

1.4 million Canadians volunteer for or donate to cultural organizations

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Volunteers and Donors in Arts and Culture Organizations in Canada in 2010, the 40th report in the *Statistical Insights on the Arts* series, highlights the volunteer time and financial donations given to Canadian arts and culture organizations. About 1.4 million Canadians either volunteered for or donated to arts and culture organizations in 2010. This represents 5.1% of Canadians 15 or older. Key statistics regarding arts and culture volunteers and donors in 2010 are highlighted below.

Arts and culture volunteers

- 764,000 volunteers
- 2.7% of Canadians 15 or older
- 5.8% of all 13.3 million volunteers in Canada
- 97 million hours volunteered
- 4.7% of all hours volunteered
- Equivalent to about 51,000 full-time, full-year jobs
- Valued at nearly \$1.6 billion
- 127 hours on average: more than any other type of organization
- Motivated to make a contribution to their community
- Many long-term, dedicated volunteers
- 5% increase in the number of volunteers from 2004
- 11% increase in hours volunteered from 2004

Arts and culture donors

- 760,000 donors
- 2.7% of Canadians 15 or older
- 3.2% of all 23.8 million donors in Canada
- \$108 million donated
- 1.0% of all Canadian donations
- \$141 per donor on average
- Motivated to help a cause in which they personally believe
- No change in the number of donors from 2007
- 7% increase in total donations from 2007 (not adjusted for inflation)

(Note: The estimates of volunteer hours, full-time / full-year jobs, value of volunteer contribution, and value of donations have relatively high margin of error and should be used with caution.)

The report is based on statistics that Hill Strategies Research queried from Statistics Canada's 2010 Canada Survey of Giving, Volunteering and Participating (CSGVP), a survey of more than 15,000 Canadians 15 or older.

Provincial statistics

In Canada, the arts and culture volunteer rate is equal to the donor rate (2.7% for each). In many provinces, the volunteer and donor rates are quite similar. This includes:

- Alberta (volunteer rate of 2.5%, donor rate of 2.7%).
- Saskatchewan (volunteer rate of 3.2%, donor rate of 3.1%).
- Manitoba (volunteer rate of 2.9%, donor rate of 3.1%).
- Ontario (volunteer rate of 2.7%, donor rate of 2.8%).
- Nova Scotia (volunteer rate of 3.4%, donor rate of 3.3%).

However, a few provinces have higher volunteer rates than donation rates in arts and culture organizations:

- British Columbia (volunteer rate of 3.8%, donor rate of 3.5%).
- Quebec (volunteer rate of 2.0%, donor rate of 1.7%).
- Prince Edward Island (volunteer rate of 3.0%, donor rate of 2.2%).

Two provinces have lower volunteer rates than donation rates:

- New Brunswick (volunteer rate of 3.3%, donor rate of 4.0%).
- Newfoundland & Labrador (volunteer rate of 2.7%, donor rate of 3.1%).

(Note: All of the provincial statistics – except for British Columbia and Ontario – have a relatively high margin of error and should be used with caution.)

Media contact

For media interviews, please contact Mr. Kelly Hill, President of Hill Strategies Research, Hamilton, Ontario, at kelly@hillstrategies.com or 1-877-445-5494, ext. 1. Hill Strategies Research is a Canadian company that specializes in applying social science research methods to the arts sector. Hill Strategies has extensive experience conducting, interpreting, and communicating quantitative and qualitative analysis in the arts.

Full report also available ...

on the websites of Hill Strategies Research (<http://www.hillstrategies.com>), the Canada Council for the Arts (www.canadacouncil.ca), and the Ontario Arts Council (www.arts.on.ca).