

Regional Engagement Atlas of Churches (REACH)

Volunteer Impact REPORT

Prepared by:



Wycliffe College

AT THE UNIVERSITY OF TORONTO

Canadian Institute for Empirical Church Research

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Dear church:

This report contains the results of your church's participation in the Regional Engagement Atlas of Churches (REACH) Volunteer Impact survey. The report outlines statistics on your church's demographics, volunteer activities, and a variety of other insights on how you impact the local community and your members.

Volunteers play a vital role in shaping both the heart of their congregation and the well-being of the wider community. We sought to map and understand how your church engages in local, national, and international volunteer activities, as well as the ways that your church can flourish in the future by extending the love, hope, and care of Jesus Christ far beyond its walls. Our prayer is that this report will help encourage and equip your church to further its mission and vision.

Your research team

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Report Snapshot

Church Information

Name: TEST CHURCH

Business Number: 000000000

Report Generated: 26 February, 2026

91

Total survey responses

We found that in your church...

48.4

Average age of respondents

261.5

Average hours per year spent volunteering at church

33.3

Average hours per year spent volunteering outside of church

Countries of origin

Guatemala USA Singapore France
Lebanon Togo IvoryCoast Cameroon Colombia
Haiti Mexico Congo Canada Belgium Norway

1.82K

Average annual \$CAD given to Canadian Christian charities

76

Drive to church

39.5

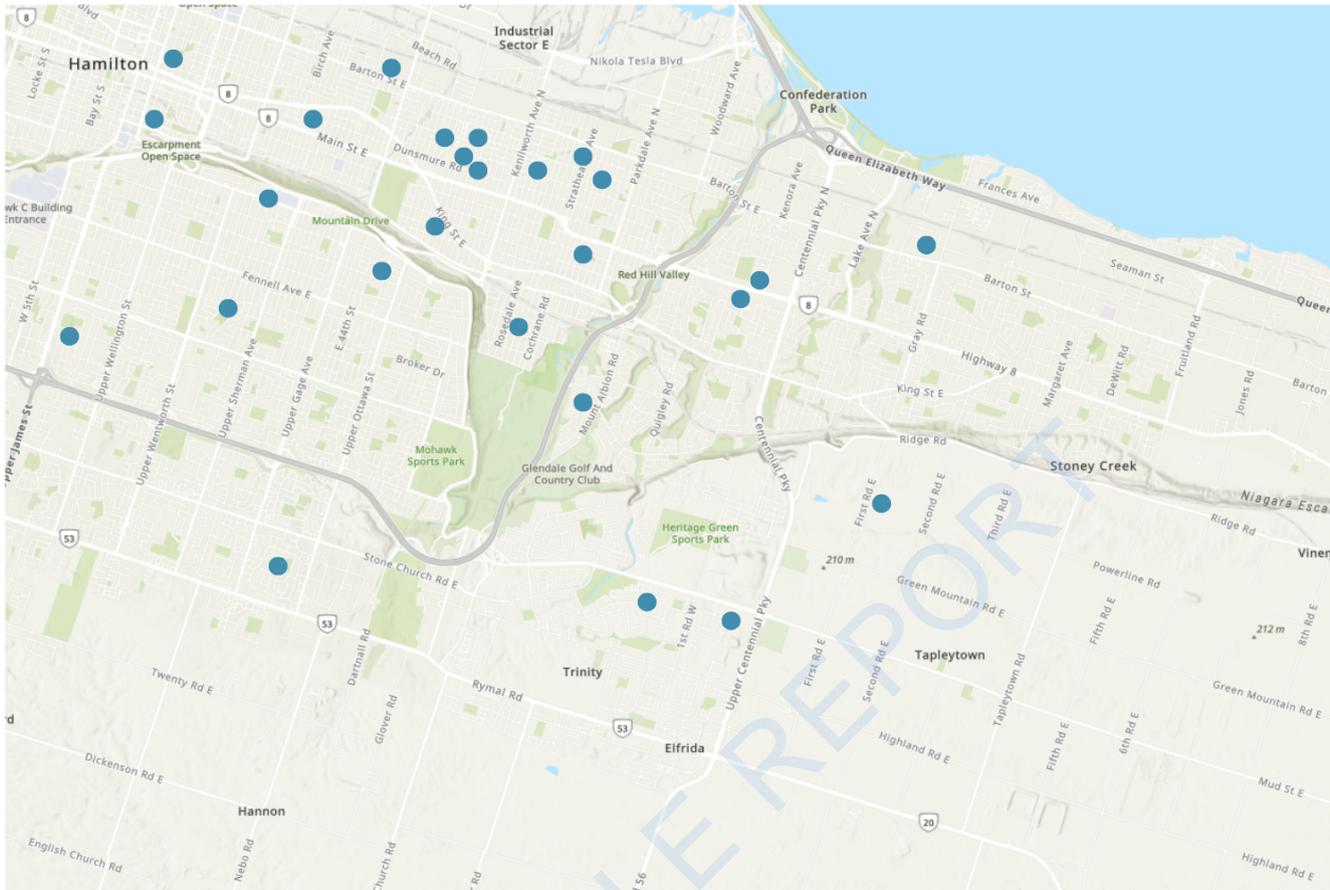
Average number of years living in local community

32

Engage in caregiving

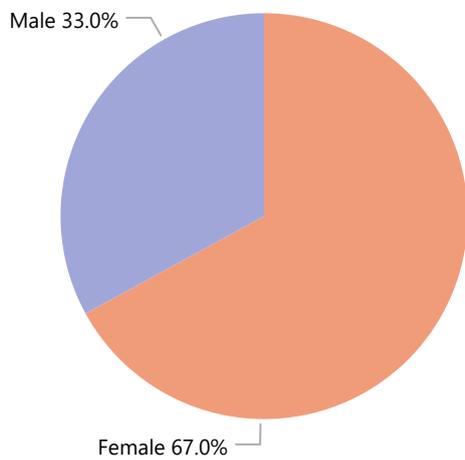
Demographic Information

The map below outlines where members of your church live around its general vicinity.

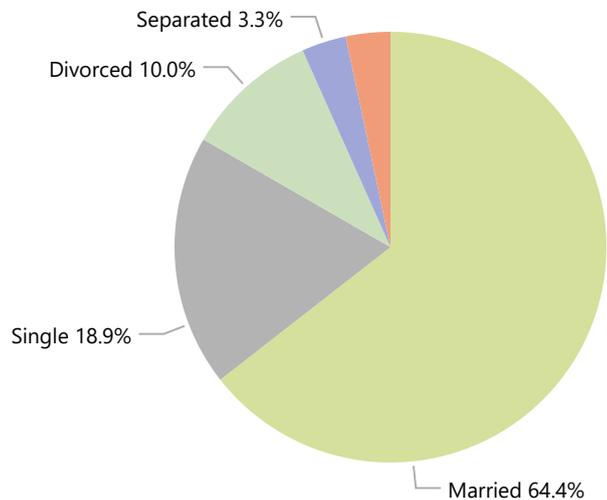


The following demographic information provides insight into who attends or participates in your church. Consider this section an introduction to "who" attends your church, which we like to call your congregational, or volunteer, DNA.

Gender



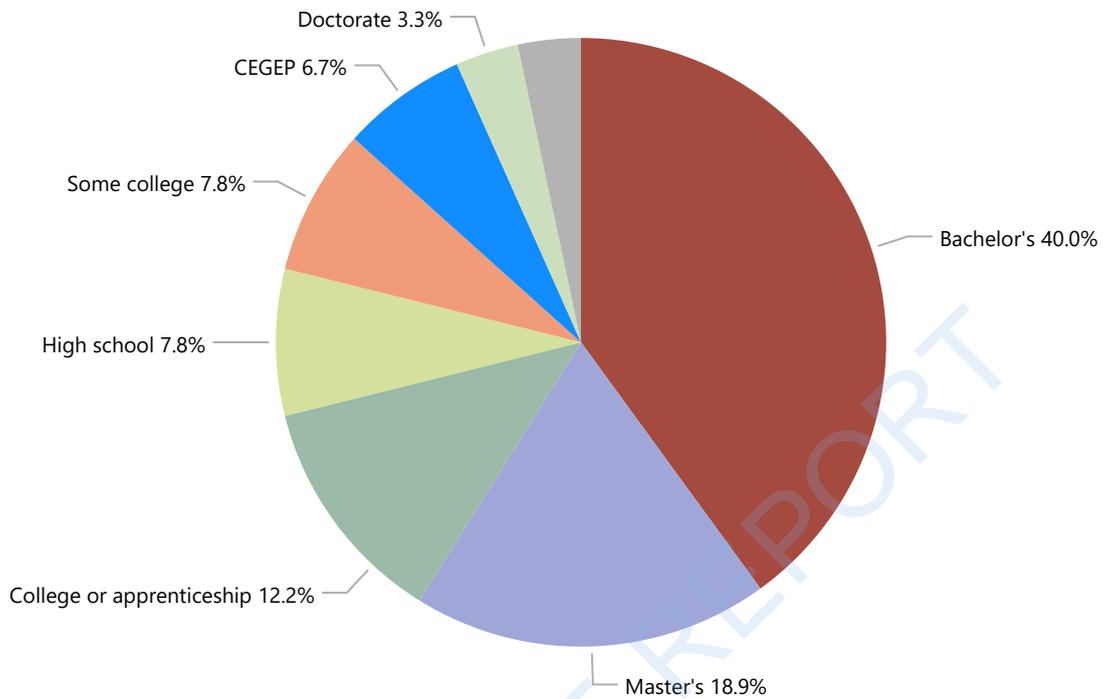
Marital Status



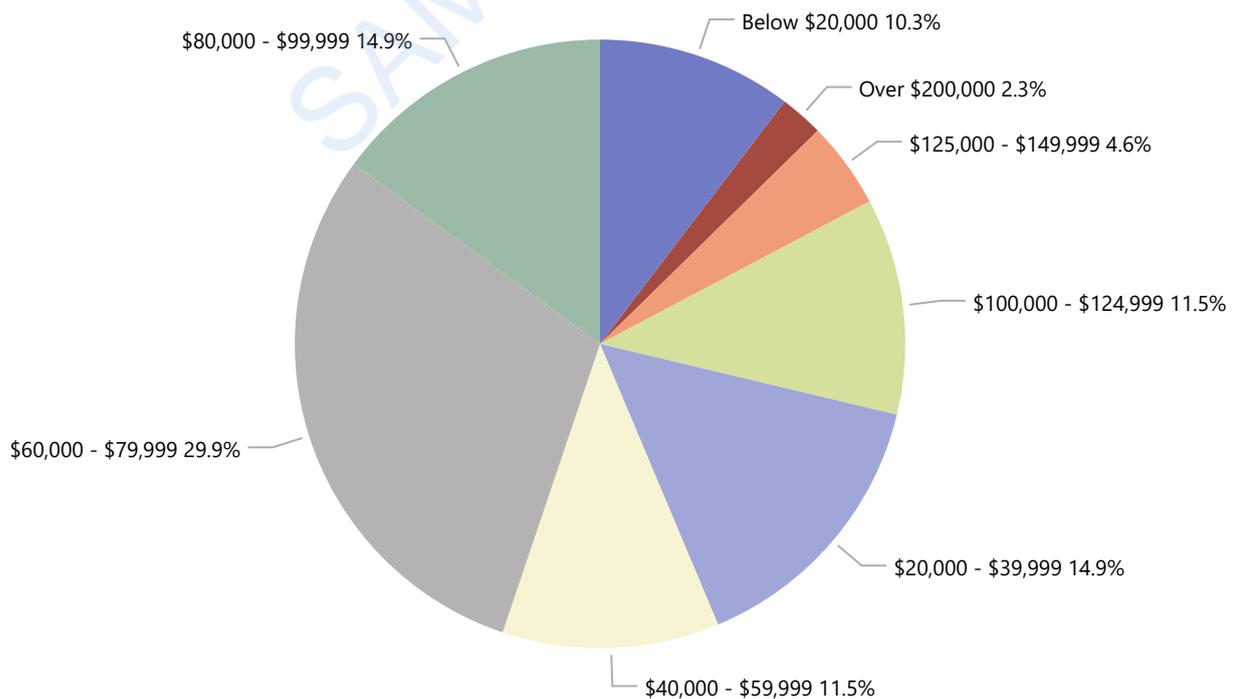
Demographic Information (cont.)

Participants were asked about their highest earned educational level and gross annual income.

Highest Education Level Completed



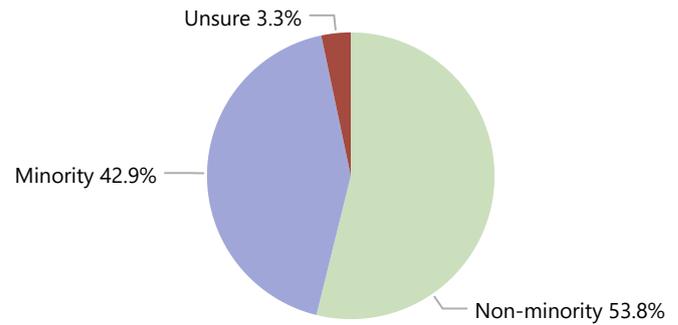
Gross Annual Income Brackets



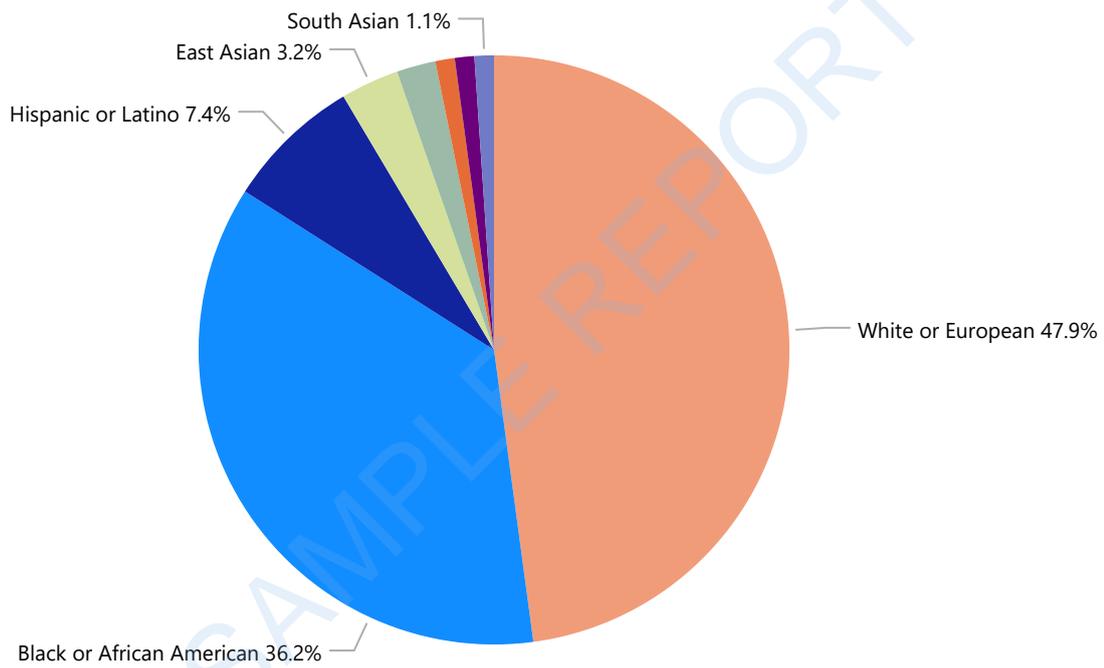
Demographic Information (cont.)

Participants were asked whether they self-identified as a visible minority. They were also asked to specify their ethnicity or ethnicities.

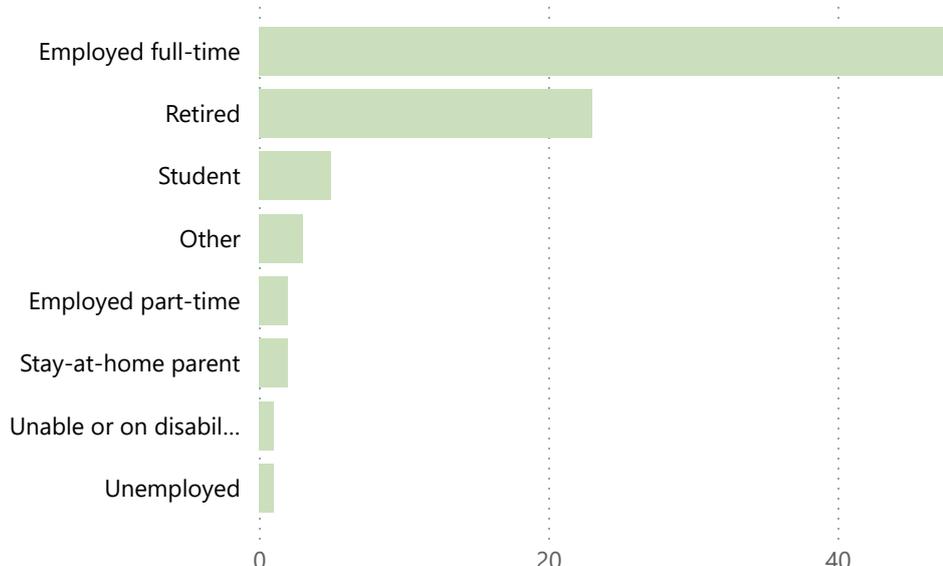
Visible Minorities



Ethnic and Cultural Origins



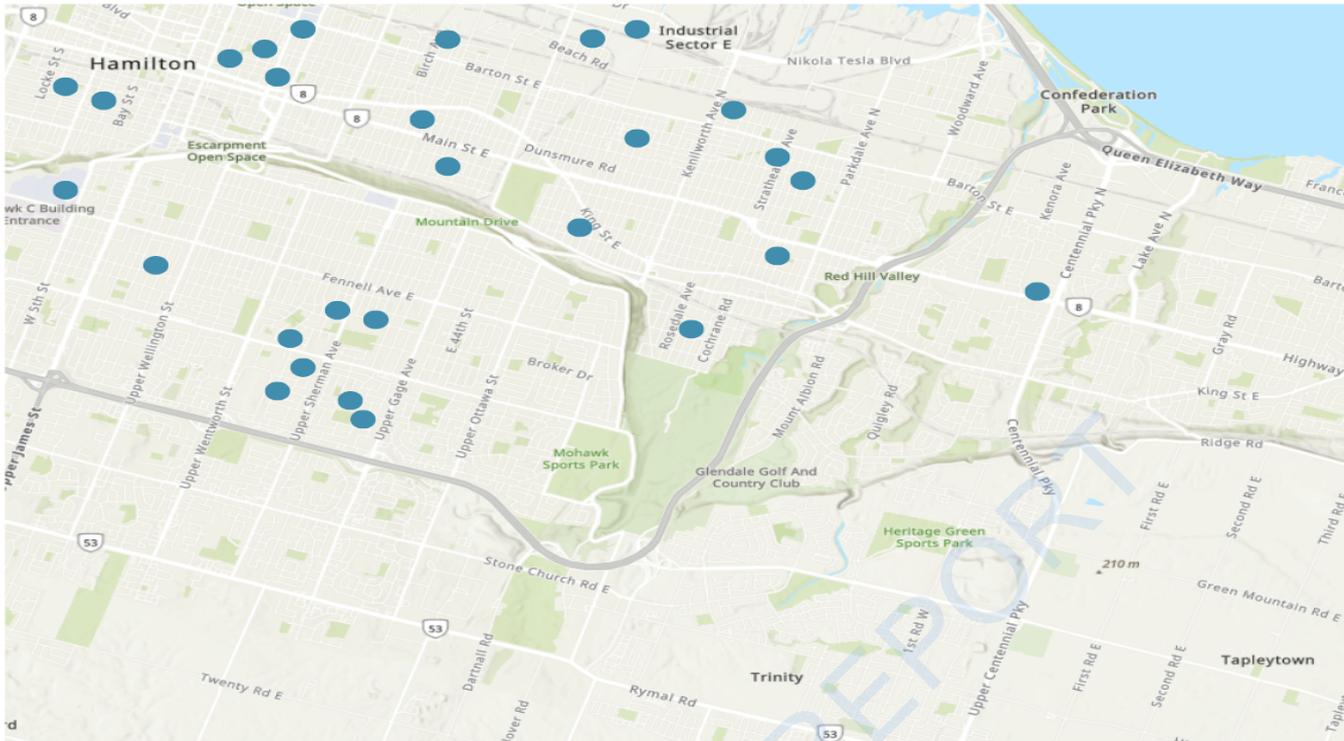
Employment Status



Participants were also asked about their employment status. "Homemakers" have been grouped into the "stay-at-home parent" category.

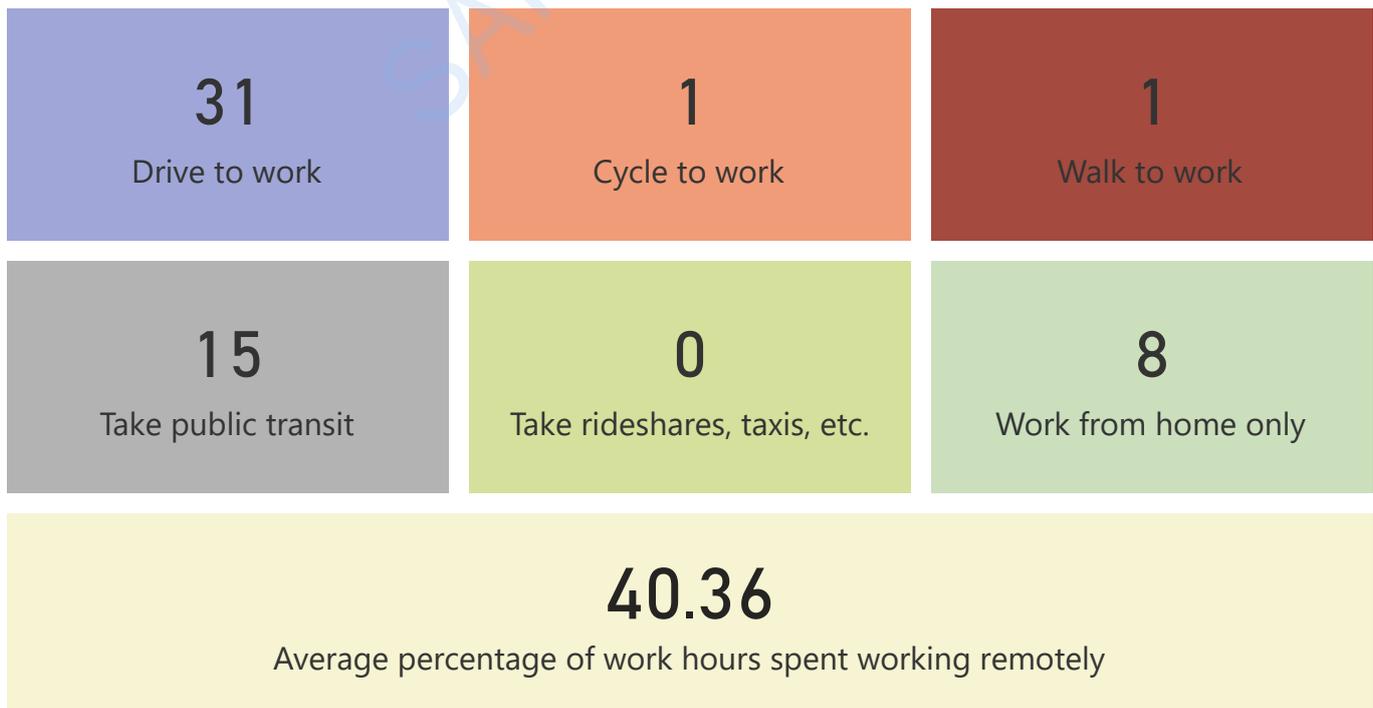
Workplaces

The map below shows where members of your church work throughout the week.



For this section, participants were asked to specify the most common way they commute to their workplace. This information can be helpful in understanding how commuting methods may vary across members of your congregation, and can be compared to church commuting methods found in the Church Attendance section.

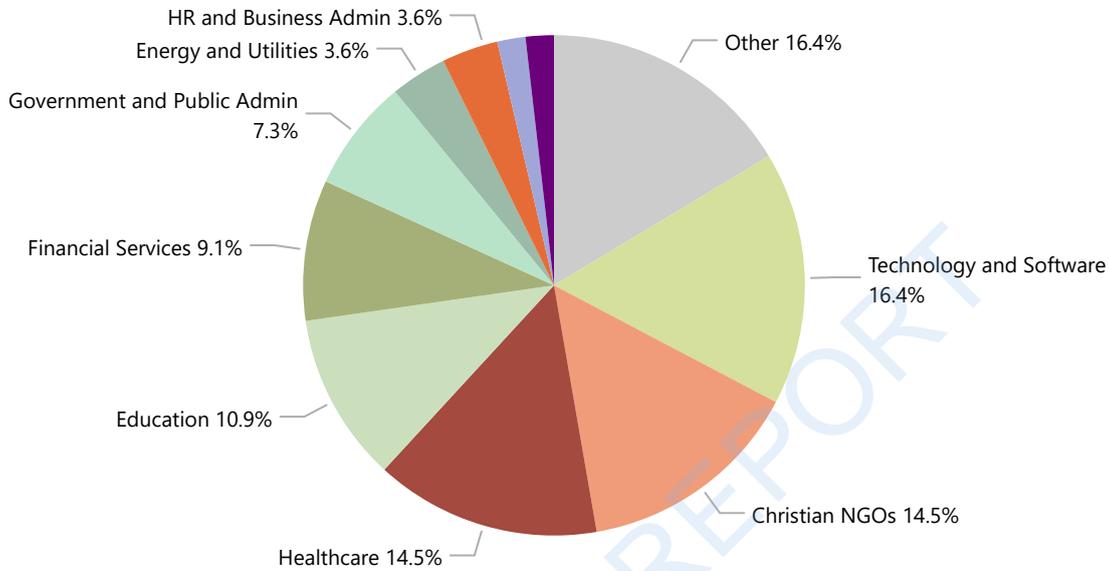
Participants were also asked to provide the percentage of time they spend working from home across the year. For example, those who work 5 days/week and work one of those days from home would specify 20%.



Workplaces (cont.)

It can also be interesting and important to understand what sectors are most (and least) common in your congregation. For example, congregations with higher numbers of individuals involved in charitable workplaces or among other specialized skill groups (education, healthcare, etc.) may be more inclined to volunteer in similar roles at church or participate in other volunteer activities that involve their unique skills beyond church.

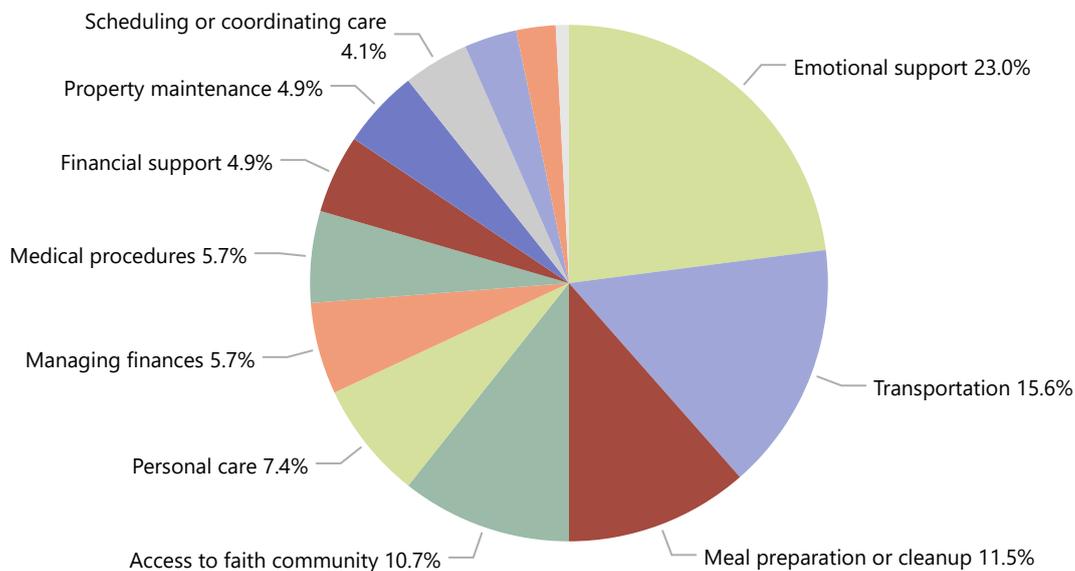
Employment Sector



Church members may also work in unpaid and informal caregiving roles for people they know personally. The chart below demonstrates what types of caregiving are most common among those who participate in it. For the purposes of this study, caregiving is defined as *helping or caring for someone with a medical condition, challenges related to aging, a mental health condition, or a disability.*

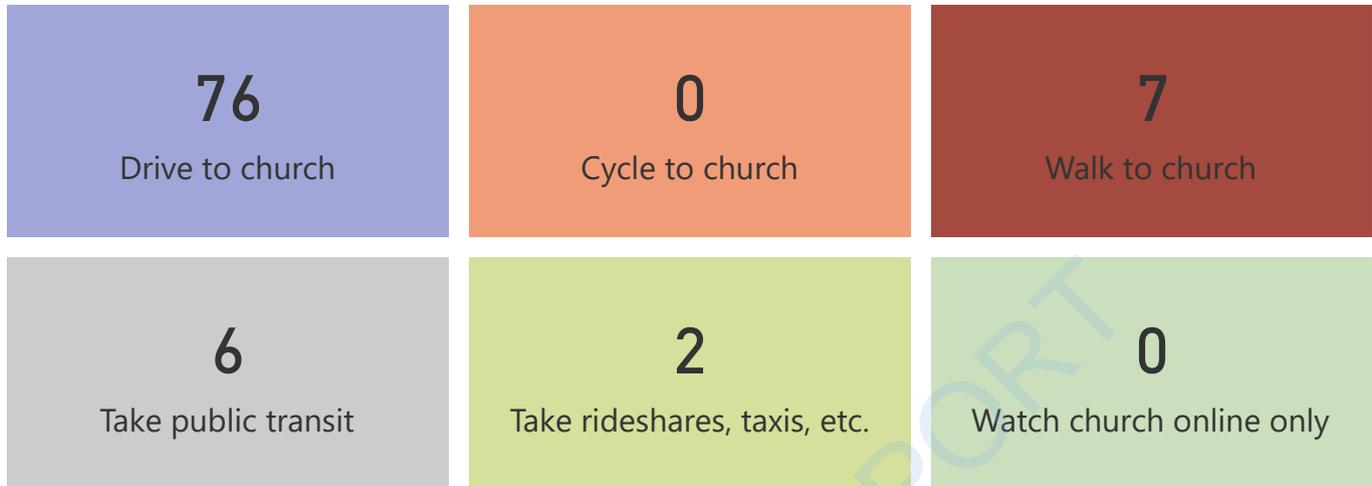
32
Total caregivers

Types of Caregiving Activities



Church Attendance

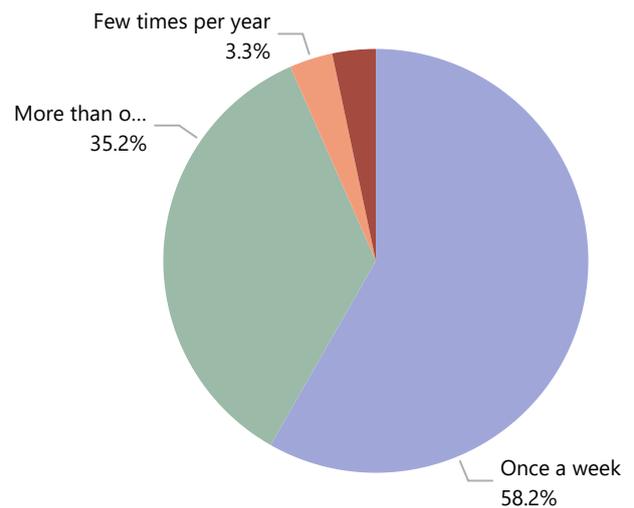
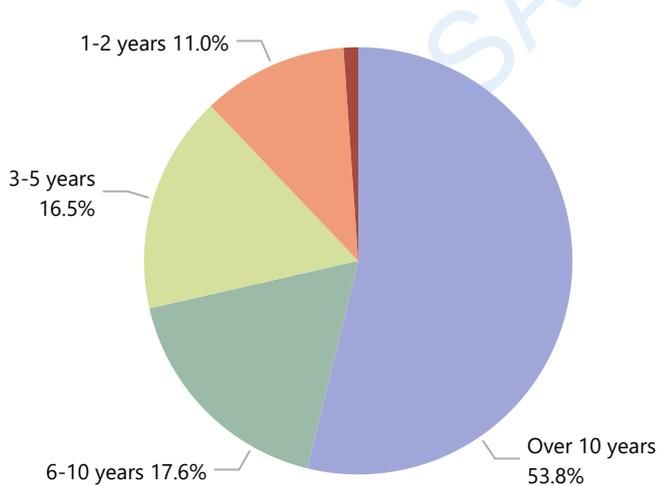
Participants were also asked to specify the most common way they commute to church. This information can be helpful for evaluating your church's needs for parking and accessibility. For example, if a large portion of your congregation includes university students who don't have cars, supporting that demographic group through rideshares and other forms of church transportation could increase the accessibility and reach of your church in the community.



Participants were also asked to provide information on how many years they have attended the church and their average attendance (or participation) frequency.

Church Attendance in Years

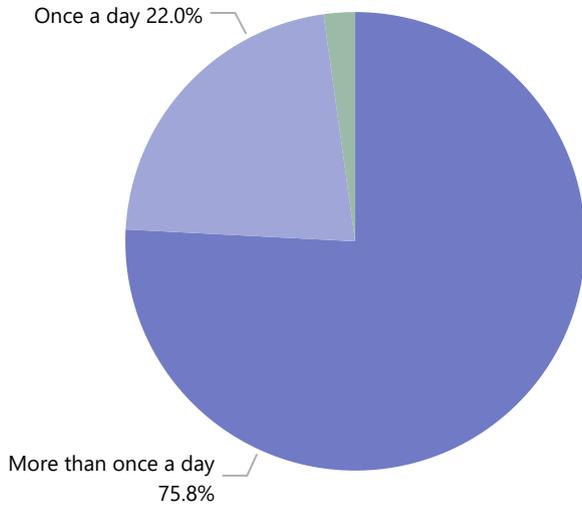
Church Attendance Frequency



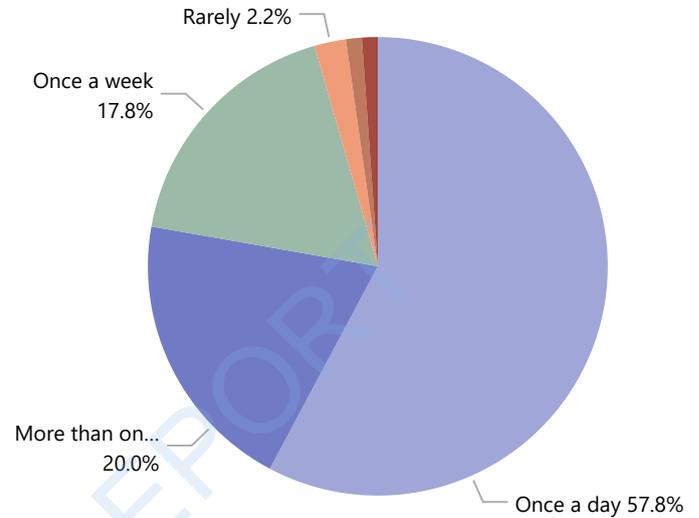
Congregational Religiosity

Participants were asked several additional questions about their religious identity and beliefs. Religiosity was determined through an evaluation of prayer and Bible reading frequency.

Prayer Frequency



Bible Reading Frequency



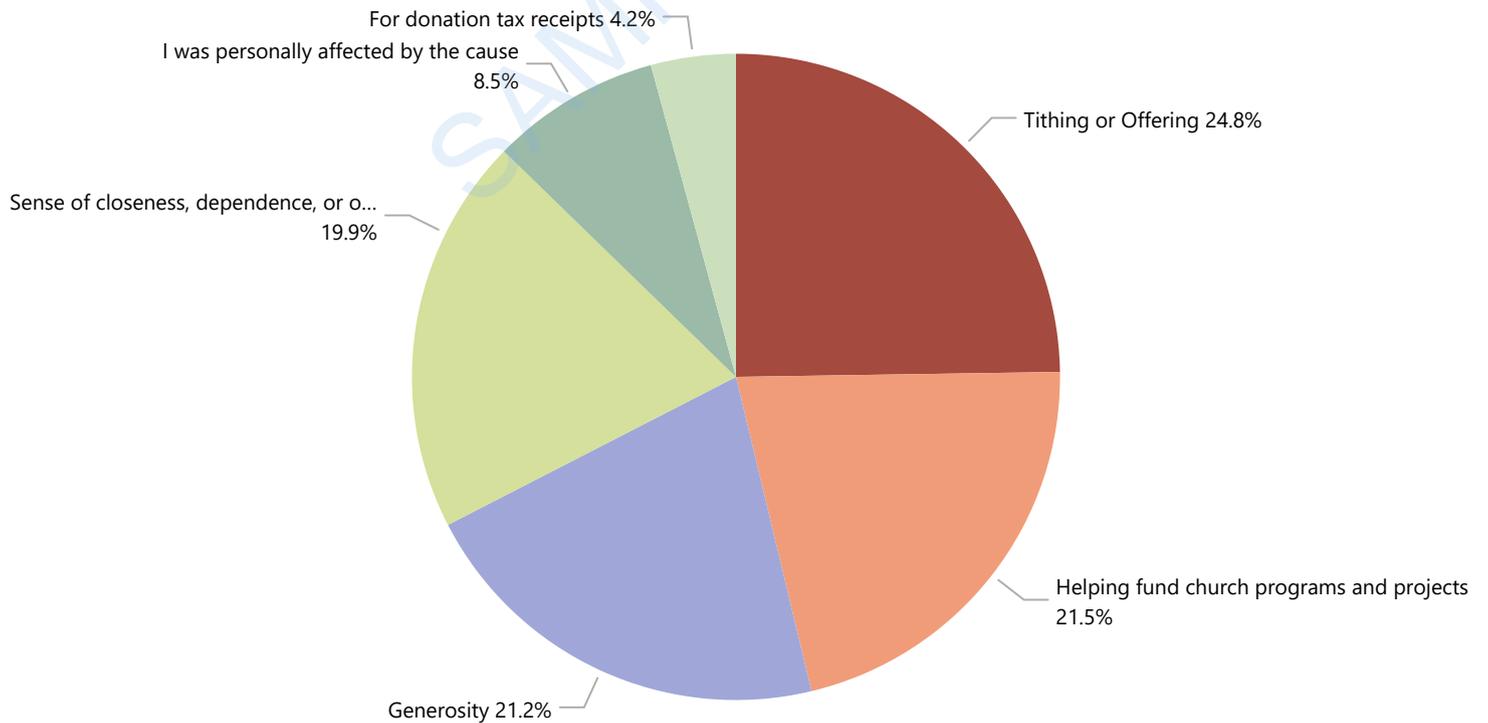
91
Practicing Christians
0
Non-practicing Christians
0
Agnostic Christians
0
Atheists
0
Members of a different religion

Charitable Giving

This section outlines participant's annual average giving to a variety of different organizations and charities. The distribution shown below gives you an idea of what types of charitable giving your congregation participates in most generously, as well as what motivates them to give.



Reason for financial giving at church



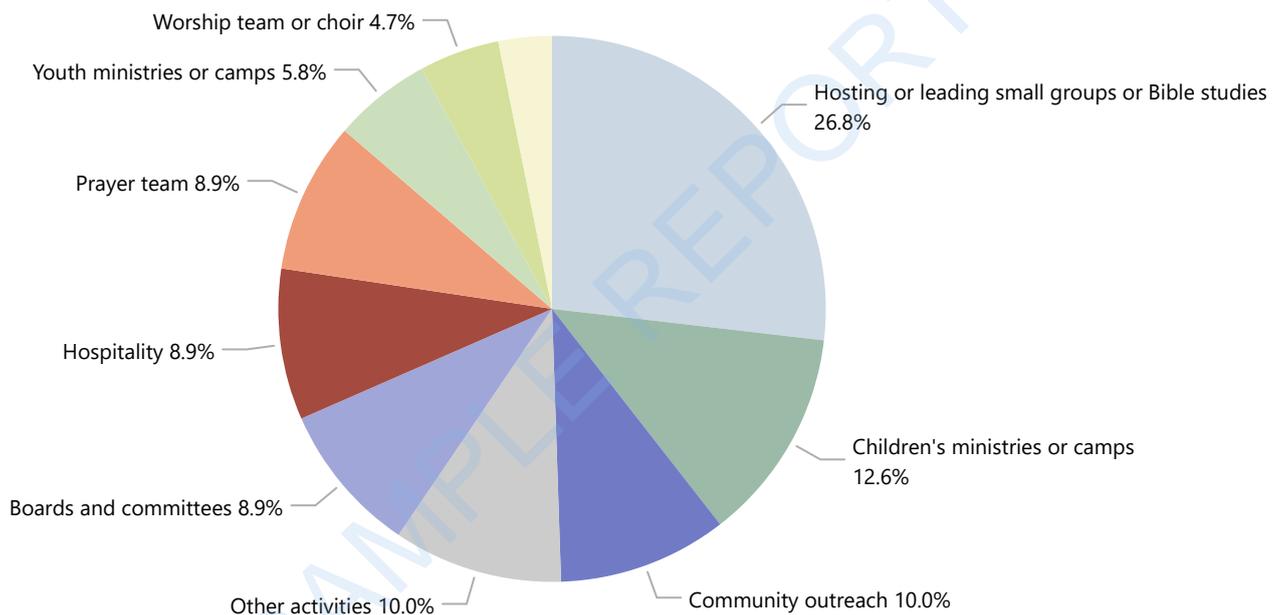
Church Volunteering

Participants were asked about their volunteer activities at (and related to) church. Volunteer activities for this section range from volunteering in musical worship roles, to volunteering with children's ministries, to leading a small group or Bible study at your home on a weeknight.

The graph and cards below outline what volunteer activities are most common as well as the average number of hours spent in these roles annually.

261.5
Average hours per year spent volunteering at church

Church Volunteer Activities



Church-related volunteering can happen in various locations. People might volunteer in church programs and events in the church building itself, at home, or elsewhere in the community.

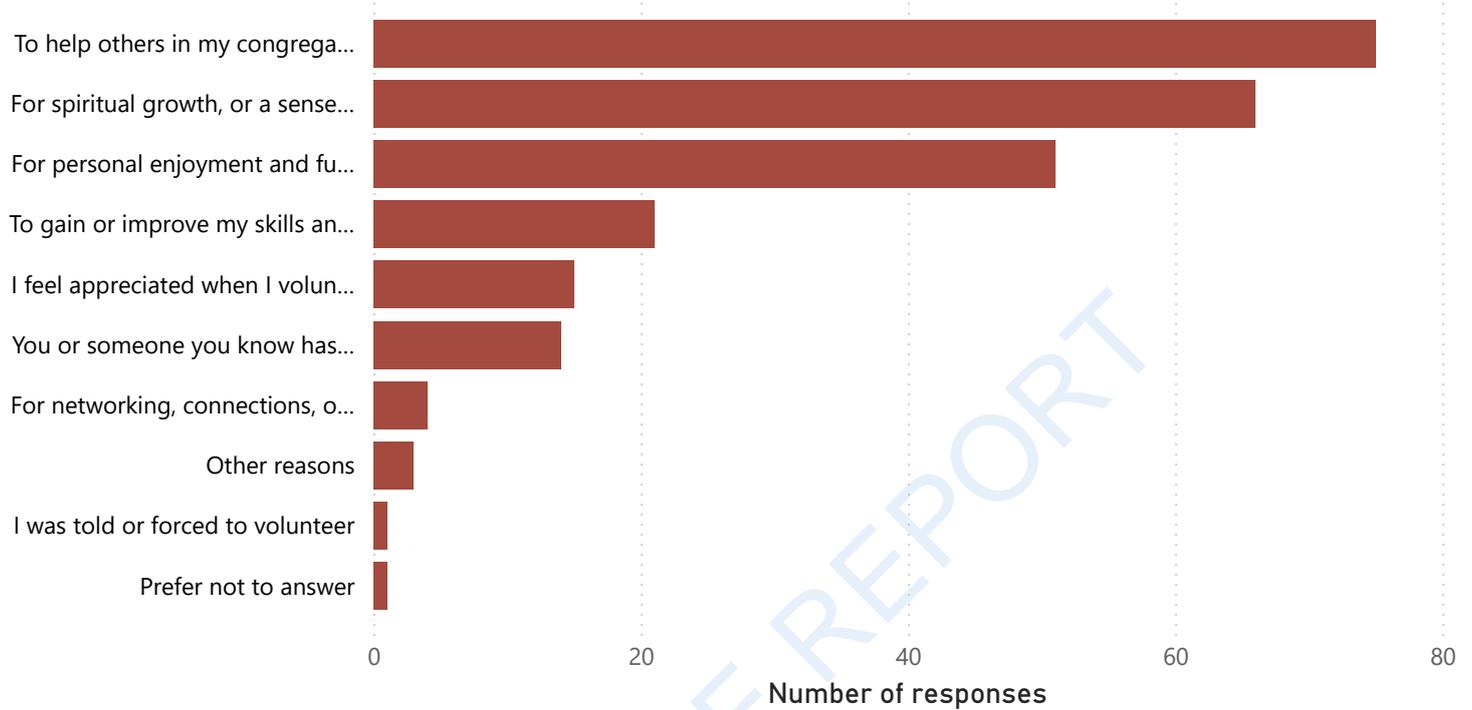
Participants were asked what percentage of their church volunteer hours are spent at:
 1) The church or surrounding neighbourhood,
 2) home or surrounding neighbourhood, or
 3) elsewhere in the community



Church Volunteering (cont.)

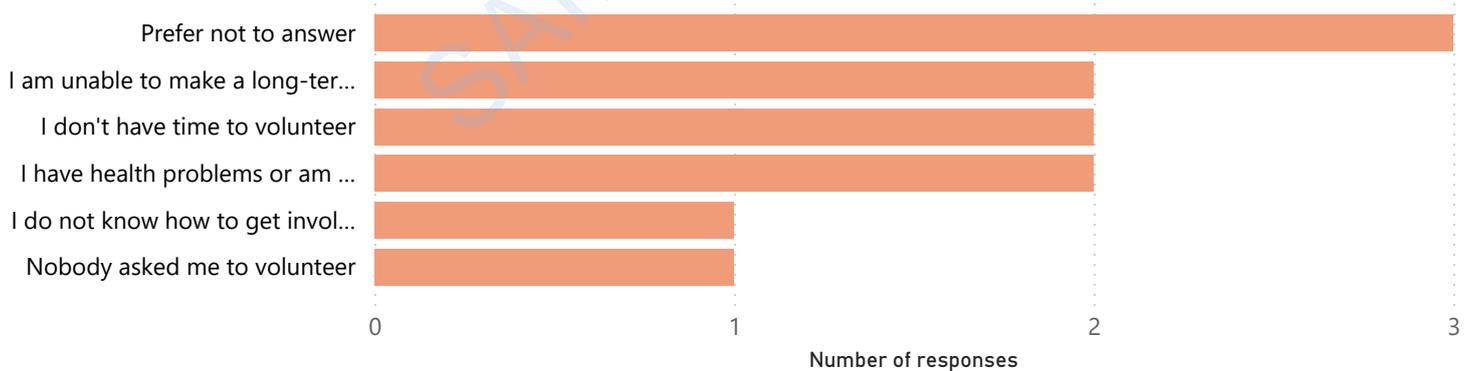
Participants were also asked to provide reasoning for why they choose to volunteer at church. For some, the reason may be highly personal, and for others, it could be motivated by skill development or networking. Spiritual growth is another potential factor, as well as being 'volun-told' (told/forced to volunteer).

Reasons for volunteering at church

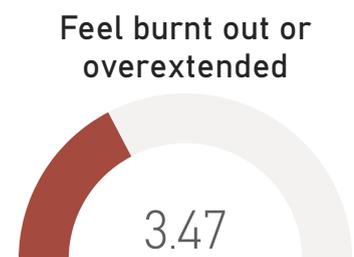
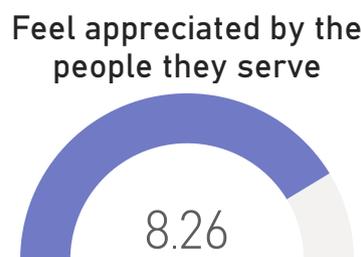


Why might people choose not to volunteer at church? Some individuals indicated "no" when asked about church volunteering. The following graph displays each reason why individuals indicated that they do not volunteer.

Reasons for not volunteering at church



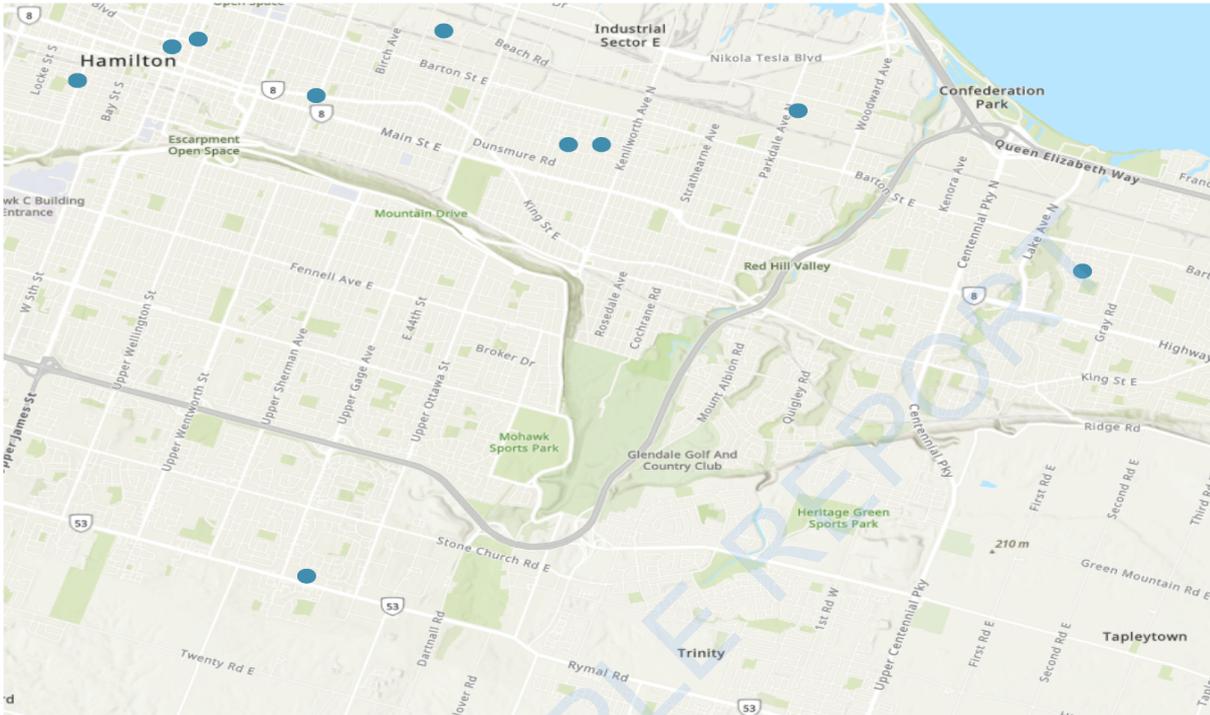
Participants were also asked to rank their perceived level of feeling burnt out and appreciated while volunteering at church. These questions follow a scale of 0-10 where 0=Never; 10=All the time.



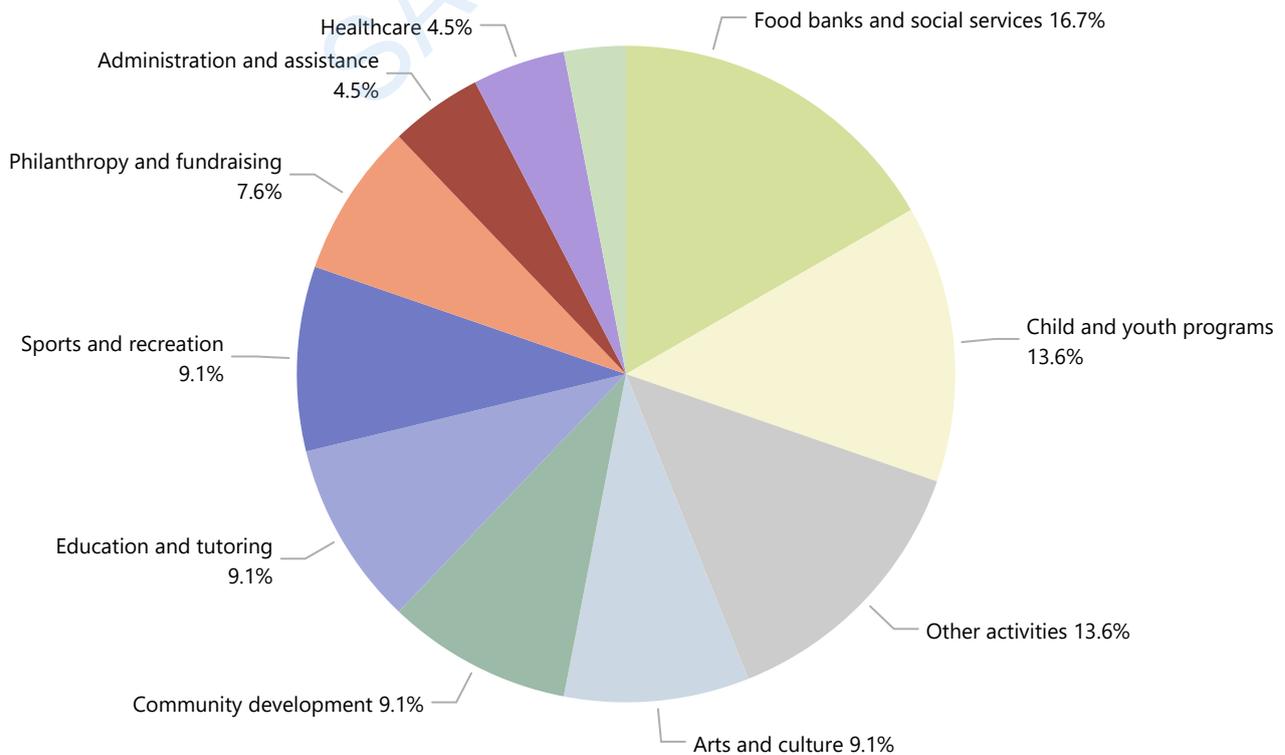
Volunteering Beyond Church

Many Christians volunteer beyond their local church. For example, individuals might volunteer to clean up litter in parks, volunteer as a tutor or fundraiser, or help coach a soccer team. Religious volunteer activities may also be included in this section, but are not explicitly connected to your church. For example, members may volunteer at a Christian food bank in their local community that is unassociated with their home church.

The map and cards below highlight the extent of your congregation's volunteerism beyond church-related activities.



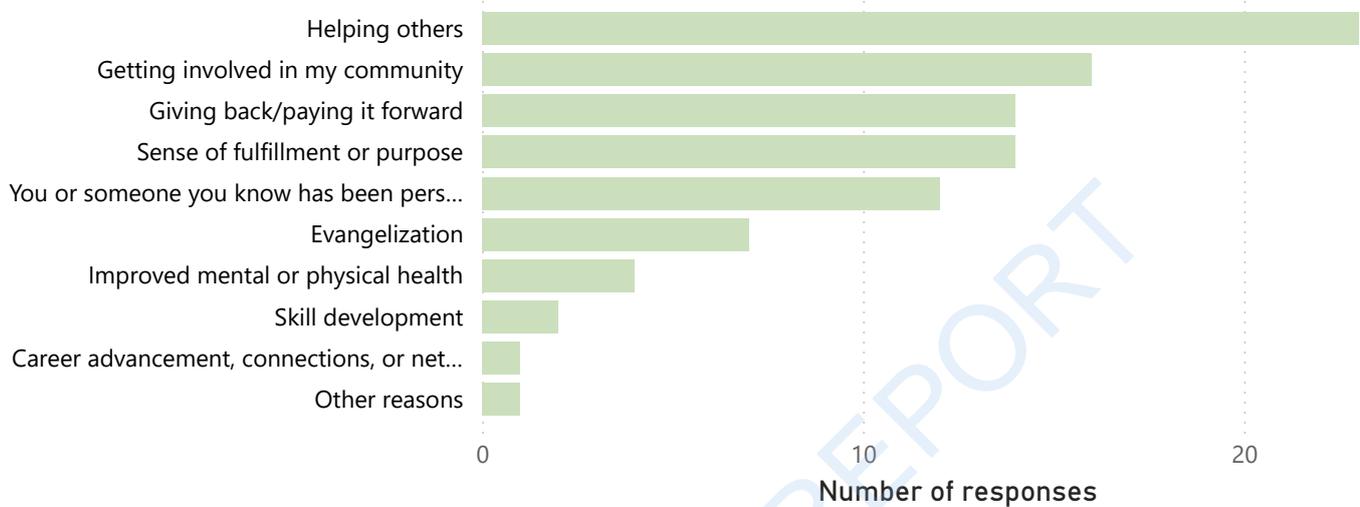
Volunteer Activities Beyond Church



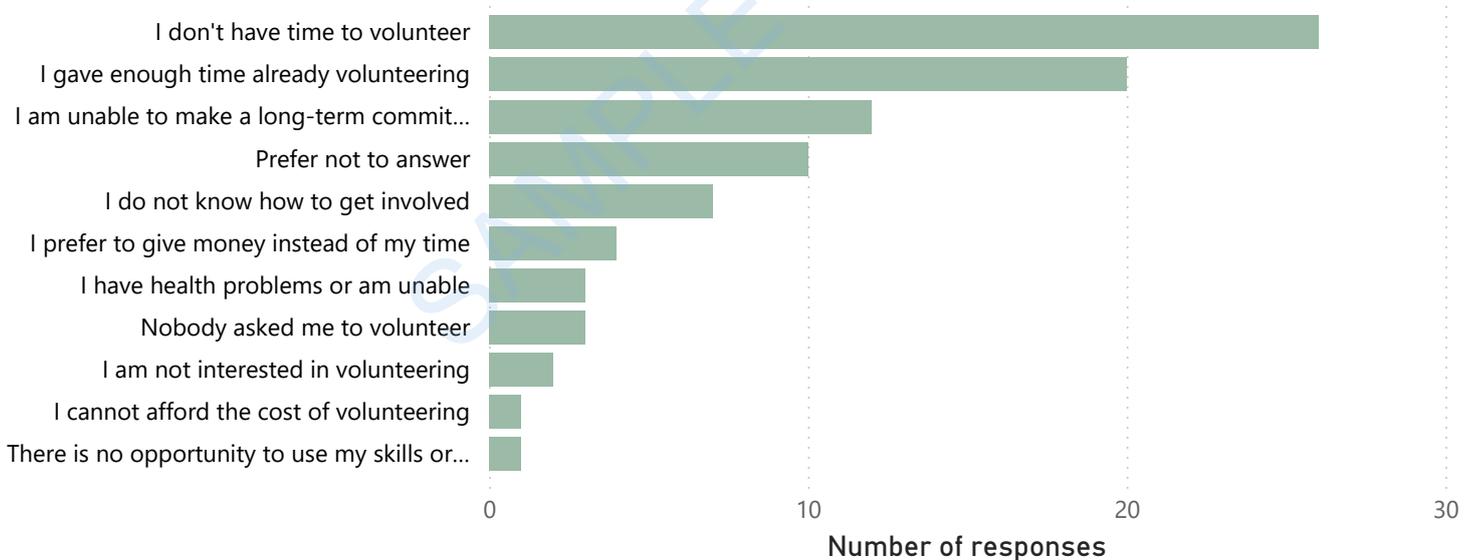
Volunteering Beyond Church (cont.)

Participants were also asked to provide reasons for why they choose to (or don't choose to) volunteer outside of church. While some individuals may feel that these activities make room for Evangelization or proselytizing to unbelievers, others could be simply motivated by skill development or networking. As in the previous section, individuals may have also been told or forced to volunteer. When it comes to not volunteering, reasons again may differ slightly from the previous Church Volunteering section. Individuals may feel that they do not have enough time, money, or may lack interest. They also may feel more inclined to donate in place of volunteering.

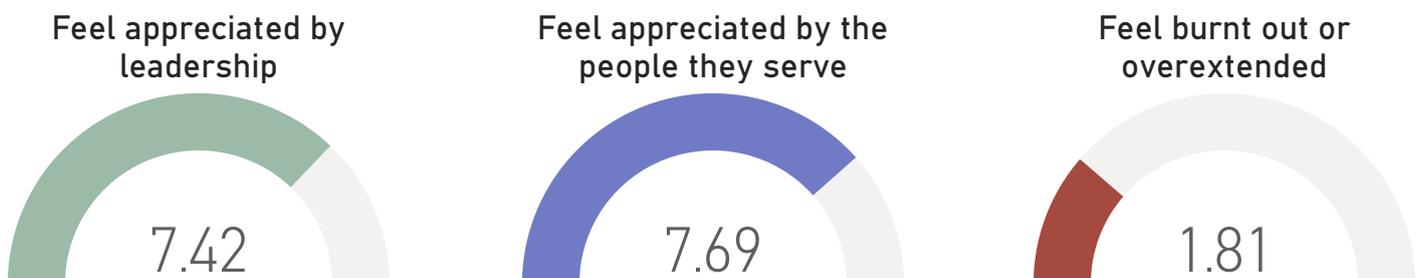
Reasons for volunteering outside church



Reasons for not volunteering outside church



Again, participants were asked to rank their perceived level of burn out and feeling appreciated for these activities. These questions were set on a scale of 0-10 where 0=Never; 10=All the time.



Congregational Flourishing

From congregation member's perspectives, these five flourishing metrics are used to quantify whether the congregation is united by a shared mission, is actively being uplifted, supported, and satisfied by its leadership, and whether members trust one another.

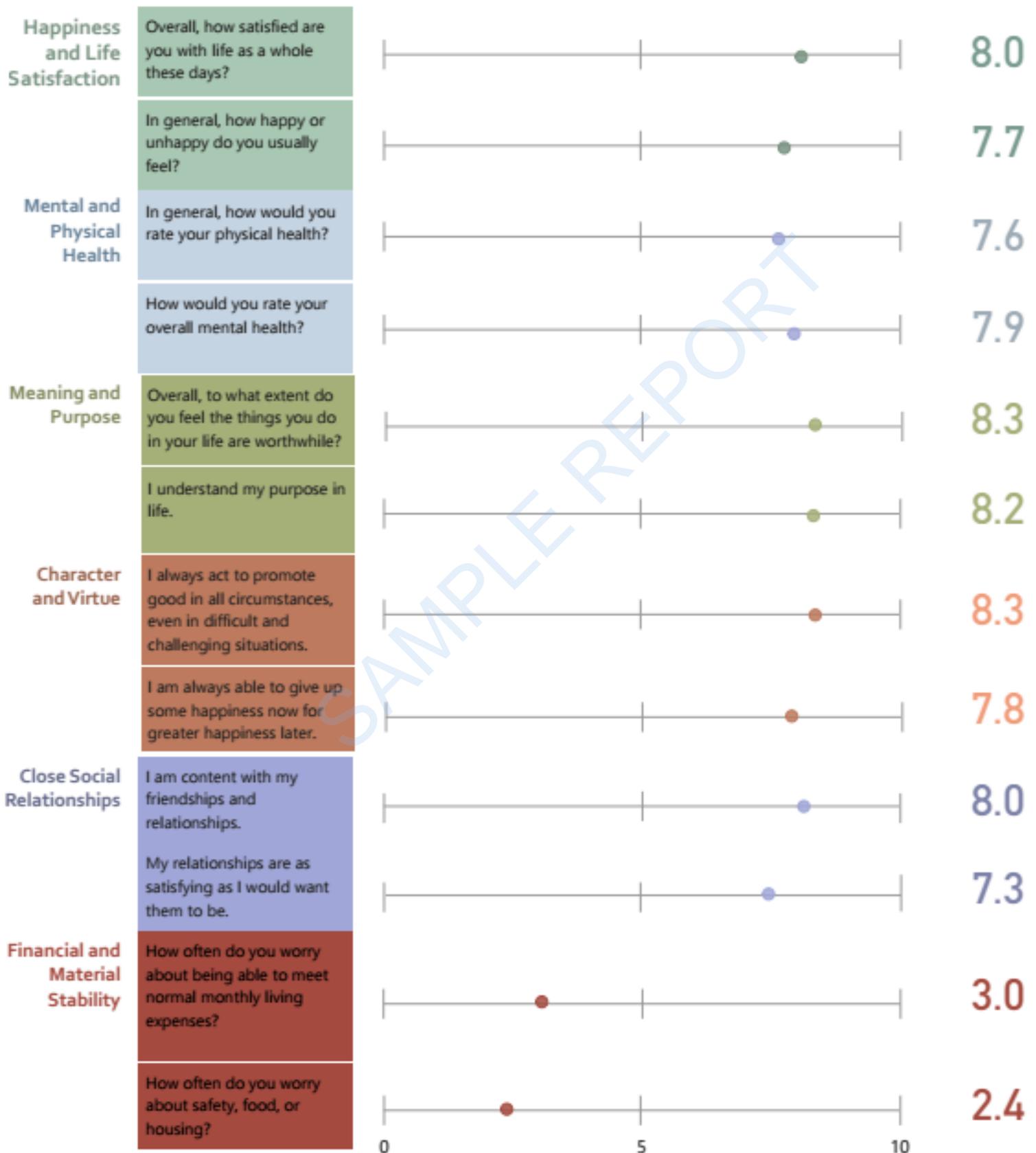
Participants were asked to rank these metrics, where 0 = Strongly disagree and 10 = Strongly agree.



Long, K. N. G., Nakamura, J. S., Long, P. M., Gregg, R. J., Abraham, F., Counted, V., Johnson, B. R., & VanderWeele, T. J. (2025). Flourishing Communities: The Role of Faith Communities in the Promotion of Flourishing and the Common Good. *Journal of Psychology and Christianity*, 44(1), 84–107.

Human Flourishing

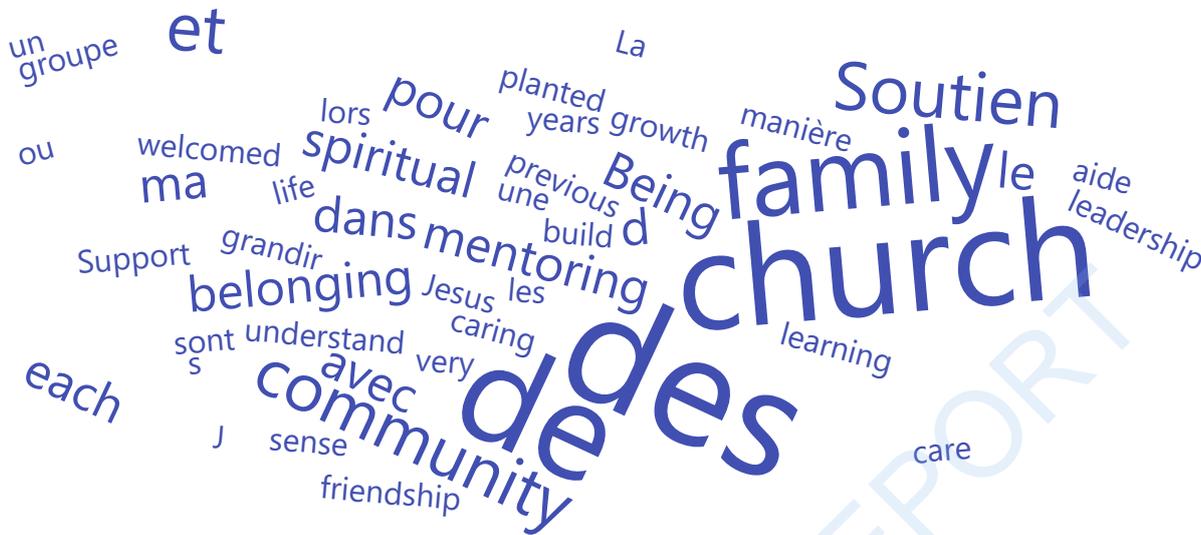
Several metrics can be used to measure human flourishing (or, wellbeing) from several angles. Although not explicitly related to religion, human flourishing has been tied to religiosity in several studies. The REACH project uses the Human Flourishing Program's metric based out of Harvard University.



Stories of Hope and Change

Some participants also shared details of how their lives have been changed because of their local church. These stories are meant to inspire hope and to encourage the congregation to continue to work towards their shared goals and mission.

Specific personal impacts the church has made



"Our pastors are loving and caring people, they encourage us to live within our communities and to serve others with gratitude. I am very grateful that they care for our congregation as they do."

"We support international aid organizations and charities regularly. It feels good to see that our money can make a big difference in countries where people don't have very much for themselves. We feel like we are making a true difference."

"Our mid-week small groups help us with learning how to read the Bible. They are also great for connecting with friends other than only on Sundays."

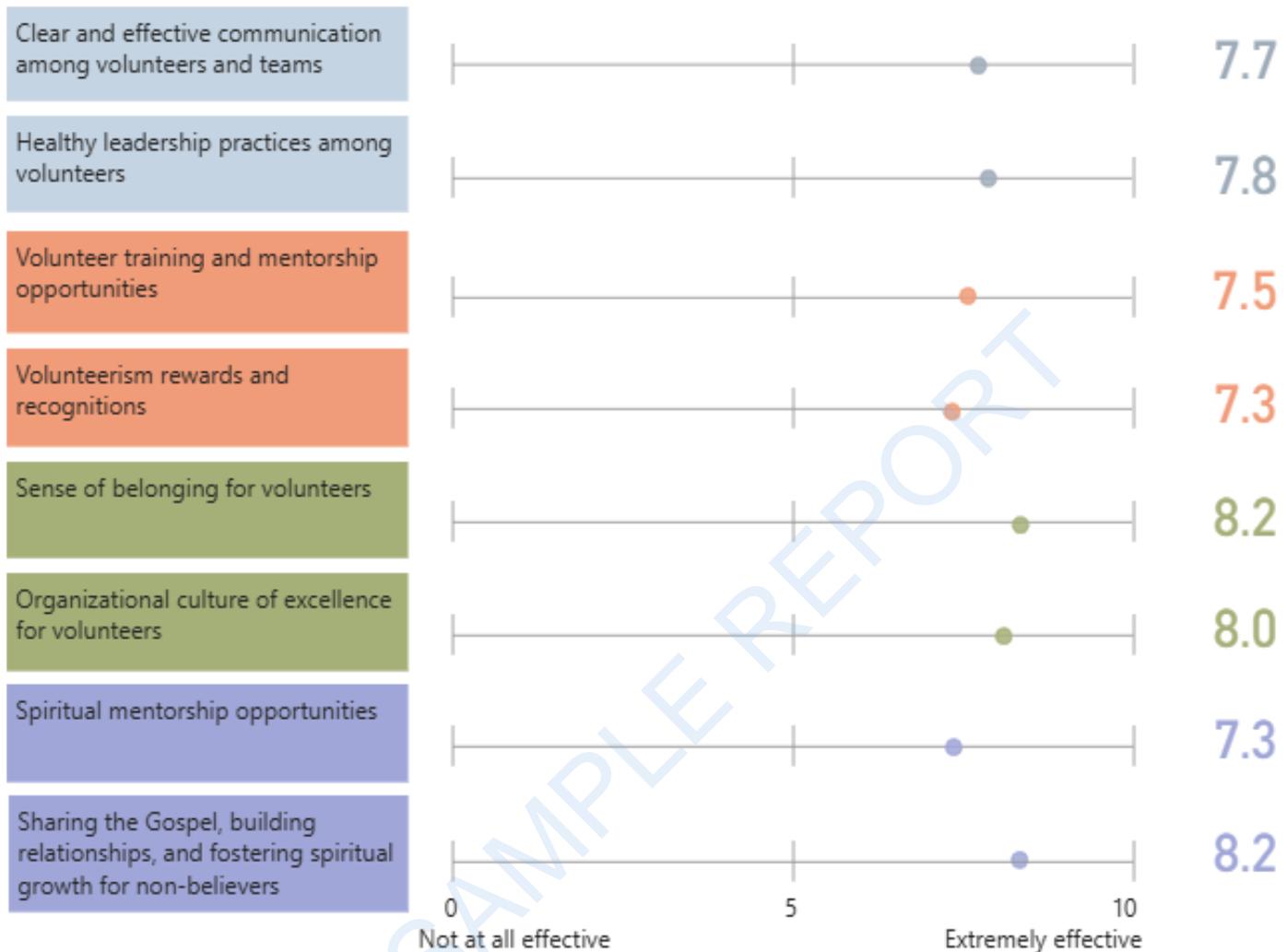
Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles. And let us run with perseverance the race marked out for us, fixing our eyes on Jesus, the pioneer and perfecter of faith. For the joy set before him he endured the cross, scorning its shame, and sat down at the right hand of the throne of God.

Hebrews 12:1-2 (NIV)

Suggestions from your Congregation

Finally, participants were asked to provide some suggestions of how their church can improve its approach to reach the greater community spiritually, socially, and materially.

Question: How well does your church promote and uphold...



Specific suggestions:

Newsletters:

"I would appreciate it if the church newsletter had more information on ways I can get involved."

Outreach:

"Outreach to the homeless is great, but I think we could be doing more in terms of giving material goods and services that they can benefit from."

Promote deeper connections:

"I would like to see a Young Adults group form in our congregation."

Continue improving programs:

"I think we need more youth leaders for the Jr and Sr High groups that meet on Wednesdays."

Sharing burdens:

"I think we could do better by sharing openly with one another."

Next Steps

While the REACH project and this Volunteer Impact Report gives you helpful information on your congregation, the team at the Canadian Institute for Empirical Church Research (CIECR) at Wycliffe College (University of Toronto) is available to work with you on relevant topics. Whether it be volunteering, resilience, growth, or harnessing the power of data-forward church research, we would love to connect.

The CIECR has a series of in-person (or virtual) workshops that are designed to help equip churches with the skills and knowledge they need to grow and thrive. The *Volunteer Impact & Community Engagement Workshop* is a great place to start! Please contact us if interested.

CIECR WORKSHOP SERIES #5

Volunteer Impact & Community Engagement



Walk through your congregation's REACH report and discover your church's volunteer DNA and level of flourishing. Requires a completed REACH survey and report.

We also have a variety of other workshops available:

CIECR WORKSHOP SERIES #1

Connecting to Thrive



Identify, engage, and develop ministry opportunities in your local context. Explore why community engagement is not just beneficial but essential to fulfilling your church's mission.

CIECR WORKSHOP SERIES #2

'Greatness' in the Canadian Church



Learn how churches move from good to great and assess your own church's level of 'greatness.'

CIECR WORKSHOP SERIES #3

Intercultural Fluency at Church



Empower and strengthen your church community by embracing intercultural fluency through key insights and actionable steps.

CIECR WORKSHOP SERIES #4

Futures after Closure: Resources for Continued Impact



Learn how local congregations and the community continue to engage mission, even after churches close. A collaboration with the Centre for Missional Leadership.

CIECR WORKSHOP SERIES #6

Data-Informed Churches



Learn how your church can harness the power of data-driven insights to accomplish its mission and vision.

You can also visit ciecr.wycliffecollege.ca/events for information on our upcoming webinars and conferences.

Thank you for your church's participation in the
Volunteer Impact Survey.

Your contribution will allow the Canadian Institute
for Empirical Church Research (CIECR) at Wycliffe
College to continue innovating data-centric research
on the Canadian Church for years to come.

**Canadian Institute for Empirical Church
Research**

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concerns, or inquiries:
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