

Giving and Volunteering for Education & Research Organizations

As defined by the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP), Education & Research organizations include primary and secondary education organizations, organizations involved in continuing education and vocational or technical schools, and organizations involved in research such as medical research or social sciences.

Giving

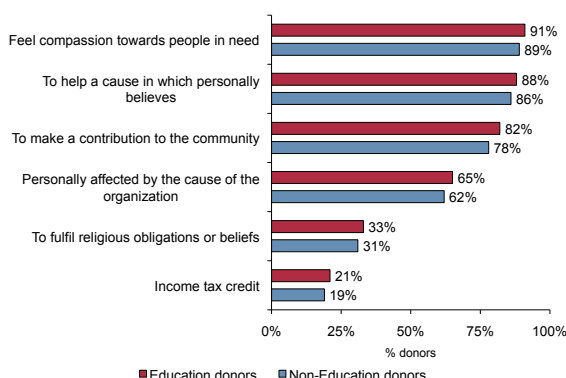
Almost 5.5 million Canadians (22%) aged 15 and over donated to Education & Research organizations in 2004, according to the CSGVP. These donors contributed an average of \$73 each, for a total of approximately \$410 million.

Although Education & Research organizations have a fairly broad base of support (they rank fourth in terms of the percentage of Canadians making a donation), they tend to receive smaller donations than other organizations. Given that donations tend to be small, the level of support for Education & Research organizations is modest—the \$410 million they received accounts for just 3% of the total \$8.9 billion donated to all organizations.

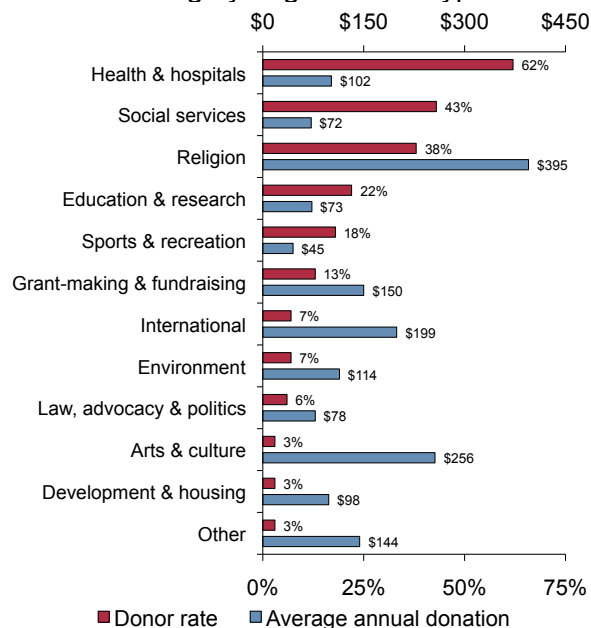
Motivations for giving

Generally speaking, those who donate to Education & Research organizations and non-Education & Research donors are motivated by the same range of motivations. Education & Research donors are slightly more likely to cite all motivations for donating, however these differences are modest. For example, Education & Research donors are slightly more likely to say that they donate because they want to make a contribution to the community (82% vs. 78% of non-Education & Research donors), or because they are personally affected by the cause supported by the organization (65% vs. 62%).

Motivations for Giving



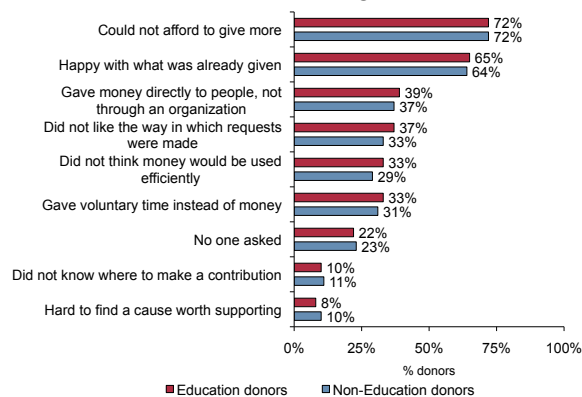
Giving by Organization Type



Barriers to giving more

Education & Research donors were less likely than non-Education & Research donors to cite some functional barriers as reasons they did not give more. For example, they were less likely to say that they did not give more because they did not know where to make a contribution (8% s. 10% of non-Education & Research donors).

Barriers to Giving More



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Research donors). They were more likely to cite barriers indicating potential dissatisfaction with the organization, such as not liking the way that donation requests were made (37% vs. 33%) and not believing that donations would be used efficiently (33% vs. 29%).

Methods of donation

About one in three Education & Research donors donated by sponsoring someone (37%) or in response to door-to-door canvassing (29%), and about one in five (19%) contributed at their workplace. Somewhat fewer donors contributed by paying to attend a charity event (10%). Although donating by sponsoring someone was the most common means of donation, more money was contributed via other donation methods. Interestingly, those who contributed on their own or in response to a mail request donated the largest amount (19% of total donation value via each method), although only 2% and 5% of Education & Research donors contributed through these methods, respectively.

Volunteering

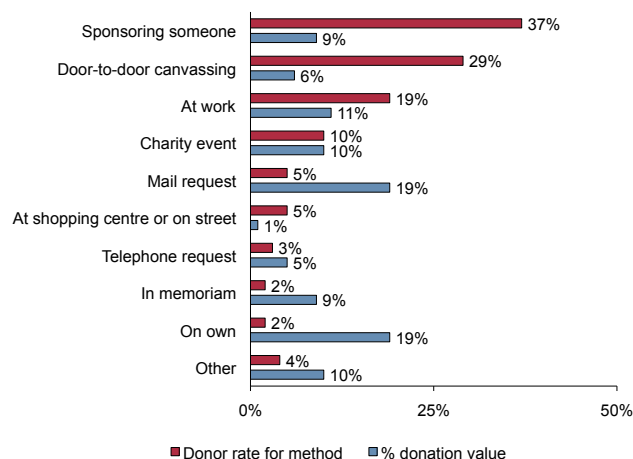
Over 3 million Canadians (1%) volunteered for Education & Research organizations, contributing an average of 78 hours each. Collectively these volunteers contributed approximately 245 million volunteer hours, the equivalent of almost 130,000 full time jobs.

Education & Research organizations have a very broad base of volunteers; they report the highest number of volunteers among all organization types. Their volunteers, however, tend to contribute a relatively low number of hours when they do volunteer. As a result, Education & Research organizations received greater than one in ten (11%) of the total volunteer hours contributed by Canadian volunteers in 2004.

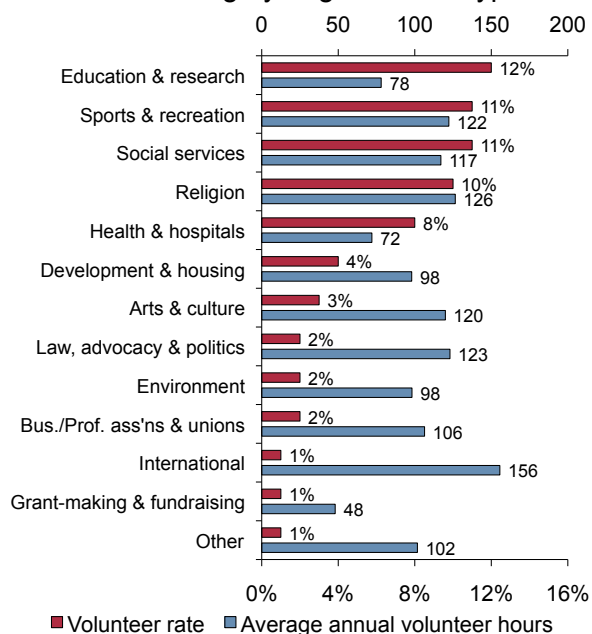
Motivations for volunteering

Volunteers for Education & Research organizations cited a range of reasons for volunteering for the organizations they were involved with. Improving job opportunities seems to be very important to Education & Research volunteers: they were more likely to contribute for this reason than other volunteers (35% vs. 19% of volunteers for other organizations). Conversely, motivations relating to social interactions such as volunteering to network with and meet people (45% vs. 47% of volunteers for other organizations) and volunteering because their friends also volunteer (41% vs. 44%), or motivations relating to religious beliefs (14% vs. 24%), do not appear to have played a large role for Education & Research volunteers.

Donation Methods



Volunteering by Organization Type



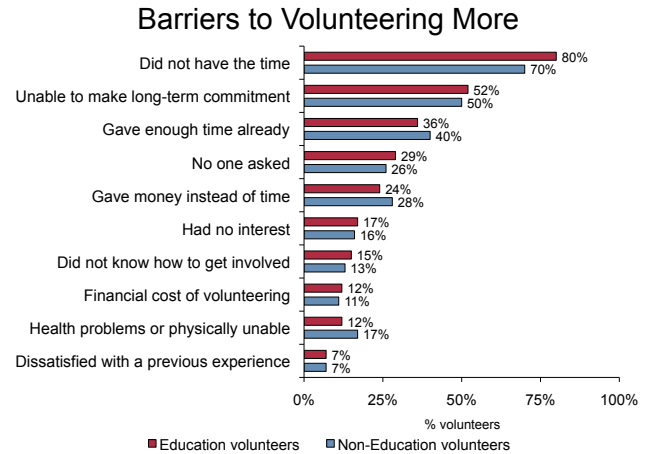
Motivations for Volunteering



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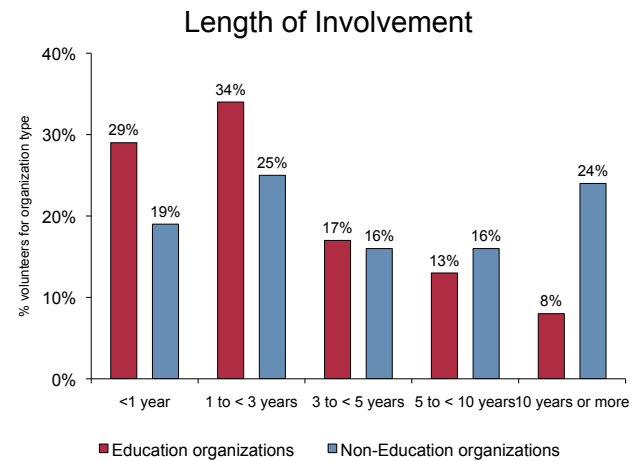
Barriers to volunteering more

Volunteers for Education & Research organizations were somewhat more likely than non-Education & Research volunteers to say that they did not volunteer more time because they did not have the time (80% vs. 70% of non-Education & Research volunteers). Conversely, they were slightly less likely than other volunteers to cite barriers relating to health or physical obstacles (12% vs. 17% of non-Education & Research volunteers), or because they felt that they had given enough time already (36% vs. 40%) or that they gave money instead of time (24% vs. 28%).



How long have volunteers been involved?

Volunteers for Education & Research organizations tended to be involved with the organizations that they volunteer with for shorter periods of time than do volunteers for other types of organizations. For example, 8% of Education & Research volunteers have been involved with the organization for 10 years or more, compared to 24% of volunteers for other organizations, whereas 29% of Education & Research volunteers have been involved with the organization for 1 year or more, compared to 19% of volunteers for other organizations.



What do volunteers do?

Education & Research volunteers spend the largest part of their time teaching, educating, and mentoring (23% of volunteer hours), followed by organizing or supervising events (16%) and sitting on a committee or board (13%). Not surprisingly, Education & Research volunteers devote more of their time to teaching, educating, and mentoring than do volunteers for other organizations (23% vs. 11%). Conversely, they spend less time than volunteers for other organizations engaged in counseling or providing advice (4% vs. 7%), maintenance or repair (2%^E vs. 5%), or driving (2% vs. 4%).



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