

Financial Allyship Post-Pride

June was Pride Month. And this week we celebrated Public Service Pride Week in Canada. Post-Pride we would like to take some time to talk to you about financial allyship. Socially Responsible Investing can help you weed though rainbow washed marketing to align your money with your values if you are interested in the needs and objectives of the LGBTQ+ community.

Historically, the LGBTQ+ community has relied on its own peer-to-peer financial support structures to help its members survive and thrive. Today, many community members, allies and activists are seeking investment returns that support the broader LGBTQ+ community through Socially Responsible Investing. To begin this discussion, we need to talk about rainbow-washing in general and in the industry.

Rainbow-washing is one of those words we hear a lot, especially during pride month. But what does it actually mean? Rainbow-washing is when corporations slap rainbows on everything for a week or 30-days to demonstrate how 'supportive' and 'progressive' they are,



Sonia LeRoy Sr. Wealth Advisor B.A. Hons (Econ) CFP®, RFP, RIS	Adrian LeRoy Wealth Advisor B.A. Hons (Econ) RIS
-------------------------------------------------------------------------	-----------------------------------------------------------

1525 Carling Ave, Suite 504
Ottawa, ON K1Z 8R9

40 Eglinton Ave East, Suite 402
Toronto, ON M4P 3A2

Toll-Free: 1-800-700-3589
Fax: 1-866-559-2521

Email:
sonia.leroy@ipcsecurities.com
adrian.leroy@ipcsecurities.com
www.theleroygroup.com

without necessarily actually doing the hard work. And in some cases, their behaviour actively works against the LGBTQ+ community.

How many banks or chain businesses did you walk past this past June with rainbow windows? So many brands plaster a rainbow on products, from mouth wash to beer bottles, just to see them phased out in July. Pride Month is inherently a celebration, and rainbows on every corner is a beautiful thing. However, the responsibility of allyship goes deeper.

Rarely do we hear about the internal policies or advocacy from the brands and banks dressing up for June that we purchase from and include in our investment portfolios. Rainbow logos and corporate marketing strategies alone without robust policy, resource allocation, and advocacy won't address critical inequalities, such as equitable hiring processes and pay equity. As responsible investors we have a great opportunity to ask deeper questions and demand answers given our financial leverage.

If you've been following our regular newsletters on Responsible Investing themes you will have been learning basic Responsible Investing 101. You'll know the 'G' in ESG stands for governance and the 'S' is for social issues. Governance and social issues such as pay equity and equitable hiring processes have been traditionally considered non-financial, or not material. However, a correlation does exist between ESG performance and long-term financial outperformance. It is for more than ethical reasons that these social governance considerations around human capital, have become key Responsible Investing engagement issues for investment managers.

According to Lloyd Kurtz, head of social impact investing for Wells Fargo Private Bank, “The companies generating the largest cash flows and cash flow growth in the modern era tend to be in industries where innovation and intellectual property are important. In that type of environment, companies need the best people they can get and certainly can’t afford to discriminate for arbitrary reasons.”. In fact, McKinsey reports that “Companies with executive teams in the top quartile for ethic and cultural diversity, including LGBTQ+ identities, were 33% more likely to exhibit industry-leading profitability.”. In addition to investing in industry leaders by social impact-based investing, responsible investors can further promote change through direct engagement efforts and voting proxies on issues of pay and hiring equity.

We encourage you to ask some new questions of your advisors, coworkers, friends, family and of yourself when thinking about your own personal approach to Responsible Investing and what allyship can look like as we try to invest in and build a better world all year long.

Back to School Season

We receive many requests for RESP withdrawals at this time of year as our clients’ children and grandchildren are getting ready to start or return to post-secondary classes.

RESPs are wonderful tools to help fund the education of our loved ones and augment those savings with generous government grants. However, after those college and university acceptance letters are opened, some careful planning is required when it comes to preparing to withdraw and spend RESP savings. We understand the complex rules, limits, potential pitfalls, and strategies to maximize tax efficiency when it comes to RESP

withdrawals. Each student's case is unique. We are here to help you determine the best strategy for withdrawing from your RESP.

Turbulent Times

If you find yourself experiencing financial anxiety during this summer's bear market, take a deep breath and get in touch with us. We are here to help. By reviewing your financial plan, we can help you reframe your thinking and alleviate anxiety. We are also here to help you take advantage of the opportunities present in these volatile times, investing for long term gains while sustainable, proven and promising investments are on sale.

Please email Rowan Hughes to ask questions or tell us about how you are showing allyship and we will mail you a free copy of the book Sonia LeRoy co-authored: Financial Success for Women by Women. Sonia's chapter, titled Responsible Investing: Align Your Money with Your Values, reviews the responsible investing landscape, why to invest responsibly, and how to do so in a manner that supports one's own values while leveraging one's power as an investor to make the world a better place.

Thank you,

Sonia & Adrian

The content of this book has not been reviewed by, nor does it have a direct relation to, Investment Planning Counsel. The material is general in nature and should not be construed as investment advice, nor should it be relied upon when making investment decisions. Products and services mentioned are for informational purposes only. No offer is being made in any jurisdiction in which such solicitation or offer would be unlawful.