ENVIRONICS
ANALYTICS

DATA VINTAGE
2021 (2018 Survey Ed.)

SURVEY SAMPLE SIZE
16,419

BASE LEVEL GEOGRAPHY
Postal code

VARIABLES
733

To view the complete list of variables please visit:
environicsanalytics.com/variables

WHAT IT IS

The GivingBack database explores how Canadians volunteer their time, donate money and provide in-kind gifts to charitable and non-profit organizations, with data available at the postal code and dissemination area levels. Based on Statistics Canada's Survey of Giving, Volunteering and Participating, the database profiles the philanthropic behaviour of Canadians and offers insights into why they support a particular cause. By combining GivingBack with PRIZM® data, users can segment their donor or alumni databases to allocate resources and develop relevant messages that will engage prospective audiences.

WHAT'S NEW

GivingBack 2021 has been updated with the latest 2018 data from Statisitics Canada's Survey of Giving, Volunteering and Participating. The survey is updated every five years. With this latest release of GivingBack we have preserved the survey's definition of volunteering and distinguished between Canadian and International standards (refer to Volunteering Definitions documentation):

 "The Canadian approach conceptualizes formal and informal volunteering separately, whereas the international approach, using the International Conferece of Labour Statistans (ICLS) definition, refers to a single concept of volunteering that includes unpaid work on behalf of groups and organizations, as well as helping people directly and improving communities".

GivingBack 2021 expands on possible volunteering motivations by exploring a respondents' youth experiences and attitudes in volunteering; from door-to-door canvassing to having parents that had volunteered. The update also includes self reported disability indicators including, seeing, hearing, mobility, and mental health.

An update to a data product may share the same or similar variable IDs as the previous vintage. Whenever possible, the variable IDs are preserved to help the data analysts update their models or frameworks. However, for analysis purposes, we discourage year-over-year (YoY) comparisons or trend analysis using different vintages of a data product. For more information, please refer to the Product Update – What's Included documentation.

HOW IT'S USED

Hospitals can use GivingBack to identify potential donors and conduct more effective fundraising campaigns by analyzing donation amounts, preferred donation channels and the motivations to donate within different neighbourhoods in their community.

Religious organizations can use GivingBack to improve their fundraising efforts by analyzing their members and differentiating those who prefer to volunteer their time versus those who prefer to donate money.

Non-profit organizations can use GivingBack to determine which volunteer programs their PRIZM® target groups are more likely to join. Understanding that one group prefers fundraising activities while another prefers teaching or coaching can help an organization more effectively engage their members.

SAMPLE QUESTIONS IT CAN ANSWER

- What proportion of volunteers spend time working with more than one organization?
- What are some of the reasons preventing some individuals from volunteering or donating more?
- Do people volunteer in lieu of giving money or vice versa?
- Does the length of time spent in a community affect the size of a person's donation to the arts?