

TheAnswers.ca offers long-term investment guidance in exchange for a charitable donation instead of advisor fees

Toronto, On, December 7th, 2016 – Toronto real estate executive, entrepreneur and long-time investor David Jenkins, HBA, ICD.D, has just launched TheAnswers.ca, a non-profit website to simplify the complex world of investing to give people – especially millennials with long time horizons – the knowledge, aptitude and confidence to invest successfully. Offering independent investment intelligence, the site is much like many robo-advisor sites online today in that users register to be guided to purchase a balanced blend of ETF investments designed for long-term growth and diversification. But TheAnswers.ca also imparts lots of basic information, provides meaningful context, and develops a person's aptitude for investing. The truly unique feature of this site is that, instead of charging advisor fees, Jenkins simply asks users to donate to [The Sanfilippo Children's Research Foundation \(SCRF\)](http://TheSanfilippoChildrensResearchFoundation.org) or another charity of their choice.

After having enjoyed a successful career in business in C-suite and board roles, Jenkins has a strong foundation in valuations, acquisitions and business expansion. He has built a 30-year track record of success with his own personal long-term, low-cost investment portfolios. Jenkins was motivated to give back by building TheAnswers.ca as a learning tool in appreciation for the significant financial assistance he and his three brothers received from Canadian taxpayers through university tuition grants from Veterans' Affairs Canada. In addition, his three daughters and their friends were keen to take control of their own future financial liberty, but wanted to learn through an approachable, easy-to-understand website. So he authored the site to demystify money and investing by using simple language, clear examples and entertaining, light-hearted illustrations.

It conveys key lessons; chief among them the fact that financial advisor and mutual fund fees of only 2% per year can consume 40–50% of an investor's long-term returns. The site also educates people about tapping into the power of compound interest, which Einstein called "mankind's greatest discovery," and much more. It delivers succinct answers to essential questions such as:

- What questions should I ask about investing?
- What are the four secrets of being a successful investor?
- How can I make my TFSA *really* work for me?
- I earn minimum wage. Will I ever have money to invest?
- How much will it cost me if I wait just one more year before I start to invest?

Jenkins was motivated to support [The Sanfilippo Children's Research Foundation \(SCRF\)](http://TheSanfilippoChildrensResearchFoundation.org) because he and his family are close to this cause, which works to save the lives of children with a deadly, debilitating childhood disease. Family friends Elisabeth and Randall Linton had a lovely daughter named Elisa who appeared to be perfectly normal at birth, but was diagnosed with the degenerative, terminal Sanfilippo syndrome at the age of four. About the time Elisa entered kindergarten, the disease took hold and she developed severe progressive developmental delays and neurological disorders, finally succumbing on October 31, 2016 after suffering years of physical and cognitive regression.

When the Lintons received this devastating Sanfilippo diagnosis, there was no cure, no treatment and no research being conducted. Determined to give their daughter a future, they created the SCRF and have raised \$7 million dollars and funded research studies all over the world. The foundation's crowning achievement has been making a significant contribution to funding the first human clinical trials, which

are currently underway at [Nationwide Children's Hospital in Columbus, Ohio](#) and show great promise for saving children's lives with a single-injection gene replacement treatment. Although this research was not completed in time to save Elisa, the Lintons are proud of the legacy of hope they helped to create in her name.

More work and more funding are still required to prove the cure, so Jenkins hopes [TheAnswers.ca](#) will help to put answers to researchers' hands while answering the call for affordable long-term investing guidance to help people avoid pitfalls and perform intelligently in the ever-changing markets. The site's launch comes at a perfect time as people gather and share over the holidays, and carve out time to reflect and plan for future prosperity.

For more information: [TheAnswers.ca](#)

[ALifeForElisa.org](#) (SCRF website)

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