

Understanding Volunteerism in the Not-for-Profit Sector

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Presentation Objectives

- To provide an overview introduction of the role, value, and impact of volunteers within our communities.
- To establish the context for the rest of the modules in the series.

Presentation Topics

1. Volunteering in Canada
2. Economic contribution of volunteering
3. The changing volunteer environment

Volunteering in Canada

Canadian Social Survey of Giving Volunteering and Participating (released in 2021)

First exploration of both formal and informal volunteering

Volunteering in Canada

Informal Volunteering – contributing to better communities without participating in a formal Charity or Not-For-Profit Organization

Volunteering in Canada

Formal (Traditional Volunteering) – giving your time and skills in structured roles within a Charity or Not-for-Profit Organization

- 24 million adult Canadians volunteer
- 12.7 million volunteer in formal settings
- 41% Canadian adult population
- Approx .9 million FTE

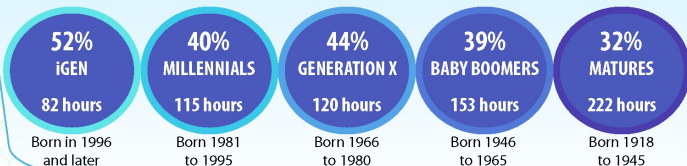


VOLUNTEERING BY CANADIANS IN 2018

In 2018, **over 24 million people volunteered** formally (i.e., for an organization), informally (on their own), or both formally and informally, accounting for 79% of Canadians aged 15 and older. **They dedicated approximately 5 billion hours to volunteer activities**, equivalent to over 2.5 million full-time year-round jobs.

Among all generations, **iGens were the most likely to engage in formal volunteering, at 52%, but Matures contributed the most average hours** to formal volunteering activities.

FORMAL VOLUNTEERING RATES AND AVERAGE HOURS PER YEAR, POPULATION AGED 15 AND OLDER, BY GENERATION, 2018



AVERAGE HOURS OF FORMAL VOLUNTEERING PER YEAR, POPULATION AGED 15 AND OLDER, BY ORGANIZATION TYPE, 2018

Among formal volunteers, more hours were dedicated to hospitals and religious organizations.

Hospitals

Religious organizations



Sports and recreation

Arts and culture



In 2018, more Canadians engaged in informal volunteering activities. Close to 23 million people volunteered on their own, while about half (12.7 million) devoted time to volunteering activities mediated by organizations such as hospitals.

Note: Formal volunteering is when people volunteer for and on behalf of organizations, while informal volunteering is engagement in activities on one's own (e.g., picking up groceries for a neighbour).

Source: Hahnemann, Tara. 2021. "Volunteering counts: Formal and informal contributions of Canadians in 2018." *Insights on Canadian Society*, April. Statistics Canada Catalogue no. 75-006-X.

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Formal and Informal Volunteering

- Volunteering by generation
- I-Gen – Highest rates
- Lowest hours
- Mature – Lowest rates
- Highest hours

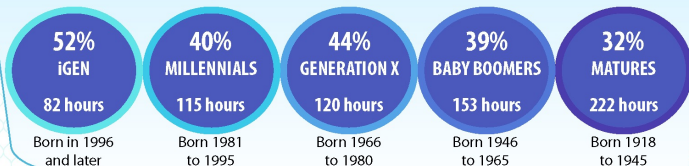
Source: Statistics Canada, Volunteering by Canadians in 2018, April 23, 2021. Reproduced and distributed on an "as is" basis with the permission of Statistics Canada.

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Formal and Informal Volunteering

Where volunteers give hours

- Hospitals – 111 hours
- Religion – 110 hours
- Sports and Rec – 105 hours
- Arts and Culture – 104 hours

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Who Volunteers in a Formal Setting?

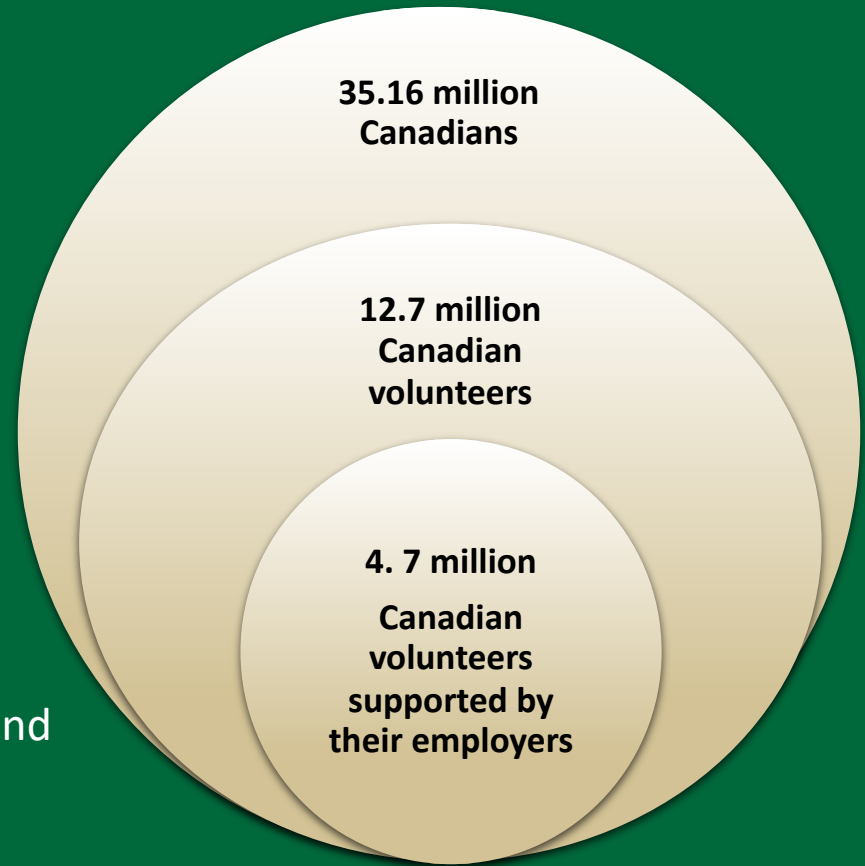
- Male – 44% and Female – 47%
- Volunteer rates were highest among
 - Youth
 - those with university degrees
 - those with household income over \$100,000
 - those who attended religious services weekly
- Average hours volunteered was the highest among:
 - Seniors
 - those with lower levels of household income
 - those who attended religious services weekly
- Most volunteering is concentrated towards four types of organizations
 - Healthcare
 - Religion
 - Sports and Recreation
 - Arts and Culture
- Internet played an important role
 - 20% of volunteers said that they used internet in some way during their volunteer activities
 - 8% said that they used the internet to seek out volunteer opportunities

Corporate Volunteering

Of the Canadians who volunteer...

- 1/3 are supported by their employer

General Social Survey: Giving, volunteering and participating, 2013. (Statistics Canada)



Why is this important...

50% of the Human Resources of Charity and Not-for-Profit organizations is voluntary.

Economic Value of Volunteering

The Conference Board of Canada produced a report in 2018 highlighting the economic value of volunteering.

- Important to broaden awareness of the contribution of volunteers to the Not-for-Profit Sector

Economic Value of Volunteering

The Economic Contribution of Volunteers

- Even if volunteers are unpaid, their contribution adds to economic activity through the value of services provided
- We estimate that volunteers added over two billion hours to Canada's work effort in 2017
- This volunteer contribution is valued at \$55.9 billion in 2017—equivalent to 2.6 percent of GDP
- If volunteering were an industry, it would employ nearly as many people as those currently working in education

Beyond Economics

Volunteers provide value to organizations through:

- human resources to deliver program and administration
- leadership and governance
- setting strategic direction
- raising needed funds
- forging alliances
- executing fiscal oversight
- raise the profile of the organization
- bring perspectives from members and stakeholders

Changing Volunteer Environment

- 65% have a personal responsibility to help others in need
- 54% want a voice in shaping their community
- 61% agree that the need for volunteers is driven by inadequate government services
- 64% agree that there are community activities that do not happen due to lack of volunteers

Changing Volunteer Environment

- Contributing is personal
 - 90% say helping friends and family is an important value
 - 60% say volunteering for a personal concern is important
 - 55% feel the same about volunteering in their community
 - 29% say being politically active is an important value
- The impetus may be personal but volunteering lifts our society and economy
 - 87% agree that without it our society would suffer
 - 75% agree the economy would suffer without volunteers

Changing Volunteer Environment

- Corporate Social Responsibility (CSR) has been an integral part of businesses today encompassing a broad range of considerations including environmental footprint, purchasing (ethical supply chain management), hiring (diversity and opportunity), charitable donations, employee-volunteering, and community relations
- Individual Social Responsibility (ISR) is an integral part of peoples' daily life encompassing a broad range of considerations including their environmental footprint (recycling, composting, transportation), purchasing, where to work (based on the CSR of the employer), charitable donations, vacation choices, etc.

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