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BEATTIES LEGACY CONTINUES

Seven years before confederation and 16 years before St. Catharines became a city, D. W. Bixby founded what is today known as Beatties Basics. Over the past 150 years it has adapted to the ever changing nature of doing business in Niagara. One constant during its history is a deep belief in giving back to the community, a philosophy instilled by generations of owners, starting with Mr. Bixby, continuing with Lawrence and Rodger Beattie and now with current President Ted Hoxie.

In celebration of completing a very successful 150th anniversary Hoxie wanted to find a way to create a lasting legacy of Beatties' commitment to build a prosperous and vibrant community. The announcement today of the creation of the Beattie Basics Anniversary Fund with the Niagara Community Foundation will serve this purpose. As the capital in the fund builds, the company will identify charities to support with the earnings on the fund. "It's the perpetual nature of this fund that appealed to us," said President Hoxie. "The next generation of Beatties Basics' leaders will continue to build on the legacy of the past long, something to embrace and celebrate and never forget.

The Beatties Basics Anniversary Fund becomes part of the family of endowment funds held in perpetuity by the Niagara Community Foundation. Created in 2000 the Foundation has raised more than \$16 million and has granted in excess of \$3 million to charities working in the arts, heritage, environment, social services, health, education and community development. The Foundation works with donors wanting to create permanent legacies to support causes important to the donors during their lifetime. The donations to the endowments are never spent, but held in perpetuity with a portion of the annual earnings given to charities.

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