

Private Giving Foundation

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

Winter 2015



Ed Clark's Recent Speech Highlights the Importance of Philanthropy



Ed Clark, recently retired as President and C.E.O of TD

On November 19, 2014, Ed Clark, who recently retired as the President and C.E.O of TD, delivered a speech at the Economic Club in Toronto, outlining his personal philanthropic vision. He said in part:

"My speech is quite simple: it is a shameless attempt to try to convince you, if you are not already convinced, that you should have, for self-interest broadly defined, a philanthropy budget that corresponds with your income, and equally important, your wealth.

We are blessed to live in a country like Canada. But we would be unwise not to recognize that the rising cost of housing materially impacts the reality of those earning in the bottom half of society... I realized that if I wanted to make an impact, I had to apply the same kind of systematic approach in my charitable efforts as I do in operating a business. I had to think of my donations of money and time as a strategic allocation of resources....

Don't expect our politicians to take the lead on each and every social issue – not unless you are prepared to provide them with more money to do so.

We have wonderful not-for-profit organizations – we need to back them...

I have three asks of you.

First: set aside a portion of your philanthropy budget for social issues. Yes, give back to universities who helped you or your children. Support our wonderful health care system that makes Canada what it is. And help support our cultural institutions. But if we truly want Toronto to be a livable city, and one of which we can be proud, we need everyone to carve out an important share for social giving. **Second:** use not only your money but your skills and connections to help solve social ills.... You have the skills and resources to make that a reality. And **Third:** in doing so, never divorce what you are doing from the individuals, the people, the humans who are just like you and I, who will benefit from your generosity. These are not abstract.

In this issue

Ed Clark's Recent Speech Highlights the Importance of Philanthropy	1-2
There's a new kid on the block!	2
Canadahelps.org – A Great Holiday Gift Idea	3
Women and Philanthropy in Canada: first thought leadership report released by TD!	3
A Convocation First.....	3
Some Changes on our Board	4
Happy Holidays	4
Ten Years for the PGF.....	4

There's a new kid on the block!

Until recently, Canadians have found many global projects difficult to fund and still be eligible to receive a donation receipt that may be claimed on their Canadian tax returns. While tax return-eligible receipts are available through several large, international global charities in Canada, many Canadians want to support different global projects, or in many instances, to start one of their own.



Photo: www.iStock.com

CAF CANADA (Charities Aid Foundation Canada) has now been established in our country. It is a charity registered with Canada Revenue Agency that is working to change the culture of giving by making it safe, easy and effective for Canadians to give globally.

CAF
CANADA

CAF Canada is based on the proven success of the original CAF office, CAF UK, which was founded in 1924, and the CAF GLOBAL Alliance, which boasts ten offices on six continents.

As a member of the CAF Global Alliance, CAF Canada has access to expert advice and support on a global scale, meaning that thorough, timely support and advice is always available.

Each CAF Canada project undergoes a trusted and proven unique 100-step due diligence process, which includes running the names of board members and organizations through a database of 400+ world watch lists. CAF Canada is dedicated to Canadian laws, ethics and standards, and their rigorous vetting process is reflective of this commitment to integrity and trust.

HOW TO....

Find a project fund: Make a contribution into an established International Project Fund (IPF). Each IPF is designated for a project that CAF Canada has created for one of its partner organizations. Donors can make a contribution into one such fund to help CAF Canada begin the implementation of these projects.

Support a new project fund: Connect with CAF Canada and identify a geographic location and/or social issue to support. Using its vast network of partner NGOs and support from other CAF offices, CAF Canada will locate and/or suggest an appropriate fund that matches your criteria. If it is a new project, they will select an organization and develop a designated project that best fits the given criteria.



Photo: www.iStock.com

As a CRA-registered charity eligible to issue official donation receipts, CAF Canada abides by Canadian regulations, privacy and ethical standards. You may donate directly to CAF Canada and receive a charitable tax receipt for a global project. You may also direct grants from the Private Giving Foundation to CAF Canada to start a new or support an existing project. For information on CAF Canada, please visit www.cafcanada.ca or email joanne.ryan@td.com

Ed Clark's Recent Speech Highlights the Importance of Philanthropy

Continued from page 1

I am not asking you to change the world, but I know we can change the world we live in."

For the full version of Ed Clark's speech to the Economic Club of Canada, please go to <http://www.unitedwaytoronto.com/edclark> or contact joanne.ryan@td.com.

Canadahelps.org – A Great Holiday Gift Idea

By Paul Nazareth, V.P. Community Engagement, Canada Helps

Do you know Canadahelps.org? We are a charity that helps charities, and since going online fourteen years ago, almost one million Canadians have donated through us. Together, Canadians have donated over \$400 million to causes big and small using the CanadaHelps.org site. This year, we have launched a brand new website, complete with new technology, to help charities accept donations, and to allow individuals to fundraise for causes they



care about. They can even create their own personalized website. We also help thousands of Canadians to create and give charity 'gift cards' for the holiday season and special occasions. For the person on your list who has everything, you may purchase a charity gift card on Canadahelps.org. You will receive the donation receipt, and the recipient of the card will be able to select the charity of their choice to receive the funds. For more information, please visit canadahelps.org.

Women and Philanthropy in Canada: first thought leadership report released by TD!

Women are playing an increasing role in charitable giving and philanthropy in Canada. The report titled, *Time, Treasure, Talent: Canadian Women and Philanthropy*, is an examination of the roles, attitudes, and expectations of Canadian women philanthropists. The paper forms part of TD's "Your Story, Your Future" thought leadership series for women investors, one pillar of TD's Women Investor Strategy, which is a broad initiative to better understand and meet the investing needs of Canadian women. Among the key findings of the report are these interesting facts and statistics:

- Canadian women control approximately one-third of household wealth in Canada, or approximately \$3.2 trillion in total assets
- In the past five years, the number of female donors in Canada has greatly exceeded that of male donors
- Approximately 350,000 women in Canada have both the access to the financial resources and the desire needed to make a major gift to charity
- Affluent women are nearly twice as likely as men to say that charitable giving is the most satisfying part of having wealth
- The wealth transfer in Canada between 2012 and 2022 is estimated to be \$896 billion, with approximately \$600 billion flowing into the hands of women either as spouses, daughters or partners



Photo: www.thinkstock.com

To view a full copy of the report, please visit <https://www.tdwaterhouse.ca/document/PDF/tdw-pgf-canadian-women-and-philanthropy.pdf>

A Convocation First

Saturday, November 15 was National Philanthropy Day. It's fitting that, on that very day, at Carleton University's convocation ceremony, seven individuals were the first in Canada to graduate with a Master of Philanthropy and Nonprofit Leadership (MPNL) degree. In the summer of 2013, Carleton launched the first Masters in Philanthropy and Nonprofit Leadership program in Canada. There are 168 such programs in the United States, but at this point, Carleton's program is the only one of its kind in this country.



Carleton UNIVERSITY | **Philanthropy and Nonprofit Leadership**

The PGF would like to offer our warm congratulations to these extremely talented graduates, who are now poised to become the next generation of leadership in Canada's charitable sector. We look forward to profiting from their creativity and expertise as they transition to their new roles in helping to shape the future of philanthropy in Canada.

Some Changes on our Board



Joanna Mazin

The Private Giving Foundation is pleased to welcome Joanna Mazin as its newest board member. Joanna works at TD Wealth on the Wealth Advisory Services, High Net Worth Support Team. She is actively focused on providing research and materials on estate and insurance planning for individuals and business owners across Canada. She is also a member of the Ontario Bar, who practiced at Fasken, Martineau, DuMoulin LLP in its Estates, Wills, Trusts, Charities and Not-For-Profit Group prior to joining TD. She has authored and contributed to several estate law publications with local and national reach, and has provided seminars on charitable giving hosted by the Canadian Association of Gift Planners. Prior to law school, she earned a Master of Arts degree from Columbia University, and worked in fundraising and marketing capacities for a number of prominent arts organizations, including the Museum of Modern Art in New York City and the National Gallery of Canada in Ottawa. We are delighted to have Joanna as a new member of our board and look forward to benefitting from her skills and experience.

Our board of directors extends a sincere thank you to Ari Levy for his service these past five years. Given his background as both a chartered financial analyst and a lawyer, Ari has generously shared his knowledge and extensive investment expertise, and has in addition provided excellent fiduciary oversight. We would like to offer him both our gratitude and appreciation for his participation on the PGF board.



Photo: www.iStock.com

Ten Years for the PGF!



In October 2004, the Private Giving Foundation (PGF) was introduced by TD as the first donor-advised fund program launched by a financial institution in Canada. This fall marks our tenth anniversary! The PGF provides a simple, tax-effective alternative to establishing a private foundation in order to leave a legacy of giving and to support the causes that matter to you. The foundation concept is now easily accessible to many, since a minimum of only \$10,000 is required to establish a fund within PGF. The PGF is the beneficiary of over 750 donor-advised funds, and continues to grow. It has received contributions of over \$240 million, and has distributed over \$75 million to charities. We are so proud of this achievement! On behalf of the Board of Directors, we would like to thank you for your generosity and commitment to developing a long-term philanthropic plan and supporting our communities.



Photo: ©Greg Pacek

We welcome your questions and comments.

Please direct them to joanne.ryan@td.com or call **1-866-866-5166** or **416-308-6735**.

Jo-Anne Ryan, Vice-President, Philanthropy, Wealth Advisory Services, TD Wealth & Executive Director, Private Giving Foundation

tdwaterhouse.ca/privategiving



The information contained herein is current as of December 2014 and has been provided by TD Wealth and is for information purposes only. The information has been drawn from sources believed to be reliable. Where such statements are based in whole or in part on information provided by third parties, they are not guaranteed to be accurate or complete. The information does not provide financial, legal, tax or investment advice. Particular investment, trading or tax strategies should be evaluated relative to each individual's objectives and risk tolerance. TD Wealth, The Toronto-Dominion Bank and its affiliates and related entities are not liable for any errors or omissions in the information or for any loss or damage suffered.

All third party products and services referred to or advertised in this newsletter are sold by the company or organization named. While these products or services may serve as valuable aids to the independent investor, TD Wealth does not specifically endorse any of these products or services. TD Wealth makes the third party products and services referred to, or advertised in this newsletter, available as a convenience to its customers only, and is not liable for any claims, losses or damages however arising out of any purchase or use of third party products or services.

The services of the Private Giving Foundation, an independent, non-profit charitable corporation, are offered in co-operation with TD Wealth. TD Wealth represents the products and services offered by TD Waterhouse Canada Inc. (Member – Canadian Investor Protection Fund), TD Waterhouse Private Investment Counsel Inc., TD Wealth Private Banking (offered by The Toronto-Dominion Bank) and TD Wealth Private Trust (offered by The Canada Trust Company).

All trade-marks are the property of their respective owners.

® The TD logo and other trade-marks are the property of The Toronto-Dominion Bank.