

#GivingTuesday Story: PRIVATE GIVING FOUNDATION



CANADIAN PHILANTHROPY AND #GIVINGTUESDAY

Canadian philanthropy is on the rise. In 2014, Canada was ranked 3rd in the World Giving Index, the annual report of the Charities Aid Foundation that explores questions defining charitable behaviour across the world. As Canadians continue to commit to international philanthropy, they also have their eyes on #GivingTuesday.

The [#GivingTuesday](#) campaign is a global call for action dedicated to giving back. In 2013, the year Canada joined the global campaign, the country saw an increase in donations of over 169%, while the second year, these donations increased again by 75%!

Canada is a growing force in international philanthropy and the international community should keep an eye on the progress it is making in this regard. At the heart of this movement will be the [Private Giving Foundation](#) (PGF), as it channels the philanthropic efforts of Canadians into creating maximum impact wherever they choose to give.

The architect and Executive Director of the PGF, Jo-Anne Ryan, was recently on the CAF America Radio Network to discuss the place of her organization within the larger realm of Canadian philanthropy. The show, titled

[Turning Over a New Leaf? The Changing Colors of Canadian Philanthropy](#), examined the specifics of the Canadian charitable sector and how Canadians view philanthropy, especially concerning the aspect of giving internationally.

PGF is focused primarily on high net worth Canadians who are beginning to consider their legacy and how to best distribute the resources available to them. According to Jo-Anne, from 2012 to 2022, Canada is expected to undergo a massive transformation of wealth, estimated to be reach \$896 billion from older generations to younger Canadians. However, much of this money is not expected to be given as inheritance to children-- as Jo-Anne said while paraphrasing Warren Buffett -- "the very rich should leave their kids enough to do anything but not enough to do nothing". So instead of passing on their wealth only to their children, Canadians are fully embracing philanthropy at home and abroad.

According to Jo-Anne, approximately 65% of wealthy Canadians are considered "self-made" and a large part of this group consists of individuals who are also often first or second generation immigrants. These individuals want to give back, especially



TD Wealth

Private Giving Foundation

PGF has been created by TD Wealth as an independent public charity dedicated to encouraging charitable giving in Canada, to provide individuals with the opportunity to build a legacy of helping others.

Charitable giving is about creating opportunities - for individuals and for causes they believe in. PGF is also about creating opportunities.

Contributions to PGF are invested through a donor-advised account in a special class of the TD Balanced Income Fund and TD Monthly Income Fund. This means that more assets stay in PGF available for gifting to charities and allows for donors to reach further and with a more durable impact.

to their country of origin. Diaspora giving, or when immigrants give back to their homeland, is a growing trend across the world but is notably prominent in North America. PGF is able to help this new wave of wealthy Canadians manage their philanthropy easily and effectively and it will continue to play an important role in the evolution of Canadian philanthropy.