

# 2022 Impact Report

Desjardins Member and  
Client Philanthropic Funds







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A portrait of Nancy Lee, a woman with shoulder-length brown hair, wearing a dark blue blazer over a light-colored top. She is smiling slightly and looking towards the camera. The background is a blurred office setting.

## Message from the Executive Director

2022 brought its share of challenges for individuals and communities. But we didn't let it get the best of us. We've witnessed incredible solidarity and generosity that has impacted a growing number of people and communities, both here and elsewhere. And it's plain to see, with more and more people from different communities and walks of life choosing to give in order to create lasting positive change in our society.

By supporting Desjardins members and clients who want to make a long-term commitment to the causes and organizations they care about, we have the great privilege of joining in the momentum and promoting the socio-economic development of our communities. Together, we're building a stronger society for future generations while promoting our core cooperative values.

With my team, I've had the opportunity to see this generosity and solidarity in action every day: through the funds our members and clients have created, the financial assistance they've distributed to organizations, and the concrete actions they've taken in our communities. When you look at each fund's individual actions as a whole, it becomes clear that they all complement each other. This impact report shows how your commitments are responding to the challenges faced by our society.

Now there are more than 200 people, couples and families who have chosen to use the Desjardins Foundation to make a real change in the world. Thank you.

A handwritten signature in black ink, reading "Nancy Lee".

**Nancy Lee**

Senior Director  
Desjardins Foundation, Corporate History and Identity



# Fonds Moreau-Paquette

## Sharing good fortune

During the estate planning process, Diane and Ronald heard about Desjardins Philanthropic Funds for the first time. Diane had always been committed to volunteering with the underprivileged, and she wanted to do more: "I consider myself to be privileged—I was born under a lucky star. I know that not everyone is as fortunate," said Diane.

Inspired by her dedication, Ronald chose to join forces and together they made sure that their commitment would have a lasting impact.

"My spouse and I recently decided to take the next step in our social engagement as a couple, which is to leave a charitable bequest in our wills. Through our philanthropic fund, we can support many organizations that are aligned with the causes we care about."

All of the causes are equally important: sexual violence against women and children, food security, intimate partner violence and social isolation among older adults.

Diane and Ronald still donate and volunteer with many organizations regularly, and through their philanthropic fund, they'll have the chance to continue making contributions after they pass away. This way, the organizations they care about can continue to benefit from their generosity.



# Impact of the Desjardins Philanthropic Funds



## Since 2015

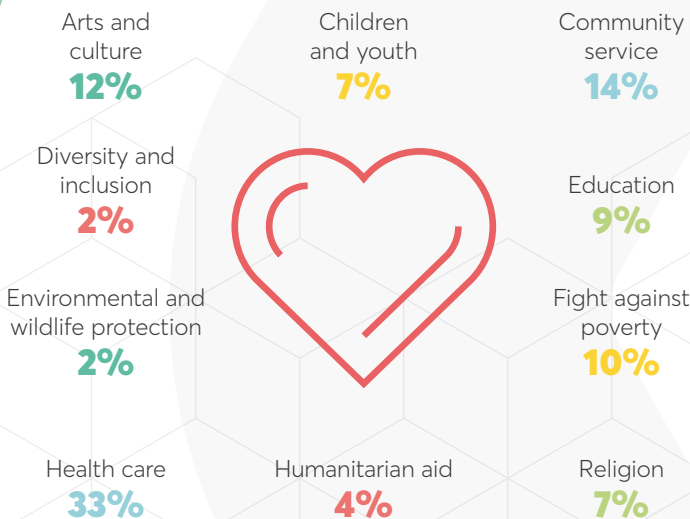
221 funds set up  
\$9.9 million given  
back to the community

## In 2022

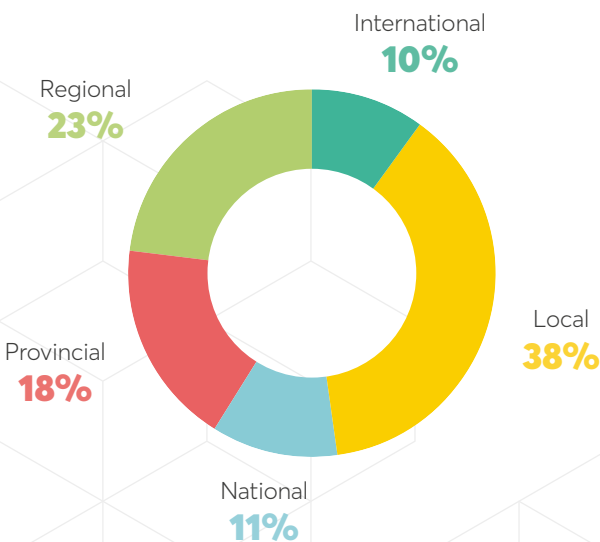
\$30 million under  
management  
216 beneficiary organizations  
\$2.6 million given back  
to the community



### Causes



### Scope



# Fonds Vimakejo

## From Quebec to Africa: A philanthropic love story

For over 30 years, a South African doctor and a Quebecois forest engineer have dedicated themselves, personally and professionally, by working in different countries across Africa. The couple is committed to a number of humanitarian challenges, and they've learned to integrate their values of mutual support, commitment and solidarity into their daily lives. When they returned to Quebec for a well-deserved retirement, they wanted to stay involved.

That's when they decided to update their will to include what they want to pass down to future generations, while respecting the values that led them to align their life choices with a strong sense of community spirit.

## A timely contribution

"We want our investments to make a difference in people's lives," they explained. "We see what we've accomplished, what we've built, and we want to keep this going in the present and the future."

As a result, the couple decided to generously donate part of their estate to a Desjardins Philanthropic Fund supporting organizations working in two places they care so deeply about: Quebec and Africa.

After a lifetime of social engagement, this philanthropic initiative will allow their contributions to make a sustainable impact on our collective well-being.





# Fonds Marie et André

## A fifth symbolic child

When reviewing their assets, two health care professionals realized they had more than they needed, which inspired them to create their own fund a few years ago.

With four adult children, they realized that they were fortunate enough to have more wealth than they needed for themselves. Filled with gratitude, they also have a strong sense of duty, which has led them to take advantage of the situation to give back to the community. They had been contributing to various organizations for years, so it was a natural step for them to create a philanthropic fund, or as they call it, their “fifth child,” to provide long-term support.

Their children have also inherited the charitable gene from their parents, and one of them has already expressed interest in the initiative.

“We talked to our kids and told them that for this fund to live on, we want them to take over one day. Yes, you can spend, you can save, but it’s also important to give back. We’re happy to see that they’ve embraced our idea and we hope that it becomes a family project over time.”

More than a concrete philanthropic contribution, this fund is also a way for them to inspire their kids, by passing down these values to ensure that the initiative lives on. In a way, it’s a charitable legacy that will help build stronger communities for future generations.



# Supporting members and clients with philanthropic initiatives



For Wealth Management Advisor Jean-François Duquette, it's key to talk to members and clients about philanthropy. When they plan their donations well, they can maximize the benefits. With the support of Desjardins Foundation Senior Advisor Eric Grondin, he can identify the best strategies to meet everyone's needs.

"The people we work with generally want to make sure they're providing sustainable support to organizations. They feel privileged and want to give in the most strategic way for the community," explained Eric. "Desjardins Philanthropic Funds meet this need because it allows them to give back to their chosen organizations for many years."

## An important part of financial planning

As Jean-François explained, the question of investing in future generations often comes up during the financial planning process. So it's natural to include philanthropy in the conversation, because when you're planning your donations, you can boost their impact.

"When I'm working with a member on their financial planning and I bring up philanthropy, many people want to go beyond annual or regular contributions. They want to make long-term contributions, but don't always know how to make it happen. In these cases, I bring Eric into the conversation to get his expertise. We work together to bring the project to life and maximize the benefits, both for the member and the causes they've decided to support."



Through this collaboration, they can consider the member's philanthropic objectives, financial situation and other goals. This way, donation planning is aligned with a clear and comprehensive vision. Once a philanthropic fund is created, they can plan to set up tax-efficient recurrent contributions, identify the most appropriate types of assets and plan a charitable bequest according to the best strategy for the member or client.

### **There's a story behind every donation**

What the two advisors have noted is that while the individuals, couples or families they work with are all motivated to give more concrete support to the causes they care about, the reasons that led them to take action are all different.

When people think of giving back, they often think of seniors and retirees. But Eric has noticed that younger generations are becoming more attracted to philanthropic funds as a logical solution to supporting a cause they care about. "We're seeing more people in their 30s and 40s interested in philanthropy and who want to create a structured and sustainable impact, beyond the occasional donation. These are people who are very often thankful for the opportunities they've had in life and who want to transform this gratitude into concrete action and to help others. It's always so inspiring to be able to contribute to this type of project."

### **It's never too early ... or too late**

Jean-François and Eric agree that there's never a bad time to include philanthropy in your financial planning. This is why it's a good idea to talk about your beliefs and wishes with your advisor so they can help you find the best tool and time to make your project a reality. "For someone younger with fewer assets, a life insurance donation could be a good idea, because annual premiums are generally lower. As they get older and their wealth grows, they can choose to increase their fund and contribute to causes while they're still alive, or plan on a charitable bequest," explained Eric.

Major life events like the birth of a child, marriage, retirement or the death of a loved one often lead people to make the decision. "Writing or updating a will is a good time to think about what you want to leave behind, not just financially, but also in terms of values, beliefs and your human legacy," explained Jean-François.

Our experts agree: by working together according to each donor's goals, we can better understand and optimize every project's impact to the benefit of the greater community.



**Eric Grondin**  
Senior Advisor  
Desjardins Foundation



**Jean-François Duquette**  
Wealth Management Advisor  
Mauricie Signature Service

# Together for Fondation Michel-Sarrazin

Creating a personalized philanthropic fund at Desjardins means bringing together the logic of financial planning and the values and passion that lead people to contribute to the betterment of their communities. This combination of head and heart have led many fund creators to support the Fondation Michel-Sarrazin.

Located in the heart of Quebec City and founded 38 years ago by doctors Louis Dionne and Jean-Louis Bonenfant, Maison Michel-Sarrazin's mission is to give adults living with cancer palliative and end-of-life care and services free of charge, while also providing support to their loved ones. The institution is a pioneer in the field of palliative care.

"It's somewhere everyone would want to spend their last days, with this type of support. No one wants to suffer before they die. No one should have to go through that. I feel privileged to be able to contribute to such a great project. The people who founded the organization have their hearts in the right place," explained René, a fund creator who actively gives back to the Fondation Michel-Sarrazin every year.

In 2022, five Desjardins Philanthropic Funds collectively distributed \$55,000 to the Fondation Michel-Sarrazin and support the important work they do, providing comfort and reassurance to the people they serve and their loved ones.

To pursue their mission, the organizations often need to invest energy and resources to get the funding they need, year after year. That's why the organization is so appreciative when it is named as a philanthropic fund beneficiary, which allows for annual disbursements.

"Not only do these donations allow them to continue operating and providing services, which includes serving patients, operating the day centre, bereavement support, research, training and teaching, they also diversify revenues for the organization," said Yann Delisle, Major Gifts and Planned Giving Manager at the Fondation Michel-Sarrazin. "When people plan on providing long-term support to a charitable organization, it shows that there's a human side to the donations we receive." For Delisle, it's clear that the donations stem from significant social engagement, a desire to give back and community spirit.

Donations made through philanthropic funds are recurrent and provide a certain level of security to the organizations. It allows them to plan for the future and ensure the continuity of their services, which are so important to our communities.





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