



Public Education Charities Should Know

Did you know that the Canada Revenue Agency (CRA) has started a new initiative to educate donors and give them the tools to research charities before they donate? We are trying to:

- raise donor awareness of registered charities and charity regulation;
- increase the profile of the CRA as a regulator; and
- increase the public's ability to make informed donor decisions.

To date, we have:

- launched a **donor Web site** called **Giving to charity: Information for donors** available from www.cra.gc.ca/donors. This resource provides information about tax savings, donation receipts, the regulation of charities and how to be an informed donor.
- begun attending **trade shows and conferences** to show donors how to use the CRA charities listings and how to access and review a charity's Registered Charity Information Return.
- published an informational brochure and a comprehensive **speaker's kit**. Both of these items are available for download or to order from our Web site in both official languages

What can you do to support the public awareness initiative?

- Include a link to the new donor section of the CRA Web site from your own Web site or include the address in your published materials: www.cra.gc.ca/donors.
- **Remember that your annual Registered Charity Information Return is an excellent marketing tool** for your registered charity. Filling the return out clearly and completely will make it easier for donors to understand your charity's activities and finances.
- **Include our informational materials in your charity's mail-outs or presentations.** You can download our brochure or speaker's kit from the CRA Web site, or fill out an online form to order printed copies.

For more information, we can help donors
research charities before supporting registered
charities in Canada. If you have any ques-
tions about the public education initiative,
contact us at **1-800-267-2384**.