For the love of our community, support local charities through GIVEOakville!

FOR RELEASE NOVEMBER 13

Oakville, Ont., November 13th, 2026 - The annual GIVEOakville crowdfunding campaign is back again, featuring 75 local Oakville charities, as the easiest way to show love for our community.

The GIVEOakville campaign is run by the Oakville Community Foundation through an online platform, giving community members a central place to make their donations to all of their favourite charities just in time for the holidays. The campaign runs for three weeks from November 13 to December 7.

GIVEOakville LIVE! will once again kick-off the campaign on November 15 at Appleby College, promoting the participating GIVEOakville charities in a meet-and-greet event. New this year, a number of local businesses, retailers and restaurants will be promoting the GIVEOakville campaign around the community. Look out for the GIVEOakville QR codes on posters, GIVEOakville Guides and coasters as you make a purchase and dine throughout the Town.

For seven years, the OCF has been bringing charities together through the GIVEOakville campaign and exploring relationships with local partners to make it easier for Oakvillians to support Oakville's local charities. Local reliance on the charities in our community has been growing while data suggests that the number of donors has been decreasing.

The OCF has released an update to its Generosity Research and while Oakville is a generous community compared to national averages, donor participation is declining both in Oakville and across the country. Throughout Canada, the share of donors has dropped by 43% from 1990 to 2023. In Oakville, the share of donors has dropped by nearly a third between 2009 and 2023.

"The donor base is aging, with younger Canadians giving less to registered charities and preferring informal or digital causes," said Ameeta Vijay, OCF Board Chair, in the report.

The report features some local faces and charity executives weighing in on the decrease in the number of donors and how community connection can spark generosity. GIVEOakville aims to build a culture of giving in the community, offering a route to community connection as well as an intuitive digital platform. Read the report here.

About the GIVEOakville Campaign

When you donate to GIVEOakville, **your donation**:

1. **Benefits Local Charities** - 100% of your donation goes directly to the charity or charities of your choice as charities don't pay transaction fees.
2. **Stays in Oakville** - Only charities that have a primary purpose, presence and reputation in Oakville are included. Your donation will make a difference in our community!
3. **Qualifies for a Tax Receipt** - Every donation made through GIVEOakville is issued a tax receipt by our safe and secure digital platform.

Donors can support causes like Arts & Culture; Children, Youth & Family Services; Community; Education & Employment; Environment & Climate; Food Security; Health & Wellbeing; Housing & Shelter; Mental Health & Addictions; and Women & Gender Equity Initiatives.

Every donation makes a certified local impact in our community.

“GIVEOakville inspires people to be a part of something big,” said Andy Aicklen, Co-Chair of the GIVEOakville Leadership Council. “Even a small donation can make a huge difference. And, participating in the campaign is a great way to learn about local charities first hand.”

“The campaign is a great way to make a positive impact in the lives of people right here in Oakville,” said Jen Zhou, Co-Chair of the GIVEOakville Leadership Council. “Every contribution matters, even if it’s simply spreading the word to a family member, friend or neighbour.”

The GIVEOakville Leadership Council has been an integral driver in readying the campaign by engaging the community and promoting the new GIVEOakville Retailer Program. Members include:

- Andy Aicklen (Co-Chair)
- Jen Zhou (Co-Chair)
- Josh Engelbrecht
- Megan Ip
- Glory Kabila
- Gwen Mao
- Victoria Mida
- Kyle McGill
- Faiza Sandhu
- Sarah Vidic
- Jeff Zhu

GIVEOakville has directed more than $5 million to local charitable work in the community since 2019. We need your help to continue supporting urgent needs and lasting solutions.

The OCF is grateful for the support from our sponsors:
Community Partner - Delta Bingo;
Lead Event Sponsor - Shoppers Drug Mart;
Campaign Sponsors - Amica Bronte Village, Cidel, Dave Pecharich Insurance Agency - Co-operators, Engelbrecht Associates;
Event Sponsors - Henderson Partners LLP, KPMG, O’Connor MacLeod Hanna;
General Sponsors - HealthPRO Canada, MNP, RBC, Tino-Gaetani & Carusi.

Explore GIVEOakville at www.giveoakville.com.

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Oakville Community Foundation
The Oakville Community Foundation is for people, businesses & organizations who love Oakville and want to see it thrive. As a public charitable organization that invests and stewards more than $100 million in charitable assets, we encourage generosity and build community wellbeing. We are a community of philanthropists that has granted over $82 million to charities and into the community since 1994. You can see our impact in the local trails, public gardens, trees, affordable housing, bursaries & scholarships, charitable organizations and social infrastructure throughout the community. We bring the community together to research urgent needs and fund lasting solutions to the biggest challenges facing Oakville.

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