

In the March 21 edition of *The Daily*, Statistics Canada announced the release of the initial results from the 2010 Canada Survey of Giving, Volunteering and Participating. The information released to date consists of a brief topline summary comparing giving and volunteering in 2010 to 2007, as well as a series of 28 detailed tables describing the demographics of donors and volunteers. Demographics are described both nationally and at the provincial/territorial level. The article in *The Daily* can be found [here](#) and the tables are available [here](#).

### CHARITABLE GIVING

In 2010, 84% of Canadians aged 15 and over (equivalent to 23.8 million Canadians) donated to charitable and nonprofit organizations (see Table

1). Collectively they donated \$10.6 billion, with an average donation of \$446.

Once inflation is taken into account, these figures are substantially unchanged from 2007. Indeed, from 2004, there is little change in donations, with increases in total donations over the period largely being driven by increases in the size of the Canadian population.

### Provincial Variations

As in previous years, the donation rate (the percentage of the population making donations) tended to be higher in the Atlantic provinces than in the rest of Canada, while the average amounts donated tended to be larger in the west (see Table 2). For most provinces, donation rates and average

Table 1: Donors and donations, population aged 15 and over, Canada, 2004 to 2010.<sup>1</sup>

		2010	2007	2004
<b>Total population</b>	<b>millions</b>	<b>28.3</b>	<b>27.1</b>	<b>26.1</b>
<b>Donors and donations</b>				
Donors	<b>millions</b>	23.8	22.8	22.2
Donor rate		84%	84%	85%
Total amount of donations	<b>billions</b>	\$10.6	\$10.4	\$9.9
Average donation		\$446	\$457	\$445
Median donation		\$123	\$125	\$134

1. 2004 and 2007 dollar amounts adjusted to 2010 dollars.

Sources: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.

Table 2: Rates of donation and average annual donation, population aged 15 and over, by province and territory, 2004 to 2010.<sup>1</sup>

	2010		2007		2004	
	Donor rate	Average donation	Donor rate	Average donation	Donor rate	Average donation
BC	80%	\$543	79%	\$529	77%	\$520
AB	84%	\$562	85%	\$623	79%	\$556
SK	84%	\$544	84%	\$535	82%	\$480
MB	86%	\$519	87%	\$543	84%	\$506
ON	84%	\$526	86%	\$523	90%	\$543
QC	85%	\$208	84%	\$229	83%	\$196
NB	88%	\$380	88%	\$389	88%	\$391
NS	88%	\$369	87%	\$428	90%	\$421
PE	91%	\$479	89%	\$469	93%	\$435
NL	92%	\$331	91%	\$313	93%	\$330
YU	82%	\$514	78%	\$554	76%	\$485
NW	60%	\$412	68%	\$575	79%	\$510
NU	59%	\$344	66%	\$415	63%	\$325

1. 2004 and 2007 dollar amounts adjusted to 2010 dollars.

Sources: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.

*Table 3: Volunteers and volunteering, population aged 15 and over, Canada 2004 to 2010.*

		2010	2007	2004
<b>Total population</b>	<b>millions</b>	<b>28.3</b>	<b>27.1</b>	<b>26.1</b>
<b>Volunteers and hours volunteered</b>				
Volunteers	<b>millions</b>	13.3	12.5	11.8
Volunteer rate		47%	46%	45%
Total hours volunteered	<b>billions</b>	2.1	2.1	2.0
Average hours volunteered		156	166	168
Median hours volunteered		55	56	61

**Sources:** Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.

amounts donated in 2010 were broadly consistent with previous years.

### VOLUNTEERING

In 2010, 47% of Canadians aged 15 and over volunteered (see Table 3). Collectively, these volunteers contributed just under 2.1 billion volunteer hours, the equivalent of 1.1 million full-time jobs. On average, volunteers contributed 156 hours each, with a median contribution of 55 hours.

Compared to 2007, when 46% of the population volunteered an average of 166 hours each (with a median contribution of 56 hours) these figures are largely unchanged. In fact, total volunteer hours for 2007 are virtually identical to 2010. The relationship between median and average volunteer hours suggests that the stagnation in

volunteer hours may be more due to shifts in the population of volunteers contributing comparatively large numbers of hours.

### Provincial Variations

The same general patterns of variation between provinces seen in previous versions of the survey can be seen in 2010. As with previous years, Saskatchewan and Prince Edward Island reported the highest volunteer rates (see Table 4). Nova Scotia and British Columbia reported the largest average annual hours volunteered.

In terms of variations over time at the provincial and territorial level, few general conclusions can be drawn beyond the fact that most of the provinces that reported increases in the volunteer rate between 2004 and 2007 appear to have broadly maintained these elevated rates.

*Table 4: Rates of volunteering and average hours volunteered, population aged 15 and over, by province and territory, 2004 to 2010.*

	2010		2007		2004	
	Volunteer rate	Average hours	Volunteer rate	Average hours	Volunteer rate	Average hours
BC	50%	178	47%	172	45%	199
AB	55%	140	52%	172	48%	175
SK	58%	143	59%	147	54%	188
MB	53%	141	54%	159	50%	155
ON	48%	164	47%	164	50%	162
QC	37%	128	37%	162	34%	146
NB	49%	154	48%	175	44%	185
NS	54%	207	55%	183	48%	195
PE	56%	157	56%	147	47%	163
NL	52%	155	46%	176	42%	188
YU	49%	131	58%	176	52%	196
NW	36%	173	46%	151	53%	153
NU	41%	152	43%	186	42%	132

**Sources:** Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2004, 2007 and 2010.