



LEAVE A LEGACY™ Stories and Stats – February 2010

DID YOU KNOW?

In November 2009, Pareto Fundraising released the results of their mid-year benchmarking study which looked at trends in the Canadian charitable sector.

These results included:

- Monthly giving remains resilient and in fact, continues to grow on all measures including total income generated. In 2008, the ten members generated over \$35 million from monthly donors;
- Cash recruitment overall has slowed the 1st half of 2009 after a strong 2008;
- Major gifts (gifts over \$1000) have rebounded, in fact grown the first half of 2009 after a slow second half of 2008.

For more information on this study, as well as a list of which 10 Canadian charities participated, 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 email – leavealegacy@cagp-acpdp.org, or by phone, 1-888-430-9494 ext. 3.