

CAGP-ACPD

CANADIAN ASSOCIATION OF GIFT PLANNERS  
ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONS PLANIFIES

REPORT TO THE  
ANNUAL  
GENERAL MEETING

Halifax • May 2001

## 2000-2001 BOARD OF DIRECTORS

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*Chair, Membership Committee:* Kevin E. Smith

*Chair, Planning Committee:* Daniel Clapin

MESSAGE FROM THE CHAIR

Who would have thought that eleven people and vision would lead to what we, CAGP•ACPD, are today, let alone lay the groundwork for years to come.

Yet – that’s how CAGP•ACPD got started – eleven people with a vision. A vision to create a Canadian Association with the mission to raise awareness of the benefits of gift planning and to ensure the professionalism of the industry.

They knew the American model of the National Committee of Gift Planning, but culturally and philosophically they chose a different route. Their choice was to build a national organization of individuals with common goals – to tap the gift planning potential in Canada to its fullest, while ensuring professionals are well trained and adhering to the highest standard of ethical practice.

This group of eleven thought that they could attract 150 full time gift planners. They never envisioned that within nine years the Association would grow to over 1200 members representing every province and two territories.

We now own and operate the Comprehensive Course in Gift Planning (the Banff course) and there are plans to offer this course in both official languages before the end of 2002. We have a bi-annual gift planning symposiums which brings together government officials, gift planning professionals and allied professionals in a forum conducive to open dialogue.

We have become one of the CFRE program member organizations. We have written the Canadian survey course material for the gift plan-

ning module and will be able to influence the gift planning questions on the CRFE exam.

We have influence at both Finance and Revenue on the fair and equitable treatment of charitable gifts. We are taking the lead on a proposal regarding CRT’s and have been there for such decisions as new rules on appreciated gifts and the sunset clause for securities benefits.

Communications have moved from snail mail to email. Planners that were once printed and put together by volunteers moved to a fax format, to email and now to the web site. The Members Director, once only printed every year, is now available on the Members Only web site and is updated every few days.

Our “national” office was a mail box at the Canadian Centre for Philanthropy (with no paid staff) until five years ago. Even a year ago our staff was only contracted for two days per week – now we have two full time staff and a one day per week assistant

Thank heavens for volunteers – they have been the backbone of our Association. They, along with the growth within the industry, are responsible for our phenomenal growth. We simply could not be where we are today without their years of dedication and commitment. It has been my honour to serve the Association as one of these volunteers. I thank all those who came before, those I have had the privilege of working with and those to come.

TRISH MONGEON  
NATIONAL CHAIR

## M E M B E R S H I P

Membership has continued to grow throughout the year. A review of the attached charts show how membership has grown steadily (at between 12-18% annually) since inception.

It is important that, as we grow, we continue to provide adequate services to the membership, that members are aware of the services that they currently receive and that the board continue to look to ways to enhance those services.

As well as growing membership it is important to retain current members and to survey those that leave the Association to determine why they leave the Association.

A trial electronic renewal notification was introduced for Alberta and British Columbia members earlier this year. This was well received and will be extended to the rest of the membership within the next few months. Not only does this provide a quick and easy method of notification but is a more cost effective use of staff time.

The membership application form was revised in the latter part of last year and now provides more information about the Association to prospective members and now embodies the booklet 'Enriching Canadian Philanthropy'. As well, it directs prospective members toward the web site. The availability of the application form on the web site, along with the ability to pay for fees by VISA, has also been well received and utilized by members. There are plans to make this a full on line registration process in the coming year.

The hard copy of the membership directory has now been discontinued and replaced with an on line directory on the members only web site. This provided members with the most current information about all members as well as allowing members to update their information on line.

Finally I would like to thank the members of the Membership Committee for their help and support during the past year.

KEVIN E. SMITH

## C O M M U N I C A T I O N S

Consistent, regular and beneficial communications with members is a key activity of the Association. The board has, and will continue, to ensure that communications remain a top priority.

### T H E P L A N N E R

The Planner has continued to evolve over the past year. The first move was to providing the Planner by email. This was followed by the recent change to make the Planner available on the Members Only section of the web site for easy and ongoing access.

The newsletter continues to be published on a regular basis with 10 copies being issued during the year. Features have included regular list of new members to the Association, an expansion of the contents of the Planner to reflect the life and development of the Association as well as discussion papers on different subjects as well as more in-depth articles on Gift Planning.

The next year will see a continuing move toward excellence in practical content.

### W E B S I T E

The important progress on the web site this year was the introduction of the Members Only section (initially in English although it is anticipated that the French site should be live by the time of the annual conference). This Members Only section includes a full member directory which allows the member to update information on line. Search capabilities have been included so that members can search by numerous categories.

A "What's New" section was implemented so that members can quickly and easily check to see what the latest editions are to the site. The Leave A Legacy site is in the process of being reworked and will include a map allowing members to access local programs quickly.

GILBERT LEMIEUX

## G O V E R N M E N T R E L A T I O N S

One major project for the year has been the formation of a task force to develop a recommendation on CRT's. Although the work is not yet complete progress has been good.

Communications with various government departments has continued. Ongoing working relationships with federal officials at CCRA, Department of Finance and the Ministers office

have deepened during the year. A submission was made to the Parliamentary Finance Committee and discussions with the Department of Finance have been initiated regarding amendments for testament gifts.

A big thanks is offered to the committee members - particularly those who are working on the CRT project.

WILLIAM HAWLEY

## E T H I C S A N D S T A N D A R D S

The Code of Ethics and Standards, to which all members must agree to and abide by, has been a key tenet of our Association since its inception. It was noted, however, that save for self policing, a mechanism for dealing effectively with complaints has never existed.

With an Association of more than 1200, and a code of conduct that holds each member up to the highest standard of ethical practice, it is time to review how we ensure compliance with our own code and have a mechanism for resolving issues

that arise therefrom. Out of this concept rose The Ombudsman Program, which has been presented to and duly approved by the Board.

This mechanism for ensuring that there is an unbiased and confidential conflict resolution and compliance of the Code of Ethics is in place and the search for an Ombudsman is now on. This is seen as an important step forward for the Association and it's membership.

DANIELLE DAGENAI PÉRUSSE

## E D U C A T I O N

This has been a very busy year for this portfolio with involvement in the Comprehensive Course at Banff as well as an increased involvement in the National Conference.

An Ad Hoc committee with National representation was established to select the faculty for the Banff Comprehensive Course. From a list of very qualified persons, the four faculty members were selected. The new faculty spent many hours developing the course curriculum and truly making this a CAGP•ACPD initiative.

The course was presented in November 2000 and again in 2001. Both courses were very successful and highly complemented by all delegates.

The same committee was also responsible for reviewing bursary applications and developing a national bursary policy to cover both the Comprehensive course and the national conference.

Development of the three track system for the national conference education program continued. There has also been an expansion of the advanced track at the National conference which will act as the gift planning symposium for 2001.

I would like to offer a vote of thanks to the members of the education committee for their ongoing work and support.

GRANT MONCK

## R O U N D T A B L E S



Two things were top of mind when working with RoundTables this year:

Communication to and Feedback from the RoundTables was of the highest priority and will continue to be so in the coming year.

A survey of each RoundTable was carried out to establish a base of information on RoundTable operations and membership practices. The list of RoundTable chairs was updated and information was placed on the web site. A method for all board members and RoundTable chairs to communicate with each other easily was set up. Chairs were also surveyed regarding web site needs and possible models to meet those needs.

GST reporting by RoundTables was a major issue for the Association this year. However, it gave us the opportunity to hold meetings with ALL RoundTable chairs (in small groups). Not only did this ensure that issues regarding reporting and filing requirements were discussed, but it also was an excellent opportunity to open a dialog with each RoundTable on their needs.

Maintaining an open dialog was the reason that each Board member was asked to communicate national initiatives with their own

RoundTable. For three RoundTables, communicating the Association's strategic directions and listening to the concerns of the RoundTable leaders was facilitated by a visit from the board chair.

As a direct result of the discussions at the Leaders Forum in Ottawa, a national committee was formed to look at a new funding model for RoundTables. A draft paper was prepared and all RoundTable chairs were asked to share the information with their membership and provide feedback to the committee. This resulted in the development of a board policy to grant back to RoundTables at least 10% of all membership dues collected in the new fiscal year.

A total of four Communiqués were sent out to RoundTable chairs - in both official languages.

The Leaders Forum, held immediately prior to this conference, will work towards strengthening the bonds between the RoundTables and the national organization so that all CAGP•ACPD members recognize the benefits of a strong national organization and the uniqueness of the regions that they serve.

KAYLA STEVENSON

## P L A N N I N G



Long Term Planning for CAGP•ACPD is critical if our Association is going to continue to provide quality benefits to members. Long term planning for conferences, sponsorship and management services are key to this.

Stemming from the Ottawa conference report, the Planning Portfolio concentrated on long term conference planning this year. As a result,

CAGP•ACPD has confirmed locations for the 2002 and 2003 conferences, and is very close to confirming the 2004 location. This has allowed CAGP•ACPD to negotiate a 3-year contract with our conference management service provider and has allowed for the initial development of a coordinated, long term sponsorship program.

DAN CLAPIN

## N O M I N A T I O N S



A nominations committee was established which, building on the work of past nominating committees, described the requirements for the available portfolios. A slate of excel-

lent candidates is being presented to the Annual General Meeting

DAVID BOYD-THOMAS

## LEAVE A LEGACY

Once again this was a very busy portfolio during the past year. A policy for approval of the one time grants was developed and approved. Four one time grants were issued during the year.

Work continued with the National Committee on Planned Giving (NCPG) in the United States to put in place a licensing agreement over the use of the Leave A Legacy logo. It is anticipated that this should be in place very soon. The process of registering the French word mark, Un héritage à Partager, has been started by CAGP•ACPD.

The major accomplishment for the year is the development of a plan to move the Leave A Legacy program to a national program within the next 12 to 18 months. This plan was achieved by numerous conference calls culminating in a full weekend strategic planning meeting held in Hamilton in March 2001. The mission of the program is to ensure discussion of timely issues as Leave A Legacy spreads across Canada, to facili-

tate the sharing of best practices and resources support and to ensure high quality programs.

To this end, additional staff resources have been brought into the national office to provide the necessary support to the national program. A timeline has been developed that identifies the key steps in implementing this plan so that national policies and procedures will be in place, a national start up kit will be available and resource material will be supplied. Current programs will be surveyed to determine best practices. The information obtained will be used for future program development and enhancement.

A Leave A Legacy workshop will be added to the 2002 conference and then a stand alone Leave A Legacy meeting will be implemented in the fall of each successive year. Plans are also being formulated to have a coordinated national Leave A Legacy week with a suggestion of starting on the first full week of May, 2002.

JUDY DAVIS

## OFFICIAL LANGUAGES

Progress has been made to ensure that a high quality of French is now available for all official communications. A translator has been hired for English to French translations as well as a back up translator for urgent issues. As well, the Association has easy access to a translator for French to English documentation.

The French edition of the Planner is now made

available almost simultaneously with the English edition.

The web site in French is now operational and the Members Only section is anticipated to be available by the Halifax conference. The integration of the French version of Leave A Legacy is also underway on the web site.

GILBERT LEMIEUX

## TREASURER

A new contract was negotiated for the first CAGP•ACPD full time Administrative Director. A new individual staff member has been contracted to act as Program Manager for the Leave A Legacy and Education programs.

A retroactive filing of GST claims and submissions was carried out during the year which resulted in new procedures being developed with the RoundTables so that they become GST compliant.

A series of financial policies were instituted to help clarify the financial process and to ensure adequate cash reserves. The amount of cash operating reserve was defined. These reserves are maintained in an investment vehicle that will maximize returns but retain liquidity.

The financial report for fiscal 2000-2001 will be presented to the Annual General Meeting.

DEWAYNE OSBORN

# IMPLEMENTING OUR MISSION

## SO WHERE TO FROM 2001?

Strategic planning has been a buzz term for many years in CAGP•ACPD. In the early years this just meant how were we going to get the Planner out on time and update the membership directory. Now each year sees an addition to that plan.

Four years ago we started pulling together a strategic direction plan. Last year we improved this to a written business plan for each portfolio. Now the board and committees have developed a strategic plan that will provide direction and governance for the next five years.

The highlights of this plan are explained later in this report. From this plan it will be seen that CAGP•ACPD is "coming of age". It has not been, nor will it be, without the inevitable growing pains. We have grown so quickly and have accomplished so much in a relatively short time that our members often assume that we have a "national office" that is fully staffed to do all we want. What often is not known is that we have accomplished all to date because of volunteers driving the organization, and now a management firm that has, since last July, provided us with 0.9 Administrative Director and 0.2 Administrative Assistant - since mid April complemented by a full time Program Manager (to handle the increased Leave A Legacy and Education tasks).

One of our greatest challenges which continues to face each board is how to take the Association to the next level of governance and management. There are few who doubt the benefit of having a professionally run organization (we do have over 1200 members and an annual growth rate exceeding 10%). To ensure organizational history, maintain a standard of high quality programs and avoid volunteer burn out, a new model is needed - the Governance/Executive Director model. The goal is to flush this out to be operational in 2003.

For their part, our leaders will continue to carry out the operational plan. They have been instrumental in setting the direction of the organization and all are eager to ensure its fulfillment. The individual portfolio goals for the coming year have

been set to ensure that CAGP•ACPD continues to provide value to members, and leadership in the industry.

## ROUNDTABLES

- Putting into action the plan for granting funds back to all our RoundTables annually - money in the hands of the RoundTables to grow their own programs is critical
- Rewrite the RoundTable policies and procedures
- Establish a RoundTable leaders section on the web site
- Establish new services to RoundTables including; hosting web sites, regular electronic delivery of membership recruitment and renewal activity
- Establish a RoundTable Leaders corner on the web site with resources, information, best practices and a Q&A section.

## ETHICS AND STANDARDS

- Establishing an Ombudsman Program - the Ombudsman will be independent of the Association. This will provide a mechanism for members, professionals, organizations and donors to bring forward complaints for resolution
- Establish rules of conduct for the directors and the teaching staff of the Association
- Perform a thorough review of the Code of Ethics and Standards to ensure that it continues to meet the needs of the Association and members, bringing forward any recommendations for amendment

## LEAVE A LEGACY

- Take Leave A Legacy to a national program with an annual turn key plan for each local and regional groups.

- Ensure that Canadian Leave A Legacy resource materials are readily available to CAGP•ACPDP sanctioned Leave A Legacy programs both on line and in hard copy format.
- Finalizing licensing agreement with NCPG for the Leave A Legacy logo
- Provide a pre-conference half day Leave A Legacy educational program at the national conference
- Develop a 'stand alone' Leave A Legacy program
- Survey existing programs to determine best practices and utilize information for future program development and enhancement

#### E D U C A T I O N

- Develop and maintain a national educational program which will ensure consistently high educational opportunities through conferences and courses
- Review the potential for a full time accreditation program - research other organizations - do they have an accreditation program - why/why not
- Review existing courses to determine if they can serve for the basis of the accreditation process.
- Review existing planned giving data and surveys, determine if an updated survey is required, and develop the same
- Ensure volunteer committees for education development, survey development and accreditation development are in place
- Develop a survey to solicit interest in a Gift Planning Course delivered in French
- Develop a process/examination to 'grandfather' members who have already completed the course.

#### C O M M U N I C A T I O N S

- Continue to build capacity for all communications vehicles, recognizing communications as priority for all board and committees

- Develop a comprehensive communications plan for internal and external communications
- Establish written procedures for all CAGP•ACPDP communications
- Review guidelines for relations with the media
- Define the purpose and content of the Members Only section on the web site
- Establish a secure site for financial transactions for new and renewal of memberships as well as registration to national activities such as the annual conference and CAGP•ACPDP courses
- Integrate the Official Language portfolio within the communications committee
- Pursue the development of The Planner as the main tool of communications with the membership on the life of the Association and the development of Gift Planning in Canada
- Obtain professional help to define and promote CAGP•ACPDP message and develop a long term strategies with the media

#### G O V E R N M E N T R E L A T I O N S

- Develop and secure board approval of comprehensive handbook for operation of the portfolio committee including communication to the board and membership, committee structure, annual cycle of activity, issue identification, project governance, funding, collaboration, library, policy development, publication and continuity
- Launch the full committee under the new structure
- Launch Planner/journal publication
- Hold issue symposiums
- Review/evaluate committee structure/activity

#### M E M B E R S H I P

- Increase membership with allied professionals
- Increase membership to 1500 by 2003
- Francophone representation in CAGP•ACPDP will be proportional to Anglophone membership

- Assisting the Gift Planning Profession to grow and create job opportunities
- Implement a website chat line
- Improved use of technology for membership services
- Develop an annual membership retention plan
- Develop a web based annual performance assessment to allow members to assess the Association

#### P L A N N I N G

- Develop a formal agreement and signed contract for multi-year conference management
- Initiate logistical activities regarding hotels and convention centres for future conferences
- Establish clear communications guidelines between National, host RoundTable and conference management
- Develop a local and national sponsorship program
- Develop an overall marketing strategy for all stakeholders
- Develop standard policies and procedures for conferences

#### O F F I C I A L L A N G U A G E S

- Develop a strategic alliance with the Association des professionnels en gestion philanthropique, le Conseil de la philanthropie, la Chambre des notaries, l'Association de planification fiscale et financière and other professional associations interested or involved in the development of Gift Planning.
- Make regular representation to the Quebec government and French speaking MP's for public support towards gift planning

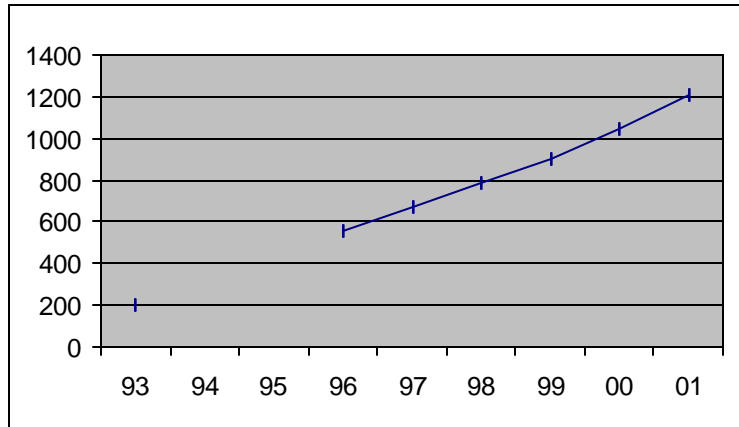
#### T R E A S U R E R

- Implement internal controls for monitoring financial reporting from the RoundTables
- Adjust the fiscal year end to January 31 to increase the flexibility and responsiveness of the Association
- Successfully employ CAGP•ACPD financial resources to ease the increasing administrative burden of several portfolios thus leveraging volunteer resources to the Association's greatest advantage
- Maintain continued growth in financial resources.

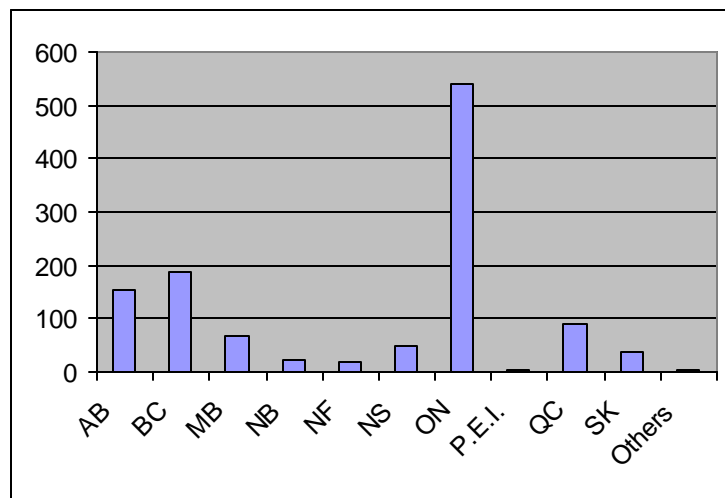
#### C O N C L U S I O N

CAGP•ACPD and its dedicated army of volunteers have incredible potential to influence the face of philanthropy in Canada. We just need to ensure that the resources to support that potential are in place. This is perhaps our greatest challenge as an organization, and our greatest hope.

CAGP • ACPDP MEMBERSHIP GROWTH  
1993 - 2001



CAGP • ACPDP MEMBERSHIP BY PROVINCE



CAGP • ACPDP YEAR MEMBERS JOINED THE ASSOCIATION

