



2024 GRATITUDE REPORT

Building Legacies, Inspiring Generosity

This past year has been a testament to the power of commitment. From long-time supporters deepening their contributions, to heartfelt tributes that honour those who inspire us, we have seen firsthand how generosity fuels growth. With a remarkable donor retention rate and a growing legacy donor community, we're building something sustainable—a better world through strategic charitable giving.

“I love supporting the CAGP Foundation because it is the best way of leveraging my donations and multiplying the impact of my charitable giving.”

– Tina Tehranchian

Our mission

To financially support the development and promotion of excellence in strategic, charitable gift planning in Canada.

Our educational offerings

In 2024 we offered two online courses in Gift Planning Fundamentals, one for charities, and one for professional advisors, alongside two engaging in-person sessions, including one conducted in French. The Original Canadian Gift Planning course, held in the picturesque setting of Banff, was a tremendous success once again. Additionally, our Bequest Administration Essentials course, offered online for the third time, sold out quickly and even generated a waiting list! Our Webinar Wednesdays series continues to thrive, providing valuable insights in both English and French. And we proudly delivered nine “in-house” gift planning training sessions and speaking engagements tailored for charities and professional advisor organizations.



OUR IMPACT ON CANADIANS



individuals are now considering leaving a gift in their Will after being inspired by Will Power



Canada now ranks among the top three countries in percentage of individuals leaving charitable gifts in their Wills



Twice as many charities and advisors involved in our public awareness campaign compared to any other country

Since the inception of our Will Power public awareness campaign five years ago, an impressive 4.7 million more Canadians have expressed interest in leaving a gift in their Will. Notably, 2.8 million individuals are now considering this option after being inspired by our advertisements. Canada now ranks among the top three countries in the world in terms of the percentage of individuals leaving charitable gifts in their Wills, following the UK and Australia.

Our campaign has seen remarkable partner participation, with twice as many charities and advisors involved compared to any other country, demonstrating the strength of the gift planning community in Canada. Over the past year, we have witnessed more than double the amount of actions taken on our charity and partner pages. We have also successfully connected donors who are contemplating a gift in their Will with the charities they are considering.

Our donors are committed

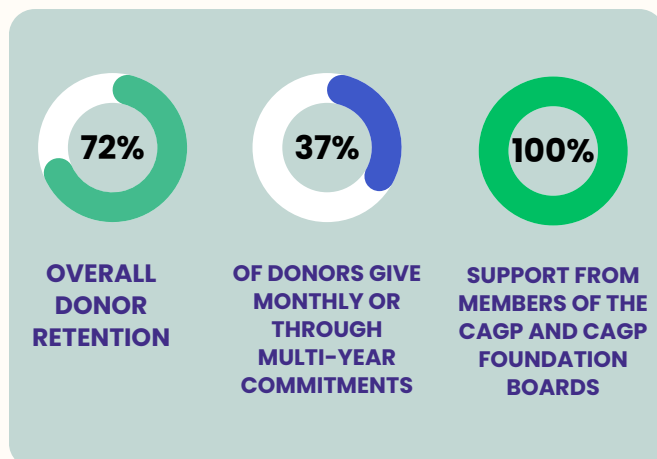
As gift planners, our focus is always on sustainability. Multi-year pledges allow us to project and plan our growth and progress, and we are deeply appreciative of all our donors who give in this thoughtful way. This year, we were honoured that two of CAGP Foundation's earliest visionary supporters, **Benefaction Foundation** and **Keith and Tanja Thomson** embarked with us on another journey. Not only did they commit to new three-year pledges, but they doubled the amounts of their gifts!

Inspiration

Many of our donors give to us in appreciation of a friend, colleague or mentor. This year we were the recipient of many heartfelt gifts in honour of past Board Chair **Jill Nelson** to mark her retirement from the Princess Margaret Cancer Foundation. This wonderful tribute supported an educational bursary.

Excellence

Our **donor retention** rate continues to rise – it's currently at **72%**. And **37% of our donors give monthly** or through multi-year commitments. We enjoy **100% support** from members of both the CAGP and the Foundation Boards.



Our raison d'être

Our list of legacy donors continues to grow. **14 visionary individuals have let us know of their ultimate gift**, one that stands at the core of what we believe in. The types of gift they've chosen to make are reflective of who we are as gift planners. We are honoured to have been made beneficiaries of gifts in wills, life insurance policies, RRSPs and donor-advised funds.

Our results

We raised **\$625,655 in gifts and pledges in 2024**. Our actual revenue was **\$445,518**. Our endowment at The Winnipeg Foundation now stands at **\$40,450**.

“It's hard to put into words how grateful I am to CAGP and its incredible community. February will be my seventh year leading the Legacy Giving program here at U of G. When it first started I was learning on the job and it was thanks to the amazing community I discovered through CAGP that I've been able to grow the program and learn so much.

– **Jayne Whitfield**

2024 BOARD OF DIRECTORS



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A huge thank you to our supporters – you're creating legacies in so many ways, to so many causes!