
150 Profiles: John Hallward

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As we mark the 150th anniversary of confederation, The Philanthropist is profiling Canadians from across the non-profit sector and putting a face to 150 individuals who work or volunteer in Canada's social sector.

Name: John Hallward

Current role in the sector: Founder and chairman of GIV3 and president of a social enterprise research firm; Sector 3 Insights Inc.

Years working and/or volunteering in the nonprofit sector: 48 years as a volunteer, a donor, and as board member or chairman.



What was your first job in the sector or a defining moment?

Despite serving on several charity and foundation boards, I think my defining moment was the creation of GIV3 in 2008. At that time GIV3 was the first charitable foundation with the mission to promote philanthropy in Canada (to encourage more Canadians to be more giving). In partnership with CanadaHelps and many other sector leaders, GIV3 has had great success hosting GivingTuesday and The Great Canadian Giving Challenge among other initiatives.

Describe your desk/workspace.

My office is wherever my MS Surface tablet is, which is often in my home office. I also travel frequently and have become good at finding any place where I can connect to the Internet to remain productive while on the move. GIV3 and Sector 3 Insights have no physical office space so we operate in a modern and efficient virtual world. However, I do have piles of articles, publications and files. I am a tactile and physical learner—I just need to manage my collection so as to keep my home reasonably tidy.

What are you reading or following that has expanded your understanding of the non-profit sector?

I am constantly reading books, articles, blogs, research papers, and anything I can get my hands on with respect to the third sector. I love debate, opposing views and disruptive thinking because I feel it challenges us all to be uncomfortable, making us stronger and more forward-looking. I also like to contribute and have done so with two books of my own, and many published articles. Some of my favourite thought starters are: *Uncharitable*, *Influence*, *Predictably Irrational*, and *Thinking Fast & Slow*.

What do you think our sector needs to be thinking about?

I would love to talk about the importance of emotions and personal values as the key drivers for

greater giving in Canada. Research shows that greater tax incentives are not correlated with greater giving, and are also an expensive way forward. The declines in our giving behaviour in Canada are due to a change in our social values and our low appreciation of giving norms. I believe this topic needs more attention.

Do you know someone we should profile as part of this series? Email us at philanthropistprofiles@gmail.com