



REWARDING THE SPIRIT OF COMMUNITY INVOLVEMENT

By: *Hannah Whale, BA/21*

When Jamie Fleming (1951-2018) (BA/77) graduated from Carleton University, he was grateful to finish the degree on his own schedule and with ample opportunities for extracurricular involvement. To show his appreciation, Jamie, along with his wife Nancy (BAHONS/75), wished to make a meaningful gift to their alma mater.

Jamie was a highly-involved student and successfully ran for the Community Programmes Commissioner position with the Carleton University Student Association (CUSA). He took a break from his full-time studies to work in the community, continuing as a part-time student to finish the degree.

"I would hope that our gift in some way can say thank you to Carleton for their "flexibility," explained Jamie in an initial email to Carleton's Planned Giving Team. "I believe that flexibility assisted me greatly in allowing me to obtain my degree and ultimately further my career."

The Flemings and the Planned Giving Team worked together on the design of the Barrett-Fleming Community Involvement Award, an endowment fund that would be established by a gift in their will.

It was important to Jamie that community involvement would be at the heart of the award. "I would like our gift to somehow celebrate and inspire others to participate in student/social activities," he noted.



- JAMIE AND NANCY FLEMING

Each year, one student will be recognized for their impact within the Carleton community and another celebrated for their involvement beyond the Carleton campus. The awards will be presented at the SOAR Leadership Conference, where hundreds of community members attend virtually and in-person. This public recognition will allow the award to become more familiar within the Carleton community with the goal of reaching as many deserving students as possible.

This type of endowed award was very unique when the Flemings began their planning in 2010, as most awards were usually provided based on financial need or academic merit. The emphasis on community involvement recognized the comprehensive student experience and was progressive for its time.

In 2021, Nancy decided that establishing the Barrett-Fleming Community Involvement Award during her lifetime would be a smart decision. "It will be meaningful to learn about the students that the award will impact and see their successes," Nancy remarked.

Planning for the future was very important for the Flemings and Nancy is excited to see their well-crafted philanthropy in action. She is especially looking forward to the inaugural recipients being selected in the 2022-2023 academic year.

I WISH I HAD A CHANCE TO MEET HELEN

By: Holly Greatrex, BA/21, CFRE

Over my career at Carleton University, I have opened many estate notification letters, and each time I do, I am saddened to know that we have lost a friend, alumni, community member, or loyal donor.

Although the loss always saddens me, I am also honoured to play a small role in helping bring to life a person's final philanthropic wish. Leaving a gift by will is a deeply personal and meaningful act of generosity.

I usually recognize the names written before me as I may have spoken with the person at an event, exchanged phone calls or e-mails, or sat next to them at a lecture. Today, the name is unfamiliar to me. Helen left a gift in her will to establish a scholarship for engineering students in memory of her late husband. I can't find any Carleton connection to Helen's husband either. After a Google search, I discovered he was a CEO at a local company. Perhaps his company hosted talented young co-op students or hired exceptional Carleton graduates? I wish I knew the real connection - the real story.

It is clear Helen did a lot of research before including Carleton in her will. I recognize that much of the language used to describe the scholarship comes directly from our website. I imagine that Helen spent hours, if not days, pouring over different websites trying to find the right information – the right words to express her philanthropic intent.

I think Helen intended to have the scholarship in her late husband's name live on in perpetuity to create a lasting memorial. I believe that Helen wanted to create a permanent endowment fund. But I didn't get a chance to meet and

advise Helen. If I had, I would have told her that to establish an endowed undergraduate scholarship fund, the minimum amount required is \$25,000. This is often a conversation point when I chat with donors.

Helen's \$10,000 gift will create an incredible scholarship in her late husband's name and will support students for about ten years before the fund is expended. Maybe this is precisely what Helen wanted to do, but perhaps it isn't. I wish I had a chance to meet Helen.

Gift planning alone is not always the best way to go. Everyone planning a gift by will, especially when creating a new scholarship or bursary, should contact the university. Let us be part of your gift planning team.

THE IMPACT OF RECEIVING AN AWARD

“The pandemic completely changed the student experience and presented a whole new set of challenges. With the absence of in class learning, athletics and the ability to have a social life, it was especially difficult to stay both engaged and motivated. Receiving a scholarship served as a great reminder that I was not alone. It is a special feeling to know that there are donors behind us who want to see us succeed in our studies.”



- Emma Huff, Carleton Student

WHAT'S THE DIFFERENCE BETWEEN A GOOD AND A GREAT FINANCIAL PLAN?

By: Kevin J. Sampson, CFP, RRC, CEA, BA/73
Senior Financial Consultant



Kevin Sampson

Creating a personal financial plan is based on two very important questions. "What is the money for?" and "Who is the money for?" From education savings for self or others, through purchasing a home, retirement planning, travel and recreation budgeting, building financial security and confidence, to estate

and legacy planning, everyone can and should have their own personal financial plan.

The answers to these two questions provide the framework for your personal plan and coordinates decisions and considerations in six key areas.

- 1. Managing cash flow:** Examine your cash and credit requirements to deliver the flexibility you expect while working toward your goals.
- 2. Preparing for the unexpected:** Develop comprehensive strategies that protect, preserve and provide for those you care for.
- 3. Planning for major expenditures:** Ensure you have a plan in place for making your goals a reality.
- 4. Maximizing your business success:** Implement strategies that synchronize and enhance your personal and business financial plan.

5. Optimizing your retirement: Manage retirement risks, preserve your capital, and create income to support your needs and goals.

6. Sharing your wealth: Establish an estate plan that allows your legacy to live on for the people and causes important to you.

So, what is the difference between a good and a great financial plan? The answer is easy. A great financial plan is holistic. It not only covers all the moving parts with actuarial accuracy, it shows all of their interrelationships, now and into the future. And, best of all, it is based on the true uniqueness of your individuality. A truly holistic financial plan makes it possible to find and apply new planning opportunities for review before implementation. For example, recently we helped a client significantly reduce their income tax bill with a unique estate planning strategy. We did this by coordinating the investment planning advice with insurance planning advice and tax smart cash flow planning.

A great financial plan provides flexible integration over time as life stages, goals, and considerations change. **Why settle for good when you can have great?**

kevin.sampson@ig.ca



PLANNING WITH AND FOR THE NEXT GENERATION

By: Jenna Hobin, B.A. Hons

“Carleton has been a huge part of my life, and the lives of many of my friends and family members,” says Sarah Pickup. “I see the value of helping students access post-secondary education as it can expand career opportunities, skills and your direction in life.”

As an alumna of Carleton University and Algonquin College, Sarah Pickup’s dedication for continual learning is reflective in her own journey. Following her graduation from Algonquin College’s Business program, Sarah started a full-time career in the travel industry—one that she continued while pursuing a part-time Bachelor of Arts degree as a mature student at Carleton.

With a diploma and degree under her belt, Sarah didn’t stop there. After pausing her career aspirations when she became a new mother to care for her three young sons, Sarah went back to school to attend a Practical Nursing program and has been practicing as a community nurse in Ottawa for over a decade.

It is Sarah’s value for education that led her to contact Carleton’s Planned Giving Team to discuss arranging a gift in her will to establish the Pickup Best Family Bursary—an award in support of undergraduate students in financial need pursuing a Bachelor of Commerce degree or any degree program within the Faculty of Arts and Social Sciences. As Sarah, two of her closest friends, Peggy and Wendy, her eldest son, her son’s father, and her brother are all proud Carleton alumni, Sarah named the award to honour her family’s commitment to help enhance the lives of others through higher education.

In addition to sharing an alma mater with her eldest son, James Best, they also share a passion for

philanthropy. For Sarah, she felt it was important to involve James in her bequest to reinforce the importance of giving back in hopes it inspires the next generation to consider doing something similar in the future.

It is doing just that as James—a recent graduate of the Bachelor of Commerce program and former bursary recipient—is proud to be part of extending the same opportunities he had to others. As he says, “When I was a student, I received a bursary and it felt like the cherry on top as Carleton already provided me with a sense of community, lifelong friendships and academic opportunities.”

He credits his involvement in his mother’s estate planning for re-instilling the value of reciprocity, and carries the quote “the world doesn’t owe you anything, you owe the world” with him as his mantra. It is clear that James and Sarah share the same drive to make a positive impact for future generations, as Sarah says, “Whether you do volunteer work or give back financially, you should always give back to your community because it makes it a better place to live in.”



“ I see the value of helping students access post-secondary education as it can expand career opportunities, skills and your direction in life. ”

YOURS FOR THE ASKING



A Gift by Will

When family and friends are cared for, we hope you will remember Carleton University in your estate plans. Your legacy gift will brighten the future of every student who is touched by your thoughtful generosity.

A gift by will is a deeply personal, forward thinking way to connect with our mission. When you want to reduce or even eliminate your final income taxes, a well-planned charitable gift is ideal. You can make a gift in your will and maintain financial security during life and disperse the taxman at the same time.

Your legacy at Carleton University could make a world of difference. It could be a lasting contribution to the future as an endowed fund where Carleton invests your donation and uses only the earned income. In this way, your fund will grow over time and outpace inflation. Income is awarded annually in the donor's name. Endowed scholarships and bursaries are the best examples.

If you would rather make an immediate impact your gift by will could be directed to capital funding, buildings and classrooms, age over time, and gifts that permit unrestricted use of the capital.

for improvements and enhancements on campus are very important.

A growing number of people have found that combining lifetime giving with a future gift is especially rewarding. If you donate through Carleton regularly you might consider endowing your annual gift with a gift in your will. A legacy gift of \$25,000 can establish a named endowment that will provide about \$1,000 of income each year. However, the documents can be approved now and you can start to add to your fund when the time is right for you and ultimately with a gift in your will.

Supporting the mission of Carleton University should give you great satisfaction. We welcome the opportunity to work with you and your advisors to develop a gift plan that will be personally meaningful to you and bring maximum benefit to Carleton. You can consult directly with us to have a custom clause prepared for you or have your lawyer call us to discuss your plans in confidence.



Charitable Gifts of Securities

Donating appreciated securities is simple, cost-effective and the most tax-efficient way to make a charitable gift. You can use any of the following securities: prescribed bonds, units of mutual funds, exchange traded funds (ETFs), shares, flow through shares, warrants, bills and futures that are listed on the stock exchanges prescribed by Canada Revenue Agency.

Tax Advantages

You are not required to declare capital gains income on securities that have been donated to charity. The entire amount of the donation results in a tax credit that may be used to offset other taxable income.

Your Donation Costs Less

If you donate stocks that are now worth \$10,000 and you paid \$5,000 to buy them what will your donation really cost? Look at the illustration on Page 3 and you will be pleasantly surprised. In addition to the tax savings, stockbrokers do not charge fees for transferring ownership of securities.

How to Make a Gift of Securities

Whether the securities are held as paper certificates, in a brokerage account or as an ETF, it is important to know that the ownership of the shares must be transferred. Your broker can not sell them first to realize the tax benefits of donating shares.

1. Have your broker transfer your shares electronically to our broker CIBC Mellon Global Securities (Letter of Direction **FORM 1**).
2. Securities that are held within a trust or held in dividend reinvestment plans may require the additional step of certifying the stock in your name.



A Gift by Will

U.S. Edition

When family and friends are cared for, we hope you will remember Carleton University in your estate plans. Your legacy gift will brighten the future of every student who is touched by your thoughtful generosity.

A gift by will is a meaningful way to support Carleton, known as a charitable bequest, a gift in your will is a simple, flexible, and versatile way to ensure the types of programs and experiences that positively impacted you will continue for years to come.

Your legacy at Carleton University could make a world of difference. It could be a lasting contribution to the future as an endowed fund where Carleton invests your donation and uses only the earned income. In this way, your fund will grow over time and outpace inflation. Income is awarded annually in the donor's name. Endowed scholarships and bursaries are the best examples.

If you would rather make an immediate impact, your gift by will could be directed to the President's Strategic Priorities Fund.

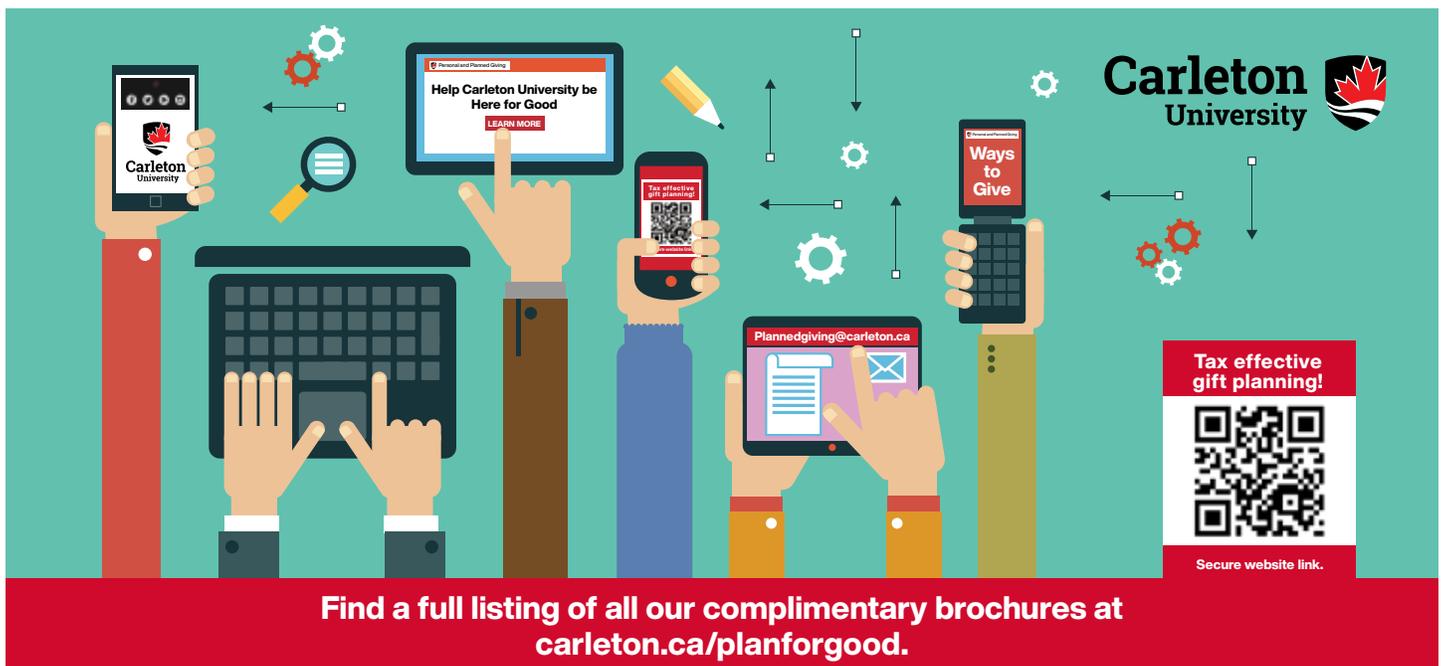
A gift to the President's Strategic Priorities Fund ensures that your support goes directly to where it is needed most. By donating to this fund, you are providing the flexibility for the University to make a positive impact in a high-priority area. Allocated by the President, all funds will be used towards initiatives that advance teaching and learning at Carleton University while aligning with Carleton's Strategic Integrated Plan.

Supporting the mission of Carleton University should give you great satisfaction. We welcome the opportunity to work with you and your advisors to develop a gift plan that will be personally meaningful to you and bring maximum benefit to Carleton. You can consult directly with us to have a custom clause prepared for you or have your attorney call us to discuss your plans in confidence.

Whether you are considering a revision of your current will, or you are about to have a will drafted for the first time, arranging a gift in your will to Carleton University is easy to do. Our guide contains valuable information and suggested wording that will assist you in discussions with your lawyer. Send us an e-mail at plannedgiving@carleton.ca asking for the **"A Gift by Will"** brochure.

Under the Canada-United States Income Tax Convention, a citizen or resident of the United States is entitled to a charitable deduction for gifts to a Canadian university, provided he or she or a family member is or was enrolled. If you are an alum or a family member then you can plan your donation directly to Carleton University. For more information, please request **"A Gift by Will – U.S. Edition"** by e-mail at plannedgiving@carleton.ca.

Donating appreciated securities is simple, cost-effective and the most tax-efficient way to make a charitable gift. You are not required to declare capital gains income on securities that have been donated to charity. The entire amount of the donation results in a tax credit that may be used to offset other taxable income. Ask for information about **"Charitable Gifts of Securities"** by e-mail at plannedgiving@carleton.ca.



Help Carleton University be Here for Good [LEARN MORE](#)

Carleton University

Ways to Give

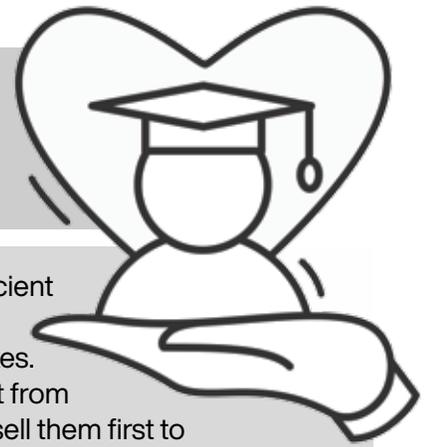
Plannedgiving@carleton.ca

Tax effective gift planning!

Secure website link.

Find a full listing of all our complimentary brochures at carleton.ca/planforgood.

THE BENEFITS OF GIFTING SECURITIES TO CHARITY



Donating appreciated securities is simple, cost-effective, and the most tax-efficient way to make a charitable gift. By donating securities, donors pay no tax on capital gains, receive a tax receipt for the securities' fair market value, and reduce their taxes. Under current tax regulations, your donation of publicly traded securities is exempt from capital gains tax only when you transfer the securities in-kind. Your broker cannot sell them first to realize the tax benefits of donating securities.

Completing a simple form is all it takes to make a gift of securities for a purpose designated by you to Carleton University. The benefits of donating securities include:

- The satisfaction of seeing your gift put to good use today
- A charitable tax receipt
- No capital gains tax paid
- Tax credit can offset other income

A gift of securities should bring you great satisfaction and the knowledge that you have made a sound investment in the future of Carleton University. Your donation will provide more opportunities for higher education and inspire the bright minds of future generations. Your cost to donate will be considerably less than any other means of payment.

Ask for information about **"Charitable Gifts of Securities"** by e-mail at plannedgiving@carleton.ca.

FOR MORE INFORMATION, PLEASE CONTACT:



Holly Greatrex
Director, Personal and
Planned Giving



Meghan Maack
Senior Development
Officer



Stefanie McLean
Planned Giving
Coordinator

Personal and Planned Giving

Carleton University
1125 Colonel By Drive
4104 HCI Building
Ottawa, ON K1S 5B6
Office: 613-520-3636
Toll Free: 1-800-461-8972

carleton.ca/planforgood
Or, email us at:
plannedgiving@carleton.ca

