

Appendix Charts: Volunteering and Charitable Giving in Non-metro Ontario

Volunteering

- Percent who volunteer (2004, 2007, 2010, 2013)**
 - By year, by age, by sex and by level of educational attainment**
- Volunteering patterns in 2013**

Charitable donors

- Percent who donate and average donations (2004, 2007, 2010, 2013)**
 - By year, by age, by sex and by level of educational attainment**
- Charitable donation patterns in 2013**

Selected list of related reports:

- Barr, Cathy, Larry McKeown, Katie Davidman, David McIvor and David Lasby. (2004) **The Charitable Sector Research Initiative: A Portrait of the Nonprofit and Voluntary Sector in Rural Ontario** (Toronto: Canadian Centre for Philanthropy). (<http://ruralontarioinstitute.ca/file.aspx?id=333e99e0-bcce-4ba2-b239-9404fb4b798a>)
- Friesen, Arthur, Alessandro Alasia and Ray D. Bollman. (2010) **The social economy across the rural to urban gradient: Evidence from registered charities.** (Ottawa: Statistics Canada, Agriculture and Rural Working Paper No. 92, Catalogue no. 21-601-MIE) (www.statcan.gc.ca/cgi-bin/downpub/listpub.cgi?catno=21-601-MIE).
- Hall, Michael, Larry McKeown and Karen Roberts. (2001) **Caring Canadians, Involved Canadians: Highlights from the 2000 Canada Survey of Giving, Volunteering and Participating** (Ottawa: Statistics Canada, Catalogue no. 71-542-XPE) (http://sectorsource.ca/sites/default/files/rp_2000_nsgvp_highlights.pdf).
- Hall, Michael, David Lasby, Steven Ayer and William David Gibbons. (2009) **Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating** (Ottawa: Statistics Canada, Catalogue no. 71-542-XPE) (<http://www.statcan.gc.ca/pub/71-542-x/71-542-x2009001-eng.pdf>).
- McLintock, Norah. (2000) **Volunteering Numbers: Using the National Survey of Giving, Volunteering and Participation in Fundraising** (Toronto: Canadian Centre for Philanthropy) (http://www.imaginecanada.ca/sites/default/files/www/en/giving/rp_manuals_vol_numbers_en.pdf).
- Reed, Paul B. and L. Kevin Selbee. (2000) **Formal and Informal Volunteering and Giving: Regional and Community Patterns in Canada** (Ottawa: Statistics Canada, Catalogue no. 75F0048MIE) (<http://publications.gc.ca/collections/Collection/CS75-0048-5E.pdf>).
- Reed, Paul B. and L. Kevin Selbee. (2000) "Distinguishing Characteristics of Active Volunteers in Canada." **Nonprofit and Volunteer Sector Quarterly** Vol. 29, No. 4 (December), pp. 571 – 592 (<http://nvs.sagepub.com/content/29/4/571.full.pdf+html>).
- Reed, Paul B. and L. Kevin Selbee. (2001) "Volunteering and giving: a regional perspective." **Canadian Social Trends** (Ottawa: Statistics Canada, Catalogue no. 11-008, Winter), pp. 16-18 (<http://www.statcan.gc.ca/pub/11-008-x/2001003/article/6006-eng.pdf>).
- Sinha, Marie. (2013) **Portrait of caregivers, 2012** (Ottawa: Statistics Canada, Spotlight on Canadians: Results from the General Social Survey, Catalogue no. 89-652) (<http://www.statcan.gc.ca/pub/89-652-x/89-652-x2013001-eng.htm>).
- Sinha, Marie. (2015) **Volunteering in Canada, 2004 to 2013** (Ottawa: Statistics Canada, Spotlight on Canadians: Results from the General Social Survey, Catalogue no. 89-652) (<http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015001-eng.htm>).
- Statistics Canada. (2012) **Caring Canadians. Involved Canadians: Tables Report, 2010** (Ottawa: Statistics Canada, Catalogue no. 89-649) (<http://www.statcan.gc.ca/pub/89-649-x/89-649-x2011001-eng.pdf>).
- Turcotte, Martin. (2012) **Charitable Giving by Canadians.** (Ottawa: Statistics Canada, Canadian Social Trends, Catalogue no. 11-008) (<http://www.statcan.gc.ca/pub/11-008-x/2012001/article/11637-eng.pdf>).
- Turcotte, Martin. (2015) **Trends in social capital in Canada** (Ottawa: Statistics Canada, Spotlight on Canadians: Results from the General Social Survey, Catalogue no. 89-652) (<http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015002-eng.htm>).
- Turcotte, Martin. (2015) **Volunteering and charitable giving in Canada** (Ottawa: Statistics Canada, Spotlight on Canadians: Results from the General Social Survey, Catalogue no. 89-652) (<http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015001-eng.htm>).
- Vézina, Mireille and Susan Crompton. (2012) "Volunteering in Canada." **Canadian Social Trends** (Ottawa: Statistics Canada, Catalogue no. 11-008, April). (<http://www.statcan.gc.ca/pub/11-008-x/2012001/article/11638-eng.pdf>)

Appendix Charts: Volunteering and Charitable Giving in Non-metro Ontario

Note that some respondents on the Statistics Canada General Social Survey were not assigned a geographical location in 2007 and 2010. In the charts / tables that follow, we have used the data for “metro” and for “non-metro” and we assume that the “not stated” group would not influence our results if they had been assigned a geographical location.

	2004	2007	2010	2013		2004	2007	2010	2013
	General Social Survey Estimated Population (,000) (20 years and over)					ratio of non-metro to metro population			
Ontario total	9,177	9,407	9,973	10,492					
Metro	6,808	6,550	7,414	8,418					
Non-metro	2,369	1,923	2,424	2,074	0.35	0.29	0.33	0.25	
Not stated		934	135						
	Population estimates from Statistics Canada's Annual Demographic Statistics (,000)								
Ontario total	9,259	9,646	10,026	10,481					
Metro	7,154	7,497	7,842	8,273					
Non-metro	2,105	2,149	2,184	2,208	0.29	0.29	0.28	0.27	
	General Social Survey as percent of Annual Demographic Estimates								
Ontario total	99	98	99	100					
Metro	95	87	95	102					
Non-metro	113	89	111	94					

Appendix Charts:

Volunteering and Charitable Giving in Non-metro Ontario

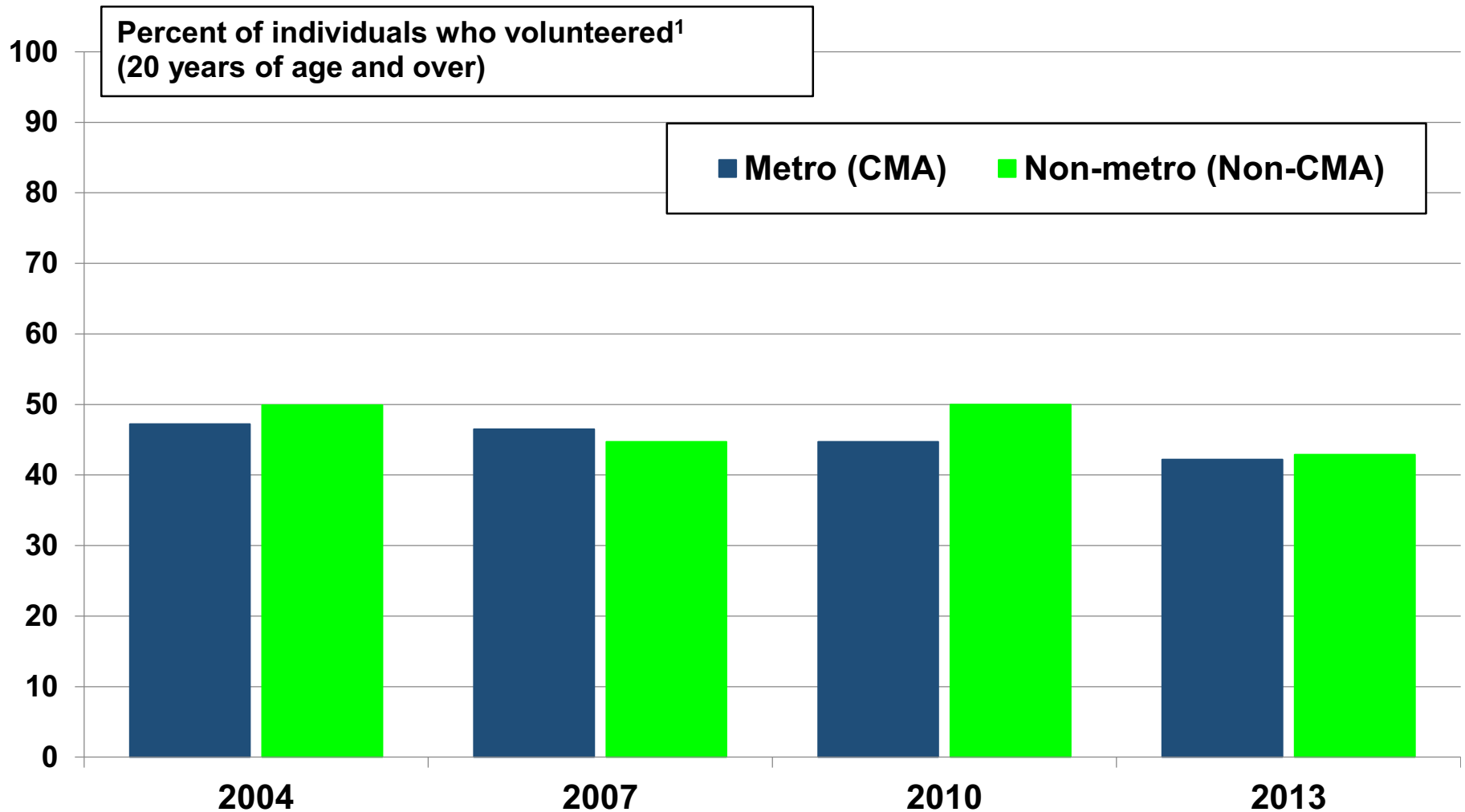
Volunteering

- ❑ Percent who volunteer (2004, 2007, 2010, 2013)
 - ❑ By year, by age, by sex and by level of educational attainment
- ❑ Volunteering patterns in 2013

Charitable donors

- ❑ Percent who donate and average donations (2004, 2007, 2010, 2013)
 - ❑ By year, by age, by sex and by level of educational attainment
- ❑ Charitable donation patterns in 2013

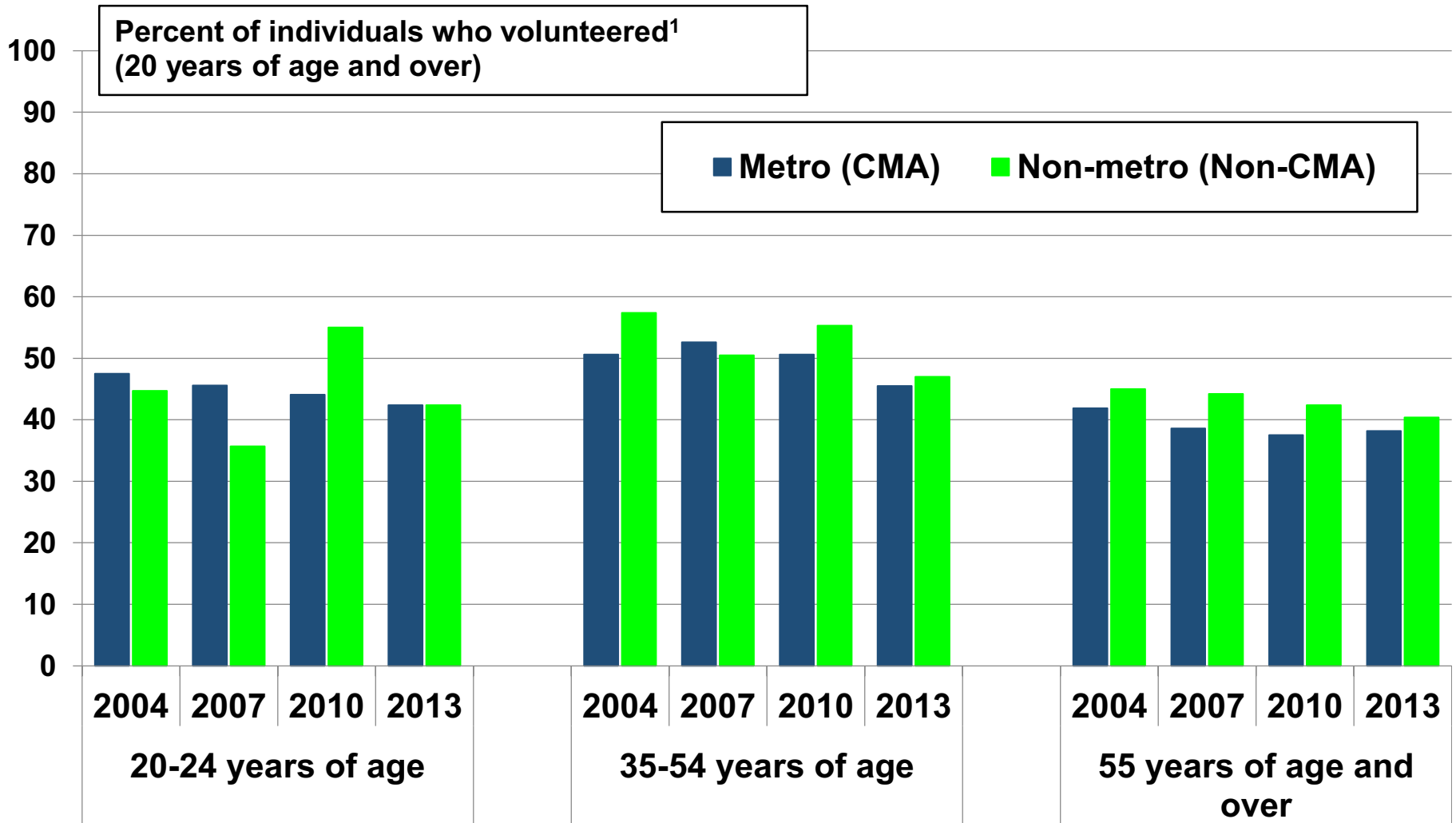
In 2013, 43% of individuals volunteered for a group or organization in non-metro Ontario



1. Specifically, formal volunteering which is unpaid work on behalf of a group or organization.

Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

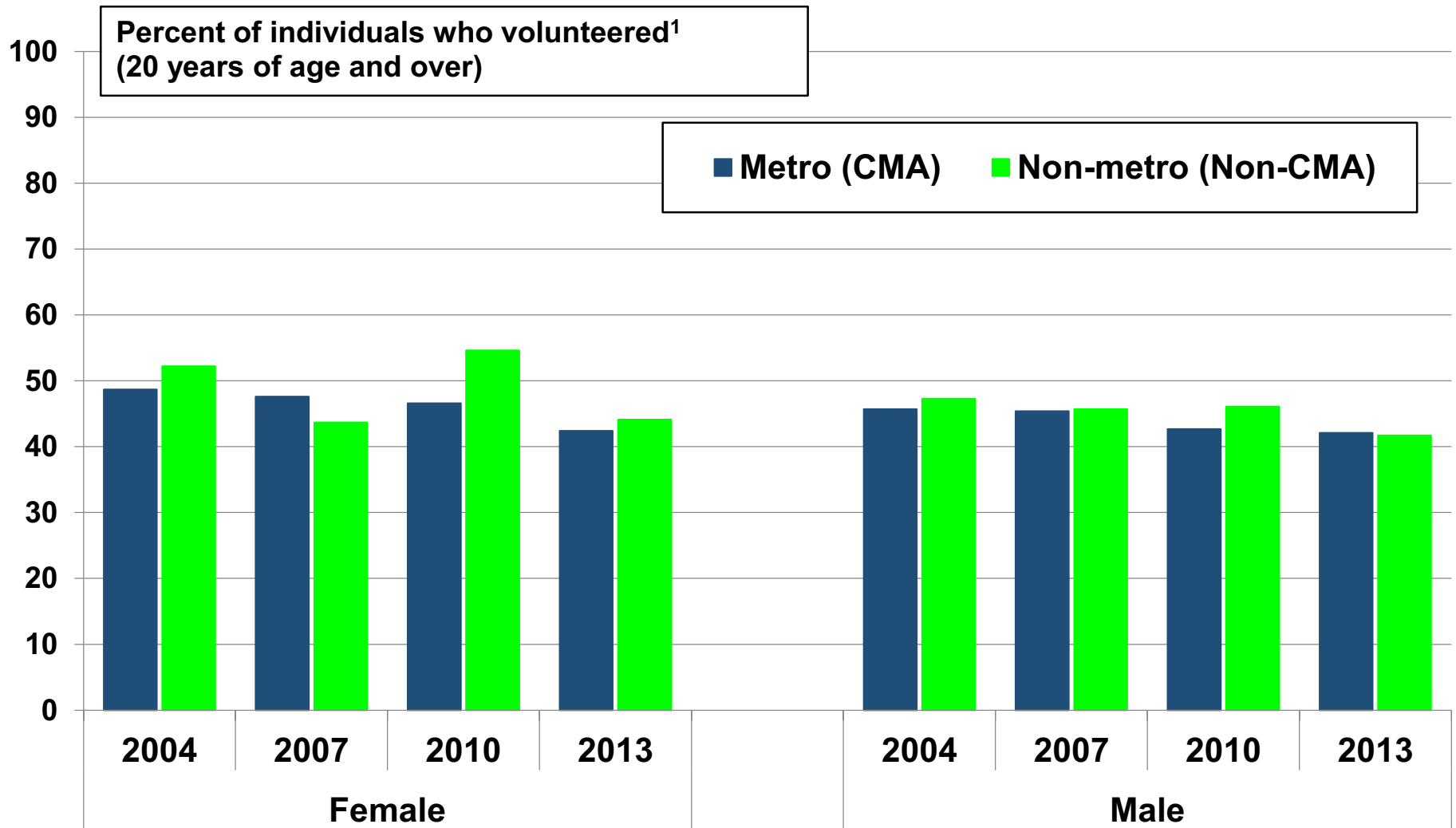
A (slightly) higher share of individuals 35-54 years of age are volunteers in metro and non-metro Ontario



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Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

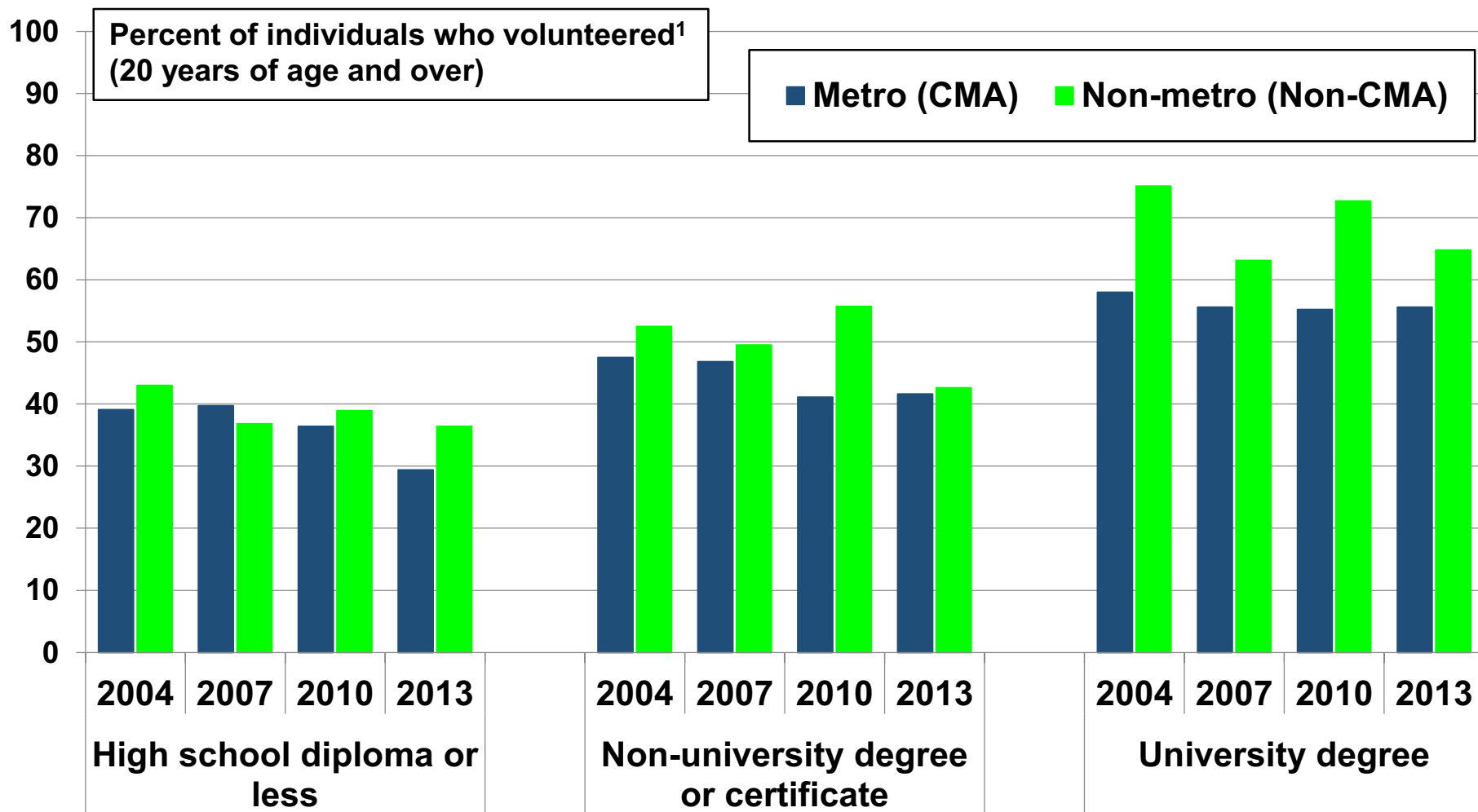
A similar share of females and males are volunteers in each of metro and non-metro Ontario



1. Specifically, formal volunteering which is unpaid work on behalf of a group or organization.

Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Individuals with a university degree are more likely to volunteer for an organization in metro and non-metro Ontario



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Appendix Charts:

Volunteering and Charitable Giving in Non-metro Ontario

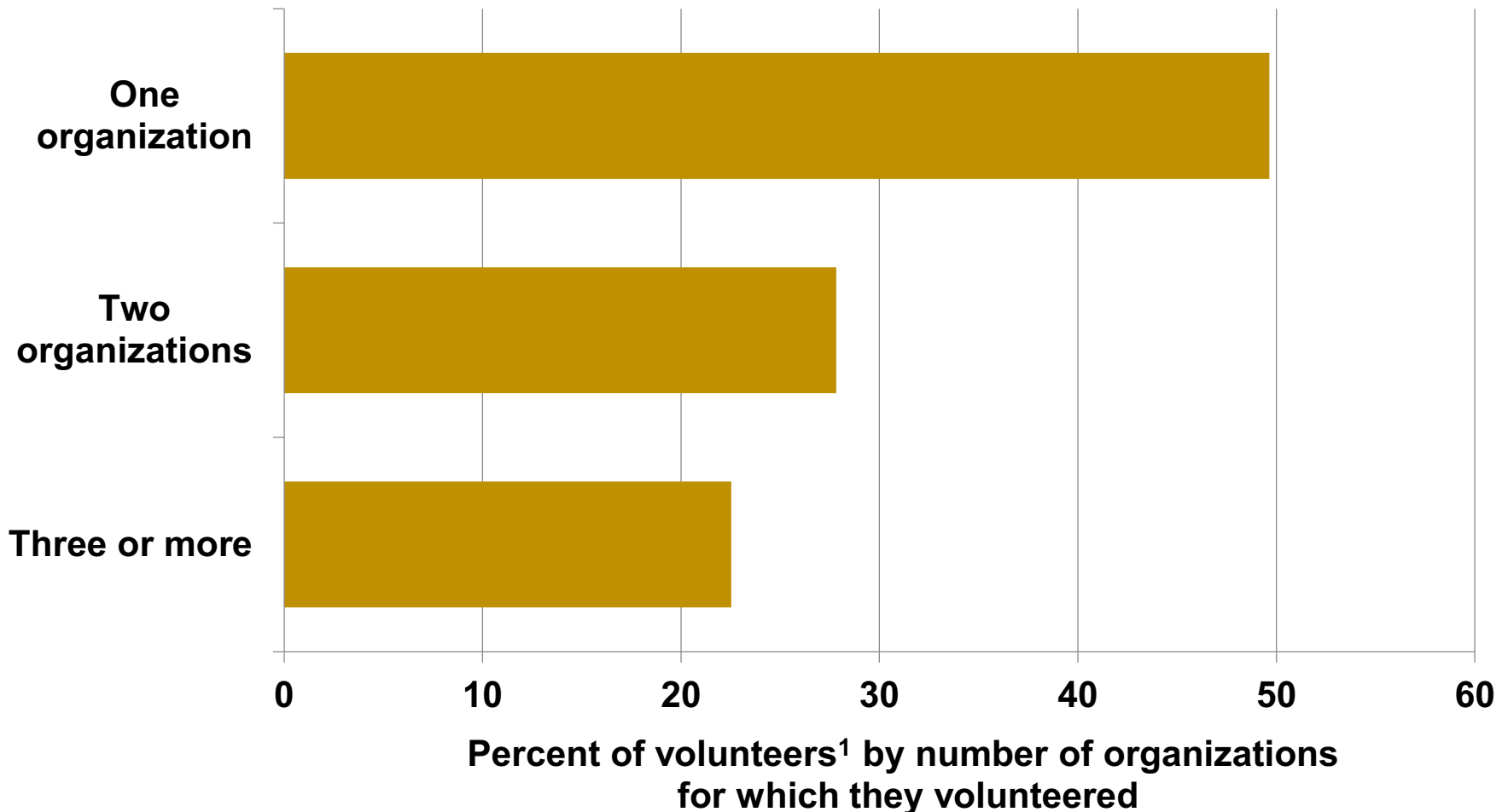
Volunteering

- ❑ Percent who volunteer (2004, 2007, 2010, 2013)
 - ❑ By year, by age, by sex and by level of educational attainment
- ❑ **Volunteering patterns in 2013**

Charitable donors

- ❑ Percent who donate and average donations (2004, 2007, 2010, 2013)
 - ❑ By year, by age, by sex and by level of educational attainment
- ❑ Charitable donation patterns in 2013

Among those who volunteered¹, 50% did unpaid work for one organization, non-metro² Ontario, 2013



1. Specifically, formal volunteering which is unpaid work for a group or organization.

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent distribution of volunteers by number of organizations for which they volunteered, metro and non-metro Ontario, 2013

Number of groups / organizations for which the individual volunteered ¹	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent distribution of volunteers ¹ by number of groups or organizations for which they volunteered in the previous year											
Total	100	100	100	100	100	100	100	100	100	100	100	100
1	54	56	51	54	54	57	50	58	50	52	53	46
2	27	24	28	28	26	24	29	25	28	F	22	36
3 or more	20	20	21	18	19	19	20	17	23	27	26	18

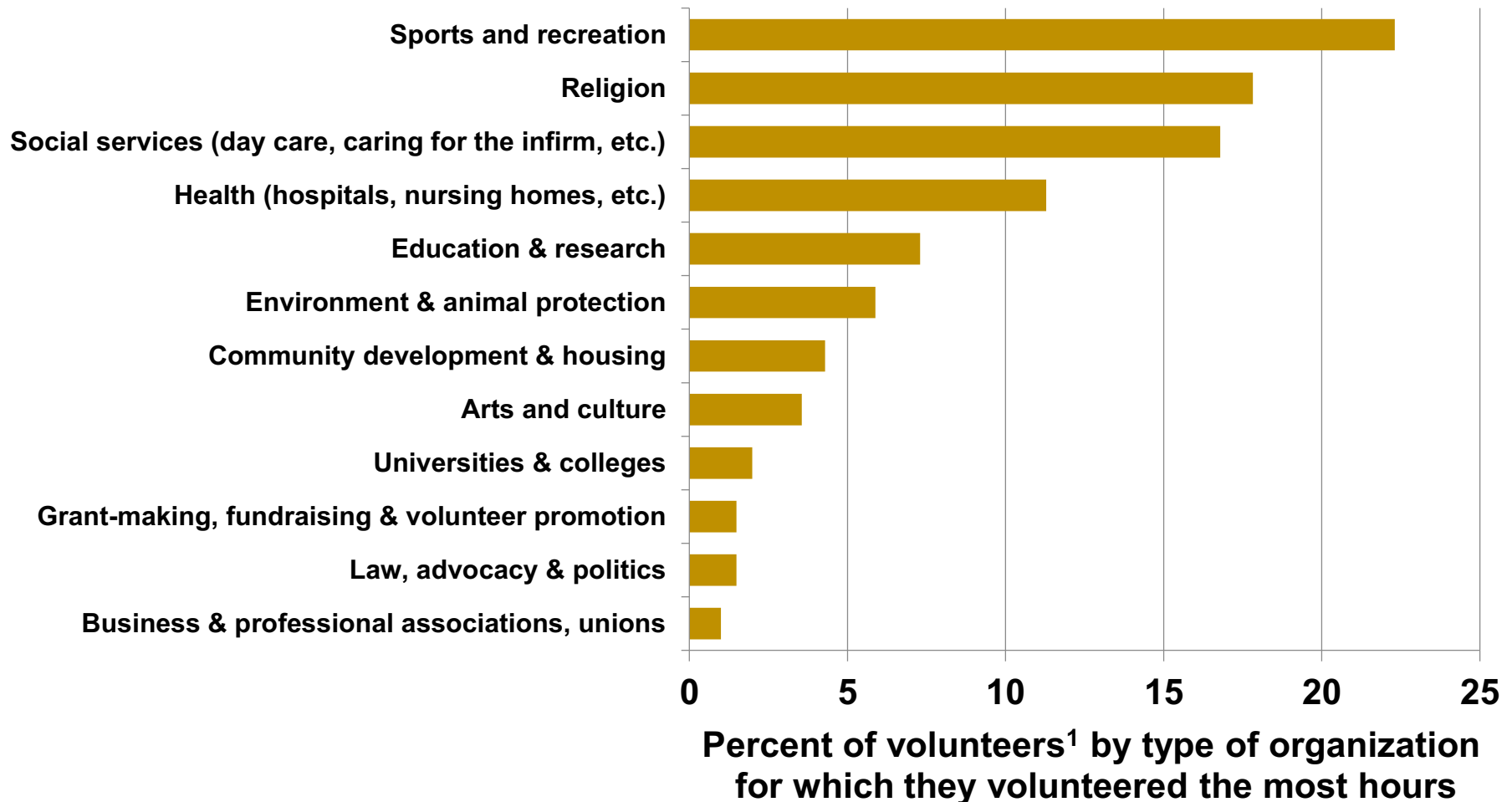
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"F": Data are too unreliable to be published due to small sample size

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

22% of volunteers spent their most time volunteering for a sports or recreation organization, non-metro² Ontario, 2013



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Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent distribution of volunteers¹ by type of group / organization for which the individual volunteered the most hours, metro and non-metro Ontario, 2013

Type of group / organization	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent distribution of volunteers ¹ by type of group / organization for which the individual volunteered the most hours											
All groups or organizations	100	100	100	100	100	100	100	100	100	100	100	100
Arts and culture	4	5	3	4	4	5	3	4	4	F	F	F
Sports and recreation	18	12	21	18	17	11	21	16	22	F	24	23
Education & research	11	10	17	4	12	10	19	5	7	F	11	F
Universities & colleges	4	9	3	F	5	11	3	F	F	F	F	F
Health (hospitals, nursing homes, etc.)	9	8	9	10	8	9	7	10	11	F	16	11
.. Hospitals	3	4	3	4	4	5	3	4	2	F	F	F
Social services (day care, caring for the infirm, etc.)	15	16	14	17	15	15	14	17	17	F	13	16
Environment & animal protection	4	5	3	5	4	F	2	5	6	F	F	6
Community development & housing	5	6	4	6	6	8	3	7	4	F	F	F
Law, advocacy & politics	3	F	3	2	3	F	3	2	F	F	F	F
Grant-making, fundraising & volunteer promotion	3	3	2	3	2	4	2	F	F	F	F	F
International	1	F	F	1	2	F	F	F	F	F	F	F
Religion	16	14	13	21	15	13	13	22	18	F	13	20
Business & professional associations, unions	1	F	F	2	1	F	F	3	F	F	F	F
Not elsewhere classified	1	F	F	F	1	F	F	F	F	F	F	F
Not stated	2	F	2	F	2	F	F	F	F	F	F	F

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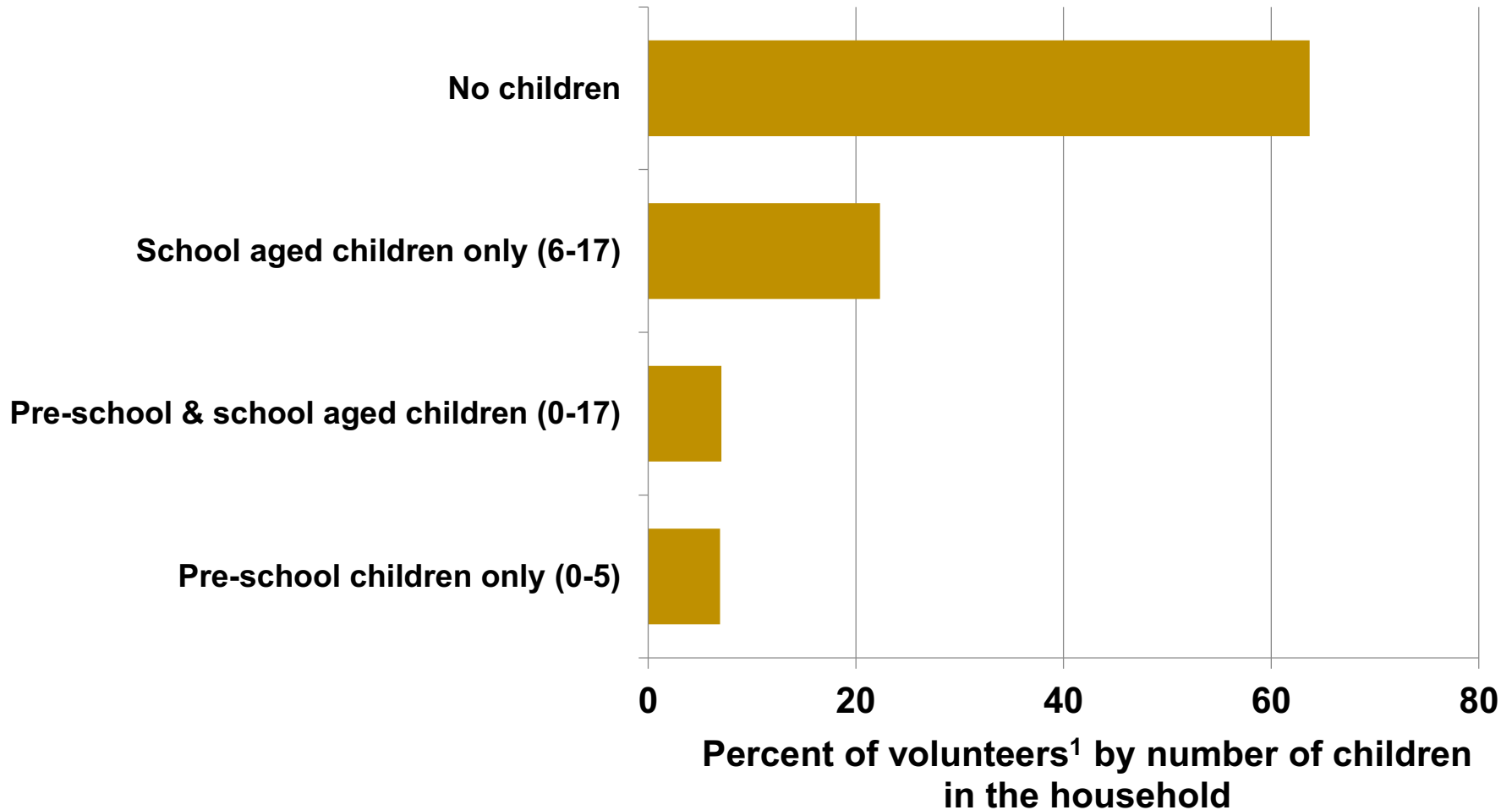
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Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Type of organization (for which one volunteered the most hours in the previous year) (ICNPO: International Classification of Non-Profit Organizations)

- .. Arts and culture (ICNPO 011)
- .. Sports and recreation (ICNPO 012 - 013)
- .. Education and research (ICNPO 020 to 024) (subtotal)
 - ... Education (elementary, primary, secondary and higher) (ICNPO 021-022)
 - ... Research (medical, science, technology, social sciences, policy studies) (ICNPO 024)
 - ... Other education (general, vocational, continuing education) (ICNPO 020 & 023)
- .. Health (ICNPO 030 to 034) (subtotal)
 - ... Hospitals and rehabilitation (ICNPO 031)
 - ... Nursing homes (ICNPO 032)
 - ... Mental health and crisis intervention (ICNPO 033)
 - ... Other health (general, public health, outpatient services, emergency services) (ICNPO 030 & 034)
- .. Social services (ICNPO 040 to 043) (subtotal)
 - ... Social services (day care, youth services, family services, services for the handicapped and the elderly) (ICNPO 041)
 - ... Other social services (general, emergency and relief, income support and maintenance) (ICNPO 040 & 042 & 043)
- .. Environment and animal protection (ICNPO 050 to 052)
- .. Development and housing (community, economic and social development, housing, job training) (ICNPO 061 to 063)
- .. Law, advocacy and politics (ICNPO 071 to 073)
- .. Religion (ICNPO 100 to 101)
- .. Other (philanthropic organizations, international programs, business and union organizations) (ICNPO 081 & 091 & 111 & 121)

64% of volunteers have no children in their household, non-metro² Ontario, 2013



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Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent distribution of volunteers¹ by presence of children in the household, metro and non-metro Ontario, 2013

Presence of children in household	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent distribution of volunteers ¹ by presence of children in the household											
All households with a volunteer ¹	100	100	100	100	100	100	100	100	100	100	100	100
No children	63	67	37	93	63	72	36	93	64	40	39	95
Pre-school children only (0-5)	7	14	7	F	7	12	7	F	7	27	F	F
Pre-school and school aged children (0-17)	6	6	11	F	6	F	11	F	7	18	9	F
School aged children only (6-17)	24	12	46	5	24	12	45	6	22	F	48	F

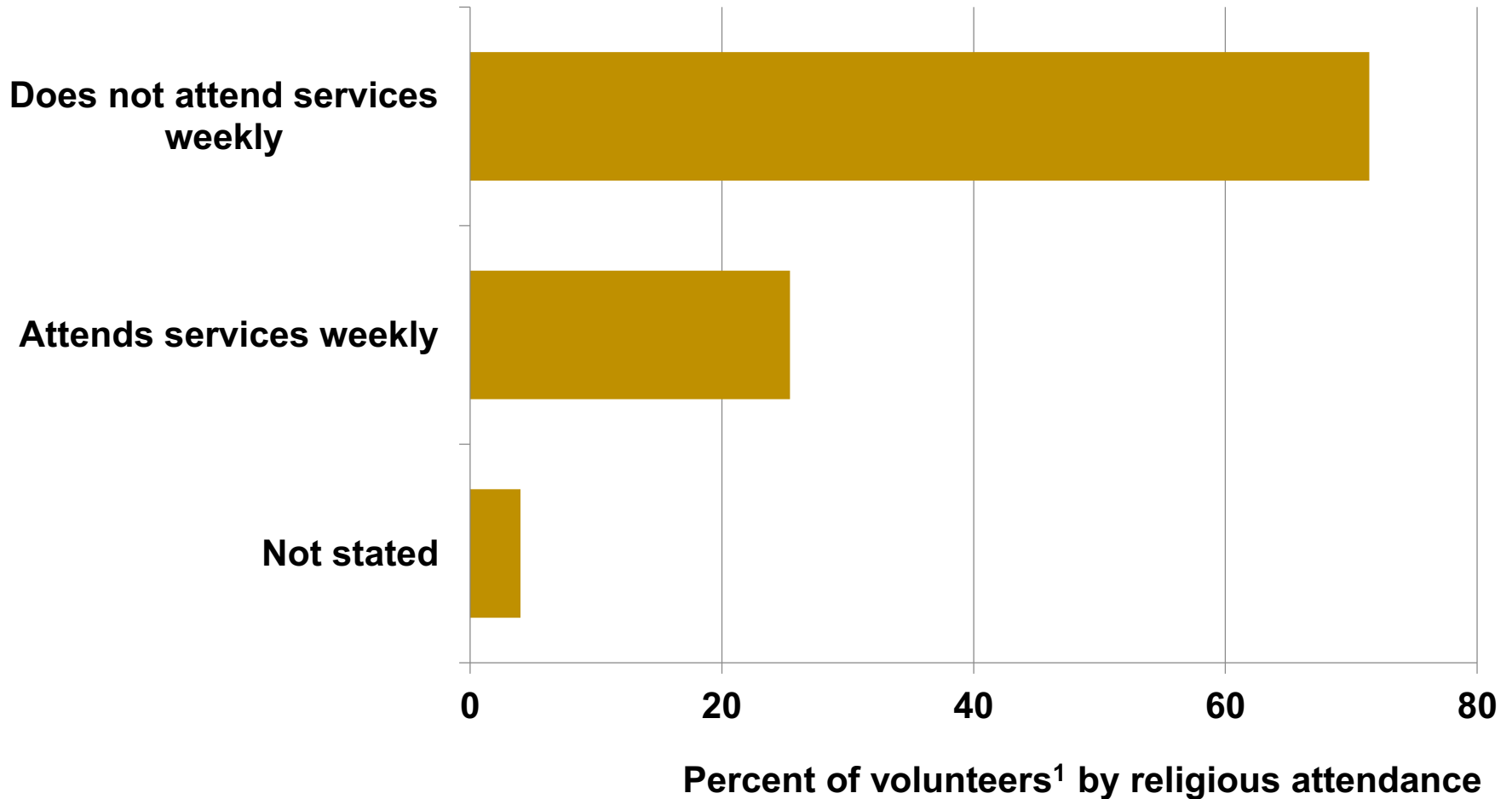
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Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

71% of volunteers do not attend weekly religious services, non-metro² Ontario, 2013



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Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent distribution of volunteers¹ by religious attendance, metro and non-metro Ontario, 2013

Religious attendance	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent distribution of volunteers ¹ by usual religious attendance											
All volunteers	100	100	100	100	100	100	100	100	100	100	100	100
Attends services weekly	22	21	17	31	22	19	17	30	25	29	15	32
Does not attend services weekly	70	71	74	65	70	73	72	65	71	65	84	65
Not stated	7	8	9	4	8	8	11	5	F	F	F	F

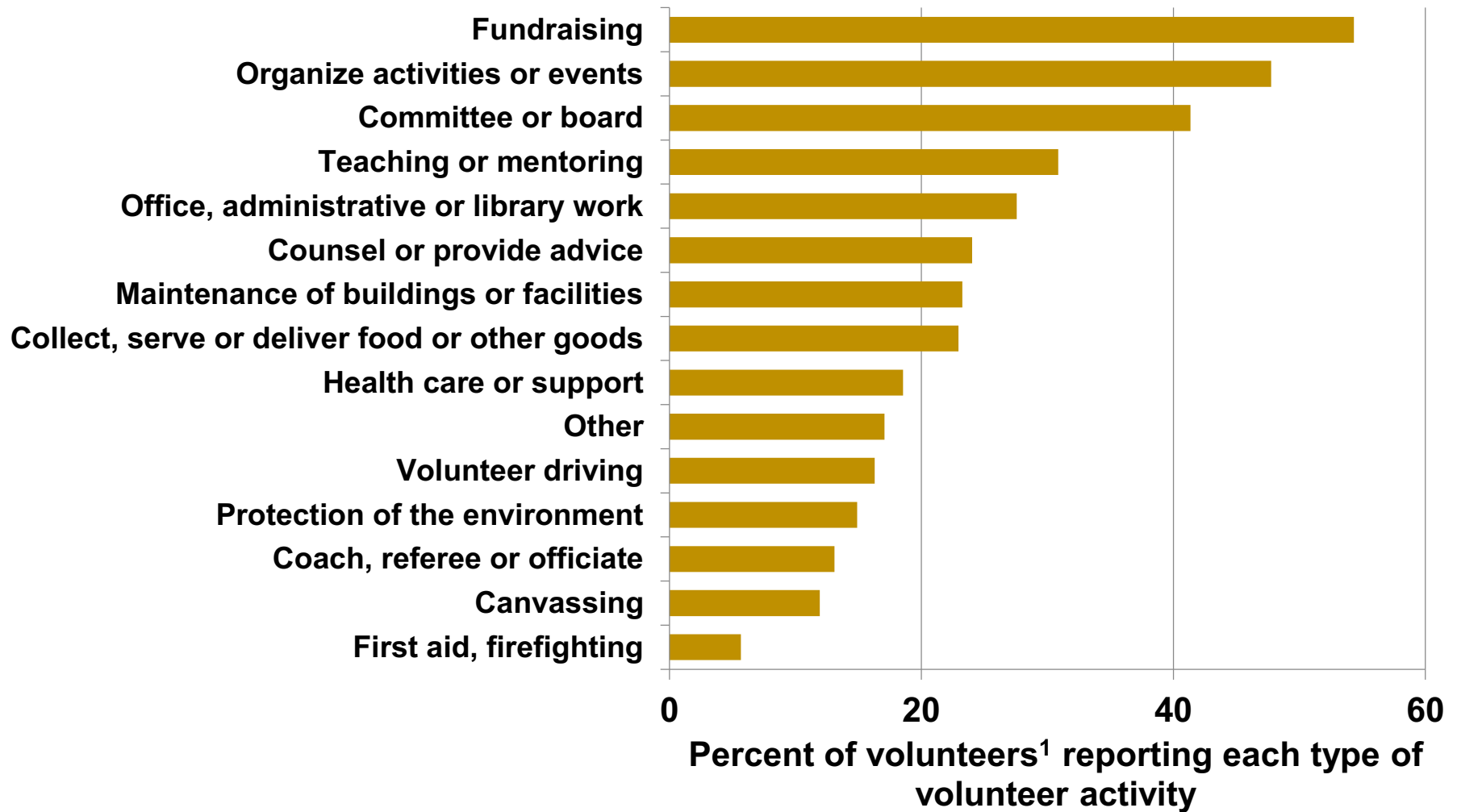
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Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

54% of volunteers are involved in fundraising, non-metro² Ontario, 2013



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Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent distribution of volunteers¹ by number of organizations for which they volunteered, metro and non-metro Ontario, 2013

Type of volunteering ¹ activity	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent of volunteers ¹ reporting each type of volunteering activity (Note that respondents identified more than one type of volunteering activity)											
Total	100	100	100	100	100	100	100	100	100	100	100	100
Canvassing	10	7	13	9	9	7	12	7	12	F	14	13
Fundraising	46	44	54	38	44	41	52	35	54	58	64	45
Committee or board	36	30	33	44	34	29	32	43	41	37	36	48
Teaching or mentoring	30	32	29	29	30	30	29	30	31	40	31	26
Organize activities or events	48	50	46	48	48	51	46	46	48	42	46	52
Office, administrative or library work	23	22	22	24	21	19	22	23	28	34	23	28
Coach, referee or officiate	17	19	21	9	18	20	21	10	13	F	21	6
Counsel or provide advice	27	25	25	31	28	26	25	32	24	F	24	27
Health care or support	18	21	14	20	18	22	14	20	19	F	17	20
Collect, serve or deliver food or other goods	24	24	24	25	25	25	24	25	23	F	22	26
Maintenance of buildings or facilities	15	19	12	17	13	17	10	15	23	F	19	22
Volunteer driving	16	15	16	15	15	13	17	15	16	F	13	14
First aid, firefighting	5	9	5	3	5	9	5	F	6	F	F	5
Protection of the environment	17	20	17	16	18	22	17	16	15	F	17	17
Other	18	14	17	24	19	15	18	24	17	F	11	24

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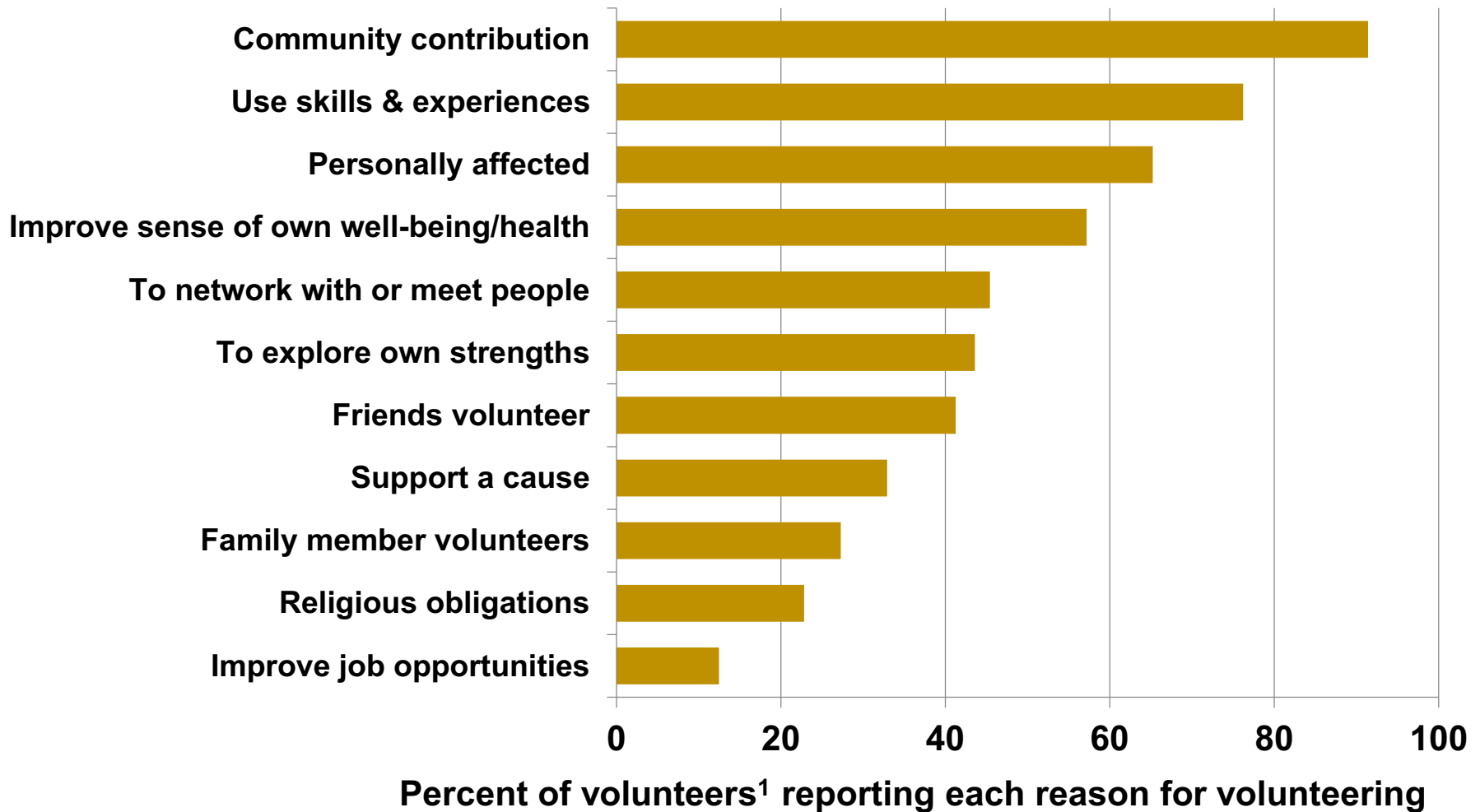
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Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Type of volunteering activity

- .. Canvassing
- .. Fundraising
- .. Organizing events
- .. Sit as a member of committee or board
- .. Teaching, education or mentoring
- .. Organize, supervise or coordinate activities or events
- .. Office work, bookkeeping, administrative duties, or library work
- .. Coach, referee or officiate
- .. Counsel or provide advice
- .. Provide health care or support including companionship
- .. Collect, serve or deliver food or other goods
- .. Work associated with the maintenance, repair or building of facilities or grounds
- .. Volunteer driving
- .. Provide help through first aid, fire-fighting, or search and rescue
- .. Engage in activities aimed at conservation or protection of the environment or wildlife
- .. Other

91% of volunteers listed "community contribution" as one of the reasons for volunteering, non-metro² Ontario, 2013



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Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent distribution of volunteers¹ by reason for volunteering, metro and non-metro Ontario, 2013

Reason for volunteering ¹	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent of volunteers ¹ reporting each reason for volunteering (Note that respondents identified more than one reason for volunteering)											
All volunteers	100	100	100	100	100	100	100	100	100	100	100	100
Personally affected by cause being supported	59	48	67	59	58	48	64	58	65	50	79	62
Family member volunteers	23	22	25	21	22	22	23	19	27	21	33	26
Friends volunteer	36	40	32	38	35	42	30	35	41	30	42	46
To network with or meet people	49	57	42	50	50	57	45	49	45	57	30	52
Improve job opportunities	20	41	17	6	21	41	18	7	12	39	11	F
Religious obligations	20	18	16	27	20	17	17	27	23	28	13	28
To explore own strengths	50	64	46	44	52	66	47	45	44	53	41	41
Community contribution	91	89	92	92	91	89	92	93	91	91	92	91
Use skills & experiences	77	81	74	79	78	81	74	81	76	83	74	75
To support a political, environmental or social cause	33	35	29	36	33	35	30	36	33	33	27	38
To improve sense of well-being or health	54	48	53	62	54	47	53	60	57	55	49	65

1. Specifically, formal volunteering which is unpaid work for a group or organization

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

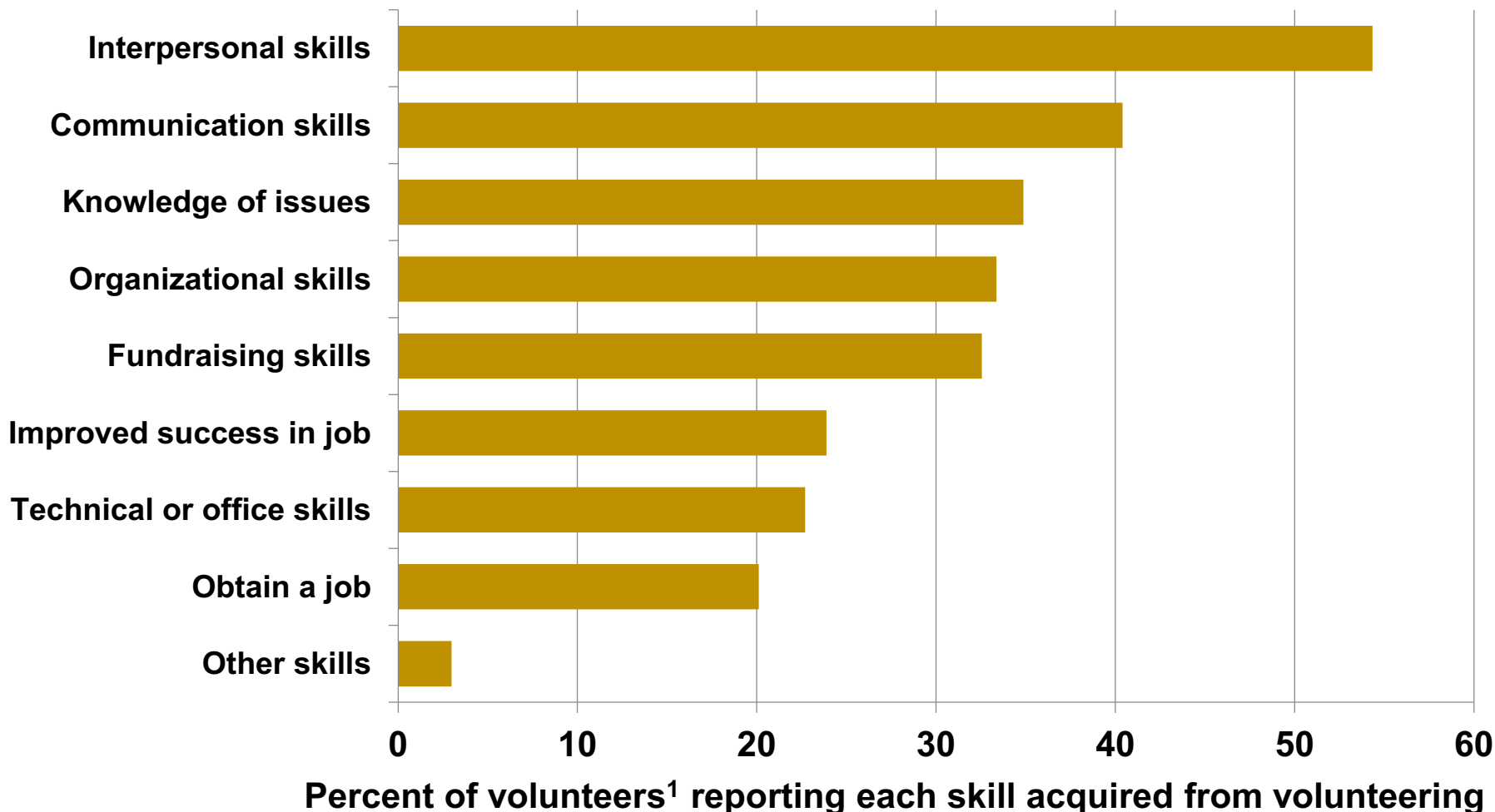
"F": Data are too unreliable to published due to small sample size

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Reasons for volunteering

- .. Personally affected by the cause supported by this group or organization
- .. Because a family member volunteers.
- .. Because your friends volunteer.
- .. To network with or meet people.
- .. To improve your job opportunities.
- .. To fulfill religious obligations or other beliefs.
- .. To explore your own strengths.
- .. To make a contribution to the community.
- .. To use your skills and experiences.
- .. To support a political, environmental or social cause
- .. To improve your sense of well-being or health.

54% of volunteers listed acquiring "interpersonal" skills from volunteering, non-metro² Ontario, 2013



1. Specifically, formal volunteering which is unpaid work for a group or organization.

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent of volunteers¹ reporting each skill acquired from volunteering, metro and non-metro Ontario, 2013

Skills acquired from volunteering ¹	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent of volunteers ¹ reporting each type of skill acquired from volunteering (Note that respondents identified more than one type of skill acquired from volunteering)											
All volunteers	100	100	100	100	100	100	100	100	100	100	100	100
Fundraising skills	32	38	35	23	32	36	34	23	33	46	38	21
Technical or office skills	28	41	29	17	29	43	29	16	23	27	27	17
Organizational skills	40	59	38	26	41	61	38	26	33	48	35	25
Knowledge of issues	35	40	32	33	35	38	31	36	35	48	37	27
Communication skills	44	63	41	33	45	63	42	33	40	63	34	34
Interpersonal	62	77	58	54	64	80	59	55	54	66	51	51
Other skills	4	5	4	4	5	6	5	4	3	F	F	F
Obtain a job	28	48	25	16	30	51	26	17	20	33	18	16
Improve success in present job	33	53	35	14	35	55	37	14	24	43	28	12

1. Specifically, formal volunteering which is unpaid work for a group or organization

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx>)

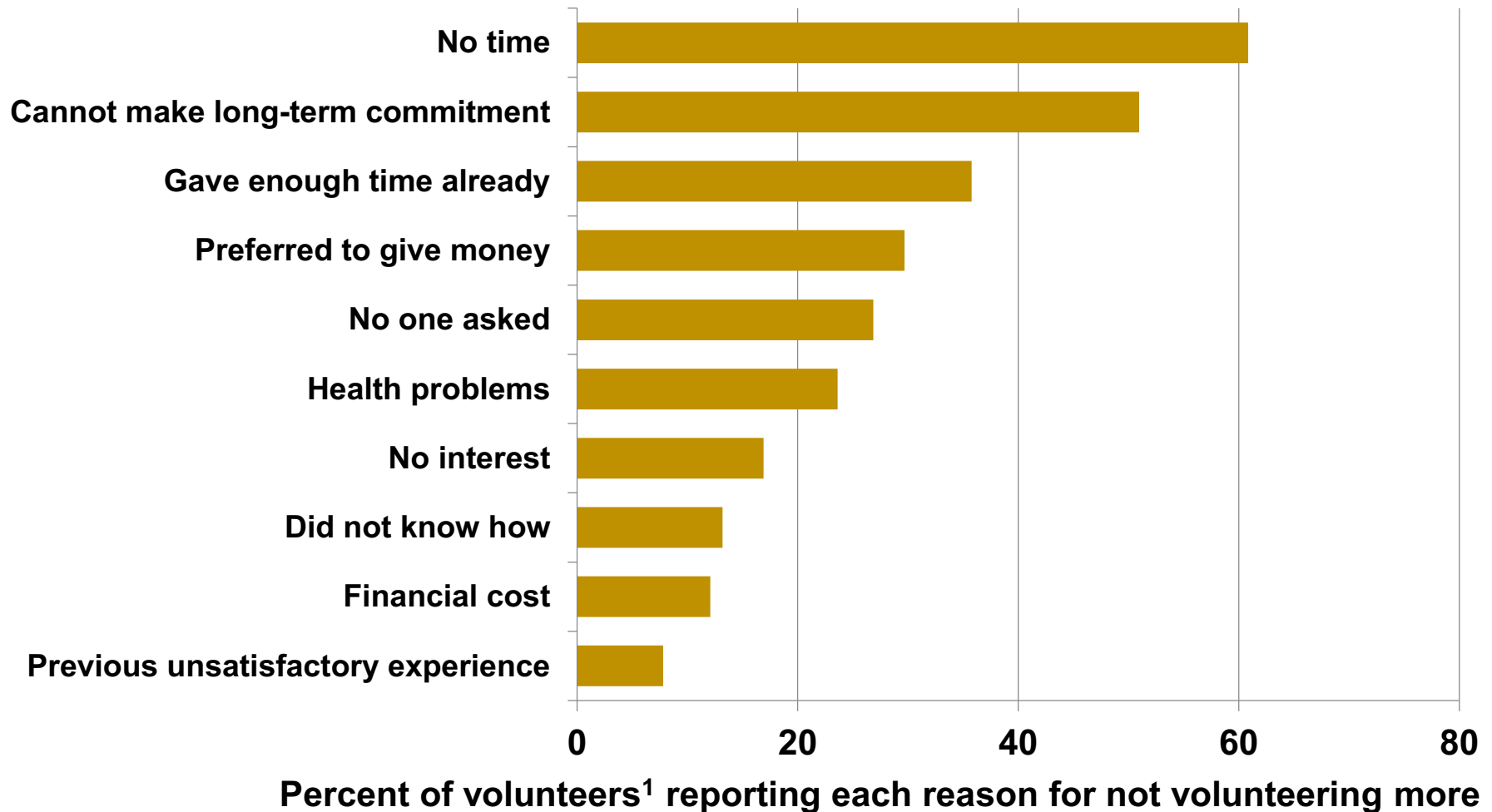
"F": Data are too unreliable to published due to small sample size

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Skills acquired through volunteering

- .. fundraising skills?
- .. technical or office skills such as first aid, coaching techniques, computer or bookkeeping?
- .. organizational or managerial skills such as how to organize people or money, to be a leader, to plan or to run an organization?
- .. increased know ledge of such subjects as health, w omen's or political issues, criminal justice or the environment?
- .. communication skills such as public speaking, w riting, public relations or conducting meetings?
- .. interpersonal skills such as understanding people, motivating people, or handling difficult situations w ith confidence, compassion or patience?
- .. some other skill or know ledge?
- .. your volunteer activities helped you to get a job or start a business?
- .. your volunteer activities helped your chances of success in your paid job or business?

61% of volunteers listed "no time" as the reason for not volunteering more, non-metro² Ontario, 2013



1. Specifically, formal volunteering which is unpaid work for a group or organization.

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Percent of present volunteers¹ stating each reason for not volunteering more, metro and non-metro Ontario, 2013

Reason that present volunteers ¹ state for not volunteering more	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Percent of volunteers ¹ reporting each reason for not volunteering more (Note that respondents identified more than one reason for not volunteering more)											
All volunteers	100	99	100	100	100	100	100	100	100	100	100	100
Gave enough time already	40	28	38	52	41	28	40	54	36	24	28	47
Previous dissatisfied experience	8	8	9	7	8	7	10	7	8	F	F	7
No one asked	29	32	30	27	30	31	31	28	27	36	24	25
Did not know how	14	27	12	7	15	27	12	7	13	F	11	9
Health problems	17	12	14	26	16	11	13	25	24	F	18	30
No time	69	75	76	54	70	78	76	55	61	63	72	50
Financial cost	14	26	11	9	15	25	13	8	12	28	F	10
Long-term commitment	49	48	52	46	48	48	52	44	51	48	49	54
Preferred to give money	26	17	29	30	25	15	29	29	30	F	27	33
No interest	18	16	18	20	19	17	18	20	17	F	18	21

1. Specifically, formal volunteering which is unpaid work for a group or organization

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

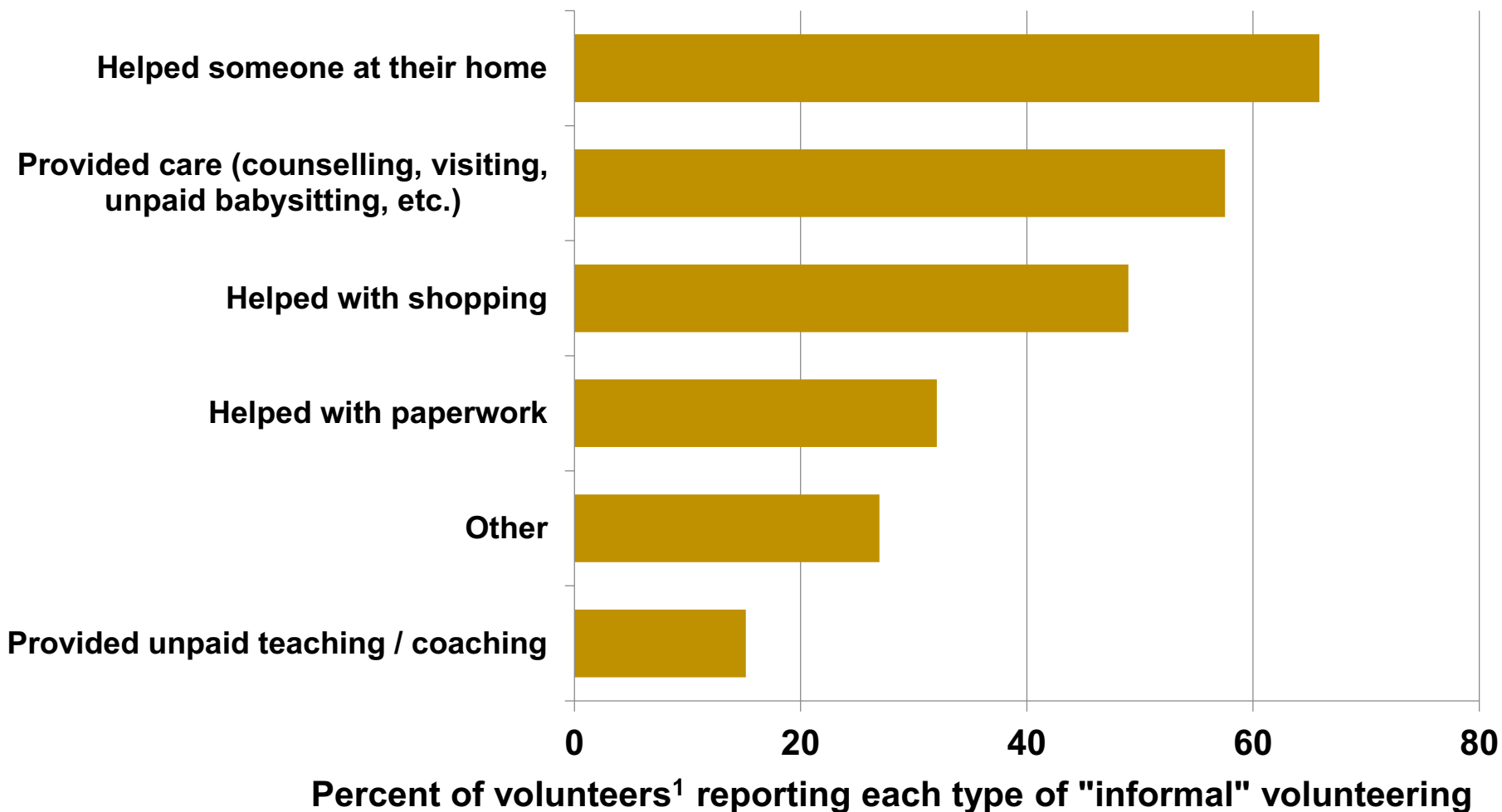
"F": Data are too unreliable to published due to small sample size

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Reasons for not volunteering "more"

- .. You gave enough time already [prior to the past 12 months].
- .. You were dissatisfied with a previous volunteering experience
- .. Because no one asked you.
- .. You did not know how to get [more] involved.
- .. You had health problems or you were physically unable
- .. You did not have the time
- .. The financial cost of volunteering.
- .. You were unable to make a long-term commitment
- .. You preferred to give money instead of time.
- .. You had no interest.

66% of volunteers¹ also did informal volunteering by helping someone at their home, non-metro² Ontario, 2013



1. Specifically, formal volunteering which is unpaid work for a group or organization.

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Among those who are formal volunteers¹, percent reporting additional "informal" volunteer activities, metro and non-metro Ontario, 2013

Types of "informal" volunteering: "Did you help people on your own? (not on behalf of an organization) (excluding help given to anyone living in your household)"	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA ²)			
	Age of volunteer ¹											
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Among those who are formal volunteers ¹ , percent reporting additional "informal" volunteer activities											
All volunteers	100	100	100	100	100	100	100	100	100	100	100	100
Helped someone at their home	63	69	64	57	62	67	62	58	66	80	73	54
Helped with shopping	48	49	46	51	48	50	46	51	49	46	46	53
Helped with paperwork	36	34	38	34	36	35	38	35	32	29	34	32
Provided care (counselling, visiting, unpaid babysitting, etc.)	56	59	51	59	56	58	51	59	58	63	52	59
Provided unpaid teaching / coaching	19	26	18	15	21	27	20	16	15	22	12	15
Other	23	22	25	22	23	21	25	22	27	29	30	23

1. Specifically, formal volunteering which is unpaid work for a group or organization

2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)

"F": Data are too unreliable to be published due to small sample size

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Informal volunteer activities in the past 12 months

- .. did you help anyone with work at their home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs?
- .. did you help anyone by doing any shopping, or by driving someone to the store or to an appointment?
- .. did you help anyone with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills or finding information?
- .. did you provide anyone with health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting?
- .. did you help anyone with unpaid teaching, coaching, tutoring, or assisting with reading?
- .. did you help anyone in any other way - not on behalf of an organization?

Appendix Charts: Volunteering and Charitable Giving in Non-metro Ontario

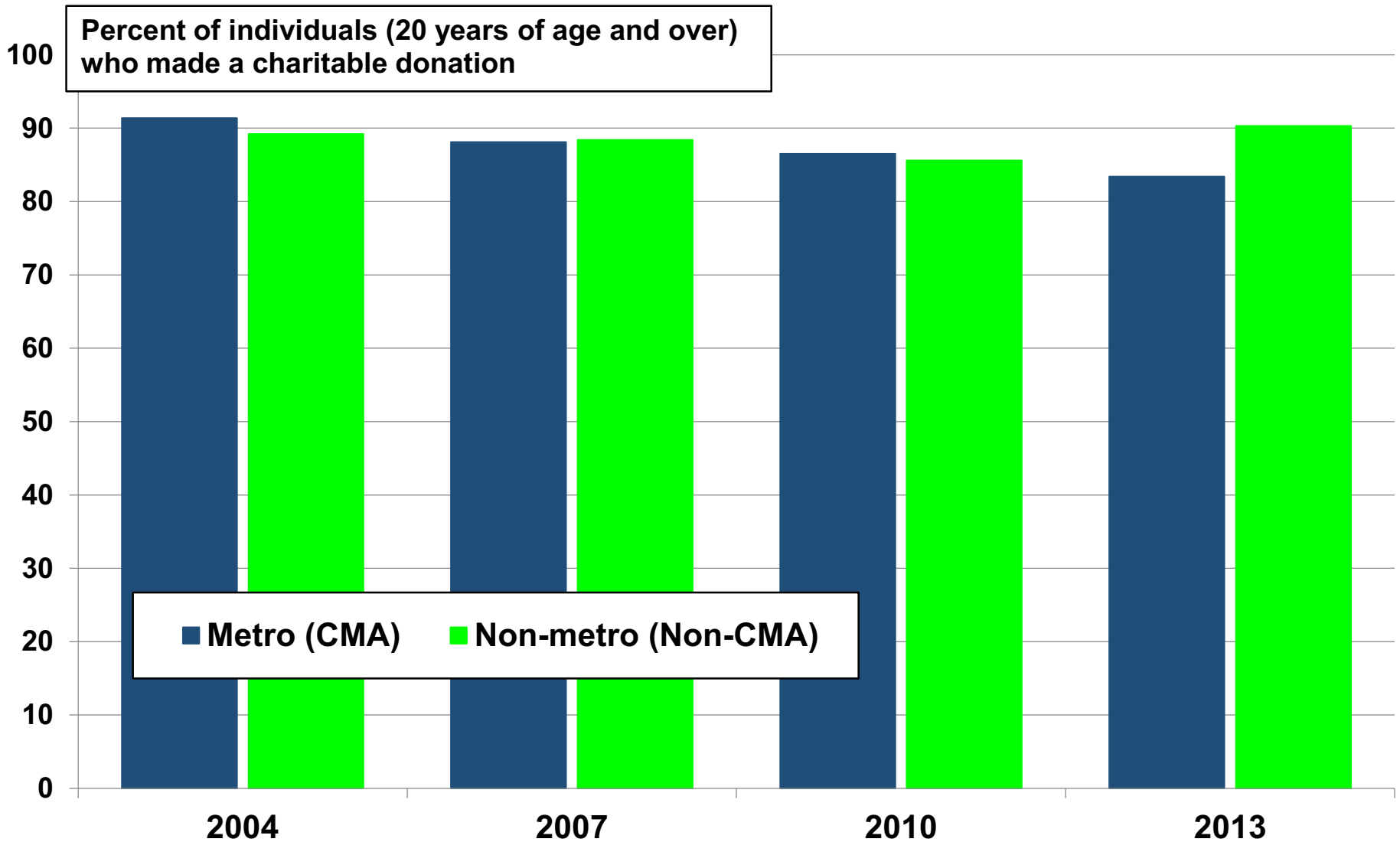
Volunteering

- Percent who volunteer (2004, 2007, 2010, 2013)**
 - By year, by age, by sex and by level of educational attainment**
- Volunteering patterns in 2013**

Charitable donors

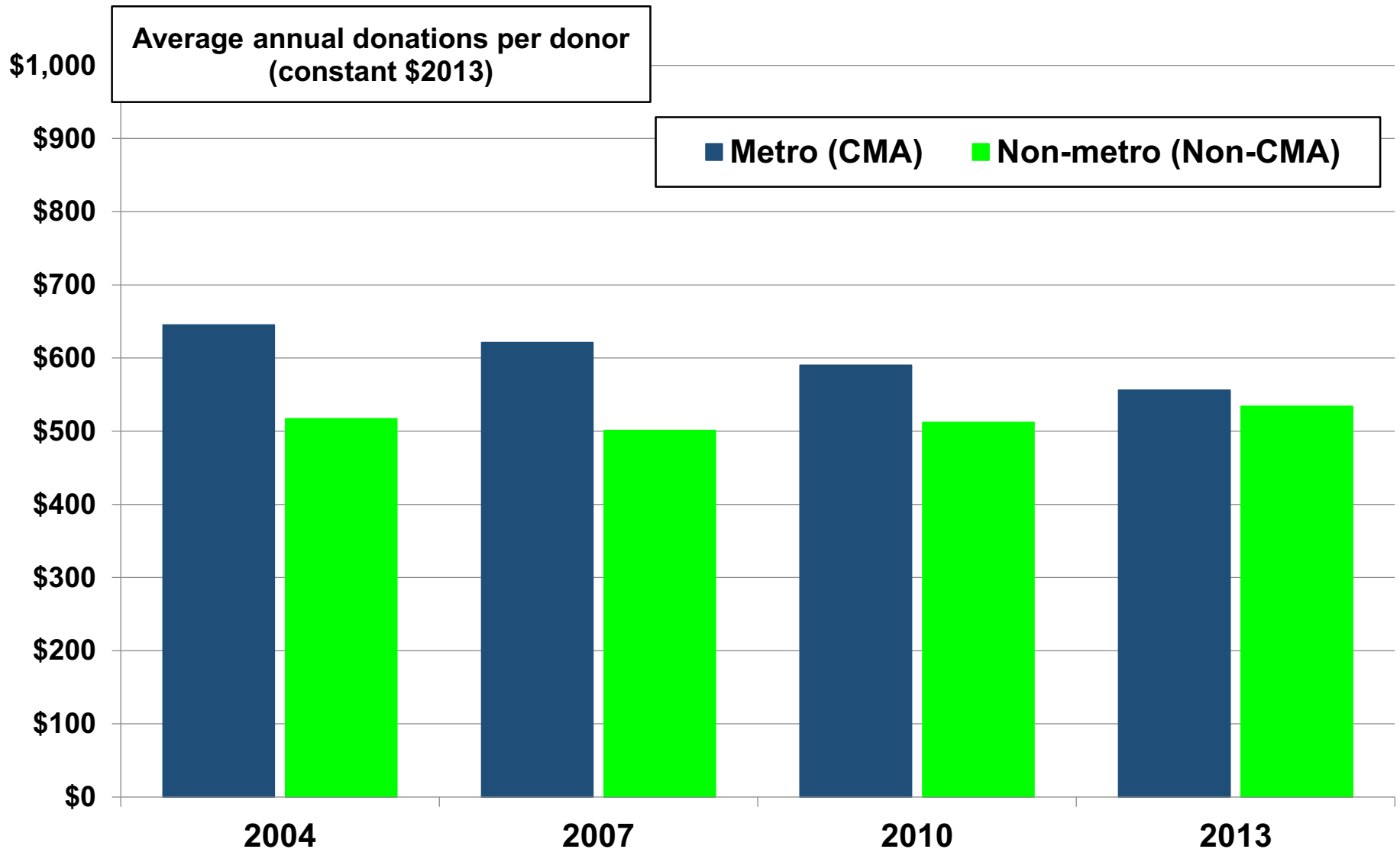
- Percent who donate and average donations (2004, 2007, 2010, 2013)**
 - By year, by age, by sex and by level of educational attainment**
- Charitable donation patterns in 2013**

In 2013, 90% of individuals in non-metro Ontario made a charitable donation



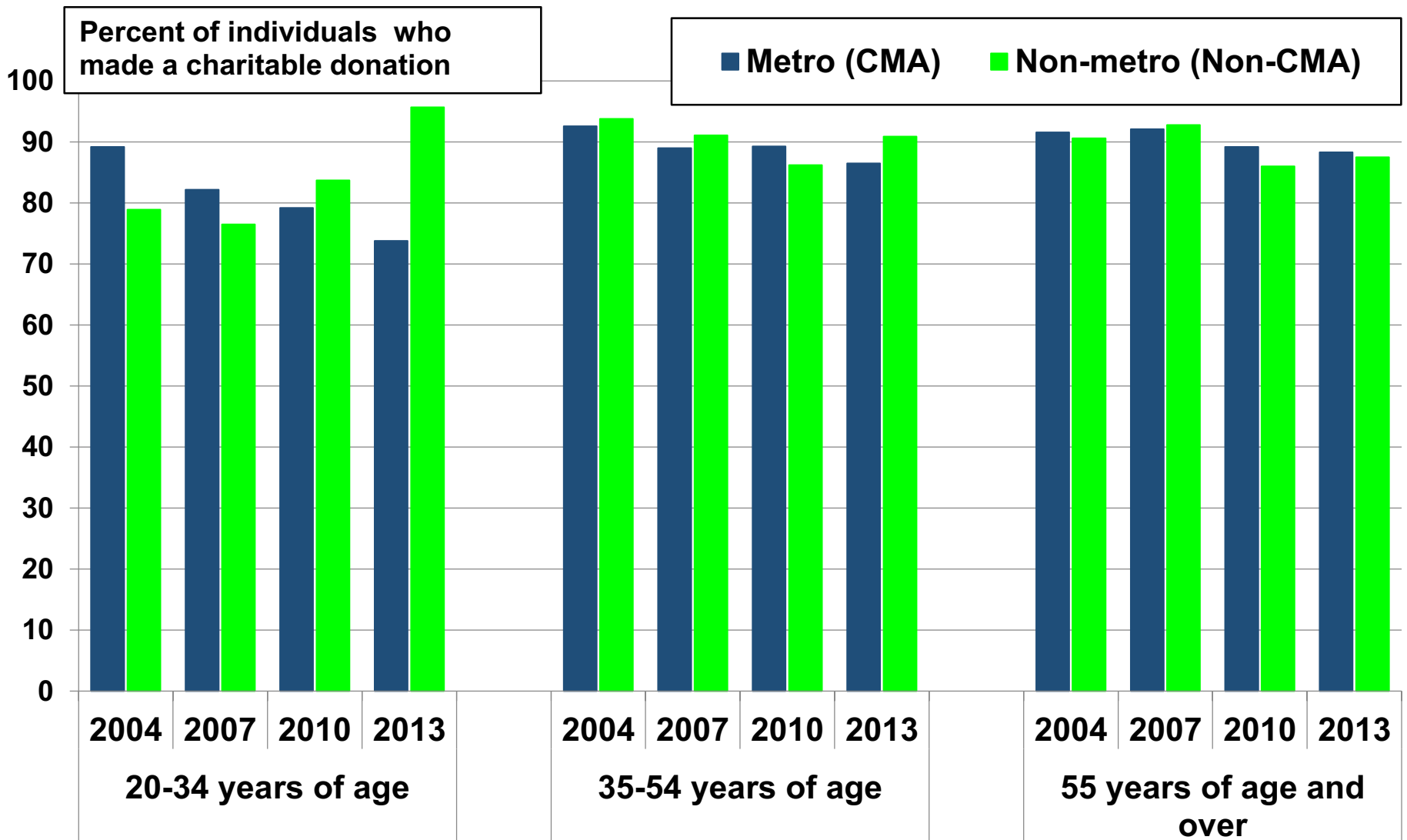
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Average annual donation per donor in 2013 was \$534 in non-metro Ontario



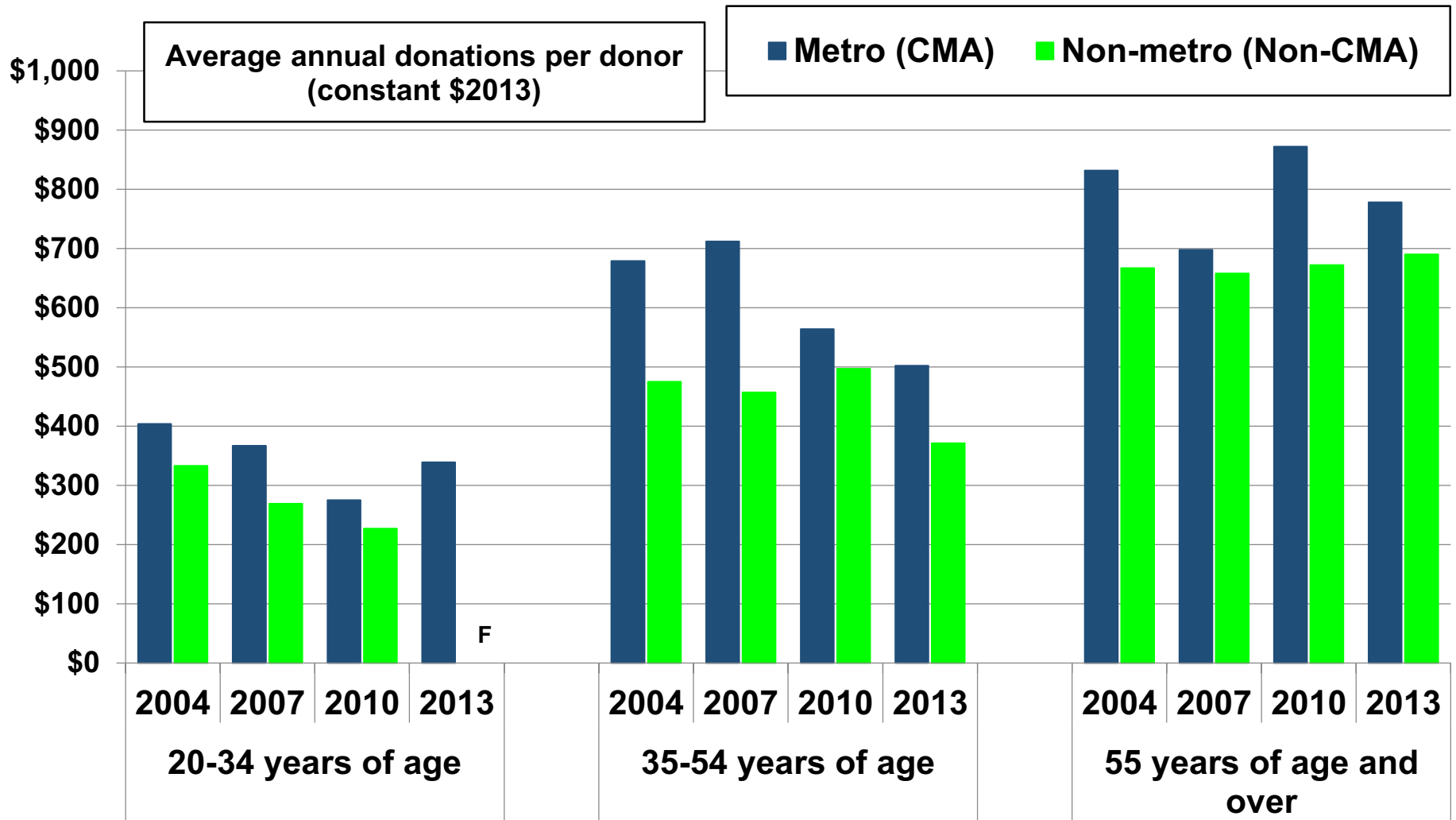
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Individuals ages 35-54 and 55 and over show a similar propensity to make a charitable donation, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

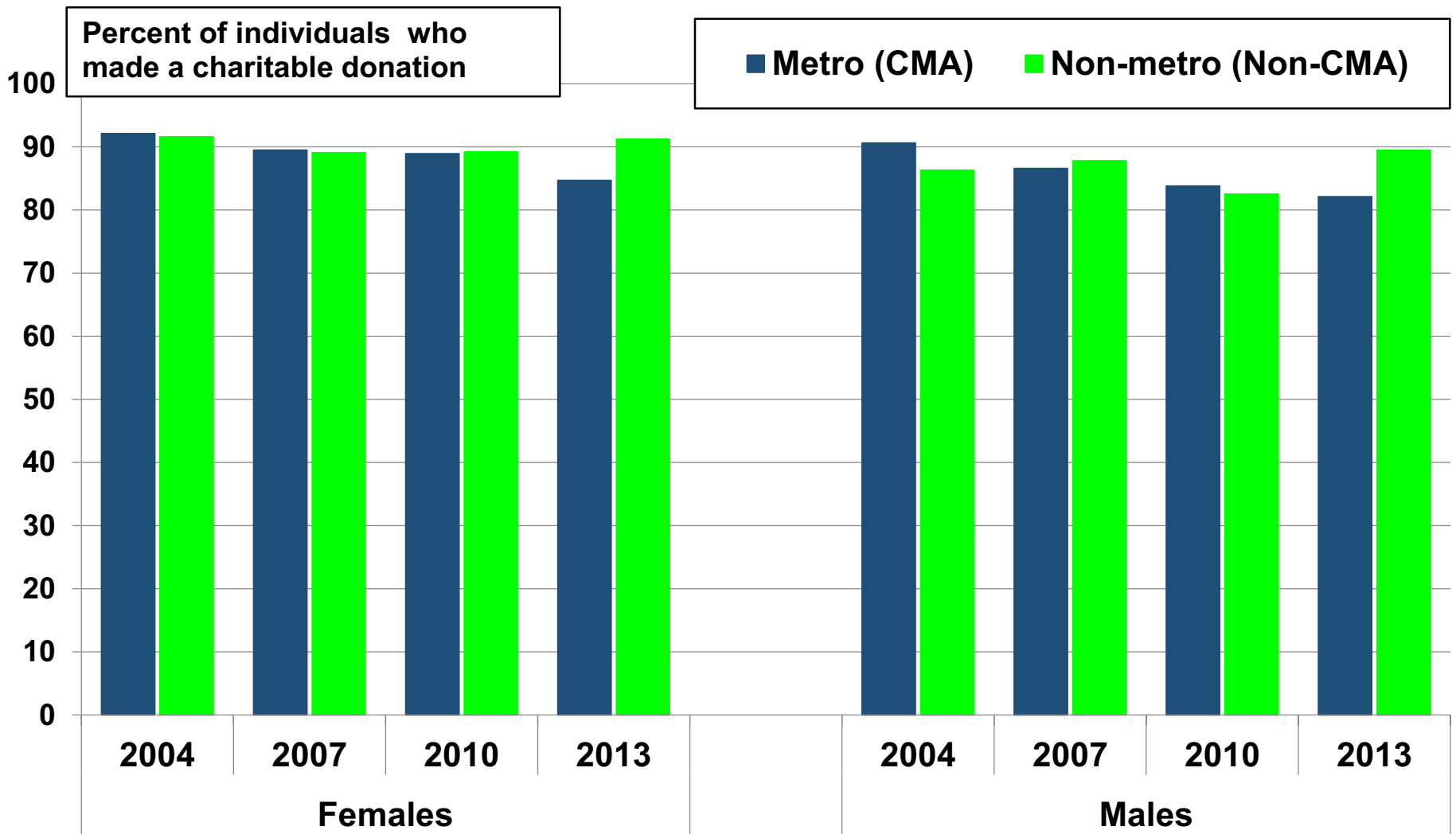
Individuals 55 years and over make higher annual donations, Ontario



"F": Too unreliable to publish (due to small sample size)

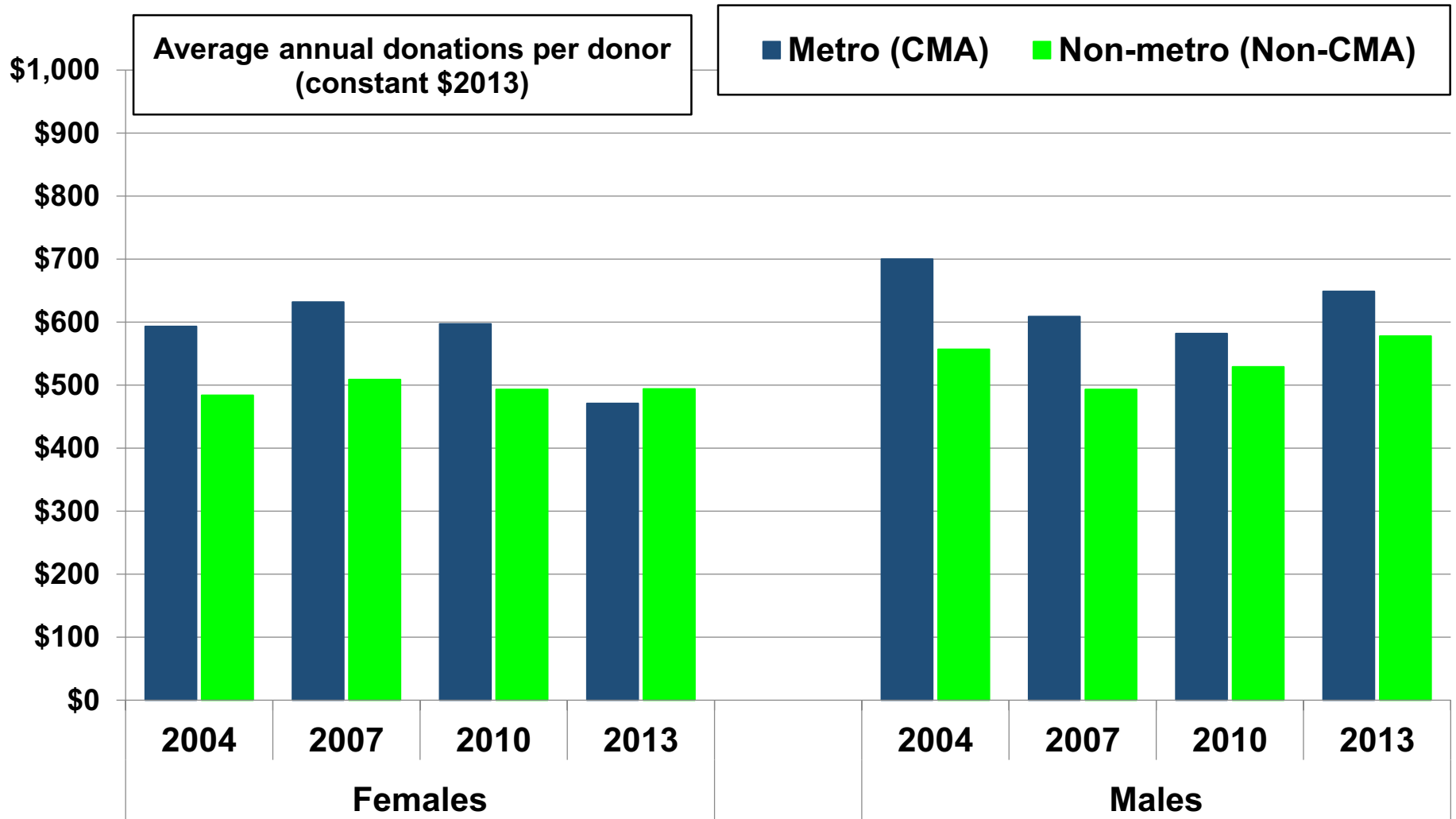
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Females and males are equally likely to make a charitable donation, Ontario



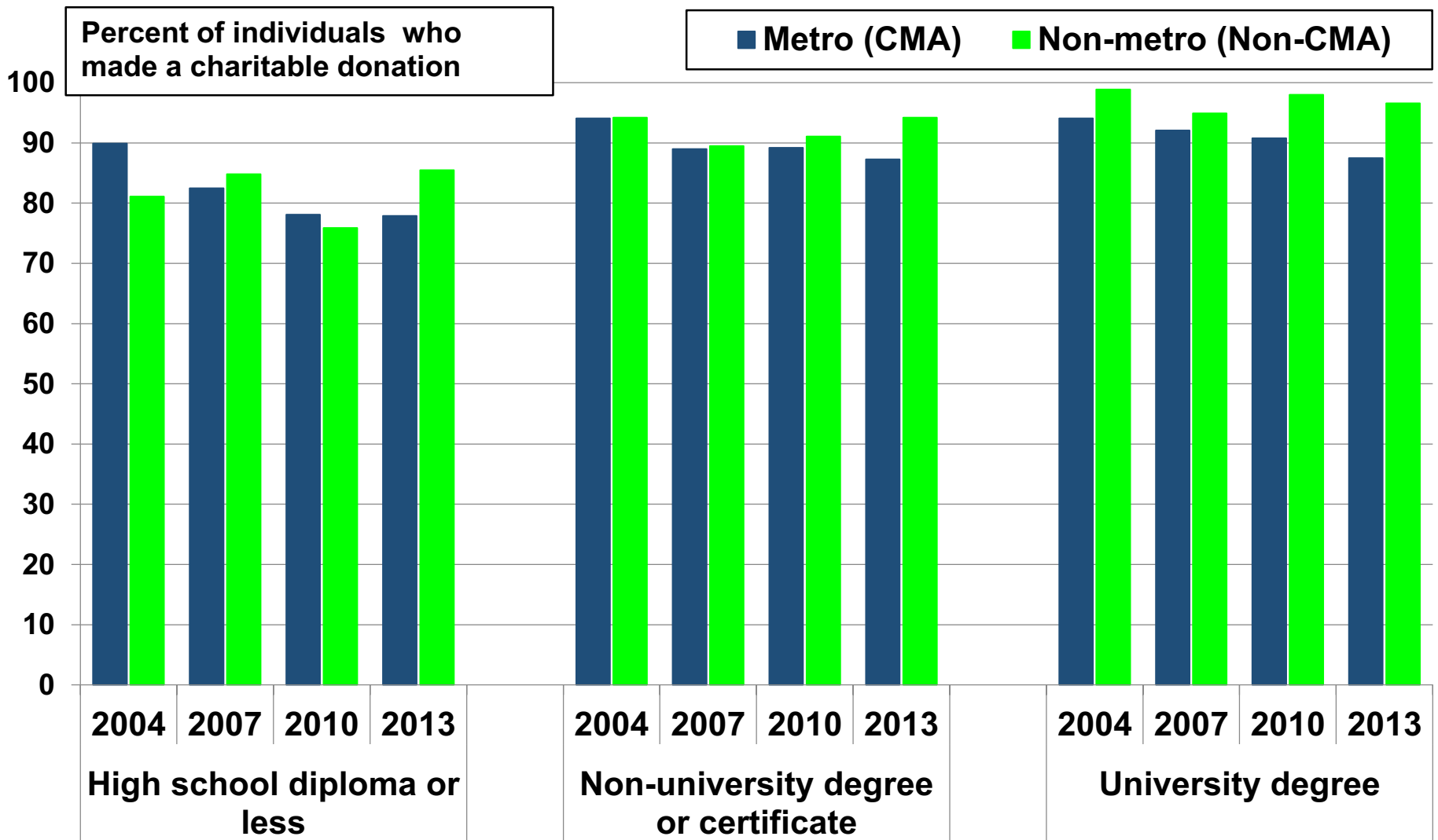
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

In non-metro Ontario, the average donation of a male is (slightly) higher than the average donation for a female



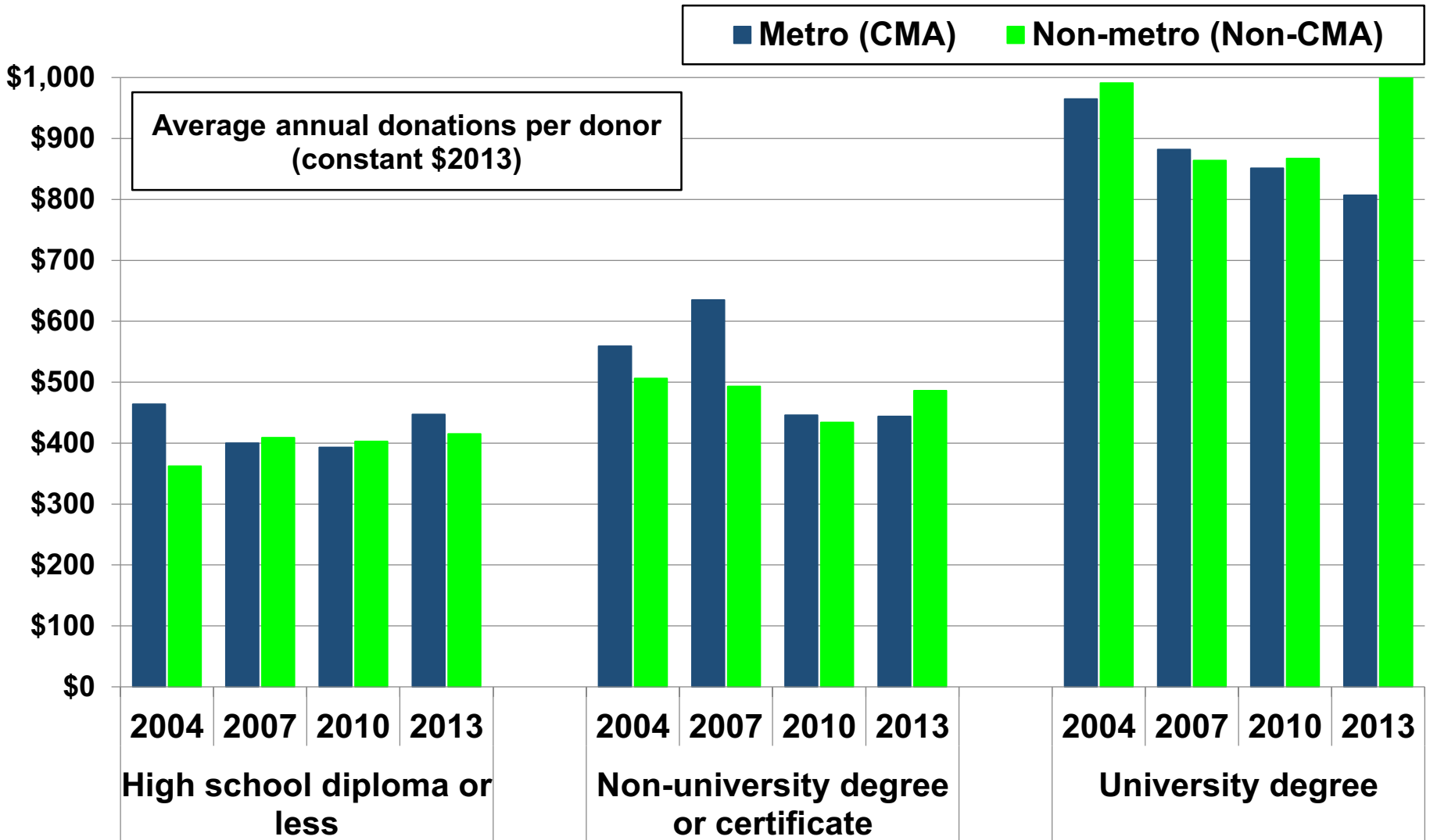
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Individuals with some post-secondary education are (slightly) more likely to make a charitable donation, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Individuals with a university degree contribute higher charitable donations, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Appendix Charts:

Volunteering and Charitable Giving in Non-metro Ontario

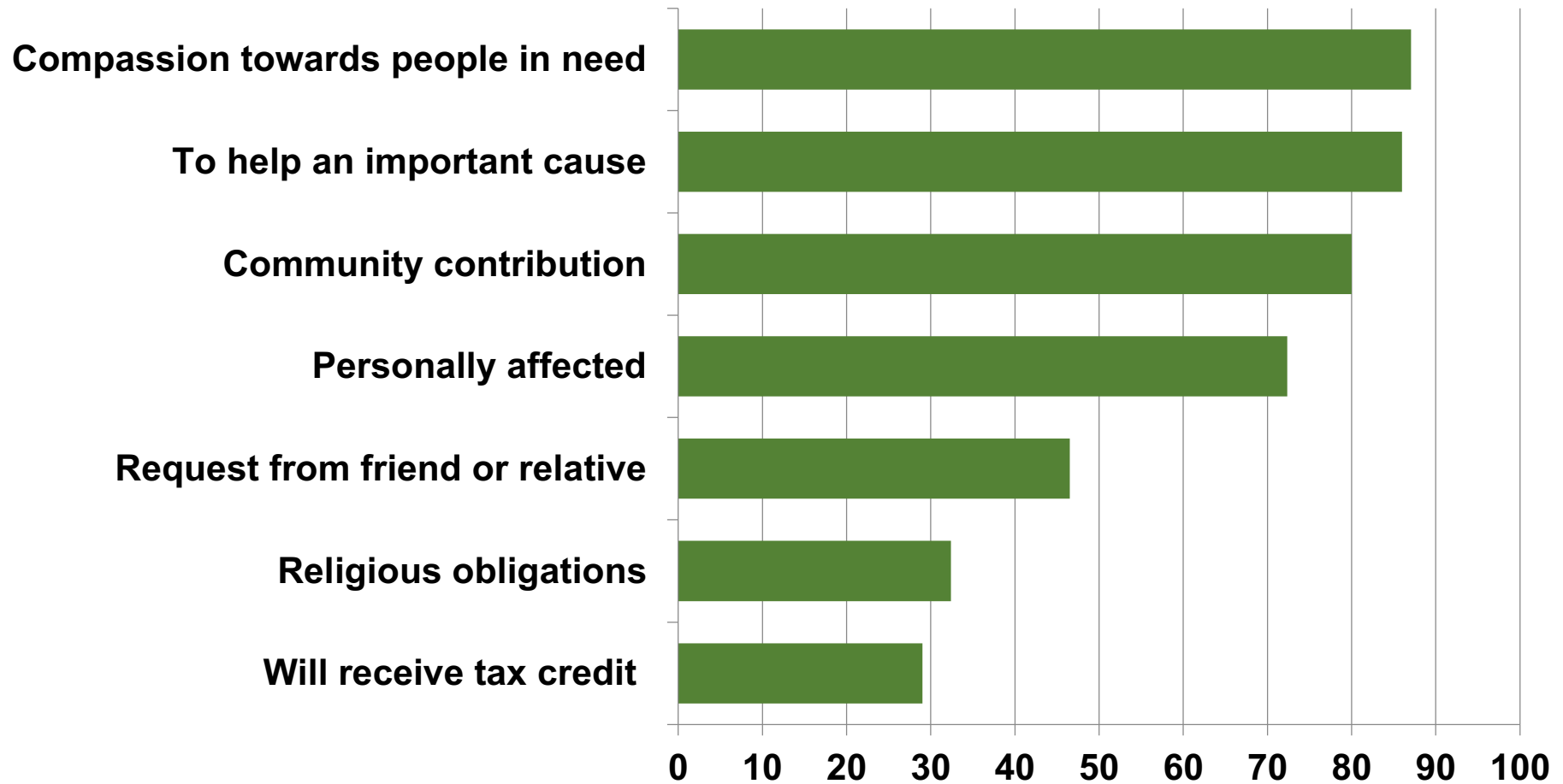
Volunteering

- ❑ Percent who volunteer (2004, 2007, 2010, 2013)
 - ❑ By year, by age, by sex and by level of educational attainment
- ❑ Volunteering patterns in 2013

Charitable donors

- ❑ Percent who donate and average donations (2004, 2007, 2010, 2013)
 - ❑ By year, by age, by sex and by level of educational attainment
- ❑ Charitable donation patterns in 2013

In 2013, over 85% of non-metro donors said they made a donation because of "compassion towards people in need" and "to help a cause in which you personally believe"



Percent of non-metro Ontario donors stating each reason for giving

Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Reason for giving to a charitable organization, Ontario, 2013

Reason for giving ¹	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA)			
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	For those who made charitable donations, percent reporting each reason for giving (Note that respondents identified more than one reason for giving)											
Total	100	100	100	100	100	100	100	100	100	100	100	100
Personally affected	67	60	70	69	66	61	69	67	72	60	78	75
Will receive tax credit	28	22	28	32	27	23	27	31	29	19	32	32
Religious obligations	32	29	30	36	32	29	30	35	32	28	29	37
To help an important cause	86	83	87	87	86	85	87	85	86	75	87	91
Compassion	89	88	88	89	89	89	89	88	87	84	84	91
Community contribution	79	83	80	75	78	83	80	73	80	79	83	79
Request from friend or relative	48	49	55	40	49	50	55	41	47	45	57	40

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

1. The exact words on the questionnaire were:

You or someone you know has been personally affected by the cause the organization supports.

The government will give you a credit on your income taxes.

To fulfill religious obligations or other beliefs.

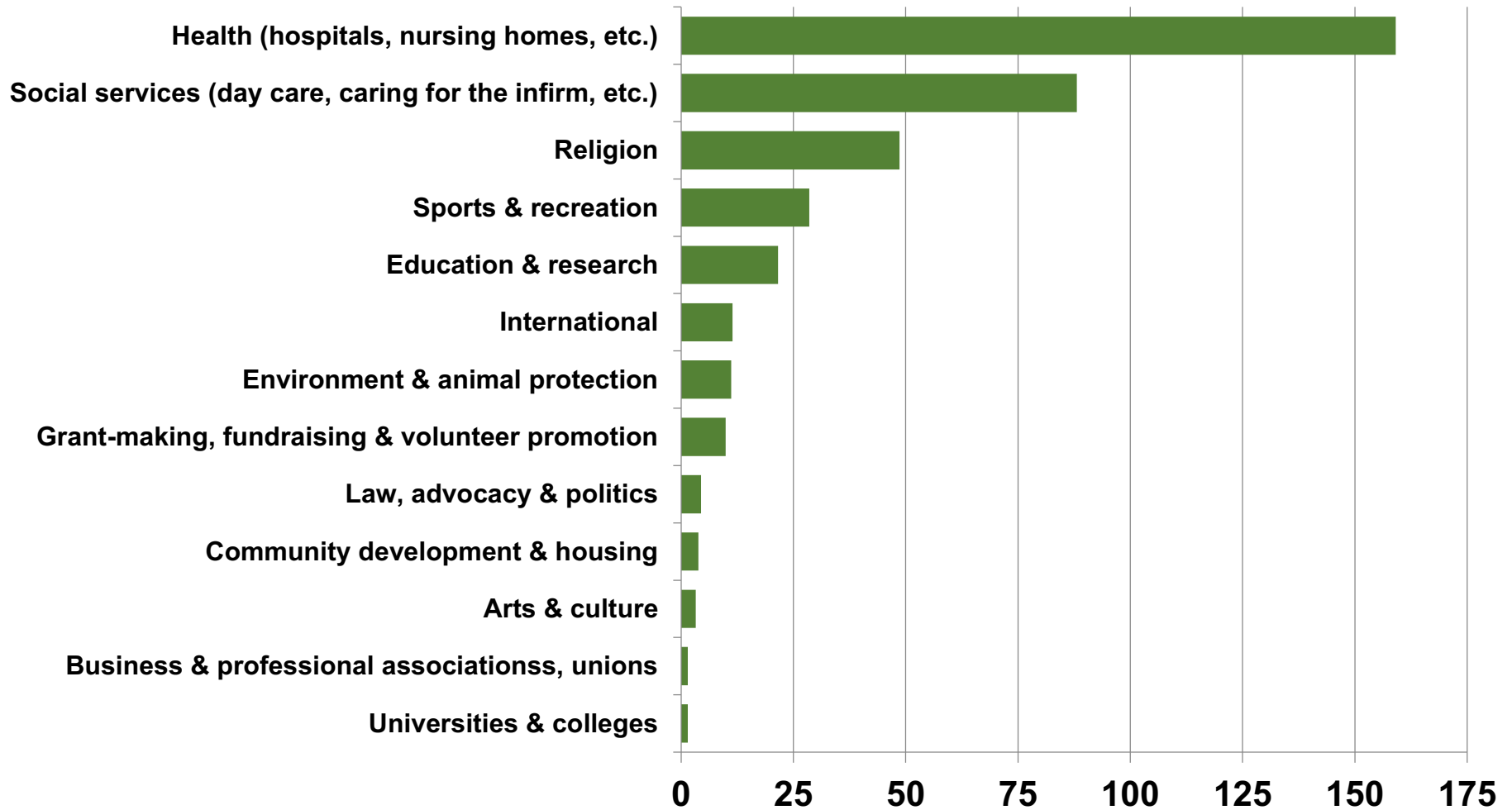
To help a cause in which you personally believed.

You felt compassion towards people in need.

You wanted to make a contribution to the community.

A family member, friend, neighbour or colleague requested that you make a donation

In 2013, for each 100 non-metro donors, there were 159 donations to a "health" charitable organization



For each 100 donors, number of donations to each type of organization

Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Number of donations (per 100 donors) given to each type of organization, Ontario, 2013

Type of charitable organization	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA)			
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	For those who made charitable donations, number of donations to each type of organization per 100 donors											
Arts & culture	4.6	2.8	3.8	6.6	4.9	3.0	4.1	7.2	3.3	F	F	4.8
Sports & recreation	19.0	16.9	18.2	21.3	16.5	17.4	16.2	16.2	28.5	14.8	27.6	36.1
Education & research	23.3	19.1	28.4	21.0	23.8	19.3	28.4	21.8	21.6	18.2	28.0	18.7
Universities & colleges	2.6	F	1.7	3.8	2.7	F	1.8	4.5	F	F	F	F
Health (hospitals, nursing homes, etc.)	129.5	81.7	133.7	157.2	121.6	79.8	126.7	146.1	159.1	90.0	165.7	189.1
... Hospitals	24.1	16.7	23.4	29.7	24.8	17.1	25.2	29.8	21.6	F	15.1	29.5
Social services (day care, caring for the infirm, etc.)	78.4	53.9	73.2	100.2	75.8	54.1	71.1	96.9	88.1	53.1	82.7	109.5
Environment & animal protection	11.5	11.8	9.7	13.3	11.6	13.3	9.8	12.6	11.1	F	9.6	15.3
Community development & housing	2.9	3.0	2.6	3.2	2.7	F	2.8	3.2	3.8	F	F	F
Law, advocacy & politics	4.3	F	4.6	5.7	4.3	F	4.6	5.8	4.4	F	F	5.4
Grant-making, fundraising & volunteer promotion	14.7	11.6	19.2	12.0	15.9	11.8	21.5	12.6	9.9	F	8.7	10.3
International	16.0	17.6	16.1	14.8	17.2	18.2	18.0	15.7	11.5	15.4	7.7	12.2
Religion	48.3	41.3	42.8	58.8	48.2	40.2	43.1	59.9	48.6	45.8	41.1	55.5
Business & professional associations, unions	F	F	F	F	F	F	F	F	F	F	F	F
Not elsewhere classified	3.8	F	3.3	4.7	4.1	F	3.8	5.0	F	F	F	3.7

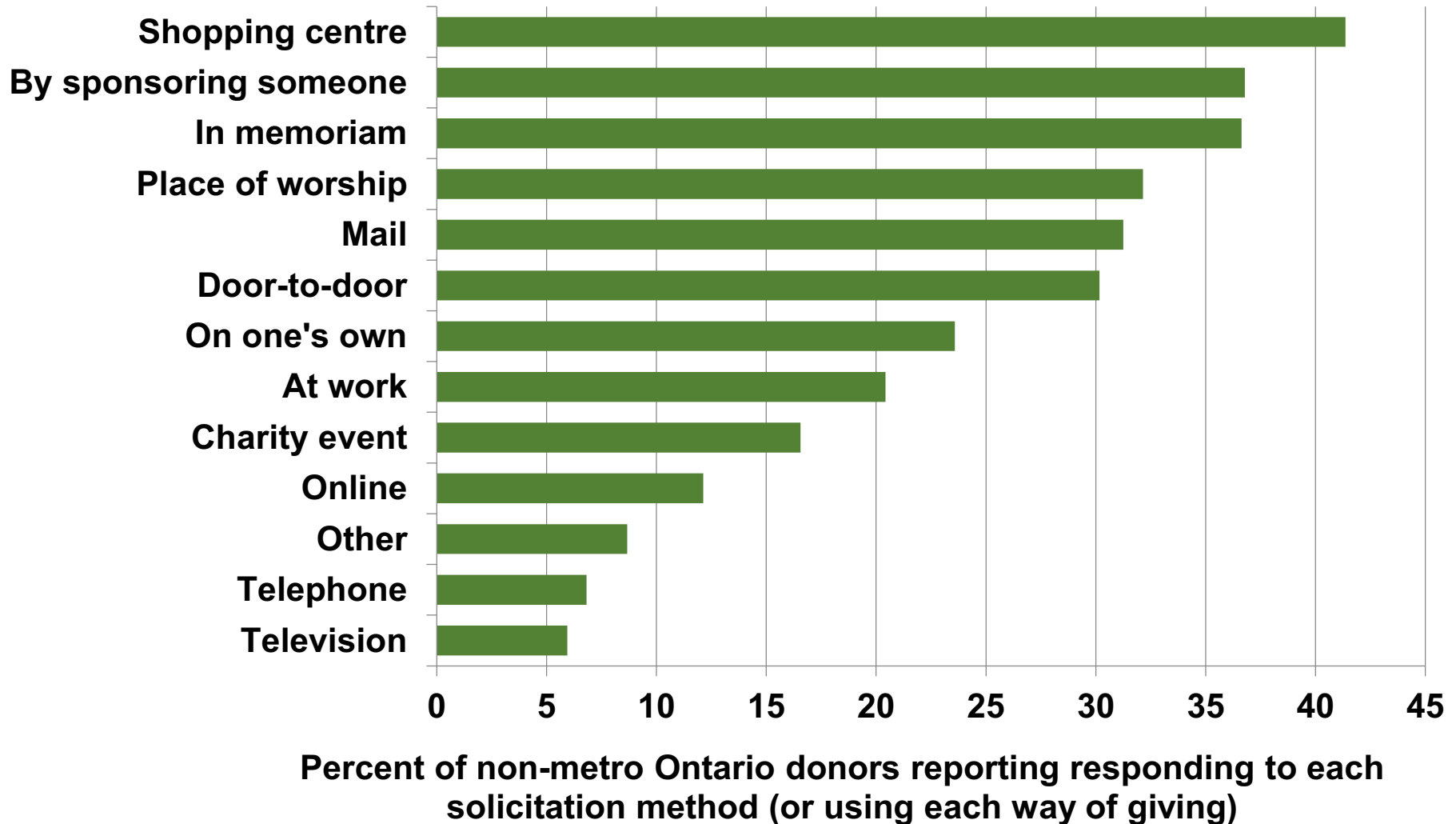
"F": Data too unreliable to publish due to small sample size.

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

Type of organization (for which one volunteered the most hours in the previous year) (ICNPO: International Classification of Non-Profit Organizations)

- .. Arts and culture (ICNPO 011)
- .. Sports and recreation (ICNPO 012 - 013)
- .. Education and research (ICNPO 020 to 024) (subtotal)
 - Education (elementary, primary, secondary and higher) (ICNPO 021-022)
 - Research (medical, science, technology, social sciences, policy studies) (ICNPO 024)
 - Other education (general, vocational, continuing education) (ICNPO 020 & 023)
- .. Health (ICNPO 030 to 034) (subtotal)
 - Hospitals and rehabilitation (ICNPO 031)
 - Nursing homes (ICNPO 032)
 - Mental health and crisis intervention (ICNPO 033)
 - Other health (general, public health, outpatient services, emergency services) (ICNPO 030 & 034)
- .. Social services (ICNPO 040 to 043) (subtotal)
 - Social services (day care, youth services, family services, services for the handicapped and the elderly) (ICNPO 041)
 - Other social services (general, emergency and relief, income support and maintenance) (ICNPO 040 & 042 & 043)
- .. Environment and animal protection (ICNPO 050 to 052)
- .. Development and housing (community, economic and social development, housing, job training) (ICNPO 061 to 063)
- .. Law, advocacy and politics (ICNPO 071 to 073)
- .. Religion (ICNPO 100 to 101)
- .. Other (philanthropic organizations, international programs, business and union organizations) (ICNPO 081 & 091 & 111 & 121)

In 2013, 41% of non-metro donors responded to a charitable solicitation at a shopping centre



Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Solicitation method (or way of giving) for those who made a charitable donation, Ontario, 2013

Solicitation method (or way of giving) ¹	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA)			
	20 and over (sub- total)	20 to 34	35 to 54	55 and over	20 and over (sub- total)	20 to 34	35 to 54	55 and over	20 and over (sub- total)	20 to 34	35 to 54	55 and over
	For those who made charitable donations, percent who used each solicitation method (or way of giving) (Note that respondents identified more than one way of giving)											
Total	100	100	100	100	100	100	100	100	100	100	100	100
Mail	28	11	23	44	27	11	23	43	31	F	25	47
Telephone	8	5	7	10	8	5	8	11	7	F	F	8
Television	6	4	6	7	5	3	6	7	6	F	F	7
Online	17	20	21	11	19	22	22	12	12	F	18	9
On one's own	20	20	18	23	19	18	18	22	24	29	18	25
Charity event	18	18	20	17	19	20	19	17	17	10	21	16
In memoriam	28	16	25	39	26	15	24	36	37	22	32	47
at work	23	22	33	13	24	22	34	14	20	24	29	13
Door-to-door	23	19	25	25	22	17	23	23	30	23	33	32
Shopping centre	34	36	32	35	32	35	30	33	41	41	40	43
Place of worship	35	34	32	39	36	34	33	41	32	36	27	34
By sponsoring someone	35	22	38	41	35	22	38	41	37	25	40	41
Other	9	8	9	9	9	8	9	9	9	F	8	10

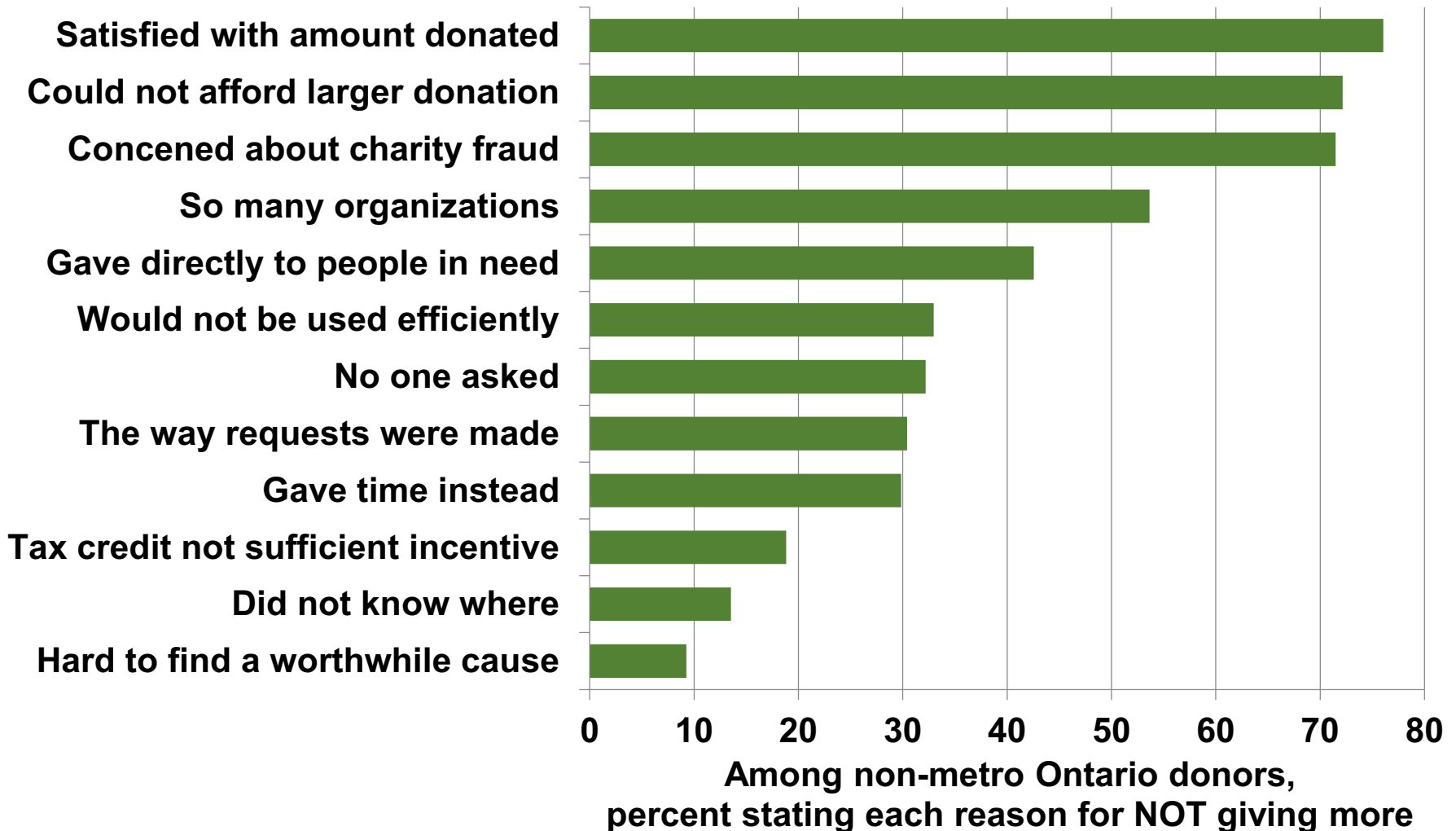
"F": Data too unreliable to publish due to small sample size.

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

1. In the past 12 months, did you make a charitable donation:

- .. by responding to a request through the mail?
- .. by responding to a telephone request?
- .. by responding to a television or radio request, or a telethon?
- .. online?
- .. by approaching a charitable or non-profit organization on your own?
- .. by paying to attend a charity event?
- .. by donating in the name of someone who has passed away, or 'in memoriam'?
- .. when asked by someone at work?
- .. when asked by someone doing door-to-door canvassing?
- .. when asked by someone canvassing for a charitable organization at a shopping centre or on the street?
- .. through a collection at a church, synagogue, mosque or other place of worship?
- .. by sponsoring someone in an event such as a walk-a-thon?
- .. were there any other methods in which you gave money to a charitable or non-profit organization?

**In 2013, over 70% of non-metro donors did not give more because:
a) satisfied with present level of giving; b) could not afford to give more;
and c) concerns of charity fraud**



Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Among charitable donors, reasons for not giving more, Ontario, 2013												
Among donors, reason for not giving more ¹	Ontario (Total)				Metro (CMA)				Non-metro (Non-CMA)			
	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over	20 and over (sub-total)	20 to 34	35 to 54	55 and over
	Among those who did make a charitable donation, percent reporting each reason for not giving more (Note that respondents identified more than one reason for not giving more)											
Total	100	100	100	100	100	100	100	100	100	100	100	100
Satisfied with amount donated	70	59	68	79	69	58	67	79	76	64	76	82
Could not afford larger donation	69	75	69	65	68	75	69	64	72	79	71	70
No one asked	27	35	28	22	26	33	26	21	32	44	35	25
Did not know where	11	16	10	8	10	14	10	7	14	20	F	11
Hard to find a worthwhile cause	10	12	10	9	11	12	10	10	9	F	9	8
Gave time instead	30	35	28	29	30	36	28	28	30	34	26	31
Gave directly to people in need	37	27	35	46	36	27	35	44	43	30	38	52
Tax credit not sufficient incentive	15	11	15	19	15	12	14	17	19	F	19	22
Would not be used efficiently	28	21	28	32	27	23	27	29	33	F	34	40
The way requests were made	30	24	30	36	30	26	29	35	30	F	31	38
So many organizations	51	38	53	57	50	40	51	57	54	33	63	57
Concerned about charity fraud / scams	71	64	71	75	71	64	71	74	71	64	70	76

"F": Data too unreliable to publish due to small sample size.

Source: Statistics Canada, General Social Survey (GSS) - Giving, Volunteering & Participating (GVP), 2013

1. Reasons for not giving more

You were happy with what you already gave

You could not afford to give a larger donation.

Because no one asked you

You did not know where to make a contribution

It was hard to find a cause worth supporting

You gave time instead of money.

You felt that you already gave enough money directly to people on your own, instead of through an organization.

You felt that the tax credit for donations was not enough incentive to give more

You did not think the money would be used efficiently or effectively

The way requests were made

There seem to be so many organizations seeking donations for one cause or another, sometimes I don't feel like giving to any organization.

You are concerned about charity fraud or scams.