

Giving and Volunteering for Health Organizations and Hospitals

As defined by the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP), Health & Hospitals organizations include organizations engaged in out-patient and in-patient health-related activities and health support services, hospitals, nursing homes, psychiatric health facilities, and rehabilitation services.

Giving

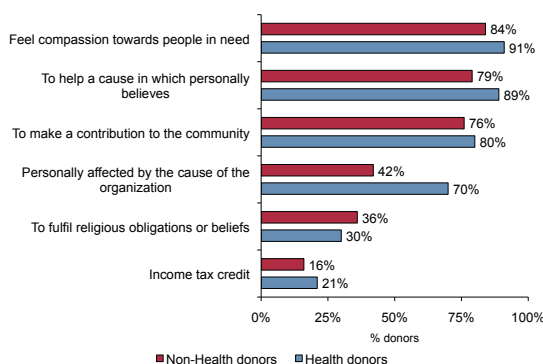
Almost 16 million Canadians (62%) aged 15 and over donated to Health & Hospitals organizations in 2004, according to the CSGVP. These donors contributed an average of \$102 each, for a total of approximately \$1.6 billion.

Health & Hospitals organizations received more support than any other type of organization in 2004, and they tended to receive very high donations compared to other organizations. Although, donations made to Health & Hospitals organizations tend to be large, the \$1.6 billion they received in 2004 accounts for 18% of the \$8.9 billion total donations made to all organizations.

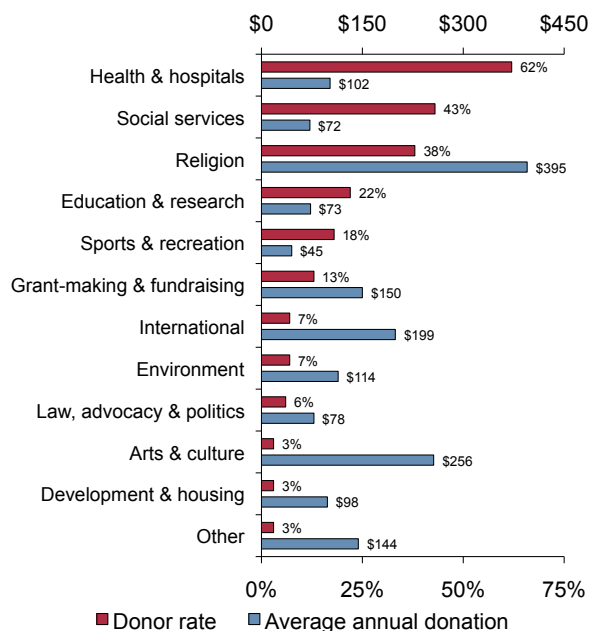
Motivations for giving

Generally speaking, Health & Hospitals donors and non-Health & Hospitals donors are motivated by the same range of motivations. Health & Hospitals donors are more likely to cite most motivations for donating with the exception of religious obligations or beliefs. For instance, Health & Hospitals donors are more likely to cite that they are affected by the cause of the organization (89% vs. 79% of those who do not donate to Health & Hospitals organizations); and they were less likely to report that their religious obligation or belief is a primary motivator to donating (30% vs. 36%).

Motivations for Giving



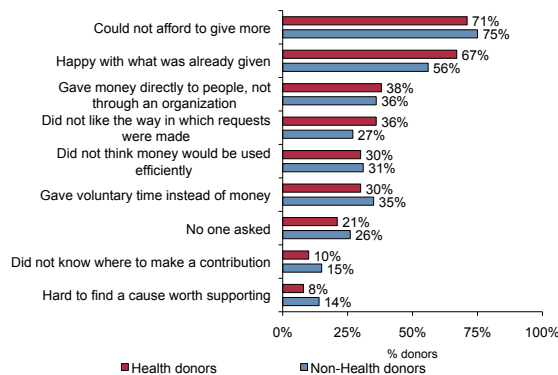
Giving by Organization Type



Barriers to giving more

Health & Hospitals donors were less likely than non-Health & Hospitals donors to cite a number of barriers as reasons they did not give more. For example, they were less likely to say that they did not give more because they could not find a cause worth supporting (8% vs. 14% of non-Health & Hospitals do-

Barriers to Giving More



nors) or because they volunteered instead of giving money (30% vs. 35%). Conversely, they were more likely to cite barriers indicating that they were happy with what was already given (67% vs. 56%) or that they were dissatisfied with how requests were made (36% vs. 27%).

Methods of donation

Over a third (36%) of Health & Hospitals donors donated by sponsoring another person, and a little less than a third (31%) donated in response to door-to-door canvassing. Somewhat fewer donors contributed in memoriam (13%), in response to a mail request (10%), or at their workplace (9%). Although donating by means of sponsoring someone was the most common means of donation, more money was contributed via other donation methods. Those who contributed in response to a mail request donated the largest amount (24% of total donation value), followed closely by those who donated in memoriam (20%), or by paying to attend a charity event (13%). Interestingly, although 13% of Health & Hospitals donors contributed after being asked to donate in a public place, such as at a shopping centre or on the street, they only contributed 1% of the total value of donations.

Volunteering

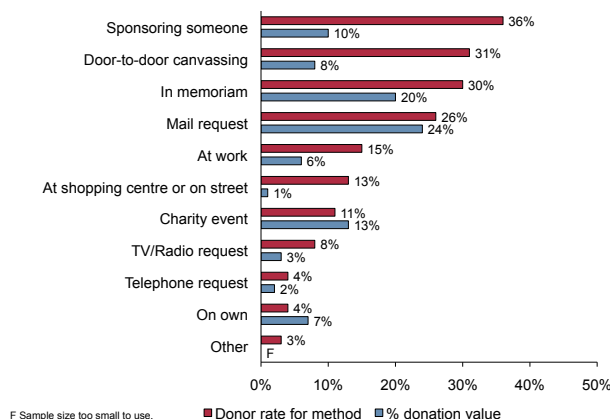
Almost 2 million Canadians (8%) volunteered for Health & Hospitals organizations, contributing an average of 72 hours each. Collectively these volunteers contributed almost 148 million volunteer hours, the equivalent of almost 77,000 full time jobs.

Health & Hospitals organizations have a broad base of volunteers, but they tend to contribute only a few hours when they do volunteer. Health & Hospitals organizations received 7% of the total hours volunteered by Canadian volunteers in 2004.

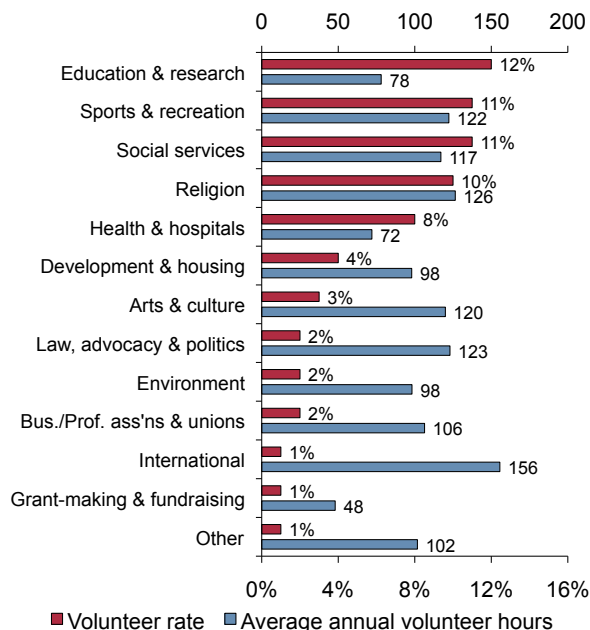
Motivations for volunteering

Volunteers for Health & Hospitals organizations cited a range of reasons for volunteering for the organizations they were involved with. Unlike volunteers for other organizations, volunteers for Health & Hospitals organizations did not express that interacting with their peers or using and exploring their own abilities motivated them to volunteer. For example, Health & Hospitals volunteers were less likely than other volunteers to contribute for the purpose of networking with others (32% vs. 49%, respectively) or because their friends also volunteer (35% vs. 44%, respectively). Similarly, they were less motivated to volunteer because they wanted to use

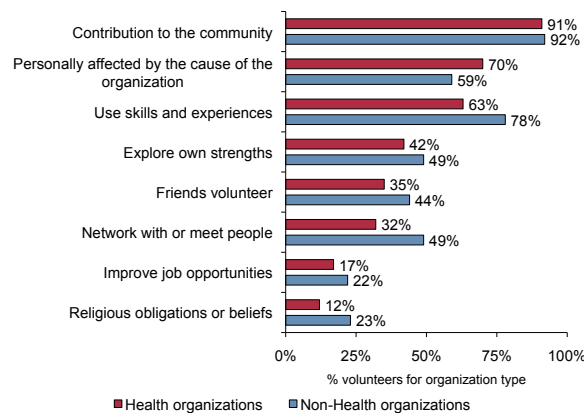
Donation Methods



Volunteering by Organization Type



Motivations for volunteering



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their skills and experiences (63% vs. 78% of volunteers for other organizations) or to improve job opportunities (17% vs. 22%).

Barriers to volunteering more

Volunteers for Health & Hospitals organizations were more likely to cite that they chose to give money instead of time than volunteers who were not involved with Health & Hospitals organizations (29% vs. 26% of non-Health & Hospitals volunteers). For the most part, Health & Hospitals volunteers reported barriers that were in line with volunteers from other organizations.

How long have volunteers been involved?

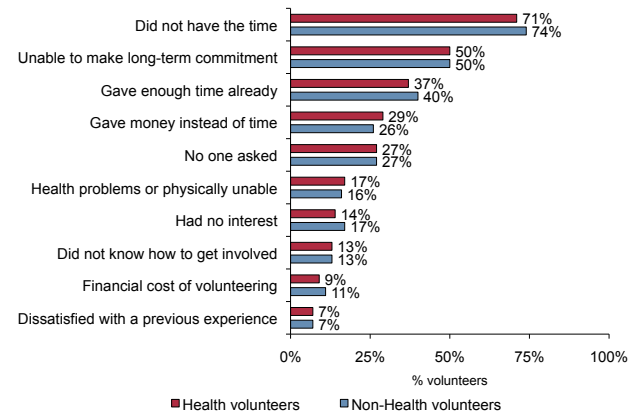
Volunteers for Health & Hospitals organizations tend to be involved with the organizations that they volunteer with for shorter periods than do volunteers for other types of organizations. For example, 27% of Health & Hospitals volunteers have been involved with the organization for less than 1 year, compared to 20% of volunteers from other organizations. Conversely, only 16% of Health & Hospitals volunteers had been involved for more than 10 years, while 21% of volunteers for other organizations were involved for the same length of time.

What do volunteers do?

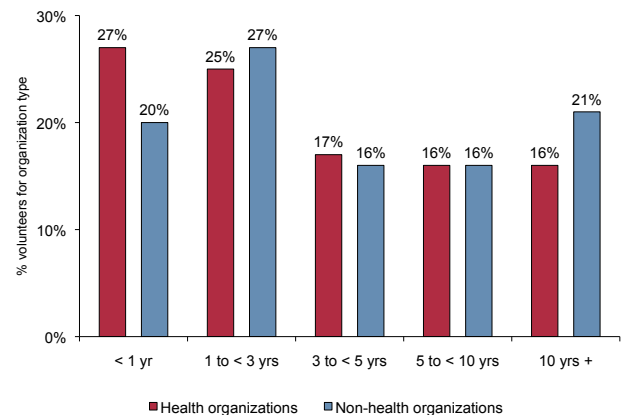
Health & Hospitals volunteers spend the largest part of their time providing healthcare or support (25% of volunteer hours), followed by fundraising (13%) and office work (12%). These volunteers devote more of their time to these activities than do volunteers for other organizations. Conversely, they spend less of their time than volunteers for other organizations engaged in organizing or supervising events (11% vs. 16%, respectively), sitting on a committee or board (7% vs. 13%), or teaching, educating, or mentoring (5% vs. 13%).

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Barriers to Volunteering More



Length of Involvement



Volunteer Activities

