



# Introducing Our Advisor Engagement Committee



# GET TO KNOW

## Calgary Foundation's Advisor Engagement Committee

As an advisor, you might be asked to provide guidance to clients who are just beginning to consider their philanthropic giving. But you might not have the information you need to inform these conversations. There is often a gap in knowledge about charitable giving among financial planning experts, as shown in both recent national surveys and surveys conducted by the Calgary Foundation.

Calgary Foundation aims to bridge this gap with the newly formed Advisor Engagement Committee, whose six members bring together a wealth of expertise.

The Committee's role is to educate peers on how to introduce philanthropy into their practices, and to suggest Calgary Foundation's extensive gift-planning services as one option in their suite of client offerings.

Get to know the Advisor Engagement Committee members as they talk about who they are, and how they encourage and experience philanthropy in the course of their work.

## JIM BROWNLEE



With 35 years' experience, Jim Brownlee feels a deep connection to the financial services industry, the thousands of other professional advisors he oversees, and the clients that they serve. As vice-president of Canada Life Assurance Company, he continues to keep one toe dipped in professional advising on financial, retirement, estate and philanthropic planning.

**Q: What is your relationship with the Calgary Foundation?**

A: I'm a six-year Board member, I sit on the Audit Committee and the Investment Committee, and I am the chair of the Advisor Engagement Committee.

**Q: Why/how do you inspire/discuss philanthropy with your clients?**

A: I guess the "why" would be out of a personal belief that everybody has a desire to benefit others once they have secured their own financial independence. It's always been part of the planning process I've personally used and followed, so it's been a very natural conversation to have with people. From these conversations, you can determine if they have an interest in benefiting something that is meaningful to them.

**Q: Do you have a funny or heart-warming story about client philanthropy?**

A: One that stands out is an Alberta family that owned a large amount of land south of Calgary, who really had a desire to have this land be there for their family for generations in perpetuity. They weren't really sure how they'd be able to manage it, or pay the ongoing costs of keeping the land for future generations and out of the hands of developers. They wanted it there as a loving legacy to their family. Through dialogue and in-depth conversations, we were able to fund it after their deaths with the use of life insurance. We saw how elated they were that their dream was now going to be a reality they hadn't believed possible.

## HYDER HASSAN



Hyder Hassan spent nearly 15 years in high-level roles related to financial advising before landing in his current role as CEO of Immigrant Services Calgary.

Along with his wife Christina, Hyder founded FullSoul Canada, a non-profit that supplies hospitals in Uganda with medical kits for safe childbirth. Hyder has seen firsthand what philanthropic giving means to non-profit organizations.

### **Q: What is your relationship with the Calgary Foundation?**

A: This is my first committee role at the Foundation. I was one of the founders of the GenYYC leadership program, which is a people-powered immersion platform for active citizens. It runs in two year stints that include deep-dives into priority areas within our city. It's now called thestride.ca. We also created a Fund (the Hyder and Christina Hassan Family Fund) through the Calgary Foundation.

### **Q: Why/how do you inspire/discuss philanthropy with people?**

A: It goes back to family values. Money is just a transactional piece—money in and money out. What's more important is how that is enhancing your core values and what kind of legacy it inspires. You can scale up the impact to thousands of people. I always talk about the Three Rs. When you give, three things happen: return on social investment, relationships, and reciprocity catalyze public value enhancement.

## BLAINE LENNOX



Developing successful, long-term relationships with his clients is what portfolio manager Blaine Lennox enjoys most about his work. With 24 years in the investment industry, 18 of them with Jarislowsky Fraser, Blaine says that the investment counseling profession is an exciting mix of being fast-paced and intellectually challenging.

### **Q: What is your relationship with the Calgary Foundation?**

A: I am a member of the Board of Directors, and chair of the Investment Committee. I have served on the Investment Committee since 2011, and joined the Board in 2018.

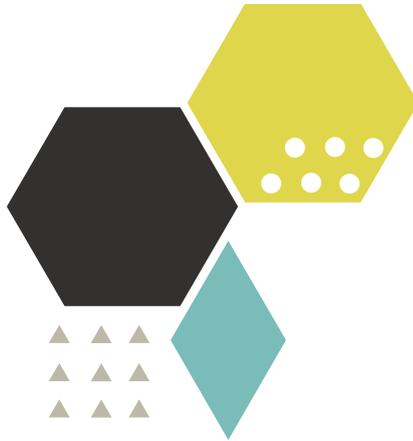
### **Q: Why/how do you inspire/discuss philanthropy with your clients?**

A: We usually discuss philanthropy as part of an estate plan or at year-end for tax purposes. To the extent I've done it as part of an overall financial plan, part of the conversation is about the client's particular values and philanthropic objectives.

### **Q: Do you have a funny or heart-warming story about client philanthropy?**

A: I was the vice president of our firm's charitable foundation, the Jarislowsky Fraser Partners Foundation. We provided grants to numerous organizations, including several that encourage First Nations, Métis and Inuit high school students to complete their K-12 education, as well as to pursue post-secondary degrees. These organizations have had a very positive impact on the communities they serve, and they operate on relatively limited budgets. They are helping to close the gap in Indigenous education and provide life-long benefit to the students in their programs. This experience has given me a more well-rounded perspective in my role as a Calgary Foundation board member, and a member of the Advisor Engagement Committee.

## MELANIE MCDONALD



Melanie McDonald's background is as a lawyer, having been called to the bar in Ontario in 2001. Today, she is Vice President and Regional Director with BMO Trust Company, using her expertise for trust and estate solutions. Wherever she has lived, Melanie has been involved with community service, which has influenced the way she engages with clients on philanthropic giving.

### **Q: What is your relationship with the Calgary Foundation?**

A: I'm on the Board of Directors and on the Advisor Engagement Committee. I've been involved with the Calgary Foundation since moving to Calgary in 2007.

### **Q: Why/how do you inspire/discuss philanthropy with your clients?**

A: I still get involved in conversations, and as a manager I also teach my team to have meaningful conversations with their clients. We talk to clients about their values and what impact they want their wealth to have. You see these overlapping circles. You start with the person or couple, second is children or family, and the third area is community. Good advisors brainstorm with their clients, and glean what they are passionate about. It can be quite overwhelming when you say to someone "do you want to support animals, or address homelessness?" Calgary Foundation can help them narrow their focus and tell them about opportunities.

### **Q: Do you have a funny or heart-warming short story about client philanthropy?**

A: BMO Trust has been working with a family and is named as executor in their Will. Recently some of their children and extended family have lost their jobs and are suffering significant financial hardship that makes it difficult for them to make ends meet and to pay their mortgages. So we brainstormed options and these clients decided to create a new trust fund now to support their family in times of crisis, job loss and significant health issues as well as local charities. It is intended for this trust to continue for decades and we worked with the clients' advisors to ensure we built in flexibility to adapt to the needs of their family and community. These difficult times 'stress test' an estate plan to ensure that a safety net is built in to care for their family members and the causes they support over the years.

## SUSAN O'BRIEN



People are the best part of Susan O'Brien's job as a professional financial advisor with BMO Nesbitt Burns. "When you start off in this business, you really are an entrepreneur. You get to choose who you want to work with, and by choosing them your values are aligned and your relationship gets stronger and deeper. Many of my clients care as deeply as I do about the community we live in. Through deep conversations I am able to figure out what people's plans and goals are, and help them come alive," she says.

### **Q: What is your relationship with the Calgary Foundation?**

A: I am on the Advisor Engagement Committee. The committee raises awareness of the Calgary Foundation to the advisor community, and is also the voice of the Calgary Foundation for our clients. We are messengers spreading news of the good work the Calgary Foundation does and how they make a difference to people's lives.

### **Q: Why/how do you inspire/discuss philanthropy with your clients?**

A: Philanthropy is always part of the conversation I have with clients. I want to understand people's goals including how much is too much to leave to their children, and if they have surplus funds, I discuss charitable giving. If philanthropy is important to them as part of their legacy I also discuss giving while you're living. That way you get to see the results in the community of your donations and take advantage of the tax credits available to you. I find once we talk about giving to causes that are important to people, excitement builds from the change they can see and giving increases. They become more invested in the community, and discover what the biggest needs are in the city. I also use philanthropy to teach the next generation about money. A (charitable) Fund can be a great family initiative and an educational tool to steward good wealth habits for the next generation.

### **Q: Do you have a funny or heart-warming short story about client philanthropy?**

A: I have a client that went through the Calgary Foundation to create a Fund that gives fairly small amounts of money to university students that really need it. Maybe they have sick parents, and spent their tuition money to visit them. They now need \$500 to make tuition this year and the fund provides that. Sometimes in philanthropy we think big, but small amounts of money can make a big difference.

## ELIZABETH PETERS



Elizabeth Peters has been in the financial field for decades. A portfolio manager, she formed her own company in 1991, Liberty House Asset Management, managing private client portfolios. Elizabeth says she is fortunate to engage in philanthropy in several different ways, including through a 4th generation donor-advised family Fund.

### **Q: What is your relationship with the Calgary Foundation?**

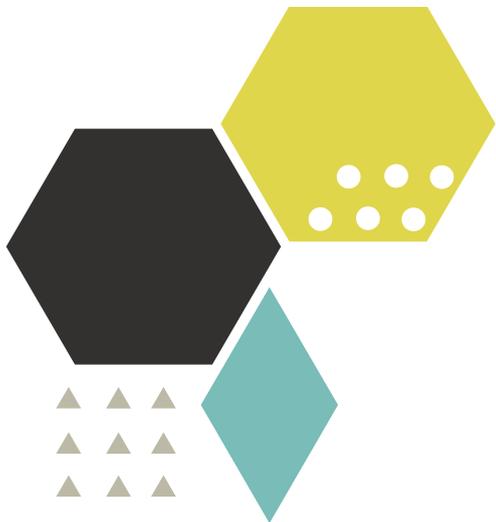
A: I served as a volunteer on the Environmental Grants Committee for 6 years. Over that period, our family began to be actively involved in directing donations to Calgary-based charities from the Fund that my Grandfather, Ed Galvin, set up at the Calgary Foundation in the name of my grandmother, Frances Galvin. I have served on the board for four years, and have been a member of the Investment Committee (chaired from 2017-19), the Impact Investment Committee and currently am serving a two-year term as board chair.

### **Q: Why/how do you inspire/discuss philanthropy with your clients?**

A: First acknowledging that giving away money, and doing it well, is not easy. By engaging in conversation about philanthropy, we better understand what inspires us as philanthropists and donors, what outcomes we want for our communities, and how we can best lend our time, treasure and talent to support or make change. As in any business, the ability to continually be assessing the goals, the model, and disciplined adherence to your governance and practices is core to the sustaining success of your organization.

### **Q: Do you have a funny or heart-warming short story about client philanthropy?**

A: Speaking from the experience of The Galvin Family Trust, we often receive letters of thanks from the charities to which we have granted. The unintended consequence of these acknowledgements is that they serve to make us feel further connected to the work that a charity is doing. The relationship with the charity a very rewarding part of our philanthropy.



# At a glance...



**JIM BROWNLEE**  
Vice President Canada  
Life Assurance Company

*CFP, CLU, CHFC*



**HYDER HASSAN**  
CEO, Immigrant  
Services Calgary

*CFP, CIM, PFP*



**BLAINE LENNOX**  
Regional Director & Portfolio  
Manager, Jarislowsky Fraser Ltd.

*CFA*



**MELANIE MCDONALD**  
Vice-President & Regional Director  
- Trust & Estate Services (Western  
Canada) BMO Trust Company

*LL.B, TEP*



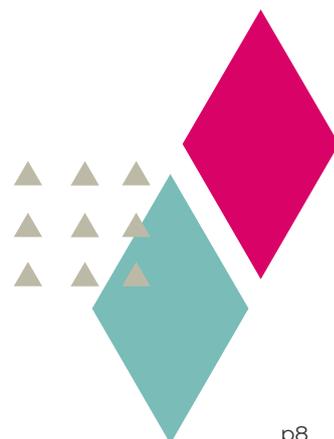
**SUSAN O'BRIEN**  
Senior Vice President and Senior  
Wealth Advisor  
BMO Nesbitt Burns

*B. COMM CIM FCSI*



**ELIZABETH PETERS**  
President, Liberty House  
Asset Management

*CFA*





## 2019 Advisor Survey Results

In an effort to better understand how strategic philanthropy is applied in the practices of Professional Advisors, and how to best assist Professional Advisors in guiding their clients on charitable giving, Calgary Foundation conducted an online survey. These were the key findings...

### How you are serving your clients' philanthropy?

Nearly 70% of respondents indicated they introduce the topic of charitable giving into conversations. This is often in the context of estate planning and tax reduction options.

Over 3/4 of respondents are comfortable with having conversations about philanthropy with their clients. Most are also comfortable discussing the benefits of giving as well as the rules around giving.

Very few Professional Advisors research which organizations best align with their client's values and giving aspirations. Similarly, very few help clients to identify the best charitable organizations to give to.

Professional Advisors strongly agree that strategic philanthropy discussions help their clients understand tax benefits, and assist them with achieving their charitable aspirations. There was less agreement that the discussions inform clients which charities align with the client's values.

It is very important that discussions pertaining to strategic philanthropy should relate to what clients value in life, and what clients are passionate about.

Professional Advisors rely on internal resources, software tools, publications, and their own personal knowledge and experience for providing advice.

### How Calgary Foundation is serving you?

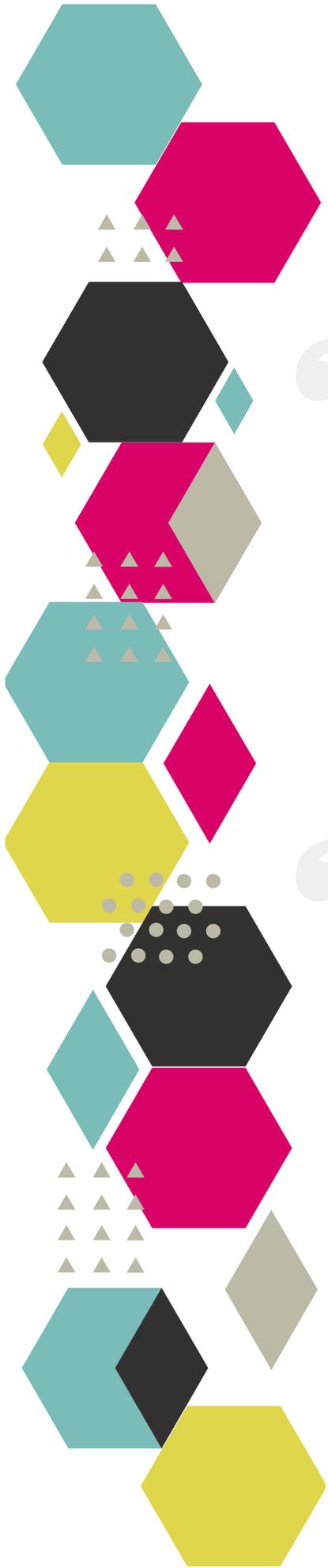
Calgary Foundation is seen as credible, capable, and an important resource to Professional Advisors and their clients.

Professional Advisors indicated that having Calgary Foundation be part of the discussions with their clients would be beneficial.

### How we can better serve you?

Hosting information events for clients and advisors to help understand the value of giving, and the choices available would be of value.

Calgary Foundation can play a role in helping Calgarians understand the importance of giving. This also relates to raising the profile of Calgary Foundation's work in the community.



“ Ensure the financial advisor community understands the willingness and availability of CF staff to provide resources and advice in co-operation with advisors or directly to clients to assist as necessary for a particular client's needs/interests. ”

“ It would be great to see Calgary Foundation host more live events for legal professionals to come and learn more about the Foundation and how to best assist their clients with charitable giving through their estates. ”

“ Calgary Foundation can be a great resource for helping donors find which charities may fit with their values. They have a number of great resources for both charities and advisors. ”

“ Continue to do the good things that I have long treasured: helpful information and accurate advice from knowledgeable and courteous people! ”

“ Keep evolving, I believe Calgary Foundation is relatively unique in the realm of regional foundations in that they embrace the full community not just the foundations needs. ”



As vice-president, donor engagement at the Calgary Foundation, Janeen Webb equips lawyers, accountants, financial planners and other professional advisors with the tools and knowledge to help clients create meaningful philanthropic plans. Partnering with the Foundation's community knowledge and giving options helps establish gifts that reflect donors' individual philanthropic interests while maximizing their tax savings and financial advantages. Janeen, and members of her donor relations team, can help with your research questions, provide sample language for estate plans and fund agreements, and create a charitable giving plan to meet your clients' needs. The team can also make tailored presentations on family philanthropy and giving strategies and would be pleased to personally meet with you and your clients.

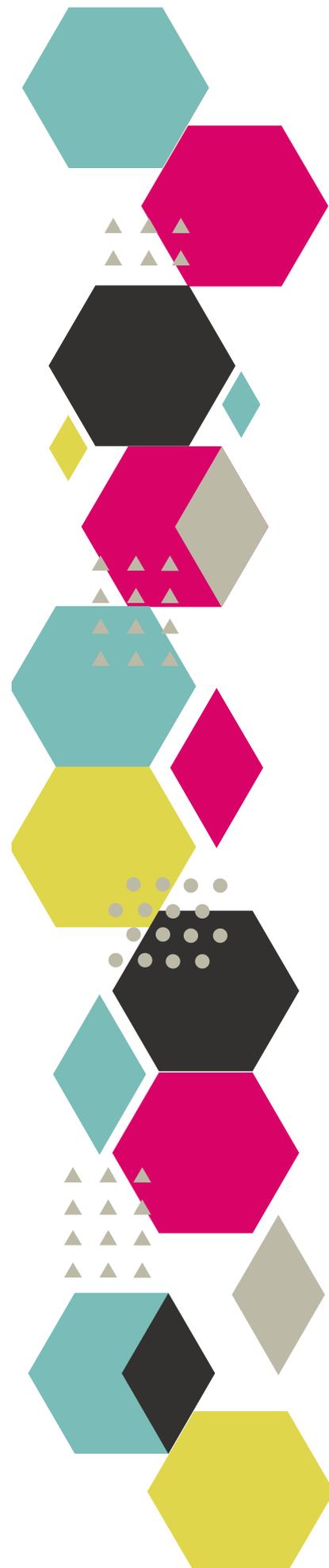
## GET IN TOUCH

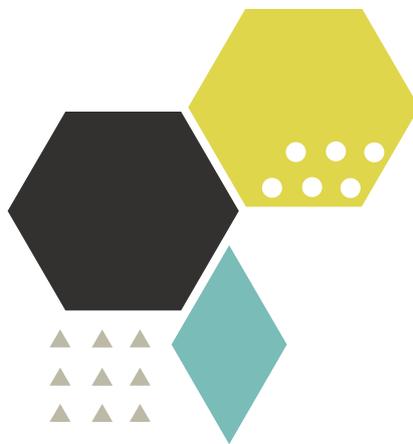
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