Giving Differently. Creating More Impact

Reflections on philanthropy, impact and legacy

In our community, giving is part of who we are.

We give because we care, because we feel a responsibility to one another, and because we want the values that shaped us to help shape what comes next. Generosity is not only about how much we give. It is also about **how thoughtfully we give, the impact we create, and what we choose to leave behind.**

As Rosh Hashanah approaches, a time for reflection, taking stock and looking ahead, we spoke with **Kathy Assayag, President and CEO of the Jewish Community Foundation of Montreal (JCF),** about a simple question:
How can we make giving simpler, more impactful and more enduring?

1. We already give. Why consider a Donor Advised Fund?

It's true: many people in our community are already philanthropists, even if they don't necessarily use that word.

They support different organizations, sometimes several times a year, each in their own way. Traditionally, that often means one donation here, another there, multiple tax receipts and multiple administrative follow-ups.

A **Donor Advised Fund** is one of the tools that can make intentional giving easier. **It's like having your own foundation without the administrative burden:** you make your contribution, receive your tax receipt immediately, and then take the time to decide which causes you would like to support. It offers greater flexibility, simplicity and efficiency.

2. Do you need to be very wealthy to have a Donor Advised Fund?

Not at all.

There is sometimes a perception that Donor Advised Funds are only for the very wealthy or for people looking to establish a private foundation. The reality is much simpler. Many people tell us, *"I want to give, but I'm not sure I'm doing it the right way."* Others feel they don't give "enough" to consider this kind of approach.

Our community has a deeply rooted culture of giving. Some give more, others more modestly, depending on their means, their journey and the causes closest to their hearts.

Every act of generosity matters.

Many families, professionals, entrepreneurs and regular donors are simply looking for a clearer way to organize their giving.

The goal isn't to have "a lot" before you begin. The goal is to give thoughtfully and flexibly, in a way that reflects your values.

3. Many people think giving simply means writing a cheque. Are there other ways to contribute?

Absolutely. Cash and cheques remain among the simplest and most common ways to support the causes we care about. But there are other ways to give.

In Canada, several options can allow philanthropy to become part of a broader conversation about your assets, your family and your plans for the future. Although these approaches have existed for many years, they are still not always well known. Some common examples include:

Publicly traded securities

Consider someone who owns shares now worth **$45,000**, originally purchased several years ago for **$15,000.** If the shares are sold before the donation is made, a portion of the resulting capital gain may be taxable.

By donating the shares directly to a registered charity or to a Donor Advised Fund at the JCF, the donor may receive a tax receipt for the full fair market value of the securities while potentially eliminating tax on the capital gain.

A life insurance policy

Someone with a **$100,000 life insurance policy** may choose to transfer the policy to a foundation or to a Donor Advised Fund at the JCF. Depending on