



Private Giving Foundation



FALL 2022

An Entrepreneur's Hands-on Approach to Philanthropy



Ivy Wong, owner of *Splash Interactive*, and *Ripple Digital Publishing* is a Canadian entrepreneur, philanthropist, educator, and publisher in the world of digital media design. After achieving success in her entrepreneurial endeavors, she wanted to find a way to apply those skills to help children.

As such, she established the *Ripple Foundation* with a goal to empower the next generation of leaders by cultivating a passion for reading and writing while fostering creativity in youth. The *Ripple Foundation* has three core pillars: Creativity, Education, and Leadership and is proud of its signature program, *Kids Write 4 Kids*.

Kids Write 4 Kids

The *Kids Write 4 Kids* is a Canada-wide annual short story contest for students in grades 4-8. The program is the only one of its kind that gives youth the opportunity to become published writers before high school.

A panel consisting of renowned Canadian authors and the previous year's winners, selects which submissions will be published in both print and digital format for an international audience. Judging panels have been curated by many renowned Canadian authors, editors, and producers.

The program has been running since 2012. Several winners of *Kids Write 4 Kids* have had their books published worldwide at Amazon Kindle and Paperback, Google Play, Apple iBook stores and Overdrive for public libraries. Not only does this program empower the next generation by advocating the benefits of creative literacy, but there is also a positive ripple effect. In 2022, net proceeds from all book sales will benefit the Children's Aid Foundation of Canada, <https://cafdn.org/>, a national charity dedicated to help improving the lives of children and youth in the child welfare system. For more information on the *Ripple Foundation*, please visit <https://www.ripplefoundation.ca/>.

What Can You Do With Just One Dollar? Canadian Edition (Paperback)

by Teresa Vasilopoulos
Executive Director, The WoodGreen Foundation

Teaching kids about giving

With the holiday season fast approaching, how can you teach children about the importance of giving back?

If you had just one dollar, how much good could you do? Join Jack Jupiter, Gracie Green, and their friends as they come up with imaginative ways to do some good in the world with only a dollar. Discover that giving can be as simple as an act of kindness and that the warm and proud feeling giving provides can be shared by all.

Written to offer life lessons on inclusivity and giving, *What Can You Do With Just One Dollar?* invites kids to dream about how they can have an impact with even the smallest act of kindness.

This can be an ideal gift to give to the children in your life (ages 4 -10). If you would like a book, please email joanne.ryan@td.com with your address and we would be pleased to send you one.



Private Giving Foundation Board changes

On September 26, 2022, at the Private Giving Foundation (PGF) Annual General Meeting (AGM), Thomas Kingissepp, Investment Advisor, TD Wealth Private Investment Advice, stepped down from the PGF Board after completing a three-year term. He will continue to provide his guidance and expertise to PGF in an advisory capacity. On behalf of the Board of Directors, we wish to thank Tom for his service and look forward to working with him on a consultative basis.

Jacque Lovelock, Principal, Private Client Services Lead, TD Wealth Family Office, a resident of Vancouver, joined the PGF Board. Jacque is a member of the TD Family Office team and has been a big supporter of PGF. She has extensive experience dealing with ultra-high net worth clients and has a passion for philanthropy. We wish her a warm welcome to the Board.

Nicole Nakoneshny will be stepping down as Board Chair but will remain as a member of the Board. Denny Young, Partner, Griffith Group Executive Search, will take on the position of Board Chair. We would like to thank Nicole for her strong leadership and welcome Denny to the position of Chair.



Jacque Lovelock, Principal,
Private Client Services Lead,
TD Wealth Family Office



Denny Young, Partner,
Griffith Group
Executive Search

Resilience in Uncertain Times

Given the current volatility in the markets, we asked Jafer Naqvi, Vice President and Director, TD Asset Management, to comment on the performance and outlook of the TD Greystone Private Balanced Plus Fund, the underlying investment of PGF. The following overview has been provided by Jafer.



A summer rally to start the third quarter faded from mid-August onward. In recent weeks the sell-off has begun to accelerate as investors begin to price the risk of an economic slowdown/recession, along with higher interest rates for longer, to fight inflation. The net result has been relatively flat third quarter performance for the TD Greystone Private Balanced Plus Fund.

The first six months represented a generational repricing of inflation expectations, this hurt all public markets as rising discount rates impacted bonds and equities. Recent market moves suggest greater risk of transitioning to a growth slowdown or recession, as tighter monetary conditions begin to impact the real economy. The portfolio strategy through these oscillations has been to focus on quality security selection within equities and taking advantage of volatility through rebalancing decisions. This has resulted in asset mix decisions seeking to trim overweight equity positions at local peaks in the stock market and to buy back underweights near market lows, as opposed to taking large active asset allocation

positions in equities and bonds. Complementing this strategy in public markets is the strategic allocation to private alternative investments, which have continued to be a stabilizing component.



The prudently diversified asset mix has proved resilient relative to traditional solutions using only stocks and bonds.

While there is a high probability that market stresses will likely continue in the coming quarters, the prudently diversified asset mix has proved resilient relative to traditional solutions using only stocks and bonds. The playbook remains to rely on the strength of the asset mix and quality bias of the underlying investments. This disciplined approach will provide potential opportunities to buy into markets when asset prices are showing greater levels of distress.

Year-end Charitable Giving Strategies

As December 31 is quickly approaching, charitable giving can be an important part of year-end tax planning. Consider the following strategies:

- 1. Donate publicly traded securities** It is always better to donate appreciated publicly traded securities instead of cash. You will receive a donation receipt for the market value, and you will eliminate the capital gains tax. If you still want to own the security, you may repurchase it with other money immediately, and the adjusted cost base will reflect the new market value.
- 2. Consider a planned gift** Consider leaving a bequest PGF through your Will. Alternatively, consider maximizing your legacy with the purchase of life insurance. Depending on how

it is structured, you may receive a donation receipt for the annual premiums. If you have an insurance policy that is no longer required to fulfill your estate, business, or other needs, you may want to consider donating it to a registered charity. You will receive a tax receipt for the appraised value of the policy.

- 3. Consider a donor-advised fund** A donor-advised fund (DAF) like the PGF provides a simple alternative to establishing a foundation. A donation receipt is issued upfront, while establishing a long-term legacy of giving. A DAF allows you to donate now and decide later.

For information on tax-effective charitable giving strategies, please contact your TD advisor or joanne.ryan@td.com.

With Gratitude

Early in 2022, PGF surpassed a milestone, with grants to charities surpassing ½ billion dollars since inception. On behalf of the PGF Board of Directors, we wish to thank all donors for your generosity to support causes that are important to you and your family. Wishing you a happy and blessed fall season.

\$500MM



We welcome your questions and comments. Please direct them to joanne.ryan@td.com or call 416-308-6735.

Jo-Anne Ryan, Vice-President, Philanthropy, TD Wealth,
Executive Director, Private Giving Foundation.

www.tdwealth.ca/privategiving | [twitter: @charityjune30](https://twitter.com/charityjune30)



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