

Private Giving Foundation

A simple, effective way to support the causes that matter to you.

Spring 2019



Interview

Jo-Anne Ryan, Executive Director, Private Giving Foundation interviews Anne Neufeld, who has a Private Giving Foundation account.



Anne Neufeld

What motivated you to open a Private Giving Foundation account, Annie's Friends Foundation?

I opened the Private Giving Account because I believe it offers a flexible, low-maintenance way to create a private foundation. It helps to eliminate the administrative burden and allows you to focus on the fun part — giving! I specifically picked TD because of its pioneering work in this area.

Tell us about your interest in mental health and how that relates to Yellow Friendship Benches? How important is it for universities and colleges to have initiatives supporting mental health?

Having worked as a health executive, I've been a mental health advocate for many years. It's an area that historically has been overlooked and underfunded. That needs to change. With respect to the Friendship Bench program, in my former role as Provost and Vice President, Academic at Saskatchewan Polytechnic, we saw a growing need for mental support for students and employees. It became a foundational element

of the institute's evolving Wellness Strategy. When I left Saskatchewan Polytechnic last year, supporting the Friendship Bench program seemed like a terrific farewell gift.

Does the Private Giving Foundation allow you to put more structure around your giving?

The Private Giving Foundation helps to give legitimacy to a small private foundation. They handle all the CRA filing requirements and disbursements to recipients. It's easy one-stop-shopping that suits my lifestyle.

As part of our development of a holistic wellness model, Saskatchewan Polytechnic is committed to supporting the mental health of our students, faculty and staff. We see the Friendship Benches as an important way of helping those in our campus communities find the support they need to be successful in achieving their educational and career goals.

Thank you to Dr. Anne Neufeld for your generous donation.

Tobi Strohan, Associate Vice President of Student Services, Saskatchewan Polytechnic

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The Friendship Bench is a destination where secondary and post-secondary students who are struggling to connect with others, and find it difficult to ask for help, can talk with someone willing to offer an ear to listen with, a shoulder to cry on or just a "hello". For more information, please visit <https://thefriendshipbench.org>.

How important are the tax incentives when making a charitable donation?

I've always donated to important causes throughout my career. Last year when we sold a business that I co-founded 20 years ago, I was facing a serious tax liability. It seemed like perfect timing to set aside some funds into

Federal Budget (Budget 2019) introduces new category for donations to print media

Budget 2019 proposes to add registered, not-for-profit journalism organizations as a new category of tax-exempt qualified donee. As such, these organizations would be permitted to issue charitable donation receipts.

In order to qualify as a tax-exempt qualified donee, a *Qualified Canadian Journalism Organization* (QCJO) will be required to apply to the Canada Revenue Agency (CRA) to become registered.

Which outlets will qualify for the new measures? While the criteria for QCJO status will be developed by an independent panel, the Budget indicates that the measures are aimed at supporting Canadian journalism organizations producing original news. The news content must be primarily focused on topics of general interest and current events, including coverage of democratic institutions and

the Private Giving Foundation. Selling a business is a major event, so it was important to me to "share the wealth" with causes that align with my interests and values.

What are your first memories of giving and volunteering?

I've been an active volunteer and small donor since my university days. In my 20s, I even spent three years volunteering full-time on an earthquake reconstruction project in Chile. I aspire to the slogan: think globally, act locally. I live in a great community and it's now a privilege to be able to give back in a concrete way. I've served on local boards, twice as treasurer. Local organizations are always cash-strapped so it's cool to be in a position to help out these amazing causes.

What advice can you provide to those who are new to philanthropy?

Anyone can be a philanthropist. It has more to do with your mindset rather than your investment portfolio or net worth. It's easy to be materialist and strive to accumulate more "stuff." But what impact will that have in five to ten years? To be an active philanthropist you simply need to figure out what you value in life. For me, it came down to things that have impacted my family and friends: mental health, juvenile diabetes research, health and stroke prevention, cancer research, post-secondary education and performing arts. I called my foundation Annie's Friends Foundation for a reason. It's simple: If you or your causes are my friend, you get some funding!



processes. Association, government, trade, and industry-specific publications or programming won't be eligible, including those focused on sports, recreation, arts, lifestyle or entertainment.

To provide transparency, the names of all registered QCJOs will be listed on the website of the *Government of Canada*. Registered QCJOs will be required to file an annual return with the CRA and disclose, in their information returns, the name(s) of any donors that make donations of over \$5,000 and the amount donated. Similar to registered charities and registered Canadian amateur athletic associations, information returns will be made public along with certain additional information. We will keep you apprised of further developments in this area of not-for-profit journalism organizations.

Source: www.budget.gc.ca/2019/home-accueil-en.html

Spotlight on an organization — CAN Fund

Every two years we all love to watch the Olympic Games (Games) and cheer on our athletes. But what about the years leading up to the Games, the years when no one is watching or cheering or even aware of our athletes and their journey to be the best in the world? Behind the scenes, many Canadian athletes are going into debt to pay for travel to training camps and competitions, equipment, coaching, proper nutrition and “team fees” that can range from \$500-\$27,000.

Former athlete Jane Roos established Canadian Athletes Now Fund (CAN Fund)



to fill the significant financial gap many Canadian athletes are faced with. Twice a year in the summer and winter, able-bodied and Paralympic athletes represent Canada on the world stage and can apply to CAN Fund for funding. Each athlete is eligible to receive up to \$12,000 annually (\$6,000/application). Since 2003 CAN Fund has raised over \$40 million for Canadian athletes. At each of the PyeongChang, Rio, Sochi, London, Vancouver, Beijing, Torino and Athens Games, CAN Fund has proudly supported 80% of the athletes representing Canada.

CAN Fund has been a part of my “family” since 2005. Believing in me since the early days. Your donation inspires a nation and impacts an athlete’s journey to wear the maple leaf on the world stage.

Kaillie Humphries, Bobsleigh, 3x Olympic Medalist

CAN Fund exists to engage Canadians to be part of an athlete’s journey. With every donation to CAN Fund a donor will find out the name of the athlete supported and receive a tax receipt. Recently, CAN Fund launched the “Behind The Scenes \$10 Million Campaign” to raise the funds to cover athlete applications leading into Tokyo 2020 and beyond.

The following is a snapshot taken from the most recent CAN Fund Athlete Application sharing athlete expenses where 941 athletes applied for financial support.

- Annual equipment costs for a cyclist applying to CAN Fund (average: \$4,202)
- Annual food/nutrition costs for a rower applying to CAN Fund (average: \$12,000)

- Annual coaching or club fee costs for a gymnast applying to CAN Fund (average: \$7,719)
- Annual travel expenses of a track and field athlete applying to CAN Fund (average: \$3,098)
- Annual team fee for an alpine skier applying to CAN Fund (average: \$20,000)

Source: CAN Fund

For more information visit www.myCANFund.ca
Call 416-487-4442, 1-866-937-2012
Email Jane@CanadianAthletesNow.ca

Thank you David, Congratulations Sheilagh and Welcome Nicole!



David
Thomson



Sheilagh
Johnson



Nicole
Nakoneshny

This past fall, David Thomson, Chair, Private Giving Foundation (PGF) Board, has transitioned to Board Emeritus. We would like to extend our thanks and gratitude to David for his strong leadership over the years and look forward to his continued insights and participation in this new role. Sheilagh Johnson, currently a PGF Board member, has assumed the position of Board Chair. With her extensive experience in the not-for-profit sector, we look forward to Sheilagh's guidance in her new role. Lastly, a warm welcome to our newest addition to the Board, Nicole Nakoneshny, Partner/Lead, Knowledge + Insights at KCI-Ketchum Canada.



Full Board bios may be viewed at
www.tdwealth.ca/privategiving.

Donor-advised Funds: The Intersection of Philanthropy and Wealth Management

Donor-advised funds (DAF) are changing the manner in which Canadians make donations while enabling advisors to broaden their practices to encompass all aspect of family finances. Strategic Insights recently released the first comprehensive donor-advised funds report in Canada. PGF, established in 2004, was the first DAF in Canada to be offered by a financial institution.



If you would like a copy of the report by Strategic Insights, please contact joanne.ryan@td.com.



We welcome your questions and comments. Please direct them to joanne.ryan@td.com or call **416-308-6735**.

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