



CANADA
GIVES ♣

CANADA GIVES

Annual Impact Report 2023



Helping you take your philanthropy to new heights

A MESSAGE FROM OUR FOUNDER AND CEO

Each year we have the good fortune of being able to work with dozens of Canada Gives Foundation families—remarkable philanthropists like you who go above and beyond to support our country’s charitable sector.

Your generosity and willingness to act in service of others continues to produce stories of social progress, cultural impact and societal benefits that might otherwise go unrealized. Despite daunting challenges in recent years—from the global pandemic to less-than-favourable federal tax reforms that have the potential to negatively impact our sector—the work of our foundation families has carried on, unfazed.

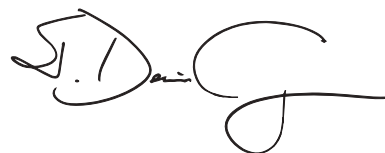
The Canada Gives 2023 Annual Impact Report is a celebration of your hard work. It’s also a story of success and a recovery from the challenging economic conditions that affected our sector in 2022. Take a look at the resilience and commitment of the dedicated donors who have opened their Foundation accounts at Canada Gives, and the steady growth since 2018.



This year's story doesn't end there. As always, we committed ample time and resources to enhancing your philanthropic experience in several ways. We outline them later in this Report, but expect to learn more about the talent we've added to our team and the consistent improvements that have been made to key IT and service-related infrastructure. We've learned since our inception in 2005, that dedicated philanthropists not only want, but need, a concierge-style level of service to help them develop, administer and manage their generosity. You are not focused on ad-hoc giving, but rather concerned that your charitable dollars are making an impact with the charities that you support. Our team is fully committed to understanding and exceeding that expectation.

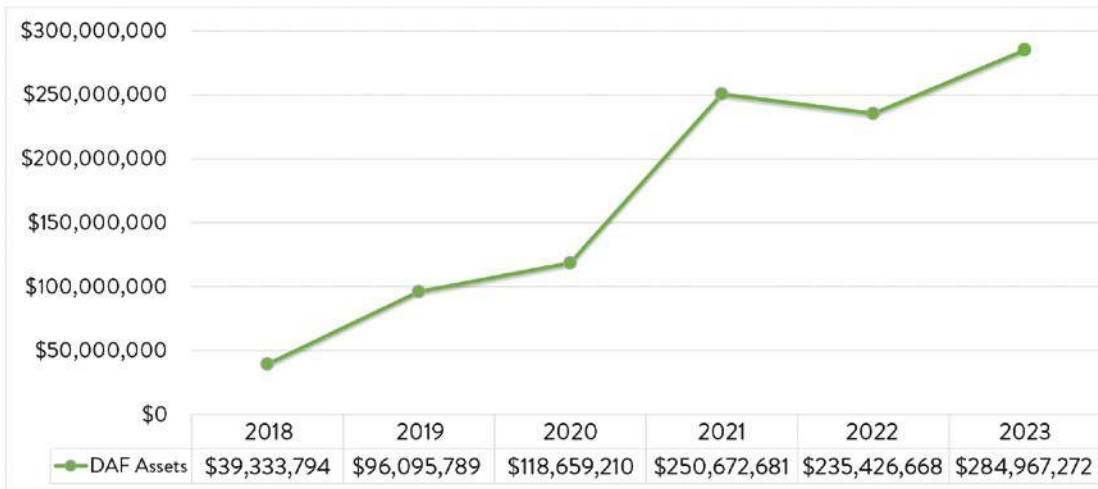
In addition, we're taking steps again to highlight the grant-making habit of your peers across Canada. Helping you discover new causes and network with like-minded donor clients has proven to be another one of the key value propositions that Canada Gives can deliver. It's the 'magic' that happens when smart, passionate people come together to make a difference, while working with their advisors to manage a smart donation strategy and maximize the charitable assets in their Foundation account. Put simply, it takes a team to produce transformative change.

So, what would we like you to take away from this Annual Report? That your support of Canada's charitable sector is making a tremendous difference; that we're listening to your feedback and making enhancements to bring your generosity to the next level; that we'll continue working with your trusted advisors to make your gift requests a reality; that our team is proud to be at your side, every step of the way.

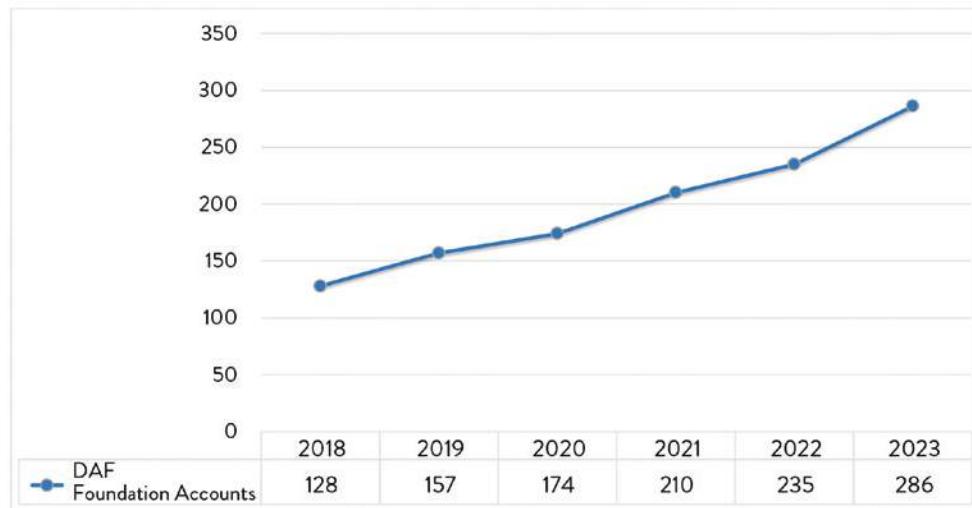


J. Denise Castonguay
Founder and CEO Canada Gives

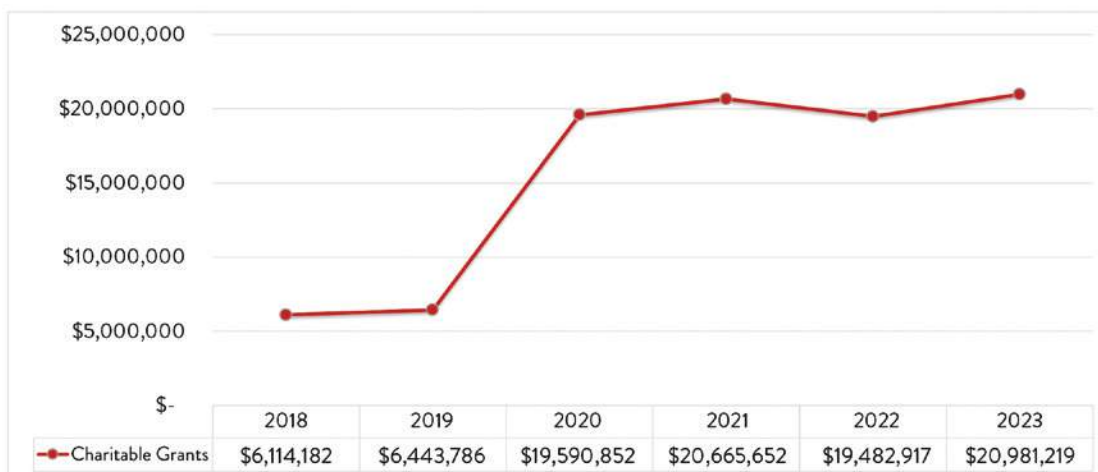
DAF FOUNDATION ACCOUNT ASSETS



OF DAF FOUNDATION ACCOUNTS



CHARITABLE GRANTS



Changes at Canada Gives designed to enhance your philanthropic experience

It takes constant innovation and a focus on consistent progress to help elevate our Foundation families' charitable giving. This past year we continued on that path, refining our processes and enhancing our infrastructure as an organization.

Consistent with investments over the past several years, we allocated significant budget in 2023 to hire new team members and to enhance our digital infrastructure. The goal was to not only to continuously improve our client service experience, but to also enhance collaboration and the user-friendliness of our entire platform both for Foundation families and their trusted advisors. New features and improvements to our Donor Portal are just one example.



Dashboard Tax Receipts Reports Grant Letters Grant Requests Charity Research - Calculators - My Account -

Make a Grant Request

Submit multiple grant requests at the same time by clicking the red plus button beside the 'Specific program or location' field in the form below.

Gift Amount *

Charity Name *

Charity recognition? * ?

Specific Program, Location or Special Direction

+ Add Another Charity

This year we also made improvements to our Donor Portal so it would be more beneficial to financial advisors who manage their clients' Foundation accounts for Canada Gives, particularly for the many advisors who manage multiple Canada Gives foundation accounts. We took steps to reorganize the list of hyperlinked documents that advisors had needed to sort through when accessing their clients' accounts. Our updated platform includes expandable fields and radically simplified navigation. While the improvements are now live on the platform, we'll soon be providing additional details to advisors and Foundation families on how to leverage these updated features.

Still on the technology front, we also made important server upgrades over the past year to ensure digital scalability and to expand our infrastructure as Canada Gives continues to grow. After all, there's not much point in having a bright and shiny new Donor Portal experience if we lack the infrastructure to support its continued use and expansion. And for some of our Foundations—such as the BCCB Conservation Foundation Awards, which until recently used a manual grant application process that involved the submission of PDF files—we took steps to create a digital grant application form online to collect responses in digital format. It was yet another improvement designed to boost engagement and in turn, help bolster the flow of grants to the charitable sector.



CHARITY RESEARCH REPORT

Dashboard Tax Receipts Reports Grant Letters Grant Requests Charity Research - Calculators - My Account -

OTHER FOUNDATIONS

Canada Gives
COLLINGWOOD, ON

"Giving is not just about making a donation. It's about making a difference."

REQUEST A GRANT NOW

CHARITY INFORMATION

- (416)644-1573
- inquiry@canadagives.ca
- canadagives.ca
- 203 - 40 Huron St, Collingwood, ON, L9Y4R3
- 2005-08-10
- 833062144RR0001

PROGRAM

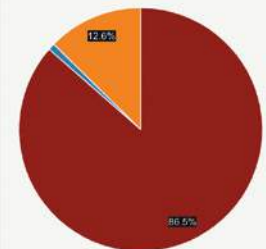
Canada Gives... of our donor... donors better... philanthropic... with donor ad... profits awaiti... bahamas, to a

RECENT FINANCIAL INFORMATION

Revenue

Total eligible amount of all gifts for which the charity issued tax receipts (\$)	\$40,018,532.00
Total amount received from other registered charities (\$)	\$416,926.00
Net proceeds from disposition of assets (\$)	-\$60,251.00
Other revenue not already included in the amounts above (\$)	\$5,907,544.00
Total revenue (\$)	\$46,282,751.00

- Received donations (\$40,018,532)
- Gifts from other registered charities (\$416,926)
- All other revenue (\$5,847,293)



None of this work would be possible without the right team in place to execute on our mission statement and to help realize our growth objectives. As such, we made significant efforts to grow and optimize our team in 2023, adding three new full-time positions in finance, client services and the administration team.

But that's not all. We always seek feedback from our Foundation families on their evolving needs and priorities as philanthropists. Many of our newer donor clients have told us that one of the most intimidating aspects of charitable giving as a "foundation funder", is knowing where to start. While we've always used a philanthropic planning Roadmap in some form, this year we took steps to further expand the philanthropic planning and resources at Canada Gives, and will continue to focus on developing more tools for our donor families in the coming year.

With so many accomplishments and so much yet to come, we look forward to reporting on new enhancements in the years to come. As always, we welcome your observations and ideas on any new processes that we can introduce or improve to help power your philanthropy. Please contact a member of our Client Services team to share your thoughts.





How Budget 2024 impacts the charitable sector and your giving

The 2024 federal budget brought more changes that will have an impact on the charitable sector, along with our Foundation families' philanthropic efforts.

Specifically, Budget 2024 proposed changes to the Alternative Minimum Tax that would allow Canadians to claim 80 per cent of the charitable donation tax credit when calculating AMT owing. The original proposal would have seen taxpayers eligible only for a 50 per cent claim, which could have put significant downward pressure on donations to charities. A less-than-ideal change: 30 per cent of the capital gains generated when publicly-listed securities are donated to charity will be included in an individual taxpayer's AMT calculation.

The other major change in Budget 2024 was an increase to the capital gains inclusion rate to 66.67 per cent from 50 per cent on all capital

gains in a year for corporations and trusts, and for realized capital gains in a calendar year of more than \$250,000 for individuals. The first \$250,000 of capital gains for individuals will be subject to the 50 per cent inclusion rate. The changes took effect on June 25th, 2024.

Gifts of publicly-listed securities are not taxable and should not be affected by the capital gains inclusion rate increase, where AMT is not applicable. That's good news for the charitable sector. However, the changes will impact estates that have realized capital gains in excess of the \$250,000 threshold. Put simply, those estates will pay more tax and that could result in fewer gifts, or gifts of lower value, being made to the charitable sector. The change has created new estate planning opportunities because gifting publicly-listed securities to charity in a will could help minimize many Canadians' tax burden upon passing. Gifts of real estate, private company

shares and mining flow-through shares that generate capital gains will be fully taxable. Some taxpayers who are now subject to the increased capital gains inclusion rate will be required to pay a higher rate on these types of gifted property, meaning they may also have less to give to their preferred causes.

The caveat is that as of the date this Annual Report was published, legislation outlining the final technical details of these tax amendments had yet to be passed. Expect updates from our team if the final implementation bill is significantly different from the Notice of Ways and Means Motion, tabled in June, 2024, that outlined the tax details listed above.

Does it affect Canada Gives DAF donors?

Like all charities, Canada Gives applauds and appreciates charitable giving at all levels– but the truly transformative work that comes from the multi-year partnerships charities can make with foundation-funders, as well as the 1x big gifts from estates and major donors – is at risk with punitive tax changes on donations.

This is what our family of foundations looks like, and why we joined the lobbying efforts of the NFP sector to raise awareness and voice our / your concerns.



Donor Stories—Celebrating your generous charitable giving


One of the advantages of maintaining such robust growth as an organization is the seemingly never-ending stream of stories of generosity that our Foundation families produce. The success of our philanthropists—in creating a lasting impact, in fostering a legacy of giving within their families, of making the world a better place—is truly remarkable. We once again have the opportunity to share some of those stories, and chose two stories that demonstrate how some DAF donors' giving has influenced their own family, creating a legacy of charitable giving throughout multiple generations.

We hope you take inspiration from their work and use it to help guide your own philanthropy:

Finding new purpose in philanthropy after the sale

When Rebecca (who asked that her real name not be used to protect her privacy) sold her thriving Ontario-based manufacturing business, she was left with a significant financial windfall of nearly \$20 million. At age 71, the time had come to not only exit the business, but to retire and pursue her longstanding interest in philanthropy. After working with her advisor, Rebecca had carefully allocated her wealth into buckets—funds to cover her lifestyle expenses and for activities such as travel, funds that would eventually pass to her family through her estate and funds that would go to charity. She had more than enough in that latter bucket to support her favourite charitable causes. Her advisor suggested a Canada Gives Foundation account for its simplified administration, effective reporting and the Gift Planning provided by our Client Services team. Rebecca wondered about establishing a private foundation, but realized the associated legal and accounting costs could be better spent supporting charities, while acknowledging that the time to maintain and operate a private foundation would prove onerous.





In addition, Rebecca’s twins—who are now aged 42—have kids of their own ranging in age from 8 to 12-years-old. She wanted to include all three generations in her philanthropy, while helping to buttress her adult kids’ financial acumen. Establishing a Canada Gives Foundation account helped her achieve multiple goals: teaching her family about the power of philanthropy, delivering lessons in investment strategy (with the help of her portfolio manager) but without making her grandchildren aware of the extent of the family’s wealth, lest they become entitled. Ultimately, Rebecca wanted to encourage her family to support the causes that matter most to them.

“Rebecca managed to build a meaningful legacy that serves the interests of several generations of her family.”

Rebecca worked with our Client Services team to design a customized Philanthropic Planning Roadmap for herself and her family members. The tool enabled her family to explore and develop a short-list of their preferred causes and set annual gifting targets. Her grandchildren were each allocated a budget of \$5,000 to allocate through the family Foundation account. Their homework was to research

charities that aligned with their own interests. Not surprisingly, one chose to support a local Santa Claus Fund, and another, an amateur sports organization!

Rebecca’s strategy has been a success. She’s managed to build a meaningful legacy that serves the interests of several generations of her family, while engaging them all in charitable giving. Importantly, it’s also helped her find new purpose after the sale of her business and forge powerful new bonds with her loved ones. It’s a win-win for a philanthropic family and the charities it supports.



Putting process behind their multi-generational giving

As long-time supporters of hospitals and health-related charitable organizations, Dale and Joan Parker wanted to build a philanthropic legacy that spanned generations. The B.C.-based retirees drew up their estate plan four years ago and made charitable giving a key focus. That plan centred around involving family in their philanthropy, while finding the best structure to organize their giving. After a referral from a trusted advisor, the Parkers connected with the team at Canada Gives, which helped them establish the Parker Family Foundation as a donor advised fund (DAF) under our umbrella.

The Parkers were impressed by our ability to help them draft comprehensive gift agreements, the minimal amount of work needed to maintain a Canada Gives Foundation account, the stability and flexibility our structure provides, along with the option to have their portfolio manager manage the charitable assets in their Donor Advised Fund.

Dale Parker, a former banker, was determined to put process behind his charitable giving. “I’ve seen a number of families where [a foundation] starts out great, but doesn’t last,” he explains. “By the second or third generation they’re entitled to be on the board of the foundation, but they’re not qualified.” So, Parker established a semi-formal advisory committee that included himself, his wife, son, daughter-in-law and three grandsons (aged late twenties to early thirties). They divided family members into two sub-committees, one to decide on the donation they would make and oversee the growth of their Foundation over a five-year period, and the other to work with our team to identify causes that aligned with their interests: in this case, major environmental research projects that their eco-conscious family could potentially support.

Our Client Services team helped narrow various grant requests down to four submissions, then

presented them to the Parker family. The successful proposal was one seeking funding for a University of Alberta project exploring the conversion of methane gas into hydrogen. The family met the lead researchers, spent time at the lab and, during that meeting, one of Parker's grandsons led a discussion probing the long-term environmental benefits of the lab's work.

"The meeting left me with a good feeling that the three grandsons will be engaged stewards of the Foundation," Parker says. "Canada Gives' experience in drafting gift agreements, in this case with a university, gave us confidence that the funds would be well managed against a budget and key milestones."

“The meeting left me with a good feeling that the three grandsons will be engaged stewards of the Foundation.”

As the Foundation grows and funding of prior agreements is completed, Parker's grandsons and Canada Gives will continue to work together to identify major projects for the family to support. For his part, Dale Parker believes that his family's foray into committed philanthropy has delivered countless benefits. But he feels that one of the

most rewarding is gaining new insight into the passion and expertise of his family's next generation.

"It's been about gaining confidence in [our grandsons] in terms of their maturity, their interest and knowledge," he explains. "In the discussion with the boys to choose the charity we'd support, we realized they knew more than us."

By putting a clear and measurable structure behind their philanthropy, and having the right team on their side, Dale and Joan Parker can rest assured knowing that their family's commitment to giving philanthropy is just as sustainable as the environmental innovations they hope to foster.





CANADA
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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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