



CANADA  
GIVES 

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# Annual Impact Report 2021



# Unparalleled growth and giving success

## A MESSAGE FROM OUR FOUNDER AND CEO

When we founded Canada Gives in 2005, the long-term goal was to support 100 families on their philanthropic journeys—both aspiring and established—by using flexible Donor Advised Funds, which we call Foundation accounts. The idea was to enable them to fund the causes that matter to them both today and tomorrow, and in good times and bad.

Then, as now, our aim was to help each donor family to become active grant-makers, enabling them to fund the charitable sector in a meaningful way for both themselves and the recipient charities that matter to them. Whether in the middle of a global pandemic—as over the past two years with the COVID-19 crisis—or responding to a situation such as a war or natural disaster, we heartily applaud our donors, whose passion for creating a lasting impact is consistently reliable and generous.

Canada Gives' growth in 2021 only underscores that point.

### **Granting activity reaches record levels**

While we thought that reaching an impressive bar of \$19.6 million in grants to charities in 2020 was one that would be hard to surpass, the giving momentum lasted even as the COVID-19 crisis began to wane. We are pleased to announce that our total grants to charity for 2021 climbed to an incredible \$20.7 million. It's a remarkable story of philanthropic dedication, compassion and action that's possible when you have a donor advised fund already established and able to support the charitable sector in days.



While some others might have put the brakes on their generosity, the Canada Gives family of Foundation accounts endeavoured to do even more. So much so that, collectively, we have now issued nearly \$80 million in grants to Canadian charities since inception.

### **Attracting and building new charitable assets**

On another positive note, a significant number of new donor families joined Canada Gives and opened their own Foundation accounts all across the country this past year.

#### THE GOOD NEWS DOESN'T END THERE:

- Total charitable assets held in **our Foundation accounts surged dramatically to \$250.7 million** from \$118.7 million the year prior
- Total number of **Foundation accounts grew to 210** from 174
- Total receipted new **donations in 2021 catapulted to \$153.4 million** from \$37.6 million

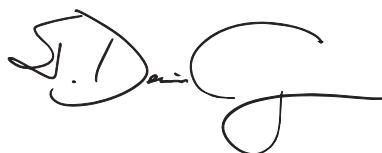




That we now have a quarter-of-a-billion charitable dollars in our Foundation accounts is a milestone we could have only dreamt of when Canada Gives was founded. Now that we're here, the focus shifts to continuing this growth and supporting you, our remarkable donors and foundation-style funders—and the charitable sector—in exciting new ways.

In our 2021 Annual Impact Report, we'll outline this story in greater detail, while sharing updates on our progress as an organization. That includes a regional breakdown of our growth and information on various service enhancements that we've made throughout the year to improve your philanthropic experience—with many more to come. Lastly, we'll share stories of our Foundation account clients' charitable giving success from across the country. Part of our mission is to connect you to the impressive work of other philanthropists, charities and non-profits, and these examples of life-changing work won't disappoint.

As you take the opportunity to review our Annual Report, know that we want to thank each and every one of our dedicated donor families; their ongoing support drives us to continue innovating as an organization, while their generosity makes a difference in countless lives across their communities. Let's build on this growth and create an even greater impact in the year ahead.



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





“One of our goals is to create a legacy of philanthropy across our family. By handling details like research and administration, the Canada Gives team makes it easy for us to get our kids involved in giving back.”

Source: Canada Gives 2019 Client Survey



# Managing growth, enhancing your philanthropy

## TAKING OUR ORGANIZATION FORWARD TO SERVE YOU BETTER

Rapid growth has driven us to not only further refine our systems and processes over the past year, but also make critical investments in our organization's infrastructure. In short, we've dedicated funding to add new people, develop new processes, onboard new tools, and even open new offices. We've grown our team significantly, deploying resources to better support everything from our technology platforms to our charity research and accounting processes (plus a new coffee machine).

Expansion to manage this growth means that we relocated our operational headquarters to Collingwood, just north of Toronto. We encourage you to visit if you're in the area! Of course, being a national organization, we never forget about our philanthropists across the country. Given the continued expansion of our donor base in British Columbia and Alberta, we're in the process of adding an office in the West to deliver our unique concierge service experience at their doorstep.

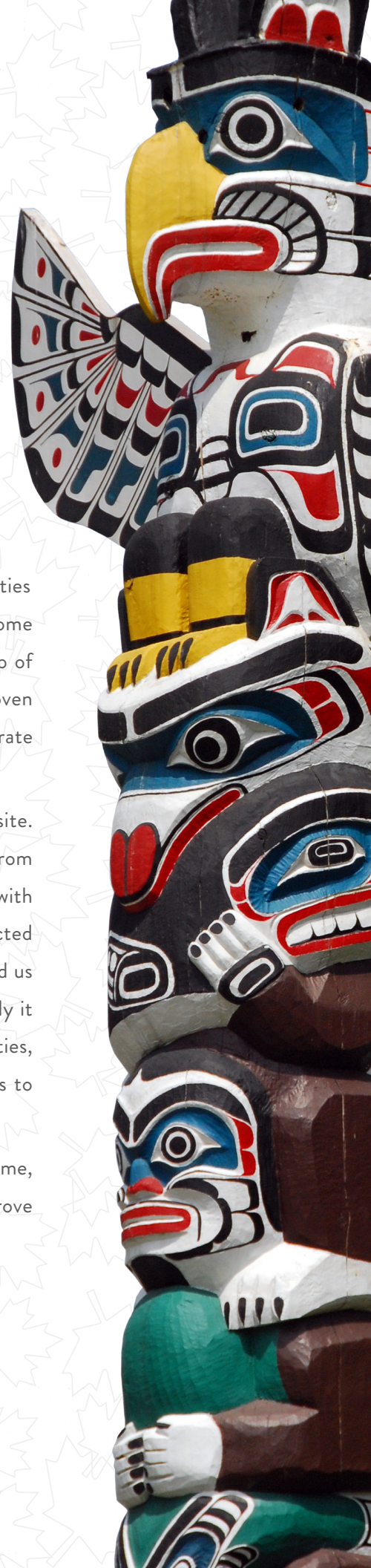
While last year marked the introduction of the secure Canada Gives Donor Portal, this year was about making additional enhancements and refinements. You can now quickly search the CRA database of charities and send us grant requests online, making requests to fund charities much easier and efficient—while gifts from each Foundation account are received by charities more quickly.

### **New resources for strategic and well-informed giving**

To take it to the next level, this year we debuted a new charity research function that allows donors to search (by name or by cause) more than 86,000 registered charities in Canada. The goal was to empower Foundation account holders like ours to become well informed and focused in their philanthropy, helping them create a core group of charities to receive funding support every year. The user-friendly tool has already proven very popular with our Foundation account holders and continues to help them generate informative reports with detailed financial and program information on charities.

Lastly, a very difficult situation highlighted an opportunity to enhance our website. When the Ukraine war began, we were flooded with requests for information from our donor clients, determined to help both affected locals on the ground, along with Ukrainians who had fled to neighbouring countries. Our Client Services team acted quickly to provide reports on Ukraine-focused charities, but the experience inspired us to create a dedicated Crisis Response page on the Canada Gives website. Currently it features information on how to provide aid to nearly a dozen Ukraine-focused charities, but it will expand in the months and years ahead to feature information and tools to provide support in other crisis situations as they occur.

Rest assured there will be more enhancements to report next year. In the meantime, feel free to reach out to our Client Services team with feedback on how we can improve our service experience.



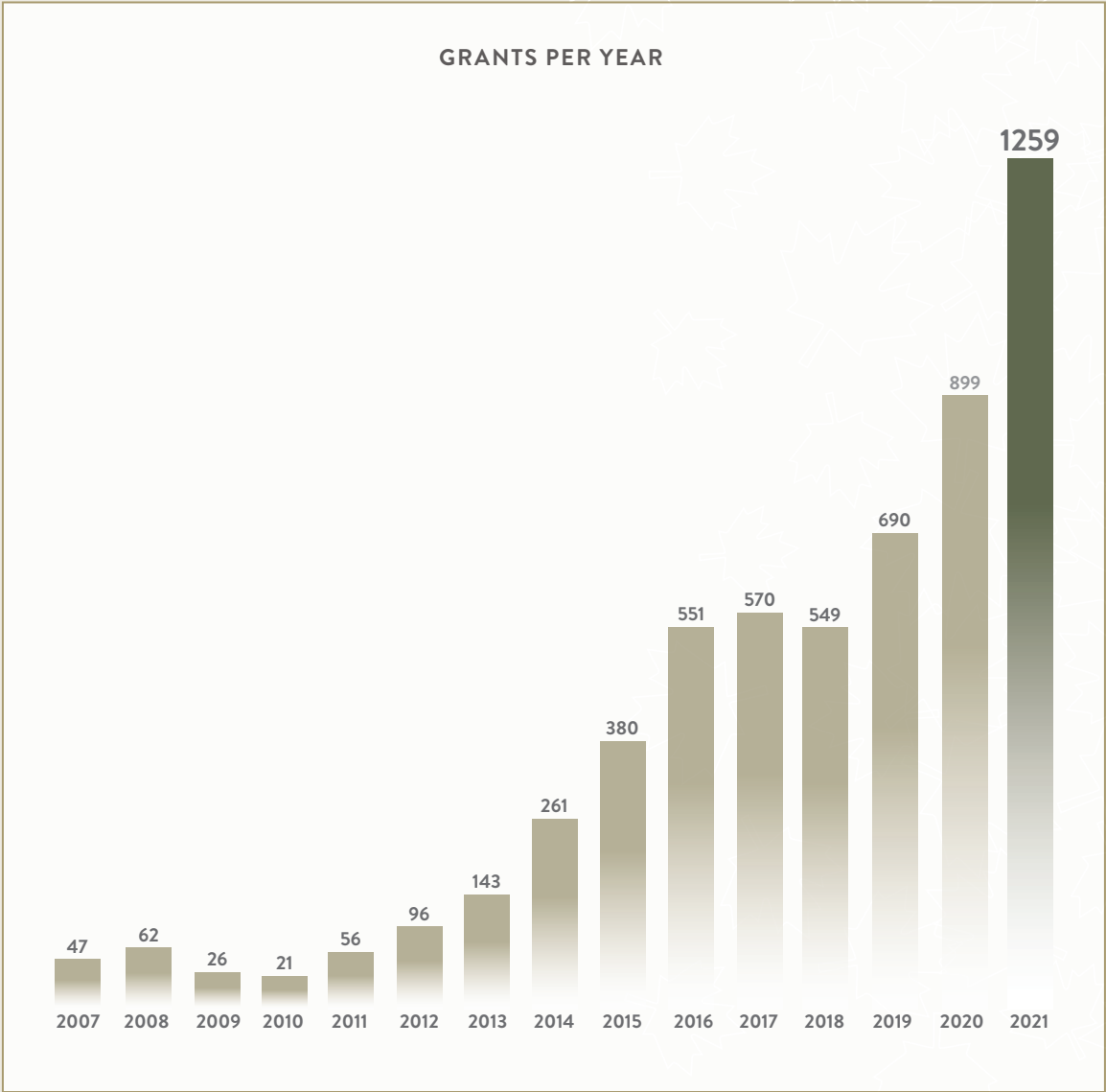


A THREE-YEAR SNAPSHOT OF OUR GROWTH

	2019	2020	2021
Total charitable assets in DAF accounts	\$96.0 MILLION	\$118.7 MILLION	\$250.7 MILLION
Total number of Foundation accounts (DAFs)	157	174	210
New receipted donations	\$58.4 MILLION	\$37.4 MILLION	\$153.4 MILLION
Grants disbursed to charities	\$6.4 MILLION	\$19.6 MILLION	\$20.7 MILLION



ANOTHER YEAR OF GROWTH IN CHARITABLE GRANTS TO CHARITIES



HERE'S HOW WE CAN HELP GROW 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 gather more details  
on charitable programs and desired  
outcomes



**Donor connection**  
Provides opportunity 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





## Stories of philanthropic impact

Each year we have the privilege of collecting and sharing stories of our Foundation clients' generosity. As we emerge from the coronavirus pandemic, their commitment to giving is stronger than ever. So, too, is their passion for supporting a wide range of life-changing causes. From coast to coast, Canada Gives donor clients and their families are engaged and committed to exchanging ideas with their philanthropic peers. By working with their trusted advisors, they extend their networks and maximize the impact of every granted dollar.

It's our pleasure to share two instances where members of the Canada Gives family of Foundation clients are making the world a better place through their ingenuity and generosity:



## Supporting child literacy in Pakistan

When Sabih Uddin—a retired pharmacist who emigrated to Canada from Pakistan in his formative years—turned his attention to philanthropy, his aim was to find a way to deliver support to underprivileged children in poor regions of his birth country. He had a goal but wasn't sure how to achieve it. “I came here to live and paid taxes all of my life to the government of Canada,” he explains, “... but I also owed something to the old country. They educated me, so I should educate them.”

A passion for education and supporting childhood literacy initiatives saw Uddin launch a Foundation account with Canada Gives in 2018. He spent the first two years of his journey as a Foundation funder organizing and working with our Client Services team

to spotlight charities making a difference on the ground in Pakistan. Our welcome experience—designed to help philanthropists attach a mission focus and grant-making strategy to their Foundation's work—enabled Uddin to hone his focus as he received grant applications from various charities. Along the way, our team worked to vet those grant applicants, while providing content support for the website for Hope Charitable Foundation, as Uddin's Foundation account was eventually branded.

“Canada Gives has been a major support network, handling the monetary and administrative considerations for our Foundation,” he says.

Rather than funding multiple literacy-focused projects in Pakistan, Uddin sought to maximize

the impact of his generosity and minimize vetting efforts by connecting with a charity partner. Our team helped locate and made introductions to the Read Foundation, a non-profit educational organization delivering aid to

“Being able to support other people makes me feel like my life has added value.”

orphans in northern Pakistan. Importantly, Read Foundation was committed to enabling Uddin's deeper engagement. That meant providing financial and educational progress reports to help quantify the impact that Hope Charitable Foundation was making in the region. That included photos, bios and regular updates on grades of the students

that the Foundation was supporting. He now has a small library of binders filled with the children's bi-annual progress reports.

After a trip to Pakistan in 2019, Uddin had the joy of meeting the recipients of his generosity, connecting with Hope Charitable Foundation-funded students, and learning more about their aspirations. During the visit he came across a rundown school in a rural village. He asked his partners at the Read Foundation to estimate a cost to rebuild the school (Read has a team of local engineers and contractors). Fast forward three years and the three-storey school is nearly complete. It will accommodate about 500 children from kindergarten through grade 8, and will include a state-of-the-art computer lab.

Uddin's work will continue after the school opens as he works with our team to make a difference in the lives of multiple generations of children in Pakistan. “Being able to support other people makes me feel like my life has added value,” he says. “It's a real pleasure to see these children grow and thrive.”







## Sharing the joy of giving across generations

There is no shortage of philanthropists across Canada seeking to make a difference in the lives of others—whether at home or abroad. What many learn early on is that the joy of giving back and creating real, meaningful change is enhanced when their loved ones get in on the act. Be they children, grandchildren or extended family, many Canada Gives donor clients are driven to become even more strategic in their giving because they realize that in doing so, they can create a lasting legacy of philanthropy that passes from one generation to the next.

For one Canada Gives Foundation account holder from Saskatoon, Saskatchewan, the focus of his family's generosity extended to a wide range of recipient charitable organizations. But the successful business owner was also

interested in sharing his passion for giving with his adult children and stepchildren. As such, he invited his adult children to open their own Donor Advised Fund account under the family Foundation. Each year, the family Foundation transfers funds into each of the adult children's accounts and they disburse the funds to their favourite charities as a flow thru. This allows the adult children to enjoy the experience of having their own DAF by disbursing grants to their favourite charities independent of the family Foundation and one another. Perhaps most importantly, he nudged them to put purpose and strategy behind their philanthropy by establishing their own giving plans.

The goal was to not only involve them in the giving process, but to foster greater engagement

in philanthropy. The donor client understood that for many wealthy families, giving back—especially when attempting to manage a private foundation—can be burdensome and onerous, occupying their time with administrative duties and oversight rather than freeing them to explore new charitable opportunities. He knew that because our simplified, flexible concierge service experience is designed to relieve that burden—helping Foundation account holders and their families research and vet charities, while managing all necessary reporting and grant applications—he could use the donor advised fund structure as a tool to build new philanthropic bridges across generations.

**The donor advised fund structure can be used as a tool to build new philanthropic bridges across generations**

The adult children embraced the challenge and opportunity of making giving decisions, in part because it tapped into their deep-seated desire to make a difference. Another tool that helped boost their enthusiasm: our quarterly reporting process, which quantifies donor clients' generosity, just as our Client Services team works with recipient charities to develop progress reports that directly measure impact.

The exercise delivered an added benefit. The adult children became increasingly engaged in philanthropy, with the endeavour enabling the family to build new bonds. As many of us know, it can be challenging for older and younger family members to find common ground. But making annual grants from a Canada Gives Foundation account can require consideration and communication, just as the structure can also allow for independence and privacy, depending on a family's preference. In this case, the family was able to use philanthropy as a tool to come together to share ideas on how to support their favourite causes. Some families even schedule annual or bi-annual gatherings to set a giving plan for the coming year.

It's yet another advantage of using the donor advised fund structure to create a lasting legacy—both at home and in the community.





# Changes to disbursement quotas— What you need to know

The federal government's 2022 budget followed through on a longstanding promise to amend the rules applying to the minimum annual disbursement quota for Canadian charities.

The proposed changes would see the disbursement quota—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—increased to 5 per cent per year from the current 3.5 per cent of a registered charity's property not used directly in charitable activities or administration. The objective is to channel more money into the charitable sector from foundations that are thought to be hoarding donated funds.

If implemented, the changes would come into effect on January 1st, 2023.

The important question you likely have at this point is: how could this change impact my philanthropy? For nearly all of our Foundation account holders, the answer is: not at all. Most of the donors with Foundation accounts at Canada Gives make grant requests in excess of the minimums mandated under the current disbursement quota. Our turnkey administration and reporting services are designed to manage all Canada Revenue Agency and Trustee Act compliance requirements, including disbursements and tax reporting. For our active and generous family of Foundation funders, the new rules should have little to no effect.





While we support the increase to the disbursement quota in general, the rule change may not be as effectual as anticipated.

We believe key factors that discourage some philanthropists from meeting the quota include a lack of structure, strategy and implementation wherewithal. Moving from making ad hoc gifts to becoming a long-term Foundation funder takes a certain amount of time and effort and NFP sector expertise—and many (especially major) philanthropists operating private foundations need assistance to do so.

The new disbursement quota, while worth noting, isn't a cause for concern to Canada Gives Foundation accounts. Our donors can and will continue to focus on their giving goals and activities, while the Canada Gives Client Services team provides the resources to help them do so effortlessly. To underscore that point, in 2021, we collectively gave 19 per cent to charities (26 per cent in 2020) and currently maintain a significant surplus in our disbursement quota, which carries forward for five years. Canada Revenue Agency looks at us as a family of Foundations, not individually, so we're far ahead of where we need to be—and remain in full compliance.







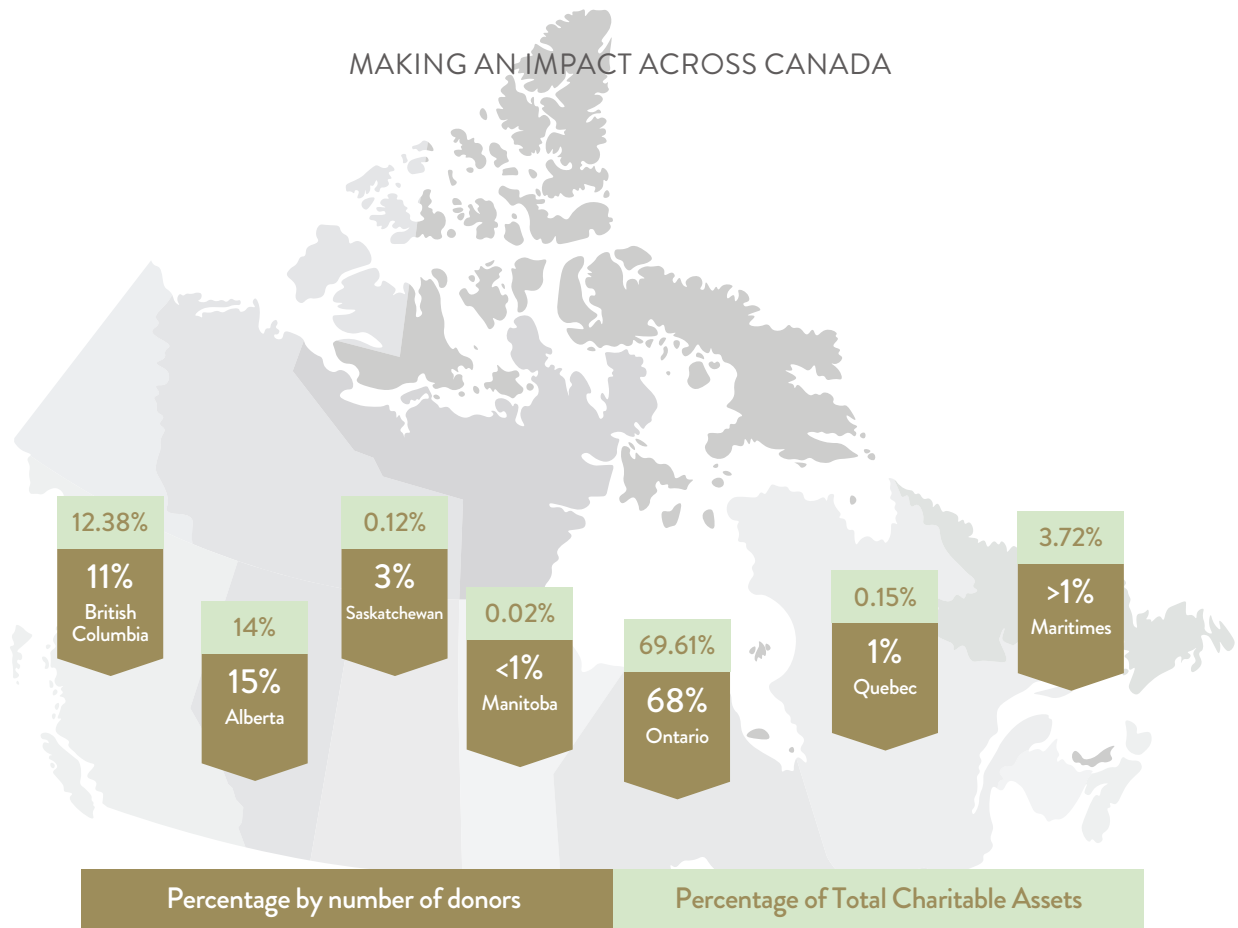
## The Canada Gives Advantage

We understand that dedicated philanthropists require far greater support than ever before to achieve their giving goals and build a lasting legacy. Our concierge services are designed to help donor clients transition from being ad hoc donors to charity, to being long-term, strategic supporters of the causes that matter most to them and their family.

Along with providing full administrative support and seamless reporting that adheres to Canada Revenue Agency and legislative requirements, we ensure financial privacy and mitigate personal legal and tax risk. Consider a Donor Advised Fund (a Foundation account) at Canada Gives a tool to give back without the time and effort required to manage a Foundation on your own.



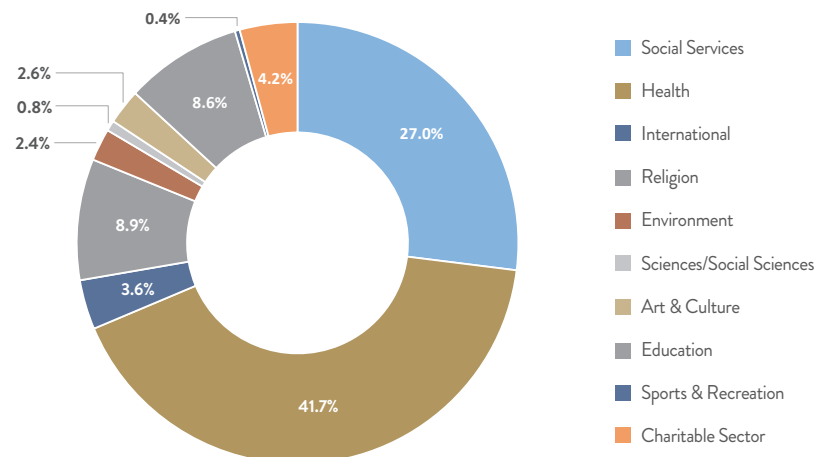
## MAKING AN IMPACT ACROSS CANADA



Grants disbursed to charities  
since inception to Dec 31 2021

**\$78,018,475**

## 2021 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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