

PUBLISHER'S NOTE

Turbulent Times Prompt Reflections on Legacy

Welcome to the 35th edition of the Canadian Donor's Guide – your authoritative annual directory of fundraising organizations in Canada. I appreciate the opportunity to provide you this comprehensive reference resource and related editorial content to assist your respective responsibilities in the planned giving environment.

Our lives have been significantly disrupted over the past many months by a global pandemic and multiple societal issues. We truly live in a different world with unprecedented lifestyle alterations. How we collectively continue to respond and adapt has presented challenges and opportunities – especially in the charitable giving sector.

Our decision to go ahead and print this edition of the Canadian Donor's Guide while many charities across Canada are in a such a precarious position was not an easy one. However, we agree with Holly Wagg, in her article, "Rush Hour on the Planned Giving Highway" (page 24) now, more than ever, is the right time to be talking about legacy and planned giving. The COVID-19 virus has compelled many of us to face our own mortality and think about what we may leave behind.

Legacy is a recurring theme among many of this edition's editorial contributions. Megan Leslie reflects upon nature in her article and how this pandemic may give us an opportunity to create a "legacy of restoration" while Pat Johnson reminds us to include our pets in our estate planning. John Hopkins, a legacy donor, gives us all great advice on how to have a lasting impact in his article, "Why I Give." Natasha van Bentum's contribution introduces us to the trials our farm-

ers are facing across the country and about the new ways they may be able to confidently leave their legacies in the hands of others.

Recently I attended a webinar entitled, 'Can We Even Talk about Planned Giving Now?!' presented by Paul Nazareth of the Canadian Association of Gift Planners. Paul said something that really stuck with me and has had me thinking: "Every Canadian has a legacy." I do believe these turbulent times have prompted us to think about our own legacy. Paul's article in this edition of the Canadian Donor's Guide speaks about legacies and how this Guide can assist donors and their advisors. I am honoured to play a small part to help "transform information into inspiration for donors as they consider what leaving a legacy even means to them," which Paul says is the Donor's Guide's "Superpower."

Speaking of legacies, I want to thank James Parks for his incredible 17 years of contribution of Charitable Donations: A Summary of Tax Considerations for our readers. James has passed the responsibility to Adam Aptowitz, of the law firm Drache Aptowitz, to carry on. Despite having large shoes to fill, I think you will find Adam has done a masterful job of handling this complex subject matter for us.

One of our long-time advertisers in our Professional Advisor section, Peter Bennett, provides his article from an "Advisor's Perspective" and shares how he works with his clients by focusing on their mission and values and to "help give purpose to their philanthropy." Imagine Canada once again provides information on their Standards Program and speaks about fortitude in tur-



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bulent times. We have included the Imagine Canada Trustmark on the listings of accredited organizations included in our pages.

You will also find some inspiring profiles from Fighting Blindness Canada, Sunnybrook and the Terry Fox Foundation. The common theme here is also one of legacy – of supporting and making planned gifts to those organizations that have made a difference in their lives in very personal and significant ways – so that others may also be supported by these organizations.

Delivering more than 17,000 copies of our publication to key decision makers and professional advisors in Canada's donor community every year is not possible without the relationships the Canadian Donor's Guide shares with the Canadian Association of Gift Planners (CAGP), the Canadian Bar Association, STEP Canada and Imagine Canada. We are so very thankful for their support and commitment to our efforts. In addition, we could not provide this Guide without the many charitable organizations across Canada who put their trust in us to bring their messages to their key audience – those charities who purchase advertising.

Thank you again for your dedicated support of the Canadian Donor's Guide as a valued resource. If you have any questions, suggestions or enhancements, feel free to contact me directly. May the Guide always be helpful in your endeavours to easily and effectively match donors with charities.

Every Canadian has a legacy. We trust this Guide will help donors find charities that mirror donors' own passions, beliefs, values and aspirations.