



ANNUAL GENERAL MEETING

May 1, 2003

Our Mission is to advance philanthropy in Canada by:

- *Sharing our expertise in gift planning with all our partners*
- *Providing educational resources*
- *Advocating for fair and equitable treatment of charitable gifts*
- *Setting standards of ethical practice; and*
- *By promoting public awareness of gift planning*

Report to the Members

By Kayla Stevenson, Chair

Year ended January 31, 2003

Year in Review

The Board Retreat held in October 2001 was a seminal point in the life of CAGP♦ACPDPTM. With the assistance of Tanya Howe Johnson, Executive Director of the National Committee on Planned Giving, the Board analyzed where the Association has come since its founding in 1992, and developed consensus on the strategic direction for our Association over the next three to five years. Twenty-three outcomes were identified, and the following four determined as CAGP♦ACPDPTM's highest priorities:

- A five-year plan with long-term financial goals
- The preeminent provider of gift planning education
- A governance model including a chief executive officer staff position
- A clearly defined communications plan

These priorities have guided the Board since the retreat and bring us to where we are today.

Appointment of Executive Director

One of the challenges that became very clear to the Board as we moved to act on our priorities was that we were at capacity for the amount of work each board member could do as a volunteer. With an ever-growing organization, we had outgrown our ability to meet member needs and expectations and to serve our mission fully. The volunteer 'Operations Board' model was no longer feasible if we wanted our Association to move forward as the authoritative voice for Gift Planning in Canada.

To accomplish priorities #1 & #4 above, and to continue the high standards we set for ourselves in Gift Planning education, the

time had come for staff leadership. It was this vision for our future and the future of Gift Planning in Canada that inspired the Board to make the decision to hire an Executive Director. We are very pleased to introduce Diane MacDonald who started in her new position as our first Executive Director on April 1st. The press release announcing Diane's appointment is included in this information package and we encourage you to meet her personally during the conference.

International Gift Planning Alliance

The other exciting news this year was the opportunity to become a founding partner in the International Gift Planning Alliance (IGPA). This too was a momentous occasion for CAGP♦ACPDPTM.

The National Committee on Planned Giving (NCPG), located in the United States, is the largest and earliest-established professional association representing charitable gift planners and the gift planning profession. Following the lead of NCPG, the Canadian Association of Gift Planners♦Association canadienne des professionnels en dons planifiés (CAGP♦ACPDPTM) was created, followed by the European Association for Planned Giving (EAPG).

Since CAGP♦ACPDPTM's formation NCPG has served as a mentor organization, providing both volunteer and staff guidance and expertise, prototype programs, policies, and publications, and a small start-up grant. To a much lesser extent, NCPG has provided some guidance to EAPG, with conversations initiated regarding the benefits of expanding that relationship. It was with this background and history that the next step was taken to form the beginning of a world-wide network of gift planning associations.

Mission: *The International Gift Planning Alliance exists to advance the missions of each gift planning association through shared knowledge, efficiencies, services, and strength; and to encourage charitable gift planning worldwide.*

Already we are seeing the benefits of forming the IGPA and members of all three organizations have been in touch to express their interest in connecting more around the world. Although we are still in the formation phase of the IGPA, here are some of the anticipated benefits for all three founding organizations:

- Free exchange of information and expertise
- Collaboration on issues affecting all constituencies
- Reciprocity of membership benefits and fees
- Public acknowledgement of relationship
- Mutual support and encouragement as appropriate

Continuing in its lead role, NCPG will serve as the umbrella organization for the IGPA. Watch for upcoming news about a possible International Gift Planning Conference in the next year or two, as well as other opportunities to connect with colleagues interested in Gift Planning worldwide.

Administrative Services

CAGP♦ACPDPTTM was well served again this past year by two outstanding organizations. Quandary Solutions provided all the administrative services for the Association from their offices in Edmonton. The Board wishes to thank Glyn Smith in particular for his dedicated service to our Association. The Board and the Conference Committee also extend thanks to aNd Logistix and particularly Diane Laundry for providing efficient administrative and logistical support to our National Conference.

Portfolio Reports

National Sponsorship Committee - *Ralph Smith, Chair*

This year the National Sponsorship Committee Chair worked closely with the 2003 Conference Chair Jennifer Ingham and the Conference Sponsorship Committee Chair Bill Harvey to review the 2003 sponsorship guidelines. Many thanks to Ralph Smith and Daniel Clapin for securing the larger sponsors for the 2003 conference. Also thanks to Trish Mongeon, Linda Clemow and Lorna Zaremba, who stepped

in to help when needed, and to Kelly Cole who approached past bursary supporters. Bill Harvey and his crew at the local Vancouver level have been doing a great job filling out the rest of the sponsorships. As of the date of this report, we have over \$105,000 in conference sponsorships committed. Our sponsors help to make the conference accessible and affordable for everyone who wants to attend.

Ethics & Standards – *Danielle Dagenais-Pérusse, Chair*

The year has been spent carrying out a review of other Associations and Organisations codes of ethics. Based on this review the first draft of new Standards of Professional and Ethical Practice were formulated and presented to the Board. Because this is one of the Association's most important documents and it guides our

actions and our work in Gift Planning, the Board committed to the fullest review process possible. The Ethics Committee will circulate the draft to all members for consultation and broad discussion at RoundTable meetings before the new Standards of Professional and Ethical Practice are finalized.

Membership – *Alex Wilson, Chair*

This year membership exceeded 1250 for the first time in the history of CAGP♦ACPDPT™. One of our biggest challenges is keeping up with career changes and organizational changes for members – Gift Planners move a lot! Our goal is to continue providing benefits that members value, to ensure the best customer service

possible and that our communications are timely and responsive to member needs. Over the next months we plan to provide RoundTables with increased member recruitment information and a number of important membership recruitment resources combined together in a 'Membership Toolkit'.

Education – Kelly Cole, CFRE, Chair

It has been a pleasure serving the Association this year in advancing gift planning education. Our successes are a result of the hard work and dedication of all education volunteers, speakers at our national conference, the faculty at Banff, and Logistix and our administrative staff.

CAGP's comprehensive course *Canadian Gift Planning* was held in Banff in May 2002, November 2002 and March 2003. Plans are underway for the fall 2003 and 2004 courses. The course continues to sell out in a few weeks after registration opens and to receive positive evaluations from attendees. I would like to welcome new faculty members Jill McAlpine and Murray Landa. A special thanks to retiring faculty Malcolm Burrows, Brian Shea and Janice Loomer-Margolis for their grand enthusiasm and dedication to the course over the past three years. Two new faculty members will be recruited in the spring 2003.

A committee of volunteers from across Canada developed an excellent educational program for the Vancouver 2003 national conference. Work is already underway for the educational program for the 2004 conference in Toronto.

Bursaries continued to be offered for both the Banff courses and the national conference with additional support from local RoundTables.

A formal education committee was struck this year with the following purpose:

To ensure a strong continuum of education from introductory to advanced for CAGP♦ACPDPT™ members.

Specific objectives of the committee are to recruit faculty, select bursary recipients, oversee educational programming, and review new educational opportunities. A

subcommittee of the education committee will meet semi-annually to review the curriculum for the gift planning course – ensuring the course content remains up-to-date and providing a forum for rotating faculty to communicate.

An advanced education course will be offered in Ottawa in November 2003.

A task force was created in September 2001 to research and review the opportunity of a certification program for CAGP♦ACPDPT™. A report was presented to the leadership forum in April 2002 for feedback from the membership. Further research has been completed and a final report will be presented to the board in the spring 2003.

Education – future goals

- Develop and maintain a national educational program, which will ensure consistently high educational opportunities through conferences and courses.
- Hold 3-4 meetings of the newly developed Education Committee and 2 meetings of Gift Planning Course Subcommittee
- Recruit two new faculty members for the Gift Planning Course.
- Solicit funding to support a new Gift Planning Course delivered in French.
- Select bursary recipients for the national conference and for the Gift Planning Courses.
- Implement as appropriate the outcomes of the report on certification.

LEAVE A LEGACY™

Linda Lindsay, CFRE & Peter Chipman, BBA Co-Chairs

This year has been a year of expanding our capacity. Building on the sound accomplishments of last year's national LEAVE A LEGACY™ Committee, we focused our efforts on identifying partners who would bring additional resources to our growing, but financially limited, national program. With our licensing agreement with NCPG officially in place, policies approved by the Board, a functioning website and a communications toolkit well underway, all we needed was funding to take our national program to the next level.

Charities, donors, allied professionals, corporations, foundations and the general public have reacted positively to LEAVE A LEGACY™ since the first Canadian program was launched in 1998. With regulatory changes and their resulting tax advantages, planned giving through estate planning is increasingly attractive to philanthropically inclined Canadians.

However, this kind of 'marketing' is not accomplished without adequate funding. We are currently in negotiations with a potential sponsor whose funding would enable us to develop the infrastructure necessary to build capacity and tackle sustainability of local programs. By providing resources, CAGP♦ACPDPTM will assist local LAL programs in spreading the message of planned giving from coast to coast in a consistent and assertive manner.

In order to identify our scope and our support across Canada, we surveyed Canada's LEAVE A LEGACY™ programs. There is a wealth of information and experience to be shared and common challenges arising in these volunteer-driven programs. With adequate information, the

National Committee can address the issues and find solutions to ensure the ongoing sustainability of regional programs.

In addition to securing funding and gathering information, LAL CANADA is ensuring that all programs are in compliance in the use of the LEAVE A LEGACY™ logo and trademark. The LEAVE A LEGACY™ name and logo has been trademarked by the National Committee on Planned Giving in Indianapolis, Indiana. CAGP♦ACPDPTM holds the legal rights for LEAVE A LEGACY™ programs in Canada as well as the trademark for its equivalent in French -- UN HÉRITAGE À PARTAGER^{MC}. Under this agreement, every LAL program must comply with the logo use guidelines. National Office will review compliance annually with Canadian LAL programs.

Our 2nd annual LEAVE A LEGACY™ Workshop kicks off the National conference *Navigating Change* in Vancouver this year. The expanded format includes advanced, intermediate and beginner topics for LAL programs and was designed to provide points for continuing education and CFRE accreditation. Each year, through the workshop, we will build on the success of our local programs and ensure that our cumulative knowledge is shared for the benefit of all programs.

We want to acknowledge the efforts of the LAL National Committee as well as National Office's guidance and assistance. It is, as always, a team effort. We are very encouraged by our progress this year and enthused about the future of LEAVE A LEGACY™ in Canada.

RoundTables – *Jean A. Sloan, CFRE, Chair*

If RoundTables are the heart and soul of CAGP♦ACPDPTM, then members are the life-blood of this organization, the oxygen if you will.

At the RoundTable Leaders retreat in Fall 2001, those present identified two key functions of a RoundTable;

- 1) to recruit and retain membership in CAGP♦ACPDPTM and
- 2) to provide educational opportunities for members.

RoundTables work well because members own and participate in ensuring the success of their programs. RoundTables offer a place for those both new and seasoned to learn and to share their experiences and knowledge at the local level.

Membership in CAGP♦ACPDPTM includes automatic membership in a local RoundTable and access to those services provided at the local level. Each RoundTable ultimately supports the professional development of individual gift planners, building a grass roots network across the country. Inevitably these activities support higher standards of professional practice and ethical conduct among our members.

However, not all members have easy access to a local RoundTable, primarily due to time and cost of travel, or because they simply can't make the scheduled meetings. Someone told me once, "Not all hands that reach, touch". This is not acceptable. By virtue of their membership, members are reaching out and we are, as an organization obligated to reach back. But, how do we do that?

To meet the needs of all members, especially those who aren't as easily connected to a local RoundTable, we are developing a new concept – the *Virtual RoundTable* and an on line chat room for members. These initiatives will enable members, especially those in remote areas, to belong to and to participate in RoundTable activities. Watch for more news of these projects in the coming months and give us your feedback.

I look forward to meeting our Roundtable Chairs and to learning about the challenges each RoundTable faces. Such challenges are rarely unique and I believe we can benefit by experiences within our network of RoundTables to address them.

Planning - Tara Gish, Chair

The Planning Portfolio encompasses the following areas:

- National Sponsorship Committee – chaired by someone other than the Planning Chair
- National Conference Liaison – role of the Planning Chair
- An informal “look-out” role that looks for trends, ideas, activities or issues that may affect the association in its pursuit of its mission

In all 3 areas the Planning Chair continually evaluates and asks questions such as

- What are best practices for this area?
- How do we retain best practices for future use?
- How do we integrate planning activities that affect more than one portfolio or the association as a whole?

The Planning Chair serves as an informal “look-out” role that looks for trends, ideas, activities or issues that may affect the association in pursuit of its mission. This year a proposal initiated by a CAGP♦ACPDPT™ member to create a

committee that will advocate with regulatory bodies of professional advisors was brought to the board’s attention. The goal is to ensure that financial professionals include planned giving when providing financial planning advice. This goal will be met by including planned giving-related questions in all financial and income tax planning questionnaires used by these professionals

This year the National Conference Liaison worked closely with the 2003 Vancouver Conference Committee, the 2004 Toronto Conference Committee and the 2005 Quebec Conference Chair.

Primary concerns addressed included: best practices and their documentation; new procedures for handling financial transactions and registration; consultation with the conference management agent (aNd Logistix) and National Office staffed by Quandary Solutions; new use of web-site for posting of papers; greater use of email marketing and saving of printing costs; work towards integrated financial templates – budget, sponsor levels, GST amounts, and expense tracking and consulting with the Education Chair (Kelly Cole) on bursary guidelines