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Volunteers and Donors in the Cultural Sector in Canada



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Based on a Nov. 29, 2006 presentation in
Montreal, presented by Culture Montréal

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Volunteers and Donors in the Cultural Sector in Canada

- ◆ A portrait of individual participation in arts and culture organizations in Canada
- Based on 2004 data on
 - Individual donors
 - Volunteers
- And other sources of information on volunteers and donors

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Volunteers and Donors in the Cultural Sector in Canada

- Volunteers in Arts and Culture Organizations in Canada in 2004 (January 2007)
- Donors to Arts and Culture Organizations in Canada in 2004 (November 2006)
- 15th and 16th reports in the *Statistical Insights on the Arts* series
- financed by
 - Canada Council for the Arts
 - Canadian Heritage
 - Ontario Arts Council

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On today's agenda...

- 1) Thanks to Culture Montreal
- 2) Info on Hill Strategies Research
- 3) Why study volunteers and donors?
- 4) Data on volunteers and donors
- 5) Implications from these reports for fundraising and volunteering
- 6) Discussion / questions

Hill Strategies Research

- An independent company that aims to provide top-quality, highly-relevant and insightful research for the arts

www.HillStrategies.com

- Free arts research information in English and French
- *Statistical Insights on the Arts*
 - Artists by Neighbourhood*
 - Consumer Spending on Culture*
 - Who Buys Books?*
 - Artists in Canada*

Arts Research Monitor

- 10 issues per year distributed via email and in pdf form online (4th season)
- Summarizes recent research in the arts and provides links to full research reports
- ArtsResearchMonitor.com provides report information via categories
- Searchable, html format
- An indispensable resource for ...
 - Arts & culture management;
 - Arts advocacy;
 - Business, strategic, career planning;
 - Communications;
 - Policy development; and
 - Program development.

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ArtsResearchMonitor.com categories

- **Benefits and Impacts**
 - Economic impact of the arts
 - Social impact of the arts
 - Arts and health
- **Arts discipline information**
 - Performing arts
 - Media arts
 - Reading, writing, publishing and literacy
 - Museums and visual arts

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ArtsResearchMonitor.com

- **Many other categories...**
 - Arts advocacy
 - Arts attendance & participation
 - Arts education
 - **Arts funding & finances**
 - Copyright and the arts
 - **Creative class, cities, people, neighbourhoods**
 - Diversity & immigration
 - Facilities
 - Human resources
 - Internet, technology & the arts
 - Miscellaneous resources
 - Nonprofit sector information
 - Organizational planning, management, governance & marketing
 - Partnerships
 - Provincial and local information
 - State of the artist: earnings, growth, etc.
 - **Volunteers & donors**
 - Women in the arts

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**Volunteers and donors:
Why these reports?**

- Statistical insights can ...
 - provide an important indicator of the health of the arts and culture sector
 - provide evidence of community engagement in arts and culture organizations
 - help organizations find more donors and volunteers
 - help organizations like Culture Montreal develop sector-wide strategies

**Volunteers and donors:
Why these reports?**

- Arts and culture organizations rely on the support of volunteers and donors
- Volunteers fill many roles
 - serving on boards of directors
 - organizing events
 - working in gift shops
 - performing various administrative tasks
- In 2004, private support (individuals, companies and foundations) equalled ...
 - 21% of operating revenues of performing arts organizations
 - 11% of operating revenues of heritage organizations
 - Source: Statistics Canada data analyzed in the *Arts Research Monitor* Vol. 5, no 5 and Vol. 5, no 6

**Volunteers and donors:
Why these reports?**

- Private funding of capital projects
- Ontario art galleries in 2003
 - 56% of capital funding from private sources;
 - 24% from federal government;
 - 15% from municipal governments; and
 - 4% from provincial government.

- Source: *Profile of Art Galleries in Ontario, Phase One: Statistical Profile Based on the 2003 OAAG Data Exchange*, prepared for the Ontario Association of Art Galleries by Hill Strategies Research

Volunteers and donors: Why these reports?

- Supporting the growth of the arts and culture in Canada
 - Number of artists increased by 29% between 1991 and 2001.
 - Number of cultural workers increased by 20% between 1991 and 2001

■ Sources: *A Statistical Profile of Artists in Canada*, *Statistical Insights on the Arts*, Hill Strategies Research, 2004 et *Canada's Cultural Sector Labour Force*, Cultural Human Resources Council, 2004

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Volunteers and donors: Why these reports?

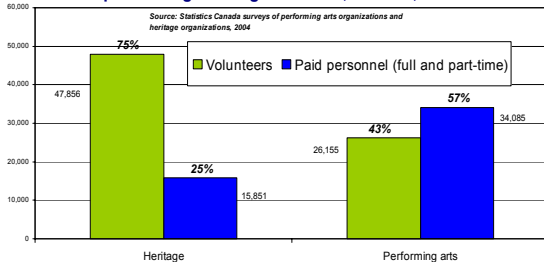
- Government spending lagged behind ...
 - After adjusting for inflation, government spending on culture decreased by 0.3% between 1992-1993 and 2002-2003 in Canada

■ Source: *Government Spending on Culture in Canada Between 1992-93 and 2002-03*, prepared for the Canadian Conference of the Arts by Hill Strategies Research

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Volunteers and donors: Why these reports?

Volunteers and paid personnel in heritage and performing arts organizations, Canada, 2004



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**Volunteers and donors:
Methodology and definitions**

- custom tabulations that Hill Strategies Research commissioned from Statistics Canada
- based on the 2004 Canada Survey of Giving, Volunteering and Participating (CSGVP)

**Volunteers and donors:
Methodology and definitions**

- Very large sample size (20,832)
- Canadians 15 and older
- statistically representative sample
- Questions about volunteer work in all types of not-for-profit organizations in the 12 months preceding the survey

**Volunteers and donors:
Methodology and definitions**

- Broad definition of cultural sector
 - visual arts
 - architecture
 - ceramic art
 - performing arts
 - museums, zoos, aquariums
 - media and communications
 - historical, literary and humanistic societies
- No breakdowns by type of arts or culture organization

Donors in Canada

- 732,000 individuals donated to arts and culture organizations in 2004
 - 2.8% of Canadians 15 or older
- \$188 million
 - a record level in Canada
 - 2.1% of the value of all donations to all types of non-profit organizations
- Average of \$257 per arts and culture donor

Donors in Canada

Average annual donation per donor

Religious organizations: \$395

Universities and colleges: \$258

Arts and culture organizations: \$257

All other types of organizations: <\$200

"Those who like it,
like it a lot"

Donors in Canada

- about 732,000 donors to the arts and culture

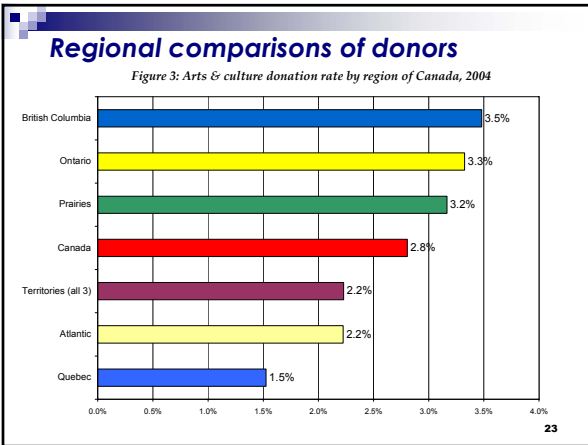
- \$188 million donated

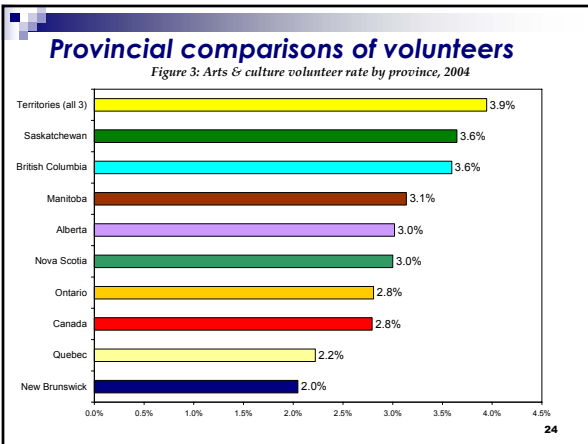
Volunteers

- 729,000 volunteers
- about 88 million hours volunteered
- about 46,000 jobs (full-time, full-year)
- Valued at \$1.1 billion

Donors in Canada	Volunteers
<ul style="list-style-type: none"> ■ 2.8% of the population (15 or older) ■ percentage varies by province/region 	<ul style="list-style-type: none"> ■ 2.8% of the population (15 or older) ■ percentage varies by province/region

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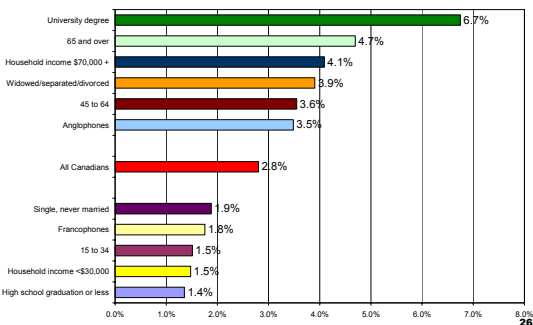
Rough estimate of the combined number of donors AND volunteers

- About 732,000 donors
- About 729,000 volunteers
- Added together: 1.4 to 1.5 million
- However, some people do both (calculated at about 14% of total in 2000; may be somewhat higher in 2004)
- Rough estimate of about 1.2 million Canadians donating and/or volunteering to cultural organizations

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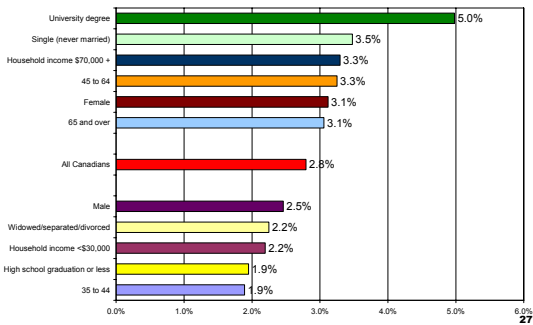
Who are the donors?

Figure 2: Arts & culture donation rate for select demographic groups, Canada, 2004



Who are the volunteers?

Figure 2: Arts & culture volunteer rate for select demographic groups, Canada, 2004



Volunteer or donor?

- More likely to volunteer than to donate
 - < 35 years of age
 - Low income
 - Single
 - Francophones (Quebeckers)

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Volunteer or donor?

- About equally likely to volunteer and donate
 - 45 to 64 years of age
 - Mid-incomes (\$30,000 to \$70,000)
 - College diploma
 - Married / common-law
 - Anglophones
 - Women
 - Men

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Volunteer or donor?

- More likely to donate than to volunteer
 - 65 year and older
 - Higher incomes (\$70,000 +)
 - University degree
 - Widowed / Separated / divorced

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Key condition for donors and volunteers

You know it already
= key condition for arts attendance

- Perception of value
- What does this mean in relation to donors and volunteers?

What motivates ...

... donors?

- Contribute to their community
- Have been personally touched by the cause
- Compassion for those in need
- Support a cause in which they personally believe

... volunteers?

- Contribute to their community
- Have been personally touched by the cause
- Opportunity to use their skills and interests

Perceptions of donors and volunteers

- Potential donors or volunteers must perceive a need
- They must know that organizations make effective use of their money or time
- Organizations must ask them to give
 - ... in a way that they consider appropriate
- Organizations must offer a positive experience

What are the barriers for arts and culture organizations?

- time
- money
- expertise
 - To recruit donors and volunteers
 - To train volunteers
 - To ensure that donors and volunteers are appreciated

What are the barriers for arts and culture organizations?

- perception of the value of arts and culture for communities (and for individuals)
- perception that governments and entry fees cover 100% of costs?

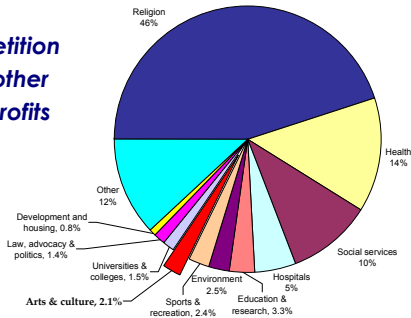
What are the barriers for arts and culture organizations?

- Relatively low confidence in arts organizations
 - 61% of Canadians have "a lot" or "some" confidence in arts non-profits
 - Higher only than international development organizations (57%)
 - 79% for non-profits overall
 - 89% for hospitals
 - 85% for children's charities
 - 84% for health promotion and research organizations
 - Source: Muttart Foundation telephone survey, www.muttart.org, 2006

What are the barriers for arts and culture organizations?

Figure 1: Value of donations by type of non-profit organization, 2004

Competition from other non-profits



Opportunities & barriers

- Donation environment varies by region
- Arts and culture donors as percentage of all donors
 - British Columbia: 4.5%
 - Prairie provinces: 3.9%
 - Ontario: 3.7%
 - {Canadian average: 3.3%}
 - Territories: 3.0%
 - Atlantic provinces: 2.5%
 - Quebec: 1.8%

Opportunities & barriers

- Volunteer environment varies by region
- Arts and culture volunteers as percentage of all volunteers
 - British Columbia: 8.0%
 - Territories: 7.9%
 - Saskatchewan: 6.7%
 - Quebec: 6.5%
 - Alberta: 6.3%
 - Manitoba: 6.3%
 - Nova Scotia: 6.2%
 - { Canadian average: 6.2% }
 - Ontario: 5.6%
 - New Brunswick: 4.7%

Opportunities?

- Lots of people like to:
 - Be in contact with artists
 - Be in contact with art
 - Feel like they are part of the arts community

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From research to action ...

- Culture Montreal Action Plan
 - Increase the visibility of arts and culture organizations with potential donors and volunteers;
 - More and better communication with potential donors and volunteers;
 - Develop philanthropic expertise among cultural organizations;
 - Increase awareness of real costs of creating and presenting art (perception of need);
 - Ensure current donors and volunteers feel appreciated and valued.

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Thank you!
Questions? Discussion?
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