

Final Report

SOCIAL AND ECONOMIC IMPACT STUDY OF THE KATIMAVIK PROGRAM

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Prepared for Katimavik

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EXECUTIVE SUMMARY

Purpose of study

- The purpose of the *Social and Economic Impact Study of the Katimavik Program* is to demonstrate the social and economic benefits of the Katimavik program to key stakeholders, inform program development, influence public policy, expand resources and broaden engagement.

Research methodology

- This study included a literature review, a telephone survey of 800 former participants in the Katimavik program, a telephone survey of 600 applicants to the program, a telephone survey of over 90 community partner organizations, and two focus groups with former participants.

Impacts on participants

- While the survey data suggests that, in many cases, it is too early to determine economic impacts of the program on participants in terms of education or, in particular, income levels, there are nevertheless many social impacts or benefits of the Katimavik program on the participants.
- In terms of education, participants are more likely to have achieved partial completion of a trades program, college, or university course than applicants, while the latter are more likely to report high school or less.
- With regard to gross income levels, when the results among the participant group are compared to those provided by applicants, we find similar patterns for income distribution and overall means. This should not be interpreted as meaning participation in the Katimavik program has had no economic impact with respect to higher income levels. Rather, it is likely too premature to make this assessment.
- There are many positive social impacts on participants particularly in terms of a greater sensitivity to the various regions, communities and cultures across Canada, and to a lesser extent some increased levels of volunteering and involvement in civic activities. The surveys also revealed a higher self-assessed level of leadership skills and work ethics among former program participants compared to applicants, and participants in many cases attributed this to the Katimavik experience.
- Program participants are extremely positive about their Katimavik experience and almost every one of them would recommend the program to a friend.

Impacts on community partners

- The interview data clearly indicates that community partners felt their participation in the Katimavik program had a positive influence on their community. In general, community partners rely heavily on volunteer work and hold volunteerism in high

regard. Although the majority of the community projects were in place before the involvement with Katimavik, most community partners felt that the program participants had significant tangible and intangible impacts on specific aspects of their organization. For example, several partners indicated that the instructional assistance with students and library services were greatly influenced by the work of Katimavik participants. Others indicated that the participants were a source of inspiration for members of the organization.

- The majority of community partners also indicated that without participation in Katimavik their projects would have had not proceeded or proceeded with a reduced scope. In addition, most partners felt that the program helped their organization to meet its goals.
- In terms of direct benefits, three community partners indicated that Katimavik assistance resulted in creation of new jobs in their community. Similarly, several participants noted participation in the project resulted in benefits for the community such as increased fundraising activities, improvement or enhancement of water quality and the environment, and enhancement of organizational capacity.
- Given the experience with the program, community partners were very satisfied with the overall experience with Katimavik and the participants. For example, more than 85% of respondents indicated that they would participate in the program again and recommend the program to other organizations or communities.

Economic impact

- Value of Direct Katimavik Expenditures: Review of Katimavik financial documents and information provided by administration staff indicate that program expenditures that directly support the activities of program participants within the community totalled \$6,850,668 for the fiscal year ending March 31, 2005. Approximately 40% of these expenses are related to travel – transporting participants to and within the community and vehicle rental.
- Value of Volunteer Work in Canadian Communities: Utilizing labour, interview and administrative data, the Consultant developed two measurement approaches to estimate the value of volunteer labour within communities: one using minimum wage rates for each province and another based on community partner assessment.
 - Estimates of the minimal values of volunteer work (provincial minimum wage) were: \$12,417.97 per community partner, \$92,720.83 per community, and \$9,735,687.50 Canada-wide.
 - Estimates of the values of volunteer work (Community partner assessment) were greater totalling: \$17,660 per community partner, \$131,865.88 per community, and \$13,845,917.75 Canada-wide.
- Additional Economic Benefits: In addition to the volunteer work, interview data indicates that participation in Katimavik resulted in additional volunteers for community partners, new partnerships and partner investments. On average, it was estimated the induced volunteer contribution resulted in 137 additional volunteer hours, and \$1,432

- in gains. In addition, community partners reported an average of \$11,618 in economic benefits, 2.56 new partnerships, and \$10,214 in investments from new partners.
- Estimated Total Value: Estimates of the total value of Katimavik volunteers work for 105 communities were obtained by extrapolating the value of volunteer work per host community.
 - The average or mean total value of volunteer work (using provincial minimum wage) on an annual basis for 105 communities was estimated to be \$12,028,101.
 - The average or mean total value of volunteer work (using estimate value of volunteer work) on an annual basis for 105 communities was estimated to be \$16,138,331.
 - Return on Investment: Analysis of the economic impact suggests that the Katimavik program generates net positive returns based on the value of the volunteer labour and other induced economic benefits. Based on the average return, and utilizing community partners' estimate of value of work, it appears that each dollar spent by the Katimavik program generates a return of \$2.20 in each community, or a net return of \$1.20.

Conclusions

- Katimavik has a positive economic return for the community partners – each \$1 expenditure by Katimavik generates an average return of \$2.20.
- There are minimal economic impacts for participants.
- However, the data indicates that there are other social impacts for participants.

SECTION 1: BACKGROUND

The following section provides an overview of the Katimavik program and of the impact study that was conducted. Through reviewing various Katimavik documents such as website information, presentations and reports, a brief overview of the Katimavik program is highlighted below.

1.1 Program Overview

The Katimavik program has the mission to “foster the personal development of our nation’s young people through a challenging program of volunteer community work, training and group interaction.”¹ This is achieved by contributing substantially to the personal, social and professional development of participants, by promoting community service, and by offering a diverse experience fostering a better understanding of the Canadian reality.

Participants in the Katimavik program live in groups of eleven, in three Canadian communities, during a period of nine months. In addition to serving 35 hours per week in community projects, youth take part in structured learning activities including leadership, official languages, the environment, cultural diversity, and a healthy lifestyle.

Since 1977, Katimavik has enabled nearly 25,000 Canadians to be involved in more than 2,000 communities throughout the country. For the 2004-2005 year, approximately 1,200 youth participated in the program, with Katimavik partnering with more than 650 community non-profit organizations.

1.1.1 *Program Objectives*

The Katimavik program currently falls under one of Canadian Heritage’s strategic outcomes: “Canadians live in an inclusive society built on intercultural understanding and citizen participation.”² In this context, the Katimavik program aims to develop youth’s knowledge of Canada and its communities, and to increase community involvement and civic participation.

The program is designed to meet the following specific objectives:

- To contribute substantially to the personal, social and professional development of program participants;
- To promote community service; and
- To offer a diversified experience fostering a better understanding of the Canadian reality and Canada’s linguistic diversity.

Table 1-1 below shows planned results for the Katimavik program, as expected by Katimavik and by the Department of Canadian Heritage.

¹ “Who are we? – Mission and Objectives”, Katimavik website. <http://www.katimavik.org/>

² Canadian Heritage. *2005-2006 Estimates, Part III Report on Plans and Priorities*. Page 78.

**Table 1-1
Program Planned Results**

Katimavik	Canadian Heritage
<ul style="list-style-type: none"> ➤ Participants develop leadership skills and a better appreciation of community service (immediate outcome); ➤ Participants learn more about Canada and Canadian diversity and develop their personal, professional and social skills (medium term outcome); and ➤ Participants develop active citizenship and community involvement (long-term/ultimate outcome). 	<ul style="list-style-type: none"> ➤ Participants connect to one another and enhance their knowledge and appreciation of Canada and its diversity; ➤ Youth are knowledgeable about Canadian stories and governance; ➤ Participants gain new skills; and ➤ Participants gain an appreciation of community service and citizenship engagement.

Source: Katimavik and the Department of Canadian Heritage.

The *Social and Economic Impact Study of the Katimavik Program* provides some insight as to the extent to which the Katimavik program reaches these results.

1.1.2 Program Funding

The Katimavik program is delivered through a contribution agreement with Katimavik-OPCAN Inc., a non-governmental agency based in Montreal. The program is managed through the Citizenship Participation and Promotion Branch of the Department of Canadian Heritage. The current contribution agreement with the department was signed on November 7, 2003 and has a value of \$52,992,000 covering the period from April 1, 2003 to March 31, 2006. The contribution for the fiscal year ending March 31, 2005 was of \$19,776,000. An identical maximum contribution amount was to be received for the fiscal year ending March 31, 2006.

Stakeholder interviews conducted by HyperActive Productions for the *Katimavik Marketing Plan* have found that: “From the Department of Canadian Heritage’s perspective, the current perception of Katimavik is that it is an expensive program, delivering very few “numbers” for the dollars invested.”³ It was felt that Katimavik needed to demonstrate the importance and impact of its program on a broader scale than its participants alone, thus the importance of the economic impact analysis being undertaken as part of the current study.

1.1.3 Youth and Community Participation

The Katimavik program is open to everyone between the ages of 17 and 21 who is a Canadian citizen or a permanent resident, and who has not previously participated in the program. Katimavik groups, to the extent possible, attempt to reflect the Canadian society. As such, participants are randomly selected according to specific socio-demographical requirements, namely population by province/territory, gender, language and visible minorities. Selected participants are then grouped in groups of eleven based on the socio-demographical factors, as well as other factors, in order to form a balanced group.

³ HyperActive Productions. *Katimavik Marketing Plan, Draft Report*. 2005. Pages 5-6.

The program lasts a period of 39 weeks that are divided into three trimesters. Each trimester, a new group of volunteers arrive in the host community where they will provide support to various community partners. To ensure sufficient work, host communities usually comprise five partners. These community partners are organizations with whom Katimavik has set-up volunteer projects for the program participants.

As shown in Table 1-2, the number of youth participants, community partners and host communities has significantly increased in the last four years.

**Table 1-2
Youth and Community Participation**

Year	Youth Participants		Community Partners	Host Communities
	Started ¹	Completed		
2001-02	726	567	447	66
2002-03	725	598	420	66
2003-04	825	651	475	75
2004-05	1,118	841	650	105

According to the internal Program Report, which differs from the number of participants who start as indicated in the public Katimavik Annual Reports available on the PCH website. For example, in 2004-05, the Annual Report indicates the number of participants as 1,155.

Source: EKOS Research Associates Inc. *Summative Evaluation of the Katimavik Program, Draft Final Report*. 2005.

With a growing number of applicants each year (approximately 10,000 applicants in 2004-2005) and limited space, the selection process grows in importance. Findings by Youthography indicate that there is a yearning by applicants for more information regarding the selection process and rationale.⁴ This was supported in another PowerPoint presentation that indicated that the application process was considered fair by a minority of Participants and Applicants: 36% of participants and 48% globally (Participants and Applicants).⁵

1.2 Project Overview

The purpose of the *Social and Economic Impact Study of the Katimavik Program* is to demonstrate the social and economic benefits of the Katimavik program to key stakeholders, inform program development, influence public policy, expand resources and broaden engagement. The study expands on a previous study conducted by Étude Économique Conseil (EEC) on behalf of Katimavik in 2001-02 to determine the social and economic impact of the program. More specifically, the study is intended to provide a measure of the total and net impact of the program in addition to the various social benefits

⁴ Youthography. *Katimavik Connection / Communication Study, Quantitative Phase, Interim Report*. PowerPoint. 2003.

⁵ Anonymous. *Sondage d'opinion, Une compilation des résultats des firmes Corporate Research Associates et Ipsos Reid*. PowerPoint.

of the program, including Participants' acquiring important skills such as leadership, teamwork and communication.

The study addresses a number of areas, as outlined in the Evaluation Framework:

- Economic Impact: How does Katimavik impact on participants' social and professional status? How does Katimavik impact on community partners? Would the community partners have undertaken the project without Katimavik's help? What is the economic impact of Katimavik on host communities? What is the "dollar for value" of the program?
- Social Impact: How does Katimavik impact on participants' personal, social and educational development? How does the work of the participants impact on community organizations? How does Katimavik promote community service, involvement and cooperation?

R.A. Malatest & Associates Ltd. was contracted to undertake the *Social and Economic Impact Study of the Katimavik Program*. This report addresses the issues included in the Methodology Report, and is organized as follows:

- Section 2 of the report provides a description of the methodology used for the study as well as the limitations and challenges of the project;
- Section 3 describes the evaluation findings;
- Section 4 presents the estimated economic benefit of the Katimavik program; and
- Section 5 provides conclusions and Consultant suggestions for future impact studies.

SECTION 2: RESEARCH METHODOLOGY

This section provides an overview of the research methodology that was employed and the various activities undertaken throughout this project. This section includes a discussion of response rates and research limitations and challenges.

2.1 Methodological Approach

The Consultant completed a literature and document review in order to obtain key information on the Katimavik program and volunteerism, as well as to incorporate findings from previous studies and evaluations. Findings were summarized in a fourteen-page report submitted to Katimavik on April 7, 2006. The Literature and Document Review provided background information and guidance throughout the project.

A telephone survey of Participants and Applicants gathered information on the program's impact. The Consultant surveyed 809 Katimavik Participants and 658 youth who applied but were not selected (henceforth known as "Applicants" and "Applicant survey"). A pre-notification e-mail was sent to each individual in the Participant and Applicant sample. The purpose of the participant survey was to collect comprehensive data regarding the short-, medium-, and long-term economic and social impacts of the program on the Participants. The purpose of the Applicant survey was to allow a statistical comparison between those who participated and those who did not, such as differences in employment rates, differences in skill levels such as bilingualism, and differences in education and other career choices. In other words, the Applicant group acted as a "control" group that provided the basis for determining the effect of the Katimavik program on various economic and social indicators.

Survey findings were used to inform the development of a moderator's guide for the participant focus group discussions, which provided further context, discussion and explanation of survey findings. Two focus groups were undertaken with former participants of the program, one in English (Toronto) and one in French (Montréal). In total, 17 participants attended the focus groups. The focus groups were used to explore preliminary results of the survey of participants, and to help "validate" the results of the economic and social impact analysis conducted to date.

The Consultant, with assistance from Katimavik, identified and selected a representative sample of host communities across Canada for community partner telephone interviews. For each community, the Consultant attempted to contact all community partners for a given Katimavik year. This census approach provided an accurate measurement of the impact of the Katimavik program at the community-level. A pre-notification e-mail explaining the purpose of the study and asking for participation was sent to each partner. The interviews with Community Partners collected data regarding the type and quality of work completed by Katimavik Participants, as well as identified the impact(s) of the program on community partners. 15 communities were selected and 92 interviews were completed.

2.2 Response Rates

A pre-notification e-mail was sent to every individual in the participant, applicant and community partner sample. Generally, pre-notification e-mails help enhance survey response rates. Katimavik sent the pre-notification emails.

2.2.1 *Survey of Participants and Applicants*

The Consultant completed 806 surveys with Katimavik participants. Due to the numerous quotas in place to ensure a representative sample of survey completions, a number of cases in the sample were excluded because their relevant quota was full. However, the valid response rate of 46% is satisfactory considering that contact information may have been dated as far back as five years ago.

Table 2-1
Survey of Participants

Call Status	Count	Percent (Valid Percent)
Completed Surveys	809	24.3% (45.5%)
Refusal/ Abandonment	93	2.8%
Left Message/ No Answer/ Appointment/ Other ¹	877	26.3%
Subtotal	1,779	53.4%
Not in Service/ Fax line/ Wrong Number	484	14.5%
Non-qualifier/ Quota filled	1,068	32.1%
Total Sample	3,331	100.0%

¹Other include auto-connection to answering machine, busy telephone line, and communication problems

The Consultant completed 658 surveys with Katimavik applicants who were not selected to participate in the Katimavik program. Similarly to the survey of participants, quotas in place to obtain a representative control group impacted the valid response rate. Moreover, applicants were more than twice as likely to refuse to participate in the study or to abandon the survey before its completion than participants (12% versus 5%). Overall, the valid response rate for applicants was lower than that of participants at 26%.

**Table 2-2
Survey of Applicants**

Call Status	Count	Percent (Valid Percent)
Completed Surveys	658	3.0% (26.4%)
Refusal/ Abandonment	304	1.4%
Left Message/ No Answer/ Appointment/ Other ¹	1,534	7.1%
Subtotal	2,496	11.5%
Not in Service/ Fax line/ Wrong Number	1,763	8.1%
Non-qualifier/ Quota filled	17,427	80.4%
Total Sample	21,686	100.0%

¹Other include auto-connection to answering machine, busy telephone line, and communication problems

2.2.2 Interviews with Community Partners

A key line of evidence for this research was key informant interviews with community partners who participated in the Katimavik program. A summary of the administration and utilization of these interviews is summarized in Table 2-3.

**Table 2-3
Interviews with Community Partners**

Province/Territory	# of communities	# of community partners	Total Interviews Completed	Total Communities Utilized in Case Study	Total Community Partners in Case Study	Total Interviews Utilized in Case Study
British Columbia	4	35	25	3	24	20
Manitoba	1	8	5	1	8	5
Saskatchewan	2	11	8	1	7	6
Alberta	1	6	5	1	6	5
Ontario	3	27	25	3	27	25
Québec	5	35	19	3	23	16
Prince Edward Island	1	5	4	1	5	4
New Brunswick	3	21	15	2	13	11
Total	20	148	106	15	113	92

The Consultant adopted a case study approach in order to gain the most detailed information from communities on the social and economic impacts of participation in the Katimavik program. The goal of this approach was to contact and complete interviews with all community partners within a community to gather data from a truly community perspective. It was anticipated that a census of all community partners would provide the most representative data available on the impacts of the program.

In the development of a sampling methodology for the community partner interviews, Katimavik staff provided the Project Team with administrative data including community

partner organizations, primary and secondary contact names and contact information (e.g., telephone numbers, e-mail addresses). Upon receipt, the Project Team reviewed the information and selected 20 communities and 148 community partners across Canada based on availability of contact information (e.g., complete names, telephone numbers, etc.), size of communities, number of community partners involved, etc.

Up to 10 telephone calls were placed to complete the key informant interviews. However, response from 5 communities was poor (less than 33%), and before analysis activities commenced, these communities were excluded from the final database. Among the remaining 15 communities, the Consultant completed 92 interviews out of a possible 113 interviews for a response rate of 81%. Within these communities, the interview completion rate ranged from 57% to 100%.

2.3 Limitations and Challenges

A few limitations and challenges arose during the course of the study. These should be taken into account when viewing the findings.

- *Measuring participants' social and professional skills prior to taking part in the Katimavik program is difficult in a "one survey" approach.*

Past research experience by the Consultant has shown that there is a recall bias when respondents are asked to assess their skills or values in a "before and after" format. As such, the Consultant focused on Participants' current assessment of skills and values and compared those with current skills and values of Applicants. It should be noted, however, that the Consultant asked Participants to assess the impact of the Katimavik program on these given skills and values.

- *Measuring the economic impact of the program depended greatly on the ability of community partners to provide detailed information on their experience with the Katimavik program.*

The economic impact of the program was assessed through measurement of the impact of the Participants' volunteer work in host communities. As such, community partners are required to provide detailed information with regards to the number of volunteers, number of hours, value of the project, value of the labour, etc. Some community partners were not able to provide detailed information, while others required additional time to locate and then submit this information.

- *The extent to which the contact database was accurate and up-to-date played an important role in the Consultant's ability to reach Participants, Applicants and Community Partners.*

Because youth tend to be highly mobile, it is of high importance to this study that the contact database provided by the Client is accurate and up-to-date. Depending on the quality of contact information for Participants and Applicants, contact information may not be valid (due to out-of-service numbers, or relocation of youth). Should this be the case, surveyors will attempt to obtain, when possible, the most up-to-date contact information through family and friends of the respondents.

- *The tight timeline for this study leaves little room for flexibility.*

For various reasons, the timeline for the study underwent severe delays. As a result, the deliverable dates have been modified and the project schedule has been tightened. This left little flexibility in terms of surveying and interviewing, particularly in the case of Community Partner Interviews. As previously mentioned, interview subjects often required additional time to locate and then submit some project details, while others were unable to provide complete information.

SECTION 3: IMPACT ASSESSMENT

In order to gain an understanding of the impact of the Katimavik program, Participants and Community Partners were asked a series of questions pertaining to the social and economic impact of the program. This section presents findings with regards to these impacts.

3.1 Impact Assessment on Participants

3.1.1 Description of the Participant and Applicant Groups

Both the Participant and the Applicant surveys were conducted among those whose names and contact information were contained in Katimavik databases for the five year period from 2000/01 to 2004/05. Quotas were established for each survey to ensure that total completions were representative of all participants (who completed the program) and applicants, and for whom sufficient contact information was available. Quotas were established for each of the five years and these quotas were in line with Katimavik's selection criteria: language (English and French), gender, age at time of participation or application (from 17 to 21), and region (Quebec; Ontario; Prairies/Northwest Territories/Nunavut; British Columbia/Yukon; Atlantic Provinces).

The Participant survey was conducted with 809 participant youth who experienced the Katimavik program between 2000-01 and 2004-05. The Applicant survey was conducted with 658 Applicant youth who had applied to the Katimavik program during this same period.

3.1.2 Economic Impact

The Katimavik program aims to develop youth's knowledge of Canada and its communities, and to increase community involvement and civic participation. Among the objectives of this study is an assessment of the Economic Impact of the Katimavik program upon Participants. That is to say, is there evidence of a positive economic impact on Participants vis à vis their propensity to achieve:

- higher levels of education;
- higher levels of income and the extent to which their income has changed since participating in Katimavik; or
- whether or not the Katimavik program influenced their career plans.

Below, these questions are explored in detail.

Propensity to Achieve Higher Levels of Education

Overall, Participants were no more likely than Applicants to report having taken any courses or school program since completing (or applying to) the Katimavik program. The vast majority (83%) indicated they had done so, while fewer than one-in-five (17%) said they had not.

Similar proportions of both Participants and Applicants report having taken high school courses (7%), vocational or apprenticeship training (8%), community college (42%), or university (BA, MA, PhD) or other professional (CA, CGA, CMA, etc.) courses (40%). Three percent report taking some other type of course or program since completing or applying to the Katimavik program.

Were Participants more likely to have completed their course(s) of study as compared to Applicants? During the survey period, nearly half of all Participants (48%) and Applicants (43%) indicated that their course of study was currently in progress. Among those remaining, similar proportions of both groups (76%) reported they had completed their program while one-quarter (24%) indicated they had not. Explanations for why they had not completed their program or course of study was similar for both groups, including that they had changed programs, due to a lack of time or money, or for personal reasons.

To what extent has participation in the Katimavik program influenced the level of education Participants have achieved to date? Overall, Participants are more likely to have achieved partial completion of a trades program, college, or university than Applicants, while the latter are more likely to report high school or less. Similar proportions indicate they have completed a trade program, college certificate or diploma, or university (BA, MA, PhD) or other professional (CA, CGA, CMA, etc.) degree programs. Given the large proportions who indicated their present course of study was still in progress, it is somewhat premature to draw any full conclusions as to what impact participation in the program has had on achievement of higher levels of education.

**Table 3-1
Characteristics of the Survey Sample – Education**

Highest level of education to date	Respondent		
	Applicant	Participant	Total
Survey Total	658	809	1,467
	100.0%	100.0%	100.0%
High school or less	282	304	586
	43.3%	37.8%	40.2%
Partial trades, college or university	177	273	450
	27.2%	33.9%	30.9%
Trades or college certificate or diploma	120	153	273
	18.4%	19.0%	18.8%
BA, MA, PhD or Other professional designation	72	75	147
	11.1%	9.3%	10.1%

Significant at the 0.05 level.

As a further means of evaluating the economic impact of the Katimavik program on Participants, survey respondents were asked to estimate their gross annual income from all sources. Furthermore, respondents were also asked to estimate the extent to which they felt their income had increased, decreased, or remained the same since participating in the program. We examine both of these aspects in greater detail below.

Level of Income (estimated gross annual income from all sources)

Survey respondents were asked to provide an estimate of their gross annual income from all sources.⁶ When the results among the participant group are compared to those provided by Applicants, we find similar patterns for income distribution and overall means. This finding, however, cannot be interpreted as meaning participation in the Katimavik program has had no economic impact vis à vis higher income levels. Rather, it is likely too premature to make this assessment.

This hypothesis is buttressed by several key facts. Firstly, the pace at which individuals progress 'up the income ladder' will vary according to a number of conditions, including (but

⁶ This question was first asked 'open-ended'. Applicants and Participants who were unwilling to state an answer in this format were subsequently prompted with income categories. Answers from both questions were combined in order to present the income distribution table below. Means, however, were calculated only on the basis of the reduced sample of respondents who provided open-ended answers to this question, and should therefore be interpreted with some caution.

not limited to) their age, sex, education, experience, and career path. Those surveyed for this study are still quite young, and as such, are only entering the early stages of their careers. Secondly, many respondents (both Applicants and Participants) have reported, in fact, that they are still in school (to some degree), thus reducing their earning potential. Very few respondents in this study reported they are currently working full-time, without any attendance at school. Lastly, even if we were to consider only those who are working full-time, it is unlikely that they would be at their maximum earning potential given their relative youth and commensurate (lack of) experience in their chosen careers. For these combined reasons, we can only conclude that at this point in their lives, we have no direct evidence of an economic impact on Participants' overall income levels.

Table 3-2
Characteristics of the Survey Sample – Income

Estimated Gross Annual Income ¹	Respondent		
	Applicant	Participant	Total
Survey Total	433 100.0%	675 100.0%	1467 100.0%
Less than \$5,000	60 13.9%	110 16.3%	170 15.3%
\$5,000 to \$9,999	94 21.7%	150 22.2%	244 22.0%
\$10,000 to \$14,999	95 21.9%	133 19.7%	228 20.6%
\$15,000 to \$19,999	56 12.9%	80 11.9%	136 12.3%
\$20,000 to \$24,999	37 8.5%	71 10.5%	108 9.7%
\$25,000 to \$29,999	26 6.0%	34 5.4%	60 5.4%
\$30,000 to \$39,999	31 7.2%	48 7.1%	79 7.1%
\$40,000 to \$49,999	13 3.0%	17 2.5%	30 2.7%
\$50,000 to \$74,999	16 3.7%	13 1.9%	29 2.6%
\$75,000 or more	5 1.2%	19 2.8%	24 2.2%
Mean ²	\$18,755	\$18,265	\$18,443

¹ From all sources, capped at \$80,000.

² Differences in means not significant at the 0.05 level.

Note: Means should be interpreted with caution as a result of reduced sample size due to non-response.

Assessment of Change in Income Level Since Participating in Katimavik

In addition to asking for estimated gross annual income from all sources, survey respondents were asked the extent to which they felt their income had increased, decreased or remained the same since they had applied to (among Applicants) or participated in the Katimavik program. Among Participants, the vast majority believes their income has either increased (49%) or remained the same (40%) since their participation in the program, compared with very few who said they believed it had decreased (5%), or who were unable to provide a response (6%).

As was the case with estimates for gross annual income, results among the participant group were no different from those in the Applicant group. This finding is not at all surprising in light of the possible explanations alluded to above, particularly with respect to the age of the respondents (and the fact that the period since their application or participation may have been relatively brief). As young adults, these respondents may not have been in a position where they could offer an accurate assessment. Additionally, the very nature of the question (ie: self-assessment using broad descriptive categories) may have posed restrictions on our ability to identify differences between these two groups.

Did the Katimavik program influence their career plans?

Before applying to the Katimavik program, was either of the respondent groups more enlightened than the other in terms of knowing what career they wanted to pursue? For a large majority (73%) of both groups, the answer was no, while one-quarter (26%) indicated they did know what careers they wanted to pursue. Results of the survey of Participants, however, suggest that the Katimavik experience did have an impact on career plans, although this impact was more subtle for some than it was for others.

For example, when asked whether or not the Katimavik program influenced their career plans, fully two-thirds (66%) of all Participants responded that it had. These respondents were then asked to explain how they perceived it as having done so. Half (49%) said the experience helped them choose a career path, while another quarter (23%) said the experience re-affirmed their career choice. For one-in-five (20%), the Katimavik program lead them to make a positive change in their career plans. Fewer than ten percent offered alternative explanations for how participation in the program influenced their career plans, including the fact that the experience broadened their horizons, created new opportunities for themselves, helped them further develop their characters, and provided them a wide range of positive experiences.

Focus group participants expressed similar sentiments when asked about the ways in which their Katimavik experience has influenced their plans for the future;

- *“Personally, I was very introverted and I hated being with people, but after Katimavik I enjoyed it so much I went into hospitality.”*
- *“Before Katimavik I thought of being in accounting or financial management, but over the program I had a lot of experience working with children and realized I wanted to be a teacher.”*

- *“After working with the Red Cross, I’m changing my major.”*
- *“[The program] Helped me become an international volunteer...[It] helped me decide what to study.”*
- *“It changed my entire direction of my life, I was taking one course, and I completely changed direction on where I was going and chose something different, which I think was a better idea.”*
- *“J’ai trouvé que pour trouver un emploi ça [a] ouvert beaucoup de portes, surtout pour moi qui vit au Québec [...]”*

Lastly, Participants were also asked how important Katimavik has been in increasing their ability to find employment.⁷ For a large majority, their experience in the program has been somewhat (41%) if not very (44%) important in increasing their ability to find employment, while comparably few report it has been not very (10%) or not at all important (5%) in this regard.

Included among the open-ended comments provided by Participants at the conclusion of the survey were the following comments that address how their Katimavik experience helped them in their ability to find employment;

- *“[It] opened me up to many other jobs and experiences that I would otherwise never have.”*
- *“The program opened my eyes [to] other kinds of jobs and people in Canada and communities not just large cities.”*
- *“It gave me good work experience, since I was only 19 I had one job in my whole life, it gave me a good resume.”*
- *“Overall it gave me a lot of work experience, and a really good idea as a career, and I found out I work better in a teamwork or cooperative setting.”*

Those who perceived Katimavik to have been less helpful in this manner may feel this way due to the very nature of the type of work they have been seeking. Given that many are still enrolled in school, it is reasonable to assume that a large proportion may only have been seeking jobs (as opposed to careers) up to this point in their lives. That is to say, they may not have fully engaged in the type of career ‘hunt’ that might seriously be influenced by the breadth of experience the Katimavik program has provided. Rather, it is more likely (and highly probable) that only later in their lives - once they have accumulated more experience in the labour force – will they be in a better position to assess the extent to which their experience in the program has had a positive influence in their ability to find employment.

3.1.3 Social Impact

⁷ Given their youth, and the finding that many of those in the participant group are still enrolled in school, it may have been premature to ask this question. Ideally, it would likely have been better to pose this question to participants whose experience with the program had been some time ago (in excess of ten or more years).

Among the objectives of this study is an assessment of the Social Impact of the Katimavik program upon Participants. That is to say, is there evidence of a positive social impact on Participants vis à vis:

- their propensity to be actively engaged in Volunteer work;
- their propensity to be actively engaged in Civic activities;
- their perceptions of Canadian culture, language, and communities; and
- further development of personal skills and abilities.

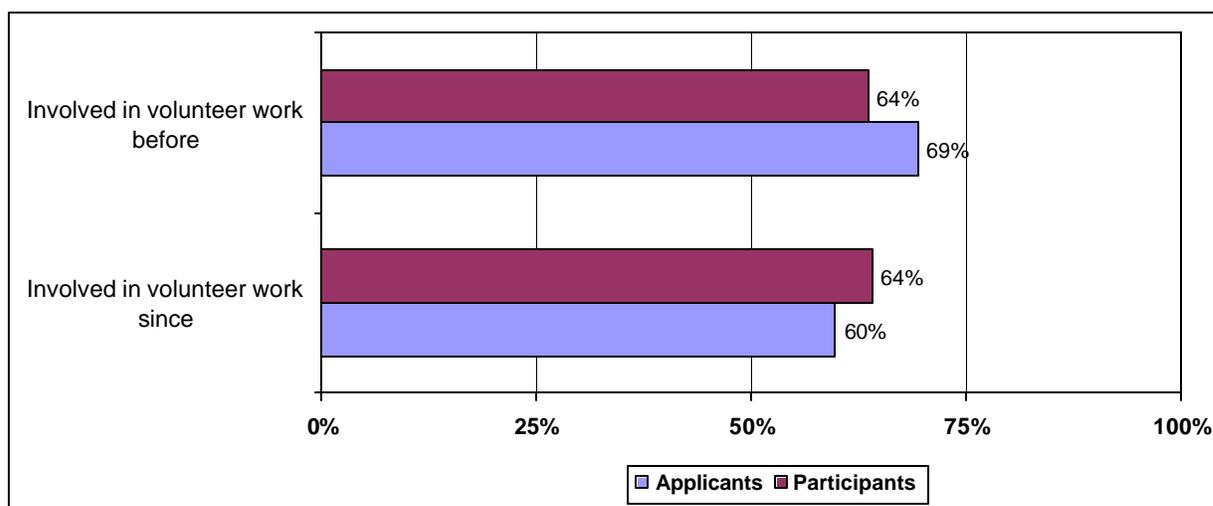
Below, these questions are explored in detail.

Volunteerism

As a means of assessing the social impact of the Katimavik program, a series of questions were asked of both Participants and Applicants that addressed their level of involvement in volunteer work (both prior to their application/participation and since).

A majority of both Applicants (69%) and Participants (64%) reported involvement in volunteer work prior to their application to the program, and have continued to do so since the time of their application to (60%) / participation in the program (64%).

**Chart 3-1
Involvement in Volunteer Work**



Source: 2006 Katimavik Survey of Applicants and Participants, questions D1 & D2a.
Sample sizes for these two statements were as follows: Applicants (n = 392, 456) Participants (n = 515,-517).

Those who reported being actively involved in volunteer work since the time of their application or involvement in the Katimavik program were subsequently asked how many hours they had spent volunteering per week, on average, during the previous three months. Respondents provided a wide range of responses, although the mean number of hours was

similar for both Applicants (5.42) and Participants (5.54).⁸ While there was no statistically significant difference in means for involvement in volunteer work since they had applied/or participated in the Katimavik program, it is noteworthy that the level of volunteerism has been maintained among members of the Participant group and declined among those in the Applicant group. While it is not possible to ascertain the reasons for the change among Applicants, it does suggest the value of volunteerism has been conveyed to Participants as a result of their involvement in the Katimavik program.

When providing general comments on how they benefited from the Katimavik program, some Participants indicated that Katimavik has encouraged them to continue volunteering in Canada and internationally;

“Katimavik helped me discover Canada and gave me the energy to continue to volunteer and discover Canada.”

“It encouraged me to volunteer in other communities and countries.”

“[The program] help[ed] me become an international volunteer.”

Civic Involvement

Applicants and Participants were also asked to rate their level of civic involvement, which was broadly defined so as to include such activities as membership and/or participation in various kinds of community organizations or groups; the extent to which one follows news and/or public affairs; and electoral voting behaviour (participation).

Overall, levels of civic involvement were similar for both Applicants and Participants, although a slightly larger proportion of Applicants (13%) than Participants (8%) reported no civic involvement at all.

Among the general comments provided at the conclusion of the survey were those that specifically addressed ways in which they (Participants) benefited from the Katimavik program. Included among these were several that centred on the importance or value of community involvement;

“I think something really important about the Katimavik [program] is [that] it gets the public involved with the Canadian issues and helps young people get an idea of the power that they have in voting and makes them aware of the responsibility they can have if they decide to.”

“It definitely helps people to see the importance of community, helping one another from different cultures and backgrounds... [The] Impacts small organizations can have on [a] community.”

“It opened my eyes to how many different opportunities I have in my own community whereas before I didn’t see any.”

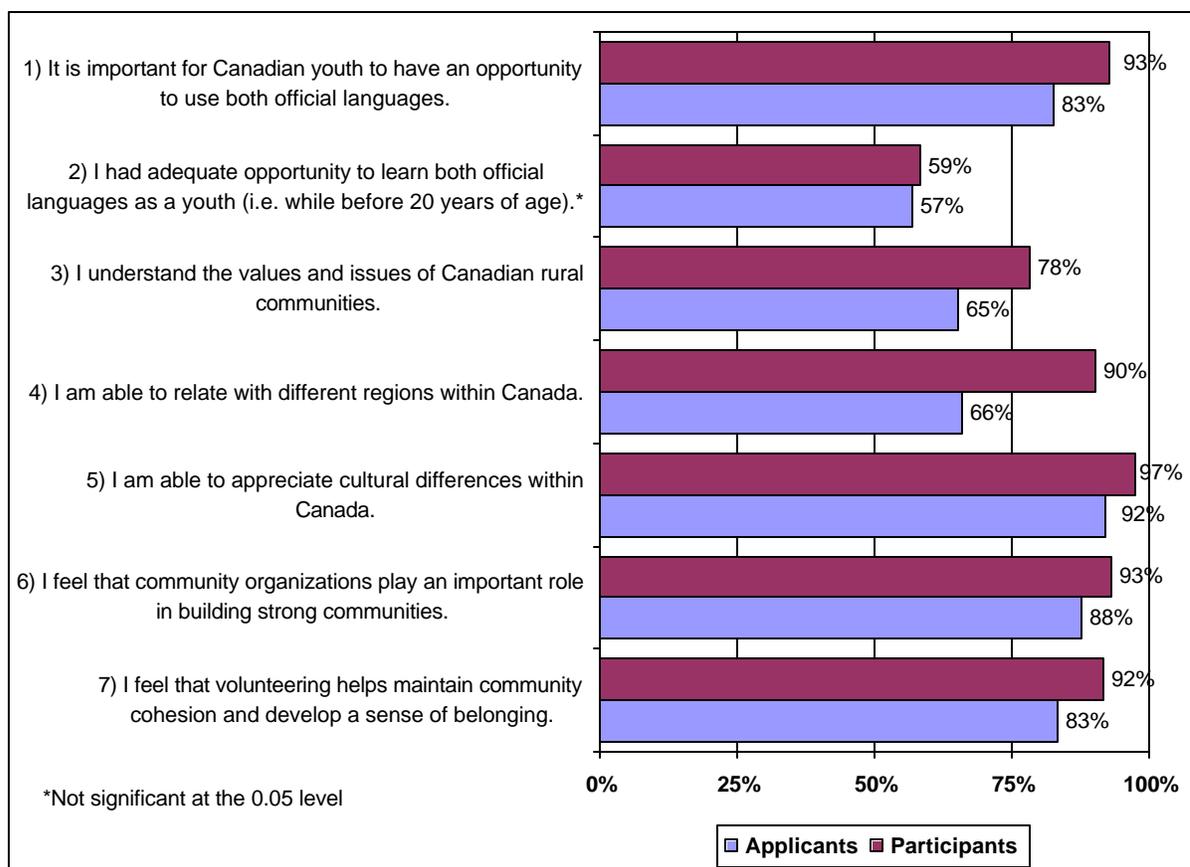
“Ça m’a ouvert pleins de portes et je suis allé partout faire du bénévolat en region et j’essaie de m’impliquer un peu partout.”

⁸ Mean number of hours was capped at 30.00 hours per week, thereby reducing the sample by 4.5%. The difference in means for these groups was not statistically significant at the 0.05 level.

Perceptions of Canadian culture, language, and communities

A series of questions were posed to both Applicants and Participants as a means of identifying their perceptions of Canadian culture, values, differences between urban/rural communities and other regional differences. For each statement, respondents were asked to rate their level of agreement using a five-point scale.

Chart 3-2
Perceptions of Canadian Culture, Language and Communities
Proportion Who Agreed or Strongly Agreed



Source: 2006 Katimavik Survey of Applicants and Participants, question D4
 Sample sizes for each of these statements ranged between 373-605 among Applicants, and 473-787 among Participants.

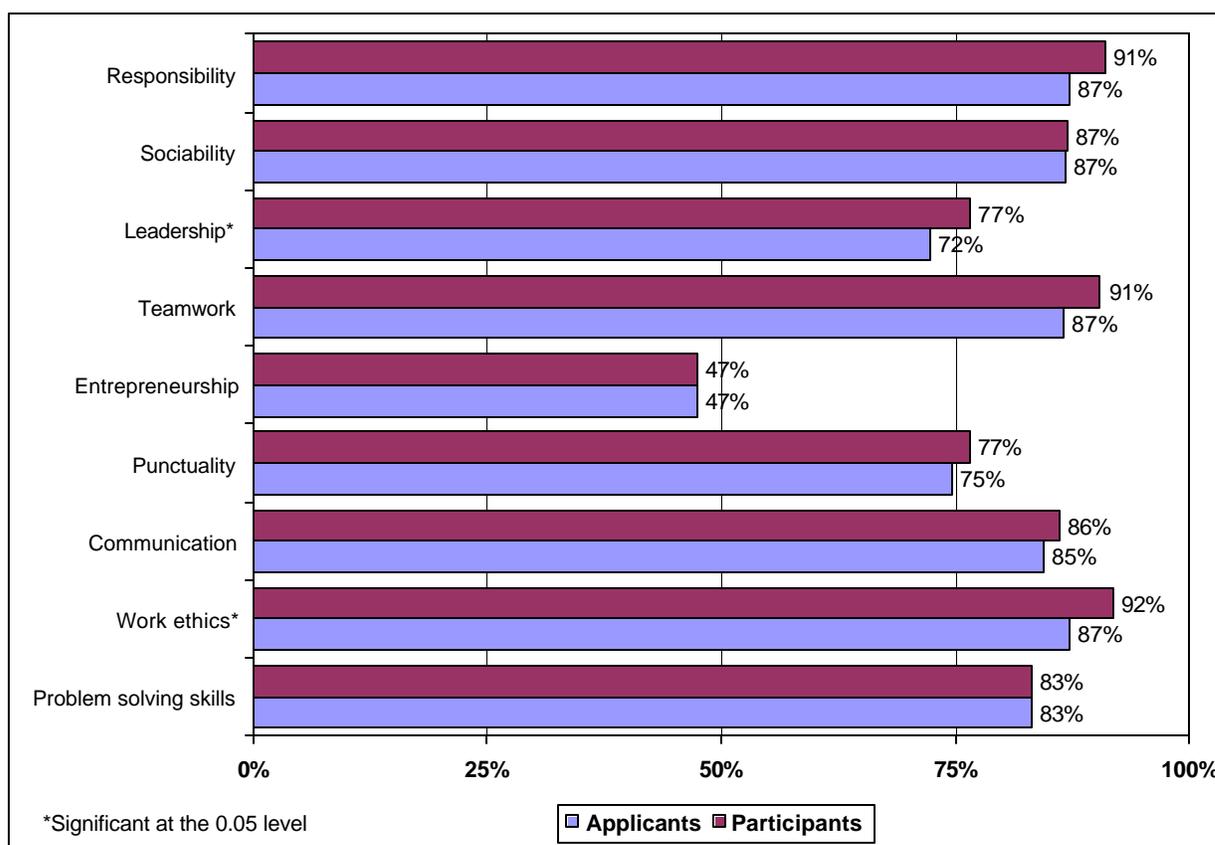
It should be noted that Participants were more likely than Applicants to agree or strongly agree with all statements. Differences between these two groups were statistically significant for all but one statement (opportunity to learn both official languages). The most notable difference in level of agreement is with respect to the statement on ability to relate to different regions, for which Participants were much more likely to agree (90%) than Applicants (66%). For this and all other statements, it would suggest that through their

involvement in the Katimavik program, Participants have gained a greater understanding and appreciation for cultural, linguistic, and regional differences within Canada, and have a greater appreciation for the value of volunteerism and the role that community organizations play in building strong communities.

Development of Personal Skills and Abilities

A series of questions were posed to both Applicants and Participants as a means of identifying self-assessments or ratings for a diversity of personal skills and abilities, using a five-point scale.

Chart 3-3
Self-assessed Ratings of Personal Skills and Abilities
Proportion Responded Good or Very Good



Source: 2006 Katimavik Survey of Applicants and Participants, question D5.
 Sample sizes for these statements varied between 306-573 among Applicants and 381-736 among Participants.

Overall, both Participants and Applicants were highly positive when they rated themselves on the specific set of skills and abilities. Differences between these two groups in their ratings were only statistically significant, however, for two – leadership and work ethics. This

finding would suggest that the Katimavik program was particularly influential upon Participants in regards to the development of these particular skills or abilities.

Following their self-assessments of their skills and abilities, Participants were asked their opinions on the extent to which they believed Katimavik played a role in the development of these particular skills or abilities. Nearly all Participants expressed positive opinions, with 37% stating that Katimavik had a somewhat significant impact and 60% stating it had a very significant impact. Participants who said it had a very significant impact were then asked to elaborate on the ways in which this impact was made.

Very few Participants felt that the Katimavik program had no impact on the development of their skills and abilities; those who did tended to express the belief that these specific skills and abilities had either been well developed prior to their involvement with the program, or that they developed them on their own (without any influence from their Katimavik experience).

Many Participants mentioned aspects of the Katimavik program that triggered or impacted the development of skills, including the program design in general (41%), group life (22%), travelling and appreciating Canada and its diversity (15%), teamwork (10%), self-discovery and development (8%), and communication skills (5%).

Among the general comments provided at the conclusion of the survey were those that specifically addressed the ways in which Katimavik has helped them as Participants develop their skills;

“Katimavik helped me stand up for myself and get up. I was scared to get a job but I have more confidence since I am back from the program.”

“Before [Katimavik] I was a quiet small town girl and afterwards I met all [sorts of] new people; I became more sociable and outgoing because I had more opportunity to experience life outside of a small town.”

“The group living situation has definitely made me more aware of my role in groups and what it takes to be in a team, [as well as] planning and organizing.”

“Through interacting with strangers and having to live with them, you learn to deal with problems and communicate on how to solve them. You have to find a way to resolve problems that arise.”

“I probably wasn’t very good in teamwork before I took the Katimavik program but the program helped me develop better skills.”

“You don’t see things the same way because of the different cultures. You don’t realize you may have prejudices until you are in the environment. It has changed me for the better.”

“I learned to communicate with people from different cultures. It has taught me that we are all the same even if we speak different languages.”

“The best thing about it was the group living. Most employers look at it as an advantage because you are able to work well with others and you think about the whole team before you think about yourself.”

3.1.4 Satisfaction with the Katimavik Program

Participants were overwhelmingly positive in their rating of the Katimavik program. Almost all (99%) said they would recommend the program to a friend or a family member, and 92% rated the Katimavik program as good, compared to less than ten percent (8%) who rated it as acceptable or poor.

Overwhelmingly, Participants speak positively about their experience with the program, including the development of new friendships, self-discovery, the development of personal skills, expansion of their outlook on life in general and towards other cultures, and other ways in which Katimavik fostered personal growth. Among the comments they offered:

"[As a result of the program I have a] better understanding of myself and the world I live in."

"[The program] helped me find direction when I needed [to] and helped me learn about Canada and [other] culture[s]."

"I had a really amazing experience; everything I learned was valuable. [It] gave me a lot more self-confidence."

"It has opened my mind to a whole other world that I would never have had experienced - variety of different people and backgrounds. [It] opened my eyes to Canada."

"[It] made me more of an independent person and more self-reliant and I can handle more now than before that I thought I could. It is the world with training wheels."

Despite these very positive opinions, less than half (44%) of all Participants feel the Katimavik program is sufficiently visible as an organization that supports community projects throughout Canada. Some Participants made specific reference to this notion in their final comments:

"I think it is an amazing program and this program should be presented to youths in schools."

"It needs to be advertised more. It's not very well known. [There should be] more brochures and posters around. Word to mouth only goes so far."

"It's a great program and everyone should know about it!!!"

"J'apprécie beaucoup ce programme et le gouvènement doit continuer à financer le programme."

"It was such a good program to be a part of. I wish there was more about it in the media, more promotion. I see it very much as a gift."

3.1.5 Summary of Key Findings

- While the survey data suggests that, in many cases, it is too early to determine economic impacts of the program on participants in terms of education or, in

particular, income levels, there are nevertheless many social impacts or benefits of the Katimavik program on the participants.

- In terms of education, Participants are more likely to have achieved partial completion of a trades program, college, or university course than Applicants, while the latter are more likely to report high school or less.
- With regard to gross income levels, when the results among the participant group are compared to those provided by Applicants, we find similar patterns for income distribution and overall means. This should not be interpreted as meaning participation in the Katimavik program has had no economic impact with respect to higher income levels. Rather, it is likely too premature to make this assessment.
- There are many positive social impacts on Participants particularly in terms of a greater sensitivity to the various regions, communities and cultures across Canada, and to a lesser extent some increased levels of volunteering and involvement in civic activities. The surveys also revealed a higher self-assessed level of leadership skills and work ethics among former program Participants compared to Applicants, and Participants in many cases attributed this to the Katimavik experience.
- Program participants are extremely positive about their Katimavik experience and almost every one of them would recommend the program to a friend.

3.2 Katimavik Community Partners Survey

3.2.1 Description of Community Partners

As discussed in Section 2.2.2, the Consultant adopted a case study approach in order to gain the most detailed information on the social and economic impacts of participation the Katimavik program from a truly community perspective. The goal of this census approach was to complete interviews with all community partners to gather the most representative data available on the impacts of the program. In total, data from interviews with 92 community partners within 15 different communities across Canada were utilized for the analysis.

Overall, the partner organizations interviewed are heavily dependent on the use of volunteers. The average number of volunteers (95) working for each of the 92 partner organizations surveyed exceeds the combined totals of full time and part time staff (32) at these organizations. It is therefore not surprising that these organizations value the assistance of the Katimavik volunteers.

3.2.2 Social Impact

Volunteer Work and Overall Impact of Katimavik

Almost four in five of the projects on which Katimavik participants worked were already in place, whereas approximately one in five projects were created for the Katimavik participants.

Three out of four partners felt that there was one area where the Katimavik participants had a greater impact on their organization. In some cases this was a very tangible impact in terms of a working contribution. Examples of this include:

- Assisting students (school, daycare) – there were multiple mentions of this.
- Assisting in the library
- Assisting in food handling and meal preparation
- Customer service
- Fundraising
- Activities with seniors, working with the elderly
- Creating marketing materials

This is what community partners had to say about how Katimavik participants had a positive impact on their organization:

- *“They enhanced our ability to do a number of projects in the field (trail projects, tree planting, etc.) which could not have been completed with the manpower we have.”*
- *“Helping the kids in their reading development and development of French oral expression.”*
- *“In our library through the organization and cataloguing activities. All activities were benefits for the kids. They connected with the kids and were good role models.”*
- *“The Katimavik students built relationships with the developmentally challenged.”*
“They impacted every facet we do. We found projects to work on that reflected what they did best or were most skilled at.”

Other key impacts were less tangible, but no less important:

- *“They provided great motivation for our team by inspiring them. It is uplifting and refreshing to work alongside them.”*

Nearly one in three (30%) of partners surveyed indicated that the Katimavik project resulted in additional benefits for their community. Examples given ranged from fundraising and sponsoring children’s meals to development of a new trail.

- *“They helped to increase our fundraising activities for two or three different projects.”*
- *“Nature area benefited from development of a new trail system.”*
- *“They also helped our organization build capacity. If we didn’t have them we wouldn’t have had partner investment for a \$14,000 kitchen renovation. Katimavik support also helped us to host a large conference.”*
- *“Typically we worked to improve water quality and the environment.”*

- *“Une plus grande frequentation du site, donc plus de dons.”*

Again less tangible (and harder to quantify) benefits or impacts were also mentioned:

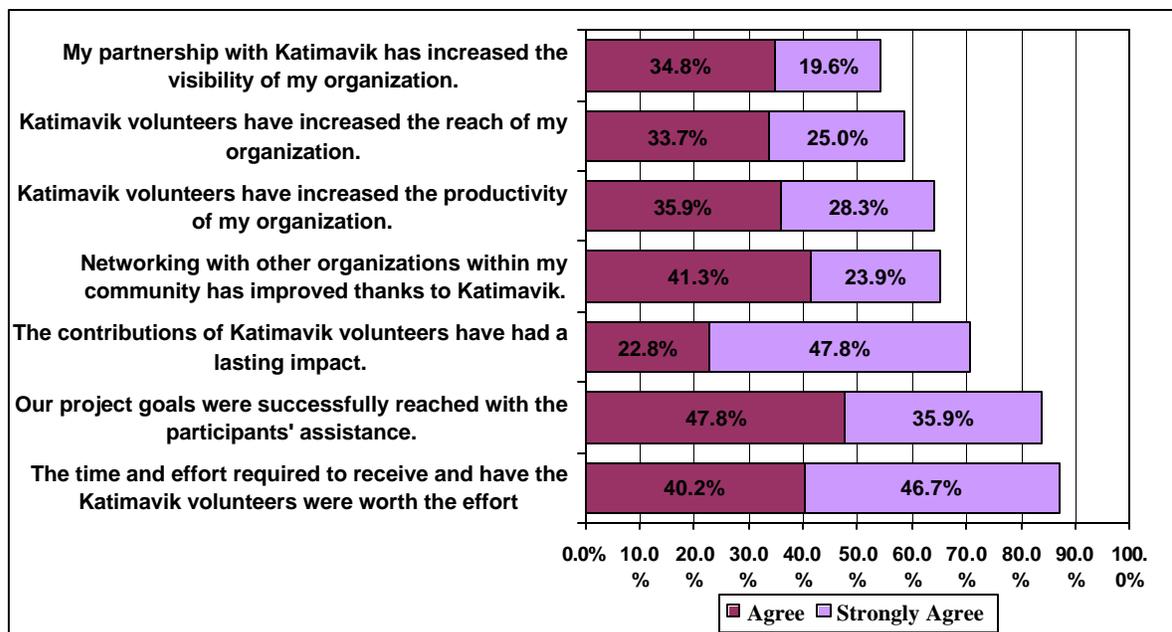
- *“The social profit – Katimavik improved the community social product by helping disadvantaged people with job skills and what they might do.”*

Immediate and Mid-term Impact of Katimavik

Three in five of all projects would have been negatively impacted had the Katimavik participation not been available to the community partners. One in six (16%) of the projects would not have proceeded if Katimavik volunteers had not been available, and a further two in five (44%) would only have proceeded with a delay and/or a reduced scope. Furthermore, if the Katimavik participants had not been available some of the partner organizations surveyed claimed that they would have had to hire, on average, two full time staff, one part time staff and nine volunteers.

The impact of the Katimavik projects to community partners can also be seen in the partners’ levels of agreements with various statements.

**Chart 3-4
Levels of Agreement with Statements
Proportions Who Agreed or Strongly Agreed**



Source: 2006 Katimavik Interviews with Community Partners
n = 92

More than half of all partners surveyed either “strongly agree” or “agree” with the following:

- The time and effort required to receive and have the Katimavik volunteers were worth the effort (87%)

- Our project goals were successfully reached with the participants' assistance (85%)
- Katimavik volunteers enhanced my organization's resources (73%)
- The contributions of Katimavik volunteers have had a lasting impact (71%)
- Networking with other organizations within my community has improved thanks to Katimavik (66%)
- Katimavik volunteers have increased the productivity of my organization (65%)
- Katimavik volunteers have increased the reach of my organization (60%)
- My partnership with Katimavik has increased the visibility of my organization (55%)

More than nine in ten partners (91%) said that the Katimavik program helped their organization meet its objectives, with three in ten (30%) indicating that this was true to "a great extent"(30%).

In nearly one in six cases (15%) community partners advised that direct or indirect organizational changes occurred as a result of the Katimavik program.

In three instances (3%) partners reported that new jobs were created in their communities as a result of Katimavik assistance or the Katimavik project. These included full time positions at \$12 per hour and part time positions at \$7.55 to \$10 per hour. It should be noted that 10% of partners surveyed did not know whether or not any new job creation had occurred in the community as a result of the program.

3.2.3 *Satisfaction with the Katimavik Program*

Community partners expressed very positive opinions on all five aspects of the experience with approximately four in five rating the experience as "very good" or "good" on each of five dimensions:

- The respect participants have for the values and issues of your community (88%)
- Your overall experience with the Katimavik experience (83%)
- Your overall experience with the Katimavik participants (83%)
- The quality of the work done by Katimavik volunteers in your organization (81%)
- The mutual aid among community organizations created by Katimavik's interaction (78%)

The community partners in the survey were asked if they would participate in the program again, if it were possible. Nearly nine in ten (87%) expressed the view that they would participate again if possible.

The community partners surveyed were divided in their opinions as to whether or not the Katimavik program is sufficiently visible as an organization that supports community projects throughout Canada. While 54% felt that the program is sufficiently visible the remaining 46% disagreed.

The Katimavik program received a very strong endorsement from the surveyed partners when they were asked if they would recommend it. When the community partners were asked if they would recommend other community organizations or other communities to participate in the Katimavik program almost all (97%) said that they would.

3.2.4 *Summary of Findings*

- The interview data clearly indicates that community partners felt their participation in the Katimavik program had a positive influence on their community. In general, community partners rely heavily on volunteer work and hold volunteerism in high regard. Although the majority of the community projects were in place before the involvement with Katimavik, most community partners felt that the program participants had significant tangible and intangible impacts on specific aspects of their organization. For example, several partners indicated that the instructional assistance with students and library services were greatly influenced by the work of Katimavik participants. Others indicated that the participants were a source of inspiration for members of the organization.
- The majority of community partners also indicated that without participation in Katimavik their projects would have had not proceeded or produced with a reduced scope. In addition, most partners felt that the program helped their organization to meet its goals.
- In terms of direct benefits, three community partners indicated that Katimavik assistance resulted in creation of new jobs in their community. Similarly, several participants noted participation in the project resulted in benefits for the community such as increased fundraising activities, improvement or enhancement of water quality and the environment, and enhancement of organizational capacity.
- Given the experience with the program, community partners were very satisfied with the overall experience with Katimavik and the participants. For example, more than 85% of participants indicated that they would participate in the program again and recommend the program to other organizations or communities.

SECTION 4: ECONOMIC IMPACT

The estimation of the economic impact of the Katimavik program was calculated based on the following:

1. Value of Direct Katimavik Expenditures

Katimavik expenditures represent an important economic impact on the participant communities' direct expenditures refer to the expenditures incurred by the program in terms of rent, travel, food and other expenditures.

2. Value of Volunteer Work Performed by Katimavik Participants

A significant portion of the research focussed on estimating the economic value associated with the volunteer activities of Katimavik participants. In general, the Consultant estimated the "value" of the labour by assigning an average hourly wage rate (based on feedback provided by community partners) to the labour supplied by the participants.

3. Economic Impact of the Community Project

Projects funded through Katimavik often generated additional or included economic impacts. Among these induced impacts include:

- Generation of additional volunteer work among community partners (non-Katimavik supported)
- Economic benefits associated with the actual project (i.e. value of parks/trades created etc.)

Detailed in the following sections is an estimate of the economic impacts associated with the Katimavik program.

4.1 Value of Direct Katimavik Expenditures

Katimavik program expenditures that directly support the activities of program participants within the community (for the fiscal year ending March 31, 2005) are presented in Table 4-1. While in the community, all expenses associated with the participants are addressed by the program, no expenses are borne by the community partners. As the information indicates, expenses associated with participants' lodging, transportation, food and daily allowances and bonuses totalled \$6,850,668.00. Given the geographical size of Canada and the dispersion of its residents, it is not surprising that approximately 40% of the expenses are related to travel (\$2,710,923.00). Aside from travel, rental fees for housing for Katimavik participants, food, and daily allowances and incentive bonuses comprise the largest expenses.

Table 4-1
2005 Katimavik Expenses⁹

Rent	\$1,423,531.00
Travel	
Participant transportation expenses	\$1,329,462.00
Vehicle rental and insurance	\$1,105,729.00
On-site transportation	\$275,732.00
Travel TOTAL	\$2,710,923.00
Food	\$1,332,822.00
Daily allowances and incentive bonuses	\$1,383,392.00
TOTAL	\$6,850,668.00

Source: Corporation Katimavik – Opcan Financial Statements, March 31, 2005

4.2 Value Assessment of Volunteer Work in Canadian Communities

Each host community welcomes 11 participants who provide 35 hours of volunteer work per week over a 34-week period for various community partners. Based on their identified requirements, community partners may host a varying number of participants throughout all three trimesters of the program. For example, a community partner may have 2 participants for two trimesters and only 1 participant for the third one. Data from interviews with community partners was cross-referenced with administrative information to ascertain the prevalence of Katimavik participants in each community. Although the participants per community partner ranged from 0.5 to 4, the average number of participants per community partner was 1.47.

In order to estimate the value of the volunteer labour supplied by the Katimavik participants in the participating communities, the Consultant adopted two measurement approaches:

1. Estimate of volunteer labour using minimum wage rates for each province

This measure should be considered as the “minimum” value as in fact; many community partners felt that the value of Katimavik labour would be compensated at a rate higher than the provincial minimum wage rate. However, as not all partners could estimate the “value” of Katimavik labour, the provincial minimum wage rate would serve as a useful proxy in terms of delivering of minimum value.

2. Estimate of the value of volunteer work – Community Partner Assessment

Given the relatively higher value-added activities performed by many Katimavik participants, a key element of the research was to better establish the actual value of such labour by asking Community Partners to comment as to what they would be willing to pay for the services provided by Katimavik participants.

⁹ Source: Corporation Katimavik – Opcan, Financial Statements March 31, 2005, Katimavik Administration Staff.

Assessing the value of the volunteer work completed by Katimavik participants was limited by the availability of administrative data, as well as the inability of community partners to ascertain an hourly wage or overall value for the work completed. In order to assign a monetary value to the volunteer work accomplished by the participants, the Consultant proceeded by establishing a baseline estimate. The relevant provincial minimum wage was recorded for each community partner¹⁰. These figures provided base information for an estimated wage level and minimum value for the completed work.

Number of Participants X Hours/Week X Number of Weeks X Wage

The estimated minimal value of the completed volunteer work (range as well as average or mean) for community partners examined in this research is presented in Table 4-2.

**Table 4-2
Estimated Minimal Value of Volunteer Work per Community Partner**

	Value of Volunteer Work (Provincial Minimum Wage)	Value of Volunteer Work (Estimate Wage)
Average/Mean:	\$7.15/hour	\$12,417.97
Minimum:	\$5.90/hour	\$4,254.25
Maximum:	\$8.00/hour	\$38,080.00

Source: 2006 Katimavik Interviews with Community Partners
n = 92

As the information in the table indicates the baseline hourly wage ranged from \$5.90 (Alberta) to \$8.00 (British Columbia) per hour. Accordingly, the average or mean hourly wage, \$7.15 per hour, is relative to the province examined¹¹. Utilizing the formula above, the estimated the minimal values of the volunteer work for each community partner ranged from \$4,254.25 to \$38,080.00 with an average value of \$12,417.97.

Using these figures as a baseline data, the Consultant calculated the range (minimum and maximum), average or mean values for volunteer work for the community, and Canada-wide levels. These estimations are presented in Table 4-3.

**Table 4-3
Estimated Minimal Value of Volunteer Work per Community and Canada-wide**

	Estimated Value of Volunteer Work	
	Communities (n=15)	Canada-wide (n=105)
average/mean:	\$92,720.83	\$9,735,687.50
minimum:	\$77,231.00	\$8,109,255.00
maximum:	\$104,720.00	\$10,995,600.00

¹⁰ Source: Statistics Canada, http://www.statcan.ca/english/studies/75-001/comm/2005_09.pdf

¹¹ Community partners who participation in the research were located in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Prince Edward Island, and New Brunswick.

As the information in the table indicates, the estimated minimal values of the volunteer work completed in the communities by Katimavik participants ranges from \$77,231 to \$104,720.00, with an average value of \$92,720.00. Extrapolating these figures to the 105 communities that participate in the Katimavik program indicates that, at a minimum, the estimated value of volunteer work across Canada may range from \$8,109,255.00 to \$10,995,600.00 with an average of \$9,735,687.50.

Estimate of the Value of Volunteer Work – Community Partner Assessment

In order to achieve a more precise estimate of the value of the volunteer work completed by participants, community partners were asked to provide information on how much they would have been willing to spend and/or how much they felt the work was worth. In cases where the community partner was unable to estimate the value of the volunteer work, a proxy wage¹² was calculated and utilized. With an estimated hourly wage, the Consultant utilized the same formula to achieve an estimate of the value of the completed volunteer work. The estimated value of volunteer work completed, based on survey data, is presented in Table 4-4 below.

Table 4-4
Estimated Value of Volunteer Work per Community Partner

	Value of Volunteer Work (Survey Data)	Value of Volunteer Work (Survey Data)
Average/Mean:	\$9.97/hour	\$17,660.61
Minimum:	\$5.90/hour	\$4,760.00
Maximum:	\$20.00/hour	\$55,037.50

Source: 2006 Katimavik Interviews with Community Partners
n = 64

Although the minimum wage level for volunteer work provided by community partners is the same as that for the minimal estimate in Table 4-2 (previous minimal estimate), the estimated average (\$9.97/hour) and maximum (\$20.00/hr) wage levels are greater than those based on provincial minimum wage levels. Based on survey data, the value of volunteer work completed for community partners ranged from \$4,760.00 to \$55,037.50, with an average value of \$17,660.61.

The Consultant utilized these figures to calculate the range (minimum and maximum), average or mean values for volunteer work on the community, and Canada-wide levels. These estimations are presented in Table 4-5.

¹² To achieve an estimate, the Consultant considered the availability and completeness of data at the community level. If an hourly wage level could be achieved (via survey data) for more than 33% of the community partners, then the average or mean wage for the community was used as a proxy figure for missing data. If 33% or less of the community partners could not provide an estimated hourly wage level for the volunteer work, then the survey average or mean wage level was used as a proxy for missing values.

**Table 4-5
Estimated Value of Volunteer Work per Community and Canada-wide Based on Survey Data**

	Estimated Value of Volunteer Work	
	Communities (n=15)	Canada-wide (n=105)
average/mean:	\$131,865.88	\$13,845,917.75
minimum:	\$87,982.65	\$9,238,178.25
maximum	\$190,846.25	\$20,038,856.25

Similarly, the estimates for volunteer work at the community and Canada-wide level based on survey data are greater than those based on provincial minimum wage levels.

4.3 Additional Economic Benefits

In addition to volunteer work, the survey data indicates that the participation in Katimavik resulted in additional volunteers for community partners, new partnerships and partner investments. In order to estimate the induced volunteer contributions, the Consultant multiplied the reported additional volunteer hours by the estimated hourly wage of the completed volunteer work. In cases where the community partner was not able to calculate the volunteer hours, the survey average was used as a proxy value. The estimated Induced Volunteer Contributions are presented in Table 4-6.

**Table 4-6
Estimated Induced Volunteer Contribution**

	Additional Volunteer Hours	Estimated Hourly Wage	Estimate of Induced Volunteer Contribution
average/mean:	137.18	\$10.96	\$1,432.46
minimum:	10.00	\$7.00	\$70.00
maximum	750.00	\$16.00	\$7,500.00

Source: 2006 Katimavik Interviews with Community Partners
n = 15

In total, 15 community partners indicated that the participation in Katimavik resulted in additional volunteers totalling an estimated 1,059 hours. As the information in the table indicates the estimated induced volunteer contribution varied considerably ranging from \$70.00 to \$7,500.00 in value.

Community partners and host communities also experienced impacts such as economic gains/benefits, and the establishment of new partnerships as a result of the Katimavik program. The reported values of these partnerships are presented in Table 4-7.

Table 4-7
Value of Volunteer Work per Community Partner

	Reported Value of Economic Benefits	Number of New Partnerships	Value of Additional Investments Through New Partnerships
average/mean:	\$11,618.24	2.56	\$10,214.29
minimum:	\$500.00	1.00	\$300.00
maximum	\$100,000.00	6.00	\$20,000.00
Sum/total	\$197,510.00	23.00	\$71,500.00

Source: 2006 Katimavik Interviews with Community Partners
n = 15

Some of the additional economic benefits to the community reported by key informants include:

- Public donations in support of a new trail system;
- Improvement/enhancement of water quality and the environment;
- YMCA memberships for participants;
- Participation in local recreation and/or social events not associated with the program; and
- Proceeds from purchases made by participants (e.g., food or goods not provided by the program).

In addition to the economic benefits (e.g., proceeds from products of volunteer work, etc.), new partnerships and partner investments, several respondents indicated that the Katimavik assistance created new jobs in their communities. Respondents reported that 1 full-time position and 3 part-time positions were created by the work.

4.4 Estimated Total Value

The estimated total value of Katimavik volunteer work (for 105 host communities) was obtained by extrapolating the value of volunteer work per host community. Table 4-8 consolidates information presented above.

Table 4-8
Total Estimated Value of Volunteer Work for 105 Host Communities – Annual Basis

	Minimum	Maximum	Average/Mean
Value of Volunteer Work (Provincial Minimum Wage)	\$8,109,255	\$10,995,600	\$9,735,687
Value of Volunteer Work (Estimate Wage*)	\$9,238,178	\$20,038,856	\$13,845,917
Reported Value of Economic Benefits	\$52,500	\$10,500,000	\$1,219,914
Value of Additional Investments Through New Partnerships	\$31,500	\$21,100,000	\$1,072,500
TOTAL--Using Provincial Minimum Wage	\$8,193,255	\$42,595,600	\$12,028,101
TOTAL--Using Estimated Value of Volunteer Work	\$9,322,178	\$51,638,856	\$16,138,331

Source: 2006 Katimavik Interviews with Community Partners

4.5 Return on Investment

Analysis of the economic impact suggests that the Katimavik program generates net positive returns based on the value of the volunteer labour and other induced economic benefits. By dividing the total benefits by the total costs, a determination of the gross return of the program can be made. Under the most conservative scenario, each dollar of Katimavik expenditures generates a gross return of \$1.12. This translates into a net return of \$0.12 for every dollar invested in the Katimavik program. Based on the average return, and using the community partners estimate of the value of the volunteer work, it appears that each dollar spent by the Katimavik program generates a return of \$2.20 in each community, or a net return of \$1.20.

Table 4-9
Estimated Rate of Return for Each \$1.00 Program Expenditure
Range of Returns – Various Assumptions

	Minimum	Maximum	Average
Return – Using Provincial Minimum Wage	\$1.12	\$5.80	\$1.64
Return – Using Estimated Value of Volunteer Work	\$1.27	\$7.03	\$2.20

4.5.1 *Summary of Findings*

- Value of Direct Katimavik Expenditures: Review of Katimavik financial documents and information provided by administration staff indicate that program expenditures that directly support the activities of program participants within the community totalled \$6,850,668 for the fiscal year ending March 31, 2005. Approximately 40% of these expenses are related to travel – transporting participants to and within the community and vehicle rental.
- Value of Volunteer Work in Canadian Communities: Utilizing labour, interview and administrative data, the Consultant developed two measurement approaches to estimate the value of volunteer labour within communities: one using minimum wage rates for each province and another based on community partner assessment.

- Estimates of the minimal values of volunteer work (provincial minimum wage) were: \$12,417.97 per community partner, \$92,720.83 per community, and \$9,735,687.50 Canada-wide.
- Estimates of the values of volunteer work (Community partner assessment) were greater totalling: \$17,660 per community partner, \$131,865.88 per community, and \$13,845,917.75 Canada-wide.
- Additional Economic Benefits: In addition to the volunteer work, interview data indicates that participation in Katimavik resulted in additional volunteers for community partners, new partnerships and partner investments. On average, it was estimated the induced volunteer contribution resulted in 137 additional volunteer hours, and \$1,432 in gains. In addition, community partners reported an average of \$11,618 in economic benefits, 2.56 new partnerships, and \$10,214 in investments from new partners.
- Estimated Total Value: Estimates of the total value of Katimavik volunteer work for 105 communities were obtained by extrapolating the value of volunteer work per host community.
 - The average or mean total value of volunteer work (using provincial minimum wage) on an annual basis for 105 communities was estimated to be \$12,028,101.
 - The average or mean total value of volunteer work (using estimate value of volunteer work) on an annual basis for 105 communities was estimated to be \$16,138,331.
- Return on Investment: Analysis of the economic impact suggests that the Katimavik program generates net positive returns based on the value of the volunteer labour and other induced economic benefits. Based on the average return, and utilizing community partners' estimate of value of work, it appears that each dollar spent by the Katimavik program generates a return of \$2.20 in each community, or a net return of \$1.20.

SECTION 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

- Katimavik has a positive economic return for the community partners – each \$1 expenditure by Katimavik generates an average return of \$2.20.
- There are minimal economic impacts for participants.
- However, the data indicates that there are other social impacts for participants.

5.2 Recommendations for Future Impact Studies

- *Completion of a Staggered Study*

As stated in the research challenges and limitations, past research experience by the Consultant has shown that there is a recall bias when respondents are asked to assess their skills or values in a “before and after” format. To correctly measure changes in skills or values over time, participants and applicants have to be surveyed before the Katimavik program, one year after the program and five years after the program. Such an approach would provide a more realistic picture of the impact of the program on short-, mid-, and long-term.

- *Pro-active Collection of Information*

Katimavik could benefit largely from requesting community partners to provide a post-project impact report. This would provide valuable information on the project, the number of volunteers, the number of hours, the value of the work, etc. In addition, by providing community partners with the right tools to measure the value of volunteer work, not only would Katimavik obtain valuable information on the value of its participants, but the community partners would also benefit from applying these tools to measure the value of all of its volunteers.