



**Giving the gift of ...
Giving a gift**



Vicky Kranenburg, Barb Higgins and Lou MacEachern

Nothing *seemed* out of the ordinary when successful businessman and TCF donor, **Lou MacEachern** invited local CTV news anchor, **Barb Higgins** to meet for coffee. Over the years, their paths had crossed many times through Barb's role of hosting charity events and Lou's role of supporting charities.

Well known community leader, **Vicki Kranenburg**, describes a similar scenario. "Lou and I have known each other for 20 years and always enjoy catching up so I wasn't surprised, just curious when he called to say he had something special to share."

Displaying both the generosity and innovative leadership that led to Lou being named *Outstanding Lifetime Philanthropist in 2006*, Lou made the precedent setting decision to establish two Endowment Funds at **The Calgary Foundation** as a tribute to Vicki and Barb.

The Barb Higgins Fund and **The Vicki Kranenburg Fund** honour their significant contributions to community. Barb and Vicki's Funds provide them with the opportunity to experience the joy of meaningful gift giving and facilitates their ability to leave their own legacies.

"When Lou told me what he was doing, I was stunned and tears came to my eyes." said Barb. "I was incredibly touched by his gesture, it's a huge honour. Lou has a heart of gold. He's an absolute gem who's always thinking of ways to help others. He's done well in business and wants to pass along his success, experience and wisdom in any way he can."

The Barb Higgins Fund

Barb chose to support two organizations in 2007 – 2008 including:

YWCA's Mary Dover House As Co-Chair of the United Way, Barb stayed overnight at the shelter and was really touched by the women she met.

Hospice Calgary After having a friend die in hospital, Barb wished her friend had experienced the kind of care she later discovered was offered by Hospice Calgary.

As a fundraising consultant with The Development Group, Vicki assists donors in achieving philanthropic results and is very excited to now be “on the other side” making her own charitable choices. “I am so grateful for being given such a special gift - a forever *gift* that supports community and truly reflects Lou’s intent of wanting to share the joy of contributing to organizations you feel connected to, knowing your support will continue for eternity.”

The Vicki Kranenburg Fund

Vicki chose to support Funds she established at three organizations including:

The Vicki Kranenburg/Lou MacEachern Scholarship at **Bow Valley College** supports students on a path to a better life. Vicki appreciates the value of the institution after acting as campaign counsel.

The Kathryn Kranenburg Fund at the **Salvation Army** supports Youth Camp at Pine Lake and honours Vicki’s daughter-in-law who will assist in the disbursement of the Fund.

The Kathleen Kranenburg Behaviour Fund at the **Calgary Humane Society** supports the behaviour department and honours Vicki’s daughter who consults for the Society.

“Barb and Vicki give back so much to community and never expect a thing. Well, I knew they were both so well deserving of this gift and from my end, it was no big deal to set something up. People ask me why I give money away. The truth is...I’m scared to stop. Anytime I give it away, twice as much comes back. **Charitable giving builds the community to the benefit of all, including the donor,**” says Lou.