

Giving and Volunteering for Religion Organizations in Alberta

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

By
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Statement on data quality

The results presented in this report are derived from a survey. As such they are estimates, not definite measures. Because of variation in the sample size involved with various questions, and variability in the answers given, some estimates are more precise than others. Estimates with a coefficient of variation less than 16.6% are unqualified. Estimates with a coefficient of variation between 16.6% and 33.3% are noted with an ^E and should be used with caution. Estimates with a coefficient of variation greater than 33.3%, or based on fewer than 30 respondents are not presented and are represented in tables and figures with the symbol ... For more detailed information concerning data quality, readers are referred to Appendix B of *Concerned Canadians, Involved Canadians: Highlights of the Canada Survey of Giving, Volunteering and Participating* (Hall, Lasby, Gumulka & Tryon, 2006).

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Introduction

Religion organizations¹ are the second most common type of organization in Alberta. Only Sports and Recreation organizations are more numerous. The approximately 3,700 Religion organizations in Alberta account for about 19% of nonprofit and charitable organizations in the province, according to the 2003 National Survey of Nonprofit and Voluntary Organizations (Hall, de Wit, Lasby, McIver, Evers, et al., 2005). Collectively, these organizations account for about 6% of total revenues of the nonprofit and voluntary sector in Alberta (Roach, 2006). Yet little is known about how and to what extent Albertans support these organizations through voluntary contributions time and money.

This report uses findings from the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP) to provide information on the Albertans who contribute time or money to Religion organizations, how much they give, how they make their donations, how they become involved and what they do as volunteers, their motivations for supporting these organizations, and the barriers they face.

The CSGVP, conducted by Statistics Canada, asked Canadians about their charitable giving and volunteering, as well as about the way they help their friends and neighbours and connect with one another through a wide array of organizations, associations, and clubs. As part of the CSGVP, telephone interviews were conducted with approximately 1,600 Albertans aged 15 and over. Respondents were contacted between mid-September and December of 2004 and were asked about their activities during the previous one-year period.

Charitable Giving to Religion Organizations

Albertans were more likely to donate to Religion organizations than to almost any other type of organization. About one in three (33%) Albertans donated to Religion organizations in 2004 (see Figure 1). These donors also tended to make very large donations – an average of \$588 annually (see Figure 2). This is over twice the average amount donated to any other type of organization. Collectively, Albertans donated approximately \$501 million to Religion organizations, or just under half (49%) of the total value of all charitable donations in the province. Albertans were less likely than other Canadians to donate to Religion organizations, but when they did, they contributed larger amounts; 38% of Canadians donated an average of \$395 each to Religion organizations, or 45% of all charitable donations made in Canada (Hall, Lasby, Gumulka & Tryon, 2006).

¹ In this report, Religion organizations are defined as religious congregations and associations of congregations, as well as organizations devoted to religious instruction, such as seminaries. This definition is based on the International Classification of Nonprofit Organizations (Salamon & Anheier, 1997). The classification is a functional classification (i.e., it classifies organizations on the basis of what activities they engage in). For this reason, the definition of Religion organizations used in this report does not include organizations sponsored or operated by a particular religious sect that engage in activities other than religious worship. For example, the Religion category would exclude a hospital or primary school funded or operated by a religious group. The modified classification used here divides nonprofit organizations into 13 different groups – where fewer than 13 groups are presented in this report, it is due to sample size limitations.

Figure 1: Percentage of total donation value and donor rate, by selected organization type, population aged 15 and over, Alberta, 2004.

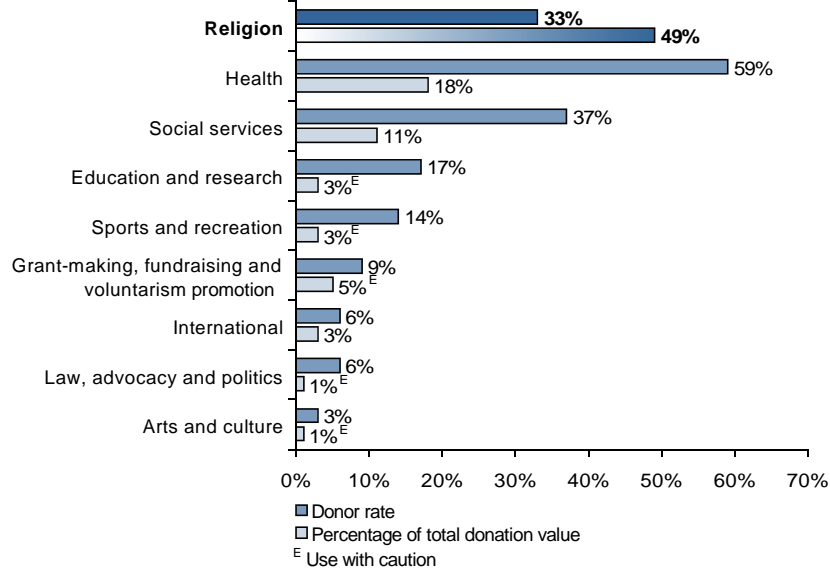
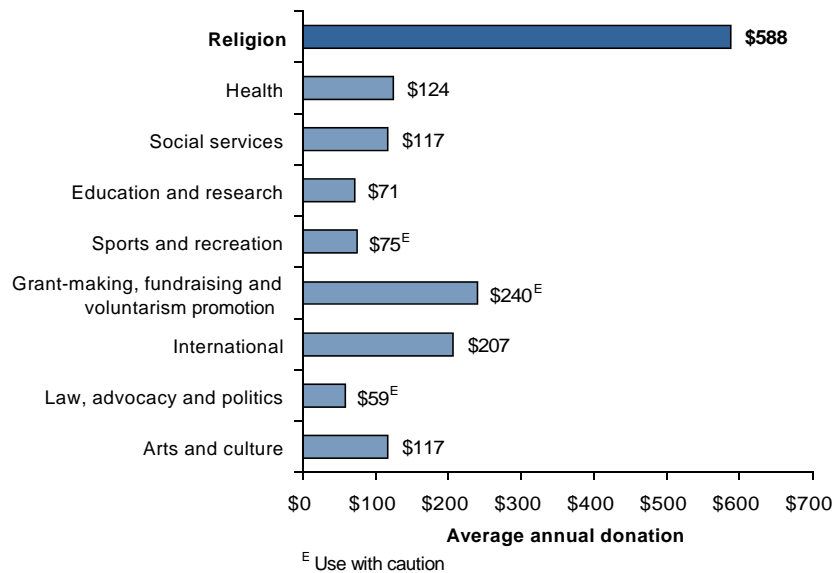


Figure 2: Average annual donations, by selected organization type, donors aged 15 and over, Alberta, 2004.

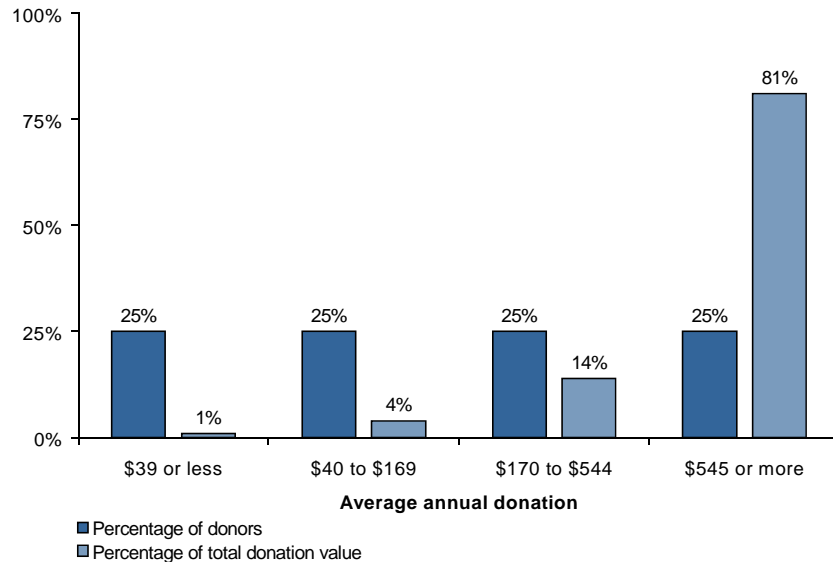


The concentration of support

Although one in three Albertans support Religion organizations financially, the overwhelming bulk of this support comes from a minority of donors. More than four fifths (81%) of the total value of all donations came from the 25% of Religion donors who contributed \$545 or more annually (see Figure 3). About 14% came from those who donated between \$170 and \$544, and 4% came from those who gave between \$40 and \$169. Just 1% came from those who contributed \$39 or less annually. This level of concentration is fairly typical; in both Alberta and Canada

as a whole, the top 25% of donors accounted for 82% of the value of all donations (Hall, et al., 2006).

Figure 3: Distribution of donors and percentage of total annual donations, by amount of annual donations, Religion donors aged 15 and over, Alberta, 2004.



Who gives to Religion organizations?

Although the decision to donate to a charitable or nonprofit organization is a personal one, there are some personal and economic characteristics that appear to be associated with the likelihood of supporting Religion organizations and with the extent of that support. The most significant of these are frequency of attendance at religious services, age, marital status, level of formal education, and the presence of children in the household (see Table 1).

Perhaps not surprisingly, the characteristic most associated with the likelihood of donating to Religion organizations and with the amount donated is the frequency with which individuals attend religious services. Over three quarters (78%) of Albertans who attended religious services at least weekly donated to a Religion organization compared to just 22% of those who attended religious services less frequently or did not attend them at all. Those who attended religious services at least weekly gave almost five times as much, on average, than non-weekly attendees (\$1,020 vs. \$206 annually).

With minor variations, the likelihood of donating to Religion organizations tends to increase with age. Albertans aged 25 to 34 were least likely to donate (26%), and those aged 65 and over were most likely to give (42%). Religion donors aged 45 to 54 tended to give the most (\$781^E), on average, while those in the youngest age category (15 to 24) gave the least (\$174^E).

^E Use with caution.

Table 1: Religion donor rate and average Religion donation, by personal and economic characteristics, population aged 15 and over, Alberta, 2004.

	Religion donor rate	Average annual Religion donation
All Albertans	33%	\$588
Age		
15 to 24	29%	\$174 ^E
25 to 34	26%	\$674 ^E
35 to 44	35%	\$697 ^E
45 to 54	34%	\$781 ^E
55 to 64	37%	\$688
65 and over	42%	\$480
Sex		
Male	30%	\$572
Female	36%	\$602
Marital status		
Married or common-law	37%	\$686
Single, never married	27%	\$235 ^E
Separated or divorced	27% ^E	...
Widow or widower	38% ^E	\$694 ^E
Education		
Less than high school	26%	\$277 ^E
Graduated from high school	29%	\$434 ^E
Some postsecondary	44%	...
Postsecondary diploma	33%	\$700 ^E
University degree	41%	\$851
Labour force status		
Employed	35%	\$662
Unemployed
Not in the labour force	29%	\$521
Household income		
Less than \$20,000	28% ^E	\$202 ^E
\$20,000 to \$39,999	32%	\$510 ^E
\$40,000 to \$59,999	33%	\$495
\$60,000 to \$79,999	41%	\$504
\$80,000 to \$99,999	28%	\$969 ^E
\$100,000 or more	34%	\$791 ^E
Presence of children in household		
No children in household	32%	\$484
Children in the household	37%	\$826 ^E
Religious attendance		
Attends religious services weekly	78%	\$1,020
Does not attend religious services weekly	22%	\$206

^E Sample size limited; use with caution.

... Sample size too small to be presented.

Women were somewhat more likely to give to Religion organizations than were men (36% vs. 30%) and gave more, on average (\$602 vs. \$572 for men).

Widowed Albertans were the most likely to donate to a Religion organization (38%^E), followed closely by those who were married or in a common-law union (37%). Both of these groups also tended to give larger amounts (\$694^E and \$686, respectively).

The relationship between the level of formal education and donating to Religion organizations is not a simple one. Albertans who had some postsecondary education but who did not have a postsecondary diploma or a university degree were the most likely to give to Religion organizations (44% donated), followed by those with a university degree (41%). Those who had not completed high school were least likely to donate (26%). The amount donated increased with the level of education, ranging from a low of \$277^E among those with less than a high school education to a high of \$851 among those with a university degree.

Generally, Albertans living in households with children present were somewhat more likely than others to donate (37% of those with children present donated compared to 32% of those with no children present). Those with children present also tended to give larger amounts (\$826^E vs. \$484).

How do Religion donors make their donations?

Although Albertans make donations in a variety of ways, it perhaps comes as no surprise that most donors who support Religion organizations make their donations at a place of worship and that this method of giving accounts for most of the monies contributed to Religion organizations.² The vast majority of donors to Religion organizations (94%) donated at their place of worship (see Figure 4). Smaller numbers of Religion donors contributed through other methods, such as making a donation in someone's memory (7%^E), paying to attend a charity event (7%^E), and in response to a mail request (6%^E).

Other types of organizations frequently find that the methods of giving used most frequently by their donors do not always generate the most money. This is not true for the method of donating used most frequently by donors to Religion organizations. Donations made through places of worship accounted for 78% of the total number of donations and 92% of the total value of all donations to Religion organizations (see Figure 5). About one fifth of donations to Religion organizations were made through other methods, but they collectively accounted for just 8% of total donation value. For instance, 5% of donations were made in memory of someone, but they accounted for just 1%^E of the value of all donations.

² Respondents were asked about 12 different ways of making donations but due to limited sample sizes only the results shown here can be presented.

Figure 4: Percentage of donors contributing by selected donation method, Religion donors aged 15 and older, Alberta, 2004.

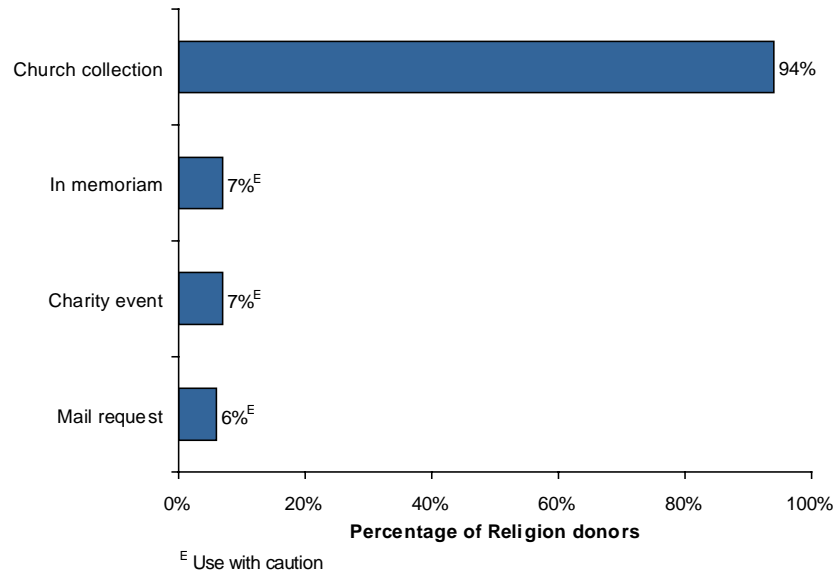
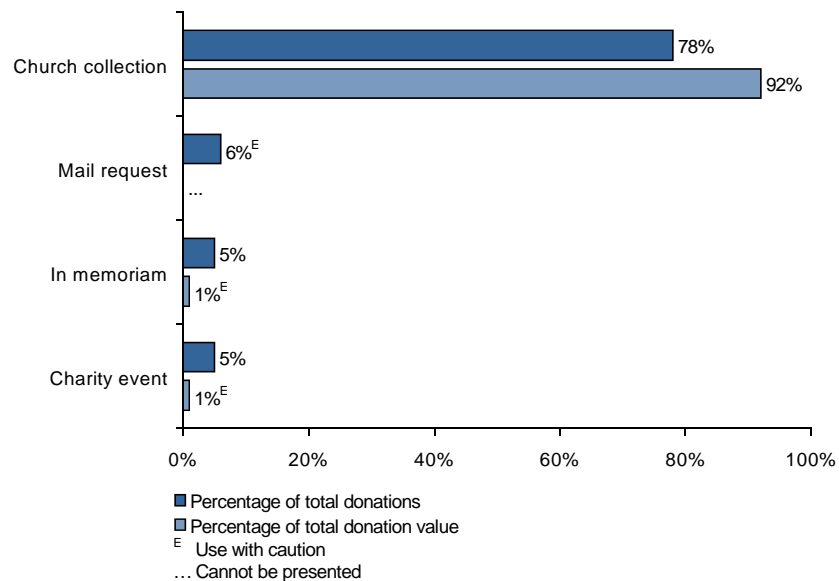


Figure 5: Distribution of number of donations and total value of donations, by donation method, Religion donors aged 15 and older, Alberta, 2004.

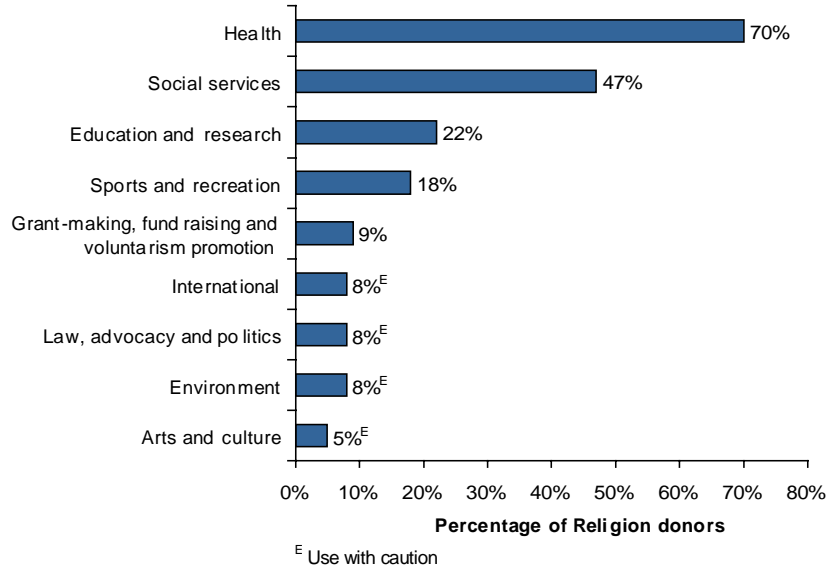


What other causes do Religion donors contribute to?

Clearly Religion donors give generously to Religion organizations, but they do not support these organizations exclusively. In addition to their support for Religion organizations, Religion donors contributed to an average of two other types of organizations. Religion donors in Alberta are most likely to also give to Health, Social Services, Education and Research, and Sports and Recreation organizations (see Figure 6). Over two thirds (70%) of Religion donors gave to Health organizations, and about half (47%) gave to Social Services. About a fifth

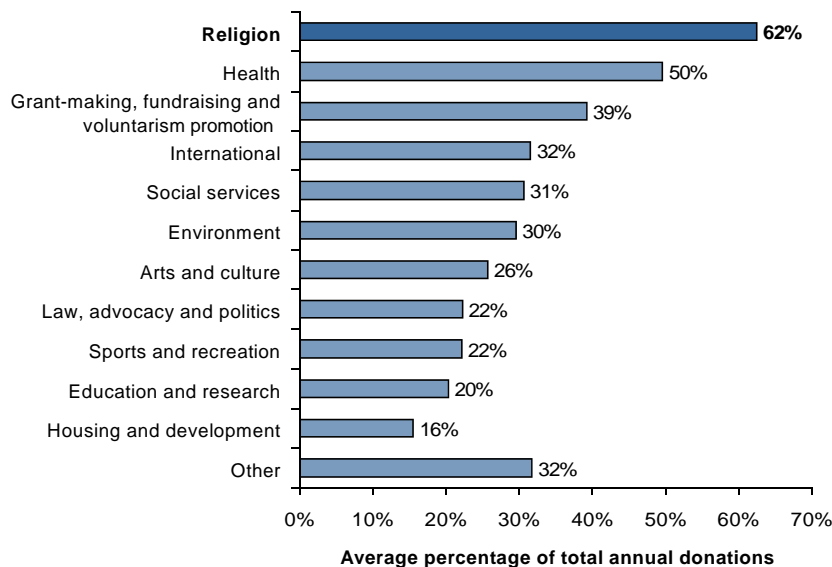
also gave to Education and Research (22%) and Sports and Recreation (18%) organizations. Smaller percentages gave to other types of organizations, such as Arts and Culture.

Figure 6: Rate of donation to other organization types, Religion donors aged 15 and over, Alberta, 2004.



Religion donors in Alberta are more focused in their giving than are other Albertan donors. On average, Religion donors gave 62% of their charitable dollars to Religion organizations (see Figure 7). In comparison, Health organizations received 50% and Grant-making and Voluntarism Promotion organizations received 39% of the funds contributed by their supporters. On the other end of the spectrum, Sports and Recreation (22%), Education and Research (20%) and Housing and Development donors (16%) gave notably smaller proportions of their total donations to these organizations.

Figure 7: Average percentage of monies devoted to organization type by supporters of organization type, donors aged 15 and over, Alberta, 2004.



What motivations and barriers do Religion donors experience?

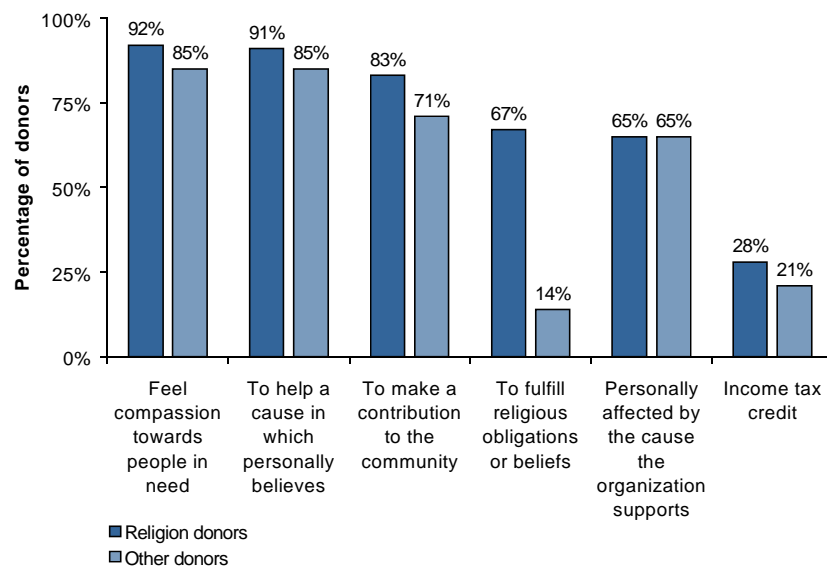
There is a wide range of factors that may influence people to donate to charitable or other nonprofit organizations or prevent them from giving more or giving at all. Insight into these factors can be extremely useful to organizations seeking donations or to those wanting to understand why individuals choose to support particular types of organizations.

Motivations for donating

The desire to fulfill religious obligations and beliefs is not the primary motivation of Religion donors. Rather, like other donors, Religion donors were most likely to say that they donated because they felt compassion for those in need (92% of Religion donors and 85% of other donors cited this motivation³) or in order to help a cause in which they personally believed (91% and 85%, respectively; see Figure 8). Comparatively small numbers of Religion donors were motivated by the tax credits they receive in return for making donations (28%).

Although Religion donors cited the most of the same motivations for donating as other donors, there were some differences. It may come as no surprise that Religion donors were far more likely than other donors to say that they donated in order to fulfill their religious obligations or beliefs (67% vs. 14%). They were also noticeably more likely to donate in order to make a contribution to their community (83% vs. 71% of other donors) and to cite tax credits from donations as a factor in their decision to donate (28% vs. 21%).

Figure 8: Reasons for making financial donations, donors to Religion organizations and donors to other organizations aged 15 and over, Alberta, 2004.



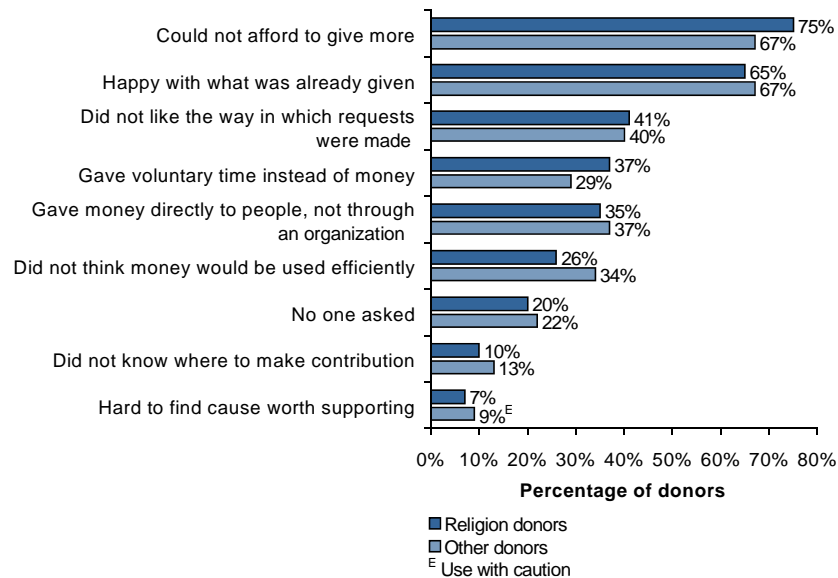
³ In order to explore why Albertans make charitable donations, the CSGVP asked respondents whether any of six possible motivations played an important role in their decision(s) to donate. It is important to note that these questions apply to donations generally, rather than specifically to Religion organizations.

Barriers to donating more

The most common barriers to giving more among Religion donors were lack of additional resources and satisfaction with what they had already given. Three quarters (75%) of Religion donors said they did not donate more because they could not afford to while two thirds (65%) said that they were satisfied with the amount they had already given (see Figure 9).⁴ Somewhat fewer Religion donors said that they did not like the way the requests for donations were made (41%) or that they volunteered time rather than giving more money (37%). Fewer Religion donors said they did not donate more because they did not know where to make a contribution (10%) or they found it hard to find a cause worth supporting (7%).

There were some differences between donors to Religion organizations and other donors. Religion donors were noticeably more likely to say they did not donate more because they could not afford to (75% of Religion donors vs. 67% of other donors) or because they volunteered time rather than donating more money (37% vs. 29%). However, Religion donors were less likely to cite most other barriers to volunteering; for instance, 26% of Religion donors said that they did not give more because they thought that the monies donated would not be used efficiently, compared to 34% of other donors.

Figure 9: Reasons for not making more financial donations, donors to Religion organizations and donors to other organizations aged 15 and over, Alberta, 2004.



What role does prior planning play?

Prior planning plays a more important role for Religion donors than it does for other donors. Over one quarter of Religion donors (28%) said that they decided in advance how much they would contribute to charitable organizations over the course of a year, compared to 18% of other donors. Similarly, 44% of Religion

⁴ The CSGVP asked donors whether any of nine potential barriers prevented them from donating as much as they otherwise would have. It is important to note that these questions apply to donations generally, rather than specifically to Religion donations.

donors said that, for their larger donations, they decided in advance which organizations they would support, compared to 33% of other donors. Religion donors tended to support the same organizations repeatedly over a period of time, though they were still willing to support other organizations episodically – 45% said that they made both types of donations, compared to 40% of other donors.

Volunteering for Religion Organizations

Volunteering is important to Religion organizations – according to the NSNVO, the majority of hours worked for these organizations in Alberta (57%) comes from volunteers. However, volunteering is also a challenge for these organizations – 53% of Religion organizations reported difficulty recruiting the type of volunteers the organization needs, while 48% reported difficulty retaining volunteers (Roach, 2006).

Religion organizations attract the fourth largest pool of volunteers in Alberta and the second largest percentage of all volunteer hours (see Figure 10). Just over one in ten (11%) Albertans volunteered for Religion organizations; only Sports and Recreation, Education and Research, and Social Services organizations attracted more Albertans as volunteers. On average, Religion donors contributed 116 hours each during 2004, for a total of almost 32 million hours, the equivalent of over 16,000 full-time jobs⁵ (see Figure 11). Collectively, Religion volunteering accounted for 15% of the total hours volunteered in Alberta, second only to Sports and Recreation volunteering. Albertans were slightly more likely than other Canadians to volunteer for Religion organizations, though they volunteered fewer hours, on average; 10% of Canadians volunteered an average of 126 hours to Religion organizations, or 16% of total hours volunteered in Canada (Hall, et al., 2006).

⁵ Assuming a 40-hour work week and 48 work weeks per year.

Figure 10: Percentage of total hours volunteered and volunteer rate, by selected organization type, population aged 15 and over, Alberta, 2004.

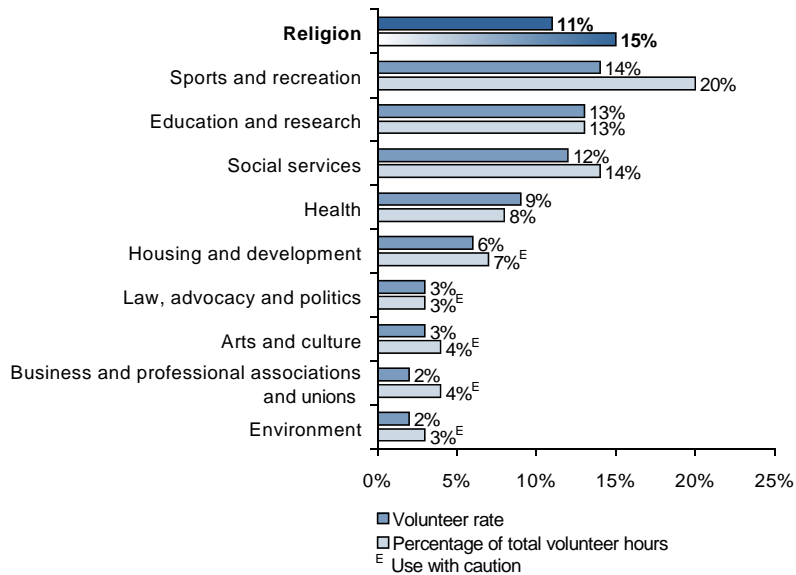
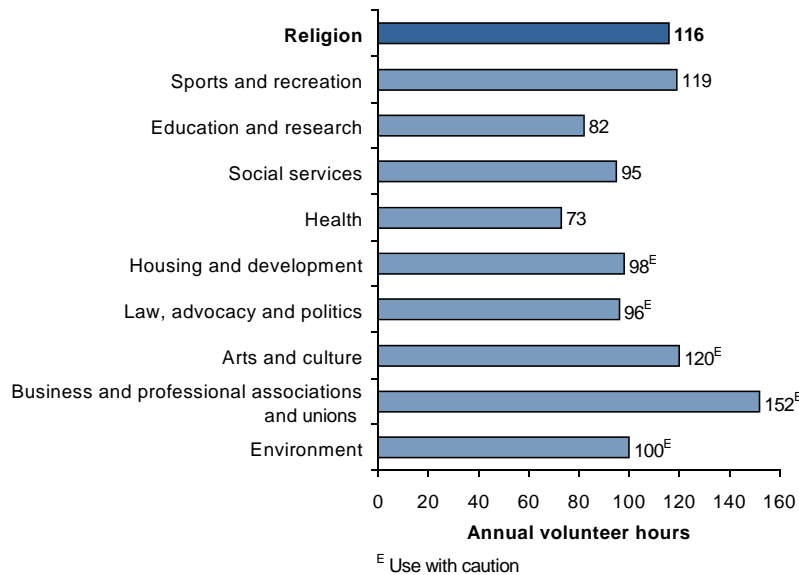


Figure 11: Average annual hours volunteered, by selected organization type, volunteers aged 15 and over, Alberta, 2004.

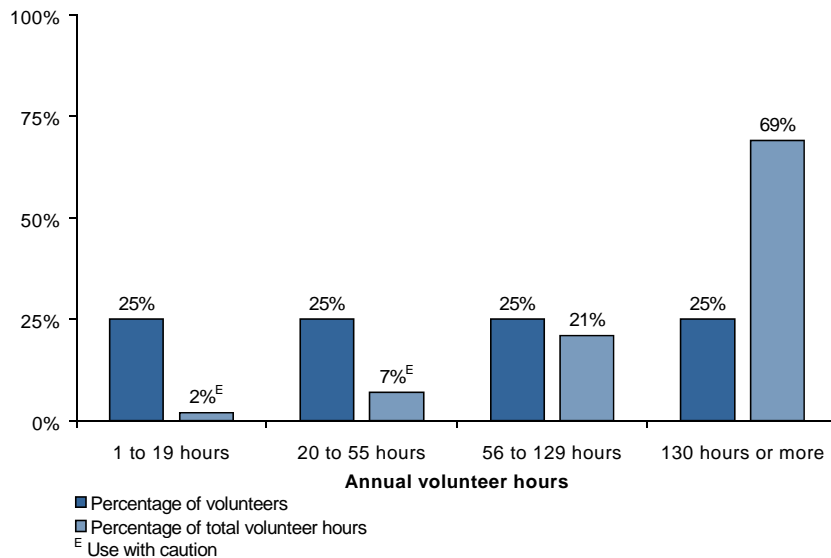


The concentration of support

Although volunteer support for Religion organizations is comparatively widespread in Alberta, most of that support comes from a minority of volunteers. Over two thirds (69%) of all the hours volunteered for Religion organizations came from the 25% of volunteers who contributed 130 hours or more to Religion organizations annually (see Figure 12). By extension, less than 3% of Albertans accounted for almost over two thirds of volunteering for Religion organizations. A further 21% of the total number of hours came from

volunteers who contributed between 56 and 129 hours, and 7%^E came from those who volunteered between 20 and 55 hours. Just 2%^E came from the volunteers who contributed 19 hours or less during 2004. This degree of concentration is less than typical – provincially 75% of all volunteer hours came from the top 25% of volunteers, while nationally, 78% of all hours volunteered for all organizations came from the top 25% of volunteers (Hall, et al., 2006).

Figure 12: Distribution of volunteers and percentage of total annual hours volunteered, by amount of annual hours, Religion volunteers aged 15 and over, Alberta, 2004.



Who volunteers for Religion organizations?

Although the decision to volunteer is above all a personal one, there are some personal and economic characteristics that appear to be associated with the likelihood of volunteering for Religion organizations and with the number of hours contributed. The most significant of these are frequency of attendance at religious services, level of formal education, marital status, sex, age, and annual household income (see Table 2).

Perhaps not surprisingly, Albertans who attended religious services weekly were substantially more likely to volunteer for Religion organizations and to contribute more hours than were those who did not attend services as frequently or at all. Just over two fifths (41%) of those who attended services weekly volunteered an average of 136 hours annually for Religion organizations. This compares to an average of 45^E hours contributed annually by the 3%^E of those who did not attend services as frequently or at all.

Albertans with higher levels of formal education were more likely to volunteer for Religion organizations than were those with less formal education. Just over one in seven (15%) of those with a university degree volunteered for Religion organizations, compared to 8% of those with a high school diploma or less. However, university graduates and those with a high school diploma or less

volunteered very similar numbers of hours, on average (128^E hours and 120^E hours, respectively), while those with a postsecondary degree or diploma or some postsecondary education contributed the least time, on average (102 hours).

Table 2: Religion volunteer rate and average Religion volunteer hours, by personal and economic characteristics, population aged 15 and over, Alberta, 2004.

	Religion volunteer rate	Average annual Religion hours
All Albertans	11%	116
Age		
15 to 34	9%	89
35 to 54	11%	107
55 and over	12%	162 ^E
Sex		
Male	9%	101
Female	12%	127
Marital status		
Married or common-law	12%	128
Single, never married	8% ^E	86 ^E
Separated or divorced
Widow or widower
Education		
High school or less	8%	120 ^E
Postsecondary	13%	102
University degree	15%	128 ^E
Labour force status		
Employed	11%	112
Unemployed
Not in the labour force	12%	116
Household income		
Less than \$40,000	9%	112
\$40,000 to \$79,999	14%	103
\$80,000 or more	8%	143 ^E
Presence of children in household		
No children in household	9%	122
Children in household	13%	107
Religious attendance		
Attends religious services weekly	41%	136
Does not attend religious services weekly	3% ^E	45 ^E

^E Sample size limited; use with caution.

... Sample size too small to be presented.

Albertans who were married were more likely to volunteer for Religion organizations and to give more of their time than were those who had never married. One in eight (12%) of those who were married or in a common-law union volunteered an average of 128 hours annually for Religion organizations.

In comparison, 8%^E of those who were single volunteered an average of 86^E hours.

Women were more likely to volunteer for Religion organizations than were men and contributed about 25% more hours. One in eight (12%) women volunteered an average of 127 hours annually compared to 9% of men, who volunteered an average of 101 hours.

Older Albertans were more likely than younger Albertans to volunteer for Religion organizations. Fewer than one in ten (9%) of those under the age of 35 volunteered compared to 11% of those aged 35 to 54 and 12% of those aged 55 and older. Those aged 55 and over volunteered the most hours, on average (162^E), while those aged 15 to 34 volunteered the least (89).

Albertans in the middle-income range were the most likely to volunteer for Religion organizations but contributed the fewest hours. Those with annual household incomes of between \$40,000 and \$79,999 were the most likely to volunteer (14%) and contributed 103 hours, on average, while those with annual incomes of \$80,000 or more were the least likely to volunteer (8%), but volunteered the most hours, on average (143^E).

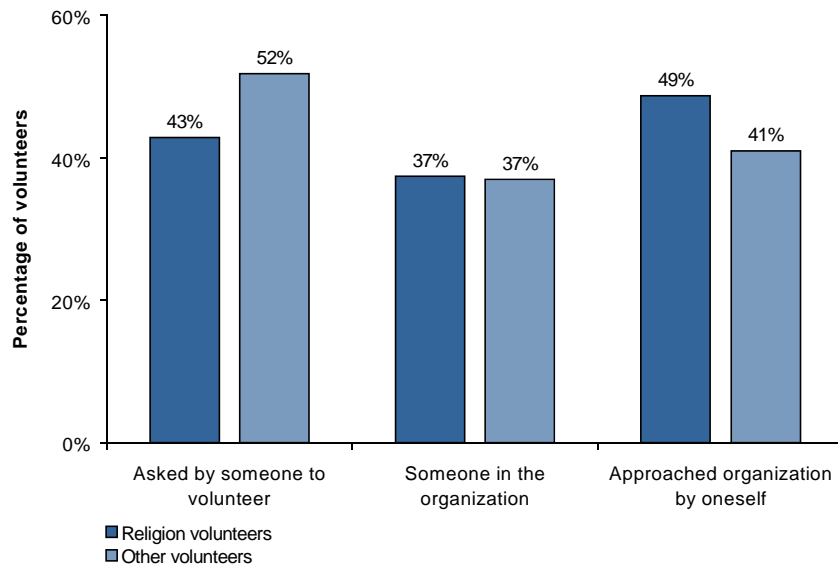
How do Religion volunteers become involved?

In contrast to Albertans who volunteer for other types of organizations, volunteers for Religion organizations were more likely to become involved by approaching the organization on their own initiative than they were because they were asked to volunteer. Almost half (49%) of volunteers who devoted most of their volunteer time to Religion organizations said that they became volunteers after approaching the organization on their own (see Figure 13).⁶ Slightly more than four in ten (41%) volunteers for other types of organizations became involved in this way. Somewhat fewer Religion volunteers (43%) said that they became involved after being asked by someone to volunteer. More than half (52%) of other volunteers became involved in this way.

Of the volunteers who were asked to volunteer for Religion organizations, the vast majority (87%) said they were approached by someone who was already involved with the organization. Significantly fewer other volunteers (70%) became involved in this way. Overall, 37% of all Religion volunteers and of all other volunteers got involved because someone in the organization asked them.

⁶ The CSGVP asked volunteers how they became involved with the organization to which they volunteered the most hours. These questions deal with volunteering specifically for Religion or other types of organizations.

Figure 13: Method of initial involvement with organization, Religion volunteers aged 15 and over, Alberta, 2004.



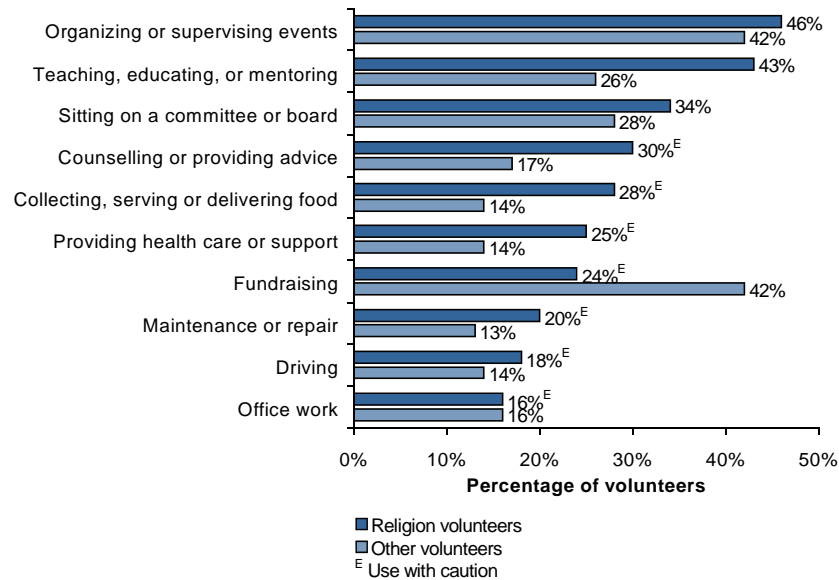
What do Religion volunteers do?

Albertans who devote most of their volunteer time to Religion organizations undertake a variety of activities. In 2004, they were most likely to engage in organizing or supervising events (46% of Religion volunteers reported that they did this), followed by teaching, educating, or mentoring (43%; see Figure 14).⁷ About one third of Religion volunteers said that they sat on a committee or board (34%) and counselled others or provided advice (30%^E). Less common activities for Religion organizations included driving (18%^E) and office work (16%^E).

Religion volunteers were more likely than other volunteers to engage in some types of activities. They were markedly more likely to engage in teaching, educating, or mentoring (43% vs. 26% of other volunteers), counselling or providing advice (30%^E vs. 17%), collecting, serving, or delivering food (28%^E vs. 14%) and providing health care or support (25%^E vs. 14%). Conversely, Religion volunteers were less likely to engage in fundraising (24%^E vs. 42% of other volunteers).

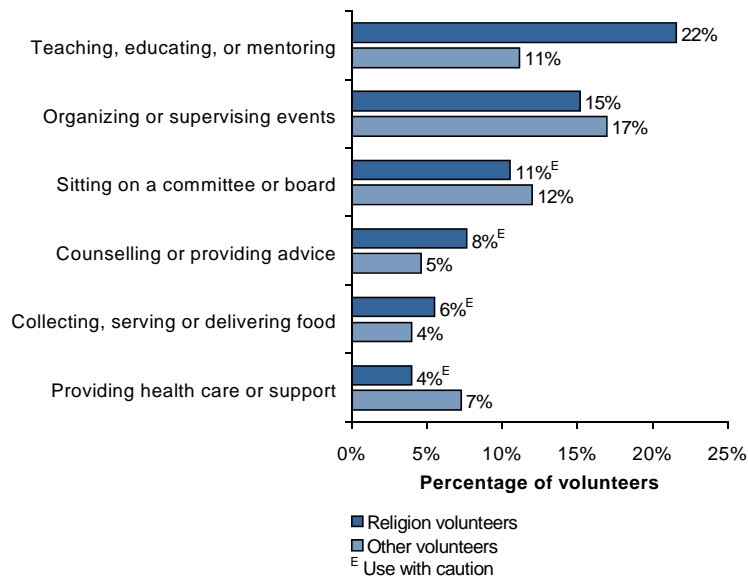
⁷ Respondents were asked about 15 different volunteer activities but due to limited sample sizes only the results shown here can be presented.

Figure 14: Distribution of type of volunteer activity, Religion volunteers aged 15 and over, Alberta, 2004.



Generally speaking Religion volunteers tended to devote more of their volunteer time to the most common types of activities in which they engaged: teaching, educating or mentoring (22% of all the hours contributed by Religion volunteers) and organizing or supervising events (15%; see Figure 15). Compared to other volunteers, Religion volunteers devoted more of their time to teaching, educating and mentoring (22% vs. 11% for other volunteers) and somewhat more time to counselling and providing advice (8%^E vs. 5%). They spent less of their time on activities such as providing health care or support (4%^E vs. 7%).

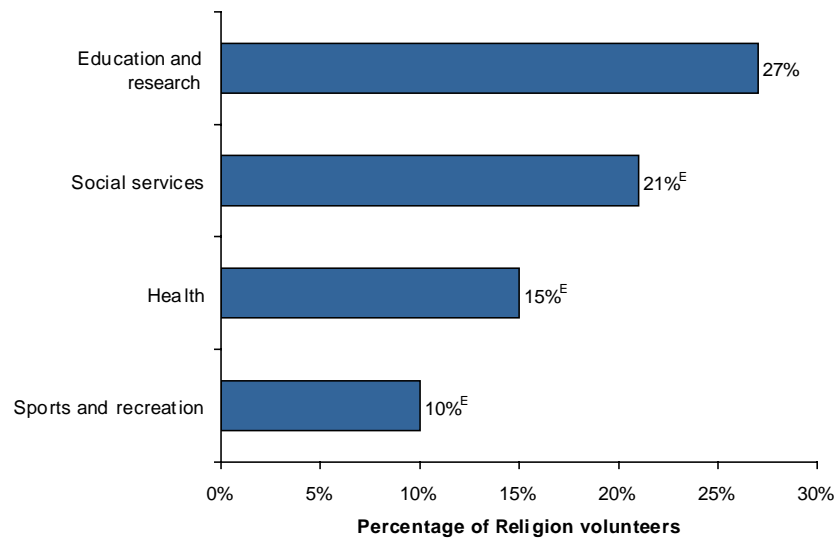
Figure 15: Distribution of annual volunteer hours, by type of volunteer activity, Religion volunteers aged 15 and over, Alberta, 2004.



What other organizations do Religion volunteers support?

Many Religion volunteers support more than one type of organization. On average, Religion volunteers also volunteered for one other type of organization in addition to their support for Religion organizations. Religion volunteers were most likely to also volunteer for Education and Research organizations (27% volunteered) and Social Services organizations (21%^E; see Figure 16). They were less likely to volunteer for organizations working in the areas of Health (15%^E) and Sports and Recreation (10%^E).

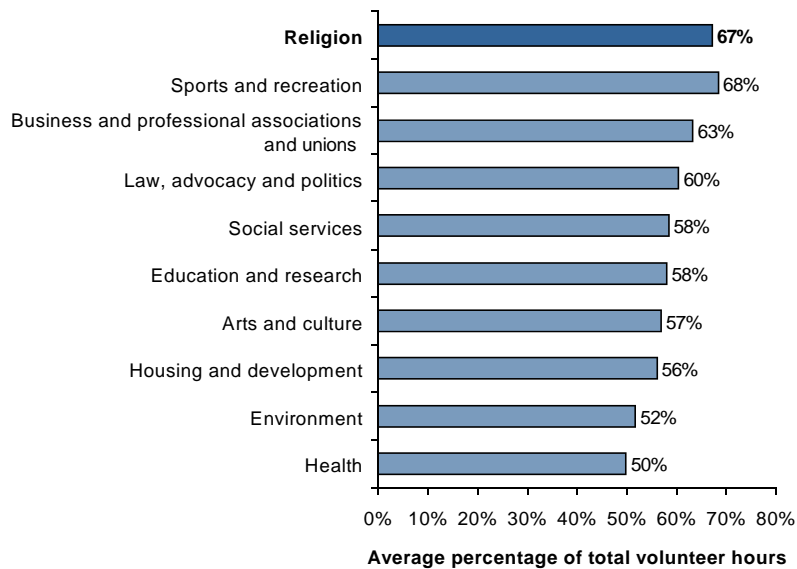
Figure 16: Rate of volunteering for other types of organizations, Religion volunteers aged 15 and over, Alberta, 2004.



^E Use with caution

Volunteers for Religion organizations in Alberta are more focused in their support than are volunteers for other types of organizations. On average Religion volunteers devoted 67% of their total volunteer time to Religion organizations; the remaining 33% was spent with other organizations (see Figure 17). This is second only to Sports and Recreation volunteers, who devoted 68% of their volunteer time to Sports and Recreation organizations.

Figure 17: Average percentage of hours devoted to organization type by supporters of organization type, volunteers aged 15 and over, Alberta 2004.



What motivations and barriers do Religion volunteers experience?

There is a wide range of factors that may motivate individuals to volunteer or keep them from volunteering more time or volunteering at all. Understanding which factors appear to be particularly important to volunteers for specific types of organizations is an important element of any well thought-out volunteer recruitment and management strategy.

Motivations for volunteering

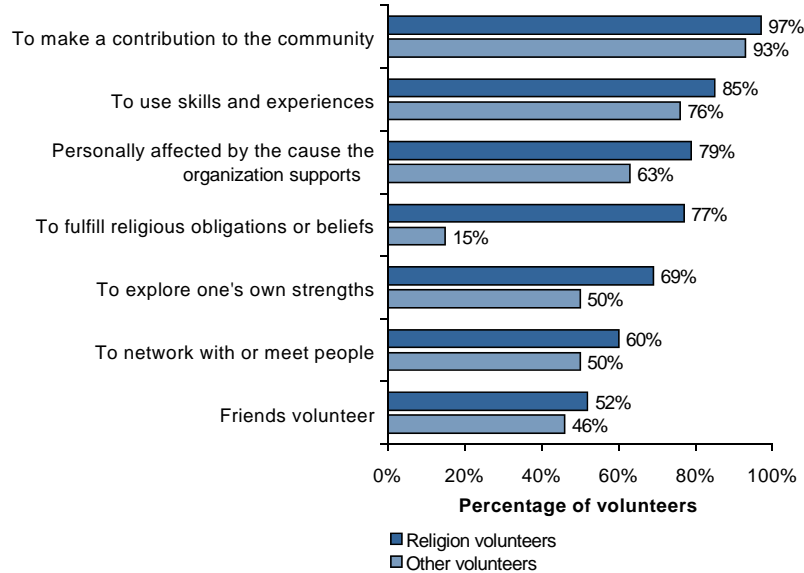
The desire to fulfill religious obligations or beliefs ranked fourth in the motivations cited by Religion volunteers in Alberta.⁸ Like other volunteers, Religion volunteers were most likely to say that they volunteered in order to make a contribution to their community (97% of Religion volunteers and 93% of other volunteers cited this motivation) or to make use of their skills and experiences (85% and 76%, respectively; see Figure 18). Approximately three quarters of Religion volunteers said that they volunteered because they had been personally affected by the cause the organization supports (79%) or to fulfill their religious obligations or beliefs (77%).

Even though the desire to fulfill religious obligations or beliefs was not the primary motivation for Religion volunteers, they were nevertheless five times more likely than other volunteers to cite this motivation; only 15% of other volunteers said that their volunteering was motivated by religious obligations or

⁸ The CSGVP asked volunteers whether any of eight potential motivations were important in their decision to volunteer for the organization for which they volunteered the most hours. These potential motivations tie directly to the type of organization to which the respondent contributed the most hours – by extension the motivations discussed here pertain directly to volunteering for Religion organizations. Note that due to sample size limitations it is only possible to discuss seven of these potential motivations in this report.

beliefs. Religion volunteers were also more likely than other volunteers to say that they volunteered in order to explore their strengths (69% vs. 50%)

Figure 18: Reasons for volunteering, Religion volunteers and volunteers for other organizations aged 15 and older, Alberta, 2004.



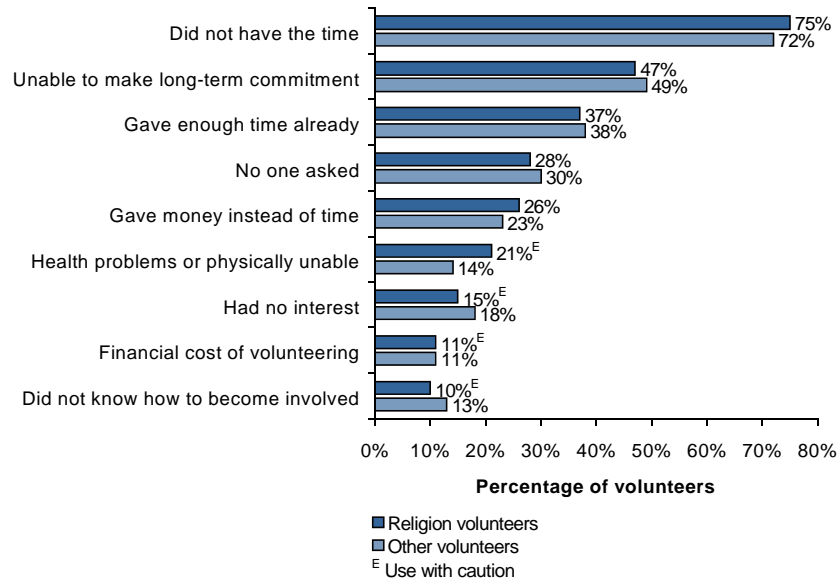
Barriers to volunteering more

Religion volunteers were most likely say that time-related factors kept them from volunteering more.⁹ Three quarters (75%) of Religion volunteers said that they did not volunteer more because they did not have enough time, and just under half (47%) said that they did not volunteer more because they were unable to make a long-term commitment (see Figure 19). Over a third (37%) said that they felt that they had volunteered enough time already, and more than one quarter (28%) said that no one had asked them to volunteer or that they gave money rather than more time (26%). Comparatively small numbers of Religion volunteers said that they did not volunteer more because of the financial cost of volunteering (11%^E) or because they did not know how to become involved (10%^E).

Broadly speaking, Religion volunteers were approximately as likely as volunteers for other organizations to cite most barriers to volunteering. However, Religion volunteers were more likely to say that they did not volunteer more because they had health problems or were otherwise physically unable to volunteer (21%^E vs. 14% of other volunteers) or because they preferred to give money rather than volunteer more time (26% vs. 23%). Religion volunteers were also more likely than other volunteers to cite lack of time as a barrier (75% vs. 72%) but were less likely to say that they were unable to make a long-term commitment (47% vs. 49%).

⁹ The CSGVP asked whether any of 10 potential barriers kept volunteers from volunteering more time than they might otherwise have contributed. Due to sample size limitations it is only possible to discuss nine of these potential barriers in this report. Note that barriers to volunteering more cannot be linked specifically to volunteering for particular organization types. Instead, potential barriers apply to all episodes of volunteering that the volunteer may have engaged in.

Figure 19: Barriers to volunteering more, Religion volunteers and volunteers for other organizations aged 15 and over, Alberta, 2004.



Summary and Conclusions

Support for Religion organizations is relatively widespread in Alberta. Approximately one third of Albertans donate money to Religion organizations while just over one tenth volunteer their time. Collectively these supporters contributed half a billion dollars and almost 32 million volunteer hours (the equivalent of over 16,000 full time jobs) to Religion organizations in 2004.

Donors to Religion organizations are extremely generous in their support, contributing over twice as much, on average, as donors to any other type of organization. In fact, donations to Religion organizations accounted for almost half (49%) of the total value of donations made by Albertans in 2004. Religion donors are more likely than other donors to plan their giving in advance rather than to give spontaneously in response to a request.

Volunteers for Religion organizations are comparatively generous in their support, with Religion organizations accounting for the second highest percentage of volunteer hours in Alberta after Sports and Recreation organizations. Volunteers for Religion organizations are more likely to engage in teaching, educating and mentoring than are other volunteers, and they devote the largest part of their time to this activity. Religion volunteers are more likely to become involved by approaching the organization on their own initiative than are other volunteers.

Albertans who donated to Religion organizations in 2004 tended to have the same personal and economic characteristics as those who volunteered for these organizations. Albertans who attended religious services weekly were far more likely to give and volunteer for Religion organizations than were those who attended services less frequently or did not attend them at all. Supporters of Religion organizations were also more likely to be female, to have higher levels

of formal education, and to be older, married or widowed, and to have children in the household.

Both donors and volunteers for Religion organizations tend to be more focused in their support than are supporters of other organizations. Religion donors gave nearly two thirds of their charitable dollars to Religion organizations in 2004; donors to all other types of organizations gave a much smaller percentage of their total donations to those organizations. Religion volunteers were even more focused in their support. They devoted more than two thirds of their volunteer time to Religion organizations; with the exception of Sports and Recreation volunteers, volunteers for all other types of organizations devoted a much smaller percentage of their total volunteer time to those organizations.

Although both Religion donors and Religion volunteers are much more likely than supporters of other organizations to be motivated by their religious convictions and beliefs, this was not the primary motivation for their support in 2004. Religion donors were most likely to give out of a feeling of compassion for others while volunteers were most likely to give to make a difference in their community. Compared to supporters of other types of organizations, Religion donors and volunteers were more likely to say that they did not contribute more because they could not afford to or did not have the time.

Religion organizations in Alberta benefit from the generous support of their donors and volunteers. The information in this report provides these organizations with a more in-depth understanding of the individuals who support them. Religion organizations can use these insights to plan their future fundraising and volunteer recruitment and retention strategies.

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