

Charitable Giving in Canada: Still going strong



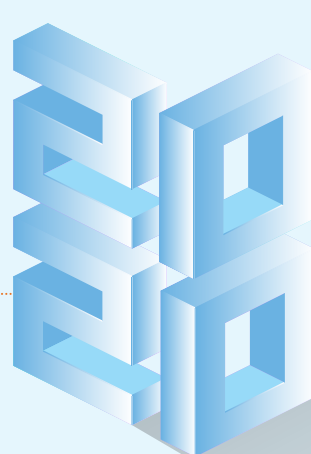
In our inaugural Mackenzie Investments Canadian Charitable Giving Pulse Check survey, we found that Canadians continue to be generous givers.

And, as the pandemic may limit their donations, they're interested in learning new ways to maximize the impact of their charitable contributions.

Canadians care. Here's the proof.



83% of survey respondents have donated or plan to donate to a charitable cause in **2020**



The **average** estimated amount donated per person is **\$585**



Still **40% reduced** the amount they had planned to give this year as a result of the pandemic's financial impact



Top-three causes that Canadians support right now.



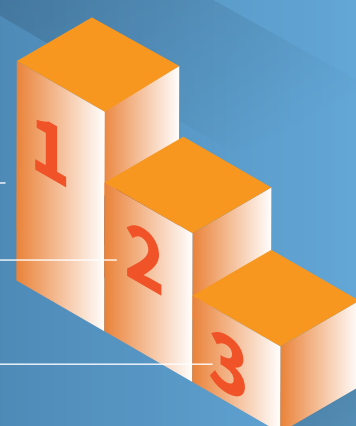
54% medical services and research



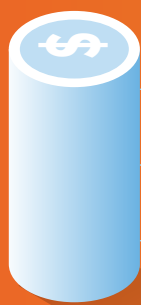
47% local and social services organizations



35% humanitarian and relief organizations



Canadians want to make the most of their donations.



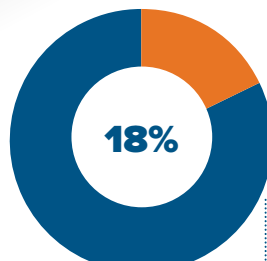
57% want to find ways to maximize the impact of their donations

52% want to learn general best practices and strategies for donating

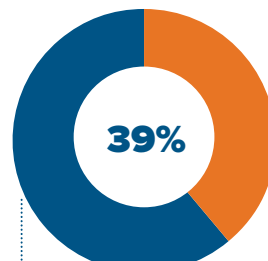
50% want to understand how to manage donations in a tax-efficient manner

You need to know about donor-advised funds

A donor-advised fund like the Mackenzie Charitable Giving Program can help investors make regular giving a part of their financial plan.



Only **18%** of Canadians are aware of such a program



Once it's explained to them, **39%** would consider participating

How does the Mackenzie Charitable Giving Program work? Three easy steps:



1. Give

- Conveniently include charitable giving in your financial plan.
- Receive an immediate charitable tax receipt.



2. Grant

- You select the charities, we issue the grant cheques and send you a bi-annual report.
- Enjoy the benefits of a private foundation without the cost and administrative hassle.



3. Grow

- Set up recurring donations to establish an impactful legacy of giving.
- Donated funds are invested in the eligible Mackenzie mutual fund of your choice and grow tax-free.

Canadians continue to give despite facing challenges in 2020. The need is greater than ever, so it's important to maximize the impact of giving. **The Mackenzie Charitable Giving Program** was built for moments like this.



Giving starts with a conversation

Visit mackenzieinvestments.com/giving or contact your financial advisor to learn more about the Mackenzie Charitable Giving Program.

About the Mackenzie Investments Canadian Charitable Giving Pulse Check

This study was conducted by Pollara Strategic Insights with an online sample of 1,276 Canadians 18 years and older. The survey was conducted between September 14 and 21, 2020. Results from a probability sample of this size could be considered accurate to within ± 2.7 percentage points, 19 times out of 20. Results have been weighted based on age, gender and region, in order to reflect the Canadian population.

Give + Grant + Grow

Charitable giving made easy through your financial plan

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Commissions, trailing commissions, management fees and expenses all may be associated with mutual funds. A charitable administration fee and charitable operating expenses will also apply. Please read the prospectus before investing and the program guide before donating. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated. The information is general in nature and is not intended to be professional tax advice. Donations should not be made for tax considerations alone. Each donor's situation is unique and advice should be received from a financial advisor.

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