



YOUTH VOLUNTEERING



Research conducted by:
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Background & Research Objectives

- ◆ **Volunteer Calgary has solid roots in the City of Calgary, going back 50 years.**
- ◆ **Main goal has been to promote the value of volunteerism in Calgary, connect people to volunteer opportunities, provide support to enhance volunteer abilities, and offer leadership on volunteer issues .**
- ◆ **To meet changing needs, however, Volunteer Calgary seeks to have in-depth understanding of the volunteer “market” or “markets on 3 levels:**
 - Understanding the size and scope of volunteering activities in Calgary
 - Identifying the key motivations and barriers that drive or hinder volunteering
 - Examining the position Volunteering Calgary occupies in the public’s mindset when it comes to brand awareness and brand strength
- ◆ **In addition, Volunteer Calgary is looking to establish a particular focus on youth, as a niche market for volunteering.**
- ◆ **This information will help inform strategic planning and communications for coming years.**



Background & Research Objectives

◆ Key Objectives for the research (apply to youth and general population):

- Explore public’s understanding of what volunteering means, including the types of activities that are tied to volunteering
- Examine the level of volunteer activity in Calgary
- Identify key motivations, barriers, and values driving (or preventing) volunteering, including what were the first “triggers” that sparked interest
- Examine awareness and depth of knowledge of Volunteer Calgary
- Identify key information sources and “influencers” when it comes to getting the public involved in volunteer activities.
- Gauge key volunteerism characteristics of specific target audiences, such as youth, families, recent immigrants, employee volunteers, seniors, and members of faith and sports organizations.



Methodology

- ◆ **Ipsos Reid conducted 1,027 interviews with Calgary residents**
 - 351 online surveys with Calgary youth 12-18 years of age
 - Surveys completed from December 15 to 21, 2005
 - Average questionnaire length 15 minutes
 - Sample drawn from Ipsos Reid's Advisory Panel, and purchased list from EDGE Interactive
 - Margin of error = ± 5.2 , 19 times out of 20
 - 676 random telephone interviews with Calgary residents 16+ years of age

- ◆ **This report presents the findings from the online survey conducted with Calgary youth. The findings from the telephone general population study are presented under separate cover.**



Executive Summary



Executive Summary

Participation in Volunteering

- ◆ **Calgary youth are very active in the volunteer sector. The very large majority (93%) of teens have participated in volunteer activities at some point in time.**
- ◆ **Specifically, 71% of teens are 'current' volunteers who have participated in volunteer activities within the past year. These volunteers have averaged 10.4 hours volunteering per month this year.**
- ◆ **Just 9% of Calgary teens have not been active in volunteering recently although they have in the past. On average, for this group, it has been about two years since they have been active volunteers.**
- ◆ **Very few Calgary teens have never volunteered. One-quarter of these teens however, expressed that they are interested in volunteering sometime within the next year.**
- ◆ **That said, it is just 6% of the entire Calgary youth population who have expressed no desire what-so-ever to volunteer. This means that 94% of the entire Calgary youth population are either current volunteers or plan to volunteer soon.**



Executive Summary

Volunteer Activities/Organizations

- ◆ Calgary youth consider a large range of activities to be volunteering, but are most inclined to believe that volunteering for a non-profit organization or church are the two key definitions of volunteering. Calgary youth are less ready to recognize activities certain activities as “volunteering”: being involved in school activities, or activities not tied to a non-profit organization.
- ◆ That said, the top two activities that Calgary youth have been involved in are those activities that teens don’t see as being volunteering – getting involved in school activities and tasks such as babysitting, mowing lawns that are not tied to a non-profit organization.
- ◆ The two most attractive volunteer sectors to youth, pertain to Children and Youth organizations (70% of teens participated in the past year) and Sports and Recreation organizations (53% of teens participated the past year).



Executive Summary

Motivations for Volunteering

- ◆ The most prominent reason Calgary youth volunteer is because of a desire to “make a difference in their community” (mentioned by 62%). However, almost as many were asked by family members to volunteer (59%), or were motivated by the idea of gaining personal skills (58%).
- ◆ A good number of youth are inspired to volunteer by family members who already volunteer (47%) or were asked specifically by a particular organization (45%). Other Calgary teens decided to volunteer because an organization provides or did provide them with a service (38%), or had specific perks to entice volunteers (30%),
- ◆ Just over three in ten teens, however, mention that they volunteer out of obligation – either volunteering was required for school (39%) or volunteer work was required for job experience (39%).
- ◆ Parents are named by 63% of teens as having the greatest influence in motivating teens to volunteer.
- ◆ Following distantly, friends (28%) and other family members (23%) are also key influencers.



Executive Summary

Barriers to Volunteering

- ◆ For Calgary youth volunteers, time issues are raised as the main reason why they have not been as involved in volunteer activities as they could or would have liked. Specifically, 56% say that there is a lack of time, while 45% say that existing volunteer opportunities don't fit with their schedules.
- ◆ Meanwhile, for some, there is a disconnect between the volunteer activity and personal taste (43% say the activities don't touch them personally and 23% don't like the tasks involved).
- ◆ Lack of awareness is also a barrier to volunteering, considering that 36% of teens are not aware of the tasks they are able to do and 22% find it difficult to get information about volunteering and volunteering opportunities.
- ◆ As one would expect, practical barriers to volunteering exist for many teens. Specifically, 46% mention they can't get around easily, 18% say it costs them money to volunteer, 15% find volunteer application process lengthy/complicated and 10% don't volunteer due to health concerns.

Executive Summary

Perceptions of the Volunteer Experience

- ◆ When asked about the most rewarding aspect of their volunteering experience, 38% name “helping others in the community” as most positive, while 13% cite “making a difference” or “accomplishing something” and 7% enjoy being involved with a good cause/organization.
- ◆ Secondly, for Calgary youth, the social aspect/contact is rewarding. Specifically, 17% find it rewarding when people show appreciation and thanks for the job they do, 14% enjoy making others happy, 8% like interacting with people, 5% like the people that the work benefits, and lastly, 3% appreciate the relationships/friendships they gain as a result of volunteering.
- ◆ Correspondingly, 82% of teens say volunteering “makes me feel good as a person” and 67% say that volunteering is “the right thing to do”
- ◆ As such, Calgary youth can find little to ‘complain’ about when it comes to volunteering. The two top negative mentions include disliking the time commitment required (15%), and being under-appreciated or taken for granted (15%). Meanwhile, just 1-in-10 youth dislike the activities involved, and a similar proportion mention that they do receive a negative response from the public for their efforts.

Executive Summary

Information Sources

- ◆ School is the most common place to which a Calgary teen would turn when looking for volunteering information (mentioned by one-half of teens). A third of teens would first think to ask friends or family members. Meanwhile, approximately two-in-ten would turn either to the Internet, an organization directly, or their church group.
- ◆ However, while “school” is the first place the majority of youth would turn to for information on volunteering, when asked of the best way to reach them, just 3% said through the school is a good way to communicate volunteering information.
- ◆ Instead, many (32%) Calgary teens said that television ads would be an effective method of communicating volunteer opportunities or that a newsletter would be an effective communication tool. It should be noted though, that no one mentioned on an unaided basis that they would turn to either of these sources first if they were to look for volunteer information.
- ◆ What was mentioned as a place that teens would look first and mentioned as an effective communication medium is the Internet, either on a website (28%) or through email (26%).



Executive Summary

Volunteer Calgary's Profile

- ◆ While it doesn't stand out dramatically as an organization that promotes volunteering in Calgary, 7% of Calgary youth are in fact able to name Volunteer Calgary on a top-of-mind basis. It should be noted, too, that a similar proportion named more high-profile organizations such as the Salvation Army and the United Way.
- ◆ When provided with the name Volunteer Calgary, one-third of Calgary youth claim to have heard of the organization. However, among those who claim to have heard of Volunteer Calgary, just 40% are familiar with the programs and activities the organization has to offer.
- ◆ Nonetheless, the large majority (79%) of those who are familiar with Volunteer Calgary, expressed favorable impressions of the organization.



Who Volunteers & How Often?



Who Volunteers?

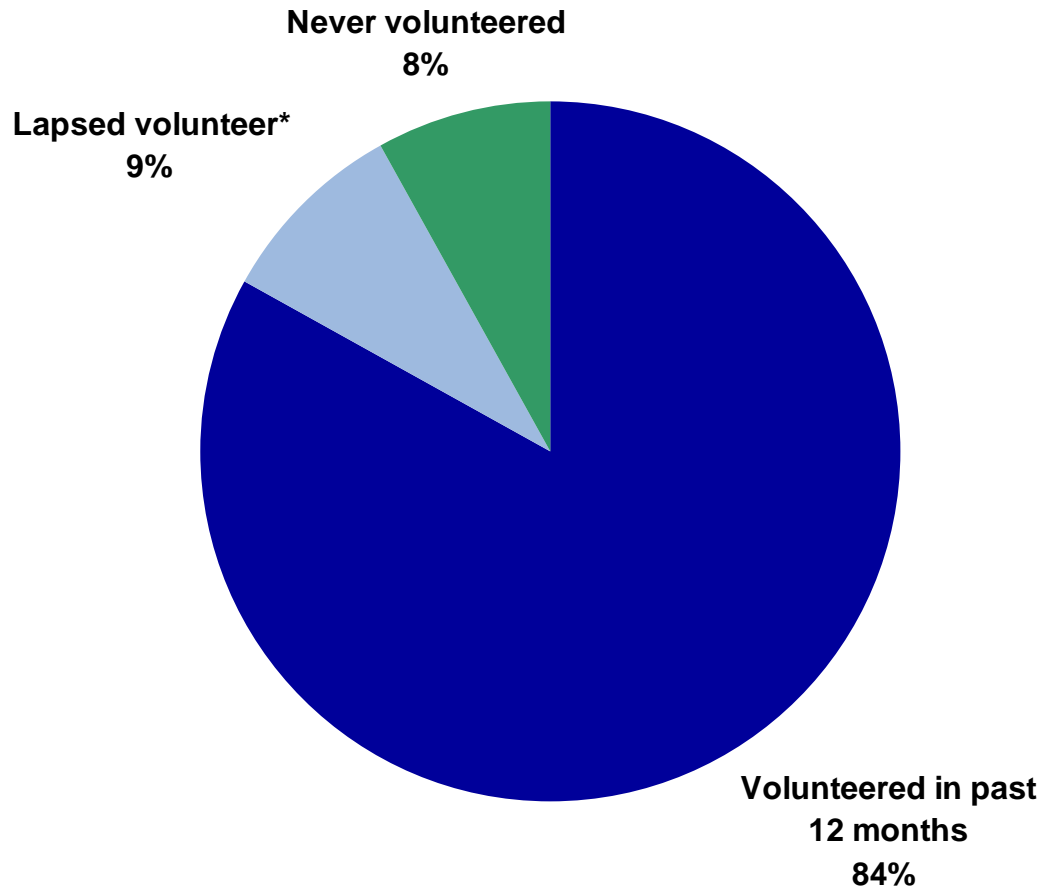
- ◆ A significant majority of Calgary youth are involved in some type of volunteer activity
 - 93% have volunteered at some time in their life
 - Specifically, 84% of Calgary youth have volunteered during the past 12 months
 - Those who have volunteered over the past year dedicated 10.4 hours per month on average (a few hours per week)
- ◆ “Lapsed volunteers” (those who have volunteered in the past, but not during the past 12 months) represent 9% of Calgary youth
 - Average length of time since they last volunteered is just over 2 years
- ◆ “Non-volunteers” (those who have never volunteered) represent only a small proportion of Calgary youth (8%)
 - One-quarter (25%) of these “non-volunteers” claim that they are likely to start volunteering within the next year
 - This leaves a very small proportion of the youth population who have absolutely no interest/intention of volunteering whatsoever (just 6% of the total Calgary youth population)



Participating in Volunteering

Q2 Have you volunteered your time for any organization, society, charity, group or individual in the past 12 months?

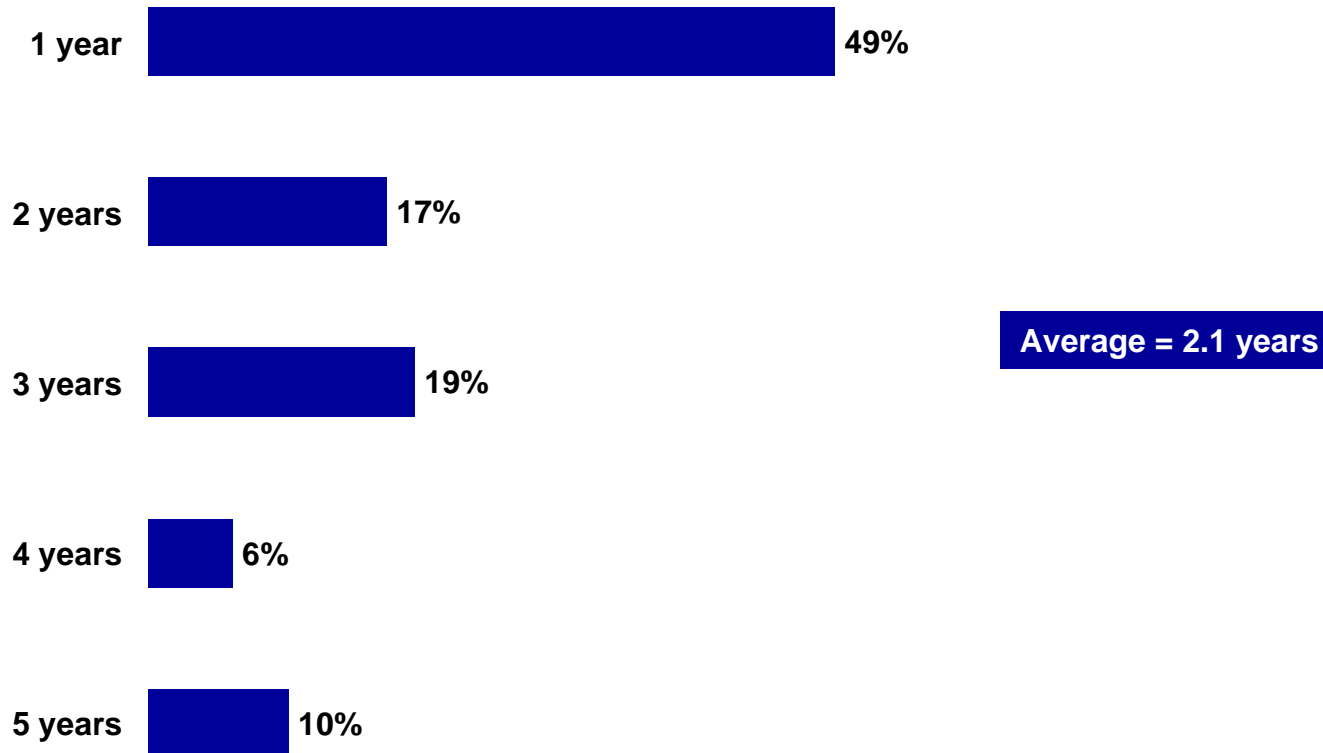
Q3 Have you volunteered your time for any organization, society, charity, group or individual?





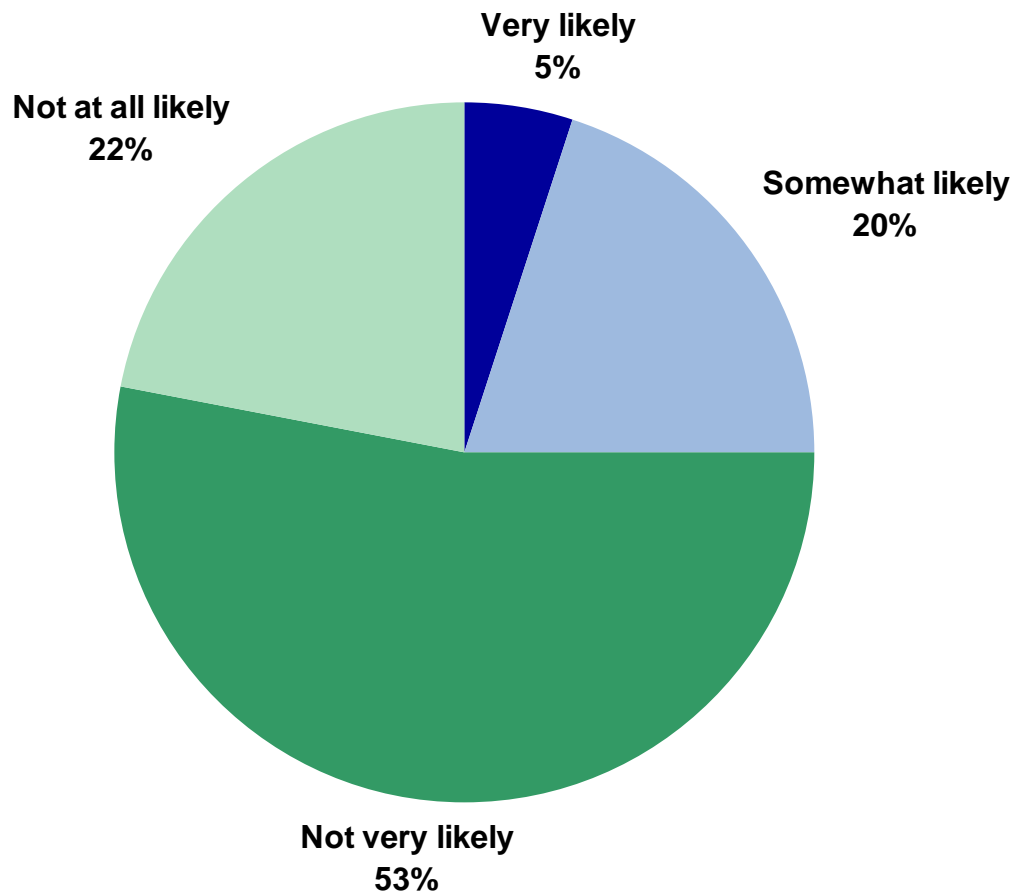
Years Since Last Volunteered

Q4 How many years has it been since you last volunteered?



Likelihood of “Non-Volunteers” Volunteering in next 12 Months

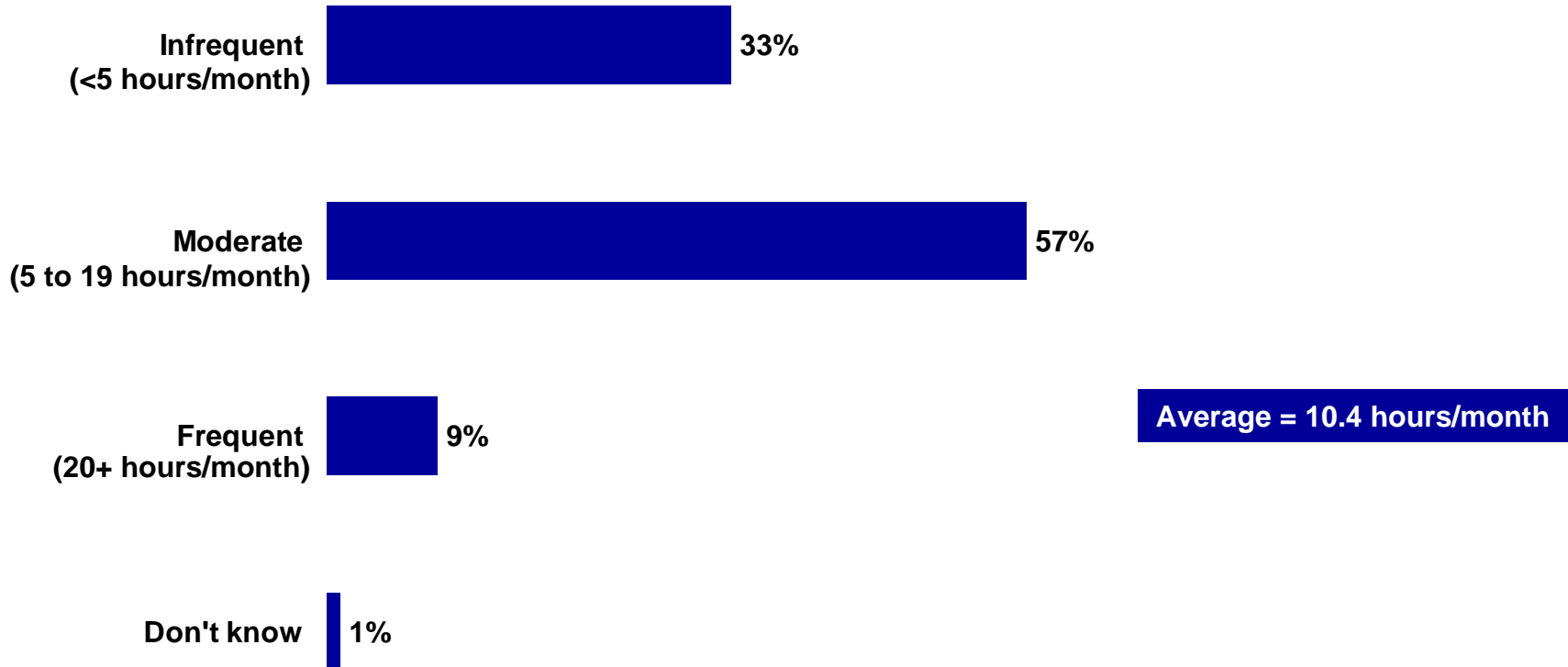
Q15 In the next 12 months, do you think that you’re likely or not likely to volunteer for any organization at all?





Hours Per Month Volunteer

Q5 Thinking about all of your volunteer activities in the past 12 months, how many hours per month on average did you volunteer?





Who Volunteers?

- Population Group Differences -

- ◆ There are very few subgroup differences when it comes to current, lapsed and non-volunteers.
- ◆ Those more likely to be involved in volunteering (in past 12 months) include:
 - Youth familiar with Volunteer Calgary (97% of those who are highly familiar with Volunteer Calgary have volunteered within the past 12 months vs. 80% who are not familiar).
 - Regular church goers (those who attend at least once a week) 92% compared with 72% of those who do not attend church at all.
 - Young women are slightly more likely than young men to be “lapsed” volunteers (18% vs. 8% respectively).
- ◆ With respect to the amount of time committed to volunteering, older teens commit more time to volunteer activities than their younger counterparts:
 - Teens aged 16 to 18 spend 15 hours per month on average volunteering while youth age 12 to 15 spend less than half that, at 7 hours per month on average.



Which Volunteer Activities & Which Organizations?

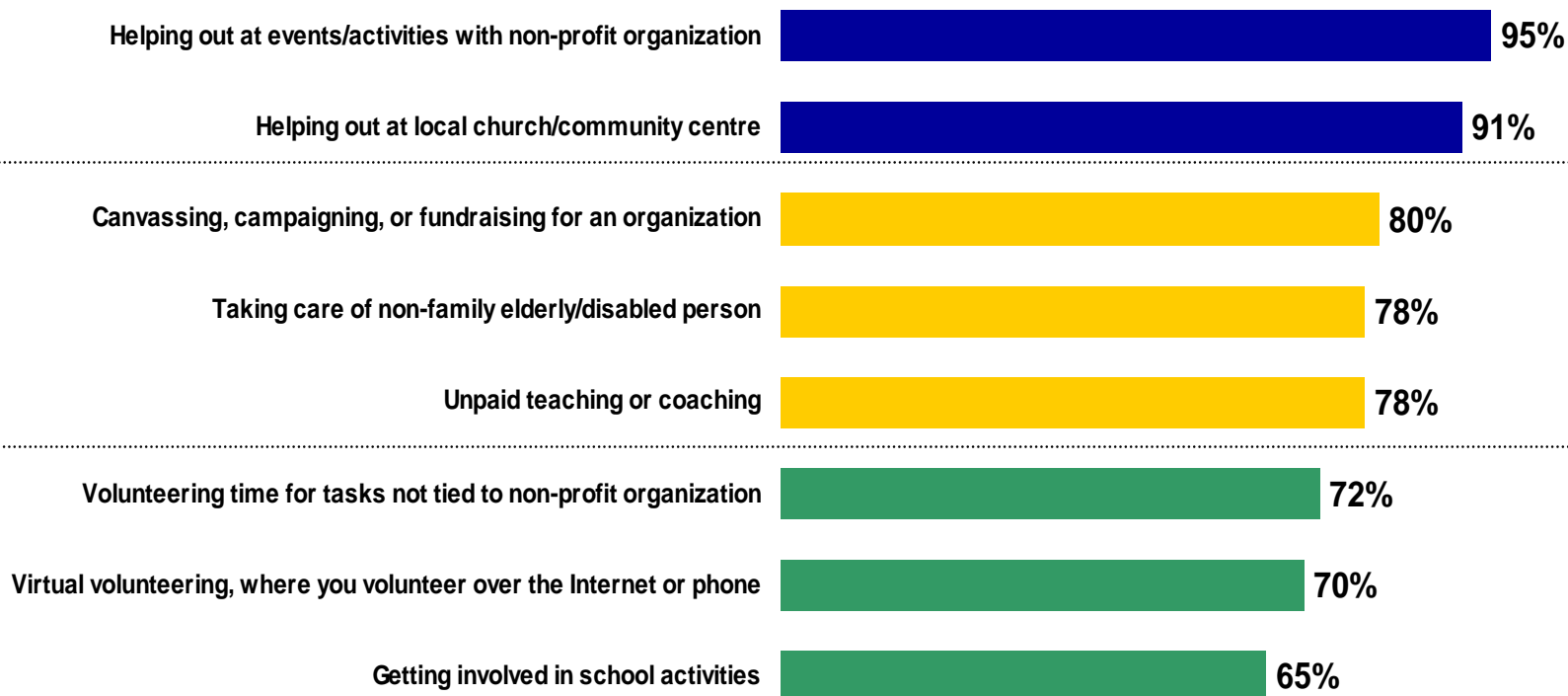


What do Calgary Youth Consider to be Volunteer Activities?

- ◆ Calgary youth are under the correct assumption that the term “volunteering” constitutes a variety of activities.
 - Top activities associated with the term volunteering involve helping out with non-profit organizations or the church:
 - Helping out at events with a non-profit organization (95%)
 - Helping out at local church or community centre (91%)
 - Second tier activities involve activities that aren’t at a specific location:
 - Canvassing, campaigning, fundraising for organization (80%)
 - Unpaid teaching or coaching (78%)
 - Taking care of non-family elderly person (78%)
 - Other activities that aren’t necessarily tied to non-profit organizations are considered to be volunteer activities to most, but their association with the term volunteering is not as strong as the top tier activities:
 - Tasks not tied to non-profit organization (72%)
 - Virtual volunteering (70%)
 - Getting involved in school activities (65%)

What Constitutes Volunteering?

Q1 People have many different views and opinions as to what constitutes volunteering. Which of the following do you consider to be volunteer activities?





What Constitutes Volunteering? - Population Group Differences -

- ◆ Generally speaking the opinions of what constitutes volunteering is pretty consistent between older and younger teens. However, there are two exceptions where older teens (age 16 to 18) are more likely than their younger counterparts to classify the activity as volunteering.
 - Canvassing and fundraising: 92% of 16 to 18 year olds vs. 72% of 12 to 15 year olds.
 - Unpaid teaching/tutoring 89% of 16 to 18 year olds vs. 69% of 12 to 15 year olds
- ◆ With respect to unpaid teaching and tutoring, those who are frequent volunteers, are more likely than moderate or infrequent volunteers to consider this activity to be 'volunteering' 92% vs. 74% of moderate volunteers and 76% of infrequent volunteers.

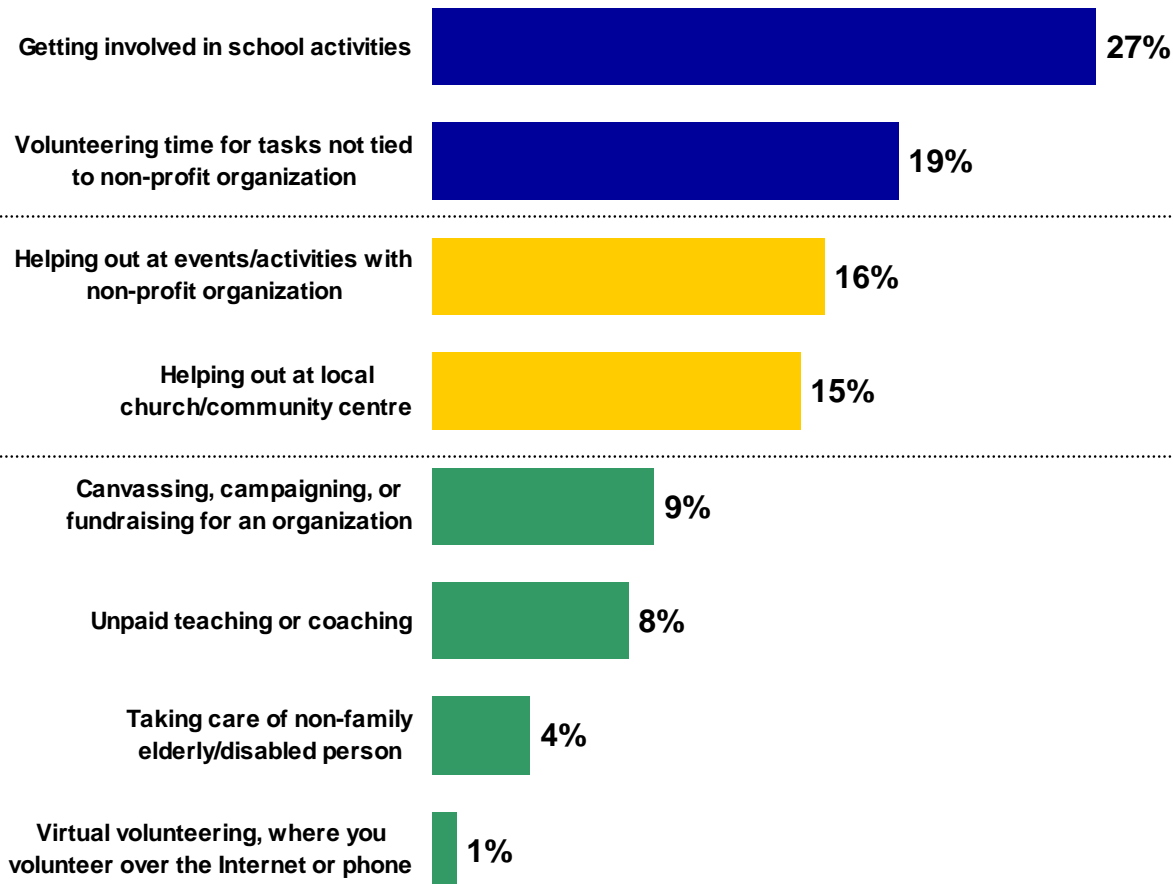


What Volunteer Activities are Calgary's Youth Involved in?

- ◆ **Over the past year, Calgary youth have been involved in a variety of volunteer activities:**
 - The top activities that Calgary youth are involved in tend to stem from school or informal activities that are close to home:
 - Getting involved in school activities (27%)
 - Tasks not tied to non-profit organization, such as babysitting, mowing neighbour's lawn (19%)
 - Second tier activities are somewhat more formal, organized activities:
 - Helping out at events with a non-profit organization (16%)
 - Helping out a local church/community centre (15%)
 - Third tier activities include a mix of both formal and informal volunteer activities:
 - Canvassing, campaigning, fundraising (9%)
 - Unpaid teaching or coaching (8%)
 - Taking care of non-family elderly or disabled person (4%)
 - Virtual Volunteering (1%)

Types of Volunteer Activities Participated in

Q6 Thinking of the types of volunteering activities listed earlier, tell me what type of volunteer activity you participated in most over the past 12 months.





Types of Volunteer Activities Participated in - Population Group Differences -

- ◆ Participation in certain volunteer activities coincides with the age of the teen. Specifically, younger teens are more inclined to participate in non-formal activities such as babysitting (23% of 12 to 15 year olds compared with 13% of 16 to 18 year olds). Meanwhile, older teens (age 16 to 18) are more apt to participate in coaching activities (13% vs. 4% of 12 to 15 year olds).
- ◆ By gender, the only difference between young men and women is that the men are more likely than the women to participate in canvassing or fundraising activities (15% vs. 3% respectively).
- ◆ The nature of the volunteer activity varies little between heavy, moderate and light volunteers. The only notable, and interesting exception is that infrequent volunteers are more likely to participate in canvassing (18%) than moderate (4%) or frequent volunteers (9%).
- ◆ As one might expect, regular church goers are the more likely to help out with church events (47% vs. 5% of those who attend church on a less regular basis).



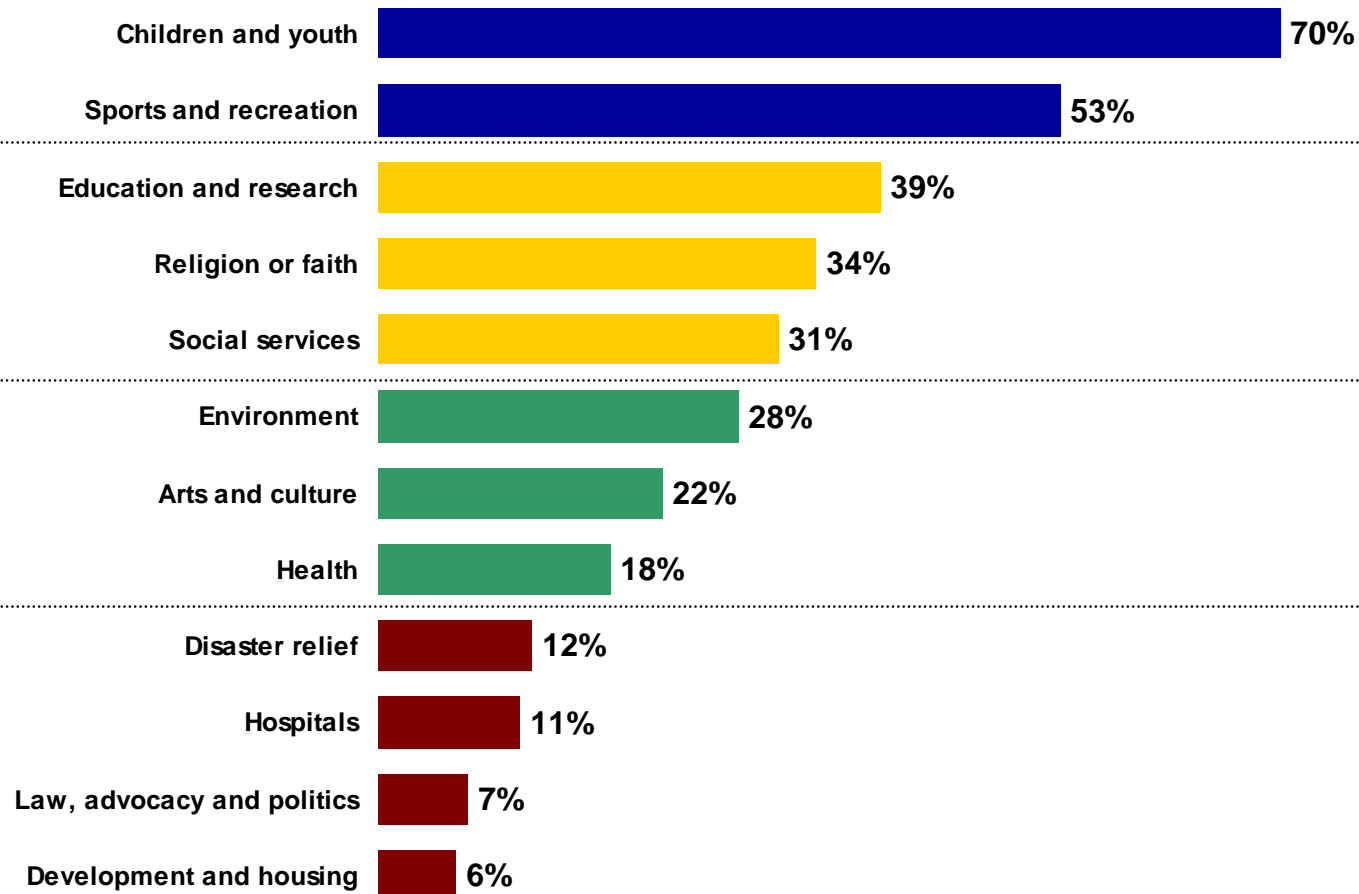
What Types of Organizations do Calgarians Volunteer With?

- ◆ Among Calgary youth, the most attractive sector for volunteering pertain to Children and Youth organizations (with 70% volunteering in this sector this year). Sports and Recreation organizations follow second with 53% of Calgary youth volunteering in this sector this year.
- ◆ Education, Social, and Faith organizations are also popular sectors among Calgary youth, with approximately 30% to 40% saying they have volunteered within these sectors during the past year.
- ◆ Falling slightly behind, Environmental, Arts & Culture and Health sectors attract 20% to less than 30% of Calgary youth.
- ◆ Disaster relief, Hospitals, Law & Politics and Development are relatively less common options for youth - attracting around 10% of Calgary youth or less over the past year.



Types of Organizations Calgary Residents Volunteered With

Q7 Which of the following types of organizations have you volunteered with in the past 12 months?





Types of Volunteer Organizations - Population Group Differences -

- ◆ With respect to the types of organizations for which teens volunteer, there are some distinct differences by age. In particular, older teens (age 16 to 18) are more likely than younger teens (age 12 to 15) to volunteer for the following organization types:
 - Social Services: 39% vs. 25%
 - Arts and Culture: 29% vs. 16%
 - Health: 25% vs. 13%
 - Disaster Relief: 18% vs. 9%
 - Law, Advocacy, Politics: 12% vs. 3%

- ◆ In viewing the differences based on the frequency of volunteering, moderate and frequent volunteer are more apt than infrequent volunteers to volunteer with organizations in the following categories:
 - Arts and Culture: 25% vs. 11%
 - Children and Youth: 81% vs. 47%
 - Health: 21% vs. 8%



Types of Volunteer Organizations - Population Group Differences -

- ◆ That said, frequent volunteers surpass both moderate and infrequent volunteers in their likelihood to volunteer with organizations servicing the following areas:
 - Social Services: 52% vs. 27%
 - Law, Advocacy, Politics: 20% vs. 4%
- ◆ Regular church goers (those who attend at least once a week) are more likely than those who attend less frequently (once a month or less) to volunteer for Religious or Faith organizations (86% vs. 36% respectively).
- ◆ By gender, only one difference is evident. Young women are far more inclined than young men to volunteer for Arts and Culture organizations (31% vs. 13% respectively).



Motivations & Barriers to Volunteering



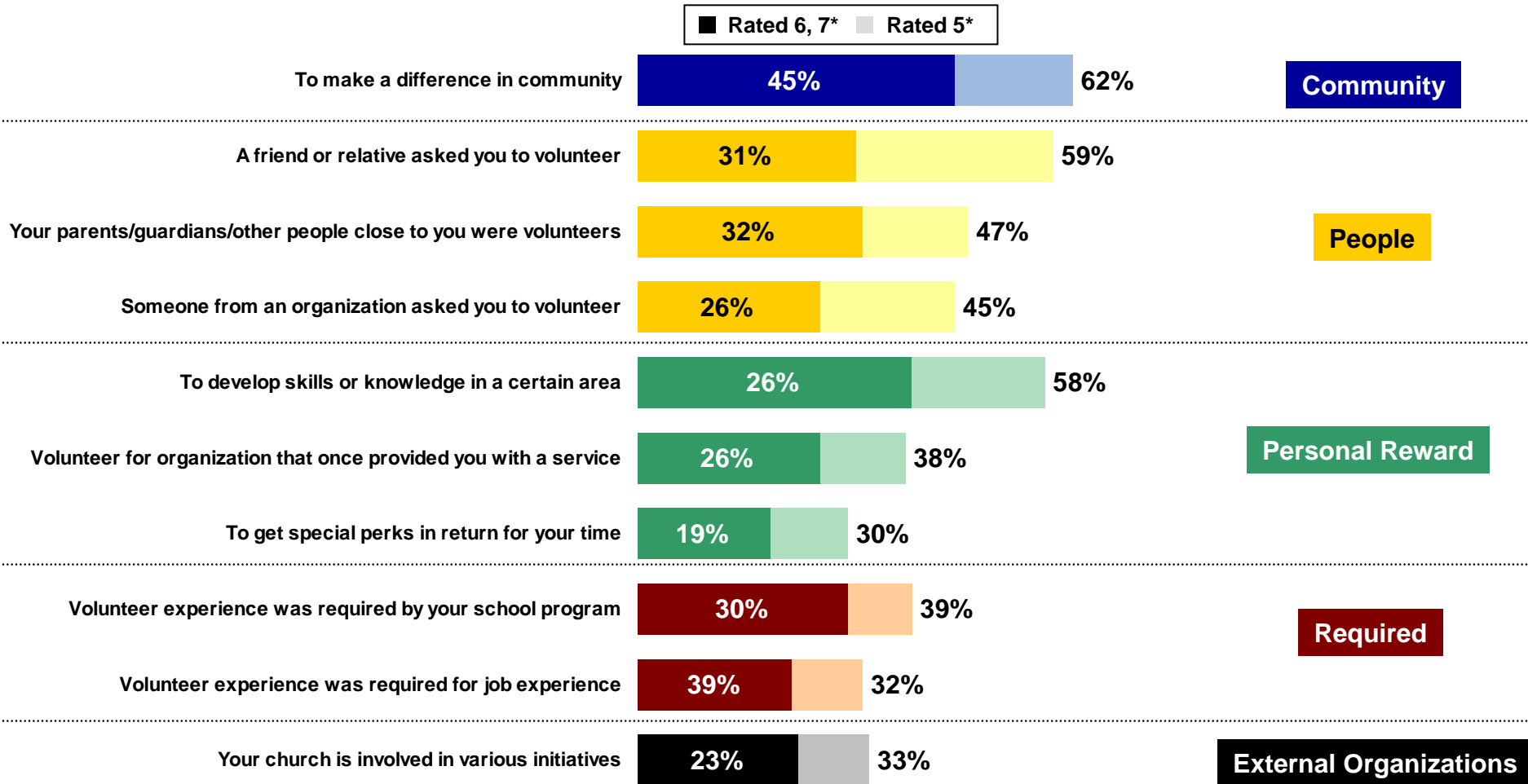
Why do Calgarians Volunteer?

- ◆ Calgary youth say they are motivated to volunteer largely because of their desire to “make a difference in their community”. This is mentioned by 62% of survey respondents.
- ◆ Others are prompted by others to volunteer, notably family and friends:
 - 59% have a friend/family member who asked them to volunteer
 - 47% have close friends/family who also volunteer
 - 45% had an organization ask them to volunteer
- ◆ However, some sort of personal “reward” is also a key factor for motivating Calgary youth:
 - 58% wanted to develop skills in a particular area
 - 38% volunteer with an organization that provided them a service
 - 30% volunteer in exchange for perks such as tickets or passes etc.
- ◆ On the other hand, many youth volunteer out of obligation:
 - 39% said volunteering was required by school program
 - 32% said volunteer experience was a job requirement
- ◆ While for others, external influences are a motivator:
 - 33% said their church is involved in various initiatives



Reasons for Volunteering

Q8 There are many different reasons why people might volunteer. Would you say each of the following is a major reason or a minor reason for you becoming involved in volunteer activities?



Among Calgary youth who've ever volunteered (n=329)

* Based on a 7-point scale where 1 means it's a very minor reason and 7 means it's a very major reason.



Why do Calgarians Volunteer? - Population Group Differences -

- ◆ For the most part, younger and older teens are motivated by the same factors. There are however, a few notable differences, that aren't necessarily unexpected. Older teens are more likely to be motivated to volunteer by:
 - Making a difference in the community 55% vs. 37% of younger teens (12 to 15)
 - Developing skills: 51% vs. 30%
 - Gaining job experience: 29% vs. 18%
- ◆ Meanwhile, younger teens are more likely to be encouraged by their parents to volunteer their time (40% vs. 22% of 16 to 18 year olds).
- ◆ Teens who volunteer infrequently, are more likely to admit that they are motivated by the special perks (45% vs. 23% of moderate and 29% of frequent volunteers). While those who volunteer on a moderate to frequent basis are more likely to say they wanted to make a difference in their community (76% frequent, 71% moderate and 42% infrequent) or that they wanted to develop skills or knowledge in a particular area (62% frequent, 66% moderate and 45% infrequent).



Why do Calgarians Volunteer? - Population Group Differences -

- ◆ By gender, there is only one noteworthy difference between young men and women: men are more likely than women to be motivated by special perks such as free tickets, passes etc. 26% vs. 11%.
- ◆ With respect to ethnic differences, those who primarily speak a language other than English at home are more likely than their counterparts to be motivated by:
 - Making a difference in their community 86% vs. 59% of primarily English households
 - Developing skills: 83% vs. 56%
 - Requirements from their school: 63% vs. 37%
 - Gaining job experience: 49% vs. 31%
- ◆ In comparing young people who regularly go to church with those who never attend, there are some differences in motivations for volunteering:
 - The church is involved in various activities: 61% vs. 5%
 - To develop skills: 62% vs. 32%
 - Wanting to make a difference in the community: 60% vs. 30%
 - A friend or relatives asked you to volunteer: 39% vs. 17%
- ◆ Non-church goers are more likely to be enticed by special perks than those who attend more regularly (39% vs. 20%, respectively)



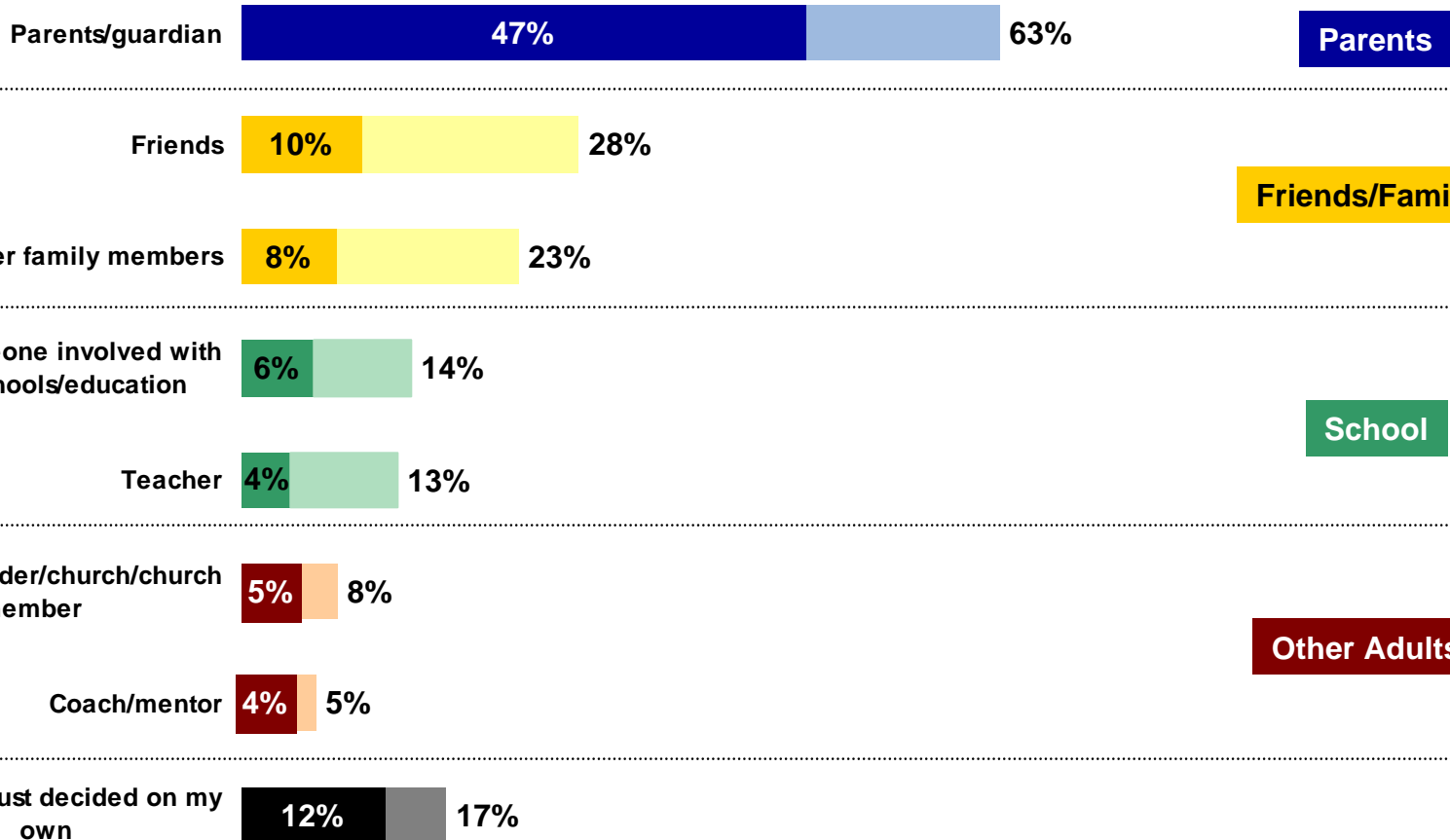
Who are the “Key Influencers” of Youth Volunteering?

- ◆ Parents have the most influence in prompting teens to volunteer:
 - 63% of Calgary youth say that their parents had the largest impact on their decision to volunteer
- ◆ Friends and Other Family Members are also key influencers:
 - Friends (28%)
 - Other Family Members (23%)
- ◆ People involved in the education system follow as a third tier of influencers:
 - Someone involved in school/education (14%)
 - Teacher (13%)
- ◆ Lastly, other people play a role in influencing teens to volunteer:
 - Religious leader/Church member (8%)
 - Coach/mentor (5%)
- ◆ Around one-in-five Calgary youth volunteers ultimately made the decision to volunteer on their own without any influence from other people.

Greatest Influence in Becoming a Volunteer

Q17a Who had the greatest influence on your decision to become a volunteer?
 Q17b And, who had the next greatest influence?

■ Greatest influence ■ Next greatest influence





Who are the “Key Influencers” of Volunteering? - Population Group Differences -

- ◆ According to younger teens (age 12 to 15), **parents** had the greatest influence in influencing their decision to volunteer.
 - 56% of younger teens said on a first mention basis that their parents had the greatest influence (compared with just 34% of older teens on a first mention basis)
 - 73% of younger teens in total said that their parents had the greatest influence (either most influence or next greatest influence. (compared with 51% of older teens in total)
- ◆ Likewise, teens with English as their primary language at home are more likely to name their **parents** as the greatest influence on their choice to volunteer than those with other home languages (66% vs. 39% respectively).
- ◆ Meanwhile, older teens are more likely to claim that **no one** had any influence on their decision to volunteer.
 - 18% said ‘no one’ on a first mention basis vs. 7% of younger teens
 - 25% said ‘no one’ in total vs. 11% of younger teens



Who are the “Key Influencers” of Volunteering? - Population Group Differences -

- ◆ Frequent volunteers are also more likely to have made the decision to volunteer on their own (30% in total) than moderate and infrequent volunteers (15%).
- ◆ Interestingly, **teachers** have more influence on older teens than younger teens with respect to promoting volunteering 18% of 16 to 18 year olds mention that their teacher had either the greatest or the second greatest influence in their decision to Volunteer compared with just 9% of younger teens saying the same about a teacher.
- ◆ Infrequent volunteers are more likely than their more active counterparts to name **someone involved with schools** as the one key influencer (23% total mentions vs. 10%).
- ◆ Moderate volunteers are more likely than others to have been encouraged to volunteer by a **church** member or leader (12% vs. 2%). Likewise, regular church goers (those who attend at least once per week) are more likely than those who attend on a less frequent basis to say that they were encouraged to volunteer by a member of the church (19% vs. 4% respectively).



What prevents Calgary Youth from Volunteering More/As Often?

- ◆ For Calgary youth volunteers, time is the main reason why they have not been as involved in volunteer activities as they could. Specifically, 56% say that there is a lack of time, while 45% say that existing volunteer opportunities don't fit their schedules.
- ◆ For some, there doesn't appear to be a personal fit between the volunteer activity and personal taste:
 - 43% say that the volunteer activities don't necessarily touch them personally
 - 23% admit that they don't like the tasks they are asked to do as a volunteer
- ◆ Awareness (or lack thereof) is also a hindrance to volunteering:
 - 36% are not aware of the tasks that they would be able to do
 - 22% find it difficult to get information about volunteering and volunteering opportunities



What prevents Calgary Youth from Volunteering More/As Often?

- ◆ On the other hand, there are some practical barriers to volunteering that exist for others:
 - 46% don't volunteer because they can't get around easily
 - 18% say it costs them money to volunteer
 - 15% find volunteer application process lengthy/complicated
 - 10% don't volunteer due to health concerns
- ◆ Lastly, for some, a past experience factors into present volunteering involvement:
 - 8% say they've had a negative volunteer experience in the past
- ◆ Like volunteers, the top unaided reason among “non-volunteers” for never volunteering is “time” – both in terms of inflexibility of the organization to accommodate schedules (70%) and a lack of time (69%).



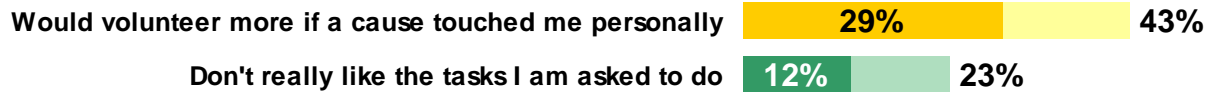
Reasons for Not Volunteering More/As Often

Q10 Would you say each of the following is a major reason or a minor reason why you have not been as involved in volunteer activities?

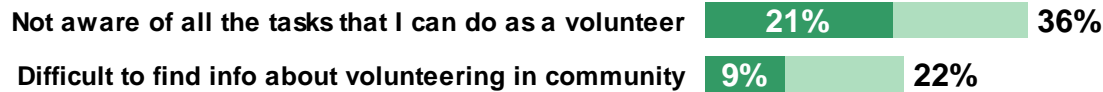
■ Rated 6, 7* ■ Rated 5*



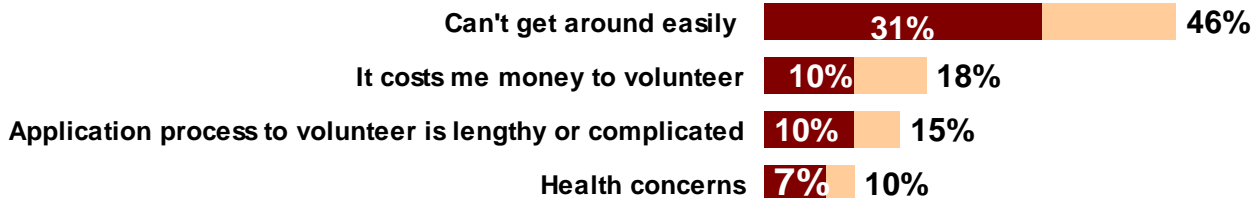
Time/Scheduling



Lack of Personal Fit



Lack of Awareness



Practical Barriers



Past Negative Experience



What prevents Calgary Youth from Volunteering More/As Often?

- Population Group Differences -

- ◆ Older teens (age 16 to 18) are more likely to mention that time, flexibility and a lack of personal connection are barriers to volunteering more or as often.
 - 48% say that it is difficult for them to find the time vs. 35% of younger teens
 - 36% claim that there is no cause that touches them personally vs. 23% of younger teens
 - 35% state that the schedules and the organizations are not flexible enough vs. 22% of younger teens
- ◆ Younger teens (12-15) are more likely to cite other reasons why they're not volunteering as often:
 - 43% say they're not aware of volunteer activities (vs. 27% of older teens)
 - 28% admit they don't like the nature of the tasks (vs. 16% of older teens)
- ◆ By gender, young men have more reasons than young women to not volunteer as often:
 - 17% say they do not like they tasks that they would be responsible for vs. 6% of women
 - 15% say that the process to volunteer is too lengthy or complicated vs. 6% of women
 - 15% say that it costs them money in incidental expenses to volunteer vs. 5% of women



What prevents Calgary Youth from Volunteering More/As Often?

- Population Group Differences -

- ◆ There is also a notable difference between those who primarily speak a language at home other than English and those who primarily speak English. Perhaps reflecting a language barrier, those speaking other languages are more than twice as likely to say that the process to volunteer is too lengthy or too complicated (30% vs. 14% of English teens).
- ◆ Lack of awareness is more of a hindrance to infrequent and moderate volunteers than frequent volunteers
 - 42% of infrequent and moderate volunteers say they are not aware of the tasks that they can do as a volunteer, while 23% of frequent volunteers say the same.
- ◆ Following suit, those who are not aware of Volunteer Calgary are more likely to admit that they are not aware of the tasks that they can do (42% compared with 26% who are aware of Volunteer Calgary).



The Volunteer Experience



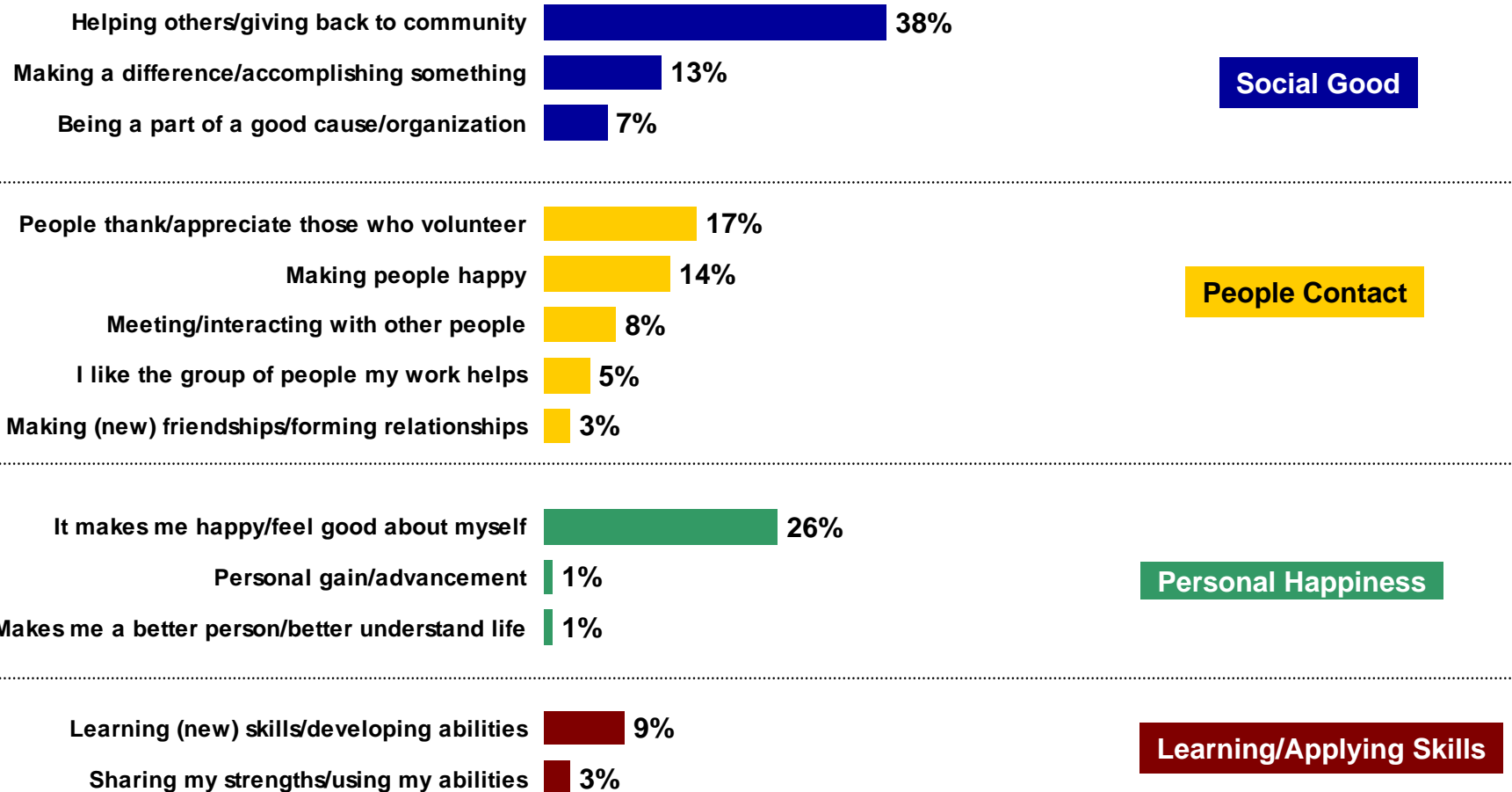
Most Rewarding Aspects of Volunteering

- ◆ When asked about the most rewarding aspect of their volunteering experience, Calgary youth respond that it is their contribution to the community and being involved with a good cause:
 - Specifically, 38% mention that helping others in the community is the most positive aspect of their volunteer experience, while 13% cite “making a difference” or “accomplishing something” and 7% enjoy being involved with a good cause/organization.
- ◆ Secondly, Calgary youth consider the social aspect or contact with others to be the most rewarding aspect of volunteering:
 - In particular, 17% find it rewarding when people show appreciation and thanks for the job they do, 14% enjoy making others happy, 8% like interacting with people, 5% like the people that the work benefits, and lastly, 3% appreciate the relationships/friendships they gain as a result of volunteering.
- ◆ Personal happiness and growth are also key outcomes of volunteering (28%)
- ◆ While receiving relatively fewer mentions than the other aspects, learning new skills (9%) and applying skills (3%) are also deemed positive outcomes of volunteering.



Positive/Rewarding Aspect of Volunteering

Q12 Considering any volunteer experiences you have had in the past, what have you found to be the most positive or rewarding aspect of volunteering? Anything else?





Most Rewarding Aspects of Volunteering - Population Group Differences -

- ◆ There appears to be a direct correlation between frequency of volunteering and a sense of accomplishment/making a difference:
 - 30% of frequent volunteers name this as the most rewarding aspect of volunteering compared with 15% of moderate volunteers and 3% of infrequent volunteers
 - Feeling good about one's self is more prominent among infrequent volunteers as the most rewarding aspect (35% compared with 19% of moderate and infrequent volunteers).
- ◆ Overall, younger teens and older teens hold the same positive outcomes from their volunteer experiences, with just a few exceptions:
 - Younger teens appear to be more 'rewarded' with self-esteem (31% of younger teens say the most rewarding aspect is feeling good about themselves vs. 19% of older teens saying the same.
 - Older teens are more 'rewarded' with accomplishment and self-development as 27% say that the most rewarding aspect is a feeling of accomplishment (vs. 3% of younger teens) and 14% say the most rewarding aspect is learning new skills (compared with 5% of younger teens).
- ◆ With respect to gender, young men and women hold the same opinions on what they find to be the most rewarding aspect, with only one difference:
 - Young women are far more likely than young men to say that 'making other people happy' is the most rewarding aspect of volunteering (21% of girls compared with just 8% of boys).



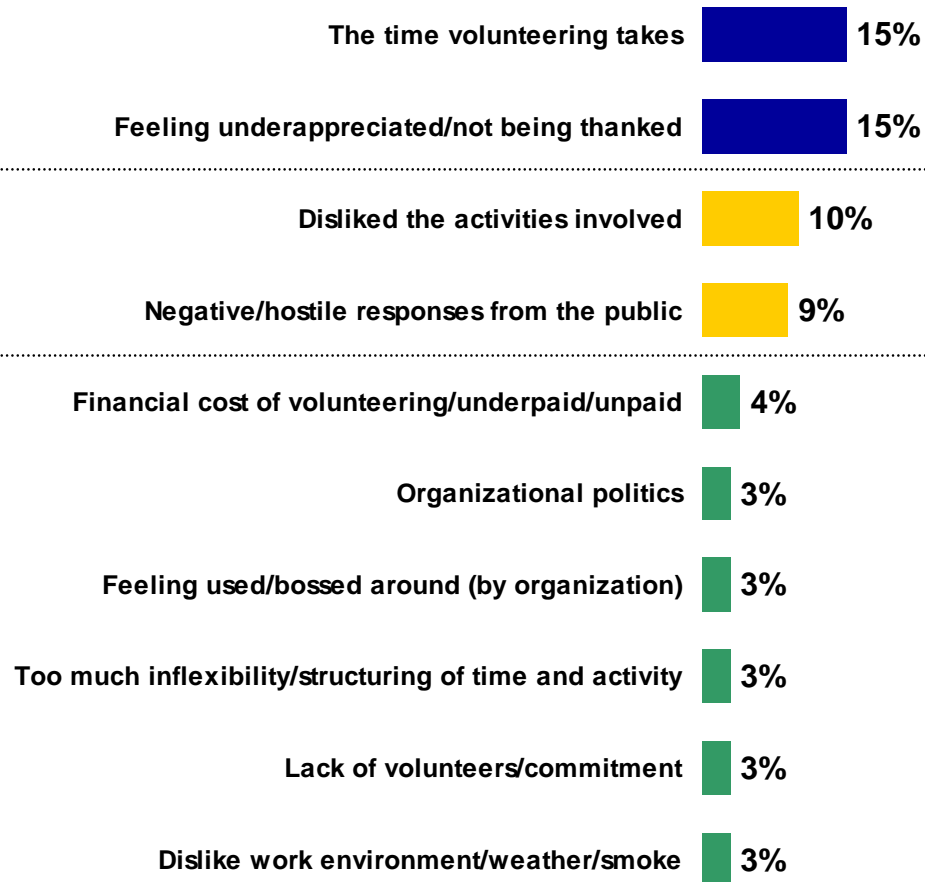
Negative/Least Rewarding Aspects of Volunteering

- ◆ Overall, Calgary youth can find little to ‘complain’ about when it comes to volunteering.
- ◆ Still, young Calgary volunteers dislike most the time commitment volunteering requires (15%), and being under-appreciated or taken for granted (15%)
- ◆ Around 1-in-10 youth simply dislike the activities involved, and a similar proportion mention that they do receive a negative response from the public for their efforts.
- ◆ Meanwhile, a handful of Calgary youth volunteers also cite the following as what they perceive to be negative aspects that they have witnessed/experienced previously:
 - Costs incurred while volunteering (4%)
 - Lack of volunteers/commitment (3%)
 - Work environment (3%)
 - Organizational politics (3%)
 - Feeling used/bossed around (3%)
 - Inflexibility (3%)
- ◆ On a positive note, one-quarter (25%) of Calgary youth volunteers could not recall any negative aspects of their volunteering history.



Negative/Least Rewarding Aspects of Volunteering

Q13 Considering any volunteer experiences you have had in the past, what have you found to be the most negative or least rewarding aspect of volunteering? Anything else?





Negative/Least Rewarding Aspects of Volunteering - Population Group Differences -

- ◆ The negative aspects of volunteering are broadly consistent across all sub-groups with only a few exceptions:
 - Older teens are slightly more concerned about ‘time’ (or their lack thereof) as being a negative aspect (mentioned by 21% of older teens compared with 10% of younger teens)
 - Regular church goers (at least once per week) also feel the time constraint (26% mention time compared vs. 7% of non-church goers)
 - Frequent volunteers are more likely than infrequent volunteers to mention feeling underappreciated as a downside to volunteering (25% vs. 10% respectively)
 - Non-church goers are also more likely than regular church goers to complain of the financial side of volunteering – either commenting on the cost it takes to volunteer or complaining that they do not get paid (12% vs. 1% respectively).



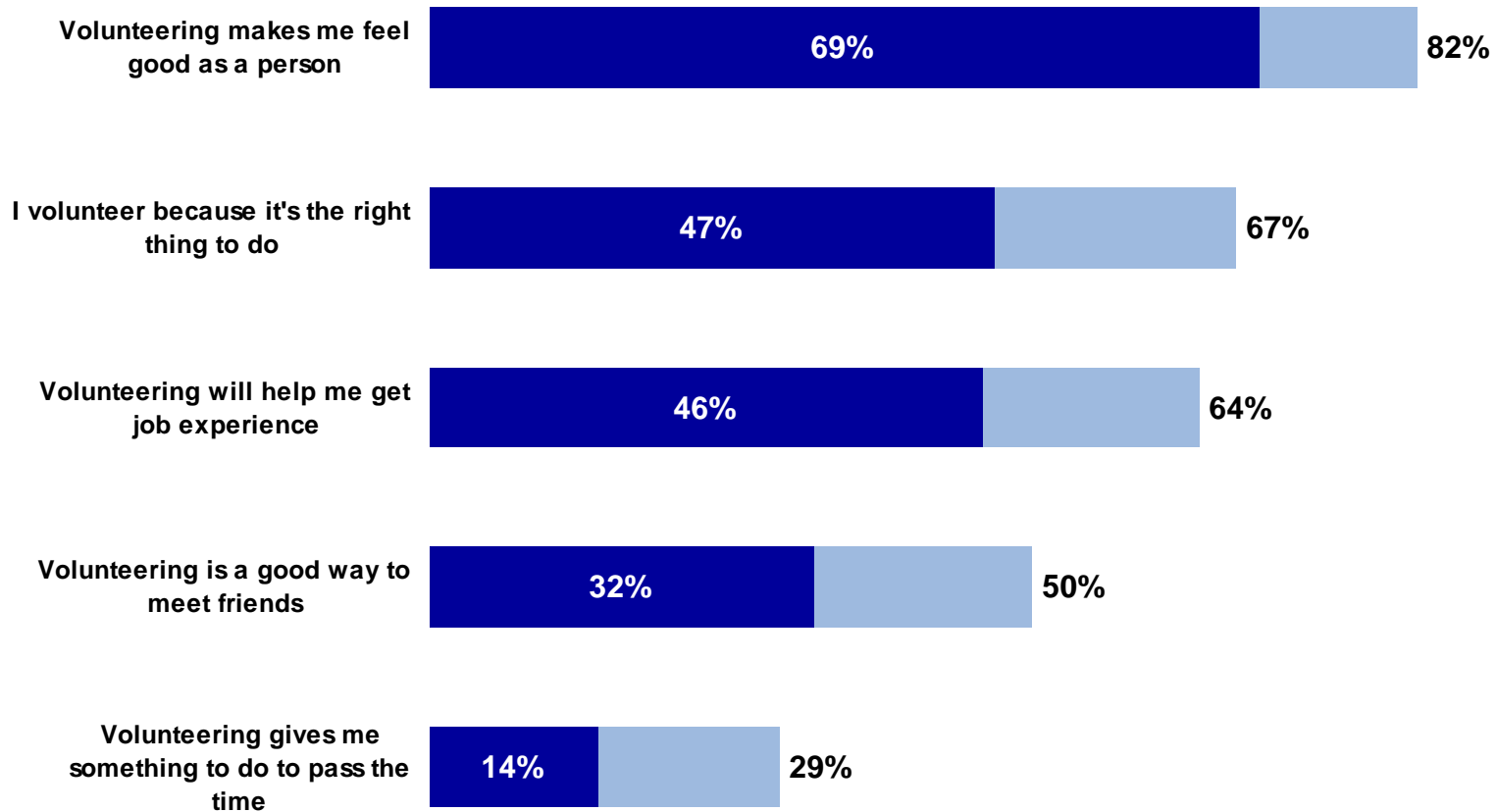
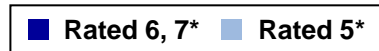
What do Calgary Youth “Get Out” of Volunteering

- ◆ Overall, the large majority of Calgary youth agree that their volunteer experience generates an enhanced sense of self-worth
 - 82% say volunteering “makes me feel good as a person”
- ◆ Following second, the majority of Calgary youth volunteers agree that volunteering reinforces their values:
 - 67% volunteer because “it’s the right thing to do”
- ◆ A solid majority of Calgary youth also view volunteering as a means to gain relevant work experience (64%)
- ◆ Although “meeting people” is a common outcome of volunteering, the notion that “volunteering is a good way to meet friends” is less highly regarded as a benefit of being a volunteer (50% of Calgary youth agree with this statement)
- ◆ Lastly, Calgary youth appear to be take their volunteering seriously and with purpose, as just 3-in-10 view volunteering merely as a way to “pass time” (29% of Calgary youth agree with this sentiment).



Agreement With Volunteer Statements

Q14 I'm going to read you some statements about volunteering and I'd like you to tell me if you agree or disagree with each one.





What do Calgary Youth “Get Out” of Volunteering - Population Group Differences -

- ◆ In viewing these findings by age, all five statements tested are agreed upon equally by younger and older teens alike.
- ◆ By gender however, there are two differences in opinions in that young women are more likely than young men to agree with the sentiment:
 - Volunteering makes me feel good as a person (76% of women vs. 62% of men)
 - I volunteer because it is the right thing to do (54% of women vs. 40% of men)
- ◆ Regular church goers are most likely to comment that “volunteering gives me something to do to pass the time” (48% vs. 23% of less frequent or non-church goers).



Information Sources About Volunteering

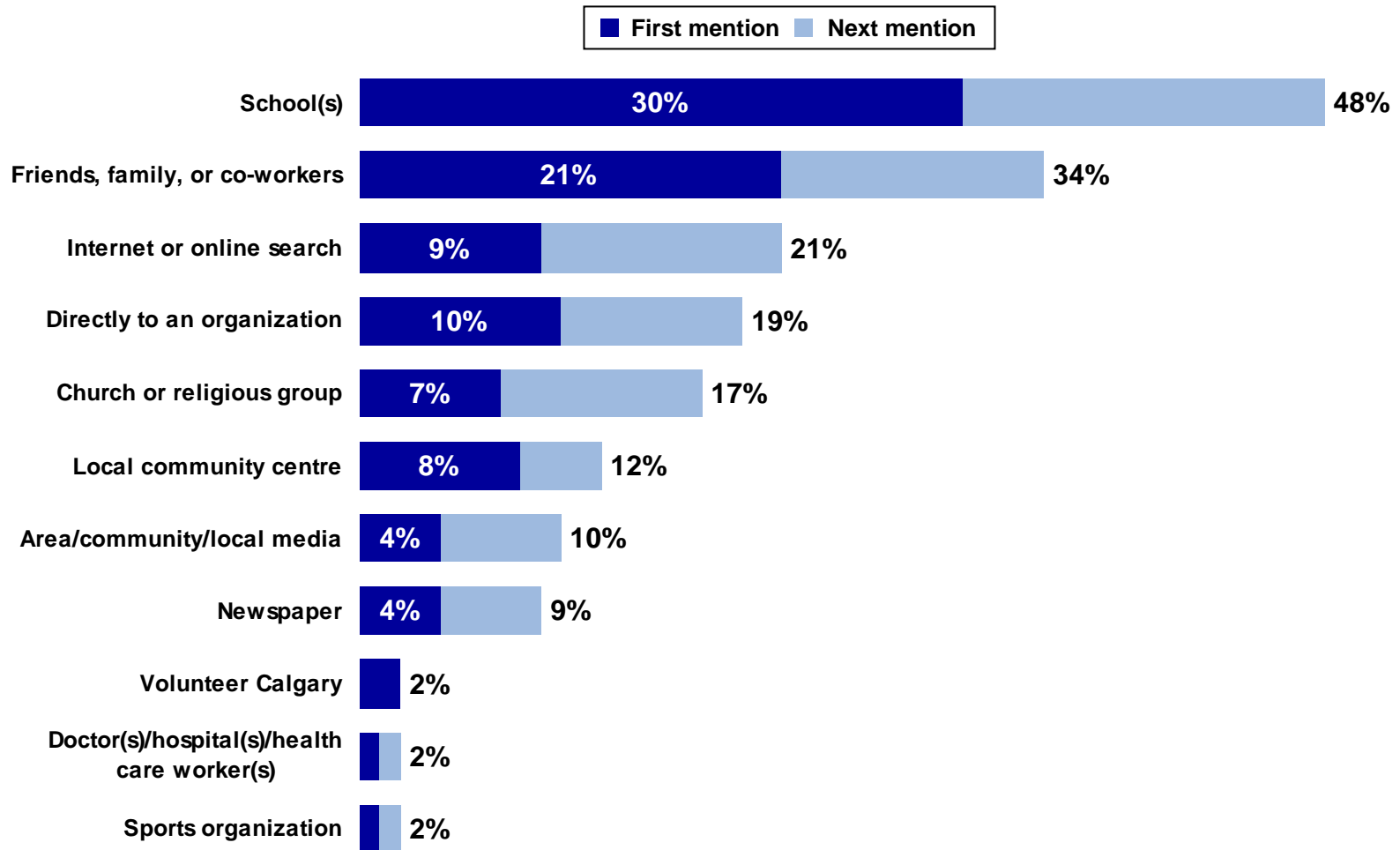


Where do Calgary Youth look for information about Volunteering?

- ◆ School is clearly identified as the most likely place where Calgary youth would turn to for information on volunteering, as mentioned by 48%
- ◆ Following closely, Friends or Family members are a first-stop for information for one-third of Calgary youth (34%)
- ◆ Meanwhile, approximately two-in-ten would turn to the Internet, a non-profit organization directly, or their church group
- ◆ Community centres, local media and newspapers are also mentioned as one of the first avenues Calgary youth would turn for information (around 10%)
- ◆ Lastly, Volunteer Calgary was specifically mentioned by 2% as a first source for information, as were health and sports organizations

Where to Look for Volunteer Opportunities

Q16a If you were looking to become a volunteer, where would you turn first to find out about volunteer opportunities?
Q16b Where would you turn next?





Where does Calgary Youth look for information about Volunteering? - Population Group Differences -

- ◆ By gender, young men are more inclined than young women to turn to a community centre (12% vs. 3% respectively) on a top-of-mind “first-mention” basis.
- ◆ By age, younger teens are more likely than older teens to ask friends or family members (25% “first mention” vs. 15% respectively).
- ◆ Infrequent volunteers are more likely than their more active counterparts to say they would first turn to friends or family for information (38% “first mention” vs. 14%).



What's the best way to give Calgary Youth information about Volunteering?

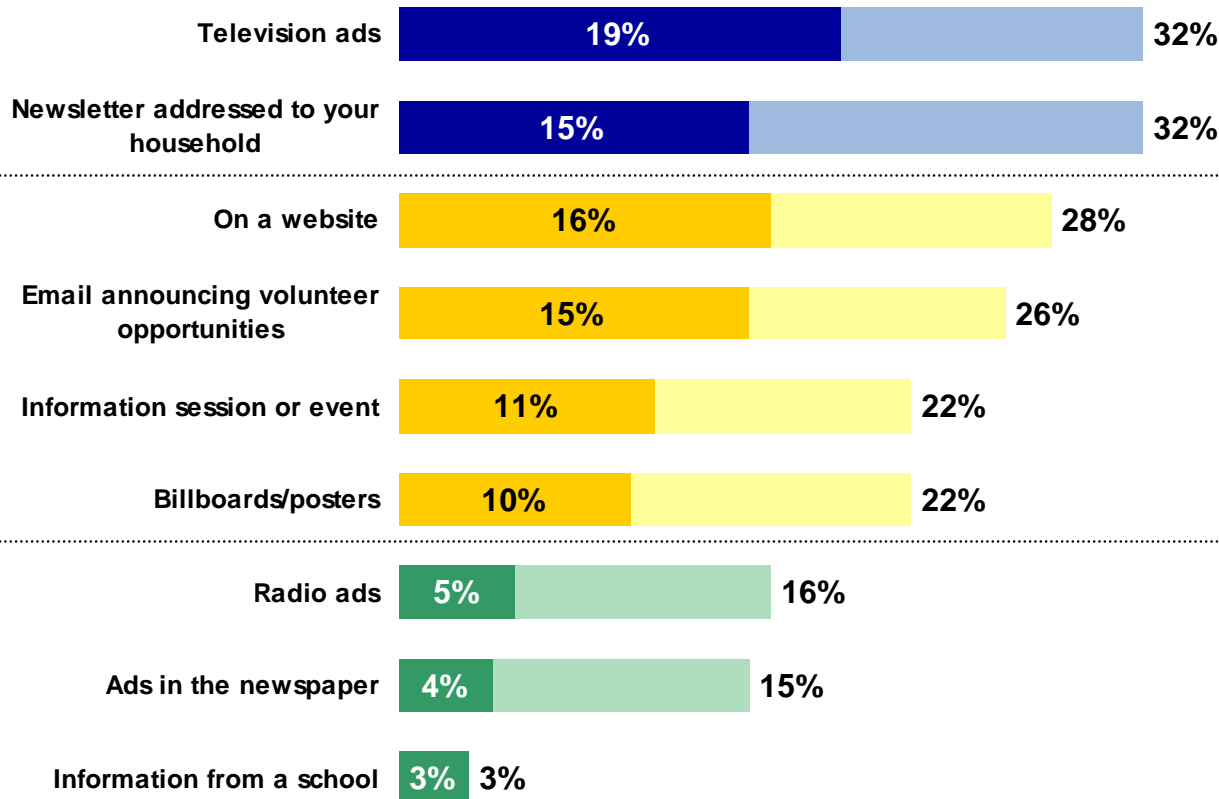
- ◆ One-third of Calgary youth suggest that television ads are an effective method of communicating volunteer opportunities. Likewise, the same proportion of youth (32%) mention that a newsletter would be an effective communication tool. It should be noted however, that no one mentioned on an unaided basis that they would turn to either of these sources first if they were to look for volunteer information.
- ◆ A second tier of “more practical” preferred information sources do coincide with the avenues that youth would use when looking for volunteer information. This tier includes using the Internet, either on a website (28%) or via email announcements (26%). Billboards or other posters (22%) and information events/sessions (22%) are also considered to be good methods to reach Calgary youth.
- ◆ Radio ads (16%) and newspaper ads (15%) are relatively less effective methods to communicate various volunteer opportunities to youth.
- ◆ Lastly, while “school” is the first place that the majority of youth would turn to for information on volunteering (as mentioned by 48%), it is considered to be one of the least effective methods for communicating information on volunteer opportunities (named by only 3%).



Best Method For Receiving Information on Volunteer Opportunities

Q18a What one of the following would be the best way to give you information about volunteer opportunities? That is, giving you information that you'll want to read or pay attention to?
 Q18b And, what would be the next best way?

■ First mention ■ Other mentions





What's the best way to give Calgary Youth information about Volunteering? - Population Group Differences -

- ◆ Overall, there are few differences in the methods of communicating volunteering information. All sub-groups are consistent in their responses.
- ◆ One of the exceptions to this general pattern is that young men are more likely than young women to mention that an information session or event is the best way to provide them with information on volunteering (28% compared with 16% of women).
- ◆ Next, regular church goers (at least once a week) are most likely to turn to their church group or religious leader first than those who attend church less frequently or not at all (24% vs. 2% respectively).
- ◆ Teens who are non or lapsed volunteers are more likely than current volunteers to name newspapers as an effective communication method to reach them (30% vs. 12% respectively).



Profile of Volunteer Calgary



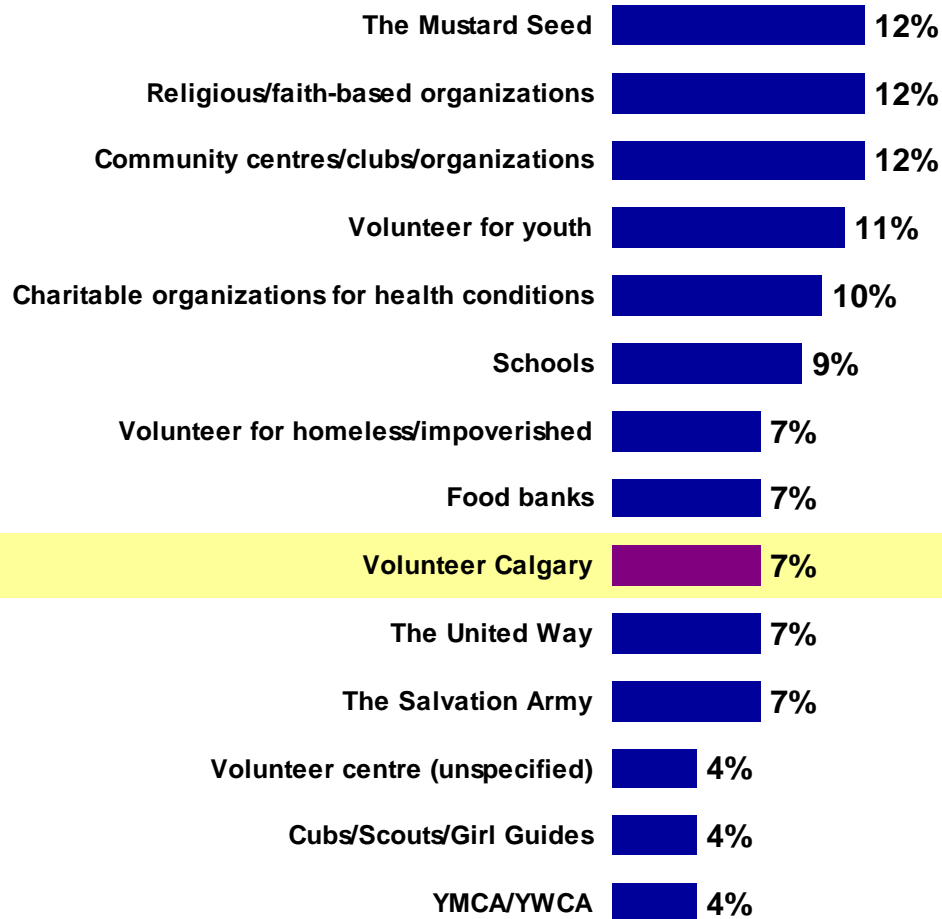
Visibility of Volunteer Calgary

- ◆ For 7% of Calgary youth, Volunteer Calgary is top-of-mind as an organization that promotes volunteering in the Calgary area.
- ◆ Still, many young Calgarians identify specific charitable organizations that promote volunteering:
 - The Mustard Seed (12%)
 - The United Way (7%)
 - The Salvation Army (7%)
 - Cubs/Scouts/Girl Guides (4%)
 - YMCA/YWCA (4%)
- ◆ Importantly, 26% admit that they are unable to name any organizations that promote volunteering in the Calgary area.
- ◆ The remainder simply mention the general nature of organizations that may promote volunteering such as Religious/faith-based organizations (12%), Community centres/clubs/organizations (12%), Youth (11%) and Charitable organizations for health conditions (10%).



Organizations That Encourage People to Volunteer

Q19 Thinking of organizations that promote volunteering in the Calgary area, can you name any? That is, an organization that encourages people to volunteer in their community.





Visibility of Volunteer Calgary - Population Group Differences -

- ◆ Older teens (age 16 to 18) are more likely to name Volunteer Calgary as an organization that promotes volunteering in the Calgary area (11% name it on an unaided basis compared with 4% of younger teens).
- ◆ Moderate volunteers are the group who were most able to name Volunteer Calgary on an unaided basis (13% named Volunteer Calgary vs. 8% of frequent volunteers and 1% of infrequent volunteers).



Awareness & Impressions of Volunteer Calgary

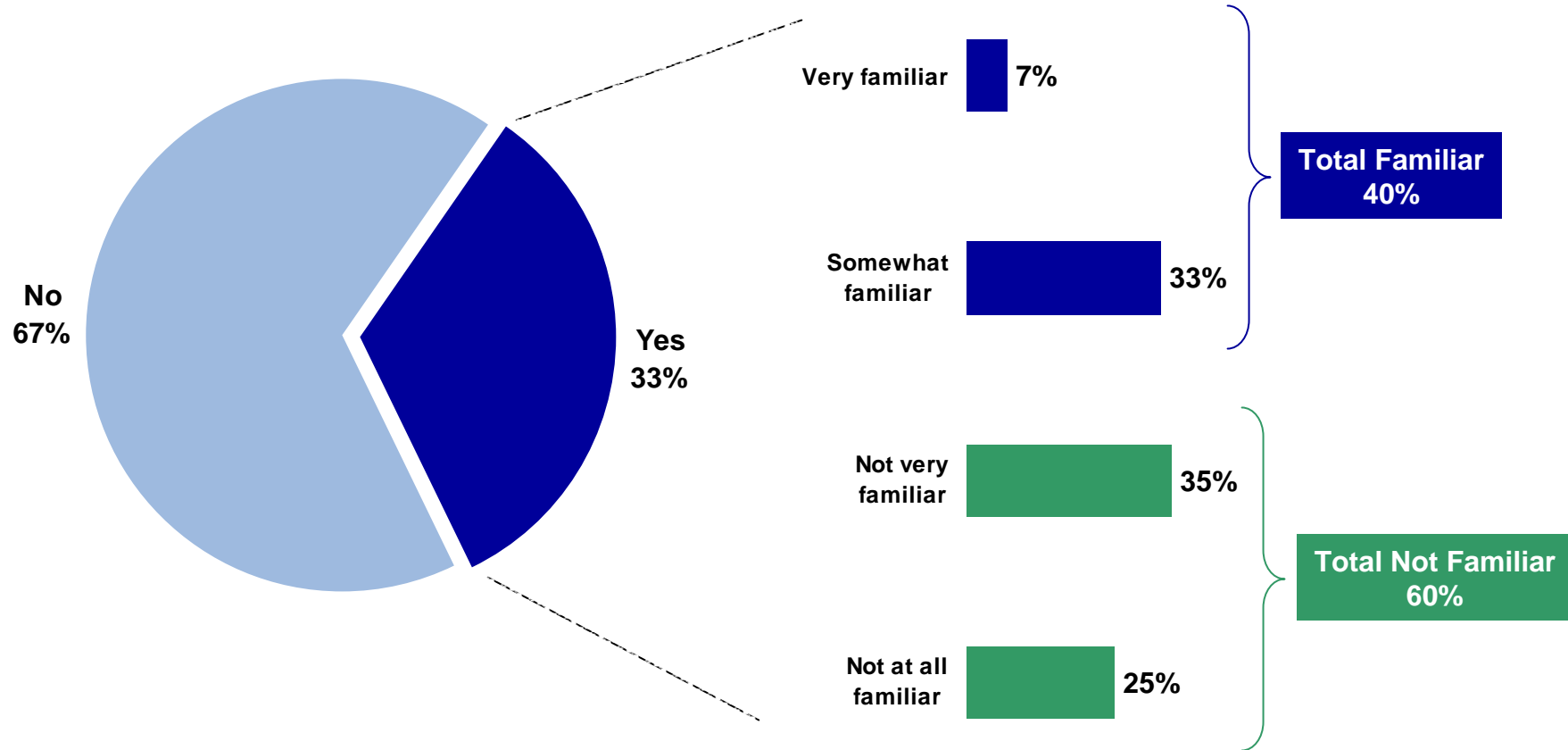
- ◆ While Volunteer Calgary does not have a strong top-of-mind presence as an organization that promotes volunteering in the Calgary area, when prompted, one-third of Calgary youth claim to have heard of the organization.
 - 7% mention Volunteer Calgary on an unaided basis
 - 33% claim to have heard of Volunteer Calgary on an aided basis
- ◆ Among those who claim to have heard of Volunteer Calgary, not many are highly familiar with the programs and activities the organization has to offer.
 - 40% in total are familiar with Volunteer Calgary’s programs and services (with just 7% saying they are “very” familiar)
 - When those who are familiar with Volunteer Calgary were asked their perception of the organization, the large majority (79%) expressed favorable impressions. At this point in the survey, 15% admitted that all they have heard is the Volunteer Calgary name.



Volunteer Calgary

Q20 Have you ever heard of the organization called Volunteer Calgary?

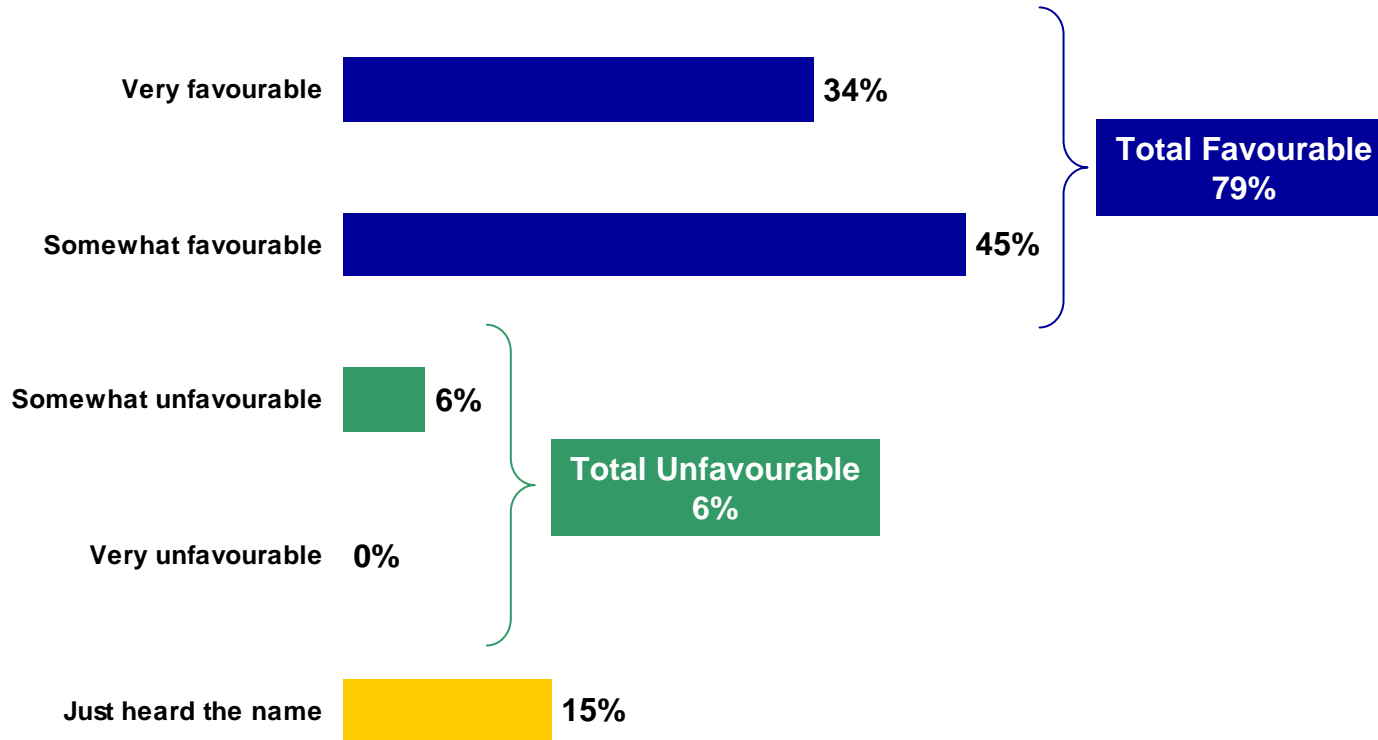
Q21 Would you say you're familiar or not familiar with the programs and activities offered by Volunteer Calgary?





Impressions of Volunteer Calgary

Q22 *Would you say you have generally favourable or unfavourable impressions of Volunteer Calgary?*





Awareness & Impressions of Volunteer Calgary - Population Group Differences -

- ◆ Just as older teens (age 16 to 18) are slightly more apt to name Volunteer Calgary on a top-of-mind basis, they are also slightly more likely to recognize the name when prompted (41% have heard of Volunteer Calgary on an unaided basis compared with 26% of younger teens).
- ◆ Awareness of Volunteer Calgary increases with the level of experience teens have with volunteering, rising from 20% among infrequent volunteers to 39% of moderate volunteers to 50% of frequent volunteers).



General Conclusions & Implications

General Conclusions & Implications

- ◆ **From the research emerge 5 overall conclusions and implications for Volunteer Calgary.**
- ◆ **First, there are some clear indications in the research that Calgary youth do represent a “niche market” for Volunteer Calgary. This is largely because young people are different enough from the general population on many levels when it comes to their perceptions and behaviour with respect to volunteering. Below is a list of the key differences:**
 - Generally, young Calgarians are less inclined than those in the general population to consider certain activities as volunteering. This is particularly true for school activities. To contrast, youth are more inclined to see tasks not tied to a non-profit organization as volunteering (e.g. babysitting, helping the elderly, helping the neighbours).
 - When it comes to specific volunteer activities, Calgary youth are more inclined than other Calgarians to be involved in school activities, tasks not tied to a non-profit organization, and helping out at events and activities.
 - Youth in Calgary give preference to a different type of volunteer sector than others in the general population. They’re more likely to volunteer with organizations working in children and youth, sports/recreation, the environment, and arts and culture. They’re less likely to be volunteering with social services and health organizations.



General Conclusions & Implications

- Broadly speaking, young Calgarians are motivated to volunteer by a similar set of factors as the general population, but to different degrees. They're less motivated by the idea of making a difference to their community or because an organization once provided them a service. On the other hand, they're more motivated to volunteer to get special perks, and because their family or friends were involved in volunteering.
- Young people in Calgary are much less likely to be self-starters than those in the general population. Their most significant influencer is their parents, much more so than is the case the general population as a whole.
- Generally, young Calgarians face a different set of barriers than those in the general population. While “lack of time” is the #1 barrier for both audiences, youth are more likely to be hampered by practical obstacles, particularly not being able to get around easily, inflexible scheduling, and having a hard time finding information. Also, more youth dislike the tasks they're asked to perform as volunteers, and, far fewer feel that not having a personal cause is a barrier.



General Conclusions & Implications

- Young Calgarians are as diverse in their information sources as the general population, but school is by far the number one place for them to obtain information, much more than the general population. To contrast, they're less likely to seek information first from community centres, newspapers, or the internet.
 - Calgary youth prefer similar methods for receiving information as the general population, though they're more likely to prefer information sessions/events, billboards, and websites, and much less likely to prefer newspaper ads.
 - Volunteer Calgary has a similarly low profile among youth in Calgary, though fewer young people have heard of the organization than is the case in the general population, and fewer of those who have, share positive impressions of it.
- ◆ **Second, it's important to underscore the fact that there is a solid core of young Calgarians who are active as volunteers. Most in the population have volunteered at some time in their lives, and the vast majority continue to be active. Of course, much like the general population, there is a more active core of frequent youth volunteers, suggesting there's a need to promote volunteering among youth in order to "cast a wider net", and build a larger cohort of future volunteers.**

General Conclusions & Implications

- ◆ **Third, young people in Calgary are motivated to become volunteers, because of a desire to make a difference, and due to some personal connection (family/friends). Indeed, the “family” connection appears to be key - few young people are self-starters when it comes to volunteering, and many identify their parents as key influencers for kick-starting their volunteerism.**

For Volunteer Calgary, this means the family is a strategic linchpin for youth volunteering. The organization’s approach to promoting volunteering among the general population of adults would likely benefit from an additional “pitch” to parents to include their children in volunteering.

- ◆ **Fourth, it’s useful to remember that Calgary youth are also motivated by more practical concerns, particularly when it comes to gaining experience or knowledge in certain areas. Given that, for a good number of young people, volunteering is a school or job requirement, youth seem to be saying that a large part of the premise for their volunteering is more strategic in nature, and has very much to do with “getting some side benefit in return”.**

While these motivations may not be borne of pure altruism, for Volunteer Calgary, it suggests that the “make a difference” and “gain knowledge/skills” is a potent message combination likely to resonate favourably with young people in the City. What’s interesting is that despite their focus on “personal benefits”, when young Calgarians are asked about the most rewarding part of their volunteer experience, most talk about helping their community, and ignore any personal learning of skills. This speaks volumes about how important it is to “kick start” the volunteer process; the experience itself will pay dividends in terms of building a solid volunteering mindset.

General Conclusions & Implications

- ◆ **Fifth, it's important to note that Calgary youth display contradictory views when it comes to information sources for volunteering. On the one hand, they claim to focus on their school first when looking for information, but very few (3%) believe that schools are the most effective for them to obtain information they'll pay attention to. Instead, it's the more common forms of communication (television and newsletters) that they identify.**

What this means for Volunteer Calgary is that the organization, and volunteerism, would reap some benefits from a relationship with the Calgary school system in terms of its promotion of volunteering. However, it's likely there will need to be a “multi-channel” approach to communications. The school should likely be a central focal point, but other avenues would need to be adopted for maximum impact.

General Conclusions & Implications

- ◆ **Lastly, while there are relatively few subgroup differences within the youth population, one distinction does stand out: older teens (16-18) display different attitudes and behaviour than younger teens (12-15) on many levels. Generally, they're more active as volunteers, and are involved in different types of volunteer sectors and activities. They also differ somewhat in their motivations for becoming volunteers, and they're more likely to be self-starters than younger teens, who rely more on their parents as influencers.**

What this means for Volunteer Calgary, first and foremost, is that it needs to pay some attention to the fact that the Calgary youth market may not be as homogeneous as it seems. Clearly, young people in the 12-15 age range are at very different stages in their lives than those in their later teen years. Sociologically and psychologically, the differences can often be quite profound. Does this mean completely different strategies for youth subgroups? Likely not, but maybe a shift in emphasis depending upon which youth market it's addressing.



Profile of Youth Survey Respondents



Demographics - Youth

	Total Respondents (n=351) %
Gender	
Male	51
Female	49
Age	
12-15	57
16-18	43
Job outside of School	
Yes part-time	26
Yes full-time	2
Yes Full-time not in school	1
No just school	65
Not working not in school	1
Don't know/not stated	5

	Total Respondents (n=351) %
Born in Canada	
Yes	90
No	9
Don't know/not stated	2
Years lived in Canada	
1-10 years	50
11-20 years	50
Years lived in Calgary	
<6 years	19
6-10 years	16
11-20 years	65

Demographics - Youth

	Total Respondents (n=351) %
Language spoken in household	
English	91
Cantonese	2
Chinese, n.o.s.	1
Gujarati	1
Italian	1
Punjabi	1
Romainian	1
All other	2

	Total Respondents (n=351) %
Frequency of attending religious services	
At least once a week	23
At least once a month	11
A few times a year	22
At least once a year	8
Less than once a year	8
Not at all	29
Of Aboriginal descent	
Yes	5
No	95