



Giving Back Made Easy: Charitable Giving Workshop

Mackenzie Charitable Giving Program

Recently we hosted **Giving Back Made Easy: Charitable Giving Workshop**, presented by **Mackenzie Institute**. The charitable landscape has been ravaged by the COVID-19 pandemic, with in-person fundraising grinding to a halt. Now charities have seen a significant drop in revenue, while the number of Canadians who need support has increased. Our experts weighed in on how advisors can showcase the value of their advice by helping their clients build giving into their overall financial plan.

For your convenience, we provide the following summary of our webinar.

Event highlights

Coast to Coast Against Cancer and Childhood Cancer Canada

At the event, Antonia Palmer from Coast to Coast Against Cancer and Childhood Cancer Canada spoke about the importance of giving back and why now, more than ever, they need our help. [Click here](#) to learn more.

Who is giving

Canadians are a generous group:

- Roughly 8 in 10 adults — more than 24 million people — actively donate to charities each year
- These donations total more than \$10 billion each year

While there is a strong correlation between giving and both the income and age of the donor, there are other demographic trends to consider.

1. **Next generation givers.** On average, the next generation of wealth holders are a highly motivated and educated group. They are often socially and environmentally conscious and 93% donate to charities.
2. **Women.** In 2016, women held 35% of Canada's personal wealth; by 2026, that's expected to be 48%. Women are more likely to see a planned approach to philanthropy and demonstrate a greater willingness to seek advice on charitable giving.
3. **Entrepreneurs.** According to Business Development Bank of Canada, 41% of Canadian entrepreneurs expected to exit their businesses between 2017 and 2022, with no intention of reinvesting in another entrepreneurial venture, unleashing a wave of potential donors seeking to limit their tax liabilities.

The Mackenzie Charitable Giving Program

Relatively few Canadians are aware of donor advised programs and fewer still have philanthropic planning woven into the fabric of their financial plans.

To help change that, Mackenzie launched the Mackenzie Charitable Giving Program in 2006, making us Canada's first independent asset manager to offer such an opportunity for planned giving.

With over 1,500 accounts, the program consists of \$160 million in assets. It has \$49.6 million in grants to over 2,000 charities.



The Mackenzie Charitable Giving Program is offered through the Strategic Charitable Giving Foundation (SCGF), a registered Canadian charity. Although donations to the SCGF are irrevocable, the donor retains the right to advise the Foundation on their successor and the charities who receive grants. For this reason, the program is known as a “donor-advised program.” Your clients receive all the benefits of a private foundation, without the cost, time commitment and administrative hassle.

Mackenzie Charitable Giving Program features

Minimum initial gift	\$10,000
Additional donations	\$500
PAC plan	\$125 quarterly or \$500 annually
Name of foundation	Strategic Charitable Giving Foundation
Investment options	13 Mackenzie Investment Mutual Funds and ETFs
Choice	Remain anonymous or be acknowledged for grant recommendations; succession options
Administration fee	0.55% Amounts > \$2.5M negotiable
Donation fee	None

[Click here](#) to visit the Mackenzie Charitable Program website to learn more.

Who benefits from donor-advised funds?

First and foremost, charities and those they support benefit from planned giving. But there are clear benefits for both the donor and their advisor.

Benefits for clients include:

1. **Convenience and cost.** Donor-advised funds are dramatically easier and lower in cost than creating a private charitable foundation.
2. **Immediate tax benefits.** Donors will receive a tax receipt for their donation and incur no capital gains taxes on gifts of publicly listed stocks, bonds and mutual funds that have appreciated over the long-term.
3. **Flexibility:** The donor may recommend grants to any number of charities each year.

Benefits for advisors include:

1. **Enhanced value proposition.** Advisors can expand the menu of services they provide and differentiate themselves in the marketplace.
2. **Deeper client relationships.** Have deeper, more meaningful conversations with clients to understand their philanthropic goals and aspirations.
3. **Building bridges with the next generation.** Clients can name their heirs as successors to direct donations from the fund they establish.

Tax considerations



The charitable donation tax credit (CDTC) is available to both individuals and corporations when a donation is made to a registered charity. The effect can be a dramatic decrease in taxes payable.

The CDTC consists of a federal and provincial tax credit, with the provincial portion varying by province. The federal charitable tax credit rate is 15% on the first \$200 and 29% on amounts higher than \$200.

Find out how the planned giving can reduce your clients' tax liabilities with our online calculators:

- [Charitable Giving Tax Credit Calculator](#)
- [Tax Savings Calculator](#)
- [Donation of Securities Calculator](#)

Mackenzie's tax, estate and strategic philanthropy team can help you integrate strategic charitable giving into your business, so you can offer a more for a broader suite of offerings to your clients.

For more information about topics discussed in this webinar, or to learn about specific solutions that may benefit your clients strategic giving plans, please contact your Mackenzie Sales Team.

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Mackenzie developed the Mackenzie Charitable Giving Program with the Strategic Charitable Giving Foundation, a registered Canadian charity. Donations under the program are irrevocable and vest with the Foundation. The information is general in nature and is not intended to be professional tax advice. Each donor's situation is unique and advice should be received from a financial advisor. Please read the program guide for complete program details, including fees and expenses, before donating.

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