

Giving and Volunteering for Sports and Recreation Organizations in Alberta

Findings from the 2004 Canada Survey of Giving, Volunteering, and Participating

By
David Lasby
Julie Sperling



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Imagine Canada
425 University Avenue, Suite 900
Toronto, Ontario
Canada M5G 1T6
Tell: 416.597.2293 / 1.800.263.1178
Fax: 416.597.2294
research@imaginecanada.ca

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Statement on data quality

The results presented in this report are derived from a survey. As such they are estimates, not definite measures. Because of variation in the sample size involved with various questions, and variability in the answers given, some estimates are more precise than others. Estimates with a coefficient of variation less than 16.6% are unqualified. Estimates with a coefficient of variation between 16.6% and 33.3% are noted with an ^E and should be used with caution. Estimates with a coefficient of variation greater than 33.3%, or based on fewer than 30 respondents are not presented and are represented in tables and figures with the symbol ... For more detailed information concerning data quality, readers are referred to Appendix B of *Concerned Canadians, Involved Canadians: Highlights of the Canada Survey of Giving, Volunteering and Participating* (Hall, Lasby, Gumulka & Tryon, 2006).

Table of Contents

Acknowledgements	i
Table of Contents.....	ii
List of Figures	iii
List of Tables.....	iv
List of Tables.....	iv
Introduction	1
Charitable Giving to Sports and Recreation Organizations	1
<i>The concentration of support</i>	<i>3</i>
<i>Who gives to Sports and Recreation organizations?</i>	<i>3</i>
<i>How do Sports and Recreation donors make their donations?</i>	<i>5</i>
<i>What other causes do Sports and Recreation donors contribute to?</i>	<i>6</i>
<i>What motivations and barriers do Sports and Recreation donors experience?</i>	<i>7</i>
<i>What role does prior planning play?</i>	<i>9</i>
Volunteering for Sports and Recreation Organizations	9
<i>The concentration of support</i>	<i>11</i>
<i>Who volunteers for Sports and Recreation organizations?</i>	<i>12</i>
<i>How do Sports and Recreation volunteers become involved?</i>	<i>14</i>
<i>What do Sports and Recreation volunteers do?</i>	<i>14</i>
<i>What other organizations do Sports and Recreation volunteers volunteer for?</i>	<i>16</i>
<i>What motivations and barriers do Sports and Recreation volunteers experience? ..</i>	<i>17</i>
Summary and Conclusions.....	19
References.....	21

List of Figures

Figure 1: Percentage of total donation value and donor rate, by selected organization type, population aged 15 and over, Alberta, 2004.	2
Figure 2: Average annual donations, by selected organization type, donors aged 15 and over, Alberta, 2004.	2
Figure 3: Distribution of donors and percentage of total annual donations, by amount of annual donations, Sports and Recreation donors aged 15 and over, Alberta, 2004.	3
Figure 4: Percentage of donors contributing by selected donation method, Sports and Recreation donors aged 15 and older, Alberta, 2004.	6
Figure 5: Rate of donation to other organization types, Sports and Recreation donors aged 15 and over, Alberta, 2004.	7
Figure 6: Average percentage of monies devoted to organization type by supporters of organization type, donors aged 15 and over, Alberta, 2004.	7
Figure 7: Reasons for making financial donations, donors to Sports and Recreation organizations and donors to other organizations aged 15 and over, Alberta, 2004.	8
Figure 8: Reasons for not making more financial donations, donors to Sports and Recreation organizations and donors to other organizations aged 15 and over, Alberta, 2004.	9
Figure 9: Percentage of total hours volunteered and volunteer rate, by selected organization type, population aged 15 and over, Alberta, 2004.	10
Figure 10: Average annual hours volunteered, by selected organization type, volunteers aged 15 and over, Alberta, 2004.	11
Figure 11: Distribution of volunteers and percentage of total annual hours volunteered, by amount of annual hours, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.	11
Figure 12: Method of initial involvement with organization, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.	14
Figure 13: Distribution of type of volunteer activity, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.	15
Figure 14: Distribution of annual volunteer hours, by type of volunteer activity, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.	15
Figure 15: Rate of volunteering for other types of organizations, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.	16
Figure 16: Average percentage of hours devoted to organization type by supporters of organization type, volunteers aged 15 and over, Alberta 2004.	17
Figure 17: Reasons for volunteering, Sports and Recreation volunteers and volunteers for other organizations aged 15 and older, Alberta, 2004.	18
Figure 18: Barriers to volunteering more, Sports and Recreation volunteers and volunteers for other organizations aged 15 and over, Alberta, 2004.	19

List of Tables

Table 1: Sports and Recreation donor rate and average Sports and Recreation donation, by personal and economic characteristics, population aged 15 and over, Alberta, 2004.....	4
Table 2: Sports and Recreation volunteer rate and average Sports and Recreation volunteer hours, by personal and economic characteristics, population aged 15 and over, Alberta, 2004.....	13

Introduction

Sports and Recreation organizations¹ make up the largest segment of the nonprofit and voluntary sector in Alberta. The approximately 5,000 Alberta-based Sports and Recreation organizations account for more than one quarter (26%) of Alberta's nonprofit organizations, according to the 2003 National Survey of Nonprofit and Voluntary Organizations (Hall, de Wit, Lasby, McIver, Evers, et al., 2005). Collectively, they received 10% of the total revenues of all nonprofit and voluntary organizations in Alberta (Roach, 2006). Sports and Recreation organizations are more common in Alberta than they are in Canada as a whole; nationally, Sports and Recreation organizations account for 21% of all nonprofit organizations and 5% of total nonprofit revenues (Hall, et al., 2005). Yet little is known about how and to what extent Albertans support these organizations through voluntary contributions of time and money.

This report uses findings from the 2004 Canada Survey of Giving, Volunteering, and Participating (CSGVP) to provide information on the Albertans who contribute time or money to Sports and Recreation organizations, how much they give, how they make their donations, how they become involved and what they do as volunteers, their motivations for supporting these organizations, and the barriers they face.

The CSGVP, conducted by Statistics Canada, asked Canadians about their charitable giving and volunteering, as well as about the way they help their friends and neighbours and connect with one another through a wide array of organizations, associations, and clubs. As part of the CSGVP, telephone interviews were conducted with approximately 1,600 Albertans aged 15 and over. Respondents were contacted between mid-September and December 2004 and were asked about their activities during the previous one-year period.

Charitable Giving to Sports and Recreation Organizations

Although Sports and Recreation organizations in Alberta attract the fifth largest pool of donors of all organization types, the average annual donation to this type of organization is relatively small. Just over one in seven Albertans (14%) gave an average of \$75^E each to Sports and Recreation organizations during 2004 (see Figure 1 and Figure 2). Sports and Recreation organizations received \$28 million,^E or 3%^E of the total value of all donations made by Albertans. Albertans were more likely to donate to organizations working in the areas of Health (59% donated), Social Services (37%), Religion (33%), and Education and Research (17%), and, with one exception (Education and Research), made larger donations, on average, to these types of organizations.

¹ As defined for this report, Sports and Recreation organizations are a diverse group including organizations devoted to amateur sport and physical fitness, organizations that provide recreational facilities of various types, recreation and leisure clubs, and service clubs such as the Lions or Kiwanis. This definition is based on the International Classification of Nonprofit Organizations (Salamon & Anheier, 1997). The modified classification used here divides nonprofit organizations into 13 different groups – where fewer than 13 groups are presented in this report, it is due to sample size limitations.

^E Use with caution.

There are proportionately fewer Sports and Recreation donors in Alberta than in the rest of Canada, but Albertans are more generous in their support of these organizations. Almost one in five (18%) Canadians donated to Sports and Recreation organizations in 2004, but they donated an average of only \$45, and their donations accounted for only 2% of the total value of all donations (Hall, Lasby, Gumulka & Tryon, 2006). Like Albertans, Canadian donors were more likely to give to organizations working in the areas of Health, Social Services, Religion, and Education and Research and tended to make larger donations to these types of organizations.

Figure 1: Percentage of total donation value and donor rate, by selected organization type, population aged 15 and over, Alberta, 2004.

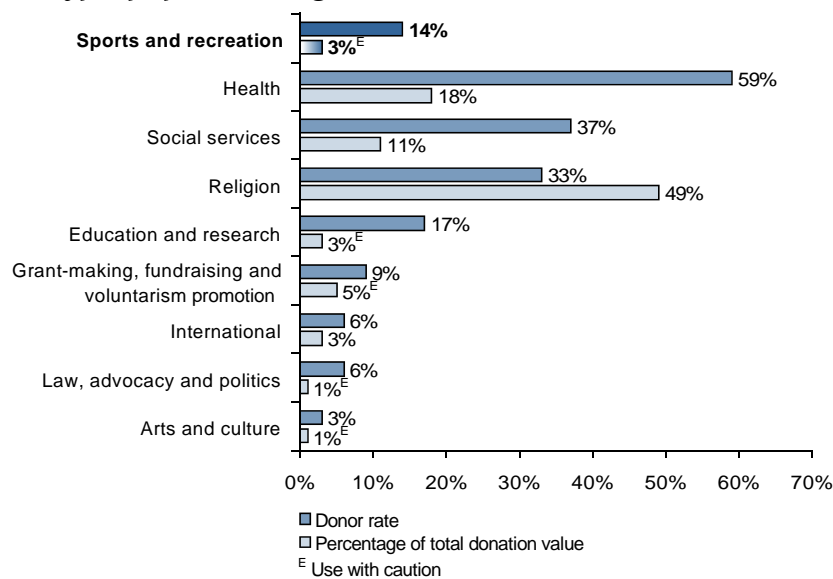
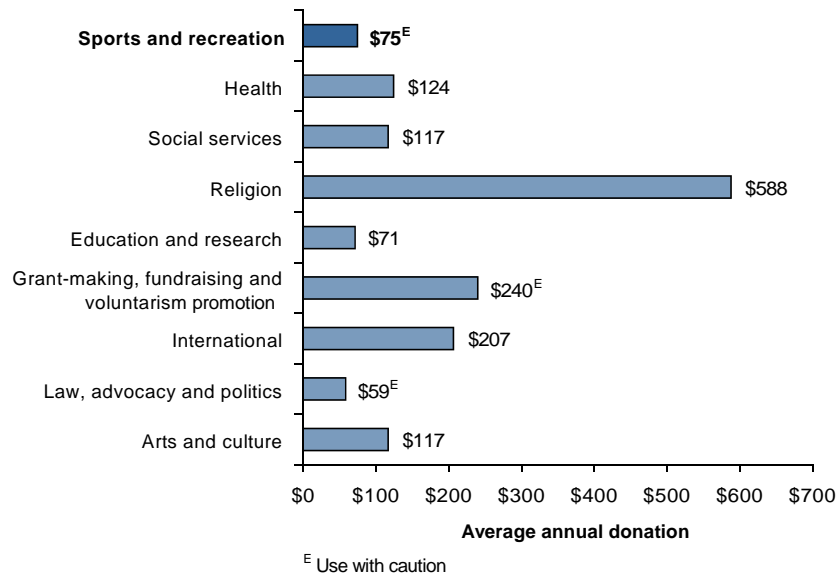


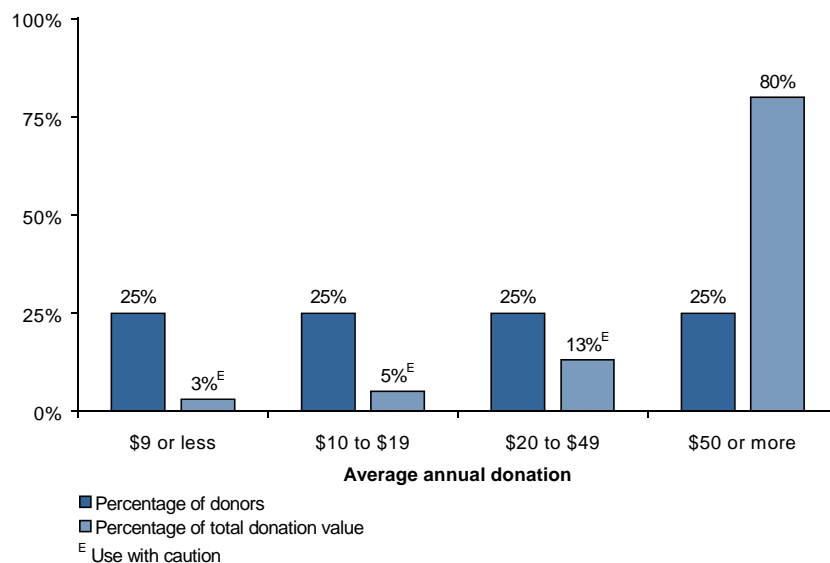
Figure 2: Average annual donations, by selected organization type, donors aged 15 and over, Alberta, 2004.



The concentration of support

Although one in seven Albertans support Sports and Recreation organizations financially, the bulk of this support comes from a small minority of donors. Fully 80% of the total value of all donations made to Sports and Recreation organizations in Alberta came from the 25% of Sports and Recreation donors who gave \$50 or more annually (see Figure 3). About 13%^E came from those who gave between \$20 and \$49, and 5%^E came from those who gave between \$10 and \$19. Just 3%^E came from the 25% of donors who contributed less than \$10 annually. This degree of concentration is fairly typical for charitable and nonprofit organizations in Canada and Alberta – provincially and nationally, the top 25% of donors to all organizations accounted for 82% of the total value of all donations (Hall, et al., 2006).

Figure 3: Distribution of donors and percentage of total annual donations, by amount of annual donations, Sports and Recreation donors aged 15 and over, Alberta, 2004.



Who gives to Sports and Recreation organizations?

Although the decision to make a charitable donation is first and foremost a personal one, there are some personal and economic characteristics that appear to be associated with the likelihood of supporting Sports and Recreation organizations in Alberta and the extent of that support. The most significant of these are age, marital status, level of formal education, employment status, annual household income, and the presence of children in the household (see Table 1).

Albertans between the ages of 35 and 54 were the most likely to donate to Sports and Recreation organizations (19% donated) while those in the youngest age group were least likely to give (9% donated). Annual donations were somewhat uniform – those aged 15 to 34 donated an average of \$41^E annually, while those aged 55 and over donated \$45^E.

Table 1: Sports and Recreation donor rate and average Sports and Recreation donation, by personal and economic characteristics, population aged 15 and over, Alberta, 2004.

	Sports and Recreation donor rate	Average annual Sports and Recreation donation
All Albertans	14%	\$75 ^E
Age		
15 to 34	9%	\$41 ^E
35 to 54	19%	...
55 and over	16%	\$45 ^E
Sex		
Male	16%	\$61 ^E
Female	13%	...
Marital status		
Married or common-law	19%	\$84 ^E
Single, never married	8%	\$37 ^E
Separated or divorced
Widow or widower
Education		
High school or less	8%	\$40 ^E
Postsecondary	18%	\$67 ^E
University degree	21%	...
Labour force status		
Employed	17%	\$88 ^E
Unemployed
Not in the labour force	8% ^E	...
Household income		
Less than \$30,000	6% ^E	\$29 ^E
\$30,000 to \$59,999	13%	\$39
\$60,000 to \$99,999	15%	...
\$100,000 or more	24%	\$78 ^E
Presence of children in household		
No children in household	12%	\$60 ^E
Children in the household	22%	...
Religious attendance		
Attends religious services weekly	13%	...
Does not attend religious services weekly	15%	\$81 ^E

^E Sample size limited; use with caution.

... Sample size too small to be presented.

Albertans who were married or in a common-law union were markedly more likely to donate to Sports and Recreation organizations (19%) than were those who were single and had never married (8%) and gave more, on average (\$84^E vs. \$37^E).

Broadly speaking, the likelihood of donating to Sports and Recreation organizations and the amount given increases with the level of formal education.

Albertans with a university degree were the most likely to donate (21%) while those who had a high school diploma or less were least likely to donate (8%). Those with a high school diploma or less donated less, on average, than those who had a postsecondary education (\$40^E vs. \$67^E).

Employed Albertans were more than twice as likely to donate than were those who were not in the labour force (17% vs. 8%^E) and gave larger than average donations (\$88^E).

Perhaps not surprisingly, annual household income is related to financial support for Sports and Recreation organizations. The likelihood of donating and the average amount donated increased with household income. Albertans with annual household incomes of \$100,000 or more were the most likely to donate to Sports and Recreation organizations (24% donated) and contributed the most, on average (\$78^E annually). Those with incomes less than \$30,000 were much less likely to give (6%^E) and made much smaller average annual donations (\$29^E).

The presence of children in the household significantly increased the likelihood of donating to Sports and Recreation organizations. More than one in five (22%) of Albertans who had children in the household made donations, compared to 12% of those with no children in the household.

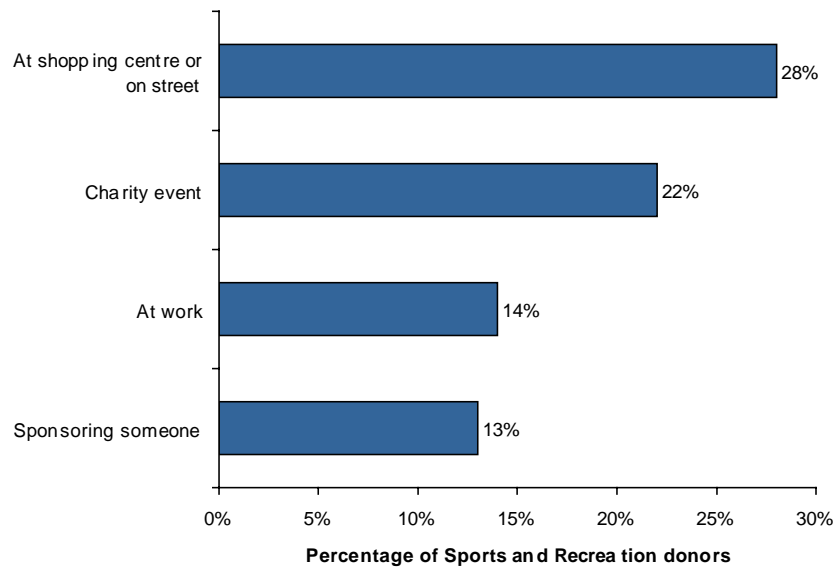
Albertans who attended religious services weekly were only slightly less likely than those who attended less frequently or not at all appeared to donate to Sports and Recreation organizations (13% and 15%, respectively).

How do Sports and Recreation donors make their donations?

Albertans make their charitable donations in a variety of ways and in response to a variety of kinds of requests.² The most common ways in which Sports and Recreation donors in Alberta made donations were in response to a solicitation in a public place, such as a shopping centre or on the street (28% donated in this way) and paying to attend a charity event (22%; see Figure 4). Also common were donating at one's place of employment (14%) and paying to sponsor someone for an event (13%).

² Respondents were asked about 12 different ways of making donations but due to limited sample sizes only the results shown here can be presented.

Figure 4: Percentage of donors contributing by selected donation method, Sports and Recreation donors aged 15 and older, Alberta, 2004.



What other causes do Sports and Recreation donors contribute to?

Sports and Recreation donors in Alberta do not limit their support to one type of organization. In 2004, they supported an average of three other types of organizations, in addition to the donations they made to Sports and Recreation organizations. Sports and Recreation donors in Alberta were most likely to also support Health organizations (81% donated), followed by Social Services (60%) and Religion organizations (41%; see Figure 5). They were somewhat less likely to support other types of organizations, such as Grant-making, Fundraising, and Voluntarism Promotion (15%) and Law, Advocacy, and Politics (10%^E) organizations.

Donations to Sports and Recreation organizations represent only a small portion of the total money donated annually by Sports and Recreation donors. On average, Sports and Recreation donors in Alberta gave slightly more than one fifth (22%) of their charitable dollars to Sports and Recreation organizations; the lion's share (78%) went to other types of organizations (see Figure 6). By comparison, donors to most other types of organizations generally gave a higher percentage of their total donations to that type of organization; for example, donors to Religion organizations gave an average of 62% of their charitable dollars to Religion organizations, and Health donors contributed an average of 50% of their total donations to Health organizations.

Figure 5: Rate of donation to other organization types, Sports and Recreation donors aged 15 and over, Alberta, 2004.

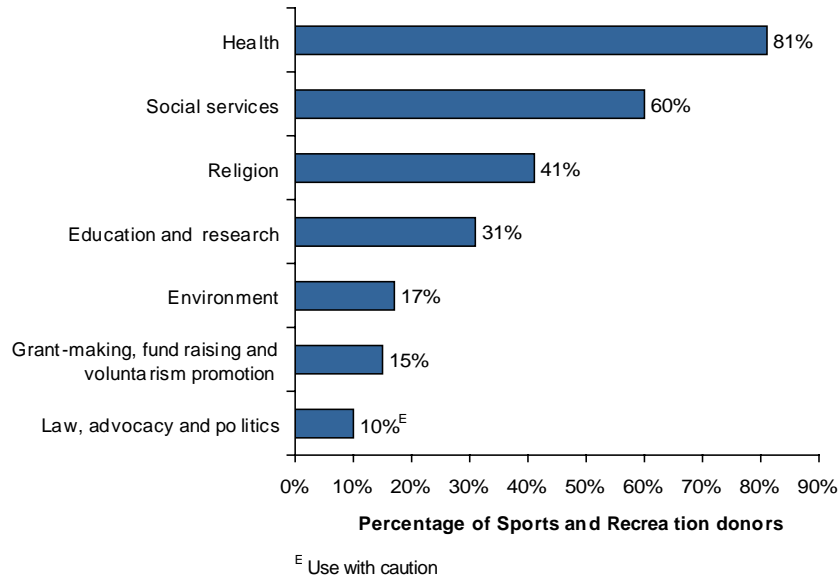
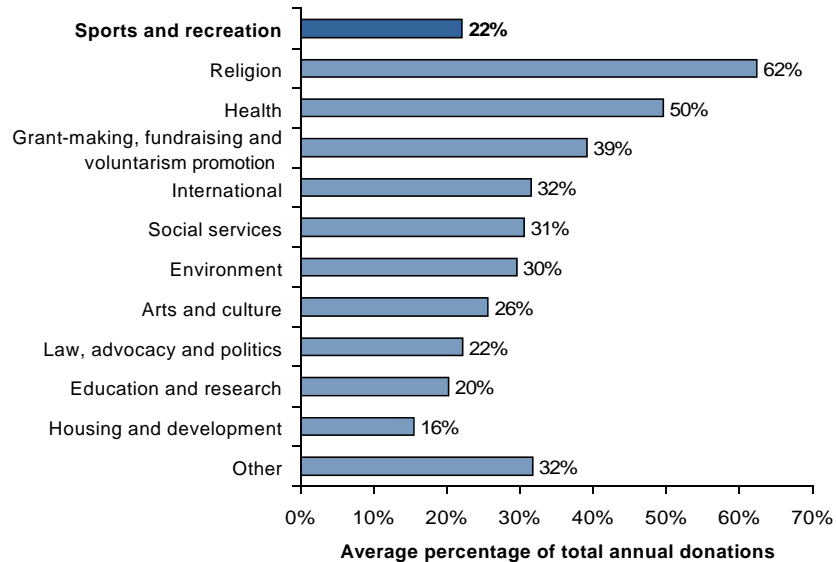


Figure 6: Average percentage of monies devoted to organization type by supporters of organization type, donors aged 15 and over, Alberta, 2004.



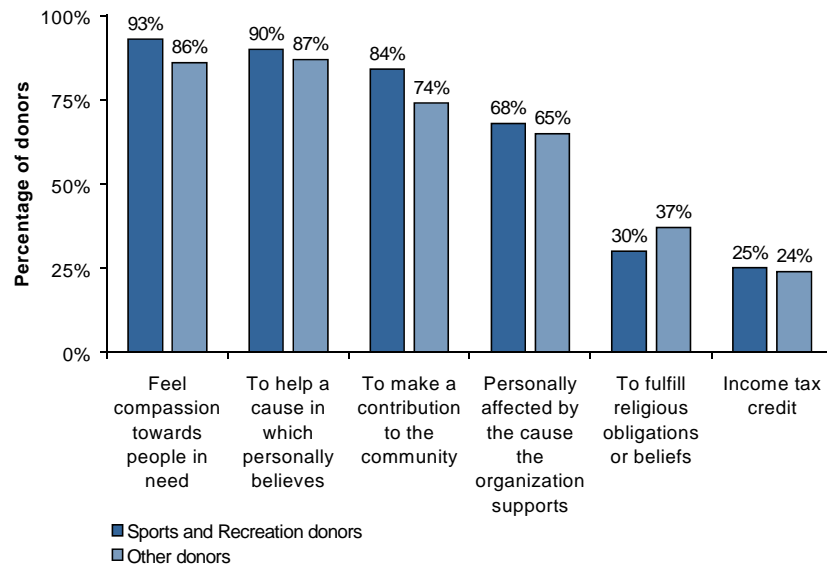
What motivations and barriers do Sports and Recreation donors experience?

There is a wide range of factors that may influence people to give or prevent them from giving more or giving at all. Insight into these factors can be extremely useful to organizations seeking donations or to those wanting to understand why individuals choose to support particular types of organizations.

Motivations for donating

In general, Sports and Recreation donors in Alberta were motivated by many of the same factors as donors to other types of organizations.³ The vast majority of Sports and Recreation donors reported that they gave out of a feeling of compassion towards people in need (93%) and because they wanted to help a cause in which they believe (90%; see Figure 7) However, compared to donors to other types of organizations, they were much more likely to report being motivated by the desire to make a contribution to the community (84% of Sports and Recreation donors vs. 74% of donors to other types of organizations) and much less likely to be motivated by a desire to fulfill religious obligations or beliefs (30% of Sports and Recreation donors vs. 37% of other donors),

Figure 7: Reasons for making financial donations, donors to Sports and Recreation organizations and donors to other organizations aged 15 and over, Alberta, 2004.



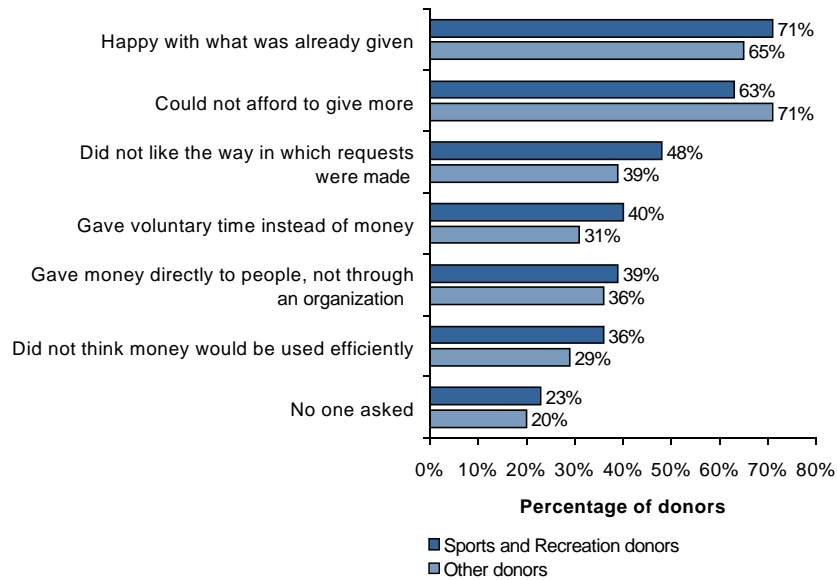
Barriers to donating more

Although Sports and Recreation donors gave for many of the same reasons as other donors, they were more likely than other donors to say that a range of factors stopped them from giving more.⁴ For example, Sports and Recreation donors were markedly more likely than donors to other types of organizations to say that they did not donate more because they gave voluntary time rather than money (40% vs. 31% of other donors; see Figure 8) and because they did not like the way that requests for donations were made (48% vs. 39% of other donors). Similarly, 36% said that they did not donate more because they believed that the money would not be used efficiently, compared to 29% of other donors. On a more positive note, Sports and Recreation donors were less likely than other donors to say that they could not afford to donate more (63% vs. 71%).

³ In order to explore why Albertans make charitable donations, the CSGVP asked respondents whether any of six possible motivations played an important role in their decision(s) to donate. It is important to note that these questions apply to donations generally, rather than specifically to Sports and Recreation donations.

⁴ The CSGVP asked donors whether any of nine possible factors kept them from giving as much as they otherwise would have. It is important to note that these questions apply to donations generally, rather than specifically to Sports and Recreation donations. Due to sample size limitations, only seven of the nine barriers can be discussed here.

Figure 8: Reasons for not making more financial donations, donors to Sports and Recreation organizations and donors to other organizations aged 15 and over, Alberta, 2004.



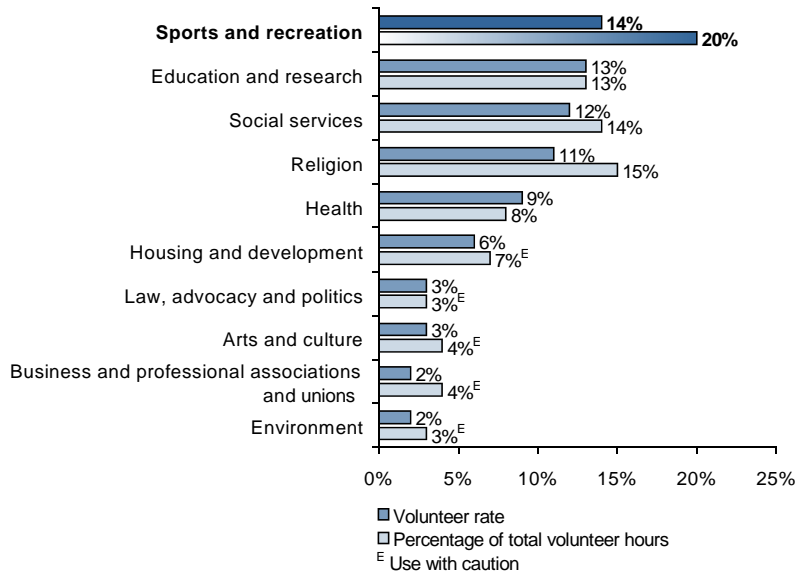
What role does prior planning play?

Sports and Recreation donors in Alberta were more likely than donors to other types of organizations to plan some elements of their donations in advance, but they also remained open to giving spontaneously in response to a request. Sports and Recreation donors were slightly more likely to say that they decided in advance how much they would contribute (25% vs. 22% of other donors) and which organizations they would support with their larger donations (40% vs. 37%). They were more likely to say that they always supported certain organizations but also varied some organizations to which they made donations (49% vs. 41%).

Volunteering for Sports and Recreation Organizations

Volunteering is central to the functioning of Sports and Recreation organizations. The overwhelming majority of the human resources needs of these organizations are met through volunteers rather than through paid staff. According to the NSNVO, fully 66% of total hours worked for Sports and Recreation organizations came from board and non-board volunteers. Volunteering also represents a perennial challenge for Sports and Recreation organizations – 70% reported that they experienced difficulties recruiting the types of volunteers the organization needs, and 66% said that they had difficulty retaining volunteers (Roach, 2006).

Figure 9: Percentage of total hours volunteered and volunteer rate, by selected organization type, population aged 15 and over, Alberta, 2004.



By any reasonable standard, the contribution Albertan volunteers make to Sports and Recreation organizations is significant. Albertans were more likely to volunteer for Sports and Recreation organizations than for any other type of organization. Almost one in seven (14%) Albertans volunteered an average of 119 hours annually for Sports and Recreation organizations (see Figure 9 and Figure 10). These organizations also received the highest percentage of total volunteer hours (20%) of any type of organization in Alberta. Collectively, Sports and Recreation organizations were the recipients of almost 44 million hours of volunteer time, the equivalent of approximately 22,750 full-time jobs.⁵ Albertans were more likely than other Canadians to volunteer for Sports and Recreation organizations, though they volunteered slightly fewer hours, on average; 11% of Canadians volunteered an average of 122 hours each, or 18% of total hours volunteered in Canada (Hall, et al., 2006).

⁵ Assuming a 40-hour work week and 48 work weeks per year.

Figure 10: Average annual hours volunteered, by selected organization type, volunteers aged 15 and over, Alberta, 2004.

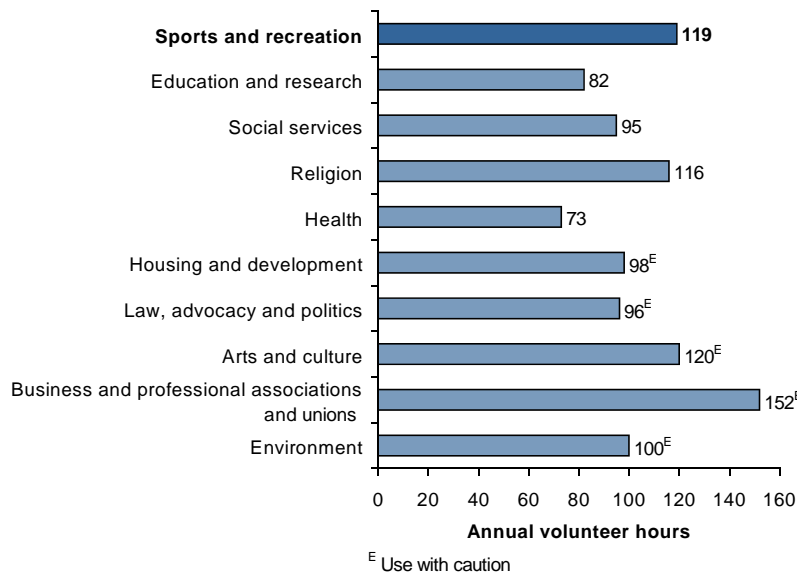
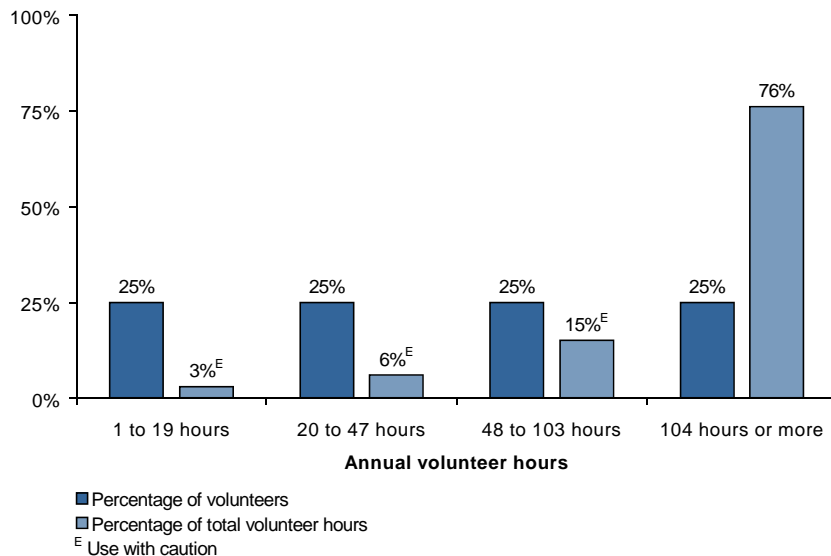


Figure 11: Distribution of volunteers and percentage of total annual hours volunteered, by amount of annual hours, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.



The concentration of support

As with charitable giving, the bulk of volunteer support for Sports and Recreation organizations comes from a minority of volunteers. Over three quarters (76%) of all the hours volunteered for Sports and Recreation organizations in Alberta came from the 25% of volunteers who contributed 104 hours or more annually (see Figure 11). By extension, just over 3% of Albertans accounted for over three quarters of volunteering for Sports and Recreation

organizations. Another 15%^E came from the 25% of volunteers who contributed between 48 and 103 hours, and 6%^E came from those who volunteered between 20 and 47 hours. Just 3%^E of hours came from those who contributed 19 hours or less. This degree of concentration is fairly typical – provincially 75% of hours came from the top 25% of volunteers, while nationally, 78% of total hours volunteered for all organizations came from the top 25% of volunteers (Hall, et al., 2006).

Who volunteers for Sports and Recreation organizations?

Although the decision to volunteer is above all a personal one, there are some personal and economic characteristics that appear to be associated with the likelihood of volunteering for Sports and Recreation organizations and the extent of that support. Among the more significant are the presence of children in the household, annual household income, age, frequency of attendance at religious services, and marital status (see Table 2).

Albertans with children in the household were the most likely to volunteer for Sports and Recreation organizations. Almost one quarter (24%) of those with children in the household volunteered, compared to just over one tenth (11%) of those with no children in the household. However, those with no children in the household volunteered noticeably more hours, on average (146^E vs. 89 for those with children).

The likelihood of volunteering for Sports and Recreation organizations is higher among Albertans with annual household incomes of \$100,000 or more. One fifth (20%) of those with household incomes of \$100,000 or more volunteered compared to just 9%^E of those with annual incomes of less than \$30,000. However, those with higher incomes tended to volunteer fewer hours than did those in the middle-income brackets; those with incomes of between \$30,000 and \$59,999 contributed an average of 162^E hours annually, compared to 118^E hours for those with incomes of between \$60,000 and \$99,999 and 86 hours for those with incomes of \$100,000 or more.

Albertans aged 35 to 54 were more likely to volunteer (18% volunteered) than were those in other age groups. As well, they tended to volunteer more hours – 125^E versus 113^E for those aged 15 to 34 and 115^E for those aged 55 and over.

Albertans who attended religious services weekly were somewhat less likely to volunteer (10%^E) than were those who attended less frequently or did not attend at all (16%). They also volunteered fewer hours, on average (106^E vs. 126).

Those who were married were significantly more likely to volunteer than those who were single and had never married (16% vs. 11%) and were also more likely to volunteer than those who were separated or divorced (13%). They also contributed the largest average number of hours (134^E vs. 110^E for those who were separated or divorced and 83^E for those who were single).

Table 2: Sports and Recreation volunteer rate and average Sports and Recreation volunteer hours, by personal and economic characteristics, population aged 15 and over, Alberta, 2004.

	Sports and Recreation volunteer rate	Average annual Sports and Recreation hours
All Albertans	14%	119
Age		
15 to 34	12%	113 ^E
35 to 54	18%	125 ^E
55 and over	12%	115 ^E
Sex		
Male	15%	111
Female	13%	129 ^E
Marital status		
Married or common-law	16%	134 ^E
Single, never married	11%	83 ^E
Separated or divorced	13%	110 ^E
Widow or widower
Education		
High school or less	14%	124 ^E
Postsecondary	16%	128
University degree	14%	114 ^E
Labour force status		
Employed	16%	118
Unemployed
Not in the labour force	12%	...
Household income		
Less than \$30,000	9% ^E	115 ^E
\$30,000 to \$59,999	13%	162 ^E
\$60,000 to \$99,999	15%	118 ^E
\$100,000 or more	20%	86
Presence of children in household		
No children in household	11%	146 ^E
Children in the household	24%	89
Religious attendance		
Attends religious services weekly	10% ^E	106 ^E
Does not attend religious services weekly	16%	126

^E Sample size limited; use with caution.

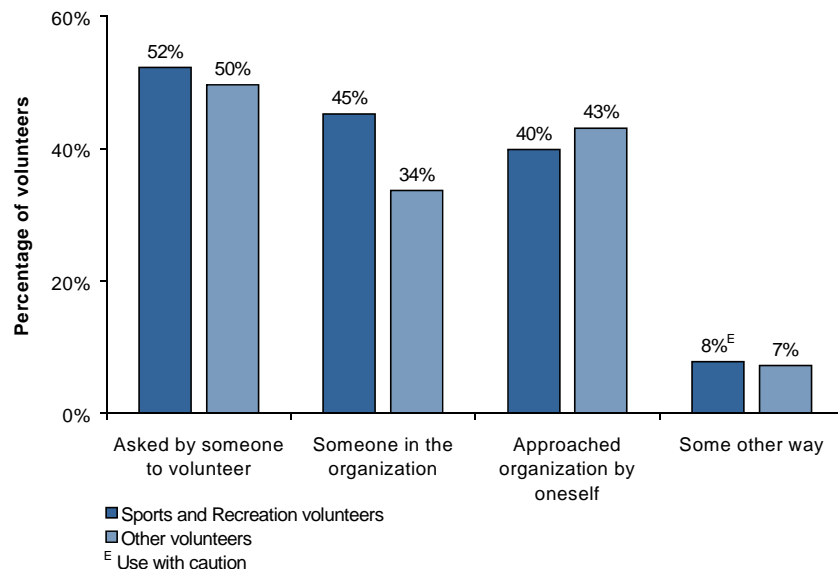
... Sample size too small to be presented.

How do Sports and Recreation volunteers become involved?

More Sports and Recreation volunteers in Alberta first become involved because they are asked than because they approach an organization on their own. Just over one half (52%) became involved after being asked to volunteer while 40% took the initiative and approached the organization themselves (see Figure 12). A small number (8%^E) became involved in some other way. This pattern of involvement is almost identical to that of other types of organizations, where 50% of volunteers were asked to volunteer, 43% approached the organization themselves, and 7% became involved in some other way.

Of the Sports and Recreation volunteers who were asked to become involved, the vast majority (87%) were approached by someone in the organization. This accounts for 45% of all Alberta Sports and Recreation volunteers. In comparison, just over one third (34%) of all volunteers for other types of organizations were asked to volunteer by someone already involved with the organization.

Figure 12: Method of initial involvement with organization, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.



What do Sports and Recreation volunteers do?

Alberta volunteers who contributed most of their volunteer time to Sports and Recreation organizations undertook a variety of duties,⁶ but nearly half focused on three types of activities in particular: organizing or supervising events (49% reported this activity), fundraising (47%), and coaching, refereeing, or officiating (46%; see Figure 13). Sports and Recreation volunteers were more likely than volunteers for other types of organizations to report engaging in these activities, particularly coaching, refereeing, or officiating (just 8% of volunteers for other types of organizations reported being involved in this type of activity). Sports

⁶ Respondents were asked about 15 different volunteer activities but due to limited sample sizes only the results shown here can be presented.

and Recreation volunteers were somewhat less likely than other volunteers to engage in most other types of activities and were noticeably less likely to engage in teaching, educating, or mentoring (18%^E vs. 31% of other volunteers).

Figure 13: Distribution of type of volunteer activity, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.

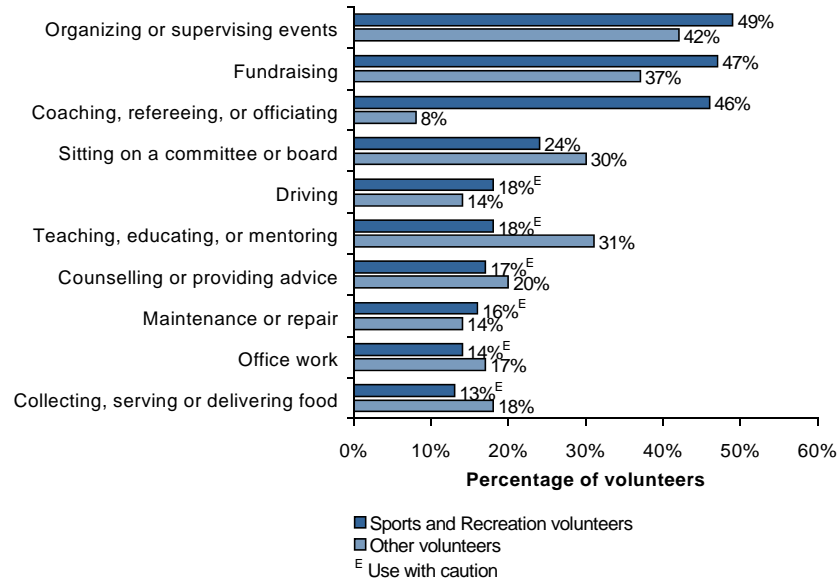
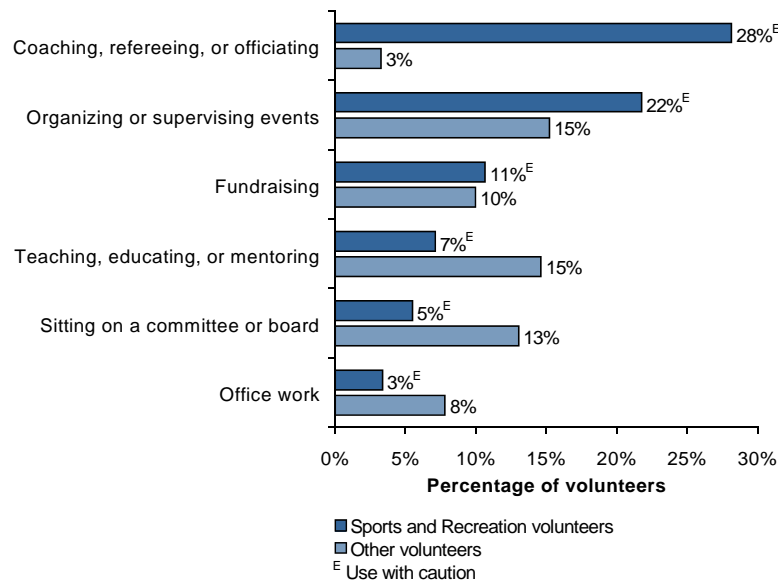


Figure 14: Distribution of annual volunteer hours, by type of volunteer activity, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.



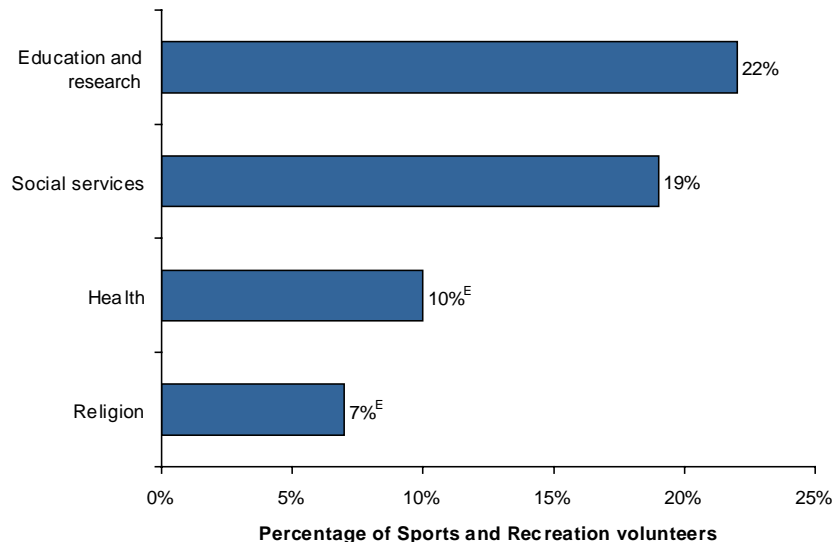
Although Sports and Recreation volunteers were almost as likely to be involved in organizing and supervising events, and fundraising, as they were in coaching, refereeing, and officiating, they devoted the largest proportion of their time to this last activity; coaching, refereeing, and officiating accounted for 28%^E of all hours volunteered for Sports and Recreation organizations (see Figure 14). Slightly more than one fifth of their time was spent on organizing and supervising events (22%^E), and one tenth (11%^E) was spent on fundraising. Sports

and Recreation volunteers devoted less of their time to most other activities than did volunteers for other types of organizations, particularly activities such as sitting on a committee or board (5%^E vs. 14% for other volunteers) or office work (3%^E vs. 8%).

What other organizations do Sports and Recreation volunteers volunteer for?

Many Sports and Recreation volunteers in Alberta supported more than one type of organization. On average each also volunteered for one other type of organization. Sports and Recreation volunteers were most likely to volunteer for Education and Research (22% volunteered) and Social Services (19%) organizations (see Figure 15). They were somewhat less likely to volunteer for Health (10%^E) and Religion (7%^E) organizations.

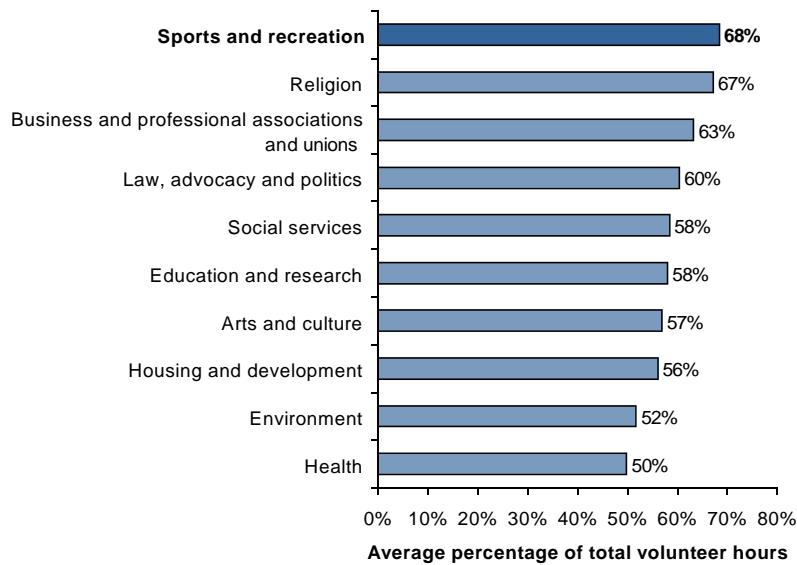
Figure 15: Rate of volunteering for other types of organizations, Sports and Recreation volunteers aged 15 and over, Alberta, 2004.



^E Use with caution

Sports and Recreation volunteers are more focused in their support than are volunteers for any other type of organization. On average, Sports and Recreation volunteers contributed 68% of their total volunteer hours to Sports and Recreation organizations, with only 32% of hours going to other types of organizations (see Figure 16).

Figure 16: Average percentage of hours devoted to organization type by supporters of organization type, volunteers aged 15 and over, Alberta 2004.



What motivations and barriers do Sports and Recreation volunteers experience?

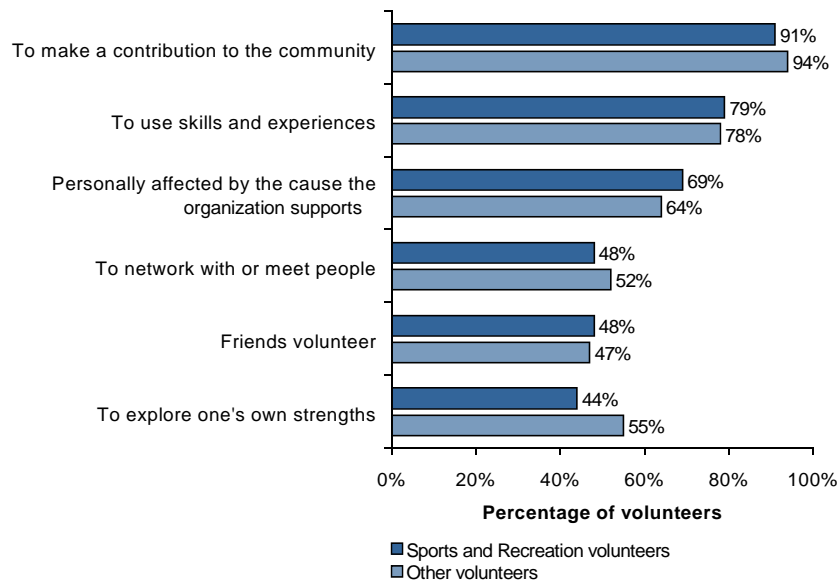
There is a wide range of factors that may motivate individuals to volunteer or keep them from volunteering more time or volunteering at all. Understanding which factors appear to be particularly important to volunteers for specific types of organizations is an important element of any well thought-out volunteer recruitment and management strategy.

Motivations for volunteering

Sports and Recreation volunteers in Alberta tend to volunteer for the same reasons as volunteers for other types of organizations.⁷ For example, Sports and Recreation volunteers and volunteers for other types of organizations were most likely to say that the desire to make a contribution to the community was important to their decision to volunteer (91% and 94%, respectively; see Figure 17). However, there are some important differences. Sports and Recreation volunteers were more likely to say that they volunteered because they or someone they knew was personally affected by the cause the organization supports (69% vs. 64% of volunteers for other organizations) and less likely to say that they volunteered in order to explore their own strengths (44% of Sports and Recreation volunteers vs. 55% of other volunteers).

⁷ The CSGVP asked volunteers whether any of eight potential motivations were important in their decision to volunteer for the organization for which they volunteered the most hours. These potential motivations tie directly to the type of organization to which the respondent contributed the most hours – by extension the motivations discussed here pertain directly to volunteering for Sports and Recreation organizations. Note that due to sample size limitations it is only possible to discuss six of these potential motivations in this report.

Figure 17: Reasons for volunteering, Sports and Recreation volunteers and volunteers for other organizations aged 15 and older, Alberta, 2004.



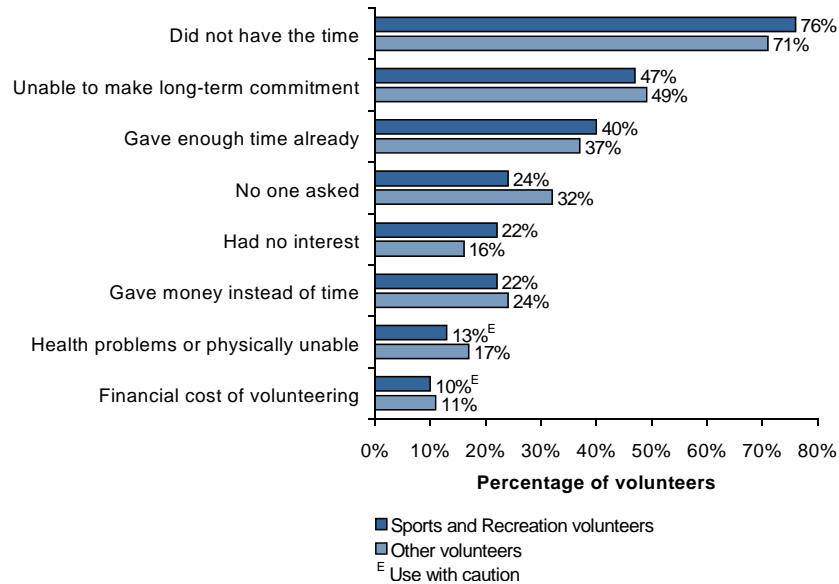
Barriers to volunteering more

In general, Sports and Recreation volunteers appear to face the same barriers to the same degree as volunteers for other types of organizations.⁸ Sports and Recreation volunteers and volunteers for other organizations were both most likely to say that they did not volunteer more because they did not have the time, they were unable to make a long-term commitment, and they felt that they had already volunteered enough time (see Figure 18). Similarly, both groups were least likely to say that they did not volunteer more because of the financial cost of volunteering (10%^E of Sports and Recreation volunteers and 11% of other volunteers).

There were some differences, however. Sports and Recreation volunteers were more likely to say that they did not volunteer more because they had no interest (22% of Sports and Recreation volunteers vs. 16% other volunteers), because they did not have time for more volunteer involvement (76% vs. 71%), and because they had contributed enough time already (40% vs. 37%). Conversely, they were less likely to say that they could not make a long-term commitment (47% vs. 49%), had not been asked to volunteer further (24% vs. 32%), or had health problems or physical barriers that limited their volunteering (13%^E vs. 17%).

⁸ The CSGVP asked whether any of 10 potential barriers kept volunteers from volunteering more time than they might otherwise have contributed. Due to sample size limitations it is only possible to discuss eight of these potential barriers in this report. Note that barriers to volunteering more cannot be linked specifically to volunteering for particular organization types. Instead, potential barriers apply to all episodes of volunteering that the volunteer may have engaged in.

Figure 18: Barriers to volunteering more, Sports and Recreation volunteers and volunteers for other organizations aged 15 and over, Alberta, 2004.



Summary and Conclusions

Support for Sports and Recreation organizations is relatively widespread in Alberta. More Albertans volunteer for Sports and Recreation organizations than for any other type of organization; 14% of Albertans volunteered an average of 119 hours annually. Sports and Recreation organizations also attract the fifth largest pool of donors in Alberta, although the average annual donation is relatively small; 14% of Albertans donated an average of \$75^E each.

Volunteers for Sports and Recreation organizations in Alberta are extremely generous with their time; they contribute more hours to Sports and Recreation organizations than to any other type of organization. Sports and Recreation volunteers also devote a greater proportion of their volunteer time to these organizations than do supporters of any other type of organization. Albertans who volunteer for Sports and Recreation organizations are more likely to be between the ages of 35 and 54, married or in common-law unions, and to have higher levels of formal education. They also tend to have higher household incomes and have children in their household.

Perhaps not surprisingly, Sports and Recreation volunteers are much more likely than volunteers for other organizations to coach, referee, or officiate and devote the largest portion of their time to that activity, although they also devote significant time to organizing or supervising events. They are more likely to become involved after being asked to volunteer, particularly by someone already involved with the organization. They are more likely to say they became involved because they were personally affected by the cause the organization supports, and less likely to want to explore their own strengths. Sports and Recreation volunteers are more likely than other volunteers to identify a lack of

time and a lack of interest in becoming more involved as barriers to volunteering more.

The level of financial support for Sports and Recreation organizations is somewhat more restrained than the level of volunteer support. Although Sports and Recreation organizations attract the fifth largest donor pool in Alberta, total donations to these organizations account for just 3%^E of donations province-wide. On average, Sports and Recreation donors give less than one quarter of their charitable dollars to Sports and Recreation organizations, which is very low in comparison to supporters of other types of organizations. Albertans who donate to Sports and Recreation are very similar to Sports and Recreation volunteers. They are more likely to be male, between the ages 35 and 54, married, and to have children in the household. They also tend to have higher household incomes and to be less active religiously.

Sports and Recreation donors are most likely to give out of a feeling of compassion and because they want to help a cause in which they believe, but are less likely than other donors to cite religious motivations for giving. Compared to other donors, Sports and Recreation donors are particularly likely to say that they do not give more because they do not like the way in which requests are made and/or do not think that the monies donated will not be used efficiently.

Sports and Recreation organizations are the most common type of nonprofit organization in Alberta. The information in this report provides these organizations with a more in-depth understanding of the individuals who support them. Sports and Recreation organizations can use these insights in planning their future fundraising and volunteer recruitment strategies, as well as when managing current supporters, with the overall goal of improving the sustainability of these organizations.

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Imagine Canada
425 University Avenue, Suite 900
Toronto, Ontario
Canada M5G 1T6
Tel: 416.597.2293 / 1.800.263.1178
Fax: 416.597.2294
research@imaginecanada.ca