

Monday, June 8, 2009

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2007 Canada Survey of Giving, Volunteering, and Participating

Dear volunteer centre,

As many of you know, the results from the 2007 Canada Survey of Giving, Volunteering, and Participating were released this morning. Volunteer Canada is pleased to provide you with relevant key messages, a Q&A document, as well as a media release template that may assist you in your outreach efforts.

You can access the released CSGVP report online at volunteer.ca. If you have any questions, please do not hesitate to contact Jung-Suk Ryu, Manager of Communications, at (613) 266-9427 or jryu@volunteer.ca.

Sincerely,

Volunteer Canada

Media Release Template

FOR IMMEDIATE RELEASE

JUNE X, 2009

CITY, PROVINCE - New data from the largest Canadian study on giving and volunteering were recently released on June 8, 2009. Findings from the 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP) provide a portrait of activities that are integral to the Canadian social fabric and allow us to understand how and why Canadians contribute to their communities by volunteering or donating.

The results show that, in 2007, xx Canadians volunteered in the province of xx, an increase/decrease from the previous survey in 2004. Overall, almost 12.5 million Canadians aged 15 and over, volunteered, largely unchanged from the 2004 results.

"[Sample quote] We are thrilled to see the latest results," said xxxx, Executive Director of [volunteer centre]. "The data allows us to better understand our volunteers, and how to engage other Canadians to give of their time."

Results from the 2007 CSGVP can be viewed online at volunteer.ca.

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For more information, contact: [insert contact info]

The Canada Survey of Giving, Volunteering and Participating provides the most comprehensive assessment of giving, volunteering and participating ever undertaken in Canada and, to our knowledge, in the world. The CSGVP is conducted by Statistics Canada every three years and is developed through a unique partnership of federal government departments and charitable and voluntary organizations.

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