

Our Founder

John Bromley grew up with charity at the core of his family's values. He took his professional background in corporate finance and co-founded **Benefic Group** with his father, Blake Bromley, one of the world's foremost experts in charity law, and the recognized pioneer of charitable law and gifting in Canada.

Blake works with donors, charities, foundations and governments on legal, financial and strategic issues, and has incorporated and registered over **650 charities** and planned/executed over **\$2 Billion** worth of giving.

After developing an in-depth understanding of the complex world underpinning the charity sector, John went on to launch Charity Express and Peer Giving prior to founding CHIMP. Now he spends his time shaping the way people discover, access and participate in charity via web-based, cost effective and scalable platforms.

Source: <https://chimp.net/our-story>

