

WE'RE SUPPORTING OUR COMMUNITY CHARITIES IN 2022

LET US KNOW IF WE CAN HELP, WRITES KAREN MICELI



KAREN MICELI
Column

It's about trust. Our relationship with our readers is built on transparency, honesty and integrity. As such, we have launched a trust initiative to tell you who we are and how and why we do what we do. This column is part of that project.

The last couple of years have taken a toll on nearly every aspect of life as we know it.

Through our coverage, we've tried to document the many ways in which our community has been affected. Last year, we also embarked on a journey to check in with members of our community in a much more intentional and specific way. I've written before about the 16 community advisory councils formed by Torstar that saw our editorial leadership teams across the province meet with community representatives.

In those council meetings that engaged nearly 400 community leaders across the province throughout 2021, a specific concern was heard: local charities and non-profits are in need of support.

To address the growing need, Torstar has launched a special program to pro-

vide local charities and non-profits with \$2,022,000 in free advertising in the next calendar year. You may have seen the ads in our publications.

"This is a massive undertaking and commitment for us, but we heard from every advisory council the challenge that small- and medium-size charities have in reaching the people who need their services. We're hoping to help change that," Jordan Bitove, co-owner of Torstar and publisher of the Toronto Star, shared in a newsletter to community advisory members.

Local organizations are encouraged to apply for funds by sending an email to TorstarGivesBack@torstar.com, indicating in which newspaper(s) they would like promotion. Applications will be reviewed, and once a selected organization has been approved, they will be allotted a nominal budget and will work directly with the advertising department to book ads.

This is an exciting program that we believe will make a difference in our communities.

We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

Karen Miceli is managing editor of Metroland's community newspapers in Halton. She can be reached at kmiceli@metroland.com.

MORE ONLINE

SIGN UP FOR OUR WEEKLY NEWSLETTER AT THEIFP.CA

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SNAPSHOT



Tony Fortunato photo

Baby robins peak out from their nest in a backyard in rural Georgetown. Do you have a great local photo you'd like to share? Send it to sleblanc@metroland.com, along with a brief description.

FINANCIAL STRESS FOR FIRST TIME HOMEOWNERS

We can learn a lot about the emotional side effects of the real estate market by connecting the dots between real estate and personal finances.

Many people are new to home ownership, the same way some investors are relatively new to investing significant amounts. Those investment funds may have originated from an employment severance pay or an inheritance.

Suddenly these people have a large investment portfolio, similar to the way a new homeowner suddenly owns an asset valued at significantly more than they could have imagined only a few years ago.

My observation is relatively that new investors who have significant assets are much more aware —



PETER WATSON
Column

and often nervous — about their investments, particularly when the market is volatile.

It is normal after someone makes a large purchase to have post purchase doubt.

The two main risks, from a financial perspective, of home ownership have been highlighted in the news.

The Bank of Canada has warned us that interest rates will increase due to

the need to control inflation.

Rising interest rates have already occurred, and will likely continue.

At some point, mortgages come due and have to be renegotiated at the current interest rate. If you think mortgage payments are daunting now, imagine what they will be in several years.

Recently, the Ontario government announced plans to stimulate new house construction. The new supply could have a downward pressure on prices.

New homeowners have two potential areas of concern. Rising interest rates and the value of their house.

Peter Watson, of Watson Investments MBA, CFP®, R.F.P., CIM®, FCSI offers a weekly financial planning column, Dollars & Sense. He can be contacted through www.watsoninvestments.com.

ABOUT US

This newspaper, published every Thursday, is a division of the Metroland Media Group Ltd., a wholly-owned subsidiary of Torstar Corporation. The Metroland family of newspapers is comprised of more than 70 community publications across Ontario.

This newspaper is a member of the National NewsMedia Council. Complainants are urged to bring their concerns to the attention of the newspaper and, if not satisfied, write The National NewsMedia Council, Suite 200, 890 Yonge St., Toronto, ON M4W 2H2. Phone: 416-340-1981

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