



LEAVE A LEGACY™

A Program of

CAGP • ACPDP™

CANADIAN ASSOCIATION OF GIFT PLANNERS

ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNÉS PLANIFIÉS

## LEAVE A LEGACY™ Stories and Stats – May 2009

### Did You Know?

Many donors will continue to give to charity despite recession

More than half of individual charitable donors plan to give the same amount or more to philanthropic causes in 2009 despite the recession, according to a recent survey conducted by Cygnus Applied Research. However, nearly half will either give less or are unsure about their giving threshold in 2009, which could determine the ability of some charities to survive this year. The study, *Philanthropy in a Turbulent Economy*, showed that 52.3% of donors said they will give the same amount or more to charity in 2009, with 17.5% planning to give less and 30.2% indicating that it is too early to say whether their giving will increase or decrease. Of those donors planning to give less to charity in 2009, 55% cited the economic downturn as the main reason. -- *Cygnus Applied Research*

<http://www.cygresearch.com/press/pressrelease.shtml>

**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](mailto:leavealegacy@cagp-acpdp.org) or phone 1-888-430-9494 ext. 3.