

CANADIAN KNOWLEDGE HUB FOR GIVING AND VOLUNTEERING

www.givingandvolunteering.ca



Volunteering

Volunteer Motivations

According to the 2018 General Social Survey on Giving, Volunteering, and Participating, just over two-fifths of Canadians (41%) volunteered for a charitable or nonprofit organization during the one-year period prior to the survey. Below we look at the factors that motivated Canadians to volunteer.

To provide greater insight into factors that might encourage Canadians to increase the support they provide, volunteers were asked whether any of twelve factors were important drivers in their decision to volunteer for the organization they contributed the most hours to. Overall, they are most likely to volunteer because they want to make a contribution to the community, to use their skills and experiences in support of a good cause, and because they or someone they know is personally affected by the cause of the organization.

MOTIVATIONS REPORTED BY VOLUNTEERS



National	90%
Alberta	90%
British-Columbia	92%
Ontario	90%
Quebec	88%
Atlantic	91%
Praries	90%



National	75%
Alberta	73%
British-Columbia	75%
Ontario	76%
Quebec	72%
	73%
Praries	76%



National	59%
Alberta	56%
British-Columbia	57%
Ontario	58%
Quebec	61%
Atlantic	63%
Praries	61%

59%



National	51%	
Alberta	50%	
British-Columbia	56%	
Ontario	50%	
Quebec	48%	
Atlantic	51%	
Praries	54%	
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National	48%
Alberta	44%
British-Columbia	47%
Ontario	49%
Quebec	45%
	47%
Praries	54%

TOP 5 MOTIVATIONS BY GEOGRAPHY



Explore own strengths

43%



Family member volunteers

39%



Support political, environmental or social cause

31%



Friends volunteer

25%



Spiritual beliefs

25%



Improve job opportunities

23%



Religious reasons

19%

Source: General Social Survey on Giving, Volunteering and Participating, 2018, Statistics Canada.













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