

## Credential partners with charitable foundation Canada Gives

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***Canada Gives has entered into a partnership with Credential Financial to offer its members and their families new ways to fund charities and achieve their philanthropic goals through donor advised funds.***

Donor advised funds are the fastest growing charitable giving vehicle in the US today, with USD6.6bn in annual contributions.

In Canada, donor advised funds are rapidly gaining interest as an alternative to private foundations.

"We are pleased to partner with Credential," says Denise Castonguay, chief executive and founder of Canada Gives. "With donor advised funds, Credential members and their families will now be able to personalise their charitable giving and achieve their unique philanthropic goals."

"Supporting philanthropic efforts and charitable giving is a hallmark of the cooperative credit union movement, and we are proud to partner with Canada Gives in this worthy endeavour, helping Canadians help those in need," adds Doce Tomic, president and chief executive of Credential. "Philanthropy is also good business for credit unions and advisors, as donations into Canada Gives accounts at Credential are irrevocably given, thereby creating long-term loyal assets for the investment professional to manage."

Canada Gives offers three types of donor advised fund accounts – for individuals, families and corporate donors – as well as Foundation Accounts and Annual Giving Accounts.

Canada Gives is a charitable foundation set up to facilitate the creation of donor advised funds designed to build an ongoing foundation for charitable giving.

Credential Financial is the national wealth management distribution company of the Canadian credit union system.

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