



LEAVE A LEGACY™

A Program of

CAGP • ACPDP™

CANADIAN ASSOCIATION OF GIFT PLANNERS

ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFIÉS

LEAVE A LEGACY™ Stories and Stats – February 2009

Uncovering the Philanthropic Potential was presented by Peter Bennett of Blueprint Wealth & Estate Planning at the 2008 National CAGP-ACPDPTM Conference in Vancouver, B.C. This workshop spoke of a values-based estate planning process as well as provided interesting statistics on why people give, and why they don't give more.

Statistics include:

Why Donors Give -

- 94% of donors feel compassion to those in need;
- 91% of donors want to help a cause in which they believe personally;
- 69% of donors have been personally affected by the cause (up from 65%)
- 58% of donors believe they owe something to the community;
- 31% of donors want to fulfill their religious obligations or beliefs (down from 34%);
- 13% of donors want an income tax credit (up from 11%).

Why Donors Do NOT Give -

- 51% of potential donors want money for future needs;
- 46% of potential donors want to spend the money elsewhere;
- 47% of potential donors don't like the way the request was made;
- 46% of potential donors think the funds will be used inefficiently;
- 36% of potential donors give directly to individuals;
- 26% of potential donors volunteer instead;
- 15% of potential donors can't find an organization worth supporting;
- 9% of potential donors don't know where to make a contribution.

For the entire presentation or for more information, please click [here](#).

Send in your donor stories today! If you have a donor story to share and would like to see it posted in the News section of the LEAVE A LEGACY™ website or an upcoming *Stories and Stats*, please contact Jennifer Paradis, National LEAVE A LEGACY™ coordinator by e-mail leavealegacy@cagp-acpdp.org or phone 1-888-430-9494 ext. 3.