



LEAVE A LEGACY™

A Program of

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CANADIAN ASSOCIATION OF GIFT PLANNERS

ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFIÉS

## LEAVE A LEGACY™ Stories and Stats – March 2009

A recent survey, *Philanthropy in Canada, 2008 Survey* was conducted by Ipsos Reid for *The Hallmont Foundation* and contained many new and interesting facts surrounding philanthropy. The survey took place in May 2008, using self-completion interviews among an on-line panel of 1,062 respondents. Facts from this survey support the concept of *The Hallmont Foundation's* recent initiative, Giv3, which encourages Canadians to give 3% of their income and to volunteer 3 hours a month of their time to charitable non-profit organizations.

Although it may not be a large sample considering the number of Canadian residents, it does provide a few interesting key findings.

### Key Findings:

- Seven out of 10 Canadians feel they are more generous than Americans, when in fact Americans donate double the percent of income per capita.
- One out of every two Canadians donated at least \$100 in 2007, with just one in 10 donating \$1,000 or more. On average, we give less than 1% of household income.
- The higher income groups give a lower percent of their income (well below 1%) versus the less wealthy.
- One in four Canadians volunteer with any meaningful regularity (1+hrs/week)
- Canadians who had philanthropy role models during their childhood are more philanthropic as adults.

Philanthropy is a learned behaviour. However.....

- Nine out of 10 Canadians do not really know how much they should be donating or volunteering.
- Although less than one in four Canadians gives 3% of income to charity or volunteers 3 hours a month to non-profits, the majority of Canadians feel these levels are reasonable and fair.

For more information on the Giv3 initiative, please visit [www.giv3.ca](http://www.giv3.ca). The complete survey can be found in the About Us section, under Press Room.

**Send in your donor stories today!** If you have a donor story to share and would like to see it posted in the News section of the LEAVE A LEGACY™ website or an upcoming *Stories and Stats*, please contact Jennifer Paradis, National LEAVE A LEGACY™ coordinator by e-mail [leavealegacy@cagp-acpdp.org](mailto:leavealegacy@cagp-acpdp.org) or phone 1-888-430-9494 ext. 3.