

Private Giving Foundation

A simple, effective way to support the causes that matter to you

Spring 2013

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Growing, Cooking, Sharing and Advocating for Healthy Food

By Jo-Anne Ryan, Vice President, Philanthropic Advisory Services, TD Waterhouse Canada Inc. & Executive Director, Private Giving Foundation

Jo-Anne Ryan, Executive Director of the Private Giving Foundation (PGF) interviews Nick Saul, the President and CEO of Community Food Centres Canada, a new national organization that is working with partners across the country to build community food centres.



Photo: ©Greg Pacek



Photo: ©Karri North

Jo-Anne: Do we even have a hunger problem in Canada?

Nick: We do, and it's growing. Last year nearly one million Canadians visited a food bank — a third of them children. Estimates put the number of "food insecure households" — families that are unable to access regular and appropriate food — at three million. We also have a serious problem of poor health, something that disproportionately affects low-income Canadians and is related, in part, to the ubiquity of cheap, unhealthy food. Rates of diet-related illness are skyrocketing — diabetes, for example, affects the poor twice as much as the wealthy and costs our health-care system more than \$12 billion per year. So yes, we have a hunger problem, and the solutions we've been throwing at it simply aren't measuring up.

Jo-Anne: Why aren't the solutions working?

Nick: Over the past 40 years, as our much-

vaunted social safety net has been eroded, food banks have stepped in as our society's primary response to hunger. They started cropping up in the mid-1970s and 1980s as a stop-gap measure, a way to allay the worst impacts of hunger during a recession. At last count, there were 800 food banks in Canada, and that number keeps growing because the need keeps growing. It's clear that private food charity and food banks aren't the answer. Yes, they provide important access to emergency food. But most aren't able to offer healthy or sufficient food on a consistent basis. They don't reduce social isolation, they don't empower people, and they don't build health or respond to the larger issues in our ailing food system. We need to start building prevention-focused organizations that get at the seemingly intractable problems of hunger, poverty and poor health — and not when it's an emergency situation, but when the problems are still upstream. That's what we're trying to do with the Community Food Centre model, which was developed at The Stop in Toronto, and will soon be in five other communities across Canada.

Jo-Anne: What's the difference between a food bank and a Community Food Centre?

Nick: In my fourteen years as the Executive Director at The Stop, I saw every day the power food has to bring people together. It made me believe that sharing a meal with someone can be a transformative experience. In the 90s, The Stop was a small, under-resourced food bank. Over the

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years, we listened to our community and heard that they didn't want hand-outs — they wanted to be cooks and gardeners, to teach their kids about healthy eating, to get together with friends and neighbours and participate in their community. So we created multidimensional, integrated programs that give people access to healthy food, provide opportunities for them to learn cooking and gardening skills, and empower them to engage in issues that matter to them.

Thanks to the early support of several key donors, in 2010 we embarked on a two-year pilot process with two partner sites. And last year we launched Community Food Centres Canada (CFCC), the national organization that will raise \$20 million to develop fifteen Community Food Centres across the country over the next five years.

Jo-Anne: How are things going so far?

Nick: The response so far has been phenomenal. We launched our two pilot sites, The Table Community Food Centre in Perth and The Local Community Food Centre in Stratford, last year, and the results there have been inspiring. Again and again, community members tell us how their physical and mental health has improved since they joined our programs,



Students in The Stop's After School Program

Photo: ©Anna Prior Photography, courtesy of The Stop

how they've made friends, how they learned to talk about and eat healthy food as a family, how they've realized they're not alone. Through good food we're creating hope and self-worth, two necessary ingredients for individual and community change. In March, we announced a game-changing gift from The Sprott Foundation that will help us to continue to expand our work nationally.

And we recently formed partnerships with three new sites in Toronto, Winnipeg and Dartmouth, Nova Scotia, which will come on stream as full-fledged Community Food Centres by the end of this year.

Jo-Anne: What can someone do if they want to help?

Nick: We're always looking for community leaders and social investors who can help support us and spread the message about our work. Our website, www.cfccanada.ca, has information on our campaign and our partners. People who want to find out more can also email me at nick@cfccanada.ca or call 416-531-8826 ext 227.

*Before becoming President and CEO of CFCC, **Nick Saul** worked as the Executive Director of The Stop for fourteen years, overseeing the organization's growth from a simple food bank to a Community Food Centre. Nick is a Queen's Jubilee Award Winner and recipient of the prestigious Jane Jacobs Prize (2008) for making Toronto a more livable city.*



The Stop's Good Food Market provides fresh affordable produce to community members.

Photo: ©Zoe Alexopoulos, courtesy of The Stop

Impact Investing Demystified

In our last newsletter, we provided a brief introduction to impact investing, which is the intentional practice of investing for both a financial return and a beneficial social or environmental impact. In this edition, we would like to share additional information and examples, as well as an update on what TD Bank Group (TD) is doing in this area.

Impact investing is an attempt to harness market-based approaches to tackling social or environmental issues, and continues to garner substantial attention in Canada and globally. This approach has been driven by a number of trends, including a greater appreciation of the role of extra-financial information in investment decision-making, as well as the fact that philanthropy and traditional government funding are not sufficient to address the scale of society's pressing challenges. Rather than being seen as a replacement for grants, impact investing is valued as a necessary complement.

The landscape of impact investments is wide and varied. Examples that may be familiar include the provision of financial services to underserved or marginalized populations (such as microfinance) and business models focused on environmental opportunities (such as renewable energy). As well, new and creative ways of financing social organizations have sprung up, such as social impact bonds, which aim to incentivize improved social outcomes for publically-funded programs.

To date, many of these investments have been targeted at accredited and institutional investors, rather than retail investors. There are some exceptions, such as community bonds, which are debt instruments that nonprofit organizations offer to purchase as an asset — such as a building. For example, the Centre for Social Innovation — which manages three buildings in the GTA that provide shared space for non-profits, social enterprises, and other mission-based organizations — raised \$2 million via community bonds to help buy and restore a downtown Toronto

building. The interest-bearing bonds are intended for small scale, non-accredited investors, pay 4% interest for five years, and are RRSP-eligible.

TD has been committed to impact investing since before the term existed, and has been an early mover in the adoption, promotion and development of ESG (environmental, social, governance) standards. TD Asset Management (TDAM) is a signatory to the United Nations Principles for Responsible Investing (UNPRI). TD has also played a lead role in the development of the Green Bond market: TD Securities was a lead underwriter in support of the World Bank's first green bond program, launched in 2009, and is currently the second-largest North American lead manager of World Bank Green Bonds. Additionally, TD has reviewed 320 corporate lending transactions under our environmental and social risk process, and financed \$2.6 billion in clean energy projects. This information is sourced from TD's 2012 Corporate Responsibility Report, available online at <http://www.td.com/corporate-responsibility/index.jsp>.

The impact investing market in Canada is poised for growth in the coming years, and there are promising signs for new investment opportunities that blend the best of traditional investment and philanthropy. As an organization committed to corporate social responsibility, we will be sharing the results of recent research in this area in the coming months, so stay tuned. We invite you to submit any questions or suggestions you may have around impact investing that we can address in forthcoming newsletters.

In the meantime, we encourage you to visit and explore the following resources to learn more about impact investing:

- Social Finance (www.socialfinance.ca) - Canada's leading website on information and news on impact investing and social finance.
- Global Impact Investing Network (www.thegin.org) - an international association that shares information and news on impact investing developments globally.
- Report: Accelerating Impact (www.rockefellerfoundation.org) - a comprehensive scan of how impact investing has evolved globally over the last five years.

Honouring a Life Well Lived Roger Phillips



We are saddened to announce the passing of Roger Phillips, a philanthropist and a Private Giving Foundation donor. He was born in Ottawa, and worked for Alcan

for two decades before moving to the Prairies to become President and CEO of IPSCO in 1982, a role he remained in until he retired in 2002. Over that twenty-year span, the company modernized and expanded in Canada, and opened two large production facilities in the United States. In 2007, a Swedish company, SSAB bought IPSCO for \$8 billion, and subsequently sold some parts to a Russian company, EVRAZ. Not one to slow down during his retirement, Roger sat on corporate boards such as the Toronto-Dominion Bank, Canadian Pacific Railways, Imperial Oil, and Cliffs Natural Resources. He pursued genealogy and sailing with his wife, Ann, while she often used her legal training to help the local arts community.

Prior to the sale of IPSCO, Roger and Ann established the Ann and Roger Phillips Foundation with the PGF and donated to it some IPSCO shares. The Roger and Ann Phillips Foundation has donated to and continues to support a wide variety of causes, including the University of Alberta, the Regina Symphony Orchestra, Boy Scouts of Canada and many local Saskatchewan charities, such as the Saskatchewan Safety Council and the Saskatchewan Science Centre.

On January 30, 2013, at the age of 73, Roger died of metastatic cancer of the liver. During his very productive lifetime, he received many awards and honours, most notably the Order of Canada. Besides Ann, he is survived by his daughter, Andree, a physician in the U.S. Northeast, Andree's husband, also a doctor, and their two children, as well as two sisters.

Finance Minister Flaherty's Federal Budget Offers Sweetener to NEW Donors

Industry experts are applauding the new temporary First-Time Donor's Super Credit (FDSC) that was introduced in the March 2013 federal budget. Basically, if an individual, their spouse, or common-law partner has not donated to a registered charity since 2007, the FDSC offers an additional 25% tax credit on top of the federal and provincial rates. It applies to any amount up to \$1,000. This will last until 2017.

This is a welcome credit, especially since fewer Canadians are donating. According to Statistics Canada, while charitable donations overall have been on the rise, the number of Canadians donating to charity has been declining. For example, in 2010 only 23% of all tax filers made charitable contributions, down from 29.5% in 1990. That's a disturbing trend.

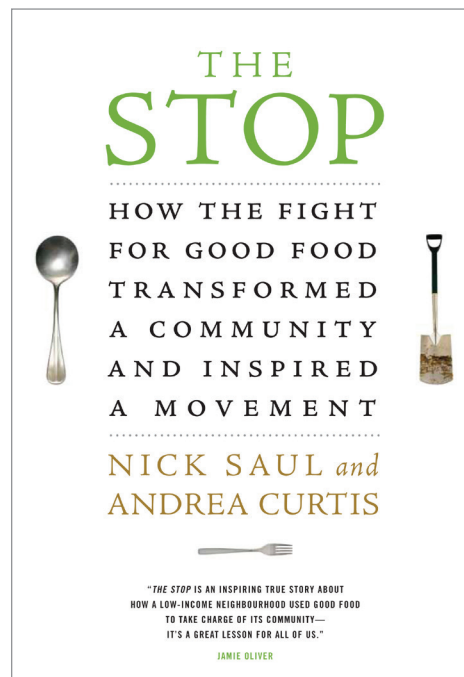
In Ontario, the federal and provincial combined tax credit on a donation up to \$200 is 20.05% and 46.41% if it's above \$200. But now with the FDSC, new donors who give over \$200 receive a credit of 71.41%.

This new FDSC means that it will cost very little for new donors to make charitable donations. But charities will still have to do a good job of communicating this message to their potential donors because it's buried in the details.

While this measure doesn't provide any new tax incentives for existing donors, it is always a good idea to review your financial and estate plans to ensure that you are maximizing tax savings. Please contact your advisor at TD Wealth, who will be happy to undertake such a review with you, or provide more information.

An Inspirational Read

The Stop: How the fight for good food transformed a community and inspired a movement.



"The Stop is an inspiring true story about how a low-income neighborhood used good food to take charge of its community — it's a great lesson for all of us." — Jamie Oliver

With Gratitude

On behalf of the Board of Directors for the PGF, we would like to thank you for establishing a legacy of giving to support the causes that are important to you. Since its inception, the PGF has distributed over \$42 million to a variety of important causes. Please do not hesitate to contact us if we may be of assistance with your philanthropic objectives.



Photo: ©Greg Pacek

We welcome your questions and comments. Please direct them to joanne.ryan@td.com or call **1-866-866-5166** or **416-308-6735**.
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tdwaterhouse.ca/privategiving



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