



CANADIAN KNOWLEDGE HUB FOR GIVING AND VOLUNTEERING

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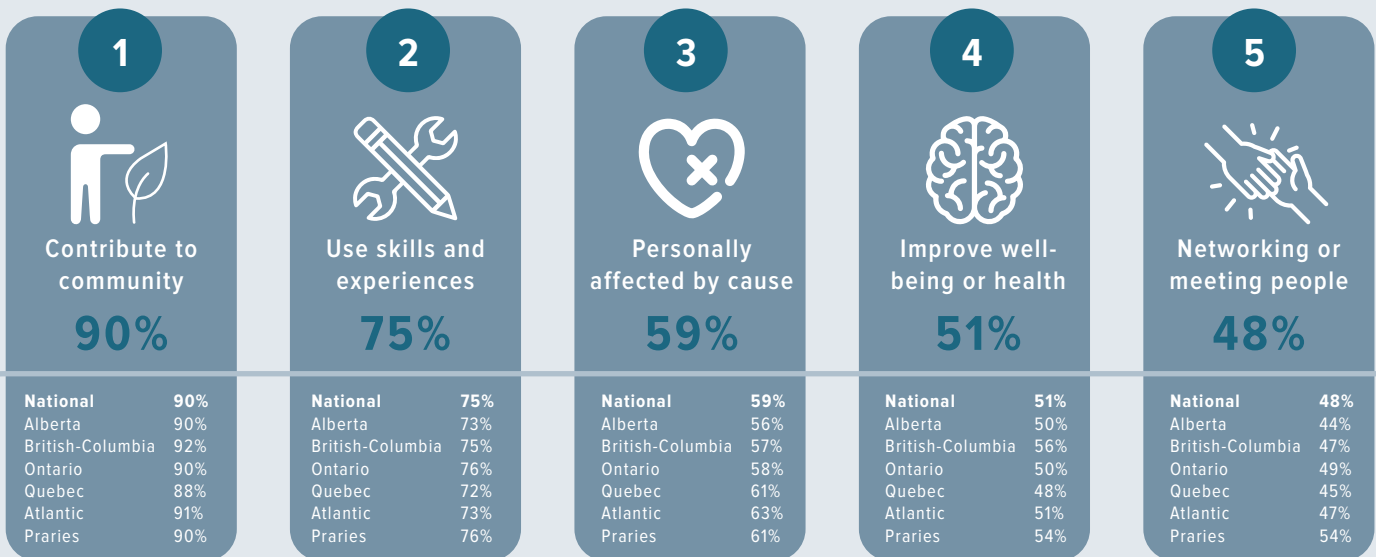
Volunteering

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



TOP 5 MOTIVATIONS BY GEOGRAPHY



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

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