

# Pre-Budget Consultation Submission to the House of Commons Standing Committee on Finance



## Executive summary

After Black Friday, and Cyber Monday, two of the biggest retail spending days in the year, GivingTuesday is a new global day of giving and volunteering. On this “opening day of the giving season”, charities, companies and individuals join together to share commitments and rally for favorite causes. The goal is to raise awareness for the importance of giving and increase giving and volunteering behaviour. *“We have two days that are good for the economy. Now we have a day that is good for the community too.”* We propose that the Government of Canada provide funding support of \$100,000 per year for 5 years in support of this important initiative for the public good.

## Who is involved?

GivingTuesday Canada is an initiative of [GIV3](#), [CanadaHelps.org](#), and more than 1,400 partner organizations. It is an open invitation to the entire country - encouraging Canadians to give and volunteer for charities of their choice. Supporting GivingTuesday is about helping all charities. It is a movement lead by, but not controlled by The GIV3 Foundation and CanadaHelps, both registered charities, dedicated to encouraging and enabling Canadian charitable giving. GivingTuesday US was started in 2012 by the New York 92<sup>nd</sup> Street Y and The UN Foundation.

## What was achieved in 2013?

In 2013 GivingTuesday was celebrated in 11 countries. Over 1,300 Canadian partners came together in an unprecedented collaboration to encourage Canadians to give to the charities of their choice. Online giving increased significantly year-on-year, based on data from CanadaHelps, Blackbaud, Artez, and The Mobile Giving Foundation of Canada. In the US, the second annual GivingTuesday was extremely successful, generating a huge jump in online giving, on the heels of the impressive increases seen in 2012. Please see page 3 for more GivingTuesday Highlights.

## GivingTuesday 2014 Plans:

- ✓ Collaborate with all GivingTuesday partners to promote the initiative via their own campaigns, their membership, newsletters, websites, Facebook and Twitter in the months of Nov/Dec.
- ✓ Develop partner toolkits and educational training programs to leverage the power of thousands of charities. Dedicated programs and toolkits for specific interest areas: corporate, youth, educational institutions, and small-medium sized charities.
- ✓ Raise awareness and participation among the general public:

- [www.GivingTuesday.ca](http://www.GivingTuesday.ca) and [www.mardijedonne.ca](http://www.mardijedonne.ca)
  - Press releases at key milestones
  - 30 second TV and radio public service announcements (PSAs)
  - Print advertising in newspapers
  - Dedicated support on GIV3.ca, CanadaHelps.org and other partner websites, social media with content linking to websites and social network activity.
- ✓ GIV3 and CanadaHelps will lead and manage the support activities in collaboration with all GivingTuesday partners.

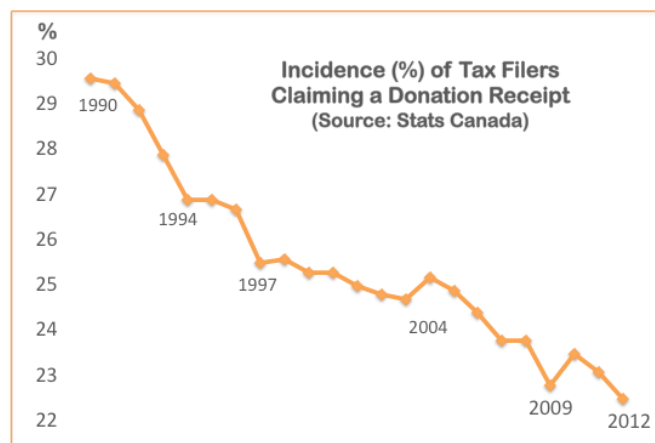
### Budget:

The current 2014 budget level is \$100,000 (to fund and accomplish the above plan). Our ideal budget level is \$250,000 per year for the next 3 years. With a budget of \$250,000 we will augment our programs in order to

- Increase reach among businesses to encourage participation in GivingTuesday among their staff, customers, and communities.
- Increase the number and types of toolkits, education and training programs available for small and medium sized charities.
- Earn more free press coverage and 'on-air' interviews via publicists.
- Produce more advertising materials in order to get free PSA support.

### Why is GivingTuesday necessary?

Canadians are caring, but we are becoming less giving. Less than 1 in 4 tax returns claim a charity credit and this has been declining for 20+ years. GivingTuesday seeks to educate, inspire, and reverse the trend of declining giving.



### Why GIV3 and CanadaHelps?

GIV3 and CanadaHelps successfully launched GivingTuesday Canada in 2013, in partnership with several other founding organizations. The GIV3 Foundation is a registered Canadian charity (CRA # 896499464RR0001), with a unique mission: to encourage more Canadians to be more giving. CanadaHelps is the registered charity that brings donors and charitable organizations together online (CRA # 896568417RR0001). To avoid confusion, we do not fund-raise for GivingTuesday in the public domain. We rely directly on foundations, corporations and private donors to fund our activities. We propose that the Government of Canada provide funding support of \$100,000 per year for 5 years in support of this important initiative for the public good.

# GIVINGTUESDAY™

DECEMBER 2, 2014 : A GLOBAL MOVEMENT FOR GIVING AND VOLUNTEERING

## 2013 Overwhelming response in Canada:

- ◆ Participation exceeded all expectations
- ◆ **1,300+** charities and businesses
- ◆ Millions of Canadian individuals joined in
- ◆ An unprecedented campaign for giving



[www.GivingTuesday.ca](http://www.GivingTuesday.ca)



## Media and social media

- ◆ National media coverage coast to coast in print, on TV and radio
- ◆ #GivingTuesdayCa hashtag **trended # 2**
- ◆ Facebook: CanadaHelps #1 donor source

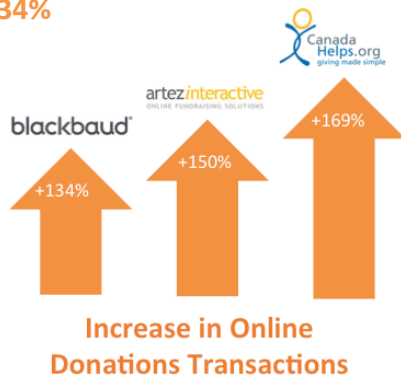


## Celebrity endorsements!

- ◆ **Big Hollywood names:** Ellen DeGeneres, Heidi Klum, Hugh Jackman, Jennifer Lopez and Charlize Theron
- ◆ **Canadian endorsers:** Josh Gorges, Carey Price, The Montreal Canadiens, Toronto Argos, Justin Trudeau, Calgary's Naheed Nenshi, Bif Naked, Rick Howland

## Impact on donations Tuesday Dec. 3 vs. 2012:

- ◆ CanadaHelps **+169%** (vast majority from new donors), Artez **+150%**, Blackbaud **+134%**



- ◆ US giving jumped, even after a huge increase in 2012: Blackbaud **+90%**, Donor Perfect **+162%**, PayPal **+99%**

## Corporate Canada involved:

- ◆ CIBC, Interac, Deloitte, Tim Hortons, ING, Twitter, Canadian Tire, PayPal, Newfoundland Power and others participated with innovative programs

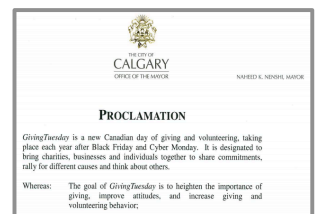


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PayPal

## Cities mobilizing

- ◆ Canada: Calgary, Guelph, Norfolk, ON
- ◆ US: Philadelphia, New York and Baltimore



## Donations strong to end of December: Dec. 2013 vs. 2012:

- ◆ Mobile Giving Foundation Canada (MGFC) **donations + 93%**
- ◆ CanadaHelps reported a stronger than expected holiday giving season.
- ◆ Canadians aware of GivingTuesday **59% more likely to help others in need** (Ipsos)

## Global movement:

- ◆ **43 countries**
- ◆ **10,000+** partners
- ◆ Endorsement from global leaders: The White House and Bill Gates



FIND OUT MORE ... [WWW.GIVINGTUESDAY.CA](http://WWW.GIVINGTUESDAY.CA)