



## Community Fixture

Carnegie Award winner Bruce Morrison uses his problem-solving skills to help others.

BY CRYSTAL LUXMORE

On a sunny summer day, Bruce Morrison, his wife, Lois, and their children, Kurt and Stephanie, paddled across Kootenay Lake in Nelson, British Columbia, to a weedy patch of land they had just purchased with a plan to build a cabin.

“First my dad installed solar panels. Next, after a course, he put micro-hydro systems in the creek. Then it was a wind turbine. And then finally he taught himself to weld, to help maintain these systems,” says Stephanie. “He sees practical opportunities – that’s exactly how his involvement in the community started.”

Inspired by a problem posed by one of his clients, Bruce (an Investors Group Consultant) co-founded the Osprey Community Foundation in 2000 to let Nelson residents create their own endowment funds. It was a way for his client, who wanted to ensure her money would benefit community organizations after her

passing, to “lay out her objectives for giving,” he explains. In his six years as President, the spry do-gooder with an easy smile built up Osprey’s holdings to \$5-million. Now, \$100,000 goes to the community every year for jobs big and small, from a new bread slicer for a local food bank to supporting a mental-health drop-in centre.

At the Capitol Theatre, the interest from its endowment pays for two talented teenagers to enroll in the Summer Youth Program, where they learn to mount productions like *Les Misérables*. “Those dollars help kids who want to be a part of something but whose parents can’t afford it,” says Neil Harrower, Capitol’s Executive Director.

Making differences like these, and participating in volunteer projects for the Nelson Committee on Homelessness and the West Kootenay Planned Giving Round Table, earned Bruce the 2009 Herbert H. Carnegie

Bruce Morrison (right) and Peter Ward, President of the Nelson Rowing Club, christen a boat to mark the Osprey Community Foundation’s financial contribution to the club.

Community Service Award from Investors Group. “Across the country, our team is proud of Bruce’s association with our company,” says Robert O’Keefe, Senior Vice-President, Financial Services.

And Bruce’s latest endeavour? Serving as a board member at Selkirk College – the same place he took the micro-hydro course. “Being on the board lets me peel back another layer of the area we live in and find out how it ticks,” he explains.

## HONOUR SOCIETY

The prestigious Herbert H. Carnegie Community Service Award – the namesake honour in recognition of the hockey great and former Investors Group Consultant – is bestowed annually to a member of our team in acknowledgement of an exceptional, long-term contribution to society.