



Fondation pour
la recherche
FP Canada^{TM/MC}
Research
Foundation

A Worthy Investment

Your help matters. Support the financial health of Canadians and invest in **your community**, the Financial Planning community.

You can **make a difference** by funding empirical, technical and behavioural research on financial planning strategies to ensure Canadians are getting the best advice to live life confidently.



About the FP Canada Research Foundation™

As the financial planning profession continues to evolve, planners need to remain ahead of the curve, armed with practical techniques that they can implement to effect positive change in their practices, founded on good, solid research. The FP Canada Research Foundation funds groundbreaking research to help financial planning professionals meet the increasingly complex needs of today's clients.



Current Studies

The Implementation Gap

Have you ever wondered why otherwise conscientious clients fail to implement the financial plan you have drawn up for them?

BEworks, a management consulting firm dedicated to the practice of applying behavioural science to solve industry challenges, is examining what is known as the "implementation gap" – the failure of clients to do what they say they are going to do. The research goal is to deliver strategies for closing this gap and thereby, improve client outcomes.

The Risk of Ignoring Risk in Retirement Income Planning

This study, conducted by Dr. Bonnie-Jeanne MacDonald of Ryerson University, explores the sources of risk in retirement planning, how these should be addressed and the degree to which individuals can improve financial outcomes by adjusting factors they can control.

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Make a long term commitment as a member of the Founders Club

The Founders Club is for people who are passionate about supporting research that helps financial planning professionals meet the increasingly complex needs of today's clients. Together, we will ensure that financial planners have the necessary information to help their clients achieve financial and overall well-being, today and in the future. Your commitment will build a strong foundation for this critical research.



The Founders Club

Member Benefits	Member Types			
	Gold	Platinum	Diamond	Double Diamond
Your name and membership status will be listed on the FP Foundation Website.	X	X	X	X
You will receive an exclusive Founders Club lapel pin and membership card.	X	X	X	X
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