October 2011

CAGP•ACPDP™
CANADIAN ASSOCIATION OF GIFT PLANNERS
ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONS PLANIFIÉS

REPORT FROM THE EXECUTIVE DIRECTOR

"Thank your donors for giving this Thanksgiving"

With Thanksgiving around the corner I can't help but think about the things that I am thankful for. This includes my family, the food on my table and my health. Those who are fortunate to have these things often look for a way to give to those who don't. As a result, charities should be using Thanksgiving as an opportunity to reach out to donors.
Some ideas surrounding a Thanksgiving outreach could be:

- Write a profile on some of your donors and highlight why they choose to give. Share their thoughts in your newsletter, on your charity's website or in your community paper.
- Host a "thanks and giving" event where your charity can take a moment to talk about the many gifts that they are grateful for and to address the impact those gifts have made.
- Send hand-written thank-you notes to all your donors (clients) this month to thank them for giving. A hand-written note is a great way to show your appreciation and thankfulness to someone.

You will note that all these suggestions do not have an "ask" attached to them. Sometimes it's just good to stay in touch, to learn more about your donors and to let them know you care about what is important to them.

What is CAGP-ACPDP™ thankful for?

- We are thankful for those who continue to speak to Canadians about leaving a gift in their will or a gift today with potential for tomorrow.

In This Issue

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The opinions expressed in this newsletter are those of the individual authors and do not, unless specified, necessarily represent the policies or standards of the CAGP-ACPDP™.

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Communications@cagp-acpdp.org

- We are thankful for our members who see value in their membership and renew each year. Without you, we would not be able to provide the resources that enable members to be better gift planners.
- And last but not least, we are thankful for our volunteers across the country – who provide countless hours ensuring that our programs and educational offerings are the best that we can share.

Happy Thanksgiving!

Diane MacDonald
Executive Director, CAGP-ACPDP™

MESSAGE FROM THE NATIONAL BOARD OF DIRECTORS

Metrics and Standards in Planned Giving

When your new CEO comes to you and says: "The gift planner at my last organization told me there are likely 5-6 bequests in wills that we don't know for every one we do know about. So in the coming campaign we can certainly count the one, right?…and by the way what is the current value of bequests in the pool of confirmed bequest expectancies?" What do you say?

What I would say is "The gift planning profession in Canada needs standardized measurable performance indicators, realistic planning guidelines and standardized ways to count and value planned gifts!"

In your job, would there be a benefit for universally accepted standards for counting and valuation of planned gifts? I think the vast majority of people reading this will say yes. As a "simple example" I would ask how does your organization count and value a donated life insurance policy: tax receipted value? Market value? Cash surrender value? Face value? Do you include a risk factor of "paid-up" policies not achieving investment assumptions or policy owner dividends dropping in declining markets? Now call a colleague at a different organization and ask them. I doubt you will get the same answers.

And then following along the same line of thought how do you credit that gift in relation to donor stewardship: As an annual gift for ongoing premium payments? In the President's circle for face value? As a campaign gift for tax receipted market value? Or not at all for fear the donor will stop paying death benefit premiums? I hope this "simple example" made my point: *We need to create valuation and counting standards that are widely known, accepted and consistently used by those involved in gift planning.*

Boards and Senior Executives mount tremendous pressure to count every dollar and potential dollar when charities which are in campaign mode and bequests are squarely in their sights. There are lots of good reasons to include planned giving in campaigns but there really are no Canadian standards for counting and valuing revocable expectancies. There is also a lot of variation in the way charities report irrevocable expectancies and since charities issue tax receipts for irrevocable gifts we need to comply with the reporting requirements by CRA. Changes in accounting rules also demand greater accuracy in reporting value of gifts and donors deserve to know that there is fairness and consistency in the way legacy gifts are counted by Canadian charities.

Counting planned gifts during capital campaigns can be fraught with problems and donors deserve transparency in the way charities report deferred pledge commitments. Those reports must be complete, accurate and well defined and in the same language that donors use when they make their gifts. We are also accountable to report our activities and results to the public since we are, in effect, using redirected tax dollars. It makes good sense to be able to compare numbers between charitable organizations. Currently, this is hit and miss at best. At the CAGP-ACPDP™ Conference last spring in Toronto, Linda Pearson touched on many of the important points that need to be addressed in her workshop.* Linda's presentation reminded me that gift planners have developed a creative range of terms and borrowed others from wherever it seemed to suit and it really drove home the need to develop standards, not only for everyday use but especially for campaigns.

There is however, no need to reinvent the wheel. Fortunately, our friends at the Partnership for Philanthropic Planning (PPP) in the US completed a comprehensive review of the need for standardized reporting for planned gifts within the last 10 years and developed well thought out guidelines. The results of membership surveys by the PPP (then NCPG) clearly pointed out the need to develop clear reporting standards. I think we will find many similarities in the variable ways we value planned gifts in Canada and perhaps now it is time to develop and adopt comprehensive and consistent methodologies for counting and valuing planned gifts in Canada.
http://www.pppnet.org/pdf/Valuation-Standards-Final.pdf
http://www.pppnet.org/pdf/NCPG-counting-guidelines-(rev-2008).pdf

In the last decade the PPP appointed 2 taskforces to review and develop the above guidelines for planned gifts for the charitable community. The PPP also consulted with leadership in other organizations and senior development professionals about coming to agreement on common guidelines.

If you, as a member of CAGP-ACPDP™, think that in your job, there would be a benefit for universally accepted standards for counting and valuation of planned gifts then please email board@cagp-acpdp.org with the following subject line "I want universally accepted standards for counting and valuation of planned gifts".

Doug Puffer
Director, Planned Giving
University Advancement
Simon Fraser University

**If you want to see her presentation you can access it by going to www.cagp-acpdp.org, then log into the members section with your username and password. Then under member's section select gift planning tools/presentations.*

ANNOUNCEMENTS

- The 2011 federal Budget released on June 6 significantly limits the tax benefits to donors who make charitable donations of publicly-listed flow through shares. Click here to see comments from Miller Thompsons LLP.
- The latest version of *Planned Giving for Canadians* is now available. Click here to view the updates that were made to this year's edition.
- LEAVE A LEGACY™ is now on Twitter!

CRA NEWS

- Registration for the 2011 Charities Information Sessions is now open.

A WARM WELCOME TO THE FOLLOWING MEMBERS WHO ARE NEW TO CAGP-ACPDP™

First Name	Last Name	Job Title	Business Organization	RoundTable
Eve	Beauchamp	Conseillere en developement Philanthropique	HEC Montreal	Greater Montreal
Kori	Brus	Philanthropic Counsel	Good Works	Greater Toronto
Tim	Chimuk	Executive Financial Consultant	Chimuk Financial Partners	Manitoba
Kevin	Harper	Administration Manager	Toronto Rehab Foundation	Greater Toronto
Catherine	Hindson-Cox	Development Officer, Major Gifts	SickKids Foundation	Greater Toronto
Marian	Johnson	Planned Giving Officer	Sunnybrook Foundation	Greater Toronto
Richard	LeBlanc	Projects Administrator	Roots of Change Foundation	Southern Alberta
Jodi	Maroney	Manager, Community Relations	Community Living Chatham-Kent	Chatham-Kent
Jody	Maskery	Director Advancement Services	University of Windsor	Windsor and Essex County RoundTable
Susan	McAlevy	Executive Director	Abbotsford Community Foundation	Greater Vancouver
Marlena	McCarthy	President	Done Write Communications	Greater Toronto
Helene	Nicholson	Manager of Community Investment	Kerby Centre	Southern Alberta
Carmen	Poudrier	Conseillere en Securite Financiere	Auotmome	Mauricie
Matthew	Pupic	Director, Finance and Development	Project Ploughshares	Waterloo-Wellington
Barbro	Stalbecker-Pountney	Barrister & Solicitor	B.E. Stalbecker-Pountney Barrister & Solicitor	Greater Toronto
Laura	West	Lawyer	Fasken Martineau DuMoulin LLP	Greater Toronto
Carol	Wladyka	Special Giving Officer	YWCA Toronto	Greater Toronto

PROFESSIONAL DEVELOPMENT

Another course has come and gone and we had such a wonderful time! Mont Tremblant was a fantastic place to hold our ORIGINAL Canadian Gift Planning Course and the attendees and faculty were fabulous. A huge thank-you to Michelle Osborne and Christopher JK Richardson for teaching this wonderful and imperative course for anyone in the field of gift planning! We have received so much positive and valuable feedback from our great group of delegates, a diverse and incredible group! We had people come from across Canada, as far as Vancouver and several from the East Coast. We had a wonderful mix of individuals from large organizations and tiny offices, professional advisors and charitable gift planners – a truly dynamic crowd!

Thank -you to all of you for making this such a memorable experience.

Please click here for a list of Course Graduates!

Missed this opportunity? Our next Canadian Gift Planning Course is taking place in beautiful Banff from October 16th-21st. Click here for more information.

SAVE THE DATE!
2012 Annual CAGP-ACPDP™ Conference - April 18-20, 2012
The Fairmont Empress Hotel, Victoria, BC

Hotel Accommodations for the 19th Annual National CAGP-ACPDP™ Conference now available!

Click here for online hotel reservations

What can leavealegacy.ca do for you?
With Thanksgiving around the corner, what better time to talk to your clients and donors about 'Thanks' and 'Giving' to their local charity or favorite not-for-profit group?

The website is a great resource
Time after time, we are told that leavealegacy.ca, is a great resource to direct clients and donors to for all the necessary information when thinking of leaving a gift in their will. Not only does leavealegacy.ca provide information on WHY your donor or client should give, but also includes resources on WHO gives, HOW TO give and WHO can help. We encourage members to borrow, or better yet – steal – our content to incorporate into your own material. As well, as a CAGP-ACPDP™ member you have the opportunity to purchase LEAVE A LEGACY™ marketing materials at special pricing (brochures, pens, notepads, magnets, etc.) to compliment your own planned giving programs.

Canadians ARE visiting!
According to recent website statistics, leavealegacy.ca received 1123 visits with 71.7% being from New Users. Traffic to the site was mostly generated by search engines (69%) followed by referring sites (23%), and direct traffic (8%). Toronto, Ottawa and Montreal residents visited leavealegacy.ca the most.The most popular page was *In Your Community* followed by *Statistics on Giving* and *Find an Advisor.*

For more information about leavealegacy.ca or the LEAVE A LEGACY™ Program, please contact:
leavealegacy@cagp-acpdp.org

CAREER CORNER

Did you know that CAGP-ACPDP™ offers a Job Posting service on our website? Not only are you able to post a job, you are also able to view current postings.

Our current job postings:

For information on costs and services available, please click here.
To view all current postings, please click here.

Director, Major & Planned Giving - St. John's Rehab Foundation (Toronto, ON)
Senior Development Officer - Institute for Christian Studies (Toronto, ON)
Development Officer, Planned Giving – University of Waterloo

CAGP-ACPDP™ Q&A

Q: A few years ago several of our member based organizations created an endowment fund for our organization. Now, it appears that they want out and are asking for the capital to be transferred to another organization. Of course, official tax receipts were handed for the donations at the time. Can they legally do this?

A: This is a big question and will require specific legal advice from a Quebec lawyer familiar with charity law in the province who will review documents pertaining to what the donor was told, any terms donors put on their donations, and the agreements between the agency and the organization managing the endowment.

The following comments are based on ON experience and the role of the Ontario Public Guardian and Trustee. While the Quebec Public Guardian has historically take a similar view on endowment management by charities as in ON, things are changing in ON (becoming more pragmatic, thank goodness!)

The answer will lie in the endowment agreement with the donors and/or agency agreement between the agencies and the organization managing the endowment. There can certainly be an inter-charity transfer of long term assets – aka endowment – but they will have the same trust terms at the new organization. For example, a gift received with a 10 year gift direction can be transferred but the receiving organization will need to ensure it does not encroach on capital until the end of the 10 years because while not applicable for DQ a 10 year direction is still applicable under trust law. Also, there is a trust between the donors and the charity receiving the gifts based on what the donor was told at the time the gift was received as to the plan the encroach on capital. If it was a Board decision to "endow" unrestricted donation, the Board can "un-endow" and spend the funds as it sees fit to fulfill its charitable mandate.

That being said, assuming that the successor organizations are going to honour the terms of the donors, they are certainly able to make an inter-charity transfer.

If you wish to start or join a discussion on this month's Q&A, be sure to visit the CAGP LinkedIn Group. Sign up and join your colleagues!

Be sure to check out what our members had to say about last month's Q&A: **Can a person give all of his or her assets to an organization while making specific bequests in honour of his nephews, so they will receive the income tax receipts and the donor can use the tax break?**

INTERESTING LINKS

Creating Your Own Legacy – Reader's Digest

Baa baa black sheep, are you in the will? – Globe and Mail

Donors Hike Support for Canadian Hospitals to More than $1.2 Billion, But Giving is Still Short of Pre-recession Levels – AHP

Canadians donating less to charity – Winnipeg Free Press

ROUNDTABLE EVENTS

Alberta North RoundTable Event
Tuesday, October 4th 2011 from 8AM – 12PM
Tapping Into the Power of Story to Enhance your Donor Visits
Norma Cameron, CFRE

Manitoba RoundTable Event
Thursday, October 6, 2011 11:30 a.m.-1:30 p.m.
Trusting Relationships
Chris Chipman, B.Comm., Private Wealth Consultant, BMO Harris Private Banking

Saskatchewan North
Tuesday, October-18-11 7:30 AM - 8:45 AM
Trust Laws and Planned Giving
Erin Bokshowan

Saskatchewan South
Wednesday, October 19, 2011 11:30 AM - 1:30 PM
FINDING MONEY FOR GIVING
Grant C. Karst, CFP, CLU, CHFC

Ottawa RoundTable Event
Thursday, October 20, 2011 7:00 AM - 9:00 AM
Planned Giving: Stop sweeping it under the carpet!
Cathy Mann, Cathy Mann & Associates

Nova Scotia RoundTable Event
Thursday, October 20, 2011, 12:00 PM - 1:30 PM
Planned Giving Toolbox Lunch & Learn

GTA RoundTable Event
Thursday, October 20, 2011 Workshop (9:00 AM – 11:30 AM) Luncheon (12:00 PM - 1:30 PM)
CAGP-ACPDP™ GTA RoundTable Presents: CAGP/AFP Half-Day Luncheon Workshop
Jill Nelson, CFRE, Princess Margaret Hospital Foundation (Workshop)
Paul Nazareth, Scotia Private Client Group (Luncheon)

Niagara/Golden Horseshoe Event
Friday, October-28-11 8:00 AM - 4:30 PM
The Science & Art of Charitable Gift Planning

GTA RoundTable Event
Thursday, November 17, 2011 8:00 AM - 9:30 AM
Talking to Your Clients About Philanthropy
Keith Thomson, Managing Director, Stonegate Private Counsel LP
Nicola Elkins, CEO and Founder, Benefaction Foundation