



Richardson GMP Limited

PRESS RELEASE

For Immediate Release

RICHARDSON GMP BRINGS CLIENTS THE OPTIMUM PHILANTHROPIC GIVING EXPERIENCE

Establishes relationship with Benefaction Foundation to enable clients to maximize the impact of their philanthropic donations

TORONTO, ON. (April 14, 2010) – Richardson GMP Limited (Richardson GMP) announced today that the firm has established a partnership with Benefaction Foundation, a charitable public foundation, which will provide its clients and Investment Advisory Teams access to efficient and cost-effective strategies for charitable giving by enabling them to customize their financial contributions to charitable organizations while significantly reducing their tax burden.

“A growing number of Canadians are getting involved in philanthropy” says Mike George, Director, Wealth & Estate Planning, Richardson GMP, “and they want to measure their philanthropic success. Richardson GMP recognizes the value of incorporating strategic giving into our clients’ wealth management plans. Through our partnership with Benefaction Foundation, we are providing professional, comprehensive support and innovative, cost-effective solutions to help our clients build a legacy of giving in a tax efficient manner. It’s like having your own charitable foundation.”

The Richardson GMP Charitable Giving Program delivers fully customized giving programs designed to complement clients’ wealth management strategies and the values they hold dear while retaining control of how they would like their donations to be used. The program allows clients to achieve all the financial advantages and personal satisfaction that comes with establishing a charitable foundation, with significantly less cost and complexity.

Richardson GMP’s Charitable Giving Program provides clients with two options for their philanthropic donations: Direct Giving and Donor Advised Funds. “Many high net worth clients are seeking the ability to create their own foundations in the footsteps of others such as Bill and Melinda Gates. They are attracted to the ability to work with their children to build a legacy that is reflective of their own personal goals and values. By leveraging the Benefaction platform, Richardson GMP can provide a turn key solution to setting up your own foundation,” says Mike George. Benefaction handles the administration of funds, fulfills the donor’s granting wishes and manages a process of due diligence for Richardson GMP’s charity portfolios.

“Our foundation is privileged to partner with Richardson GMP,” says Benefaction Chief Executive Officer, Nicola Elkins. “Affluent Canadians want to make a difference and create a meaningful legacy for future generations. However, they’re becoming far more discerning in assessing philanthropic value for their hard-earned money. That’s where Benefaction plays a key role — we work with Canadians and their advisors to take a holistic approach to planned giving and provide powerful, customized strategies to maximize their charitable giving and enjoy the lasting rewards of achieving their philanthropic goals.”

ABOUT Richardson GMP Limited

Richardson GMP Limited combines tradition and innovation to create a unique Canadian wealth management firm. Richardson GMP Limited provides successful Canadian families and entrepreneurs access to exclusive wealth management and innovative investment services delivered by some of Canada's finest independent investment professionals. Richardson GMP Limited's mission is to be the pre-eminent independent wealth management firm in Canada. Richardson GMP Limited is a member of the Canadian Investor Protection Fund with offices located in Victoria, Sidney, Vancouver, Banff, Edmonton, Red Deer, Calgary, Saskatoon, Winnipeg, Guelph, Mississauga, Toronto, Ottawa, Montreal, Sherbrooke and Charlottetown. For more information please Visit www.richardsongmp.com.

ABOUT Benefaction

The Benefaction Foundation supports, rewards and inspires philanthropic investments in Canada. It is a charitable public foundation registered with Canada Revenue Agency. It is national in scope and focuses on helping clients utilize strategic gift planning to minimize cost, complexity and tax burdens while maximizing a positive impact on the world. Benefactions' dynamic leadership team works together to create quality philanthropic alternatives that help high net worth investors and advisors add charitable giving to the traditional scope of wealth management. For more information, please visit benefaction.ca.
Charitable Registration No. 80421 3759 RR0001

For media inquiries please contact:

Tammy Clark
Director, Marketing

350 Burnhamthorpe Road West, Suite 304
Mississauga, Ontario L5N 5P3
Tel: (905) 615-5614 – 1(866) 205-3548

Tammy.Clark@RichardsonGMP.com

Marie Blouin-Nightingale
Manager, Marketing

1250, René-Lévesque West, Suite 1500
Montréal, Québec H3B 4W8
Tel: (514) 989-4848 – 1(866) 337-7735

Marie.Blouinnightingale@RichardsonGMP.com

www.richardsongmp.com

