Introduction

Overview

Why we're doing this…

In early 2013, following a rigorous planning process in which hundreds of members participated; the CAGP Board of Directors approved a three-year strategic plan. From the research we had conducted, we knew that members believe CAGP is uniquely placed to promote philanthropy, and to help donors/clients achieve their personal goals and philanthropic dreams.

However, the research also delivered another message. We were not effectively reaching many in the charitable community who could benefit from a better understanding of strategic charitable gift planning and the value of a CAGP membership. We recognized that there were many fundraisers, senior decision makers and professional advisors who would benefit from membership in CAGP, and their support for an organization dedicated to promoting Canadian philanthropy.

In conjunction with the brand platform the Board and Executive Director recognized that this fresh approach warranted a new image, moving away from our traditional word mark to a graphic image that is reflective and indicative of what they hope philanthropy and strategic charitable giving achieves on a number of fronts.

The Logo Design

The multiple circles are designed to represent our three target audiences of charitable gift planners, professional advisors and senior leaders, but to also symbolize what is core to CAGP.

- Donors, through a Circle of Giving that starts and ends with a focus on values of what civil society should be.
- Partners with whom we must engage through a Circle of Collaboration if we are to reach our vision of a better world through strategic charitable giving.
- Continuous growth and improvement through a Circle of Knowledge.

We have also simplified our name to properly recognize our various constituencies by separating the acronyms as CAGP or ACPDP depending on the language in which you are communicating:

- In English... CAGP (Canadian Association of Gift Planners).
- En Français... ACPDP (Association Canadienne des Professionnels en Dons Planifiés)

Women in Philanthropy:

Today and Tomorrow

International Women’s Day
FRIDAY, MARCH 6, 2020
7:30 a.m. Breakfast
8:00–9:30 a.m. Keynote and Panel Discussion

RBG Centre, 680 Plains Road West, Burlington, ON L7T 4H4

Start your day with us in celebration of International Women’s Day

TICKETS: $25 available at CAGPIWD2020

KEYNOTE / PANELIST
Patricia Gagic
Artist, Author, Humanitarian

MODERATOR
Sheree Meredith
Advisor, Philanthropic Services at Hamilton Community Foundation

PANELIST
Alyssa Lai
Corporate Communications Consultant, The Co-operators

PANELIST
Marie Phillips
Financial Wealth Advisor, IPC Securities Corporation

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