



John Hallward says a birthday challenge at age 21 inspired his charity, GIV3. JOHN MORSTAD FOR THE GLOBE AND MAIL

# Grandmother would be proud

**The donor** John Hallward

**THE GIFT:** Creating GIV3

**THE REASON:** To encourage Canadians to donate 3 per cent of their income and volunteer three hours a month.

When John Hallward was growing up, his grandmother presented him and 23 other grandchildren with a challenge. Each received \$500 on his or her 21st birthday with strict instructions. All the money had to be donated to five different charities and the grandchild had to write a report explaining the choices of

charities.

Once the reports were completed, and reviewed by grandma, the grandchildren received another \$500 for themselves. "A little bribery goes a long way sometimes," Mr. Hallward, 48, joked from his home in Montreal. He still has the letter he received from his grandmother, Margaret Fisher, on his 21st birthday. "Happy Birthday," it reads. "Here's \$500. But it's not for you."

Mr. Hallward went on to a career in consumer products and polling, starting a market research firm that he sold to Ip-

sos-Reid in 2000. Throughout his career, Mr. Hallward has been involved in several charitable causes, but he always wanted to come up with something different.

Last year he hit on an idea – find a way to encourage Canadians to give more. He created GIV3, a registered charity that challenges people to donate 3 per cent of their income and volunteer three hours a month.

To promote the cause, GIV3 runs a website with tips on how to meet the target, a charity quiz, donation ideas for school children and invitations to en-

ter GIV3 contests.

Mr. Hallward, who still works at Ipsos, said 18,000 people have visited the site since it launched in February. He has calculated that even if a small fraction increase their giving, charities could receive \$500,000 more.

He joked that he can't remember exactly how he came up with the GIV3 idea. But then he remembered something a friend told him. "It has been there with you since the age of 21," Mr. Hallward recalled the friend saying. "I guess it has."

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