



Looking into and out for Canada's charities and nonprofits

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Examiner et renforcer des organismes de bienfaisance et sans but lucratif au Canada

Imagine Canada Launches Thanks & Giving Campaign

Invites Canadians to Start a NEW Tradition of Giving at Thanksgiving

Toronto, Thursday, September 25, 2008. Imagine Canada launched its inaugural national Thanks & Giving campaign today in partnership with Canadian businesses and charitable groups. Thanksgiving is a time when families and friends gather to celebrate and recognize their good fortune. Thanks & Giving is aimed at encouraging and stimulating philanthropy during Canada's Thanksgiving holiday.



Imagine what we can achieve together!

Every Canadian in every community across our country is touched in some way by the work of mission-based charitable organizations. They clean our rivers, educate our children, research cures for diseases, promote physical activity, preserve our cultural heritage, feed the hungry and provide emergency and disaster relief services. Their work helps build vibrant, healthy communities for all Canadians.

"We hope families will take the time this Thanksgiving weekend to reflect on which charities matter to them. The Thanks & Giving campaign introduces a new Thanksgiving tradition that encourages Canadians to come together to give back while they give thanks," says Georgina Steinsky-Schwartz, Imagine Canada's President & CEO.

The Thanks & Giving Campaign is launched in partnership with CanadaHelps.org, Maclean's magazine and Investors Group with a special 20-page supplement in the October 6 issue of Maclean's magazine on newsstands today. The supplement is a showcase of inspirational stories on how individual Canadians are giving back to their communities and offers ideas on how Canadians can join the giving movement. Our charitable and business advertising partners will also engage their community of supporters in encouraging this new giving movement.

Canadians are encouraged to join the new Thanks & Giving tradition by visiting the <http://www.thanksandgiving.ca> webpage and donate to their chosen cause through CanadaHelps.org, Canada's online giving portal.

A "You Give. We Thank." contest, supported by Investor's Group, further engages Canadians by asking them to take a moment to reflect on the Canadian charities that have made an impact on their lives. Individuals can submit their Reflections Story to Imagine Canada where they have the opportunity to win \$5,000 to donate to a registered Canadian charity of their choice.

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The Thanks & Giving supplement is the first step to a broader annual Thanks & Giving campaign.

“The long-term strategy for the Thanks & Giving campaign is to develop additional partnerships in order to further increase awareness of this giving movement during a traditional time of thanks,” says Jocelyne Daw Vice President, Marketing & Community Engagement with Imagine Canada. *“Initial response from potential partners for year two has been encouraging; we look forward to growing this campaign beyond its inaugural launch.”*

To view a PDF of the Thanks & Giving supplement visit:

http://www.thanksandgiving.ca/files/en/publications/thanksandgiving_supplement_20090925.pdf

Giving Facts from Imagine Canada:

According to Imagine Canada’s research study, the *Canada Survey of Giving, Volunteering and Participating*, 85% of Canadians provide some form of financial support to nonprofits. While we’re all motivated to give something, the bulk of the support is coming from a small group of us. Twenty-one percent of Canadians provide 82% of the value of all donations. Imagine Canada would like to see the burden of support shared among a larger group.

The average annual contribution among the total giving population is approximately \$400 (or \$33 a month). Don McCreesh, who heads up the board of directors at Imagine Canada, believes that many of us have the greater capacity to give and that with some inspiration and a shared interest, we can see this average contribution rise.

“Of course no Thanks & Giving gift is too small,” offers Imagine Canada Board President Don McCreesh. *“Charities rely on individual donations to meet the needs of their communities and this need continues to grow as other revenue areas, like government support, are on the decline. And for those who can’t give money, time and talent are equally valuable.”*

Thanks & Giving is an initiative of Imagine Canada, a national charity that looks into and out for Canada’s charitable and nonprofit sector. Our research and public policy facilitate increased philanthropy and public engagement; our tools and resources strengthen the sector. Together, they contribute to social progress and vibrant communities.

For further information:

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