

Giving and Volunteering for Sports and Recreation Organizations

As defined by the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP), Sports & Recreation organizations include organizations working in the area of amateur sport and physical fitness, as well as recreation and social clubs and service clubs such as the Kinsmen or Rotary.

Giving

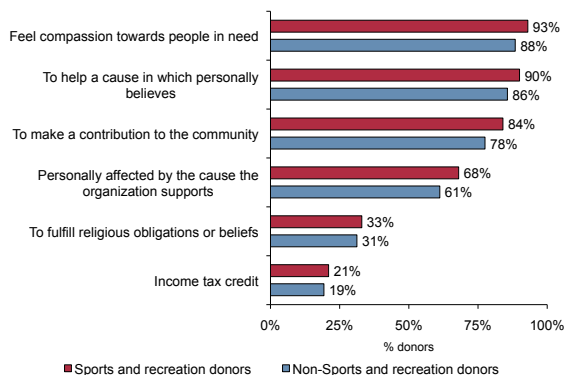
Almost 5 million Canadians (18%) aged 15 and over donated to Sports & Recreation organizations in 2004, according to the CSGVP. These donors contributed an average of \$45 each, for a total of approximately \$211 million.

Although Sports & Recreation organizations have a fairly broad base of support (they rank fifth in terms of the percentage of Canadians making a donation), they tend to receive very small donations compared to other organizations. Because donations tend to be so small, the level of support for Sports & Recreation organizations is quite modest—the \$211 million they received accounts for just 2% of the \$8.9 billion total donated to all organizations.

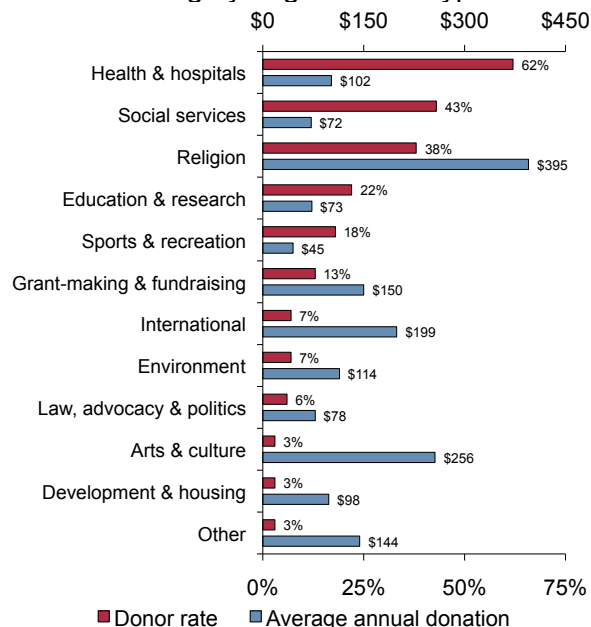
Motivations for giving

Generally speaking, Sports & Recreation donors and non-Sports & Recreation donors are motivated by the same range of motivations. Sports & Recreation donors are more likely to cite all motivations for donating. For example, Sports & Recreation donors are somewhat more likely to say that they donate because they are personally affected by the cause the organization supports (68% vs. 61% of non-Sports & Recreation donors), or because they want to make a contribution to the community (84% vs. 78%). Differences in motivations related to religious beliefs and tax credits are much less pronounced.

Motivations for Giving



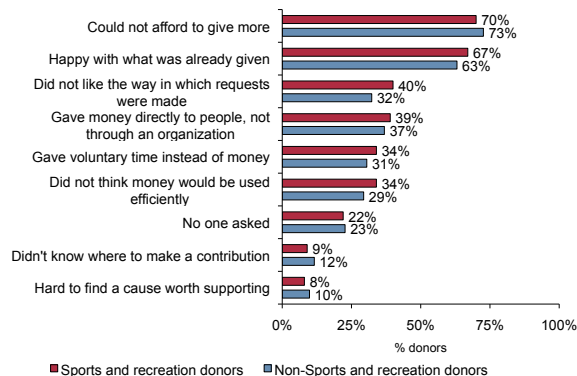
Giving by Organization Type



Barriers to giving more

Sports & Recreation donors were less likely than non-Sports & Recreation donors to cite 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 (9% vs. 12% of non-Sports & Recreation donors).

Barriers to Giving More



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Recreation donors) or because they could not afford to give more (70% vs. 73%). They were more likely to cite barriers indicating potential dissatisfaction with the organization, such as not liking the way that requests were made (40% vs. 32%) and not believing that donations would be used efficiently (34% vs. 29%).

Methods of donation

Almost half (45%) of Sports & Recreation donors donated after being asked to donate in a public place, such as at a shopping centre or on the street, and about one in five (19%) donated by paying to attend a charity event. Somewhat fewer donors contributed at work (13%), in response to door-to-door canvassing (10%), or by sponsoring someone (9%). Although donating after being approached in a public place was the most common means of donation, more money was contributed via other donation methods. Those who paid to attend a charity event donated the largest amount (36% of total donation value), followed by those who donated at their place of work (11%), or via some other method (11%). Interestingly, although only 2%^E of Sports & Recreation donors contributed on their own initiative, they contributed fully 8% of the total value of donations.

Volunteering

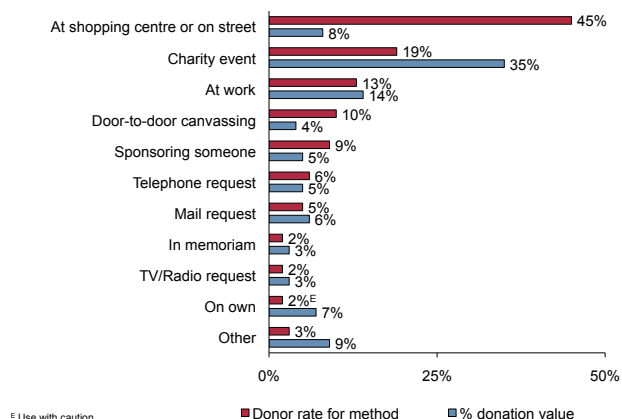
Almost 3 million Canadians (11%) volunteered for Sports & Recreation organizations, contributing an average of 122 hours each. Collectively these volunteers contributed almost 360 million volunteer hours, the equivalent of almost 190 thousand full time jobs.

Sports & Recreation organizations have a very broad base of volunteers (only Education & Research organizations report more volunteers). Sports & Recreation volunteers also tend to contribute many hours when they do volunteer. In consequence, Sports & Recreation organizations received more volunteer hours than any other type of organization—almost one hour in five (18%) volunteered by Canadian volunteers in 2004.

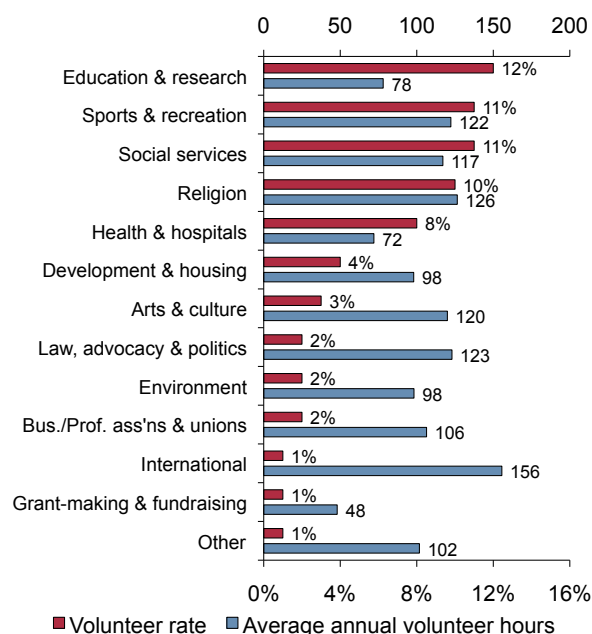
Motivations for volunteering

Volunteers for Sports & Recreation organizations cited a range of reasons for volunteering for the organizations they were involved with. Interactions with other individuals involved with the organization are important to Sports & Recreation volunteers. For example, Sports & Recreation volunteers were more likely than other volunteers to volunteer because their friends also volunteer (50% vs. 42% of volunteers for other organizations) or because they want to network with or meet other people (51% vs. 46%). Conversely, motivations relating to religious beliefs (9% of Sports & Recreation volunteers vs. 25% of

Donation Methods



Volunteering by Organization Type



Motivations for Volunteering



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volunteers for other organizations) or job opportunities (15% vs. 24%) do not appear to have played a large role for Sports & Recreation volunteers.

Barriers to volunteering more

Volunteers for Sports & Recreation organizations were somewhat more likely than non-Sports & Recreation volunteers to say that they did not volunteer more time because they felt they volunteered enough time already (46% vs. 37% of non-Sports & Recreation volunteers) or because they had no interest in doing so (19% vs. 15%, respectively). Conversely, they were slightly less likely to cite most other barriers to volunteering than were non-Sports & Recreation volunteers.

How long have volunteers been involved?

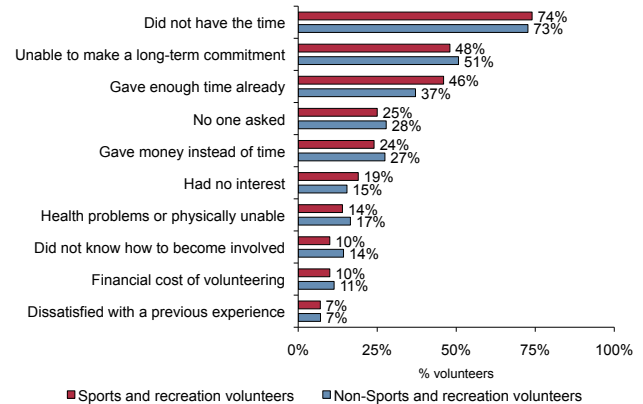
Volunteers for Sports & Recreation organizations tend to have been involved with the organizations that they volunteer with for longer periods than do volunteers for other types of organizations. For example, 24% of Sports & Recreation volunteers have been involved with the organization for 10 years or more, compared to 20% of volunteers for other organizations. Conversely, 16% of Sports & Recreation volunteers had been involved for less than 1 year vs. 21% of volunteers for other organizations.

What do volunteers do?

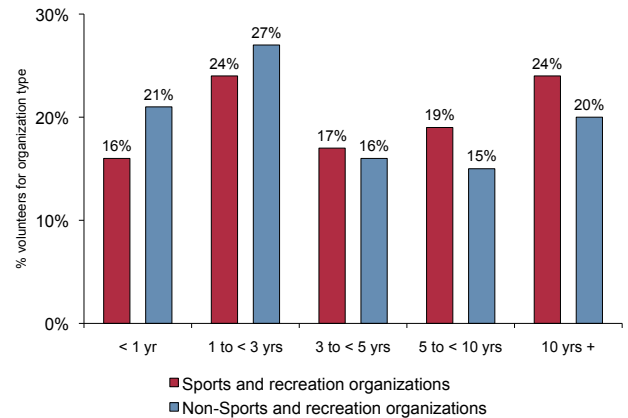
Sports & Recreation volunteers spend the largest part of their time coaching, refereeing, and officiating (21% of volunteer hours), followed by organizing or supervising events (18%) and fundraising (13%). Sports & Recreation volunteers devote more of their time to these activities than do volunteers for other organizations. Conversely, they spend less time than volunteers for other organizations engaged in teaching, educating or mentoring (8% vs. 14%) or office or administrative work (7% vs. 10%).

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Barriers to Volunteering More



Length of Involvement



Volunteer Activities

