

From the Editor

The most important development of recent months for Canadian philanthropy may be the launch of the *Imagine* campaign. This venture will, if it succeeds, permanently increase the amount of money and time available to charities in Canada from individuals and corporations. In our lead article, Allan Arlett describes *Imagine* and situates it in its international context.

Corporations will be called upon even more actively to donate to benevolent causes. Bella Martin's essay, which merited Honourable Mention in the 1987 Philanthropist Award competition, examines whether corporations have the legal power to make such donations at all. She concludes, fortunately for many of us, that in most cases no significant legal barrier exists in Canada to corporate philanthropy.

Individuals have no such problems. Why they choose to donate remains the subject of study. Professor Mount and Ms Quirion look at this question from their experience with a university fund-raising enterprise.

We also welcome the presence in this issue of Bill Gleberzon, Executive Director of Meal on Wheels Ontario Inc., and David Spiro, soon of the Ontario Bar who have agreed to accept continuing responsibility for the "Bookshelf" section.

In sum, this is an informational issue. Views and comments resume in earnest next quarter.



JOHN D. GREGORY
Editor