

2021 Impact Report

Desjardins Members
and Clients' Philanthropic Funds



Desjardins
Foundation



Message from the Director

Another year marked by the pandemic has come to an end. A year filled with uncertainty and upheaval, but also with solidarity and empathy. In my role at the Foundation, I'm extremely fortunate to witness the generosity of our members and clients on a daily basis, which gives me great hope.

These gestures, your gestures, of generosity have a positive and tangible impact on our society. The Desjardins Philanthropic Funds support organizations working to improve the lives of many people, both in Canada and abroad, whether in terms of health research, cultural support or reducing social inequality. These causes are as varied as the people who support them, and each one is just as important in making a difference.

My team and I have witnessed first hand that the desire to give back and support those in need is shared by many. This year, we helped a record number of members and clients plan their donations, 23% more than in 2020.

Philanthropic funds are an important link in the great chain of solidarity that unites us with our communities. They ensure that our values and beliefs live on for future generations. Thank you to everyone who has chosen to be part of this impressive mutual aid movement. Our communities are stronger because of you.

A handwritten signature in black ink that reads "Nancy Lee". The signature is fluid and cursive.

Nancy Lee

Senior Director

Desjardins Foundation, Corporate History and Identity

Philanthropy

integrated into wealth
management



For me, wealth management means looking beyond the numbers to the people, their dreams and goals, and helping them build a future in their image, both for themselves and for their community. It allows you to express your most fundamental personal values and to achieve your financial goals.

Balancing heart and mind, philanthropy is often the best way to pass on your values to future generations. This powerful tool helps you shape the financial education of your children and grandchildren by getting them to look beyond wealth accumulation, offering them the opportunity to see the positive impact they can have in their community, especially through planned donations. It's also a great way to make a real difference in your community by supporting a cause you care about or by honouring the memory of a loved one.

The Wealth Management teams are committed to helping you approach your financial life with peace of mind. They also offer you the opportunity, through philanthropy, to give your wealth a deeper and lasting meaning.

A handwritten signature in black ink, appearing to read 'Marjorie Minet'.

Marjorie Minet
Vice-President
Wealth Management Advisory Services Division

TESTIMONIALS

A story of love and human solidarity

In a context of imposed public health measures, the issues of isolation, mental health and support for vulnerable populations were raised more than ever. Through all the challenges, it's the generosity of donors that has allowed organizations like Cité Joie to stay afloat and continue to serve those who need it most.

Cité Joie welcomes people living with disabilities to its vacation and respite services camp in the Quebec City area. The organization's director, Denis Savard, explains that the pandemic has been particularly difficult for its users. Isolated at home, the need for respite for both parents and children has increased dramatically. Exhausted and short of resources, families have been under enormous pressure. To help alleviate this pressure, the organization has also established a day centre service to assist parents working from home.

Faced with the same reality affecting many organizations, a great deal of time, energy and money is devoted to fundraising. «In these unique times, organizing fundraising events is very difficult. [...] Despite our best efforts, virtual fundraising is less effective and the results generated have failed to reach pre-pandemic levels. There is, without a doubt, a shortfall.» For the organization, philanthropic funds are one of the best resources available. Since only 50% of the actual cost of its activities is billed to users, the organization is grateful to be able to rely on recurring and predictable donations. Donations take a huge weight off the organization, allowing it to focus on its mission.

«The more donations we receive, the more we can give!»

In concrete terms, this translates into more people welcomed, more activities offered, more entertainment, more smiles and more lives changed for the better. As 3 generous donors testify, when you know the organization and your feeling of belonging grows, the motivation to support it multiplies.

Fonds François Nolin

«Our daughter has cerebral palsy, so we understand the importance of respite for families. When my wife and I visited the Cité Joie installations, we immediately fell under its spell. Our financial advisor guided us through the fund creation process, and it was only natural for us to support this organization.»

Fonds Roger Caron

«My story goes back a long way, starting when I worked as a milkman for the father of Mr. Savard, the director of Cité Joie. Then when I became a pharmacist, I reconnected with the organization and decided to get involved in supporting their actions.»

Fonds Jacques Deslauriers

«I heard about the organization through the community; I knew very little about it before. It immediately appealed to my desire to help people in need, as it's important for me to support as many people as possible with my fund. It was a choice guided by values, for a cause that is close to my heart.»

TESTIMONIALS

The story behind the Fonds Lafrenière-Robert

When writing a will, it's not uncommon to realize that you want to do more, that you want to give back upon your death and leave a legacy that is more than just financial. This is where the search for an idea that is perfectly suited to your ambitions and desire for social contribution comes into play.

Together for 35 years, these accomplished professionals wished to invest their assets in the causes they hold dear. One working as a notary and the other as a chartered professional accountant, they understood the importance and complexity of planning and of committing their wishes to paper. Hoping to leave a meaningful legacy, they drafted many different versions of wills, none of which fulfilled the personalized and unique structure they were hoping for.

They first considered creating a foundation to fulfil their commitments and help support people suffering from prejudice, inequality or who are judged by others, particularly because of their cultural, social, sexual or gender identity differences. That's when their financial advisor presented them with the Desjardins philanthropic solution. This option fitted perfectly with the principles guiding their charitable thinking. The fund allows them to support organizations that meet their criteria in a sustainable manner, while staying within their means. They spent several months researching who would benefit from their donations. Their priority was to ensure that the money would be used to provide long-term support to those in need. «This was the catalyst that has brought us to where we are today. (...)

We're relieved, because we know our donations will be directed to the right causes.» They also point out that it's a mistake to think that you have to have several millions to start helping.

While this financial support project was originally intended to begin upon their death, the couple is now considering becoming more involved during their lifetime, to help ensure that everyone can live in positive and caring environments.

« Our society should have taken more steps in respecting diversity. Being different should be normal. »

TESTIMONIALS

The inner workings of a philanthropic fund

The fund set up by the great, but humble patron of classical music in Quebec was just the beginning of this love story and commitment to Quebec musicians.

Jacques Marchand is constantly singing the praises of artists and their extraordinary work. He speaks of them with passion and excitement. He also stresses their vital role in the development of Quebec culture. He says that his desire to help comes from his mother, who always taught him to welcome those in need with open arms. He confides that she was a very generous woman, who gave of herself, and who passed on these fundamental values to him. He continues by stating that this comes naturally to him. He believes he was born to be a musician, but the Quiet Revolution pushed him in another direction. However, it's never too late to follow one's musical dreams.

It's hard to imagine, when talking to this open, down-to-earth man, that he is the founder of several philanthropic initiatives that have helped in the advancement of many classical music organizations in Quebec today. His noteworthy influence in the sector started with a philanthropic fund.

According to Marc Boucher, General and Artistic Director of Festival Classica, the music industry can be viewed in terms of «before and after Jacques Marchand.» His constructive impact goes far beyond his financial involvement.

This generous donor and seasoned businessman passes on his knowledge in order to equip, guide and accompany organizations in their own fundraising efforts. His commitment and generosity in helping others have enabled hundreds of musicians to make a living from their art: «I don't know of any other philanthropist who has made such an impact in Quebec through a fund. It's how he gets involved that makes all the difference. He supports us, he helps us and he trusts us,» says Mr. Boucher.

Jacques Marchand's love of classical music, his desire to help and his need to give something back all came together. He started out supporting 5 organizations. Today, he supports 23. This story is a reminder that a small gesture, a small donation, can turn into something much bigger. It all started with one philanthropic fund that snowballed. Links were forged and tangible results were achieved in the advancement of the fourth art.

« Jacques Marchand's impact on the Quebec classical music scene is unprecedented! »

– Marc Boucher, Festival Classica

Impact of the Desjardins Philanthropic Funds

The Desjardins Foundation is proud to assist members and clients who want to plan donations and make a difference.

SINCE 2015

192 funds set up

\$7.3 million given back to the community

IN 2021

\$24 million under management

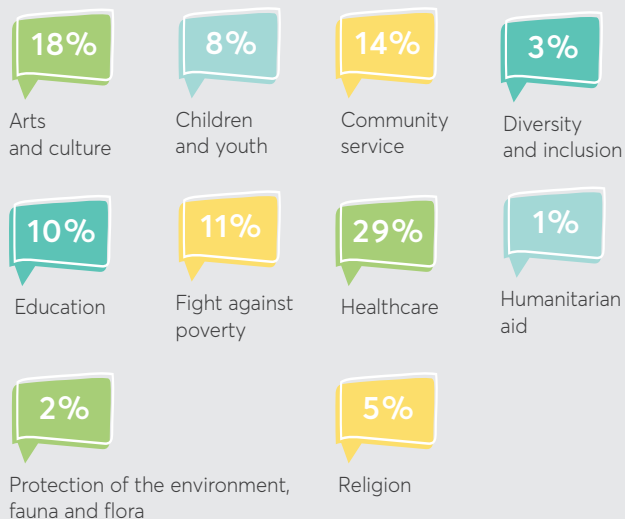
168 beneficiary organizations

\$2.7 million given back to the community

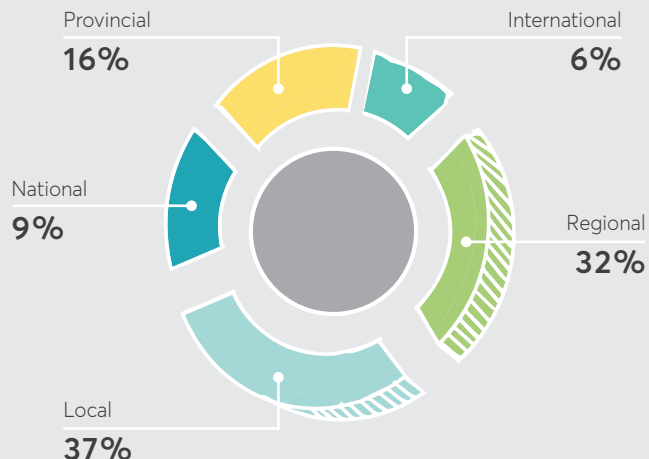
WORKING TOGETHER TO MAKE A DIFFERENCE AT HOME AND ABROAD

The combined efforts of our philanthropic members and clients reach across many sectors. Fund creators decide which causes they want to support and determine the scale of their activities based on their personal values and priorities.

Causes



Scale



**Contact the Desjardins
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