



CANADA
GIVES 🍁

CANADA GIVES

Annual Impact Report 2022



Supporting your giving one year to the next

A MESSAGE FROM OUR FOUNDER AND CEO

There are few guarantees in life. We can rest assured that we'll all pay our fair share of taxes (maybe more than we'd like), that we'll still find an extraordinary degree of generosity among Canadian philanthropists and that markets will continue to rise and fall in line with economic cycles. While we experienced an extraordinary bull market as the world emerged from the COVID-19 pandemic, last year it was followed by a precipitous change in fortunes that impacted many of your investment portfolios.

Not surprisingly, donor advised funds tend to bear the brunt of such market dips. Why? When times are good, philanthropists tend to move more money into their DAFs—or in our case, their Canada Gives Foundation account—to capitalize on the tax benefits and to share their wealth with the charitable organizations that matter most to them.

Canada Gives is not immune to these economic conditions. But despite these challenges, we have a great deal to celebrate from 2022. While our total donor advised fund assets dipped to approximately \$237 million from \$250 million the year before, donations of cash increased by 21.7 per cent, as did our total number of DAF accounts.

Perhaps most importantly, and even in the face of market headwinds, our grants to charities stayed fairly stable at \$19.5 million, down slightly from the prior year at \$20.6 million. At the same time, our total expenses dipped by



more than \$730,000, underscoring our commitment to financial stability and strong year-over-year management.

What didn't change in 2022 was our commitment to helping you maximize your philanthropic impact. As we'll outline throughout our 2022 Annual Impact Report, we've taken major steps forward to refine our concierge service experience and to help you channel as much funding to the charitable sector as possible. As always, we're inspired and driven by your dedication to making a difference and your determination to always go above and beyond for the causes that matter most to you and your family.

ANOTHER YEAR OF GROWTH AND CREATING CHARITABLE IMPACT

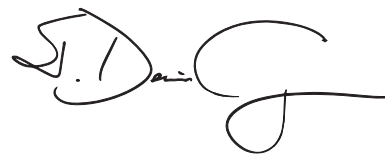
Total Charitable Assets in DAFs	\$236.6 million
Total DAF (Foundation) Accounts	255
New Receipted Donations	\$29.2 million
Grants to Charities	\$19.5 million



Your energy encourages our team to find innovative new ways to help you make better philanthropic decisions and to further simplify the giving process.

Our Report provides greater detail on our development and performance as an organization, including by region. As always, we want to connect you to other philanthropists making remarkable contributions across the charitable sector. This year we have a noteworthy story to share of a philanthropist changing lives with his generosity, along with an advisor working to help a Canada Gives Foundation account holder achieve her giving goals.

As you review this Annual Report, we encourage you to acknowledge your own role in supporting Canada's charitable sector. It's the work of philanthropists like you who make our communities, our country and even our world a better place for current and future generations alike. We thank you for your hard work, dedication and compassion. We look forward to making an even greater impact together through the rest of 2023 and in the years to come.



J. Denise Castonguay
Founder and CEO Canada Gives



“We love how Canada Gives adds structure to our philanthropy. They make it easy to give back with personalized service that includes our trusted advisors and puts family at the centre of our giving.”

Source: Canada Gives 2019 Client Survey



Changes at Canada Gives designed to enhance your philanthropic experience

TAKING OUR ORGANIZATION FORWARD TO SERVE YOU BETTER

Each year we strive to find new ways to serve our Foundation families in a more efficient, effective way. This one was no different as we worked to further refine our client service experience.

At Canada Gives, that means making the philanthropic experience even more rewarding for our donor clients by streamlining—and fully managing—the administrative side of charitable giving. By continuously enhancing our research capabilities, we can provide more robust information about the charities and non-profit organizations that require funding. Doing so means highlighting synergies between our donor clients' giving goals and those organizations' mission statements.

As we faced structural headwinds over the past year, we took the opportunity to implement new and improved digital and HR infrastructure. We also looked for ways to better service Canada's philanthropic community, by ensuring that our national reach was as broad as possible. On that front, we officially opened our Edmonton office and welcomed Ian Currie as our Regional Development Manager for Western Canada. Ian brings decades of experience to our team and has the expertise to deliver the level of service that our donor clients and their families have come to expect from Canada Gives.

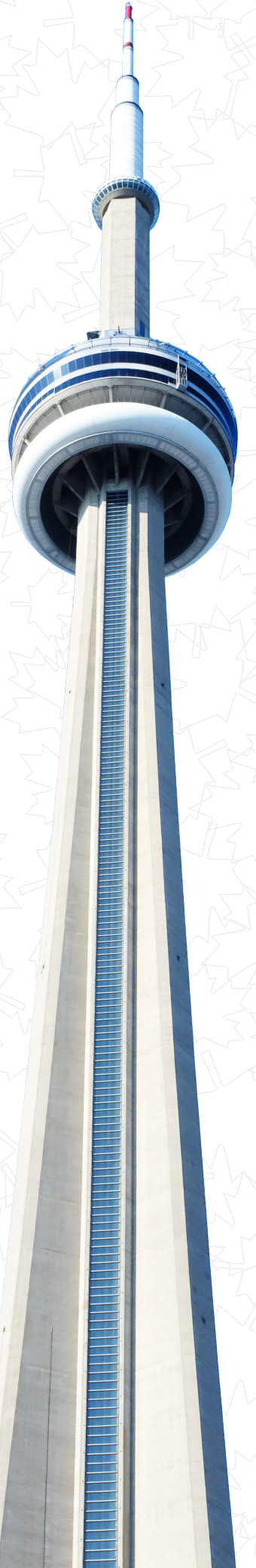
On the administrative side, we added new team members including our new Finance Manager Marco Khalil. New growth has introduced opportunities to optimize our financial and accounting systems, and with Marco's hard work and guidance, we're taking steps to continue expanding our footprint across the country in the years ahead.

We also added new enhancements to our Donor Portal. We not only improved the user experience for both our donor clients and their advisors, but we also added a helpful new feature that was in high demand. One of the most common questions advisors and the Canada Gives Client Services team are asked has to do with Foundation account longevity. Specifically, our Foundation families want to know how long their foundation will last. So, we designed a calculator—since added to our Donor Portal—that explains exactly that.

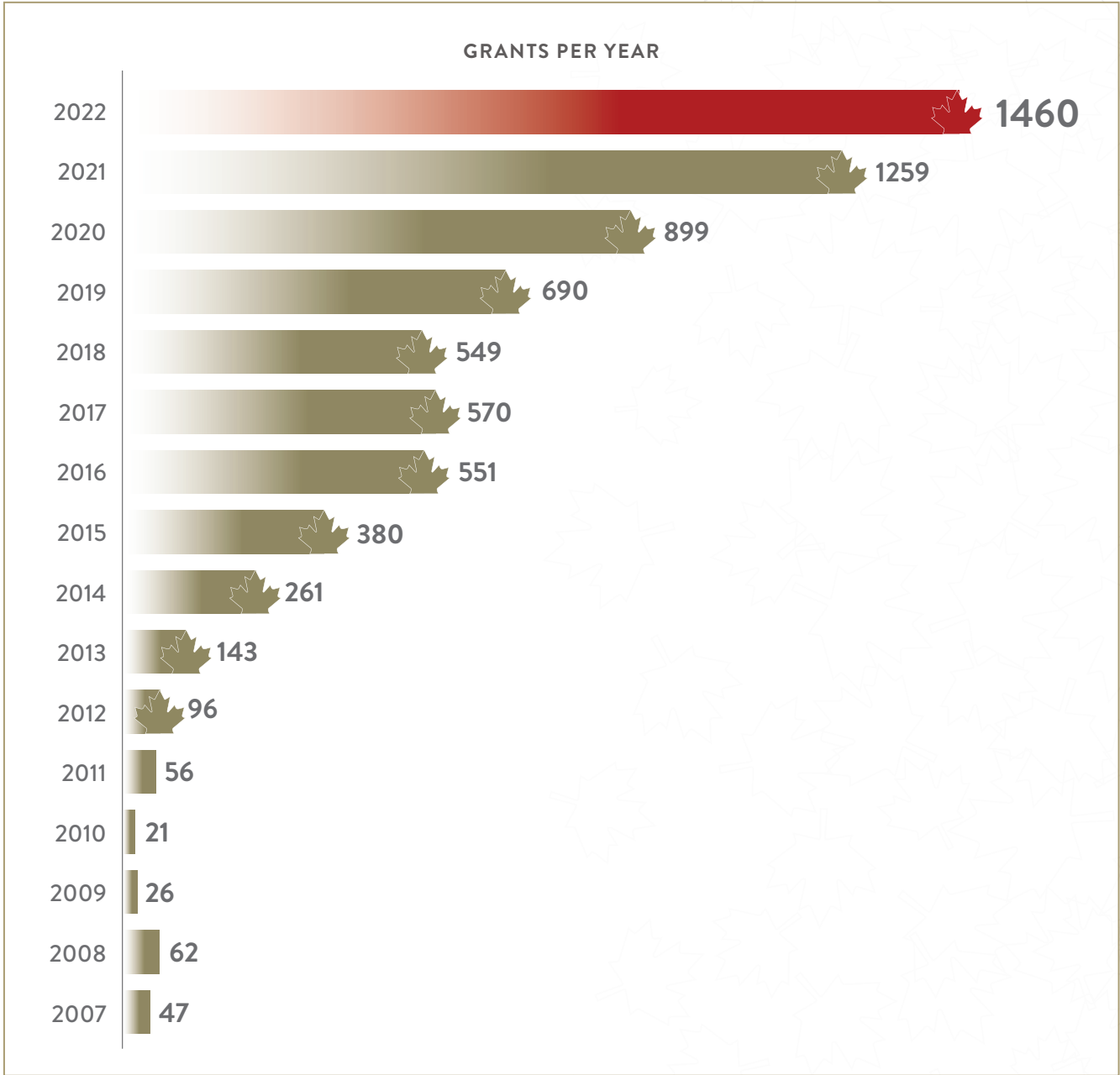
Even better, it allows our donor clients and their advisors to consider various granting scenarios, with adjustable fields including the original size of their Foundation account and annual disbursements—all to help determine the ideal amount for annual grant requests in support of their preferred charitable organizations. The Donor Portal is not only a unique feature of our offering, but the charity research interface—which allows our donor clients to search the Canada Revenue Agency's database of more than 86,000 registered charities in Canada—has come to be recognized as a core element in our client service experience that makes potential grant research convenient, simple and fun!

We noted last year that the Ukraine war sparked an idea: developing a Crisis Response page to help our dedicated Foundation families quickly respond to crises at home and abroad. While that conflict rages on, other challenges have emerged that have prompted our philanthropists to offer up their financial generosity. To enhance the impact of our Crisis Response page, we've continued to develop vetted reports on the organizations making a difference in those regions affected by conflict and natural disasters, while also adding a feature that enables direct donations to support those organizations.

After another busy year, we feel like we're only getting started. Stay tuned as we work to deliver more service enhancements in the coming months. And if you have ideas on how we can help make your philanthropy even more meaningful, please contact a member of our Client Services team.



THANKS TO OUR GENEROUS DONORS, WE’VE SEEN CONSISTENT GROWTH IN CHARITABLE GRANTS SINCE CANADA GIVES’ INCEPTION



Donor Connections— Celebrating your philanthropic success

One of the joys of working with so many dedicated philanthropists is being able to share stories about the positive change they create both at home and abroad. Each year brings new examples of giving success, measurable impact and their virtually unquantifiable generosity. We’re once again fortunate to have stories to share from across the country. This year we’re focusing on a home-grown example of one Canadian’s efforts to support those impacted by a conflict abroad, along with an advisor going above and beyond to ensure the philanthropic wishes of a client were met after her passing.

Please enjoy these studies in kindness and commitment to creating a better world for us all:

Estate planning and your foundation

YOUR GIVING CAN CONTINUE PAST YOUR LIFETIME

Did you know that your Canada Gives Foundation account can be the beneficiary of an estate gift—whether a bequest in your will, or as the beneficiary of a RIF or insurance policy?

Specifically, all Canada Gives donor clients have the option of adding their Foundation account to their will and leaving a letter of wishes on file with our Client Services team to implement charitable bequests on their behalf after their passing, rather than adding individual bequests to a will that may change over time. The reason: every amendment to a will requires the (typically costly) services of a lawyer. The former option delivers the same results—providing support to your preferred charities or non-profit beneficiaries after your passing—without the steep legal fees.

That letter of wishes can also designate successors for an existing Foundation account, even assigning a Canada Gives Foundation account as the beneficiary of an RRSP/RRIF in cases where a spousal or dependent rollover isn't available. That mitigates a potentially costly tax burden for the estate, while delivering support to the charitable sector instead of pouring those funds into Canada Revenue Agency coffers.

Supporting and protecting an estate donor's giving goals

One of the many advantages of a Foundation account with Canada Gives is the ability to use it as a tool to build and maintain a lasting legacy over time—even after a philanthropist has passed away.

That flexible structure was recently leveraged by Donald Lumb, a Vancouver-based advisor, on behalf of one of his long-time clients—a widow with no heirs who was also a Canada Gives Foundation account holder. The generous philanthropist supported various charities with small gifts over the years and worked with the Canada Gives Client Services team and other trusted advisors to incorporate that charitable giving into her estate plan. She named Lumb as a co-executor in her will, and prior to her passing, he established a testamentary donor advised fund on her behalf. When the donor client passed away, the sale of her house created a \$1.5 million DAF. For his part, Lumb went from managing her modest RRIF account to managing a larger Foundation account.

Lumb's focus has been ensuring that his client's estate was properly structured and that her charitable wishes continue to be met. He's also worked actively with our Client Services team to comply with the Canada Revenue Agency's minimum annual disbursement quotas for registered charities. In this case, that's meant supporting the donor client's favourite three charities each year, while maintaining an overview of their performance. For example: When a well-known charity she supported faced financial difficulties, our Client Services team helped Lumb highlight a new organization nearby, then redirected grants from her Foundation account accordingly.

It's another benefit of having a Canada Gives Foundation account: third party oversight to ensure that a donor client's gifts are being disbursed prudently and are kept safe over time. Consider it a story of giving success for charity, and for a dedicated philanthropist intent on creating a lasting legacy with the support of her trusted advisor.



Managing the new annual disbursement minimums

As we noted in last year's Annual Report, the 2022 federal budget increased the minimum annual disbursement quota for charities in Canada—or the minimum calculated amount that a registered charity is required to spend each year on its own charitable programs, or on gifts to qualified donees. The quota was increased to 5 per cent per year from the 3.5 per cent of a registered charity's property not used directly in charitable activities or administration. The change came into effect on January 1st, 2023.

Most of our Foundation families were not impacted by the increase because the vast majority make grant requests equal to, or in excess of, the annual minimum disbursement quota each year. But for Canadian families with private foundations, the change has proven more onerous.

As a result, we're providing more active support to help private foundations meet their disbursement quota obligations. That includes helping them develop a strategic giving plan so they can enjoy giving without the administrative headaches. It's yet another value-add that we're delivering to the philanthropic community, and one we plan to continue enhancing in the coming months.



Full circle philanthropy

Andrew Maleckyj had long been a supporter of causes in Ukraine, his home country prior to emigrating to North America. As an active Foundation account holder at Canada Gives, Maleckyj's focus was on helping to create a positive impact for causes close to his heart. Then his world turned upside down.

When the Ukraine war erupted last year, Maleckyj sprung into action on multiple fronts. As a board member of the Canada-Ukraine Foundation, he pivoted to provide funding, expertise and his own time to support organizations making a difference on the ground, helping Ukrainians navigate life amid a brutal conflict. That meant engaging directly with multiple charities and working to determine their operational requirements. With that information in hand—and with the support of our Client Services team—he's since been able to raise additional funds and provide support to some of those organizations in an efficient manner.

But his work didn't end there. When the conflict began escalating, Canada Gives donor clients

immediately began reaching out to our Client Services team in the hope of lending their support to charities and non-profit organizations working in Ukraine. Our team began conducting due diligence on various organizations, assessing their operations and impact statistics, always working to ensure that our Foundation families' grants were only directed in support of organizations making a meaningful difference on the ground.

Enter Maleckyj. Because of his long-standing connections to Ukraine and many of the charitable organizations working in the region, he was able to provide an insider perspective on the country, its people, economy, society and various organizations that might be the most effective in providing relief.

By helping his fellow philanthropists support Ukraine, Maleckyj reminded us that the power of philanthropy is most evident when it involves a combination of strategy, generosity and collaboration. That trifecta helps change lives for the better, one grant at a time.

DEDICATED TO PUTTING MEANING BEHIND YOUR PHILANTHROPY WITH:



**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 gather more
details on charitable programs and
desired outcomes



Donor connection
Provides opportunities for like-minded
donors to collaborate



Advisor relations and support



Website development
For those wishing to publicly share
their Foundation activities and attract
donations/grant applications

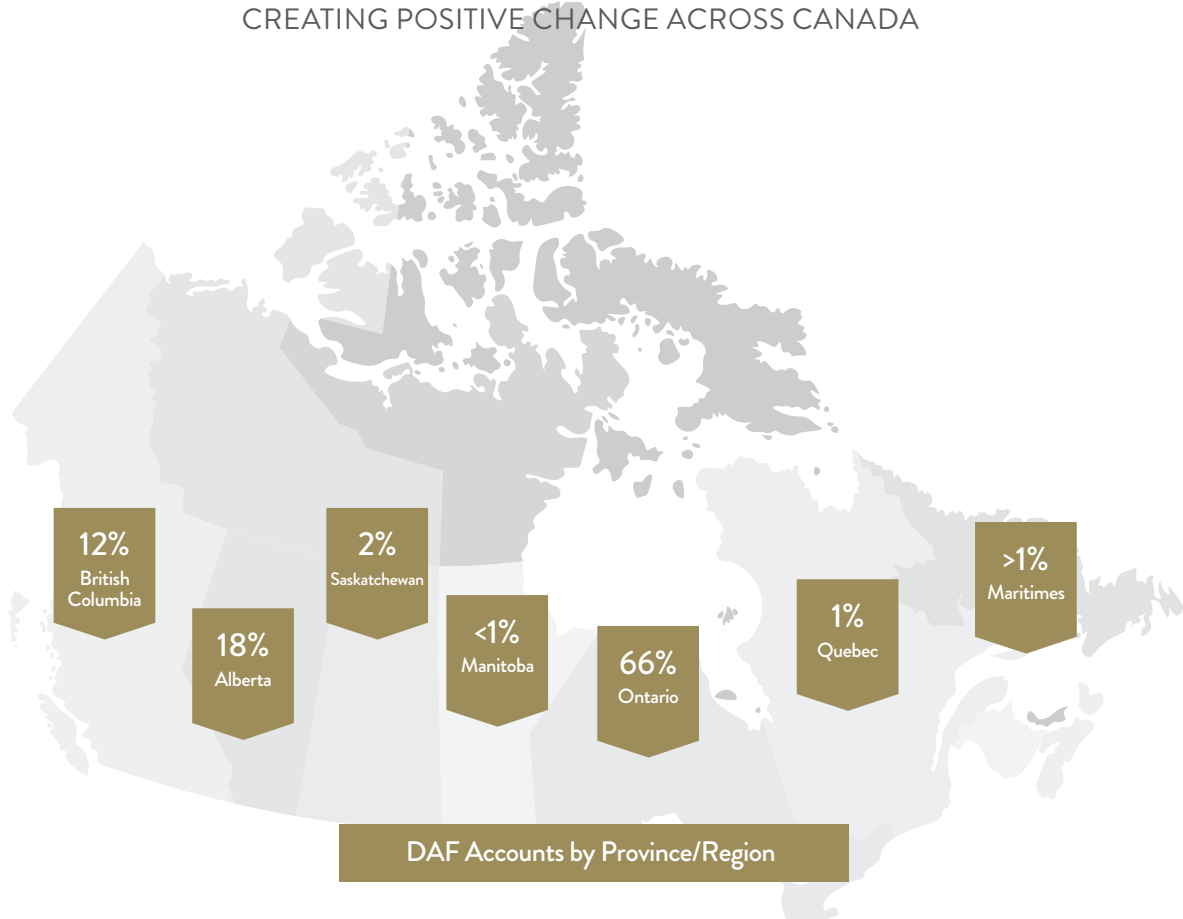


Fundraising administration support
Including P2P platforms,
customized donation forms and
ongoing campaign reporting



Crisis response
Support organizations making
a difference on the ground in
distressed regions

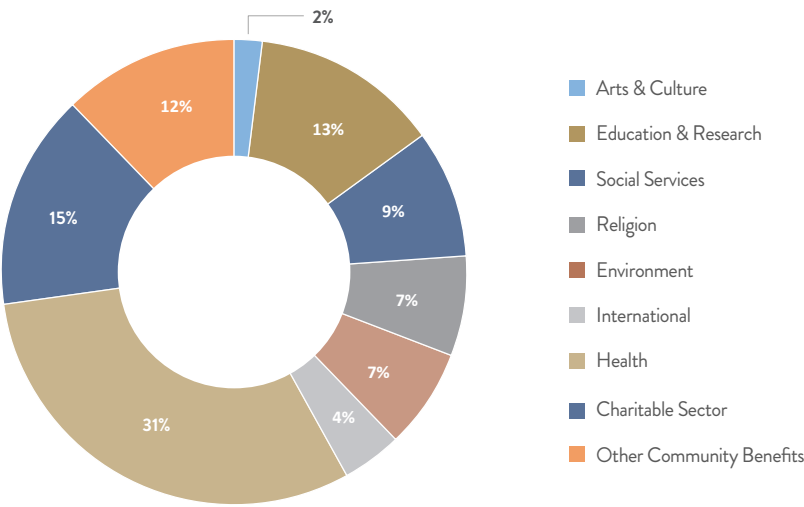
CREATING POSITIVE CHANGE ACROSS CANADA



Grants disbursed to charities
since inception to Dec 31 2022

\$96,032,142

2022 GRANTS PER SECTOR





CANADA
GIVES 

Let's make a lasting impact together

CONNECT WITH A MEMBER OF
OUR CLIENT SERVICES TEAM

Contact us directly or through your professional advisor,
and we'll customize an individual or corporate Foundation
account focused on achieving your giving goals.

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