

ABSTRACT

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Building a philanthropic culture

Mobilization and indifference among Quebec francophones

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Abstract:

For several years now, the median of charitable donations by Quebec taxpayers has been the lowest in Canada, equivalent to half the median Canadian donation. While many studies describe the behavior of the Quebec donor, none definitively explains the reasons for the gap vis-à-vis the rest of Canada. The author seeks to understand the nature of Quebec's philanthropic culture and its specificity, in order to convey these notions in the teaching of philanthropic management in Quebec. With a background in economics and social sciences, professional experience in fundraising and a career as a university lecturer in philanthropy, the author advocates for an interdisciplinary perspective in capturing the essence of the philanthropic phenomenon. She explores life stories from donors and non-donors with comparable profiles to identify key elements that could help explain the distinct philanthropic culture of Quebec francophones. Overall, the goal of this doctoral project is to illuminate a blind spot in philanthropy in Canada: the distinct culture of charitable giving in Quebec.

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