

# Who are Alberta's Volunteers?

*Results for Albertans from the Canada Survey of Giving, Volunteering and Participating, 2007<sup>1</sup>*



This factsheet explores the relationship between volunteering and the personal and economic characteristics of a volunteer. It can be used to market and recruit volunteers to your organization. Visit [www.volunteeralberta.ab.ca](http://www.volunteeralberta.ab.ca) for the full report.

## Volunteering

- Volunteer rate increased from 48% in 2004 to 52% in 2007, which is higher than the Canadian average of 48%.
- The number of volunteers in Alberta (in 2007): 1,445,000.  
The number of volunteer across Canada (in 2007): 12.5 million.
- Average volunteer hours per Albertan: 172 hours.
- Most likely to volunteer: those with a university degree, children in the home and attend weekly religious services.
- The 25% of volunteers in Canada who volunteered 171 hours or more annually and accounted for 78% of all volunteer hours.
- Women are more likely than men to volunteer; however, men volunteer more time (175 hours compared to 169 hours for women).
- Albertans aged 35-44 years old are most likely to volunteer, while citizens aged 65 years and older volunteer the most number of hours.
- Some barriers to volunteerism: unable to make a long-term commitment, gave money instead of time, had no interest, did not know how to become involved, dissatisfaction with a previous experience, concern about the financial cost of volunteering.
- Benefits of volunteering include: increase in interpersonal, communication, organizational, fundraising, technical and office skills, along with an increase in knowledge.

## Donating

- Donor rate increased from 79% in 2004 to 85% in 2007.
- In 2007, Canadians donated a total of \$10 billion (an increase of 12% since 2004. After adjusting for population growth and inflation, the actual increase is approx. 6%). Albertans donated the largest amounts (\$596 average per person).
- 21% of Canadians account for 82% of the total value of donations.
- Albertan men donated more on average than women. Highest donations came from those with a university degree or attend a weekly religious service.
- Average donations from one person were directed to 3.8 organizations (compared to 4.3 in 2004 - meaning Canadians are consolidating their donations).
- Core supporters (donate \$364 or more and volunteer at least one hour) account for 14% of the population but contribute 59% of donations and 40% of volunteer hours.

## Quick Facts:

- 25% of volunteers contributed 78% of all volunteer hours in Canada and volunteer 171 hours or more annually.
- 48% began volunteering because they were asked.
- 45% of volunteers began by approaching a voluntary organization on their own.
- 52% of Albertans volunteered an average of 172 hours per person
- 48% of Canadians volunteered in 2007
- In 2007, Canadians volunteered 2.1 billion hours, or the equivalent of 1.1 million individuals volunteering full time



<sup>1</sup> Michael Hall, David Lasby, Steven Ayer and William David Gibbons, *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating Catalogue no. 71-542-X (Ottawa: Published by authority of the Minister responsible for Statistics Canada – Minister of Industry, 2009).*