

Giving and Volunteering for Grant-making & Voluntarism Organizations

As defined by the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP), Grant-making & Voluntarism organizations include philanthropic organizations and organizations engaged in the promotion of charitable activities, such as grant-making foundations, organizations promoting and supporting voluntarism,

Giving

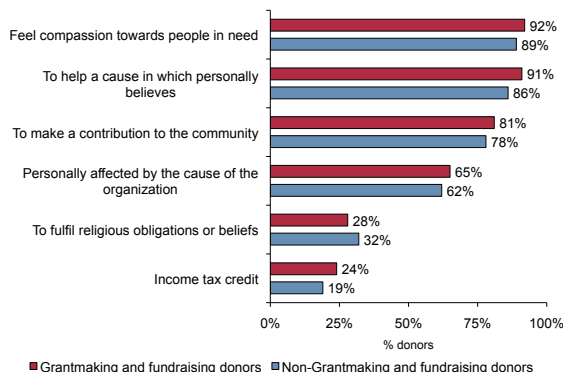
Almost 3.5 million Canadians (13%) aged 15 and over donated to Grant-making & Voluntarism organizations in 2004, according to the CSGVP. These donors contributed an average of \$150 each, for a total of approximately \$466 million.

Although Grant-making & Voluntarism organizations tend to receive larger donations than most other organizations, they have a mediocre base of support (they rank sixth in terms of the percentage of Canadians making a donation). Consequently, the level of support for Grant-making & Voluntarism organizations is modest—the \$466 million they received accounts for just 6% of the \$8.9 billion total donated to all organizations.

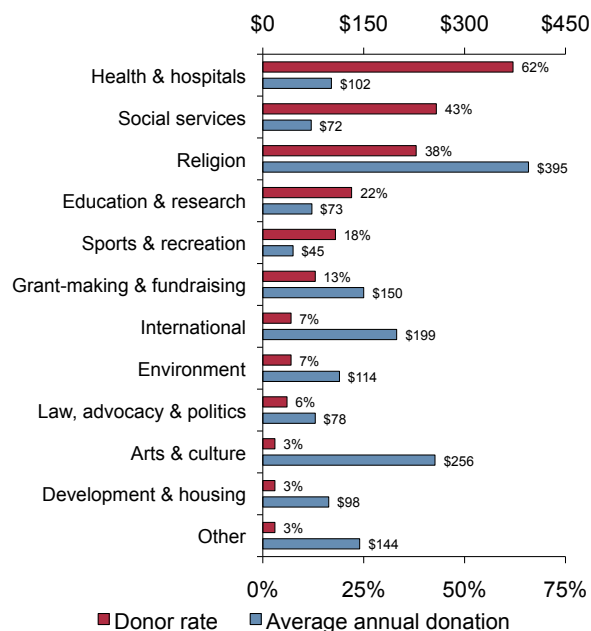
Motivations for giving

Generally speaking, those who donate to Grant-making & Voluntarism organizations and those who donate to other organizations are motivated by the same range of motivations. Grant-making & Voluntarism donors are more likely than non Grant-making & Voluntarism donors to cite almost all motivations for donating. For example, Grant-making & Voluntarism donors are somewhat more likely to say that they donate to help a cause in which they personally believe (91% vs. 86% of non-Grant-making & Voluntarism donors), or for the purpose of receiving an income tax credit (24% vs. 19%). The sole exception to this trend is in regards to motivations related to religious beliefs: Grant-making

Motivations for Giving



Giving by Organization Type

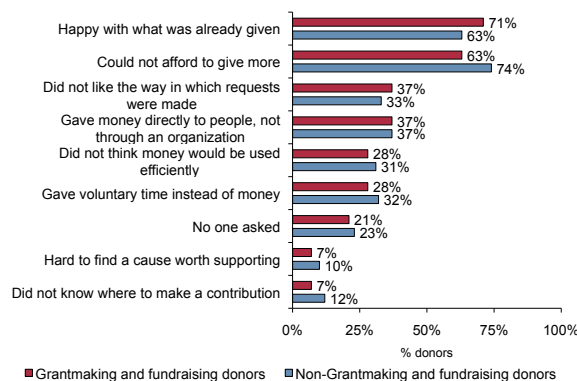


& Voluntarism donors were less likely to cite this motivation than non Grant-making & Voluntarism donors (28% vs. 32%, respectively).

Barriers to giving more

Grant-making & Voluntarism donors were less likely than non Grant-making & Voluntarism donors to cite

Barriers to Giving More



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a number of 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 (7% vs. 12% of non Grant-making & Voluntarism donors) or because they could not afford to give more (63% vs. 74%). Grant-making & Voluntarism donors were also less likely to cite that they found it hard to find a cause worth supporting (7% vs. 10%). On the other hand, they were more likely to cite that they were happy with what they had already given (71% vs. 63%) as a reason for not donating more.

Methods of donation

More than half (55%) of Grant-making & Voluntarism donors donated after being asked to donate at their workplace. This was the most common method of donating with the largest amount of money given (48% of the total donation value). Somewhat fewer donors contributed in response to a mail request (11%), or by paying to attend a charity event (10%), and these methods of donation accounted for similar percentages of the total donation value (10% vs. 7%, respectively). Interestingly, although only 6% of Grant-making & Voluntarism donors contributed on their own initiative, they contributed fully 11% of the total value of donations.

Volunteering

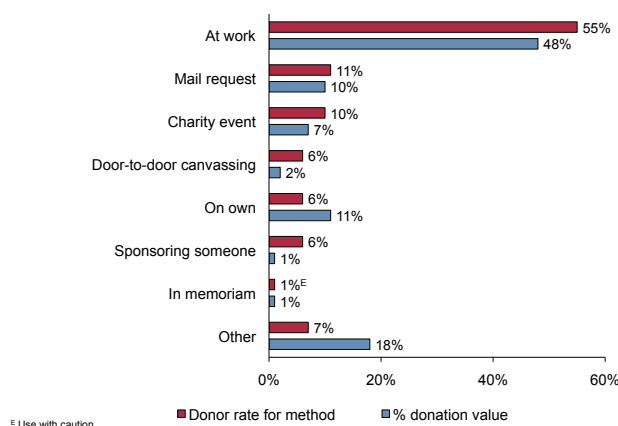
Almost 400,000 Canadians (1%) volunteered for Grant-making & Voluntarism organizations, contributing an average of 46 hours each. Collectively these volunteers contributed almost 18 million volunteer hours, the equivalent of over 9,000 full time jobs.

Grant-making & Voluntarism organizations have a very narrow base of volunteers. Additionally, Grant-making & Voluntarism volunteers tend to contribute few hours when they do volunteer. In consequence, Grant-making & Voluntarism organizations received very little, only 1%, of all hours contributed by Canadian volunteers in 2004.

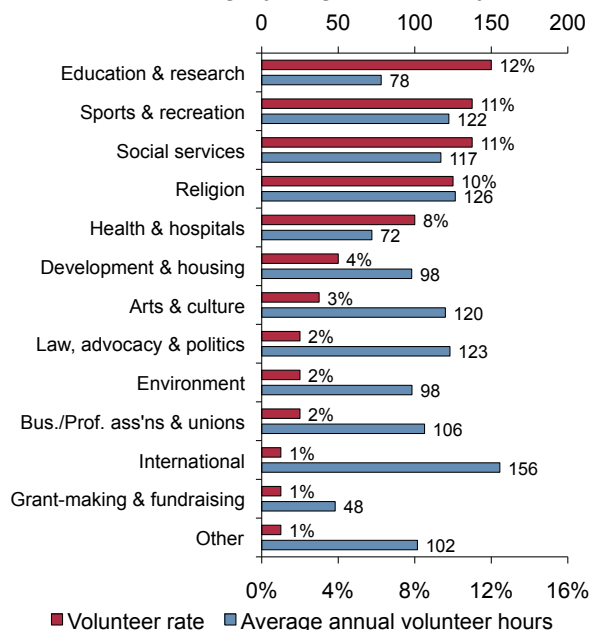
Motivations for volunteering

Volunteers for Grant-making & Voluntarism organizations cited a range of reasons for volunteering for the organizations they were involved with. Making a contribution to the community is important to Grant-making & Voluntarism volunteers. They were slightly more likely than volunteers for other organizations to cite this as a reason to volunteer (94% vs. 92%, respectively). On the other hand, Grant-making & Voluntarism volunteers were less likely than volunteers for other organizations to cite all other motivations for volunteering. For example, they were less likely than other volunteers to volunteer because they were personally affected by the cause supported by the organization (37% vs.

Donation Methods



Volunteering by Organization Type



Motivations for Volunteering



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60% of volunteers for other organizations), or because they wanted to explore their own strengths (34% vs. 49%), or because they wanted to improve their job opportunities (14%^E vs. 22%).

Barriers to volunteering more

Volunteers for Grant-making & Voluntarism organizations were much more likely than non Grant-making & Voluntarism volunteers to say that they did not volunteer more time because they gave money instead of time (43% vs. 26% of non-Grantmaking & Voluntarism volunteers), and somewhat more likely to say that they could not make a long-term commitment (57% vs. 50%) or that they did not have the time (78% vs. 73%). Conversely, they were slightly less likely to cite most other barriers to volunteering than were non Grant-making & Voluntarism volunteers.

How long have volunteers been involved?

Volunteers for Grant-making & Voluntarism organizations were less likely than volunteers for other organizations to have been involved with the organizations that they volunteer with for 10 years or more (16%^E vs. 21%, respectively). On the other hand, a higher proportion of Grant-making & Voluntarism volunteers had been involved between 3 and 5 years compared to volunteers for other organizations (26%^E vs. 16%, respectively).

What do volunteers do?

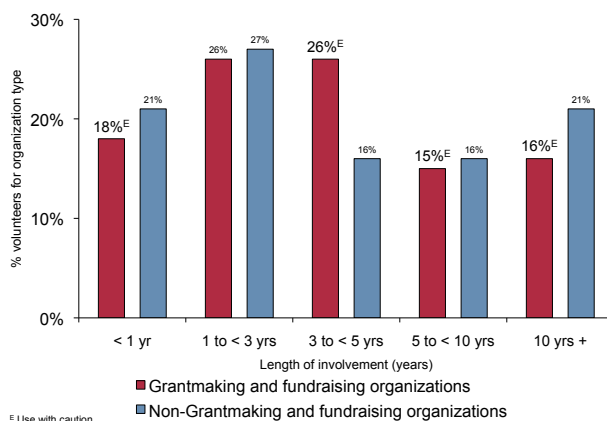
Not surprisingly, Grant-making & Voluntarism volunteers spend the largest part of their time engaging in fundraising (26%^E of volunteer hours) or sitting on a committee or board (18%^E). Grant-making & Voluntarism volunteers devote more of their time to these activities than do volunteers for other organizations organizing or supervising events (9%^E vs. 15%) or teaching, educating or mentoring (4%^E vs. 13%).

This project is funded by the Government of Canada's Social Development Partnerships Program. The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.

Barriers to Volunteering More



Length of Involvement



Volunteer Activities

