

WHAT WAS YOUR GREAT GRANDMOTHER'S NAME?

50 *Thoughts On How
Canadian Philanthropy
Can Transform You,
Your Family And Your
Community.*



KEITH THOMSON

What Was Your Great Grandmother's Name?

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Dedication

For the three most important women in my life:

My daughter Kiera who, when she wakes up, makes each morning the highlight of my day.

My wife Tanja who, as a result of her unwavering love and support, has made this book possible in so many different ways.

My mother Margery who, from my earliest memories, gave me the confidence to try.

In keeping with the philosophy of this book, all proceeds from its sale will be donated to philanthropic organizations.

"What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others."

- Pericles

My Story

In 1991, I had the good fortune to appreciate the transformational impact of philanthropy. With a little hard work and a lot of luck, I had achieved relatively early in my career a reasonable degree of success; at least success as I defined it at that point in my life.

Then, at age 31, it slowly dawned on me that I owed a huge debt of gratitude to those whom I had never known. In other words, if it were not for the contributions of wisdom, wealth and hard work of so many Canadians who came before me, I and millions of my fellow Canadians would not be enjoying a quality of life that makes us the envy of so many around the world. That was when I decided I needed to contribute in some way so that I too could make a difference.

Today, one of those ways is to motivate others to appreciate the varied, amazing and life transforming benefits of philanthropy. And, they are not just psychological, making you feel good by doing good. They also extend to financial benefits, including paying less tax, leaving more to those who are close to you and making a positive contribution to those causes that are near and dear to your heart... not to mention the associated health benefits of philanthropy discussed in numerous medical studies.

With this book you now have available 50 simple, easy and encouraging reminders of why and how we give. Read it all the way through. Read it once a week. Or read one thought at a time when you have a spare five minutes.

Then give the book away. Not only will you have been transformed... but so will the person who receives it!

"I cannot believe that the purpose of life is to be happy. I think the purpose of life is to be useful, to be responsible, to be compassionate. It is, above all to matter, to count, to stand for something, to have made some difference that you lived at all."

- Leo Rosten

Acknowledgments

Scott Keffer, the creator of The Donor Motivation Program™, has had a profound influence on my life. Through his mentorship he has taught me how to truly multiply my impact on the philanthropic world. Quite simply, this book would not exist without his guidance. Of course Scott would call it a collaboration, however, others might more realistically suggest he let me "borrow" his best ideas!

For two decades Dan Sullivan has been my coach through *The Strategic Coach Program®*, which was developed by Dan and his partner, in life and work, Babs Smith. Through his entrepreneurial insights he has enabled me to move from success to significance.

I first met Kelli Proudfoot on October 19, 1987, the day of the stock market crash. Little did I appreciate on that memorable day she would become a lifelong friend, and more recently, an invaluable editorial resource.

I would be remiss if I did not mention the late, great Jim Rohn. Although only once did I have the honour of meeting America's foremost business philosopher, Rohn's wisdom lives on through his books and DVDs (and the library of dusty cassette tapes I still own).

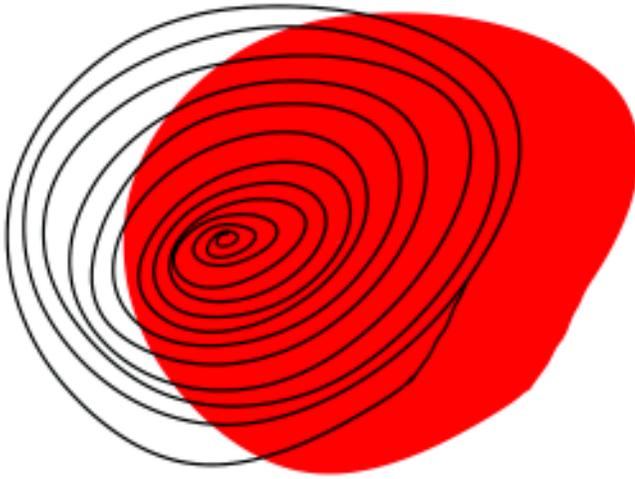
Finally, I would like to thank Hugh MacLeod, whose cartoons originally drawn on the back of business cards, are sprinkled throughout this book. If you are looking for a unique combination of inspiration, wisdom and irreverent humour, Hugh's your man. To see more of his work, log on to gapingvoid.com.

What Was Your Great Grandmother's Name? 50 Thoughts On How Canadian Philanthropy Can Transform You, Your Family And Your Community

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as long as
you feel
inspired
your life
is being
well spent.

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Photos appearing in Thought #37, Thought #39 and the author's picture from Beth Hayhurst Photography, bethhayhurst.com.

Thought #1

"What Was Your Great Grandmother's Name?"

Having had the privilege of teaching thousands of individuals at educational presentations and workshops, it's often the final question I ask the audience. This question most effectively demonstrates the difference between traditional estate planning, with its focus primarily on the money, and a more effective approach, which is driven by life's most important treasures: relationships and values. Typically, almost two thirds of the people cannot remember their great grandmother's name and, up until recently, neither could I! Sadly, not only did I not know my great grandmother's first name, admittedly I knew precious little else about her; whom she loved, her values and what brought significance to her life. As her great grandson I realized, unfortunately too late, that now I will never know what had been important and meaningful to her.

My next question became even more penetrating: How would I feel if my great grandson or great granddaughter knew nothing about me... not even my first name? Suffice to say, the question made me quite uncomfortable, at least initially. It was then I decided that my life would reflect some sort of personal legacy that would continue to make a positive impact long after I was gone, and at the same time, communicate those values that had been most meaningful to me.

Now, I'm sure that my great grandchildren will know more than just my name – they'll know who I was, who I cared about, and what I stood for as a beacon to guide their future.

Please take a moment and ask yourself the question that I asked myself: "How would you feel if your great grandchildren knew nothing of your life, not even your first name?" If you do not like the answer to this question, now's the time to do something about it. With the following 49 Thoughts, perhaps I can help.

"You will only be remembered for one of two things: the problems you solve, or the ones you create."

- *Anonymous*



This picture of my great grandmother was taken in 1959 at my parents' wedding in Kingston, Jamaica. It was only when I came across this photo that it occurred to me that I had absolutely no idea what her first name was. Much later I discovered it was Marjory.

Thought #2

Winning The Lottery Of The Universe

In 1999, I joined the Canadian board of the African Medical and Research Foundation (AMREF). In retrospect this was one of those life transforming decisions that one can only fully appreciate well after the fact. As a board member, and later Chair of the Canadian organization, I was afforded the opportunity to travel to sub-Saharan Africa on numerous occasions to observe the work that we were supporting halfway around the world. As long as I live, I will never forget the memory of being toured around Kibera, a slum in Nairobi that exists on no official map. I have this vivid image of a beautiful child, no older than three, playing in a stream or, more precisely, a sewer running down the middle of a pathway and surrounded by the excrement and stench of 800,000 people living within three kilometers of one another. It leaves me thinking about my own daughter, Kiera, who is now six years old... that could have been her.

The simple fact is that Kiera was merely lucky enough to be born in Canada. A country which, according to the Organization for Economic Co-operation and Development in a study they released in May, 2011, has the second highest quality of life in the world (only Australia topped Canada). Quite simply, being born in this country is akin to winning the lottery of the universe!

I attempt to keep this in mind whenever I complain about the relative insignificant challenges I face in my own life, as it tends to ground me and provide me with perspective.

"A great deal of good can be done in the world if one is not too careful who gets the credit."

- Jesuit saying



This shot was taken while I was in Lalibela, Ethiopia. Speaking to these children, similar to my thoughts while in the slum of Kibera, I realized just how lucky my daughter was to have been born in Canada.

Thought #3

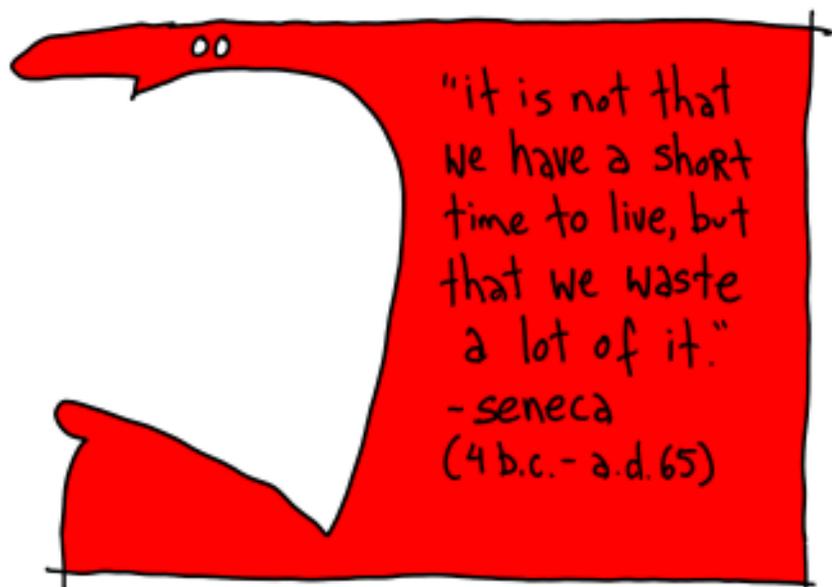
Marcus Knew What He Was Talking About

The great Roman Emperor, Marcus Aurelius, who lived in the second century and symbolized much of what was best about Roman civilization, had this to say about doing good:

There are three kinds of men in this world: the first, when he helps someone makes it known that he expects something in return; the second would never be so bold, but in his mind he knows what he has done and considers the other person to be in his debt; the third somehow does not realize what he has done but, like the vine that bears its fruit, asks for nothing more than the pleasure of producing grapes. A horse gallops, a dog hunts, a bee makes honey, one man helps another, and the vine bears fruit in due season. You ought to be like that third fellow who does good without giving it a second thought.

"Successful people are always looking for opportunities to help others. Unsuccessful people are always asking 'What's in it for me?'"

- Brian Tracy



"it is not that
we have a short
time to live, but
that we waste
a lot of it."

- seneca
(4 b.c. - a.d. 65)

hugh

Philanthropic Facts Quiz

1) On average, what percentage of their annual income do Canadians donate?

5% 3% 0.5% 0.73%

2) Is this percentage higher or lower than the American average?

Higher Lower

3) Collectively, how many dollars do Canadians donate on an annual basis?

\$8.5 billion \$5 billion \$1 billion \$12 billion

4) As a percentage of tax filers, which province is most generous?

Ontario Newfoundland Manitoba Alberta

5) Which province gives the most on a per tax filer basis?

Ontario Newfoundland Manitoba Alberta

Philanthropic Facts Quiz Answers

1) On average, what percentage of their annual income do Canadians donate?

5% 3% 0.5% 0.73%

2) Is this percentage higher or lower than the American average?

Higher Lower

On average, our friends south of the border donate 1.6% of their annual income.

3) Collectively, how many dollars do Canadians donate on an annual basis?

\$8.5 billion \$5 billion \$1 billion \$12 billion

4) As a percentage of tax filers, which province is most generous?

Ontario Newfoundland Manitoba Alberta

26.1% of all Manitoba tax filers donate.

5) Which province gives the most on a per tax filer basis?

Ontario Newfoundland Manitoba Alberta

On average, \$2,298 is given to charity by each Albertan filing a tax return.

Thought #4

A Niagara Falls Of Wealth

As Canadians, our nation is about to experience the largest inter-generational flow of wealth in its history. This should come as no great surprise, given our economy has approximately doubled from 1981 to 2011. It is difficult to measure the exact dollars involved, but it has been estimated somewhere between \$1 and \$3 trillion will cascade from one generation to the next over the next few years. It has also been calculated that \$150 to \$625 billion of this amount will stream into the philanthropic sector. Ultimately, the final amount rests in our hands.

"Philanthropy's only competitor is conspicuous consumption."

- Anonymous



intoxicated by possibility

Thought #5

Older And Wealthier

I was born in 1961, which represented the peak year for births in Canada. This "pig in a python" demographic bulge has, and continues to have, a huge influence on all aspects of society from elementary school construction in the 60s, to housing starts in the 80s. As we move through the second decade of the 21st century, it is now clear that this same group is influencing philanthropy on an unprecedented scale. Why? Simply because those of us aged 50 and over now control three quarters of all the assets in this country. Interestingly, my fellow baby boomers tend not to engage in the same "cheque book" philanthropy as our parents may have practised. Affluent donors of today are demanding more accountability and involvement when they give. Suffice to say it will be critically important for the philanthropic sector to understand this shift. Those that do will be the major beneficiaries as these older and wealthier Canadians move from success towards a psychological need for significance.

"Never respect men merely for their riches, but rather for their philanthropy; we do not value the sun for its height, but for its use."

- Gamaliel Bailey

change is not death,
fear of change is death.



hugh

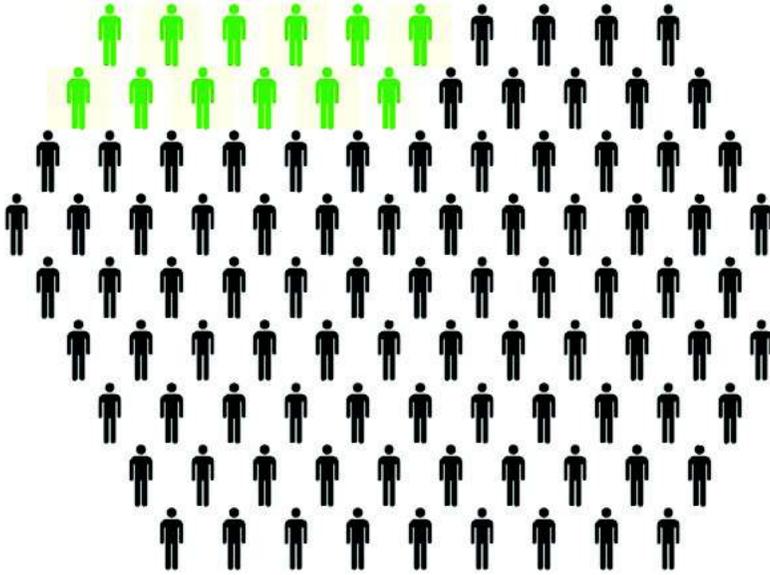
Thought #6

What Does The Philanthropic Sector Mean To The Canadian Economy?

Few people are aware of just how significant the philanthropic sector is to our economy. In fact, it accounts for \$112 billion of activity, representing approximately nine percent of our total gross domestic product; with a full 12 percent of our economically active population involved. In other words, around two million of your fellow Canadians work in this area. (Source: Canadian Centre for Philanthropy, 2004) By way of comparison, the Canadian auto industry, which represents the largest manufacturing component in this country, employs approximately 127,000 people. As a percentage of the economy, our philanthropic sector is the second largest in the world. Only the Netherlands is larger, with the U.S. ranking fifth.

"Not everything that counts can be counted, and not everything that can be counted, counts."

- Anonymous



Twelve out of every one hundred economically active Canadians are employed in our philanthropic sector.

Thought #7

Expense Ratios – Efficient Or Effective?

As the previous chair of a philanthropic organization, one of the most frequent questions asked of me was, "What is your expense ratio?" Understandable and no doubt a key question, but nowhere near **the** most important question. Specifically, as a donor wouldn't you rather know, "How successful are you as a charity in accomplishing your mission?" Again, this is not to suggest overhead expense ratios are irrelevant. However, keep in mind that information is not wisdom and confusing numbers with key metrics can lead to some very bad decisions. Is it not better to support an entity that is positively impacting society for \$0.70 on the \$1.00 than donate to an organization that charges very little in overhead but gets nothing done? Asking the right question is often more important than hearing the right answer.

"Efficiency is doing things right. Effectiveness is doing the right things."

- Peter Drucker

PHILANTHROPIC MATH

$$\frac{\text{EFFECTIVENESS}}{\text{EFFICIENCY}} \times \$ = \text{MISSION SUCCESS}$$

Thought #8

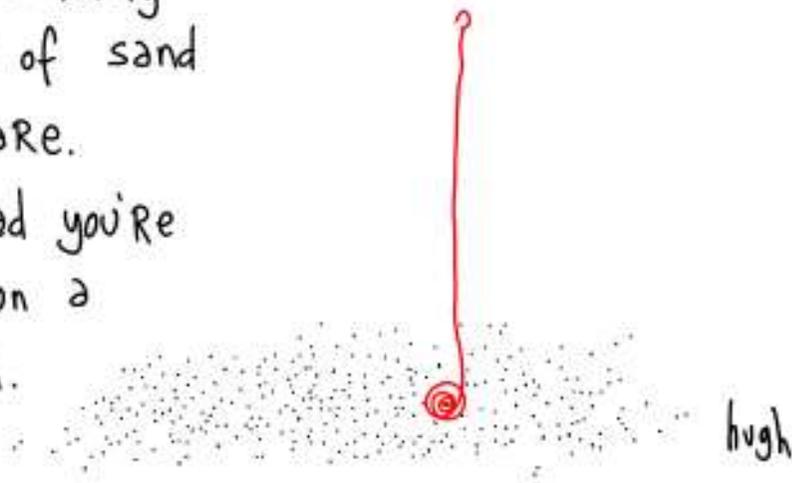
Multiplying Like Bunnies!

In Canada, we are home to over 85,000 registered charities with another 2,843 having been created over the one-year period ending March 31, 2010. (Source: Statistics Canada) Having said that, approximately 2,200 are also de-registered every year, most of them voluntarily. What does this mean? Although the media often highlights those entities that have been shuttered for illegal activities, in fact most de-registrations occur for more mundane reasons such as lack of resources. I call this the "headless heart syndrome." So many charities are started by individuals with nothing but the best intentions, only to be closed down quietly when the reality of running an organization sets in.

"There is a wonderful mythical law of nature that the three things we crave most in life – happiness, freedom, and peace of mind – are always attained by giving them to someone else."

- Peyton Conway

What a lovely
grain of sand
you are.
too bad you're
lying on a
beach.



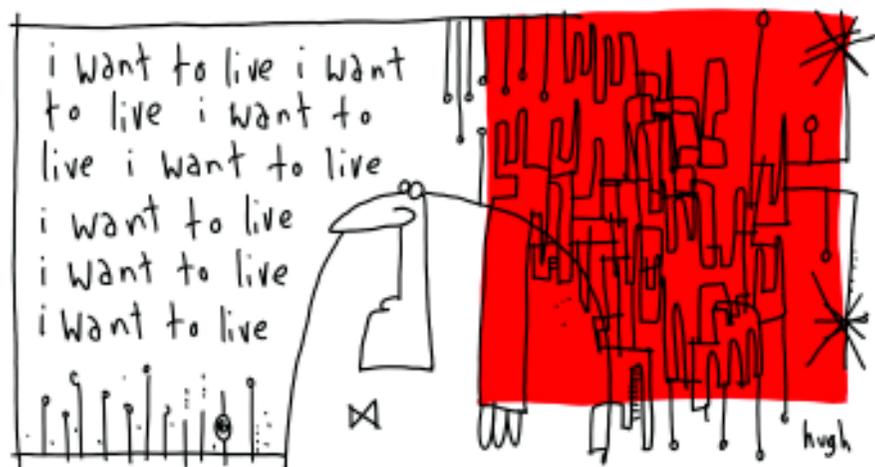
Thought #9

The Fountain Of Youth

According to researchers from Harvard University, the health benefits of doing good for others are similar to those achieved through meditating or engaging in yoga. Specifically, a decrease in blood pressure and a slowing down of one's heart rate. Furthermore, as we grow older volunteering appears to give increased meaning to life while reducing anxiety and depression. A University of Michigan study of 423 older couples found that individuals who make a contribution to the lives of others may help to extend their own. (Source: Volunteering and Healthy Aging, Volunteer Canada) Still not convinced? A national study by Stanford University researchers also found that "... more frequent volunteering is associated with delayed mortality." (Harris & Thoreson, Journal of Health Psychology, 2005) Volunteering truly does appear to lead one towards the fountain of youth.

"There is only one thing you should do to excess, and that is to be charitable."

- Anonymous



Thought #10

Voluntary Philanthropy Versus Involuntary Philanthropy

The Webster's Dictionary definition of a philanthropist is, "a benevolent supporter of human beings and human welfare."

But who is this person? Someone who potentially gives up approximately one-quarter of his or her capital gains and/or up to roughly one-half of his or her income to support the general welfare of our country? Of course the answer is... most of us! In other words, as taxpayers we could all be considered "involuntary philanthropists."

The following chart details how a dollar raised by government through taxation (i.e., \$631 billion in 2010) is spent.

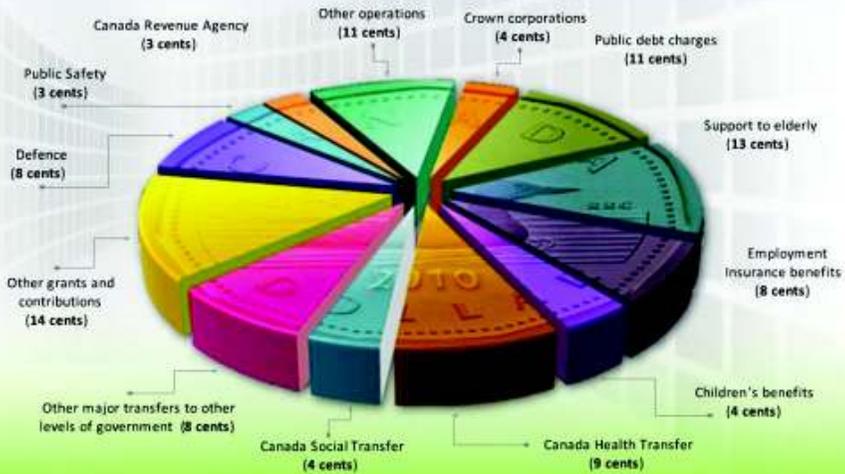
So here's the question, "Given a choice, is this how you would choose to donate your money?" If the answer is "no," then perhaps you may wish to investigate how you could redirect your involuntary philanthropy, also known as tax dollars, to voluntary philanthropy. Please do not misunderstand me, I realize that taxes are absolutely necessary and I fully appreciate the fact that if it were not for the taxes we pay, Canada would most certainly not be the wonderful country it is today. However, it goes without saying that many of us would like the option of redirecting a percentage of our involuntary social capital to those causes that are important to us. If this is how you feel, I would encourage you to investigate the numerous financial planning strategies that will allow you to do just that.

"Taxes are our way of feeding the goose that lays the golden eggs of freedom, democracy and enterprise. Someone says, 'Well, the goose eats too much.' That's probably true. But better a fat goose than no goose at all!"

- Jim Rohn



Where your tax dollar goes: Summary



Source: Statistics Canada, (Fiscal Year Ending) March 31, 2009 to March 31, 2010

Thought #11

Our Government Actually Wants You To Give!

Do you believe the philanthropic sector does a better job of meeting the needs of Canadians than does government? If you said "yes," you would be in agreement with 70 percent of your fellow Canadians. (Source: Ipsos Reid Public Affairs, 2008) The good news is that our government also agrees! How do we know this to be true? Because Ottawa provides incentives to encourage activity in certain sectors of the economy. As an example, if our government wishes to increase real estate ownership it allows a number of tax breaks for the purchase, ownership and sale of this asset class. In much the same way, since 1996, in order to encourage philanthropy it has introduced into our Income Tax Act over 20 incentives to facilitate giving. This has now created what many would argue is the most generous tax environment to promote charitable activity in the world today.

"Ask not what your community can do for you. Ask what you can do for your community."

- Cicero



believe in the future
by creating it first.

high

Thought #12

We're Canadians... Of Course We're More Generous Than Americans

As Canadians, we often like to think we are a kinder, gentler version of our friends south of the border. As a result, it is not particularly surprising that seven out of ten of us believe we give more than Americans. (Source: Ipsos Reid: Philanthropy in Canada, 2008 Survey) In fact, on average we contribute less than 0.8 percent of our household income; while in the U.S. individuals contribute twice this amount. There are many theories for this state of affairs, but the bottom line is that if we were as generous as we thought, we would donate an additional \$10 billion to our philanthropic sector each year.

"We can always count on Americans to do the right thing – after they've tried everything else."

- Winston Churchill



Thought #13

Given the Chance... What Would You Do Differently?

This is a story about an individual who had an opportunity to engage in one of the greatest "do overs" in the history of mankind. Not that he was all that average. Having patented the process to stabilize nitroglycerin, he turned it into the much more user-friendly substance we now know as dynamite. It would be an understatement to say that this invention brought him much financial success.

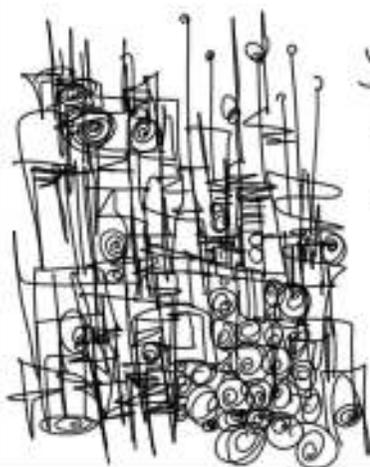
In 1888, this man's brother died and a French newspaper erroneously published the wrong brother's obituary. The obituary stated, "The merchant of death is dead," and went on to say that he "became rich by finding more ways to kill more people faster than ever before... died yesterday." Not surprisingly, our wealthy businessman was more than a little distraught with what he read and vowed to change his legacy.

Today, Alfred Nobel is best known, not as the inventor of dynamite, but as the man behind the Nobel Prizes that honour women and men for outstanding achievements in physics, chemistry, medicine, literature, and the advancement of peace.

Most of us will never have the advantage of reading our own obituary in advance. But if we did, would we be satisfied with our legacy?

"The duty of the man of wealth is to consider all surplus revenue which comes to him simply as trust funds, which he is called upon to administer to produce the most beneficial results for the community."

- Andrew Carnegie



you've only been
dead a few hours
and already
nobody cares

chugh

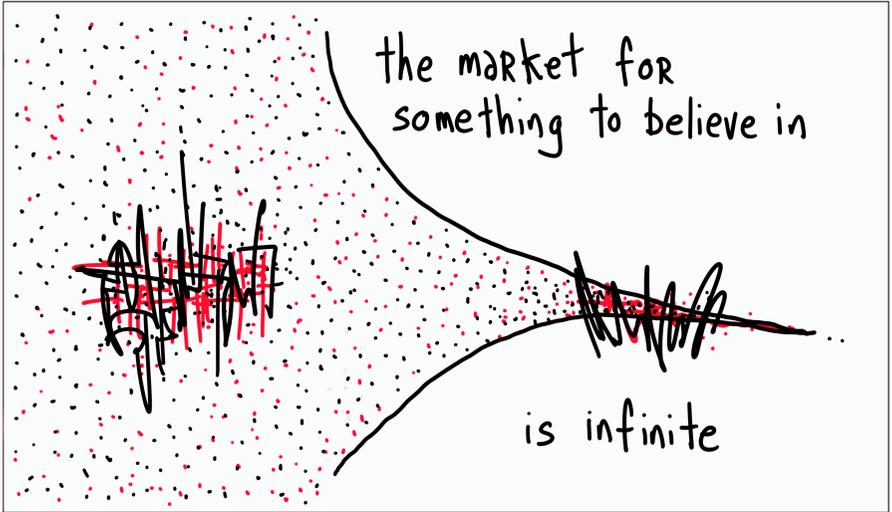
Thought #14

We Are Giving More To Less

With tens of thousands of charities competing for our philanthropic share of wallet, we could be forgiven for being somewhat overwhelmed by the sheer number of deserving causes. In fact, in 2004 the average Canadian donated to 4.3 charities. Interestingly, in 2007 this figure had decreased to 3.7, with no sign that the downward trend was changing. (Source: Statistics Canada: Canada Survey of Giving, Volunteering and Participating, 2007) This is not necessarily a bad thing. It just means that, as Canadians, each year we are being faced with an increasing number of requests; however, we are tending to be more discriminating in our choice of where our philanthropic dollars are directed.

"Life is a sum of all of your choices."

- *Voltaire*



the market for
something to believe in

is infinite

Thought #15

The Best Kept Secret?

Would you be interested in donating to an organization that possessed the following characteristics:

Flexible – It could support any number of causes both now and in the future.

Permanent – Will benefit society for generations to come.

Low overhead costs – With the potential for even lower costs down the road.

Ease of administration – Think of it as "sub-contracting" your philanthropy.

Family involvement... or not – You decide the level of commitment.

If you said "yes," then you owe it to yourself to investigate Community Foundations. The concept was originally pioneered in Cleveland in 1914 and has since spread to over 1,400 cities around the world. In 1991, with a not-so-large amount of money, I set up what is called a Donor Advised Fund with The Toronto Community Foundation. Adding to my original capital amount on a regular basis, this pool of money gives me the flexibility to grant a percentage of the fund every year to the charities of my choice. Or, depending on the degree of involvement I choose, I can leave the granting decision up to the expertise of the professionals at the Foundation. Either way, not only does this provide me with a tremendous degree of satisfaction today, I also know it will be the gift that keeps on giving long after I'm gone.

"One generation plants the tree... another receives the shade."

- Chinese proverb



Philanthropic Facts Quiz

6) Charitable bequests date back to ancient Greece, including Aristotle's bequest of land to provide ongoing support for his Academy.

True False

7) On average, at what age do North Americans include charity in their Wills?

Age 52 Age 47 Age 57 Age 65

8) Approximately what percentage of Canadians have a Will?

25% 50% 75% 90%

9) When charity is included in their estate plans, on average, what percentage of their net worth do Canadians give?

4% 15% 22% 51%

10) What percentage of Canadians donate through their Will?

2% 7% 15% 23%

Philanthropic Facts Quiz Answers

6) Charitable bequests date back to ancient Greece, including Aristotle's bequest of land to provide ongoing support for his Academy.

True False

While bequests do date back to ancient Greece, it was Plato's bequest of land that supported his own Academy. Aristotle's Lyceum was supported by a bequest from a gentlemen named Theophrastus.

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9) When charity is included in their estate plans, on average, what percentage of their net worth do Canadians give?

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Thought #16

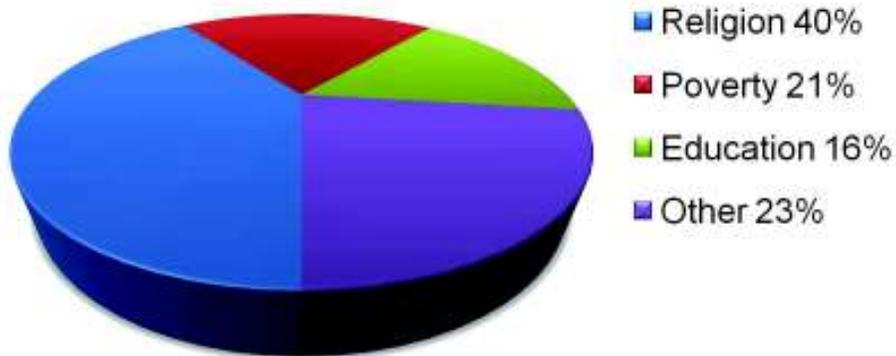
To Whom Are We Giving? – Part I

I find this pie chart surprises most Canadians, given the belief that we are much more secular than countries such as the U.S. The reality is that the overwhelming percentage of our giving goes to religious causes. With only 60 percent of the charitable pie remaining for the rest of the philanthropic sector, it makes for an extremely competitive environment in which to raise money.

In contrast, Americans donate 33 percent to religious organizations and this percentage actually declines to 15 percent for the more affluent sector of the population south of the border. Similar to how most Canadians think we are more generous than Americans, I also find it interesting that we believe that we give less to religious causes. (Source: Giving U.S.A. 2010 and The 2008 Study of High Net Worth Philanthropy)

"To give money away is an easy matter in any man's power, but to whom to give it and how large and when, and for what purpose and how, are neither easy matters nor are they in every man's power. Hence, it is that such excellence is rare, praiseworthy and noble."

- Aristotle



Canada Revenue Agency 2009-2010 Fiscal Year ending March 31st

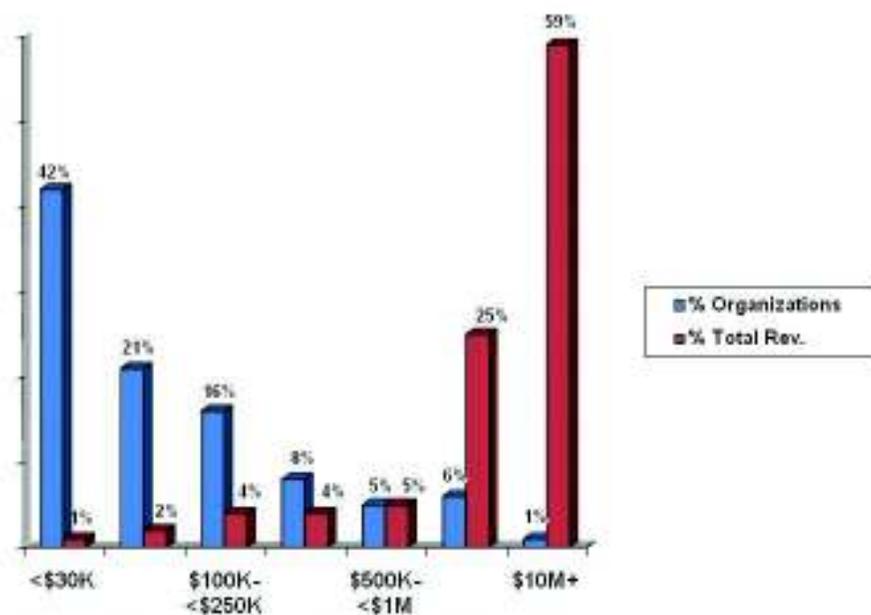
Thought #17

To Whom Are We Giving? – Part II

For many of the smaller-to medium-size philanthropic organizations with whom I work, the following bar chart is quite disturbing. It shows very clearly that a mere one percent of registered charities in Canada (far right of the chart) are capturing 59 cents of every dollar raised. Not surprisingly, these are the larger organizations with annual budgets of over \$10 million. The implications for the remaining 99 percent of the charities are also quite clear. To compete with the "big boys," they have to be smarter and more nimble.

"Bear in mind that the measure of a man is the worth of the things he cares about."

- Marcus Aurelius



Source: Statistics Canada, NOMVO, *Committees of Community*, 2002

Thought #18

Do You Have A Will?

What do Michael Jackson, Pablo Picasso, Sonny Bono, Howard Hughes, Jimi Hendrix, and Abraham Lincoln have in common? The surprising answer is that they all died without a Will.

Unfortunately, these famous individuals are not exceptional in this respect, as approximately one out of two Canadians do not have a Will. What this means is that, if you die without one, you are considered to have passed away "intestate." Simply put, this will result in your provincial government deciding how your assets are to be split up. Needless to say, the government has no way of knowing what your specific intentions are with regard to the distribution of your estate when it comes to family, friends and philanthropy.

For your peace of mind and, perhaps more important, for that of your family's, drafting a Will is an easy and relatively inexpensive solution.

"What man really fears is not so much extinction, but extinction without significance."

- Ernest Becker

**MORE CANADIAN MEN
ARE GUILTY OF INTESTACY
THAN ADULTERY!**

Thought #19

Our Most Generous Year

On average, Canadians who designate charities as beneficiaries in their Wills leave fully 22 percent of all their assets to those causes that are important to them. (Source: Investor Economics, 2009) Indeed, for many of us, we become our most generous when we die. From a tax planning perspective, this makes sense given that many of us face our highest tax burden in the year of our death.

"When you were born, you cried while the world rejoiced. Live your life in such a way that when you die, the world cries while you rejoice."

- Ancient Sanskrit saying



Thought #20

The Big Myth

There seems to be a myth in Canada that a philanthropic gift through your Will could mean disinheriting your children. Nothing could be further from the truth. With the implementation of a number of fairly straightforward financial planning techniques, you can choose to redirect your tax dollars in such a manner that your estate pays no tax and your favourite philanthropic organization receives the financial benefit. Ultimately, as a result of this kind of tax planning, your children could actually end up with more! Think of it this way, giving through your estate could be thought of as adopting another child... while disinheriting the taxman.

"Never say you know a man until you have divided an inheritance with him."

- Johann Kaspar Lavater

all truly
great ideas
started life
out as an
act of
futility...



hugh

Thought #21

The 60 Second Bequest™

Think making a bequest is a hassle? Having a lawyer involved is too much time and money? Well, here's a philanthropic strategy that takes about one minute to complete, costs nothing, and involves no lawyers. By utilizing either your Registered Retirement Savings Plan (RRSP) or your Registered Retirement Income Fund (RRIF), you can implement *The 60 Second Bequest™* in three easy steps.

Step One: Request an RRSP/RRIF Change of Multiple Beneficiary Designation form from your plan administrator.

Step Two: Complete the form naming your charity of choice as one of the beneficiaries.

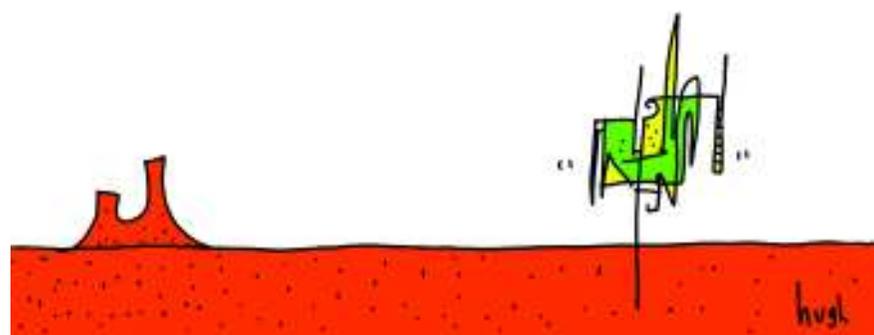
Step Three: Return the form to your plan administrator.

Take note, for some strange reason not every employee of the financial institution with whom you are dealing may be familiar with a Change of Multiple Beneficiary Designation form. Rest assured, it does exist... just keep asking until you are dealing with someone who knows where to find one.

"Make all you can, save all you can, give all you can."

- John Wesley

bring water to the desert....



Thought #22

Solve An Unaddressed Problem

Perhaps you're a pioneer. You like to go where no one else has gone before, solve a problem no one else has figured out or fix an issue no one else has tackled. With more technology available to us than ever before, the possibilities are endless.

If this is the case, maybe giving back is your answer. Make a list of the unaddressed, unconquerable issues, then meet with your local philanthropic organizations. They will help you map out a way to create a solution. Then, connect with others with a similar bent.

Success in the business world requires an entrepreneurial spirit to conquer the challenging problems of today and tomorrow. Could you, with your temperament, experience and perseverance be this agent of change?

Go for it. Make a list and think about what issues, if they were solved, would create the most energy for you... then go get it done!

"There is a difference between knowing the path and walking the path."

- Morpheus - Character from the movie "The Matrix"



do something
that matters.

Thought #23

Build New And Lasting Relationships

It's amazing the kind of people you'll meet in the world of giving – the best kind of people!

People who live for more than just themselves; people with a higher purpose; people who care; successful people who want to give back; and people who wish to make a difference.

The boards of most philanthropic organizations are made up of the leaders in your community. What better way to make their introduction than to actually participate on their board? Of course, your primary reason for meeting them should be to serve – but why couldn't your secondary reason be to develop new friends, associates, and business colleagues?

Working together for a common purpose elevates those relationships to a higher level. From personal experience, I can assure you that you will create lasting relationships while, at the same time, have a positive impact on the causes you care about. Now that's what I call a win/win scenario!

"If you wish to soar with the eagles, you can't be scratching with the turkeys."

- Jim Rohn



i
wanna
twinkle!

hugh

Thought #24

A Force To Be Reckoned With

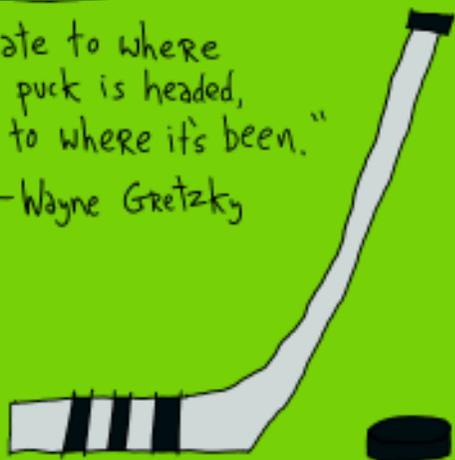
Canadians over the age of 50 now control over half of all discretionary spending, and three quarters of all personal assets. (Source: Canadian Fundraiser) It should be obvious that these so called baby boomers are a marketing force to be reckoned with. They have redefined every industry, including the philanthropic sector. In much greater contrast to their parents, they demand control, flexibility and options. Those organizations which provide this flexibility will be the major beneficiaries of their wealth.

"Age is an issue of mind over matter. If you don't mind, it doesn't matter."

- Mark Twain

"Skate to where
the puck is headed,
not to where it's been."

- Wayne Gretzky



Thought #25

One Of The Best Ways To Grow Wealth... One Of The Worst Ways To Transfer Wealth

There is no doubt that it is smart financial planning to contribute to a Registered Retirement Savings Plan and convert it to a Registered Retirement Income Fund when you're 71. Unfortunately, when you die, and assuming you have no spouse to whom you can transfer your registered assets, your estate could be in for one heck of a tax bill. The reason is that all the assets in your RRSP or RRIF will be taxed as income in the year of your death. For many of us, that means that our friends at the Canada Revenue Agency will take almost half the value! Fortunately, with some advanced planning, including philanthropy, you may reduce or even eliminate this tax bill.

"The only difference between the tax man and a taxidermist is that the taxidermist leaves the skin."

- Mark Twain

all good ideas
must die

(so that great ideas might live)

hugh



Thought #26

"If You Don't Know Where You Are Going, You'll End Up Somewhere Else"

- Yogi Berra

In the past, it had been my habit to write down the objectives I wished to accomplish. Admittedly; however, I had been somewhat frustrated by this exercise of creating life goals. Then I realized that I was going about it in the wrong way. Instead, I found it much more effective to be "pulled" into answering the question, "What is important in my life, both today and in the future?" This, in turn, led me to what I began to refer to as my "vision statement."

Using this vision statement, I found it quite a simple process to arrange my life around certain priorities such as family, friends, health, wealth, and what kind of legacy I wished to leave behind. Ultimately, from these priorities came a specific set of goals along with timelines for accomplishing each of them.

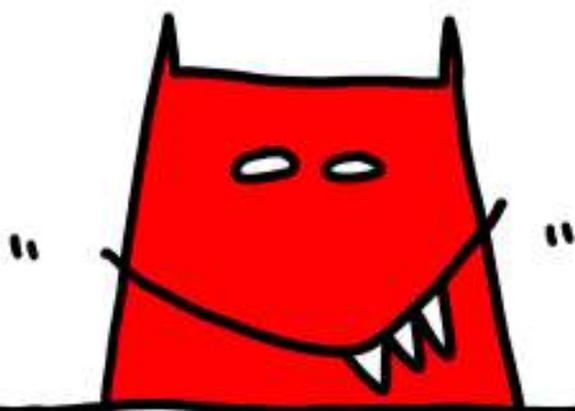
You may wish to try this vision statement exercise yourself, especially if you are having challenges determining your own life goals. You may be surprised at what you find is truly important to you. I know I was.

If you are looking for a resource to create your own vision statement, I would recommend going online and checking out the Stephen Covey organization. Covey authored the phenomenally successful book, "The 7 Habits of Highly Effective People," which remains a best seller today even though it was first published in 1989.

"Life can be pulled by goals, just as surely as it can be pushed by drives."

- Viktor Frankl

life is short.
make it amazing.



Thought #27

You Don't Have To Be Rich

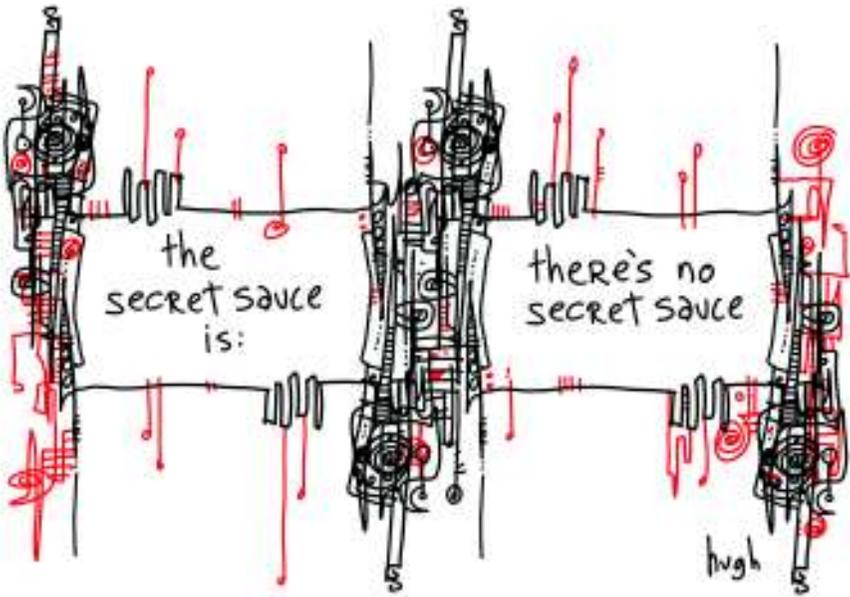
When Kenneth Thomson, 2nd Baron Thomson, Lord of Fleet, owner of a vast media empire, died in 2006 he was worth approximately \$22 billion. At that time, this made him not only the richest person in Canada, but also the ninth richest in the world. A year later his son, David, was reported to be worth.... \$22 billion. Obviously, some effective, high level estate planning was done to ensure the seamless transfer of assets from one generation to the next. One might come to the logical conclusion that Kenneth Thomson was able to accomplish this financial feat because he had access to the very best legal and monetary minds on the planet. But one would be wrong.

For decades, thousands of Canadians just like you and I have benefited from substantial tax savings through well thought out estate planning and philanthropic giving. As mentioned earlier in this book, if members of Parliament want to have more people invest in real estate they would create incentives to do so. Specifically, they would introduce tax and financial laws designed to encourage and reward specific behaviours. Indeed Parliament, especially over the last ten years, has introduced a number of laws that create significant tax benefits and advantages for those with real estate, stocks, and bonds who wish to benefit themselves while they are living, and those organizations that are meaningful to them after they have died.

The important thing to keep in mind is: you don't have to be a Kenneth Thomson to avail yourself of these opportunities. Contact your favourite charity or a financial advisor who specializes in philanthropy to determine the ways by which this can be achieved.

"I am opposed to millionaires, but it would be dangerous to offer me the position."

- Mark Twain



the
secret sauce
is:

there's no
secret sauce

hugh

Philanthropic Facts Quiz

11) When were income taxes first introduced to the Canadian public?

1867 1901 1917 1929

12) In what year were Canadian inheritance taxes repealed?

1901 1931 1967 1972

13) Today there are hundreds of Community Foundations throughout the world. Which is the largest one in Canada?

Halifax Toronto Calgary Vancouver

14) In 1998, who quietly contributed \$1 billion to his own family foundation?

Kenneth Thomson Warren Buffet Bill Gates Ted Rogers

15) What is the largest private Canadian foundation?

J.W. McConnell Family Foundation Richard Ivey Foundation Lucie and
Andre Chagnon Foundation T.R. Meighen Foundation

Philanthropic Facts Quiz Answers

11) When were income taxes first introduced to the Canadian public?

1867 1901 1917 1929

Income taxes were introduced as a temporary measure to fund World War I.

12) In what year were Canadian inheritance taxes repealed?

1901 1931 1967 1972

Pierre Trudeau's government did away with this form of tax. However, at the same time it was replaced with a "deemed disposition" taxation of all assets at death.

13) Today there are hundreds of Community Foundations throughout the world. Which is the largest one in Canada?

Halifax Toronto Calgary Vancouver

With over \$750 million in assets and growing, Vancouver is the largest of the 178 Community Foundations in Canada. The Winnipeg Foundation, founded in 1921, is the oldest.

14) In 1998, who quietly contributed \$1 billion to his own family foundation?

Kenneth Thomson Warren Buffet Bill Gates Ted Rogers

15) What is the largest private Canadian foundation?

J.W. McConnell Family Foundation Richard Ivey Foundation Lucie and Andre Chagnon Foundation T.R. Meighen Foundation

Andre Chagnon, founder of Le Group Videotron, created his family foundation in the year 2000, with an initial contribution of \$1.4 billion.

Thought #28

Man's Search For Meaning

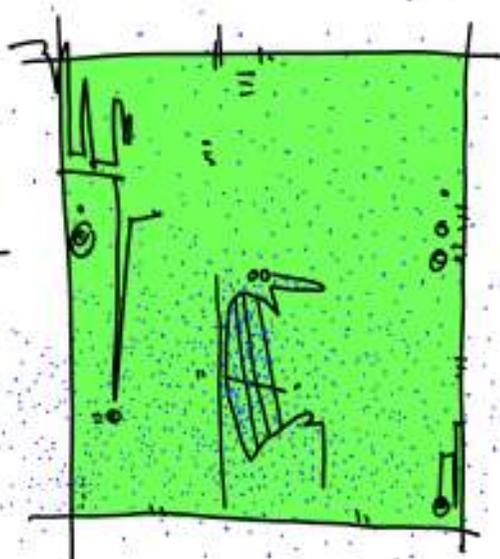
Victor Frankl was a holocaust survivor who wrote about his experiences in a book entitled "Man's Search For Meaning." The book has gone on to sell over 12 million copies and is available in 24 languages. A Library of Congress survey asking readers to name a "book that made a difference in you life", found the publication among the ten most influential in America. On a more personal note, out of the hundreds of titles I have read over my lifetime, no single book has had a more positive impact. When chronicling his experiences as a concentration camp inmate, Frankl describes his psychotherapeutic method of survival as having a reason to live. Throughout his confinement, he observed that those who were most likely to survive were the ones who hung onto a vision of the future, whether it was to once again see their loved ones, complete a significant task, or whatever else was of importance to them. Frankl believed the search for meaning in one's life to be the primary motivational force in all human beings.

Why do I mention this man? I believe that Viktor Frankl discovered the key to a happy life, one lived with purpose and significance. Perhaps you may find that going beyond yourself and helping others is a way of finding meaning in your own life.

"It does not really matter what we expect from life, but rather what life expected from us."

- Viktor Frankl

IF YOU CAN
EXPRESS YOUR
SOUL, THE REST
CEASES TO
MATTER.



Thought #29

The Donation Multiplier™

Through one of my presentations on effective estate planning which focuses on our relationships and our values, I met a wonderful couple – let's call them the Jones' – who, although already extremely philanthropically minded, wanted to do more for the organizations that were closest to their hearts. A strategy that allowed them to do just that is a concept I call *The Donation Multiplier™*. Step one involves investing in an annuity purchased through an insurance company. Quite simply, with an annuity you take a lump sum of cash to an insurance company which then guarantees you an income stream for the rest of your life. Instead of using that guaranteed income stream yourself, you redirect it towards the purchase of a life insurance policy with your favourite philanthropic organization as the beneficiary. This is where *The Donation Multiplier™* comes into play.

In the Jones' case, \$25,000 was invested in an annuity that allowed them to fund an insurance policy which, when they die, benefited their favourite cause with \$100,000; in effect, multiplying or amplifying their \$25,000 gift four times! Even better, their estate would receive a charitable tax credit for \$100,000, resulting in an ultimate tax saving of approximately \$50,000 (numbers have been rounded for ease of illustration). So, the Jones' children were happy knowing that they would end up with a larger inheritance than they would have if their parents had not been so charitable. Indeed, as I mentioned in Thought #20, philanthropic planning may be thought of as adopting another child while disinheriting the taxman.

"Of great riches there is no use, except it be in the distribution; the rest is but deceit."

- Francis Bacon

idea!!!!
amplifier



Thought #30

Give Back Praise

One of the easiest gifts to give, and the most appreciated, is your praise. An affirmation of a job well done. It is a gift... and a rare one indeed.

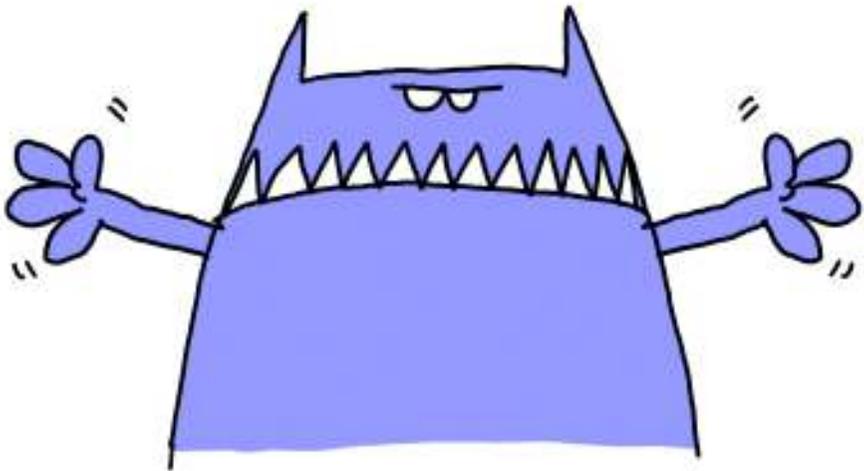
When was the last time you received this precious and valuable gift? When was the last time you gave it... to your spouse, your children or grandchildren, the individuals you work with, or your favourite philanthropic organization?

This is one gift you can't bankrupt yourself by giving away too much. The more praise you give, the more people will be attracted to you.

However, you must cultivate the habit of giving praise. So ask yourself, who can you give praise to today or right now for that matter? To your spouse, your son or daughter, your boss or employee? How about the guy who delivers your newspaper every day or the local neighbourhood kid who mows your lawn? Look for and reward a job well done with a cool, thirst-quenching cup of praise.

"I praise loudly, I blame softly."

- Catherine the Great



have you hugged your client today?

Thought #31

All In The Family

Family communication is difficult. As life speeds by, making time for those you love seems to become more difficult. As a result, it takes a parent with vision and tenacity to keep a family connected. Giving back is a powerful way to create passionate and caring conversations within a family. Allow your children and grandchildren the opportunity to contribute to a cause of **their choice** and let them share what they have learned at the next family gathering. Watch.... no, listen to what happens.

For over 20 years I have been working with four generations of one family. Being Mennonite, charity is a core belief. I feel it is no coincidence that they are also one of the closest knit families I have had the pleasure to know.

"Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

- Dr. Seuss

engage!

engage!
engage!
engage!
engage!
engage!



engage!
engage!
engage!
engage!
engage!
engage!

hush

Thought #32

The Gift Of Education

I have been advising Canadians on their financial affairs, with a specialization in philanthropy, for over 25 years through a unique process called *The Family Stewardship Program™*. I have found that one of the first priorities for parents and grandparents is ensuring there is always enough money to support the post secondary education costs of their children or grandchildren. More often than not, a generous relative was there for them.

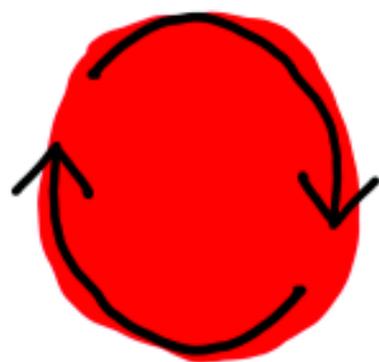
Beyond supporting your immediate family, you don't have to be an Andrew Carnegie to contribute to education. As you may recall, Carnegie was a Scottish-American entrepreneur who led the expansion of the U.S. steel industry in the late 19th century donating much of his vast wealth towards the establishment of libraries, schools and universities.

Having personally given away hundreds of books over the last two decades, an unforeseen benefit has been the enjoyment of engaging in countless conversations about those books with the recipients. In addition, an important philosophy for me has always been to keep learning. Surrounding myself with mentors and coaches has also been critically important in this ongoing process. Have them in your car and in your home. How? Through books, DVDs, CDs and MP3 players, and whatever else comes along by way of new technology.

Give someone a special book that's had an impact on you. Give back the gift of education. It will change someone's life forever. And it will change yours!

"If you think education is expensive, try ignorance."

- Derek Bok (former Harvard President)



permanent state of
Re-invention

hugh

Thought #33

A Priceless Conversation

There's an old African proverb that states, "When an old person dies, it's as if a library burns down." It was December 2009, and I was attending a two day conference in Orlando, Florida, learning how to capture the wisdom of individuals by recording their knowledge gained from a lifetime of experience. Shortly after returning home to Toronto, I phoned my Mum and mentioned that I would like to interview my father about his life. I will always remember what she said, "Keith, sounds like a good idea but, given your father's health, you may wish to do this sooner rather than later." Of course, I had known for quite some time that my Dad was not in the best of health but, like most people with busy lives, I just kind of figured that I would get around to it when I had time.

Less than three weeks later I received a call from my mother to say that my Dad had been rushed to hospital and the doctors were advising that I fly out to Victoria immediately. It was the Christmas holiday season and, with great difficulty at such short notice, I managed to secure a flight. On December 22nd, five hours after I arrived... my father was dead.

This is the thing, I have very few regrets in life, but one of them is not taking the time to capture and record my Dad's humour, experiences and wisdom in his own voice. You see, my daughter has only fading memories of her Grandpa, and those will no doubt recede even more through the passage of time. A sixty minute priceless conversation could have meant a treasured possession for the rest of her life... and mine.

Please do not make the same mistake I did. Take the time today to record the wisdom of someone you love who tomorrow may not be with you.

"Grandpa's okay daddy. He's playing with the other Grandpas in heaven."

- My six year old daughter Kiera when asked the question, "Where is Grandpa?"



One of the last pictures I have of my Dad and my daughter together.

Philanthropic Facts Quiz

16) Which sector in Canada is the largest recipient of donated dollars?

Hospitals Universities Religion Poverty Alleviation

17) How many people are employed in Canada's philanthropic sector?

100,000 500,000 1,000,000 2,000,000

18) Approximately how many registered charities exist in Canada?

15,000 50,000 85,000 115,000

19) What percentage of Canadians over the age of 15 volunteer?

16% 26% 36% 46%

20) In which of these provinces does the highest percentage of its population draw up a Will?

British Columbia Saskatchewan Quebec Nova Scotia

Philanthropic Facts Quiz Answers

16) Which sector in Canada is the largest recipient of donated dollars?

Hospitals Universities Religion Poverty alleviation

At 40%, religious groups receive the lion's share of donations.

17) How many people are employed in Canada's philanthropic sector?

100,000 500,000 1,000,000 2,000,000

18) Approximately how many registered charities exist in Canada?

15,000 50,000 85,000 115,000

19) What percentage of Canadians over the age of 15 volunteer?

16% 26% 36% 46%

20) In which of these provinces does the highest percentage of its population draw up a Will?

British Columbia Saskatchewan Quebec Nova Scotia

58% of B.C. residents have drawn up their Wills.

Thought #34

Give Back Your Experience

Groucho Marx once famously said, "I don't want to be a member of any club that would have me as a member." Often we tend to devalue our experiences and wisdom. Don't. Instead consider contributing your knowledge. Mentor a fatherless or motherless child. Write down or, even better, record your most valuable experiences and give this to your children or grandchildren (see Thought #33). You know more than you think you know.

Serve on a board. Your gifts, talents, and experiences could help a philanthropic organization from making the same mistakes you did. What is it worth? Quite simply, it is invaluable. Your strategic planning skills can help the organization build a blueprint for a remarkable, world changing future.

What will you do with all those hard learned lessons, those skills you've invested time and money to hone to high levels? Call someone today and ask, "How can I put my experience to work for you?" In the end, it's always better to be a hero to someone else than to be a legend in your own mind.

"Give a man a fish and you feed him for a day; teach a man to fish and he'll eat forever."

- Chinese proverb



doing anything
worthwhile is perilous.
the ancient greeks
figured that out
long ago.

Thought #35

Inoculate Against Affluenza

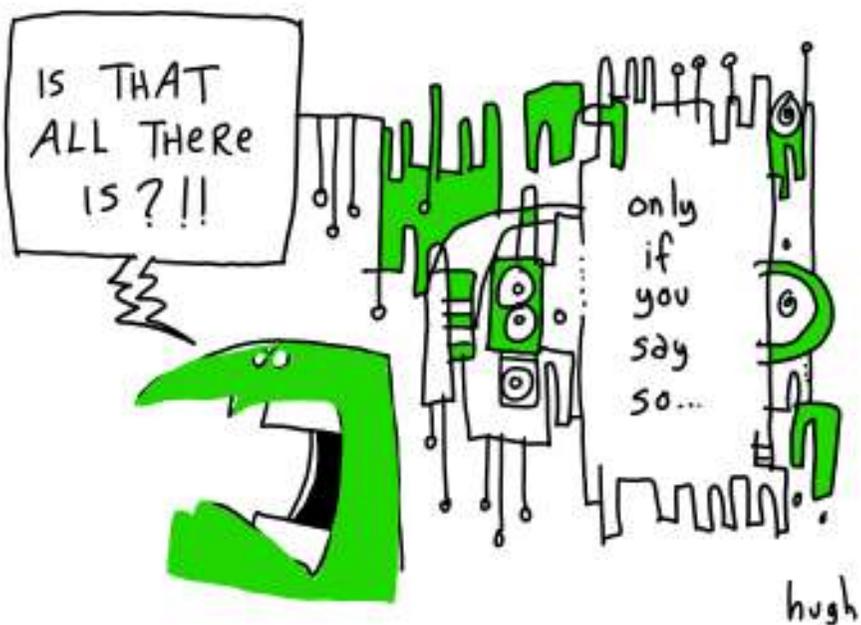
I find that one of the greatest fears of wealthy individuals with whom I work is their very real concern that their money will spoil their children. They are worried about "affluenza," that is, the negative effect of leaving too many assets to their heirs.

Warren Buffet said it best, "You should leave children enough money that they would feel they could do anything, but not so much that they could do nothing." However, if Mr. Buffet were sitting across from me I would have to ask him, "How much is that?" After all, isn't that what we really need to know?

Here's a very effective way to inoculate, or at least counterbalance, the potentially negative impact that significant wealth may have on your children or grandchildren. Give them the gift of going beyond themselves by leaving them philanthropic dollars to direct in such a way that is congruent with their values. Even better, give them the money today while you're still living, and mentor them on how to give... it's much more fun and satisfying this way.

"Too many people spend money they haven't earned, to buy things they don't want, to impress people they don't like."

- Will Rogers



hugh

Thought #36

The Gratitude Principle™

Dan Sullivan and his wife Babs are co-founders of *The Strategic Coach Program®*. Having been my coach for two decades, Dan has had a profound impact on my life. One of his many thought provoking concepts is *The Gratitude Principle™*, which emphasizes the importance of proactive gratitude in gaining an ongoing appreciation for the people in your life and the things they do for you.

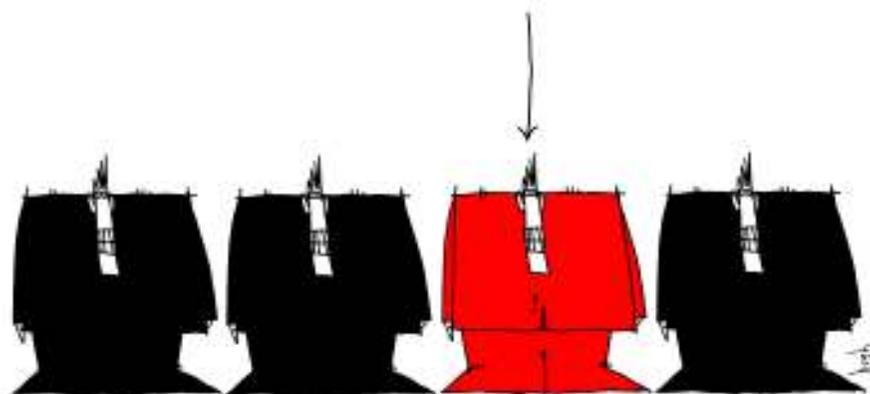
One of the best ways to foster an attitude of gratitude is by giving back. This reminds us of how much we have and how much we have been given – not just money, but heritage, intelligence, experiences, or where you were raised. Indeed, gratitude starts with the gratefulness for the gift of life.

Try something new this week. When you wake up tomorrow morning make a list of people for whom you're thankful – your spouse, children, parents, friends, co-workers or your boss. When you actually come to think about it, the list is almost infinite. Then, pick just one person this week to thank – make a call, send a note, write an email or make a visit. As a positive side effect, it's very difficult to feel badly when you are giving thanks. Gratitude can, and will, positively transform your view of your circumstances and future.

"Gratitude is not only the greatest of virtues, but the parent of all the others."

- Marcus Tullius Cicero

the optimist!



Thought #37

Build Families That Last

Statistics show that most families of means lose their wealth by the third generation. Specifically, only three percent of family-owned businesses make it from grandparent to grandchild. This fact led Samuel Bronfman, founder of the Canadian distillery empire, to comment, "Shirtsleeves to shirtsleeves in three generations." Apparently this phenomenon has been observed for quite some time: Spain in the 1500's, "First generation trader, second generation gentleman, third generation beggar;" England in the 1300's, "Clogs to clogs in three generations;" China 2000 years ago, "Wealth never survives three generations."

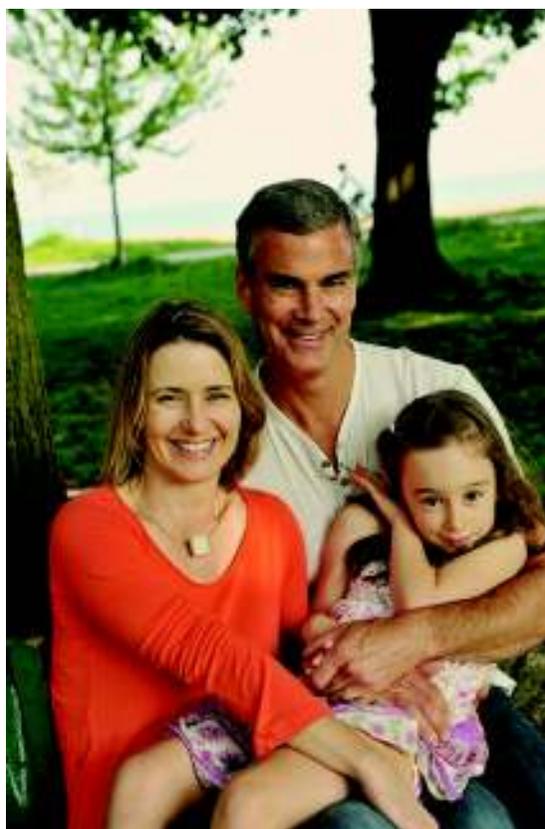
Not only is the money lost in three generations, but often the families fall apart as well. So here's a question, "Which would you rather have; your money last for three generations, or your family relationships remain strong and vital for three generations?"

I like *both* as the answer.

Giving back builds lasting family relationships. It ties families to a purpose greater than themselves. Families, like people, who serve a higher purpose tend to remain intact longer.

"It's not what you leave for your children, it's what you leave in them."

- Les Brown



Thought #38

My Hot Wheels Moment

It was Christmas 1969, but I can remember the experience as if it were yesterday. The big day had finally arrived at 40 Kingsway Crescent and my parents had come through in a big way with the present I had been pining for, Hot Wheels. The toy company, Mattel, had introduced these massively successful miniature die cast race cars the year before AND I WANTED THEM! Not surprisingly, probably less than a week later, I sort of lost interest. For an eight year old, this was my first introduction to the concept that sometimes wanting is better than having.

We live in a stuff-laden world where we have access to just about everything we need, so much so that we've long passed the marker for "needs" and are well into the "wants" territory. I love Canada and our entrepreneurial environment that allows just about anyone willing to take a risk to find a want that hasn't been fulfilled, and create a product or service to market it. However, this wealthy era into which we have been lucky enough to be born often creates a sense that stuff equals happiness. It can also create a sense of entitlement.

Here's the lie: more stuff = more happiness.

Here's the truth: giving back is the great antidote to materialism.

"After a time, you may find that having is not so pleasing a thing, after all, as wanting. It is not logical, but it is often true."

- Spock



Thought #39

Give Back... Your Total Attention

I must reluctantly admit that I am one of those "Type A" individuals who, whenever he hears the phrase "being present" or "live in the moment," tends to roll his eyes. I've always considered this activity a little too "California-Kum-Ba-Ya" for my own liking. At least that was until my daughter was born.

For the first time in my life, and for reasons I cannot articulate effectively, I can actually "live in the moment" whenever I'm playing with my daughter. Frankly, even now, six years later, being with Kiera is one of the very few activities in which I find myself being 100 percent present.

I'm trying very hard to extend this habit beyond my immediate family. After all, the gift of total attention is a form of giving that is truly appreciated by everyone who is important in our lives.

"The greatest gift you can give another is the purity of your attention."

- Richard Moss



Thought #40

Brother, Can You Spare A Dime?

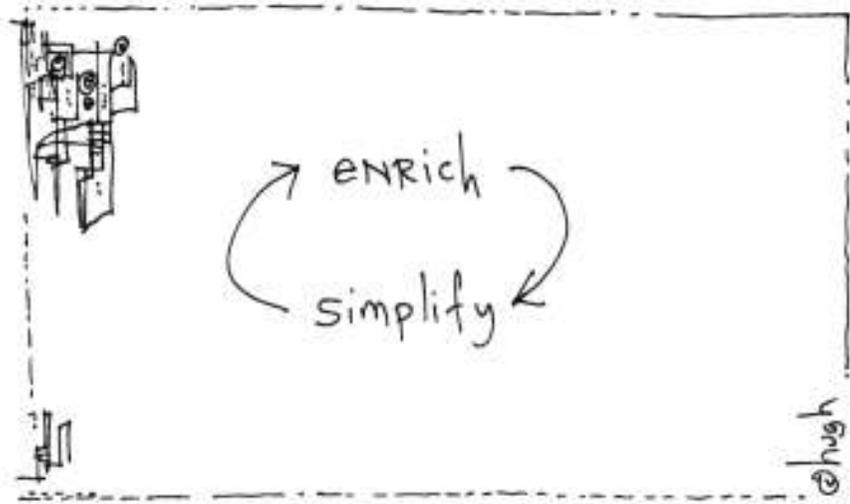
For many years I had conflicting feelings about those people I observed panhandling throughout the streets of Toronto. The libertarian inside me was inclined to walk by, thinking that handing over a loonie would in no way solve the real issues behind this individual's unfortunate state of affairs. The kinder, gentler Canadian in me, being genuinely distressed by my fellow human being's desperate situation, was more apt to give away that dollar.

So what to do? Today, more often than not, I happily give away that buck. However, it's not really from the perspective that I'm helping somebody. Rather, I've decided that the repeated act of giving, no matter what the amount, subconsciously reinforces the idea that there is always "enough" in my life.

Perhaps this form of mental gymnastics is just one big philosophical cop-out. But it does work for me. It certainly works for the individual receiving the money, and who knows... it may work for you.

"It is one of the most beautiful compensations in life that no man can sincerely try to help another without helping himself."

- Ralph Waldo Emerson



Thought #41

Promote Personal Responsibility

How does giving back promote personal responsibility?

One of Canada's core ideals is compassion for those less fortunate. The basis of compassion is that it's the responsibility of each and every one of us to be part of the solution. Of course we pay our taxes so that government, on all three levels, can play their part. But imagine what it would be like if each community and its residents took personal responsibility for the solutions to their local issues. Imagine if your family took responsibility. Imagine if those at work took responsibility.

Motivate the people you influence to be part of the solution by giving back. Turn whining into action. Turn complaining into co-changing.

Take your family to serve for a day. Choose a cause and give together. Make available to your employees a "give back" day, time to serve a local philanthropic organization, and then gather to hear their lessons and experiences.

Giving back places personal responsibility back where it belongs – in our own lap.

"I recommend that the Statue of Liberty be supplemented by a Statue of Responsibility on the west coast."

- Viktor Frankl



Thought #42

It's Only Ten Percent

A tithe is usually defined as a voluntary contribution of one-tenth of something, generally to support a religious organization. The precise origins of the practice are unknown however, the Jewish faith has included tithing as part of its traditions since ancient times. Today, the practice has spread to a number of religions and is usually actualized by the use of cash, cheques, or stocks and bonds.

Although my family tends to be more secular than conventionally religious, we have practiced tithing for over a decade. To be frank, it has not always been easy but, like any habit, once established it tends to become second nature. From personal experience, I can wholeheartedly endorse the practice as it tends to prioritize one's life towards what is important and has the most impact.

"I never would have been able to tithe the first \$1M I ever made if I had not tithed my first salary, which was \$1.50 per week."

- John D. Rockefeller



When
you
create,
you
experience
the
divinity.

hugh

Philanthropic Facts Quiz

21) In 2006, who announced that he would donate \$43.5 billion, making it the single largest gift in history?

Bill Gates Warren Buffet Carlos Slim Sam Walton

22) What percentage of Canada's Gross National Product does the philanthropic sector represent?

3% 6% 9% 12%

23) What percentage of Canadians feel that the philanthropic sector does a better job of meeting the needs of Canadians versus government?

25% 40% 70% 85%

24) On average, how many philanthropic organizations do Canadians financially support each year?

1.5 2.3 3.7 5.1

25) Which educational institution in North America conducted the first charitable fund drive with the volunteers being less than thrilled about the concept?

The University of Toronto Harvard University Dalhousie University

Philanthropic Facts Quiz Answers

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In the year 1643 Harvard conducted what is believed to be the first fund drive with their volunteers calling it "begging." However, the initiative did raise over 500 pounds and was thought of as a great success.

Thought #43

The Highest Level?

Most people are familiar with Abraham Maslow's famous *Hierarchy of Needs* pyramid, where he proposed that individuals seek fulfillment through personal growth. His pyramid consisted of five levels which, starting from the bottom, listed physiological well being, safety, love and belonging, esteem and, finally, at the top... self actualization.

What many do not appreciate is that Maslow's last work, published posthumously in 1971, developed another level above self actualization – the concept of self transcendence. What he proposed was that there are individuals who are able to "transcend" their own selves and experience something beyond.

By its very definition, giving back both time and money is all about transcending ourselves by contributing to something beyond our own needs. Abraham Maslow may not have been thinking of philanthropy when he developed his theories, but from my perspective they do seem to be absolutely congruent with his philosophy.

"We must become the change we wish to see in the world."

- Mahatma Gandhi

Hierarchy of Needs



Thought #44

Perpetuate Your Values

One version of the story is that the elder Rothschild called his family together and handed them a bundle of arrows. Their task, break them if they could. Try as they might, they could not. Next, he instructed them to break each arrow one by one. No problem.

The implicit lesson: Stick together as a family, and we'll survive for generations. Go it alone, and we'll perish as a family unit.

Rothschild used this physical metaphor as a teachable moment to pass along one of his core values, unity, to his family. He would later emblazon the symbol of arrows onto an old-style core values statement... a coat of arms.

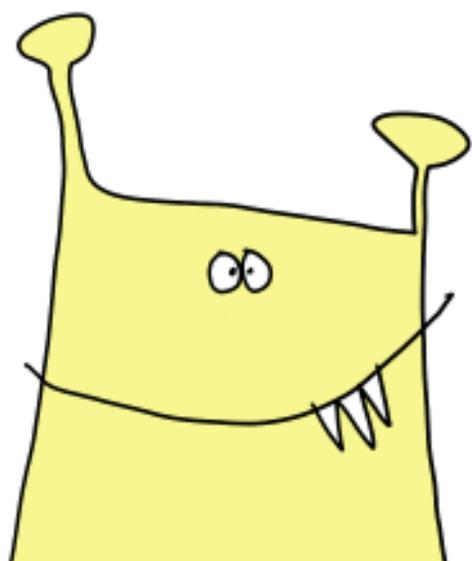
How about you? Have you sat down and written out your core values as a family and thought about how to perpetuate them?

Giving back is one of the most effective values to create and maintain family harmony and unity. Seek out your local charity or an advisor with a philanthropic specialization who is able to lead you through a unique process for creative and tax-efficient ways to give back as a family.

"Charity should begin at home, but should not stay there."

- Phillips Brooks

i want to share myself...



hugh

Thought #45

Your George Bailey Moment

Remember Frank Capra's 1946 film "It's a Wonderful Life?" In it George Bailey, as played by Jimmy Stewart, is shown through the intervention of his guardian angel all the lives he has positively touched and the contributions he has made to his community. You've spent a lifetime developing relationships allowing you to enhance the success of both your personal and professional life. Your circle of influence is now even more leverageable with the wide spread adoption of networking technologies such as Facebook and LinkedIn. What if you could make a positive impact on a local philanthropic organization and provide value for your professional relationships at the same time?

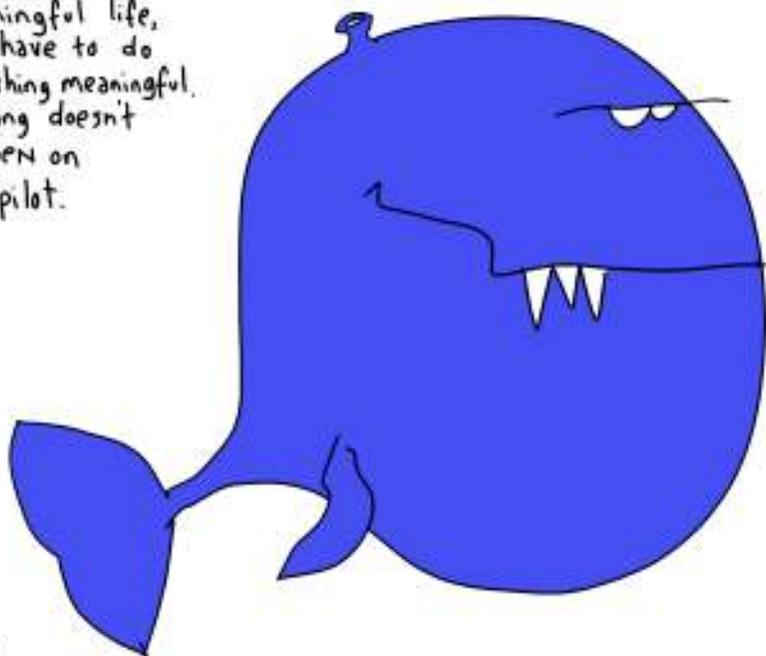
I belong to a group of over 40 professional advisors across North America who have pursued a specialization in philanthropy. We make available *The Donor Motivation Program™* which assists charities across Canada and the U.S. to help their best donors become what we call "champions." These are individuals currently giving both time and money who wish to have an even greater and longer lasting influence on their community. We do this by providing them with a thought provoking and motivational presentation. It's a simple method of introducing their circle of influence to the transformative power of giving back.

How would you like to become a champion and put your circle of influence to work solving the nation's challenges... nurture kids in your community, clean up the environment, ensure your alma mater continues to make quality education available, guarantee the survival of a local arts organization or help your community hospital serve the sick? Whatever the cause may be, just follow your passion to create your own George Bailey moments.

"Influence may be the highest level of human skills."

- Anonymous

in order to have a
meaningful life,
you have to do
something meaningful.
meaning doesn't
happen on
autopilot.



hugh

Thought #46

The Pyramid Of Clarity

I recently met a couple who would be considered financially independent (i.e., given the size of their investment portfolio, Canada Pension Plan payments and Old Age Security, they had more than enough to live on for the rest of their lives). They were also extremely philanthropic in their thinking and, if they had the option, would give even more to those causes that have brought significance to their lives. The problem was they didn't have 100% clarity on whether they actually had enough.

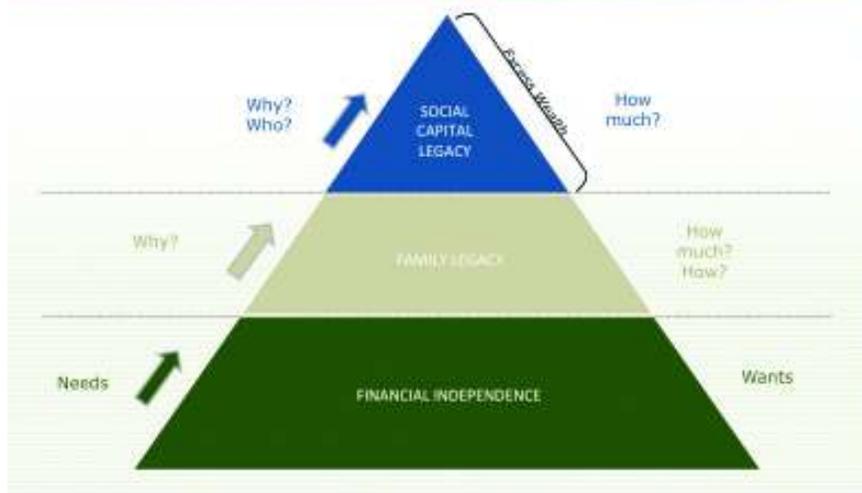
Before they could consider giving even more of their wealth to their family, friends or a favourite charity, they first had to obtain this clarity. In other words, what they needed was to create a Financial Independence Plan that would clearly illustrate they had enough for the rest of their lives. Only then would it be possible to decide what kind of financial legacy they could leave behind. Once that confirmation had been received, they were in a position to design a plan that would reflect all of their wishes as to the distribution of their wealth. Far too many families attempt this process in the wrong order, the result being a high degree of frustration.

I think of this process, when implemented correctly, as the "pyramid of clarity." At the base of the pyramid comes the comfort of knowing that you have enough, an income you can never outlive. The next level is an understanding of how much you wish to leave your family and friends. Finally, at the top of the pyramid, is your social capital legacy, or how much you wish to leave to those philanthropic organizations that are meaningful to you.

"Clarity of mind means clarity of passion, too; this is why a great and clear mind loves ardently and sees distinctly what it loves."

- Blaise Pascal

Thinking Differently



Thought #47

Leave A Lasting Legacy

"You can't take it with you." We've all heard this before. Yet we forget the incredible legacy we could leave.

Many of us fear being forgotten, of not making a difference, or of not having a positive impact on one's family, friends and others. To be completely frank, I am one of those people, and it is one of the reasons why I wrote this book.

Giving back is one way to create a lasting legacy; one that not only keeps doing the work that you believe is valuable, but also speaks across the generations about who you are and what you believe in. Like a stone thrown into a lake, your contributions will circle out, potentially impacting an ever increasing number of individuals.

You don't have to wait until you are gone. Besides contributing your time, there are many exciting tools and options available to begin creating your legacy right now... a legacy that will continue after you are no longer here.

"There are no pockets in the burial shroud."

- Talmudic principle



Thought #48

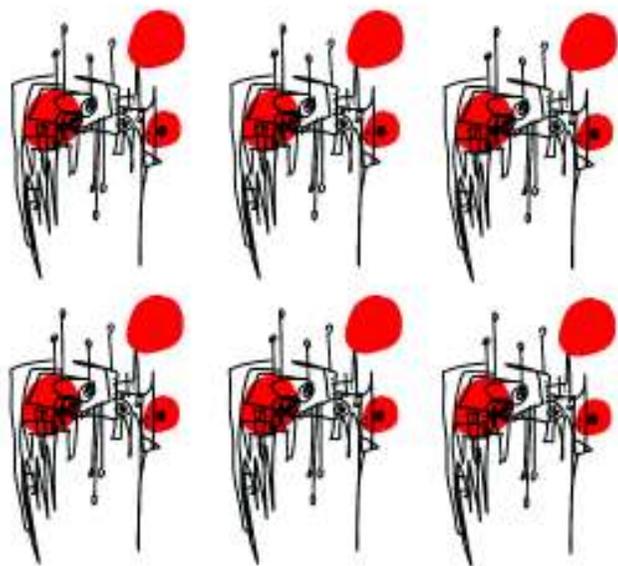
The Element

During one of our family's vacations I read Ken Robinson's excellent book, "The Element." Robinson is a world renowned thinker on creativity and innovation. He describes the element as the point at which natural talent meets personal passion. When people arrive at the element they feel most themselves and most inspired; therefore able to achieve at their highest levels. Not surprisingly, Robinson has a real problem with our traditional educational system which tends to stifle creativity and innovation in favour of predictability and standardization. As a result, many people go through their entire formal schooling without discovering their true talents. This was certainly the case for me, having graduated in the quartile of my class that made the top 75 percent possible! Watch Ken Robinson's *Changing Education Paradigms* on YouTube for one of the most persuasive presentations I have watched on the subject (over six million hits and rising fast).

I mention Ken Robinson's book as I feel strongly that those who wish to engage in philanthropy in a meaningful way should choose a cause that will allow them to tap into their natural talents while, at the same time, linking it with their personal passion. Far too often I have seen people join a board for the wrong reasons or, once on the board, their unique abilities for furthering the cause of the organization are not fully recognized. Conversely, I have also witnessed philanthropic boards whose members have accomplished the seemingly impossible by accessing and pooling shared passions and individual strengths.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

- Margaret Mead



the only
people who
can change
the world
are people
who want to.
and not
everybody does.

high

Thought #49

The Starfish Story

Loren Eiseley was an American educator, anthropologist, philosopher and natural science writer. When he died in 1977, Publishers Weekly referred to him as "the modern Thoreau." In 1969, he published an essay which contained "The Star Thrower" or "Starfish Story." During my trips to Africa, I often recalled the story's wisdom when confronted with the overwhelming poverty experienced in that continent. I hope you find it as inspiring as I have.

One day a man was walking along the beach when he noticed a boy picking something up and gently throwing it into the ocean.

Approaching the boy, he asked, "What are you doing?"

The youth replied, "Throwing starfish back into the ocean. The surf is up and the tide is going out. If I don't throw them back, they'll die."

"Son," the man said, "Don't you realize there are miles and miles of beach and hundreds of starfish? You can't make a difference!"

After listening politely, the boy bent down, picked up another starfish, and threw it back into the surf.

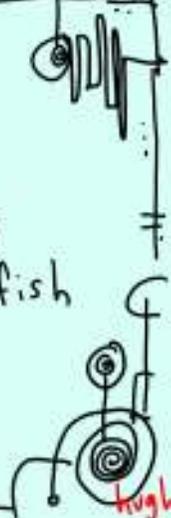
Then, smiling at the man, he said, "I bet I made a difference for that one."

"If you can't feed a hundred people, then feed one."

- Mother Teresa



every time
i make a
new cartoon
i'm throwing
another starfish
back into
the water...



hugh

Thought #50

Carpe Diem – Start Giving Today!

The Chinese ask and answer a series of questions to illustrate this point. It goes something like this:

"When's the best time to plant a tree?"

"Twenty years ago."

"When's the second best time?"

"Today!"

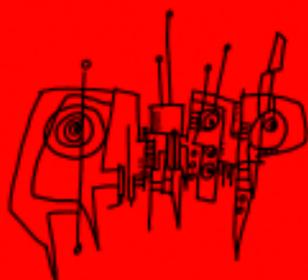
When is the best time to start giving back, start contributing, start influencing others, start investing your time... start being transformed?

Today!

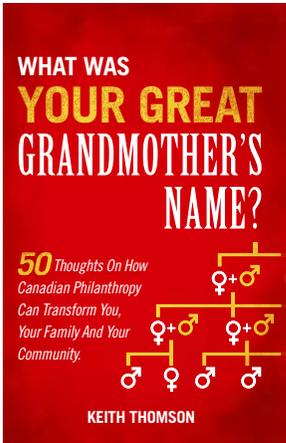
"The journey of a thousand miles begins with a single step."

- Lao Tzu

life is too short
not to do
something
that
matters.



hugh



Positively Impact Others... Pass It On

What Was Your Great Grandmother's Name?

50 Thoughts On How Canadian Philanthropy Can Transform You, Your Family And Your Community.

Someone you know right now needs a lift; a spouse, friend, child, neighbour, client, boss, employee or business associate. Imagine how their lives could be transformed; children trying to figure out their future, friends struggling with their health or going through a divorce, a business owner experiencing financial difficulties. Remember what Viktor Frankl believed... the key to a happy life is one lived with purpose and significance. Perhaps these 50 Thoughts may help.

For special book packages and discounts please visit www.greatgrandmother.ca.

Call 1 (877) 742-3600 or visit www.greatgrandmother.ca

Invite Keith To Your Next Event

Keith Thomson's presentations effectively demonstrate the difference between traditional estate planning, with its focus primarily on the money, versus an approach informed by our relationships and values. They have been seen by thousands of Canadians interested in philanthropy, including accountants, lawyers and financial professionals. If you are looking for a speaker to move your audience from success to significance, please visit www.greatgrandmother.ca.

What people have said about Keith's presentations:

Clear, concise, informative presentation by a gifted articulate presenter. Excellent. P. Cookson

One of the best presentations I've seen. Simplicity off the charts. M. Berger

Keith is a great speaker. His words and stories cut through the fog and mystery of estate planning like a knife through butter, leaving you with clear and simple actions. J. Geary & D. Kushnir

The visuals were spectacular! A great presentation. B. Malcolm

New ways to think about giving and estate planning. M. Millard

A man who speaks of purpose gets my full approval, attention and appreciation.
A. Poulos

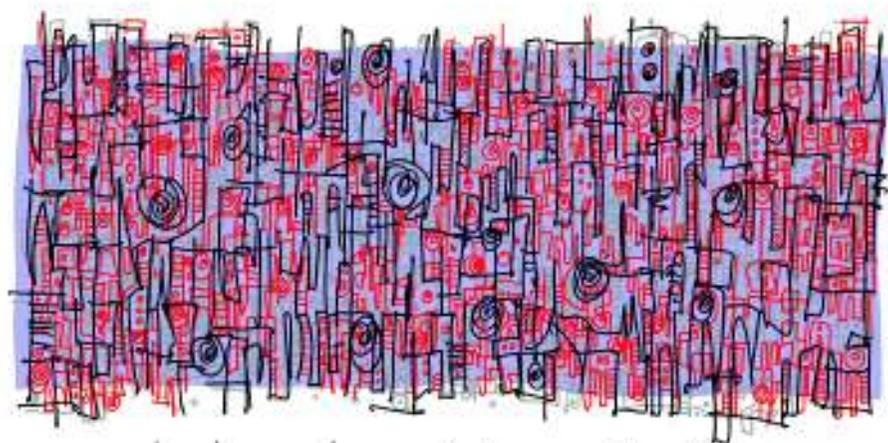
Very clear, well presented and inspirational; didn't "talk down" to us, and not too complicated, minimum of "jargon!" P. Cleverley

As a Certified General Accountant and a licensed mutual fund/life insurance representative, even I learned much new information! E. Hallot

Eye opening. Avenue to help family and charity. B. Zilberberg

Very enlightening. A simple, straightforward walk through quite a complicated process. Advice not to be ignored. E. & D. Preston

I like the way the presentation covered other aspects of a person's life as well as their financial wealth. S. Dobson



my last words will be "thank you".

