



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

Philanthropy as a Family Affair

When Rick Landry, formerly a vice-president of manufacturing at Research in Motion (RIM), was exercising some stock options in 2007, he took the advice of his TD Waterhouse Investment Advisor, Blair Fingland, and donated some RIM stock to the Private Giving Foundation (PGF), establishing the Landry Family Foundation. While Rick's initial motivation in establishing the foundation focused on the tax benefits of donating securities, his wife, Debbie, a former junior high school teacher, believed that this decision would provide a structure around which to organize the family's philanthropy and continue to instill values in their children about the importance of giving back.

"Charitable giving has always been important for our family", Debbie comments. Ever since the kids were two, we have had a charitable component built into every birthday party in lieu of gifts. For example, when my oldest son turned eight, a tsunami hit southeast Asia, so donations were made to the Red Cross.

At another birthday party, we asked invited guests to bring bus tickets, which were subsequently donated to a homeless shelter. "Our family rarely mails cheques when it comes to charitable giving. We usually pick a charity that we can visit as a family. When deciding how to allocate the annual disbursements from the Landry Family Foundation, each family member plays a key role."



Rick and Debbie Landry

With the foundation established, the children studied the World Vision

catalogue and each chose a different program. The Landry's youngest son, an animal lover, chose to fill a stable in a Third World country. Another targeted the reintegration of child soldiers into normal lives, and the third decided to furnish an entire classroom. Rick and Debbie themselves focused on assisting the local community by supporting *Kidsability*, a centre that helps children with disabilities and the United Way of Kitchener-Waterloo. "United Way is very important here, as the Kitchener-Waterloo area has been hard hit hard by the recession. It has spread from manufacturing to service sector industries. The unemployment rate is 10% - the third highest among Canadian cities behind Windsor and St. Catherines."

In January, 2009, after a successful career with RIM, Rick found himself in the fortunate position of being able to retire. "The long hours and extensive travel involved in my work was tough on the family, given that our three boys are six, eight and eleven," said Rick.

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Charitable Giving in a Recession

By Jo-Anne Ryan

In an economic downturn, more people are turning to charitable organizations for food, shelter, medicine and other basic needs. Charities are feeling the pinch as there is an increased demand for their services, while funding sources are drying up. “The economy and uncertainty about the year ahead are affecting all charities,” comments Frances Lankin, president and CEO of United Way Toronto. “These are very tough times for thousands of people in our city. United Way’s front line community agencies are already seeing significant increases in demand for services from families who need help, and from people who have lost their jobs. It’s tough right now, but it’s going to get even tougher and it’s imperative that we reach more people who can lend a hand by giving.”

So how can you help charities weather the economic storm?

Donate your losing stocks

If you own securities, some of them may be trading down significantly since their purchase. If that’s the case, consider triggering a capital loss by selling one or more of your “underperformers” and donating the

cash proceeds to charity. If you do so, you will receive a donation credit and also generate a capital loss, which can be used to offset capital gains in the current year, or in the past three years, and which may be carried forward indefinitely.

Donate your time

With many people suffering job losses, there are a high number of skilled laid-off workers whose time and talent could be put to good use during these tough times. If you find that you have extra time on your hands, consider volunteering at a charity. Not only will the organization benefit from your expertise, but you will have an opportunity to develop new skills and expand your network.

Make a planned gift

If your current financial situation doesn’t allow for an outright gift, consider making a planned gift, such as a bequest in your will or a life insurance policy. A planned gift allows you to donate a substantial gift to a charity without depleting money set aside for your day-to-day needs. It provides you with the opportunity to share in both the present and the future success of your chosen charity.

Celebrate a special occasion by giving

If you plan to host an upcoming event such as a wedding, birthday or holiday, consider incorporating a charitable giving component to your celebration. Invite guests to your event and, in lieu of a material gift or party favors, ask them to make a donation to a charity of your choice. If you have a special occasion to attend, share your passion for philanthropy by giving the guest of honor a gift card from Canadahelps.org. Special occasions become even more meaningful when you can support a favourite charity and inspire others to give.

Set up a donor-advised fund

This will ensure that there is money available on an ongoing basis to support the causes that are important to you in both good times and bad. The minimum donation to establish a donor advised fund with the PGF is only \$10,000.



Photo: ©Greg Pacek

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He is now able to devote more time to volunteer work, and serves as vice-chair of the Board of Governors of Conestoga College, which is currently undergoing a significant expansion.

Another added bonus to early

retirement is the ability to focus on fitness. He has become an avid cyclist, and a full participant in his sons’ sports activities. “It is also really great to be able to coach my sons’ baseball team rather than limiting myself to spectating while talking on my cell phone.”

The Landry children are fortunate to have parents who set such wonderful examples of volunteerism, focused charitable giving and community involvement for them to aspire to in their own adulthood.



Investing in the Power of Women and the Dreams of Girls

Jo-Anne Ryan, Executive Director, interviews Bev Wybrow, President and C.E.O., The Canadian Women's Foundation

Jo-Anne: What does Canadian Women's Foundation (CWF) do?

Bev: The Canadian Women's Foundation is the only national foundation dedicated to improving the lives of women and girls in Canada. We raise money to research, fund and share the best approaches to moving low-income women out of poverty, ending violence against women, and empowering girls with confidence, courage and critical thinking skills. We invest in the power of women and the dreams of girls.

Started by a group of eight women in 1991, CWF now ranks as one of the top ten largest women's foundations in the world, having provided over \$21 million in support to over 825 initiatives all across Canada. We have contacts with over 3,000 organizations across Canada working with women and their children. This allows us to reach many small organizations working with very disadvantaged women, or serving isolated rural or northern parts of the country, and teach them how to apply for a grant. We aim to get our funds to women and girls who face the greatest barriers, and who traditionally have had the least access to philanthropic funds.

Jo-Anne: So women are the primary beneficiaries of CWF?

Bev: Through our work, women and girls are empowered to live without limits: to become economically independent, to be free from violence and to be full contributors to society. This results in a safer, stronger and more prosperous society for all of us. According to Kofi Annan, former United Nations Secretary General, "when women thrive, all of society benefits, and succeeding generations are given a better start in life."

It is now accepted in international development that the best way to help children living in poverty is to help their mothers. When women are strengthened and start moving out of poverty, there is a ripple effect. As they contribute to the economy, they first help their children and families, and then go on to take on volunteer roles in their communities. Helping women is good for children, families, communities and our economy.

Jo-Anne: What impact is the recession having on your organization, and the organizations you work with?

Bev: These are certainly challenging times for everyone. The community organizations we support are seeing increasing demands for services, particularly those that work with abused women, or that provide poverty-related services like food banks, employment counselling and economic development. There is concern that growing economic challenges make it even more difficult for women to leave an abusive situation. At the same time, charities have growing uncertainty about revenue – donations from government, United Way agencies, individuals and foundations are threatened, and business sponsorship and ticket sales for fund-raisers are declining. Challenges are greatest in the communities that are seeing significant job losses and economic upheaval.

The response from organizations is a greater focus on core services and a search for new ways to collaborate. There is greater need than ever for umbrella groups like CWF to help groups share learning: women's organizations, many of which were small and underfunded to start with, don't have a lot of experience with fundraising. There is a great need to build capacity in this area, and also to learn how to better use technology to reduce costs and connect with community supporters.



Girls' Fund program participants in Halifax (printed with permission from ACTUA)

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We also strive to educate about women and philanthropy. We provide a way for companies to support the concerns of their female customers and employees. For individual donors, we emphasize the importance of being strategic in philanthropy, and reflect one's own values. Despite our current challenging times, women in particular have more money than ever before in history. How can it be used to create change and support other women and children?

Jo-Anne: *The media is reporting bad news regularly. If we have less available to give to charity, how do you suggest we give in a way to maximize impact?*

Bev: Be strategic in your philanthropy! Most of us are deluged with requests from charities, but if you determine what you really want to achieve, you can make strategic choices with both your money and time. This has the added benefit of making it easier to say no. You feel less guilty when you can say that your philanthropy is focused on

several issues that matter the most to you. And several larger donations can have more impact than a lot of small ones.

Jo-Anne: *Any final advice that can help charities in a recession?*

Bev: Good philanthropy is about relationships – between donors and their values, between donors and charities, between charities and those they work with. Now is a good time to focus on building those relationships.

A recession is a time for planning ahead, for both charities and donors. And for remembering how important the not-for-profit sector is to the health of our communities and economy during challenging times.



Bev Wybrow
President and CEO
The Canadian Women's Foundation
www.canadianwomen.org

You Asked Us

Q. *I noticed that in 2009, I had a lot less available to pay out to charities from my donor-advised fund. Can you please explain why?*

A. The tax rules generally require that the PGF disburse a minimum of 3.5% annually. The concept of an endowment fund is to pay out the income while the capital remains relatively intact. The PGF has normally been disbursing 5% of its value. 2008 was a very challenging year in the markets and in 2009 some endowment funds made a decision not to pay out at all. The PGF Board of Directors chose to pay out 4% of the December 31st value instead.

Q. *Can the PGF be used to establish scholarships?*

A. The PGF must disburse funds to a registered charity, not an individual. We have a number of PGF donors who have established scholarships with a university. The donor works with the university or college to determine the terms of scholarship, such as eligibility and criteria, reporting etc. The PGF provides the annual funding for the scholarship. Once we understand the type of scholarship that you are trying to endow, we would be pleased to work with you and collaborate with another institution to make the scholarship a reality.

On behalf of the Board of Directors, we wish you a very happy and safe summer! We welcome your questions and comments. Please direct them to joanne.ryan@td.com

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