Advocating.
Championing a legislative environment that is favourable to philanthropy is a crucial component of building a nationwide practice of strategic charitable giving. The financial support that the Foundation received was not only able to provide education to professionals, conduct research, and expand public awareness but also allowed CAGP to focus more resources on active Government Relations work.

Creating Hope.
In a challenging year for our sector, we received unwavering encouragement from our donors, and we are grateful for it. We could not have done it without you!

Educating.
In 2021, we pivoted to a full year of delivering national education online. We’re particularly proud of our first webinar mini-series delivered in French. We delivered 4 Gift Planning Fundamentals online, Webinar Wednesdays continued to run through 2021, and we launched a new online course – Practical Philanthropic Conversations. In addition, we delivered 36 customized in-house training sessions and speaking engagements. There were 6,450 total engagements with our education in 2021.

Making Canadians Aware.
The Will Power campaign was a bright light in 2021. We accelerated our plan to go live across Canada because of the pandemic. Partners joined us in numbers surpassing targets. We signed up over 500 charities and advisors!

In just the first 2 months of the campaign, 11% of Canadians knew about it and could recall the ads. 42% of Canadians who saw the ads changed their minds and are now more likely to leave a gift in their Will. In total, 130,000 people explored the idea on willpower.ca and 11,500 actions were taken towards leaving a charitable bequest.

Expanding Knowledge.
In 2021 we partnered with the AFP Foundation Canada to study donor views on charities. The aim was to increases social impact through a deeper understanding of specific donor trends, segments, and their behaviours around charitable giving. The findings have been disseminated broadly in the sector.

Research enables us to keep abreast of ideas and strategies that serve philanthropists and the charitable sector as a whole.

WILL POWER

WILL POWER™

aims to bring $40 billion of new gifts to charities across the country and make gifts in wills a social norm.

Research enables us to keep abreast of ideas and strategies that serve philanthropists and the charitable sector as a whole.

Thank you for being a part of everything we do.
Advocacy is a big part of the reason Donald K. Johnson, expressed great confidence in our work by pledging the inspirational amount of $1 MILLION to the Foundation over the next five years. This gift represented not only a renewal of Don’s extremely generous pledge to us as a Founding Donor, but a DOUBLING of his original support. His unwavering generosity since our founding has been critical to our growth in this crucial phase of our existence, allowing us to respond to demand and expand. His foresight allows us to continue to build and to dream even bigger.

**Committing to the Cause.**
Many of our supporters plan their gifts and are dedicated to strategic charitable giving – no surprise – we’re gift planners! Our donor retention rate is well above industry standards at 63% and 45% of our donors give through monthly or annual pledges.

Two other important three-year term pledges were renewed in 2021. Benefaction Foundation will continue to give $25,000 a year, for a total of $75,000, thanks to the vision of CEO and Founder Nicola Elkins and her board. Keith Thomson and the Donor Motivation Program pledged $30,000 over three years, as well as continuing to support our fundraising activities.

**We are deeply honoured to count 8 legacy commitments by the end of 2021.**

"This is a way for me to give back. No other organization could have offered me this kind of education and also introduced me to this incredible network of passionate people."

– Bob Strachan

**Inspiring.**
We were moved by a significant gift of $100,000 from Bob and Jill Strachan. Bob is a long-time believer in the power of strategic charitable giving – his CAGP membership dates back 26 years. Although retired as a financial planner, Bob is still an engaged CAGP member. A Founding Donor when the CAGP Foundation was launched, he continues to attend our education offerings and conferences. As he says, “There’s always something new to learn!”

**By the Numbers.**
Our revenue for the year was $621,953, of which $222,855 came from our generous Will Power Campaign seed funders. The remaining $399,098 allows us to respond innovatively to the growing demand for our resources, education, and professional development offerings and gives us the capacity to provide a strong voice for tax policy supporting charitable giving in Canada. The market value of our endowment at The Winnipeg Foundation was $39,508 on December 31st 2021.
We appreciate the board members and volunteers who steered us and supported us through the year.

**CAGP FOUNDATION BOARD 2021**

- Beth Proven – Chair
- Andrew Valentine – Secretary
- Andrea Robertson
- Jill Nelson – Vice Chair
- Brad Offman
- Marcella Zanella
- Ross Young – Treasurer
- Ricky Piedrahita
- Janice Feuer

**ADDITIONAL VOLUNTEERS**

- Joan Blight
- Roger Lee
- Tina Tehranchian
- Nicola Elkins
- Greg Lichti
- Keith Thomson
- Michelle Johnson
- Charles O’Neil

We are deeply grateful to all our donors and volunteers – you have a significant influence on building the capacity and sustainability of countless causes and communities in Canada.

We could not do it without you.

**THANK YOU.**

www.cagpfoundation.org