

CAGGP

Canadian Association of Gift Planners

learning

connecting

educating

influencing



Annual Report 2014

CAGP is a national association that inspires and educates the people involved in strategic charitable gift planning. We are the only Canadian professional association that brings together charitable fundraisers and professional advisors. Through our commitment to a stringent Code of Ethics, continual learning and networking, and a willingness to share, we help each other grow and develop as professionals in our respective fields. Our **VISION** is a better world through strategic charitable giving. Our **MISSION** is to champion the growth and development of strategic charitable gift planning in Canada, and we do that by developing knowledge and providing education, building awareness and promoting philanthropy, creating connections and facilitating partnerships, and engaging in national dialogues and influencing public policy.

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Leadership Message



Malcolm Berry, Chair of the Board

Ruth MacKenzie, Executive Director



It is our pleasure to introduce our 2014 Annual Report, to share with you a very exciting year at CAGP. In fact, we're particularly pleased to be presenting this first CAGP Annual Report as a new take on our customary annual Book of Business. In addition to the fresh visuals, we hope this summary of our accomplishments of the last year builds your pride and passion for CAGP.

In reflecting on 2014, we can think back to a year of dedicated action, accomplishment and, most importantly, impact in our work to champion the growth and development of strategic charitable gift planning in Canada. This was the second year of our three-year Strategic Plan and we continued to deliver on its pillars, tangibly and with purpose on all fronts.

We made significant headway this year in integrating the new brand platform developed as part of our strategy to position CAGP for the future. The newly articulated value proposition provided the guidance we were seeking in our approach to current initiatives and our decision making around new opportunities. Undertaking research into the role of professional advisors in advancing philanthropy and proactive work led by our Government Relations Committee in regard to new estate donation rules is solidifying and expanding our role as a thought leader.

Ensuring our business model is dynamic and diversified is recognized as crucial to our sustainability. We have taken different approaches to existing relationships in order to build stronger partnerships. We have leveraged relationships based on shared objectives, as evidenced by an exciting partnership to develop a new website and customer relationship management system, scheduled for launch this June. Renewing our membership structure is providing varied opportunities for members to connect to CAGP and the establishment of some exciting new collaborations is increasing our membership base while also expanding our reach into the sector. Last but not least, it's inspiring to see our hard work pay off in a positive fiscal year end position.

Being a purveyor of best-in-class education that elevates professionalism and proficiency in our field is foundational for CAGP and something the charitable sector and professional advisors look to us for. In 2014, the syllabus experts on the Education Committee developed core competencies for gift planners and analyzed curriculum to ensure quality and consistency in course content for a credentialing program. Demand for our courses remains solid and we believe there is enormous growth potential, particularly as we explore new relationships and markets with a targeted or customized approach.

As our organization is evolving so too is our approach to management, board and governance, entrenching transparency and trust in the interplay between the board, the Executive Director and staff team, and our membership. The governance policy framework continues to provide guidance and clarity in our respective roles, while there has also been work to practically adapt how that policy plays out in an evolved CAGP modus operandi.

In closing, we want to recognize that all we have accomplished over the last year was only possible through the hard work and dedication of an outstanding group of people – a visionary and highly-engaged Board of Directors, national volunteers with impressive credentials and enormous enthusiasm for CAGP, RoundTable members who are loyal to the mission and true community leaders, and a committed, passionate and ultra-reliable staff team. We also have an increasing array of funders and supporters who are true and generous partners. We thank them all and express our enormous gratitude for their confidence, commitment and support.

Yours very truly,

Malcolm Berry
Chair of the Board of Directors

Ruth MacKenzie
Executive Director

learning

Priceless. What I learned during sessions AND during break times could not be duplicated anywhere other than at a CAGP Conference.

Yolanda Benoit, BC SPCA

Positioning CAGP for the future

Positioning CAGP for the future to reinforce our position as the recognized authority on gift planning

We need to ensure CAGP is better connected and has a stronger voice across sectors where our deep expertise can be fully leveraged for impact. We recognize that the key role we play in expanding the fundraising options available to charitable organizations can be widely understood and that strategic charitable gift planning can be better recognized as providing new and innovative ways for donors to achieve their philanthropic dreams. As our sector, society and world are evolving, we want our members and those who look to CAGP for leadership to know that they can rely on us to identify important issues and new trends, engaging in deliberative dialogue and to be an active and compelling voice on issues that impact philanthropy.

This year...

...we finalized and made significant progress in integrating a new brand platform to clearly express who we are, what we do and what our unique value proposition is. A new corporate logo provides a fresh, clean image that we believe is reflective and indicative of what philanthropy achieves.

...we engaged more intentionally in national dialogues, topical round table discussions and collaborative conversations, including membership in Imagine Canada's Sector Champions, partnering on the Doing Well by Doing Good conference for professional advisors and participating in sector-wide public policy strategizing. We leveraged connections and initiated new relationships, increasing our profile and expanding our reach.

...we continued to leverage the expertise and credibility of our Government Relations Committee. CAGP contributed thoughtfully to federal pre-budget consultations, was represented within Canada Revenue Agency circles and strategized in regard to new estate donation rules that will dramatically impact charitable giving through estate gifts. Through this Committee, our members continue to benefit from a strong voice actively advocating for a beneficial tax and legislative environment to enable philanthropic giving.

...we were inspired by an interesting research project out of the U.S. regarding philanthropic discussions between professional advisors and their clients, and formed a partnership with BMO Private Banking, the GIV3 Foundation and Philanthropic Foundations of Canada. Through this partnership we undertook a research project, The Philanthropic Conversation: Understanding the Professional Advisor Approach and the High Net Worth Individual Perspective, to examine the current state of this important relationship in Canada. The findings will serve as a useful basis to present a business case for philanthropy to professional advisors who we see as being in a position to dramatically impact charitable giving.

...we developed our connection to one of our key partners, Hilborn / PG Growth by entering into a three year research collaboration looking into the state of planned giving world-wide. The findings to date will be released at the 2015 CAGP national conference, outlining issues for further exploration and setting the stage for the subsequent phases of the research.

...we delivered community grants across the country in support of LEAVE A LEGACY activities and initiatives led by local RoundTables and LEAVE A LEGACY committees. This national public awareness program remains a cornerstone for CAGP and we are eager to revitalize it, based on a visioning day with RoundTables and LAL Chairs last spring. We remain enormously grateful of our ongoing relationship with Great-West Life, London Life and Canada Life, now evolved to distinctly focus on the local granting program, while seeking a new national partner to enable the execution of a renewed vision.



CAGP is the most important annual conference in Canadian philanthropy for the knowledge, networking and total experience.

Malcolm Burrows, Scotia Trust

*net
working*

Ensuring a scalable business model

Ensuring a scalable business model to support CAGP's programs and initiatives into the future.

To be effective, CAGP must have the necessary resources to do our work. As we consider new, more contemporary ways to deliver our programs, we recognize that a solid financial basis also creates room for measured risk that enables innovation. With a continued focus on membership as our most predominant revenue stream, we also took steps towards cultivating a more diversified array of funders and partners.

This year...

...we worked hard on shaping a renewed membership model introducing, in response to members' feedback, more options to engage. Its launch at the onset of our new fiscal year included a modest fee increase, while also offering charitable discounts and organizational categories that provide solid value and opportunities for expanded team involvement. Currently standing at 1058 members, it's important to mention that January 2014 saw 39 new colleagues become members of CAGP; the most new members in a single month in more than five years.

...we were transparent about the challenges of our website and customer relationship management system, as well as our limited capacity to rectify those issues on our own. We opened a dialogue with certain RoundTables and organizational partners with a purpose of a collective resolution. We were unified in recognizing that an effective technology platform is crucial to CAGP's public profile, to supporting member communication and engagement, and our ability to be dynamic in how we connect with our target audiences of charitable fundraisers, professional advisors and senior decision makers. We are enormously grateful that these 11 partners shared in our challenge and our vision, contributing the resources necessary to develop a new website and crm, to be launched this June. We invite you to note their distinct acknowledgement in the Sponsors, Funders, Partners section of this report.

...the board considered our organizational structure and how it could better enable our ability to leverage government, corporate and foundation funding opportunities as well as increase our ability to develop a donor base. The establishment of a separate charitable foundation is being considered, while we gather information on funders whose objectives might align with CAGP's core purpose and determine the resources necessary to fund and manage an additional organizational infrastructure.

...we looked to other national organizations with a mandate to strengthen philanthropy complementary to CAGP and considered how we might establish more deliberate relationships. In November 2014, we announced a collaboration with United Way of Canada, welcoming all 109 members of their movement to CAGP. Similar discussions with Community Foundations of Canada have advanced in British Columbia with 51 foundations in that province joining CAGP in February 2015, as the national conversation continues. While these two partnerships certainly build our membership numbers and revenue, our vision also includes the expanded reach for CAGP's message, a strengthened voice in public policy dialogue as well as the potential for increased local RoundTable engagement.

...we began mapping out key strategic alliances and determining an outreach plan to grow our network of supporters, funders and partners. Stemming from our new brand platform we are developing a compelling case statement to support that outreach. In addition to expanding our relationships, we believe there is potential to engage differently with our many solid partners and evolve these relationships to be more pervasive to CAGP.

edu

I am so honoured to play a role in helping people create a legacy. How truly remarkable it is to help someone dream of what they'd like to create for the future, then to witness it becoming a reality. This was all made possible by the knowledge and technical learning received through membership with CAGP. And I continue to keep pace with new changes through CAGP.

Sandra Dow, Chair, CAGP Greater Toronto Area RoundTable

ing

Developing a comprehensive education plan

Developing a comprehensive education plan that elevates professionalism and competency in philanthropic planning

CAGP's reputation has been established to a large degree as a result of the outstanding professional development we offer and it is a priority for us to retain that reputation. This year we took steps to do so by ensuring our education curricula is congruent to the current needs of gift planning professionals, is offered by means that are dynamic and accessible, and is in sync with an ever-expanding marketplace. We also recognize that being a leader means more than being responsive, so we continue to explore opportunities and strategies to better support and advance the field in a real and meaningful way.

This year...

...we experienced a heightened interest in our education program. Registrations for the Strategic Gift Planning Bootcamp for Major Gift Professionals and Original Canadian Gift Planning course reached capacity in record time and a second OCGP course was offered in response to demand, also selling out. There is increased interest in the Gift Planning All in a Day, particularly with organizations seeing this as an opportunity for training on planned giving that is customized to their unique context. While four All in a Days were delivered in 2014, planning for several scheduled in 2015 was also underway. With Webinar Wednesdays gaining an increased presence, we provided outstanding education on strategic charitable gift planning to 579 delegates this year.

...we all enjoyed another wildly successful CAGP annual national conference in 2014, with 385 overall registrations and outstanding feedback through the evaluation process. While perhaps now a distant memory, we attest to having built bridges, sea to sky, through exceptional networking, visionary plenaries and relevant, leading-edge workshops.

...we continued to explore the possibility and feasibility of a formalized certification program for planned giving professionals. Our key learning this year was the need for a clear separation between a body that is a purveyor of education and a certifying body. Moreover, we recognize that as a provider of professional development it is essential that the needs of all target audiences are fully met. Key actions include the development of core competencies and curriculum development, which the Board feels positive about the progress being made towards certification. Still outstanding is a comprehensive market assessment to provide evidence of the ultimate viability and success of a certification initiative.

...we recognized that a formalized core competency framework was necessary to provide a lens and guide for curriculum analysis and development in order to ensure our education program nurtured professional excellence for gift planners. We engaged an HR professional with distinct expertise and through an appreciative process developed a comprehensive overview of behaviours and attributes which were grouped into enabling and technical competencies, as the two major pillars of the gift planning profession.

...our distinguished Education Committee held a retreat to undertake a full review of CAGP education streams for consistency of information, depth of content appropriate to the course setting and to also ensure course curricula wholly supports the core competencies of gift planners. This exercise was an important step in refreshing our education offerings and ensuring adaptable content is easily customizable to a variety of target audiences and delivery forums.

Fostering effective management, board & governance

Fostering effective management, board & governance to be equipped for transition and growth

It's worth re-stating: to be effective, CAGP must have the necessary resources to do our work. As important as financial resources are, it is equally important to have human resource support and leadership with experience, qualifications and time to effectively support a growing association with diverse stakeholders and needs.

This year...

...we fulfilled our commitment to more regular communication from the board to our members. We began issuing quarterly board communiqués, with key operations updates and reporting on progress against our strategic plan. Understanding that multiple communication channels are necessary in a pan-Canadian organization with complexity and diversity, Board members also engaged in regular teleconferences with RoundTable and Leave A Legacy leadership and information was shared through the bi-weekly CAGP eNews. Staff endeavoured to provide an optimal approach to customer service in dealing with members and responding to inquires and requests for information.



...our board became an even stronger governing body, engaging in thoughtful, forward-driving dialogue. They focused on strategy while also contributing directly to programs and initiatives, providing leadership perspective but also increasing our capacity and enabling us to accomplish all that we did. We acknowledged the enormous value the Carver governance model brought to the organization at a particular time in its history. Yet, we also believe that our organization's evolution requires an advanced mode of board leadership and engagement that is as committed to its fiduciary role as it is to strategic and generative oversight. Our policy framework continues to provide important guidance, while the board adapts that framework to a new leadership approach.



...our dedicated team is implementing the strategic plan with an approach that is practical and measured as well as tactical and multifaceted, addressing the various intersections and interdependencies across the pillars of that plan. We are confident in our capacity to be adaptive and support an evolving organization.

Membership in CAGP is knowing
that on any issue of tax,
administration or law – that I'm just
one phone call, email and yes, tweet,
away from not just an expert but THE
expert on the issue. It's about access
to a network of professionals.

Paul Nazareth, CanadaHelps

Sponsors, Funders, Partners

CAGP's sponsors, funders and partners make our work possible through financial support but they also stand in alignment with a shared belief of a **better world through strategic charitable giving**. We thank them for that support and acknowledge that we couldn't do it without them.

RBC Wealth Management
The Donor Motivation Program
PG Growth
Great-West Life, London Life & Canada Life
Mackenzie Investments
BMO Private Banking
Carters Professional Corporation
Fasken Martineau
Miller Thomson
Scotia Private Client Group
TD Waterhouse
SickKids Foundation
Lawton Partners
PG Calc
Legacy Leaders
Davis LLP
Bull Housser
The Canadian Institute of Certified Executive Advisors
Capacity Marketing for Charities
DonorPerfect Canada
Environics Analytics
Harvey McKinnon Associates
ProDon-Logilys
S.T. Legacy Group
MindPath
GIV3
Philanthropic Foundations of Canada
United Way Centraide Canada
Vancouver Foundation

National Website Partners:

SickKids Foundation
Canadian Cancer Society – Ontario Division
Mennonite Foundation of Canada
Princess Margaret Cancer Foundation
Queen Elizabeth II Health Sciences Centre Foundation
The Donor Motivation Program
CAGP Greater Toronto Area RoundTable
CAGP Alberta South RoundTable
CAGP Greater Vancouver RoundTable
CAGP Montreal RoundTable
CAGP Manitoba RoundTable

Strategic charitable giving
A focused and financially strategic approach to philanthropy that results in maximum benefit for both the charity and individual donor.

Strategic charitable gift planning
A donor-centred process of planning current and future charitable gifts in a way that meets the donor's philanthropic goals and balances personal, family and tax considerations.

Our People

The purpose-driven people who advance our ambitious agenda have made our 2014 progress and accomplishments possible. CAGP is fortunate to work with a board of directors that exemplifies the best in nonprofit governance, national volunteers that are integral to our operations, RoundTable leaders who ensure our relevance on the ground and a committed staff team dedicated to our long-term vision for philanthropy.

Board of Directors

Executive



Malcolm Berry, Chair
SickKids Foundation
Toronto ON



Darren Pries-Klassen, Vice-Chair
Mennonite Foundation of Canada
St. Catharines ON



Peggy Killeen, Secretary
Royal Victoria Hospital Foundation
Montreal QC



Ross Young, Treasurer
Secure Capital Management Ltd.
Calgary AB

Members



Norma Cameron
Children's Health Foundation of Canada,
Victoria BC



Chris Chipman
TD Wealth-Private Trust,
Winnipeg MB



Carla Funk
Doctoral Candidate at Royal Roads University,
Victoria BC



Doug Puffer
Simon Fraser University,
Vancouver BC



Amanda Stacey
Miller Thomson,
Toronto ON

National Volunteers

Crystal Aboud
Linda Ashton
Malcolm Berry
Bonnie Boyd-Read
Malcolm Burrows
Norma Cameron
Doris Cameron
Terry Carter
Helen Chapman
Chris Chipman
Toni Croft
Marie-Anne Desjardins
Leah Eustace
Calvin Fong
Ryan Fraser
Carla Funk
Rowena Griffiths
Elena Hoffstein
Richard Irish

Jennier Jascheko
Peggy Killeen
Robert Kleinman
Brenda Lee-Kennedy
Stewart Lewis
Greg Lichti
Kristy MacLennan
Janice Loomer Margolis
Susan Malcolm
Susan Manwaring
Margaret Mason
Sue McIntosh
Grent Monck
Elizabeth Moxham
Paul Nazareth
Jill Nelson
Charles O'Neil
Brad Offman
DeWayne Osborn

Michelle Osborne
Nancy Parker
Linda Pearson
Laily Pirbhai
Maurice Prevost
Darren Pries-Klassen
Beth Proven
Doug Puffer
Christopher Richardson
Jo-Anne Ryan
Lori Scott
Brian Shea
Amanda Stacey
Glenn Stewardson
Dee Dee Sung
Silvia Ugolini
Ann Vessey
Janice Williams
Ross Young

National Staff

Kat King-Vis, Communications & Stakeholder Relations Manager
Erin Kuhns, Professional Development Coordinator
Ruth MacKenzie, Executive Director
Jean-Marie Niangoran, Finance Manager
Nancy Shore, Membership Coordinator

CAGP members are leaders in Canada's charitable community and provide donors / clients with new and innovative ways of achieving their philanthropic dreams. We play key roles in expanding the fundraising options available to charitable organizations. Through our commitment to a stringent Code of Ethics, continual learning and networking, and a willingness to share, we help each other grow and develop as professionals in our respective fields.

Vancouver Island

Amber Adams
 Natasha Benn
 Gwen Chapman
 John Donnelly (LAL Chair)
 Cheryl Hebb
 Jennifer Jasechko (Chair)

Sarah Millard
 Sarah Neely
 Shamim Pirani
 Barbara Toller
 Joanna Verano

Alberta North

Mien Jou
 Derek Michael
 Donna Roth
 Michele Shea (Chair)

Greater Vancouver

Jocelyn Anderson
 Linda Ashton
 Michelle Bernard (Chair)
 Paola Coronado Hass
 Calvin Fong
 Rob Gagliano
 Cary Gaymond
 Diane Haarstadt

Jerry Halma
 Raman Johal
 Susan McAlevy
 Pat McGuire
 Julia Roudakova (LAL Chair)
 Dee Dee Sung
 Jane Westheuser

Alberta South

David Beavis
 Carey Bornn CFRE
 Tara Friesen
 Kathyne Gibson
 Robert Locke (Chair)
 Rizwan Nathoo
 Michelle Regel
 Laurie Wallis

Saskatchewan North

Vicki Corbin (Chair)
 Jos Herman
 Trina Mortson

Saskatchewan South

Christina Attard (Chair)
 Jeanette Kelly (LAL Chair)
 Sharon Kremniuk
 Trina Owens
 Kevin Peyson
 Leanne Posehn
 Byron Toth

Manitoba

Kathyne Cardwell
 Krislyn Gutierrez
 Jackie Markstrom
 Rena Molinari (Chair)
 Stephen Webb (LAL Chair)
 Deborah Winston

Ottawa

Barry Bloom
 Paul Brousseau
 MARRISA Croteau
 Andrew Inderwick

Katie Loftus (LAL Chair)
 Joanna Luciano
 Sue McIntosh (Chair)
 Jana Lee Rand

Greater Toronto Area

Don Allen
 Aruna Aysola
 Marisa Barlas
 Verna Chen
 Angela D'Aversa
 Sandra Dow (Chair)
 Liza Fernandes (LAL Chair-Toronto)

Ann Gorwill
 Alanna Jones, CFRE
 Meredith Meads
 Winsor Pepall
 Peter Ramsay (LAL Chair-Temiskaming)
 Andrea Robertson
 Jessica Rode

Niagara/Golden Horseshoe

Sandra Baker
 Tamara Coleman-Lawrie (Chair/LAL Chair)
 Ashley Davidson
 Gena Dureault
 Lisa Gonnering
 Nicki Inch

Erin Matthews
 Ejaz Nadeem
 Julie Powell
 Deanna Pope
 Devon Rowan
 Keith Rutherford

London

Jennepher Cahill
 Don Cameron (Chair)
 Melissa Derbyshire
 Trish Gergish (LAL Co-Chair)
 Colleen Harris (LAL Co-Chair)

Lisa Mazurek
 Susan Mitchell
 Jill Osborne
 Kristina Stankevich

Chatham-Kent

David Drouillard (Chair)
 Ron Laroche
 Hugh Logan
 Jody Maroney
 Jon Quaglia (LAL Chair)

Waterloo-Wellington

Craig Stevenson (Chair)
 Lisa Short
 Darren Sweeney (LAL Chair)

Windsor & Essex County

Tim Jones (LAL Chair)
 Jody Maskery
 Nancy Parker (Chair)
 Martin Sobocan
 Kim Willis

Newfoundland

Catherine Barret (Chair)
 Roderick Fequet (LAL Co-Chair)
 Malcolm Sheppard (LAL Co-Chair)

Prince Edward Island

Helen Chapman (Chair)
 Marlene Dorey
 Wraychel Horne

Nova Scotia

Crystal Aboud
 Bonnie Boyd-Read (Chair)
 Doris Cameron (LAL Chair)
 Toni Croft
 Kelly Power

Jane Rafuse
 Lori Scott
 Glenn Stewardson
 Ann Vessey

Summary Financial Statements

For the Year Ended January 31, 2015

The financials have been compiled from CAGP's audited statements.

Auditing services have been provided by McCay Duff LLP.

A detailed auditor's report is available at cagp-acdp.org.

	2014/15	2013/14
Revenue		
Conference fees	\$ 353,011	\$ 331,432
Membership fees	285,261	274,784
Education courses	183,365	130,866
Grants	95,000	97,726
Sponsorships	57,009	11,500
Job postings	19,000	22,275
Interest and other	12,438	6,185
	<u>1,005,084</u>	<u>874,768</u>
Expenses		
Salaries and wages	292,239	293,009
Conference expenses	259,720	248,583
Grants	74,496	82,204
Partner fees	65,968	48,644
Management fees	51,041	6,486
Administration	35,318	33,347
Meals	28,595	17,997
Education and honorariums	28,466	19,505
Website and computer	23,489	14,905
Rent	23,200	26,842
Financial professionals research project	22,500	-
Professional fees	21,222	70,978
Travel	19,408	28,097
Accommodation	14,420	21,671
Telephone and fax	11,824	14,102
Translation	6,847	4,217
Printing	3,530	7,107
Amortization	3,230	3,109
Meeting facilities	1,232	5,481
	<u>986,745</u>	<u>946,284</u>
Net Revenue (Expenses) for the Year	<u>\$ 18,339</u>	<u>\$ (71,516)</u>



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