

Sources for Vital Signs 2019 Living in Edmonton





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According to 30 Years of Giving in Canada –The Giving Behaviour of Canadians: Who gives, how, and why? Copyright © 2018, Rideau Hall Foundation and Imagine Canada

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- 1. Giving bigger donations, but less frequently
- 2. Using technology to mobilize support
- 3. Growing clout of big donors (for better or worse)
- 4. Investing with a social conscience
- 5. Making transparency a key determinant

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