

*the charity
of choice*

for information contact -

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IMAGINE CANADA'S CANADIAN DIRECTORY TO FOUNDATIONS AND CORPORATIONS.

CFPD is partnering with the Portage la Prairie Regional Library to provide Imagine Canada's Canadian Directory to Foundations and Corporations online program. Not-for-profit organizations may access the Directory on the Library computers to search for funding projects.

The Online Directory is Canada's largest and most accurate bilingual fundraising database. They have more than 3,100 foundation listings, more than 15 corporations and over 90,000 indexed grants. The Directory is updated every week. Multiple search options allow fundraisers and other grantseekers to narrow and customize their search for much needed funding.

The balance went to the Arthur Meighen High School Philanthropy Fund and the Portage Collegiate Institute Philanthropy Fund at the Community Foundation of Portage and District. The funds are valued at over \$5,000 each.

In 2006, the two high schools amalgamated and so did the Youth Advisory Committees. CFPD continues to support the new Portage Collegiate Institute Youth Advisory Committee with the basic \$3,500 per year; \$2,500 for projects plus the interest from the two named funds and \$1,000 for administration with the balance to be used to build the PCI Philanthropy Fund. Donations from the public to either fund are always welcome.

DONATE ONLINE

CanadaHelps was created to make giving simple. They make the process simple, but fast, secure and convenient. CFPD has registered with CanadaHelps to accommodate donors who wish to donate online at www.canadahelps.org

AUTOMATIC DEDUCTIONS

All Charities Campaign encourages philanthropy and provides current and retired employees of the Manitoba Government and its affiliates, with an annual convenient method of giving to registered charities of their choice.

This pocketbook is designed as a short information guide that will be a handy reference. Complete information on all the services and programs offered are available through the Community Foundation Office.

The Community Foundation of Portage and District Inc (CFPD) is a local foundation created by and for the people of Portage la Prairie and district. We are here to help individuals and groups make an ongoing difference in our community.

CFPD

- Is a public foundation registered as a charity by Canada Revenue Agency. Its business number is

BN140660846 RR0001

- Has adopted the Canadian Centre for Philanthropy Ethical Fundraising and Financial Accountability Code
- Is a member of Community Foundations of Canada

COMMUNITY FOUNDATIONS IN CANADA

The community foundation movement is one of the fastest growing most dynamic forms of charitable giving in Canada. There are about 160 community foundations in Canada, responsible for more than \$3 billion in assets. Community Foundations of Canada (CFC) is the national membership organization which provides a forum for community foundations to support and learn from one another.

VISION

To be a community leader, a catalyst and a trusted agent for philanthropy, benefiting our community, today and forever.

MISSION

To enhance and enrich the quality of life in Portage la Prairie and District by supporting and promoting philanthropy through endowment building, donor services, grant making and community leadership.

VALUES

“Bridging the Gap”

Partnerships

Openness

Responsiveness

Trust

Accountability

Growth

Empowerment

AREA SERVED

Our geographical area is primarily, but not exclusively, the Rural Municipality of Portage la Prairie which includes the following: City of Portage la Prairie, Southport, Newton, Oakville, Poplar Point, St. Ambrose, High Bluff, Delta, MacDonald, and First Nations - Long Plain, Dakota Plains and Dakota Tipi.

YOUTH IN PHILANTHROPY

Youth in Philanthropy is a growing movement to engage young people in community foundations, philanthropy and the betterment of their communities. It provides opportunities for community foundations and youth to work together to gain knowledge and skills, develop leadership, promote volunteerism and philanthropy, and support worthwhile projects at a local level.

In 2002, the Thomas Sill Foundation initiated a “Youth in Philanthropy” program in rural Manitoba. Portage was fortunate to be selected for two of the first four test sites. The idea was to engage young people from our two public high schools, Arthur Meighen High School and Portage Collegiate Institute, in philanthropy. The Community Foundation of Portage and District partnered with the Thomas Sill Foundation in this six-year program. The total value of the project was \$42,000.

The Thomas Sill Foundation granted \$21,000 for the first three years and the Community Foundation of Portage and District sponsored another \$21,000 for the last three years. Each school received \$3,500 per year; \$2,500 for direct grants to qualified charitable organizations and \$1,000 for expenses incurred by the Youth Advisory Committees.

- b. I give the residue of my estate to the Community Foundation of Portage and District Inc to be held in perpetuity.
- c. In case any bequest made by this Will shall, by reason of death of the beneficiary in my lifetime, or for any other reason fail to take effect, the property so bequeathed shall be transferred to the Community Foundation of Portage and District Inc, to be held in perpetuity.
- d. After the death of _____ (life tenant) I give the residue of my estate to the Community Foundation of Portage and District Inc. to be held in perpetuity.
- e. To pay the Community Foundation of Portage and District Inc the sum of \$_____ to be held permanently by the Foundation and invested in accordance with its investment policy in effect. Annual distributions for charitable purposes shall be made by the Foundation in accordance with its distribution policy in effect. In exercising their discretion, I request the Foundation to give special consideration in the area of

WHAT IS A COMMUNITY FOUNDATION?

Community foundations bring together people who care about their communities. They are independent, volunteer-driven, charitable organizations that aim to strengthen their communities by facilitating philanthropy, by partnering with donors to build permanent endowments and other funds from which they support community projects, and by providing leadership on issues of broad community concern.

WHO WE ARE

- We create a lasting legacy by pooling and prudently investing the gifts of many donors in permanent endowment funds. The earnings are used to give grants to a wide range of community groups.
- We work closely with our donors to ensure that their gifts achieve their charitable goals and meet important community needs.
- We use our local knowledge to stimulate partnerships and nurture the relationships that hold our community together.
- We help promote the value of charitable giving. We link donors with a wide range of charitable organizations and encourage gifts of all kinds.

THE BOARD OF DIRECTORS

CFPD is a broad based, volunteer-driven organization that brings local knowledge and experience and a network of community relationships to its board and committees.

Nominating Committee

The board is selected and appointed by a nominating committee composed of

- The Mayor of the City of Portage la Prairie
- The Reeve of the Rural Municipality of Portage la Prairie
- The President of the Chamber of Commerce
- The Chairperson of the School Board
- The Member of the Legislative Assembly

FOUNDATION BACKGROUND

CFPD owes its existence to the Thomas Sill Foundation's commitment to rural philanthropy and to the dedication of a few Portagers who foresaw the value of a community foundation for all the citizens of Portage and District.

In 1993 the Thomas Sill Foundation (TSF) announced the assignment of \$1 million to help create ten new community foundations in rural and northern Manitoba. TSF made a pledge of \$100,000 payable over four years, if a further \$200,000 was raised in the community. Portage was selected to be one of the first to take up the challenge.

SAMPLE BEQUEST CLAUSES

A bequest in a Will may specify a certain sum of money, a particular asset, or a portion of the estate, to be donated to CFPD. The donor may specify that the bequest be used to establish a new fund in his or her name, be added to an existing fund or to a fund that may already have been established during their lifetime.

Because a bequest is revocable, it provides no current income tax credit. However, the estate will be entitled to a donation receipt for the full value of the bequest. This can significantly reduce the tax payable with the estates final income tax return. Any unused portion of the receipt may be carried back one year.

In gifting by bequest, donors should consider providing CFPD with a copy of the clause in the Will pertaining to the bequest.

The following are some suggested clauses to be inserted in a Will. Please note that these samples should be adapted to meet the donor's particular needs and must also be approved by the donor's legal representative.

- a. I give the sum of \$_____ to the Community Foundation of Portage and District Inc to be held in perpetuity.

The receipt must have the following additional information:

- number of shares
- name of company held
- appraised value of shares
- name and address of appraiser

What is the net tax benefit of a gift of securities as compared to a gift of cash?

Donor	Sell Security & Gift Cash	Gift Security
	\$	\$
Proceeds/deemed proceeds of sale/donation	100,000	100,000
Cost	1,000	1,000
Capital gain (proceeds less cost)	99,000	99,000
Tax on capital gain	(23 %) 22,770	(0 %) Nil
Donation tax credit	(46 %) -46,000	-45,000
Nettax saving from donation	23,230	45,000

An informational meeting was held on April 19, 1994. A steering committee was formed with representatives from business, arts, service organizations, education and other groups in the community. Over the next eight weeks, a great deal of hard work brought the foundation into existence.

The organization was incorporated on June 2, 1994; the Nominating Committee was struck, met and selected the first Board of Directors; and an application was made for charitable registration status.

The Founders Club was established and by December 31, 1995 there were 162 founding members who generated \$215,000. The challenge was met in fourteen months and the TSF awarded CFPD \$100,000 to add to CFPD's permanent Endowment Fund.

CFPD's Endowment Fund steadily grew over the years thanks to our many generous donors. Through two community match challenges sponsored by an anonymous donor, CFPD raised \$225,000 for the endowment fund and a matching amount was granted to charitable organizations. In year 10, after a generous bequest of \$240,000 from Violet Graham Breakey, CFPD realized its first million.

DONOR STORIES

Carl McGregor

Carl McGregor combined donations totaling \$19,000 to establish CFPD's first named fund, The H.C. (Carl) McGregor Fund in 1996.

Carl was raised and received his schooling in Rossendale - Lavenham area. Later he partnered with his father in the operation of the family farm. When his father became ill they sold the farm and in 1979 moved to Portage. Over the years he worked at a variety of agricultural industry jobs, the longest being with the University of Manitoba.

Carl studied and invested prudently in the stock market. Investment earnings fueled his charitable giving. Education and health attracted much of his interest over the years. In 1989 he established The Carl McGregor Bursary Foundation and in 1998 decided to transfer more than \$65,000 to CFPD to establish The Carl McGregor Bursary Fund. Students from Portage, Neepawa and MacGregor benefit from the \$800 bursaries each year.

TAX TIPS - PUBLICLY TRADED SECURITIES

Gifts of Appreciated Stock

On May 2, 2006 the government eliminated capital gains tax on donations of publicly listed securities to charities, effective immediately. On March 19, 2007, the government extended this measure to include private foundations. Publicly listed securities, public securities, or marketable securities refer to securities that are traded through a public market and the value can, in most cases, be easily identified.

The securities must be received in kind, or *in specie*, that is transferred in their original form directly to the community foundation's brokerage account in order to be eligible for the capital gains tax relief.

Receipting gifts of capital stock

It is important for the community foundation to establish as part of their gift acceptance policy the method it will employ for valuing gifts of publicly traded shares for tax receipting purposes. The most common approach is to value them at the end of day value on the day the shares arrive in the community foundation's account.

INITIAL CONTACT AND FACE TO FACE MEETINGS

It is important to tell CFPD's story and establish a connection between CFPD and the donor.

We can:

- Introduce parties to each other and define the purpose of the meeting.
- Provide a brief summary of the Foundation's history, and review its vision and current status.
- Discuss community needs and related CFPD grant making activity.
- Discuss CFPD's programs and projects in Community Leadership roles, major grants, and other partnerships.
- Review the donor's philanthropic activities and interests, family and other commitments.
- Discuss fund options and possibility of being involved with CFPD, basic gift options, timing of any gift, decision on next step, for example; gift plan, grant stories, additional information and contact with personal or professional advisors.

Dave and Sandra Falk

Dave and Sandra Falk have been supporters of the CFPD since its inception. When the call went out to the community to provide matching dollars to meet the challenge put forth by The Thomas Sill Foundation, there was no hesitation; Dave and Sandra joined the Founders Club in 1994.

Since then, Dave and Sandra have been continuous supporters of CFPD. They created our first family named fund, The David and Sandra Falk Family Fund. By adding yearly to the fund, it has grown to over \$47,000.

"Dave and I realized that the Family Named Fund was a perfect fit for us in our desire to return gifts to our community through our lifetime and after," said Sandra. "This community has offered us a safe place to raise our family, support for our business and many personal friendships. By establishing a named family fund we hope to make a point of how giving is such an important part of our family life, whether it be with time, talent or treasure. We hope that future generations of our family will continue to support the Foundation through this fund."

Frank and Eva Sissons

Some people lead by example and Eva Sissons is one of those individuals. Being well informed, she knows when to take action. Recent changes allow public traded securities to be donated directly to a charity with no income tax payable on the capital gains realized by the donor. This was the perfect opportunity to transfer some shares to CFPD and create a family fund in memory of their daughter named “The Sissons Family Fund in memory of Nola Jane.” Frank followed suit six months later by donating further shares to CFPD increasing the fund to more than \$34,000.

The Sissons have always been active members of the community. Frank farmed all his life and served 15 years as a Director of Manitoba Pool Elevators. During that time Frank and Eva entertained delegates from countries such as China, Argentina, Vietnam and Japan. Besides taking an active role in the farm business, Eva has been very involved in her church and community.

Understanding the benefits of having a community foundation for the Portage area, they showed their support by joining the Founders' Club in 1994. They continued that support and now are creating their family fund. Eva says, “We are establishing the fund with the Foundation because we have lived all our lives in the district and want to give something back to the community that has been so good to us.”

THE GIFT PROCESS

Most gifts are arranged through contacts with prospective donors. The following is a short checklist of steps that may help in securing a gift:

- Identify a prospective donor
- Research the prospective donor
- Contact-letter, phone call, meeting
- Meeting with the Executive Director, prospective donor and personal professional advisor
- Follow-up with additional information, gift plan and fund agreement
- Finalize timing and details of gift agreement
- Issue charitable receipt and provide recognition
- Establish and continue relationship with donor

DONOR MOTIVATION

A comprehensive Canadian study in 2002 indicated the top ten donation motivators were:

- Vision and Mission of charity
- Helping the needy
- Giving back
- Accountability of the charity
- Making a difference
- Feeling good
- Leadership
- Habit
- Connection
- Good year financially

Tax benefits do not feature in the top ten.

Portage and Area Beautification Initiative

The largest grant was for \$20,000 to assist with the cleanup and landscaping of the city entrances and other areas that needed attention. The total cost of the project was \$1.6 million which was achieved through the efforts of the City, R.M., community groups, businesses and individuals of all ages.

Other great grant recipients include:

Canadian Mental Health - Portage Club, Portage Family Abuse Prevention Centre, Herman Prior Senior Centre, Lions Prairie Manor Foundation, Portage la Prairie School Division, Oakville Community Club, Portage and District Arts Centre, Poplar Point arena/Rural Municipality of Portage la Prairie, Portage Community Centre, Habitat for Humanity, to name a few.

A complete list of grants is available at the CFPD office.

INCLUSIVE COMMUNITY LEADERSHIP

Community foundations offer leadership to their communities on important issues. They use broad perspectives and their networking opportunity to help build strong, caring, engaging communities.

Community foundations work to empower others, connect diverse parts of the community, foster dialogue, develop partnerships and mobilize the community to improve quality of life. They strive for visionary thinking and creative, inclusive collaboration that builds social

REASONS TO GIVE

Simplicity

One gift to CFPD can support a large number of diverse charities.

Flexibility

The range of charitable possibilities is very broad, encompassing arts, culture, heritage, social services, health care, education, environment, recreation and sports.

Permanence and Continuity

The donor is assured that the fund will remain intact in perpetuity. CFPD ensures that the original gift is protected. Only the annual earnings can be spent.

Tax Benefits

CFPD qualifies as a registered charity under the Income Tax Act. Thus, gifts made at any time will result in important income tax advantages.

Cost Effective

With an overall administrative fee of only 1.5%, CFPD provides an attractive alternative to those considering the establishment of a private foundation.

Community Effectiveness

CFPD, through its active role in the community, and through its rigorous grant process, has proven to make significant differences in the community with the grants it has made.

MAKING A DIFFERENCE AS EASY AS 1 - 2 - 3

1. Choosing the Asset

Almost any asset can be given to CFPD. The donor's particular financial picture will indicate the kind of gift chosen.

Some assets commonly given are:

- Cash or equivalents
- Publicly listed securities
- Bequest or residue of estate by Will
- Investment certificates
- Real Estate
- Life Insurance
- Charitable Remainder Trusts
- Planned gifts over a period of time
- Gifts with Residual Interest

It is the policy of CFPD to convert all material assets to cash. All assets, once given, become part of the permanent endowment fund.

A prospective donor should consult their lawyer, accountant, or financial advisor to discuss tax benefits.

2. Selecting a Purpose

When you establish a fund with CFPD, you choose its name and decide how it will work to benefit the community and fulfill your charitable goals. Depending on your wishes, your fund will fall into one of the following categories:

GRANT STORIES

According to the Income Tax Act, CFPD is presently required to disburse 3.5% of the endowment fund annually.

CFPD has a very good history of grant making. The first grant made was in 1996 to Wee World Day Care for \$1,000 to buy appropriate developmental materials for pre and post-school day care. Since then, CFPD has granted more than a million dollars, including the ArtsSmarts program and bursaries.

Some examples of grants are:

Alzheimer Society - Portage Branch

The organization received a grant for \$2,223 to purchase a digital projector to enhance education and awareness programs. Individuals have commented on how impressed they were with the presentations.

Fort la Reine Museum

Over the years the museum received almost \$30,000 to help preserve our history and historical buildings such as the Case, Burton and Douglas Campbell houses. The latest grant for \$2,585 was used to install an illuminated sign to promote the museum and the tourist bureau.

GRANTMAKING

CFPD holds its capital in perpetuity and distributes the invested income annually. The income is used to provide grants to qualified charitable organizations spearheading community-building initiatives in such diverse fields as health care, education, arts and culture, recreation, environment and social services.

- Applicants must be a registered charity or other qualified donee serving the people of Portage la Prairie and area.
- Projects are timely and build on community strengths.
- Projects have a definite purpose and time period.
- Applicants must demonstrate legal and financial accountability.
- Applicants must justify any overlapping of existing services.
- Applicants must provide evidence of collaboration with other agencies.

Grant application forms are available from the office, or at:

www.manitobacommunityfoundations.ca/portage

Application Deadlines are

April 1, September 1, December 1

Undesignated Funds

Places no restrictions on the use of the funds, relying on the Board of Directors to make grantmaking decisions that meet current community priorities and needs.

Field of Interest Funds

Allows you to designate a specific area of interest (e.g. education, children's needs, the arts) in which charitable grants can be made. The Board of Directors uses its discretion in selecting the most appropriate recipients, year after year.

Designated Funds

Specify one or more charitable organizations to be the perpetual beneficiaries of the annual income from your fund.

Donor Advised Funds

Allows you to make recommendations to the Foundation's Board of Directors regarding proposed charitable distributions from your fund. Your suggestions are considered, although final determination on all grant awards is the responsibility of the Board.

Scholarship and Bursary Funds

Allows you to provide assistance and encouragement to promising young students challenged by the cost of education. Funds are distributed to the institution on behalf of the student.

Agency Endowment Funds

Charitable organizations may establish permanently endowed funds to provide a source of annual income for operations or programs.

Administration Funds

These funds support the administration of the foundation's various programs in community leadership, development, grantmaking and communications.

All named funds require a minimum of \$5,000 with the exception of a Donor Advised Fund which requires a minimum of \$25,000. All named funds can be built over time.

3. Once the Donor has Decided

The donor's wishes can now be put on paper.

Legal advice is required if the gift is to be made as a bequest through a will.

If a lifetime gift has been selected, there is minimal paperwork required which will be done by the CFPD office (at no cost to the donor).

If the donor chooses to use a combination of giving opportunities, the CFPD staff will assist in getting this organized.

If the gift involves the transfer of securities or other invested assets, the donor will need to consult with his or her financial advisor to arrange for the transfer of such assets. The remainder of the paperwork will be completed by the CFPD office.

Most other assets can be given directly to the Foundation for conversion to cash.

When you decide to establish your own fund or support one of the CFPD's existing funds, you will join with people from all walks of life with one thing in common - the desire to make a difference in your community ...forever.

Your gift will give year after year because your donation is invested as a permanent endowment fund (community fund) and is managed professionally.

We Respect Donor Wishes

The opportunities are here.

The choices are yours.