



## The 29to42 Educational Campaign Renewing Canada's Civic Core

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### The Challenge – a significant imbalance in donating and volunteering

- **18%** of Canada's population is responsible for **80%** of charitable giving
- **9%** are responsible for **80%** of volunteer participation
- The median donation for those earning over \$100,000 (2007 data) is \$210
- Canada's aging population will increase the demand on charitable services in the next decade while research indicates that the capacity of this sector is decreasing
- Changing trends like volunteering and giving takes time and we need to support existing volunteer efforts while adding new campaigns to raise address this growing imbalance

### What is 29to42?

- **29to42** is an educational campaign designed to translate web activity into street activity
- **29to42** is a call for Canadians to volunteer 42 hours in their communities in 2010
- **29to42** is a call for Canadians to donate \$42 to a charity of their choice through CanadaHelps.org
- **29to42** is a call to sign the 42 Manifesto as a means of signalling participation in Canadian public life
- **29to42** is an application of research recommendations that have been made to Canada's Finance Minister and the Prime Minister's office to change Canada's charitable tax credit from 29% to 42% in the 2010 budget
- **29to42** is a campaign to generate cultural change begins with increased awareness. **29to42** will engage journalists and the media to activate their special vocation of alerting the public to trends, challenges, and trajectories in Canadian public life, and in particular, issues of the civic core



### **Why is 29to42 important right now?**

- The non-profit sector, similar to other sectors of the economy has suffered revenue (donations) decline and yet at the same time is being called upon to do more, especially in terms of social service delivery.
- Overall, the patterns of support for Canada's civic core are flagging (charitable giving, volunteerism etc.) and require an immediate renewal and in the long term, the civic core needs to be increased to build capacity in the charitable sector.
- Imagine Canada, BMO Canada & the Canadian Council of Chief Executives have all recommended related proposals to address the widening gap between demand and supply in the charitable sector.

### **Current Patterns and Statistics**

*Based on The Voluntary Sector Initiative launched by the federal government 2000 – 2005*

- The non-profit sector accounts for 8.5% of Canada GDP (more than MB, SK and NS combined).
- 18% of Canada's population is responsible for 80% of charitable giving
- 9% are responsible for 80% of volunteer participation
- The median donation for those earning over \$100,000 (2007 data) is \$210
- Compared to the USA (with better tax incentives for charitable giving) Canadians gave approximately half of what Americans gave per capita (USA 1.6 % of aggregate personal income verses 0.76% for Canadians)
  - If Canadians gave at 1.6%, an additional 9.8 billion would be injected into Canada's charitable sector
- Conclusion: An overwhelming majority of citizens are not giving in proportion to their ability to help strengthen Canada's social fabric. In the process, both they and their communities lose out, leaving a deficit that future generations will inherit.



### **Recommendations for Fostering a New Culture to Renew and Build Capacity in Canada's Civic Core**

- Incentive to stimulate and foster a health economic climate, especially changes in Canada's tax law.
  - Charitable Tax Credit increased to 42%
- Foster a new culture of giving and volunteerism that incorporates generosity as a civic responsibility (patterned after the Green movement or anti-smoking campaigns).

### **Evidence that 29to42 will make a difference**

- Since Alberta and British Columbia increased their provincial tax credits for charitable organizations, donations to charities have increased in each province by more than five percent.
- Public awareness campaigns that involve all players in the public square (government, community groups, secondary & post-secondary education, religious communities and public sectors unions) have accomplished lasting cultural change. Examples include the environmental, anti-smoking, and anti-drinking and driving movements.