



CANADA  
GIVES 🍁

# Canada Gives Annual Impact Report 2020



# Reaching \$20 million in grants in 2020

## A MESSAGE FROM THE FOUNDER AND CEO

There is no limit to what we can achieve with a little ingenuity, some hard work and a great deal of generosity. This past year proved once again that Canada's philanthropists simply won't rest until they've exhausted every means of supporting their favourite charities. Then they wake up the next day and find ways to do it all over again—often in even more innovative ways than before.

In spite of COVID-19, social distancing and a year of hardship across the charitable sector as fundraising was drastically constrained, we can share a good news story for 2020. I am so pleased to report that Canada Gives Foundation account holders took their giving to new heights. **Last year—one of the most challenging for our sector in living memory—Canada Gives Foundation accounts provided a whopping \$20 million to charities.** To put that in context, the total funding to charities from our Foundation accounts since inception, from 2006 to 2019, was \$36.5 million. In the midst of a global pandemic, when the charitable sector needed support the most, our generous donor clients stepped up to help.

Perhaps most heartening was the way they took action: proactively from March through to December without stopping—and with a focus on giving strategically to maximize the impact of their support. As dedicated philanthropists, our donors mobilized from the earliest days of the



coronavirus pandemic, determining which not-for-profits needed help the most, and working with our Client Services team to vet recipients and make grants from their Foundation accounts accordingly.

As an organization dedicated to enhancing the giving experience for our donors, and to provide as much funding to the charitable sector as possible to meet program needs every year, we were reminded that with the right support, resourceful and dedicated philanthropists like our Foundation account holders will go to any length to make a difference in the lives of others. In our 2020 Annual Impact Report, you'll learn more about our collective achievements as we share philanthropic success stories from across the country, along with the investments we've made to serve our donor clients better in the years ahead.

We'll put our continued growth in perspective by taking a look back at some key performance indicators and how they've improved dramatically in recent years—a testament to what can be achieved when we work together.

Now, perhaps like never before, I have no doubt that we can continue to deliver that critical support, help not-for-profits rebuild and provide them with the resources they need to serve those who need it most.

**J. Denise Castonguay,**  
*Founder and CEO Canada Gives*



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# Our strategic investments to support your philanthropy

It would be an understatement to say that the dedication to giving by the donors who have set up Foundation accounts is an inspiration and source of pride for our entire team here at Canada Gives. Your passion for philanthropy drives us, encourages us to innovate and to find new ways to support your generosity as service providers.

## NEW PEOPLE

This year we've taken steps to enhance our donor client service experience in exciting new ways. First, we grew our permanent staff, adding several talented professionals who have helped improve our internal reporting systems and procedures, while also refining our donor intake and charity vetting processes—amongst others.

## NEW I.T.

On the technology side, we debuted the Canada Gives Donor Portal, a fully secure platform that allows us to communicate directly with our Foundation account holders and their advisors. The portal was designed to provide donors like you with the ability to review both the current year's activities as well as complete historical records since inception. It also provides easy access to copies of the Quarterly Foundation Reports, all grant letters made to charities and copies of tax receipts.

## FOR OUR FOUNDATIONS

But perhaps the best feature: a fully interactive (and very popular) search function that enables you to explore every one of Canada's more than

86,000 registered charities before immediately sending us your grant funding selections. The platform has also proven to be a wonderful tool to involve tech-savvy Millennials and Gen Zs in the charitable process—a benefit that hasn't been lost on our donor clients who have children and grandchildren.

At the same time, we translated our entire website into French for our francophone philanthropists. As a truly national organization, we had long wanted to ensure that our platform spoke to all Canadians in one of our two official languages. We took that step and have received very positive feedback—en français, bien sûr.

#### FOR ADVISORS

While we continue to post regular blogs on newsworthy items in the not for profit sector, and amongst our own Foundation client family, we recently launched Canada Gives Connects, a newsletter dedicated to educating and informing the highly valued advisors that work with our donors. The monthly communique features insights, resources and the latest developments from across Canada's not-for-profit sector. The goal is to help professional advisors have effective discussions with their wealthy clients about philanthropy in areas ranging from charitable giving as a tax-planning mechanism and the financial planning benefits of donor advised funds, to ways they can use philanthropy to enhance client engagement.

Stay tuned for more service experience announcements in the months ahead!





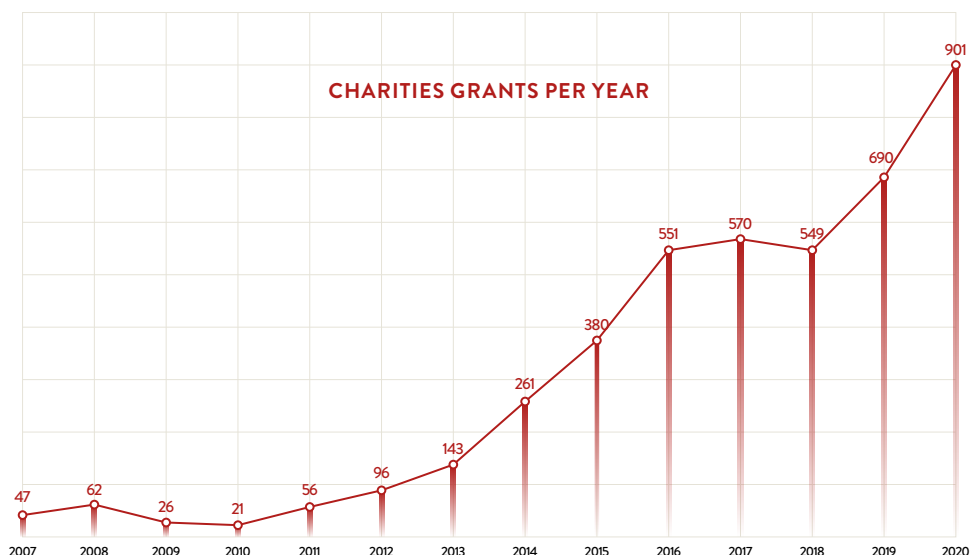
# A 2020 surge in charitable grants

If there was a year that showcased the benefits of establishing a donor advised fund (also known as a “Foundation account” or “DAF”), 2020 was it. While our Foundation account holders typically disburse more to charities as a percentage of charitable assets than most other DAF organizations, this year saw a dramatic increase in granting activity as our philanthropists stepped up to support the charitable sector through the worst days of the coronavirus pandemic.

There are two statistics in particular that put your generosity in perspective.

In 2020, when our Foundation clients did their utmost to help in the crisis, the total donations received by Canada Gives, less those made to directly pay insurance premiums, were \$38,049,458; and with total charitable grants reaching a stunning \$19,590,852, we collectively disbursed 51 per cent of total revenue.

OUR GREATEST SUCCESS: THE GROWTH IN CHARITABLE GRANTS TO CHARITIES





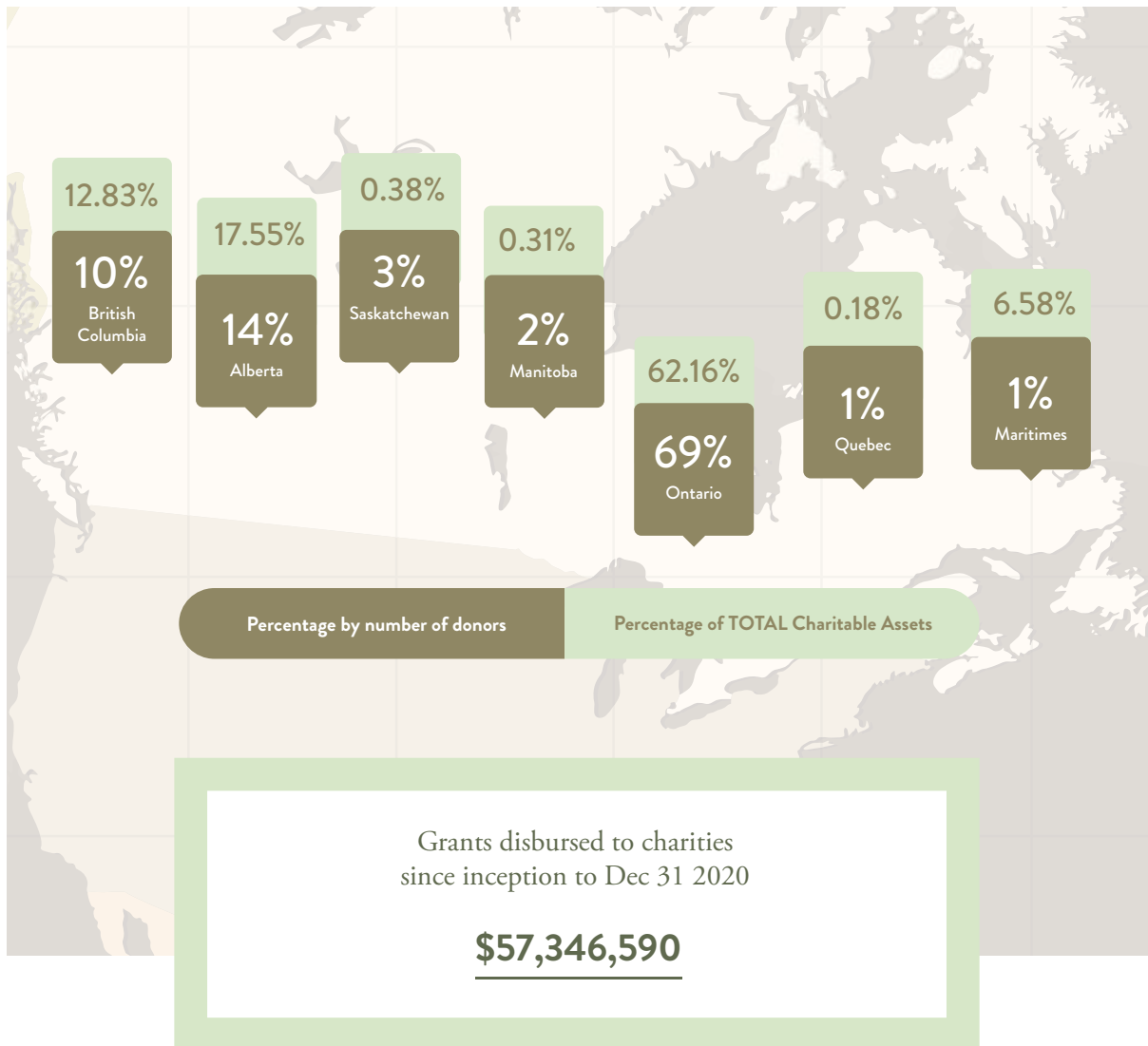
## A THREE-YEAR SNAPSHOT OF OUR GROWTH

	2018	2019	2020
Total charitable assets in DAF accounts	\$39.3 million	\$96.1 million	<b>\$119 million</b>
Total number of foundation accounts (DAFs)	128	157	<b>180</b>
New receipted donations	\$12.8 million	\$58.4 million	<b>\$40.4 million</b>
Grants disbursed to charities	\$6.1 million	\$6.4 million	<b>\$19.6 million</b>

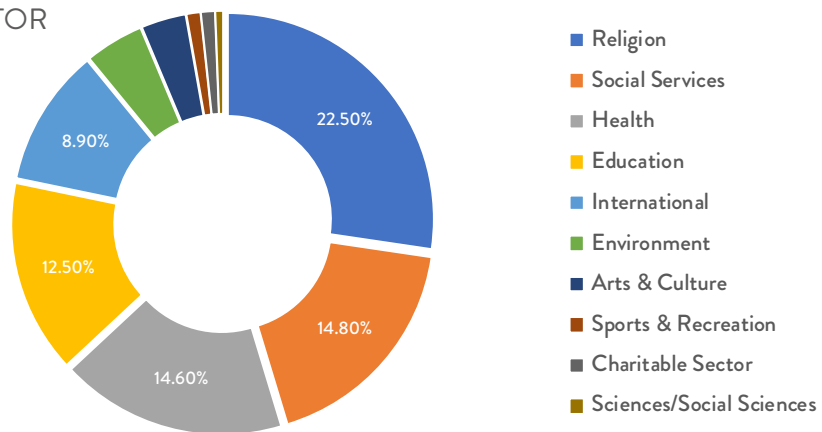
Those incredible numbers speak to a few key facts about donor advised funds. First, they provide flexibility, allowing our donor clients to pivot and provide grants quickly to the charitable organizations that need support the most at a given moment in time. Our Client Service team is an indispensable resource to help philanthropists vet suitability, identify organizations that fit their areas of interest, assess charities' needs as well as their strengths, and then make grant decisions accordingly.

In all, a relentless determination to provide support to the charitable sector and unprecedented generosity produced the most impressive year of growth—by almost every metric—in Canada Gives' history.

## YOUR GENEROSITY, FROM COAST TO COAST

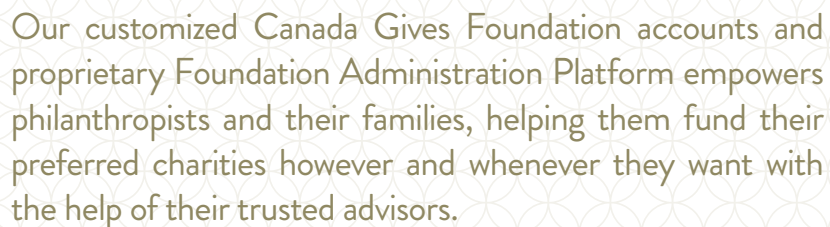


## GRANTS PER SECTOR





# How Canada Gives creates lasting change



Our customized Canada Gives Foundation accounts and proprietary Foundation Administration Platform empowers philanthropists and their families, helping them fund their preferred charities however and whenever they want with the help of their trusted advisors.

A Canada Gives Foundation account offers the same funding choices and executive privileges as a private foundation, but with lower administrative costs and far greater flexibility. This simplified, flexible structure offers philanthropists an effective tool to maximize their legacy and create a lasting impact well into the future. And if you want to learn how the not-for-profit sector works with foundations, and dig deeper to understand how to make a bigger impact with your charitable dollars, Canada Gives has many more services at your disposal. Best of all, setting up a foundation with Canada Gives takes less than a day, compared with up to a year when establishing a private foundation. You select the registered charities to support, as well as how much each should receive and your preferred timing, and we manage the disbursements.

Because we handle the administration, Foundation account holders can focus on effectively targeting their giving and providing additional support to their preferred causes through fundraising or volunteering, if they so choose. In other words, we focus our services on helping funders learn how to give wisely, frequently and with the maximum impact. This means they're prepared and able to give more to charities than philanthropists who are mostly left to understand and manage the process on their own.



## Donor Client Stories from 2020

A year of remarkable challenges also delivered lessons about the many opportunities for growth and success across the charitable sector. We've watched as our donor clients not only took steps to support the causes they loved, but worked strategically to maximize the impact of their giving. By networking and sharing ideas with other philanthropists, seeking the aid of trusted advisors and then working with Canada Gives, they've found creative ways to make a lasting difference in the lives of others.

Here are two examples of successful philanthropic engagements and how they created positive change:

## INNOVATIVE PHILANTHROPY

## A creative estate gift in Nova Scotia, managed with an advisor's help

When a successful family in Nova Scotia, constructed a stunning luxury home spread over more than 5 acres in a picturesque Maritime town, they likely didn't predict that it would eventually become a transformative estate gift. But upon its completion—after several years under construction—the remaining owner opted to make a charitable bequest of the home in their will, donating the mansion to an area charity.

The donor's professional advisors researched a number of giving options and hoped to donate it to a local hospital or health care charity. Ultimately, several prospective recipients were determined to not be the most ideal fit, or weren't interested in managing the complexity and expense of upkeep on such a large property, let alone the time it would take to program and manage revenue-generating events to help cover its carrying costs. In the end, the donor's executor opted for a more creative approach, opening a Foundation account and gifting the mansion to Canada Gives. The plan was for Canada Gives to sell the property and disburse the proceeds to local charities that would meet the donor's wishes, under the stewardship of the executor.

It's important to note that while cash is the most common philanthropic gift, virtually any type of

qualifying property—from homes and art to equities and insurance policies—can be gifted in-kind to a registered charity (or qualified donee) in Canada.

Canada Gives is both experienced and equipped to handle many types of complex gifts, including a large property. As such, we managed the maintenance of the home for months, while engaging a local realtor to begin the listing and sales process. The home has since been sold and we're now working with the executor to develop a strategy to support a number of charities in the health sector in Nova Scotia.

The story highlights the value that our Client Service team can provide both in researching and vetting recipient charities, while managing grant application and finalizing gift agreements—tasks that would otherwise be overwhelming for philanthropists to navigate on their own. In addition, we provided assistance to the advisor by accepting and managing the home, while helping to fulfill the estate's tax reporting obligations and to help ensure complete Canada Revenue Agency compliance.

In the end, the family of the deceased donor was able to maintain their anonymity and privacy, while the local community will benefit from a multi-million-dollar gift that supports its health and well-being for years to come.



## Donor connections help an Alberta family achieve their philanthropic goals

One of the greatest advantages of a Canada Gives Foundation account is the ability to collaborate with other philanthropists and leverage the expertise of our Client Service team to build meaningful connections across the sector. That was the case for one of our donors and her husband. They are committed philanthropists from Alberta who sought to work with a charitable organization that could deliver a holistic approach to treating trauma in individuals and the victim's support network.

While the donors had entertained the idea of establishing their own charity, they (like so many philanthropists) were deterred by the complexity and administrative burden involved. Instead, the family opened a Canada Gives Foundation account and worked with our team to find a like-minded organization they could support through direct funding as well as with their own time and talents.

In line with our donor-centric approach, the Client Services team worked with the foundation clients to establish clear objectives and a full understanding of the key components required to find an ideal match. A short list of potential organizations was then generated and each organization was interviewed by the Client Service team for suitability.

While conducting this research, our team brought forward an Edmonton-based charity that we had learned about through our other donors. In the past several years, we had issued grants in the name of other Canada Gives foundations to support different areas of their program, so we were already quite familiar with their work. After some further vetting, it appeared that this organization may be a perfect match.

Introductions were made and an in-person meeting was set for the family to meet the leadership team in charge of program development, as well as the original founder who shared the same values and approach to treatment.

The family is now working with this well-established charitable organization to enhance the existing program, while developing new areas of treatment that would otherwise be impossible given funding constraints.

This story highlights the benefits of being a part of the Canada Gives family of foundations and the wide array of donor networking opportunities. With 180 families engaged with our organization, the potential for sharing information, contacts and insights is near limitless. It's also a reminder of our commitment to providing strategic assistance, helping our donor clients develop a customized giving strategy that creates a lasting charitable impact.

HERE'S HOW WE CAN HELP BUILD YOUR PHILANTHROPIC LEGACY:



**Foundation Mission statement +  
Profile development**  
Development and implementation



**Customized in-depth research**  
Comparison analysis and due  
diligence on more than 86,000  
charities across Canada



**Management of grant applications**  
For those wishing to attract funding  
requests from the non-profit sector



**Donor connection**  
Provides opportunity for like-minded  
donors to collaborate



**Advisor relations and support**



**Website development**  
For those wishing to publicly promote their  
foundations and attract donations/grant  
applications



**Fundraising administration support**  
Including P2P platforms, customized  
donation forms and ongoing campaign  
reporting



**Creating and managing projects that  
support foreign charitable activities in  
developing countries**





What I love most about being a philanthropist are the ways that I can involve my children and grandchildren. Our Canada Gives Foundation account allows us to teach them about charitable giving and why it matters, which has been especially important during the coronavirus pandemic. Philanthropy has become a huge part of our family's life.

— A Canada Gives Foundation account holder from Ontario





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CONTACT A MEMBER  
OF OUR CLIENT SERVICE TEAM

## Let's make a lasting impact together

Contact us directly or through your professional advisor,  
and we'll work to customize an individual or corporate  
Foundation account that achieves your specific goals.

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