

Mission

We strive to expand resources for causes and communities by educating, advocating and increasing equitable access to charitable gift planning.



Vision

A more generous and just society.



Values

Belonging, Generosity, Equity, Leadership



EXPAND THE GIFT PLANNING COMMUNITY BY BUILDING AWARENESS AND STRENGTHENING OUR VOICE.

- Expanding awareness of CAGP and of gift planning as an integral aspect of fundraising strategy amongst leaders and fundraisers in the charitable sector.
- Expanding awareness of CAGP across a broader range of professions, and amongst employers of professional advisors.
- Improving local presence and building a more connected community from coast to coast to coast, with a focus on under-served geographic areas.
- Renewing and enhancing the value proposition of a CAGP membership.

RAISE PUBLIC AWARENESS OF THE IMPACT OF CHARITABLE GIFTS IN WILLS.

- Persuading more Canadians to make a charitable gift in their wills through the Will Power Campaign.

INCREASE RECOGNITION OF CAGP AS THE EDUCATIONAL LEADER AND FOREMOST EXPERT ON GIFT PLANNING WITHIN THE PHILANTHROPIC SECTOR AND THE PUBLIC POLICY SPACES.

- Raising the profile and increasing the reach of education programs through new, non-traditional and sustainable approaches.
- Developing and adequately resourcing a research strategy.
- Developing and adequately resourcing a government relations strategy.

ENSURE LONG-TERM SUSTAINABILITY AND CAPACITY TO DELIVER ON OUR MISSION WELL INTO THE FUTURE.

- Investing in governance and our people to enhance organizational resilience and effectiveness.
- Developing and adequately resourcing a DEI strategy that informs governance and decision-making, reduces barriers, and supports inclusion and belonging for under-represented communities.
- Pursuing capacity-building initiatives to support thriving chapters across the country.

