



Spotlighting some of
Richardson Partners Financial's hometown heroes

Sweet CHARITY

The people you are about to meet are living the adage “charity begins at home” – as each of them give generously of their time and their talents to better their local communities.

“From coast to coast, we know that giving back to the community helps strengthen our social fabric,” says Sue Dabarno, President and Chief Executive Officer of Richardson Partners Financial Limited.

“It is about so much more than corporate responsibility; it is truly an integral part of our culture because it speaks to who we are.”

Many members of the Richardson Partners Financial team take the skills and attributes that make them successful business people and apply them to helping others.

“We fully support the active involvement of our people in charitable endeavours, whether it be reaching out to help the less fortunate, volunteering on the board of a worthy cause or bringing neighbours together to boost civic pride,” Dabarno says. “I am very proud of their personal achievements and the way each of them continues to be a shining example of commitment to community.”



VANCOUVER

Neil McIver, *First Vice President*
CHARITY: Make a Wish Foundation

IN THE MONTHS preceding the Ironman Canada triathlon last August, Neil McIver asked his friends, family and colleagues to sponsor him for charity.

“I was doing some fundraising for the Make A Wish Foundation when my wife suggested I pair my efforts with the Ironman training that I always talked of doing,” McIver recalls. “So I set a goal of completing the race in 14 hours and asked people to pledge me for every minute I was underneath that time. I knew that every minute I was under was going to make a huge difference to how much I raised.”

After completing the grueling race’s 3.8-km swim, 180-km bike course and 42-km full marathon, McIver clocked an incredible 11 hours and 45 minutes, raising \$36,000 for the cause that inspired him heart... and sole.

“There are all sorts of great charities out there, but I can’t think of one that’s as merciful as Make a Wish,” he says of the organization that grants the wishes of children with serious medical conditions.

“If we think about how lucky we are – that we’re not dealing with a debilitating disease or that we’re not going through the pain of watching a loved one suffer – it inspires you to go out and use your capacity to make things better for somebody else.” ■



CALGARY

Mark Farris, *First Vice President*

CHARITY: Calgary Interfaith Food Bank

LAST YEAR, nearly 95,000 Calgarians, 8.8 per cent of the city's population, used the Calgary Food Bank. Of these, 42 per cent were children.

"That's just the number who came to the Food Bank directly," says Mark Farris. "They also have a far-reaching affect, touching many different programs. In fact, it distributed 2.3 million pounds of food to over 100 social agencies in Calgary, providing the equivalent of 30 million meals."

Farris joined the board of the Calgary Food Bank in 2000. Although his board tenure is now up, Farris will continue volunteering at the Food Bank. He is especially looking forward to working alongside his 16-year-old son this summer.

"The Food Bank gets a tremendous amount of summer fruit and vegetables and the challenge is getting it out on a timely basis. So on Fruit & Veggie Fridays we'll help package it up for people who want fresh produce in addition to their hamper."

Farris says he has always been fulfilled by giving back and gladly promotes its benefits to others.

"I'm a big proponent of volunteerism, not only within our family, but within the team that works with me. I encourage them to try to find something they're passionate about and just give a little back to the community. It makes a big difference." ■



EDMONTON

Neil Bosch and Rob Campbell,
First Vice Presidents

CHARITY: Centre for Family Literacy

WHEN THE Centre for Family Literacy's Classroom on Wheels program was sidelined, Rob Campbell and Neil Bosch stepped up to help get it back on the road again.

The program's 30-year old bookmobile bus, which visits Edmonton neighbourhoods offering families with few resources an opportunity to enjoy book sharing and storytelling, broke down and needed to be replaced.

"I was involved on the Centre's fundraising committee and they requested funds for a new bus," says Rob Campbell. "We thought we'd try something different to raise money and support this great cause."

The Bosch Campbell Investment Management Group were title sponsors of "An Evening of Wine and Words" on March 27th. The event featured dinner and a presentation by Jim Cuddy of Blue Rodeo, successfully raising \$40,000.

"In our business lives, there is a certain degree of reward in getting to know our clients and helping them reach their financial goals," says Bosch. "Similarly, there's gratification in helping the Centre for Family Literacy because it lets you see firsthand what impact it has in the community."

Bosch and Campbell say the Centre has helped low-literacy adults develop the skills they need to find work, educate their children and help break the cycle of poverty. ■



WINNIPEG

Bruce Bennett, *First Vice President*

CHARITY: MTC, Canadian Museum for Human Rights

HOME IS definitely where Bruce Bennett's heart is.

"I love living in Winnipeg," Bennett says. "I think if it's a place you want to be around, you'll do whatever you can to make sure it's a place you want to be around in."

Over the years, Bennett has been actively involved in a number of initiatives, ranging from managing his daughter's hockey team to raising funds for United Way. Currently, he sits on the board and serves as a member of the executive committee for the Manitoba Theatre Centre (MTC), a not-for-profit arts organization.

Bennett also helps raise public funds for the Canadian Museum for Human Rights, which will be the first new national museum in Canada in more than 40 years.

"It's an extraordinary project that Canadians will be extremely proud of. It's the first museum of its kind in the world and for it to be happening right here in our city is mind boggling."

Bennett says that community involvement has given him a greater awareness of his city and a greater sense of connectedness to fellow Winnipeggers.

"I feel fortunate to have the opportunity to be involved. It's almost an unfair relationship because I know I always get back so much more than I can give." ■



TORONTO

Simon Partington,
Associate Investment Advisor
CHARITY: Sheena's Place

SIMON PARTINGTON wanted to do something special to give back to a friend who'd helped him with his transition into Toronto – and ended up giving back to an entire community.

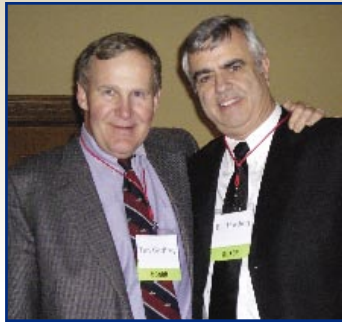
“When I first moved to Toronto from the Maritimes in 2005, a university friend and I stayed with a woman who happened to be one of the co-founders of Sheena's Place (a centre of hope and support for people with eating disorders). As a thank you for her hospitality, I thought I'd see if I could help out the organization that was most dear to her.”

Partington volunteered for a committee called Fireball, the annual fundraising evening for Sheena's Place which has raised nearly \$1 million to date.

“There are not many charities like Sheena's Place in Canada. It doesn't receive any government funding so their revenue comes solely from donations and awareness events.”

Partington is Co-chair of this year's Fireball, a “red hot” night for Toronto's movers and shakers being held November 8th. “Every year, our target is to raise \$100,000. This year, we're hoping to double that,” he says.

“It's been fun getting to help organize this event for a very worthy cause. It's also been a great way to meet new people while giving something back to the community.” ■



MISSISSAUGA

Tim Godfrey, *First Vice President*
CHARITY: Camp Oochigeas

WHILE THE purpose of Bill & Tim's Big Adventure is to raise money to help others, it's been the organizers who have gained the most.

“Bill and I have both had a run-in with cancer,” says Tim Godfrey, a prostate cancer survivor. His friend and fellow performer, Bill Harding, is fighting lymphoma.

“One day, the two of us decided to stop complaining, get off our duffs and do something,” Godfrey says. “We decided to throw a big party and see if we could raise money to help people dealing with cancer.”

With Harding being a magician and Godfrey the leader of Timmy and the Jets, a Motown cover band, they combined their talents for charity. Recently, they have adopted Camp Oochigeas, which provides an active, outdoor experience for children undergoing cancer treatment.

“Last November, we raised \$17,500 to send 10 children to camp,” says Godfrey. “These kids need a break from the hospitals and doctors. This way, they can enjoy a week of sunshine and fun with other kids.”

Godfrey says that he and Bill plan to volunteer at Camp Ooch this summer to see how the kids are doing. “Actually, we both wanted to go as campers for a week, but they said we're too old!” he laughs. ■



OTTAWA

Paula O'Brien, *First Vice President*
CHARITY: Better Beginnings,
Better Futures

THE BETTER Beginnings, Better Futures program knows it isn't only the Grinch that steals Christmas from some families.

That's why the organization, designed to prevent children in low income, high-risk neighbourhoods from experiencing poor developmental outcomes, calls upon a team of volunteer “elves” to make sure everyone celebrates the season.

“Four years ago, I started helping a friend to raise funds to buy toys at Christmas for Better Beginnings,” says Paula O'Brien. “Last year, we raised a total of \$11,000 from sponsors and office-based activities like our annual charity auction, and that bought presents for 500 children.”

In December, O'Brien and her friend approached Toys R Us to help pull off a sleigh's worth of surprises. The store delivered all the toys free of charge to the community centre where Better Beginnings operates. All unwrapped gifts were organized and then parents were invited to choose something to bring home and put under the tree.

O'Brien loves being part of the annual holiday shopping spree – almost as much as she finds the experience to be meaningful.

“I believe that making special moments may have a larger impact on the self-esteem of a young child,” she says. “If kids have a strong self-esteem as a starting point, they'll be happier and able to accomplish so much more.” ■



MONTRÉAL

Jeffrey Brumer, *Investment Advisor*
CHARITY: Share the Warmth

“ON AN EXTREMELY cold day in November 1989, a homeless man was found frozen to death in Montréal. This tragic event was the catalyst behind Share the Warmth,” tells Jeff Brumer.

After a short time collecting food and clothing, Share the Warmth opened a food bank. Today, its key initiatives include a School Food Program that serves over 4,000 students a week.

Share the Warmth recently converted an old church into new space including an area for youth activities and a kitchen where volunteers prepare hot and cold meals for two dozen Montréal schools every day. The organization also conducts a school supply program, providing over 100,000 classroom items annually.

“We also started a Scholarship program for deserving inner city elementary school graduates. Last year, we awarded eight scholarships and plan the same this year. Students will receive \$500 for each year they are in high school, which will help them with their educational needs.”

Brumer is Chairman of Share the Warmth’s annual golf tournament and says he is continually inspired by the commitment of those he works with. “This organization is an ideal fit for me. You meet people from all walks of life and it’s a wonderful experience to be able to give of yourself to help others.” ■



SHERBROOKE

Dominique Asselin, *First Vice President*
CHARITY: Santé Vision Idéale, Fondation de La Fontaine

HOW FAR ARE YOU willing to go to support a cause you believe in? For Dominique Asselin and his Richardson Partners Financial team, the answer is around the globe.

Since 2005, Asselin has organized a group travel adventure to raise money for charity. In the past, they have climbed Mount Kilimanjaro in Africa and rafted the Colorado River. This year, Asselin and a team from Richardson Partners Financial, including René Gendreau, Christian Noël, Annie Deveault and Asselin’s wife, Nadine Bernier, will be crossing the Sahara Desert by jeep.

“It’s exciting – because people are part of an interesting adventure, they are more inclined to donate than if it was by traditional means,” Bernier says. The more people participating, the more money is raised. After travel expenses are covered, the net proceeds from each seat sold goes to charity.

The 2005 Kilimanjaro trip raised \$115,000 for a hospital foundation and the 2006 Colorado rafting adventure raised \$55,000 for a cancer charity. This year, they want to raise \$75,000 for two Sherbrooke organizations: Santé Vision Idéale uses innovative methods to help students with learning disabilities and Fondation de La Fontaine buys school supplies for children in need.

“We’re very happy to be able to help other people,” says Bernier. “We have to give back to the community because we can.” ■



CHARLOTTETOWN

Peter MacDougald, *Branch Manager*
CHARITY: Rotary Easter Seals



David Carmody,
First Vice President
CHARITY: Junior Achievement

“HERE IN Charlottetown, we love our community, we love our city and we love our province – but the only way it’s going to work is if we all give a little something back,” says Peter MacDougald.

To give back, MacDougald shares his time with a number of initiatives, including Easter Seals PEI, franchised by the Charlottetown Rotary Club with support of the Summerside and Montague Rotary Clubs. “Last year, I was Chair of the campaign committee. It was a great year for us – we broke all records for donations, exceeding the previous record by more than 20 per cent,” he says.

For several years, David Carmody has been involved with Junior Achievement of Prince Edward Island.

“I probably first became involved in Junior Achievement through my son while he was in high school,” Carmody recalls. Today, he sits on the Business Hall of Fame Board of Governors. In addition, Carmody is a long-time sponsor and a volunteer at the College of Piping and Celtic Performing Arts of Canada.

“Whether it’s music and dance or small business, I do get satisfaction from seeing young people thrive when given an opportunity to participate,” Carmody says. “Helping out the community is a necessity – we’re all part of humanity, so giving back comes as naturally as living life itself.” ■