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FORUM

A Life of Purpose

Advisors who give back



**LIFE INSURANCE
AS AN ASSET
CLASS**



*Tina Tehranchian,
Assante Capital
Management*

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— *Tina Tehranchian, Assante Capital Management*



ing Sudbury. He began volunteering in the kitchens during the summers of 2010 and 2011, and will return again this year. “When I heard about the good [these volunteers] were doing for these kids, [I thought] I needed to get involved,” he recalls.

Launched in Australia in 1983, Camp Quality is a non-profit, volunteer organization that provides week-long camping experiences and year-round support for children with cancer and their families.

The camp is fully funded by donations, Labelle explains. “There’s no government support and it’s been going for the last 25 years,” says Labelle, who is also active on the fundraising side. In 2011 he organized 16 teams of six cyclists comprising friends and clients. Labelle’s effort paid off: he raised \$45,000 for the camp.

For Labelle, who has been working in financial services for the past 41 years, volunteering has helped define who he is and what’s important in life. “Every morning you wake up knowing that [you’re a giver],” he says.

Paying it forward

An Iranian immigrant who came to Canada in 1990, **Tina Tehranchian**, CFP, CLU, CH.F.C., manager of the Richmond

Hill, Ont. branch of Assante Capital Management, still recalls the difficulties of settling in a new country. Much of the volunteer work of the 22-year financial services veteran has been focused on helping those with similar challenges.

In 2000, Tehranchian joined the Iranian Advisory Council of Family Services in Toronto and co-spearheaded a subcommittee to help Iranian immigrants find jobs and address employment issues. This led to a group called the Iranian Canadian Employment Network, which included a mentoring program where professionals would mentor newcomers in the same field.

Helping new immigrants has given Tehranchian tremendous satisfaction. When she and her husband and children came to Canada, they had no knowledge of employment service agencies or of mentors, and had to start from scratch to become established in their respective disciplines.

“That was my motivation — to ensure there’s a more substantial Iranian community that we all contribute and give back to [in order to] make it easier for newcomers to get established,” she says.

In 2005, Tehranchian chaired the first fundraising gala for the Encyclopedia Iranica Foundation, a Columbia University project for the development of an encyclopedia of Persian history and culture. The gala raised over \$1 million.

Today, Tehranchian, who was awarded the Fellow of FPSC distinction in 2011, sits on the board of governors of Seneca College, the board of the Mackenzie Health Foundation, the board of trustees of the McMichael Canadian Art Collection, and the Fort York Foundation board of directors.

Giving back

Floyd Murphy, CFP, CLU, CH.F.C., principal at Murrick Insurance Group in Vancouver, has a volunteer resume that includes political endeavours and a lengthy list of community activities.

Up until 1992, Murphy, who has been an advisor for 42 years, had fulfilled every role in British Columbia politics — with the then Progressive Conservative Party — except Member of Parliament. He eventually took a 12-year break from politics,

during which time he served as president of the British Columbia Unclaimed Properties Society, where he remains on the board today. The Unclaimed Properties Society receives assets, including unclaimed credit union accounts and property unclaimed by beneficiaries, and tries to find the rightful owners. Every year, the Society disburses funds to the Vancouver Foundation for charitable distribution.

Murphy's desire to help those less fortunate stems from his own personal experience as a youth. An article in the Vancouver Foundation's magazine recounts a story of hardship for Murphy's family, who lost everything when their home burned to the ground when he was only 13. They had no insurance, and for two years the family had to rely on the kindness of others in order to survive.

Murphy has also served on the Foundation's development committee for the past seven years, and fundraises for the