



August 14, 2013

## ANNOUNCEMENT

### **KEGS Foundation Launches Matching Donation Program**

The KEGS Foundation is very pleased to announce the launch of a matching donation program, thanks to very generous initial support totaling nearly \$20,000 by a select group of concerned geophysicists and organizations. This program will double the impact of donations by individuals, up to a maximum of \$250 annually, and is expected to increase participation and donations by the 250+ KEGS members and other supporters in sustaining and advancing the Foundation's scholarship program.

Under the matching donation program, donations may be made to the General Fund or to a specific endowed scholarship fund. As a particular element of this initiative, \$5,000 has been pledged to match donations made on behalf of the late Tony Barringer, who is honoured under the KEGS Pioneers Scholarship Fund. Note that the standard donation form (which can be downloaded from the Foundation's website at [www.kegsfoundation.org](http://www.kegsfoundation.org)) has been modified for a donor to indicate eligibility for a matching donation.

Donations by Canadian residents under this program will of course receive the standard tax credit and receipt for charitable gifts. Younger professionals who have not previously donated to any charitable organization are reminded that initial donations are eligible to receive an additional 25% federal tax credit, which has been instituted by the Canadian government to spur charitable giving by new donors. Past recipients of KEGS Foundation scholarships are especially encouraged to 'pay it forward' to help current and future students, just as they once benefited from generous assistance.

The Directors of the Foundation are especially appreciative of the significant support pledged for this initiative by Duncan McNeill (former President, Geonics) and Leo Fox (President, Phoenix Geophysics), with additional pledges by various Directors.

We also welcome and encourage additional individuals and organizations to offer further pledges of support to sustain the matching donation program in future years. Individuals can also take advantage of their employer's matching funds program, if available, or make a contribution via the United Way.

Please circulate news of this initiative and this announcement to other interested persons. Please direct any questions regarding this initiative to the Foundation's administrator ([info@kegsfoundation.org](mailto:info@kegsfoundation.org)) or to the undersigned or any other Director.

Jerry Roth, Chair

Stephen Reford, Vice Chair

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