



Announcing Charitus: A New Name for ELFEC

FOR IMMEDIATE RELEASE

WATERLOO, ONTARIO, January 01, 2024 –Registered as a charitable organization in 2007, the Evangelical Lutheran Foundation of Eastern Canada (“ELFEC”) has grown to offer unique value-driven investment, fundraising, and philanthropy programs and services to interested partners in every corner of Canada. Consequently, after a long consultative process the volunteer leadership has determined its time to adopt Charitus as the new name and brand of the distinctive charity.

“The discussions to adopt the Charitus name were grounding in our values and unique charitable programs and services,” shared Chairperson of the Charitus Board of Directors, Stephen Holmes, “With the adoption of the Charitus name, a portmanteau which reflects the collective charitable ambitions of Charitus, the professional team at Charitus will be working hard to share the exciting rebranding and continue an amazing mission that is driven by the credo ‘values driving value’”, added Mr. Holmes.

Charitus has a three-fold mission: To support investments, to encourage charitable giving, and to offer charitable contributions to well-deserving beneficiaries through a range of granting programs.

Through a faith-based, values driven paradigm, Charitus has been supporting investments and helping people set up legacy gifts for almost two decades. In these few short years, our portfolio has grown to just over \$80 million, and our investment partners have received handsome returns on their investments. Not only that; they have done so securely in the knowledge their money is invested in socially responsible ways.

As a charitable foundation Charitus has a proud legacy of making philanthropic investments to organizations doing the hands-on work of making the world a better place. Historically, Charitus has partnered with charities and organizations associated with Canada’s Lutheran community on key themes surrounding climate change, Indigenous reconciliation, and poverty reduction. Through the generosity and far-sightedness of Charitus, our donors, and investment partners, Charitus has been able to provide well over \$27 million in philanthropic support.

“At its inception Charitus understood that in order to encourage, support and enhance the charitable ambitions that individuals and organizations have, they needed a values-based organization like Charitus”, said Mr. Holmes. “Working in collaboration, Charitus advances the opportunities people have to give to worthy causes that are important to them and for organizations such as Church congregations and others, to achieve their own fundraising and investment goals.

“Through our dedicated team of professionals and volunteers, Charitus has and continues to work tirelessly; offering faith-based and ethical investing, superior stewardship and professional expertise – programs and services which have clearly resonated with our stakeholders and services Charitus believes make an important difference to the lives of so many”, summarized Holmes.

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Charitus

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About Charitus: A Unique National Charity

Operating as Charitus, the Evangelical Lutheran Foundation of Eastern Canada, is a faith-based, values-driven unique national charitable organization, offering investment support and a variety of charitable programs and services to individuals and organizations across Canada. Charitus manages investments and endowments funds and distributes the resulting investment income to charitable organizations including, but not limited to Lutheran judicatories, congregations, agencies, and ministries. Named funds can be created by any individual or organization that shares Charitus faith-based, ethical purpose.

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