

Giving and Volunteering in Edmonton

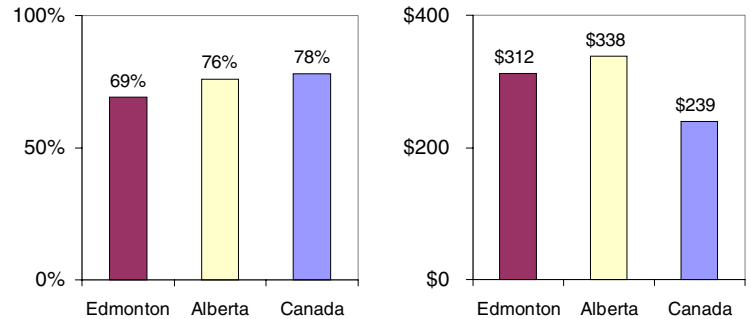
Fact Sheet #36

Giving: *How many? How much?*

Almost seven out of ten people living in the census metropolitan area (CMA) of Edmonton, Alberta¹ made financial donations to charitable and nonprofit organizations, according to the National Survey of Giving, Volunteering and Participating (NSGVP).²

On average, donors in Edmonton gave \$312 annually, for a total of \$154.9 million. This was below the provincial average for donations (\$338), but above the national average (\$239).

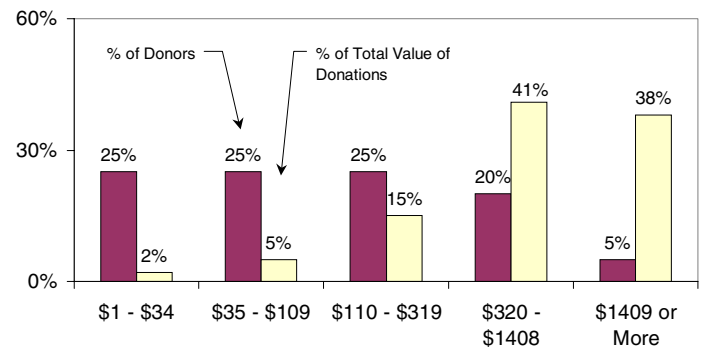
Percentage of Population Making Donations and Average Annual Donation by Geographic Area



Much comes from the few

Almost four out of every ten dollars donated in Edmonton came from just 5% of donors – those who gave \$1409 or more. The next 20% of donors who gave between \$320 and \$1408 accounted for 41% of the total value of donations. These two groups combined accounted for 25% of all donors, but 79% of financial donations.

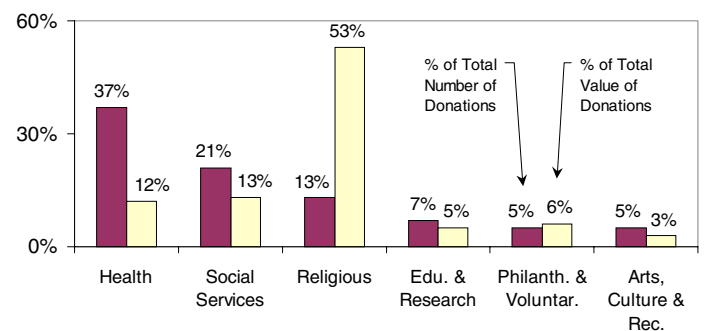
Percentage of Donors and Percentage of Total Value of Donations by Size of Donation



Where donations go

Edmonton donors gave more money to religious organizations than to any other type of organization, as did Albertans as a whole. Over half of the total value of donations (\$82 million) went to religious organizations, even though these organizations received only 13% of the total number of donations.³

Percentage of Donations and Percentage of Total Value of Donations by Type of Organization



Health organizations received 12% (\$18 million) of the total dollar value of donations, but accounted for 37% of the total number of donations.

Social service organizations received 13% (\$21 million) of the total value of donations and 21% of the total number of donations.

QUICK facts...

Only 69% of the population in Edmonton made donations, compared to 76% for the province as a whole.

The top 5% of volunteers in Edmonton contributed 39% of the total hours volunteered. The top 5% of volunteers in Alberta as a whole accounted for 30% of all volunteer hours.

1. The census metropolitan area is the geographic region designated by Statistics Canada for collecting census data.

2. Findings from the NSGVP are based on reports of charitable giving and volunteering over the one year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

3. Percentages may not add up to 100% due to rounding.

Volunteering: How many? How much?

Thirty-five percent of people living in the Edmonton CMA volunteered for a charitable or nonprofit organization.

On average, Edmonton volunteers contributed 145 hours each during the year, for a total of 37 million hours. This was similar to the provincial (146 hours) and national averages (149 hours).

Much comes from the few

Thirty-nine percent of volunteer hours were contributed by 5% of volunteers – those who gave 496 hours or more of their time. The next 20% of volunteers who gave between 192 and 495 hours accounted for 29% of all volunteer hours. Although these two groups together accounted for only 25% of volunteers, they contributed 68% of all volunteer hours.

What volunteers do...

The most common volunteer activities were:

- 🍁 Canvassing, campaigning, or fundraising (46%)⁴
- 🍁 Organizing and supervising activities or events (45%)
- 🍁 Serving as an unpaid member of a board or committee (36%)

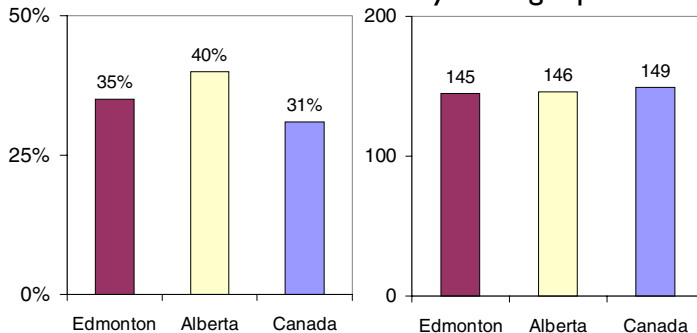
...And where they volunteer

In the Edmonton CMA most volunteering occurred in 5 types of organizations:

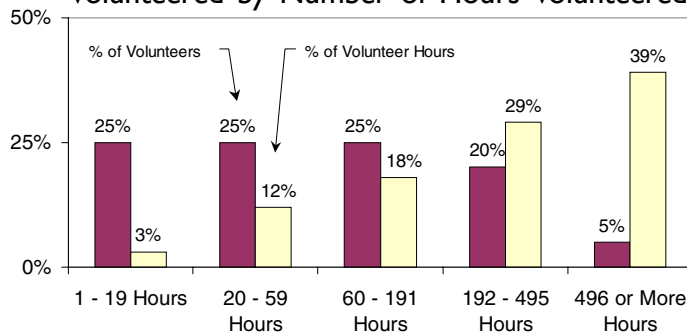
- 🍁 Arts, culture and recreation organizations
- 🍁 Religious organizations
- 🍁 Social service organizations
- 🍁 Education and research organizations
- 🍁 Health organizations

These five types of organizations accounted for 84% of all volunteer events⁵ and 79% of volunteer hours.

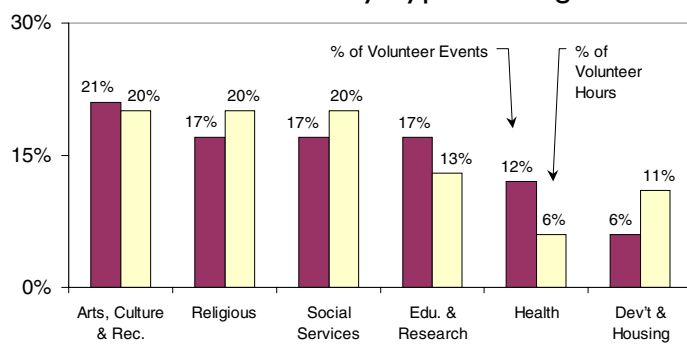
Percentage of Population Volunteering and Average Annual Volunteer Hours by Geographic Area



Percentage of Volunteers and Total Hours Volunteered by Number of Hours Volunteered



Percentage of Volunteer Events⁵ and Percentage of Volunteer Hours by Type of Organization



4. Percentages do not add up to 100% because many volunteers engaged in more than one type of activity.

5. Each occurrence of volunteering for an organization reported by an individual volunteer constitutes one volunteer event. Percentages may not add up to 100% due to rounding.



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More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians*, is available online at our Web site: www.nsgvp.org

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