

Imagine Canada releases *Guide to Giving* Answers questions many donors have about giving to charity.

TORONTO, Thursday, December 9, 2010 – Today Imagine Canada released its first *Guide to Giving* to answer some of the questions Canadians may have when deciding where to allocate their charitable gifts.

“Canadians need access to good information about Canada’s charities, especially at this time of the year when our thoughts turn to collective goodwill and when several charities are in the midst of holiday giving campaigns. It is our hope that this Guide to Giving will help Canadians make their donation decisions,” says **Marcel Lauzière**, President & CEO of Imagine Canada.

The *Guide to Giving* (<http://www.imaginecanada.ca/guide-to-giving>) is a free four page guide produced by Imagine Canada’s Ethical Code Program. The 350 plus charities that belong to the Ethical Code are committed to transparency and ethical fundraising. The *Guide to Giving* addresses some of the most common questions put forward by Canadian donors.

The *Guide to Giving* may be accessed online as a downloadable PDF by visiting the Imagine Canada website at <http://www.imaginecanada.ca/guide-to-giving>.

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Imagine Canada is a national charitable organization whose cause is Canada’s charities and nonprofits. We strengthen the sector’s collective voice, act as a forum and meeting place and create an environment in which organizations contribute to building stronger communities.

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For more information about the Ethical Code Program: www.imaginecanada.ca/ethicalcode