

# 2007 CANADA SURVEY OF Giving, Volunteering & Participating



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## Giving and Volunteering for Sports & Recreation Organizations in Alberta

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



[givingandvolunteering.ca](http://givingandvolunteering.ca)

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### 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) Sports & Recreation organizations comprise the largest component of the nonprofit and voluntary sector in Alberta.<sup>1</sup> They accounted for just over one quarter (26%) of the approximately 20,000 organizations in Alberta and received one tenth (10%) of total revenues reported by nonprofit and voluntary organizations (Hall, et al., 2005; Roach, 2006). Although these organizations play a key role in Alberta's nonprofit and voluntary sector, relatively little is known about the Albertans who support them with 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 Sports & Recreation organizations. It details how much these Albertans contribute, how they make donations, how they come to volunteer for Sports & Recreation organizations, what they do as volunteers, the other causes they support, their motivations for making contributions of money and time, and the barriers they face in doing so.

## CHARITABLE GIVING TO SPORTS AND RECREATION ORGANIZATIONS

The level of monetary support that Albertans provide to Sports & Recreation organizations is comparably modest. Approximately 394,000 Albertans (the equivalent of 14% of Albertans aged 15 and over) donated to Sports & Recreation organizations in 2007 (see Table 1). By way of comparison, 85% of Albertans donated to all types of charitable and nonprofit organizations. By extension, approximately 17% of Alberta donors contributed to Sports & Recreation organizations. These donors contributed an average of \$109<sup>E</sup> each, for a

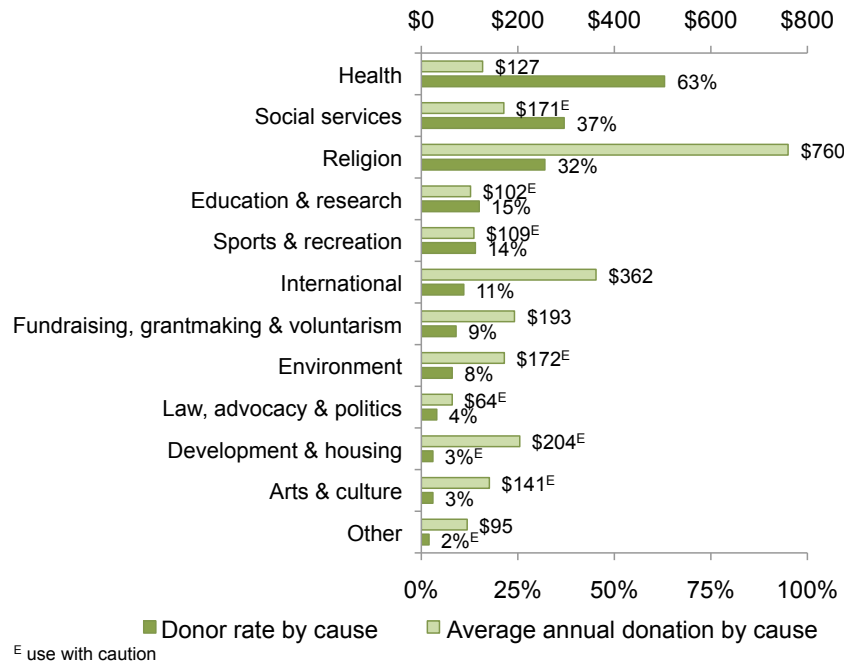
**Table 1: Donors and donation amounts, Sports & Recreation organizations and All organizations, population aged 15 and over, Alberta, 2007.**

	<b>Sports &amp; Recreation Organizations</b>	<b>All Organizations</b>
<b>Rate of donating</b>		
Total population (thousands)	2,806	2,806
Donors (thousands)	394	2,386
Donor rate	14%	85%
<b>Amount donated</b>		
Total amount donated (thousands)	\$43,051	\$1,421,663
Mean donation	\$109 <sup>E</sup>	\$596
Median donation	\$25	\$150

<sup>1</sup> As defined for this report, Sports and Recreation organizations are a diverse group including organizations devoted to amateur sport and physical fitness, organizations that provide recreational facilities of various types, recreation and leisure clubs, and service clubs such as the Lions or Kiwanis. This definition is based on the International Classification of Nonprofit Organizations (Salamon & Anheier, 1997). The modified classification used here divides nonprofit organizations into 13 different groups – where fewer than 13 groups are presented in this report, it is due to sample size limitations.

total donation of \$43 million (again, by way of comparison Alberta donors contributed an average of \$596 each to all organizations, for a total of \$1.4 billion).

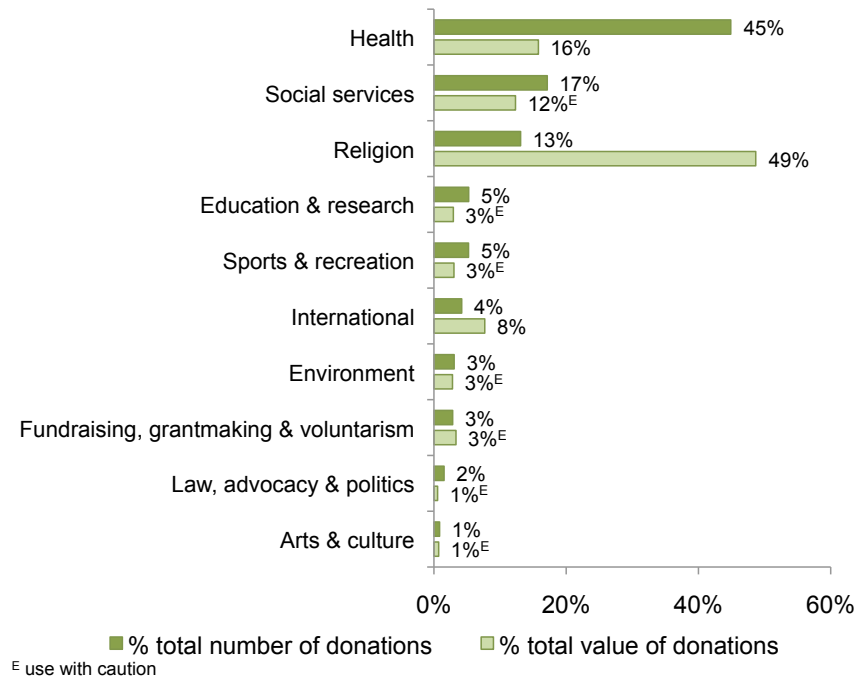
**Figure 1: Donor rate and average annual donation by organization type, population aged 15 and over, Alberta, 2007.**



Although the donor base for Sports & Recreation organizations is fairly broad, the typical amounts donated by Sports & Recreation supporters are comparatively small. In terms of the average amount donated, Sports & Recreation organizations rank behind many other types of organizations (see Figure 1). Similarly, donations to Sports & Recreation organizations accounted for quite a small proportion of total donations, accounting for approximately 5% of the total number of donations and 3% of the total value of donations made by Albertans (see Figure 2).

Although the percentage of Albertans donating to Sports & Recreation organizations is identical to the percentage donating to this type of organization in the rest of Canada (14%), Alberta Sports & Recreation donors gave noticeably more, contributing over twice as much on average than Sports & Recreation donors in the rest of Canada (\$109<sup>E</sup> vs. \$52). Collectively, however, donors in the rest of Canada allocated very similar proportions of their total support to Sports & Recreation organizations (5% of the total number of donations and 2% of the total value of donations).

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



### The concentration of support

Although support for Sports & Recreation organizations is relatively widespread, with just over one in seven Albertans donating, most of the money comes from a small minority of donors. Over four fifths (85%) of the total value of donations to Sports & Recreation organizations came from the 25% of donors who contributed \$80 or more annually (see

**Figure 3: Distribution of donors and percentage of total annual donation to Sports and Recreation organizations by amount of annual donations, Sports and Recreation donors aged 15 and over, Alberta, 2004.**

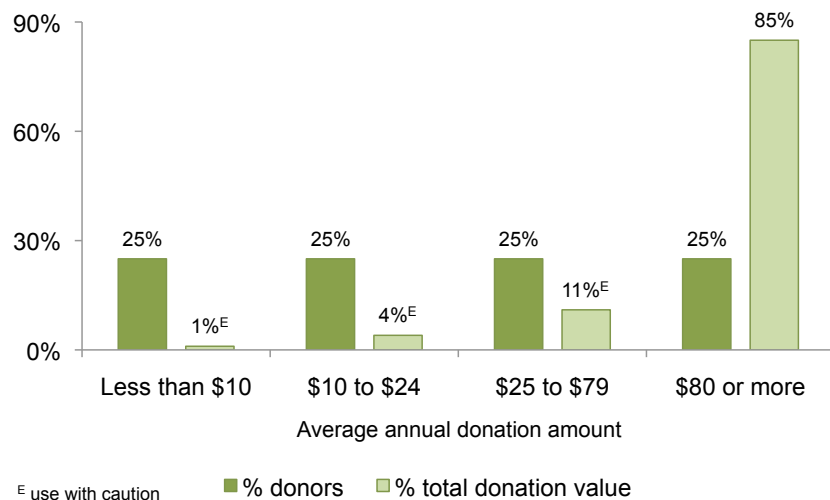


Figure 3). This degree of concentration of support is roughly consistent with the degree of concentration in total donations to all organization types in both Alberta (where 83% of total donation value from the top 25% of donors) and Canada as a whole (82%).

### Who gives to Sports and Recreation organizations?

The likelihood of donating to Sports & Recreation organizations and the average amounts donated appear to vary according to the personal characteristics of population groups. Although these characteristics do not determine whether any given individual will donate or how much they will contribute, they provide useful insight into the types of donors who support for Sports & Recreation organizations. The most significant of these characteristics appear to be household income, labour force status, age, level of educational attainment, and marital status (see Table 2).

The likelihood of donating to Sports & Recreation organizations and the average amounts donated increase with household income. Nearly one in five Albertans (19%) with annual household incomes of \$100,000 or more donated to Sports & Recreation organizations, compared to just 9%<sup>E</sup> of those with household annual incomes of less than \$40,000. Similarly, those with household incomes of \$100,000 or more donated an average of \$154<sup>E</sup>, compared to \$28<sup>E</sup> for those with household incomes of less than \$40,000.

Albertans who were employed were twice as likely to donate as those who were not in the labour force (16% vs. 8%). They also made larger average annual donations (\$120<sup>E</sup> vs. \$46<sup>E</sup>).

Albertans aged 35 to 54 were most likely to donate (17% vs. 12% of those in other age groups). They also gave the largest average amounts (\$134<sup>E</sup> vs. \$43<sup>E</sup> for those 15 to 34).

Albertans with a post-secondary education were most likely to donate (17%) compared to those with a university education (14%) and those with high school or less (10%).

Albertans who were married or in a common-law relationship were most likely to donate (16%<sup>E</sup>) and gave the largest average amounts (\$133).

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

<b>Age group</b>	<b>Sports and Recreation donor rate</b>	<b>Average annual Sports and Recreation donation</b>
15 to 34 years	12%	\$43 <sup>E</sup>
35 to 54 years	17%	\$134 <sup>E</sup>
55 years or older	12%	...
<b>Sex</b>		
Male	15%	\$110 <sup>E</sup>
Female	13%	\$108 <sup>E</sup>
<b>Marital status</b>		
Married or common-law	16%	\$133 <sup>E</sup>
Single	10% <sup>E</sup>	\$45 <sup>E</sup>
Widow or widower	11% <sup>E</sup>	...
Separated or divorced	14% <sup>E</sup>	\$31 <sup>E</sup>
<b>Education level</b>		
High School	10%	...
Post-secondary	17%	\$72 <sup>E</sup>
University	14%	...
<b>Labour force status</b>		
Employed	16%	\$120 <sup>E</sup>
Unemployed	9%	...
Not in the labour force	8%	\$46 <sup>E</sup>
<b>Presence of children</b>		
No children in household	13%	\$141 <sup>E</sup>
Children in the household	15%	\$73 <sup>E</sup>
<b>Religious attendance</b>		
Weekly attendee	11% <sup>E</sup>	...
Not a weekly attendee	15%	\$92 <sup>E</sup>
<b>Household income</b>		
Less than \$40,000	9% <sup>E</sup>	\$28 <sup>E</sup>
\$40,000 to \$99,999	13%	...
\$100,000 or more	19%	\$154 <sup>E</sup>

<sup>E</sup> Use with caution

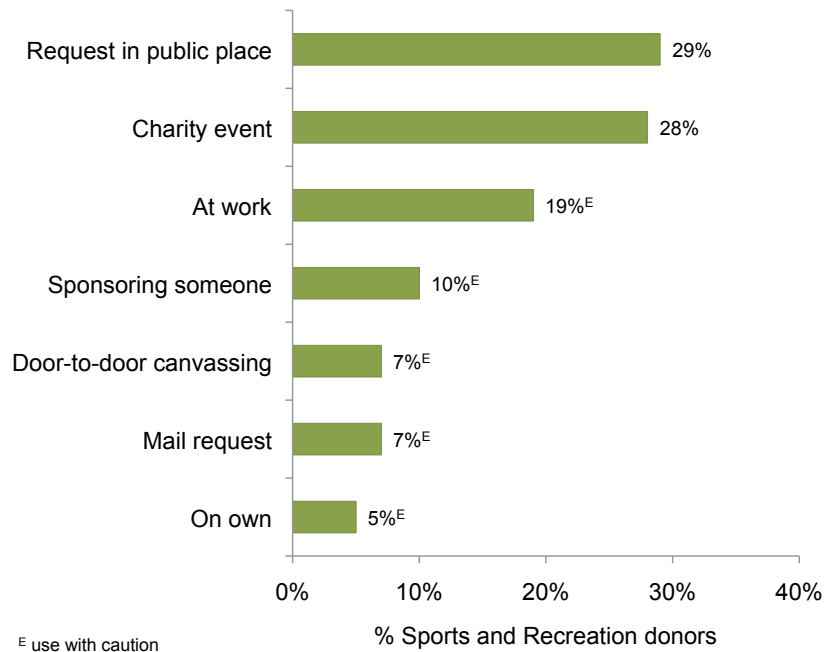
... Sample size too small to be presented

### How do Sports and Recreation donors donate?

Sports & Recreation donors were most likely to report donating in response to a request in a public place, such as in a shopping centre or on the street (29% donated this way; see Figure 4). Almost as many donated by paying to attend a charity event (28%). About one in five made a donation at their place of work (19%<sup>E</sup>), and one in ten (10%<sup>E</sup>) donated by sponsoring

someone in an event. These four methods of donating were also the most commonly cited by Alberta Sports & Recreation donors in 2004.

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

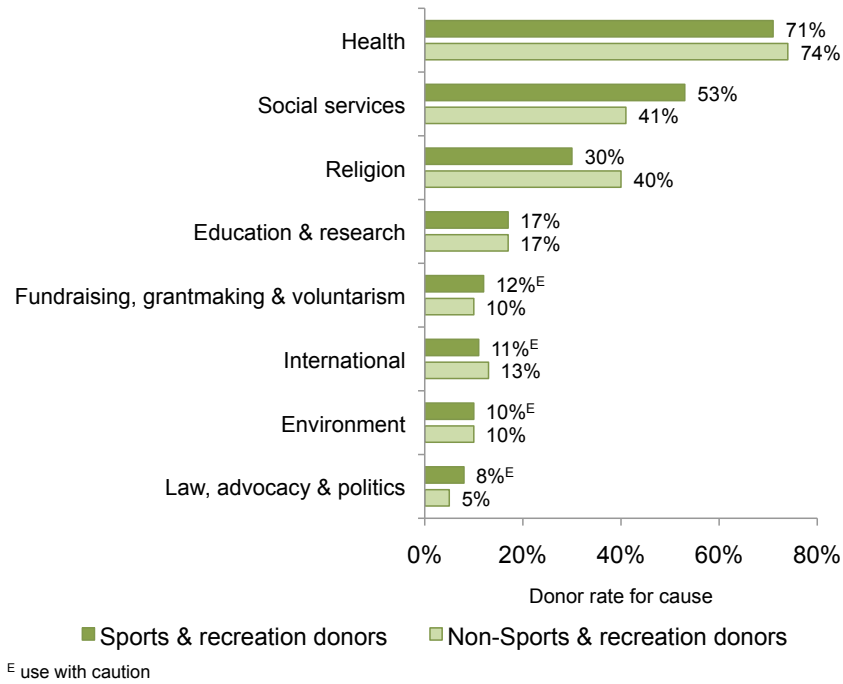


### What other causes do Sports and Recreation donors support?

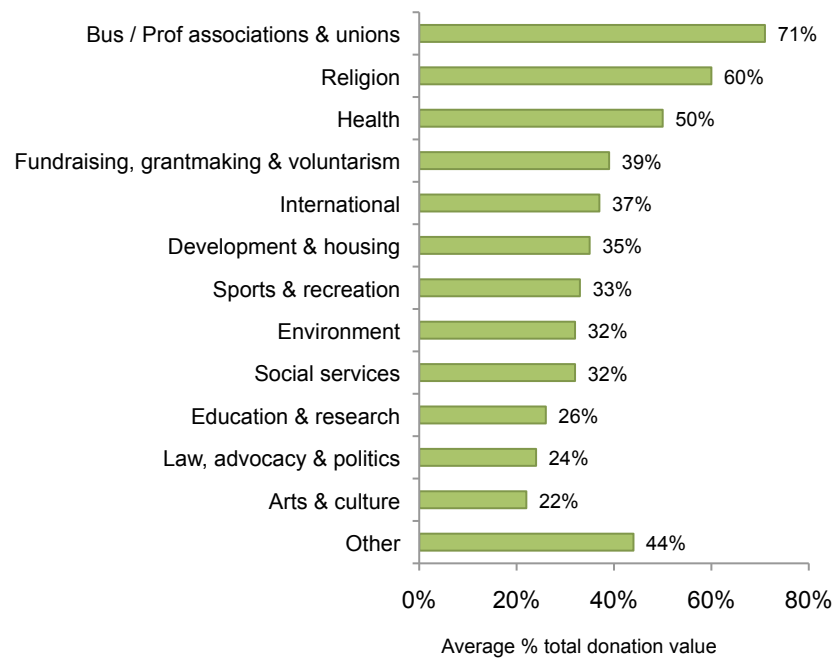
Sports & Recreation donors do not typically confine their support solely to Sports & Recreation organizations. On average, they donated to 2.2 other types of organizations. The patterns of support for other types of organizations shown by Sports & Recreation donors and non-Sports & Recreation donors are broadly similar. For instance, both groups were most likely to also donate to Health organizations and least likely to donate to organizations working in the area of Law, Advocacy, and Politics (see Figure 5). However, Sports & Recreation donors were somewhat more likely to donate to Social Services organizations (53% donated vs. 41% of non-Sports & Recreation donors) and less likely to donate to Religious organizations (30% vs. 40% of non-Sports & Recreation donors).

Sports & Recreation organizations typically receive a relatively small proportion of the total value of donations made by Sports & Recreation donors. On average, Sports & Recreation donors allocated one third of the total value of all their donations to Sports & Recreation organizations, with the remaining 66% going to other causes (see Figure 6). Overall, Sports & Recreation organizations ranked roughly in the middle of the spectrum of support. Business & Professional Associations, and Unions, and Religious organizations received the largest average proportions of the total value of donations made by their supporters (71% and 60% respectively) while organizations working in the areas of Law, Advocacy & Politics and Arts & Culture received the smallest (24% and 22%).

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



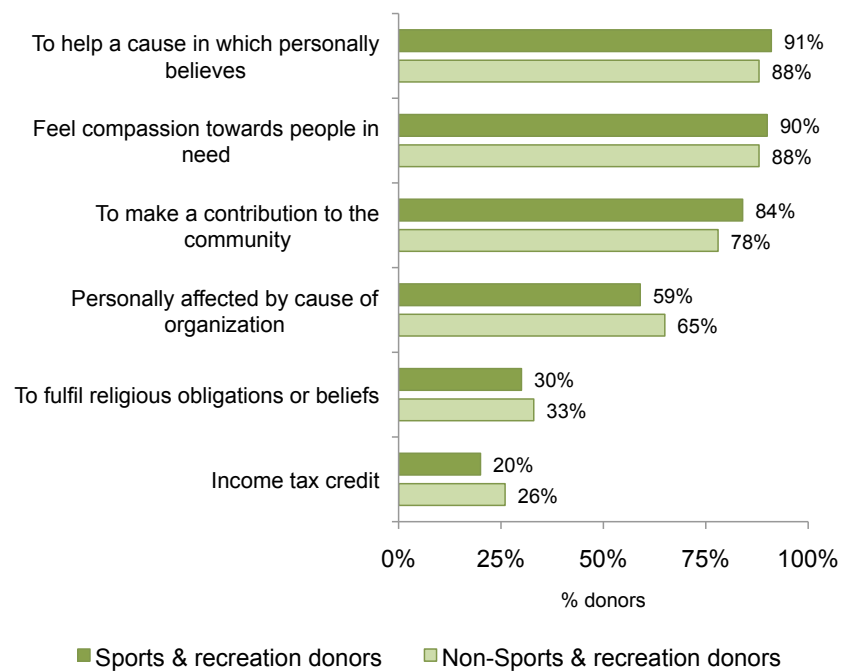
**Figure 6: Average percentage of total donation value allocated by organization type. donors to organization type aged 15 and over, Alberta, 2007.**



### What motivations and barriers do Sports and Recreation donors experience?

As with donors for most causes, Albertans who support Sports & Recreation are roughly as likely to report most motivations for donating as are non-Sports & Recreation donors (see Figure 7).<sup>2</sup> For instance, both Sports & Recreation donors and non-Sports & Recreation donors were most likely to say they donate to help a cause in which they personally believe (91% of Sports & Recreation donors and 88% of non-Sports & Recreation donors) or because they feel compassion towards people in need (90% and 88% respectively). Similarly, both groups were least likely to report donating in order to fulfill religious obligations or beliefs (30% and 33% respectively) or because of the income tax credits they would receive in return for donating (20% and 26%).

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

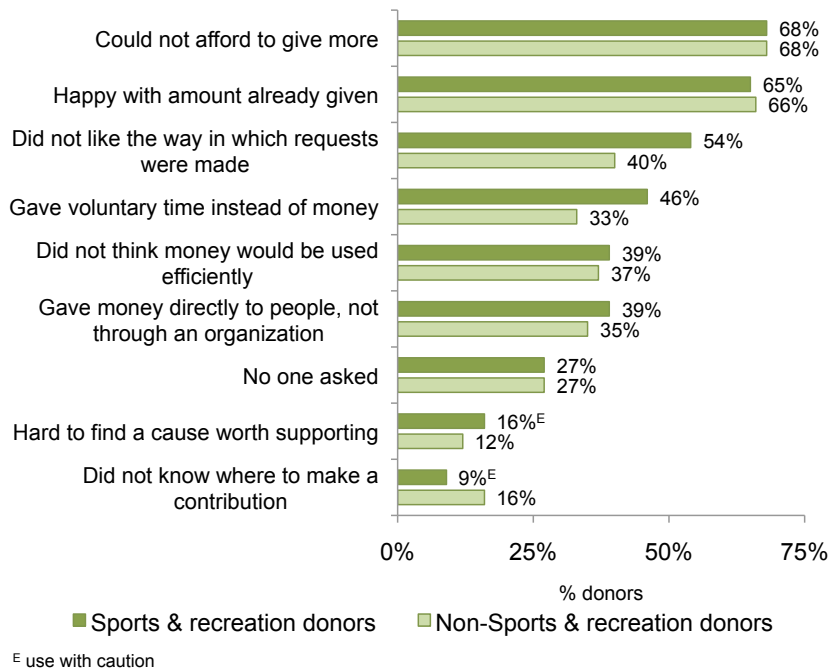


The differences between the motivations of those who donate to Sports & Recreation organizations and those who do not are quite modest. Sports & Recreation donors were slightly more likely to report donating because they wanted to make a contribution to the community (84% vs. 78% of non-Sports & Recreation donors). Conversely they were somewhat less likely to report donating because they were personally affected by the cause of the organization (59% vs. 65%) or because of the tax credit they would receive in return for their donations (20% vs. 26%).

<sup>2</sup> The CSGVP asks respondents whether any of six possible motivations played an important role in their decision(s) to donate. These questions apply to donating generally, rather than donating specifically to Sports & Recreation organizations. For this reason this report contrasts donors who contribute to Sports & Recreation organizations with those who do not.

The differences between Sports & Recreation donors and non-Sports & Recreation donors when it comes to barriers for giving more are also relatively modest.<sup>3</sup> Both groups were roughly as likely to cite most barriers (see Figure 8). For instance, both groups were equally likely to say they do not donate more because they could not afford to do so (68% of both Sports & Recreation donors and non-Sports & Recreation donors). Similarly, they were equally likely to report that they were happy with the amounts they had already contributed (65% and 66% respectively).

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



However, a few key barriers may be more important for Sports & Recreation donors. First, Sports & Recreation donors were more likely than non-Sports & Recreation donors to report that they did not give more because they did not like how the requests were made (54% vs. 40% for non-Sports & Recreation donors). Second, they were more likely to report that they volunteered time instead of giving more money (46% vs. 33%). These two factors suggest that extra care should be taken in soliciting Sports & Recreation donors and that requests for support should take into consideration their potential contributions as volunteers.

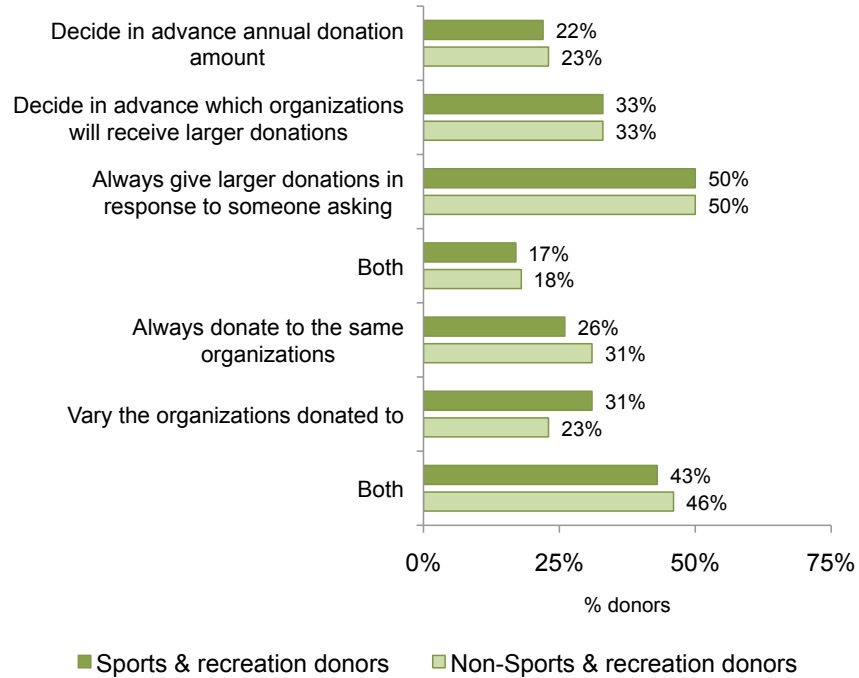
### The role of prior planning in donations to Sports and Recreation organizations

Prior planning appears to play relatively little role among Sports & Recreation donors. They are no more likely than those who do not donate to Sports & Recreation organizations to decide in advance the amount they will give over the course of the year (see Figure 9). They

<sup>3</sup> The CSGVP asks donors whether any of nine potential barriers prevented them from donating as much as they otherwise would have. Again, these questions apply to donating generally rather than donating specifically to Sports & Recreation organizations.

are also no more likely to decide in advance which organizations they will support with their larger donations. Similarly, they do not appear to be particularly likely to form lasting relationships with organizations. To the contrary, Sports & Recreation donors are somewhat more likely than non-Sports & Recreation donors to vary from year to year the organizations that they support (31% vs. 23% of non-Sports & Recreation donors).

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



## VOLUNTEERING FOR SPORTS AND RECREATION ORGANIZATIONS

Sports & Recreation organizations benefit greatly from the contributions of Alberta volunteers. According to the NSNVO, two thirds of hours worked for Sports & Recreation organizations came from volunteers (Hall, et al., 2005). That said, Sports & Recreation organizations also reported significant challenges associated with recruiting and retaining volunteers (70% and 66% of Alberta Sports & Recreation organizations reported these challenges, respectively; Roach, 2006).

The level of volunteer support that Albertans offer to Sports & Recreation organizations is considerable. Almost 370,000 Albertans (see Table 3), the equivalent of 13% of the population aged 15 and over, reported volunteering for Sports & Recreation organizations in 2007. Put another way, of Alberta's 1.4 million volunteers (the equivalent of 52% of the population aged 15 and over), approximately one quarter (26%) supported Sports & Recreation organizations. Sports & Recreation volunteers contributed an average of 118 hours each to Sports & Recreation organizations, for a total of approximately 43.5 million hours, the equivalent of approximately 22,600 full-time jobs.<sup>4</sup>

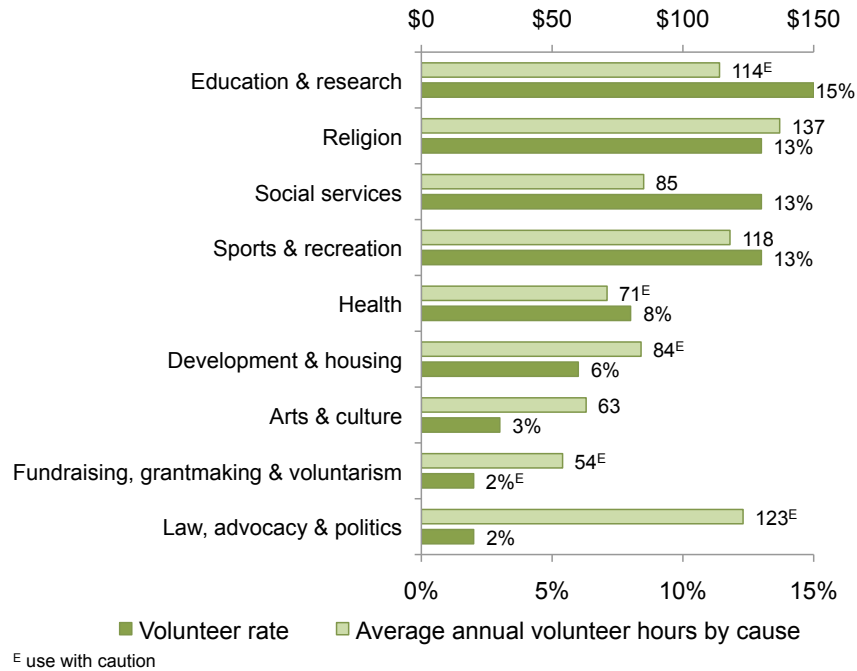
**Table 3: Volunteers and volunteer hours, Sports & Recreation organizations and All organizations, population aged 15 and over, Alberta, 2007.**

	<b>Sports &amp; Recreation Organizations</b>	<b>All Organizations</b>
<b>Rate of volunteering</b>		
Total population (thousands)	2,806	2,806
Volunteers (thousands)	370	1,445
Volunteer rate	13%	52%
<b>Hours volunteered</b>		
Total hours (thousands)	43,486	247,913
Mean hours	118	172
Median hours	40	58

Compared to other organization types, Sports & Recreation organizations benefited from the second largest pool of volunteers—only Education & Research organizations had a larger volunteer pool (see Figure 10). Sports & Recreation volunteers also tend to contribute relatively large numbers of hours compared to other organizations. They contributed an average of 118 hours each, behind only volunteers for Religious (137) and Law, Advocacy & Politics organizations (123<sup>E</sup>). Collectively, these volunteers contributed enough time that 18% of total volunteer hours contributed in Alberta went to Sports & Recreation organizations, second only to Education & Research organizations in this regard (see Figure 11).

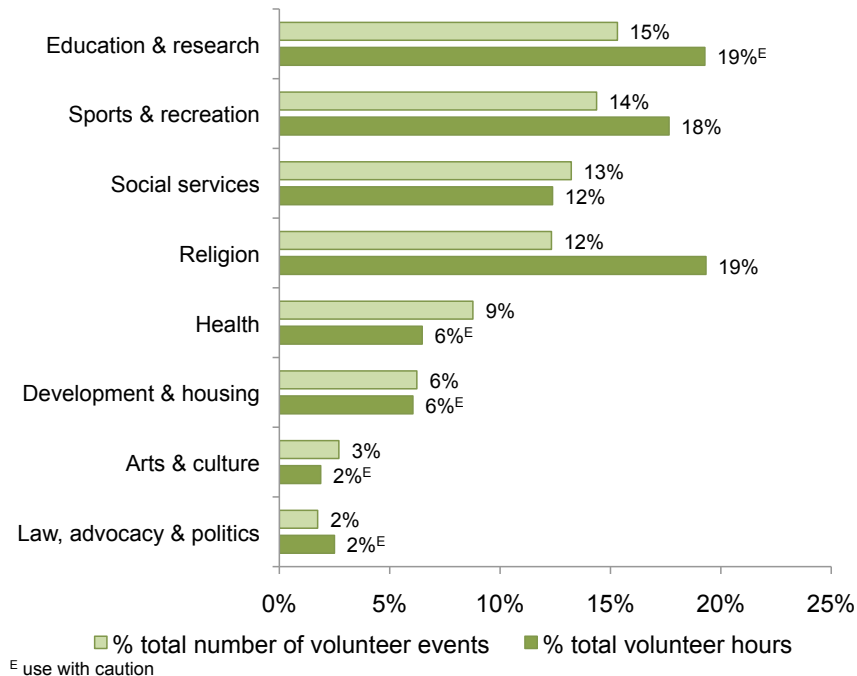
<sup>4</sup> Assuming a 40 hour work week and 48 work weeks per year.

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



The levels of support offered by Albertans in 2007 were virtually identical to those they contributed in 2004, when 14% of Albertans volunteered an average of 119 hours each, for a total contribution of almost 44 million hours (Lasby & Sperling, 2006).

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



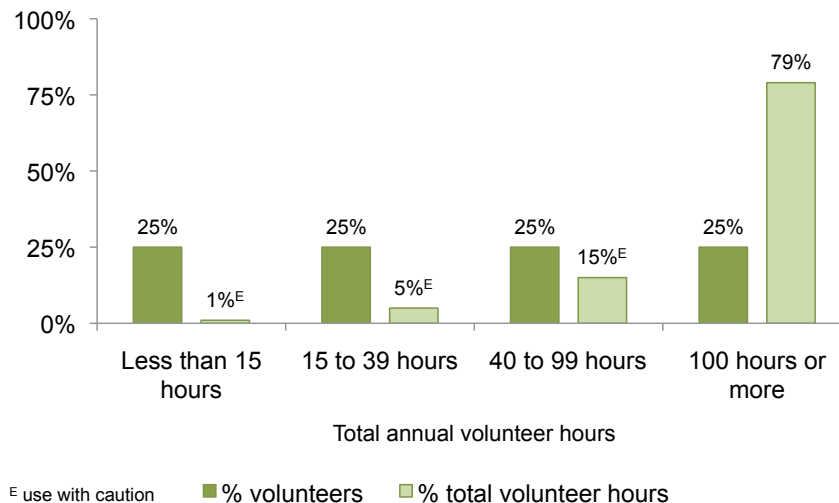
Compared to volunteers in the rest of Canada, Albertans were slightly more likely to volunteer for Sports & Recreation organizations (11% of non-Albertans volunteered), although they contributed the same number of hours, on average, when they did volunteer (119 vs. 118 for Albertan Sports & Recreation volunteers). Compared to the total contribution of hours to all types of organizations in Alberta, the level of relative support offered to Sports & Recreation organizations was virtually identical (17% of total hours vs. 18% in Alberta).

### The concentration of support

Although the volunteer pool for Sports & Recreation organizations is relatively broad, comprising somewhat over one in every eight Albertans, most volunteer hours come from a minority of volunteers. Almost four fifths (79%) of total volunteer hours contributed to Sports & Recreation organizations came from the 25% of volunteers who contributed 100 hours or more over the course of the year (see Figure 12). A further 15%<sup>E</sup> of volunteer hours came from the quarter of volunteers who contributed between 40 and 99 hours. The remaining half of volunteers contributed just 6%<sup>E</sup> of total volunteer hours.

By extension, these figures indicate that the vast majority of the support for Sports & Recreation organizations comes from just 3% of Albertans (one quarter of the 13% who volunteered). Although this degree of concentration may seem startling at first glance, it is consistent with patterns seen in volunteering generally, 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 Sports and Recreation organizations, Sports and Recreation volunteers, aged 15 and over, Alberta, 2007.**



### Who volunteers for Sports and Recreation organizations?

The likelihood of volunteering for Sports & Recreation organizations and the average number of hours Sports & Recreation volunteers contribute vary according to the personal

characteristics of volunteers in ways that closely resemble the patterns of donating to Sports & Recreation organizations. The characteristics that appear to be associated with a greater likelihood of volunteering and of contributing more hours are household income, labour force status, age, and sex (see Table 4).

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

<b>Age group</b>	<b>Sports and Recreation volunteer rate</b>	<b>Average annual Sports and Recreation volunteer hours</b>
15 to 34 years	11%	67 <sup>E</sup>
35 to 54 years	19%	128 <sup>E</sup>
55 years or older	10%	172 <sup>E</sup>
<b>Sex</b>		
Male	15%	134 <sup>E</sup>
Female	12%	96 <sup>E</sup>
<b>Marital status</b>		
Married or common-law	15%	131 <sup>E</sup>
Single	12%	75 <sup>E</sup>
Widow or widower	11% <sup>E</sup>	...
Separated or divorced	11% <sup>E</sup>	102 <sup>E</sup>
<b>Education level</b>		
High School	12%	92 <sup>E</sup>
Post-secondary	15%	140 <sup>E</sup>
University	15%	97 <sup>E</sup>
<b>Labour force status</b>		
Employed	16%	107
Unemployed	...	...
Not in the labour force	9%	...
<b>Presence of children</b>		
No children in household	10%	133
Children in the household	18%	106 <sup>E</sup>
<b>Religious attendance</b>		
Weekly attendee	11% <sup>E</sup>	...
Not a weekly attendee	15%	111
<b>Household income</b>		
Less than \$40,000	7% <sup>E</sup>	115 <sup>E</sup>
\$40,000 to \$99,999	12%	122 <sup>E</sup>
\$100,000 or more	19%	114 <sup>E</sup>

<sup>E</sup> Use with caution

... Sample size too small to be presented

As with donating, the likelihood of volunteering also increases with household income. Albertans with annual household incomes of \$100,000 or more were most likely to volunteer (19% volunteered), while those with household incomes of less than \$40,000 were

least likely to do so (7%<sup>E</sup>). However, the average hours volunteered did not seem to vary greatly with income. Those with annual household incomes of between \$40,000 and \$99,999 volunteered only very slightly more hours on average.

Albertans who were employed were somewhat more likely to volunteer than those who were not in the labour force (16% vs. 9% respectively).

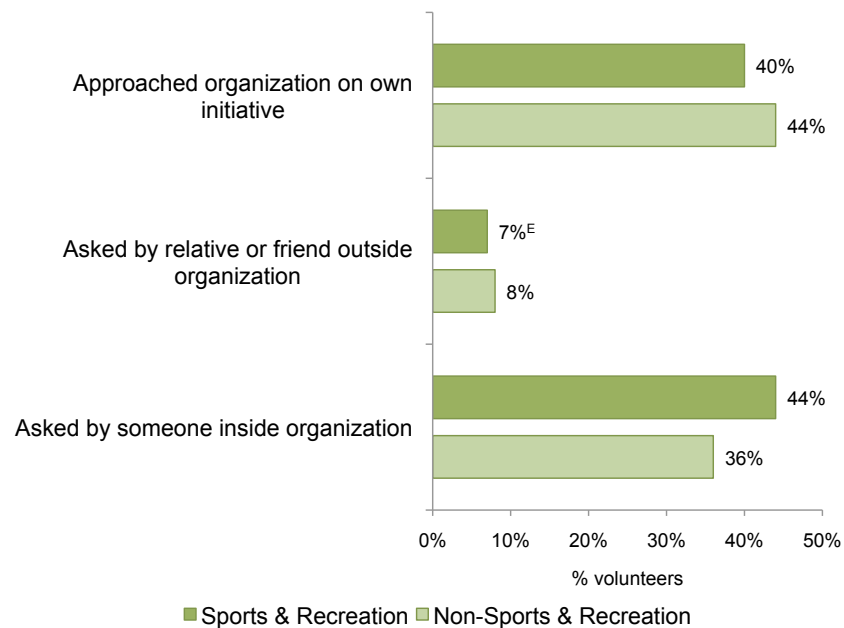
As with donations, Albertans who were aged 35 to 54 were most likely to volunteer (19% vs. approximately one in ten of those in other age groups). However, the average number of hours volunteered tended to increase with age, running from a low of 67<sup>E</sup> among those aged 15 to 34 to a high of 172<sup>E</sup> among those aged 55 and older.

Men were slightly more likely to volunteer than women (15% vs. 12%) and volunteered somewhat more hours on average (134<sup>E</sup> vs. 96<sup>E</sup>).

### How do Sports and Recreation volunteers become involved?

Sports & Recreation volunteers were most likely to become involved after being asked by someone already involved with the organization (44% became involved in this way; see Figure 13). They were somewhat less likely to approach an organization on their own initiative (40% became involved in this way). A smaller number of volunteers (7%<sup>E</sup>) became involved after being asked by someone outside the organization, such as a friend or family member.

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



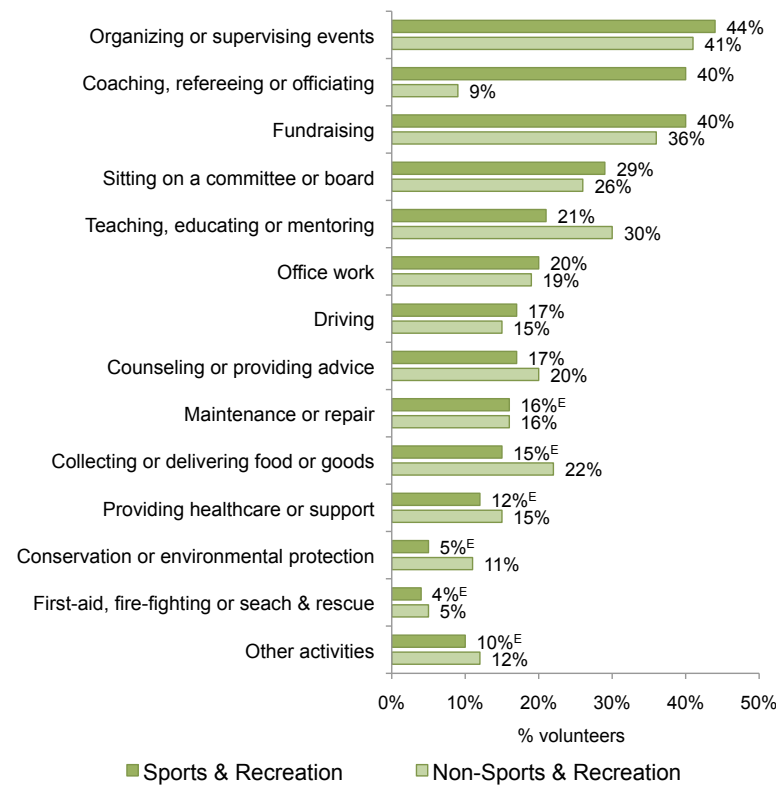
Compared to volunteers for other organizations, Sports & Recreation volunteers were more likely to be asked to volunteer for the organization by someone who was already involved

(44% vs. 36% of non-Sports & Recreation volunteers) and somewhat less likely to become involved on their own initiative (40% vs. 44% of volunteers for other organizations).

### What do Sports and Recreation volunteers do?

Volunteers engage in a wide range of activities for Sports & Recreation organizations. The most common of these were organizing or supervising events (44% of volunteers; see Figure 14), coaching refereeing or officiating (40%) and fundraising (40%). Somewhat fewer engaged in activities such as sitting on a committee or board (29%), teaching, educating or mentoring (21%) or office work (20%). In terms of differences between volunteers for other organizations, Sports & Recreation volunteers were much more likely to engage in coaching, refereeing or officiating (40% vs. 9% of volunteers for other organizations). Conversely, they were less likely to teach, educate or mentor (21% vs. 30% or other volunteers), perhaps because many of these activities might be subsumed under the label of coaching in the context of a Sports & Recreation organization.

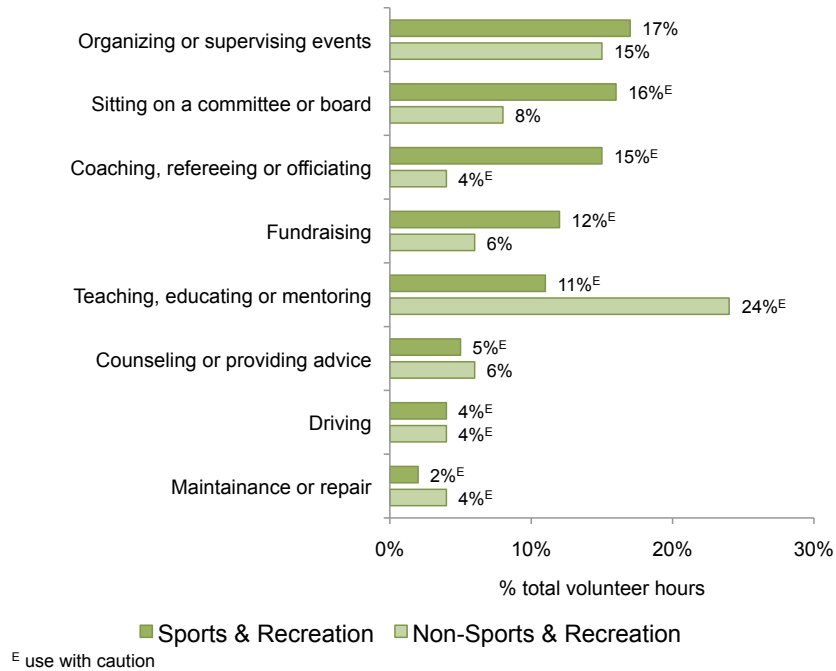
**Figure 14: Percentages of volunteers engaging specific volunteer activities, Sports and Recreation and non-Sports and Recreation volunteers, Alberta, 2007.**



In terms of the number of hours devoted to the various volunteer activities, Sports & Recreation volunteers devoted most of their time to organizing or supervising events (17% of total hours contributed to Sports & Recreation organizations; see Figure 15), sitting on committees or boards (16%<sup>E</sup>), and coaching, refereeing and officiating (15%<sup>E</sup>). It is difficult to draw many substantive conclusions about differences between Sports & Recreation

volunteers and other volunteers because of small sample sizes. However, Sports & Recreation volunteers appear to devote more of their time to coaching, refereeing and officiating, sitting on committees or boards, and to fundraising.

**Figure 15: Percentage of total Sports and Recreation and non-Sports and Recreation volunteer hours by volunteer activity, volunteers aged 15 and over, Alberta, 2007.**

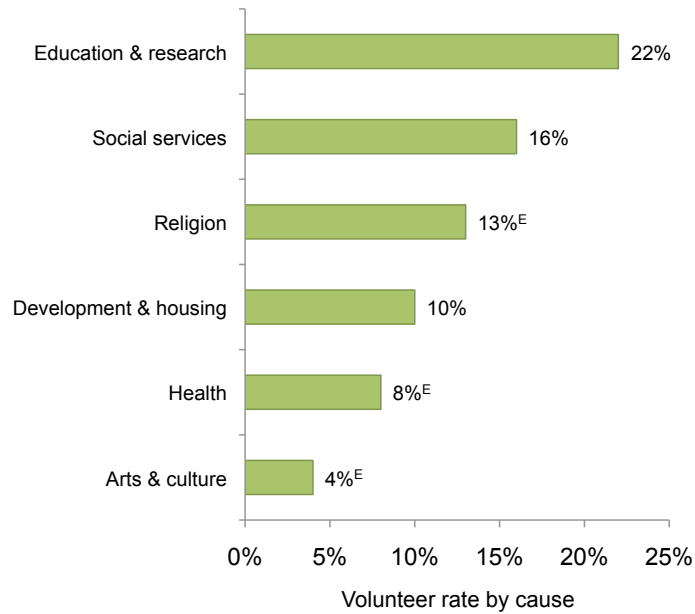


**What other organizations do Sports and Recreation volunteers support?**

Sports & Recreation volunteers generally did not limit their support to just one type of organization, although they tended to support fewer types than did volunteers for other causes. On average, Sports & Recreation volunteers supported 1.86 types of organizations, fewer than the supporters of almost all other types of organizations. In terms of the specific types of other organizations they supported, Sports & Recreation volunteers were most likely to volunteer for Education & Research (22% volunteered) and Social Services organizations (16%; see Figure 16).

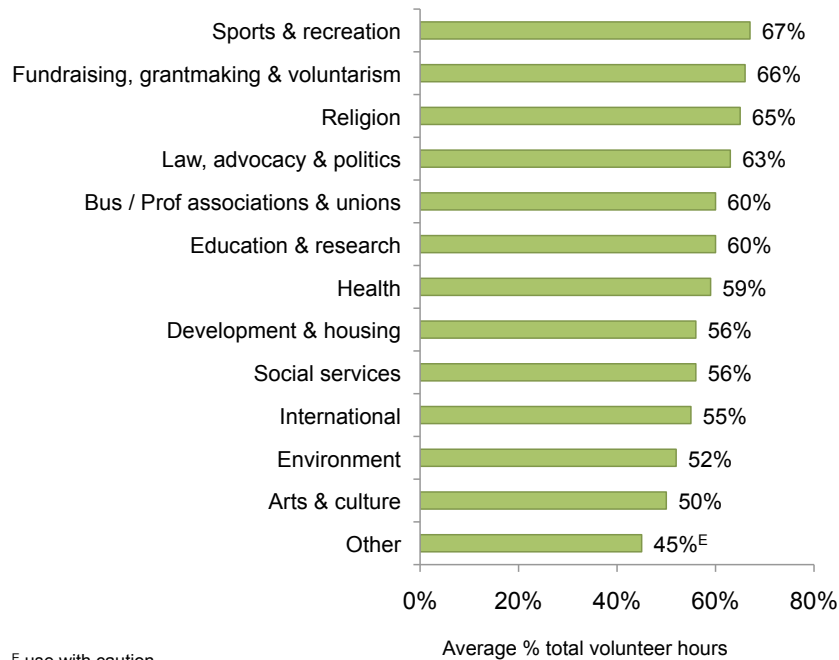
Sports & Recreation volunteers also tended to focus a high proportion of their volunteer time on Sports & Recreation organizations. On average, they allocated fully two thirds of their volunteer hours to Sports & Recreation organizations (67%; see Figure 17). This is greater than the degree of focus demonstrated by volunteers to any other type of organization.

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



<sup>E</sup> 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.**

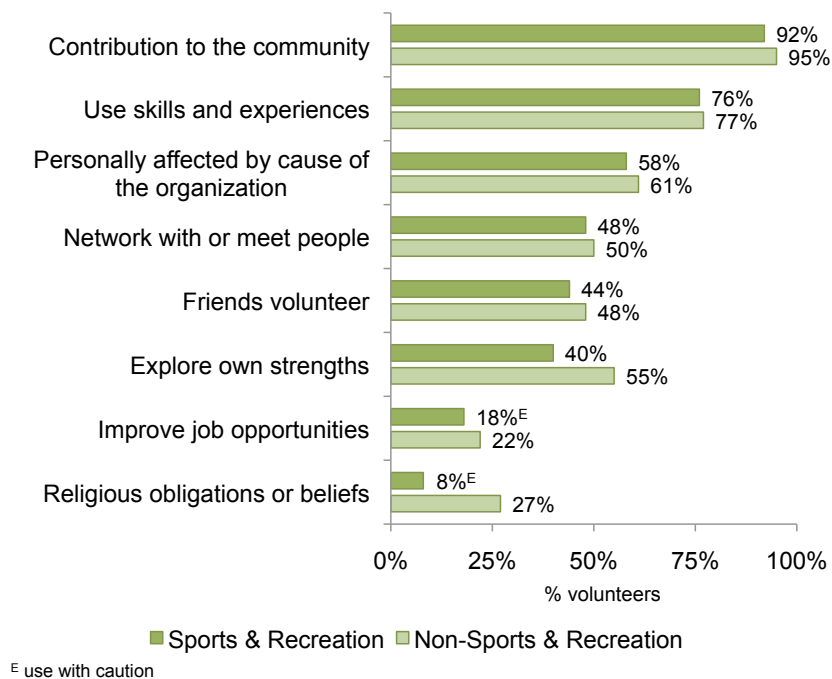


<sup>E</sup> use with caution

### What motivations and barriers do Sports and Recreation volunteers experience?

Sports & Recreation volunteers tend to cite the same motivations for volunteering as do volunteers for other organizations.<sup>5</sup> Like volunteers for other organizations, Sports & Recreation volunteers were most likely to say that they volunteered because they wanted to make a contribution to the community (92% of Sports & Recreation volunteers reported this motivation compared to 95% of volunteers for other organizations; see Figure 18) and because they wanted to use their skills and experiences (76% and 77% respectively). Similarly, both groups were least likely to report a desire to improve job opportunities or religious obligations or beliefs as motivations.

**Figure 18: Motivations for volunteering, Sports and Recreation and non-Sports and Recreation volunteers aged 15 and over, Alberta, 2007.**



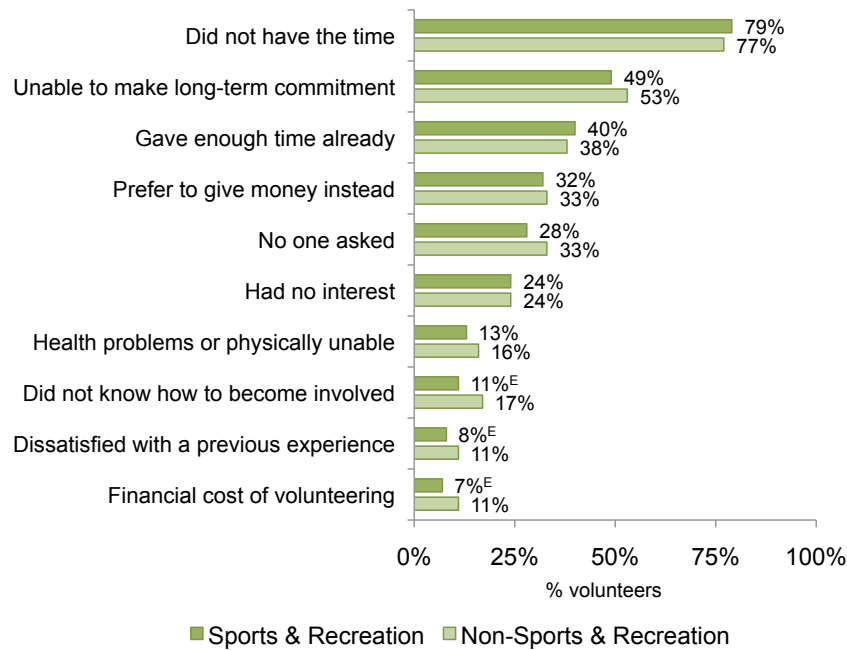
Sports & Recreation volunteers differ in some ways, however. For example, they were less likely to report volunteering to explore their own strengths (40% vs. 55% of volunteers for other organizations) or to fulfill religious obligations or beliefs (8%<sup>E</sup> vs. 27%). Interestingly, Sports & Recreation volunteers were less likely to report all other motivations, though the differences are not so pronounced.

Sports & Recreation volunteers appear to be roughly equally susceptible to most barriers that prevent volunteers from contributing more time as are volunteers for other types of

<sup>5</sup> The CSGVP asks 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 are specific to volunteering for Sports & Recreation organizations.

organizations.<sup>6</sup> They were most likely to report lack of time (79% of Sports & Recreation volunteers; see Figure 19) and inability to make a long-term commitment as barriers to motivation (49%). They were least likely to report dissatisfaction with previous volunteering experiences (8%<sup>E</sup>) and the financial costs of volunteering as barriers (7%<sup>E</sup>). There appear to be no particularly meaningful differences between Sports & Recreation and non-Sports & Recreation volunteers in terms of the barriers they face.

**Figure 19: Barriers to volunteering more, Sports and Recreation and non-Sports and Recreation volunteers aged 15 and over, Alberta, 2007.**



**SUMMARY**

Support for Alberta Sports & Recreation organizations is relatively broadly based. Sports & Recreation organizations draw support from the second largest volunteer pool and the fifth largest donor pool. More than one in eight (13%) Albertans volunteered for Sports & Recreation organizations and 14% of Albertans donated. Sports & Recreation volunteers contributed an average of 118 hours each, for a total of 44 million hours (the equivalent of approximately 22,800 full-time jobs). Volunteering for Sports & Recreation organizations accounted for almost one fifth (18%) of total volunteer hours. Donors contributed an average of \$109<sup>E</sup> each, for a total of \$43 million.

<sup>6</sup> The CSGVP asks 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 Sports & Recreation organizations.

Although the total pools of supporters were broad, most of the support came from a small minority. The top quarter of donors contributed 85% of the total value of donations, while the top quarter of volunteers contributed 79% of total hours.

Albertans who support Sports & Recreation organizations, either monetarily or through contributions of volunteer time, tend to be aged 15 to 54, married or in a common-law relationship, employed, and have higher household incomes. They are also more likely not to attend religious services on a weekly basis. Those who volunteer are also more likely to have children in the household.

Sports & Recreation donors were most likely to donate in response to a request made in a public place such as in a shopping mall or on the street, by paying to attend a charity event, and at their place of work. Volunteers were most likely to report becoming involved after being asked by someone inside the organization.

Sports & Recreation volunteers were more likely than volunteers for other organizations to coach, referee or officiate. However, they also engaged in a wide range of other more generic volunteer activities, such as organizing or supervising events, fundraising, and sitting on committees or boards. Although coaching, refereeing and officiating accounted for a relatively large proportion of total volunteer hours contributed to Sports & Recreation organizations, it accounted for slightly fewer hours than did organizing or supervising events and sitting on committees or boards.

In terms of support for other causes, Sports & Recreation volunteers are extremely focused on the Sports & Recreation cause while donors are comparatively unfocused. On average, Sports & Recreation volunteers contribute two thirds of their total volunteer hours to the Sports & Recreation cause (the highest degree of focus of any cause), while donors contribute two thirds of their monetary support to other causes. In terms of associations with particular other causes, Sports & Recreation donors were comparatively well disposed to Social Services organizations while volunteers showed an affinity for Education & Research organizations.

There are relatively few differences between Sports & Recreation donors and other donors in terms of what motivates them to donate. However, they do appear to be more likely than other donors to not like how requests were made and to volunteer instead of donating more. In terms of motivations for volunteering, Sports & Recreation volunteers are less likely to report almost all motivations, particularly religious obligations or beliefs and the desire to explore one's own strengths. In terms of barriers there is little in the way of clear difference between Sports & Recreation volunteers and other volunteers.

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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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