



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 – July 2009

DID YOU KNOW?

Locally and Personally Motivated...

Wealthy philanthropists' motivations for giving demonstrate a strong desire to "give back to the community" (81.2%) and to make an immediate difference (66.9%) in the world around them, according to the survey. Other leading motivations include these individuals' social (70.4%) and political (58.5%) beliefs, as well as their loyalty to certain causes and organizations (70.7%) – many of whose missions seek to remedy an issue that may have affected the donor personally or someone close to them (57.5%).

Although this is an American statistic, it is still interesting to note.....

<http://newsroom.bankofamerica.com/index.php?s=23&item=105>

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.