Janine Purves specializes in wealth, estate, and legacy planning with a focus on family philanthropy. As a result of this specialization she has assisted in re-directing over $6 million to the charitable sector. She has been quoted regularly in The Toronto Star, The Globe and Mail, and has been featured on Talk 640 Radio, City TV, Rogers DayTime, and Sirius Radio.

Janine has received numerous accolades, including The Advancing Women and Girls Award, conferred upon by both the Provincial and Federal governments, which recognizes leaders in the community. She has also been honoured with the Portraits of Giving Award, given to those individuals who have contributed to their community, as well as the Literacy Award from the Business Women’s Networking of York Region for helping to spread excellence in financial literacy.

Janine Purves

Janine lives in Richmond Hill with her husband, Cameron, and her overly energetic terrier, Sadie. She spends much of her free time relaxing at her cottage in the Haliburton Highlands where she enjoys water sports, hiking, snowshoeing, and cooking with her family.

Janine is a past Chair of the Richmond Hill Board of Trade and recipient of its Professional Services Award. She has served on the Financial Advisory Committee for Seneca College, and has raised over $375,000 for the Mackenzie Richmond Hill and Vaughan hospitals through the “Joy of Aging” fundraiser which she co-founded. Since their high school days both Janine’s daughters, Jenna and Michelle, have been “encouraged” to volunteer with their mother to make this event an annual success.