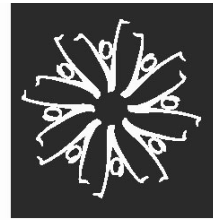


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Research Report on Volunteering in Calgary



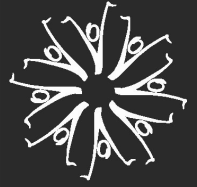
Completed by:



May 2006

Background & Research Objectives

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- ◆ **Volunteer Calgary has been promoting the value of volunteering, connecting people to opportunities to volunteer, strengthening groups & individuals to support volunteers, and providing leadership in the voluntary sector since 1955.**

- ◆ **To meet the changing needs of the community, Volunteer Calgary seeks to have in-depth understanding of Volunteering in Calgary:**
 - Understanding the size and scope of volunteering activities in Calgary
 - Identifying the trends in volunteering in Calgary

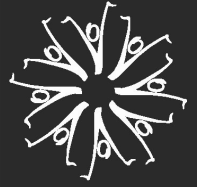
Methodology

• Ipsos Reid conducted 676 random telephone interviews with Calgary residents 16+ years of age

- Interviews conducted from November 15th to 29th, 2005
- Margin of error = ± 3.8 , 19 times out of 20

Executive Summary

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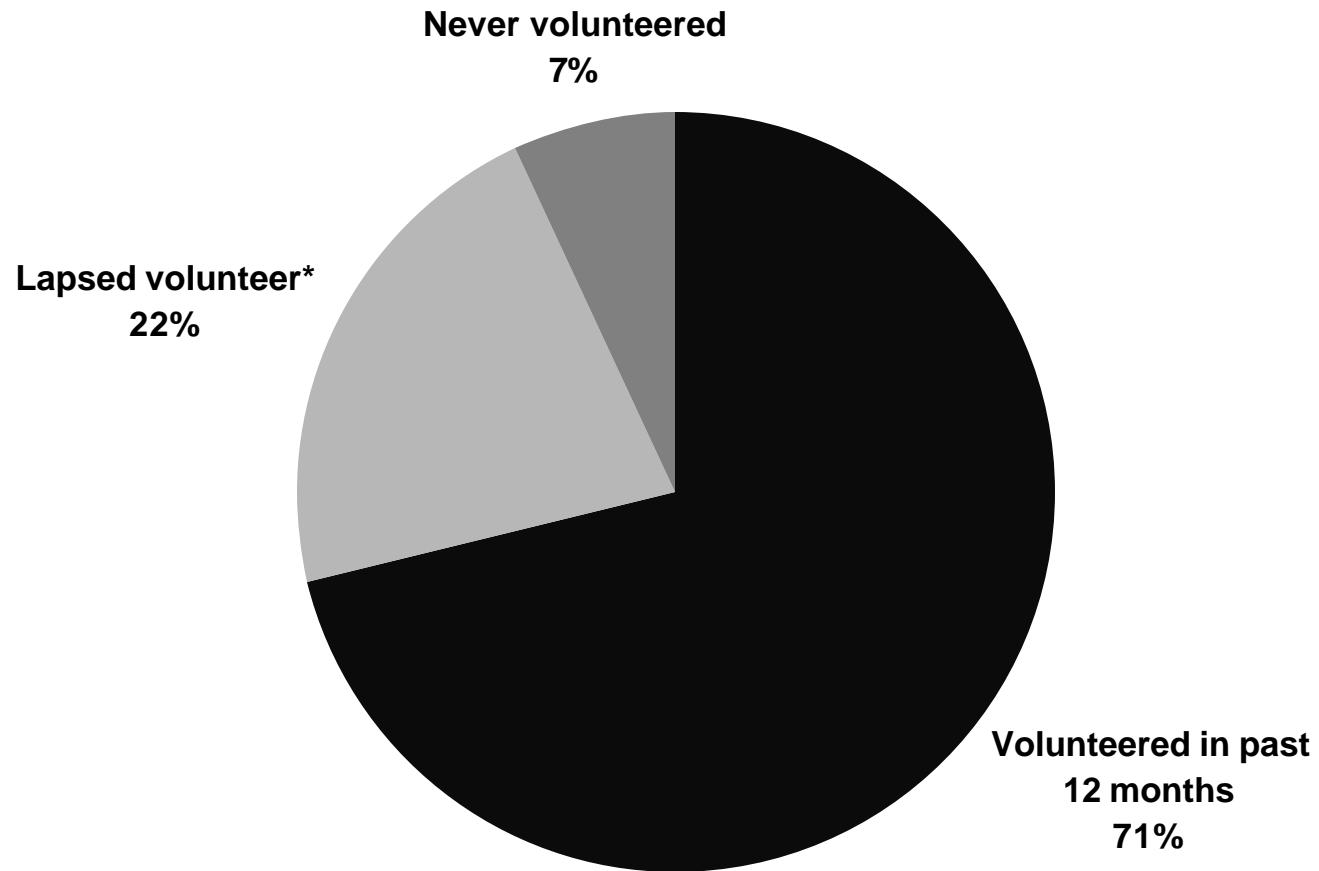
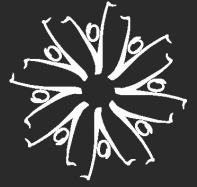
Participation in Volunteering

- ◆ The city has a solid core of active volunteers (71%) who spend a good amount of their time per month volunteering (on average, 14.6 hours).
- ◆ Still, over 1 in 5 volunteers have stopped volunteering. On average “lapsed” volunteers have not volunteered in the past 4.8 years.

Volunteer Activities

- ◆ Calgary volunteers consider a wide range of activities to fall under the category of “volunteering”. However, many of the top activities listed as volunteer work tend to be those that have a “personal” connection – school, places of worship, coaching/teaching.
- ◆ Calgarians are most involved as volunteers in these types of activities.

Calgarians Participation in Volunteering

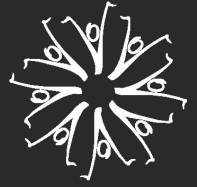


All respondents (n=676)

* Have volunteered, just not in past 12 months.

Who Volunteers in Calgary? - Population Group Differences

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- ◆ **Those more likely to be involved in volunteering (in past 12 months) in Calgary are people in the following population groups:**
 - **Middle-aged** (36-55) Calgarians: (80% of people in this age group volunteer)
 - Have a **post-secondary** degree: (87% with this designation volunteer)
 - **Middle to upper** annual household income (\$60K+): (79% of people with this income or greater volunteer)
 - **English** home language: (73% of people who speak English at home volunteer)
 - Regular **attendance at a place of worship** (once a week): (87% of regular attendees volunteer)
 - **Married**: (78% of married people volunteer)
 - **Self-employed**: (82% of self-employed people volunteer)

- ◆ **Generally speaking, this portrait of Calgary's top volunteers is quite similar to the Canadian population as a whole (based on the NSGVP 2000).**
 - Still, Calgary has a slightly greater proportion of people in its 25-34 age group who volunteer than is the case Canada-wide (21% vs. 16%), and those with a post-secondary degree (62% vs. 53% in Canada)

How Often do Calgarians Volunteer?

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◆ **Calgary residents give a significant amount of their time to volunteering**

- Average monthly volunteering = 14.6 hours per month (3.7 hours per week); this is slightly greater than the 2000 Canadian average of 13.5 hours per month
- Almost half (49%) spend 5-20 hours per month volunteering

◆ **The vast majority of volunteer hours were done by a minority of volunteers:**

- 66% of all hours volunteered in Calgary came from 28% of volunteers; this is a similar pattern to the Canadian population in 2000 (73% of hours from 25% of volunteers)

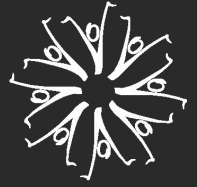
How Often do Calgarians Volunteer? - Population Group Differences -

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- ◆ **Certain groups within Calgary's volunteer population are more active:**
 - Women: 16.6 hours/month vs. 12.4 for men
 - 56 years of age or more: 20.1 hours/month vs. 11.1 for 25.35 age group
 - Regular attendance at places of worship (attend once a week): 19.1 hrs/month vs. 12.6 among people who don't go to attend at all
 - Divorced/Separated/Widowed: 20.1 hrs/month vs. 13.9 single and married
 - Homemaker/Retired/Student: 17.9 hrs/month vs. 11.7 employed full-time

- ◆ **Calgary's most frequent volunteers are somewhat different than within the Canadian population as a whole (based on *NSGVP 2000*):**
 - 37% are 55 years of age or more (vs. 29% national average)
 - 63% are women (vs. 52% national average)
 - 46% are married (vs. 68% national average)
 - 26% are widowed/separated/divorced (vs. 11% national average)



Calgary is Volunteer Capital of Canada ~ 71%

v.s.

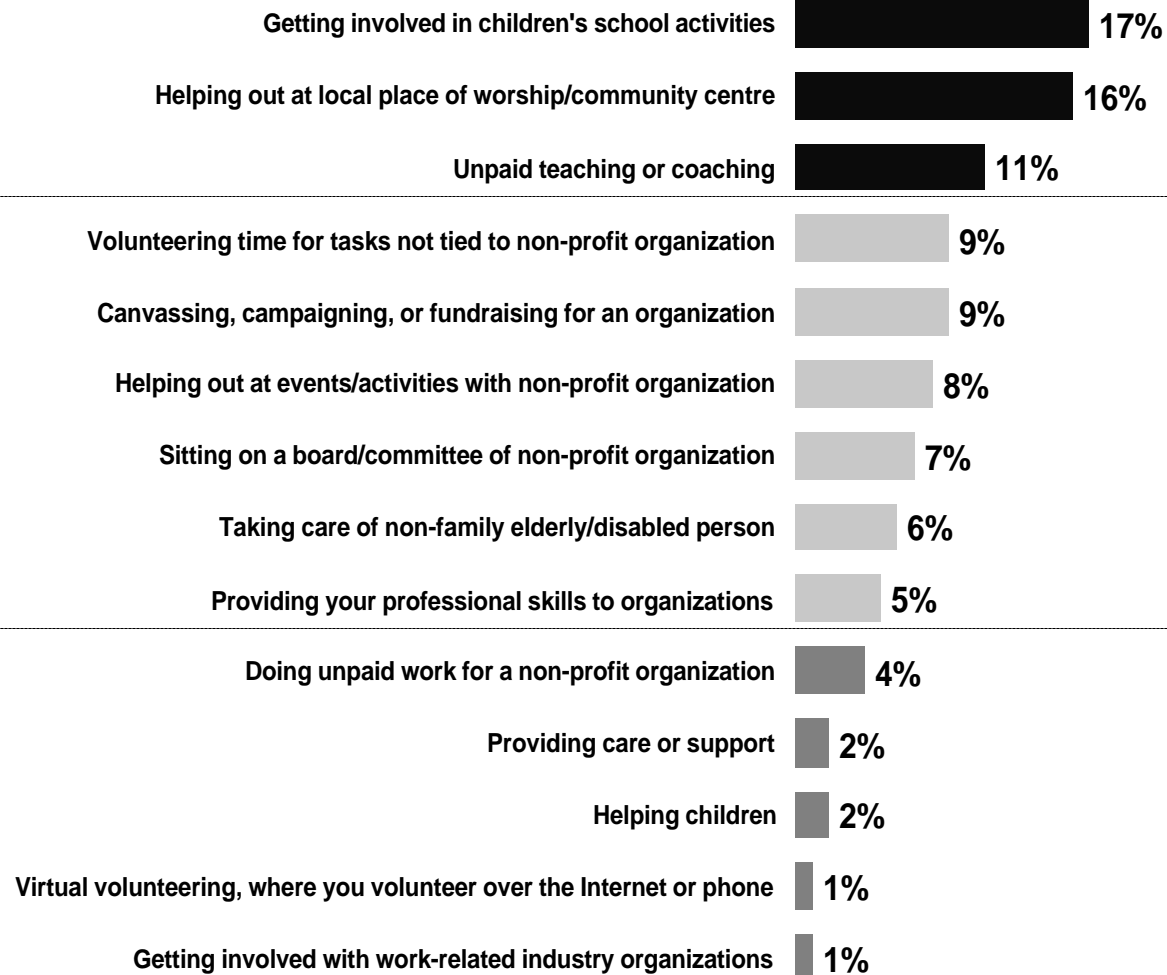
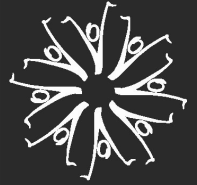
27% National average

**(2000 National Survey on Giving,
Volunteering and Participation)**



But what does this really mean

Types of Volunteer Activities Participated in





Types of Organizations Calgary Residents Volunteered With

Children and youth **65%**

Sports and recreation **44%**

Social services **42%**

Education and research **41%**

Religion or faith **36%**

Health **27%**

Business and professional associations/unions **20%**

Environment **17%**

Arts and culture **17%**

Disaster relief **12%**

Law, advocacy and politics **12%**

Hospitals **11%**

Development and housing **9%**

Why do Calgarians Volunteer?

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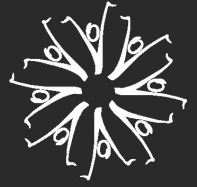


- ◆ **Calgary residents are motivated to volunteer first and foremost because of the value they place on community:**
 - 76% volunteer because they wanted to “make a difference in their community”
 - Of all the motivations tested, this is the one most closely tied to a higher number of volunteer hours

- ◆ **Volunteering for Calgarians also has a “personal” side to it:**
 - 51% volunteer because a child/spouse was already involved with an organization or a particular activity
 - 51% have a friend/family member who asked them to volunteer
 - 49% wanted to develop skills in a particular area
 - 46% volunteer with an organization that provided them a service
 - 40% have close friends/family who also volunteer

Why do Calgarians Volunteer?

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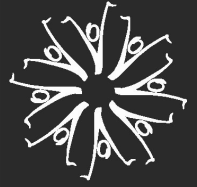
- ◆ **External influences can also trigger volunteer activities:**
 - 42% had an organization ask them to volunteer
 - 36% said their place of worship is involved in various initiatives
 - 26% said work volunteer program was supported by employer

- ◆ **Comparatively few Calgarians volunteer, because they “have to”:**
 - 32% said volunteering was required by school program
 - 26% said volunteer experience was a job requirement

- ◆ **Calgary residents do not volunteer for personal benefit:**
 - Only 14% said they do it to “get special perks”

Who are the “Key Influencers” of Volunteering?

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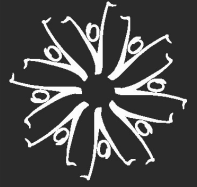


- ◆ **However, many were influenced to become a volunteer by people close to them:**
 - Parents (34%)
 - Friends, Neighbour (29%)
 - Family/Children/Spouse (26%)

- ◆ **Key external influencers include:**
 - Teacher (8%)
 - Religious leader/Congregation member (5%)
 - Employer (4%)

Volunteer Calgary General Conclusions & Implications

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From the research emerge two key conclusions and implications for Volunteer Calgary as it works to promote Volunteerism in Calgary

- ◆ **First, Calgary has the most active core of volunteers in Canada. Most Calgarians have volunteered at some time in their lives, and the vast majority continue to be active. This represents a solid volunteer base upon which to build. Of course, the city’s top volunteers account for the vast majority of volunteer hours. And, more than one-in-five Calgarians are lapsed volunteers. There is still a great need for Volunteer Calgary to promote and encourage volunteerism in the city within diverse sectors of the population.**
- ◆ **Second, volunteerism in Calgary seems very much focused on activities that revolve around some personal and/or family connection. Whether it’s the type of volunteer activity or organization with which Calgarians become involved, the motivations that drive volunteer activity, or the nature of key influencers, having a “personal connection” tends to make volunteering more relevant for Calgary’s volunteers. It will be critical for Volunteer Calgary to promote the wide range of need for volunteers in the community outside of the “family circle.”**

Conclusions & Implications

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What does this mean for Volunteer Calgary's work?

Fundamentally, Volunteer Calgary must promote volunteering in a way that helps Calgarians understand the value of volunteering outside their immediate circle of interests or influence. We know from the research that areas such as arts/culture, the environment, and health/hospitals are less actively targeted by volunteers. We also know that 28% of volunteers are doing 66% of the work.

Looking ahead, Volunteer Calgary's role will be two-fold:

- 1. Volunteer Calgary will encourage lapsed volunteers and those volunteers contributing a small number of hours to increase their contributions to lessen the load of frequent volunteers in our community.**
- 2. Volunteer Calgary will help Calgarians understand the value of volunteering with nonprofit organizations across the city. Nonprofit organizations experiencing difficulties in filling their volunteer positions will be better able to meet community needs when Calgarians diversify the type of volunteer work they get involved in.**

Volunteer Calgary Contact Information

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