



PHILANTHROPY AND COMMUNITY

A Culture of Giving

WRITTEN BY

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At Burgundy, our culture of giving began with our Co-Founders Tony Arrell and Richard Rooney and has continued to develop over the years, inspiring many others to follow. Tony credits his parents for instilling in him the importance of giving back, noting that throughout his life, he has had the overarching idea that “successful people should try to improve society in some way.”

In this year’s update, we will share Burgundy’s philanthropic initiatives, discuss social development, speak to the charitable contributions of Burgundy’s employees and our clients, and introduce our Burgundy Legacy Foundation.

Family Philanthropy

Philanthropy is an important life goal for many of our client families. As trusted advisors, we are often asked about strategies around giving, including how to determine the most appropriate giving vehicle, how to increase the effectiveness of gifts, and how to engage younger family members.

In response to this client interest, we launched a series of interviews with families in our network, designed to share the real-life practices of families with years of philanthropic experience. Among other learnings, these conversations provided ideas for greater collaboration between multi-generations and demonstrated the value of external advice. We are pleased to provide highlights from three recent family conversations:

1. **The Longo Family**: The first of these family philanthropy sessions featured Rosanne Longo and two members of the Longo family’s third generation, Sabrina Favaro and Thomas Longo. Formed in 1998, the Longo Family Foundation has served as an important vehicle for the family’s philanthropic interests and values. Together, the family spoke about how they maintain family unity, the importance of strengthening culture, and ways in which philanthropic initiatives inspire important life lessons.

2. **The Arrell Family**: Burgundy’s Chairman and Co-Founder Tony Arrell, his wife Anne, and their daughter Laura discussed their path to giving as a family. They shared the origins of their philanthropic values, described the creation and management of the Arrell Family Foundation, and explored how their family allocates responsibilities and selects causes.

3. **The Lacey Family**: In this conversation with John Lacey, his wife Ebby, and their children Dave and Cara, we discussed the benefits of transparent communications around family wealth and how charitable motivations evolve with each generation. The family also described their decision-making process and the importance of making an impact through fewer but larger gifts.

Burgundy’s commitment to our clients is to help them not only live as they wish, but also give as they wish. These family sessions helped us learn more together by answering practical questions about charitable giving and offering insight into balancing the nuances of giving as a family.



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Philanthropy at Burgundy

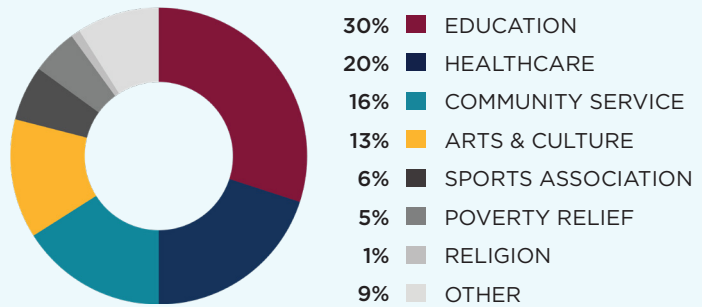
We are always encouraged by the willingness of our people to give their time and talent to create positive change. Burgundy employees don't only donate their dollars, they show up, eager to contribute their time and talents toward causes that are meaningful to them. 35% of our employees serve on a non-profit committee or board, and many others volunteer their time through community events, organized runs, and environmental clean-up projects.

To encourage and magnify the generosity of our employees, Burgundy offers an employee-matching gift program. When donating to causes they care about, all Burgundy employees can maximize the impact of their giving by requesting a matching gift. In 2022, 60% of employees participated in Burgundy's Donation Matching Program.

Burgundians in the Community

Many of our Burgundy employees give their time and expertise by volunteering and serving on boards across various causes. These organizations support arts & culture, community services, education, healthcare, and many other sectors. In 2022, Burgundians participated on 86 different boards or committees.

Participation by the Cause



Showing Up: Ride to Conquer Cancer

In June 2022, twenty-two Burgundians took part in the Ride to Conquer Cancer, the largest cycling fundraiser in Canada. With donations for our riders, including generous support from Burgundy's own Richard Rooney, our team raised over \$730,000. This money will be used to help support life-saving cancer research at the Princess Margaret Cancer Centre.

While many were first-time riders, all our participants had personally experienced the painful impact of cancer. Burgundy team members were especially galvanized to ride in honour of our former Chief Financial Officer Fayaz Suleman, whom we lost to cancer in 2021. Recognizing that the challenge of completing a 100-kilometre or 200-kilometre ride pales in comparison to the reality of those facing this illness every day, Burgundy's team wanted to try to make a difference.





Envision
a world
made
better
through
generosity.



Burgundy
Legacy
Foundation

The Burgundy Legacy Foundation

In 2020, we established the Burgundy Legacy Foundation (BLF), which serves as a vehicle for Burgundy's philanthropic strategy. Based on the core values of responsibility, knowledge, and community, the BLF's mission is to advance and help facilitate philanthropy. The purpose of the Foundation is to support the causes that Burgundy's clients and staff care about. Currently, the BLF is overseen by a board of five directors and supported by a Manager of Philanthropy.


In 2022, on behalf of the firm and Burgundy's clients and employees, the BLF donated more than \$700,000 to charitable organizations. These donations went to charitable organizations in the Arts, education, healthcare, poverty relief/community services, and other sectors.

Community Investment Program

Our Community Investment program represents giving on behalf of Burgundy's employees ("Giving at Burgundy"), which takes the form of monetary giving as well as volunteerism for those organizations that fall under our key priority areas. Our Community Investment Committee (CIC) makes the BLF discretionary fund decisions and decides where Burgundy donates. CIC's two priority areas are:

1. **Financial Literacy:** By investing in the financial education of young people, Burgundy aims to provide the knowledge and skills they need to chart their futures successfully.
2. **Sustainable Cities:** In Canada and around the world, increasing urbanization has required us to understand how cities flourish economically, environmentally, and culturally. Giving at Burgundy supports initiatives that are finding solutions to ensure our cities are sustainable into the future.

Interested in Learning More?

Visit burgundylegacyfoundation.com 



When Tragedy Strikes

When tragedy strikes individuals and families, whether it's close to home or across the globe, we aim to provide support to those who need it. And this is particularly important when it impacts our clients. Last year, Burgundy supported three causes in reaction to natural disasters and global events. All donations were made to the Canadian Red Cross in support of these appeals.

[2021 British Columbia Floods and Extreme Weather](#)

[Ukraine Humanitarian Crisis Appeal](#)

[Hurricane Fiona in Canada Appeal](#)

Helping Families Establish Endowed Funds

The Foundation now supports a Donor Advised Fund program ("Private Giving Funds") for clients of Burgundy who may be seeking an alternative to a private foundation.

Donor Advised Funds operate as a "giving account" within a sponsoring Foundation and have become a popular option for families who may find the set-up as well as the ongoing governance and reporting duties of a private foundation too onerous. Families may establish a Private Giving Fund (using their family name for the Fund if they wish) with a charitable contribution to the Foundation, receive an immediate tax deduction, and then recommend grants from the Fund over time. Of course, at Burgundy, we are clients too. With a donor advised fund in their family's name, our CEO Robert Sankey and his wife Carolyn are among our first donors to the program.

Over the coming year, Burgundy will continue to share information on various giving options and long-term giving vehicles that generous families may use in implementing a philanthropic legacy. Through continued family spotlights, we also hope to highlight ways in which giving together can provide unique benefits for families. **B**

Private Giving Program

The Burgundy Legacy Foundation's Private Giving Program, available exclusively to Burgundy clients, provides a simple and convenient platform to support your philanthropic needs and interests.

See [here](#) to learn more.



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VICE PRESIDENT, INVESTMENT COUNSELLOR

Angela has 30 years of experience, working with both individual investors and institutional organizations to meet their long-term goals. As an Investment Counsellor, Angela's primary goal is to ensure investors understand how their wealth is being managed and feel empowered to ask questions.



Disclaimer

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