



# SPARK

GLOBAL PHILANTHROPIC FOUNDATION

# SPARK GLOBAL PHILANTHROPIC FOUNDATION



## PORTFOLIO & ENDOWMENT MANAGEMENT PROGRAM

IN PARTNERSHIP WITH  
THE PHILANTHROPIC LEADERSHIP FOUNDATION

85%

60%

CTMX	0.45	▲0.45%
FTR	-0.23	▼2.34%
CSCO	-1.01	▼1.89%
CHK	0.02	▲0.02%
APL	+2.00	▲2.00%
TRTO		
PLZN		
TELA		
AVCO		
SIRI	0.65	

2019

SPARK GLOBAL PHILANTHROPIC FOUNDATION

P.L.F. PHILANTHROPIC LEADERSHIP FOUNDATION

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**SPARK**

GLOBAL PHILANTHROPIC FOUNDATION

The objective of the Spark Endowment Management Program is to teach students the skill set required to manage an investment portfolio and become sound financial stewards of endowed capital.

A small team of students will work in a group with some of the top money managers in the country to jointly manage Spark's endowment funds. The team will receive a four-unit specialization course on the essential skills of portfolio management and investing. The course will begin with an overview of global financial markets and instruments that characterize the investment opportunities available today. It will continue with developing the skillset necessary to design, execute, and evaluate investment proposals that meet financial objectives.

This is a significant undertaking on the part of Spark and its students, requiring the highest level of commitment, ethical and academic standards. The returns from all portfolios are to be directed to Spark initiatives and humanitarian programs.

This marks the end cycle of the Spark program and the beginning of each student's ability to purposefully and productively contribute to society. First, by making money, and secondly by giving it away in a well thought out and productive manner.

Taking the long view, this program will no doubt change each participant's very outlook on life.

Sincerely,

*Abdul Ladha*

Abdul Ladha  
Director  
Spark Global Philanthropic Foundation

## PORTFOLIO & ENDOWMENT MANAGEMENT

### OUTCOMES: COURSE GOALS

Students will gain insight on:

- How to construct optimal portfolios that manage risk effectively
- The best practices in portfolio management and performance evaluation, current investment strategies, and how various institutions approach money management.
- Practical knowledge necessary for long-term investment management success.

### COST OF THE PROGRAM

The cost of this program is supplemented by Spark tuition. If students have not made a tuition payment there will be a cost of \$275.00 to participate in this program.

### COURSE MATERIALS & REQUIREMENTS

Reading Materials: Reading materials will involve a combination of books, online material from Harvard and Rice University publications, websites, and databases, and open publications by previous students.

Other Learning Resources: Other learning resources include material from websites and organizations.

### ASSESSMENT

Success at achieving the learning outcomes will be measured in terms of an understanding and application of core concepts as demonstrated through the quality of thought expressed through publications, presentations, activities and discussions, in the following three assignments:

1. **Stock Analysis**  
Students will select one stock to analyze based on strategies examined in class. Students will be a short 5 minute presentation on their findings.
2. **Portfolio Creation**  
Students will be assigned a class to oversee in the creation of a portfolio.
3. **Money Manager Analysis**  
Students will create a report analyzing the top Money Managers. Students will then present their report to the class.

ABOUT

COURSE OUTLINE

# TENTATIVE SCHEDULE

## OVERVIEW OF STOCKS, PORTFOLIOS & MONEY MANAGERS

This seminar will provide an overview and comprehensive introduction to investment portfolios, money managers, and stocks.



### Session Overview:

- Personal Introductions
- Summary of Course Outline
- Investment Portfolios & Money Managers
- Asset Classes and Model Portfolios



### Discussion:

- Welcome and Introductions
- Why are you enrolled in this program?
- What are you hoping to take away from it?
- Broad Issues: definitions, purpose and understanding key issues of stocks, portfolios and money managers.
- Expectations for the course



### Presentations & Guest Speakers: TBA

### Consultations:

Time allowed for questions and consultations projects.

# SESSION 1

# ENDOWMENTS

Critical Analysis and Overview of Endowments & Endowment Management.

## Discussion:

- Understanding Endowments
- Overview & Key Definitions
- The Difference Between Endowment and Investment Funds?
- Top Endowments in Canada and the U.S.
- Harvard's Endowment Explained
- How Does Harvard Invest?
- UBC's Endowment Explained
- How Does UBC Invest?
- Criticism of Endowments
- The History of Endowments
- How To Invest Like An Endowment

Presentations & Guest Speakers: TBA



# SESSION 2

# THE BIGGEST & BEST INVESTMENT FIRMS

Overview of some of the largest and most successful investment firms across North America.

## Discussion:

- Bank of America
- Morgan Stanley Wealth Management
- J.P Morgan Private Bank
- UBS Wealth Management
- Wells Fargo
- The Vanguard Group
- Charles Schwab
- Goldman Sachs
- Fidelity
- BNY Mellon Wealth Management

Presentations & Guest Speakers: TBA



# SESSION 3

# TECHNICAL ANALYSIS AND FINANCIAL RATIOS



Students will gain an understanding of the definitions, formulas and uses for the key concepts and terms for the initial screening and the financial ratios in analyzing selected stocks.

This is the first step for students to understand the fundamentals of critically analyzing stocks and companies.



## Discussion:

- Technical Analysis
- P/E Ratio
- Earnings Per Share
- PEG Ratio
- Book Value
- Return on Equity
- Analyst Recommendations



**Presentations & Guest Speakers:**  
TBA

# SESSION 4A

# FUNDAMENTALS OF ANALYZING COMPANIES AND STOCKS



This session will provide insight into the necessary steps to conduct a Fundamental Analysis on selected stocks.

1. Understanding The Company
2. Studying Financial Reports Of The Company
3. Check The Debt
4. Finding The Company's Competitors
5. Analysing The Future Prospects



## Discussion:

- Stock Picking Strategies and Analysis
- What is Fundamental Analysis?
- What is Qualitative Analysis?
- What is Technical Analysis?
- How To Find A Stock's Intrinsic Value
- The 'Greater Fool Theory'.



**Presentations & Guest Speakers:** TBA

## Assignment 1: Stock Analysis

Each student is to evaluate a stock and give a short 5 min presentation.

# SESSION 4B

# STOCK PITCHES AND CREATING A VIRTUAL PORTFOLIO

## Student Stock Pitches:

Students are to give a short 5 minute presentation on their analysis of a chosen stock.

## Consultations:

Time allowed for questions and consultations on projects.

## Discussion:

- Creating a Virtual Portfolio
- Risk Management
- Stock Classes
- Momentum Stocks
- Value Stocks
- Stocks by Market
- ETF's

Presentations & Guest Speakers: TBA



# SESSION 5

# CANADIAN PENSION PLAN

## The Cathedral Of Portfolios

The 1950s and 1960s heralded the increase of government social programs aimed at ending poverty, especially among seniors. In 1966 the Canadian Pension Plan was introduced by Prime Minister Lester B. Pearson to provide an income for working Canadians after they retired.

Today almost all individuals who work in Canada outside Quebec contribute to the CPP. But how does it work?

Although it forms a big part of our retirement income, the Canada Pension Plan is a complex program that's not entirely understood by those who will eventually benefit by it.

## Discussion:

- Overview of the Canadian Pension Plan
- How do Canadians Benefit?
- Where do your tax dollars go?

Presentations & Guest Speakers: TBA



# SESSION 6

# CANOE FINANCIAL



Canoe Financial is a focused employee-owned, independent investment management firm, providing intimate access to mutual fund managers.

Canoe's portfolio managers are proven performers in the most widely held mutual fund categories. Their portfolio management team is supported by a top customer service and sales group dedicated to ensuring that their clients receive the consistent, clear and meaningful counsel they need to make informed investment decisions.



This session will provide an overview of one of Canada's largest closed-end investment firms, managing over \$4.8 billion in assets.

### Discussion:

- Portfolio Management
- What Does It Take To Become A Portfolio Manager?
- What is Active Management?
- Mutual Funds

**Presentations & Guest Speakers: TBA**



SESSION 7

# ODLUM BROWN



General Victor Wentworth Odlum and Colonel Albert Malcolm 'Buster' Brown established Odlum Brown in 1923.

Now for over nine decades, Odlum Brown Limited remains independent, wholly owned by its employees, and continues the tradition of leadership in the financial community as one of BC's most respected investment firms.



Odlum Brown Limited provides disciplined investment advice and objective value-based research with a singular focus on clients.

### Discussion:

- Model Portfolios
- Portfolio Management
- Analysis of Research behind Portfolios

**Presentations & Guest Speakers: TBA**



SESSION 8

# CONNOR, CLARK & LUNN

Connor, Clark & Lunn Financial Group Ltd. provides a broad range of traditional and alternative investment products and services to individuals, advisors and institutional investors.

With roots dating back to 1982, the firm has grown to become one of Canada's largest privately owned asset management firms. Their affiliate teams collectively manage over \$71 billion in assets from offices located across Canada and in New York, Chicago and London.

Connor, Clark & Lunn recognize that long-term client satisfaction and business success depends on their ability to attract, motivate and retain investment talent. They bring significant scale and expertise to the delivery of non-investment management functions through the centralization of all operational and distribution functions.

## Discussion:

- Overview of Portfolio Management

## Presentations & Guest Speakers:

Presentation by Connor, Clark & Lunn Representative



# SESSION 9

# ANCHOR PACIFIC

Anchor Pacific Investment Management Corp. is a fully independent investment firm providing intelligent institutional caliber portfolio design and management services to high net worth and affluent individual investors, single family offices, foundations, endowments, pension plans, and other institutions.

## Discussion:

- Multi-Asset Portfolios
- Alternative Portfolios
- Portfolio & Risk Management
- Asset Classes
- How Can Strategies Used By Endowments Be Utilized In A Portfolio?

## Presentations & Guest Speakers:

Presentation by Representative of Anchor Pacific

## Assignment 2:

Students must create a report on the top Money Managers to present in following session.



# SESSION 10





## FOUNDING MEMBERS CIRCLE

The Spark Founding Members Circle is a dedicated community of donors representing the model of philanthropic leadership. Their contributions are integral to Spark's sustained excellence and pave the way for Spark's future.

They include:

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***The Mangalji Family***  
***Goldcorp***

***The Ladha Family***  
***The Xue Family***

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*The Giustra Family*  
*The Lupton Family*

*Alison Volken*  
*Djavad Mowafaghian Foundation*

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*The McCord Family*  
*The Palffy Family*

*The Mindset Foundation*  
*The Assadi Family*

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*The O'Neill Family*  
*The Spooner Family*

*John & Chawna Volken*  
*The Ludwig Family*

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*The Doman Family*  
*Aziz Shariff*

*Sandy Elliott*  
*The Alibhai Family*

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*The Ball Family*

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