

RESEARCH

Giving, Volunteering, and Participating in British Columbia

Findings from the 2004 Canada Survey of Giving, Volunteering,
and Participating

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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 ^ε 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 B of *Caring Canadians, Involved Canadians: Highlights of the Canada Survey of Giving, Volunteering and Participating* (Hall, Lasby, Gumulka & Tryon, 2006).

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Executive Summary

Each year, millions of British Columbians dedicate their time, money, energy, and passion to helping others and making a difference in their communities. These socially engaged individuals make charitable donations, volunteer for charitable and nonprofit organizations, help others directly, and participate in community organizations and groups. Collectively, these four forms of social involvement are referred to as pro-social activities.

This report is based on findings from the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP), a comprehensive survey that provides a snapshot of the state of social involvement in Canada. As part of the CSGVP, roughly 2,600 telephone interviews were conducted with a representative sample of British Columbians aged 15 and older between mid-September and December of 2004. This report presents the survey results for the province of British Columbia.

Nearly 2.7 million British Columbians – 77% of the population aged 15 and older – donated to charitable and nonprofit organizations in 2004, which is somewhat lower than the donor rate elsewhere in Canada (86%). British Columbian donors gave more annually than other Canadian donors (\$467 each vs. \$391), for a total of more than \$1.2 billion. Although many British Columbians made financial donations, most of the financial support that charitable and nonprofit organizations received came from a small group of donors; 82% of the money donated came from just 25% of donors.

British Columbian donors tended to be between the ages of 45 and 54, female, employed, married or in common-law relationships, actively involved in their religion, and Canadian-born. They also tended to have high levels of household income and formal education and to have children present in their household.

Although British Columbians made financial donations to a variety of organizations, they were most likely to support organizations dedicated to health, social services, religion, and education and research. However, some organizations had many supporters who made relatively modest donations, while others had fewer donors who made relatively large donations. For example, 50% of British Columbians donated an average of \$112 each to health organizations, but these donations accounted for just 16% of all the money donated province-wide. In contrast, just 25% of British Columbian donors gave to religious organizations, but they donated an average of \$686 each, and these donations amounted to nearly half (47%) of all the money donated provincially.

Donors in British Columbia were most likely to give for altruistic reasons: out of compassion for those in need, because they personally believed in the cause the organization supported, and to make a contribution to their community. British Columbian donors reported that they did not give more because they could not afford to, they were happy with what they had already given, or they did not like the way donation requests were made (in particular, they disliked the tone of the requests).

British Columbians were less likely to volunteer than they were to make financial donations, but the level of volunteerism in the province was nevertheless significant. Roughly 1.6 million British Columbians (45% of the population aged 15 and over) volunteered for charitable and nonprofit organizations in 2004. On average, British Columbian volunteers contributed more hours annually than volunteers in the rest of Canada (199 hours each vs. 163 hours), for a total of 315 million hours or the equivalent of roughly 164,000 full-time jobs. While many British Columbians volunteered their time formally with an organization, many more helped others in their community directly rather than going through an organization. Nearly eight in ten (78%) British Columbians helped others directly, most commonly by helping with domestic tasks or by providing health care.

As was the case with donating, most of the volunteer support in British Columbia came from a small group of highly committed volunteers; 76% of all hours volunteered came from just 25% of volunteers. British Columbian volunteers tended to be university graduates, employed, female, between the ages of 45 and 54,

single or divorced/separated, and active participants in their religion. They also tended to have children in their household and annual household incomes of \$100,000 or more.

British Columbians were most likely to volunteer for organizations operating in the areas of education and research, sports and recreation, social services, religion, and health. While volunteering, British Columbians were often called upon to perform a variety of tasks. Those most commonly performed were organizing or supervising events and fundraising. Most volunteered because they wanted to make a contribution to their community, use their skills or experiences, or because they had been personally affected by the cause the organization supported. Despite this, many British Columbians said that they did not volunteer more because they did not have the time, were unable to make a long-term commitment, or because they believed that they had given enough time already.

In addition to donating and volunteering, many British Columbians work to address issues and needs in their community by being members of a range of groups, organizations, and associations. In 2004, two thirds (66%) of British Columbians were members of an organization or group. They were most likely to belong to sports and recreation organizations, professional associations, and religious groups. Participants tended to be employed, separated or divorced, and between the ages of 45 and 54. They also tended to have high levels of income and education, as well as having children present in their household.

Nearly all British Columbians (92%) took part in at least one form of social involvement in 2004, and one third (32%) participated in all four pro-social activities. British Columbians who volunteered constituted a special group; not only were they the most likely to also donate, participate, and help others directly, but they were also the most likely to engage in all four of these activities. The high level of social involvement in British Columbia demonstrates that there are a great many people in the province who are committed to improving the lives of others and bettering the communities in which they live.

Chapter 1 – Charitable Giving in British Columbia

Charitable and nonprofit organizations in British Columbia enjoy support from the overwhelming majority of British Columbians. Fully nine in ten British Columbians (91%) aged 15 and over supported charitable and other nonprofit organizations in 2004 by making financial or in-kind donations. This chapter begins by exploring the level of that support and the kinds of charitable and nonprofit organizations to which British Columbians donate. It then looks at the personal and economic characteristics of British Columbian donors. Finally, it examines what motivates British Columbians to donate and what prevents them from giving more.

Giving in 2004: Key findings

- 91% of British Columbians aged 15 or over made either a financial or in-kind donation.
- Over three quarters (77%) of British Columbians made a financial donation.
- British Columbians donated a total of \$1.2 billion to charitable and nonprofit organizations; donors gave an average of \$467 each.
- The top 10% of donors – those who gave \$1091 or more in 2004 – accounted for 62% of all the money donated in British Columbia.
- British Columbians were most likely to donate to organizations working in the areas of health, social services, religion, and education and research.
- Religious organizations received the largest percentage (47%) of all the money donated in the province; the average amount donated to these organizations was \$686.
- British Columbians in lower income brackets donated a greater percentage of their annual household income than did those in higher income brackets.
- British Columbians were most likely to make a donation as a result of being asked to sponsor someone, being approached by a door-to-door canvasser, receiving a mail request, and being approached in a public place.
- British Columbians commonly donated for altruistic reasons: out of compassion for those in need, because they personally believed in the cause, and because they wanted to make a contribution to their community.

Differences between British Columbia and the rest of Canada

All in all, British Columbians are similar to other Canadians in terms of the financial donations they make. There are, however, some differences. The most notable of these are:

- British Columbians are less likely than other Canadians to make a financial donation (77% vs. 86%).
- On average, British Columbian donors give more annually than donors elsewhere in Canada (\$467 vs. \$391).
- Compared to other Canadians, British Columbians are less likely to donate to organizations devoted to health (50% of British Columbians vs. 64% of other Canadians), religion (25% vs. 41%), education and research (16% vs. 23%), and social services (38% vs. 44%).

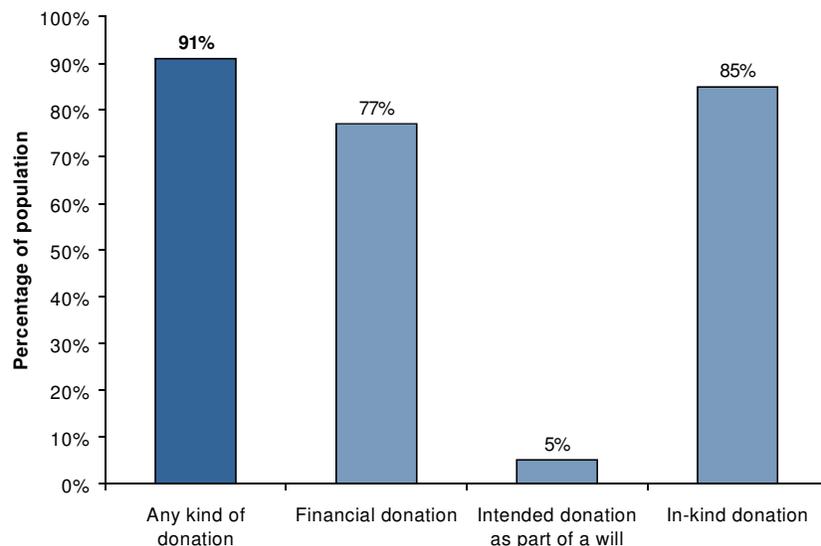
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- British Columbians give substantially more than other Canadians to organizations focused on religion (\$686 vs. \$368), education and research (\$141^E vs. \$66), and law, advocacy, and politics (\$111^E vs. \$72).
- Donors in British Columbia are more likely than other Canadian donors to plan their larger donations in advance (37% vs. 31%).
- British Columbian donors are more likely than other Canadian donors to dislike how donation requests were made (40% vs. 33%).

The support that British Columbians provide

Although most British Columbians (91%) made a donation of some kind in 2004, some types of donations were more common than others (see Figure 1.1). Fully 85% of British Columbians made an in-kind donation in 2004, while 77% made a financial donation. In terms of in-kind donations, 80% of British Columbians donated toys, clothing, and other household items, and 63% donated food. A small number of British Columbians (5%) have made provisions for a donation through a bequest in their will.

Figure 1.1: Percentage of population donating to charitable and nonprofit organizations, by type of donation, population aged 15 and older, British Columbia, 2004.



In total, nearly 2.7 million British Columbians donated over \$1.2 billion to charitable and nonprofit organizations in 2004 (see Table 1.1). Donors made an average of 3.7 separate donations of approximately \$126 each to the various organizations they supported, for an annual average of \$467 per donor. Because averages can be affected by extreme values (for example, a few individuals who make very large donations will cause the overall average annual donation to increase), it is sometimes useful to look at the median value to get a better idea of how much donors typically give in a year.¹ In British Columbia, the median annual donation was \$130 per donor, meaning that half of all British Columbian donors gave less than \$130 and half gave more.

¹ The median is the ‘middle value’ of a distribution and divides the distribution into two equal groups. The observations in one group will be greater than the median value and the observations in the other group will be less than the median value.

Table 1.1: Donors and donations, population aged 15 and older, British Columbia, 2004.

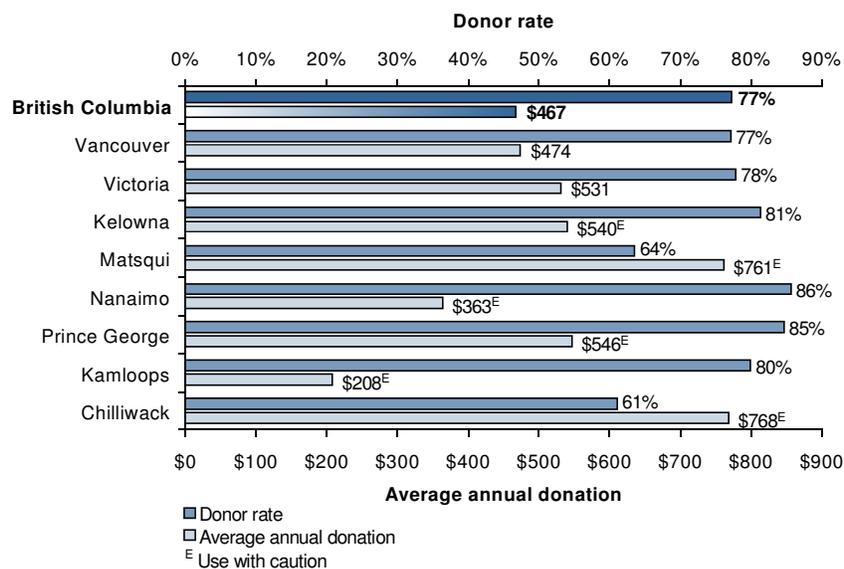
Rate of donating		
Total population	(thousands)	3,499
Donors	(thousands)	2,695
Donor rate		77%
Number of donations		
Total number	(thousands)	9,981
Average number per donor		3.7
Amount of donations		
Total amount	(thousands)	\$1,257,846
Average annual amount per donor		\$467
Median annual amount per donor		\$130
Average amount per donation		\$126

Regional variations in giving

The level of financial support for charitable and nonprofit organizations varies by city within the province. Residents of Nanaimo and Prince George were the most likely to make a financial donation; 86% of Nanaimo residents and 85% of Prince George residents donated in 2004 (see Figure 1.2). Residents of Matsqui and Chilliwack were the least likely to donate. Just 64% of Matsqui residents and 61% of Chilliwack residents made a financial donation – well below the provincial average of 77%.

Although residents of Matsqui and Chilliwack were much less likely than other British Columbians to donate, donors in these communities tended to give much more than those in other communities. Donors living in Chilliwack made the largest average annual donations (\$768^E), followed closely by residents of Matsqui (\$761^E). British Columbians living in Nanaimo and Kamloops made the smallest average annual donations (\$363^E and \$208^E, respectively).

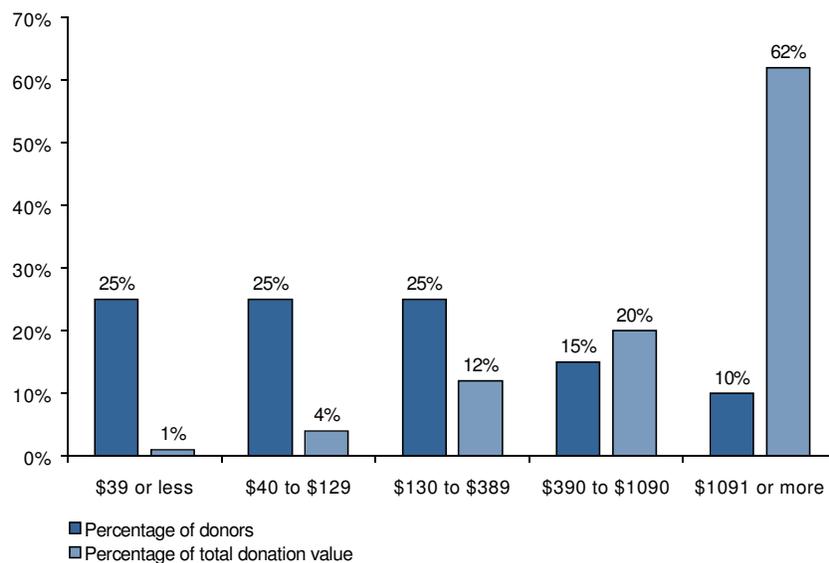
Figure 1.2: Donor rate and average annual donation, by selected census metropolitan area, population aged 15 and older, British Columbia, 2004.



The concentration of support

Although donating to charitable and nonprofit organizations is widespread in British Columbia, a small group of donors accounts for the vast majority of the money donated. Figure 1.3 divides donors into five categories based on how much they donated in 2004 and shows the percentage of the total value of all donations that each group contributed. For example, the 10% of British Columbian donors who gave \$1091 or more accounted for 62% of the value of all donations made in the province. More broadly, the top 25%² of donors contributed 82% of all the money donated in British Columbia in 2004. In contrast, the bottom 25% of donors – those who donated \$39 or less – accounted for just 1% of the value of all donations made in the province.

Figure 1.3: Distribution of donors and percentage of total annual donations, by amount of annual donations, donors aged 15 and older, British Columbia, 2004.



The organizations supported by British Columbian donors

British Columbians support a wide variety of organizations working in areas such as social services, sports and recreation, arts and culture, and the environment. Some organizations receive more financial support than others, although these organizations do not necessarily have more supporters.

Of all the types of organizations, those devoted to religion received the greatest amount of money. Religious organizations received more than \$588 million in donations in 2004, or roughly half (47%) of all the money donated by British Columbians (see Figure 1.4). Health organizations attracted less than half that amount, \$200 million (18% of the total value of all donations), and social services ranked third with \$118 million (9%).

The total amount of money that organizations receive is not necessarily indicative of the number of people who support them. For example, although religious organizations captured the largest percentage of the money donated, British Columbians were less likely to donate to these organizations than they were to health and social services organizations. Half (50%) of all British Columbians made at least one donation to a health organization, making health the number one charitable cause in the province, followed by social services (38%), religion (25%), and education and research (16%). Relatively few British Columbians donated to organizations devoted to international issues (7%), law, advocacy, and politics (7%) and arts and culture

² The 10% who donated \$1091 or more and the 15% who donated between \$390 and \$1090.

(3%). Most British Columbians supported more than one type of organization in 2004; 29% made charitable donations to two types of organizations, 20% donated to three, and 22% donated to four or more.

Figure 1.4: Percentage of total donation value and donor rate, by selected organization type, population aged 15 and older, British Columbia, 2004.

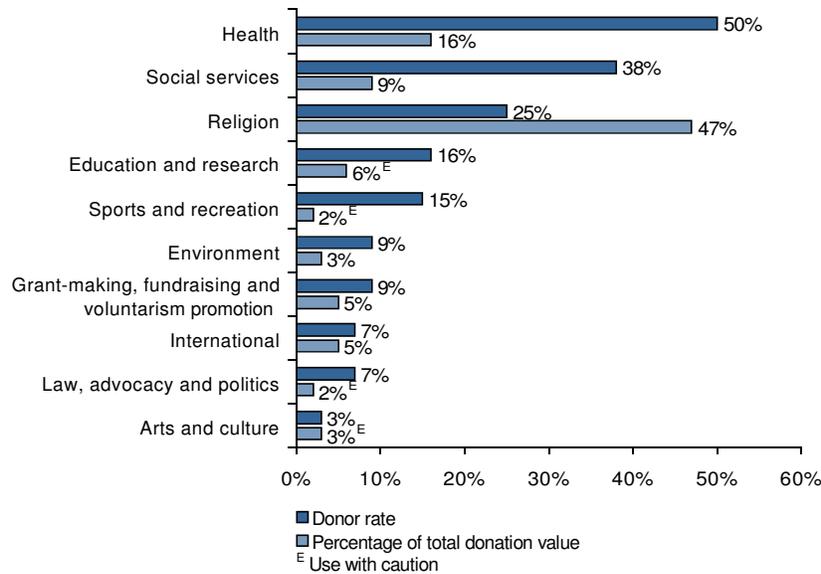
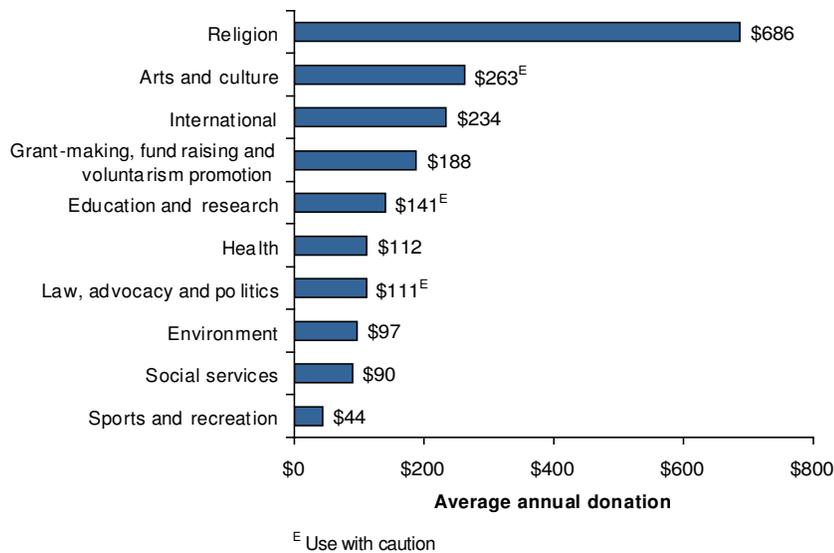


Figure 1.5: Average annual donations, by selected organization type, donors aged 15 and older, British Columbia, 2004.



The average amount of money given by donors varies widely according to the type of organization (see Figure 1.5). In 2004, British Columbians made by far the largest annual donations to religious organizations (\$686). In comparison, the most popular type of organization – health organizations – received an average of just \$112 from its supporters. Although organizations dedicated to arts and culture and international issues were far less popular than health organizations among British Columbians, their donors gave larger annual

donations (\$263^E and \$234, respectively). British Columbians made the smallest donations to social service organizations (\$90) and sports and recreation organizations (\$44).

A profile of British Columbian donors

Although the decision to donate to a charitable or nonprofit organization is a personal one, there are certain personal and economic characteristics that are related to whether people donate and how much they give. The most important of these characteristics in British Columbia in 2004 were annual household income, level of formal education, age, labour force status, marital status, the presence of children in the household, and sex (see Table 1.2). Although these characteristics are discussed separately here, it is important to note that they are often related. For example, income is often related to education, age, and sex.

In general, giving in British Columbia increased with household income. The donor rate was lowest among British Columbians with annual household incomes of less than \$20,000 (58%) and increased steadily to a high of 90% among those with incomes of \$80,000 to \$99,999, after which it levelled off. The average amount donated by British Columbians also increased steadily with annual household income but, unlike the donor rate, it did not plateau at higher income levels. On average, British Columbians with incomes of less than \$20,000 gave the least (\$227 annually) while those with incomes in excess of \$100,000 gave more than three times as much (\$788 annually). Although British Columbians with household incomes of \$100,000 or more constituted less than one fifth (18%) of the province's population, they accounted for 35% of the total value of all donations.

British Columbians who had attained higher levels of formal education were more likely to give and tended to give more than others. Both the donor rate and the average annual donation rose steadily from a low of 56% among those with less than a high school education who donated an average of \$314^E each in 2004 to a high of 89% among those with a university degree who donated \$766 each. The likelihood of donating was only slightly different among those who had pursued a postsecondary education, ranging from 83% among those with some postsecondary education and 85% among those with a postsecondary diploma to 89% of those with a university degree. However, the average annual donation varied greatly among these three groups (\$373, \$425, and \$766, respectively). University graduates made up less than one quarter (23%) of the population in British Columbia but accounted for 42% of the total value of all donations made in 2004.

Both the likelihood of donating and the amount donated are related to age. The donor rate increased from a low of 58% among those aged 15 to 24 to a high of 86% among those aged 45 to 54, and then decreased again to 75% among those aged 65 and over. Although the likelihood of donating declined after the age of 54, the average annual amount donated increased steadily, running from a low of \$178^E among British Columbians aged 15 to 24 to a high of \$706 among seniors (those aged 65 and older). Although seniors were among the least likely to donate and made up just 16% of the population, they accounted for nearly one quarter (23%) of the value of all donations made in British Columbia in 2004.

The likelihood of making a donation and how much individuals give is also related to employment status. British Columbians who were employed were much more likely to donate than those who were not part of the labour force (84% vs. 68%, respectively) and they also tended to give more (\$494 vs. \$405).

Marital status influences both the likelihood of giving and the amount given. In 2004, British Columbians who were married or in common-law relationships were the most likely to donate (83%), followed closely by those who were separated or divorced (80%) and those who were widowed (78%). Single British Columbians were far less likely to make a financial donation; just 62% did so in 2004. Widowed British Columbians gave the most annually (\$559^E) and single British Columbians gave the least (\$319^E).

^E Sample size limited; use with caution.

Table 1.2: Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, British Columbia, 2004.

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations (millions)	Population distribution	Percentage of total donation value
Total	77%	\$467	\$130	\$1,257.8	100%	100%
Age						
15 to 24	58%	\$178 ^E	...	\$59.2 ^E	16%	5% ^E
25 to 34	76%	\$376 ^E	\$100	\$162.2 ^E	16%	13% ^E
35 to 44	81%	\$403	\$145	\$222.7	19%	18%
45 to 54	86%	\$488	\$177	\$277.2	19%	22%
55 to 64	85%	\$617	\$200	\$245.8	13%	20%
65 and older	75%	\$706	\$186 ^E	\$290.7	16%	23%
Sex						
Male	74%	\$500	\$115	\$639.6	49%	51%
Female	80%	\$437	\$149	\$618.2	51%	49%
Marital status²						
Married or common-law	83%	\$516	\$162	\$905.5	62%	73%
Single, never married	62%	\$319 ^E	\$55	\$177.8 ^E	26%	14% ^E
Separated or divorced	80%	\$394	\$130	\$80.3	7%	7%
Widow or widower	78%	\$559 ^E	\$152 ^E	\$69.2 ^E	5%	6% ^E
Education²						
Less than high school	56%	\$314 ^E	\$50	\$97.4 ^E	17%	8% ^E
Graduated from high school	69%	\$318	\$100 ^E	\$150.3	21%	12%
Some postsecondary	83%	\$373	\$80 ^E	\$86.7 ^E	9%	7% ^E
Postsecondary diploma	85%	\$425	\$149	\$362.3	31%	30%
University degree	89%	\$766	\$210	\$513.4	23%	42%
Labour force status²						
Employed	84%	\$494	\$132	\$786.9	61%	70%
Unemployed
Not in the labour force	68%	\$405	\$120	\$327.0	38%	29%
Household income						
Less than \$20,000	58%	\$227	\$57	\$65.9	14%	5%
\$20,000 to \$39,999	72%	\$318	\$100	\$178.6	22%	14%
\$40,000 to \$59,999	77%	\$366	\$118 ^E	\$193.2	20%	15%
\$60,000 to \$79,999	79%	\$376	\$102	\$166.1	16%	13%
\$80,000 to \$99,999	90%	\$680	\$200 ^E	\$209.5 ^E	10%	17%
\$100,000 or more	89%	\$788	\$252	\$444.5	18%	35%
Presence of children in the household³						
No children in household	76%	\$498	\$145	\$870.4	65%	69%
Pre-school-aged children only	79%	\$302 ^E	\$100	\$55.5 ^E	7%	4% ^E
Both pre-school and school-aged children	87%	\$509 ^E	...	\$79.4 ^E	5%	6% ^E
School-aged children only	76%	\$415	\$100	\$252.5	23%	20%

^E Sample size limited; use with caution.

... Sample size too small to be presented.

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school-aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

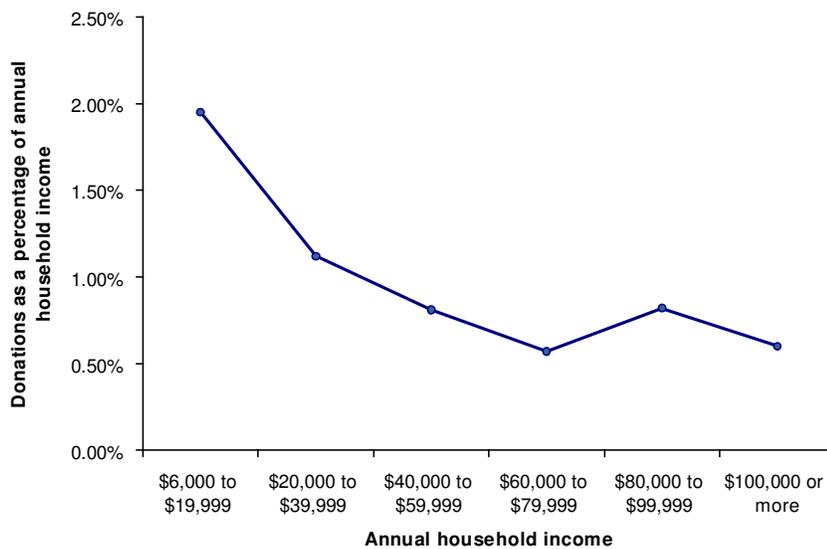
Having children present in the household – particularly pre-school-aged children³ – increased the likelihood of donating. British Columbians with both pre-school and school-aged children in their household were the most likely to donate (87%) and also gave the most annually (\$509^E). Those who had only pre-school-aged children in their household were the second most likely to donate (79%) but gave the least (\$302^E). British Columbians with school-aged children only and those with no children in the household were the least likely to donate (76% of each group).

Finally, sex is also related to the likelihood of donating and the amount given. Women were more likely to donate than men (80% vs. 74%), but men on average tended to give more annually (\$500 vs. \$437). As previously discussed, the median value is often a better indicator of the typical amount donated because, unlike the average, it is unaffected by unusually large or small values. Although they had a lower *average* annual donation, women had a higher *median* annual donation than men (\$149 vs. \$115), suggesting that there is a small number of men who make rather large donations. Overall, however, men and women each accounted for roughly 50% of the total value of all donations made, which is not surprising given they each made up half of the population.

Donations as a percentage of household income

Although British Columbians with lower annual household incomes tend to give less in absolute terms, when their donations are expressed as a percentage of household income, they actually give more than those in higher income brackets. For example, in 2004, British Columbians with annual household incomes of less than \$20,000 donated 1.95% of that income to charitable and nonprofit organizations whereas those with household incomes of \$100,000 or more donated just 0.60% (see Figure 1.6).

Figure 1.6: Percentage of household income spent on donations, by level of household income, donors aged 15 and older, British Columbia, 2004.

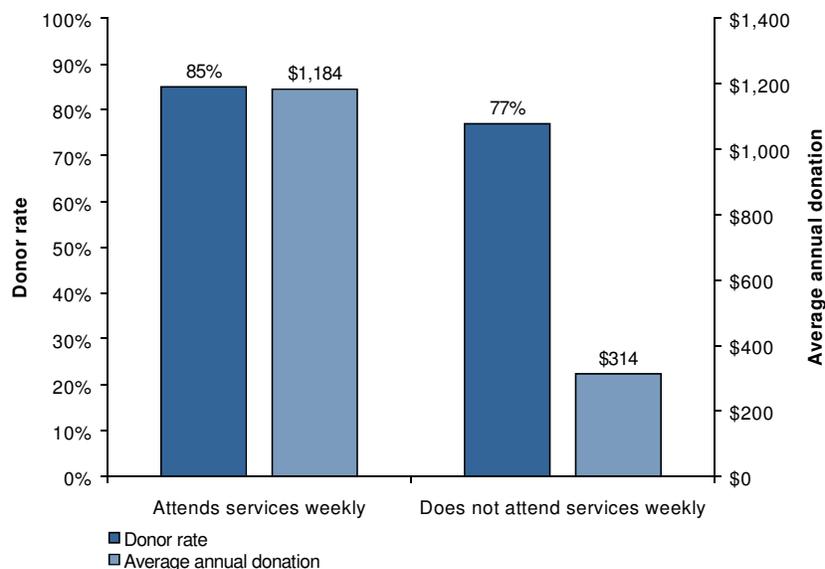


³ *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school-aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

The role of religion

British Columbians who were actively involved⁴ in their religion were more likely than other British Columbians to donate to charitable and nonprofit organizations and tended to make substantially larger donations. Eighty-five percent of those who attended religious services or meetings weekly donated an average of \$1,184 annually, compared to the 77% of those who did not attend weekly services who gave an average of \$314 (see Figure 1.7). The 17% of British Columbians who attended weekly religious services accounted for just under half (46%) of all donations made in the province. These donors were responsible for the bulk of donations made to religious organizations (74%), but also accounted for more than one fifth (22%) of the money donated to non-religious organizations. On average, British Columbians who attended weekly religious services allocated three quarters (75%) of their total donations to religious organizations and 25% to other types of organizations.

Figure 1.7: Donor rate and average annual donations, by weekly attendance at religious services, population aged 15 and older, British Columbia, 2004.

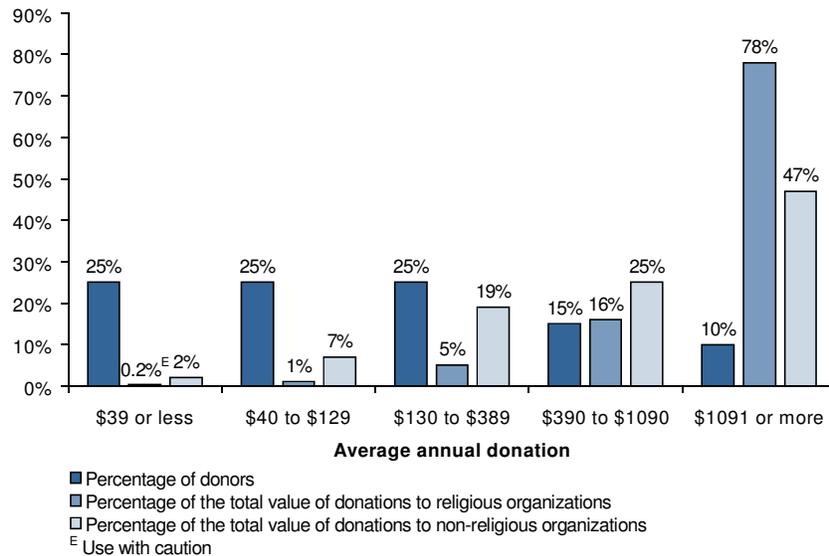


Top donors are particularly important to religious organizations. The 10% of British Columbian donors who gave \$1091 or more in 2004 accounted for more than three quarters (78%) of the money donated to religious organizations (see Figure 1.8). The concentration of support is even more dramatic if we look at the top 25%⁵ of donors: 94% of the money donated to religious organizations came from the 25% of donors who gave \$390 or more in 2004. In comparison, the top 10% of donors accounted for just under half (47%) of the donations made to non-religious organizations, and the top 25% of donors accounted for less than three quarters (72%) of the value of all non-religious donations.

⁴ Respondents were asked how often they attended religious services or meetings, excluding special occasions such as weddings, funerals, or baptisms. For the purposes of this report, those who responded that they attended religious services weekly are considered ‘actively involved’ in their religion.

⁵ The 10% who gave \$1091 or more and the 15% who gave between \$390 and \$1090.

Figure 1.8: Distribution of donations to religious and non-religious organizations, by annual amount donated, donors aged 15 and older, British Columbia, 2004.



Giving among immigrants

Immigrants⁶ living in British Columbia are slightly less likely than native-born Canadians to donate to a charitable or nonprofit organization. Overall, 75% of British Columbian immigrants donated in 2004 compared to 80% of non-immigrants. Immigrants, however, made larger average annual donations (\$521 vs. \$463 for native-born Canadians).

Among immigrants, the likelihood of donating and the amount donated varied according to how long they had been in Canada. Figure 1.9 divides immigrants into four equal-sized groups based on when they arrived in the country. Generally speaking, immigrants who had been in Canada longer were more likely to donate and to give more. Immigrants who had arrived in Canada before 1968 were the most likely to donate (81% did so) and made the largest donations annually (\$678). In contrast, only 67% of those who had arrived in Canada in 1996 or later made a donation in 2004 and they gave an average of \$351^E.

In general, immigrants in British Columbia tended to support the same types of organizations as native-born Canadians. Both groups were most likely to donate to organizations devoted to social services, health, religion, education and research, and sports and recreation (see Figure 1.10). Immigrants, however, were more likely than native-born Canadians to donate to religious organizations (32% vs. 23%), whereas native-born Canadians were much more likely to donate to organizations working in the areas of health (55% vs. 38% of immigrants), sports and recreation (17% vs. 11%), environment (11% vs. 7%^E), and grant-making, fundraising, and voluntarism promotion (10% vs. 6%^E).

⁶ *Immigrants* are defined as those individuals who said that they were landed immigrants to Canada or had been a landed immigrant before becoming Canadian citizens.

Figure 1.9: Donor rate and average annual donations, by year of immigration, population aged 15 and older, British Columbia, 2004.

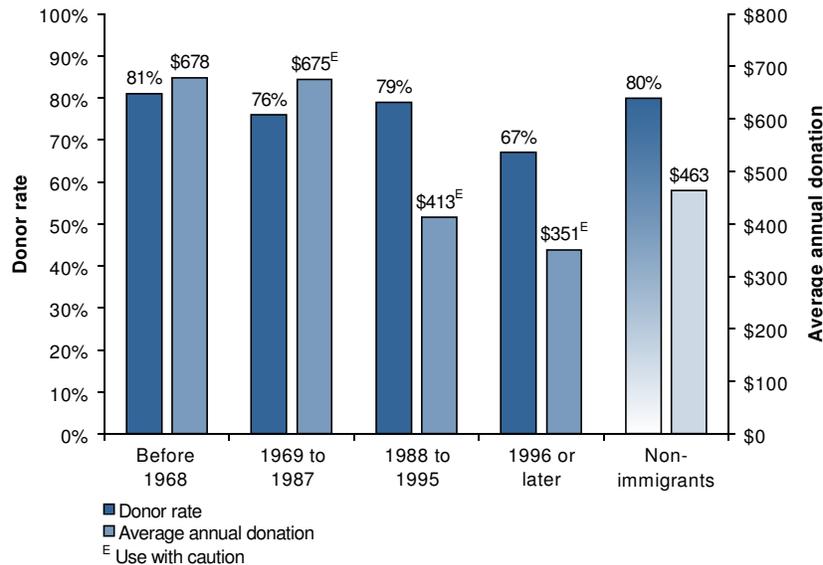
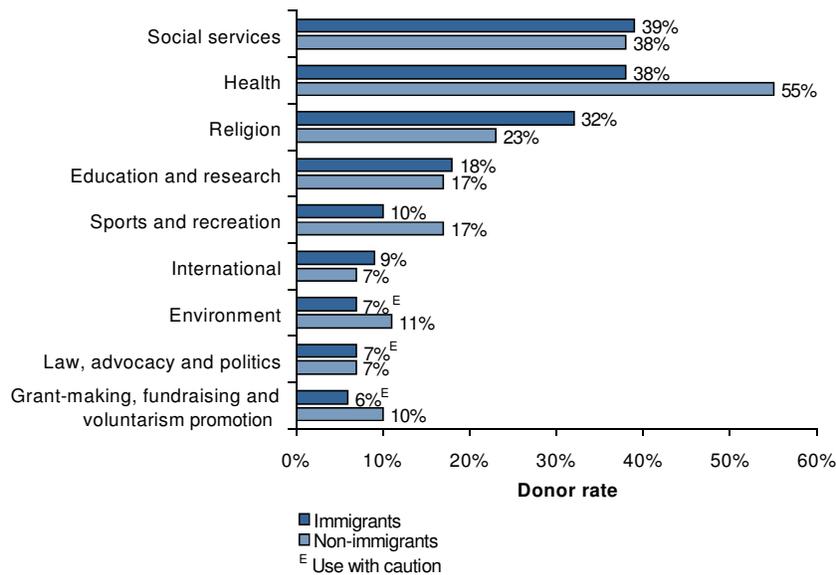
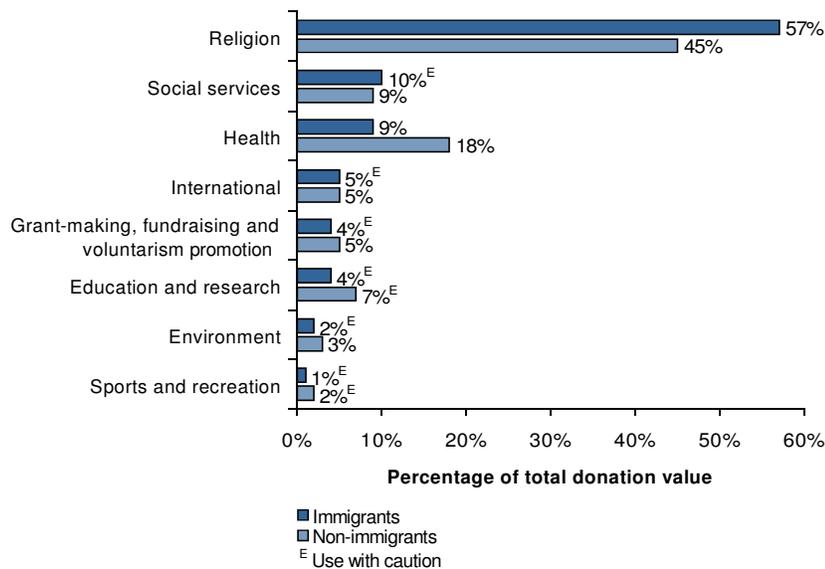


Figure 1.10: Donor rate, by selected organization type, immigrants and non-immigrants aged 15 and older, British Columbia, 2004.



Generally speaking, immigrants and native-born Canadians tend to provide similar levels of financial support to the various types of organizations (see Figure 1.11). There are, however, a few exceptions. In 2004, immigrants allocated a higher percentage of their total financial donations to religious organizations compared to native-born Canadians (57% vs. 45%). On the other hand, native-born Canadians allocated a larger portion of their financial donations to health organizations (18% vs. 9%).

Figure 1.11: Percentage of total donation value allocated to selected organization types, immigrants and non-immigrants aged 15 and older, British Columbia, 2004.



How British Columbians make financial donations

There are a number of ways in which British Columbians make financial donations. Overall, British Columbians were most likely to make a donation when asked to sponsor someone in an event such as a walk-a-thon; nearly one third (29%) made a donation in this way in 2004 (see Figure 1.12). They were also likely to donate after having been approached by a door-to-door canvasser (25%), receiving a mail request (25%), or being approached in a public space such as at a shopping centre or on the street (25%). British Columbians were less likely to make a donation on their own (9%), after receiving a telephone request (8%), or as a result of a television or radio request (5%).

Although British Columbians used some methods of donating more frequently than others, these methods did not necessarily generate the most money. For example, sponsoring someone in an event was the most common way of making a donation in British Columbia in 2004, and although this method accounted for 12% of the total number of donations, it brought in just 3% of the money donated province-wide (see Figure 1.13). In contrast, church collections were less common, constituting 9% of the number of donations; however, this method accounted for 44% of the value of all donations. Other solicitation methods that generated relatively large amounts of money were mail requests (14% of the value of all donations) and charity events (7%). Donations that people made on their own initiative also accounted for a significant percentage of the money donated (9%).

Figure 1.12: Percentage of population making a financial donation, by selected solicitation method, population aged 15 and older, British Columbia, 2004.

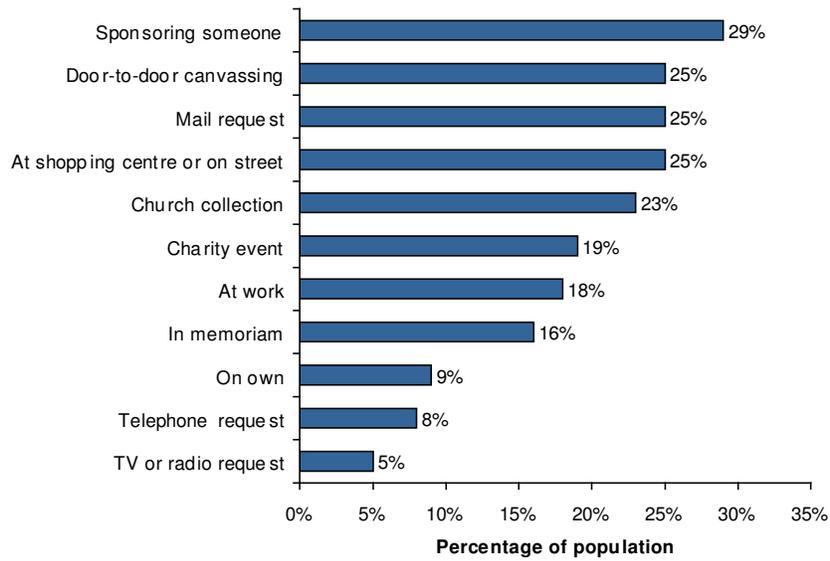
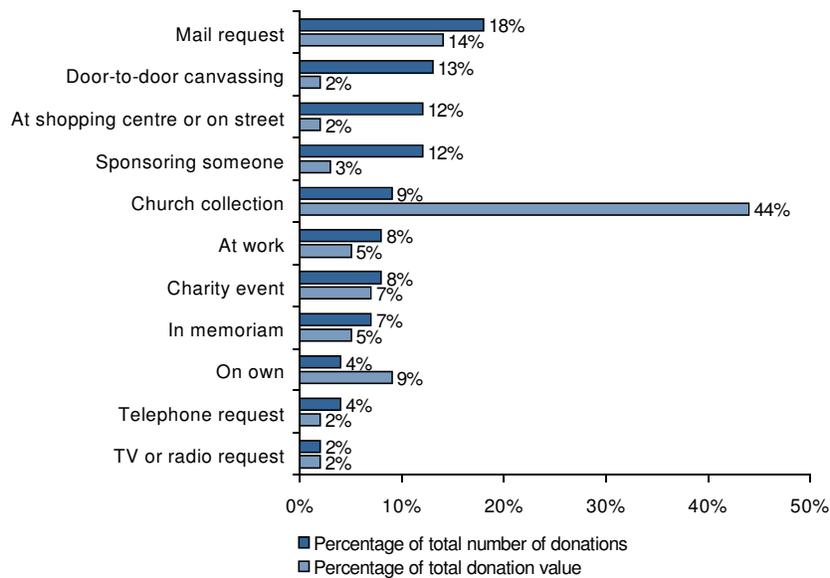


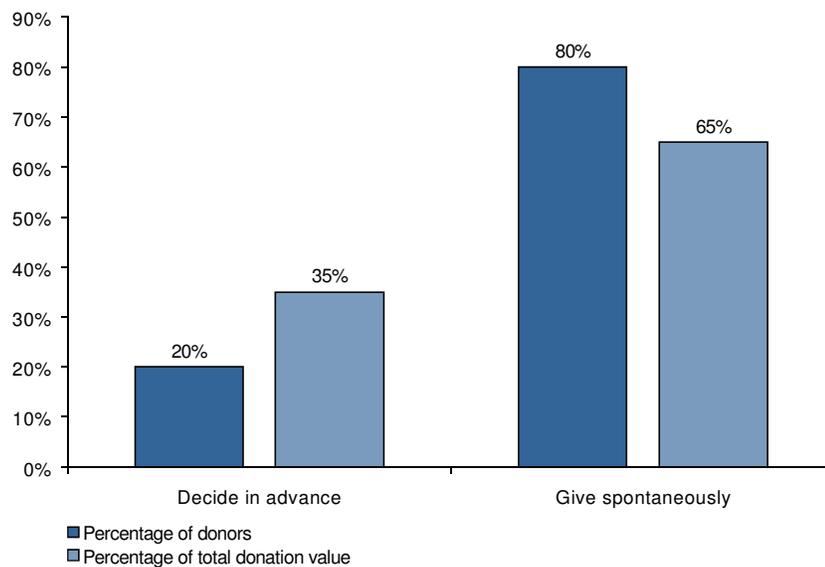
Figure 1.13: Percentage of total donation value and percentage of total number of donations, by selected solicitation method, donors aged 15 and older, British Columbia, 2004.



Encouraging British Columbians to give: giving spontaneously versus planning ahead

Relatively few British Columbians plan their donations in advance. Those who plan their giving, however, donate much more than those who give spontaneously. As Figure 1.14 shows, in 2004, only 20% of British Columbians reported that they planned in advance how much money they were going to give for the year, but these donors accounted for more than one third (35%) of the total value of all donations and donated more than twice as much annually as those who gave spontaneously (\$811 vs. \$382).

Figure 1.14: Percentage of donors and percentage of total donation value, by ways in which donors decide to give, donors aged 15 and older, British Columbia, 2004.

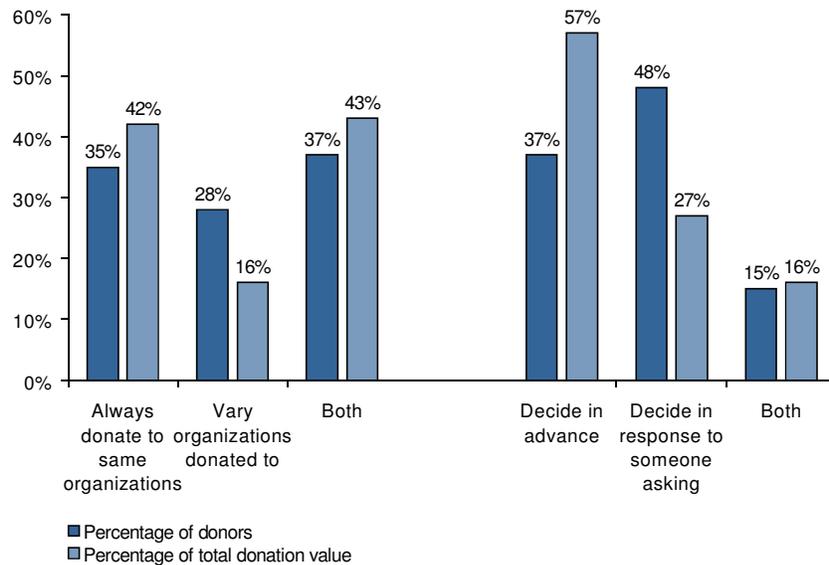


The amount donated also varies according to whether or not donors consistently support the same organizations. Donors who have ongoing relationships with the organizations they support tend to make larger donations than those who vary the organizations they support. In 2004, the 35% of British Columbians who always donate to the same organizations gave an average of \$569 annually (see Figure 1.15). In contrast, 28% of British Columbians consistently varied the organizations they supported, and these donors gave an average of just \$268 annually. The largest group of donors (37%) were those who gave consistently to some organizations and varied their giving to others; these individuals contributed an average of \$537 annually.

Nearly half (48%) of British Columbian donors reported that, for their larger donations, they gave spontaneously, as a result of being asked. Only 37% planned their larger donations in advance; however, these donors gave significantly more than those who made their larger donations spontaneously (\$741 vs. \$264). British Columbian donors who planned their larger donations contributed more than half (57%) of the value of all donations in 2004, while those who gave spontaneously accounted for just 27%.

Continued on next page

Figure 1.15: Percentage of donors and percentage of total donation value, by pattern of giving for all donations and ways in which donors decide to give larger donations, donors aged 15 and older, British Columbia, 2004.



The reasons for making financial donations

There are many reasons why individuals choose to make a financial donation. There are also barriers that sometimes prevent people from giving more or giving at all. Understanding these motivations and barriers can be important for any organization that hopes to garner financial support from the public.

Motivations

British Columbians tend to donate for altruistic reasons.⁷ As Figure 1.16 shows, their most common motivations for giving were compassion for those in need (88% of donors) and wanting to help a cause in which they personally believed (87%). British Columbian donors were also motivated by the desire to contribute to their community (79%). Their least common reasons for giving were to fulfill religious obligations or beliefs (29%) and to claim an income tax credit for their donation (20%).

The role of tax credits

Donors are eligible to claim income tax credits for the donations they make to registered charities. Although only one fifth (20%) of British Columbian donors agreed that income tax credits were an important motivating factor in their decision to give in 2004, over half (51%) reported that they would contribute more if they were given a better tax credit. In total, just under half (49%) of donors said that they would be claiming an income tax credit for their donation. The more donors gave, the more likely they were to say

⁷ Respondents to the CSGVP were asked whether each of six possible reasons for donating were important to them in their decision to donate to a charitable or nonprofit organization.

they would claim a tax credit (see Figure 1.17).⁸ The intention to claim a tax credit ranged from a low of just 15% among those who donated \$39 or less to a high of 78% among those who donated \$390 or more.

Figure 1.16: Reasons for making financial donations, donors aged 15 and older, British Columbia, 2004.

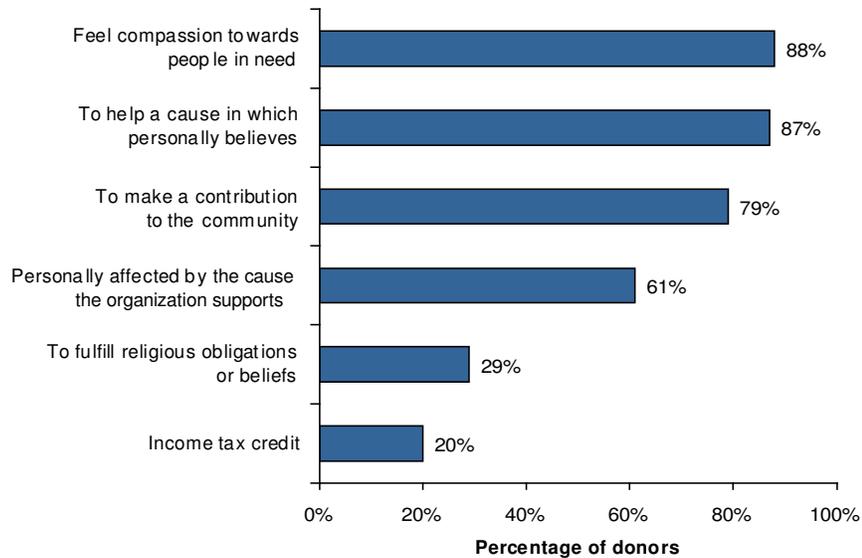
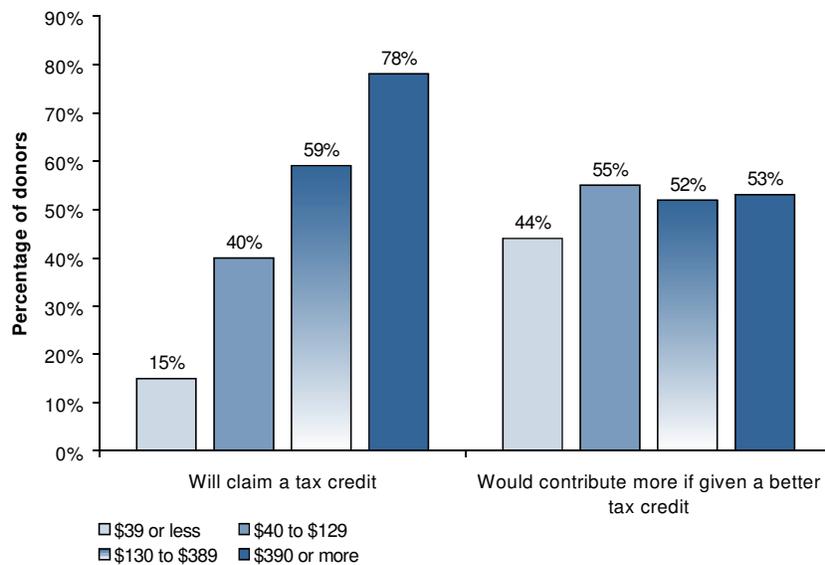


Figure 1.17: Percentage of donors who planned to claim a tax credit and percentage who would contribute more if given a better tax credit, by amount of annual donations, donors aged 15 and older, British Columbia, 2004.



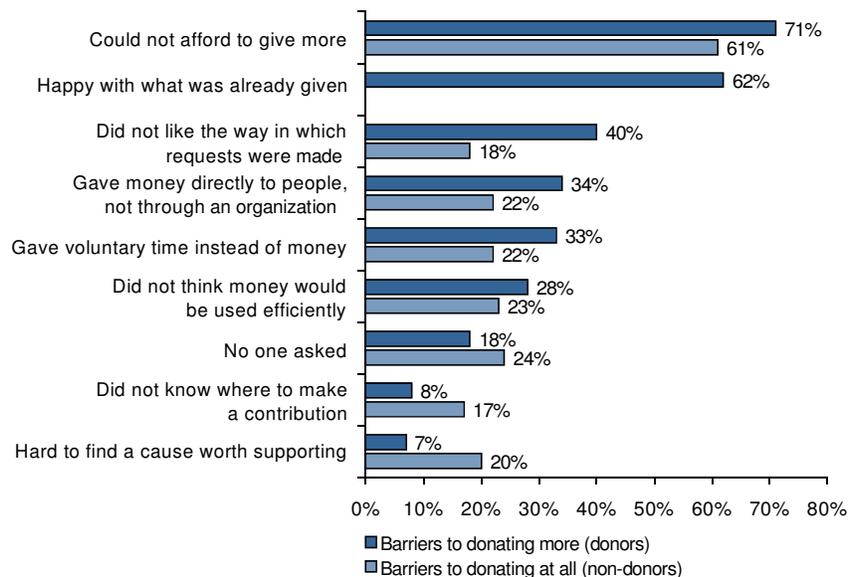
⁸ The results shown in Figure 1.17 are grouped into four categories based on how much British Columbians donated in 2004. These are the same groups used previously in Figure 1.3, although the fourth and fifth categories of Figure 1.3 have been collapsed into one category in Figure 1.17. Each of the four categories accounts for 25% of donors.

Barriers

The two most common barriers⁹ cited by donors for not giving *more* were ones over which charitable and nonprofit organizations have little control (see Figure 1.18). The majority of donors indicated that they did not give more because they felt they could not afford to (72%) or because they were happy with the amount they had already given (62%). However, a significant number of donors indicated that they disliked the way in which donation requests were made (40%), a barrier that organizations can work to overcome. Other common reasons donors cited for not giving more were that they gave money directly to people rather than going through an organization (34%) and that they preferred to volunteer their time instead of donating more money (33%). Very few donors indicated that they did not give more because they did not know where to make a donation or because they had difficulty finding a worthwhile cause (8% and 7%, respectively).

Almost one quarter (23%) of British Columbians did not make a financial donation in 2004. More than six in ten (61%) of these non-donors said that they did not donate *at all* because they could not afford to. Nearly one quarter of non-donors said that they did not give because no one had asked them to (24%) or because they did not think the money would be used efficiently (23%). The least commonly cited reasons for not making a donation were not liking the way requests were made (18%) and not knowing where to make a contribution (17%).

Figure 1.18: Reasons for not donating more and for not donating at all, population aged 15 and older, British Columbia, 2004.

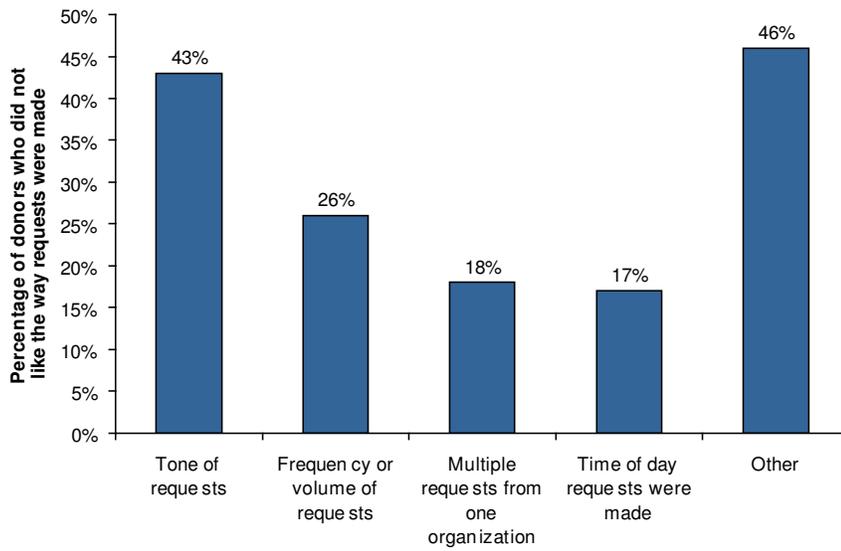


What prospective donors do not like about requests

Four in ten donors (40%) did not like the way requests for donations were made. As seen in Figure 1.19, more than two fifths (43%) of donors who cited this barrier reported that they did not like the tone of the requests (for example, they found them to be rude, obnoxious, or demanding). Slightly more than one quarter (26%) disliked the frequency or the volume of the requests they received from organizations in general, and 18% said that they did not like receiving multiple requests from the same organization. Less than one fifth (17%) said that they did not like the time of day when requests were made. Finally, just under half (46%) cited some other, unspecified factor for not liking the way requests were made, indicating a need for more exploration of this topic.

⁹ Respondents to the CSGVP were asked whether they agreed or disagreed with nine possible reasons for not donating more or not donating at all.

Figure 1.19: Selected factors disliked about requests, donors aged 15 and older who did not like the way in which requests for donations were made, British Columbia, 2004.



Chapter 2 – Volunteering in British Columbia

Volunteers are essential to the day-to-day operation and success of charitable and nonprofit organizations. Every year, nearly 1.6 million British Columbians contribute their time, skills, and energy to organizations throughout the province. This chapter explores many aspects of volunteering in British Columbia, beginning with the level of support British Columbians provide, the organizations they choose to volunteer for, and the tasks they perform. It then presents the personal and economic characteristics of British Columbian volunteers. Next, it explores what motivates British Columbians to volunteer and what prevents them from contributing more time or from volunteering at all. Finally, it looks at the extent to which British Columbians help others directly rather than volunteering formally through a charitable or nonprofit organization.

Volunteering in 2004: Key findings

- Nearly 1.6 million British Columbians – 45% of the population – volunteered an average of 199 hours each in 2004.
- In total, British Columbians volunteered 315 million hours, or the equivalent of roughly 164,000 full-time jobs.
- The top 25% of volunteers – those who volunteered 205 hours or more – accounted for 76% of all hours volunteered by British Columbians.
- British Columbians who were most likely to volunteer tended to be between the ages of 45 and 54, university graduates, and to have relatively high levels of income and have children in their household.
- British Columbians were most likely to volunteer for organizations devoted to education and research, sports and recreation, social services, and religion.
- The most common activities undertaken by British Columbian volunteers were organizing or supervising events, fundraising, and sitting on a committee or board.
- British Columbians who volunteered on their own initiative contributed more hours than those who were asked to volunteer.
- British Columbians volunteered primarily to make a contribution to the community, to use their skills and experiences, and because they had been personally affected by the cause the organization supports.
- Many volunteers did not contribute more time because they did not have time, were unable to make a long-term commitment, or felt they had already volunteered enough.
- 59% of employed British Columbian volunteers reported receiving some form of employer support for their volunteer activities.
- 78% of British Columbians helped someone in their community directly in 2004, most commonly by helping with domestic tasks in the home.

Differences between British Columbia and the rest of Canada

British Columbian volunteers are generally similar to volunteers elsewhere in the country. There are some differences, however. The most notable are:

- British Columbian volunteers devote more time to volunteering each year than do volunteers elsewhere in the country (199 hours vs. 163 hours).
- British Columbian volunteers devote more time than other Canadian volunteers to organizations working in the areas of law, advocacy, and politics (184 hours vs. 108 hours), social services (151 hours vs. 113 hours), the environment (123 hours vs. 93 hours), and religion (143 hours vs. 124 hours).
- Volunteers in British Columbia are more likely than other volunteers in Canada to teach, educate, or mentor (34% vs. 30%) and drive (24% vs. 19%). They are less likely to collect, serve, or deliver food (21% vs. 26%).
- British Columbian volunteers devote more time than other Canadian volunteers to sitting on committees or boards (16% of all volunteer hours vs. 12%).
- British Columbians who do not volunteer are significantly less likely than other Canadian non-volunteers to say that they prefer to give money rather than time (38% vs. 51%).
- British Columbians are less likely than other Canadians to provide direct help to others (78% vs. 84%).
- British Columbians are less likely than other Canadians to carry out domestic tasks as a way of helping others directly (55% vs. 61%).

Volunteering in British Columbia

Approximately 1.6 million British Columbians – 45% of the population aged 15 and over – volunteered for a charitable or nonprofit organization in 2004. These volunteers each gave an average of 199 hours of their time over the course of the year, for a total of 315 million hours, or the equivalent of approximately 164,000 full-time jobs¹⁰ (see Table 2.1).

Table 2.1: Volunteers and volunteer hours, population aged 15 and older, British Columbia, 2004.

Rate of volunteering		
Total population	(thousands)	3,499
Volunteers	(thousands)	1,580
Volunteer rate		45%
Hours volunteered		
Total hours volunteered	(millions)	315
Full-time year-round job equivalents ¹		164,035
Average hours volunteered per year		199

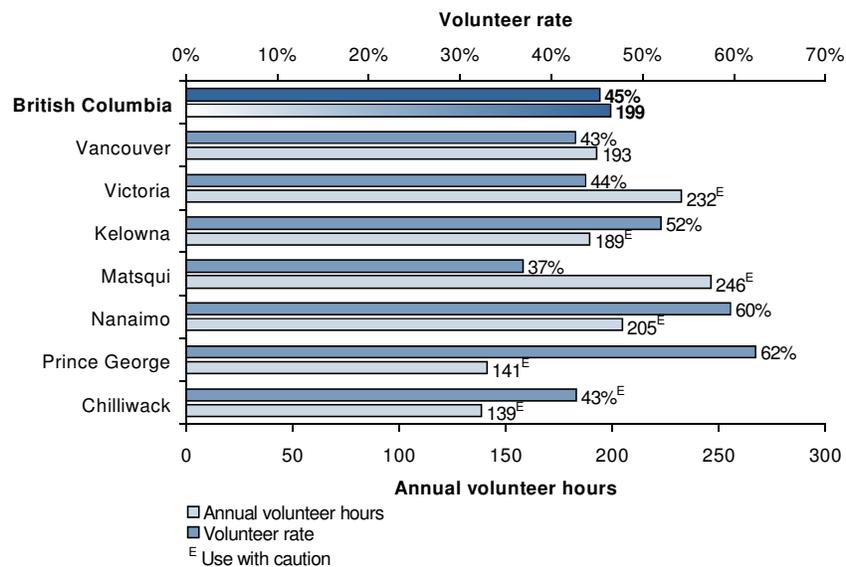
1. Assuming 40 hours of work per week for 48 weeks.

¹⁰ Assuming 40 hours of work per week for 48 weeks.

Regional variations in volunteering

The likelihood of volunteering and the number of hours volunteered annually vary throughout the province (see Figure 2.1). The volunteer rate was higher than the provincial average of 45% in Prince George (62% of residents volunteered), Nanaimo (60%), and Kelowna (52%), and lowest in Matsqui (37%). Compared to the provincial average of 199 hours, however, volunteers in Matsqui, gave the most time (246^E hours), followed by volunteers in Victoria and Nanaimo (232^E and 205^E, respectively). Volunteers in Prince George and Chilliwack volunteered the fewest hours annually (141^E and 139^E, respectively).

Figure 2.1: Volunteer rate and annual volunteer hours, by selected census metropolitan area, population aged 15 and older, British Columbia, 2004.

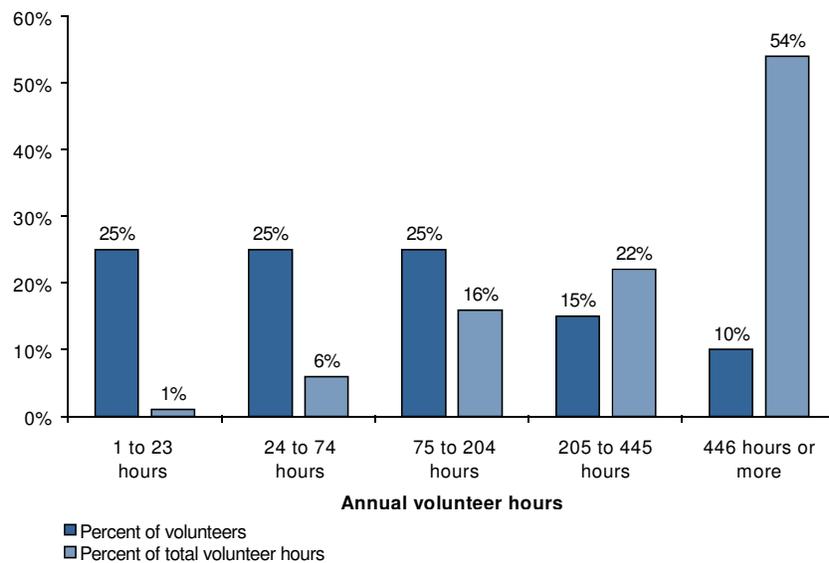


The concentration of support

Although British Columbians collectively make a significant volunteer contribution, a small group of individuals accounts for the majority of all the hours volunteered. Figure 2.2 divides volunteers into five groups according to how many hours they volunteered in 2004 and shows the percentage of all volunteer hours that each group contributed. The top 10% of volunteers – those who volunteered 446 hours or more – contributed more than half (54%) of all the hours volunteered province-wide. The top 25%¹¹ of volunteers accounted for more than three quarters (76%) of all the hours volunteered. By way of comparison, the bottom 25% of volunteers (those who contributed between 1 and 23 hours) accounted for just 1% of the total.

¹¹ The 10% who volunteered 446 hours or more and the 15% who volunteered between 205 and 445 hours.

Figure 2.2: Distribution of volunteers and percentage of total volunteer hours contributed, by annual hours volunteered, volunteers aged 15 and older, British Columbia, 2004.



The organizations supported by British Columbian volunteers

Volunteers in British Columbia support a diverse array of organizations; however, most British Columbian volunteers (56%) focused their support on just one type of organization in 2004. Less than one third (29%) supported two types of organizations and 13% volunteered for three different types.

Some types of organizations attract more volunteer support than others. As shown in Figure 2.3, British Columbians were most likely to volunteer their time for organizations devoted to education and research (13% volunteered). Other types of organizations that were popular among British Columbians were those working in the areas of sports and recreation (11%), social services (10%), religion (8%), and health (8%). At the other end of the spectrum, British Columbians were least likely to volunteer for organizations devoted to law, advocacy, and politics (3%), the environment (3%), and business and professional associations (2%).

Although some types of organizations attract more volunteers than others, they do not necessarily attract the greatest number of volunteer hours. Some types of organizations have a relatively small number of volunteers who each give many hours, while others have many volunteers who contribute relatively few hours. For example, although social services organizations rank third in terms of the number of volunteers they attract, their volunteers contributed an average of 151 hours each (see Figure 2.4) and accounted for the largest proportion (17%) of all hours volunteered in British Columbia in 2004. Sports and recreation and religious organizations had similarly dedicated volunteers who accounted for 16% and 13% of the total volunteer hours, respectively. The 3% of British Columbians who volunteered for law, advocacy, and politics organizations contributed, on average, the greatest number of hours each (184⁵). In contrast, although education and research organizations had the greatest number of volunteers (13% of British Columbians volunteered for these organizations), these individuals made the smallest average contributions (75 hours annually).

Figure 2.3: Volunteer rate and percentage of total volunteer hours, by selected organization type, population aged 15 and older, British Columbia, 2004.

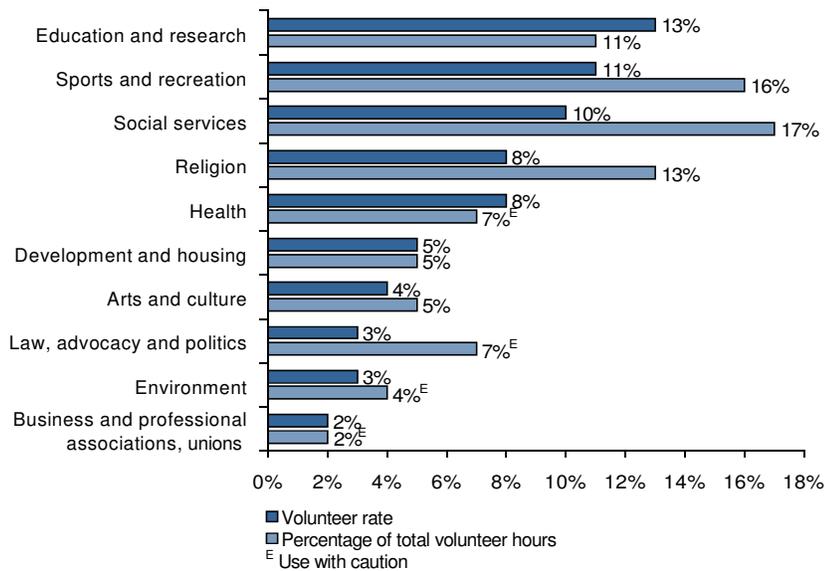
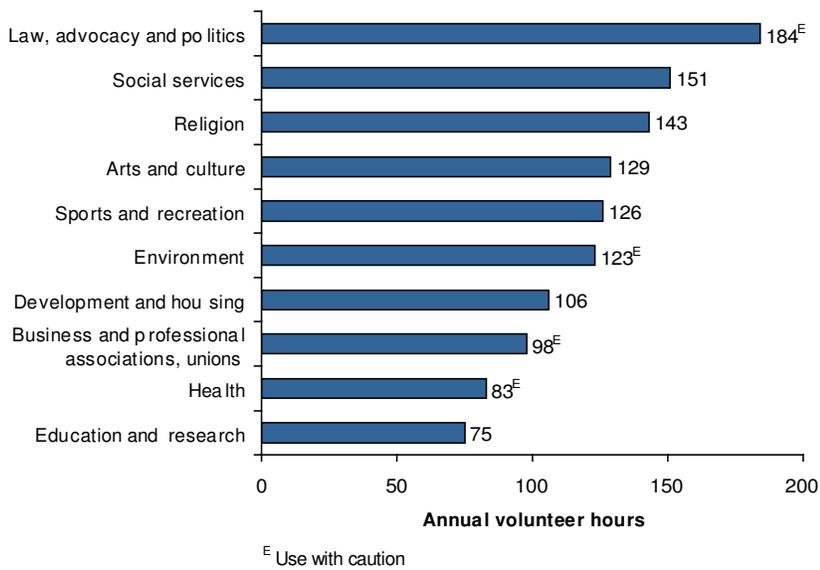


Figure 2.4: Average annual volunteer hours, by selected organization type, volunteers aged 15 and older, British Columbia, 2004.



A profile of British Columbian volunteers

Some British Columbians are more likely than others to volunteer and some give more of their time. Although the decision to volunteer is an individual one, there are certain personal and economic characteristics that are related to the likelihood of volunteering and the amount of time volunteered. The most important characteristics for British Columbian volunteers in 2004 were level of formal education, annual household income, labour force status, sex, age, marital status, and the presence of children in the household (see Table 2.2).

Table 2.2: Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, British Columbia, 2004.

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours (millions)	Population distribution	Percentage of total volunteer hours
Total	45%	199	75	314.9	100%	100%
Age						
15 to 24	50%	155	60	44.6	16%	14%
25 to 34	43%	192	70	47.2 ^E	16%	15%
35 to 44	47%	177	64	56.7	19%	18%
45 to 54	52%	209	80	72.0	19%	23%
55 to 64	44%	244	94	50.4	13%	16%
65 and older	32%	247	120 ^E	44.1	16%	14%
Sex						
Male	45%	186	70	142.8	49%	45%
Female	46%	212	81	172.2	51%	55%
Marital status²						
Married or common-law	46%	196	80	190.7	62%	61%
Single, never married	47%	184	66	77.3	26%	25%
Separated or divorced	47%	275 ^E	...	33.1 ^E	7%	11% ^E
Widow or widower	29%	263 ^E	108	11.9 ^E	5%	4% ^E
Education²						
Less than high school	31%	150	50	26.0 ^E	17%	9% ^E
Graduated from high school	40%	182	70	50.0	21%	17%
Some postsecondary	48%	166	67	22.6 ^E	9%	8% ^E
Postsecondary diploma	48%	222	80	107.2	31%	36%
University degree	59%	202	90	90.1	23%	30%
Labour force status²						
Employed	53%	194	72	196.2	61%	67%
Unemployed
Not in the labour force	38%	203	75	93.1	38%	32%
Household income						
Less than \$20,000	26%	233 ^E	60	30.6 ^E	14%	10% ^E
\$20,000 to \$39,999	36%	185	70	52.7	22%	17%
\$40,000 to \$59,999	45%	214	80	66.7	20%	21%
\$60,000 to \$79,999	50%	231	75 ^E	64.5	16%	20%
\$80,000 to \$99,999	51%	201 ^E	70	35.5 ^E	10%	11% ^E
\$100,000 or more	63%	164	86	65.0	18%	21%
Presence of children in the household³						
No children in household	42%	213	78	203.4	65%	65%
Pre-school-aged children only	38%	139 ^E	...	12.4 ^E	7%	4% ^E
Both pre-school and school-aged children	45%	...	59 ^E	...	5%	...
School-aged children only	57%	180	75	82.1	23%	26%

^E Sample size limited; use with caution.

... Sample size too small to be presented.

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school-aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

In 2004, the volunteer rate in British Columbia rose with the level of formal education attained, ranging from a low of 31% among British Columbians with less than a high school education to a high of 59% among those with a university degree. This pattern did not hold, however, for the number of hours volunteered. British Columbians with a postsecondary diploma volunteered the most hours annually (222 hours), followed by those with a university degree (202 hours), and high school graduates (182 hours). British Columbians with less than a high school education volunteered the fewest hours (150 hours). Although individuals with a postsecondary diploma made up 31% of the population, they contributed 36% of all the hours volunteered in the province. Similarly, university graduates constituted 23% of the population but accounted for 30% of the total volunteer hours.

The volunteer rate also rose steadily with household income, running from a low of 26% among British Columbians with annual household incomes of less than \$20,000 to a high of 63% among those with household incomes of \$100,000 or more. Once again, this pattern did not hold for the number of hours volunteered. Although British Columbians with annual household incomes of less than \$20,000 were the least likely to volunteer, they gave the most time on average (233^E hours), while those with incomes in excess of \$100,000, who were the most likely to volunteer, gave the least time (164 hours). Other groups that volunteered a significant amount of time were those with incomes of between \$60,000 and \$79,999 (231 hours) and those with incomes of between \$40,000 and \$59,999 (214 hours).

Employed British Columbians were more likely to volunteer than were those who were not part of the labour force. More than half (53%) of employed British Columbians volunteered their time in 2004 compared to just 38% of those who were not part of the labour force. However, individuals who were not in the labour force volunteered slightly more hours annually than employed British Columbians (203 hours vs. 194 hours, respectively).

Women and men in British Columbia were roughly equally likely to volunteer (46% vs. 45%, respectively), but women contributed more hours than men (212 hours vs. 186 hours). As a result, women accounted for 55% of all the hours volunteered provincially, despite constituting 51% of the population, while men accounted for 45% of the total.

The likelihood of volunteering rose from 43% among those aged 25 to 34 to a high of 52% among those aged 35 to 44, after which it declined to a low of 32% among seniors (65 and older). One exception of note is the unusually high volunteer rate among youth (ages 15 to 24); youth were the second most likely to volunteer in British Columbia (50%). Although seniors were the least likely to volunteer, they contributed the most time annually (247 hours). Youth volunteered the least time (155 hours).

With respect to marital status, British Columbians who are single, separated or divorced, or married or in common-law unions, all tended to volunteer at roughly the same rate (47% for the first two groups, 46% for the last). Widowed British Columbians volunteered at a significantly lower rate (29%). However, widowed British Columbians, along with those who were separated or divorced, volunteered the most hours annually (263^E hours and 275^E hours, respectively).

British Columbians with school-aged children¹² in the household were the most likely to volunteer (57%), followed by those with both pre-school and school-aged children (45%). Those with no children present in the household and those who had pre-school-aged children only were the least likely to volunteer (42% and 38%, respectively). British Columbians who did not have children present in the household gave the most time (213 hours), while those with only pre-school-aged children gave the least (139^E hours).

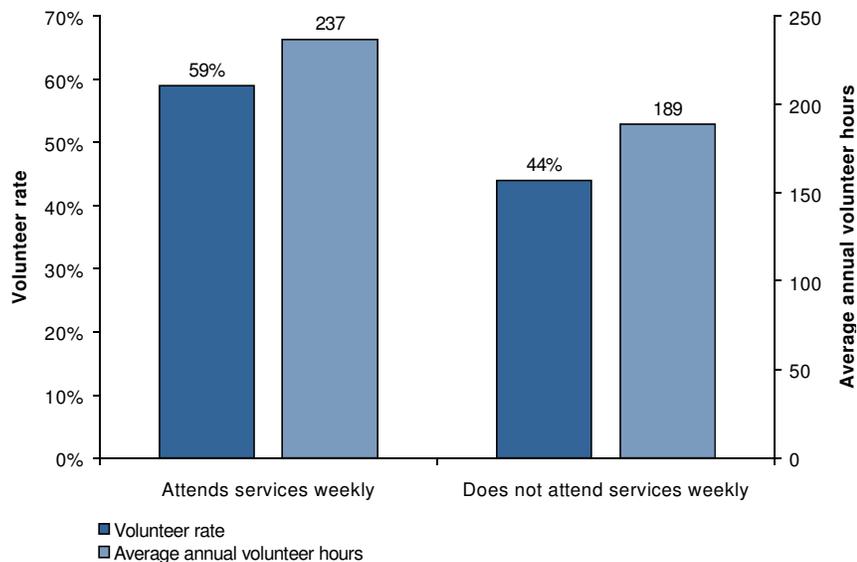
¹² *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school-aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

The role of religion

The likelihood of volunteering and the number of hours volunteered are also related to religious involvement.¹³ British Columbians who attend weekly religious services are more likely to volunteer and they also give more of their time than those who do not attend weekly services. In 2004, 59% of religiously active British Columbians volunteered an average of 237 hours for charitable and other nonprofit organizations (see Figure 2.5). In contrast, 44% of those who were not actively involved in their religion volunteered an average of 189 hours.

Those who were religiously active made up just 17% of the population in British Columbia in 2004, but accounted for roughly one quarter (26%) of all the hours volunteered province-wide. Volunteers who attended weekly religious services accounted for the majority of the hours volunteered for religious organizations (83%) and nearly one fifth (17%) of the hours volunteered for non-religious organizations.

Figure 2.5: Volunteer rate and average annual volunteer hours, by weekly attendance at religious services, population aged 15 and older, British Columbia, 2004.



Volunteering among immigrants

Immigrants¹⁴ living in British Columbia are somewhat less likely than Canadian-born British Columbians to volunteer. Overall, 41% of immigrants volunteered their time in 2004 compared to 50% of native-born Canadians. Immigrants in British Columbia also volunteered fewer hours than non-immigrants (187 hours vs. 203 hours).

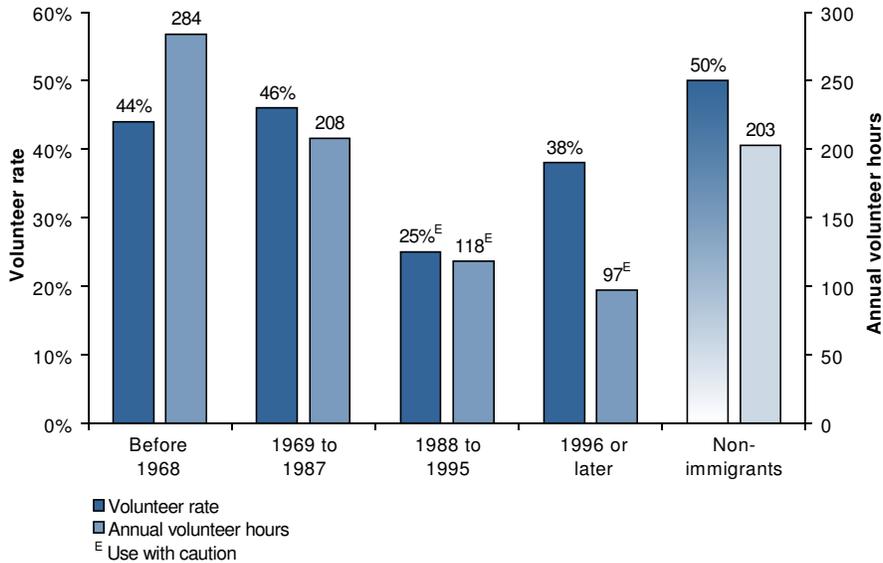
Broadly speaking, immigrants who have been in Canada longer are more likely to volunteer than are more recent arrivals. Nearly half (46%) of all immigrants who had arrived between 1969 and 1987 volunteered, as did 44% of those who had arrived before 1968 (see Figure 2.6). Immigrants who had arrived between 1988 and 1995 were the least likely to volunteer (25%).

¹³ The CSGVP grouped respondents into two categories: those who attended religious services or meetings weekly (excluding special occasions such as weddings, baptisms, and funerals) and those who did not.

¹⁴ *Immigrants* are defined as those individuals who said that they were landed immigrants to Canada or had been a landed immigrant before becoming Canadian citizens.

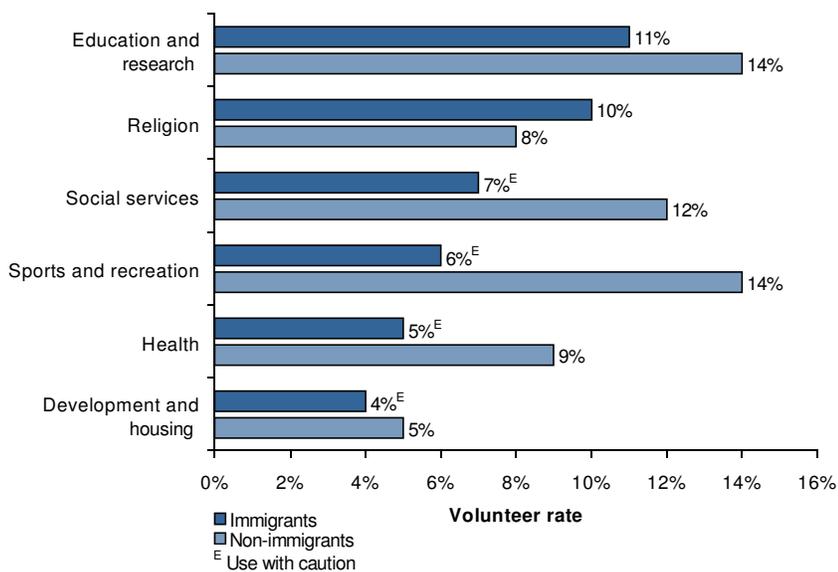
Immigrants who have been in Canada longer also tend to volunteer more time. Immigrants who had arrived in Canada before 1968 volunteered 284 hours. This number declined steadily to a low of 97^E hours among the most recently arrived group of immigrants (1996 or later).

Figure 2.6: Volunteer rate and average annual volunteer hours, by year of immigration, population aged 15 and older, British Columbia, 2004.



Immigrants and native-born Canadians living in British Columbia tend to volunteer for different types of organizations (see Figure 2.7). British Columbians who were or had been landed immigrants were most likely to volunteer for organizations devoted to education and research (11%) and religion (10%). Although immigrants were somewhat more likely than non-immigrants to volunteer for religious organizations (10% vs. 8%, respectively), they were significantly less likely to volunteer for organizations devoted to sports and recreation (6%^E vs. 14%), social services (7%^E vs. 12%), health (5%^E vs. 9%), and education and research (11% vs. 14%).

Figure 2.7: Volunteer rate, by selected organization type, immigrants and non-immigrants aged 15 and over, British Columbia, 2004.



What volunteers do

Volunteers devoted their time to a variety of activities (see Figure 2.8). British Columbian volunteers were most likely to organize or supervise events (47% did so) and to fundraise (45%). Other common activities among British Columbian volunteers were sitting on a committee or a board (36%) and teaching, educating, or mentoring (34%). Relatively few volunteers undertook conservation or environmental protection activities (15%), spent time canvassing (14%), or engaged in first-aid, fire-fighting, or search and rescue activities (8%).

Figure 2.8: Distribution of type of volunteer activity, volunteers aged 15 and older, British Columbia, 2004.

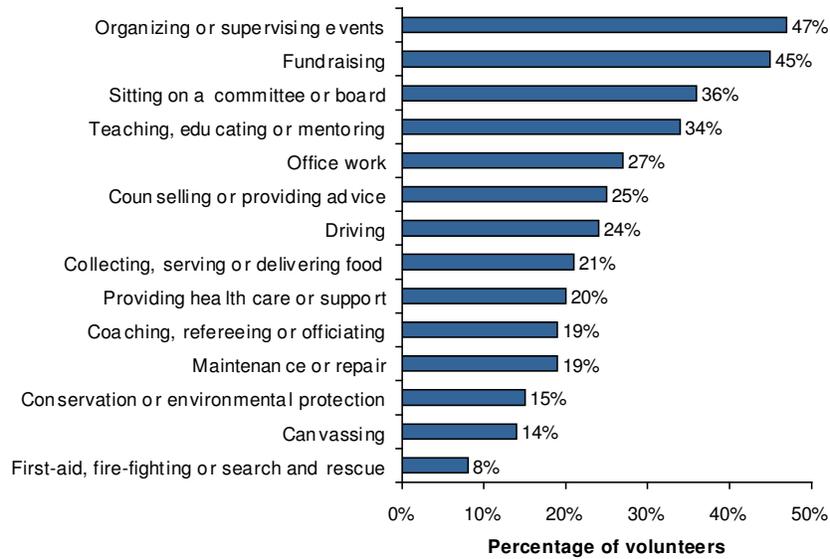
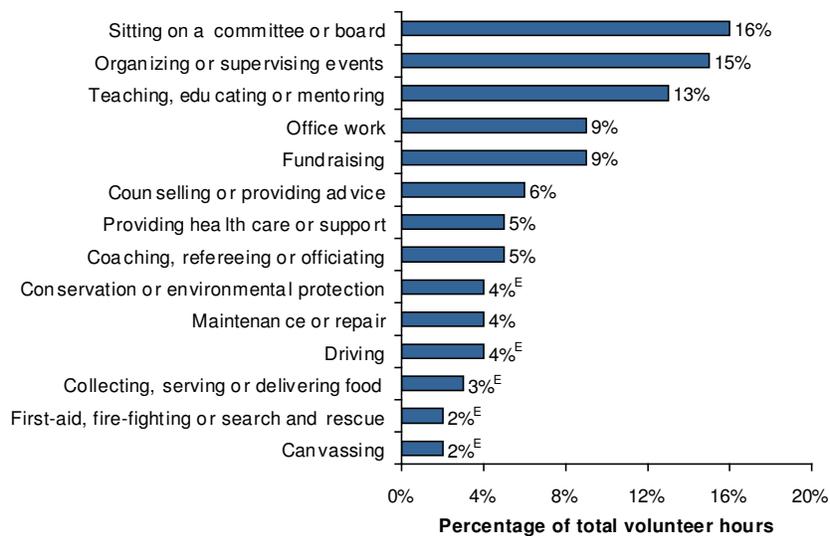


Figure 2.9: Distribution of annual volunteer hours, by type of volunteer activity, volunteers aged 15 and older, British Columbia, 2004.



^E Use with caution

To better understand how volunteers spent their time, the CSGVP asked respondents how much time they dedicated throughout the year to each of the various activities listed in Figure 2.8 above.¹⁵ The most common volunteer activities did not necessarily consume the most time. For example, the two most common activities – organizing and supervising events and fundraising – accounted for 15% and 9% of all volunteer hours, respectively (see Figure 2.9). The greatest proportion of volunteer hours (16%) was spent on the third most common activity – sitting on a committee or board. Volunteers also spent a substantial amount of time teaching, educating, or mentoring (13%) and doing office work (9%). Collectively, they devoted the fewest hours to collecting, serving, or delivering food (3%^E), first-aid, fire-fighting, or search and rescue activities (2%^E), and canvassing (2%^E).

How volunteers become involved

There are a number of ways in which volunteers initially become involved with the organizations for which they volunteer.¹⁶ In 2004, British Columbian volunteers were most likely to get involved because they had been asked by someone; nearly half (47%) became involved in this way. Almost three quarters (73%) of these volunteers had been approached by someone who was already involved with the organization, and 17% had been approached by someone outside the organization.

Volunteers are slightly less likely to have become involved by approaching the organization on their own; 44% became involved in this way. However, these volunteers contributed more time, on average, than those who had been approached by someone (173 hours vs. 123 hours). Seventeen percent of volunteers who had approached the organization on their own reported that they had found out about the volunteer opportunity through an advertisement, such as a poster or an ad in a newspaper, and 4%^E had been referred by an agency. The majority (74%) of those who had approached the organization on their own said that they had become aware of the opportunity in some way that was not specified in the CSGVP, indicating a need for further research into this topic.

Mandatory community service

Some people are required to perform mandatory community service by their school, their employer, the charitable organization with which they are involved, or some other authority. In British Columbia, 8% of all volunteers reported that they were required to volunteer for the organization to which they contributed the most hours. More than half (55%) of these individuals were required to volunteer by the organization itself, for example, as a condition of membership. British Columbians who were required to volunteer contributed substantially fewer hours than those who volunteered of their own accord (109 hours vs. 148 hours).

The reasons for volunteering

There are many reasons why individuals choose to volunteer their time. For some, volunteering is a way to learn new skills or to gain experience, while for others it can be a social activity or a way to contribute to the community. There are also many factors that can prevent people from volunteering more or at all.

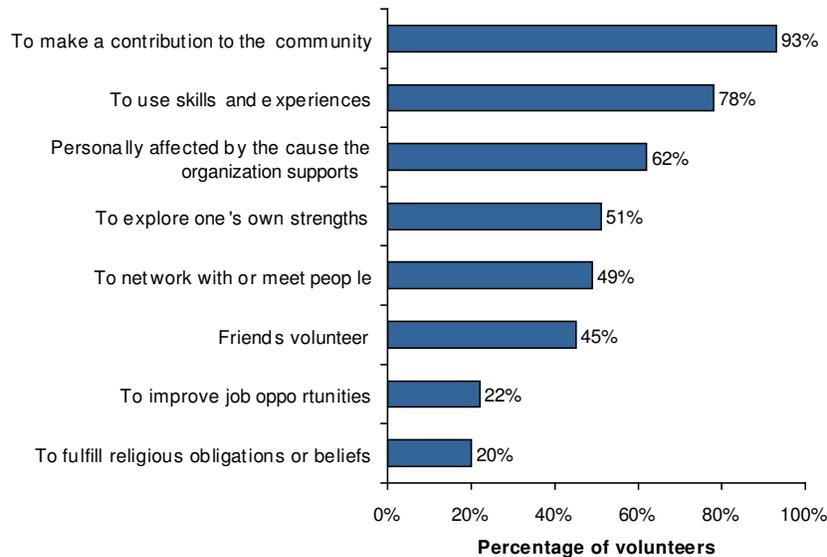
¹⁵ This question took into account only the time that volunteers gave to the organization for which they volunteered the most hours.

¹⁶ This question applied only to how volunteers became involved with the organization for which they volunteered the most time.

Motivations

Volunteers in British Columbia are most commonly motivated by the desire to make a contribution to the community; 93% of British Columbian volunteers said that this was an important motivation for them (see Figure 2.10).¹⁷ Other common motivations were the desire to use one's skills and experiences (78%), having been personally affected by the cause the organization supports (62%), and wanting to explore personal strengths (51%). Only 22% of volunteers indicated that the chance to improve their job opportunities was important to their decision to volunteer and 20% reported that the desire to fulfill religious obligations or beliefs was important.

Figure 2.10: Reasons for volunteering, volunteers aged 15 and older, British Columbia, 2004.



Barriers

British Columbians also encountered barriers¹⁸ that prevented them from contributing more time or from volunteering at all. The reason most (74%) volunteers gave for not volunteering *more* was the lack of time (see Figure 2.11). Nearly half (49%) of volunteers said that they did not volunteer more because they were unable to make a long-term commitment, and 41% felt that they had given enough time already. Less frequently identified reasons for not volunteering more included not being asked (29%), not knowing how to become involved (12%), the financial cost associated with volunteering (11%), or dissatisfaction with a previous volunteer experience (7%).

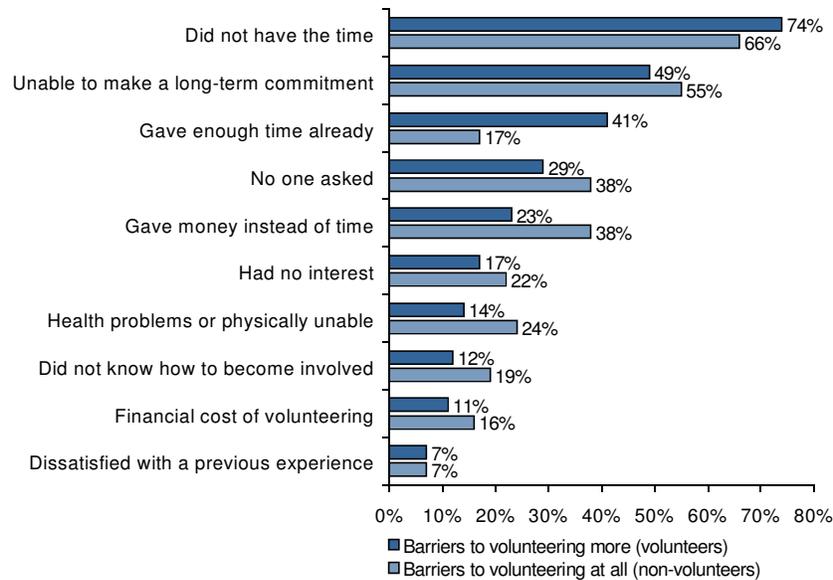
The barriers that prevented British Columbians from volunteering *at all* were somewhat different. Non-volunteers were less likely than volunteers to cite the lack of time as a barrier (66% of non-volunteers vs. 74% of volunteers) and somewhat more likely to cite the inability to make a long-term commitment (55% vs. 49%). Non-volunteers were also more likely to say that they did not volunteer because no one had asked them and because they preferred to give money instead of time (both 38%). Nearly one quarter (24%) said that health problems or other physical limitations prevented them from volunteering. The least common

¹⁷ The CSGVP asked respondents whether any of eight potential motivations were important in their decision to volunteer for the organization to which they contributed the most hours.

¹⁸ Respondents to the CSGVP were asked whether they agreed or disagreed with ten possible reasons for not volunteering more or not volunteering at all.

barriers among non-volunteers were the financial cost associated with volunteering (16%) and dissatisfaction with a previous volunteer experience (7%).

Figure 2.11: Reasons for not volunteering more and for not volunteering at all, population aged 15 and older, British Columbia, 2004.



Employer support for employee volunteer activities

Work commitments can often limit the ability to volunteer. Many employers, however, support and encourage their employees who volunteer. Nearly six in ten (59%) of the British Columbian volunteers who had an employer reported that they received some form of employer support for their volunteer activities. In addition, just over one quarter (26%) said that their employer had a formal program or policy in place to encourage employee volunteering. Employer support most commonly took the form of allowing employee volunteers to change or reduce their work hours in order to volunteer (reported by 37% of volunteers with employers), allowing employees to use work facilities or equipment for their volunteer activities (34%), and providing some sort of recognition, such as a letter of thanks (24%). Nineteen percent received either paid time off to volunteer or the opportunity to volunteer on the job.

Not everyone was equally likely to get employer support for their volunteer activities. Broadly speaking, younger volunteers were slightly more likely to benefit from employer support (see Table 2.3). Nearly two thirds (65%) of employed volunteers between the ages of 15 and 24 received some form of volunteer support from their employer, compared to 53% among employed volunteers between the ages of 45 and 54. In addition, employed volunteers with higher annual household incomes were more likely to receive employer support for their volunteer activities. For example, 65% of those with annual household incomes of \$80,000 to \$99,999 reported receiving some sort of employer volunteer support compared to just 43%^E of those with household incomes of less than \$20,000.

Continued on next page

Table 2.3: Percentage of volunteers with employers receiving support for volunteer activities, volunteers with employers aged 15 and older, British Columbia, 2004.

	Percentage of volunteers with employers receiving employer support
Total	59%
Age group	
15 to 24	65%
25 to 34	58%
35 to 44	57%
45 to 54	53%
55 to 64	62%
65 and older	...
Household income	
Less than \$20,000	43% ^E
\$20,000 to \$39,999	51%
\$40,000 to \$59,999	58%
\$60,000 to \$79,999	60%
\$80,000 to \$99,999	65%
\$100,000 or more	62%

E Sample size limited; use with caution.
 ... Sample size too small to be presented.

Helping people directly: informal volunteering

In addition to volunteering formally for an organization, many British Columbians also provide a substantial amount of help and support directly to others in their community without going through a charitable or nonprofit organization. Nearly eight in ten (78%) British Columbians provided direct help to someone in their community living outside their immediate household in 2004.

The most common form of direct help was performing domestic tasks, such as cooking, cleaning, gardening, or shovelling snow; 55% of British Columbians provided this sort of help to someone in their community (see Figure 2.12). The next most frequent ways of helping were by providing health-related or personal care (48%) and doing shopping or driving (45%). The least common ways of helping others directly were by doing paperwork, such as writing letters, doing taxes, filling out forms (29%) and teaching, coaching, or tutoring (18%).

With respect to how frequently individuals provided the various types of help, British Columbians who provided health-related or personal care were the most likely to do so daily (12%). In contrast, those who did paperwork tended to do so much less frequently; 27% of direct helpers engaged in paperwork just once or twice a year and 24% did so three or four times a year (see Figure 2.13).

Figure 2.12: Percentage of population helping others directly, by type of activity, population aged 15 and older, British Columbia, 2004.

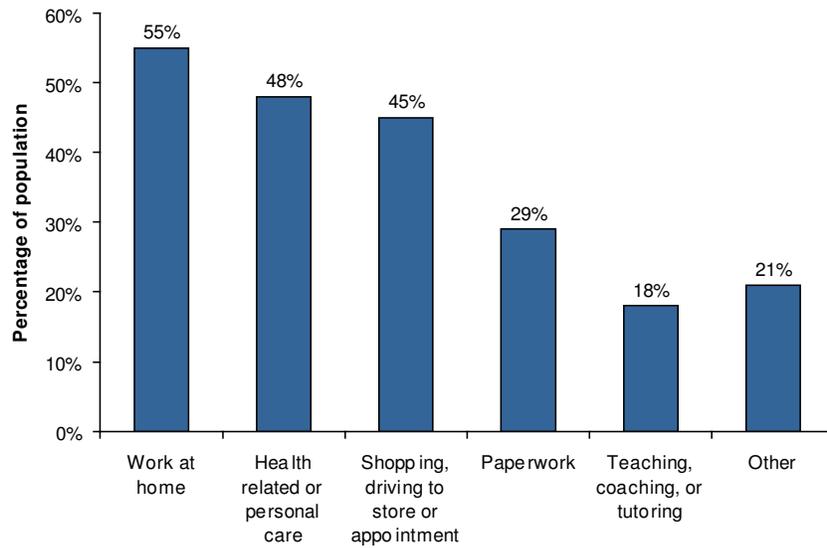
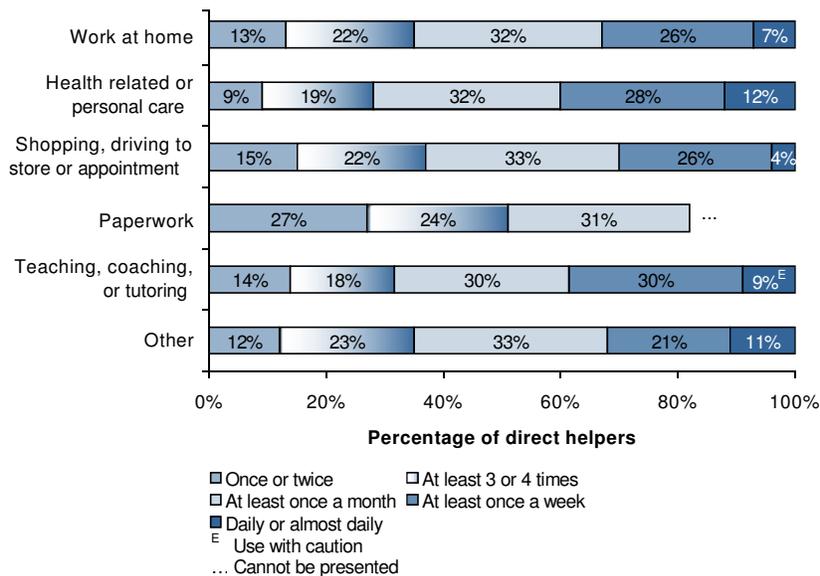


Figure 2.13: Frequency of helping others directly during the preceding year, by selected activity, direct helpers aged 15 and older, British Columbia, 2004.



Both the likelihood and the frequency of helping others directly are related to personal and economic characteristics, such as income, education, age, and sex. For example, the likelihood of helping others increases with income, ranging from a low of 68% among British Columbians with annual household incomes of less than \$20,000 to a high of 88% among those with incomes of \$100,000 or more (see Table 2.4). Although British Columbians with the lowest household incomes were the least likely to help others directly, those that provided direct help did so more frequently than others (17%^E did so daily).

British Columbians with higher levels of formal education were also more likely to help others directly. University graduates and those who had completed some postsecondary education were the most likely to provide direct help to others (87%), compared to the 63% of British Columbians who had not completed

high school. Although British Columbians with less than a high school education were the least likely to help others directly, they provided help more frequently.

Individuals aged 15 to 24 were the most likely to help others directly (85%), followed closely by British Columbians aged 45 to 54 (83%) and those aged 25 to 34 (82%). British Columbians over the age of 65 were the least likely to help others directly (62%), but they provided help on a more frequent basis.

Finally, men and women were roughly equally as likely to help others directly (79% of men and 78% of women). Women, however, tended to help more frequently; half (50%) of British Columbian women helped others daily or weekly, compared to 41% of men.

Table 2.4: Rate and frequency of helping others directly, by personal and economic characteristics, population aged 15 and older, British Columbia, 2004.

	Rate of helping others directly	A few times a year	At least once a month	At least once a week	Daily or almost daily
Total	78%	19%	23%	25%	10%
Age					
15 to 24	85%	19%	29%	34%	19%
25 to 34	82%	29%	30%	33%	8% ^E
35 to 44	77%	26%	30%	32%	12%
45 to 54	83%	24%	35%	31%	10% ^E
55 to 64	79%	27%	24%	32%	16% ^E
65 and over	62%	20%	26%	37%	17% ^E
Sex					
Male	79%	29%	30%	31%	10%
Female	78%	20%	29%	34%	16%
Education					
Less than high school	63%	15% ^E	27%	38%	20%
Graduated from high school	72%	24%	28%	35%	13%
Some postsecondary	87%	24%	32%	30%	14% ^E
Postsecondary diploma	85%	26%	28%	31%	15%
University degree	87%	28%	33%	31%	8% ^E
Household income					
Less than \$20,000	68%	24%	28%	31%	17% ^E
\$20,000 to \$39,999	73%	23%	23%	37%	17%
\$40,000 to \$59,999	78%	23%	31%	34%	12%
\$60,000 to \$79,999	80%	23%	30%	36%	11% ^E
\$80,000 to \$99,999	86%	27%	30%	35%	...
\$100,000 or more	88%	27%	35%	26%	13%

^E Sample size limited; use with caution.

... Sample size too small to be presented.

Chapter 3 – Participation in British Columbia

British Columbians are members of a range of different types of organizations, groups, and associations, such as hobby organizations, school groups, youth organizations, sports clubs, and support groups. Participation¹⁹ allows individuals with similar interests to get together and to work collectively to address various needs and issues in their communities. It can also give individuals a sense of fulfillment and help to forge social bonds between participants. This chapter examines the various types of organizations to which British Columbians belong, as well as the frequency with which they attend organizational activities. It also explores the various personal and economic characteristics of British Columbian ‘participants’.

Participation in 2004: Key findings

- 66% of British Columbians belonged to a group, organization, or association in 2004.
- The most common types of organizations to which British Columbians belonged were sports and recreation clubs, professional associations or unions, and religious organizations.
- British Columbians were most likely to participate in organizational activities at least once a month (26%).
- More than half (55%) of British Columbian participants belonged to two or more organizations.

Differences between British Columbia and the rest of Canada

Overall, British Columbians are very similar to other Canadians in terms of their participation in groups, organizations, and associations. The only notable differences are:

- British Columbian participants are slightly more likely than participants elsewhere in Canada to take part in organizational activities at least once a month (26% vs. 24%), but they are also more likely to never participate in organizational activities (24% vs. 22%).
- British Columbians who are separated or divorced are much more likely to participate than their Canadian counterparts (72% vs. 60%), as are widowed British Columbians (64% vs. 55%).

Participation in British Columbia

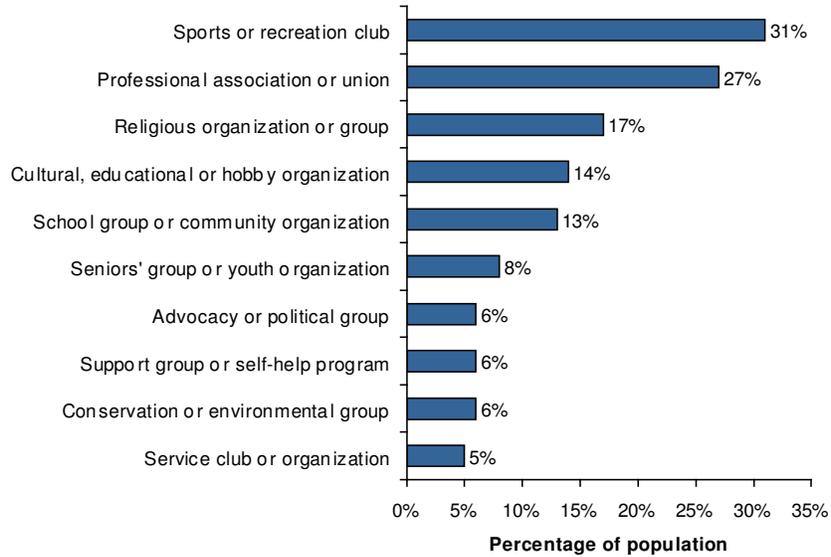
In 2004, two thirds (66%) of British Columbians were members of at least one group, organization, or association. It was most common for participants to belong to multiple organizations. Indeed, more than half (55%) of participants belonged to two or more organizations, while 45% belonged to just one. Specifically, 30% participated in two organizations, 14% in three, and 11% in four or more.

British Columbians were most likely to belong to sports and recreation clubs; nearly one third (31%) of all British Columbians were members of this type of organization in 2004 (see Figure 3.1). British Columbians were also fairly likely to belong to professional associations or unions (27%) and religious organizations or

¹⁹ The 2004 CSGVP defined participation as membership or participation in a group, organization, or association. An individual who is a member of an organization but does not participate in any of the organization’s activities is still considered a ‘participant’ by the CSGVP.

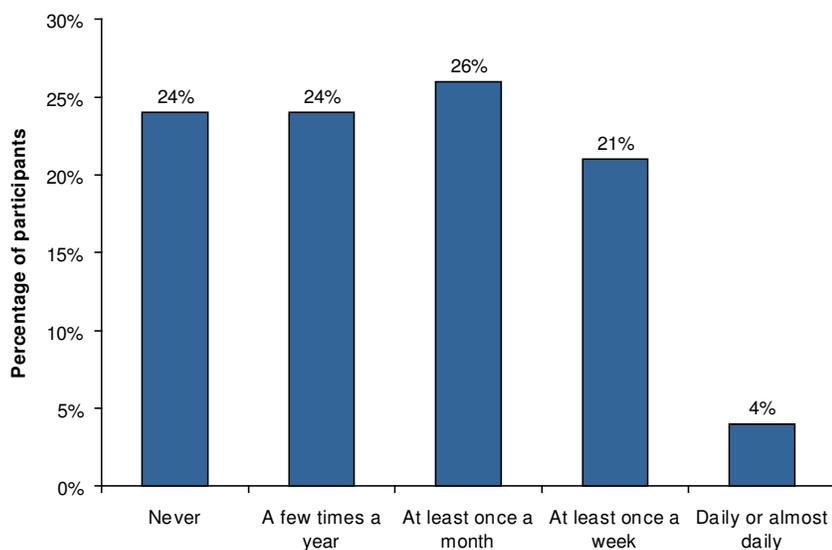
groups (17%). The least common types of organizations that British Columbians belonged to were advocacy or political groups, support or self-help groups, conservation or environmental groups (6% each), and service clubs (5%).

Figure 3.1: Participation rate, by type of group or organization, population aged 15 and older, British Columbia, 2004.



Although most British Columbians belong to a group or organization, they are not frequent participants in organizational activities such as meetings or social events (see Figure 3.2). Approximately one quarter participated in organizational activities once a month (26%) or a few times a year (24%). Slightly more than one fifth (21%) took part in organizational activities at least once a week and just 4% did so daily. Another one quarter (24%) of participants reported that they did not engage in any organizational activities in 2004, even though they were members of an organization or group.

Figure 3.2: Frequency of participation in meetings or other organizational activities, participants aged 15 and older, British Columbia, 2004.



A profile of British Columbian participants

The likelihood of participating in an organization and the frequency of participation are related to a number of personal and economic characteristics, including level of formal education, annual household income, labour force status, the presence of children in the household, marital status, and age (see Table 3.1).

Individuals with higher levels of formal education are more likely than others to belong to organizations or groups. Four of every five (80%) British Columbians with a university degree belonged to an organization, compared to just 47% of those who had less than a high school education. Although British Columbians with less than a high school education were the least likely to volunteer, they were, along with university graduates, the most likely to take part in organizational activities at least once a week (30% and 31%, respectively). However, those without a high school education were nearly twice as likely as university graduates to never take part in their organization's activities (29% vs. 15%).

The likelihood of participating in an organization also increased with annual household income, ranging from a low of 48% among those with household incomes of less than \$20,000 to a high of 82% among those with incomes of \$100,000 or more. British Columbians with annual household incomes of \$40,000 to \$59,999 and \$80,000 to \$99,999 were the most likely to participate weekly (30% for both).

Employed British Columbians were far more likely to participate than those who were not in the labour force (75% vs. 56%). Those who were not in the labour force, however, were slightly more likely than employed British Columbians to take part in organizational activities weekly (28% vs. 24%).

The likelihood of participating was also related to whether or not there are children in the household. In general, British Columbians with children in their household, particularly school-aged children,²⁰ were more likely to participate than those with no children in the household. Those who had both pre-school and school-aged children in their household were the most likely to participate (75%), followed closely by those with school-aged children only (72%). Although British Columbians with no children present in their household were the least likely to participate (65% did so), they were more likely to do so at least once a week than were those with school-aged children only (26% vs. 22%, respectively).

British Columbians who were separated or divorced were the most likely to be members of a group or organization (72%), followed by those who were married or in common-law relationships (69%). Those who had been widowed and who were single were the least likely to participate (64% and 62%, respectively). Single British Columbians, however, were the most likely to participate in organizational activities once a week (35%).

Finally, British Columbians between the ages of 45 and 54 were the most likely to participate (71%), followed by those between the ages of 25 and 34 (70%). British Columbians aged 15 to 24 were the least likely to participate (59%) but those who did were the most likely to do so weekly (35%).

²⁰ *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school-aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Table 3.1: Rate of participation in groups and organizations and frequency of participation in meetings or other organizational activities, by personal and economic characteristics, population aged 15 and older, British Columbia, 2004.

	Rate of participation in organizations	Frequency of participation ¹			
		Never	A few times a year	At least once a month	Once a week or more ²
Total	66%	24%	24%	26%	25%
Age					
15 to 24	59%	22%	19%	24%	35%
25 to 34	70%	25%	24%	24%	27%
35 to 44	66%	27%	27%	28%	17%
45 to 54	71%	20%	30%	27%	24%
55 to 64	70%	24%	25%	25%	25%
65 and older	61%	27%	19%	26%	28%
Sex					
Male	68%	25%	24%	24%	26%
Female	65%	23%	24%	27%	25%
Marital status					
Married or common-law	69%	25%	26%	27%	22%
Single, never married	62%	21%	19%	25%	35%
Separated or divorced	72%	23% ^E	24% ^E	27%	26% ^E
Widow or widower	64%	27% ^E	28% ^E	22% ^E	23% ^E
Education					
Less than high school	47%	29%	23%	17% ^E	30%
Graduated from high school	59%	28%	23%	25%	23%
Some postsecondary	70%	26%	28%	21% ^E	25% ^E
Postsecondary diploma	74%	26%	26%	27%	21%
University degree	80%	15%	23%	31%	31%
Labour force status					
Employed	75%	21%	28%	26%	24%
Unemployed
Not in the labour force	56%	28%	19%	25%	28%
Household income					
Less than \$20,000	48%	32%	24%	23%	22% ^E
\$20,000 to \$39,999	57%	31%	22%	23%	24%
\$40,000 to \$59,999	65%	22%	23%	25%	30%
\$60,000 to \$79,999	75%	24%	27%	24%	25%
\$80,000 to \$99,999	74%	22%	26%	21%	30%
\$100,000 or more	82%	18%	25%	34%	23%
Presence of children in the household³					
No children in household	65%	24%	24%	25%	26%
Pre-school-aged children only	68%	...	31% ^E	24% ^E	31% ^E
Both pre-school and school-aged children	75%
School-aged children only	72%	23%	26%	29%	22%

^E Sample size limited, use with caution.

... Sample size too small to be presented.

1. Only those persons belonging to at least one organization are included in the frequency calculations. Note that it is possible to belong to an organization without participating in any activities.
2. Includes those who reported participating daily or almost daily as well as those who reported participating at least once a week.
3. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school-aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Percentages may not add to 100 due to rounding.

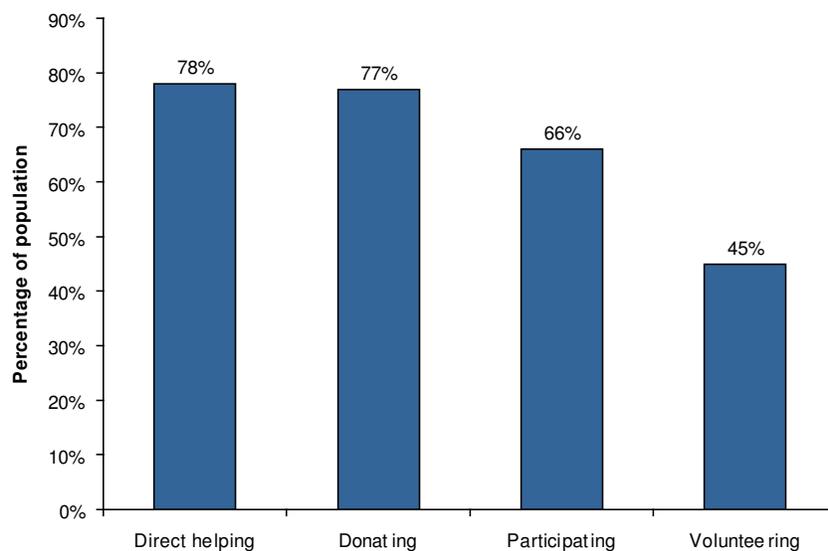
Chapter 4 – Links between forms of social support

Donating, volunteering, helping others directly, and participating are forms of social involvement that tend to be connected. This final chapter explores some of the linkages that exist between these pro-social activities and the extent to which engaging one form of social involvement affects the likelihood of engaging in others.

The prevalence of social involvement

The most common types of pro-social activities among British Columbians are direct helping (78%) and making financial donations (77%), as shown in Figure 4.1. Belonging to and participating in groups, organizations, or associations is the next most common activity (66%), while volunteering is the least common pro-social activity among British Columbians (45%).

Figure 4.1: Prevalence of different forms of social involvement, population aged 15 and older, British Columbia, 2004.



The spectrum of social involvement

The various forms of social involvement are interconnected, and most British Columbians engage in more than one pro-social activity. Nearly one third (32%) of British Columbians reported taking part in all four pro-social activities in 2004 (see Figure 4.2). Slightly more than one quarter (27%) engaged in three, 21% took part in two, and 12% took part in one. Just 8% of British Columbians did not take part in any.

Engagement in the various forms of social involvement appears to be linked such that involvement in one form is associated with involvement in others. For example, 77% of British Columbians made a financial donation in 2004 (see Figure 4.3). However, the donor rate was higher among those who helped others directly (84%) and those who participated in groups or organizations (85%), and it was substantially higher among those who volunteered (90%). Volunteers were also the most likely to help others directly and to participate in organizations, associations, or groups.

Figure 4.2: Number of forms of social involvement undertaken, population aged 15 and older, British Columbia, 2004.

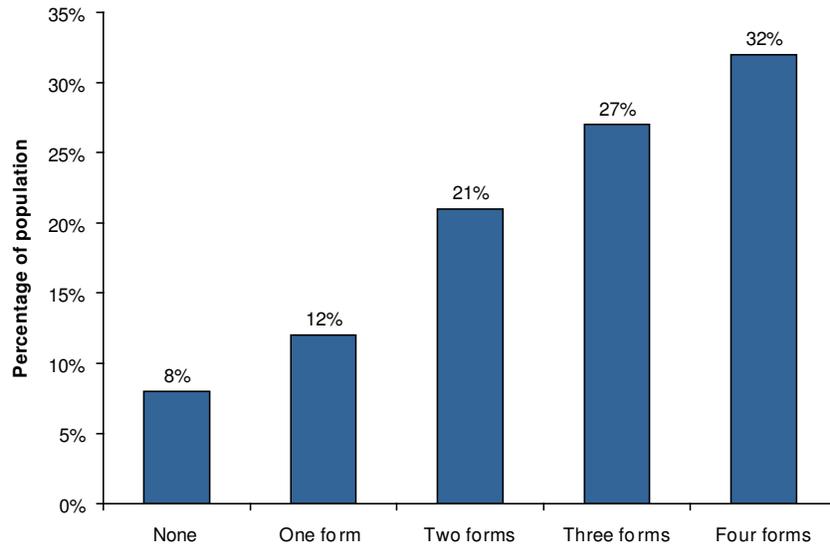
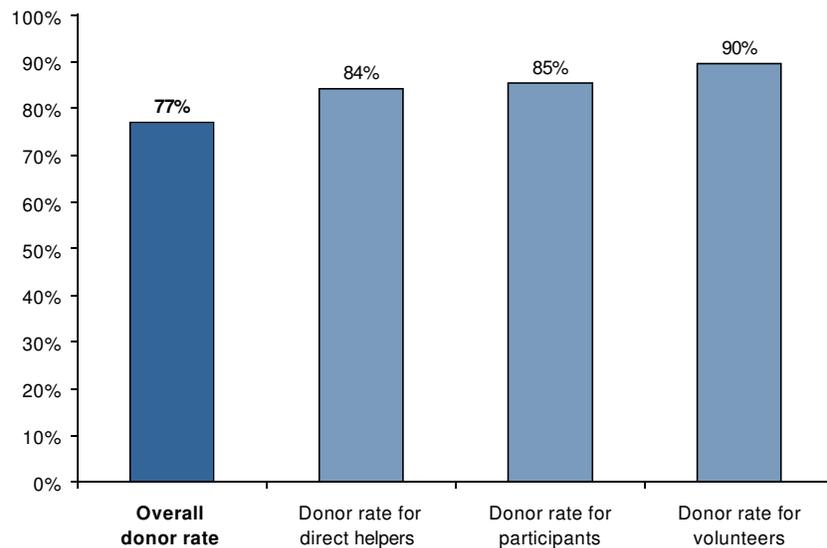
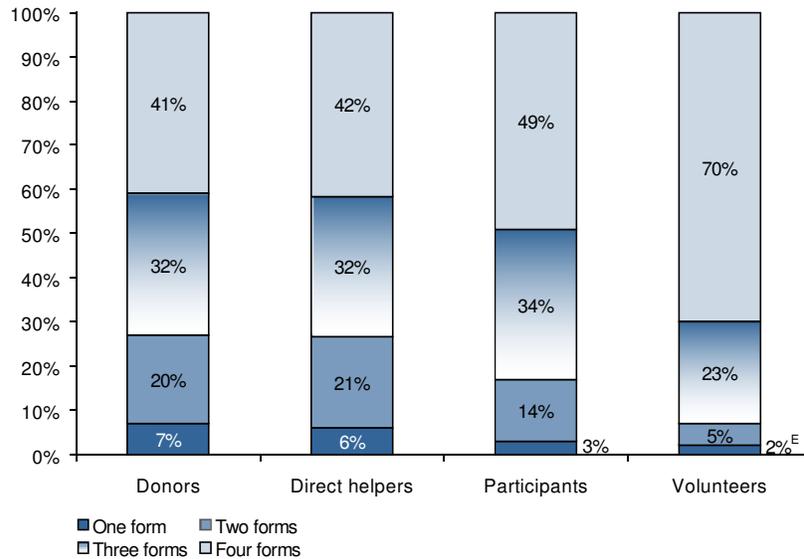


Figure 4.3: Donor rate, for direct helpers, participants and volunteers, population aged 15 and older, British Columbia, 2004.



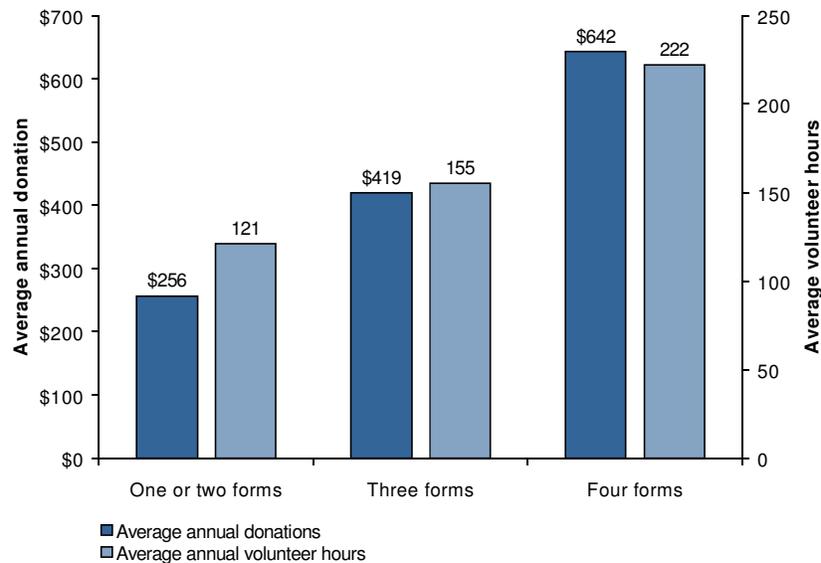
Not only are volunteers the most likely to engage in each of the other forms of social involvement, but they are also the most likely to take part in all four pro-social activities. Seven in ten (70%) British Columbian volunteers took part in all four forms of social involvement in 2004, 23% took part in three, 5% took part in two, and just 2%^E engaged in volunteering alone (see Figure 4.4). Those who belonged to an organization or group were the second most likely to engage in all four forms of social involvement (49%), and a further 34% of participants engaged in three pro-social activities. Donors and direct helpers were the least likely to take part in all four forms of social involvement (41% and 42%, respectively).

Figure 4.4: Number of forms of social involvement in which donors, direct helpers, participants, and volunteers engage, population aged 15 and older, British Columbia, 2004.



The more pro-social activities an individual participates in, the more intense their level of participation. On average, British Columbians who engaged in one or two pro-social activities donated \$256 and volunteered 121 hours (see Figure 4.5); those who took part in three forms of social involvement donated, on average, \$419 and 155 hours; and those who were involved in all four pro-social activities made the largest donations (\$642) and volunteered the most time (222 hours).

Figure 4.5: Average annual donations and average annual volunteer hours, by number of forms of social involvement, donors and volunteers aged 15 and older, British Columbia, 2004.



The fact that individuals who engage in one type of pro-social activity are more likely to engage in others has important implications. Many individuals engage in more than one type of pro-social activity and, as a result, charities and nonprofit organizations often rely on the same individuals to provide both financial donations

and volunteer time. The impact of the small group of British Columbians who were both top donors (the 25% of donors who gave \$390 or more) and who also volunteered is quite striking. This group made up just 15% of the population but contributed roughly one third (34%) of all the volunteer hours and more than half (56%) of the money donated provincially.

Conclusions

Virtually all British Columbians endeavour to improve the lives of others or the communities in which they live. By making financial donations, volunteering formally with charitable or nonprofit organizations, helping others directly in their community, and participating in a range of community groups and organizations, British Columbians put their social values into practice and demonstrate their commitment to the vitality and well-being of their communities.

Most British Columbians engage in at least one form of social involvement. They are most likely to help others directly (78% did so in 2004) and to make financial donations (77%). They are somewhat less likely to be members of organizations or groups (66%) or to volunteer (45%). The level of support that British Columbians provided to charitable and nonprofit organizations in 2004 was substantial. Their contributions totalled \$1.2 billion and 315 million hours.

Engaging in one form of social involvement increases the likelihood of engaging in other forms. Volunteers are a particularly important group because they are the most likely to also be participants, direct helpers, and donors, and they are the most likely to engage in all four forms of social involvement. Moreover, the more types of social involvement British Columbians engage in, the more money and time they tend to contribute to charitable and nonprofit organizations.

Although most British Columbians are socially active in some way, their level of involvement is typically quite modest. As is the case nationally, there is a small group of people in British Columbia who make significant contributions of time and money. These core supporters account for the majority of the money donated and hours volunteered. The top 25% of donors accounted for 82% of all the money donated, and the top 25% of volunteers contributed 76% of all the hours volunteered provincially.

In general, British Columbians who are most likely to donate and volunteer share many personal and economic characteristics. These individuals tend to be between the ages of 45 and 54, female, university graduates, employed, religiously active, and Canadian-born. They also tend to have household incomes of at least \$80,000 and have children present in the household. While some individuals are more likely to donate and volunteer, others tend to contribute larger amounts of time and money. British Columbians who make the largest financial donations tend to be seniors (age 65 and older), male, widowed, university graduates, employed, religiously active, and immigrants to Canada. They also tend to have children present in the household and annual incomes in excess of \$100,000. Compared to those who make the largest donations, those who volunteer the most hours tend to be seniors, female, separated or divorced, not part of the labour force, religiously active, and Canadian-born. These individuals also tend to have a postsecondary education, household incomes of less than \$20,000, and do not have children present in the household.

British Columbian donors and volunteers are motivated by a number of different factors, many of which are altruistic in nature. Many British Columbians were motivated to donate or volunteer because they wanted to make a contribution to their community, they felt compassion for those in need, and because they personally believed in (or had been affected by) the cause the organization supported. There were, however, barriers that prevented donors and volunteers from giving as much time and money as they otherwise might have. Many donors and volunteers reported that they did not contribute more because they could not afford to do so or they were happy with what they had already contributed. Many British Columbians who did not donate or volunteer at all said that it was because they had not been asked.

The contributions that British Columbians make through the various pro-social activities in which they engage are an integral part of daily life in the province. British Columbians articulate the social values that are most important to them through the donations they make, the time they volunteer, the help they give others in their community, and their participation in groups and organizations. British Columbians who are socially involved each contribute in a positive way to making their community a healthier, more vibrant, and more sustainable place to live.

References

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