



5 WAYS TO TEACH YOUR CHILD ABOUT GIVING

They've got allowance, cellphones and tablets, so teaching kids the value of giving to others is more important than ever. Try these five easy ideas. **BY STACEY STEIN**

1 THROW A CHARITABLE BIRTHDAY PARTY



Does your child really need another (insert current obsession here)? Likely not, which is why birthdays are the perfect opportunity to turn things around. Instead of gifts, ask guests to bring non-perishable food items for a local food bank or toys for a children's hospital, then drop off the goods

with your birthday girl. Or even simpler, throw a toonie party: Guests bring one toonie for your child and one toonie for a donation—let your kid pick the cause.

2 START A DONATION JAR



All that allowance and gift money from family should ideally be divided between jars for spending, saving and charity. Encourage your kid to set aside a portion of the money she makes—a quarter from every dollar, for instance—for a greater purpose. Spend time

researching different organizations together and donate to a different one each time the jar fills up.

3 SPONSOR A CHILD



It can be eye-opening for kids to learn that children in other countries don't even have drinking water, let alone the TV, toys and gadgets we take for granted. Sponsoring a child in need through a charitable organization such as Plan Canada shows kids how giving can make a real impact—providing

essentials like clean water, education and healthcare. Or for a monthly donation, Save the Children's Guardian program gives less fortunate children access to medical care, education and nutrition. Get more info at plancanada.ca, savethechildren.ca.

4 PLAN AHEAD FOR HOLIDAY GIVING



Before sitting down to write his holiday wish list, ask your kid to sort through his toys and set aside a few to donate. Or take him shopping to choose something new for a less fortunate kid. Gently used toys and books can be passed on to Goodwill, community daycares and even the library, while most fire stations accept new, unwrapped goodies to donate to underprivileged families during the holidays. Bonus: Your kid catches a glimpse of a fire truck.

5 SHOP WITH A CONSCIENCE



Send a message and make a difference with the things you buy. Initiatives like Me to We (founded by the Canadian Kielburger brothers) fuse consumerism with altruism (along with many other charitable initiatives), offering a range of ethically manufactured products—from

handmade jewellery to clothing—made by artisans in developing countries. Half of the proceeds go to Free the Children (an international charity for child poverty), while the rest is reinvested in the enterprise. TOMS launched a similar One-for-One model with footwear in 2006, but the scope has since expanded to eyewear and coffee beans. For every purchase, a matching donation is made to someone in need: a new pair of shoes, eye surgery or glasses, or a week's supply of clean water. TOMS' reach is impressive: More than 10 million pairs of shoes have been given out and 200,000 people have had their sight restored. Sevenly, an online "social good" company, sells clothes for kids and grown-ups, accessories and more, with \$7 from each purchase donated to its feature charity, which changes weekly. Sevenly campaigns have covered causes like autism, human trafficking and animal adoption. Get more info at metowe.com, toms.ca, sevenly.org. ■