16.3 million vs. 13.7 million for males).

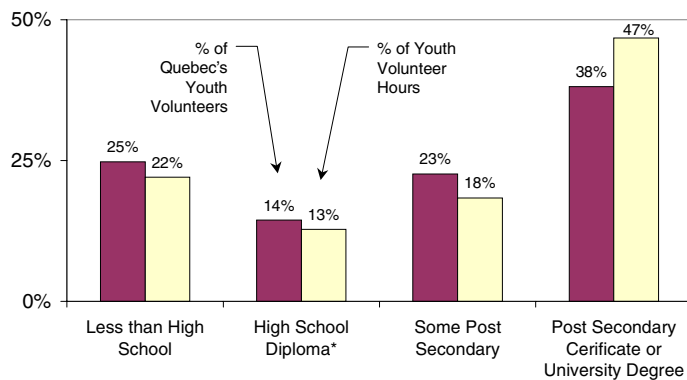
#### Age

If we divide Quebec youth into two groups – those aged 15 to 19 and those aged 20 to 24 – we see that the likelihood of volunteering was the same among both groups (26%). However, those in the older age group (20 to 24 years old) spent more time volunteering. On average, older youth contributed 162 hours during the survey year, for a total of just over 19.8 million hours. Their younger counterparts (16 to 19 years old) contributed 80 hours on average, for a total of almost 10.2 million hours.

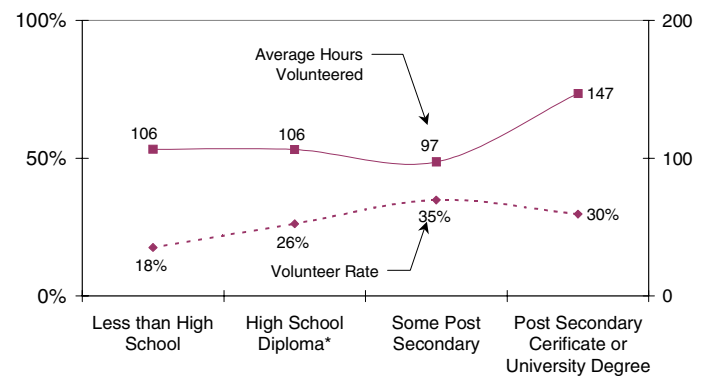
#### Education

Youth volunteers with a post-secondary diploma or university degree gave the most time on average (147 hours) and contributed 47% of all youth volunteer hours (just over 14 million hours). A greater percentage of youth with some post-secondary education volunteered (35%) than those at any other educational level, but they contributed only 18% of youth volunteer hours (just over 5.5 million hours). The percentage of volunteers was lowest among those who had attained a high school diploma (26%) and those with less than a high school accreditation (18%). Both of these groups gave 106 hours annually, but those with less than a high school diploma contributed more hours (just over 6.6 million) than those with a high school diploma (over 3.8 million hours).

**Figure 37.** Percentage of Volunteers and Percentage of Hours Volunteered by Education, Quebec Youth Aged 15 to 24, 1997.



**Figure 38.** Percentage of Volunteers and Average Annual Volunteer Hours by Education, Quebec Youth Aged 15 to 24, 1997.

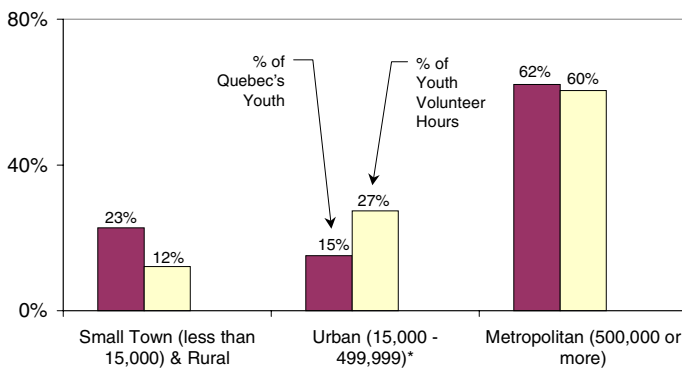


## Community Size

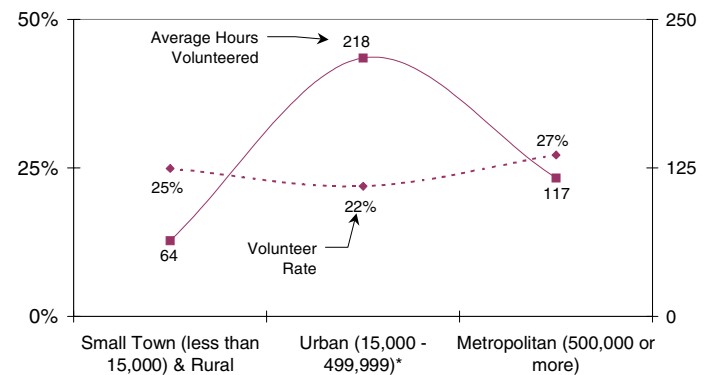
The likelihood of volunteering varied with community size. Sixty-two percent of youth volunteers lived in metropolitan areas. Approximately 27% of these youth volunteered and contributed an average of 117 hours annually, for a total of 18.1 million hours, or 60% of the total hours volunteered. Twenty-five percent of youth in small towns and rural areas volunteered. They accounted

for 23% of youth volunteers. However, these young people gave less time than their counterparts in larger communities – an average of only 64 hours annually. Only 22% of youth in urban areas volunteered. They accounted for 15% of Quebec’s youth volunteers. However, they gave the highest average number of hours annually (218), for a total of over 8.2 million hours.

**Figure 39.** Percentage of Youth Population and Percentage of Total Volunteer Hours by Size of Community, Quebec Youth Aged 15 to 24, 1997.



**Figure 40.** Percentage of Youth Volunteering and Average Annual Volunteer Hours by Size of Community, Quebec Youth Aged 15 to 24, 1997.

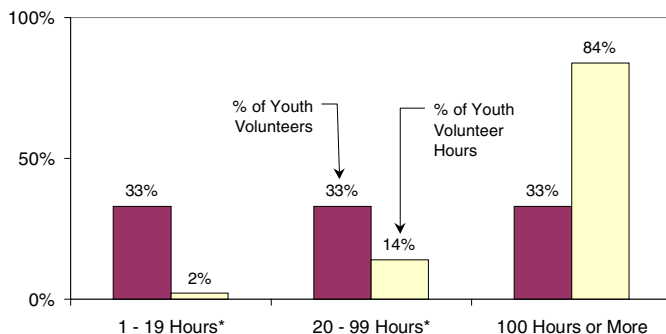


## Who Volunteers the Most

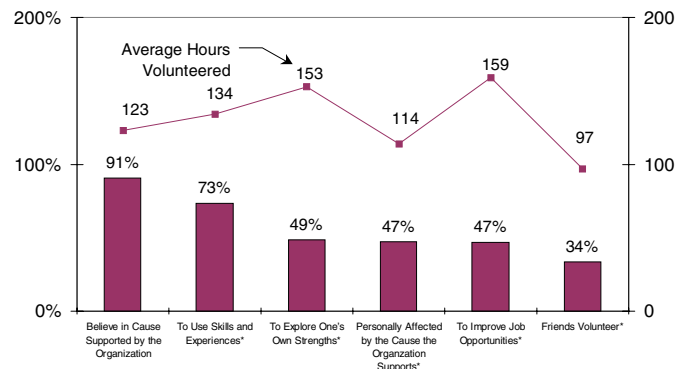
If we divide Quebec’s youth volunteers into three equal groups according to the number of hours volunteered, we can see that more than 8 out of 10 of youth volunteer hours (84%) were contributed by the top third of Quebec’s youth

volunteers (almost 25.2 million hours). These young people gave an average of 298 hours annually. The remaining 66% of youth volunteers accounted for only 16% of the total number of volunteer hours (approximately 4.8 million hours).

**Figure 41.** Percentage of Youth Volunteers and Percentage of Total Volunteer Hours, Quebec Youth Aged 15 to 24, 1997.



**Figure 42.** Percentage of Youth Volunteering and Average Hours Volunteered Annually, Quebec Youth Aged 15 to 24, 1997.



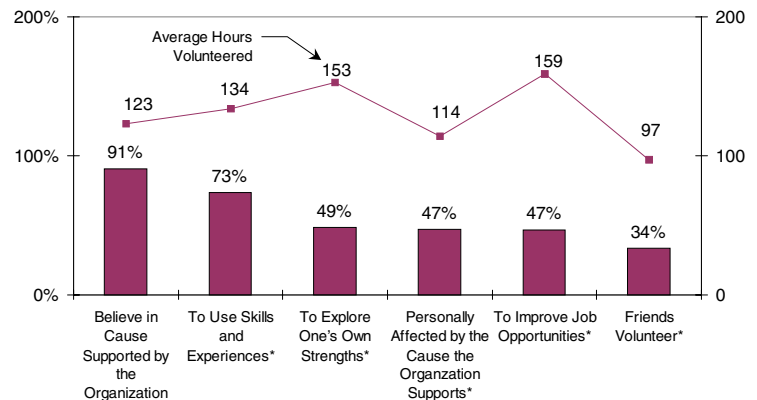
## Reasons for Volunteering

Youth motivations for volunteering (*Figure 43*) were similar to those of Quebecers as a whole. The vast majority of youth (91%) volunteered because they believed in the cause that the recipient organization supported. However, a significant number volunteered for more utilitarian reasons: to use their skills and experiences (73%), to explore their strengths (49%) and to improve job opportunities (47%). Less than half (47%) got involved because they had been personally affected by the cause the organization supported. Others volunteered because of their friends volunteered (34%).

Those who volunteered to fulfil a religious obligation volunteered the highest average number of hours (180 hours). While youth volunteers as a whole contributed an average of 120 hours annually, this increased among those who wanted to improve their job opportunities (159 hours), explore their strengths (153 hours) and use their skills and experiences (134 hours).

The majority of youth volunteers cited improved interpersonal (81%) and communication skills (72%) as positive by-products of volunteering. More than half (68%) felt that their knowledge of specific issues had increased. Others agreed that volunteering improved their organizational and managerial skills (51%), gave them skills they could apply directly to a job (42%) provided

**Figure 43.** Reasons for Volunteering and Average Hours Volunteered, Quebec Youth Volunteers Aged 15 to 24, 1997.



them with technical or office skills (38%) or taught them fundraising skills (35%).

A smaller percentage of youth volunteers felt that volunteering would increase their chances of finding a job (26%), enhance their success in the paid work force (25%), provide them with some other knowledge (18%) or help them obtain employment (16%).

For more information on youth and volunteering, see [Encouraging Volunteering Among Ontario Youth](#).

## Conclusion

Quebecers support charities and nonprofit organizations and are actively involved in their communities. Most Quebecers made donations out of compassion and volunteered to support causes in which they believe. However, the bulk of this philanthropic activity was carried out by a small percentage of Quebec's donors and volunteers. Almost half of the total value of all donations (almost \$280.4 million) came from just 5% of donors.

## Giving

Most Quebecers made donations of either cash or goods to charitable and nonprofit organizations. Moreover, for every dollar donated indirectly, through the purchase of a product or gaming opportunity, four dollars were given in direct financial contributions. Clearly Quebecers are responsive to purely philanthropic requests for support.

### Who is Most Likely to Donate

Results from this analysis suggest that geographic, social and economic factors have an effect on the likelihood of donating and the size of donation. Donors from small towns and rural areas are more likely to give more often, but donors from metropolitan areas give more money on average. Proportionately more Quebec City residents made a donation, but donors from Montreal donated more on average.

Compared to the Quebec population as a whole, more donors were between the ages of 55 and 64, female, married, employed or had full-time employment, had annual household incomes of \$80,000 or more and attended religious service weekly. While those who had more, gave more, those who had less showed their generosity by giving a greater percentage of their household income.

### Ways to Enhance Giving

Most Quebecers gave because they believed in the cause or wanted to help those in need. However, there were significant barriers to giving or giving more. The largest

Just over one-third of all volunteer hours (more than 68.5 million hours) came from 5% of volunteers. Any decline in contributions of these donors or volunteers may have a detrimental effect on the continued ability of charities and nonprofits to deliver programs and services. Organizations that want to ensure their continued ability meet community needs may have to expand their base of support.

concerns were personal – concerns over individuals' immediate and future financial needs. These may be difficult to for charities to overcome in the short-term. Other barriers related to Quebecers' perceptions of charities (how efficiently money is used, how much is spend on administrative costs), and the way the donation was solicited acted as barriers to giving or not giving more. Organizations that want to attract new donations or encourage repeat donations can and should address these issues. They could consider communicating to donors how funds are spent and what they accomplish. They could also take care to finds ways to solicit funds that motivate and do not alienate donors.

Most Quebecers supported more than one type of organization, but most did not plan which specific organizations they would support. This suggests that organizations that can make a compelling case may succeed in attracting donations. But donors who planned their giving – who decided in advance which organizations they would support and how much they would give – contributed more on average than their more spontaneous counterparts. Nurturing ongoing relationships with these donors could result in even greater support for charities over time.

Although most donors were not motivated by the desire to receive a tax credit for their charitable donations, those who gave the most were most likely to claim tax credits. Timely reminders about the availability of tax credits may appeal to this segment of donors.

## Volunteering

Quebec volunteers are overwhelmingly motivated by the cause supported by charities and nonprofits. Most give their time because they believed in the cause or because they had been personally affected by the cause the charity

supports. However, the volunteer rate in Quebec is the lowest in Canada. There is an opportunity for charities and nonprofits to expand their base of volunteer support.

### Who is Most Likely to Volunteer

Compared with the Quebec population as a whole, more volunteers were in the 35-44 or 15-24 age groups, single, held a university degree, were employed and attended religious services weekly. There were proportionately fewer volunteers among young adults (25-34) and seniors (65 and older), those who are widowed, not in the labour force or had household incomes of less than \$20,000.

Volunteers report learning a variety of skills that are personally satisfying and that have applicability to the workplace. Communicating these benefits may help charities attract more volunteers.

Although youth give the smallest number of hours, an investment in recruiting greater numbers of youth volunteers may reap big benefits in the long-term. Those who were exposed to volunteerism when young had a greater than average tendency to volunteer later in life.

### Enhancing Volunteer Recruitment and Retention

If the cause motivates people to volunteer, time seems to impose the greatest restraints. Lack of time was the most frequently mentioned barrier to volunteering in Quebec. This was followed by an inability to make a year round commitment. To overcome these barriers, charities may want to consider more flexible volunteer options, such as short-term volunteer assignments, virtual volunteering, and family volunteering.

Finally, asking people is the best way to recruit them as volunteers. Direct appeals by charities and nonprofits, and by current volunteers, can help to involve more Quebecers in the volunteer experience.

There is a case to be made for the benefits of volunteering, both to potential volunteers and to their employers.

For more information on fundraising and volunteer recruitment strategies, see [Fundraising Numbers: Using the National Survey of Giving Volunteering and Participating for Fundraising](#) and [Volunteering Numbers: Using the National Survey of Giving Volunteering and Participating for Volunteer Management](#).

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## Endnotes

1. See Charitable Giving in Canada, *NSGVP Fact Sheet 1* for more information.
2. For more information on the personal and economic characteristics of Quebec's donors refer to Who are Quebec's donors?, *NSGVP Fact Sheet 40*.
3. A person's labour force status can be employed (working), unemployed (looking for work), or not in the labour force (neither working nor looking for work).
4. For more information on giving and volunteering in Montreal refer to Giving and Volunteering in Montreal, *NSGVP Fact Sheet 42*.
5. For more information on giving and volunteering in Quebec City refer to Giving and Volunteering in Quebec City, *NSGVP Fact Sheet 43*.
6. For more information on the percentage of the total value of donations contributed by Quebec's donors refer to Who are Quebec's Donors?, *NSGVP Fact Sheet 40*.
7. Survey respondents were asked to provide information about the types of organizations to which they made donations. These organizations were classified into 13 categories.
8. See *Caring Canadians, Involved Canadians; Highlights from the 1997 National Survey of Giving, Volunteering and Participating*, p. 20.
9. See Volunteering in Canada, *NSGVP Fact Sheet 2* for more information.
10. For more information on the personal and economic characteristics of Quebec volunteers refer to Who are Quebec's Volunteers?, *NSGVP Fact Sheet 41*.
11. For each volunteer event reported (up to a maximum of three), volunteers were asked how they first became involved with the organization for which they volunteered.
12. Survey respondents were asked to provide information about the type of organizations for which they volunteered. These organizations were classified into 13 categories according to the types of activities in which they engaged in.
13. Each organization reported by an individual 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 nor the frequency, timing or duration of volunteering in that organization.

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