



LEAVE A LEGACY™

A Program of

CAGP • ACPDP™

CANADIAN ASSOCIATION OF GIFT PLANNERS

ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFÉS

## LEAVE A LEGACY™ Stories and Stats – May 2010

**Pareto Fundraising** released the results of their 2010 benchmarking study looking at trends in the Canadian charitable sector. Specifically, the latest analysis found that:

- Income from individuals fell in 2009, down 10% to \$158 million.
- Monthly giving continues to provide a tremendous stream of ongoing income for charities.
- Income from planned gifts increased last year by 8% despite the average value of realized bequests falling from \$35,000 to \$32,000.
- The level of income and number of new cash donors from direct mail fell in 2009 by 15% and 22% respectively.
- Online giving continues to grow with an increase in income of 17% from 2008. However, giving online remains a relatively small chunk of the pie, accounting for just 2% of all individual income versus more traditional means like direct mail, which represents closer to 20%.

**For more information, visit: [www.paretofundraising.com](http://www.paretofundraising.com).**

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 – [leavelegacy@cagp-acpdp.org](mailto:leavelegacy@cagp-acpdp.org), or by phone, 1-888-430-9494 ext. 3.