



**Volunteer Calgary**  
**Suite 1170, Kahanoff Centre**  
**1202 Volunteer Way (Centre Street SE)**  
**Calgary, Alberta T2G 5A5**

As of Jan 01, 2011

## **FACTSHEET**

### **Volunteer Calgary:**

- \* Established by the Junior League of Calgary in 1955.
- \* Devoted to the enhancement of volunteerism in the community of Calgary.
- \* Has a comprehensive website ([www.volunteercalgary.ab.ca](http://www.volunteercalgary.ab.ca)) that allows Calgarians to search for volunteer opportunities 24 hours a day, 7 days a week from virtually anywhere with internet access.
- \* Has over 400 member non-profit organizations in Calgary and area, all of which engage volunteers.
- \* Hosts the premier volunteer recognition event in Calgary . the annual Leadership Awards.
- \* Facilitates and promotes employee volunteering within Corporate Calgary through its Paint the Town Employee Volunteering Program and spearheading the Calgary Corporate Volunteer Council (CCVC).
- \* Has a comprehensive in-house Library with over 3,000 resources dedicated solely to non-profit and voluntary sector-related material.
- \* Offers a unique community-based leadership development program called Leadership Calgary.
- \* Provides leadership in the voluntary sector by identifying needs and recognizing trends in volunteerism
- \* Works through local partnerships and collaborate with government, the business sector and other community leaders to respond to the needs of the voluntary sector.

- \* Provides a critical link between organizations and people who wish to donate their time to enrich our community.
- \* Offers a variety of workshops and training opportunities for any group or individual who works with volunteers and would like to learn more about the different aspects of volunteer management.

### **Statistics for 2009<sup>3</sup>**

- \* 140,643 visitors browsed the Volunteer Calgary website.
- \* More than 300,000 searches for volunteer positions were conducted by the public and over 4,500 positions were posted online.
- \* 163 volunteers were engaged within Volunteer Calgary's programs.
- \* 2,191 hours were invested in 25 employee volunteer projects involving 353 volunteers.
- \* 320 participants took part in 25 Volunteer Calgary training and orientation sessions.
- \* 2,349 literary resources were borrowed from the Volunteer Calgary library.

### **Volunteering in Calgary:**

- \* 53% of survey respondents have volunteered in the past 12 months.<sup>2</sup>
- \* 90% are likely to volunteer within the next 12 months while only 10% have stated that they are unlikely to do so.<sup>2</sup>
- \* There are over 5,000 non-profit organizations in the Calgary area, most of which use volunteers.
- \* 58 million hours have been contributed by 421,000 volunteers.
- \* Volunteers have contributed to positions amounting to a year-round equivalent of 30,217 full-time paid jobs.
- \* On average, Calgaryans spend 138 hours per year volunteering.

### Why do Calgarians volunteer?

- ✿ 94% of volunteers are driven by a desire to make a contribution to the community; 61% feel a personal connection to the organization that they volunteer with.
- ✿ 77% of volunteers want an opportunity to apply their skills and experience, 52% want to explore their strengths, 22 % want to improve their job opportunities.
- ✿ 50% of volunteers want to network or meet new people, 47% are motivated to volunteer by their friends, and 23% volunteer for religious reasons.
- ✿ 78% do not volunteer for lack of time; 58% are unable to make long-term commitments; 38% feel they have already given enough time; 33% gave money instead of time; 31% said nobody had asked them to.
- ✿ There are numerous skills one can hope to acquire when volunteering. 68% said they acquired interpersonal skills; 46% acquired communication skills; 45% acquired organizational skills; 38% acquired fundraising skills; 33% acquired increased general knowledge; 28% acquired technical or office skills; 15% acquired some other skill.

### How do Calgarians volunteer? <sup>2</sup>

- ✿ 42% volunteer through their personal initiative; 13% through their church or faith-based communities; 10% volunteer in support of their children's activities; 12% volunteer through their community association; 9% volunteer through work and 8% through school.

*Calgarians also volunteer through* friends or family, city police, air cadets, service clubs, hospitals, day homes, animal rescue, nature/wildlife groups, and senior clubs.

### When do Calgarians typically volunteer? <sup>2</sup>

- ✿ 34% on weekends; 27% during weekdays; 22% during weeknights. 17% volunteer on occasion or seasonally during the summer season, Christmas or holidays, during the Stampede or other specific events, through work or school events, when there is a need, or whenever they are available.

## Where do Calgarians volunteer?

- \* There are different types of organizations that people choose to volunteer with. Volunteer rate is as follows within the most common ones types of organizations: 15% Sports and Recreation/Education and Research; 14% for Social Services; 13% for Religious Services; 7% for Health and Development and Housing; 4% for Environment; 3% for Arts and Culture; 2% for Law and Advocacy; 2% Hospitals.

## Calgary Volunteers: who are they?

- \* 52% of females and 49% of males volunteer
- \* People aged 35-44 years have the highest volunteer rate at 61%; followed by ages 25-34 and 55-64 both at 51%.
- \* 54% of married people volunteer while 46% of those who haven't been married volunteer.
- \* Volunteers mostly have some level of educational background: 70% of university graduates; 47% of post-secondary diploma holders; and 39% of high school graduates volunteer.
- \* 55% of employed individuals while 48% of individuals who are outside the labour force volunteer.
- \* Individuals with higher income tend to have a higher volunteering rate:
  - o 100,000 or more a year at 64%;
  - o 80,000 to 99,999 at 60%;
  - o 60,000 to 79,999 at 53%;
  - o 40,000 to 59,999 at 47% ;
  - o 20,000 to 39,000 at 19%.

## What do Calgarians think about volunteering? <sup>2</sup>

- \* 88% of Calgarians believe that their volunteer work has a positive impact on the community. Only 7% believe otherwise and 5% are unsure.
- \* 87% believe that their level of satisfaction from a volunteer activity depends on how organized it is. 8% believe it doesn't really matter and 6 % are unsure.

- ✿ 73% think their most recent volunteer activity has been very well organized; 21% think it was of average level of organization, and 1.8 % rated their experience poorly organized.
- ✿ 74% think that their volunteer roles and duties were clearly defined and explained. 22% think that it was adequately explained and 1% think that they needed more information and clarity.
- ✿ 63% think that there is a huge opportunity for them to use their professional or personal skills to further the objectives of the organization. 28% think there is *some* opportunity to use their skills and 4% don't think there is any opportunity to do so.

### **What do Calgarians think about Volunteer Calgary? <sup>2</sup>**

- ✿ 36% are quite familiar with Volunteer Calgary and its services; 38% are not as familiar with Volunteer Calgary and its services and 27% have yet to hear about it.

### **Volunteer Calgary Online!**

- ✿ 22% have visited [www.volunteercalgary.ab.ca](http://www.volunteercalgary.ab.ca) within the past 6 months. 11% have visited the Volunteer Calgary Facebook page in the past 6 months and 6% have visited the Volunteer Calgary Twitter page.

Sources:

Statistics Canada, Survey of Giving, Volunteering and Participating 2007.

<sup>2</sup> Omnibus Survey conducted by Saw Communications for Volunteer Calgary April 2010.

<sup>3</sup> Volunteer Calgary Annual Report 2009

## BOILERPLATE

Volunteer Calgary's mission is *leading, promoting, connecting, and strengthening volunteerism*. It has played a key role in the development of volunteerism in Calgary for 55 years. Through its services and programs, it enhances the ability of almost 400 member non-profit organizations to manage volunteers and links thousands of Calgarians with unique volunteer opportunities. Volunteer Calgary's vision statement is *"People with passion and purpose leading the way to vibrant communities."*