

MONTREAL

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Let's face it, we should give and volunteer more

Hard times need soft hearts and, John Hallward believes, loose purse strings.

Hallward, a 48-year-old Montrealer whose marketing research for Ipsos Reid takes him around the world, thinks Canadians should be more charitable. He'd also like to see us doing more volunteer work.

Hallward has created GIV3, a non-profit advocacy organization that will lobby for two goals: donation to charity of at least three per cent of income and three hours of volunteer work per month.

Just who is this do-gooder? And why is he telling us what to do with our money and our time?

The surname may be familiar to those who remember the early days of the Expos, when construction magnate Hugh Hallward was among the well-heeled Montrealers who helped Charles Bronfman bring major-league baseball to the city. Latterly, the octogenarian Hallward has led fundraising efforts for the Children's Hospital and the Oral School for the Deaf.



MIKE BOONE
on helping others

"Most charity comes from only 10% of Canadians."

Like father, like son. But in John Hallward's case, philanthropy can be traced back two generations.

Like 23 other Hallward grandchildren, his 21st birthday brought an invitation to join the family's Club 21. "I still have my grandmother's letter," Hallward said. "It said 'Happy birthday. Here's \$500. But it's not for you.'

"I had to choose five charities, give them each \$100 and write a report

about what I'd done. The sweetener was once I'd written the report, I got 500 bucks for myself.

"I wrote it quickly. Five hundred dollars was a lot back then."

It's still not chopped liver – and \$500 is a lot more than most Canadians' annual contributions to charity.

With his family history of philanthropy and a background in marketing, Hallward began poking around the Internet and compiling stats on charitable giving. The numbers are dispiriting:

The median gift in Canada is \$100.

Most charity comes from only 10 per cent of Canadians. They give 60 per cent of all dollars, and 52 per cent of all volunteered hours.

Only one in four Revenue Canada tax returns claimed a charitable deduction.

Only one in four Canadians volunteer more than one hour a week.

Lower income groups give a higher proportion of their income (1.7 per cent) than the higher income groups (0.5 per cent).

Despite being dyslexic as a child

and freely admitting "my grammar is terrible and I'd be sunk without spell-check," Hallward wrote Gimme, a book about how consumer behaviour relates to our genetic makeup. Hallward cited storytelling, which is popular the world over, as something that appeals to humans as a species. Advertising that tells stories is more effective.

Hallward wondered how he might apply his marketing expertise toward boosting philanthropy. He thinks about writing a sequel to Gimme called Give, but for now he's getting GIV3 off the ground.

"Some anthropologists suggest we only give as much as necessary to be accepted by the tribe. A lot of philanthropy is peer expectation and pulling your weight."

Hallward wanted to define a norm. He did a survey and discovered nine out of 10 Canadians do not know how much they should be giving.

Hallward tells of a meeting with a successful lawyer making \$250,000 a year. When Hallward told him he should be donating \$10,000 to charity,

"he was stunned – he had no idea."

GIV3 offers an idea. Based on asking Canadians what they think would be fair, Hallward is suggesting appropriate levels of philanthropy and volunteerism. The three-per-cent benchmark is based on a family income of \$66,000, which Hallward says is the Canadian mean.

"I've been told in the Jewish community they feel guilty if they don't give 10 per cent," Hallward said. "The Canadian average is less than one per cent, so three is a reasonable goal. And it gives us a neat logo, where 3 looks like a reversed E."

The website includes a charity calculator: Plug in your income and, on a sliding scale, it will tell you how much you should be giving.

I tried it. I'm a little light. ... Okay, a lot light. I'll partially assuage my guilt by urging everyone – not just those with rich grandparents – to get behind GIV3.

On the Web: www.give3.ca

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