

The Impact of Changing Demographics on Volunteering and Citizen Engagement

June 2013.



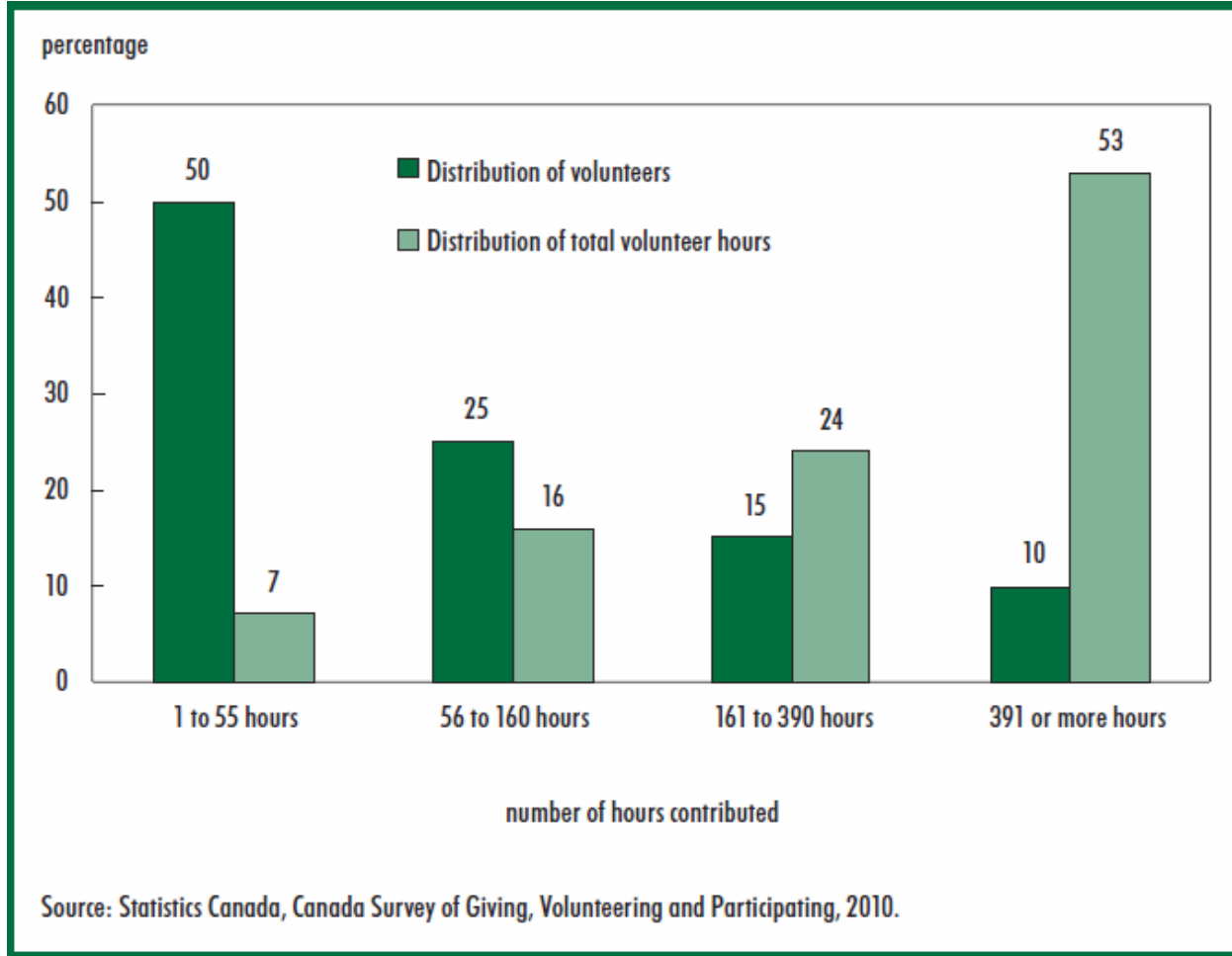
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Introduction

- In 2010, approximately half of Canadians gave their time, energy and skills to charities and non-profits
- Over 13.3 millions Canadians (47%) aged 15 and over did volunteer work in 2010
- 10% of the 13.3 million accounted for 53% of all volunteer hours
- The total number of volunteer hours in 2010 was 2.1 billion
- 93% of volunteers said that making a contribution to their community was key motivating factor



Distribution of volunteers and of total volunteer hours, by number of hours contributed, volunteers aged 15 and over, 2010

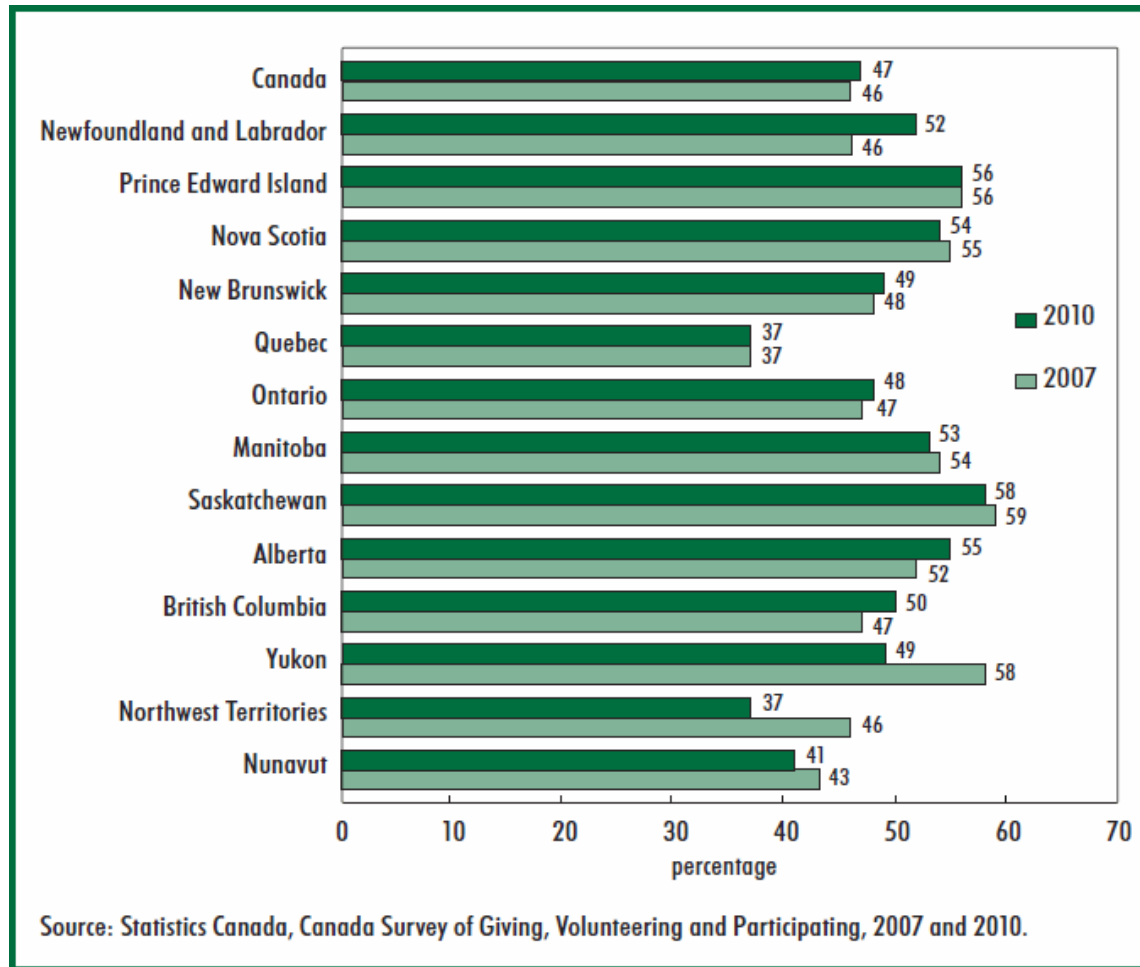


Provincial Statistics

- The highest volunteer rate recorded was from Saskatchewan (58%) and was followed closely by PEI (56%) and Alberta (55%)
- The lowest rate was shared by NWT and Quebec (37%)
- The total average volunteer hours in Saskatchewan were 143 and 173 in NWT
- Nova Scotia had the highest hours contributed (207) and their volunteering rate was 53.8%



Volunteer rate by province or territory, population aged 15 and over, 2007 and 2010

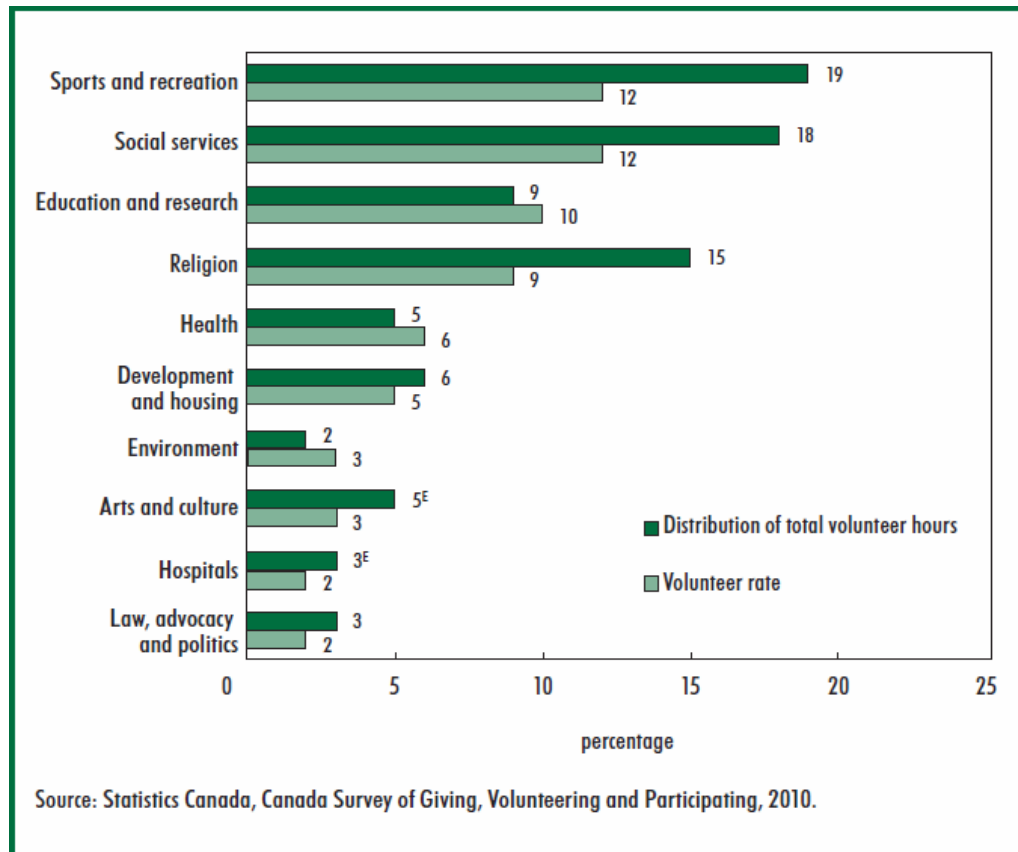


Organization Types

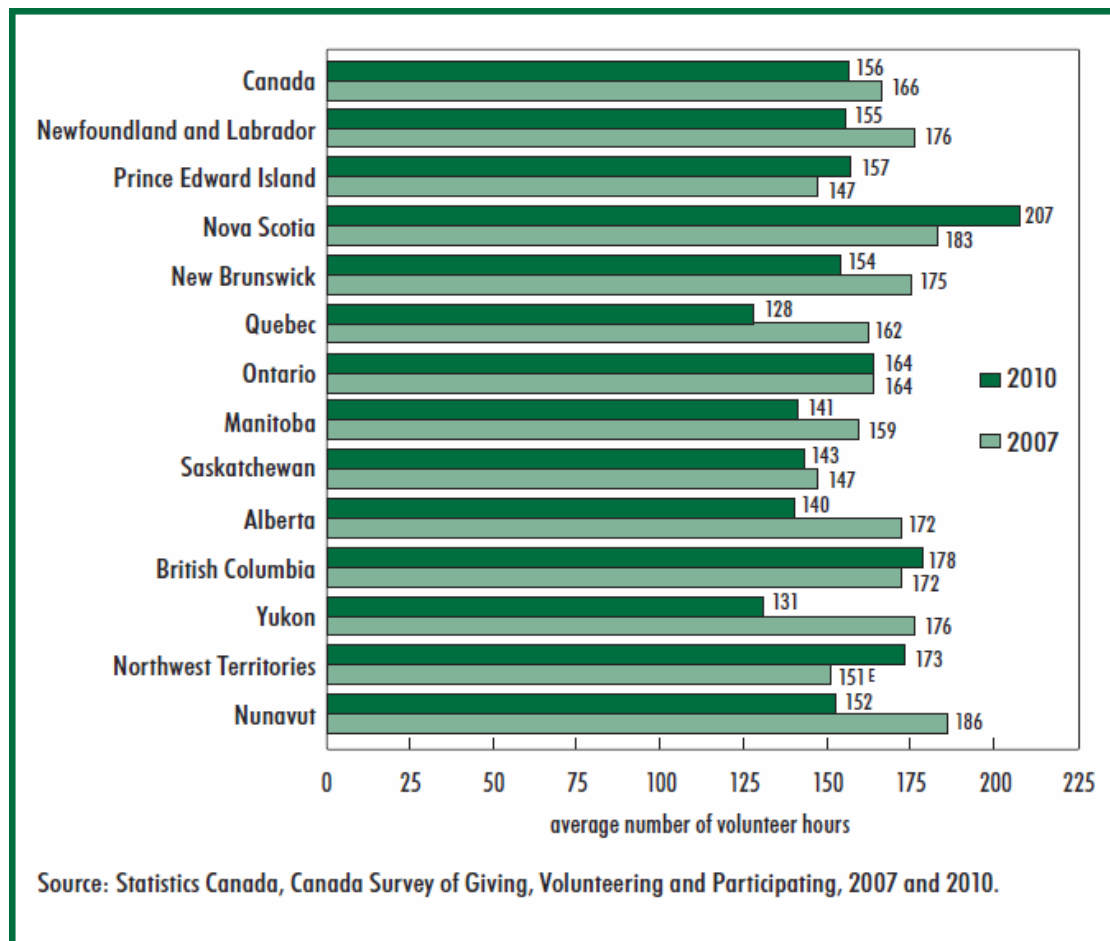
- 12% of people aged 15 and over did volunteer work for sports and recreation organizations and 12% gave their time to social service organizations
- Education and research attracted 10% of the volunteers while religious organizations had 9%
- 66% of the total volunteer hours were given to organizations in those 5 areas



Volunteer rate and distribution of total volunteer hours, by selected organization type, volunteers aged 15 and over, 2010



Average volunteer hours by province or territory, volunteers aged 15 and over, 2007 and 2010



Top Volunteers

- Top volunteers make up 25% of volunteers who contributed 161 hours or more volunteering
- They contributed 77% of all volunteer hours
- More likely to be University graduates and have only school-aged children
- Relationship with religiosity: 21% of those who attend regular services once a week are more likely to be top volunteers



Volunteer Ages

- Younger Canadians are more likely to volunteer: over half of those aged 15 to 24 (58%) volunteered in 2010
- 54% of those aged 35 to 44 and 46% of those aged 25 to 34 said they volunteered in 2010
- Those aged 55 to 64 had a volunteer rate of 36%

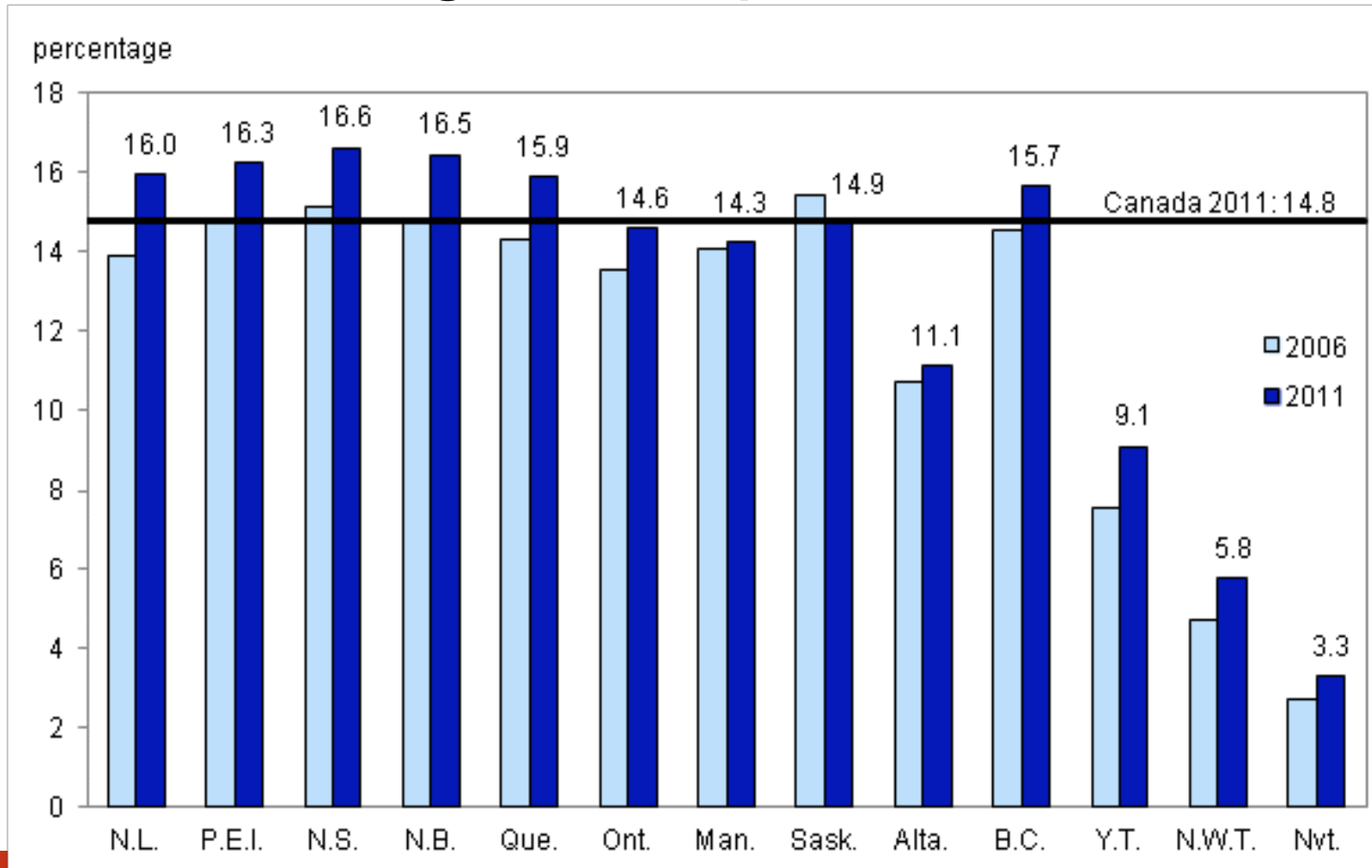


Characteristics of Volunteering

- Single Canadians who had never been married were the most likely to volunteer at 51%
- Those with a University education are more likely to volunteer (58%) when compared to those with a high school diploma (43%)
- The most common types of volunteer activities are fundraising (45%) and event organizing (44%)
- The types of activities with the lowest participation are first-aid, fire-fighting or searching and rescue (6%) and canvassing (14%)



Percentage of Population over 65



Volunteer Rates and Hours Given

Volunteer Rate by Selected Age Groups

	45 – 54 Years	55-64 Years	Over 65	65-74 years	75 years and over
All Volunteers	45.4	40.8	36.5	40.3	30.5
Males	43.6	39.7	38.8	40.1	36.3
Females	47.1	41.9	34.6	40.4	26.6

Average Number of Hours Volunteered in the past Year by Selected Age Groups

	45 – 54 Years	55-64 Years	Over 65	65-74 years	75 years and over
All Volunteers	167	201	223	235	198
Males	139	182	223	226	214
Females	193	217	223	243	182

Comparing Baby Boomers and Senior Adults Volunteers

- The total number of baby boomers living in Canada in 2011 was 9.6 million or 3 out of every ten Canadians
(Statistics Canada, 2011 Census)
- Compared to other groups, baby boomers demonstrate:
 - **Impressive overall participation rates** – consistently among the highest
 - **Meaningful engagement** – Boomers look for purpose in their volunteer activities
 - **Available time and flexibility** – Boomers have more time and relatively flexible schedules compared to other groups
 - **Expectation of organization** – Boomers want organizations to be efficient and effective in their management of volunteers and staff
 - **Loyalty** – Boomers indicated they are willing to stay at an organization for many years as long as they are treated well



Rural Volunteering and Older Adults

- In contrast to non-profit organizations in urban settings, where both paid staff and volunteers carry out the mission, most organizations in rural communities tend to be all-volunteer run.
- Population in rural communities is older than in urban centres – more volunteers are older adults
- Challenges with respect to transportation may be more pronounced in rural settings
- “Passing on culture, language, and history to the next generation as well as to visitors to the local area is one of the six key ways in which senior volunteers view themselves as sustaining the life in rural communities.” (The Nova Scotia Centre on Aging, 2008)



Motivations for Volunteering

	%	%	%
To make a contribution to the community	94	96	95
To use skills and experiences	77	80	82
Personally affected by the cause the organization supports	66	63	59
To explore one's own strengths	44	44	39
To network with or meet people	44	46	57
Friends volunteer	44	45	53
To fulfill religious obligations or beliefs	21	26	35
To improve job opportunities	13	7	3E



E: Use with caution.

Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participating, 2010

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Benefits of Volunteering for Older Adults

Research shows that there are significant health benefits to be gained from volunteering. These benefits include enhanced physical, emotional or psychological and brain or cognitive health as well as a number of social advantages.

Volunteering:

- **Improves physical functioning-** findings indicate that volunteers report better physical health when compared to non-volunteers
- **Enhances emotional health-** volunteers report lower rates of stress, anxiety and depression and this translates into better psychological health.



Benefits of Volunteering for Older Adults

Volunteering:

- **Provides particular social advantages**-Individuals can meet people and develop new social relationships through volunteering. This helps them to expand their social network and enhances their connection to the community and the resources within their community
- **Is good for brain health**-Volunteering also provides skill and career development benefits for older adults. Using skills and experience is a good way to make a significant contribution to the community and to society in general.



Challenges and Barriers to Volunteering

There are some potential challenges and barriers to inclusive participation of seniors in volunteering.

These include:

- **Location** – Are buildings physically accessible? Safety and security of location?
- **Transportation** – Are there costs associated with transport to volunteer? Is public transportation accessible?
- **Scheduling** – Are volunteering opportunities flexible to the schedules of seniors?



Challenges and Barriers to Volunteering

- **Length of Commitment-** Are shorter-term volunteer assignments being provided?
- **Care Giving Responsibilities** – Are considerations being made around the availability of seniors and baby boomers and their commitments to care giving?
- **Language and Culture-** Are organizations making sure they are welcoming and accessible?
- **Changing Abilities** – Are organizations flexible and adaptive to changes in the abilities of seniors who are volunteering?

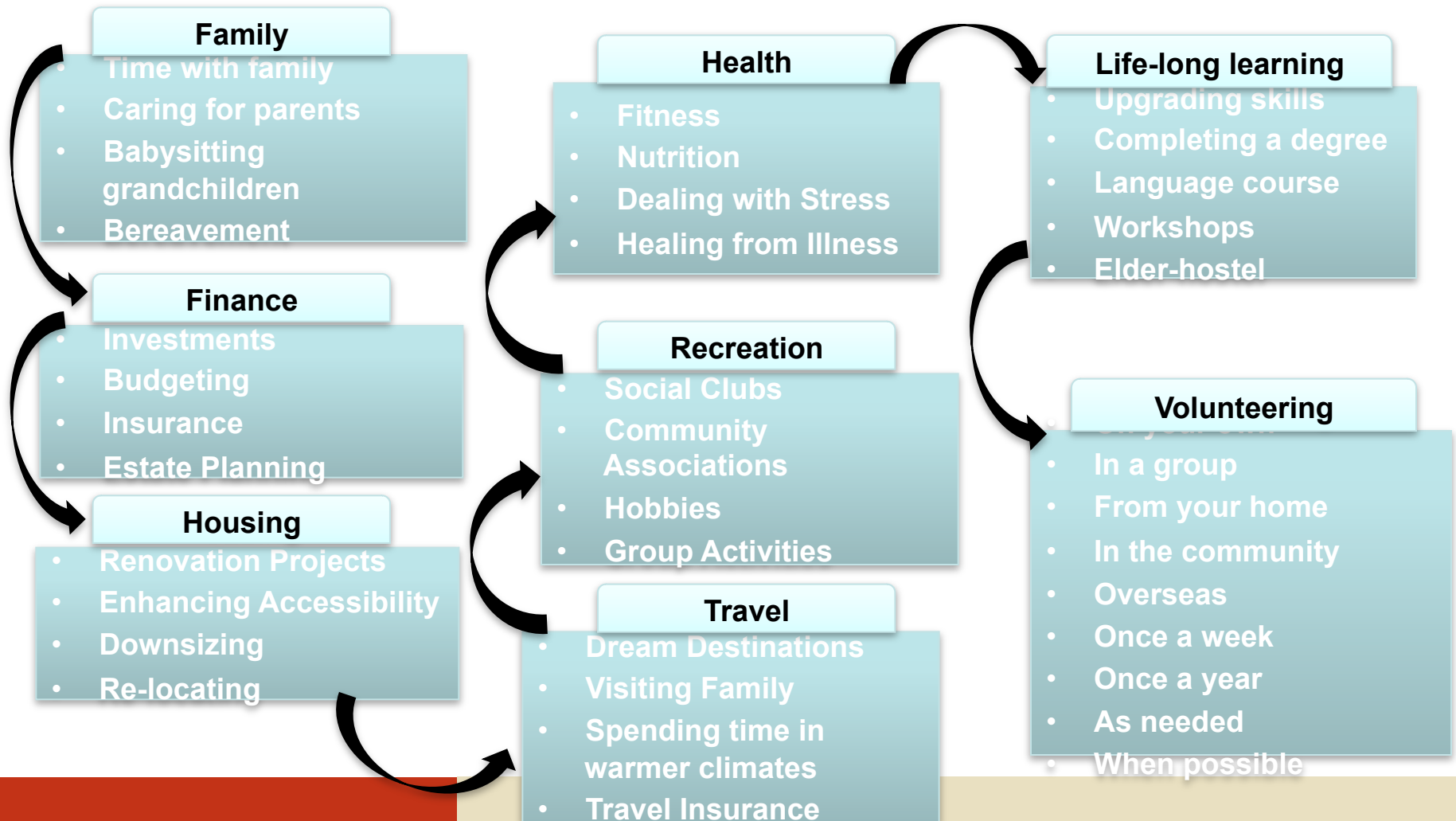


Challenges and Barriers to Volunteering

- **Comfort with Technology**- Are tasks designed with a consideration to each person's ability with technology?
- **Access to Information about Volunteering** – Are volunteer opportunities being posted in locations accessible to seniors?
- **Negative Volunteer Experiences in the Past** – Are organizations cognizant of what volunteers are looking for in their experience?



Retirement Planning



Questions – More Information

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