



**THIS WEEKEND PUT THE 'GIVING' IN THANKSGIVING  
For Immediate Release  
Oct 7, 2011**

**Montreal, QC – October 7, 2011:** With the upcoming holiday weekend, GIV3 wants to remind Canadians that we all can do a little bit more to help the less fortunate. Charitable giving in Canada is declining and this comes at a time when the need for many is greatest.

“Charities in Canada are having to rely on less public support,” said John Hallward, Chairman of GIV3. “Many organizations are struggling to meet the growing need for their important services.”

Although we have been giving less, in a recent National survey conducted by Ipsos, Canadians indicated a willingness to give and volunteer – they’re just unsure how much they should be doing. However, a little bit more can make a huge difference to the charitable sector. “If Canadians gave just 1% of income to charity on average, it would result in an additional \$2 Billion, annually,” said Hallward. “This weekend while people are coming together to celebrate with their families, we’d like to remind them to think about those less fortunate and perhaps do a little bit extra to help.”

The GIV3 website, [www.GIV3.ca](http://www.GIV3.ca) provides information about giving in Canada, encourages people to take a pledge to be more giving and also includes a donation calculator where visitors can learn what the majority of Canadians think they could be giving.

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GIV3 is a non-profit movement – our mission is to encourage more Canadians to be more charitable. The organization's strategy is to teach and encourage Canadians to give 3% of income, volunteer 3 hours per month and tell 3 friends about the importance of charity. Giving can be to any charitable or non-profit organizations – so GIV3 benefits all charities. The GIV3 web site, [www.giv3.ca](http://www.giv3.ca) provides information about philanthropy in Canada, encourages people to take a pledge to be more giving and also includes a donation calculator which allows visitors to learn what Canadians believe they should be giving.

- 30 -

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