



# NEWS RELEASE

## Poll for World Vision Canada disputes “donor fatigue” claims

### *Canadians rally to support aid agency’s Horn of Africa fundraising efforts*

**MISSISSAUGA, Ont. (September 1, 2011)** — A poll released today by World Vision Canada indicates that a strong majority of Canadians are likely to make a donation to a charitable organization during a humanitarian crisis, with well over half of those surveyed likely to donate to crises in Africa.

“The poll results confirm what we’ve long known is true,” says World Vision Canada President and CEO Dave Toycen. “Canadians are a generous people and despite uncertain economic times, they are continuing to support charitable organizations such as World Vision, which has already raised more than \$8 million towards its \$10 million goal to help fight hunger and disease in the Horn of Africa.”

The poll, which was conducted for World Vision Canada by Harris/Decima from August 18-22, indicates that 69 per cent of those surveyed say they’re likely to make a monetary donation to a charitable organization during a humanitarian crisis, such as a famine or earthquake. As well, 64 per cent say they’re likely to make a donation if a humanitarian crisis occurs in Africa. The poll, which surveyed 1,007 Canadians, is accurate within +/- 3.1 per cent, 19 times out of 20.

But numbers alone don’t tell the whole story. Over the past several weeks, Canadians from coast-to-coast have given their time and talent to hold unique fundraising efforts to help children and their families in Somalia, Kenya, Ethiopia and Tanzania. Here are a few examples of fundraisers supporting World Vision’s Horn of Africa response:

- More than 150 people took part in a “freeze mob” at Vancouver’s Metrotown Mall on August 27 to raise awareness about the famine in the Horn of Africa;
- In Dartmouth, Nova Scotia, the congregation at Stevens Road United Baptist Church held a luncheon following services on August 14, with parishioners dining on rice or cream-of-wheat and donating the cost of a restaurant lunch;
- Until September 10, Artspace Oakville in Oakville, Ontario is donating a portion of the proceeds from portraits painted by artist Brian Lorimer;
- Riyah Biln, a five-year old girl in Maple Ridge, B.C. raised \$500 selling blueberries at her parents’ gas station; and
- On August 7, parishioners at Southridge Community Alliance Church in Lloydminster, Alberta raised over \$22,000 through collections to help those in need in the Horn of Africa.

“These events, and others that will be held in the weeks ahead, are a reminder of the giving spirit of Canadians,” Toycen says. “The needs in the Horn of Africa remain immense and with approximately two weeks left in the Government of Canada’s matching donations program, we are encouraging anyone who hasn’t made a donation to seriously consider doing so before September 16<sup>th</sup>.”

There are two ways Canadians can help children and their families in the Horn of Africa:

- They can make a direct donation to World Vision’s Horn of Africa appeal to support emergency relief efforts. The Government of Canada is matching all donations made to qualifying Canadian charities for the Horn of Africa until September 16, 2011, effectively doubling the life-saving value of any donation; or
- Donors interested in supporting World Vision’s long-term development projects in countries like Kenya, Tanzania and Ethiopia, can consider sponsoring a child.

To make a donation or sponsor a child, please visit [worldvision.ca](http://worldvision.ca) or call 1-800-268-5528.

*World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. World Vision serves all people regardless of religion, race, ethnicity or gender. Visit our News Centre at [worldvision.ca](http://worldvision.ca)*



**MEDIA CONTACT**

Bob Neufeld – Tel. 905-565-6200 ext 3265, mobile 647-622-2045, [Bob\\_Neufeld@worldvision.ca](mailto:Bob_Neufeld@worldvision.ca)

Britt Hamilton - Tel. 905-565-6200 ext 3973, mobile 416-419-1321 [Britt\\_Hamilton@worldvision.ca](mailto:Britt_Hamilton@worldvision.ca)

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