House of Commons
Chambre des communes
Canada

House of Commons Standing Committee on Finance – Pre-budget Consultations 2013

This brief is submitted by:

(•) **an organization** **Organization name:** The GIV3 Foundation

or

( ) **an individual** **Name:** _____

Topic: Charities, charitable giving and volunteerism

*Recommendation 1: Please provide a short summary of your recommendation.

We recommend the Government allocate funds to encourage more Canadians to be more giving (without affecting tax codes and costing the CRA a sizable sum). In particular, to grant $150,000 annually for 5 years to introduce "GivingTuesday" across Canada. Everybody knows about Black Friday and Cyber Monday … GivingTuesday occurs the day after. It is a day for charities, companies and individuals to share commitments, rally for favourite causes, and to give back. This replicates the highly successful introduction in the USA in 2012, and helps kick off the "giving season".

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$500,000-999,999

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The federal government should fund the recommendation through reallocating a small portion of the annual government advertising budget. This budget was approximately $78.5 million in 2011-2012 and $83.3 million in 2010-2011, thus a small reallocation would have no negative impact on planned advertising activities.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

The GivingTuesday program will benefit all registered charities and non-profits across Canada. The goal of the program is to increase giving and volunteering behaviour, resulting in a reversal of the decline in giving behaviour seen in Canada over the past 20 years. A small increase in the incidence of giving and volunteering will have a large, positive economic and social impact, potentially increasing charitable donations by more than $1 billion annually. GivingTuesday 2012 US helped boost online giving by 50+% (*source Blackbaud, Network for Good, DonorPerfect, PayPal).

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

The charitable sector is the backbone of our communities, delivering valuable services and support at very low cost to the government. More charitable giving and volunteering relieves the pressure on government to fund these services. A stronger charitable sector will strengthen Canada's economy in two significant ways: as an employer, and as a provider of vital services. The sector contributes $100+ billion to GDP (7%), and plays a vital role in providing services to citizens in our communities. An investment in the charitable sector is an investment in Canada's economic and social future.

Topic: Please select from the pull-down menu

Recommendation 2: Please provide a short summary of your recommendation.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

Please select from the drop down menu

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Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Topic: Please select from the pull-down menu

Recommendation 3: Please provide a short summary of your recommendation.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

Please select from the drop down menu

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Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Please use this page if you wish to provide more explanation about your recommendation(s).

The Canadian charitable sector is facing its biggest challenges ever. (1) The incidence of donors has been declining for 20 years*, while (2) the need has been increasing and (3) concurrently, all levels of government are facing (increasing) fiscal restraints.
As one part of the solution, in Budget 2013, the Government implemented the new FTDSC to offer a tax incentive to boost donations (at an expected cost to CRA of $25M). We are recommending a program that will work in harmony with the FTDSC to raise awareness and improve attitudes, inspiring more donations and volunteering behaviour in Canada. The cost is minimal compared to the potential impact.

GivingTuesday was started in the USA, in 2012, by the UN Foundation, the 92nd Street Y, and several other charities and companies. The movement got national awareness, recognition and endorsements from The White House, Bill Gates, city mayors, celebrities, The Clinton Foundation, and many more. Online giving increased 50+% year-on-year, based on data from Blackbaud, Network for Good, DonorPerfect and PayPal.

GivingTuesday in Canada is an initiative of The GIV3 Foundation, CanadaHelps.org , the Association of Fundraising Professionals (AFP) and several other (registered) charities. It is an open invitation to the entire charitable sector, companies, and individuals to get involved and engage more Canadians in supporting their own preferred charities and communities. The funding will support an integrated awareness and educational program including charity partner kits, corporate partner program, online, social media outreach, etc.

As stated in the 2010 speech from the throne: “The best solutions to the diverse challenges confronting Canada’s communities are often found locally. Every day, the power of innovation is seen at work in communities across this country, as citizens, businesses and charitable groups join forces to tackle local problems… Government will take steps to support communities in their efforts to tackle local challenges. It will look to innovative charities and forward-thinking private-sector companies to partner on new approaches to many social challenges.” - GivingTuesday represents the perfect opportunity to fulfill this intention to empower and support the charitable sector.

* The incidence of tax filers claiming a donation receipt has declined from 30% in 1990 to 23% in 2010.

*Please note that at least one recommendation must be provided