

2007 CANADA SURVEY OF Giving, Volunteering & Participating



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Giving and Volunteering for Religious Organizations in Alberta

Findings from the Canada Survey of Giving,
Volunteering, and Participating



givingandvolunteering.ca

TABLE OF CONTENTS

Charitable Giving to Religious Organizations	1
The concentration of support.....	3
Who gives to Religious organizations?	3
How do Religion donors donate?	5
What other causes do Religion donors support?	5
What motivations and barriers do Religion donors experience?.....	7
The role of prior planning in donations to Religious organizations.....	9
Volunteering for Religious Organizations	11
The concentration of support	13
Who volunteers for Religious organizations?.....	13
How do Religion volunteers become involved?	15
What do Religion volunteers do?	15
What other organizations do Religion volunteers support?	17
What motivations and barriers do Religion volunteers experience?	19
Summary	20
References Cited.....	22

Statement on data quality

The results presented in this report are derived from a survey. As such they are estimates, not definite measures. Because of variation in the sample size involved with various questions, and variability in the answers given, some estimates are more precise than others. Estimates with a coefficient of variation less than 16.6% are unqualified. Estimates with a coefficient of variation between 16.6% and 33.3% are noted with an E and should be used with caution. Estimates with a coefficient of variation greater than 33.3%, or based on fewer than 30 respondents are not presented and are represented in tables and figures with the symbol ... For more detailed information concerning data quality, readers are referred to Appendix 2 of *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating* (Hall, Lasby, Ayer, & Gibbons, 2009).

Acknowledgements

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INTRODUCTION

According to the 2003 National Survey of Nonprofit and Voluntary Organizations (NSNVO), Religious organizations were the second most numerous type of charitable and nonprofit organization in Alberta. Collectively, the approximately 3,700 Religious organizations accounted for approximately 19% of the total number of organizations (Hall, et al., 2005). This report summarizes what is currently known about the individual Albertans who support these organizations through their contributions of time and money.

This report uses findings from the 2007 Canada Survey of Giving, Volunteering, and Participating (CSGVP) to provide insight into the Albertans who support Religious organizations through contributions of time and money. This report details who these Albertans were, how much they donated, how they contributed, how much time they volunteered, how they became involved as volunteers for Religious organizations, the activities they engaged in as volunteers, the support that they offered to other types of organizations beyond Religious organizations, their motivations for making contributions of money and time, and the barriers they faced in doing so.

CHARITABLE GIVING TO RELIGIOUS ORGANIZATIONS

Giving to Religious organizations dominates charitable giving in Alberta. Just under 911,000 Albertans (the equivalent of 32% of Albertans aged 15 and over) donated to Religious organizations in 2007 (see Table 1). Although Religious donors accounted for a minority of Albertan donors (85% of Albertans donated; 38% of these donors contributed to Religious organizations), Religious organizations received about half (49%) of total donations. These donors contributed an average of \$760 each to Religious organizations in 2007, for a collective total of just under \$692 million. By way of comparison, Alberta donors contributed an average of \$596 each to all organizations, for a total of \$1.4 billion.

Table 1: Donors and donation amounts, Religious organizations and All organizations, population aged 15 and over, Alberta, 2007.

Rate of donating	Religious Organizations	All Organizations
Total population (thousands)	2,806	2,806
Donors (thousands)	911	2,386
Donor rate	32%	85%
Amount donated		
Total amount donated (thousands)	\$691,850	\$1,421,663
Mean donation	\$760	\$596
Median donation	\$200	\$150

Although a minority of Albertans supported Religious organizations, this donor base was actually quite broad when compared to the base of support for many other types of organizations. Religious organizations had the third largest donor base in Alberta behind Health and Social Services organizations. Where support for Religious organizations really stands out is in the level of financial support offered by Religious donors. The average annual donation to Religious organizations was over three times the size of the average

Figure 1: Donor rate and average annual donation by organization type, population aged 15 and over, Alberta, 2007.

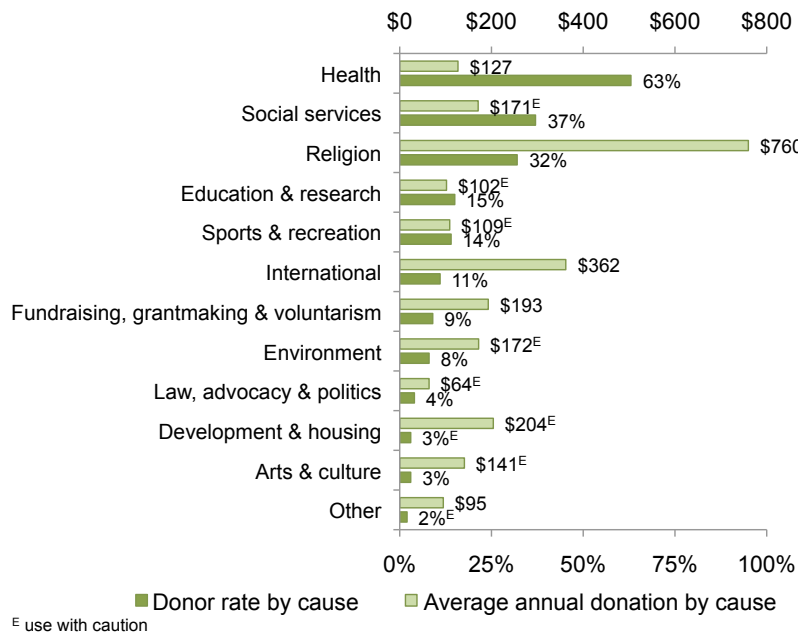
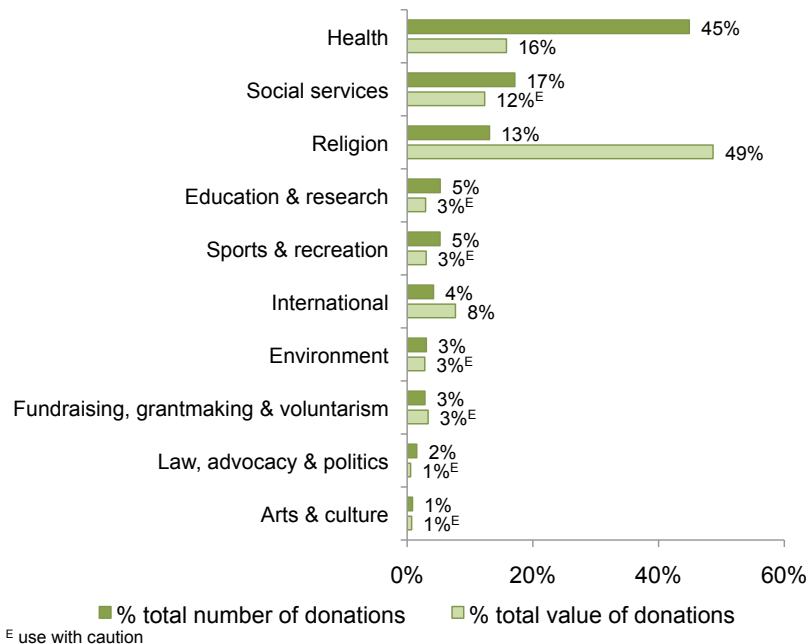


Figure 2: Percentage of total number and total value of donations by organization type, donors aged 15 and over, Alberta, 2007.



donation to almost all other types of organizations (the exception being donations to International causes at \$362; see Figure 1). As one might expect, given the broad donor base and the very large average annual donation, donations to Religious organizations accounted

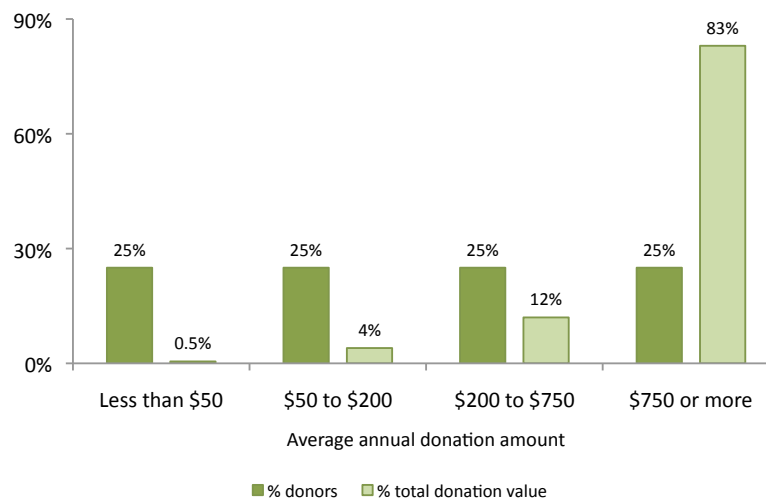
for almost half of the total value of donations in Alberta (49%), even though they accounted for just 13% of the total number of donations made (see Figure 2).

Although the percentage of Albertans who donated to Religious organizations was lower than in other provinces (32% vs. 37% in the rest of Canada), Albertan donors made considerably larger donations, on average (\$760 vs. \$439). The net effect of this was that Albertans allocated slightly more of their total donations to Religious organizations (49% vs. 46%).¹

The concentration of support

Although Religious organizations benefit from a relatively broad donor base, most of their financial support came from a small minority of these donors. In 2007, over four-fifths (83%) of the total value of donations to Religious organizations came from the 25% of donors who contributed \$750 or more annually (see Figure 3). This degree of concentration of support was roughly consistent with the degree of concentration in total donations to all organization types in both Alberta (where 83% of total donation value from the top 25% of donors) and Canada as a whole (82%).

Figure 3: Distribution of donors and percentage of total annual donation to Religious organizations by amount of annual donations, Religion donors aged 15 and over, Alberta, 2007.



Who gives to Religious organizations?

The likelihood of donating to Religious organizations and the average amounts donated varied according to the personal characteristics of population groups. Although these characteristics did not determine whether any given individual would donate or how much they contributed, they provide useful insight into the types of donors who were most likely

¹ When Quebec is excluded the differences between Alberta and the rest of Canada are somewhat less profound, but still important. Percentage of population, excluding Quebec, in the rest of Canada donating to Religious organizations: 35%, average annual donation to Religious organizations: \$571, percentage of total donations going to Religious organizations: 49%.

to donate to Religious organizations. The most significant of these characteristics appear to be frequency of religious attendance, age, level of education, marital status and household income (see Table 2).

Unsurprisingly, those who attended religious services on a weekly basis were more likely to donate than those who did not attend services on a weekly basis (85% donated vs. 21% of non-weekly attendees). Similarly, donors who attended services on a weekly basis gave much larger amounts than those who did not (\$1,208 vs. \$403^E).

Other personal and economic characteristics were also important. For instance, the likelihood of donating increased with age. One quarter of those aged 15 to 34 donated,

Table 2: Religion donor rate and average Religion annual donation, by personal and economic characteristics, population aged 15 and over, Alberta, 2007.

Age group	Religion donor rate	Average annual Religion donation
15 to 34 years	25%	\$638 ^E
35 to 54 years	33%	\$842
55 years or older	42%	\$772
Sex		
Male	29%	\$834
Female	36%	\$697
Marital status		
Married or common-law	36%	\$822
Single	23%	\$434 ^E
Widow or widower	41% ^E	\$830 ^E
Separated or divorced	26%	...
Education level		
High School	29%	\$623 ^E
Post-secondary	31%	\$742
University	43%	\$1038 ^E
Labour force status		
Employed	32%	\$834
Unemployed	35% ^E	...
Not in the labour force	33%	\$651 ^E
Presence of children		
No children in household	32%	\$855
Children in the household	33%	\$644
Religious attendance		
Weekly attendee	85%	\$1208
Not a weekly attendee	21%	\$403 ^E
Household income		
Less than \$40,000	32%	\$525
\$40,000 to \$99,999	34%	\$763
\$100,000 or more	31%	\$912

^E Use with caution

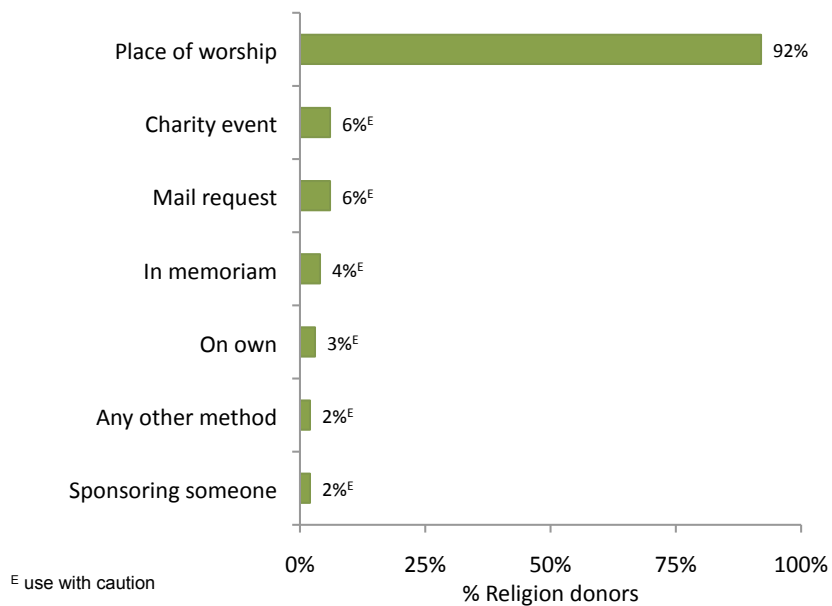
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compared to 42% of those 65 and older. Similarly, the likelihood of donating increased with the level of formal education attained (29% of those with a high school diploma vs. 43% of those with a university degree) as did the average amounts donated (\$623^E vs. \$1,038^E respectively). In terms of marital status, those who were married or in a common-law relationship (36%) or widowed (41%^E) were most likely to donate and gave the largest amounts, on average (\$822 and \$830^E). The likelihood of donating did not appear to increase with household income, though the average amounts donated did, ranging from a low of \$525 among those with incomes less than \$40,000 to a high of \$912 among those with incomes of more than \$100,000.

How do Religion donors donate?

As one might expect, donating through a place of worship dominated giving to Religious organizations. Fully nine in ten donors (92%) to Religious organizations contributed this way in 2007 (see Figure 4). All other methods of donation trailed significantly, but the most common of them were donating to attend a charity event (6%^E of Religious donors contributed using this method) and donating in response to a mail request (also 6%^E).

Figure 4: Percentage of donors contributing by selected donation method, Religion donors aged 15 and over, Alberta, 2007.

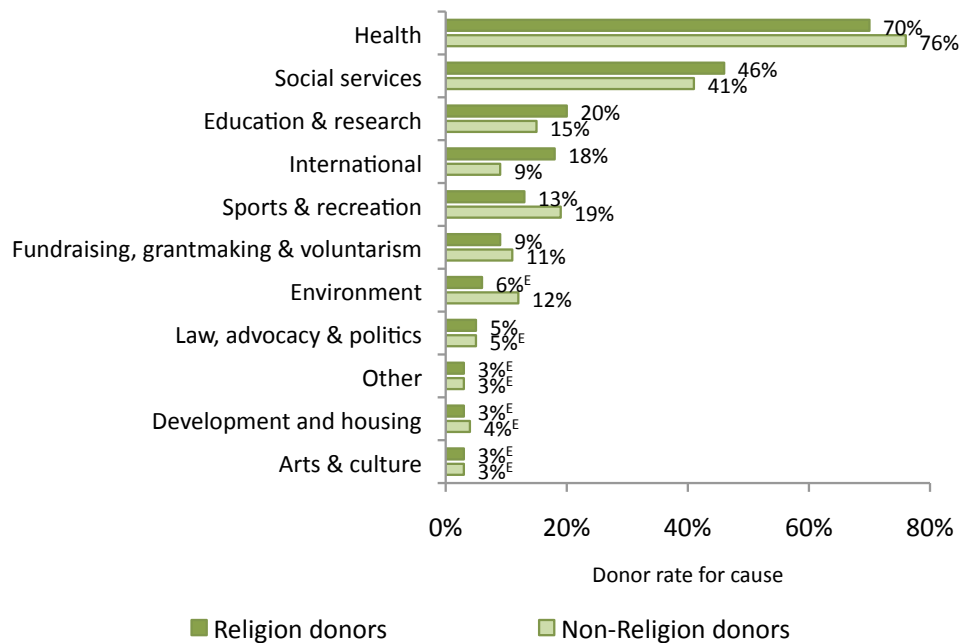


What other causes do Religion donors support?

Donors to Religious organizations typically supported other causes in addition to Religion. In 2007, they donated to an average of 2.0 other causes. In terms of the specific types of causes they also supported, donors to Religious organizations seemed to be somewhat different from other donors. Although both groups were most likely to also support the same types of organizations (e.g., Health and Social Services) and least likely to also donate to

organizations working in the areas of Development & Housing and Arts & Culture, there were some noticeable differences in this pattern of support (see Figure 5). For example, donors to Religious organizations were somewhat less likely to donate to Health organizations (70% donated, compared to 76% of non-Religion donors). Similarly, they were somewhat less likely to donate to Sports & Recreation organizations (13% vs. 19%). Conversely, they were more likely to donate to International causes (18% vs. 9%).

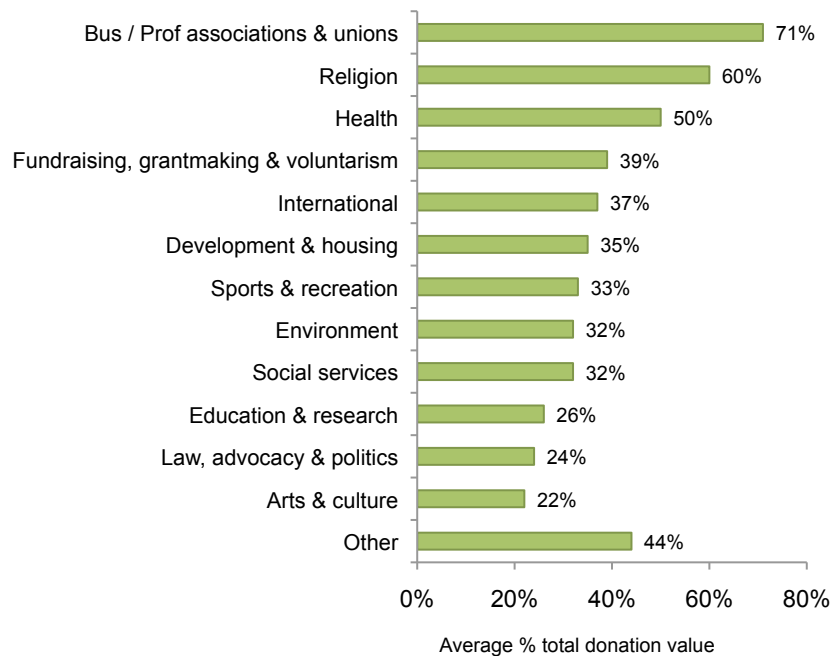
Figure 5: Rates of donation to other organization types, Religion donors and Non-Religion donors aged 15 and over, Alberta, 2007.



^E use with caution

Support for Religious organizations differed from support for most other causes in that Religion donors tended to focus most of their support specifically on Religious organizations, rather than allocating it across many causes. On average, Religion donors contributed over half (60%) of their total donations to Religious organizations (see Figure 6). This was a higher degree of focus than with almost any other type of organization. Only Business & Professional Associations, and Unions received larger average proportions of the total value of donations made by their supporters (71%).

Figure 6: Average percentage of total donation value allocated by organization type, donors to organization type aged 15 and over, Alberta, 2007.

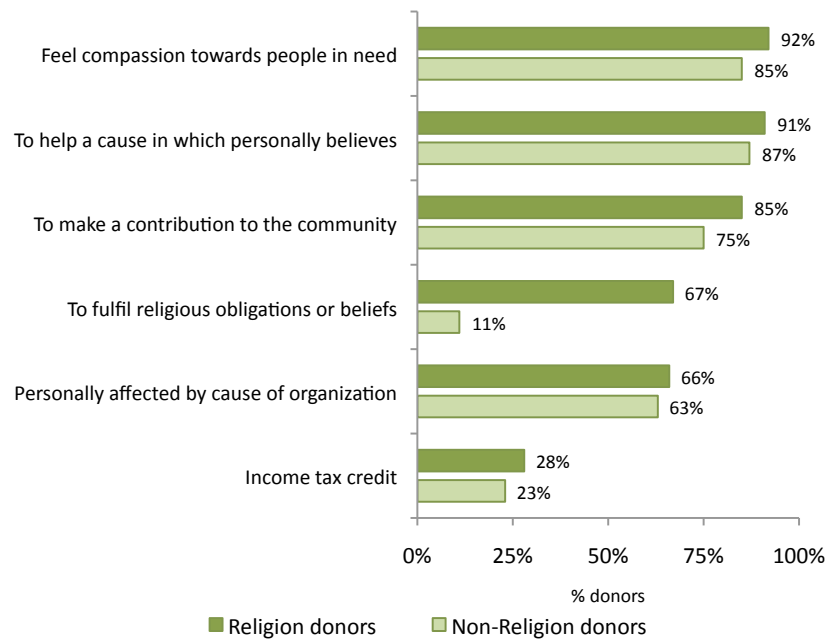


What motivations and barriers do Religion donors experience?

Religion donors were most likely to cite many of the same motivations as donors who did not contribute to Religious organizations (see Figure 7).² For instance, both groups were most likely to report that feelings of compassion towards those in need (92% of Religion donors and 85% on non-Religion donors) and the desire to help a cause in which they personally believe (91% and 87%) were important to their donation decisions. Similarly, both groups were least likely to report that the income tax credits they would receive in return for donating were important to them (28% and 23%). Where Religion donors differed, however, was with the importance of religious obligations and beliefs. Fully two-thirds (67%) of Religious donors said that this motivation was important to them, compared to just 11% of non-Religion donors. Religion donors also stand somewhat apart in that they were more likely than donors who did not support Religious organizations to report all other motivations; this tendency was particularly strongly seen with the desire to make a contribution to the community (85% vs. 75% of non-Religion donors).

² The CSGVP asked respondents whether any of six possible motivations played an important role in their decision(s) to donate. These questions applied to donating generally, rather than donating specifically to Religious organizations. For this reason this report contrasts donors who contributed to Religious organizations with those who did not.

Figure 7: Motivations for donating, Religion and Non-Religion donors aged 15 and over, Alberta, 2007.

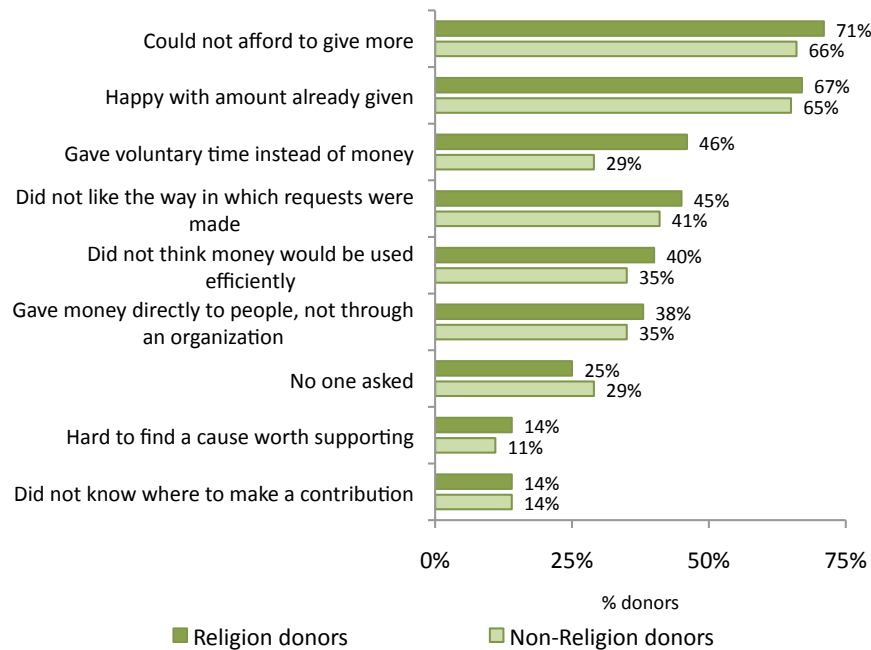


As with motivations for giving, Religion donors and non-Religion donors were most likely to identify the same barriers to giving more.³ For example, both groups of donors were most likely to say that they did not give more because they could not afford to do so (71% of Religion donors and 66% of non-Religion donors) or because they were happy with the amounts they had already given (67% and 65% respectively; see Figure 8). Similarly, both groups were least likely to report not giving more because they had difficulty finding a cause worth supporting (14% and 11%) or because they did not know where to make a donation (14% of both groups).

However, Religion donors stand out in that they were more likely than non-Religion donors to report virtually every potential barrier to donating more. For instance, they were more likely to say that they did not donate more because they did not believe that the money would be used efficiently (40% vs. 35% for non-Religion donors) or because they did not like how requests for donations were made (45% vs. 41%). Particularly striking was the degree to which Religion donors said they volunteered rather than donating more (46% vs. 29% of non-Religion donors). The only potential barrier to donating more that Religion donors were less likely to report was not having been asked (25% vs. 29%).

³ The CSGVP asked donors whether any of nine potential barriers prevented them from donating as much as they otherwise would have. Again, these questions applied to donating generally rather than donating specifically to Religious organizations.

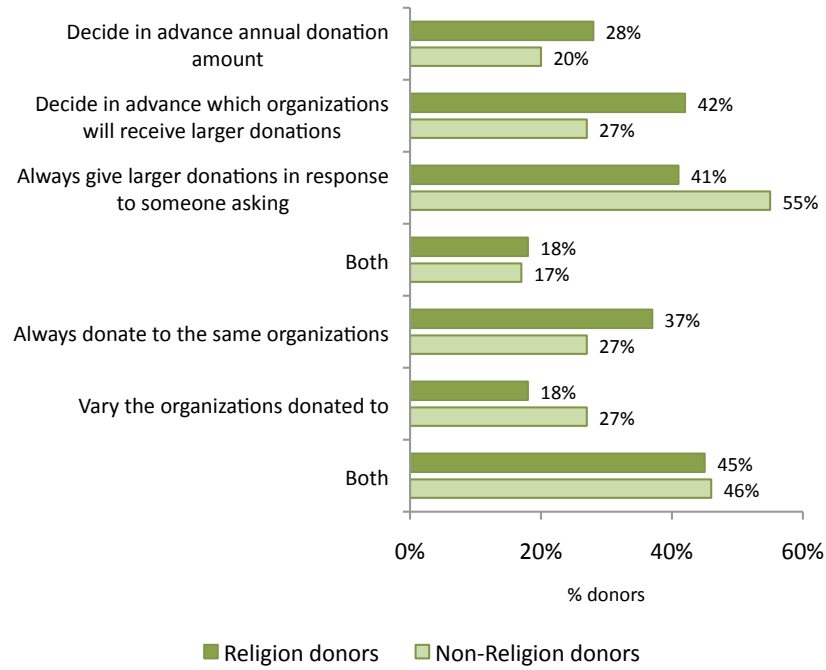
Figure 8: Barriers to donating more, Religion and Non-Religion donors aged 15 and over, Alberta, 2007.



The role of prior planning in donations to Religious organizations

Prior planning played a very strong role among Religion donors. They were somewhat more likely than other donors to decide in advance the amount they were going to give over the course of the year (28% vs. 20% of other donors; see Figure 9). Similarly, they were more likely than other donors to decide in advance which organizations they would support with their larger donations (42% vs. 27%) and less likely to make these donations reactively, in response to being asked by an organization (41% vs. 55%). Lastly, Religion donors were more likely to always donate to the same organizations (37% vs. 27%) rather than consciously varying the organizations they supported (18% vs. 27%).

Figure 9: Percentage of donors reporting prior planning measures, Religion and Non-Religion donors aged 15 and over, Alberta, 2007.



VOLUNTEERING FOR RELIGIOUS ORGANIZATIONS

About one in eight (13%) Albertans aged 15 and over volunteered for Religious organizations in 2007 (see Table 3). These 347,000 Albertans contributed an average of 137 hours each, for a total of 47.6 million hours. These volunteer hours were the equivalent of approximately 24,800 full-time jobs.⁴ By way of comparison, 52% of Albertans volunteered for nonprofit and charitable organizations, contributing an average of 172 hours each for a total of 248 million volunteer hours.

Table 3: Volunteers and volunteer hours, Religious organizations and All organizations, population aged 15 and over, Alberta, 2007.

Rate of volunteering	Religious Organizations	All Organizations
Total population (thousands)	2,806	2,806
Volunteers (thousands)	347	1,445
Volunteer rate	13%	52%
Hours volunteered		
Total hours (thousands)	47,641	247,913
Mean hours	137	172
Median hours	52	58

Religious organizations received quite high levels of support compared to organizations working in support of other causes. Only organizations working in the areas of Education & Research (15%), Sports & Recreation (13%) and Social Services (13%) reported larger volunteer pools (see Figure 10). In terms of the number of hours contributed by volunteers, volunteers for Religious organizations contributed more hours, on average, than volunteers for any other type of organization, contributing an average of 137 hours annually. Volunteers for Religious organizations were sufficiently widespread and their contributions sufficiently large that Religious organizations received more hours than any other cause. Collectively, Religious organizations received 19% of total volunteer hours contributed in Alberta in 2007 (see Figure 11).

The levels of support for Religious organizations reported in 2007 were somewhat higher than in 2004. In 2004, 11% of Albertans reported that they volunteered an average of 116 hours each, for a total contribution of almost 32 million hours (Lasby & Sperling, 2007).

⁴ Assuming a 40 hour work week and 48 work weeks per year.

Figure 10: Volunteer rate and average annual hours volunteered by organization type, population aged 15 and over, Alberta, 2007.

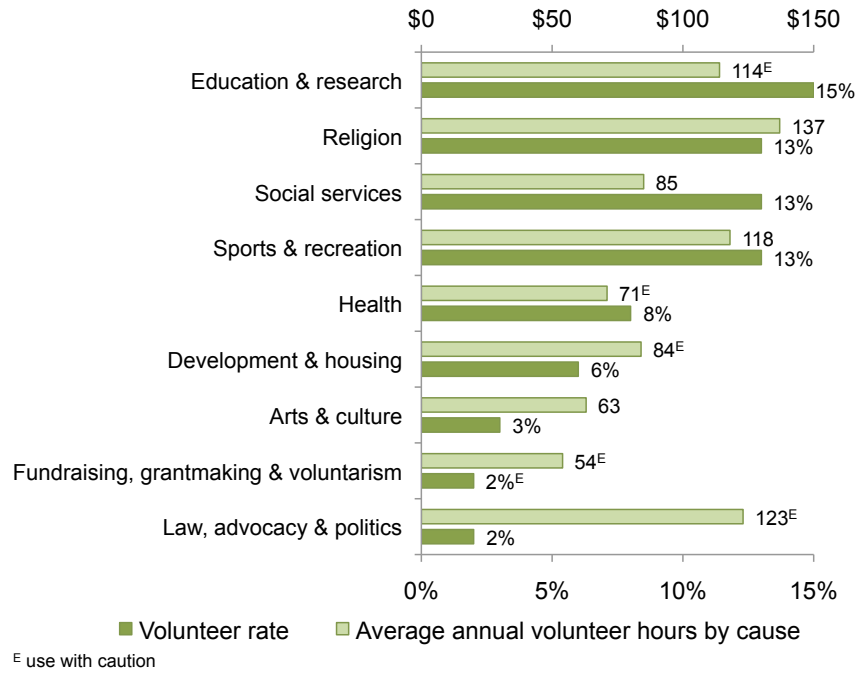
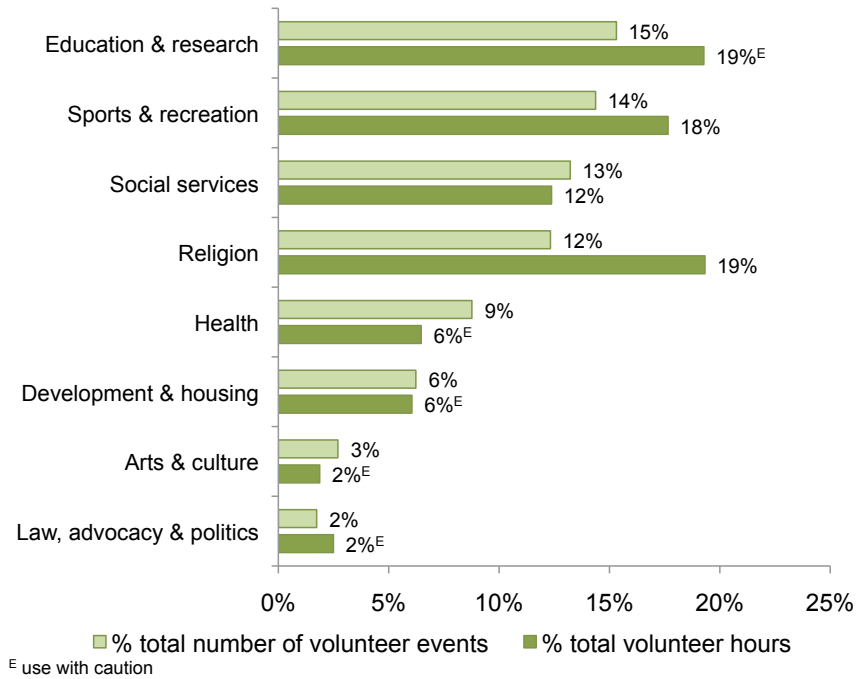


Figure 11: Percentage of total number of volunteer episodes and total volunteer hours by organization type, volunteers aged 15 and over, Alberta, 2007.



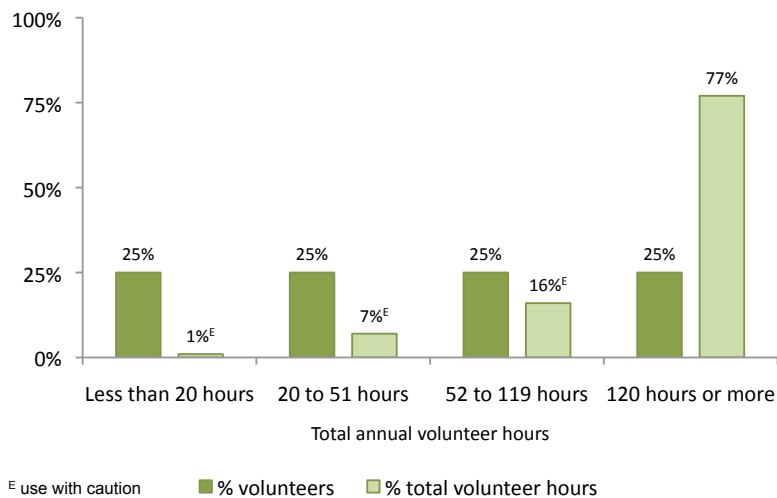
Albertans were slightly more likely to volunteer for Religious organizations than were residents of the rest of Canada (13% vs. 10% in the rest of Canada). However, volunteers for Religious organizations in Alberta and in the rest of Canada contributed virtually identical numbers of hours, on average, when they did volunteer (137 vs. 141). In terms of the percentage of total volunteer hours Religious organizations receive, again, the level of support was virtually identical in Alberta and elsewhere in Canada (19% of total hours vs. 18% in the rest of Canada).

The concentration of support

Although Religious organizations had a relatively broad volunteer pool (amounting to approximately one in every eight Albertans), most volunteer hours came from a small part of that pool. Just over three-quarters (77%) of total volunteer hours for Religious organizations came from the 25% of volunteers who contributed 120 hours or more over the course of the year (see Figure 12). A further 16%^E of volunteer hours came from the quarter of volunteers who contributed between 52 and 119 hours. The remaining half of volunteers contributed just 8%^E of total volunteer hours.

By extension, these figures indicate that the bulk of support for Religious organizations comes from just 3% of Albertans (one quarter of the 13% who volunteered). This degree of concentration is consistent with broader volunteering patterns, both in Alberta (where 79% of total hours came from the quarter of volunteers who contributed the most hours) and Canada as a whole (where the top quarter of volunteers contributed 78% of total hours).

Figure 12: Distribution of volunteers and percentage of total annual volunteer hours for Religion organizations, Religion volunteers, aged 15 and over, Alberta, 2007.



Who volunteers for Religious organizations?

The likelihood of volunteering for Religious organizations and the average number of hours volunteers contributed did not vary with the personal characteristics of respondents to the same degree as did the likelihood of donating and the average amounts donated. The

characteristics that appear to have been most clearly associated with greater likelihood of volunteering and/or contributing more hours were frequency of religious attendance, sex, level of education, and the presence of children in the household (see Table 4).

Table 4: Religion volunteer rate and average Religion volunteer hours, by personal and economic characteristics, population aged 15 and over, Alberta, 2007.

Age group	Religion volunteer rate	Average annual Religion volunteer hours
15 to 34 years	12%	123 ^E
35 to 54 years	13%	154
55 years or older	12%	131 ^E
Sex		
Male	11%	111 ^E
Female	15%	156 ^E
Marital status		
Married or common-law	13%	133 ^E
Single	12%	159 ^E
Widow or widower	13% ^E	90 ^E
Separated or divorced	6% ^E	...
Education level		
High School	11%	...
Post-secondary	12%	96
University	17%	184 ^E
Labour force status		
Employed	13%	152 ^E
Unemployed
Not in the labour force	11%	116 ^E
Presence of children		
No children in household	11%	148 ^E
Children in the household	15%	127 ^E
Religious attendance		
Weekly attendee	53%	172 ^E
Not a weekly attendee	4%	49
Household income		
Less than \$40,000	7% ^E	...
\$40,000 to \$99,999	14%	127 ^E
\$100,000 or more	14%	116 ^E

^E Use with caution

... Sample size too small to be presented

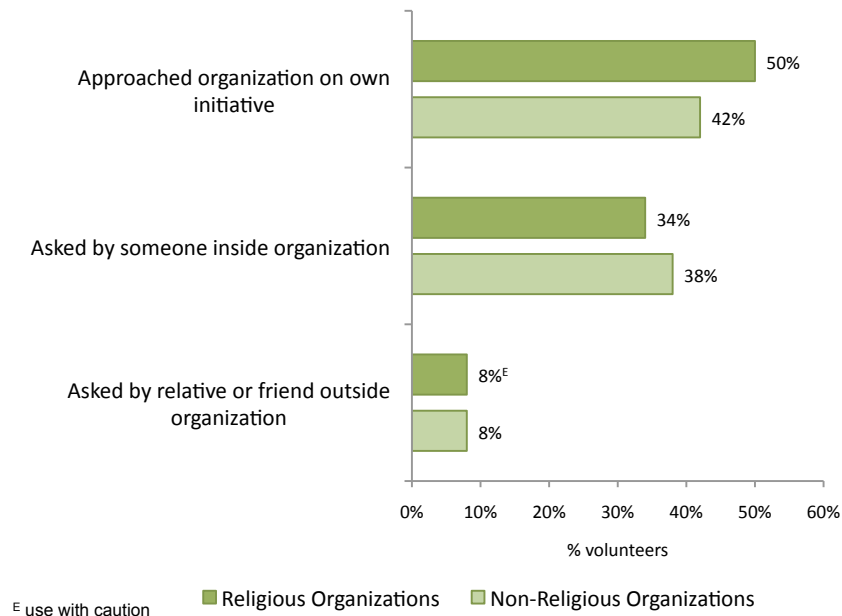
As with donating, those who attended religious services on a weekly basis were much more likely to volunteer than those who did not (53% volunteered compared to just 4% of non-weekly attendees). Similarly, those who attended services weekly contributed much larger numbers of hours than those who did not (172^E on average, compared to 49 for non-weekly attendees).

Other groups of Albertans who stood out included women (15% volunteered, contributing an average of 156^E hours each), those with a university education (17% volunteered an average of 184^E hours) and those with children in the household (15% and 127^E hours).

How do Religion volunteers become involved?

Volunteers for Religious organizations were most likely to become involved by approaching the organization on their own initiative (50% of volunteers for Religion organizations became involved in this manner). About a third (34%) became volunteers after being asked to volunteer by someone who was already involved with the organization and 8%^E became involved after being asked to volunteer by someone not already involved with the organization.

Figure 13: Method of initial involvement with organization, Religion volunteers and Non-Religion volunteers aged 15 and over, Alberta, 2007.



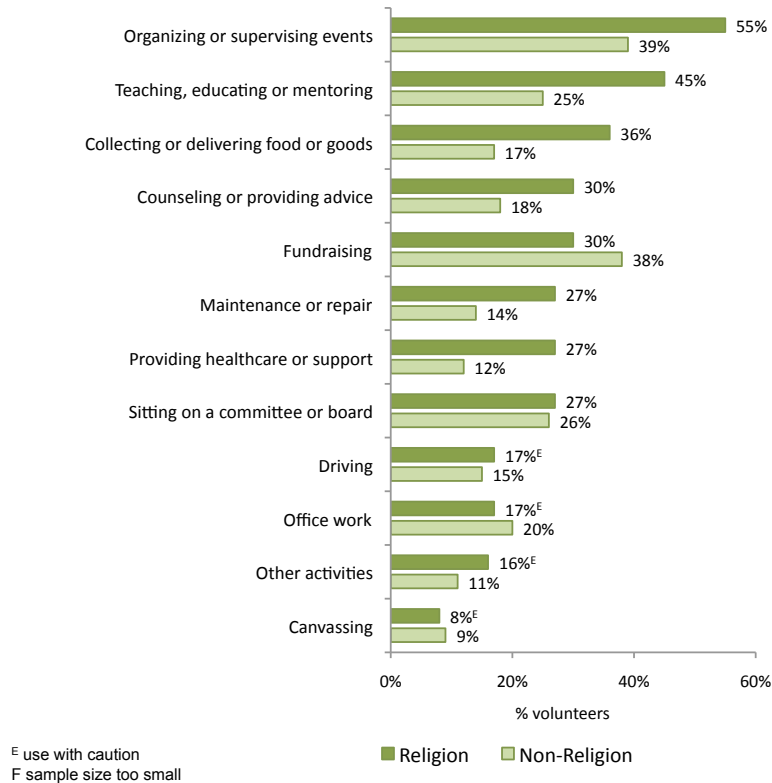
Compared to other volunteers, volunteers for Religious organizations were more likely to become involved after approaching the organization on their own initiative (50% vs. 42% of volunteers for other organizations) and less likely to be asked to volunteer by someone who was already involved with the organization (34% vs. 38% respectively).

What do Religion volunteers do?

Volunteers for Religious organizations engaged in a broad range of volunteer activities for the organization. They were most likely to volunteer for Religious organizations by organizing or supervising events (55% of volunteers did this), teaching, educating or mentoring (45%) and collecting or delivering food or goods (36%). Somewhat fewer engaged in activities such as counselling or providing advice (30%), fundraising (30%), providing maintenance or repair services (27%), or healthcare or support (27%) or sitting on a committee or board (27%). Volunteers for Religious organizations were different from volunteers for other causes in that they were more likely to engage in many, if not most, types of activities. For example, they were more likely to report collecting or delivering food or goods (36% vs. 17% of volunteers for other organizations), teaching, educating or

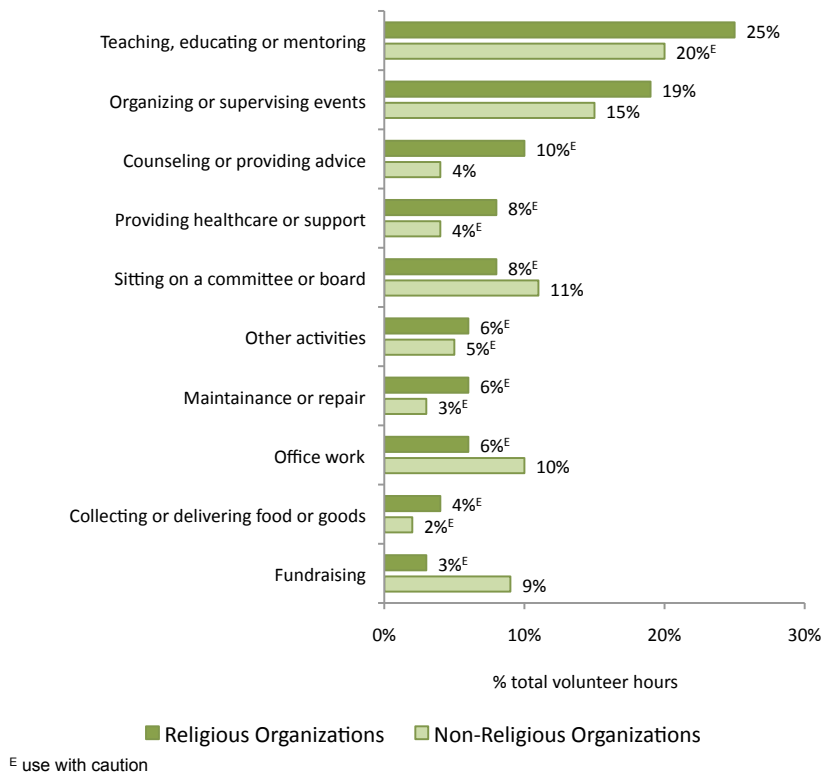
mentoring (45% vs. 25%) and providing healthcare and support (27% vs. 12%), among other activities. Conversely, they were somewhat less likely to engage in fundraising (30% vs. 38% of volunteers for other causes).

Figure 14: Percentages of volunteers engaging specific volunteer activities, Religion and Non-Religion volunteers, Alberta, 2007.



In terms of the number of hours they spent engaging in various volunteer activities, volunteers for Religious organizations spent the largest part of their time teaching, educating, or mentoring (25% of total volunteer hours for Religious organizations went to this activity; see Figure 15). About a fifth (19%) of hours went to organizing or supervising events and a tenth (10%^E) to counselling or providing advice. The smallest percentages of hours were devoted to collecting or delivering food or goods (4%^E) and fundraising (3%^E). In comparison to volunteers for other causes, volunteers for Religious organizations tended to devote more hours to activities that involved direct provision of services to individuals and less to activities such as sitting on a committee or board (8%^E of hours vs. 11% for other causes), office work (6%^E vs. 10% respectively) and fundraising (3%^E vs. 9%).

Figure 15: Percentage of total Religious and Non-Religious volunteer hours by volunteer activity, volunteers aged 15 and over, Alberta, 2007.

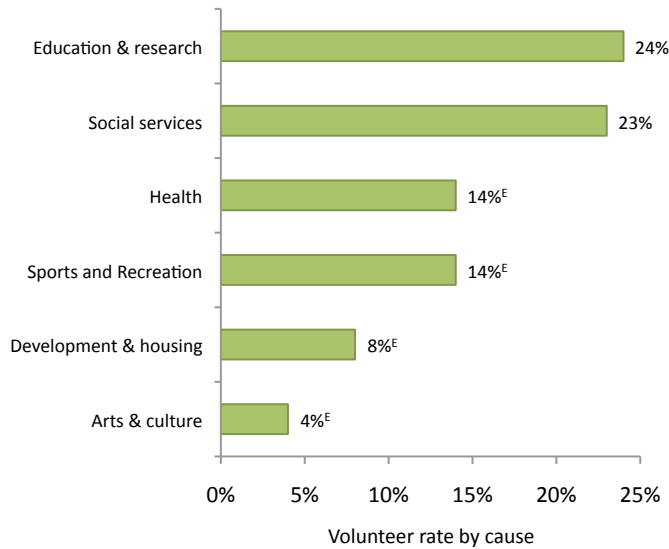


What other organizations do Religion volunteers support?

Volunteers for Religious organizations typically volunteered for more than one type of organization. On average, they supported 1.97 types of organizations, ranking them towards the middle of the pack. In terms of the specific types of other organizations they supported, Religion volunteers were most likely to volunteer for Education & Research (24% volunteered) and Social Services organizations (23%; see Figure 16). They were somewhat less likely to also volunteer for Health and Sports & Recreation organizations (14%^E for both).

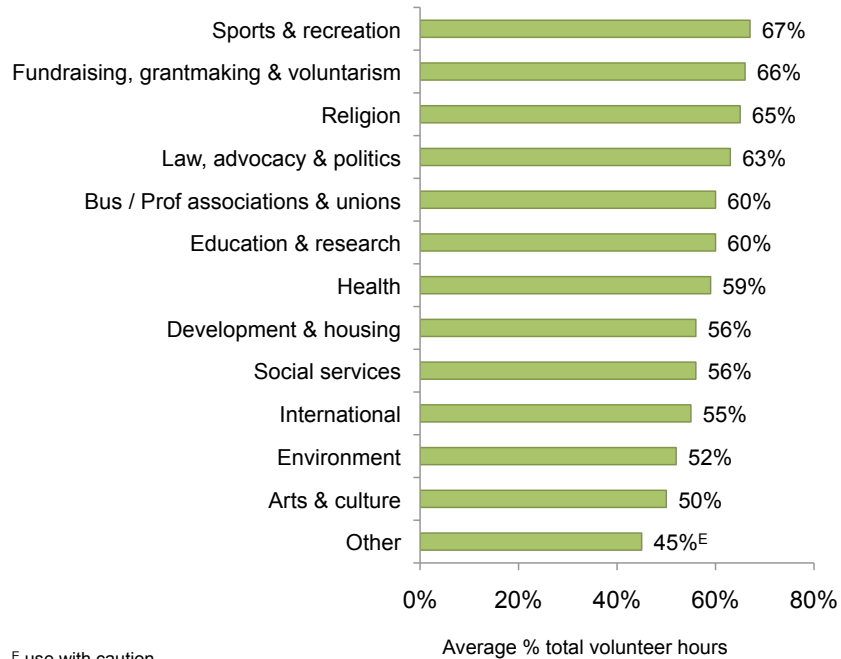
Religion volunteers devoted a high proportion of their total volunteer time to the Religious cause. On average, they allocated almost two thirds of their volunteer hours to Religious organizations (65%; see Figure 17). This is greater than the degree of focus demonstrated by volunteers to almost all other types of organization.

Figure 16: Rate of volunteering for other types of organizations, Religion volunteers aged 15 and over, Alberta, 2007.



^E use with caution

Figure 17: Average percentage of total hours devoted to organization type by supporters of organization type, volunteers aged 15 and over, Alberta, 2007.

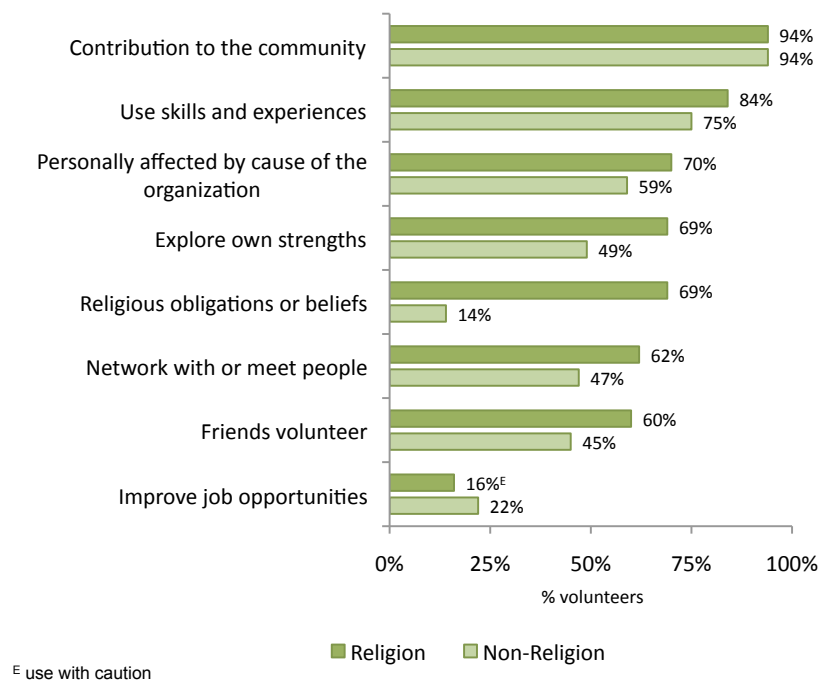


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What motivations and barriers do Religion volunteers experience?

Volunteers for Religious organizations reported that they were motivated by somewhat different factors than were other volunteers (see Figure 18).⁵ While they were similar to other volunteers in that they were generally most likely to report altruistic and expressive motivations such as wanting to make a contribution to the community (94% reported this motivation) and the desire to use their skills and experiences (84%), they were more likely to report a number of specific motivations than were other volunteers. Most strikingly, they were much more likely to report that they volunteered to fulfill their religious obligations or beliefs (69% reported this, compared to 14% of volunteers for other causes). Similarly, they were more likely to report that they volunteered in order to explore their strengths (69% vs. 49%), to network with or meet people (62% vs. 47%), and because their friends volunteered (60% vs. 45%). The only motivation that they were less likely than volunteers for other organizations to report was the desire to improve their job opportunities (16%^E vs. 22%).

Figure 18: Motivations for volunteering, Religion and Non-Religion volunteers aged 15 and over, Alberta, 2007.



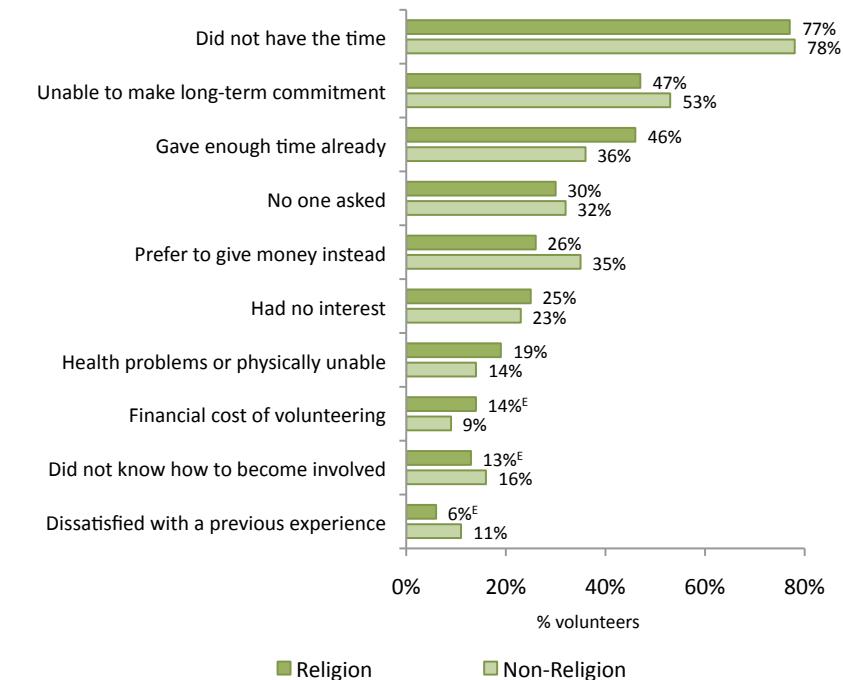
Volunteers for Religious organizations were somewhat more similar to those who did not volunteer for Religious organizations in terms of the barriers they reported.⁶ They were most

⁵ The CSGVP asked volunteers whether any of eight potential motivations were important in their decision to volunteer for the organization for which they volunteered the most hours. These potential motivations tie directly to the type of organization to which the respondent contributed the most hours, meaning that the motivations were specific to volunteering for Religious organizations.

⁶ The CSGVP asked whether any of 10 potential barriers kept volunteers from volunteering more time than they might otherwise have contributed. These barriers pertain to volunteering generally, rather than volunteering specifically for Religious organizations.

likely to report not volunteering more because they lacked specific time (77% reported this), were unable to make a long-term commitment to volunteer (47%), or felt they had already contributed sufficient volunteer time (46%). They were quite unlikely to report that they did not know how to become involved (13%^E) or were dissatisfied with previous volunteering experiences (6%^E). In terms of differences from other volunteers, they were less likely to report being unable to make a long-term commitment (47% vs. 53% of non-Religion volunteers), or preferring to give money rather than volunteer further (26% vs. 35%). Conversely, they were slightly more likely to report health problems (19% vs. 14%) and the costs associated with volunteering (14%^E vs. 9%) as barriers.

Figure 19: Barriers to volunteering more, Religion and Non-Religion volunteers aged 15 and over, Alberta, 2007.



^E use with caution

SUMMARY

Support for Alberta Religious organizations was relatively broadly distributed. Religious organizations draw on the third largest donor pool and the fourth largest volunteer pool. Almost one-third of Albertans (32%) donated to Religious organizations, contributing an average of \$760 each. Just over one in eight Albertans (13%) volunteered an average of 137 hours each. Collectively these Albertans contributed \$691.9 million and 47.6 million volunteer hours, the equivalent of 24,800 full-time jobs. Almost half (49%) of the total money and 19% of the total hours contributed by Albertans went to Religious organizations.

Although many Albertans supported Religious organizations most of the support came from small minorities of donors and volunteers. The top quarter of donors contributed 83% of the total value of donations, while the top quarter of volunteers contributed 77% of total hours.

Not all Albertans were equally likely to support Religious organizations. Not surprisingly those who attended religious services on a weekly basis were most likely to donate and donated large amounts, on average. Other groups that were particularly likely to donate included those who were older, had a university education, and were married or widowed. The likelihood of donating also increased with household income. In terms of volunteering, those who attended religious services on a weekly basis were more likely to volunteer, as were women, those with a university degree and those with children in the household.

Donors to Religious organizations overwhelmingly donated through places of worship. In terms of how they became involved with the organization as volunteers, Religion volunteers were most likely to become involved after approaching the organization on their own initiative.

Volunteers for Religious organizations were most likely to volunteer by organizing or supervising events, teaching or mentoring, and collecting or delivering food or goods. They were more likely than volunteers for other types of organizations to engage in most volunteer activities. Religion volunteers devoted most of their time to teaching and mentoring, organizing and supervising events, and providing advice.

Religion donors were most likely to also donate to organizations working in the areas of Health and Social Services. Religion donors were remarkably focused on the Religion cause, donating an average of 60% of their total donations to Religious organizations. In terms of volunteering, Religion volunteers were most likely to also support Education & Research and Social Services organizations. Religion volunteers were also highly focussed on the Religious cause, devoting an average of 65% of their total volunteer hours to Religious organizations.

Unsurprisingly, Religion supporters were strikingly more likely to report religious obligations and beliefs as motivations for giving and volunteering. However, they also stood out in that they were somewhat more likely to report all other motivations for giving and most barriers to giving more. In particular, they were more likely to report not giving more because they volunteered instead. In terms of volunteering, again, Religion volunteers were more likely to report most motivations for volunteering. Their response to potential barriers to volunteering more was somewhat more mixed, though they were somewhat more likely to report not volunteering more because they felt they had already contributed enough.

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About Imagine Canada

Imagine Canada is a national charitable organization that looks into and out for Canada's charities and nonprofit organizations.

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