



FOR IMMEDIATE RELEASE

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**This #GivingTuesday Shift the Conversation from the Asking to the Engaging**

Calgary, Alberta – For the past several years North Americans have been solicited on the Tuesday following Black Friday and Cyber Monday by charities with their hands out, “Please sir, can I have some more?” It’s called #GivingTuesday. A day when, after you have filled your bellies with turkey (if you are American) and rushed the stores for the best deals, you then assuage your guilt by making a donation to charity. This year, Calgary’s Karma & Cents is aiming to change the conversation around #GivingTuesday to help build a culture that gives smarter.

What is wrong with the traditional #GivingTuesday picture? As a company, Karma & Cents prides itself on helping families and family enterprises move from Traditional Philanthropy to Philanthropy 3.0. #GivingTuesday reverberates with everything that is wrong with how charities are set up to fail.

“Any business model that requires an annual ask for an increase in a donation and cries poverty or crisis begs the question as to its viability,” says Richard Ouellette, Managing Director at Karma & Cents. “That isn’t to say I am against traditional philanthropy - if that is what it is - The Love of Humankind. What I struggle with is an industry that is designed to fail because it is judged on how much it spends on overhead (businesses would call this investing in operational effectiveness and leadership) to how much it costs to raise a dollar (businesses would call this business development).”

This #GivingTuesday, Karma & Cents challenges you to use this opportunity to engage with charities in meaningful dialogue. “We have industrialized the social problems that charities were originally set up to solve and we have created a tax regime that incentivizes any type of giving instead of smart social investments,” says Ouellette. “Imagine, if on #GivingTuesday we talked about the cost associated with NOT solving the problems that charities are asking funding for. Do you think we might actually come up with financial models and requests for support that were aligned with financing solutions instead of funding problems?”

To find out more about Philanthropy 3.0, or about giving smarter, please visit the Karma & Cents website [www.karmaandcents.com](http://www.karmaandcents.com).

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**Notice to Editor:**

About Karma & Cents Inc.: Karma & Cents was created by Founders Gena Rotstein and Richard Ouellette in an effort to push the needle on Philanthropy into the 21st Century. We believe that family and corporate dollars can be put to better use by financing solutions instead of funding problems. It is our approach that goes to the heart of the issue our clients want to actually see, feel and know that what they are doing in the world is going to make a difference. We work with Families, Family Enterprises, and their Advisors to develop strategies for growth, transition and knowledge transfer, skill acquisition, succession planning and legacy planning all within the philanthropy and social impact space. For more information please visit [www.karmaandcents.com](http://www.karmaandcents.com).