

# Charitable Impact Media Backgrounder



- Charitable Impact was launched in 2011 to help Canadians create the change they want to see in the world.
- We are an online giving platform and Canada's donor-advised fund for everyone.
- .....

Our mission is to nurture the generosity within each person.

We want giving to be an intentional and joyful part of life for everyone. No matter how much donors give or what they support, they can build their vision of a brighter future on Charitable Impact. It's your giving, your way, with our support.

The donor-advised fund is a tool that gives donors the chance to donate first, then separately make decisions around how to use that charitable donation. It's like a bank account for charitable giving.

## Charitable Impact by the numbers

**\$1.4B +**

donated by the Charitable Impact community.

**200,000 +**

people have given to the causes they care about using Charitable Impact.

**86,000 ~**

registered charities listed on Charitable Impact.

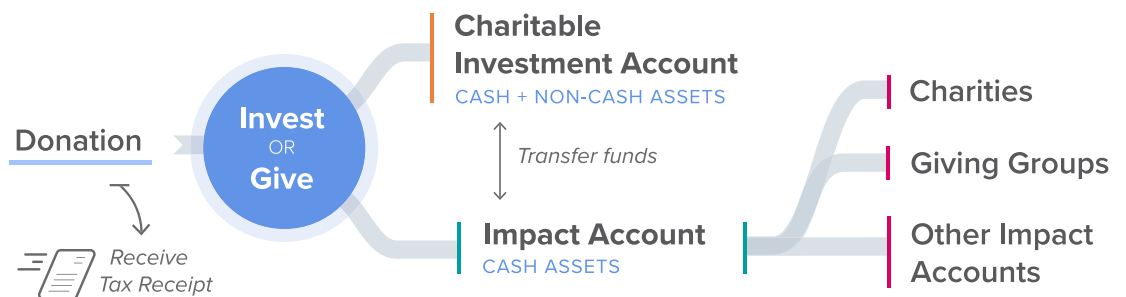
**14,200 +**

charities have benefited from gifts sent by donors on Charitable Impact.

**2**

account types to support Canadians' giving: An Impact Account to support any registered charity in Canada and a Charitable Investment Account for investing in giving.

## How the Donor-Advised Fund works at Charitable Impact



## Purpose

Help people create the change they want to see in the world.

## Mission

Increase access to, participation in, and benefit from charitable giving.

## Vision

Make giving an intentional and meaningful part of daily life for everyone.

Charitable Impact provides the resources for donors to support what they believe in.

A donor can open an Impact Account and add \$5, \$500, or more. From an Impact Account, donors can:

- Receive a tax receipt when they add money.
- Discover charities, from new gems to familiar favourites. Charity profiles feature information provided to the Canada Revenue Agency on revenues and expenses.
- Give together and rally others around a cause. More than 21K Giving Groups have been started on Charitable Impact.
- Send charitable dollars to others for them to give away. Create opportunities for friends & family to engage with and learn about giving.
- Choose to give anonymously while still communicating with charities.
- Set automatic deposits to give more consistently.
- Access support with giving from the Charitable Impact team.
- Donate, invest, and grow charitable assets over time with an accompanying Charitable Investment Account.

Canadians can donate in more cost-effective ways by giving non-cash assets.

Donating publicly traded securities is the most tax-effective way to give. We work with over 150 financial advisors who have chosen to help clients with their charitable giving. Financial advisors play a critical role in empowering clients to donate in the most strategic ways. Donors can also give private company shares, cryptocurrency, life insurance, real estate, and art.

## Our founder John Bromley

John Bromley grew up with charity at the core of his family's values. He started his career in corporate finance working with PwC and RBC Capital Markets.

After developing an in-depth understanding of the complex world underpinning the charity sector, John recognized a need to make giving more accessible and more effective. He saw that while wanting to help others comes naturally, knowing how to make a difference through charitable giving does not.

With that in mind, John went on to launch Charitable Impact. He has spoken at TEDx and was named one of *Business in Vancouver's* 40 under 40.

## Contact us

• • Luisa Velez  
• •  
• • **DIRECTOR, CORPORATE COMMUNICATIONS**  
• • • • • • • • • •

778 302 2978  
luisa.velez@charitableimpact.com  
1250–1500 West Georgia St.  
Vancouver, BC, V6G 2Z6