

GIV3 REMINDS CANADIANS: GIVING IS GOOD FOR YOU
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Montreal, QC - November 12, 2010: Studies have shown that people who give to charity are happier and that the act of donating time and money provides both immediate and long-term satisfaction. On National Philanthropy Day, November 15th, GIV3 asks all Canadians to consider how much they are able to give.

“Canada is a caring nation and caring people give to others. The majority of Canadians believe we should be giving 3% of income on average, but surprisingly the level of giving is less than one percent,” explains John Hallward Chairman of GIV3.

“Researchers have found that when we care for others, our brains release dopamine, stimulating happiness. We also know that people who give to charity live happier lives,” says Hallward. “Making giving part of your life leads to greater satisfaction. GIV3 invites Canadians to be 97% naughty as long as they’re 3% giving.”

GIV3 is a campaign for giving, started in 2008, to encourage Canadians to give 3% of their income and to volunteer 3 hours a month to any charitable or non-profit organizations of their choice. The GIV3 web site, www.giv3.ca provides information about philanthropy in Canada and includes a donation calculator which allows visitors to learn what Canadians believe they should be giving.

“A small change in giving behavior can have a large and lasting impact on our charitable sector. If collectively, we can reach a level of giving of just 1% of income, it will result in two billion more dollars annually for Canadian charities,” says Hallward.

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Fact Sheet



The lowest income groups in Canada give three times more than the rate of the highest income groups.

Only one in four tax returns claim a charity tax receipt

Most charity comes from just 10% of Canadians. They give 60% of all dollars, and 52% of all volunteer hours

90% of Canadians say they don't know how much they should be giving or volunteering

The majority of Canadians believe we should be giving 3% of income on average. However, the average level of donation is only .72%

Canadians give half as much as Americans – even though the average Canadian is wealthier. Canadians give half as much to charities as Americans

Just one in four Canadians volunteers 1+ hrs/week.

There are about 80,000 charities registered with the Canada Revenue Agency