

CREATING IMPACT, TOGETHER:

# The 2024 Nicola Wealth Impact Report

How Our Clients, Team, and  
Partners Are Transforming  
Lives Across Canada  
and Beyond.



**N** NICOLA  
WEALTH

WELCOME TO THE

# 2024 Nicola Wealth Impact Report

At Nicola Wealth, philanthropy is more than a tradition—it's a shared commitment to making a difference. In this first-ever impact report, we celebrate the generosity of our clients, our team, and our partners who are driving meaningful change across Canada and around the world.

This report is a reflection of the collective power of giving. Together, we are not just responding to needs—we are investing in solutions, amplifying impact, and helping build a stronger, more equitable future.

*I've often said that wealth is about more than just numbers. It's about what we do with it, how we show up for others, and how we use what we have to make things better where we can.*

*This report has been a long time coming — not because the giving is new, but because we're now taking the time to step back and share the broader impact of what's been building for years: the incredible generosity of our clients, the commitment of our team, and our firm's ongoing approach to giving back.*

*Our journey started simply - a few donations, team members volunteering, and some early sponsorships. Over time, we made it more intentional, committing a portion of the firm's revenue to charitable giving. That annual amount will exceed \$2 million in 2025. But that's only part of the story.*

*What's truly remarkable is what our clients have made possible. Since launching the Nicola Wealth Private Giving Foundation, we've tried to make it as easy and meaningful as possible for people to give. We've covered the operating costs since day one so that money goes directly to causes. In 2024 alone, our clients gave over \$39.5 million to 1,000 charities. That's a powerful thing – and we are honoured to play a small part in making that happen.*



*We've always believed in "sharing the pie." It's not just a slogan. It's how we think about our role as advisors, business owners, and community members. And it shows up in all kinds of ways—whether it's staff volunteering their time, helping a client shape their legacy, or supporting grassroots efforts across the country- it all comes down to the same thing: showing up and doing our part.*

*This report is a window into what's possible when generosity becomes part of how we live and work. It's not about recognition. It's about continuing the momentum and staying focused on what we can accomplish together. Thanks for taking the time to read. I hope it sparks new ideas, conversations, and a shared sense of what's possible when we lead with purpose.*

A handwritten signature in black ink, reading "J. Nicola".

**John Nicola** Chairman,  
CEO & CIO, Nicola Wealth



# Nicola Wealth Private Giving Foundation

The Nicola Wealth Private Giving Foundation has Donor Advised Funds that help our clients turn their philanthropic vision into action. This year, their generosity has empowered charities to drive meaningful work in critical areas of need.

By aligning financial planning with impact, they are creating meaningful change. We are both inspired by and deeply grateful for their commitment to building a better future.

A testament to our clients' commitment to transformative philanthropy, the Nicola Wealth Private Giving Foundation enables visionary change-makers. By aligning financial planning with impact, we amplify generosity and inspire meaningful change.

## \$39.5M

Disbursed to  
the Community

## 1,000

Charities  
Supported

*Nicola Wealth Private Giving Foundation in 2024*





2024

## Key Impact Highlights

At Nicola Wealth, giving back isn't just something we do – it's part of who we are. Founded in 2010, our charitable committee, Nicola Wealth Gives Back, supports charitable giving and initiatives within the firm, reflecting our core value of *Share the Pie*. We believe that our success should create opportunities for others.

Each year, a portion of our profits supports charities. We enable our team to make a difference by requesting grants for charities, volunteering, and fundraising.

We aim to invest in bold charities that break barriers and strengthen communities—both in Canada and around the world. More than half of our grants provide multi-year funding, giving charities the stability to drive lasting change. Philanthropy is more than just writing a cheque—it's about taking action, showing up, and making a real impact.



\$9.6M

Disbursed Through Nicola Wealth Gives Back Since 2016

1,000+

Charities Supported since 2016

2024

# Our Impact by the Numbers

In 2024, Nicola Wealth Gives Back supported communities through funding, volunteerism, and fundraising—empowering charities, strengthening communities, and amplifying the generosity of our staff.



\$1.8M

Disbursed in 2024 by Nicola Wealth Gives Back  
*\*includes campaigns and matching programs*

## STAFF ENGAGEMENT

650

Staff Volunteer Hours

115

Number of Volunteers

## CAMPAIGNS

\$106,000

Raised through Movember Fundraising by a Team of 39 Staff

128

Charities Supported Through Funding in 2024

## MATCHING PROGRAM

\$10,000

Staff Donation Matching

\$20,000

Staff Fundraising Matching

\$40,957

Donations Matched from Giving Tuesday to 66 Charities



2024

# Charity Spotlights

Stories of impact,  
collaboration and  
community.



# Arts Umbrella

## Expanding Creative Possibilities

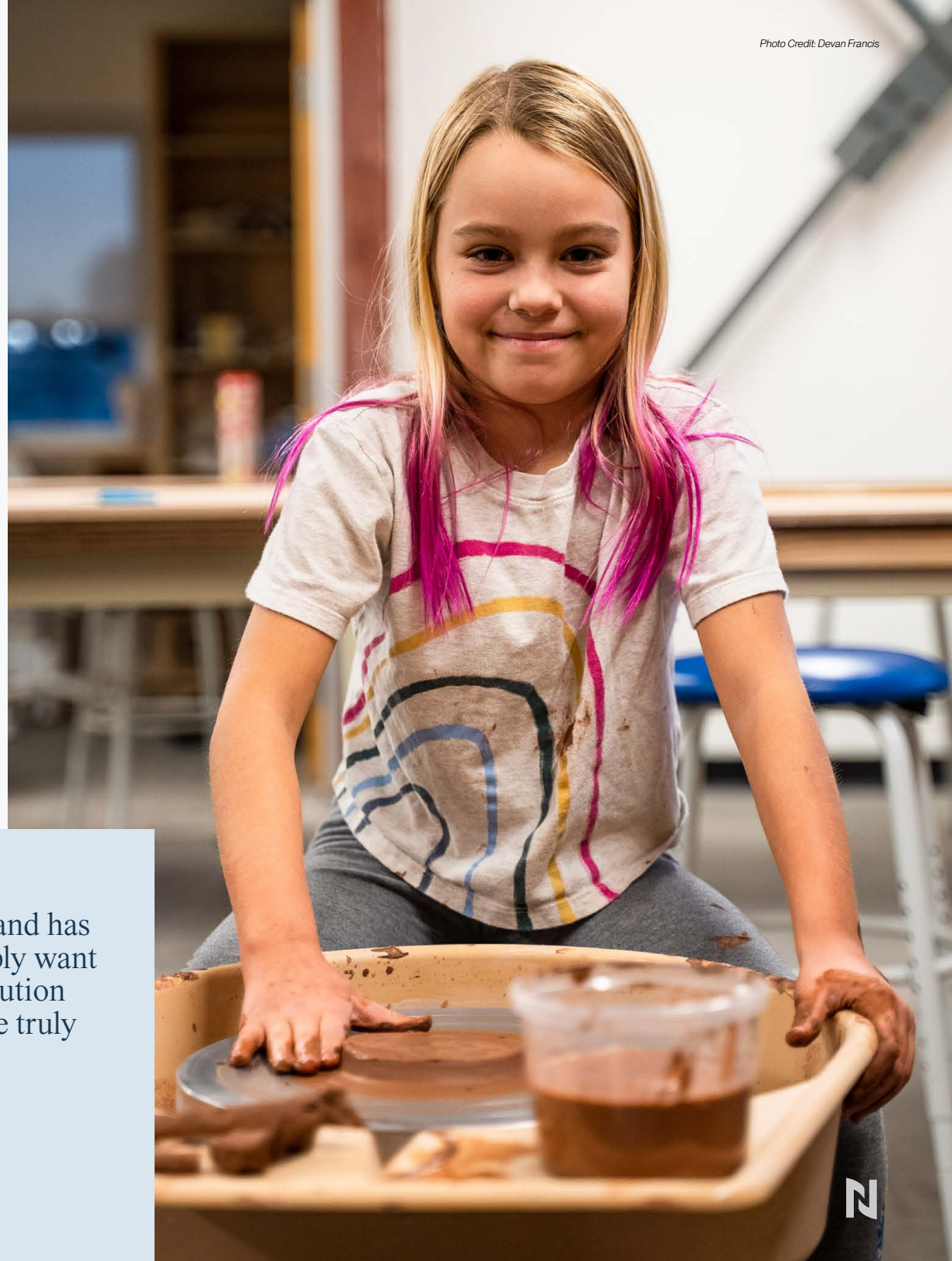
Access to the arts can transform lives. Since 2017, we've proudly partnered with Arts Umbrella to make arts education accessible to all young people, regardless of financial means. In recognition of this impact, the organization honoured John Nicola at its 2024 Inspiring Creativity. For Good. Awards.

In 2024, the Splash Art Auction brought together over 900 attendees, raising \$1.75 million to support student programs. The Nicola Wealth Golf Invitational contributed to an additional \$332,000 - funding that directly supports young artists in developing their talents.

The bursary matching gift from Nicola Wealth Gives Back, removes barriers to access for more young artists, helping them learn in an inclusive and inspiring environment.

“Arts Umbrella embraces so many art forms and has students from the truly gifted to ones who simply want to express themselves. They are an iconic institution in the Greater Vancouver region and one we are truly happy to support and to keep doing so.”

John Nicola, Nicola Wealth CEO







“

Nicola Wealth is the epitome of a true friend to many charitable organizations and their impact is felt across the country, greatly benefiting the social fabric of Canada. Arts Umbrella serves 20,000 young people each year with approximately 75% accessing our programs entirely through the generosity of donors and partners like Nicola Wealth.”

Paul Larocque, President & CEO, Arts Umbrella



# BC Children's Hospital

## Shaping the Future of Children's Health

Nicola Wealth has a longstanding partnership with BC Children's Hospital and continues to champion this support through the Crystal Ball. By investing in groundbreaking research and innovative care, we are helping to shape a bold future for pediatric health, ensuring children have access to world-class treatments and life-changing advancements.

2024 was truly extraordinary, as BC Children's Hospital achieved numerous groundbreaking "firsts"—from implanting a new type of pacemaker into a newborn's heart, discovering a new rare disease, to launching the first of its kind Clinical Trials Superhub—donor support has empowered medical and research experts to take the next bold leaps.

“BC Children's Hospital is a world class institution with a bold vision for improving Pediatric Health Care. We are very proud to be able to partner with BC Children's hospital and support the transformative work they do.”

Vanessa Flockton, President, Private Wealth, Nicola Wealth,  
Staff Champion for BC Children's Hospital

2024 NICOLA WEALTH IMPACT REPORT

“

Nicola Wealth's ongoing support has helped not only launch, but advance the Clinical Trials Superhub—establishing BC Children's Hospital as a global leader and giving children in our province the chance to be among the first to receive the most advanced therapies available, designed specifically for kids.”

Malcolm Berry, President & CEO, BC Children's Hospital Foundation

Small is  
**MIGHTY.**



# Capitalize for Kids

## Transforming Mental Health Systems

We believe philanthropy should drive innovation and break barriers—especially in mental health care. That's why we support Capitalize for Kids. As the country's only team of expert management consultants tackling complex challenges in this sector, the charity strengthens mental health agencies by building more efficient and accessible systems.

With Nicola Wealth's support, Capitalize for Kids provided both funding and hands-on implementation support, helping vital organizations manage disruption and continue delivering high-quality mental health care.

“Thanks to our partnership with Nicola Wealth, transformative initiatives are reshaping the mental health landscape. Nicola Wealth's support has contributed to ensuring that over 26,000 children and youth in Toronto receive the care they need.”

Jason Pun, Chief Impact Officer, Capitalize For Kids

“

One doesn't have to look very far to see that our system of support for mental wellness, particular for the most vulnerable — kids, is in desperate need of help. I am extremely proud that Nicola Wealth and other like-minded institutions and individual supporters have stepped up to play a part in making a difference through Capitalize for Kids.”

Robert Olsen, Head of Private Capital, Nicola Wealth,  
Staff Champion for Capitalize for Kids



# Canuck Place

## Caring for Children, Supporting Families

Canuck Place Children's Hospice continues to be a sanctuary for children with life-limiting conditions and their families. Their clinicians walk alongside families, offering compassionate care, space for navigating grief, and the opportunity to create memories.

Nicola Wealth has been supporting Canuck Place for over a decade and is proud to champion the only provider of pediatric palliative care for children and families across B.C. and the Yukon.

In 2024, we sponsored the Gift of Time Gala, which raised a total of \$1.63 million. Additionally, we contributed to the Light a Life campaign by matching a proportion of donations.

“Nicola Wealth’s many contributions have supported a 29% increase in the number of new patients welcomed to the Canuck Place program, over the previous year. Because of the deep partnership between Canuck Place and Nicola Wealth, children who are living longer, with greater complexity than ever before, are receiving world-class expert care.”

Jennifer Polci, Chief Development Officer, Canuck Place

2024 NICOLA WEALTH IMPACT REPORT

“

Canuck Place Children's Hospice is a beacon of hope for families, providing unwavering love and care that extends beyond their patients to their families—and even to their donors. Nicola Wealth is proud to partner with Canuck Place, alongside many of our clients who give through Donor Advised Funds held at the Nicola Wealth Private Giving Foundation.”

Jackie Dagg, Team Lead, Nicola Wealth Private Giving Foundation



Canuck Place, Gift of Time Gala

# Covenant House

## More Than Shelter

Our partnership with Covenant House is about breaking cycles. This year, we helped fund holistic programs that go beyond emergency housing—providing mental health resources, job training, and long-term stability for youth experiencing homelessness. Covenant House's work continues to ensure these young people receive the care and dignity they need to rebuild their lives.

Nicola Wealth was honoured to participate in the 2024 Sleep Out: Executive Edition, raising \$198,330 to support youth experiencing homelessness.



“Participating in a Covenant House Sleep Out fundraiser is both a privilege and a responsibility that Nicola Wealth takes very seriously. It is a privilege because we are supporting a world-class organization that is setting the bar for youth advocacy. It is also a responsibility, because as business leaders, we believe it’s our duty to set an example for the community. We are proud to support Covenant House in their goal of ending youth homelessness and strengthening future generations”

Jared Nicola, Senior Project Manager, Construction, Nicola Wealth, Sleep Out Participant



“

Last year, our Crisis Program beds were full nearly every night—showing just how critical this support is for youth in our community. At CHV, we recognize that true stability requires more than just a bed for the night. That’s why we take a holistic approach, ensuring young people have access to essential resources, mental health support, and a path forward. Through our continuum of care, we provide not just immediate shelter, but long-term support that helps youth move toward independence. Thanks to donors like Nicola Wealth, we can offer the wraparound care youth need to rebuild their lives.”

Deb Lester, CEO, Covenant House Vancouver



# Dr. Peter Centre

## Rethinking Care for those Sidelined by Society

The Dr. Peter Centre isn't just providing healthcare—it's pioneering an integrated model for those often overlooked by traditional systems. According to the Dr Peter Centre 750,000 people across Canada—about 2% of the population—are excluded from traditional healthcare. But this 2% is more than a statistic. They are individuals with stories, struggles, and unmet needs. The Dr. Peter Centre ensures they receive dignified, compassionate care.

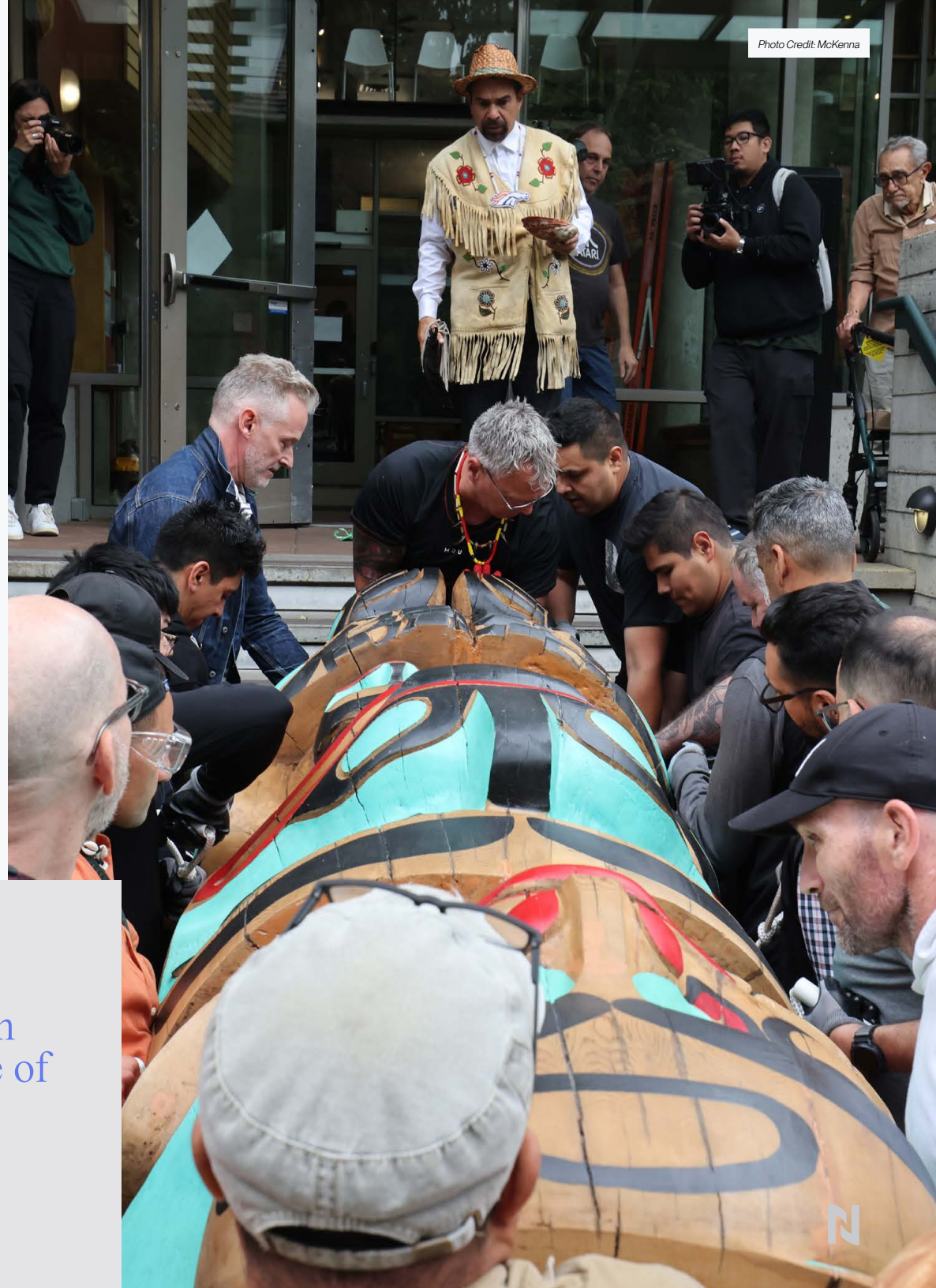
In 2024, the Centre saw demand Growth for their therapeutic services, including music, art, and Indigenous Wellness. Beyond its walls, the Centre expanded its national impact, sharing expertise with frontline organizations. A totem pole was carved and raised in the lobby, a powerful symbol of resilience and community.

Through it all, the Dr. Peter Centre remains steadfast in its mission. Nicola Wealth is honored to support this vital work.

“

There is no single prescription that can break the cycle of addiction... Yet, one of the most powerful medicines is love.”

Scott Elliott, CEO, Dr. Peter Centre





# Greater Vancouver Food Bank

## Reimagining Food Security

Nicola Wealth has been supporting the Greater Vancouver Food Bank since 2016, when a group of staff first volunteered during the holiday season. In 2024, GVFB rescued 2.1 million pounds of fresh produce—sharing it with food banks across BC and even into Alberta.

“Being a staff champion for GVFB means supporting an organization that is truly making a difference in addressing food insecurity. After visiting the GVFB, I was amazed by their innovative approach and their focus on practical solutions. Their motto, *‘It’s not a supply problem, it’s a distribution problem,’* really resonated with me.”

Erin Moriarty, Nicola Wealth, Staff Champion for GVFB





# International Justice Mission

## Defending the Vulnerable

We have partnered with International Justice Mission for over a decade to fight modern slavery, human trafficking, and violence against vulnerable people worldwide.

In 2024, IJM advanced this mission by uniting survivors from 15 countries to lead regional child protection efforts, advocated for stronger justice systems in Latin America, and expanded into South Asia with a new office in Bangladesh to combat trafficking and exploitation.

Our support extended beyond donations, in 2024, seven staff members volunteered at the IJM Canada Vancouver Benefit Dinner, raising \$442,000 to expand IJM's global impact.

“I’m proud, humbled and grateful to have been a small part of the growth of this community at Nicola. I remember one of the first times I shared the IJM story with the staff. It started with a simple question, ‘Does slavery exist?’. Our staff were shocked with the estimated 50 million people held in slavery and wanted to be part of the solution.”

Jennifer Keates, Nicola Wealth, Staff Champion for IJM





“

We're delighted to celebrate progress like this, which is made possible by the continued support of our partners like Nicola Wealth. We are so grateful for the generosity of the Nicola Wealth community, through giving and volunteering at the annual IJM Canada Vancouver Benefit. Thank you for your commitment to making positive impact and building a culture of philanthropy.”

Eugene Au, Director of Development  
and Mobilization, IJM



# LiftED

## Empowering the Next Generation

Education is the foundation of opportunity. That's why we've proudly partnered with LiftED (previously the Stephen Leacock Foundation for Children) since 2016, supporting underserved youth build critical literacy, leadership, and academic skills.

Through programs like the LEAP into Literacy Summer Camp and March Break Math Literacy, we're not just funding education we actively engage with students to equip them with the tools, confidence, and skills to succeed.

“Our partnership with Nicola Wealth over the past nine years is a testament to the power of meaningful collaboration. This genuine dedication enhances our mission to confront inequity by equipping youth with the critical and creative thinking skills they need to become confident leaders.”

Jessica Murphy, Executive Director, LiftED

“

I enjoy volunteering as being from an immigrant family, I understand the value of representation. Being able to be seen and relate to the kids in the programs helps inspire them in their learning.”

Kabeer Kang, Nicola Wealth, Staff Champion for LiftED





# Movember

## Changing the Face of Men's Health

A team on a mission. In 2024, the Nicola Wealth Moustacheers raised \$106,048 for Movember, securing our spot as the 5th largest fundraising team in Canada. But it's about more than the numbers—this movement is redefining how men's health is addressed. From mental health awareness

to early detection programs, every dollar raised is driving real change.

The Movember team's continued support for men's health is a testament to the incredible generosity and commitment of our staff.

“

Nicola Wealth  
knocking it right out  
of the park again with  
another \$100k year.  
It is humbling to  
be on this end of  
your continued and  
determined support.  
We don't take that  
for granted.”

Todd Minerson, Movember Country  
Director of Canada





# Rise

## Entrepreneurship as a Path to Recovery

Rise isn't just funding businesses; it's fueling second chances. Nicola Wealth have proudly donated to Rise for the past three years, helping them to provide inspiring and resilient clients across Canada with the flexible financing, no-cost training programs, mentorship, and other customs they need to embrace entrepreneurship.

Rise is on an impressive growth trajectory. From 2021-2024, it more than doubled its client reach. More importantly, they continue to positively impacts clients' lives—87% of Rise clients feel optimistic about their prospects for personal growth and 79% feel more confident making business decisions.



“Every time we receive an update from Rise, I’m reminded why we support their work. These are purpose-driven entrepreneurs using their ideas to give back, and Rise is helping them turn those ideas into reality. It’s inspiring to see the ripple effect of their impact.”

Teresa Virana, Nicola Wealth,  
Executive Director of Philanthropy





# The Sharing Farm

## Cultivating Community

Access to fresh, healthy food is fundamental to thriving communities. For over a decade, we have been inspired to support The Sharing Farm, a community-driven initiative dedicated to growing fresh, local food for those in need.

In 2024, our staff rolled up their sleeves for two volunteer harvest days, helping gather potatoes destined for donation. But our impact goes beyond the farm fields—by supporting The Sharing

Farm's sustainable agriculture programs, we help expand their ability to provide food security solutions and community education.

In 2024, The Sharing Farm donated 20,000+ pounds of produce, feeding 2,200 people weekly. Over 9,000 participants engaged in education and volunteer programs, while expanded social enterprises like the CSA Harvest Basket and Farmstand supported long-term sustainability.

“I’ve had the privilege to watch the society and Nicola’s commitment grow. It rewarding to know that our efforts are helping others have access to healthy fruits and vegetables.”

Jennifer Keates, Nicola Wealth, Staff Champion for The Sharing Farm



# Third Space

## Breaking Barriers to Mental Health Care

At Nicola Wealth, we recognize good mental health is essential to achieving your potential — and we treat it as such. That's why we partner with organizations like Third Space, which is removing barriers in mental health care for young adults in the Central Okanagan by providing accessible, pay-what-you-can, stigma-free counselling services.

“Partnering with Evan and the team at Nicola Gives Back has been a game changer for us at Third Space Charity. With the funding in 2024, we were able to increase the size of our team, hiring an additional clinical supervisor, to meet the growing need in our community. This is what philanthropy should be: both parties are invested and excited to make outcomes happen together.”

Megan Woodruff, Executive Director, Third Space

“

This is a very important service need for our community and means a lot to me personally. In 2024 Third Space showed an increase in direct counselling hours by 25% along with an increase in clients served increasing by 30% which has been support by the funding our organization helps provide.”

Evan Turner, Nicola Wealth, Staff Champion for Third Space





# SickKids

## Partnering for Life-Changing Pediatric Care

At Nicola Wealth, we think philanthropy should go beyond giving—it should create lasting impact. That's why we proudly support SickKids, a global leader in pediatric healthcare, innovation, and life-saving research.

In 2024, the Nicola Wealth Golf Invitational in Toronto raised \$45,000 for cutting-edge pediatric care. Beyond fundraising, we support SickKids through Scrubs in the City, funding neurosurgery upgrades; the Professional Advisors Network, fostering impact-driven giving; and SickKids WomanPowered, a network of philanthropic leaders driving change.

By funding life-changing research, supporting groundbreaking treatments, and fostering a network of engaged philanthropists, Nicola Wealth is committed to empowering the next generation of medical innovation—because every child deserves a healthier future.

“We never forget that it's our community that stands shoulder to shoulder with us that make the things we do possible. Looking forward to working together to ensure where children live, does not determine if they live!”

Jennifer Bernard, CEO, SickKids





“SickKids’ commitment to excellence resonates not only with me but also aligns closely with the values of our clients — prioritizing community, care, and making a meaningful impact. When my daughter required the hospital, I witnessed firsthand the incredible care, expertise, and compassion provided by their team. It’s an honor to contribute to an organization that transforms lives and reflects the core principles we uphold.”

Danielle Skipp, Nicola Wealth, Staff Champion for SickKids





# Union Gospel Mission

## Rethinking Support for Women & Families

For women and children in crisis, housing is just the start. Our partnership with UGM goes beyond funding beds—it's about stability, dignity, and long-term recovery.

Nicola Wealth has supported UGM since 2014 with both funding and volunteering. In 2023, we deepened this partnership with a three-year grant for the Sanctuary Stabilization and Recovery Program at the Women and Families Centre. This safe haven offers live-in units, childcare, and comprehensive support, helping women rebuild their lives.

Looking to 2025, we're backing UGM's expansion of recovery care in Victoria and Langley, increasing stabilization and recovery beds for women and moms with babies by 50%.

“It’s inspiring to see a partnership that so authentically reflects a commitment to dignity, hope, and transformation.”

Ryan Koch, Vice President External Engagement, UGM

2024 NICOLA WEALTH IMPACT REPORT





“

Volunteers at UGM are able to experience first-hand the power of *Share the Pie* and why this core belief has become embedded into the social fabric of our firm’s philosophy. It’s powerful stuff.”

Lauren Tattrie, Nicola Wealth,  
Staff Champion for UGM



# Women's LEAD

## Empowering Women Through Connection, Education, and Opportunity

In May and June 2024, Nicola Wealth hosted the third annual Women's LEAD events in Toronto and Vancouver, providing a platform for women to connect, learn, and grow. This year's gatherings highlighted our commitment to supporting women's economic and personal empowerment by partnering with impactful organizations driving change.

Our national charity partners, The Forum and Dress for Success, showcased the significant impact they are making in supporting women's economic and personal growth. Local partners, including Girls E-Mentorship (GEM) in Toronto and Big Sisters of BC in Vancouver, also shared the meaningful work they're doing to support young women and girls.

We're proud to continue our commitment to supporting women-serving charities across the country.

For example, GEM's mission is to advance gender equity and enhance economic opportunities by providing personalized career mentorship and hands-on learning to female high school students navigating socio-economic challenges.

“I feel so different from the person I was at the start of September. I truly think I have grown in many ways I could not have imagined through GEM. Not only through the academic and career support, but through the wonderful people and friends I have made in the program.”

GEM Mentee, Grade 11

Wom  
BY NI



2024

# Charitable Grantees



2024 NICOLA WEALTH IMPACT REPORT

Acts for Water  
Ally Global Foundation  
Arts Umbrella  
Marpole Neighborhood House  
BC Cancer Foundation  
BGC South Coast BC  
BC 's Children's Hospital Foundation  
Cassie and Friends  
Canuck Place Children's Hospice  
Cause We Care Foundation  
Coast Mental Health  
Covenant House Vancouver  
Dr. Peter Centre  
Fraser Academy  
Youth Unlimited  
International Justice Mission Canada  
Korle-Bu Foundation  
Lower Mainland Christmas Bureau  
Movember Canada  
One Girl Can Society  
Opportunity International Canada  
Rise Helps  
Salal Sexual Violence Support Centre

Take a Hike Foundation  
Ronald McDonald House BC & Yukon  
The Sharing Farm  
Third Space Charity  
Thrive for Good  
Union Gospel Mission (UGM)  
Urban Promise  
Vancouver Chinatown Foundation  
West Coast Kids Cancer Foundation

## New Grants for 2024

B.C. Social Venture Partners (SVP)  
Centre for Addiction and Mental Health Foundation (CAMH)  
BabyGoRound  
Greater Vancouver Food Bank Society  
Jasper Community Team Society  
Learn. Develop. Succeed (LDS)  
Looking Glass Foundation  
Make-A-Wish  
The Canadian Red Cross Society  
PowerPlay Young Entrepreneurs  
Vancouver Police Foundation





At Nicola Wealth, philanthropy is more than giving—it's about reimagining what's possible.

The future of philanthropy lies in challenging limitations, amplifying bold ideas, and empowering communities to thrive. None of this would be possible without the dedication of our partners, staff, and clients, whose shared commitment to impact fuels everything we do.

Together, we're not just supporting change—we're shaping a better future. And this is only the beginning.



[nicolawealth.com](http://nicolawealth.com)

*Testimonials were solicited and are the opinions of the charitable organizations or their representatives at the time they were given, and such opinions are subject to change without notice. The organizations and/or their representatives may or may not be clients of Nicola Wealth. The views presented may not be representative of the views of other clients and/or charitable organizations.*