



# impact ↗

## Inside this issue:

- 2: The Giving Away Conundrum
- 2: The Donkey Sanctuary of Canada
- 3: Serve!
- 4: CGOV Director Profile: David Smith



The CGOV Foundation has been in full swing for over a year now. And once again, at the end of 2007, clients took advantage of using appreciated securities and exercised stock options to donate to the Foundation. Some of the proceeds were used to establish Donor-Advised Funds (DAFs), while some clients

chose to flow through funds to charities of their choice. The popularity of DAFs is a growing trend amongst philanthropic-minded people as they discover the benefits of establishing their own “foundation within a foundation.” The increase in flow-through grants (\$631,293, up from \$26,425 in 2006) is a testimonial to the philanthropic mindset of CGOV clients and, we hope, the value we are bringing in assisting them to sort out how best to target and leverage their gifts.

### THE CGOV FOUNDATION FINANCIAL HIGHLIGHTS

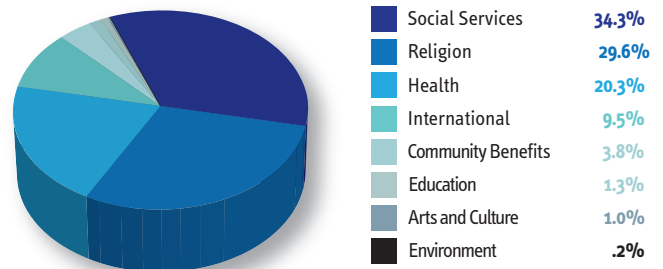
Inception: December 2006

	2007*	2006
<b>Assets</b>	\$6,303,662	\$2,192,288
<b>Donations</b>	4,618,220	2,224,760
<b>Grants</b>	631,293	26,425

\*unaudited

Over the last year we have learned that collaborating and engaging with other granting organizations are effective ways to learn more about situations which have already been researched and analyzed. For instance, the **Toronto Community Foundation (TCF)** has created a program called Vital Signs which looks at the most “in need” situations around Toronto. The TCF has already spent a

### THE CGOV FOUNDATION 2007 GRANTS BY SECTOR



great deal of time and resources analyzing the needs of various areas of Toronto – thus if we have a donor who wishes to conduct his/her philanthropy at a local level, the TCF is a natural partner for this endeavour. The TCF also has the ability and credibility to gather other donors/foundations with similar philanthropic goals. This efficient approach to researching and delivering capital to people in need is available across Canada with other community foundations.

Our enthusiasm continues to grow in terms of the ongoing research and due diligence opportunities currently under review. More research and Board approval is necessary before we can share too many details about these projects, but significant progress is being made! At the same time, the Directors are always available to discuss and investigate charitable organizations or interest of our clients and donors. ↗

– Sheila Norman, *Chair*

## THE GIVING AWAY CONUNDRUM: *TRANSPARENCY, ACCOUNTABILITY ... AND THE RIGHT FIT*

**A**fter more than a year and \$6.3 million in assets in the Foundation, we note that most of our donors have made their donations with appreciated securities, with tax considerations (i.e. to offset a pending tax liability) being the primary short-term motivation for their philanthropy. Now that monies have been donated, the conundrum for many of our donors is what to do next. Recommending gifts to charities is tougher than it looks!

Many of our donors have built wealth through investing, owning and selling their companies, or climbing the executive ranks of large national franchises. For some of them, making money was easier than making choices about how to give it away. For many, the charitable sector represents an unfamiliar world. Traditionally, most charities have not applied the same discipline and rigor into *making investments* that the for-profit world has. While holding people accountable for “delivering” is commonplace in the world of business, it has been less so in the world of philanthropy. Fortunately, times are changing at a rapid pace.

This is not to imply that we – or former entrepreneurs and business-oriented clients – are trying to impose a less friendly approach to giving. What we are trying to ensure is that the people and/or organizations who receive our gifts apply effective use of our capital. In this regard, we are recognizing that help is needed to both discover how our donors should focus their giving, and to find the charitable organizations that best match their needs and expectations. As one of our donors recently exclaimed “the first \$2 million was easy to give away, now I am flailing”.

To address these needs, we are currently looking into a formal engagement with a professional philanthropic consultant to work

with our donors in the discovery and search process. This is a profession which is very popular in the U.S., and new to Canada, but it has arrived at a time where private philanthropy in Canada is really taking off.

Data base services are also surfacing which will provide donors with the necessary information about each charity to help them make informed decisions. One such new service is **Charity Intelligence Canada** ([www.charityintelligence.ca](http://www.charityintelligence.ca)). Founded by a Chartered Financial Analyst in the investment industry, this organization analyzes the historical data of charities ranging from basic financials and volunteer and board turnover, to “output” of their services. They also conduct one-on-one interviews with the management of each charity to understand their strategic direction and how they plan on putting donated capital to effective use. They then publish the “best in class” charities for public viewing. Currently they are only assessing charities requested by their clients.

Another service coming to Canada is **GuideStar**, which is being imported from the United Kingdom and the United States through **Imagine Canada** and **CanadaHelps**. The **GuideStar** portal is purely a data base which will allow users to compare like charitable organizations, both locally and globally. Donors will make their own assessment as to worthiness of a charity.

Information about charities is truly improving at lightening speed. The tools and services at our disposal to assess an organization are more readily available and we are now in a better position to recommend charities to our donors. In the meantime, the Directors have been busy visiting various charities, and we want to bring a few of those to your attention. ↪

## THE DONKEY SANCTUARY OF CANADA: *HUMANE ANIMAL CARE*

**H**owever did such a place come about – this farm in Guelph, Ontario that is a haven for abused and unwanted donkeys? Actually, it began in 1992 when CGOV clients Sandra and David Pady purchased a 100-acre farm and turned it into a sanctuary. Earlier, Sandra had learned about a pack of farmer’s donkeys that were to be slaughtered for meat if they weren’t purchased at auction. She just couldn’t let that happen. Fast-forward 15 years and today their farm is a very special place that draws caring visitors and busloads of school children to view over 50 donkeys.



Here is one of many stories about individual donkeys on their website ([www.thedonkeysanctuary.ca](http://www.thedonkeysanctuary.ca)):

Ed is a brown and white spotted Standard donkey who was born in 1984 in West Virginia. For much of his life he was neglected and ill-fed. Day after day he hobbled around on hooves that were seldom trimmed and often abscessed. One day, when he was 12 years old, things changed for Ed. A caring woman happened to visit the farm where he lived and she persuaded the owner that Ed should be sold to her. Months passed and under the woman’s positive care, Ed’s condition improved.

Then one day, after several years of caring for Ed, the woman suffered some financial setbacks and she realized that she would have to find another home for him. Fortunately, she had read about The Donkey Sanctuary of Canada in a publication of the American Donkey and Mule Society. As a result, Ed was trailered to the Sanctuary Farm by the woman in September 1999. It was a twelve hour drive, made over two days, and everyone arrived in excellent condition.

Nowadays, Ed lives amongst the herd at the Sanctuary Farm. He is a very active donkey, always alert to changes in the pastures. At the same time, Ed is very gentle when he is around humans. ↪

Along with providing refuge, the Sanctuary’s staff and volunteers work to inform visitors about humane animal care and to challenge the outmoded assumptions that animals are property, available for human misuse and disposal. Through newsletters, website, and school and youth visits, their staff and volunteers teach children about responsible animal guardianship and care.

– Sandra Pady, *Executive Director* 519-836-1697,  
[Info@donkeysanctuary.ca](mailto:Info@donkeysanctuary.ca)

**SERVE!:** NEW OPPORTUNITIES FOR “AT-RISK” YOUTH



*“89% of program graduates achieving their educational and career goals”*

**S**erve! began in 1993 as **Serve Canada**, and the mandate has remained unchanged: engaging youth for change. The vision for Serve! is to see that all youth have an opportunity to change their lives through participation in their own communities. They do this by engaging young people in experience-based education, teamwork and community involvement so that they can establish personal direction, overcome obstacles, achieve goals and contribute to society. They have four programs that work with youth from ages 13– 24, focusing on those who are considered to be “at-risk” or vulnerable due to personal, social or other factors.

**Serve!**'s work has proven to be extremely effective, with 89% of program graduates achieving their educational and career goals upon completion of their programs. These young men and women have become leaders and role models and have continued their positive experiences as better citizens. Over the past 15 years, alumni of Serve!'s programs continue to give back to the community working in social services, education, medicine and the arts.

**Serve!**'s challenge is that their program capacity is limited by staffing and available funds. They currently have one full time Program Manager running four programs with participation from 10-101 youth. Their geographic focus in Toronto is limited to the downtown core, Flemingdon and Malvern. With more funding, these valuable and far-reaching programs are very scalable into other parts of Toronto, Ontario and Canada.

A successful track record has been created over the years which will hopefully attract other financial supporters. In 2006-2007, **Serve!** youth teams contributed a total of 4,576 hours to meeting community needs in the following areas:

Assisting Isolated Seniors .....	15%
Providing Poverty Relief .....	4%
Community Development & Violence Prevention .....	32%
Assisting Children .....	31%
Environmental Renewal .....	18%

We are pleased to feature this organization in our publication because we are confident that any funding they receive will be put to good use. At the same time, we are furthering our understanding of the organization to determine if our involvement can make a significant impact. More time is needed before a final assessment can be made, but we look forward to keeping readers apprised of our research into this and other organizations and worthy causes.

If you would like more information about, please contact Melanie Stewart, Executive Director, at 416-933-2950



## CGOV FOUNDATION DIRECTOR PROFILE

*David Smith, Q.C.*

A partner and senior member of Davies Ward Phillips & Vineberg’s tax group, David Smith is an internationally recognized corporate tax law practitioner (he has been named one of the world's top 20 tax lawyers). Currently a Contributing Editor to Carswell's Business Valuation Service, David has written, instructed and lectured on taxation and estate planning for both national and international organizations. He is a former Chair of the Board of Governors of the Canadian Tax Foundation.

David is the current Chair of the Toronto General & Western Hospital Foundation with which he has been involved since 1993. His unwavering commitment to philanthropy began back in the 80’s when he was invited to join the Charlie Conacher Research Fund board. The Fund raised millions of dollars for research into throat cancer – the disease that took Conacher, a celebrated Maple Leafs hockey player, in 1967.

David has always been ready to share what he has learned through his professional life and to bring a common sense approach to issues and needs into his volunteer roles. He sees the CGOV Foundation Board as a unique opportunity to help seek out charitable organizations, help individuals connect with those organizations, and get more involved in grant-making.

David says that he feels fortunate to be able to give back to the community. We certainly feel fortunate to have him on board! ➔

## CGOV FOUNDATION

### BOARD OF DIRECTORS

Sheila Norman  
Mark Gaskin  
John Moore

George L. Ploder  
David W. Smith  
David Williams

### Contacts

Sheila Norman, (sheila@cgovic.com) 416.646.0192

Mark Gaskin, (mark@cgovic.com) 416.929.8678

### Membership

The CGOV Foundation is a member of *Philanthropic Foundations Canada*. *PFC* is a national non-profit member association of Canadian grantmaking foundations and a registered charity. *PFC* seeks to support Canadian philanthropy and their members by:

- encouraging public policies that promote philanthropy
- increasing awareness of philanthropy's contribution to the well-being of Canadians
- providing opportunities for foundations to learn from one another

CGOV Foundation 21 Bedford Road, Suite 300 Toronto, Ontario M5R 2J9

[www.cgovfoundation.com](http://www.cgovfoundation.com)