

Chair's Annual Report to Members Year ended January 31, 2009

As I reflect on the last year and look ahead to the future, I truly believe that CAGP*ACPD is at its strongest point in history. I am constantly impressed by the heartfelt dedication of our members to quality gift planning and the skill and commitment that they demonstrate through volunteer work at the RoundTable and national level. Our Executive Director, Diane MacDonald and her team are proactively building the array of services and opportunities available to our members, ensuring that CAGP*ACPD provides the best resources for gift planning in Canada. Building on the tremendous efforts of our members and staff, the national board is seeking to move to the next level in terms of providing strategic leadership for our Association.

As you may remember, the board adopted the following Mission, Vision and Strategic Outcomes in November 2007. The Outcomes reflect the strategic priorities identified by the board after reviewing the needs of our members and the context of gift planning in Canada. We are deeply grateful to Diane MacDonald and her team and the many dedicated RoundTable and other leaders across Canada who are bringing these outcomes into reality.

MISSION: Advancing the work of professionals in gift planning

VISION: Inspired giving through enlightened planning

OUTCOMES BY 2013:

- There are 3000 members
- CAGP-ACPD™ is rebranded as the leading gift planning organization in Canada
- Gift planning is professionalized through competency-based standards of practice
- There are four new educational offerings
- 80% of members report excellence in networking opportunities
- CAGP-ACPD™ is instrumental in new legislation being passed: Charitable Remainder Trusts and gifts of real estate
- There are at least four positive national media reports about gift planning per year

Board Year in Review:

This past year, the board has demonstrated its commitment to keep CAGP*ACPD relevant and current through the following activities:

1. Communication with CAGP*ACPD Members

- a. Through reviewing the results of our Fall 2008 member survey and conversations, we attempted to better understand the varying needs of our members. We had a 20% survey response rate and we thank all those who were able to take the time to provide your input!

2. Focus on Learning

- a. Especially at our November retreat, we placed a great deal of emphasis on board learning. Our goal was to understand key issues and emerging trends related to gift planning so that we could ensure that CAGP*ACPD is being strategic and responsive.
- b. We focused on learning about government relations/legislative issues, other key organizations in the sector (e.g. AFP and the Canadian Bar Association) and the recent strategic changes undertaken by our sister organization in the U.S., the National Committee on Planned Giving (now Partnership for Philanthropic Planning)

3. Reviewing Strategic Priorities and Monitoring Performance Against CAGP*ACPD Outcomes

- a. Based on member feedback and our learning, we did an extensive review of our 7 outcomes at the November board meeting to ensure that they were relevant in changing times. They were all confirmed as relevant at this point, but we made notes regarding possible changes in the future.
- b. Diane MacDonald reports periodically on CAGP*ACPD's progress on achieving our outcomes by 2013. We are quite pleased with the progress to date. For instance, one excellent new educational initiative is the "Intro to Gift Planning – All in a Day" which will be unveiled at the 2009 conference.

Board Priorities for 2009-10

The Board's goals are to continue to build an organization worthy of your membership. Our priorities for 2009 and beyond include:

1. **Communication with CAGP*ACPD Members** – We will include more intentional conversations at conference, opportunities for RoundTables to give input to the board and the 2009 member survey.
2. **Provision of Excellent Services to our Members** – We will continue to monitor the activities of Diane MacDonald and her team in providing excellent services for our members, especially in the areas of enhanced educational offerings, government relations and resources for gift planning.
3. **Good Governance** – We will ensure that the board follows good governance practices and that CAGP*ACPD enjoys continued financial stability. The Board has a limited committee structure, preferring to have most conversations as a committee of the whole. (At the operational level, there are many committees that partner with Diane MacDonald to plan and deliver CAGP*ACPD programs)
4. **Major Strategic Discussions** – We will continue to learn about the "Big Picture" in gift planning. In particular, at our June board meeting, we will be investigating the major strategic review recently completed by the National Committee on Planned Giving, our U.S. sister organization. This review evaluated the current charitable gift planning environment and trends in gifts gift planning. It ultimately led to major changes in membership, structure, focus and policies and the rebranding of the organization as the Partnership for Philanthropic Planning. We feel that we have much to learn from PPP and look forward to engaging you in these kinds of conversations about CAGP*ACPD.

Please join me in thanking the Directors, Board committee members, national operational committee members, RoundTable leaders and staff who have served with such great dedication this past year. We truly appreciate all of your efforts in promoting our association and the cause of philanthropy across Canada.

Respectfully submitted
Greg Lichti
Chair, CAGP*ACPD Board

