

Motivations for Giving and Volunteering










Fact Sheet # 6

Motivations and demographics

The National Survey of Giving, Volunteering and Participating (NSGVP)¹ provides insights into the reasons why 83% of Canadians make charitable donations and 31% volunteer their time to charitable and nonprofit organizations.² As this fact sheet shows, some of the reasons that people have for giving and volunteering vary according to their age.

Top motivations for volunteering

-  To help a cause in which they personally believe (96%)
-  To use their skills and experiences (78%)
-  Because they have been personally affected or know someone who has been personally affected by the cause the organization supports (67%)
-  To explore their own strengths (54%)
-  To fulfill religious obligations or beliefs (29%)
-  Because their friends volunteer (25%)
-  To improve their job opportunities (22%)

Age

Most Canadians between the ages of 15-34 (83%) were more likely to volunteer to use their skills and experiences.

Over two-thirds of Canadians between the ages of 15-24 (68%) were more likely to volunteer to explore their own strengths.

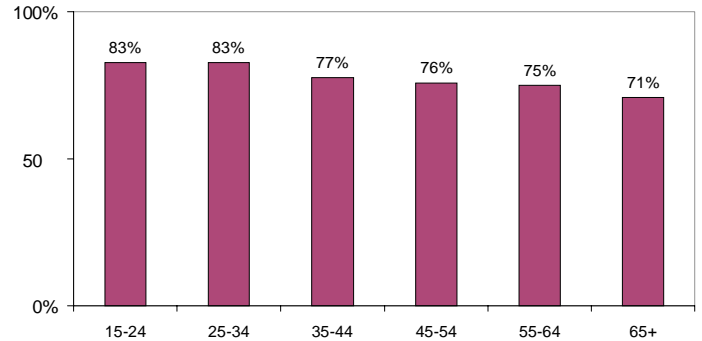
More than half of Canadians between the ages of 15-24 (54%) were more likely to volunteer to improve their job opportunities.

Almost half of Canadians 55 years of age and over were more likely to volunteer to fulfill religious obligations.

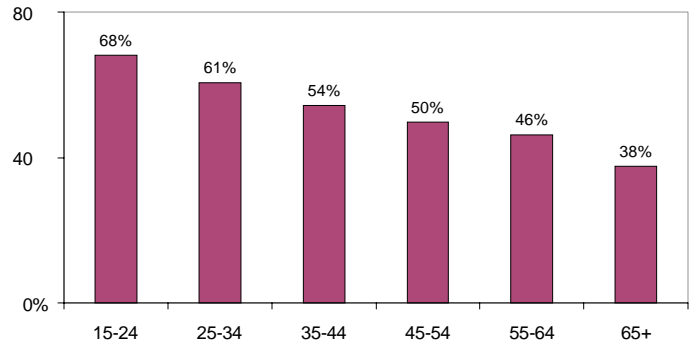
¹Findings from the NSGVP are based on reports of charitable giving and volunteering over the 1-year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

²Respondents were provided with a list of possible reasons and asked to indicate whether or not they applied to their own giving and volunteering.

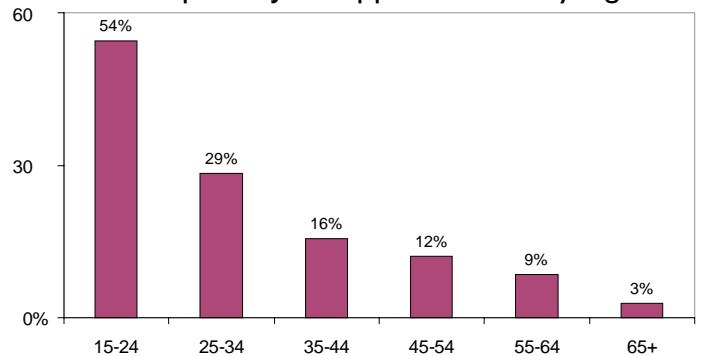
Percentage of Canadians Who Volunteer to Use Their Own Skills and Experiences by Age



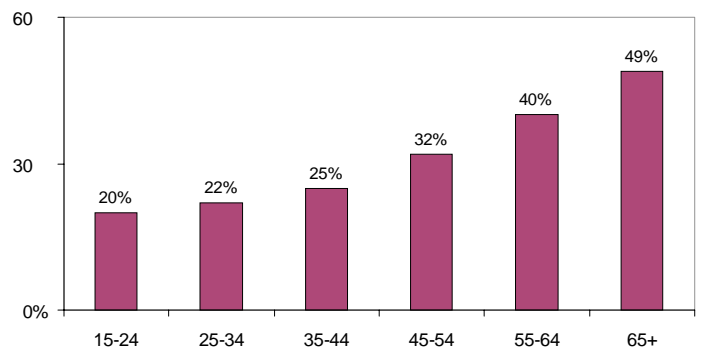
Percentage of Canadians Who Volunteer to Explore Their Own Strengths by Age









Percentage of Canadians Who Volunteer to Improve Job Opportunities by Age



Percentage of Canadians Who Volunteer To Fulfill Religious Obligations by Age



Top motivations for giving

- 
 Feel compassion towards people in need (95%)
- 
 To help a cause in which they personally believe (92%)
- 
 Because they have been personally affected or know someone who has been personally affected by the cause the organization supports (65%)
- 
 Feel they owe something to their community (58%)
- 
 To fulfill religious obligations or beliefs (34%)
- 
 For an income tax credit (11%)

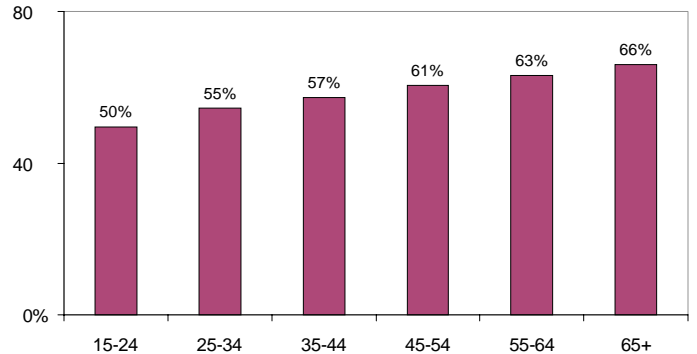
Age

Nearly two-thirds or more of Canadians 45 years of age and over were more likely to give because they feel that they owe something to their community. This feeling appears to get stronger as people get older.

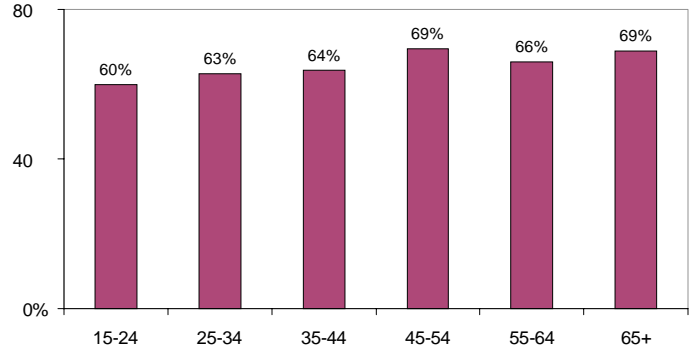
Two-thirds of Canadians 45 years of age and over were more likely to give because they have been affected or know someone who has been affected by the cause they support.

More than half of Canadians 65 years of age and over (54%) were more likely to give to fulfill religious obligations or beliefs. Fewer younger than older Canadians reported this.

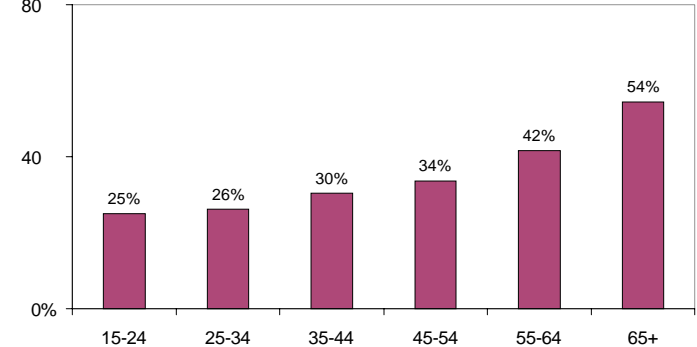
Percentage of Canadians Who Give Because They Feel That They Owe Something to Their Community by Age



Percentage of Canadians Who Give Because They or Someone They Know Has Been Affected by the Cause the Organization Supports by Age



Percentage of Canadians Who Give to Fulfill Religious Obligations or Beliefs by Age



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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.ccp.ca

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