

ANNUAL REPORT 2017





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LEADERSHIP MESSAGE

“Occasionally, we gift planners get a little glimpse of something huge. We get a glimpse of the future. This future has the potential to redirect vast amounts of additional revenue to further charitable causes within Canadian society. We get excited and stirred into action.

There is much work to do. CAGP, with you, is poised to make this future happen!”

Ken Ramsay
Chairperson, 1992-1994

As CAGP celebrates its 25th year, these words of our association’s inaugural board chair – written in the Report to the First Annual General Meeting of CAGP – continue to ring true to what is so compelling about the profession we have all embraced, and about the organization we are all so committed to. While CAGP may be a considerably different organization now than it was these many years ago, our mission and our focus on education, advocacy and ethics have been constant.

In 2017 we continued our work as set out in our strategic plan, intent on our stated goal of Building Our Future, by strengthening our foundation, leveraging our assets and being adaptable to ensure our resiliency. Chapters have remained front-of-mind and it’s been our priority to ensure they have the tools and support they need to be a strong partner in meeting our mission in communities across the country. We have seen evidence throughout the year of greater cohesion within our network and with the national office.

Seeing the CAGP Foundation take off and witnessing the successes that it has achieved in its short time as a registered charity has been truly inspirational. It is a testament to the dedicated Board members providing leadership and rolling up their sleeves, donors who were so immediate and generous with their support, and to a mission that has relevance and import.

At times, it’s felt like progress is slow at CAGP. While we have, perhaps, been constrained by the resources available to us, we are not limited in the opportunities before us. The work we’ve done these past few years to rebrand ourselves, to engage our Board differently, to communicate with our members more thoroughly, and to stabilize financially will allow our organization to take measured risks and invest in our programs for greater impact.

We are proud of what we have accomplished, excited about what lies ahead and grateful for the collective passion of our staff, board, volunteers and members who will make our future happen.



Amanda Stacey
Chair of the Board



Ruth MacKenzie
President & CEO



VISION, MISSION & VALUES

CAGP provides a unique platform for charitable fundraisers and professional advisors in Canada to meet and network, collaborate, and learn new and innovative ways of helping clients/donors achieve their philanthropic dreams.

OUR VISION

A better world through strategic charitable giving.

OUR MISSION

To champion the growth and development of strategic charitable gift planning in Canada by:

- ▶ Developing knowledge and providing education
- ▶ Building awareness and promoting philanthropy
- ▶ Creating connections and facilitating partnerships
- ▶ Engaging in national dialogues and influencing public policy

2017 FRIEND OF CAGP AWARD

This year we celebrated the 20th anniversary of the *Friend of CAGP* Award. Since 1997, forty recipients have been commended for their exemplary contributions to CAGP and to the field of strategic charitable gift planning, on a local and national level.

We were thrilled to recognize our esteemed colleagues **Malcolm Berry** and **Brad Offman** at CAGP's 24th Annual National Conference in Toronto, surrounded by their peers, friends and family.



Malcolm Berry



Brad Offman



VISION, MISSION & VALUES

OUR VALUES

COLLABORATIVE

- ▶ We freely share our expertise and knowledge with others in the charitable gift planning community.
- ▶ We look for opportunities to involve specialists who can enhance the value that we provide to donors/clients.
- ▶ We participate in local and national events where we network with our fellow members and introduce others to CAGP and the value of membership.
- ▶ We partner with other organizations to advocate, with one voice, for strategic charitable giving, and for policies that will contribute to a better world.

KNOWLEDGEABLE

- ▶ We are committed to education and lifelong learning.
- ▶ We keep abreast of cutting edge ideas and strategies that benefit our donors/clients.
- ▶ We go out of our way to educate other members of our community in areas that we know best.
- ▶ We take pride in being recognized as the go-to authority on all matters related to strategically planned gifts and bequests.

PROFESSIONAL

- ▶ We are transparent in all our dealings with our donors/clients and each other.
- ▶ We value honesty, fairness, respect for others and doing the right thing.
- ▶ We hold each other accountable for our actions and our professional reputation.

INFLUENTIAL

- ▶ We are tireless advocates for a favourable legislative environment for strategic charitable giving and philanthropy.
- ▶ We take every opportunity to increase awareness of the importance of strategic charitable giving.
- ▶ We challenge ourselves to find new and innovative ways of serving our donors/clients.
- ▶ We inspire each other to find innovative ways of helping clients/donors realize their philanthropic dreams.



WHAT OUR MEMBERS ARE SAYING



“CAGP has made more major contributions to the development of charitable tax incentives and charitable policy in Canada than any other professional organization. The Government and public servants view CAGP as a knowledgeable, balanced, and credible voice on philanthropy and charities, especially charitable giving issues. It's our unique blend of charities and top professional advisors that sets us apart.

Malcolm Burrows, Head, Philanthropic Advisory Services, Scotia Wealth Management



“CAGP has been my place to go to learn, innovate and connect with leading experts in strategic philanthropy who are willing to share their expertise and explore new ideas. The quality of education I've received and the network and relationships I've built through CAGP are incomparable and have always proven to be one of the greatest benefits of being a member of CAGP.

Paola Coronado Hass, Senior Advisor, Development, Heart & Stroke Foundation



“Becoming a member of CAGP has been one of the best business and personal decisions I've made in my twenty-year career working in financial services. It has resulted in my having much more meaningful conversations with both my clients and prospective clients about their philanthropic goals and the impact they'd like to have on the world. This in turn has enhanced my relationship with them and resulted in magnifying their charitable gifts. CAGP's membership is worth every penny.

Betty-Anne Howard, M.S.W., B.A.(Hons), CFP, CLU, CHS, CEA, Making Dreams A Reality® IPC Investment Corporation



KEY INITIATIVES

In 2017, the midst of our three-year strategic plan, **CAGP 2016: Building Our Future**, we continued to focus on building a robust future for CAGP through four pillars, while paying special attention to accelerating financial growth through the newly-established CAGP Foundation.

THE FOUR PILLARS ARE:

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KEY INITIATIVES EDUCATION



Providing leading-edge education that covers all aspects of strategic charitable giving continues to be one of the highest priorities of CAGP. This year, the Education Committee focused its efforts on auditing and renewing current national courses and events for fundraisers and charitable gift planners, as well as planning and developing a brand new course for professional advisors to be launched next year. We are pleased that this year saw strong attendance at our national education offerings, and look forward to expanding the roster of courses next year.

Michelle Osborne, CFRE, Executive Director, Gift Planning, University of Toronto, CAGP Board member and Chair, National Education Committee.

KEY INITIATIVES

PD IN NUMBERS

With 3,486 registrations for national and local courses and events, we had a record-breaking year! Here is the breakdown:

- ▶ Original Canadian Gift Planning Course in Banff, AB: 38 individuals
- ▶ Strategic Gift Planning Bootcamp in London, ON: 28 professionals
- ▶ Gift Planning Fundamentals was held 4 times and attended by 82 people in total
- ▶ Bequest Management for Charities: A Primer on Estate Administration (pre-conference course) in Toronto, ON: 42 people
- ▶ Webinar Wednesdays: 1,622 registrations
- ▶ 24th National Conference: 344 attendees
- ▶ At the local level, our Chapters held 92 events that were attended by 1,343 professionals in gift planning

SOLD-OUT 24TH NATIONAL CONFERENCE IN TORONTO

The 24th National Conference was sold out and we received very positive feedback from attendees. Our most provocative session **FRANK Talks** returned with another stimulating theme, **Creating a New Charity Model**, leaving delegates with new ideas to reflect on and making **#CAGP17** a trending hashtag on Twitter. The Talks were recorded and made available on our **YouTube Channel**.

We were also thrilled that our Premier Sponsor Assante Private Client, confirmed their support for the next four years. This is what Jaime Ross, BA, LLB., President, Assante Private Client had to say:

"Assante Private Client is thrilled to be the Premier Sponsor of CAGP's Annual Conference on Strategic Philanthropy for the next four years. Being part of the Conference this year opened our eyes to the needs, the benefits and growing opportunities to make a difference. While our partnership is an excellent way to highlight Assante's commitment to philanthropy, more importantly, our values align with CAGP's. We both believe in providing Canadians with new and innovative ways of achieving their philanthropic dreams, and that's a win for our clients, our communities and our firm. We hope you will join us."



KEY INITIATIVES EDUCATION

KEY INITIATIVES

Finally, our appreciation goes to the Greater Toronto Area Chapter for their outstanding leadership as the Local Host Committee, as well as the Conference Program and Sponsorship Committees for making this a memorable event!

LOCAL HOST COMMITTEE

Tony Lee, MBA, CFRE, Chair
Cynthia Collantes
Emelita Ervin
Aneil Gokhale
Anne Gorwill
Serena Hak
Jessica John
Valerie Morrison
Laura Mullin
Kim Pritchard
Lori Sussman
Tina Tehranchian, CFP, CLU, ChFC
Becki Willoughby
Marcella Zanella

PROGRAM COMMITTEE

Janice Williams, CFRE, Chair
Norma Cameron, CFRE
Denise Fernandes
Ryan Fraser, CFP
Erin Kuhns
Ruth MacKenzie
Jill Nelson, CFRE
Charles O'Neil, EPC
Doug Puffer
Jo-Anne Ryan, PFP
Silvia Ugolini
Marcella Zanella

SPONSORSHIP COMMITTEE

Michelle Bernard
Anne Gorwill
Ruth MacKenzie
Tina Tehranchian, CFP, CLU, ChFC

RENEWED & RE-LAUNCHED GIFT PLANNING FUNDAMENTALS

The day prior to the 24th National Conference in Toronto saw the launch of a renewed curriculum for our signature one-day Gift Planning Fundamentals course, with revised content more apropos to the timeframe of the course, engaging new visuals and renewed participant handouts. To learn more about the course, please visit <https://www.cagp-acpdp.org/en/gift-planning-fundamentals>.

FREE WEBINARS

Our Education Committee also organized the following two free webinars in 2017 – for members and non-members alike – to further highlight the value proposition of CAGP:

1. **Building a Business Case for Planned Giving for your Board**, presented by Colleen Bradley, Planned Giving Solutions. The webinar was held on May 17th and had 331 participants sign up.

2. **Planned Giving for Small Shops**, presented by Paul Nazareth, CanadaHelps on November 8th. The webinar had 414 participants.

Both webinars were made available on our [YouTube Channel](#). Members were encouraged to share with their networks and the videos have received significant views as a result.

We are deeply grateful to our Education Committee for leading and innovating education on gift planning in Canada through CAGP.

EDUCATION COMMITTEE

Michelle Osborne, CFRE (Chair)
Erin Kuhns
Alain Lévesque
Janice Loomer Margolis
Ruth MacKenzie
Sara Neely
Jill Nelson, CFRE
DeWayne Osborne
Doug Puffer
Amanda Stacey
Bob Strachan



KEY INITIATIVES STAKEHOLDER ENGAGEMENT



CAGP is building a culture of active engagement and learning with our members. From an in-depth member survey, to a new research project, to CAGP's active involvement in government relations, we provided multiple venues for our members to have their say, get involved, and feel supported by CAGP's work. The work done this year is a direct result of our member's feedback and suggestions, and we continue to develop mechanisms to learn about and address the needs of all of our stakeholders.

Dr. Carla Funk, Consultant, Funk Management Group, CAGP Board member, and member of the CAGP Membership Committee.

KEY INITIATIVES

CAGP'S BLOG GAINING READERSHIP

This year was devoted to testing out the new platform that we launched in late 2016. We put out different content touching on various topics to see what gains traction and what kind of content our readership prefers. In total, over 2,000 individuals read **our posts**.

We are excited to grow our blog into an important thought-leadership platform in 2018, and we invite you to contribute!

Please email communications@cagp-acpdp.org for details.

REGULAR VISIBILITY IN THE GUIDE TO CHARITABLE GIVING AND ESTATE PLANNING

CAGP had visibility in all seasonal editions of the Guide to Charitable Giving and Estate Planning, an insert in the Globe and Mail that is delivered to over 100,000 households. All issues included a Guest Editorial by the CAGP Greater Toronto Chapter Chair and a joint CAGP National-GTA Chapter ad.

MEMBER SURVEY & NEW RESEARCH PROJECT

The CAGP Membership Committee was busy over the summer and fall months preparing, executing, and analyzing results of a broad Member Survey that was sent out in June. We always strive to better understand our members and what their needs are, and we are excited by the information the survey provided. As a follow up to the survey, the Membership Committee held eighteen additional individual interviews with professional advisors to drill down and gain greater insight into the issues and interests of this important membership constituency. We thank everyone who took the time to provide input. All suggestions and feedback will be considered for the next strategic plan.

In addition, the interviews also confirmed the importance and value of CAGP's newest project on highlighting business benefits of integrating philanthropy in an advisor's practice. Partners on the project include CAGP Chapters in Vancouver and Calgary, as well as Philanthropic Foundations of Canada, the Vancouver Foundation and the Toronto Foundation. The project should be rolled out to Chapters in 2018 as a strong tool to use in engaging advisors.



KEY INITIATIVES STAKEHOLDER ENGAGEMENT

KEY INITIATIVES

We thank our Membership Committee for greatly contributing to both the **Chapter Support** and **Stakeholder Engagement** pillars of our 2016-2018 Strategic Plan.

MEMBERSHIP COMMITTEE

Beth Proven, *Chair*
Liz Briggs
Gwen Chapman
Dr. Carla Funk
Heather Powers
Paul Nazareth
Anastasia Smolentseva
Ross Young

GOVERNMENT RELATIONS

On April 27th, Ruth MacKenzie and several CAGP members were invited to attend a one-day symposium hosted by the Governor General of Canada, David Johnston to explore the future of giving in Canada.

In the fall, in response to concern expressed by several members regarding proposed tax changes related to private corporations that could have a negative effect on a donor's ability or desire to make charitable gifts, the Committee drafted and sent two letters to the Finance Minister. The **first letter** urged the Minister to ensure that any legislative changes be reviewed with a lens on the implications on charitable giving, and offered CAGP's technical expertise in doing so. In a **second letter** we highlighted an issue related to withholding tax on charitable gifts made from a

donor's RRIF or RRSP, providing a simple solution that would increase efficiency for donors that could further inspire such gifts.

On October 17th, Ruth MacKenzie, and Board members Michelle Osborne and Darren Pries-Klassen participated in the 3rd annual Charities Day on the Hill. Equipped with "asks" related to data collection on the sector, support for social innovation, and legal and regulatory reform, 40 charity leaders attended over 50 meetings with MPs and senators from all parties. CAGP has an important voice in policy dialogue related to Canada's charitable sector and we look forward to participating in the 2018 Day!

We commend and express enormous appreciation to our GR Committee for their leadership and commitment to advocating on behalf of CAGP for better tax policy on issues related to philanthropy.

GR COMMITTEE

Grant Monck, *Chair*
Malcolm Burrows
Terrance Carter
Mark Goldbloom
Elena Hoffstein
Robert Kleinman
Brenda Lee-Kennedy
Janice Loomer Margolis
Ruth MacKenzie
Susan Manwaring
Margaret Mason
Elizabeth Moxham
Brad Offman
Michelle Osborne
Linda Pearson
Laily Pirbhai
Heather Powers
Christopher Richardson
Jo-Anne Ryan
Amanda Stacey
Silvia Ugolini
Ross Young

03.3



Giving CAGP Chapters the right tools to succeed continues to be one of the major points of discussion and action for the Board, the Membership Committee, and the National Office. As the year ended, we were happy to learn that our initiatives have moved the needle in Chapters' management and operations, as well as communication with the National Office. We look forward to an exciting year ahead with the inaugural Chapter Chair Symposium in Toronto and other projects that are set to help Chapters achieve of their goals.

Beth Proven, VP Development, Winnipeg Symphony Orchestra, CAGP Board member, and Chair, CAGP Membership Committee

KEY INITIATIVES

FINALIZING PROCESSES FOR CHAPTERS' FINANCIAL INTEGRATION

In 2016 Chapter financials were integrated with CAGP's overall financial statements in order to ensure a stronger oversight and presentation of our association's collective resources. Areas for improvement were identified and resulted in a qualification on our 2016 audit. This year, CAGP's CEO, Ruth MacKenzie and Finance Manager, Jean-Marie Niangoran, along with the national Treasurer, Ninette Bishay worked with Chapter Treasurers to set up systems that would resolve those issues. Chapters were asked to make use of the national online event management system as well as a new system for managing on-site registrations at Chapter events. In addition, to more easily consolidate and streamline financial management and reporting for our Chapters, a comprehensive template for financial management and reporting was introduced. Chapter Treasurers were all trained on using this new template which will be in use starting in 2018.

KEY INITIATIVES CHAPTER SUPPORT

CHAPTER VISITS

Ruth MacKenzie made a visit to CAGP's Vancouver Island Chapter, where she presented on **The Philanthropic Conversation** at an annual joint event with the Victoria Estate Planning Council. While there, Ruth met a number of members as well as non-members who are engaged with the Chapter and shared an overview of CAGP's membership benefits. Ruth also had the opportunity to visit the Alberta South Chapter, presenting on the **Strategic Plan 2016-2018** and key initiatives underway at CAGP.

MEMBERSHIP VIDEO

At CAGP's 24th National Conference in Toronto, a new animated video to promote membership was launched. Available in **English** and **French**, this video is a dynamic tool for Chapters to make use of in promoting CAGP membership in their communities.





KEY INITIATIVES CHAPTER SUPPORT

KEY INITIATIVES

TAKING CHAPTER LEADERSHIP TO THE NEXT LEVEL

Chapters are vital to our success as an organization, so we looked for ways to support and strengthen the Chapter's leadership. Ruth MacKenzie worked with Board members Leah Eustace and Jill Nelson and a small group of Chapter Chairs to identify common issues across the Chapters and ideas for solutions. We learned that the opportunity to convene in person would bring the most value to Chapters as we strive to create a more cohesive network, and discuss and strategize on challenges and opportunities. We subsequently announced our first-ever two day Symposium for Chapter Chairs! The event is scheduled to take place on September 27-28, 2018 in Toronto.

OUR NEW, 20th CHAPTER!

CAGP was proud to announce the establishment of our 20th Chapter in the Kamloops region! We were approached by a group of enthusiastic members of the Greater Vancouver Chapter who felt prohibited by the distance and felt they could gain and bring more value by launching a Chapter in their region. We were thrilled to support them and provide necessary tools and training to start up the Chapter. Our congratulations go to the members of the Executive: Karen Gamracy, Danalee Baker, Margaret Chrumka, Alisa Croquet, and Nena Jovic-Andrejevic. We can't wait to see what the next year brings for the Chapter and the community.

03.3

KEY INITIATIVES CHAPTER SUPPORT

KEY INITIATIVES

CHAPTER EXECUTIVES

CAGP's development and growth heavily relies on the 20 Chapters across Canada that are led by 146 passionate professionals in gift planning. We can't thank them enough for their dedication and hard work!

VANCOUVER ISLAND

Gwen Chapman, Chair
Natasha Benn
Susie Caswell
Don Gordon
Yvette Guigueno
Cheryl Hebb
Michelle Johnson
Laurie Palmer
Stephanie Rowe
Joanna Verano

KAMLOOPS

Danalee Baker, Co-Chair
Karen Gamracy, Co-Chair
Margaret Chrumka
Alisa Coquet
Nena Jovic-Andrejevic

GREATER VANCOUVER

Michael Blatchford, Chair
Jim Bindon
Rosaline Chan
Paola Coronado Hass
Nicole Jeschelnick
Aimée Lindenberg
Kris Love
Jeff Sodowsky
Jane Westheuser
Janice Williams

ALBERTA NORTH

Sherry Schaefer, Chair
Mien Jou
Darlene Kowalchuk
Matt Mandrusiak
Deb McKinnon
Barb Noble
Laura Svajlenko
Terry Tobin

ALBERTA SOUTH

Neil Williams, Chair
Kevin Davidson
Susan Deike
Patti Dolan
Carla Gervais
Kathryne Gibson
Rob Locke
Sheelagh Mercier
Cindy Neufeld
Conor Tapp
Alen Okanovic
Ross Young

SASKATCHEWAN NORTH

Vicki Corbin, Chair
Trina Mortson
Jay Stark

SASKATCHEWAN SOUTH

Trina Owens, Chair
Amanda Lanoway
Leanne Posehn
Don Simons
Kaleta Strain

MANITOBA

Stephen Webb, Chair
Kathryne Cardwell
Allison Cranmer
Sarah Crowley
Pat Lilley
Jackie Markstrom
Rena Molinari
Patrick O'Connor
Lynda Ruban

OTTAWA

Beatrice Olivastri, Chair
Paul Brousseau
Daniel Clapin
Nadine Fowler
Betty-Anne Howard
Katie Loftus
Chelsea McIntyre
Jenny Mitchell
Doug Puffer
Gillian Whyte

Barry Bloom
Michael Caldwell
Megan Doyle Ray
Holly Greatrex
Anastazia Krneta
Brian McFarlane
Margaret Miller
Maurice Prevost
Bob Strachan

GREATER TORONTO

Serena Hak, Chair
Mikhael Bornstein
Janice Correa
Emelita Ervin
Ann Gorwill
Peter Ramsay

Marisa Barlas
Jackie Cooper
Sandra Dow
Aneil Gokhale
Alanna Jones

SARNIA-LAMBTON

Gus Mumby, Co-Chair
Robert Murray, Co-Chair
Jane Anema

NIAGARA/GOLDEN HORSESHOE

Sandra Baker, Chair
Carolyn Ferguson
Michael Kemp
Ricky Piedrahita

Tamara Coleman-Lawrie
Julie Jelinek
Sarah McPherson

LONDON

Trish Gergich, Chair
Vicki Hayter
Justin Pilon

Lorie Colledge
Mike O'Hagan

CHATHAM-KENT

Angela Corso, Chair
Candice Jeffrey
Jodi Maroney

Lisa Caron
Karen Kirkwood-Whyte

WATERLOO-WELLINGTON

Jessica Wroblewski, Chair
Heather Curran
Darren Sweeney

Marjorie Brown
Craig Stevenson

WINDSOR AND ESSEX COUNTY

Kim Willis, Chair
Martin Sobocan

Nancy Parker
Patricia Valleau

NEWFOUNDLAND AND LABRADOR

Catherine Barrett, Chair

PEI

Helen Chapman, Chair
Myrtle Jenkins Smith
Rosie Shaw

NOVA SCOTIA

Lori Scott, Chair
Doris Cameron
Sharon Crowe
Liz Finney
Jenna Joyce
Arleen Stevens

Katharine Berrington
Toni Croft
Alyssa Feir
Geoffrey Graham
Bev Purcell
Ann Vessey

GREATER MONTREAL

Kim Cavener, Chair
Francine Cardinal
Alexis Gaipman
Lucille Grimard
Jeremy Hampson
Peggy Killeen



KEY INITIATIVES FINANCIAL CAPACITY



The establishment of the CAGP Foundation this year has been one of the biggest advances in CAGP's history. In working to achieve its mission, the CAGP Foundation will be an important strategic partner in achieving our shared vision of a better world through strategic charitable giving. We believe CAGP's capacity to achieve its current goals and set even bigger ones for the future will be strengthened as a result. It has been a privilege working with the CAGP Foundation Board on the establishment of this pivotal step for CAGP.

**Ninette Bishay, CPA, CA, Partner,
Charities & Not-for-Profit
Organizations, Hogg, Shain & Scheck
Professional Corp. and Treasurer,
CAGP National Board**

KEY INITIATIVES

MEMBERSHIP

As of December 31st, CAGP's membership stood at 1,102. We continue to offer special membership options for small charities, larger organizations, students and retirees to ensure that we cater to all stakeholders. This membership structure has allowed for about a 40% increase in small charity and organizational members, resulting in 52 small charities and 38 organizations engaging 219 members. While we were sad to have our partnership with BC community foundations end in 2017, we're also excited that our partnership with United Way Centraide Canada continued.

CAGP FOUNDATION

The CAGP Foundation received its charitable status from the Canada Revenue Agency just days prior to the Annual National Conference so we were able to announce the exciting news to nearly 400 members and stakeholders at the opening of the conference. Throughout the year, the CAGP Foundation Board worked with various stakeholders to establish efficient internal processes and push out fundraising initiatives. The response from our stakeholders has been overwhelmingly positive. We are proud to share [this report](#) from the CAGP Foundation.



REPORT FROM THE CAGP FOUNDATION

We are delighted to report on the CAGP Foundation's progress in 2017, its very first year of fundraising. Charitable status was obtained in March and we've been running to keep up ever since!

Our case for support speaks to transformation. Our vision is that of a better world through strategic charitable giving.

In eight short months we have received over \$555,000 in multi-year pledge commitments. When we combine first payments on these pledges with generous one-time gifts, we have raised just over \$215,000 in outright gifts. This is a tremendous achievement for our first year and we are deeply grateful to our Founding Donors for their generous support.

Going forward, we want to continue to build our multi-year pledge base and one-time gift support, with the goal of securing at least \$365,000 in outright gifts annually to financially support the development and promotion of excellence in strategic charitable gift planning in Canada.

Our campaign was ignited with a generous offer from The Donor Motivation Program to match the first \$35,000 contributed – a goal that was achieved within our first three months.

Securing a major commitment in the amount of \$500,000 over 5 years from philanthropist and CAGP supporter Donald K. Johnson served to reinforce our belief that our vision is inspiring and our objectives are attainable.

We also received a generous gift of \$25,000 from the BenefAction Foundation, who aim to help individuals, financial advisors and institutions make a positive impact through planned giving.

We welcomed 114 Founding Donors, those donors who contributed to the Foundation in 2017 and who will be recognized as such in perpetuity. Our strategy was to obtain multi-year commitments and we confirmed 21 of these, and many donors have set up monthly gifts.

Finally, we are proud to announce that in our first year, we were informed that two dedicated supporters had included a gift to the CAGP Foundation in their will. We also received an additional seven commitments to make legacy gifts, demonstrating the deep belief many of our members have in our mission.

The CAGP Foundation partnered with The Winnipeg Foundation (TWF) to manage the processing and acknowledgement of gifts to the CAGP Foundation Fund. We will ultimately be working to build up our

endowment fund with TWF, but our first two years will focus on annual gifts, as our priority is to secure expendable funds to have immediate impact on our mission.

Along with raising money, the CAGP Foundation Board accomplished a great deal in 2017.

Among other achievements, highlights include:

- ▶ Completed a fund agreement with The Winnipeg Foundation
- ▶ Set up a charity page on CanadaHelps
- ▶ Developed webpages for TWF and CAGP Foundation's websites
- ▶ Recorded a video to support the matching gift challenge
- ▶ Communicated with CAGP members through four e-blasts throughout the year
- ▶ Established a donor relations program and guidelines for all donors to the CAGP Foundation
- ▶ Prepared a gift acceptance policy
- ▶ Completed a service agreement between the Foundation and CAGP
- ▶ Established financial and reporting systems



REPORT FROM THE CAGP FOUNDATION

It is worth noting that all of this work has been accomplished through volunteers, and also much time and support from CAGP's President & CEO Ruth MacKenzie. Besides the Board of Directors listed below we have had volunteer support from a number of CAGP members, with Marilyn Monson deserving special mention.

We are looking forward to the coming year and building on the foundation of work accomplished to date. A huge thank you to all our Founding Donors for an incredible first year!

CAGP FOUNDATION BOARD OF DIRECTORS

Calvin Fong, *Chair*
Joan Blight
Peggy Killeen
Greg Lichti
Keith Thomson
Andrew Valentine
Ross Young



Don Johnson talks about his major gift to the CAGP Foundation.

**Donald K. Johnson, O.C., LL.D.,
Member, Advisory Board,
BMO Capital Markets**

I am very pleased to have made this pledge of \$500,000 over five years to the CAGP Foundation. Over the years, CAGP has been a critical and persuasive voice on issues related to incentives for charitable giving, and a leader in providing education to professionals who support Canada's donors in how to give more strategically to maximize impact. This pledge is a strong endorsement of that important work, and I invite others to join me in giving generously to the CAGP Foundation so that our vital charities can continue to benefit from their leadership.



Our very first legacy donor, Chelsea McIntyre, on why she made a bequest to the CAGP Foundation.

**Chelsea McIntyre, CFRE, Manager of
Major, Planned & Sponsorship Giving,
WDMH Foundation**

I chose to give to the future of CAGP thanks to members like you. At the first ever national conference I attended, there was such a warm welcome given to first time attendees that it made me feel like a part of your family. I knew then that I wanted to ensure fellow fundraisers had the chance to attend this conference like I did - on scholarship. I'm so grateful for the experience, education, and mentorship I received that week, but even more so, I'm thankful for the inspiration I continue to receive from my involvement with the national office and local chapter. We all have limitations on our charitable giving abilities, but putting a gift in my will to CAGP helps me commit to a cause we're all passionate about - living our legacies.



REPORT FROM THE CAGP FOUNDATION

FOUNDING DONORS

The CAGP Foundation is grateful to all its founding donors. **THANK YOU.**

\$500,000+

Donald K. Johnson

\$25,000+

The Donor Motivation Program™

BenefAction Foundation

\$10,000+

TD Wealth

DeWayne Osborn

\$5,000+

Robert Strachan

\$2,500+

Joan Blight

Calvin Fong

Peggy Killeen

Roger Lee

Tony Lee

Greg Lichti

Ruth MacKenzie

Grant Monck

Sara Neely

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Two donors chose to remain anonymous

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Keith Thomson



STAFF TEAM

Though we had some staff changes this year, the team remains dedicated and strong.
We are grateful for their hard work, commitment and enthusiasm.



Ruth MacKenzie,
President & CEO



Liz Briggs,
Executive Assistant
& Membership
Coordinator



Erin Kuhns,
Manager, Education
& Training



Carolyn Nolan,
Finance Manager



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FINANCIAL HEALTH

| | 2017 | | 2016 | |
|---|-----------|-----------------|-----------|-----------------|
| NATIONAL OFFICE – REVENUE | | | | |
| Conference fees | \$ | 425,325 | \$ | 349,158 |
| Membership fees | | 301,319 | | 309,023 |
| Education courses | | 131,223 | | 252,812 |
| Job postings | | 32,233 | | 31,188 |
| CAGP Foundation management fee (note 4) | | 25,200 | | - |
| Sponsorships | | 19,000 | | 26,050 |
| Interest and other | | 6,330 | | 9,939 |
| | | 940,630 | | 978,170 |
| NATIONAL OFFICE – EXPENSES | | | | |
| Salaries and wages | | 373,576 | | 337,899 |
| Conference expenses | | 326,131 | | 283,932 |
| Professional fees | | 46,243 | | 25,269 |
| Administration | | 38,019 | | 36,091 |
| Education and honorariums | | 33,510 | | 37,572 |
| Rent | | 33,481 | | 21,865 |
| Office | | 27,491 | | 23,878 |
| Partner fees | | 26,300 | | 36,134 |
| Meals | | 15,410 | | 39,981 |
| Travel | | 13,019 | | 21,255 |
| Accommodations | | 8,593 | | 16,713 |
| Translation | | 6,352 | | 7,449 |
| Meeting facilities | | 843 | | 7,604 |
| CAGP Foundation seed funding | | - | | 5,000 |
| | | 948,968 | | 900,642 |
| Net Revenue (Expenses) – National Office | | (8,338) | | 77,528 |
| CHAPTERS | | | | |
| Revenue | | 296,145 | | 303,156 |
| Expenses | | 309,878 | | 374,564 |
| Net Revenue (Expenses) – Chapters | | (13,733) | | (71,408) |
| NET REVENUE (EXPENSES) FOR THE YEAR | \$ | (22,071) | \$ | 6,120 |



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