



The Voluntary Sector in Canada: National Statistics to 2006

In partnership with nonprofit organizations, Statistic Canada has conducted a number of studies in recent years that document key characteristics of the voluntary sector and highlight its importance for the social and economic vitality of Canadian society. This first CCVO In Brief note describes three resources that provide great contextual information to help your efforts to inform supporters, staff and volunteers. Inside, learn more about:

Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating. 2006. This is the most recent survey that provides insight into people's donating, volunteering and participation behaviour. It offers national data and regional comparisons.

What? The *Canada Survey of Giving, Volunteering and Participating* (CSGVP) will provide you with statistics on Canadians' financial donations and in-kind gifts; their motivations and concerns about giving; if, how often, where, as well as why they volunteered and how they got involved; if and to which organizations or associations they belonged;

and, if, how and how often they directly helped others outside their own households (with things like shoveling snow or yard work, running errands, coaching, for example).

Who? The CSGVP is a population survey of Canadian households.

Frequency? Every three years.

The Nonprofit and Voluntary Sector in Alberta: Regional Highlights from the National Survey of Nonprofit and Voluntary Organizations. 2006. The *National Survey of Nonprofit and Voluntary Organizations* (NSNVO) is the first national survey of its kind in Canada. The Alberta-focused NSNVO report offers statistics about different types of organizations in the sector and is part of a larger series of issue fact sheets, regional and sectoral reports.

What? In addition to estimates of the number of organizations and volunteers in the sector, the NSNVO will give you information about the kind of work charities and nonprofits do and the communities they serve, the kinds of financial support they receive, the paid and volunteer staff they have, and the types of problems they face in carrying out their missions.

Who? The NSNVO surveyed registered Canadian charities and registered or incorporated nonprofits.

Frequency? The NSNVO was a one-time survey completed in 2003 and released in 2004. Reports with regional data were released in 2006.

The Satellite Account of Nonprofit Institutions and Volunteering. 2005. This second annual report documents the economic contribution of the nonprofit sector to Canada's Gross Domestic Product. Satellite Accounts are part of Statistics Canada's comprehensive System of National Accounts. The System is used to gauge the performance of the Canadian economy as a whole and a Satellite Account looks at a specific industry or area of interest. No regional breakdowns are available.

What? The *Satellite Account of Nonprofit Institutions and Volunteering* provides information about income sources and expenditures and estimates of the economic value of volunteer work.

Who? Data is gathered from tax returns from registered charities, nonprofit institutions, and relevant tax-exempt

corporations and public sector bodies. The market value of voluntary labour is calculated using NSNVO data and Canadian Census wage information.

Frequency? Annually since 2004.

These reports are based on information from different individuals, organizations and periods of time. You may find that some statistics and estimates are not the same. Please refer directly to the reports for explanations of why and how they differ.

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How you can use *Caring Canadians, Involved Canadians: Highlights from the 2004 Canada Survey of Giving, Volunteering and Participating*:

A snapshot of Canadians, the recent *Canada Survey of Giving, Volunteering and Participating* offers insight into what inspires those who give and get involved – and what might discourage others. Share this information with fundraisers, volunteer managers, membership coordinators and others to help them understand and engage current and potential volunteers and donors.

Canadians support nonprofit and charitable organizations in a number of different ways but the bulk of support – 57% of all donations and 39% of all volunteer hours – came from just 14% of the population. This is a very thin base of support for giving and volunteering in Canada!

HIGHLIGHTS

Donations: In 2004, Canadians gave an estimated \$8.9 billion. Although most Canadians donate money (85%), those who give the most tend to be older, in a committed relationship (or widowed), active in their church, synagogue, mosque, or other place of worship and have more education and income. Immigrants who have been in Canada for ten years or more tend to give more than Canadian-born donors. Volunteers concentrated their efforts in Sports and Recreation, Social Service, Education and Research, or Religious organizations.

About 45% of all monetary donations went to Religious organizations. Canadians gave almost \$4 billion to congregations, churches, synagogues, mosques, or other places of worship - not including other faith based nonprofits like International or Social Service organizations. At a distant second, Health organizations (excluding hospitals) were given over \$1.2 billion (14% of all donations). About 10% of the total value of all donations went to secular and faith-based Social Services – over \$903 million in 2004.

Fundraising: Most donations were made in response to a fundraising request - by direct-mail (15%), or by a canvasser (door-to-door - 14%, or in a public place - 12%). Donors who plan ahead rather than just respond to a request tend to give more - annually and over time. But both donors and non-donors were bothered by the way they had been asked and by the number of requests for donations they received.

People were least likely to agree that their charitable donations were motivated by income tax incentives – only

20% thought that this was an important reason to give. Even so, 53% of donors agreed that a better tax credit would encourage them to give more. Most people agreed that their donations were prompted by feelings of compassion (89%), belief in the goals of the organization they supported (86%), a desire to support the community (79%), and having been personally affected by a cause or knowing someone who had (63%).

Volunteers: Youth and people with a university degree, school-age children, higher incomes or who regularly attended religious services were more likely to volunteer. But the most dedicated – the volunteers who on average logged the most hours – were seniors, people looking for paid work, people with household incomes of less than \$20,000 and those who attended weekly religious services. Most people volunteered because they were asked to (89%) and many did so as part of a group (43%) or as a family (25%). But those who sought out opportunities on their own initiative volunteered more hours on average over the year.

While there are many reasons why people volunteer, most agreed that they were motivated by a desire to contribute to their community (92%) and to use or develop their skills (77%). Having a personal connection to an organization or cause was also a strong motivation for volunteering (60%).

Canadians support nonprofit and charitable organizations in a number of different ways but the bulk of support – 57% of all donations and 39% of all volunteer hours – came from just 14% of the population.

Download the full report at
www.givingandvolunteering.ca

IN BRIEF

The Nonprofit and Voluntary Sector in Alberta



How you can use *The Nonprofit and Voluntary Sector in Alberta: Regional Highlights from the National Survey of Nonprofit and Voluntary Organizations*:

The provincial focus of this report will interest individuals and organizations throughout the sector. Released in June of 2006, it is part of a new series of publications that draw on the findings of the *National Survey of Nonprofit and Voluntary Organizations* (NSNVO). Concrete data is particularly useful in building background discussion materials for issues like government funding and charitable gaming. There are also fact sheets specific to different issues and parts of the sector that you can share with Board members, senior staff and volunteers.

HIGHLIGHTS

A Closer Look at the Sector: Alberta is home to approximately 19,000, or 12%, of Canada's 161,000 nonprofit and voluntary organizations. Almost 176,000 Albertans are employed in nonprofit, charitable and voluntary organizations. Still, in 2003 over half (58%) of Alberta-based organizations had no paid staff. The same percentage (58%) reported having a hard time recruiting the volunteers they needed; 52% said that they had difficulty retaining their volunteers. In Alberta, the total hours worked by volunteers was equal to about an additional 234,000 full-time positions.

Serving the Community: In Alberta, most organizations (74%) concentrate their efforts in their own backyards – be they neighborhoods, municipalities, towns or cities. Twenty per cent serve the province or region and the remaining 6% serve broader Canadian or international initiatives. Though a small portion support other organizations in the sector, 80% of nonprofit and voluntary organizations in Alberta directly help individuals. Over 40% of Alberta-based organizations said they were experiencing problems because of increased demands for their services – this was particularly a problem for organizations that relied on government funding for more than 50% of their financial support.

Financial Support: Government funding (payment for goods and services as well as grants and contributions) accounted for almost half (49%) of the financial support to the sector nationally. But in Alberta, the largest source of funding was not municipal, provincial or federal governments; their share was only a combined 33%. Instead, 49% was earned from other sources.

FACT SHEETS

Sectoral Fact Sheets that summarize NSNVO data regarding charitable status, revenue, human resources and more are available for the following sub-sectors:

Sports & Recreation Organizations

Of all the different types of organizations, sports and recreation are the most common in Canada. They are less likely to be a registered charity than other nonprofit and voluntary organizations.

Religious Organizations

Religious organizations are the second most common type in Canada; they are more likely to have paid staff than nonprofit and voluntary organizations in general.

Social Services Organizations

Nonprofit and voluntary organizations that provide social services are the third most common; they are more likely to have charitable status than others in the sector.

Arts & Culture Organizations

Canadian arts and culture organizations are less likely to have paid staff or charitable status but they are more successful in earning income from the sale of goods and services than nonprofit and voluntary organizations in general.

Fact Sheets about the following issues are also available: **Recruitment and Retention of Volunteers; Recruitment and Retention of Paid Staff; Financial Challenges of Nonprofit and Voluntary Organizations; Planning and Infrastructure Challenges of Nonprofit and Voluntary Organizations.**

Download these reports and Fact Sheets at
www.nonprofitscan.ca



How you can use the Satellite Account of Nonprofit Institutions and Volunteering:

The *Satellite Account of Nonprofit Institutions and Volunteering* documents the economic contribution of the nonprofit sector to Canada's economy and is essential reading for organizations. Share this information with staff, volunteers, donors, funders and others to help communicate the size and economic impact of nonprofits in Canada.

The first economic measures of the sector were released in September 2004. The second report, released December 2005, offers comparisons and shows growth and changes in the sector between 1997 and 2001. The following data is from the 2005 report.

HIGHLIGHTS

Economic Contribution: The economic contribution of the nonprofit sector – excluding hospitals, colleges and universities – was estimated to be \$25.4 billion in 2001. This is 2.5% of the national Gross Domestic Product (GDP)! Including hospitals, universities and colleges, the economic contribution of the sector was \$70.5 billion – 6.8% of the national GDP. To put this into perspective, in 2000 the GDP of the whole sector was larger than the mining, oil and gas extraction industry and more than 50% larger than Canada's entire retail trade industry.

What is GDP? A country's GDP refers to the total market value of finished goods and services produced during a set time period; it is used as one of the indicators for quality of life. The nonprofit sector's GDP is a measure of the value generated as organizations carry out their missions – monetary transactions and the market value of volunteers' work. The Satellite Account provides hard data for making the case for ongoing support of the nonprofit sector in Canada and quantified evidence of its significant contribution to society and the economy.

Sector GDP: Excluding universities, colleges and hospitals, the economic activity generated by remaining nonprofit sector increased at an annual average rate of 7.1% between 1997 and 2001. That is slightly higher than the average rate of growth for Canada's economy as whole (6.1%). Over that same time period, the economic activity of hospitals, universities and colleges increased more slowly at 5.4%.

Sub-Sector GDP: Excluding universities, colleges and hospitals, six sub-sectors generated 82% of the core nonprofit sector's total GDP. At 23.5%, Social Services (including

nonprofit childcare services, shelters, as well as services for seniors, youth and persons with disabilities) dominated. In fact, the GDP of Social Services grew by 50% between 1997 and 2001. Culture and Recreation accounted for 15.1% of the GDP in 2001, and Development and Housing followed with a 12.9% share. Business and Professional Associations and Unions accounted for 11.6%; Religion, 11.4%; and Health (other than hospitals), 7.6%.

Revenue and Income: Between 1997 and 2001, the increase in total revenues of four key nonprofit sub-sectors accounted for over two-thirds of growth in the sector as a whole.

While Environmental organizations grew at the greatest rate (an income growth of 25.4%), the largest revenue gains were seen in the field of Culture and Recreation (\$3.2 billion). Business and Professional Associations and Social Services showed similar growth, with increases of \$2.3 billion and \$2.2 billion, respectively. Religion completed the top four

with increased revenues of \$1.1 billion.

Volunteers: The replacement cost of the unpaid labour volunteers provided in 2000 was an estimated \$14 billion. The market value of the volunteers' services account for almost 18% of the nonprofit sector's total GDP. Their efforts were concentrated in Culture and Recreation (\$3.6 billion worth of unpaid labour in 2000), Social Services (\$2.9 billion) and Religion (\$2.3 billion).

The economic contribution of the nonprofit sector – excluding hospitals, colleges and universities – was estimated to be \$25.4 billion in 2001. This is 2.5% of the national Gross Domestic Product (GDP)!

Download the full report at
www.statcan.ca